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APPENDICES

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' 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' 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' 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' 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' 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' 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 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 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

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

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).

Agreement Level of Consumer's Knowledgeable

Knowledgeable	\bar{x}	S.D.	Meaning
1. Knowledgeable Level	2.20	0.962	Agree
Total	2.20	0.962	Agree

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

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

Agreement Level of Product Personalities

Product Personalities	X	SD	Meaning
1. I think online hotel booking should have high technology and attractive designs	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 high influence on purchasing	3.97	0.773	Neutral
4. I will choose online hotel booking system that is a popular brand in the market	4.01	0.812	Agree
5. I agree with some manufacturers that allow buyers to return the online hotel booking if the product is not satisfying within 7 days	4.01	0.703	Agree
Total	4.03	0.741	Neutral

Agreement Level of Price Satisfaction

Price Satisfaction	X	SD	Meaning
1. I think online hotel booking should have prices that fit with the quality	3.62	0.824	Agree
2. I think most of online hotel booking in the market are expensive	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 partial payment method of online hotel booking	3.63	0.846	Agree
Total	3.50	0.893	Agree

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

Agreement Level of Promotion

Promotion	\bar{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 offers sales discount	3.32	0.900	Strongly Agree
Total	3.58	0.746	Agree

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	0.152
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

QUESTIONNAIRE

“Factors influencing Thai Consumer’s Attitudes Toward Online Booking of Hotel Accommodations ”

This questionnaire has been developed by Stamford International University MBA (International) students to use in an Independent Study. All of the information will be treated with high confidentiality and will be used for educational purpose only. Please complete all questions truthfully by marking “✓” in or filling in the space given below. The following questions are separated into 6 parts:

Part 1: Demographic Data

1. **Gender:**

Male

Female

2. **Age**

20-25 years old

26-30 years old

31-35 years old

36-40 years old

41-50 years old

51 years old or more

3. **Marital status**

Single

Married

Divorced

4. **Education**

Diploma/ Higher Vocational Certificate or below

Bachelor's Degree

Master's Degree

Over Master's Degree

5. Occupation

- Government employee
- Corporate employee

- Private business

- University student

- Others, _____

6. Monthly Income

- Less than 15,000 Baht

- 15,000 – 25,000 Baht
- 25,001 – 35,000 Baht
- 35,001 – 45,000 Baht
- 45,001 – 55,000 Baht
- More than 55,000 Baht
- NA

Part 2: General Information

7. Have you ever used online hotel booking.?

- Yes No – go to no. 9

8. If yes, how many online hotel booking are you using?

- 1 2 3
 4 5 More than 5

9. If not, will you intend to use online hotel booking in the future?

- Yes No Not sure

Part 3: Consumer's attitudes toward the hotel reservation online questions

11. If you are asked to use online hotel booking, which types would you prefer?

- Direct, online hotel booking through the hotel's website
- Indirect, General online hotel booking through agencies like agoda.com, etc.

12. How knowledgeable would you consider yourself on using online hotel booking.?

- Very Good
- Good
- Average
- Poor
- None

13. What do you think about online hotel booking.?

- Necessary
- Unnecessary
- Unsure

Part 4: "Perceived ease of use" questions

14. Using the hotel reservation online is very easy for me to reserve hotel accommodations

Strongly Agree Agree Neutral Disagree Strongly Disagree

15. The process of hotel reservation online system is not complicated

Strongly Agree Agree Neutral Disagree Strongly
Disagree

16. It takes a short time to learn and understand how to use the hotel reservation online system

Strongly Agree Agree Neutral Disagree Strongly
Disagree

Part 5: "Perceived usefulness" questions

17. Using the hotel reservation online would enable me to complete my tasks more quickly

Strongly Agree Agree Neutral Disagree Strongly
Disagree

18. The hotel reservation online is very useful for me

Strongly Agree Agree Neutral Disagree Strongly
Disagree

19. I found that using the hotel reservation online has many advantages

Strongly Agree Agree Neutral Disagree Strongly
Disagree

Part 6: “4Ps” questions

5 = Excellent 4 = Good 3 = Average 2 = Fair 1 = Poor

Product Personalities	1	2	3	4	5
1. I think online hotel booking should have high technology and attractive designs					
2. I think online hotel booking should have friendly functions to use					
3. I think the design of online hotel booking will have a high influence on purchasing					
4. I will choose online hotel booking system that is a popular brand in the market					
5. I agree with a company that allows buyers to return the online hotel booking if the product is not satisfying within 7days					

Price Satisfaction	1	2	3	4	5
6. I think online hotel booking should have prices that fit with the quality					
7. I think most online hotel booking websites in the market are inexpensive					

8. I think the price of online hotel booking depends on technology					
9. I agree with partial payment method of online hotel booking					

Place/Distribution Channels	1	2	3	4	5
10. I think online hotel booking can be access anywhere and anytime					
11. I think the online hotel booking should have good layout designs to attract customer					
12. I think purchasing online hotel booking on the internet is trustworthy and safe					
13. I think online hotel booking should have many services					

Promotions	1	2	3	4	5
14. I think online hotel booking ads will be interesting on television					
15. I think online hotel booking ads and promotions will be interesting on topflight magazines					
16. I think online hotel booking should advertise direct booking applications via smart phones					
17. I think advertising online hotel booking on internet is interesting					
18. I pay attention to display or special event of online hotel booking					

19. I agree with marketing promotion of online hotel booking that offer free accessories					
20. I agree with marketing promotion of online hotel booking that offers sales discount					

Comments on the survey:

Thank you for your cooperation!