

CHAPTER I

INTRODUCTION

This chapter consists of five sections. The first section is the introduction of the research study. Second section states the problem on this research study. Third section lists the scope of the research study. Forth section explains objective of the study. The fifth section demonstrates the significant of the study.

1.1 General Introduction

In the recent years, the internet has drastically changed many business industries. For the travel industry, the positive impacts of the internet include more effective distribution channels and disintermediation (Buick, 2003). Similarly to other business within the travel industry, the internet has also shifted the hotel industry's distribution model (Bender et., 2008). During 2005, more than 64.8 million people used the web to make travel plans, with an additional 14.2 million travelers seeking information online prior to making a reservation through alternative channels (Travel Industry Association of America, 2006).

The major shift to the online-based hotel booking system has many advantages for the industry. It makes global distribution possible due to the accessibility 24 hours a day and seven days a week. Because of the self-serving website, hotels have less stress to rely on staffs for such task. In addition, hotel amenity and accommodation information provided online is often more accurate and consistent than telephone sales due to the lack of human interaction and therefore, error, can be updated faster than training employees in policies and procedures (Christodoulidou, Countryman, Kistner and Phelan, 2011). The shift to e-commerce can reduce costs, allow hotels to interact directly with customers, improve the reservation and sales process through the availability of more timely

information, and consequently result in an organization outperforming its competition (Liu and Arnett, 200-; Millgan, 2004; Wong and Law, 2005).

1.1.1 Online Hotel Booking in Thailand

Many of people in Thailand have gradually adopted this new trend of booking hotels online. Currently, there are increasing numbers of Thai people reserving hotel through the internet due to the new life style of technology usage of Thai consumers especially in Bangkok. There is a percentage of 67 of Thai consumers who access the internet for online shopping (Sasiwimon B., 2011). Within that list of online shopping identifies hotel accommodation as one of the frequent purchased online. Nowadays, many Thai tourists prefer the interactive online booking rather than making direct calls or in-person booking at the hotel. Therefore, more and more researchers are interested to study in the attitudes and perceptions of the Thai consumers toward the hotel reservation online.

1.2 Statement of the Problem

It is the simple to assume that Thai consumers are growing more interest and usage in the information-based websites for hotel reservations. It is significant that the technological development of the local and international hotels for the reservation process and medium of communication is correlated (Chatchotitham and Soponpropapon, 2011). Hotels executives must always seek to provide customers' convenience and satisfaction through these online channels. Therefore, the usefulness of the hotel reservation online will be one of the key variables for the attitudes of Thai consumers regarding online hotel booking.

Furthermore, previous studies have investigated to study an effect of trust beliefs on consumers' online intentions. One of the factors that make consumers feel uncertainty with online shopping and services is trust. This might be a factor that is still holding some Thai consumers to fully adopt

this method of booking hotel accommodations. In result, this research study aims to study the key factors that influence the Thai consumers' attitudes, buying decision, and behavior.

The Research Questions:

1. What are the factors influencing Thai consumers' attitudes toward booking hotels online ?
2. How do direct hotel websites and third party agent websites influence the consumers' attitudes?
3. Are these attitudes influential factors related to the increased numbers of hotel reservations online among Thai consumers?

1.3 Objective of the Study

The objectives of this study are:

1. To study the factors influencing Thai consumers' attitudes and buying decision to book hotels online
2. To examine direct hotel websites and third party agent websites and how they influence the consumers' buying decision
3. To investigate the key factors that are influential to the increased numbers of hotel reservations online among Thai consumers

1.4 Scope of the Study

This study aims to identify the factors influencing the attitudes, buying decision, and behaviors of Thai consumers living in Bangkok. It will investigate the consumers who are mainly frequent internet users and in their working age. It will also identify some of the main factors leading to the purchase decision. The factors will be divided into three categories, which are aesthetics, convenience, and marketing mix. These factors will

include ideas such as the quality of website design, information system and service quality, customer satisfaction, and special promotions.

1.5 The Significance of the Study

People nowadays manage many parts of their lives on the internet. Whether is business related or personal matters, people rely on the internet to complete their tasks. This is one of main significance leading to this study.

More and more people are using to the online based system to purchase items or make reservations, especially for flights and hotels accommodations. This research study is to investigate the factors influencing the attitudes of Thai consumers toward online booking for hotels. Due to the factors that will be presented in this research, this study will also be very beneficial for the hotel industry. It will also suggest other areas for further research regarding online hotel booking. These researches can be developed into tools and ideas to improve the hotel industry and to find the best way to achieve customer satisfaction through the internet reservations.

CHAPTER II

LITERATURE REVIEW

This chapter consists of previous studies related to the topic that has been addressed in the research objective. It will also include other related literature reviews, related theories, framework, and model. The last section will summarize the chapter.

2.1 Prior hotel web site research

Research suggests consumers may have several purposes for visiting a hotel web site. The initial visit to a web site is often informational, with 65 per cent of first time guests browsing for the purpose of “gathering information” (Scheuler, 2005). This first visit to a site can be decisive. If consumers cannot find the desired information, the likelihood of booking a reservation is severely diminished. This is particularly important as informational satisfaction has been identified as the most powerful determinant of “intent to purchase”. (Jeong *et al.*, 2003) This result was supported in another study which found that 88 percent of first time web site visitors return if the first encounter is successful, while only 40 per cent of visitors who were not satisfied with their first visit will return (Scheuler, 2005). These findings reinforce the importance of a well-designed, user friendly web site.

2.2 Online buying attitudes and behaviors

Understanding the mechanisms of virtual shopping and the behavior of the online consumer is a priority issue for practitioners competing in the fast expanding virtual marketplace (Constantinides 2004). This topic is also increasingly drawing the attention of researchers. Indicative of this is the fact that more than 120 relevant academic papers were published in 2001 alone (Cheung *et al.*, 2003). Given the continuous expansion of the Internet in terms of user numbers, transaction volumes and business penetration this massive research endeavor is not surprising. More than 20

per cent of Internet users in several countries already buy products and services online (Taylor Nelson Sofres, 2002) while more than 50 per cent of US net users regularly buying online (Forrester Research, 2003).

As in the case of traditional marketing in the past, most of the recent research and debate is focused on the identification and analysis of factors that one way or another can influence or even shape the online consumer's behavior; a good deal of research effort is focused on modeling the online buying and decision-making process (Miles et al., 2000; Liu and Arnett, 2000; Cockburn and McKenzie, 2001; Liao and Cheung, 2001; McKnight et al., 2002; Joines et al., 2003; O'Cass and Fenech, 2003). While many researchers do not see any fundamental differences between the traditional and online buying behavior, it is often argued that a new step has been added to the online buying process: the step of building trust or confidence (Lee, 2002; Liebermann and Stashevsky, 2002; McKnight et al., 2002; Suh and Han, 2002; Liang and Lai, 2002).

Predicting how attitudes affect consumer behavior is the most important concern for most people interested in consumer behavior (Petty et al., 1991). Various situational and dispositional factors enhance the consistency of attitudes with behavior and researchers have found that attitudes are more predictive of behavior in certain situations (Evans et al., 1996; Njite and Parsa, 2005; Shim and Drake, 1990; Shim et al., 2001).

2.3 Factors Influencing Consumers' Attitudes

Consumers do not make their decisions in a vacuum. Their purchases are highly influenced by cultural social, personal, and psychological factors. For the most part, they are “non controllable” by the marketer but must be taken in to account. We want to examine the influence of each factor on a buyer's behavior.

A consumer buying behavior is influenced by cultural, social, personnel and psychological factors. Cultural factors exert the broadest and deepest influence.

2.3.1 Cultural Factors

Culture, subculture and social classes are particularly important in buying behavior. Culture is the most fundamental determinant of a person's wants and attitudes. The growing child acquires a set of values, perceptions, preferences and behaviors through his or her family and other key institution

Subculture: each culture consists of smaller subcultures that provide more specific identification and socializing for their members. Subculture includes nationalities, religions, racial groups and geographic regions.

Social classes: virtually all-human societies exhibit social stratification. Social classes do not reflect income alone, but also other indicators such as occupation, education and area of residence. Social classes differ in dress, speech patterns, recreational preferences and many other characteristics. Social classes show distinct product and brand preferences in many areas, including clothing, home furnishing, leisure activities and automobiles. Some marketers focus their efforts on one social class.

2.3.2 Social Factors

In addition to cultural factors, a consumer's attitude is influenced by such factors as reference groups, family and social roles and statuses.

Reference Groups: a person's reference group consists of all the groups that have direct or indirect influence on the person's attitudes or behavior. People are significantly influenced by their reference groups in at least three ways. Reference groups expose an individual to new behavior and lifestyles. They influence attitudes and self-concept. And they create pressures for conformity that may affect actual product and brand choices

Family: The family is the important consumer buying organization in society. We can distinguish between two families in buyer's life. The family of orientation consists of one's parents and siblings. More direct influence on everyday buying behavior is one family of procreation—namely, one's spouse and children. Marketers are interested in the roles

and relative influence of the husband, wife and children in the purchase of a large variety of products and services. These roles vary widely in different countries and social classes

Roles and Statuses: a person participates in many groups' family, clubs, and organization. The person's position in each group can be defined in term of role and status. A role consists of the activities that a person is expected to perform. Each role carries a status. Marketers are aware of the status symbol potential of products and brands.

2.3.3 Personal factors

Age and Stage in the life cycle, people buy different goods and services over a market.

Occupation and Economic Circumstances: occupations also influence a person's consumption pattern. Product choices is greatly affected by economic circumstances spendable income (level, stability and time pattern), savings and assets, debts, borrowing power and attitude spending versus saving. Marketers of income- sensitive goods pay constant attention to trends I personal income, savings and interest rates.

Lifestyle: a lifestyle is the person's pattern of living in the world as expected in activates, interest and opinions. Markers search for relationships between their products and lifestyles groups.

Personality and Self-concept: personality means distinguishing psychological characteristics that lead to relatively consistent and enduring responses to environments. Personality can be a useful variable in analyzing consumer behavior, provided that personality types can be classified accurately and that strong correlation exists between certain personality types and product or brand choices. Related to personality is self-concept. Markers try to develop brand images that match the target market's self image.

2.3.4 Psychological Factors

Motivation: a person has many needs at any given time. Some needs are Biogenic, they arise from physiological states of tensions such as hunger, thirst, discomfort. Other needs are psychogenic; they arise from psychological states of tension such as the need for recognition, esteem, or belonging. A need becomes a motive when it is aroused to a sufficient level of intensity. A motive is a need that is sufficiently pressing to drive the person to act. There are various human motivation theories developed.

Perception: a motivated person is ready to act. How the motivated person actually acts is influenced by his or her perception of the situation. Perception is the process by which an individual selects, organizes and interprets information inputs to create a meaningful picture of the world. One person might perceive a fast talking salesperson as aggressive and insincere, another as intelligent and helpful

Learning: when people act they learn, learning involves changes in an individual's behavior arising from experience. Most human behavior is learned. Learning theorists believe that learning is produced through the interplay of drives, stimuli, cues, responses and reinforcement. A drive is a strong internal stimulus impelling action. Cues are minor stimuli determine when, where and how a person respond.

Beliefs and Attitudes: through doing and learning, people acquire beliefs and attitudes. These in turn influence buying behavior. A belief is a descriptive thought that a person holds about something. Beliefs may be based on knowledge, opinion, or faith. They may or may not carry an emotional charge. Of course, manufacturers are very interested in the beliefs people carry in their heads about their products and services. These beliefs make up product and brand images, and people act on their images. An Attitude is a person's enduring favorable or unfavorable evaluations, emotional feeling and action tendencies toward some object or idea. People have attitude towards almost everything, religion politics, clothes, music food

etc. Company tries to fit their products into existing attitudes rather than to try to change people's attitude. (<http://www.rocw.raifoundation.org/management/bba/MarketingIntelligence/lecture-note.html>)

2.4 Influencing Factors

2.4.1 Consumer trust in e-commerce

Trust is the belief that a party's word or promise is reliable and that the party will fulfill his/her obligation in an exchange relationship (Schurr and Ozanne, 1985). Fishbein and Ajzen (1975) wrote, "Whereas attitude refers to a person's favorable or unfavorable evaluation of an object, beliefs represent the information he has about the object" (p. 12). Belief will lead to behavioral intentions (Fishbein and Ajzen, 1975). Researchers (Jarvenpaa and Tractinsky, 1999; Reichheld and Scheffer, 2000; Rose et al., 1999) have pointed out that a lack of online customer trust is the main barrier to consumer participation in e-commerce.

Studies show that trust is the most effective uncertainty reduction method in e-commerce (Doney et al., 1998; Gefen, 2002b, 2002c; Hart and Saunders, 1997; Mayer et al., 1995) and plays a critical role in purchasing processes where consumers look for high quality goods or services (Gefen, 2000). The degree of risk inherent in a particular e-commerce environment is offset by the degree to which one party maintains trust. Trust serves to reduce perceptions of risk and is a vital antecedent (McCole and Palmer, 2001; Morrison and Firmstone, 2000; Urban et al., 2000) for consumer online purchase intention and an important ingredient for building relationships with consumers (Gefen et al., 2003; Liu et al., 2000; McCole, 2002).

According to Fam et al. (2004), basic factors for building trust in e-commerce in the tourism and hospitality industry include calculation, predictability, intentionality, capability, transference, tangibilization, and interactivity. However, industry operators and customers show significant discrepancies on perceived criteria of trust (Fam et al., 2004). In the future,

researchers should first attempt to identify a more complete list of factors for building trust in e-commerce. Because it is imperative for both vendors and customers to build mutual understanding on those factors in order to have a successful customer relationship, both parties should attribute the same importance to those factors. Then, researchers might focus on finding effective ways to reconcile the discrepancies in perceived criteria of trust between customers and industry operators. Marketers can then capitalize on those factors in order to initiate, develop, and maintain consumer trust online, leading to a close relationship with customers, greater customer satisfaction, positive operational benefits, and stronger loyalty (Connolly and Bannister, 2008; Reichheld and Sasser, 1990).

For some Thai consumers, this issue of trust still poses as a factor that prevents them from purchasing items online. Some Thai consumers are still used to the traditional ways of doing things. The threat of theft and fraud are still present and add to the fear some of the Thai consumers may already possess.

2.4.2 Aesthetic

Site appeal

Site appeal is particularly important in the online marketing process because this directly impacts the amount of time an individual spends visiting the site as well as its influence on the purchase decision (Danaher et al., 2006). Research specific to the travel industry found that web site content quality is one of the most important factors travelers seek when browsing online (Perdue, 2001; Ranganathan and Grandon, 2002; Shchiglik and Barnes, 2004; Wong and Law, 2005). Web site accuracy and credibility; ease of navigation; relevant, timely and straightforward information; and the convenience provided for purchasing were the most significant web site characteristics requested by respondents (Shchiglik and Barnes, 2004). Other research examined factors that consumers in Hong Kong considered important for a successful travel web site (Law and Wong, 2003). The three most significant factors were secure payment

methods, price availability for products and services, and user-friendly systems. Other factors contributing to a web site's appeal included comprehensive destination information and the availability of customer service functions such as toll free phone numbers and contact email addresses (Phelan et al., 2011). One interesting finding from the study established that web site users were indifferent toward factors related to the aesthetics of the site, such as background color and inclusion of attractive photos (Law and Wong, 2003).

Researchers have investigated various web site heuristics related to online hotel reservations systems, including: web site usability; contact, facility, and surrounding area information; and site management (Choi and Hsu, 2001; Lang, 2000; Law and Chung, 2003; Law and Hsu, 2005; Law and Wong, 2003; Law and Leung, 2000; Liang and Law, 2003). Another study found the most desired hotel web site features were room rates, reservation and facility information (Law and Hsu, 2005). Hotel location maps, site amenities, and pictures of hotel and guest room features were also highly requested. Virtual tours, meeting facility specifications, FAQ's (frequently asked questions), information concerning the city and surrounding area attractions, and links to other related businesses were not statistically significant (Law and Hsu, 2005).

2.4.3 Quality of travel web site design

While there is no universal agreement on the definition of quality of web site design, in this study it refers to the effectiveness of three dimensions: system quality, information quality, and service quality of a travel web site design (Wen, 2008). An e-commerce web site is an information system (Jahng *et al.*, 2000) and measuring the quality of an information system can be traced back to Shannon and Weaver's (1949) communication theory. Building on the communication theory, scholars (DeLone and McLean, 1992; Pitt *et al.*, 1995) developed a measurement to evaluate the effectiveness of an information system design. A good e-commerce web site design will strengthen customer's trust (Lowry *et al.*, 2008), increase

customer satisfaction (Law and Bai, 2008), attract consumers, and elicit purchases from them (Kuan et al., 2008; Schmidt et al., 2007). When analyzing the effectiveness of these three dimensions, studies showed that significant impacts of three dimensions of quality of web site design, system quality (Liu et al., 2000), service quality (Yi and Gong, 2008), and information quality (Jeong et al., 2003), on travelers' purchase intention.

System quality

System quality has significant influence on travelers' online purchase intention (Liu et al., 2000). The evaluation of system quality comes originally from measuring contributions of information systems to individuals and organizations (DeLone and McLean, 1992). Jeong and Lambert (1999, 2001) first proposed six potential dimensions of web site quality, including information accuracy, completeness, relevancy, clarity, ease of use, and navigation quality. Later, Law and Ngai (2005) proposed web site usability, which includes five dimensions: language, layout and graphics, information architecture, user interface and navigation, and general. For these two studies, some dimensions are consistent with the dimension of information quality but some belong to dimensions of system quality, making it difficult to evaluate the valid relationships among information quality, system quality, and service quality (Wen, 2008).

Information quality

Research has suggested that information quality, the user's operational experience on the site, playfulness of the site, and system design robustness are critical success factors in determining site appeal to customers (Liu and Arnett, 2000).

Site success is significantly associated with web site download delay (speed of access and display rate within the web site), navigation (organization, arrangement, layout, and sequencing), content (amount and variety of product information), interactivity (customization and

interactivity), and responsiveness (feedback options and FAQs) (Palmer, 2002, p. 151).

Travel products are unique and require communicating a large amount of diverse information from supplier to consumer (Sheldon, 1997).

According to Ivan Wen (2008):

A web site is a perfect medium for tourism and hospitality companies to use in building effective communication channels with travelers. Travelers usually surf the Internet to look for information about specific travel products or tourism destinations. In the search process, a user may encounter stimuli that activate or create a need. From a promotional perspective, marketers for travel products need to ensure that an internet search for information about travel products will lead to useful and favorable information about their company's product or destination's image. Information that users encounter should create awareness and interest while creating a favorable image of the company's offerings or destination's perceptions.

Despite considerable research on travel web site development, there has been little investigation of information satisfaction. Jeong et al.(2003) studied the relationship between online information and behavioral intention, asserting that information satisfaction is a major determinant of behavioral intentions. Visitors' information needs must be met in order to solicit online transactions (Jeong et al., 2003).

Ivan Wen (2008) also suggested:

To improve customer perceptions of information completeness, companies need to identify and present information that can aid customer purchase decisions and offer detailed information about reservations. If a travel web site does not provide the needed information, the traveler will be dissatisfied and will look to other web sites. It is clear that information quality also plays an important role in travelers' decision-making

processes. Thus, quality and quantity of information are imperative in the e-commerce environment. If travelers consider information to be unreliable or inaccurate, they will reduce their usage or avoid the site completely.

For future research, qualitative methodologies can be used to define web visitors' information needs and preferences (Wen, 2008). It will also be necessary to define the different information needs and perceived information quality across different groups of travel website visitors (Jeong *et al.*, 2003). As stated the significance of the study, the results of such studies can help industry operators develop effective e-commerce strategies to target their market segments.

2.4.4 Convenience

With all the new technology on the rise, the lifestyle of consumers has changed drastically as well. The uses of smart phones like the iPhone and Blackberry have changed people's lifestyle. People nowadays are more and more comfortable of the idea of instantaneous and unlimited access to the internet. Likewise, people in Bangkok are no different. Many people prefer to search for information on the web. In addition, they can do that instantaneously using their mobile phones and laptops. Therefore, people nowadays are used to the conveniences that are provided by technology.

Service quality

Recent research shows that service quality delivery has a significant positive impact on customers' attitudes and behavioral intentions and on a company's financial outcome (Cronin *et al.*, 2000; Rust *et al.*, 2000). Because of high transparency of price, consistent delivery of high service quality becomes a primary determinant of advantage for companies competing in e-commerce (Fassnacht and Koese, 2006). Although service quality is very important, it is largely ignored in studies on e-commerce. The few existing study attempts to capture the dimension of e-service

quality in the measurement of e-commerce web site quality (Fassnacht and Koese, 2006).

Parasuraman et al. (1985) have defined service quality as a comparison between what customers feel should be offered and what is provided. Following the framework of Churchill (1979), Parasuraman et al. (1988) operationalized their conceptual model of service quality to develop measures of marketing constructs. Eventually, Parasuraman et al. (1988) created a 45-item instrument – SERVQUAL – used to evaluate customer expectations and perceptions of service quality in service and retailing organizations. The instrument includes five dimensions: tangibles, reliability, responsiveness, assurance, and assurance. Parasuraman et al. (1988) claimed that customers use those five dimensions to assess service quality regardless of the type of service.

In the e-commerce environment, the delivery of high e-service quality is essential for customer satisfaction and loyalty (Fassnacht and Koese, 2006). E-service quality is another important domain of e-commercial web site quality and has a large impact on customer satisfaction and online purchase intention (Yi and Gong, 2008). This study suggests that future research can explore possible effects of stickiness (Lin, 2007) or influences of value-added services, such as agent-based search engines, push-based services, links, and location-based services on mobile terminals, that are preferred by e-travelers (Nysveen et al., 2003). It is possible to present value to satisfy individual customer needs as well as to create customers' online stickiness with the travel web site (Wen, 2008).

2.4.5 Customer satisfaction in e-commerce

The satisfaction construct can be traced back to Oliver's (1980) groundbreaking work on the relationship between consumer attitudes and the disconfirmation of expectation. Customer satisfaction is defined as a customers' evaluation of a product or service with their needs and expectations (Oliver, 1980). In the e-commerce environment, e-satisfaction has been defined as “the contentment of the customer with

respect to his or her prior purchase experience with a given electronic commerce firm” (Anderson and Srinivasan, 2003, p. 125). Research has shown that customer satisfaction leads to initial and repeat purchase intention as well as customer loyalty (Anderson and Fornell, 1994; Kim and Lim, 2001; Koivumaki, 2001; Oliver, 1999; Pont and McQuilken, 2005; Ranaweera et al., 2008). This positive relationship is also true in the e-commerce environment (Anderson and Srinivssan, 2003; Gommans et al., 2001; Law and Bai, 2008). It has been confirmed that customer satisfaction has a positive impact on customers' purchase intention (Bai et al., 2008) but scholars are still seeking a well-developed measurement of customer satisfaction. Once a sound measurement of customer satisfaction emerges, travel enterprises can properly design, administer, and analyze the process of monitoring customer satisfaction. In the e-commerce environment, some important factors have mediating effects on purchase intention through customer satisfaction. Mediation influence of customer satisfaction is unknown in hospitality e-commerce. Future research can explore the mediating effects of other factors, such as the three dimensions of quality of web site design and the three dimensions of consumers' attitude, through customer satisfaction and decompose the effects of those factors to obtain a much clearer picture of mediation effects.

2.4.5 Marketing Mix

4Ps (NetMBA.com)

Product Decisions

The term "product" refers to tangible, physical products as well as services. Here are some examples of the product decisions to be made:

- * Brand name*
- * Functionality*
- * Styling*
- * Quality*
- * Safety*
- * Packaging*
- * Repairs and Support*

- * *Warranty*
- * *Accessories and services*

Price Decisions

Some examples of pricing decisions to be made include:

- * *Pricing strategy (skim, penetration, etc.)*
- * *Suggested retail price*
- * *Volume discounts and wholesale pricing*
- * *Cash and early payment discounts*
- * *Seasonal pricing*
- * *Bundling*
- * *Price flexibility*
- * *Price discrimination*

Place Decisions

Distribution is about getting the products to the customer. Some examples of distribution decisions include:

- * *Distribution channels*
- * *Market coverage (inclusive, selective, or exclusive distribution)*
- * *Specific channel members*
- * *Inventory management*
- * *Warehousing*
- * *Distribution centers*
- * *Order processing*
- * *Transportation]*
- * *Reverse logistics*

Promotion Decisions

In the context of the marketing mix, promotion represents the various aspects of marketing communication, that is, the communication of

information about the product with the goal of generating a positive customer response. Marketing communication decisions include:

- * Promotional strategy (push, pull, etc.)*
- * Advertising*
- * Personal selling & sales force*
- * Sales promotions*
- * Public relations & publicity*
- * Marketing communications budget*

All of the 4Ps are factors that contribute to the consumers' attitude toward online hotel reservations. However, the Price and Promotion Drive appear to be the leading factors for Thai consumers to make their decisions. Many of the hotel websites will give discounted rates through online reservations. Low prices are the luring factors that attracted consumers, especially the third party booking agent websites like Agoda.com, Booking.com, Hotelthailand.com, and many more. Furthermore, special promotional discounted prices and deals are frequently offered through these websites. In result, many Thai consumers are eager to look for these special prices and promotions online.

2.5 Related Theories

Theory of Reasoned Action

The theory of Reasoned Action was developed by Martin Fishbein and Icek Ajzen as an improvement over Information Integration theory (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975). There are two important changes. First, Reasoned Actions adds another element in the process of persuasion, behavioral intention. Rather than attempt to predict attitudes, as does Information Integration theory (and several others), Reasoned Action is explicitly concerned with behavior. However, this theory also recognizes that there are situations (or factors) that limit the influence of attitude on behavior.

The second change from Information Integration theory is that Reasoned Action uses two elements, attitudes and norms (or the expectations of other people), to predict behavioral intent. That is, whenever our attitudes lead us to do one thing but the relevant norms suggest we should do something else, both factors influence our behavioral intent.

2.6 Related Framework

2.6.1

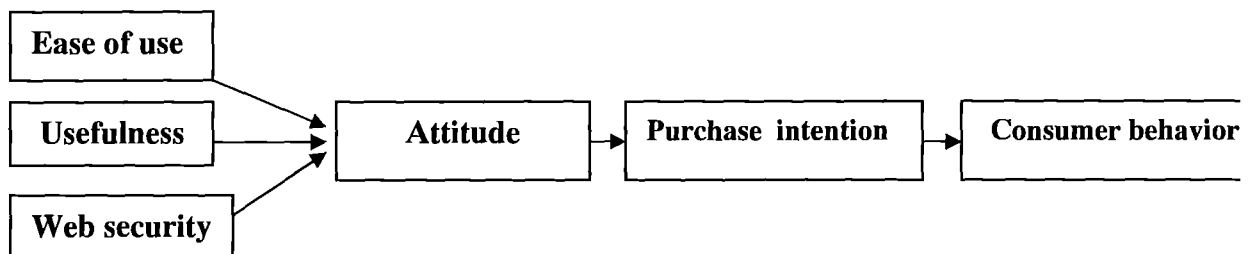


Figure 2.6.1 : Conceptual framework, Illustrated by Chatchotitham and Soponprapapon (2011)

According to the conceptual framework for this previous study, it is clarified that the key factors of the Thai consumer's attitudes and behaviors toward Online booking of service for the process of booking the accommodation for the hotels diverse. There are ease of use, usefulness of the hotel reservation online service, and web security for the application to the reservation process. It is significant that these three key variables are fundamental to the identification of the Thai consumers' attitudes towards the overall hotel reservation online service. It is because these three factors are the basic needs that the general Thai consumers considered to be the basis of the criteria to use the hotel reservation online. Additionally, it is critical that the attitudes of the Thai consumers will link to the purchase intention to the hotel reservation service. It is because the attitudes of the Thai consumers, who used to apply the hotel reservation online, will have direct experience about the hotel reservation online

service. Therefore, the purchase intention of the Thai consumers will be influenced by the attitudes and this will connect to the consumer behavior.

2.6.2

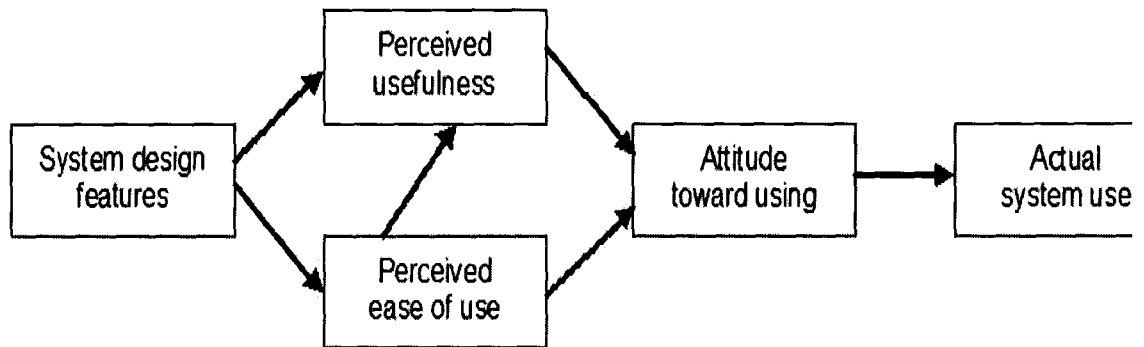


Figure 2.6.2 Technology Acceptance Model

According to York University and Wikipedia:

The Technology Acceptance Model (TAM) is an information systems theory that models how users come to accept and use a technology. TAM is an adaptation of the Theory of Reasoned Action.

The model suggests that when users are presented with a new technology, a number of factors influence their decision about how and when they will use it, notably:

** Perceived usefulness (PU) - This was defined by Fred Davis as "the degree to which a person believes that using a particular system would enhance his or her job performance".*

** Perceived ease-of-use (PEOU) - Davis defined this as "the degree to which a person believes that using a particular system would be free from effort" (Davis 1989).*

2.7 Summary

The related literature and reviews that were presented in this chapter are from previous studies regarding factors influencing attitudes of online consumers. This study is will illustrate the combined factors that affects the consumers' attitudes and buying decisions to book their hotel accommodations via the internet. The factors are divided into three categories, which are aesthetics, convenience, and marketing mix. These factors include ideas such as the site appeal, quality of website design, information system and service quality, customer satisfaction, and special prices and promotions. The related framework and model presented in this chapter will be used as inspiration for the researcher to examine and develop in the next chapter.

CHAPTER III

Methodology

This chapter illustrates the framework and model that will be used for this study. It will thoroughly explain the research method that will be used for the study of “Factors influencing Thai Consumer’s Attitudes Toward Online Booking of Hotel Accommodations”. The procedures are as follow:

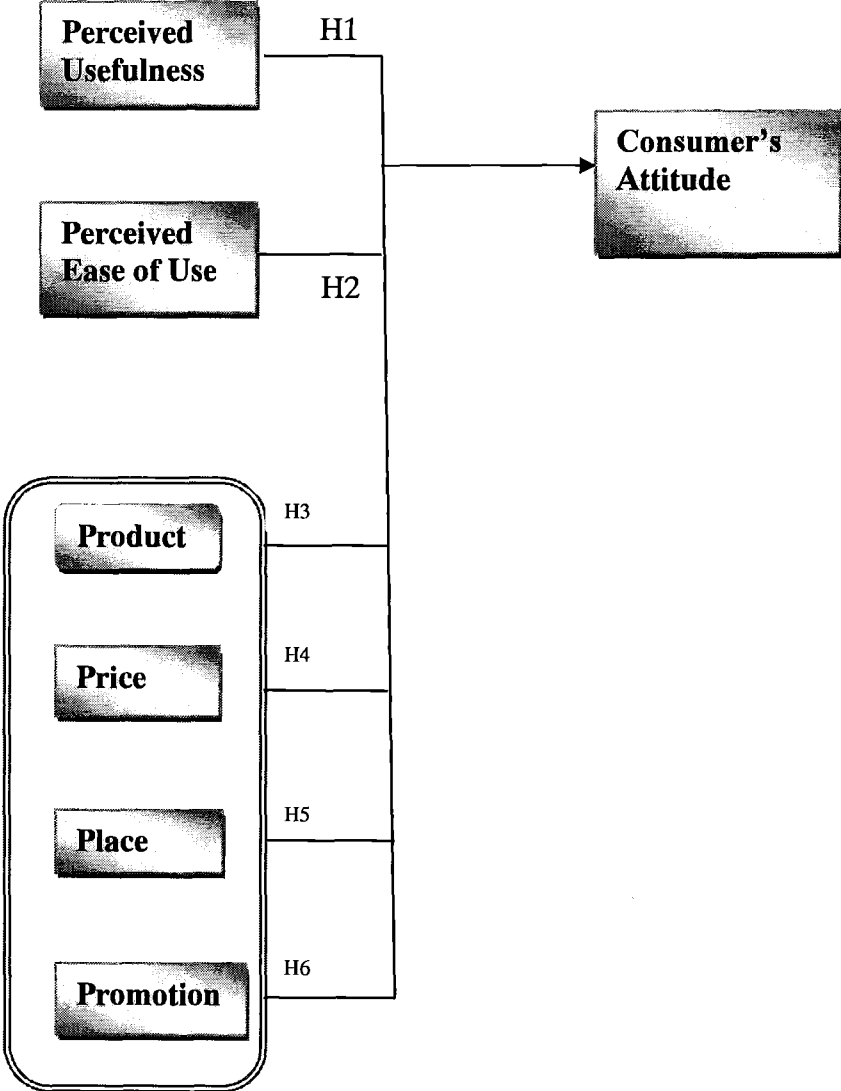
1. Population and sample
2. Research Instrument
3. Instrument Validity and Reliability
4. Data Collection
5. Data Analysis

3.1 Research Framework

The framework for this study is developed from the related model and framework that were presented in the previous chapter. It has been simplified yet combined with other aspects that will lead to the factors that are influencing to the Thai consumers’ attitudes.

Technology Acceptance Model

Figure 3.1 Technology Acceptance Model, Own Illustrated



3.2 Research Hypothesis

H1₀: Perceived usefulness has no significant influence to the consumer's attitudes toward online booking of hotels

H1_a: Perceived usefulness has a significant influence to the consumer's attitudes toward online booking of hotels

H2₀: Perceived ease of use has no significant influence to the consumer's attitudes toward online booking of hotels

H2_a: Perceived ease of use has a significant influence to the consumer's attitudes toward online booking of hotels

H3₀: Product has no significant influence to the consumer's attitudes toward online booking of hotels

H3_a: Product has a significant influence to the consumer's attitudes toward online booking of hotels

H4₀: Price has no significant influence to the consumer's attitudes toward online booking of hotels

H4_a: Price has a significant influence to the consumer's attitudes toward online booking of hotels

H5₀: Place has no significant influence to the consumer's attitudes toward online booking of hotels

H5_a: Place has a significant influence to the consumer's attitudes toward online booking of hotels

H6o: Promotion no significant influence to the consumer's attitudes toward online booking of hotels

H6a: Promotion has a significant influence to the consumer's attitudes toward online booking of hotels

3.3 Population and Sample

The researcher has chosen the non-probability sampling of consumers only in Bangkok (Siam Paragon, J Avenue Thonglor, Villa Aree, Crystal Design Center, and Paradise Park). These locations were chosen due the researcher's places of convenience. Moreover, consumers from these locations have high potential of fitting into the researcher's target population.

The sample size was determined based on unknown population method as follow:

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

n = Sample size

p = Proportion (normally will be 50%)

z = confidence level in standard error units
(95% = 1.96)

e = error

From the equation, can calculate population size as follow:

$$n = P \frac{(1-p)Z^2}{e^2}$$
$$n = 0.50 \frac{(1-0.50)(1.96)^2}{0.05^2}$$
$$n = 384$$

According to the result were 384, the researcher have decided to launch 400 sets of questionnaires in order to prevent errors. Therefore, the target population consists of 400 people.

3.4 Research Instrument

The research instrument of the study of factors influencing attitudes and behaviors of online consumers will be conducted by primary data obtained from questionnaires given at the locations stated in the previous section. The surveys will proposed questions seeking for information about the Thai Consumer's Attitudes Toward Online Booking of Hotel Accommodation. The questions will be categorized into 6 parts:

Part I Analysis of demographic questions of influencing factors of Thai Consumer's Attitudes Toward Online Booking of Hotel Accommodation in Bangkok.

Part II Analysis of general information questions of influencing factors of Thai Consumer's Attitudes Toward Online Booking of Hotel Accommodation in Bangkok metropolitan area.

Part III Analysis of Thai consumer's general attitudes toward online booking of hotel accommodations.

Part IV Analysis of "Perceived ease of use" questions of influencing factors of Thai Consumer's Attitudes Toward Online Booking of Hotel Accommodations.

Part V Analysis of "Perceived usefulness" questions of influencing factors of Thai consumer's attitudes toward online booking of hotel accommodation.

Part VI Analysis of questions of perception on marketing mix in terms product personalities, price satisfaction, place/distribution channel, and promotion relating to the influencing factors of Thai Consumer's Attitudes Toward Online Booking of Hotel Accommodation.

For part III-VI, the questions will use the rating scales that will be measured by applying the 5 scale level:

Table 3.4.1: Selected Category Scale 5 level

Score	Level of Affection
1 scale points	Strongly Disagree
2 scale points	Disagree
3 scale points	Neutral
4 scale points	Agree
5 scale points	Strongly Agree

The interpretations of average mean score of each item are as follows:

Table 3.4.2: Averages Mean Score of Each Item

Numerical Rating	Descriptions
1.00– 1.80	lowest important level
1.81 – 2.60	low important level
2.61 – 3.40	moderate important level
3.41 – 4.20	high important level
4.21 – 5.0	highest important level

Instrument Validity and Reliability

The results of all 400 respondents were calculated and analyzed by using the strategic program, SPSS version 16, as the Frequency, Percentage, Mean, Standard deviation, Chi-square, Independent Sample t-test, One-Way ANOVA, L.S.D, also using Reliability Analysis to calculate reliable of the result as well.

Significant Level

This significant level is the citation used for rejecting the null hypothesis. In this study the researcher uses significant level at 0.05 or can call 5%

level. The lower the significance level, the more that data must diverge from the null hypothesis to be significant.

P – Value

P-Value is equal to the significance level of the test for reject the null hypothesis. The P-Value is compared with the actual significance level of the test and, if it is lower, the result is significant.

3.5 Data Collection

Data collection procedures were as follow:

1. Design the questionnaire and submit to advisor for inspection and recommendation.

2. Improve questionnaire design and submit to advisor again to ensure that all the questions were correct before launching pretest survey.

3. Launching pretest survey via website to population both male and female in Bangkok who is factors influencing attitudes and behaviors of online consumers totally 40 responders for *Reliability Analysis*. *The alpha test was .8466* which is greater than 0.6. It means that this questionnaire is reliable.

4. Launching the surveys to population both male and female in Bangkok (Siam Paragon, J Avenue Thonglor, Villa Aree, Crystal Design Center, and Paradise Park) The sample population will consists of 400 hundred people. The data collection process will be conducted every day during 15 July – 30 July 2011.

3.6 Data Analysis

Compiling data is a process of gathering all data and separate them into a category in order to be analyzed and interpreted in the next process by following steps

:

1. Primary data from questionnaires
2. Recheck and compile data
3. Calculate and analysis by using SPSS version16 with categories as follow:

Part I Analysis of demographic questions of influencing factors of Thai Consumer's Attitudes Toward Online Booking of Hotel Accommodation in Bangkok.

Part II Analysis of general information questions of influencing factors of Thai Consumer's Attitudes Toward Online Booking of Hotel Accommodation in Bangkok metropolitan area.

Part III Analysis of Thai consumer's general attitudes toward online booking of hotel accommodations.

Part IV Analysis of "Perceived ease of use" questions of influencing factors of Thai Consumer's Attitudes Toward Online Booking of Hotel Accommodations.

Part V Analysis of "Perceived usefulness" questions of influencing factors of Thai consumer's attitudes toward online booking of hotel accommodation.

Part VI Analysis of questions of perception on marketing mix in terms of product personalities, price satisfaction, place/distribution channel, and promotion relating to the influencing factors of Thai Consumer's Attitudes Toward Online Booking of Hotel Accommodation.

For part III-VI, the questionnaire will be calculated by using T-test, One-Way ANOVA, and L.S.D analysis method.

3.7 Time line

This study plans to be made during the month of July-September 2011. The study will be made up of 400 samples from the Bangkok populations. By using “Gantt Chart”, the researcher will plan out the task timeline.

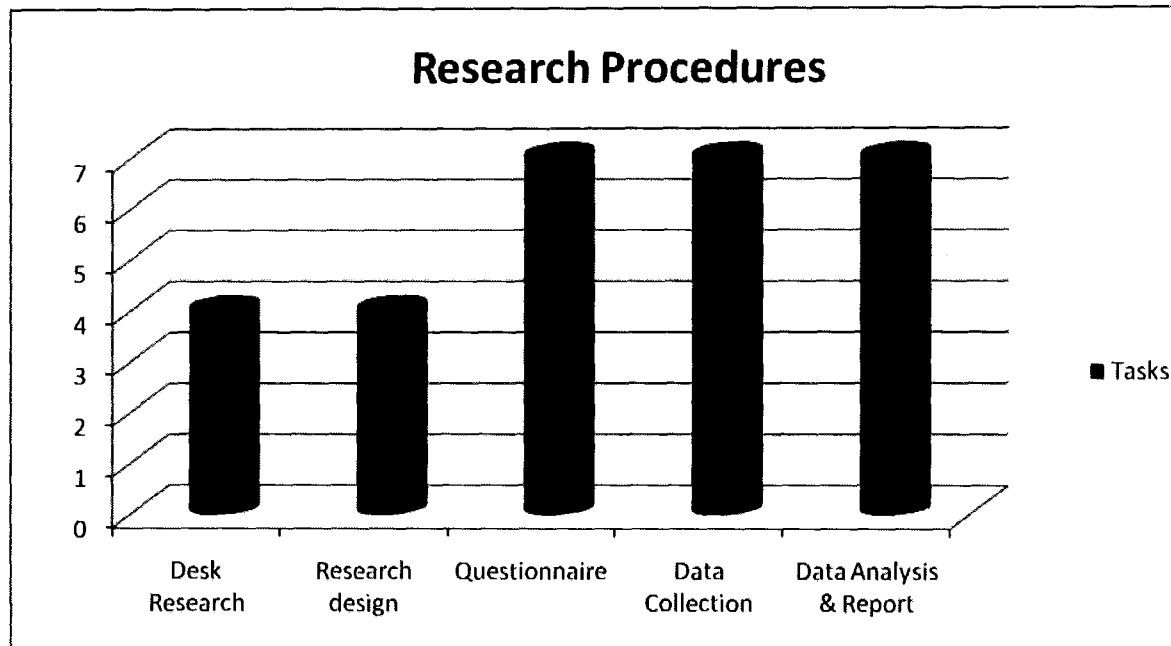


Figure 3.7.1: Gantt Chart for Research Procedures

Steps of work	Procedures	Start Date	Duration	End Date
1	Desk Research		4	
2	Research design		4	
3	Questionnaire		7	
4	Data Collection		7	
5	Data Analysis & Report		7	

Figure 3.7.2: show the steps of work, Procedures, Duration, Start Date, and End Date

CHAPTER IV

RESEARCH FINDINGS

This chapter describes the findings of the survey conducted in the study of factors influencing Thai Consumer's Attitudes Toward Online Booking of Hotel Accommodations. The analysis focuses on evaluation of the services provided by the target population at these locations: Siam Paragon, J Avenue Thonglor, Villa Aree , Crystal Design Center, and Paradise Park. Data were collected from 400 questionnaires of the target respondents.

The researcher presented the revealed data in the form of table by arranging data into 4 parts as shows:

Part 1: Descriptive analysis of demographic data and general information of the respondents by gender, age, marital status, education, occupation, and monthly income

Part 2: Descriptive analysis of consumer's attitudes toward the hotel reservation online

Part 3: The analysis of agreement level of respondents' attitude of Thai consumers regarding online hotel booking and marketing mixed

Part 4: Hypothesis testing of the perceived usefulness, perceived ease of use, marketing mixed that are related to attitudes of Thai consumers regarding online hotel booking.

4.1 Description Analysis of Demographic Data and General Information

4.1.1 Analysis of Demographic Data by using Frequency and Percentage

The descriptive analysis by using frequency and percentage distribution to describe the characteristic of respondents profile in term of gender, age, marital status, education level, occupation and monthly income.

Table 4.1: The Descriptive Analysis of Respondents' Gender by using Frequency and Percentage

Gender	Frequency (f)	Percentage (%)
Male	194	48.5
Female	206	51.5

The descriptive analysis of respondents' gender by using frequency and percentage in Table 4.1, it shows that the highest percentage of respondent's gender was 51.5% or 206 respondents of total respondents were female and 48.5% or 194 respondents of total respondents were male.

Table 4.2: The Descriptive Analysis of Respondents' Age by using Frequency and Percentage

Age	Frequency (f)	Percentage (%)
20 – 25 years	62	15.5
26 – 30 years	131	32.8
31 – 35 years	135	33.8
36 – 40 years	41	10.3
41 – 50 years	24	6.0
51 years or more	7	1.8

The descriptive analysis of respondents' age by using frequency and percentage in Table 4.2, it shows that the highest percentage of respondent's age was 33.8% or 135 respondents who have age between 31 to 35 years. The other were respondents who have age between 26 to 30 years, which accounted for 32.8% or 131 respondents, age between 36 to 40 years, which accounted for 10.3% or 41 respondents, age between 20 to 25 years, which accounted for 15.5% or 62 respondents, age between 41 to 50 years, which accounted for 6.0% or 24 respondents and 51 years or more, which accounted for 1.8% or 7 respondents.

Table 4.3: The Descriptive Analysis of Respondents' Marital Status by using Frequency and Percentage

Marital Status	Frequency (f)	Percentage (%)
Single	178	44.5
Married	214	53.5
Divorced	8	2.0

The descriptive analysis of respondents' marital status by using frequency and percentage in Table 4.3 shows that the highest percentage of respondents' marital status were married, which accounted for 53.5% (214 respondents). The others were single, which accounted for 44.5% (178 respondents) and 2.0% (8 respondents) were divorced.

Table 4.4: The Descriptive Analysis of Respondents' Education by using Frequency and Percentage

Education	Frequency (f)	Percentage (%)
Diploma / Higher Vocational Certificate	47	11.8
Bachelor's Degree	197	49.3
Master's Degree	132	33.0
Over Master's Degree	24	6.0

The descriptive analysis of respondents' education level by using frequency and percentage in Table 4.4 shows that the highest respondents has education level of Bachelor's degree which accounted for 49.3% (197 respondents). The other were graduated Master's degree, which accounted for 33.0% (132 respondents), Diploma / Higher Vocational Certificate which accounted for 11.8% (47 respondents) and there is only 6.0% (24 respondents) that has education level over Master's degree.

Table 4.5: The Descriptive Analysis of Respondents' Occupation by using Frequency and Percentage

Occupation	Frequency (f)	Percentage (%)
Government Employee	63	15.8
Corporate Employee	113	28.3
Private Employee	196	49.0
University Student	16	4.0
Others	12	3.0

The descriptive analysis of respondents' occupation by using frequency and percentage in Table 4.5 shows that the highest respondents were private employees, which accounted for 49.0%. The second group were corporate employee, which accounted for 28.3%. The other was government employee (15.8%), university student (4.0%) and others (3.0%).

Table 4.6: The Descriptive Analysis of Respondents' Monthly Income by using Frequency and Percentage

Monthly Income	Frequency (f)	Percentage (%)
Less than 15,000 baht	27	6.8
15,000 – 25,000 baht	147	36.8
25,001 – 35,000 baht	153	38.3
35,001 – 45,000 baht	46	11.5
45,001 – 55,000 baht	14	3.5
More than 55,000 baht	10	2.5
NA	3	0.8

The descriptive analysis of respondents' monthly income by using frequency and percentage in Table 4.6 indicated that there were seven groups of monthly income for all respondents in this research study. The majority of respondents have income ranging from 25,001 to 35,000 baht per month, which accounted for 38.3% (153 respondents) of total respondents. The second largest group was 15,000 to 25,000 baht per month, which accounted for 36.8% (147 respondents) of total respondents. The other were 35,001 to 45,000 baht per month (11.5%), less than 15,000 baht per month (6.8%), 45,001 to 55,000 baht per month (3.5%), more than 55,000 baht per month (2.5%) and NA (Not Available) (0.8%).

4.1.2 Analysis of General Information by using Frequency and Percentage

The descriptive analysis by using frequency and percentage distribution to describe the characteristic of respondent's general information toward online hotel booking

Table 4.7: The Descriptive Analysis of Respondents' Used Online Hotel Booking by using Frequency and Percentage

Used	Frequency (f)	Percentage (%)
Yes	270	67.5
No	130	32.5

The descriptive analysis of respondents who have ever used online hotel booking by using frequency and percentage in Table 4.7 shows that 67.5% (270 respondents) of total respondents are have ever used online hotel booking and 32.5% (130 respondents) of total respondents are never used online hotel booking before.

Table 4.8: The Descriptive Analysis of Frequency that Respondents' Used Online Hotel Booking by using Frequency and Percentage

Frequency	Frequency (f)	Percentage (%)
1	62	15.5
2	60	15.0
3	57	14.3
4	26	6.5
5	26	6.5
More than 5	169	42.3

The descriptive analysis of frequency of respondents who have ever used online hotel booking by using frequency and percentage in Table 4.8 shows that most of respondents have used online hotel booking more than 5 times, which accounted for 42.3% (169 respondents) of total respondents. The other were respondents who have ever used online booking only 1 time, which accounted for 15.5% (62 respondents) of total respondents. Respondents who have ever used online booking 2 times, which accounted for 15.0% (60 respondents) of total respondents. Respondents who have ever used online booking 3 times, which accounted for 14.3% (57 respondents) of total respondents, and 6.5% (26 respondents) of total respondents are have ever used online hotel booking for 4 times and 5 times.

Table 4.9: The Descriptive Analysis of Respondents' Intend to Use Online Hotel Booking by using Frequency and Percentage

Intend	Frequency (f)	Percentage (%)
Yes	300	75.0
No	28	7.0
Not Sure	72	18.0

Table 4.9, the descriptive analysis of respondents who never used online hotel booking before, shows the results that most of the respondents intend to use online hotel booking, which account for 75.0% (300 respondents), while 18.0% of total respondents (72 respondents) who are not sure about online hotel booking, and 7.0% (28 respondents) do not intend to use online hotel booking.

4.2 Description Analysis of Consumer's Attitudes

The descriptive analysis of consumer's attitudes toward the hotel reservation online will be measure the type that consumer preferred most when booking hotel online.

Table 4.10: The Descriptive Analysis of Consumer's Attitudes toward Online Hotel Booking by using Frequency and Percentage

Type	Frequency (f)	Percentage (%)
Direct	175	43.8
Indirect	225	56.3

From Table 4.10, it shows that most of the consumers use direct online hotel booking through the hotel's website which accounted for 43.8% and 56.3% of respondents prefer indirect booking of online hotel booking through agencies like www.agoda.com and so on.

4.3 Agreement Level of Consumer's Attitudes and Marketing Mixed

The average mean, standard deviation, and level of agreement are the analysis methods applied to represent the respondents' opinion on factors influencing Thai Consumer's Attitudes toward Online Booking.

The table below shows the interpretation meaning of the mean value which will be applied in this section and next section about Thai Consumer's Attitudes toward Online Booking.

Table 4.11: Interpretation of Mean Value

Range	Meaning
1.00 – 1.80	Strongly Disagree
1.81 – 2.60	Disagree
2.61 – 3.40	Neutral
3.41 – 4.20	Agree
4.21 – 5.00	Strongly Agree

Source: Burns & Bush (2005).

Table 4.12: Agreement Level of Consumer's Knowledgeable

Knowledgeable	Mean	SD	Meaning
1. Knowledgeable Level	2.20	0.962	Agree
Total	2.20	0.962	Agree

According to the Table 4.12 regarding the consumer's knowledgeable level, the overall respondents have agreed to the agreement level toward overall of consumer's knowledgeable selected about consumer's attitudes on online hotel booking with the average mean score at 2.20 and standard deviation at 0.962.

Table 4.13: Agreement Level of Perceived Ease of Use

Perceived Ease of Use	\bar{x}	S.D.	Meaning
1. Using the hotel reservation online is very easy for me to reserve the hotel	3.94	0.784	Agree
2. The process of the hotel reservation online system is not complicated	4.27	0.731	Strongly Agree
3. It takes a short time to learn and understand how to use the hotel reservation online system	3.86	0.777	Agree
Total	4.02	0.764	Agree

According to the Table 4.13 regarding the concept of perceived ease of use, the overall respondents have agreed of the agreement level toward overall of perceived ease of use selected about consumer's attitudes on online hotel booking with the average mean score at 4.02 and standard deviation at 0.764. With regard to each item of perceived ease of use factor, overall respondents strongly agreed with the process of the hotel reservation online system is not complicated, with the average mean score at 4.27 and standard deviation at 0.731. The other were overall respondents agreed with using the hotel reservation online is very easy for me to reserve the hotel, with average mean score at 3.94 and standard deviation at 0.784 and it takes a short time to learn and understand how to use the hotel reservation online system, with average mean score at 3.86 and standard deviation at 0.777.

Table 4.14: Agreement Level of Perceived Usefulness

Perceived Usefulness	\bar{x}	S.D.	Meaning
1. Using the hotel reservation online would enable me to complete my tasks more quickly	3.94	0.711	Agree
2. The hotel reservation online is very useful for me	3.89	0.854	Agree
3. I found that using the hotel reservation online has many advantages	3.87	0.846	Agree
Total	3.90	0.804	Agree

According to the Table 4.14 regarding the concept of perceived usefulness, the overall respondents have agreed to the agreement level toward overall of perceived usefulness selected about consumer's attitudes on online hotel booking with the average mean score at 3.90 and standard deviation at 0.804. With regard to each item of perceived usefulness factor, the overall respondents agreed with using the hotel reservation online would enable them to complete their tasks more quickly, with the average mean score at 3.94 and standard deviation at 0.711. Also the hotel reservation online is very useful for them, with the average mean score at 3.89 and standard deviation at 0.854. Most also found that using the hotel reservation online has many advantages, with average mean score at 3.87 and standard deviation at 0.846.

Table 4.15: Agreement Level of Product Personalities

Product Personalities	\bar{x}	S.D.	Agreement
1. I think online hotel booking should have high technology and attractive design	4.10	0.692	Neutral
2. I think online hotel booking should have friendly functions to use	4.05	0.727	Agree
3. I think the design of online hotel booking will have a highly influence on purchasing	3.97	0.773	Neutral
4. I will choose online hotel booking that is a popular brand in the market	4.01	0.812	Agree
5. I agree with some company that allow buyers to return the online hotel booking once the product is not satisfying within 7 days	4.01	0.703	Agree
Total	4.03	0.741	Neutral

According to the Table 4.15 regarding the product personalities, the overall respondents were neutral towards overall of product personalities selected about consumer's attitudes on online hotel booking with the average mean score at 4.03 and standard deviation at 0.741. With regard to each item of product personalities factors, the overall respondents were neutral with the idea that the online hotel booking should have high technology and attractive design, with the average mean score at 4.10 and standard deviation at 0.692. Online hotel booking should have friendly functions to use, with average mean score at 4.05 and standard deviation at 0.727, while the design of online hotel booking will have only some influence on purchasing, with the average mean at 3.97 and standard deviation at 0.773. Most people prefer to choose online hotel booking that is of a popular brand in the market, with average mean score at 4.01 and standard deviation at 0.812. Many agreed with the idea that some company

that allow buyers to return the online hotel booking once the product is not satisfying within 7 days, with average mean score at 4.01 and standard deviation at 0.703.

Table 4.16: Agreement Level of Price Satisfaction

Items Satisfaction	\bar{X}	SD	Meaning
1. I think online hotel booking should have price that fit with the quality	3.62	0.824	Agree
2. I think most of online hotel booking in the market are inexpensive	3.46	0.895	Agree
3. I think price of online hotel booking depend on technology	3.27	1.008	Agree
4. I agree with partially payment method of online hotel booking	3.63	0.846	Agree
Total	3.50	0.893	Agree

According to the Table 4.16 regarding the price satisfaction, the overall respondents have agreed of the agreement level toward overall of price satisfaction selected about consumer's attitudes on online hotel booking with the average mean score at 3.50 and standard deviation at 0.893. With regard to each item of price satisfaction factor, the overall respondents agreed with the idea that the online hotel booking should have price that fit with the quality, with average mean score at 3.62 and standard deviation at 0.824. Most feel that the online hotel booking systems in the market are inexpensive, with average mean score at 3.46 and standard deviation at 0.895. Many agree with partially payment method of online hotel booking, with average mean score at 3.63 and standard deviation at 0.846. The overall respondents agreed with the idea that the price of online hotel booking depend on the technology, with average mean score at 3.27 and standard deviation at 1.008.

Table 4.17: Agreement Level of Place / Distribution Channels

Place / Distribution Channel	\bar{x}	S.D.	Meaning
1. I think online hotel booking can be access anywhere and anytime	3.96	0.814	Agree
2. I think the online hotel booking should have good layout design to attract customer	3.37	0.909	Neutral
3. I think purchasing online hotel booking on the internet is trustworthy and safe	3.85	0.876	Agree
4. I think online hotel booking should have many services	4.22	0.709	Strongly Agree
Total	3.85	0.827	Agree

According to the Table 4.17 regarding the place/distribution channels, the overall respondents have agreed to the agreement level toward the overall place/distribution channels selected about consumer's attitudes on online hotel booking with the average mean score at 3.85 and standard deviation at 0.827. The overall respondents strongly agreed with the idea that the online hotel booking should have many services, with average mean score at 4.22 and standard deviation at 0.876. With regard to each item of place/distribution channels factors, the overall respondents agreed with the idea that the online hotel booking can be access anywhere and anytime, with average mean score at 3.96 and standard deviation at 0.814. Purchasing online hotel booking on the internet is generally trustworthy and safe, with average mean score at 3.85 and standard deviation at 0.876. Lastly, the overall respondents are neutral towards the idea of online hotel booking should have good layout design to attract customer, with average mean score at 3.37 and standard deviation at 0.909.

Table 4.18: Agreement Level of Promotion

Promotion	X	S.D.	Meaning
1. I think online hotel booking ads will be interesting on television	3.76	0.661	Agree
2. I think online hotel booking ads and promotions will be interesting on topflight magazines	3.87	0.612	Agree
3. I think online hotel booking should advertise direct booking applications via smart phones	3.71	0.679	Agree
4. I think advertising online hotel booking on internet is interesting	3.58	0.722	Agree
5. I pay attention to display or special event of online hotel booking	3.45	0.716	Agree
6. I agree with marketing promotion of online hotel booking that offer free accessories	3.34	0.929	Agree
7. I agree with marketing promotion of online hotel booking that offer sales discount	3.32	0.900	Strongly Agree
Total	3.58	0.746	Agree

According to the Table 4.18 regarding promotions, the overall respondents have agreed of the agreement level toward the overall promotions selected about consumer's attitudes on online hotel booking with the average mean score at 3.58 and standard deviation at 0.746. With regard to each item of the promotions factors, the overall respondents agreed that online hotel booking ads will be interesting on television, with average mean score at 3.76 and standard deviation at 0.661. Also, online hotel booking ads and promotions will be interesting on topflight magazines, with average mean score at 3.87 and standard deviation at 0.612. Moreover, online hotel

booking should advertise direct booking applications via smart phones, with average mean score at 3.71 and standard deviation at 0.679. Advertising online hotel booking on internet is interesting, with average mean score at 3.58 and standard deviation at 0.722. Most do pay attention to displays or special events of online hotel booking, with average mean score at 3.45 and standard deviation at 0.716. Furthermore, with regard to each item of promotions factors, the respondents agreed with the marketing promotion of online hotel booking that offer free accessories, with average mean score at 3.34 and standard deviation at 0.929. Lastly, most people strongly agreed with the marketing promotions of online hotel booking that offer sales discounts, with average mean score at 3.32 and standard deviation at 0.900.

4.4 Hypothesis Testing

According to this research study, six hypotheses were proposed to this study of factors influencing Thai Consumer's Attitudes Toward Online Booking of Hotel Accommodation. The 6 hypotheses used to examine this research study were analyzed by Multiple-Regression Analysis.

Table 4.19: Hypothesis Testing by Using Multiple Regression Analysis

Constructs	Unstandardized Coefficients	Standardized Coefficients	Sig.
(Constant)	0.718		
Perceived Usefulness	0.033	0.026	0.046
Perceived Ease of Use	0.024	0.016	0.049
Product Personalities	0.066	0.048	0.125
Price Satisfaction	0.065	0.060	0.011
Place / Distribution Channels	0.138	0.112	0.046
Promotions	0.157	0.072	0.023

Remarks: Dependent variable is Consumer's Attitude

F= 1.561, p < 0.05; R = 0.153; R² = 0.023

From the Table 4.19 of analysis of the factor influencing Thai consumer's attitudes toward online booking of hotel accommodation which are perceived usefulness, perceived ease of use, product personalities, price satisfaction, place/distribution channels and promotions by using Multiple Regression Analysis, the result in ANOVA table shown that value of F is 1.561 and sig. (p-value) is 0.157 which is greater than 0.05 ($0.157 > 0.05$). Therefore, it indicated that there is no independent variable has relationship to the dependent variable. All of six independent variables such as perceived usefulness, perceived ease of use, product personalities, price satisfaction, place/distribution channels and promotions can be explained 0.08 percent of the variance (Adjusted R Square) in consumer's attitudes.

Hypothesis 1 described the perceived usefulness influence to consumer's attitudes toward online hotel booking. The sig. (p-value) is 0.046 which is less than 0.05 ($0.046 < 0.05$); therefore, the H1o was rejected. It indicated that perceived ease of use has influence to consumer's attitudes toward online hotel booking.

Hypothesis 2 described the perceived ease of use influence to consumer's attitudes toward online hotel booking. The sig. (p-value) is 0.049 which is less than 0.05 ($0.049 < 0.05$); therefore, the H2o was rejected. It indicated that perceived usefulness has influence to consumer's attitudes toward online hotel booking.

Hypothesis 3 described the product personality influence to consumer's attitudes toward online hotel booking. The sig. (p-value) is 0.125 which is greater than 0.05 ($0.125 > 0.05$); therefore, the null hypothesis was failed to reject. It indicated that product personality has no influence to consumer's attitudes toward online hotel booking.

Hypothesis 4 described the price satisfaction influence to consumer's attitudes toward online hotel booking. The sig. (p-value) is 0.011 which is less than 0.05 ($0.011 < 0.05$); therefore, the H4o was rejected. It indicated that price satisfaction has influence to consumer's attitudes toward online hotel booking.

Hypothesis 5 described the place/distribution channels influence to consumer's attitudes toward online hotel booking. The sig. (p-value) is 0.046 which is less than 0.05 ($0.046 < 0.05$); therefore, the H5o was rejected. It indicated that place/distribution channels have influence to consumer's attitudes toward online hotel booking.

Hypothesis 6 described the promotions influence to consumer's attitudes toward online hotel booking. The sig. (p-value) is 0.023 which is less than 0.05 ($0.023 < 0.05$); therefore, H6o was rejected. It indicated that a promotion has influence to consumer's attitudes toward online hotel booking.

CHAPTER V
CONCLUSIONS, LIMITATIONS, RECOMMENDATIONS AND FUTURE
RESEARCH

5.1 Conclusion

This is the concluding chapter of the research. It will bring the purpose of writing this research into context. This will also be providing the limitations to the study, as well as recommendations and suggestions for future studies.

Table 5.1.1: Represent result of hypothesis testing

Hypotheses Statement		Test Result
H1	<p>H1_o: Perceived usefulness has no significant influence to the consumer's attitudes toward online booking of hotels</p> <p>H1_a: Perceived usefulness has a significant influence to the consumer's attitudes toward online booking of hotels</p>	Rejected H1 _o
H2	<p>H2_o: Perceived ease of use has no significant influence to the consumer's attitudes toward online booking of hotels</p> <p>H2_a: Perceived ease of use has a significant influence to the consumer's attitudes toward online booking of hotels</p>	Rejected H2 _o

Hypotheses Statement		Test Result
H3	<p>H3_o: Product has no significant influence to the consumer's attitudes toward online booking of hotels</p> <p>H3_a: Product has a significant influence to the consumer's attitudes toward online booking of hotels</p>	Accepted H3 _o
H4	<p>H4_o: Price has no significant influence to the consumer's attitudes toward online booking of hotels</p> <p>H4_a: Price has a significant influence to the consumer's attitudes toward online booking of hotels</p>	Rejected H4 _o
H5	<p>H5_o: Place has no significant influence to the consumer's attitudes toward online booking of hotels</p> <p>H5_a: Place has a significant influence to the consumer's attitudes toward online booking of hotels</p>	Rejected H5 _o
H6	<p>H6_o: Promotion no significant influence to the consumer's attitudes toward online booking of hotels</p> <p>H6_a: Promotion has a significant influence to the consumer's attitudes toward online booking of hotels</p>	Rejected H6 _o

The researcher has conducted a detailed analysis of three parts and found the result as described by the following:

The researcher presented the revealed data in the form of table by arranging data into 3 parts as shows:

Part 1: Descriptive analysis of demographic data and general information of the respondents by gender, age, marital status, education, occupation, and monthly income:

The descriptive analysis of respondents' gender by using frequency and percentage shows that the highest percentage of respondent's gender was 51.5% or 206 respondents of total respondents were female.

The descriptive analysis of respondents' age by using frequency and percentage shows that the highest percentage of respondent's age was 33.8% or 135 respondents who have age between 31 to 35 years.

The descriptive analysis of respondents' marital status by using frequency and percentage shows that the highest percentage of respondent's marital status was married, which accounted for 53.5% (214 respondents).

The descriptive analysis of respondents' education level by using frequency and percentage shows that the highest respondents has education level at Bachelor's degree which accounted for 49.3% (197 respondents).

The descriptive analysis of respondents' occupation by using frequency and percentage shows that the highest respondents were private employee, which accounted for 49.0%.

The descriptive analysis of respondents' monthly income by using frequency and percentage indicated that there were seven group of monthly income for all respondents in this research study. The majority of respondents were 25,001 to 35,000 baht per month, which accounted for 38.3% (153 respondents) of total respondents.

Part 2: Descriptive analysis of general information:

The descriptive analysis of respondents who have ever used online hotel booking by using frequency and percentage shows that 67.5% (270 respondents) of total respondents are have ever used online hotel booking and 32.5% (130 respondents) of total respondents are never used online hotel booking before.

The descriptive analysis of frequency that respondents who have ever used online hotel booking by using frequency and percentage shows that most of respondents have ever used online hotel booking more than 5 times, which accounted for 42.3% (169 respondents) of total respondents. The other were respondents have ever used online booking only 1 times, which accounted for 15.5% (62 respondents) of total respondents, respondents have ever used online booking 2 times, which accounted for 15.0% (60 respondents) of total respondents, respondents have ever used online booking 3 times, which accounted for 14.3% (57 respondents) of total respondents, and 6.5% (26 respondents) of total respondents are have ever used online hotel booking for 4 times and 5 times, respectively.

It shows that most of the consumers use direct online hotel booking through the hotel's website which accounted for 43.8% and 56.3% of respondents prefer indirect booking of online hotel booking through agencies like www.agoda.com and so on.

Part 3: Hypothesis testing of the perceived usefulness, perceived ease of use, marketing mixed that related to attitudes of Thai consumers regarding online hotel booking. Also, the system design feature related to perceived usefulness and perceived ease of use:

All of the presented hypotheses were accepted except for H3, which is product. The results are as follow:

Perceived usefulness has a significant influence to the consumer's attitudes toward online booking of hotels.

Perceived ease of use has a significant influence to the consumer's attitudes toward online booking of hotels

Product has no significant influence to the consumer's attitudes toward online booking of hotels

Price has a significant influence to the consumer's attitudes toward online booking of hotels

Place has a significant influence to the consumer's attitudes toward online booking of hotels

Promotion has a significant influence to the consumer's attitudes toward online booking of hotels

5.2 Limitations of the study

The respondents are only customers in Bangkok. Therefore, the research finding may not be generalized for other geographical areas that are located on the outside Bangkok areas or other countries. Moreover, this research study is conducted in a specific and limited time period. Thus, its findings may be generalized for only a certain period of time. Also, since these surveys are done anonymously, some respondents might not always answer truthfully.

Furthermore, the rejected hypothesis is also posing as another limitation of this study. Hypothesis 3, the marketing mix aspect of product, was viewed as the least important factors influencing Thai consumers to make reservations for hotel online. This maybe a result of a lack of coverage pertaining to this topic presented in the questionnaire.

5.3 Recommendations

Although almost every factors presented were accepted, the two outstanding factors from this research study were Price and Promotion. The Price and Promotion drive appear to be the leading factors for Thai consumers to make their decisions. Many of the hotel websites will give discounted rates through online reservations. Low prices are the luring factors that attracted consumers, especially the third party booking agent websites like Agoda.com, Booking.com, Hotelthailand.com, and many more. Furthermore, special promotional discounted prices and deals are frequently offered through these websites. In result, many Thai consumers are eager to look for these special prices and promotions online.

Another part that is significant from the marketing mix is place. With the new life style and technology, the web can be accessed from anywhere at any time. Nowadays, devices such as smart phones and computer tablets allow consumers to be connected to the internet at all times. The hotel industry should promote special applications on these devices to attract more consumers and generate more sales.

Lastly, perceived usefulness and perceived ease of use are also significant. Again, in this generation, people practically manage their businesses and social lives online. Therefore, with more websites that can help these consumers maintain every other aspects of their life online can be very useful. Of course, usefulness should be combined with ease of use. Things that are useful should also be easy to execute. In this new life style, quickness and effectiveness are necessary. With a click of a few buttons, consumers expect to get things done. Therefore, the hotel industry should work on perfecting all online systems to have simple and quick transactions.

5.4 Future Research

Many future studies can be suggested from this research project. Other researchers might want to study the distinguish factors between what influences Thai consumers to book reservations via direct hotel websites and via third party agencies. Furthermore, since this research study had only examined the factors influencing consumers' attitudes, other researchers might want to extend this study to investigate factors that will influence the consumers' behaviors.

Furthermore, as stated in Chapter 2, the issue of trust is still a factor that is stopping some Thai consumers from purchasing anything through the internet. With the fear of identity theft and fraud, some of the Thai consumers are holding on to their traditional way of life. Therefore, this issue of trust factor has presented itself as being significant and should be further investigated in a future research.