THE COMPARISON STUDY OF CONSUMER BEHAVIOR TOWARDS ONLINE TRAVEL AGENTS (OTAs) BETWEEN BABY BOOMERS, X & Y GENERATION IN PURCHASING TOURISM RELATED PRODUCTS AND SERVICES

THANOMKHWAN THONGPRONG

THE THESIS WAS SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE GRADUATE SCHOOL
STAMFORD INTERNATIONAL UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION
ACADEMIC YEAR 2015

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The Research has been approved by
Stamford International University
The Graduate School

Title The comparison study of consumer behavior towards Online Travel Agents (OTAs) between Baby boomers, X & Y Generation in purchasing tourism related products and services.

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Title: The Comparison study of Consumer Behavior towards Online Travel Agents (OTAs) between Baby Boomers, X & Y Generation in Purchasing Tourism Related Products and Services

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Degree: Master of Business Administration

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Abstract

The objectives of this study were: (1) To study the consumer behavior of the Baby boomers, the X & the Y generation towards Online Travel Agents (OTAs) in purchasing tourism related products and services; (2) To compare the consumer behavior between the Baby boomers, the X generation and the Y generation towards Online Travel Agents (OTAs) in purchasing tourism related products and services.

The research methodology of this research used the quantitative study and the sample size consisted of 400 questionnaires in five districts of Bangkok. All the data was analyzed by frequency, percentage, mean and standard deviation. Moreover, all the hypotheses were tested by One-Way ANOVA and Pearson-Correlation statistics.

The research findings were as follows: 1) There were significant effects to the purchasing decision making process towards purchasing tourism related products and services via OTAs; 2) There were different consumer behaviors from the Baby boomers, the X generation and the Y generation towards purchasing tourism related products and services via OTAs, which are explained in detail in Chapter 4. The research lastly provides a conclusion, offers a discussion and presents some recommendations for the OTA websites, Hotel businesses, tourism related organizations and suggests some potential future research areas.

Key words: Consumers' behavior, X generations, Y generations and Baby boomers Online Travel Agent

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Secondly, I would like to thank my parents for their support, financial support and encouragement. They always provided me help and comfort, including during the most frustrating periods while undertaking this research project. Especially, without them I would not have had the courage and enthusiasm to finish my thesis.

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CHAPTER 1
INTRODUCTION

1.1 Statement of the Problem

At present, the expanded use of the internet has changed the way of consumers towards their online shopping (Card et al., 2003). It is noticeable that the use of the internet has been also playing an important role in the tourism industry for both tourists and tourism travel agents to gain advantages in terms of finding more information for tourists and promote effective marketing for the tourism travel agent. Nowadays, the Online Travel Agents (OTAs) are the interesting alternative distribution channel because of its fast loaded information; better prices and more convenience for the tourists who usually use the internet to plan for their trip. However, it is interesting that studying about the consumer behavior in terms of generational differences will assist predicting and developing the OTA website designs in order to gain more understanding of the consumers. The baby boomers, the X generation and Y generation who are young internet users will be studied concerning their consumer behavior to clarify and use this information in further studies about online travel agency developments.

1.2 Research questions

1.2.1 What is the consumer behavior of baby boomers, X generation and Y generation towards Online Travel Agents (OTAs) in purchasing tourism related products and services?

1.2.2 What is the difference of consumer behavior between baby boomers, X generation and Y generation towards Online Travel Agents (OTAs) in purchasing tourism related products and services?

1.3 Objectives

1.3.1 To study the consumer behavior of baby boomers, X generation and Y generation towards Online Travel Agents (OTAs) in purchasing tourism related products and services.

1.3.2 To compare the consumer behavior between baby boomers, X generation and Y generation towards Online Travel Agents (OTAs) in purchasing tourism related products and services.

1.4 Significance of the Study

In order to make better strategic decisions in the future in the tourism industry, especially to design better OTAs and website development, it is necessary to learn what tourists buy and why, where, and how they make their purchases and other factors influencing the consumers' purchasing. This research will examine the differences of baby boomers, X generation and Y generation consumer behavior towards Online Travel Agents (OTAs) in purchasing tourism related products and services to get a more detailed understanding in each generation's buying behavior to develop business marketing and promotion in the future.

1.5 Scope and the limitations of the study

The study was designed to find the difference of the three generations of the consumers' behavior toward OTAs in purchasing tourism related products and services, the open-ended questionnaire might be added to get more understanding about the consumers' behavior, however, the time consuming and cost have to be considered in the limited of time to do this research.

1.5.1 Areas of the study

- Consumer behavior
- Travel agents
- Tourism products
- Generational Theory

1.5.1.2 Population and sample

This research project aimed to study the difference of consumer behavior of baby boomers, the X generation and Y generation who live in Bangkok and use the online travel agencies to explore and purchase the tourism related products and services.

1.5.2 Limitations of the study

The limitation of the study is to find the consumers perceptions and attitude in depth for example it would be more understanding if the researcher could use the opened end questionnaire to interview as mix method to find their different perception and attitude of three different generations. However, due to the limited of time on doing this research, the quantitative research is the most appropriate at this time.

1.6 Conceptual Framework

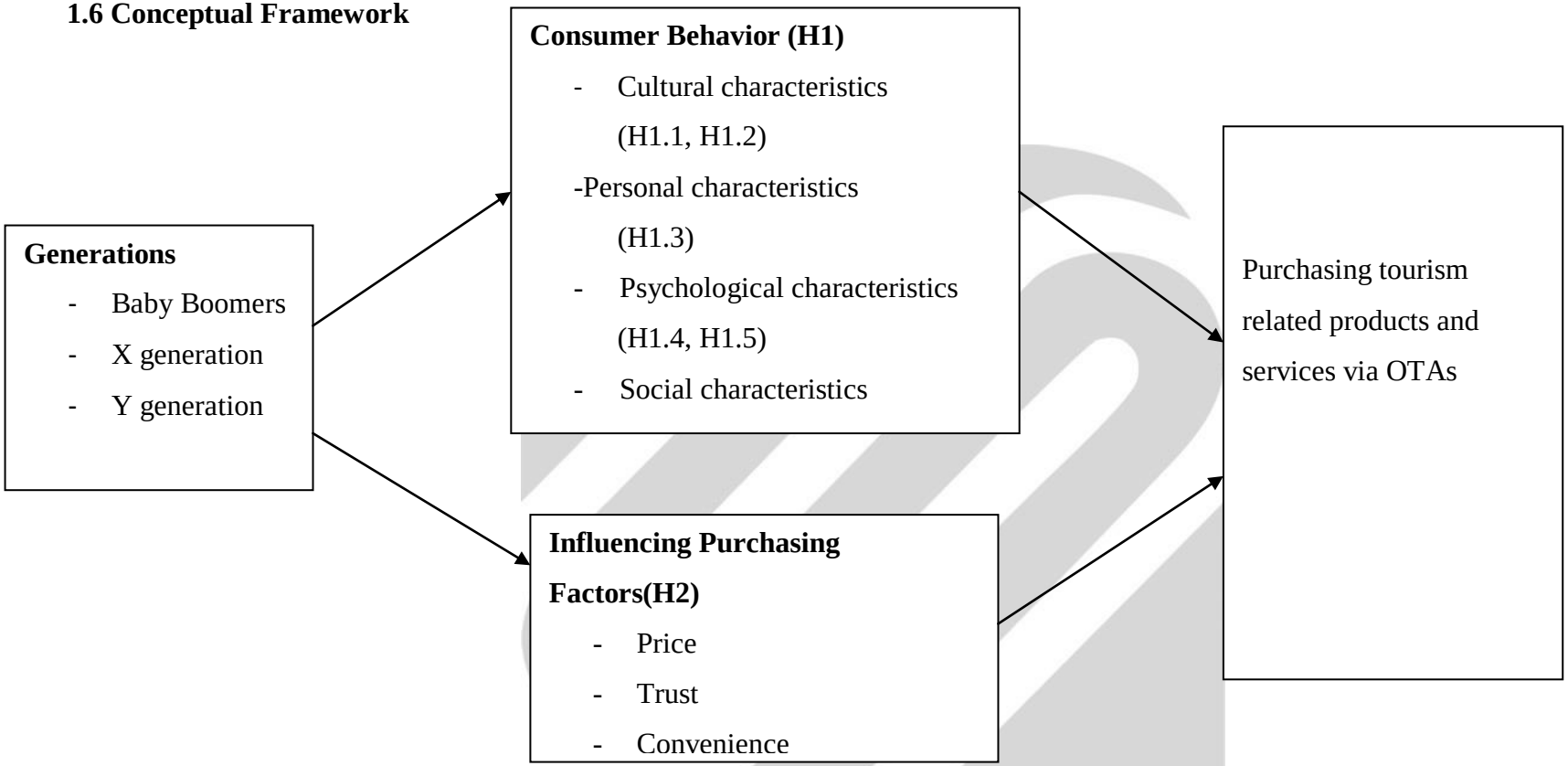

Figure 1.1 Conceptual framework

Source: Adapted from Hasslinger, 2007 and Kotler, 2011

1.7 Research Hypotheses

Ho1 Consumer behavior (Cultural characteristics, Social characteristics, Personal characteristics and Psychological characteristics) has a significant effect on purchasing tourism related products and services via OTAs.

Ho1.1 The consumers with different cultural characteristics (frequency of using the internet per day) has a different effect on purchasing tourism related products and services via OTAs.

Ho1.2 The consumers with different cultural characteristics (reasons of buying online via OTAs) has a different effect on purchasing tourism related products and services via OTAs.

Ho1.3 The consumers with different personal characteristics has a different effect on purchasing tourism related products and services via OTAs.

Ho1.4 The consumers with different psychological characteristics (through previous experience) has a different effect on purchasing tourism related products and services via OTAs.

Ho1.5 The consumers with different psychological characteristics (future expectations) has a different effect on purchasing tourism related products and services via OTAs.

Ho1.6 The consumers with different social characteristics (family) has a different effect on purchasing tourism related products and services via OTAs.

Ho1.7 The consumers with different social characteristics (friends) has a different effect on purchasing tourism related products and services via OTAs.

Ho1.8 The consumers with different social characteristics (online forums) has a different effect on purchasing tourism related products and services via OTAs.

Ho2 Factors (Price, Trust and Convenience) has a significant effect on purchasing tourism related products and services via OTAs.

Ho2.1 Price factors has a significant effect on purchasing decision making tourism related products and services via OTAs.

Ho2.2 Trust factors has a significant effect on purchasing decision making tourism related products and services via OTAs.

Ho2.3 Convenience factors has a significant effect on purchasing decision making tourism related products and services via OTAs.

1.8 Definition of terms

1.8. 1Consumer behavior–Rogan (2007) mentioned that this concept is about buyer behavior. Moreover, Chisnall (1995), explained that the needs and motives of humans are related to each other.

1.8.2 Online travel agent - OTA websites provide the live availability and pricing and booking engine on their page for the consumers. Moreover, Online Travel Agents also act as the sellers. The best examples of popular OTAs are expedia.com, agoda.com etc. (tourism, 2011).

1.8.3 Baby Boomers–This generation are the people who were born between the years from 1946 to 1964 or during the post-world war II.This new generation of Baby Boomers experienced an unprecedented level of economic growth and prosperity throughout their lifetime. Many baby boomers are now settling into retirement (talentedheads, 2013).

1.8.4 X generation –This generation are the people who were born between the years of 1965-1980. X generation is the next generation from Baby Boomers and they are the group of people who are more open to the situation changes and diversity of options on offer (talentedheads, 2013).

1.8.5 Y generation–This group of people were born between the years 1980-2000. They are therefore known as the Millennial generation. They have been growing with the technological revolution throughout their life. They are more familiar with the technology and internet access far more than any of the Baby Boomers generation and the X generation (talentedheads, 2013).

1.8.6 Tourism products and services–According to Swarbrooke and Horner (1999), the tourism products can be defined as described as follows:

1. The product is complex and multi-layered in that:

- Tangible elements for example, hotel, accommodation, food.

2. The experiences that tourists buy are as follows:

- Before the trip commences
- The situation during the trip
- The memory after the trip has ended.

1.8.7 Consumer Purchasing decision – This can be defined as the "behavior patterns of consumers, that precede, determine and follow on the decision process for

the acquisition of need satisfying products, ideas or services" (Du Pleasis et al., 1991 sited in Piencharoensak, 2014)

1.9 Benefits of this research

This research could be useful for the Online Travel Agents (OTAs) website and management in terms of website development and marketing strategy. The results taken from this research could be used to predict the marketing plan in order to make the future marketing plan to the right market segmentation as this research explores the consumer behavior towards purchasing decision making via OTAs of different generations: Baby boomers, X generation and Y generation. Furthermore, the results found from this research could be useful to the hotel business in terms of making the promotion plan to attract the customers who are interested to travel in Thailand via OTAs to sell their rooms effectively, because OTAs are one of the most important online distribution channels that can fill up the empty rooms in a short time span. Lastly, the tourism related organizations, for example MOTS (Ministry of Tourism and Sport) and TAT,(Tourism Authority of Thailand) would be interested to use the results from this research as a record to develop their tourism promotion plan and advertise via OTAs to get the right segmentation to increase the sales in the Thai tourism industry.

CHAPTER 2
LITERATURE REVIEW

2.1 Theories and concepts

In this study, the consumer behavior towards Online Travel Agents when they purchase related tourism products and services will be explored. The researcher would like to, first of all, give a definition of consumer behavior and their decision-making process. Moreover, the travel agent will be defined both offline and online. Also, the definition of Baby boomers, X generation and Y generation will be explained for more understanding about their behavior when purchasing tourism related products and services via OTAs. Lastly, the related previous research projects will be shown to clarify the concept of this specific research project.

2.1.1Definitions of Consumer Behavior

The explanation of the relationship between consumer behavior and marketing strategy from Rogan (2007), is about buyer behavior. This is about how people buy and how often they buy. However, the marketers should understand this in the first hand.

Similarly, Chisnall (1995), explained that the needs and motives of people are related to each other. Therefore, the relationship between them is so close to each other, as it can be seen, it is not very easy to give an exact difference of their characteristics. The consumer may buy the new costume because of wanting to protect themselves from the weather, but they also might just need to follow the fashion trend, irrelevant of the weather conditions.

Kotler and Armstrong (2007) mentioned that consumer's characteristics is the important theory to focus on. The theory explains that the consumers have their own way to interpret and receive stimuli from the advertisements. Moreover, the consumers' decision is influenced by the individual characteristics that relate to their specific needs (Kotler and Armstrong, 2007). In addition, Kotler and Armstrong (19**99**), explained that the mental, emotional and physical activity that they use while they select, purchase, use and dispose the products to satisfy their needs are also included in the consumer behavior (Kotler et al, 1999).

As it can be seen from the above information, the researcher would like to conclude that consumers behavior is about the needs and wants of the consumers that can make them reach to the satisfactory point of achievement.

The consumer characteristics will be explained below to make a more detailed understanding about how they influence the consumers attitude in purchasing products and service via OTAs.

2.1.2 Consumer characteristics

According to Kotler and Armstrong, 2007, the consumer characteristics can be identified by several key factors, namely: Cultural characteristics, Social characteristics, Personal characteristics, and Psychological characteristics. These characteristics are explained, by the marketers, to classify the consumer and to decide on the appropriate strategy to what is the right kind of consumer to be as the right target group. However, these characteristics are used to make segmentation of the market and target specific, individual, consumer groups.

2.1.2.1 Cultural Characteristics

The cultural characteristics are considered as being the important effects to consumer behavior. There are “Culture, Subculture and Social Class” (Kotler, 2011).

Culture is considered as a fundamental cause of an individual’s wants and needs. Kotler and Armstrong (2007) discussed that people learn their culture and develop into their behavior. Therefore, they are shown the different values and beliefs from their youth. As it can be noticeable, these values and beliefs influence the human behavior and decision making. It is interesting to understand these characteristics as an essential direction of certain consumer behavior and taste.

Subcultures are smaller groups with a certain number of people that have the same level of values and beliefs such as nationalities, religions or geographic regions. This mentioning of subcultures can be considered as an important and useful market segment that can be the right target for potential future consumers.

According to Kotler and Armstrong (2007), social class is known as a class structure that is combined of income, age, education, social status and wealth.

2.1.2.2 Social Characteristics

The Social Characteristics are classified into three different parts which can be consisted of Reference Groups, Family and Social Role and status.

Reference groups – According to Kotler and Armstrong (2007), the influence of the Reference Groups has shown that human behavior can be influenced by a different small group. They will create personal membership of a group from the direct influence from the group, for example, family, neighbors or colleagues. These Reference Groups are the groups that a person wishes to be a part of and to belong to. It shows that these groups both form the human behavior directly and indirectly. There are three different ways of how these groups can influence human behavior, which are indicated as follows

- They may lead a person to new behaviors and lifestyles,
- They may affect an individual's attitudes.
- Lastly is the opinion leader. This person will lead others in the group by his or her belief and attitude (Kotler and Armstrong, 2007).

Family – This group is an important influencer towards buying behavior. Therefore, it is important for marketers to understand about what exact role is playing as an important person in the family and has been personally influenced by an advertisement mostly.

Role and status – Each person has their own role and type in this group, and they also have different positions in the group. Kotler and Armstrong (2007) mentioned about the role as the people's activities that are expected to perform as being proper identified members of the group.

2.1.2.3 Personal characteristics

These personal characteristics are classified into: "Age and Life-Cycle stage, Occupation, Economic situation, Lifestyle, Personality and Self-Concept" (Kotler and Armstrong, 2007).

The Age and Life-Cycle stage – This can be explained by the period of time and experiences of each consumer that they experience throughout their life. These also represent any changes that have been differentiated in their life when the consumer reaches the new stage of life.

Occupation – The occupation of the consumer influences the products and services type they prefer. This could be possible to utilize in order to develop the products or services to satisfy consumers' in terms of their occupation.

The Economic Situation – Prosperity affects consumers to choose their product choice. They may be price-sensitive or not, so this factor can depend on the level of personal savings, their level of income, and their level of interest rates.

Lifestyle – Lifestyle is considered to be a consumer's way of living that is known by their activities, opinions or interests. It can also be the way of how a person interacts to the current situation in the world.

Personality – Personality is considered as a term of self-confidence, sociability, autonomy, dominance, adaptability or aggressiveness. The definition of 'personality' can be defined to be as a set of human characteristics that are processed by an individual and also influences differently in each of every person. It also depends on various situations and circumstances.

Self-concept or self-image –This part is about the image that people have and the image of themselves of who they are, but not who they want to be. They do not quite have a full agreement of themselves and of how they really are. However, they do question about what and exactly who they truly want to be.

2.1.2.4 Psychological Characteristics

The psychological characteristics are classified into the five following concepts: "Motivation, Perception, Learning, and Beliefs and Attitudes" (Kotler and Armstrong, 2007).

Motivation – Motivation is considered as the needs of a person that must be satisfied. There are different kinds of motivation, for example: hunger, thirst and discomfort, or in terms of psychological comfort. Kotler and Armstrong (2007), had already discussed about several motivation theories. They also mentioned about Freud's and Maslow's motivation theories. Freud mentioned that a person partially understands their motivations, while, Maslow's theory, on the other hand, tried to understand why there are some people who can set their satisfaction in some needs before others. Finally, Maslow concluded that human needs are set into the form of hierarchy from the most pressing to the least pressing, as Kotler and Armstrong (2007), presented it.

Perception – This characteristic is considered as an understanding of how each person perceives the same situation or the same stimuli in a different, individual, way. Kotler and Armstrong (2007) explained this characteristic that perception is the

“process by which people select, organize, and interpret information.” There are Selective Attention, Selective Distortion, and Selective Retention in the perception characteristics.

Learning – According to Kotler and Armstrong (2007), the person can change their behavior simply because of their personal experience.

Beliefs and attitudes – People can acquire their beliefs and attitudes through their learning and experiencing in their personal life. A belief is explained by Kotler and Armstrong (2007), as the thought of an individual about something that is rooted in the basis of their opinion.

The researcher will explain further about online consumer characteristics that were adapted from the traditional consumer characteristics, in order to make a more clear understanding of the online marketing context.

2.1.3 Online Consumer Characteristics

This section aims to make more specific identifications of the online consumer. The researcher is willing to establish a much clearer understanding about online purchase behavior of consumers. The mentioned characteristics above are some key characteristics regarding the online consumer. The previously mentioned characteristics were adapted to identify online consumers with the aim to understand how to know how to make a segmentation.

2.1.3.1 Cultural Online Characteristics

Smith and Rupp (2003), identified the classes in society that cause a different pattern in buying online. Consumers who are in a richer social class normally buy more and want to buy online more because there is more chance for them to own a computer and they can also access the internet more effectively, while consumers in the lower classes might not possess the same level of property and opportunities. Moreover, the lower classes have no need to possess a computer, so they would not have any sophisticated computer literacy.

2.1.3.2 Social Online Characteristics

The new social influencer on online consumers appears in the form of new Reference Groups. For example, the discussion group or forum in the website rather comes from the traditional reference group. The consumers can share their opinions and read about others’ comments and opinions that were shown to have the influence

to the reference group participants (Huarng and Christopher, 2003). Other Reference Groups that were assessed by Huarng and Christopher (2003), identified the links to products promotion on the website.

2.1.3.3 Personal Online Characteristics

Monsuwe, (2004) studied the personal online consumer characteristics and they concluded that a consumer's income is an essential role to the consumer behavior to purchase online. Moreover, they discussed that consumers with a higher income might have a more positive perspective on online shopping. As it can be seen, by the fact that consumers who earn more salary would have a positive correlation because they have more opportunities to possess a computer, have internet access, and a level of higher education.

Smith and Rupp (2003) also identified the fact that the age of consumers also affects their online purchasing intention. They discussed the view that older people who hardly used a computer and had no access to the internet would hardly use a computer as a medium to buy the products or services online whereas, on the other hand, young adults would. It is noticeable that the young adults would use the internet and a computer far more often. Moreover, younger people were considered as having more knowledge on modern technology. Additionally, Monsuwe et al (2004), mentioned this evaluation by discussing that teenagers are more interested in using new technologies to search for more information and evaluate their options.

2.1.3.4 Psychological Online Characteristics

Smith and Rupp (2003) explained the concept of online characteristics of a consumer having to ask themselves several things before starting the purchasing process online, by having the following aspects:

Motivation – The consumers have their own reason to satisfy themselves in a particular behavior.

Perception –The consumer will classify the information by interpreting what they receive. They might ask themselves about how they feel about this product's quality or the security of the website.

Personality – The consumer will adapt the influence to match with their own personality. The question might address what online products will be proper for their personality.

Attitude – It depends on the particular situation that the consumer will figure out about what they like or dislike respectively.

Emotions – This is about the consumer's feeling that is affective to their cognitive choice.

Furthermore, there are three influencing factors (Hasslinger et al. 2007), that play an important role in the purchasing decision making of the consumers.

2.1.4 Important influencing factors

2.1.4.1 Price

The online market has become a global trade that consumers have more opportunities to find and compare information. For example, product information and prices (Hasslinger et al, 2007).Historically, however, prices have been set by negotiations after having examined the products (Kotler&Keller, 2006). However, the new technologies and modern innovative business approaches of the internet discriminate the barrier between sellers and buyers. On the online market, the price comparison can help the consumers who are price sensitive to be interested in the products or services online. While others type of consumers might focus on searching unique products, which are difficult to find in retail shops, this means that this type of consumer might put the price sensitive as a second priority.

However, with the online market, only digital figures can be evaluated by the consumer but, on the one hand, when going to a retail shop, the non-digital attributes can be tested (Lal&Sarvary, 1999). This could affect the shoppers' decision making and they would become more cautious about the product that can not be tested. Furthermore, online purchasing might have additional costs including, for example, freight charges, customs or delivery times, which could influence the consumer's decision-making to reconsider their purchasing even when the products are at a lower price. Table2.1 clarifies the fact that the factor price has two attributes: saving money and price comparison.

Table 2.1 The factor price and its attributes

Factor	Attributes
Price	Saving money
	Comparing price

Source: Hasslinger et al, 2007

2.1.4.2 Trust

Monsuwe et al. (2004), concluded that the consumers are challenged to their perceived risk because online shopping is the new way of shopping. In the traditional way of business, the consumers would rely on the sale person's expertise. However, in the new world of technology, shopping online has no sales person to explain or help the consumer's decision making, so the consumers' trust has, to some extent, disappeared. Monsuwe et al. (2004) explained more about this because the consumers feel that they are not able to check the quality of the products or the personal data that might be revealed to the public, in terms of there being no security in the website. Finally, they concluded that if the website had an effective way of communicating to the consumers about their high security and privacy, the consumers would have a positive attitude on trust and would have more intention to purchase online.

According to research undertaken by Luhmann (1979) within sociological theory about trust, the results found that there are three aspects of expectations about the future, which are "familiarity, confidence and trust". The online marketers must build the trust, familiarity and confidence and make the consumers feel that they have already experienced it. However, in a high risk situation, for example, during a purchase transaction, the trust must be shown to the consumers.

According to Lee and Moray(as cited in Lee& Turban, 2001) human trust in computerized systems depends on three factors:

1. The ability of the computerized system
2. The level of perception of the information provided
3. The understanding of the person who operates the system, in terms of characteristics and behavior.

From the above information, if a company can provide the consumer with effective information management and consumers' after-purchase support, the consumers would be more likely to "engage in trust-related internet behavior for example, purchasing, cooperating and sharing information"(McKnight & Chervany, 2001-2002).

Table 2.2 The Factor of Trust and its Attributes

Factor	Attributes
Trust	Perception of safety
	Trust in the Internet retailer
	Trust in the internet as retail shopping

Source: Hasslinger et al, 2007

2.1.4.3 Convenience

According to Hasslinger et al, 2007, convenience is about anything that has been created to save time and avoid any frustration.

Online shopping is a new instrument for the seller to create more advantages. It is considered to be more convenient to shop online compared to the traditional way of shopping.

The convenience attribute the online shopping provides are three main factors:

- Less effort: - Being able to shop at home.
- Time saving
- Being able to shop at any time of the day

Table 2.3 Convenience Attribute

Factor	Attributes
Convenience	Less effort
	Time saving
	Being able to shop at any time of the day

Source: Hasslinger et al, 2007

2.2 Consumer decision-making

2.2.1Decision-making process questions: 5W's and 1H

According to and Reisinger (2009) and Investomedia (2014: online), the analysis of consumer behavior is the study about the purchasing behavior of the consumers, including individuals, groups of people or even the organizations for knowing their needs and purchasing behavior. This includes how people use/consume the products, how they choose the service, their norms or experiences to make the consumers satisfied. The feedback from the customers helps the marketers set up proper marketing strategies to respond to the consumers' needs.

Questions used to find the consumers behavior are 5W's and 1H which consists of: Who, What, Why, Where, When and How. All of these questions are used to find seven answers which are the 7O's, consisting of Occupants, Objects, Objectives, Organization, Occasions, Outlets and Operations.

The questions are as follows:

1. Who is in the target market? This question is used to find the Occupants' characteristics in terms of population, geographic, psychological and behavioral theory.

2. It is to know the purchasing objectives of the consumers.

What do the customers want from the products, for example, product components and competitive differentiation?

3. Why does the consumer buy? This question is used to find the objectives of the consumers in terms of responding to their physical and psychological needs, which requires the need to study the factors that influence the purchasing behavior of consumers. They are as follows:

3.1 Internal factors or the psychological factors

3.3 External factors which are the social and cultural factors

3.3 The individual factors

4. Who participates in the buying? This question is used to find the role of each Organization that influences the purchasing decision-making that relates to the starters, the influence, the decision-maker, the buyers and the consumers.

5. When does the consumer buy? This question is used to find the Occasions to purchase, for example, a special occasion or the festive seasons.

6. Where does the consumer buy? This question is to find the Outlets or where the consumer chooses to go. For example, department stores, a supermarket, tea shop, etc.

7. How does the consumer buy? This question is used to find the answer to several factors: decision-making assessment, the purchasing decision-making and the after-purchasing behavior Operations in purchasing which include the problem perception, information search, and the various options.

Moreover, Kotler (2011), also mentioned about the process of decision making of consumers as follows:

Need recognition, the process of buying begins with this stage: need recognition. The consumers' need can be from internal stimuli; for example, hunger or thirst. **Information search**, after that the consumers may search for information. It depends of the strong drive of the consumer and how the products offer satisfaction. The consumers can find more information from a lot of sources. This includes personal source, commercial sources, public sources and sources of their own experience.

Evaluation of Alternatives, this stage is about how consumers process the information obtained. Among the different information, the consumers will have an attitude towards different brands to evaluate their decision making of purchase.

Purchase decision, at this stage, the consumers will buy the most preferred brand from their evaluation of many alternatives.

Post-purchase evaluation, this stage is also important for the market to focus on the consumers' satisfaction towards the products, because of the aim to consistently keep and grow consumers' satisfaction. The satisfied consumers buy repeatedly. This would establish more chance and more share in the market to gain the most benefits. The chart below will present a clearer understanding about the consumers purchasing decision making process.

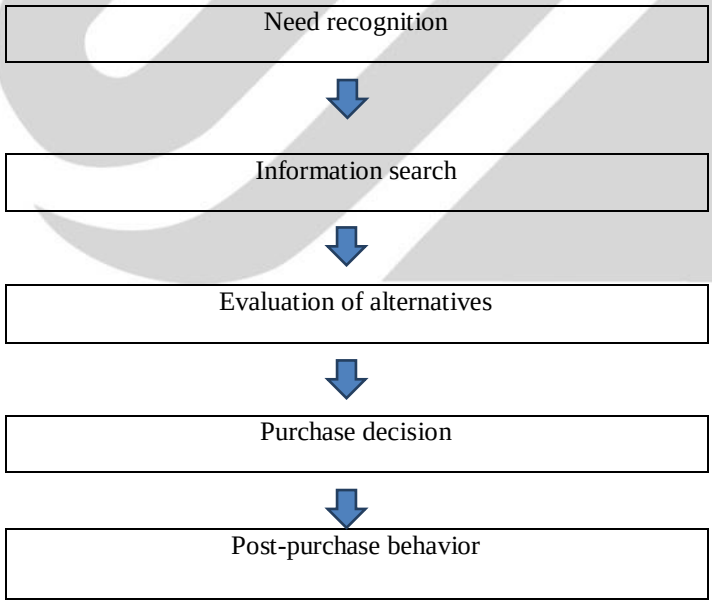

Figure 2.1 Consumers' purchasing decision making process

Source: Kotler and Armstrong, 2011

2.3 Tourism products

According to Swarbrooke and Horner (1999), the tourism products can be defined in two separate categories, as follows:

1. The product is complex and multi-layered because of:

– Tangible elements, for example, hotels, accommodation, transportation, food.

2. The experiences that tourists buy are based on issues, as follows:

– Before the trip commences

– The situations during the trip

– The memory after the trip has ended.

2.4 Travel Agent

In this section, it is important to divide the type of travel agent into two parts: Online Travel Agent (OTA) and Offline Travel Agent to clarify the difference between them.

2.4.1 Online Travel Agents (OTAs)

There are several online travel agent websites in the tourism industry. However, the researcher would like to classify them into three distinct categories, as detailed in the chart below:

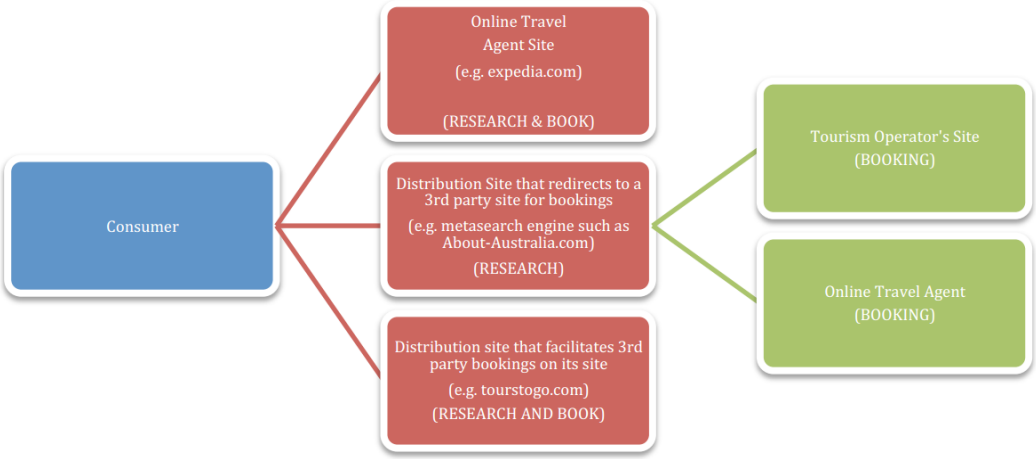

Figure 2.2 Online Travel Agents (OTAs)

Source: Tourism, 2011: Online

OTA websites provide the live availability and pricing and booking engine on their website page for the consumers. Moreover, Online Travel Agents also act as the

sellers. An example of commonly used OTAs would be: expedia.com, and agoda.com (Tourism, 2011:Online)

2.4.2 Offline Travel Agent

According to Merriam-Webster (2015:Online), the offline travel agent is the company or person who assists people with tourism advice and sells tourism products and service in the traditional way.

Moreover, a retail travel agent is also known as the tour organizers. They can provide a travel package and offer the accommodation to the tourists (Traveltrust, 2015: Online).

2.5 Generational definition

This section is to clarify the three generations that the researchers would like to use as a sample size in this specific research project.

2.5.1 Baby Boomers

This generation includes the people who were born during the years 1946 to 1964 or during the Post-World War II. This new generation of Baby Boomers experienced an unprecedented level of economic growth and prosperity throughout their lifetime. Many baby boomers are now settling into retirement (Talentedheads, 2013).

2.5.2 X generation

This generation includes the people who were born between the fifteen years of 1965-1980.The X generation is the next generation from the Baby boomers and they are the group of people who are more open to situation changes and diversity (Talentedheads, 2013).

2.5.3 Y generation

This group of people were born between the years 1980-2000. They are known as the Millennial generation. They have been growing with the technological revolution throughout their lives. They are more familiar with the technology and internet access, much more than the Baby boomers and the X generation (Talentedheads, 2013).

2.6 Related research

Li et al., (2013), studied about "the application of generational theory to tourism consumer behavior: an American perspective" and the results showed that the difference between each generation can affect the consumers behavior on tourism.

Parment (2013), studied about "Generation Y and Baby Boomers: shopping behavior, buyer involvement and implications for retailing" and the results showed that there are different patterns of consumer behavior between these two generations that make the retailer understand more of the consumers' need and improve their marketing strategies to deal with the different groups of the consumers.

Patricia Elenan Bertea, (2011) studied "the perceived risk, price and online travel agencies: does price always matter?" and the results showed that the price is not a significant influencer on every kind of perceived risk, but its influence is on the brand awareness component.

Tungkidvanich (2009), studied the implementation of the electronic transactions. There search found the problem of the basic structure of Thailand ICT systems and money transactions with bank charges that are higher by 30% with data safety at 21.0%;transaction safety at 2%; consumer confidence at 14%; lack of personal interaction 10%; and knowledge at10%.

The result of regression analysis with a model that describes six variables, such as using the website to purchase goods and services, and payment of goods and services.

EDI is an electronic data exchange and device parameters that is used to explained 11 answers, such as ICT premises and internet connection. The number of the samples was from the 7000-9000 surveys in large companies, and more employees have used electronic transactions more than small companies. Also, corporate governance in the rural regions was smaller than in Bangkok and the workers who graduated in the IT field will obviously very highly have the ability to use the internet. So, the conclusion was that there are high chances to do business online in the future and this should be promoted in small enterprises and companies in the region. Moreover, companies could make an agreement of free trade to promote the international investment to support the online businesses.

Hasslinger et al., (2007), studied about the consumer behavior in online shopping and the research results was that Price, Trust and Convenience were considered the important factors for a consumer to shop online.

Siripanichpong, (2003) had studies the "factors that influence the behavior of people who use the internet to purchase goods and service" and collected information using a questionnaire to obtain the relevant information. The sample size for distributing the questionnaires was for 100 people. This questionnaire was given to the groups of people who used the internet, including students, employees or staff officers and private companies.

The results showed that the majority were female, aged between 20-29 years old, with a monthly income between 10,000-20,000 baht. As an employee, the level of education was an undergraduate bachelor's degree.

Most of people used the internet at home, without the cost of using the internet. The usage on average was around 3 hours per week between the evening hours of 21:01–24:00, or 9pm to midnight. Groups of these people had been using the internet for the past 3-5 years. The number of websites that were used was less than ten websites per week for gathering the information and communication to get the news and advertising on the internet. The research results also found that the advertising did not effect on the person's decision to purchase goods and services either immediately or later.

In addition, the research results found that most of the sample had never purchased products that they had not seen before. The real reason to purchase goods and service was due to the fact that they can compare the information in those products.

Luanko (2001) studied "the students' opinion of ChiangMai University toward purchasing products online." The sample group was a group of 200 bachelor's degree students from ChiangMai University, who were selected from the Sport Science Faculty, the Social Science Faculty and the Science and Technology Faculty in order to collect the data.

The results found that most of the respondents who had experienced using the internet for over two years were male within the age range of 20-24 years old in the

Social Science Faculty. They used the internet between 4-6 hours per week during the evening hours from 16.00-20.00, or 4pm to 8pm.

The objective of using the internet was to read the news and update the current situation. Moreover, the researcher found that the respondents, most of them, never purchased any products online. However, the ones who had experienced some online shopping were satisfied with the service and the website and more likely to make the purchasing again through the internet for the next time. Additionally, the reason from those who had never shopped online was that they do not want to buy the products on the internet yet, but they thought they would get the good quality of products and services when they do undertake purchasing online in the future.

Malasri (2001) had studied the "Consumer behavior through electronics in Thailand" by collecting the data from an online survey through internet users in Thailand by using a sample target of 200 people.

The results showed that the majority of sample people in Bangkok were aged between 20-30 years old, had a bachelor's degree and a personal income of around 25,000 baht per month.

The results also showed that the majority of the respondents were residents of the centre of the metropolitan city life. Most of the internet users had been using it for more than three years and most of these people had never purchased any goods and services by using the internet.

Those who had purchased goods and services through electronic commerce had done so because they wanted to try the experience of purchasing the products. The factors that influenced the consumer behavior was the secure method of payment and the service of finding the products and service within 24 hours.

The problems and barrier of purchasing goods and services by electric commerce was the potential for fraud and the delay of the delivery.

The reason why the internet users had never used it to purchase goods and services through a commercial system was because they did not see the real products in front of them, just photographs on the screen, and the inconvenience in the payment method.

Atcheson (1999) studied the purchasing online by interviewing 2,500 consumers and found that the households had bought products online by a 30%

increase and on average, the consumer purchased approximately 3.7 products each. However, the study found that the consumers spent 56 million dollars which is 1.7 products increase from the previous year. This means that there has been a 400% increase of purchasing online since January, 1998. Also, it found that the trend of purchasing online was increasing and possibly to become a very popular method of purchasing in the long run. Kate Delhagen, the analyst from International Data Corp(IDC), mentioned that the consumers have more interest in surfing the internet in order to find the information easily and more convenient, including to purchase products via the internet. From the study, several buyers were still concerned about the networking security when they purchased online. On the one hand, most of the internet users felt it is much more convenient when using online services. From the IDC study, there were 90 million American internet users and this number was assumed to be double that in the next two years. It showed that the selling and purchasing online market is more likely to grow in the future (IT and Technology News, 1999).

Mayungphong (2001) studied the various "factors that influence the decision-making to purchase products and services online." The researcher selected a sample randomly for 400 respondents from 600,000 internet users in Thailand and gathered the relevant information from a questionnaire from the internet.

The results indicated that most of the internet users lived in Bangkok and nearby provinces. The range of age was between 20-30 years, educated to a bachelor's degree and the average monthly income was is in the range of 5001-10,000 baht. The main objective of the respondent's use of the internet was to search for news and up-to-date information but the number of online shoppers was a very small portion.

The factors that mostly influenced the decision-making on shopping and services online was the consumers' needs, to time saving, to choose the products and services on offer. The consistent searching of products and services and the variety of products and services available means that they can go online for 24 hours, seven days a week. Also, the consumer can trace the products after purchasing, and it is very easy to compare the price or information from various different websites.

CHAPTER 3
RESEARCH METHODOLOGY

3.1 Introduction

This chapter presents the methodology that was used for collecting and interpreting the research of "The comparison study of consumer behavior towards Online Travel Agents (OTAs) between baby boomers, X generation and Y Generation in purchasing tourism related products and services in Bangkok." The research method and instruments used will be shown and explained in this chapter.

3.2 Research methods

3.2.1 Quantitative methods

In this research project, the quantitative method was used to measure the respondents' answers. It is interesting to understand the definition of the quantitative method. According to Cohen, (1980) (as cited in Sukamolson, 2007), quantitative research can be defined as social research. This method is used to evaluate the degree in a specific program. Moreover, Creswell, (1994) (as cited Sukamolson, 2007) mentioned about the definition of quantitative research, that it is used by: "explaining phenomena by collecting numerical data that are analyzed using mathematically based methods (in particular statistics)."

However, there is an obvious difference between quantitative and qualitative research methods and the researcher would like to show the main differences between both approaches, which are presented in the following chart:

Table 3.1 Characteristics of quantitative versus qualitative

	Quantitative	**Qualitative**
The role of theory in research	Deductive	Inductive
Epistemological orientation	Naturalist, positivist	Interpretive
Ontological orientation	Realist	Idealist, constructivist
Characteristics of research approaches	Objective, Impersonal Reductionist, Generalization	Subjective, Personal Holistic, Uniqueness
Type of data	Quantifiers, Numbers	Describers, Words

Source: Bryman(2008), and Onwuegbuzie and Leech(2005), as cited in Blendspace, (2014).

As a result, this research project required the quantitative research method, by using a questionnaire survey. The research was conducted in five different districts in

Bangkok. These districts were chosen because they were located in the inner business area of Bangkok. There was a great diversity of generations of people who are working and undertaking their business in these areas.

3.3 Populations, Sample Size and Sampling

To determine the appropriate sample size was an important concern for the researcher to collect relevant data from the relevant respondents. In this research, the research approach required a small sample of the respondents, according to the particular research area being focused on.

3.3.1 Population

The target populations for this study were the consumers who were in the three different generations: Baby Boomers, X generation, and Y generation, who are internet users. The survey was conducted in five business areas in Bangkok, because of the diversity of generations who work there, as was mentioned above. To find the population of the study, using the statistics from the National Statistical Office (2015), was the most appropriate way for this study (National Statistical Office, 2015).

Table 3.2 Thai internet user in 2013 (in thousand person)

Age group	Generation	Number	Percentage
> 50	Baby Boomers	1,175.1	8.55%
35-49	X generation	3,051.6	22.20%
15-24	Y generation	3,534.8	25.72%
25-34	Y generation	5,982.1	43.53%
Total		13,743.6	100%

Source: National Statistical Office, 2015: online

3.3.2 Sample size

To calculate the sample size of the study, Convenience Sampling was used according to Taro Yamane's formula (1967, as cited in Shrestha, 2014). The formula to calculate sample sizes is 95% confidence level with a precision rate ± 5% (e = 0.5). Once the researcher knows the size of the population that is required, the sample size will be calculated based on the formula as follows:

$$n = \frac{N}{1+N(e)^2}$$

Yamane Formula

n = sample size

N = population size

e = level of precision

The specific values set for the formula for this research are equal to this:

N = 13,743,600

$$n = \frac{13,743,600}{1+13,743,600(0.05)^2}$$

n = 399.98

According to the calculation, the sample size of this research required approximately 400 respondents.

Based on the information provided in Table 3.2, the table below will present the proportion of each generation that needs to be collected:

Table 3.3 Proportion of each generation

Generations	**Percentage (100%)**	**400 sample size**
Baby Boomers	8.55%	34
X generation	22.20%	89
Y generation	69.25%	277
Total	100%	400

3.3.3 Sampling

The study of this research involved collecting the completed questionnaires to analyze and describe the relationship between three generations towards purchasing related tourism products, via OTAs.

In order to apply the instrument of the research to the sampling, the people who are in the three different generations in five business districts in Bangkok were selected from: Ladkrabang, Huamark, Bangna, Praram IV and Silom. This process is called the sampling process (Shrestha, 2014).

The researcher picked the research target sample by calculating the population and classifying them into the three generations, and simultaneously met the relevant proportions according to the information obtained from the National Statistical Office

(National Statistical Office, 2015). After that, the questionnaires were sent out by the researcher and collected by her at a later date. However, the researcher also used screening questions (verbally) to screen the target population who were internet users and had previous experience of using OTAs for their shopping.

According to the calculation, 400 out of 13,743,600 people in Bangkok(National Statistical Office, 2015) was the sample number for selection. Therefore, from the 400 sample size, the respondents will be classified by generations as Baby boomers, X generation, and Y generation. As can be seen, the convenience sampling was used because it is considered as being the easiest, cheapest and the least time consuming method (Carr and Zikmund, 2009).

3.4 Research Instrument

The instrument for this research was a questionnaire, which provided the answers for some of the questions in a list of multiple choice answers, in order to analyze and describe the objectives of study. In addition, this study was separated into four specific parts:

Part 1: General information

This part consisted of just one question, to know the age and the respondents' behavior about purchasing tourism products via OTAs. The question asked about the age of the respondent to classify which of the three generations they represented.

Part 2: Consumers behavior (Cultural, Social, Personal, Psychological characteristics)

The questionnaire in the second part used the multiple choice format to measure the answers of the respondent by using the choice from the range of 1-to-5.

Firstly, the questions in this part were adapted from the previous study of consumer behavior in online shopping that was undertaken by Hasslinger et al, (2007) using the question themes as follows; first, the questions asked about the respondent's opinion about purchasing related tourism products via OTAs, to understand how they felt about the websites they viewed during their internet usage: 1) How much time did the respondent use the internet for?; and 2) What reasons did they use the internet for? These questions will reflect the respondents' cultural characteristics of their needs of using the internet. Secondly, the question asked about the purchasing of related products online via OTAs to notice any patterns to identify if there is a physical need

to buy tourism products online instead of doing it via the traditional offline travel agents or not. This question will allow the researcher to find out if the respondent is more or less forced to buy tourism products online. Moreover, finding out how much the consumers financially spend on average, when buying tourism products online, is also related to their personal characteristics that influences the purchasing related tourism products via OTAs.

Thirdly, the question asked about the respondents' attitude towards their purchasing of tourism related products via OTAs, which is influenced by psychological characteristics in consumer behavior. These questions asked about the prior experiences when the respondent had bought tourism products via OTAs and their future expectations towards purchasing tourism related products via OTAs.

Lastly, this section focused on the social characteristics that relate to the reference group that could influence the respondents' purchasing of tourism related products via OTAs. The questions asked about how important a certain type of reference group effects their purchase decision for tourism related products via OTAs. The reference group consists of family, friends and online discussion groups.

Part 3: Identified Factors of Price, Trust and Convenience

This part is also adapted from research by Hasslinger et al., (2007) and it can be separated into three parts: Price, Trust and Convenience. The respondent will be asked about which factor the respondent will consider as 1) the most important; 2) of moderate importance; and 3) the least important. The question will allow the researcher to know the priority rank of these three factors. The following questions asked about the different factors that affect the purchasing of tourism related products via OTAs.

The Price factor questions asked about how the respondent felt that purchasing tourism products via OTAs would save money. The next question asked the respondents to compare prices to other online sources, before purchasing tourism products online or not. These questions will allow the researcher to know about the belief of consumers about the price awareness.

The Trust factor questions asked the respondents what they knew about trust in OTAs websites as an internet business, including user policies, transaction

regulations and laws for the protection of the consumers' privacy and security. The next question asked about the internet as a retailing channel.

The Convenience factor questions asked the respondents about the effort of purchasing tourism related products via OTAs when comparing it to the offline travel agent. Moreover, the next questions asked about saving time and being able to purchase at any time to know how the convenience factor affects the purchasing behavior online. These answers were measured according to the Likert, 1970, as cited in Shrestha, 2014) scale, which acknowledges the degree of importance for each of the factors, being measured by the agreement level that could be determined as follows:

Average Score	Level
1	Strongly Disagree
2	Disagree
3	Neither agree nor disagree
4	Agree
5	Strongly agree

Part 4: Consumer purchase decision-making online.

This final part of the questionnaire asked questions about the consumer purchase decision-making online process which consists of five levels in the process:1) Need recognition; 2) Information search; 3) Evaluation of alternatives; 4) Purchase decision; and 5) Post-purchase evaluation, in order to find the level of consumer purchase decision-making on tourism related products and services online via OTAs.

3.5 Test of the research instrument

Reliability and validity

The research questionnaire needed to be measured to clarify its reliability and validity by the committee of expert judges and then a pilot testing with a very small target sample, to check it was useful in practical use.

The instrument that is used to evaluate will be depend on the questionnaire. The three experts checked the questions, the completeness of the questionnaire to make sure it met the objectives of the study, and also checked the grammar to make sure the questions were all clearly understood.

Committee of expert judges

The three judges were chosen because they are experts in tourism industry and one is an expert in business research methodology. They had sufficient enough educational and professional qualifications to evaluate the questionnaire. The committee members analyzed the structure of validity and reliability by using the Item Objective Congruence (IOC) and used the IC (Internal Consistency) calculation by the Rovinelli and Hambleton's questions and mainpoints raised (1977) (as cited in Shrestha, 2014). The IC calculation is shown below:

$$IC = \frac{\Sigma R}{N}$$

IOC = internal consistency

ΣR= Number of items evaluated by judge

N = Total of judges

Table 3.4 Accepted rule for Internal Consistency

Value	IC
0.90-1.00	Excellent
0.70-0.89	Good
0.50-0.69	Fair
0.00-0.49	Poor

Source: Leambannapong, 1991,(as cited in Shrestha, 2014)

The three expert judges' responses will be shown in a summary in Appendix: Summary and Result of IOC for their acceptance rate.

From the Table3.6 above, all three judges accepted that the questionnaire was appropriate for the respondents as these items were sufficient and met the research project objectives.

Pilot test

As the pilot test is also recognizes as a pre-test, the researcher used thirty respondents to answer the questionnaire to check if there is any opinion, problem, or misunderstanding while they read the questionnaire. This will help the researcher to improve and develop the questionnaire, to use it as an instrument for the future 400 respondents.

Theoretically, the Cronbach's alpha can be used to find the coefficient of the reliability of the questionnaire. The acceptance of the reliability coefficient is between 0.7 or above.

According to the results in Calculation of Cronbach's alpha, covering the average of pre-test achievement scores from 40 responders, the results of using Cronbach's alpha method was .975 on average. As can be seen, every result has a high reliability of variable because the number is nearly 1.00 so, therefore, this questionnaire is acceptable to be used for all of the 400 respondents in the research project as table 3.8 shown below.

Table 3.5 Reliability statistics: Cronbach's alpha

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	Number of Items
.975	.975	40

3.6 Data collection method

Primary Data

The primary data will be obtained from the Thai internet users in each generation: Baby boomers, X generation and Y generation, by providing 400 questionnaires to the selected respondents. The period of time to do the research and collect all data was set to be undertaken in April-June 2015. Moreover, the scope and target respondents were based on their age and, therefore, the three generations what the research project has focused on. Lastly, the questionnaire was distributed in five districts in Bangkok.

Secondary Data

The secondary data was collected from existing academic thesis, independent studies, academic textbooks, online articles and academic journals that were related to the research topic and the literature review as presented in Chapter 2.

3.7 Data analysis

The research project used the quantitative research method to measure the factors and consumers characteristics that influence their purchase decision-making online via OTAs in each generation of: Baby boomers, X generation and Y generation.

Table 3.6 Statistic method

Part	Number of question	Type	Statistic method	Source
Part 1: Demographic	2	Multiple choice question	Descriptive statistics 1. Frequency 2. Percentage	General information
Part2: Online consumer behavior	8	Multiple choice question	1. One-way Anova	Chapter 2 literature review
Part 3 : Factors influencing purchasing tourism related products via OTAs	7	Likert scale	1. Pearson Coefficient Correlation	Chapter 2 literature review
Part 4 : Consumer purchase decision-making online via OTAs	15	Likert scale	Descriptive statistics 1.One-way Anova	Chapter 2 literature review

After the questionnaires were distributed to 400 respondents, the researcher used the statistical software program to generate all the data collected as the research results. This will be explained in further detail in Chapter 4.

CHAPTER 4
RESEARCH FINDINGS

This chapter presents and analyzes the results and findings of the study of consumers' behavior and influencing factors towards online travel agents (OTAs) in purchasing tourism related products and services between three different generations. By distributing the questionnaires to the consumers who were divided into the generations, the researcher collected the data from 400 respondents in total. The consumers were asked, before doing the questionnaire, whether they had previously used the internet and contacted any OTA website to purchase tourism related products and services.

The definition of terms:

N	=	Number of population
%	=	Percentage
X	=	Mean
S	=	Significant
S.D.	=	Standard Deviation
Sig.	=	Significance
R	=	Pearson's Correlation Coefficient
*	=	0.05
**	=	0.01

4.1 Online consumer behavior: Descriptive Statistical Analysis

There were 400 respondents from whom data was obtained in the general information section, which was the respondent's age. Secondly, Online Consumer Behavior consisted of the frequency of spending time on the internet; the reasons of buying online via OTAs,; any previous experience with purchasing tourism related products and services via OTAs; the future expectations of purchasing tourism related products via OTAs; the influence from the family in terms of purchasing products and services online; the influence from friends in terms of purchasing products and service online; the influence from online forums in terms of purchasing products and services online; and the overall expenditure on the average spending when purchasing tourism

related products via OTAs. All the data was described and analyzed by using the frequency and percentage of the results.

Online consumer behavior: Frequency of using the internet per day

The frequency of using the internet per day for both Baby boomers and the Y generation showed that most of the respondents used the internet 2-3 hours per day or 4.12% and 22.7% respectively. However, with the X generation, most of the respondents used the internet per day for 1-2 hours, or with 22 respondents, or 24.5%.

Online consumer behavior: Reasons of using online buying the tourism related products and services via OTAs.

For the Baby boomers generation, most of the respondents were buying online via OTAs because they were looking for special deals or a cheaper price with 14 respondents or 41.2%. Moreover, the X generation used OTAs to search for more information with 25 respondents or 28.1% of all the respondents. Lastly, 75 respondents, or 27.1 % of the Y generation uses OTAs because it was easy to access.

Online consumer behavior: Previous experience with purchasing tourism related products and services via OTAs.

For the Baby boomers generation, most of the respondents made no comment concerning their previous experience with purchasing any tourism related products and services via OTAs with 23respondents or 67.6%. On the one hand, the X generation and Y generation have some good experience with 44 respondents or 49.4% and 139 respondents or 50.2% were recorded respectively of all the respondents.

Online consumer behavior: Future expectations of purchasing tourism related products and services via OTAs.

For the Baby boomers generation, most of the respondents made no comments concerning their future expectations with purchasing tourism related products and services via OTAs, with 18 respondents or 52.9%. On the one hand, the X generation and Y generation had high expectations of their future expectations with 43 respondents or 48.3% and 140 respondents or 50.5% respectively of all respondents.

Online consumer behavior: The influence from the family

For the Baby boomers generation, 12 respondents or 35.3% of all respondents were never influenced by their family, and very similarly, another 12 respondents or

35.3% of all the respondents were seldom influenced by their family. Moreover, the Y generation are sometimes influenced by their family in terms of buying online via OTAs with 94 respondents, or 33.9% of all the respondents.

Online consumer behavior: The influence from friends

For the Baby boomers and the Y generation, some were influenced sometimes by their friends with 15 respondents or 44.1% and 104 respondents or 37.5% of all the respondents respectively. However, the X generation had often been influenced by their friends, with 38 respondents or 42.7% of all the respondents.

Online consumer behavior: The influence from online forums

For the Baby boomers generation, 13 respondents or 38.2% of all the respondents were seldomly influenced by online forums in terms of buying online via OTAs. However, both the X generation and Y generation were sometimes influenced by online forums, with 34 respondents or 38.2% and 92 respondents or 33.2% of all the respondents respectively.

Online consumer behavior: Expenses in spending on average in purchasing tourism related products and services via OTAs.

The Baby boomer generation paid less than 1,000 Baht when they buy online via OTAs, with 18 respondents or 52.9% of the respondents. Similarity, for both the X generation and Y generation, most of the respondents spent less than 1,000 Baht, with 25 respondents or 28.1% and 82 respondents or 29.6% respectively.

4.2 Descriptive statistics analysis of factors influencing purchasing tourism related products via OTAs of Baby boomers and X generation and Y generation.

From the information provided in Table 4.2, the influencing factors, were these: Firstly, for Baby boomers, the Price factor showed the mean of “I feel it saves money when purchasing online via OTAs” and “I compare prices through different price comparison websites” at 3.24 and 3.35 with the standard deviation of .819and .691 respectively. Moreover, the average mean and standard deviation were 3.26000 and .70887 respectively. Next, the Trust factors of the Baby boomers showed the mean of “I feel it is secure when purchasing the tourism related products and services via OTAs” and “I trust the internet retailer” at 2.59 and 2.44 and a standard deviation of .821 and .960 respectively. Additionally, the average mean and standard deviation

of the Trust factors was 2.5000 and .82916 respectively. Thirdly, the mean of “I feel purchasing tourism related products and services via OTAs involves less effort compared to purchasing them at an offline travel agent”; “I feel purchasing tourism related products and services via OTAs saves time compared to purchasing at an offline travel agent”; and “I am able to purchase tourism related products and services via OTAs at any time of the day” were 3.18, 3.18, and 3.09 with the .968, .904, .933 of a standard deviation respectively. Moreover, the average of convenience factors were 3.1333 and .82776 of standard deviation.

For the X generation, from the results in Table 4.2, the influencing Price factor showed the mean of “I feel it saves money when purchasing online via OTAs” and “I compare prices through different price comparison websites” at 3.46 and 3.82 with the standard deviation of .4.989 and .1.072 respectively. Moreover, the average mean and standard deviation were 3.6548 and 1.00903 respectively. Next, the Trust factors of the Baby boomers showed the mean of “I feel it is secure when purchasing the tourism related products and services via OTAs” and “I trust the internet retailer” were at 2.88 and 2.71 and a standard deviation of .963 and .979 respectively. Additionally, the average mean and standard deviation of the Trust factors was 2.8690and .88386 respectively. Thirdly, the convenience factors, showed the mean of “I feel purchasing tourism related products and services via OTAs involves less effort compared to purchasing them at an offline travel agent”; “I feel purchasing tourism related products and services via OTAs saves time compared to purchasing them at an offline travel agent”; and “I am able to purchase tourism related products and services via OTAs at any time of the day” were 3.53, 3.61, and 3.60 with 1.169, 1.124, 1.084 as the standard deviation respectively. Moreover, the average of the convenience factors was 3.556 and 1.08866 of standard deviation.

For the Y generation, the results from Table 4.2, concerning the influencing Price factor showed the mean of “I feel it saves money when purchasing online via OTAs” and “I compare prices through different price comparison websites” at 3.52 and 4.06 with the standard deviation of .891and .934 respectively. Moreover, the average mean and standard deviation were 3.7932 and .74399 respectively. Next, the Trust factors of the Baby boomers showed the mean of “I feel it is secure when purchasing the tourism related products and services via OTAs” and “I trust the

internet retailer" at 3.66 and 3.77 and a standard deviation of .861 and .891 respectively. Additionally, the average mean and standard deviation of the Trust factors was 3.6942 and .76326respectively. Thirdly, for the convenience factors, the mean of "I feel purchasing tourism related products and services via OTAs involves less effort compared to purchasing them at an offline travel agent";"I feel purchasing tourism related products and services via OTAs saves time compared to purchasing them at an offline travel agent"; and "I am able to purchase tourism related products and services via OTAs at any time of the day" were 3.66, 3.77, and 3.60 with the .861, .981, 1.061 of a standard deviation respectively. Moreover, the average of the convenience factors was 3.6942 and .76326 of standard deviation.

4.3 The descriptive statistical analysis of decision making on purchasing tourism related products and services via OTAs

From the information provided in Table 4.3, the descriptive statistical analysis of decision making on purchasing tourism related products and services via OTAs, for need recognition, the Baby boomers and the Y generation focused on searching for the travel agency when they had to travel, before purchasing. Moreover, the Baby boomers and the Y generation were also certain about buying the tourism products and services via OTAs, before purchasing, with the mean and standard deviation levels of 2.88, .769 and 3.42, 1.035 and 2.74, .828 and3.38, .958 respectively.

Furthermore, for information need, all three generations looked for a better price from OTAs as the mean and standard deviations were 3.38 and .853 for Baby boomers; 3.79 and 1.172 for the X generation; and 3.70 and 1.008 for the Y generation. However, both the Baby boomers and the X generation had the least interest to go through a forum group on a website for further advice, with the mean and standard deviation of 2.76 and .819 for Baby boomers and 3.33 and 1.064 for the X generation respectively. Lastly, the Y generation paid the least attention to take time to find information via tourist websites before purchasing tourism related products or services via OTAs, with the mean and standard deviation of 3.65 and 1.058.

Thirdly, for evaluation of alternatives, both the X generation and Y generation had the most focus on the comments from discussion groups to affect their decision making about purchasing products and services in OTAs, with the mean and standard

deviation of 3.61 and .996 for the X generation and 3.57 and .989 for the Y generation respectively. Interestingly, both the X generation and the Y generation also had the least attention to book or buy the tourism related products and services in OTAs, with the mean and standard deviation of 3.22 and .974 for the X generation and 3.44 and .982 for the Y generation, respectively. However, the Baby boomers felt that OTAs were the distribution channel from where they always purchased products and services when they compared them with other kinds of distribution channels before purchasing tourism related products and services via OTAs, with the mean and standard deviation of 2.82 and 1.058. They also paid the least focus on the comments from discussion groups to affect their decision making about purchasing products and services in OTAs, with the mean and standard deviation of 2.53 and .992 respectively.

Moreover, for purchase decision behavior, the X generation and Y generation gave the most attention to repeat their purchasing with the OTAs website they had previously used to choose, with the mean and standard deviation of 3.39 and 1.104 for the X generation and 3.60 and 1.029 for the Y generation respectively. Also, they both had the same least level of mean and standard deviation at deciding to purchase in OTAs because of their friends' suggestion, with 3.34 and 1.087 for the X generation and 3.46 and 1.041 for the Y generation respectively.

Lastly, for post-purchase decision behavior, all three generations had the most positive intention to tell their family to visit the OTAs website, if they had provided very good after-purchase services, with the mean and standard deviation of 3.18 and .716 for Baby boomers; 3.58 and 1.126 for the X generation; and 3.61 and .981 for the Y generation respectively. Also, the three generations had the same least focus to feel that purchasing with OTAs is reliable, with the the mean and standard deviation of 2.85 and .925 for Baby boomers; 3.04 and .964 for the X generation; and 3.27 and 1.068 for the Y generation.

4.4 Hypothesis testing

The Hypothesis and the summary of the hypothesis testing results are shown below, for a more detailed understanding.

Ho1 Consumer behavior (Cultural characteristics, Social characteristics, Personal characteristics and Psychological characteristics) has a significant effect on purchasing tourism related products and services via OTAs.

Ho1.1 The consumers with different cultural characteristics (Frequency of using the internet per day) has a different effect on purchasing tourism related products and services via OTAs.

Ho1.2 The consumers with different cultural characteristics (Reasons of buying online via OTAs) has a different effect on purchasing tourism related products and services via OTAs.

Ho1.3 The consumers with different personal characteristics (Expenses of spending via OTAs) has a different effect on purchasing tourism related products and services via OTAs.

Ho1.4 The consumers with different psychological characteristics (Previous experience) has a different effect on purchasing tourism related products and services via OTAs.

Ho1.5 The consumers with different psychological characteristics (Future expectations) has a different effect on purchasing tourism related products and services via OTAs.

Ho1.6 The consumers with different social characteristics (Family) has a different effect on purchasing tourism related products and services via OTAs.

Ho1.7 The consumers with different social characteristics (Friends) has a different effect on purchasing tourism related products and services via OTAs.

Ho1.8 The consumers with different social characteristics (Online forums) has a different effect on purchasing tourism related products and services via OTAs.

H*o2*Factors (Price, Trust and Convenience) has a significant effect on purchasing tourism related products and services via OTAs.

Ho2.1 Price factors has a significant effect on purchasing decision making tourism related products and services via OTAs.

Ho2.2 Trust factors has a significant effect on purchasing decision making tourism related products and services via OTAs.

Ho2.3Convenience factors has a significant effect on purchasing decision making tourism related products and services via OTAs.

Hypothesis 1: Consumer behavior (Cultural characteristic, Social characteristic, Personal characteristic and Psychological characteristic) has a significant effect on purchasing tourism related products and services via OTAs.

Hypothesis 1.1 The consumers with different cultural characteristics (Frequency of using internet per day) has different effect on purchasing tourism related products and services via OTAs

Ho: The consumers with different cultural characteristics has no different effect on purchasing tourism related products and services via OTAs

H1: The consumers with different cultural characteristics has different effect on purchasing tourism related products and services via OTAs

Table 4.1 One-way ANOVA test for the level of Cultural characteristics(Frequency of using internet per day) and the need recognition of Y generation.

Y Generation					
Purchasing decision making of tourism related products and services via OTAs	**Cultural characteristics (Frequency of using internet per day)**	**Mean**	**S.D**	**F**	**Sig.**
Need Recognition	(1)less than 1 hr	3.3571	.89974	2.025	.095
	(2) 1-2 hrs	3.7813	.96555		
	(3) 2-3 hrs	3.6481	.69080		
	(4) 3-4 hrs	3.2917	.89584		
	(5) more than 4 hrs	3.2627	.77879		

***Significant at the level of 0.05 level.

From the table 4.1 show One-Way ANOVA test, the result showed that there was no significant effect among levels of frequency of using internet per day and the need recognition toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable that the significant is showed 0.095, which more than alpha value of 0.05 at 95% Confident Interval.

Table 4.2 One-way ANOVA test for the level of Cultural characteristics (Frequency of using internet per day) and the need recognition of generation.

X Generation					
Purchasing decision making of tourism related products and services via OTAs	**Cultural characteristics (Frequency of using internet per day)**	**Mean**	**S.D**	**F**	**Sig.**

Table 4.2 One-way ANOVA test for the level of Cultural characteristics (Frequency of using internet per day) and the need recognition of generation(Cont.)

X Generation					
Purchasing decision making of tourism related products and services via OTAs	**Cultural characteristics (Frequency of using internet per day)**	**Mean**	**S.D**	**F**	**Sig.**
Need Recognition	(1)less than 1 hr	3.0000	.	1.160	.344
	(2) 1-2 hrs	2.9545	1.35008		
	(3) 2-3 hrs	3.7000	.48305		
	(4) 3-4 hrs	2.9000	1.24499		
	(5) more than 4 hrs	3.4333	.65101		

*****Significant at the level of 0.05 level.

From the table 4.2 show One-Way ANOVA test of X generation, the result showed that there was no significant effect among levels of frequency of using internet per day and the need recognition toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed 0.344, which more than alpha value of 0.05 at 95% Confident Interval.

Table 4.3 One-way ANOVA test for the level of Cultural characteristics (Frequency of using internet per day) and the need recognition of Baby boomers.

BB Generation					
Purchasing decision making of tourism related products and services via OTAs	**Cultural characteristics (Frequency of using internet per day)**	**Mean**	**S.D**	**F**	**Sig.**
Need Recognition	(1)less than 1 hr	2.7143	.90633	.696	.565
	(2) 1-2 hrs	2.5000	.40825		
	(3) 2-3 hrs	2.9444	.63465		
	(5) more than 4 hrs	3.0000	.00000		

*****Significant at the level of 0.05 level.

From the table 4.3 show One-Way ANOVA test of BB generations, the result showed that there was no significant effect among levels of frequency of using

internet per day and the need recognition toward the purchasing decision making process of tourism related products and services via OTAs. The significant is showed 0.565, which more than alpha value of 0.05 at 95% Confident Interval.

Table 4.4 One-way ANOVA test for the level of Cultural characteristics (Frequency of using internet per day) and information search of Y generation.

Y Generation					
Purchasing decision making of tourism related products and services via OTAs	**Cultural characteristics (Frequency of using internet per day)**	**Mean**	**S.D**	**F**	**Sig.**
Information need	(1)less than 1 hr	2.9643	.94017	2.320	.060
	(2) 1-2 hrs	3.7031	.80218		
	(3) 2-3 hrs	3.9444	.72501		
	(4) 3-4 hrs	3.5313	1.05117		
	(5) more than 4 hrs	3.6780	.70413		

*****Significant at the level of 0.05 level.

From the table 4.4show One-Way ANOVA test Y generation, the result showed that there was no significant effect among levels of frequency of using internet per day and the information need toward the purchasing decision making process of tourism related products and services via OTAs. The significant is showed 0.60, which more than alpha value of 0.05 at 95% Confident Interval.

Table 4.5 One-way ANOVA test for the level of Cultural characteristics (Frequency of using internet per day) and information search of X generation.

X Generation					
Purchasing decision making of tourism related products and services via OTAs	**Cultural characteristics (Frequency of using internet per day)**	**Mean**	**S.D**	**F**	**Sig.**
Information need	(1)less than 1 hr	2.5000	.	5.118	.002
	(2) 1-2 hrs	2.7500	1.19896		
	(3) 2-3 hrs	3.7750	.89326		
	(4) 3-4 hrs	2.7500	1.19896		
	(5) more than 4 hrs	4.1333	.46162		

*****Significant at the level of 0.05 level.

From the table 4.5 show One-Way ANOVA test X generation, the result showed that there was significant effect among levels of frequency of using internet per day and the information need toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed 0.002, which less than alpha value of 0.05 at 95% Confident Interval.

Table 4.6 One-way ANOVA test for the level of Cultural characteristics (Frequency of using internet per day) and information search of Baby boomers**.**

BB Generation					
Purchasing decision making of tourism related products and services via OTAs	**Cultural characteristics (Frequency of using internet per day)**	**Mean**	**S.D**	**F**	**Sig.**
Information need	(1)less than 1 hr	2.8929	.51755	4.608	.013
	(2) 1-2 hrs	2.3571	.47559		
	(3) 2-3 hrs	3.2778	.63053		
	(5) more than 4 hrs	3.5000	.00000		

*****Significant at the level of 0.05 level.

From the table 4.6 show One-Way ANOVA test of BB generation, the result showed that there was no significant effect among levels of frequency of using internet per day and the information need toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed 0.13, which more than alpha value of 0.05 at 95% Confident Interval.

Table 4.7 One-way ANOVA test for the level of Cultural characteristics (Frequency of using internet per day) and Evaluation of alternatives of Y generation.

Y Generation					
Purchasing decision making of tourism related products and services via OTAs	**Cultural characteristics (Frequency of using internet per day)**	**Mean**	**S.D**	**F**	**Sig.**

Table 4.7 One-way ANOVA test for the level of Cultural characteristics (Frequency of using internet per day) and Evaluation of alternatives of Y generation(Cont.)

Y Generation					
Purchasing decision making of tourism related products and services via OTAs	**Cultural characteristics (Frequency of using internet per day)**	**Mean**	**S.D**	**F**	**Sig.**
Evaluation of alternatives	(1)less than 1 hr	3.3810	1.11270	1.747	.144
	(2) 1-2 hrs	3.6458	.91464		
	(3) 2-3 hrs	3.8025	.76381		
	(4) 3-4 hrs	3.3056	.68748		
	(5) more than 4 hrs	3.3785	.82224		

*****Significant at the level 0.05 level.

From Y generation, the table 4.7 shows the comparison of the average of purchasing decision making process of tourism related products and services via OTAs in term of evaluation of alternatives by frequency of using internet per day. The significant level of 0.144 was found that the frequency did not effect to the purchasing decision making process of the consumer in term of evaluation of alternatives.

Table 4.8 One-way ANOVA test for the level of Cultural characteristics (Frequency of using internet per day) and Evaluation of alternatives of X generation.

X Generation					
Purchasing decision making of tourism related products and services via OTAs	**Cultural characteristics (Frequency of using internet per day)**	**Mean**	**S.D**	**F**	**Sig.**
Evaluation of alternatives	(1)less than 1 hr	3.0000	.	2.929	.034
	(2) 1-2 hrs	2.7576	1.26571		
	(3) 2-3 hrs	3.6333	.69300		
	(4) 3-4 hrs	2.8667	1.09545		
	(5) more than 4 hrs	3.8222	.54724		

*****Significant at the level 0.05 level.

For X generation, the table 4.8 shows the comparison of the average of purchasing decision making process of tourism related products and services via OTAs in term of evaluation of alternatives by frequency of using internet per day. The significant level of 0.034 was found that the frequency did not effect to the purchasing decision making process of the consumer in term of evaluation of alternatives.

Table 4.9 One-way ANOVA test for the level of Cultural characteristics (Frequency of using internet per day) and Evaluation of alternatives of Baby boomers.

BB Generation					
Purchasing decision making of tourism related products and services via OTAs	**Cultural characteristics (Frequency of using internet per day)**	**Mean**	**S.D**	**F**	**Sig.**
Evaluation of alternatives	(1)less than 1 hr	2.4762	1.05158	3.036	.052
	(2) 1-2 hrs	1.9048	.73822		
	(3) 2-3 hrs	3.0741	.66202		
	(5) more than 4 hrs	3.0000	.00000		

*****Significant at the level of 0.05 level.

For the table 4.9, BB generation shows the comparison of the average of purchasing decision making process of tourism related products and services via OTAs in term of evaluation of alternatives by frequency of using internet per day. The significant level of 0.052 was found that the frequency did not effect to the purchasing decision making process of the consumer in term of evaluation of alternatives.

Table 4.10 One-way ANOVA test for the level of Cultural characteristics (Frequency of using internet per day) and purchase decision Y generation.

Y generation					
Purchasing decision making of tourism related products and services via OTAs	**Cultural characteristics (Frequency of using internet per day)**	**Mean**	**S.D**	**F**	**Sig.**

Table 4.10 One-way ANOVA test for the level of Cultural characteristics (Frequency of using internet per day) and purchase decision Y generation(Cont.)

Y generation					
Purchasing decision making of tourism related products and services via OTAs	**Cultural characteristics (Frequency of using internet per day)**	**Mean**	**S.D**	**F**	**Sig.**
purchase decision	(1)less than 1 hr	3.2143	1.07460	.931	.448
	(2) 1-2 hrs	3.6563	1.04433		
	(3) 2-3 hrs	3.7407	.91326		
	(4) 3-4 hrs	3.3958	.88440		
	(5) more than 4 hrs	3.4068	.93068		

*****Significant at the level 0.05 level.

From the table 4.10 show One-Way ANOVA test of Y generation, the result showed that there was no significant effect among levels of frequency of using internet per day and the purchase decision toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable that the significant is showed .448 which more than alpha value of 0.05 at 95% Confident Interval.

Table 4.11 One-way ANOVA test for the level of Cultural characteristics (Frequency of using internet per day) and purchase decision of X generation.

X generation					
Purchasing decision making of tourism related products and services via OTAs	**Cultural characteristics (Frequency of using internet per day)**	**Mean**	**S.D**	**F**	**Sig.**
purchase decision	(1)less than 1 hr	3.0000	.	4.493	.005
	(2) 1-2 hrs	2.5000	1.34164		
	(3) 2-3 hrs	3.6000	.93690		
	(4) 3-4 hrs	2.8000	1.09545		
	(5) more than 4 hrs	4.0333	.58146		

*****Significant at the level 0.05 level.

From the table 4.11 show One-Way ANOVA test of X generation, the result showed that there was a significant different effect among levels of frequency of

using internet per day and the purchase decision toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed .005 which less than alpha value of 0.05 at 95% Confident Interval.

Table 4.12 One-way ANOVA test for the level of Cultural characteristics (Frequency of using internet per day) and purchase decision of Baby boomers.

BB generation					
Purchasing decision making of tourism related products and services via OTAs	**Cultural characteristics (Frequency of using internet per day)**	**Mean**	**S.D**	**F**	**Sig.**
purchase decision	(1)less than 1 hr	3.0000	.57735	.790	.513
	(2) 1-2 hrs	2.3571	1.02933		
	(3) 2-3 hrs	2.7222	.87003		
	(5) more than 4 hrs	3.0000	.00000		

*****Significant at the level of 0.05 level.

From the table 4.12 show One-Way ANOVA test of BB generation, the result showed that there was no significant effect among levels of frequency of using internet per day and the purchase decision toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable that the significant is showed ,513 which more than alpha value of 0.05 at 95% Confident Interval.

Table 4.13 One-way ANOVA test for the level of Cultural characteristics (Frequency of using internet per day) and post purchase of Y generation.

Y Generation					
Purchasing decision making of tourism related products and services via OTAs	**Cultural characteristics (Frequency of using internet per day)**	**Mean**	**S.D**	**F**	**Sig.**

Table 4.13 One-way ANOVA test for the level of Cultural characteristics (Frequency of using internet per day) and post purchase of Y generation (Cont.)

Y Generation					
Purchasing decision making of tourism related products and services via OTAs	**Cultural characteristics (Frequency of using internet per day)**	**Mean**	**S.D**	**F**	**Sig.**
Post purchase	(1)less than 1 hr	3.3214	1.22231	.147	.964
	(2) 1-2 hrs	3.5781	1.22719		
	(3) 2-3 hrs	3.5000	.80264		
	(4) 3-4 hrs	3.4375	.74546		
	(5) more than 4 hrs	3.4534	.68775		

*****Significant at the level 0.05 level.

From the table 4.13 show One-Way ANOVA test of Y generation, the result showed that there was no significant effect among levels of frequency of using internet per day and the post purchase toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable that the significant is showed, .964 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.14 One-way ANOVA test for the level of Cultural characteristics (Frequency of using internet per day) and post purchase of X generation.

X Generation					
Purchasing decision making of tourism related products and services via OTAs	**Cultural characteristics (Frequency of using internet per day)**	**Mean**	**S.D**	**F**	**Sig.**
Post purchase	(1)less than 1 hr	3.0000	.	3.804	.011
	(2) 1-2 hrs	2.4318	1.41903		
	(3) 2-3 hrs	3.7000	.71492		
	(4) 3-4 hrs	3.3500	.99373		
	(5) more than 4 hrs	3.8000	.56852		

*****Significant at the level 0.05 level.

From the table 4.14 show One-Way ANOVA test of X generation, the result showed that there was no significant effect among levels of frequency of using internet per day and the post purchase toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable that the significant is showed , .011 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.15 One-way ANOVA test for the level of Cultural characteristics (Frequency of using internet per day) and post purchase of Baby boomers.

BB Generation					
Purchasing decision making of tourism related products and services via OTAs	**Cultural characteristics (Frequency of using internet per day)**	**Mean**	**S.D**	**F**	**Sig.**
Post purchase	(1)less than 1 hr	2.9643	.60257	2.597	.079
	(2) 1-2 hrs	2.6429	.53730		
	(3) 2-3 hrs	3.4167	.57282		
	(5) more than 4 hrs	3.0000	.00000		

*****Significant at the level 0.05 level

From the table 4.15 show One-Way ANOVA test of BB generation, the result showed that there was no significant effect among levels of frequency of using internet per day and the post purchase toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable that the significant is showed, .079 which is more than alpha value of 0.05 at 95% Confident Interval.

Hypothesis 1.2 The consumers with different cultural characteristics (Reasons of buying online via OTAs) has different effect on purchasing tourism related products and services via OTAs

Ho: The consumers with different cultural characteristics has no different effect on purchasing tourism related products and services via OTAs

H1: The consumers with different cultural characteristics has different effect on purchasing tourism related products and services via OTAs

Table 4.16 One-way ANOVA test for the level of Cultural characteristic (Reasons of buying online via OTAs) and the need recognition of Y generation.

Y generation					
Purchasing decision making of tourism related products and services via OTAs	**Cultural characteristics (Reasons of buying online via OTAs)**	**Mean**	**S.D**	**F**	**Sig.**
Need recognition	(1) Travel for working	3.3333	.75000	.946	.440
	(2) Travel for your own leisure	3.5741	.76841		
	(3) Special deal/cheaper	3.3333	.83541		
	(4) Easy to access at anytime	3.5429	.75119		
	(5) To search for information	3.2241	.96904		

*****Significant at the level of 0.05 level.

From the table 4.16 show One-Way ANOVA test of Y generation, the result showed that there was no significant effect among levels of Reasons of buying online via OTAs and the need recognition toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable that the significant is showed, .440 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.17 One-way ANOVA test for the level of Cultural characteristic (Reasons of buying online via OTAs) and the need recognition of X generation.

X generation					
Purchasing decision making of tourism related products and services via OTAs	**Cultural characteristics (Reasons of buying online via OTAs)**	**Mean**	**S.D**	**F**	**Sig.**
Need recognition	(1) Travel for working	3.1250	.75000	1.303	.287
	(2) Travel for your own leisure	3.5000	.79772		
	(3) Special deal/cheaper	3.7000	.82327		

Table 4.17 One-way ANOVA test for the level of Cultural characteristic (Reasons of buying online via OTAs) and the need recognition of X generation(Cont.).

X generation					
Purchasing decision making of tourism related products and services via OTAs	**Cultural characteristics (Reasons of buying online via OTAs)**	**Mean**	**S.D**	**F**	**Sig.**
	(4) Easy to access at anytime	3.0833	.97040		
	(5) To search for information	2.8500	1.17969		

*****Significant at the level of 0.05 level.

From the table 4.17 show One-Way ANOVA test X generation, the result showed that there was no significant effect among levels of Reasons of buying online via OTAs and the need recognition toward the purchasing decision making process of tourism related products and services via OTAs. The significant is showed , .287 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.18 One-way ANOVA test for the level of Cultural characteristic (Reasons of buying online via OTAs) and the need recognition of Baby boomers.

BB generation					
Purchasing decision making of tourism related products and services via OTAs	**Cultural characteristics (Reasons of buying online via OTAs)**	**Mean**	**S.D**	**F**	**Sig.**
	(1) Travel for working	3.0000	.00000	.327	.805
	(2) Travel for your own leisure	2.5000	1.22474		
Need recognition	(3) Special deal/cheaper	2.7727	.64667		
	(5) To search for information	2.7857	.39340		

*****Significant at the level of 0.05 level.

From the table 4.18 show One-Way ANOVA test of BB generation, the result showed that there was no significant effect among levels of Reasons of buying online

via OTAs and the need recognition toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable that the significant is showed , .805 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.19 One-way ANOVA test for the level of Cultural characteristic (Reasons of buying online via OTAs) and information need of Y generation.

Y Generation					
Purchasing decision making of tourism related products and services via OTAs	**Cultural characteristics (Reasons of buying online via OTAs)**	**Mean**	**S.D**	**F**	**Sig.**
Information need	(1) Travel for working	3.1667	1.11803	1.625	.172
	(2) Travel for your own leisure	3.9167	.75955		
	(3) Special deal/cheaper	3.5758	.78682		
	(4) Easy to access at anytime	3.7143	.84048		
	(5) To search for information	3.6552	.74825		

*****Significant at the level of 0.05 level.

From the table 4.19 show One-Way ANOVA test Y generation, the result showed that there was no significant effect among levels of Reasons of buying online via OTAs and the information need toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable that the significant is showed, .172which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.20 One-way ANOVA test for the level of Cultural characteristic (Reasons of buying online via OTAs) and the need recognition of X generation.

X Generation					
Purchasing decision making of tourism related products and services via OTAs	**Cultural characteristics (Reasons of buying online via OTAs)**	**Mean**	**S.D**	**F**	**Sig.**
Information need	(1) Travel for working	3.2500	.88976	.246	.910
	(2) Travel for your own leisure	3.4167	.88120		
	(3) Special deal/cheaper	3.7750	.34258		
	(4) Easy to access at anytime	3.4167	1.58640		
	(5) To search for information	3.4000	1.53749		

*****Significant at the level of 0.05 level.

From the table 4.20 show One-Way ANOVA test of X generation, the result showed that there was no significant effect among levels of Reasons of buying online via OTAs and the information need toward the purchasing decision making process of tourism related products and services via OTAs. The significant is showed, .910which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.21 One-way ANOVA test for the level of Cultural characteristic (Reasons of buying online via OTAs) and information need of Baby boomers.

BB Generation					
Purchasing decision making of tourism related products and services via OTAs	**Cultural characteristics (Reasons of buying online via OTAs)**	**Mean**	**S.D**	**F**	**Sig.**
Information need	(1) Travel for working	2.8333	.28868	.374	.773
	(2) Travel for your own leisure	3.0625	.74652		
	(3) Special deal/cheaper	2.7955	.81254		
	(5) To search for information	3.1071	.45316		

*****Significant at the level of 0.05 level.

From the table 4.21 show One-Way ANOVA test of BB generation, the result showed that there was no significant effect among levels of Reasons of buying online via OTAs and the information need toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable that the significant is showed, .773 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.22 One-way ANOVA test for the level of Cultural characteristic (Reasons of buying online via OTAs) and Evaluation Alternatives. Y generation

Y Generation					
Purchasing decision making of tourism related products and services via OTAs	**Cultural characteristics (Reasons of buying online via OTAs)**	**Mean**	**S.D**	**F**	**Sig.**
Evaluation of Alternatives	(1) Travel for working	3.3704	.99225	.528	.715
	(2) Travel for your own leisure	3.6543	.93132		
	(3) Special deal/cheaper	3.3838	.89800		
	(4) Easy to access at anytime	3.5333	.71492		
	(5) To search for information	3.4138	.72733		

*****Significant at the level of 0.05 level.

From the table 4.22 show One-Way ANOVA test of Y generation, the result showed that there was no significant effect among levels of Reasons of buying online via OTAs and the evaluation of alternatives toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .715 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.23 One-way ANOVA test for the level of Cultural characteristic (Reasons of buying online via OTAs) and the need recognition X generation

X Generation					
Purchasing decision making of tourism related products and services via OTAs	**Cultural characteristics (Reasons of buying online via OTAs)**	**Mean**	**S.D**	**F**	**Sig.**
Evaluation of Alternatives	(1) Travel for working	3.5000	1.00000	.350	.842
	(2) Travel for your own leisure	3.3611	.95831		
	(3) Special deal/cheaper	3.5667	.62952		
	(4) Easy to access at anytime	3.4444	1.16746		
	(5) To search for information	3.0667	1.23528		

***Significant at the level of 0.05 level.

From the table 4.23 show One-Way ANOVA test of X generation, the result showed that there was no significant effect among levels of Reasons of buying online via OTAs and the evaluation of alternatives toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .842 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.24 One-way ANOVA test for the level of Cultural characteristic (Reasons of buying online via OTAs) and Evaluation Alternatives of Baby boomers

BB Generation					
Purchasing decision making of tourism related products and services via OTAs	**Cultural characteristics (Reasons of buying online via OTAs)**	**Mean**	**S.D**	**F**	**Sig.**
Evaluation of Alternatives	(1) Travel for working	2.8889	.19245	.252	.859
	(2) Travel for your own leisure	2.7500	1.25831		

Table 4.24 One-way ANOVA test for the level of Cultural characteristic (Reasons of buying online via OTAs) and Evaluation Alternatives of Baby boomers (Cont.)

BB Generation					
Purchasing decision making of tourism related products and services via OTAs	**Cultural characteristics (Reasons of buying online via OTAs)**	**Mean**	**S.D**	**F**	**Sig.**
	(3) Special deal/cheaper	2.4242	.97856		
	(5) To search for information	2.5714	.83254		

*****Significant at the level of 0.05 level.

From the table 4.24 show One-Way ANOVA test of BB generation, the result showed that there was no significant effect among levels of Reasons of buying online via OTAs and the evaluation of alternatives toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .859 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.25 One-way ANOVA test for the level of Cultural characteristic (Reasons of buying online via OTAs) and Purchase decision of Y generation.

Y Generation					
Purchasing decision making of tourism related products and services via OTAs	**Cultural characteristics (Reasons of buying online via OTAs)**	**Mean**	**S.D**	**F**	**Sig.**
Purchase decision	(1) Travel for working	3.5556	1.10240	1.998	.099
	(2) Travel for your own leisure	3.7222	.88070		
	(3) Special deal/cheaper	3.3182	.96678		
	(4) Easy to access at anytime	3.7143	.73049		

Table 4.25 One-way ANOVA test for the level of Cultural characteristic (Reasons of buying online via OTAs) and Purchase decision of Y generation (Cont.).

Y Generation					
Purchasing decision making of tourism related products and services via OTAs	**Cultural characteristics (Reasons of buying online via OTAs)**	**Mean**	**S.D**	**F**	**Sig.**
	(5) To search for information	3.1897	1.06414		

*****Significant at the level of 0.05 level.

From the table 4.25 show One-Way ANOVA test of Y generation, the result showed that there was no significant effect among levels of Reasons of buying online via OTAs and the purchase decision toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .099 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.26 One-way ANOVA test for the level of Cultural characteristic (Reasons of buying online via OTAs) and Purchase decision of X generation

X Generation					
Purchasing decision making of tourism related products and services via OTAs	**Cultural characteristics (Reasons of buying online via OTAs)**	**Mean**	**S.D**	**F**	**Sig.**
Purchase decision	(1) Travel for working	2.6250	1.43614	.658	.625
	(2) Travel for your own leisure	3.5000	1.24316		
	(3) Special deal/cheaper	3.6500	.57975		
	(4) Easy to access at anytime	3.3333	1.16905		
	(5) To search for information	3.2000	1.33749		

*****Significant at the level of 0.05 level.

From the table 4.26 show One-Way ANOVA test of X generation, the result showed that there was no significant effect among levels of Reasons of buying online via OTAs and the purchase decision toward the purchasing decision making process of

tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .625 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.27 One-way ANOVA test for the level of Cultural characteristic (Reasons of buying online via OTAs) and Purchase decision of Baby boomers

BB Generation					
Purchasing decision making of tourism related products and services via OTAs	**Cultural characteristics (Reasons of buying online via OTAs)**	**Mean**	**S.D**	**F**	**Sig.**
Purchase decision	(1) Travel for working	3.1667	.28868	.372	.774
	(2) Travel for your own leisure	2.5000	1.00000		
	(3) Special deal/cheaper	2.6818	.95584		
	(5) To search for information	2.7143	.69864		

*****Significant at the level of 0.05 level.

From the table 4.27 show One-Way ANOVA test of BB generation, the result showed that there was no significant effect among levels of Reasons of buying online via OTAs and the purchase decision toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .774 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.28 One-way ANOVA test for the level of Cultural characteristic (Reasons of buying online via OTAs) and Post purchase of Y generation.

Y Generation					
Purchasing decision making of tourism related products and services via OTAs	**Cultural characteristics (Reasons of buying online via OTAs)**	**Mean**	**S.D**	**F**	**Sig.**
Post purchase	(1) Travel for working	3.6111	.75116	.447	.774
	(2) Travel for your own leisure	3.5926	.94092		

Table 4.28 One-way ANOVA test for the level of Cultural characteristic (Reasons of buying online via OTAs) and Post purchase of Y generation(Cont.)

Y Generation					
Purchasing decision making of tourism related products and services via OTAs	**Cultural characteristics (Reasons of buying online via OTAs)**	**Mean**	**S.D**	**F**	**Sig.**
	(3) Special deal/cheaper	3.4015	.82901		
	(4) Easy to access at anytime	3.5000	.84453		
	(5) To search for information	3.3448	.70525		

*****Significant at the level of 0.05 level.

From the table 4.28 show One-Way ANOVA test of Y generation, the result showed that there was no significant effect among levels of Reasons of buying online via OTAs and the post purchase toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .074 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.29 One-way ANOVA test for the level of Cultural characteristic (Reasons of buying online via OTAs) and Post purchase of X generation

X Generation					
Purchasing decision making of tourism related products and services via OTAs	**Cultural characteristics (Reasons of buying online via OTAs)**	**Mean**	**S.D**	**F**	**Sig.**
Post purchase	(1) Travel for working	2.7500	1.22474	.934	.455
	(2) Travel for your own leisure		3.4375	1.27531	
	(3) Special deal/cheaper		3.7250	.78572	
	(4) Easy to access at anytime		3.5000	.96177	
	(5) To search for information		3.0000	1.05409	

*****Significant at the level of 0.05 level.

From the table 4.29 show One-Way ANOVA test of X generation, the result showed that there was no significant effect among levels of Reasons of buying online

via OTAs and the post purchase toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .455 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.30 One-way ANOVA test for the level of Cultural characteristic (Reasons of buying online via OTAs) and Post purchase of Baby boomers.

BB Generation					
Purchasing decision making of tourism related products and services via OTAs	**Cultural characteristics (Reasons of buying online via OTAs)**	**Mean**	**S.D**	**F**	**Sig.**
Post purchase	(1) Travel for working	2.8333	.52042	.598	.623
	(2) Travel for your own leisure	3.2500	.86603		
	(3) Special deal/cheaper	2.9091	.63514		
	(5) To search for information	3.2143	.48795		

*****Significant at the level of 0.05 level.

From the table 4.30 show One-Way ANOVA test of BB generation, the result showed that there was no significant effect among levels of Reasons of buying online via OTAs and the post purchase toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .623 which is more than alpha value of 0.05 at 95% Confident Interval.

Hypothesis 1.3 The consumers with different Personal l characteristics has different effect on purchasing tourism related products and services via OTAs

Ho: The consumers with different Personal characteristics has no different effect on purchasing tourism related products and services via OTAs

H1: The consumers with different Personal characteristics has different effect on purchasing tourism related products and services via OTAs

Table 4.31 One-way ANOVA test for the level of Personal characteristic and the need recognition of Y generation

Y Generation					
Purchasing decision making of tourism related products and services via OTAs	**Personal characteristic**	**Mean**	**S.D**	**F**	**Sig.**
Need recognition	(1)less than 1,000	3.0513	.85682	3.440	.010
	(2) 1,000-2,000	3.5455	.75378		
	(3) 2,000-3,000	3.5370	.75862		
	(4) 3,000-4,000	3.7750	.71589		
	(5) More than 4,000	3.3571	.90784		

***Significant at the level of 0.05 level.

From the table 4.31 show One-Way ANOVA test of Y generation, the result showed that there was no significant effect among levels of expense purchasing via OTAs and the need recognition toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .010 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.32 One-way ANOVA test for the level of Personal characteristic and the need recognition of X generation.

X Generation					
Purchasing decision making of tourism related products and services via OTAs	**Personal characteristic**	**Mean**	**S.D**	**F**	**Sig.**
Need recognition	(1)less than 1,000	2.6667	1.08972	1.880	.135
	(2) 1,000-2,000	3.5556	.95015		
	(3) 2,000-3,000	3.5455	.52223		
	(4) 3,000-4,000	3.5556	.76830		
	(5) More than 4,000	2.8750	1.43614		

***Significant at the level of 0.05 level.

From the table 4.32 show One-Way ANOVA test of X generation, the result showed that there was no significant effect among levels of expense purchasing via OTAs and the need recognition toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .135 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.33 One-way ANOVA test for the level of Personal characteristic and the need recognition of Baby boomers.

BB Generation					
Purchasing decision making of tourism related products and services via OTAs	**Personal characteristic**	**Mean**	**S.D**	**F**	**Sig.**
Need recognition	(1)less than 1,000	2.6071	.59416	1.784	.172
	(2) 1,000-2,000	2.7500	.35355		
	(3) 2,000-3,000	3.4000	.54772		
	(4) 3,000-4,000	2.5000	.86603		
	(5) More than 4,000	2.5000	.		

*****Significant at the level of 0.05 level.

From the table 4.33 show One-Way ANOVA test of BB generation, the result showed that there was no significant effect among levels of expense purchasing via OTAs and the need recognition toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .172 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.34 One-way ANOVA test for the level of personal characteristic and information need of Y generation.

Y Generation					
Purchasing decision making of tourism related products and services via OTAs	**Personal characteristic**	**Mean**	**S.D**	**F**	**Sig.**
Information need	(1)less than 1,000	3.2949	.80474	4.191	.003
	(2) 1,000-2,000	3.6894	.84555		

Table 4.34 One-way ANOVA test for the level of personal characteristic and information need of Y generation (Cont.)

Purchasing decision making of tourism related products and services via OTAs	Personal characteristic	Mean	S.D	F	Sig.
	(3) 2,000-3,000	3.8704	.84173		
	(4) 3,000-4,000	4.1000	.53435		
	(5) More than 4,000	3.6786	.74310		

*****Significant at the level of 0.05 level.

From the table 4.34 show One-Way ANOVA test of Y generation, the result showed that there was a significant effect among levels of expense purchasing via OTAs and the information need toward the purchasing decision making process of tourism related products and services via OTAs. the significant is showed, .003 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.35 One-way ANOVA test for the level of psychological characteristic and information need of X generation.

X Generation					
Purchasing decision making of tourism related products and services via OTAs	**Personal characteristic**	**Mean**	**S.D**	**F**	**Sig.**
Information need	(1)less than 1,000	2.6111	1.35272	3.004	.030
	(2) 1,000-2,000	3.7778	.70094		
	(3) 2,000-3,000	3.8182	.75076		
	(4) 3,000-4,000	3.8889	.58778		
	(5) More than 4,000	2.9375	1.68789		

*****Significant at the level of 0.05 level.

From the table 4.35 show One-Way ANOVA test of X generation, the result showed that there was no significant effect among levels of expense purchasing via OTAs and the information need toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the

significant is showed, .030 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.36 One-way ANOVA test for the level of psychological characteristic and information need of Baby boomers.

BB Generation					
Purchasing decision making of tourism related products and services via OTAs	**Personal characteristic**	**Mean**	**S.D**	**F**	**Sig.**
Information need	(1)less than 1,000	2.8214	.61573	.876	.495
	(2) 1,000-2,000	3.0000	.00000		
	(3) 2,000-3,000	3.4000	.51841		
	(4) 3,000-4,000	2.6667	1.15470		
	(5) More than 4,000	2.7500	.		

*****Significant at the level of 0.05 level.

From the table 4.36 show One-Way ANOVA test of BB generation, the result showed that there was no significant effect among levels of expense purchasing via OTAs and the information need toward the purchasing decision making process of tourism related products and services via OTAs., The significant is showed, .495 which is more than alpha value of 0.05 at 95% Confident Interval

Table 4.37: One-way ANOVA test for the level of personal characteristic and Evaluation of alternatives of Y generation.

Y Generation					
Purchasing decision making of tourism related products and services via OTAs	**Personal characteristic**	**Mean**	**S.D**	**F**	**Sig.**
Evaluation of Alternatives	(1)less than 1,000	2.9658	.75624	8.928	.000
	(2) 1,000-2,000	3.5253	.78630		
	(3) 2,000-3,000	3.8148	.72991		
	(4) 3,000-4,000	4.0333	.78658		
	(5) More than 4,000	3.4048	.49231		

*****Significant at the level of 0.05 level.

From the table 4.37 show One-Way ANOVA test of Y generation, the result showed that there was a significant effect among levels of expense purchasing via OTAs and the evaluation of alternatives toward the purchasing decision making process of tourism related products and services via OTAs. The significant is showed, .000 which is less than alpha value of 0.05 at 95% Confident Interval.

Table 4.38 One-way ANOVA test for the level of psychological characteristic and Evaluation of alternatives of X generation.

X Generation					
Purchasing decision making of tourism related products and services via OTAs	**Personal characteristic**	**Mean**	**S.D**	**F**	**Sig.**
Evaluation of Alternatives	(1)less than 1,000	2.4815	1.10694	4.212	.007
	(2) 1,000-2,000	3.3704	.65499		
	(3) 2,000-3,000	3.7576	.61628		
	(4) 3,000-4,000	3.9259	.66202		
	(5) More than 4,000	3.0000	1.41421		

*****Significant at the level of 0.05 level.

From the table 4.38 show One-Way ANOVA test of X generation, the result showed that there was no significant effect among levels of expense purchasing via OTAs and the evaluation of alternatives toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .007 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.39 One-way ANOVA test for the level of psychological characteristic and Evaluation of alternatives of baby boomers.

BB Generation					
Purchasing decision making of tourism related products and services via OTAs	**Personal characteristic**	**Mean**	**S.D**	**F**	**Sig.**
Evaluation of Alternatives	(1)less than 1,000	2.3810	.82542	1.252	.321
	(2) 1,000-2,000	2.6667	.47140		

Table 4.39 One-way ANOVA test for the level of psychological characteristic and Evaluation of alternatives of baby boomers (Cont.)

BB Generation					
Purchasing decision making of tourism related products and services via OTAs	**Personal characteristic**	**Mean**	**S.D**	**F**	**Sig.**
	(3) 2,000-3,000	3.3333	.62361		
	(4) 3,000-4,000	2.2222	1.53960		
	(5) More than 4,000	2.3333	.		

*****Significant at the level of 0.05 level.

From the table 4.39 show One-Way ANOVA test of BB generation, the result showed that there was no significant effect among levels of expense purchasing via OTAs and the evaluation of alternatives toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .321 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.40 One-way ANOVA test for the level of personal characteristic and purchase decision of Y generation.

Y generation					
Purchasing decision making of tourism related products and services via OTAs	**Personal characteristic**	**Mean**	**S.D**	**F**	**Sig.**
Purchase decision	(1)less than 1,000	2.9103	.88757	7.866	.000
	(2) 1,000-2,000	3.5606	.74747		
	(3) 2,000-3,000	3.7222	.81256		
	(4) 3,000-4,000	4.1250	.98509		
	(5) More than 4,000	3.6071	.88096		

*****Significant at the level of 0.05 level.

From the table 4.40 show One-Way ANOVA test of Y generation, the result showed that there was a significant effect among levels of expense purchasing via OTAs and the purchase decision toward the purchasing decision making process of

tourism related products and services via OTAs. The significant is showed, .000 which is less than alpha value of 0.05 at 95% Confident Interval.

Table 4.41 One-way ANOVA test for the level of personal characteristic and purchase decision of X generation.

X generation					
Purchasing decision making of tourism related products and services via OTAs	**Personal characteristic**	**Mean**	**S.D**	**F**	**Sig.**
Purchase decision	(1)less than 1,000	2.2222	1.17556	4.980	.003
	(2) 1,000-2,000	3.2778	.75462		
	(3) 2,000-3,000	3.8182	.90202		
	(4) 3,000-4,000	4.0556	.68211		
	(5) More than 4,000	3.2500	1.50000		

*****Significant at the level of 0.05 level.

From the table 4.41 show One-Way ANOVA test of X generation, the result showed that there was a significant effect among levels of expense purchasing via OTAs and the purchase decision toward the purchasing decision making process of tourism related products and services via OTAs. The significant is showed, .003 which is less than alpha value of 0.05 at 95% Confident Interval.

Table 4.42 One-way ANOVA test for the level of psychological characteristic and purchase decision of Baby boomers.

BB generation					
Purchasing decision making of tourism related products and services via OTAs	**Personal characteristic**	**Mean**	**S.D**	**F**	**Sig.**
Purchase decision	(1)less than 1,000	2.6786	.50410	2.423	.082
	(2) 1,000-2,000	2.5000	.70711		
	(3) 2,000-3,000	3.5000	.50000		
	(4) 3,000-4,000	2.0000	1.73205		
	(5) More than 4,000	2.0000	.		

*****Significant at the level of 0.05 level.

From the table 4.42 show One-Way ANOVA test of BB generation, the result showed that there was no significant effect among levels of expense purchasing via OTAs and the purchase decision toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .082 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.43 One-way ANOVA test for the level of personal characteristic and post purchase of Y generation

Y Generation					
Purchasing decision making of tourism related products and services via OTAs	**Personal characteristic**	**Mean**	**S.D**	**F**	**Sig.**
Post purchase	(1)less than 1,000	3.0705	.79046	4.351	.002
	(2) 1,000-2,000	3.4545	.84191		
	(3) 2,000-3,000	3.7037	.76911		
	(4) 3,000-4,000	3.8250	.83548		
	(5) More than 4,000	3.6429	.49725		

*Significant at the level of 0.05 level.

From the table 4.43 show One-Way ANOVA test of Y generation, the result showed that there was a significant effect among levels of expense purchasing via OTAs and the post purchase toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .002 which is less than alpha value of 0.05 at 95% Confident Interval.

Table 4.44 One-way ANOVA test for the level of personal characteristic and post purchase of X generation.

X Generation					
Purchasing decision making of tourism related products and services via OTAs	**Personal characteristic**	**Mean**	**S.D**	**F**	**Sig.**

Table 4.44 One-way ANOVA test for the level of personal characteristic and post purchase of X generation(Cont.)

X Generation					
Purchasing decision making of tourism related products and services via OTAs	**Personal characteristic**	**Mean**	**S.D**	**F**	**Sig.**
Post purchase	(1)less than 1,000	2.0000	1.04583	8.233	.000
	(2) 1,000-2,000	3.6111	.96105		
	(3) 2,000-3,000	3.7273	.51786		
	(4) 3,000-4,000	3.9722	.64280		
	(5) More than 4,000	3.3125	.94373		

***Significant at the level of 0.05 level.

From the table 4.44 show One-Way ANOVA test of X generation, the result showed that there was a significant effect among levels of expense purchasing via OTAs and the post purchase toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .000 which is less than alpha value of 0.05 at 95% Confident Interval.

Table 4.45 One-way ANOVA test for the level of psychological characteristic and post purchase of Baby boomers.

BB Generation					
Purchasing decision making of tourism related products and services via OTAs	**Personal characteristic**	**Mean**	**S.D**	**F**	**Sig.**
Post purchase	(1)less than 1,000	2.8929	.62569	.596	.670
	(2) 1,000-2,000	3.2500	.00000		
	(3) 2,000-3,000	3.2500	.75000		
	(4) 3,000-4,000	3.3333	.57735		
	(5) More than 4,000	2.7500	.		

***Significant at the level of 0.05 level.

From the table 4.45 show One-Way ANOVA test BB generation, the result showed that there was no significant effect among levels of expense purchasing via OTAs and the post purchase toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .670 which is more than alpha value of 0.05 at 95% Confident Interval.

Hypothesis 1.4 The consumers with different psychological characteristics has different effect on purchasing tourism related products and services via OTAs

Ho: The consumers with different psychological characteristics (Previous experience) has no different effect on purchasing tourism related products and services via OTAs.

H1: The consumers with different psychological l characteristics has different effect on purchasing tourism related products and services via OTAs.

Table 4.46 One-way ANOVA test for the level of psychological characteristic (Previous experience) and the need recognition of Y generation.

Y Generation					
Purchasing decision making of tourism related products and services via OTAs	**psychological characteristic (Previous experience)**	**Mean**	**S.D**	**F**	**Sig.**
Need recognition	Very bad	3.0000	.	4.097	.004
	Bad	3.3333	1.08012		
	Neither agrees nor disagree	3.0444	.83136		
	Good	3.6143	.75264		
	Very good	3.7273	.68424		

*****Significant at the level of 0.05 level.

From the table 4.46 show One-Way ANOVA test of Y generation, the result showed that there was a significant effect among levels of previous experience and the need recognition toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .004 which is less than alpha value of 0.05 at 95% Confident Interval.

Table 4.47 One-way ANOVA test for the level of psychological characteristic (Previous experience) and the need recognition of X generation.

X Generation					
Purchasing decision making of tourism related products and services via OTAs	**psychological characteristic (Previous experience)**	**Mean**	**S.D**	**F**	**Sig.**
Need recognition	Very bad		.	.297	.827
	Bad	3.5000	.00000		
	Neither agrees nor disagree	3.1563	1.04433		
	Good	3.3333	.89907		
	Very good	3.6667	1.25831		

***Significant at the level of 0.05 level.

From the table 4.47 show One-Way ANOVA test of X generation, the result showed that there was no significant effect among levels of previous experience and the need recognition toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .827 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.48 One-way ANOVA test for the level of psychological characteristic (Previous experience) and the need recognition of Baby boomers.

BB Generation					
Purchasing decision making of tourism related products and services via OTAs	**psychological characteristic (Previous experience)**	**Mean**	**S.D**	**F**	**Sig.**
Need recognition			.	1.792	.190
	Bad	2.1667	.28868		
	Neither agrees nor disagree	2.7813	.70637		
Need recognition	Good	3.0000	.44721		

***Significant at the level of 0.05 level.

From the table 4.48 show One-Way ANOVA test of BB generation, the result showed that there was no significant effect among levels of previous experience and the need recognition toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .190 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.49 One-way ANOVA test for the level of psychological characteristic (Previous experience) and information need of Y generation.

Y Generation					
Purchasing decision making of tourism related products and services via OTAs	**Psychological characteristic (Previous experience)**	**Mean**	**S.D**	**F**	**Sig.**
Information need	Very bad	3.0000	.	7.478	.000
	Bad	3.2917	1.10019		
	Neither agrees nor disagree	3.2333	.85679		
	Good	3.9179	.63091		
	Very good	4.1591	.78480		

***Significant at the level of 0.05 level.

From the table 4.49 show One-Way ANOVA test of Y generation, the result showed that there was a significant effect among levels of previous experience and information need toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .000 which is less than alpha value of 0.05 at 95% Confident Interval.

Table 4.50 One-way ANOVA test for the level of psychological characteristic (Previous experience) and information need of X generation.

X Generation					
Purchasing decision making of tourism related products and services via OTAs	**psychological characteristic (Previous experience)**	**Mean**	**S.D**	**F**	**Sig.**
Information need	Very bad		.	1.923	.142
	Bad	2.5000	.00000		

Table 4.50 One-way ANOVA test for the level of psychological characteristic (Previous experience) and information need of X generation(Cont.)

X Generation					
Purchasing decision making of tourism related products and services via OTAs	**psychological characteristic (Previous experience)**	**Mean**	**S.D**	**F**	**Sig.**
Information need	Neither agrees nor disagree	3.2188	1.27435		
	Good	3.6429	.89990		
	Very good	4.4167	.38188		

*****Significant at the level of 0.05 level.

From the table 4.50 show One-Way ANOVA test of X generation, the result showed that there was no significant effect among levels of previous experience and information need toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .142 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.51: One-way ANOVA test for the level of psychological characteristic (Previous experience) and information need of Baby boomers.

BB Generation					
Purchasing decision making of tourism related products and services via OTAs	**psychological characteristic (Previous experience)**	**Mean**	**S.D**	**F**	**Sig.**
Information need	Bad	2.3333	.57735	1.770	.194
	Neither agrees nor disagree	2.9531	.50182		
	Good	3.1667	.93095		

*****Significant at the level of 0.05 level.

From the table 4.51 show One-Way ANOVA test of BB generation, the result showed that there was no significant effect among levels of previous experience and information need toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .194 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.52 One-way ANOVA test for the level of psychological characteristic (Previous experience) and Evaluation of alternatives of Y generation.

Y Generation					
Purchasing decision making of tourism related products and services via OTAs	**psychological characteristic (Previous experience)**	**Mean**	**S.D**	**F**	**Sig.**
Evaluation of Alternatives	Very bad	3.0000	.	6.291	.000
	Bad	3.0000	.91894		
	Neither agrees nor disagree	3.1185	.81388		
	Good	3.6619	.74534		
	Very good	4.1515	.58431		

***Significant at the level of 0.05 level.

From the table 4.52 show One-Way ANOVA test of Y generation, the result showed that there was a significant effect among levels of previous experience and evaluation of alternatives toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .000 which is less than alpha value of 0.05 at 95% Confident Interval.

Table 4.53 One-way ANOVA test for the level of psychological characteristic (Previous experience) and Evaluation of alternatives of X generation.

X Generation					
Purchasing decision making of tourism related products and services via OTAs	**psychological characteristic (Previous experience)**	**Mean**	**S.D**	**F**	**Sig.**
Evaluation of Alternatives	Very bad		.	2.315	.091
	Bad	2.6667	.00000		
	Neither agrees nor disagree	3.0000	1.06805		
	Good	3.6032	.84076		
	Very good	4.1111	.83887		

***Significant at the level of 0.05 level.

From the table 4.53 show One-Way ANOVA test of X generation, the result showed that there was no significant effect among levels of previous experience and

evaluation of alternatives toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .091 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.54 One-way ANOVA test for the level of psychological characteristic (Previous experience) and Evaluation of alternatives of Baby boomers.

BB Generation					
Purchasing decision making of tourism related products and services via OTAs	**psychological characteristic (Previous experience)**	**Mean**	**S.D**	**F**	**Sig.**
Evaluation of Alternatives			.	1.883	.176
	Bad	1.6667	.57735		
	Neither agrees nor disagree	2.7083	.80623		
	Good	2.6667	1.09545		

*****Significant at the level of 0.05 level

From the table 4.54 show One-Way ANOVA test of BB generation, the result showed that there was no significant effect among levels of previous experience and evaluation of alternatives toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .176 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.55 One-way ANOVA test for the level of psychological characteristic (Previous experience) and purchase decision of Y generation.

Y generation					
Purchasing decision making of tourism related products and services via OTAs	**Psychological characteristic (Previous experience)**	**Mean**	**S.D**	**F**	**Sig.**
Purchase decision	Very bad	3.0000	.	8.404	.000
	Bad	2.9167	.97040		
	Neither agrees nor disagree	3.0000	.88549		
	Good	3.7429	.81979		
	Very good	4.2727	.81742		

*****Significant at the level of 0.05 level.

From the table 4.55 show One-Way ANOVA test of Y generation, the result showed that there was a significant effect among levels of previous experience and purchase decision toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .000 which is less than alpha value of 0.05 at 95% Confident Interval.

Table 4.56 One-way ANOVA test for the level of psychological characteristic (Previous experience) and purchase decision of X generation.

X generation					
Purchasing decision making of tourism related products and services via OTAs	**Psychological characteristic (Previous experience)**	**Mean**	**S.D**	**F**	**Sig.**
Purchase decision	Very bad		.	4.440	.009
	Bad	2.5000	.00000		
	Neither agrees nor disagree	2.8438	1.20718		
	Good	3.6190	.92066		
	Very good	4.8333	.28868		

***Significant at the level of 0.05 level.

From the table 4.56 show One-Way ANOVA test of X generation, the result showed that there was no significant effect among levels of previous experience and purchase decision toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .009 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.57 One-way ANOVA test for the level of psychological characteristic (Previous experience) and purchase decision of Baby boomers.

BB generation					
Purchasing decision making of tourism related products and services via OTAs	**psychological characteristic (Previous experience)**	**Mean**	**S.D**	**F**	**Sig.**
Purchase decision			.	9.694	.001
	Bad	1.3333	.57735		

Table 4.57 One-way ANOVA test for the level of psychological characteristic (Previous experience) and purchase decision of Baby boomers(Cont.)

BB generation					
Purchasing decision making of tourism related products and services via OTAs	**psychological characteristic (Previous experience)**	**Mean**	**S.D**	**F**	**Sig.**
	Neither agrees nor disagree	2.7813	.68237		
	Good	3.2500	.41833		

*****Significant at the level of 0.05 level.

From the table 4.57 show One-Way ANOVA test of BB generation, the result showed that there was a significant effect among levels of previous experience and purchase decision toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .001 which is less than alpha value of 0.05 at 95% Confident Interval.

Table 4.58 One-way ANOVA test for the level of psychological characteristic (Previous experience) and post purchase of Y generation.

Y Generation					
Purchasing decision making of tourism related products and services via OTAs	**psychological characteristic (Previous experience)**	**Mean**	**S.D**	**F**	**Sig.**
Post purchase	Very bad	3.0000	.	7.187	.000
	Bad	2.9583	.99268		
	Neither agrees nor disagree	3.0722	.71036		
	Good	3.6714	.74763		
	Very good	4.1136	.83189		

*****Significant at the level of 0.05 level.

From the table 4.58 show One-Way ANOVA test of Y generation, the result showed that there was a significant effect among levels of previous experience and post purchase toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .000 which is less than alpha value of 0.05 at 95% Confident Interval.

Table 4.59 One-way ANOVA test for the level of psychological characteristic (Previous experience) and post purchase of X generation

X Generation					
Purchasing decision making of tourism related products and services via OTAs	**psychological characteristic (Previous experience)**	**Mean**	**S.D**	**F**	**Sig.**
Post purchase	Very bad		.	4.086	.013
	Bad	3.2500	.00000		
	Neither agrees nor disagree	2.7188	1.21063		
	Good	3.7024	.81631		
	Very good	4.2500	.25000		

***Significant at the level of 0.05 level.

From the table 4.59 show One-Way ANOVA test of X generation, the result showed that there was no significant effect among levels of previous experience and post purchase toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .013 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.60 One-way ANOVA test for the level of psychological characteristic (Previous experience) and post purchase of Baby boomers.

BB Generation					
Purchasing decision making of tourism related products and services via OTAs	**psychological characteristic (Previous experience)**	**Mean**	**S.D**	**F**	**Sig.**
Post purchase			.	.066	.936
	Bad	3.0833	.14434		
	Neither agrees nor disagree	3.0625	.59512		
	Good	2.9583	.84286		

***Significant at the level of 0.05 level.

From the table 4.60 show One-Way ANOVA test of BB generation, the result showed that there was no significant effect among levels of previous experience and post purchase toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .936 which is more than alpha value of 0.05 at 95% Confident Interval.

Hypothesis 1.5 The consumers with different psychological characteristics has different effect on purchasing tourism related products and services via OTAs

Ho: The consumers with different psychological characteristics (Future expectation) has no different effect on purchasing tourism related products and services via OTAs

H1: The consumers with different psychological l characteristics has different effect on purchasing tourism related products and services via OTAs

Table 4.61 One-way ANOVA test for the level of psychological characteristic (Future expectation) and the need recognition of Y generation.

Y Generation					
Purchasing decision making of tourism related products and services via OTAs	**psychological characteristic (Future expectation)**	**Mean**	**S.D**	**F**	**Sig.**
Need recognition	Very low	2.5000	.	1.059	.380
	Low	3.1364	.92442		
	Neither agrees nor disagree	3.3125	.85250		
	High	3.5072	.80665		
	Very high	3.5417	.75252		

***Significant at the level of 0.05 level.

From the table 4.61 show One-Way ANOVA test of Y generation, the result showed that there was no significant effect among levels of Future expectation and Need recognition toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .380 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.62 One-way ANOVA test for the level of psychological characteristic (Future expectation) and the need recognition of X generation.

X Generation					
Purchasing decision making of tourism related products and services via OTAs	**psychological characteristic (Future expectation)**	**Mean**	**S.D**	**F**	**Sig.**
Need recognition	Very low	3.5000	.	1.087	.377
	Low	3.5000	1.41421		
	Neither agrees nor disagree	2.9688	.95688		
	High	3.5455	.89853		
	Very high	2.5000			

***Significant at the level of 0.05 level.

From the table 4.62 show One-Way ANOVA test of X generation, the result showed that there was no significant effect among levels of Future expectation and Need recognition toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .377 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.63 One-way ANOVA test for the level of psychological characteristic (Future expectation) and the need recognition of Baby boomers.

BB Generation					
Purchasing decision making of tourism related products and services via OTAs	**psychological characteristic (Future expectation)**	**Mean**	**S.D**	**F**	**Sig.**
Need recognition	Very low	2.0000	.	.881	.467
	Low	2.6667	.28868		
	Neither agrees nor disagree	2.6923	.75107		
	High	3.0000	.53452		

***Significant at the level of 0.05 level.

From the table 4.63 show One-Way ANOVA test of BB generation, the result showed that there was no significant effect among levels of Future expectation and

Need recognition toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .467 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.64 One-way ANOVA test for the level of psychological characteristic (Future expectation) and information need of Y generation

Y Generation					
Purchasing decision making of tourism related products and services via OTAs	**Psychological characteristic (Future expectation)**	**Mean**	**S.D**	**F**	**Sig.**
Information need	Very low	2.0000	.	2.066	.089
	Low	3.2955	1.05959		
	Neither agrees nor disagree	3.6938	.88522		
	High	3.6920	.72399		
	Very high	3.9583	.73727		

***Significant at the level of 0.05 level.

From the table 4.64 show One-Way ANOVA test of Y generation, the result showed that there was no significant effect among levels of Future expectation and information need toward the purchasing decision making process of tourism related products and services via OTAs.The significant is showed, .089 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.65 One-way ANOVA test for the level of psychological characteristic (Future expectation) and information need of X generation.

X Generation					
Purchasing decision making of tourism related products and services via OTAs	**psychological characteristic (Future expectation)**	**Mean**	**S.D**	**F**	**Sig.**
Information need	Very low	2.5000	.	1.371	.263
	Low	3.2500	1.06066		
	Neither agrees nor disagree	3.0938	1.30024		
	High	3.8068	.83070		

Table 4.65 One-way ANOVA test for the level of psychological characteristic (Future expectation) and information need of X generation (Cont.)

X Generation					
Purchasing decision making of tourism related products and services via OTAs	**psychological characteristic (Future expectation)**	**Mean**	**S.D**	**F**	**Sig.**
Information need	Very high	4.0000			

***Significant at the level of 0.05 level.

From the table 4.65 show One-Way ANOVA test of X generation, the result showed that there was no significant effect among levels of Future expectation and information need toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .263 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.66 One-way ANOVA test for the level of psychological characteristic (Future expectation) and information need of Baby boomers.

BB Generation					
Purchasing decision making of tourism related products and services via OTAs	**psychological characteristic (Future expectation)**	**Mean**	**S.D**	**F**	**Sig.**
Information need	Very low	2.0000	.	.916	.450
	Low	2.7500	.66144		
	Neither agrees nor disagree	2.9423	.63043		
	High	3.0938	.69356		

***Significant at the level of 0.05 level.

From the table 4.66 show One-Way ANOVA test of BB generation, the result showed that there was no significant effect among levels of Future expectation and information need toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .450 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.67 One-way ANOVA test for the level of psychological characteristic (Future expectation) and Evaluation of alternatives of Y generation.

Y Generation					
Purchasing decision making of tourism related products and services via OTAs	**psychological characteristic (Future expectation)**	**Mean**	**S.D**	**F**	**Sig.**
Evaluation of Alternatives	Very low	1.6667	.	1.930	.109
	Low	3.2121	.74941		
	Neither agrees nor disagree	3.4250	.79882		
	High	3.5942	.82222		
	Very high	3.4444	.86845		

***Significant at the level of 0.05 level.

From the table 4.67 show One-Way ANOVA test of Y generation, the result showed that there was no significant effect among levels of Future expectation and Evaluation of alternatives toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .109 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.68 One-way ANOVA test for the level of psychological characteristic (Future expectation) and Evaluation of alternatives of X generation.

X Generation					
Purchasing decision making of tourism related products and services via OTAs	**psychological characteristic (Future expectation)**	**Mean**	**S.D**	**F**	**Sig.**
Evaluation of Alternatives	Very low	2.6667	.	2.120	.098
	Low	3.0000	.47140		
	Neither agrees nor disagree	2.9375	.96777		

Table 4.68 One-way ANOVA test for the level of psychological characteristic (Future expectation) and Evaluation of alternatives of X generation(Cont.)

X Generation					
Purchasing decision making of tourism related products and services via OTAs	**psychological characteristic (Future expectation)**	**Mean**	**S.D**	**F**	**Sig.**
	High	3.7576	.90374		
	Very high	3.0000	.		

*****Significant at the level of 0.05 level.

From the table 4.68 show One-Way ANOVA test of X generation, the result showed that there was no significant different among levels of Future expectation and Evaluation of alternatives toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .098 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.69 One-way ANOVA test for the level of psychological characteristic (Future expectation) and Evaluation of alternatives of Baby boomers.

BB Generation					
Purchasing decision making of tourism related products and services via OTAs	**Psychological characteristic (Future expectation)**	**Mean**	**S.D**	**F**	**Sig.**
Evaluation of Alternatives	Very low	1.3333	.	.686	.570
	Low	2.4444	.96225		
	Neither agrees nor disagree	2.6410	.92758		
	High	2.6667	.87287		

*****Significant at the level of 0.05 level.

From the table 4.69 show One-Way ANOVA test of BB generation, the result showed that there was no significant effect among levels of Future expectation and Evaluation of alternatives toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .570 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.70 One-way ANOVA test for the level of psychological characteristic (Future expectation) and purchase decision of Y generation.

Y generation					
Purchasing decision making of tourism related products and services via OTAs	**psychological characteristic (Future expectation)**	**Mean**	**S.D**	**F**	**Sig.**
Purchase decision	Very low	2.5000	.	1.101	.359
	Low	3.3636	1.05097		
	Neither agrees nor disagree	3.3125	1.07231		
	High	3.5870	.85301		
	Very high	3.7500	.81184		

*****Significant at the level of 0.05 level.

From the table 4.70 show One-Way ANOVA test of Y generation, the result showed that there was no significant effect among levels of Future expectation and purchase decision toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .359 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.71 One-way ANOVA test for the level of psychological characteristic (Future expectation) and purchase decision of X generation.

X generation					
Purchasing decision making of tourism related products and services via OTAs	**Psychological characteristic (Future expectation)**	**Mean**	**S.D**	**F**	**Sig.**
Purchase decision	Very low	2.5000	.	1.589	.198
	Low	2.7500	1.76777		
	Neither agrees nor disagree	2.9375	1.18145		

Table 4.71 One-way ANOVA test for the level of psychological characteristic (Future expectation) and purchase decision of X generation(Cont.)

X generation					
Purchasing decision making of tourism related products and services via OTAs	**Psychological characteristic (Future expectation)**	**Mean**	**S.D**	**F**	**Sig.**
	High	3.7273	.99675		
	Very high	4.0000	.		

*****Significant at the level of 0.05 level.

From the table 4.71 show One-Way ANOVA test of X generation, the result showed that there was no significant effect among levels of Future expectation and purchase decision toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .198 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.72 One-way ANOVA test for the level of psychological characteristic (Future expectation) and purchase decision Baby boomers.

BB generation					
Purchasing decision making of tourism related products and services via OTAs	**Psychological characteristic (Future expectation)**	**Mean**	**S.D**	**F**	**Sig.**
Purchase decision	Very low	1.0000	.	.312	.817
	Low	2.6667	.57735		
	Neither agrees nor disagree	2.6154	.84543		
	High	3.1250	.58248		

*****Significant at the level of 0.05 level.

From the table 4.72 show One-Way ANOVA test BB generation, the result showed that there was no significant effect among levels of Future expectation and purchase decision toward the purchasing decision making process of tourism related products and

services via OTAs. As it can be noticeable, that the significant is showed, .817 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.73 One-way ANOVA test for the level of psychological characteristic (Future expectation) and post purchase of Y generation.

Y Generation					
Purchasing decision making of tourism related products and services via OTAs	**psychological characteristic (Future expectation)**	**Mean**	**S.D**	**F**	**Sig.**
Post purchase	Very low	2.2500	.	.747	.562
	Low	3.4318	.81464		
	Neither agrees nor disagree	3.4813	.83087		
	High	3.5145	.82011		
	Very high	3.2917	.83144		

***Significant at the level of 0.05 level.

From the table 4.73 show One-Way ANOVA test of Y generation, the result showed that there was no significant effect among levels of Future expectation and post purchase toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .562 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.74 One-way ANOVA test for the level of psychological characteristic (Future expectation) and post purchase of X generation.

X Generation					
Purchasing decision making of tourism related products and services via OTAs	**psychological characteristic (Future expectation)**	**Mean**	**S.D**	**F**	**Sig.**
Post purchase	Very low	3.2500	.	1.402	.252
	Low	3.1250	1.94454		
	Neither agrees nor disagree	2.8906	1.23480		

Table 4.74 One-way ANOVA test for the level of psychological characteristic (Future expectation) and post purchase of X generation(Cont.)

X Generation					
Purchasing decision making of tourism related products and services via OTAs	**psychological characteristic (Future expectation)**	**Mean**	**S.D**	**F**	**Sig.**
	High	3.6705	.81790		
	Very high	4.0000	.		

*****Significant at the level of 0.05 level.

From the table 4.74 show One-Way ANOVA test of X generation, the result showed that there was no significant effect among levels of Future expectation and post purchase toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .252 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.75 One-way ANOVA test for the level of psychological characteristic (Future expectation) and post purchase of baby boomers

BB Generation					
Purchasing decision making of tourism related products and services via OTAs	**psychological characteristic (Future expectation)**	**Mean**	**S.D**	**F**	**Sig.**
Post purchase	Very low	3.0000	.	.312	.817
	Low	2.8333	.76376		
	Neither agrees nor disagree	3.1538	.59107		
	High	2.9375	.67810		

*****Significant at the level of 0.05 level.

From the table 4.75 show One-Way ANOVA test of BB generation, the result showed that there was no significant effect among levels of Future expectation and post purchase toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .817 which is more than alpha value of 0.05 at 95% Confident Interval.

Hypothesis 1.6 The consumers with different social characteristics has different effect on purchasing tourism related products and services via OTAs

Ho: The consumers with different social characteristics (Family) has no different effect on purchasing tourism related products and services via OTAs

H1: The consumers with different social characteristics has different effect on purchasing tourism related products and services via OTAs

Table 4.76 One-way ANOVA test for the level of social characteristic (Family) and the need recognition of Y generation.

Y Generation					
Purchasing decision making of tourism related products and services via OTAs	**social characteristic (Family)**	**Mean**	**S.D**	**F**	**Sig.**
Need recognition	Never	3.3077	.89529	.976	.423
	Seldom	3.5000	.77460		
	Sometimes	3.3295	.87566		
	Often	3.6842	.60577		
	Almost always	3.1875	.99777		

***Significant at the level of 0.05 level.

From the table 4.76 show One-Way ANOVA test of Y generation, the result showed that there was no significant effect among levels of family and need recognition toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .423 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.77 One-way ANOVA test for the level of social characteristic (Family) and the need recognition of X generation.

X Generation					
Purchasing decision making of tourism related products and services via OTAs	**social characteristic (Family)**	**Mean**	**S.D**	**F**	**Sig.**
Need recognition	Never	2.5833	1.35708	1.887	.133
	Seldom	3.2083	1.11719		

Table 4.77 One-way ANOVA test for the level of social characteristic (Family) and the need recognition of X generation (Cont.)

X Generation					
Purchasing decision making of tourism related products and services via OTAs	**social characteristic (Family)**	**Mean**	**S.D**	**F**	**Sig.**
	Sometimes	3.4333	.65101		
	Often	3.8125	.45806		
	Almost always	2.5000	.		

*****Significant at the level of 0.05 level.

From the table 4.77 show One-Way ANOVA test of X generation, the result showed that there was no significant effect among levels of family and need recognition toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .133 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.78 One-way ANOVA test for the level of social characteristic (Family) and the need recognition of Baby boomers.

BB Generation					
Purchasing decision making of tourism related products and services via OTAs	**social characteristic (Family)**	**Mean**	**S.D**	**F**	**Sig.**
Need recognition	Never	2.6111	.78174	1.470	.251
	Seldom	2.7500	.35355		
	Sometimes	2.8000	.75829		
	Often	4.0000	.		

*****Significant at the level of 0.05 level.

From the table 4.78 show One-Way ANOVA test of BB generation, the result showed that there was no significant effect among levels of family and need recognition toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .251 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.79 One-way ANOVA test for the level of social l characteristic (Family) and information need of Y generation.

Y Generation					
Purchasing decision making of tourism related products and services via OTAs	**Social characteristic (Family)**	**Mean**	**S.D**	**F**	**Sig.**
Information need	Never	3.4519	.97216	1.482	.212
	Seldom	3.7917	.87117		
	Sometimes	3.5739	.73647		
	Often	3.9737	.49226		
	Almost always	3.6563	.99944		

*****Significant at the level of 0.05 level.

From the table 4.79 show One-Way ANOVA test of Y generation, the result showed that there was no significant effect among levels of family and information need toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .212 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.80 One-way ANOVA test for the level of social l characteristic (Family) and information need of X generation.

X Generation					
Purchasing decision making of tourism related products and services via OTAs	**Social characteristic (Family)**	**Mean**	**S.D**	**F**	**Sig.**
Information need	Never	3.4519	.97216	5.341	.002
	Seldom	3.7917	.87117		
	Sometimes	3.5739	.73647		
	Often	3.9737	.49226		
	Almost always	3.6563	.99944		

*****Significant at the level of 0.05 level.

From the table 4.80 show One-Way ANOVA test of X generation, the result showed that there was a significant effect among levels of family and information need toward the purchasing decision making process of tourism related products and

services via OTAs. As it can be noticeable, that the significant is showed, .002 which is less than alpha value of 0.05 at 95% Confident Interval.

Table 4.81 One-way ANOVA test for the level of social l characteristic (Family) and information need of Baby boomers.

BB Generation					
Purchasing decision making of tourism related products and services via OTAs	**social characteristic (Family)**	**Mean**	**S.D**	**F**	**Sig.**
Information need	Never	2.9444	.48052	.550	.653
	Seldom	2.8500	.61464		
	Sometimes	2.9000	1.02470		
	Often	3.7500	.		

*****Significant at the level of 0.05 level.

From the table 4.81 show One-Way ANOVA test of BB generation, the result showed that there was no significant effect among levels of family and information need toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .653 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.82 One-way ANOVA test for the level of social characteristic (Family) and Evaluation of alternatives of Y generation.

Y Generation					
Purchasing decision making of tourism related products and services via OTAs	**social characteristic (Family)**	**Mean**	**S.D**	**F**	**Sig.**
Evaluation of Alternatives	Never	3.2308	.77614	2.936	.023
	Seldom	3.4907	.86000		
	Sometimes	3.4621	.80121		
	Often	4.0000	.55556		
	Almost always	3.1667	1.08379		

*****Significant at the level of 0.05 level.

From the table 4.82 show One-Way ANOVA test of Y generation, the result showed that there was no significant effect among levels of family and evaluation of alternatives toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .023 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.83 One-way ANOVA test for the level of social characteristic (Family) and Evaluation of alternatives of X generation.

X Generation					
Purchasing decision making of tourism related products and services via OTAs	**social characteristic (Family)**	**Mean**	**S.D**	**F**	**Sig.**
Evaluation of Alternatives	Never	2.2222	1.27657	5.117	.002
	Seldom	3.1111	.82061		
	Sometimes	3.9111	.61032		
	Often	3.6250	.76506		
	Almost always	3.0000	.		

***Significant at the level of 0.05 level.

From the table 4.83 show One-Way ANOVA test of X generation, the result showed that there was a significant effect among levels of family and evaluation of alternatives toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .002 which is less than alpha value of 0.05 at 95% Confident Interval.

Table 4.84 One-way ANOVA test for the level of social characteristic (Family) and Evaluation of alternatives of baby boomers.

BB Generation					
Purchasing decision making of tourism related products and services via OTAs	**social characteristic (Family)**	**Mean**	**S.D**	**F**	**Sig.**
Evaluation of Alternatives	Never	2.5185	.92962	.869	.473
	Seldom	2.5000	.70711		
	Sometimes	2.5333	1.19257		
	Often	4.0000	.		

***Significant at the level of 0.05 level.

From the table 4.87, the result showed that there was no significant effect among levels of family and evaluation of alternatives toward the purchasing decision making process of tourism related products and services via OTAs. The significant is showed, .473 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.85 One-way ANOVA test for the level of social characteristic (Family) and purchase decision of Y generation.

Y generation					
Purchasing decision making of tourism related products and services via OTAs	**social characteristic (Family)**	**Mean**	**S.D**	**F**	**Sig.**
Purchase decision	Never	3.0962	1.13154	2.887	.025
	Seldom	3.4583	.87321		
	Sometimes	3.5341	.77308		
	Often	4.0263	.63407		
	Almost always	3.4375	1.47449		

***Significant at the level of 0.05 level.

From the table 4.85, the result showed that there was no significant effect among levels of family and purchase decision toward the purchasing decision making process of tourism related products and services via OTAs. 025 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.86 One-way ANOVA test for the level of social characteristic (Family) and purchase decision of X generation.

X generation					
Purchasing decision making of tourism related products and services via OTAs	**social characteristic (Family)**	**Mean**	**S.D**	**F**	**Sig.**
Purchase decision	Never	2.1667	1.16905	3.588	.014
	Seldom	3.0417	1.23322		
	Sometimes	3.8000	.62106		
	Often	3.8125	1.13192		
	Almost always	4.0000	.		

***Significant at the level of 0.05 level.

From the table 4.86 the result showed that there was no significant effect among levels of family and purchase decision toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .014 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.87 One-way ANOVA test for the level of social characteristic (Family) and purchase decision of Baby boomers.

BB generation					
Purchasing decision making of tourism related products and services via OTAs	**social characteristic (Family)**	**Mean**	**S.D**	**F**	**Sig.**
Purchase decision	Never	2.6667	.70711	.852	.481
	Seldom	2.7000	.42164		
	Sometimes	2.6000	1.47479		
	Often	4.0000			

*****Significant at the level of 0.05 level.

From the table 4.87 the result showed that there was no significant effect among levels of family and purchase decision toward the purchasing decision making process of tourism related products and services via OTAs. The significant is showed, .481 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.88 One-way ANOVA test for the level of social characteristic (Family) and post purchase of Y generation.

Y Generation					
Purchasing decision making of tourism related products and services via OTAs	**social characteristic (Family)**	**Mean**	**S.D**	**F**	**Sig.**
Post purchase	Never	3.2404	.88171	2.194	.073
	Seldom	3.4792	.88313		
	Sometimes	3.3977	.73397		
	Often	3.9342	.47757		
	Almost always	3.4375	1.14759		

*****Significant at the level of 0.05 level.

From the table 4.88 show One-Way ANOVA test of Y generation, the result showed that there was no significant effect among levels of family and post purchase toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .073 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.89 One-way ANOVA test for the level of social characteristic (Family) and post purchase of X generation.

X Generation					
Purchasing decision making of tourism related products and services via OTAs	**social characteristic (Family)**	**Mean**	**S.D**	**F**	**Sig.**
Post purchase	Never	2.0417	1.52821	4.139	.007
	Seldom	3.2083	1.07573		
	Sometimes	3.6500	.53285		
	Often	3.8750	.75593		
	Almost always	4.0000	.		

*****Significant at the level of 0.05 level.

From the table 4.89 show One-Way ANOVA test of X generation, the result showed that there was no significant effect among levels of family and post purchase toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .007 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.90 One-way ANOVA test for the level of social characteristic (Family) and post purchase of Baby boomers.

BB Generation					
Purchasing decision making of tourism related products and services via OTAs	**social characteristic (Family)**	**Mean**	**S.D**	**F**	**Sig.**
Post purchase	Never	3.0278	.57885	1.213	.330
	Seldom	2.8750	.58035		
	Sometimes	3.2000	.69372		
	Often	4.0000			

*****Significant at the level of 0.05 level.

From the table 4.90 show One-Way ANOVA test of BB generation, the result showed that there was no significant effect among levels of family and post purchase toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .330 which is more than alpha value of 0.05 at 95% Confident Interval.

Hypothesis 1.7 The consumers with different social characteristics has different effect on purchasing tourism related products and services via OTAs

Ho: The consumers with different social characteristics(Friends) has no different effect on purchasing tourism related products and services via OTAs

H1: The consumers with different social characteristics has different effect on purchasing tourism related products and services via OTAs

Table 4.91 One-way ANOVA test for the level of social characteristic (Friends) and the need recognition Y generation.

	Y Generation				
Purchasing decision making of tourism related products and services via OTAs	**social characteristic (Friends)**	**Mean**	**S.D**	**F**	**Sig.**
Need recognition	Never	2.6667	.88763	7.663	.000
	Seldom	3.0250	.78598		
	Sometimes	3.3600	.72168		
	Often	3.7674	.75078		
	Almost always	3.9375	.67810		

*****Significant at the level of 0.05 level.

From the table 4.91 show One-Way ANOVA test of Y generation, the result showed that there was a significant effect among levels of friends and need recognition toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .000 which is less than alpha value of 0.05 at 95% Confident Interval.

Table 4.92 One-way ANOVA test for the level of social characteristic (Friends) and the need recognition of X generation.

X Generation					
Purchasing decision making of tourism related products and services via OTAs	**social characteristic (Friends)**	**Mean**	**S.D**	**F**	**Sig.**
Need recognition	Never	2.2000	1.09545	2.918	.034
	Seldom	3.0000	.95743		
	Sometimes	3.4545	.87905		
	Often	3.5882	.77531		
	Almost always	3.7500	.35355		

***Significant at the level of 0.05 level.

From the table 4.92 show One-Way ANOVA test of X generation, the result showed that there was no significant effect among levels of friends and need recognition toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .034 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.93 One-way ANOVA test for the level of social characteristic (Friends) and the need recognition of baby boomers.

BB Generation					
Purchasing decision making of tourism related products and services via OTAs	**social characteristic (Friends)**	**Mean**	**S.D**	**F**	**Sig.**
Need recognition	Never	2.6667	.28868	2.243	.113
	Seldom	2.4545	.61051		
	Sometimes	3.0500	.64334		
	Often	3.5000	.		

***Significant at the level of 0.05 level.

From the table 4.96 show One-Way ANOVA test of BB generation, the result showed that there was no significant effect among levels of friends and need

recognition toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .113 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.94 One-way ANOVA test for the level of social l characteristic (Friends) and information need Y generation.

Y Generation					
Purchasing decision making of tourism related products and services via OTAs	**Social characteristic (Friends)**	**Mean**	**S.D**	**F**	**Sig.**
Information need	Never	2.9792	.87554	7.848	.000
	Seldom	3.1250	.74118		
	Sometimes	3.7150	.71252		
	Often	4.0058	.73088		
	Almost always	4.0000	.85565		

***Significant at the level of 0.05 level.

From the table 4.94 show One-Way ANOVA test of Y generation, the result showed that there was a significant effect among levels of friends and information need toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .000 which is less than alpha value of 0.05 at 95% Confident Interval.

Table 4.95 One-way ANOVA test for the level of social l characteristic (Friends) and information need X generation.

X Generation					
Purchasing decision making of tourism related products and services via OTAs	**social characteristic (Friends)**	**Mean**	**S.D**	**F**	**Sig.**
Information need	Never	1.8000	.73739	8.543	.000
	Seldom	2.8571	1.36822		
	Sometimes	3.8636	.88997		
	Often	3.8971	.43354		
	Almost always	4.2500	.35355		

***Significant at the level of 0.05 level.

From the table 4.95 show One-Way ANOVA test of X generation, the result showed that there was a significant effect among levels of friends and information need toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .000 which is less than alpha value of 0.05 at 95% Confident Interval.

Table 4.96 One-way ANOVA test for the level of social l characteristic (Friends) and information need of Baby boomers.

BB Generation					
Purchasing decision making of tourism related products and services via OTAs	**social characteristic (Friends)**	**Mean**	**S.D**	**F**	**Sig.**
Information need	Never	3.1667	.14434	1.375	.278
	Seldom	2.7500	.54772		
	Sometimes	2.9500	.77996		
	Often	4.0000	.		

***Significant at the level of 0.05 level.

From the table 4.96 show One-Way ANOVA test of BB generation, the result showed that there was no significant effect among levels of friends and information need toward the purchasing decision making process of tourism related products and services via OTAs. The significant is showed, .278 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.97 One-way ANOVA test for the level of social characteristic (Friends) and Evaluation of alternatives of Y generation.

Y Generation					
Purchasing decision making of tourism related products and services via OTAs	**Social characteristic (Friends)**	**Mean**	**S.D**	**F**	**Sig.**
Evaluation of Alternatives	Never	2.8611	.52143	8.356	.000
	Seldom	3.0000	.93659		
	Sometimes	3.4000	.74078		
	Often	3.9070	.65999		
	Almost always	3.8750	.95846		

***Significant at the level of 0.05 level.

From the table 4.97 show One-Way ANOVA test of Y generation, the result showed that there was a significant effect among levels of friends and evaluation of alternatives toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .000 which is less than alpha value of 0.05 at 95% Confident Interval.

Table 4.98 One-way ANOVA test for the level of social characteristic (Friends) and Evaluation of alternatives of X generation.

X Generation					
Purchasing decision making of tourism related products and services via OTAs	**social characteristic (Friends)**	**Mean**	**S.D**	**F**	**Sig.**
Evaluation of Alternatives	Never	1.8000	.83666	8.486	.000
	Seldom	2.8571	.83571		
	Sometimes	3.6667	.88192		
	Often	3.7843	.55203		
	Almost always	3.8333	.70711		

***Significant at the level of 0.05 level.

From the table 4.98 show One-Way ANOVA test, of X generation the result showed that there was a significant effect among levels of friends and evaluation of alternatives toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .000 which is less than alpha value of 0.05 at 95% Confident Interval.

Table 4.99 One-way ANOVA test for the level of social characteristic (Friends) and Evaluation of alternatives of Baby boomers.

BB Generation					
Purchasing decision making of tourism related products and services via OTAs	**social characteristic (Friends)**	**Mean**	**S.D**	**F**	**Sig.**
Evaluation of Alternatives	Never	3.0000	.00000	2.402	.096
	Seldom	2.1515	.77980		

Table 4.99 One-way ANOVA test for the level of social characteristic (Friends) and Evaluation of alternatives of Baby boomers(Cont.)

BB Generation					
Purchasing decision making of tourism related products and services via OTAs	**social characteristic (Friends)**	**Mean**	**S.D**	**F**	**Sig.**
	Sometimes	2.7667	.95646		
	Often	4.0000			

*****Significant at the level of 0.05 level.

From the table 4.99 show One-Way ANOVA test of BB generation, the result showed that there was no significant effect among levels of friends and evaluation of alternatives toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .096 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.100 One-way ANOVA test for the level of social characteristic (friends) and purchase decision of Y generation**.**

Y generation					
Purchasing decision making of tourism related products and services via OTAs	**social characteristic (friends)**	**Mean**	**S.D**	**F**	**Sig.**
Purchase decision	Never	2.4167	.82112	17.078	.000
	Seldom	2.7750	.91010		
	Sometimes	3.4700	.76539		
	Often	4.0930	.65698		
	Almost always	3.8125	.92341		

*****Significant at the level of 0.05 level.

From the table 4.100 show One-Way ANOVA test of Y generation, the result showed that there was a significant effect among levels of friends and purchase decision toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .000 which is less than alpha value of 0.05 at 95% Confident Interval.

Table 4.101 One-way ANOVA test for the level of social characteristic (Friends) and purchase decision of X generation.

X generation					
Purchasing decision making of tourism related products and services via OTAs	**social characteristic (friends)**	**Mean**	**S.D**	**F**	**Sig.**
Purchase decision	Never	1.8000	.83666	6.268	.001
	Seldom	2.7857	.85912		
	Sometimes	3.4091	1.22103		
	Often	3.9118	.71229		
	Almost always	4.2500	1.06066		

***Significant at the level of 0.05 level.

From the table 4.101 show One-Way ANOVA test of X generation, the result showed that there was a significant effect among levels of friends and purchase decision toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .001 which is less than alpha value of 0.05 at 95% Confident Interval.

Table 4.102 One-way ANOVA test for the level of social characteristic (Friends) and purchase decision of Baby boomers.

BB generation					
Purchasing decision making of tourism related products and services via OTAs	**Social characteristic (friends)**	**Mean**	**S.D**	**F**	**Sig.**
Purchase decision	Never	2.3333	.57735	3.104	.049
	Seldom	2.3636	.80904		
	Sometimes	3.1000	.65828		
	Often	4.0000	.		

***Significant at the level of 0.05 level.

From the table 4.102 show One-Way ANOVA test of BB generation, the result showed that there was no significant effect among levels of friends and purchase decision toward the purchasing decision making process of tourism related products and

services via OTAs. As it can be noticeable, that the significant is showed, .049 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.103 One-way ANOVA test for the level of social characteristic (Friends) and post purchase of Y generation.

Y Generation					
Purchasing decision making of tourism related products and services via OTAs	**Social characteristic (Friends)**	**Mean**	**S.D**	**F**	**Sig.**
Post purchase	Never	2.8333	.52585	9.105	.000
	Seldom	3.0000	1.06684		
	Sometimes	3.3650	.67803		
	Often	3.8663	.65089		
	Almost always	4.0938	.77848		

***Significant at the level of 0.05 level.

From the table 4.103 show One-Way ANOVA test of Y generation, the result showed that there was a significant effect among levels of friends and post purchase toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .000 which is less than alpha value of 0.05 at 95% Confident Interval.

Table 4.104 One-way ANOVA test for the level of social characteristic (Friends) and post purchase of X generation.

X Generation					
Purchasing decision making of tourism related products and services via OTAs	**social characteristic (Friends)**	**Mean**	**S.D**	**F**	**Sig.**
Post purchase	Never	1.5000	.84779	8.951	.000
	Seldom	2.9643	.52893		
	Sometimes	3.6136	1.05097		
	Often	3.8235	.71132		
	Almost always	3.7500	.35355		

***Significant at the level of 0.05 level.

From the table 4.104 show One-Way ANOVA test of X generation, the result showed that there was a significant effect among levels of friends and post purchase toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .000 which is less than alpha value of 0.05 at 95% Confident Interval.

Table 4.105 One-way ANOVA test for the level of social characteristic (Friends) and post purchase of Baby boomers

BB Generation					
Purchasing decision making of tourism related products and services via OTAs	**social characteristic (Friends)**	**Mean**	**S.D**	**F**	**Sig.**
Post purchase	Never	3.3333	.28868	1.433	.261
	Seldom	2.8636	.32333		
	Sometimes	3.0500	.83166		
	Often	4.0000	.		

***Significant at the level of 0.05 level.

From the table 4.105 show One-Way ANOVA test of BB generation, the result showed that there was no significant effect among levels of friends and post purchase toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .261 which is more than alpha value of 0.05 at 95% Confident Interval.

Hypothesis 1.8 The consumers with different social characteristics has different effect on purchasing tourism related products and services via OTAs

Ho: The consumers with different social characteristics (Online forums) has no different effect on purchasing tourism related products and services via OTAs

H1: The consumers with different social characteristics has different effect on purchasing tourism related products and services via OTAs

Table 4.106 One-way ANOVA test for the level of social characteristic (Online forums) and the need recognition of Y generation.

Y Generation					
Purchasing decision making of tourism related products and services via OTAs	**social characteristic (Online forums)**	**Mean**	**S.D**	**F**	**Sig.**
Need recognition	Never	3.4091	.49082	6.476	.000
	Seldom	2.9286	.72948		
	Sometimes	3.2111	.88220		
	Often	3.6176	.70774		
	Almost always	3.9773	.73156		

*****Significant at the level of 0.05 level.

From the table 4.106 show One-Way ANOVA test of Y generation, the result showed that there was a significant effect among levels of online forum and need recognition toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .000 which is less than alpha value of 0.05 at 95% Confident Interval.

Table 4.107 One-way ANOVA test for the level of social characteristic (Online forums) and the need recognition of X generation.

X Generation					
Purchasing decision making of tourism related products and services via OTAs	**social characteristic (Online forums)**	**Mean**	**S.D**	**F**	**Sig.**
Need recognition	Never	2.6667	1.50555	3.183	.024
	Seldom	2.0000	.00000		
	Sometimes	3.4688	.78462		
	Often	3.5938	.66380		
	Almost always	3.5000	.		

*****Significant at the level of 0.05 level.

From the table 4.107 show One-Way ANOVA test of X generation, the result showed that there was no significant effect among levels of online forum and need recognition toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .024 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.108 One-way ANOVA test for the level of social characteristic (Online forums) and the need recognition of Baby boomers.

BB Generation					
Purchasing decision making of tourism related products and services via OTAs	**Social characteristic (Online forums)**	**Mean**	**S.D**	**F**	**Sig.**
Need recognition	Never	2.0000	.86603	3.183	.024
	Seldom	2.5909	.43693		
	Sometimes	3.2857	.56695		
	Often	2.8750	.47871		

*****Significant at the level of 0.05 level.

From the table 4.108 show One-Way ANOVA test of BB generation, the result showed that there was no significant effect among levels of online forum and need recognition toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .024 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.109 One-way ANOVA test for the level of social l characteristic (Online forums) and information need of Y generation.

Y Generation					
Purchasing decision making of tourism related products and services via OTAs	**social characteristic (Online forums)**	**Mean**	**S.D**	**F**	**Sig.**

Table 4.109: One-way ANOVA test for the level of social l characteristic (Online forums) and information need of Y generation (Cont.)

Y Generation					
Purchasing decision making of tourism related products and services via OTAs	**social characteristic (Online forums)**	**Mean**	**S.D**	**F**	**Sig.**
Information need	Never	3.4318	.64315	7.452	.000
	Seldom	3.2024	.82013		
	Sometimes	3.4500	.77716		
	Often	4.0074	.72688		
	Almost always	4.1705	.70452		

***Significant at the level of 0.05 level.

From the table 4.109 show One-Way ANOVA test of Y generation, the result showed that there was a significant effect among levels of online forum and information need toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .000 which is less than alpha value of 0.05 at 95% Confident Interval.

Table 4.110 One-way ANOVA test for the level of social l characteristic (Online forums) and information need of X generation.

X Generation					
Purchasing decision making of tourism related products and services via OTAs	**social characteristic (Online forums)**	**Mean**	**S.D**	**F**	**Sig.**
Information need	Never	2.2917	1.37310	8.749	.000
	Seldom	1.8333	.57735		
	Sometimes	3.6094	.83151		
	Often	4.0781	.49765		
	Almost always	4.0000	.		

***Significant at the level of 0.05 level.

From the table 4.110 show One-Way ANOVA test of X generation, the result showed that there was a significant effect among levels of online forum and

information need toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .000 which is less than alpha value of 0.05 at 95% Confident Interval.

Table 4.111 One-way ANOVA test for the level of social l characteristic (Online forums) and information need of Baby boomers.

BB Generation					
Purchasing decision making of tourism related products and services via OTAs	**social characteristic (Online forums)**	**Mean**	**S.D**	**F**	**Sig.**
Information need	Never	2.8333	.72169	8.749	.000
	Seldom	2.7273	.49313		
	Sometimes	3.3929	.55635		
	Often	2.7500	.95743		
			.		

*****Significant at the level of 0.05 level.

From the table 4.111 show One-Way ANOVA test of BB generation, the result showed that there was a significant effect among levels of online forum and information need toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .000 which is less than alpha value of 0.05 at 95% Confident Interval.

Table 4.112 One-way ANOVA test for the level of social characteristic (Online forums) and Evaluation of alternatives of Y generation.

Y Generation					
Purchasing decision making of tourism related products and services via OTAs	**social characteristic (Online forums)**	**Mean**	**S.D**	**F**	**Sig.**
Evaluation of Alternatives	Never	3.2727	.85399	7.134	.000
	Seldom	2.9841	.85294		
	Sometimes	3.2963	.68616		
	Often	3.7549	.78414		
	Almost always	4.0303	.71202		

*****Significant at the level of 0.05 level.

From the table 4.112 show One-Way ANOVA test of Y generation, the result showed that there was a significant effect among levels of online forum and evaluation of alternatives toward the purchasing decision making process of tourism related products and services via OTAs. The significant is showed, .000 which is less than alpha value of 0.05 at 95% Confident Interval.

Table 4.113 One-way ANOVA test for the level of social characteristic (Online forums) and Evaluation of alternatives of X generation.

X Generation					
Purchasing decision making of tourism related products and services via OTAs	**social characteristic (Online forums)**	**Mean**	**S.D**	**F**	**Sig.**
Evaluation of Alternatives	Never	2.3333	1.50555	5.322	.002
	Seldom	2.2222	.38490		
	Sometime	3.5000	.73030		
	Often	3.8333	.57090		
	Almost always	3.3333	.		

*****Significant at the level of 0.05 level.

From the table 4.113 show One-Way ANOVA test of X generation, the result showed that there was a significant effect among levels of online forum and evaluation of alternatives toward the purchasing decision making process of tourism related products and services via OTAs. The significant is showed, .002 which is less than alpha value of 0.05 at 95% Confident Interval.

Table 4.114 One-way ANOVA test for the level of social characteristic (Online forums) and Evaluation of alternatives of Baby boomers.

BB Generation					
Purchasing decision making of tourism related products and services via OTAs	**social characteristic (Online forums)**	**Mean**	**S.D**	**F**	**Sig.**
Evaluation of Alternatives	Never	2.3333	1.15470	5.322	.002
	Seldom	2.3030	.72195		
	Sometimes	3.2857	.70523		
	Often	2.2500	1.06719		

*****Significant at the level of 0.05 level.

From the table 4.114 the result showed that there was a significant effect among levels of online forum and evaluation of alternatives toward the purchasing decision making process of tourism related products and services via OTAs. The significant is showed, .002 which is less than alpha value of 0.05 at 95% Confident Interval.

Table 4.115 One-way ANOVA test for the level of social characteristic (Online forums) and purchase decision of Y generation.

Y generation					
Purchasing decision making of tourism related products and services via OTAs	**social characteristic (Online forums)**	**Mean**	**S.D**	**F**	**Sig.**
Purchase decision	Never	2.9545	.85013	11.225	.000
	Seldom	2.9048	.98259		
	Sometimes	3.2444	.74332		
	Often	3.8824	.74933		
	Almost always	4.2273	.89612		

***Significant at the level of 0.05 level.

From the table 4.115 the result showed that there was a significant effect among levels of online forum and purchase decision toward the purchasing decision making process of tourism related products and services via OTAs. the significant is.000 which is less than alpha value of 0.05 at 95% Confident Interval.

Table 4.116 One-way ANOVA test for the level of social characteristic (Online forums) and purchase decision of X generation.

X generation					
Purchasing decision making of tourism related products and services via OTAs	**social characteristic (Online forums)**	**Mean**	**S.D**	**F**	**Sig.**
Purchase decision	Never	2.3333	1.50555	3.833	.011
	Seldom	2.1667	.28868		
	Sometimes	3.4063	1.03632		
	Often	3.9063	.80039		
	Almost always	3.5000	.		

***Significant at the level of 0.05 level.

From the table 4.116 show One-Way ANOVA test of X generation, the result showed that there was no significant effect among levels of online forum and purchase decision toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .011 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.117 One-way ANOVA test for the level of social characteristic (Online forums) and purchase decision of Baby boomers.

BB generation					
Purchasing decision making of tourism related products and services via OTAs	**social characteristic (Online forums)**	**Mean**	**S.D**	**F**	**Sig.**
Purchase decision	Never	2.0000	.00000	3.833	.011
	Seldom	2.3636	.77753		
	Sometimes	3.3571	.74801		
	Often	3.1250	.25000		
			.		

*****Significant at the level of 0.05 level.

From the table 4.117 show One-Way ANOVA test of BB generation, the result showed that there was no significant effect among levels of online forum and purchase decision toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .011 which is more than alpha value of 0.05 at 95% Confident Interval.

Table 4.118 One-way ANOVA test for the level of social characteristic (Online forums) and post purchase of Y generation.

Y Generation					
Purchasing decision making of tourism related products and services via OTAs	**social characteristic (Online forums)**	**Mean**	**S.D**	**F**	**Sig.**
	Never	3.2273	.54146	6.869	.000
	Seldom	3.0952	.92018		

Table 4.118 One-way ANOVA test for the level of social characteristic (Online forums) and post purchase of Y generation (Cont.)

Y Generation					
Purchasing decision making of tourism related products and services via OTAs	**social characteristic (Online forums)**	**Mean**	**S.D**	**F**	**Sig.**
	Sometimes	3.2444	.77145		
	Often	3.6691	.72749		
	Almost always	4.0909	.67940		

*****Significant at the level of 0.05 level.

From the table 4.118 show One-Way ANOVA test of Y generation, the result showed that there was a significant effect among levels of online forum and post purchase toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .000 which is less than alpha value of 0.05 at 95% Confident Interval.

Table 4.119 One-way ANOVA test for the level of social characteristic (Online forums) and post purchase X generation.

X Generation					
Purchasing decision making of tourism related products and services via OTAs	**social characteristic (Online forums)**	**Mean**	**S.D**	**F**	**Sig.**
Post purchase	Never	1.9583	1.35478	5.862	.001
	Seldom	2.4167	.14434		
	Sometimes	3.5938	.90772		
	Often	3.7813	.68845		
	Almost always	3.5000	.		

*****Significant at the level of 0.05 level.

From the table 4.119 show One-Way ANOVA test of X generation, the result showed that there was a significant effect among levels of online forum and post purchase toward the purchasing decision making process of tourism related products and

services via OTAs. As it can be noticeable, that the significant is showed, .001 which is less than alpha value of 0.05 at 95% Confident Interval.

Table 4.120 One-way ANOVA test for the level of social characteristic (Online forums) and post purchase Baby boomers.

BB Generation					
Purchasing decision making of tourism related products and services via OTAs	**social characteristic (Online forums)**	**Mean**	**S.D**	**F**	**Sig.**
Post purchase	Never	3.0000	.86603	5.862	.001
	Seldom	3.0000	.35355		
	Sometimes	3.2857	.71339		
	Often	2.7500	.88976		
			.		

***Significant at the level of 0.05 level.

From the table 4.120 show One-Way ANOVA test of BB generation, the result showed that there was a significant effect among levels of online forum and post purchase toward the purchasing decision making process of tourism related products and services via OTAs. As it can be noticeable, that the significant is showed, .001 which is less than alpha value of 0.05 at 95% Confident Interval.

Hypothesis 2: Influencing factors (Price, Trust and Convenience factors) has a significant effect on purchasing tourism related products and services via OTAs.

Table 4.121 Pearson Coefficient Correlation analysis of the relationship between the price factors, trust factors and convenience factors toward consumer behavior and the level of consumer' behavior on online purchasing decision making via OTAs of Y generation

	Y Generation									
	Need recognition		**Information search**		**Evaluation of alternative**		**Purchase decision**		**Post Purchase**	
	R	Sig.	R	Sig.	R	Sig.	R	Sig.	R	Sig.
Price factors	.365**	.000	.530**	.000	.427**	.000	.545**	.000	.526**	.000
Trust factors	.407**	.000	522**	000	.602**	.000	.631**	.000	.652**	.000
Convenience factors	.516**	.000	.632**	.000	.567**	.000	.525**	.000	.609**	.000

**. Correlation is significant at the 0.01 level

Hypothesis 2.1: Price factors has a significant effect on purchasing decision making tourism related products and services via OTAs.

H0: Price factors has no effect on purchasing tourism related products and services via OTAs

H1: Prices factors has effect on purchasing tourism related products and services via OTAs

Pearson Correlation Coefficient test between the price factors and the level of purchasing tourism related products and services via OTAs.

According to the correlation test in table 121, the result show the significant of the Price factors and all of the five stage of purchasing behavior or purchase decision making of Y generation are positive as the 2-tailed significant at .000 level which less than 0.01 level significant.

As a result, the Price factors has a positive effect to purchasing decision making tourism related products and services via OTAs at the value of .365** on need recognition stage, .530** on information search, .427** on evaluation alternative, .545** on purchasing decision, and .526** on post purchase which are positive relationship between Price factors and purchasing decision making tourism related products and services via OTAs.

Hypothesis2.2: Trust Factors has a significant effect on purchasing tourism related products and services via OTAs.

H0: Trust factors has no effect on purchasing tourism related products and services via OTAs

H1: Trust factors has effect on purchasing tourism related products and services via OTAs

Pearson Correlation Coefficient test between the Trust factors and the level of purchasing tourism related products and services via OTAs.

According to the correlation test in table 125, the result show the significant of the Trust factors and all of the five stage of purchasing behavior or purchase decision making of Y generation are positive as the 2-tailed significant at .000 level which less than 0.01 level significant.

As a result, the Trust factors has a positive effect to purchasing decision making tourism related products and services via OTAs at the value of .407** on need recognition stage, .522** on information search, .602** on evaluation alternative, .631** on purchasing decision, and .652** on post purchase which are positive relationship between Trust factors and purchasing decision making tourism related products and services via OTAs.

Hypothesis 2.3: Convenience Factors has a significant effect on purchasing tourism related products and services via OTAs.

H0: Convenience factors has no effect on purchasing tourism related products and services via OTAs

H1: Convenience factors has effect on purchasing tourism related products and services via OTAs

Pearson Correlation Coefficient test between the Convenience factors and the level of purchasing tourism related products and services via OTAs.

According to the correlation test in table 125, the result show the significant of the Convenience factors and all of the five stage of purchasing behavior or purchase decision making of Y generation are positive as the 2-tailed significant at .000 level which less than 0.01 level significant.

As a result, the Convenience factors has a positive effect to purchasing decision making tourism related products and services via OTAs at the value of .516** on need recognition stage, .631** on information search, .567** on evaluation alternative, .525** on purchasing decision, and .609** on post purchase which are positive relationship between Convenience factors and purchasing decision making tourism related products and services via OTAs.

Table 4.122 Pearson Coefficient Correlation analysis of the relationship between the price factors, trust factors and convenience factors toward consumer behavior and the level of consumer' behavior on online purchasing decision making via OTAs of X generation.

	X Generation									
	Need recognition		**Information search**		**Evaluation of alternative**		**Purchase decision**		**Post Purchase**	
	R	Sig.	R	Sig.	R	Sig.	R	Sig.	R	Sig.
Price factors	.623**	.000	.778**	.000	.638**	.000	.750**	.000	.659**	.000
Trust factors	.771**	.000	367**	000	.749**	.000	.797**	.000	.685**	.000
Convenience factors	.674**	.000	.885**	.000	.809**	.000	.807**	.000	.783**	.000

**. Correlation is significant at the 0.01 level

Hypothesis 2.1: Price factors has a significant effect on purchasing decision making tourism related products and services via OTAs.

H0: Price factors has no effect on purchasing tourism related products and services via OTAs

H1: Prices factors has effect on purchasing tourism related products and services via OTAs

Pearson Correlation Coefficient test between the price factors and the level of purchasing tourism related products and services via OTAs.

According to the correlation test in table 122, the result show the significant of the Price factors and all of the five stage of purchasing behavior or purchase decision making of X generation are positive as the 2-tailed significant at .000 level which less than 0.01 level significant.

As a result, the Price factors has a positive effect to purchasing decision making tourism related products and services via OTAs at the value of .623** on need recognition stage, .778** on information search, .638** on evaluation alternative, .750** on purchasing decision, and .659** on post purchase which are positive relationship between Price factors and purchasing decision making tourism related products and services via OTAs.

Hypothesis2.2: Trust Factors has a significant effect on purchasing tourism related products and services via OTAs.

H0: Trust factors has no effect on purchasing tourism related products and services via OTAs

H1: Trust factors has effect on purchasing tourism related products and services via OTAs

Pearson Correlation Coefficient test between the Trust factors and the level of purchasing tourism related products and services via OTAs.

According to the correlation test in table 125, the result show the significant of the Trust factors and all of the five stage of purchasing behavior or purchase decision making of X generation are positive as the 2-tailed significant at .000 level which less than 0.01 level significant.

As a result, the Trust factors has a positive effect to purchasing decision making tourism related products and services via OTAs at the value of .518771** on need recognition stage, .667** on information search, .749** on evaluation alternative, .797** on purchasing decision, and .685** on post purchase which are

positive relationship between Trust factors and purchasing decision making tourism related products and services via OTAs.

Hypothesis 2.3: Convenience Factors has a significant effect on purchasing tourism related products and services via OTAs.

H0: Convenience factors has no effect on purchasing tourism related products and services via OTAs

H1: Convenience factors has effect on purchasing tourism related products and services via OTAs

Pearson Correlation Coefficient test between the Convenience factors and the level of purchasing tourism related products and services via OTAs.

According to the correlation test in table 125, the result show the significant of the Convenience factors and all of the five stage of purchasing behavior or purchase decision making of X generation are positive as the 2-tailed significant at .000 level which less than 0.01 level significant.

As a result, the Convenience factors has a positive effect to purchasing decision making tourism related products and services via OTAs at the value of .674** on need recognition stage, .885** on information search, .809** on evaluation alternative, .807** on purchasing decision, and .783** on post purchase which are positive relationship between Convenience factors and purchasing decision making tourism related products and services via OTAs.

Table 4.123 Pearson Coefficient Correlation analysis of the relationship between the price factors, trust factors and convenience factors toward consumer behavior and the level of consumer' behavior on online purchasing decision making via OTAs of Baby Boomers generation.

	BB Generation									
	Need recognition		**Information need**		**Evaluation of alternative**		**Purchase decision**		**Post Purchase**	
	R	Sig.	R	Sig.	R	Sig.	R	Sig.	R	Sig.

Table4.123 Pearson Coefficient Correlation analysis of the relationship between the price factors, trust factors and convenience factors toward consumer behavior and the level of consumer' behavior on online purchasing decision making via OTAs of Baby Boomers generation(Cont.)

	BB Generation									
	Need recognition		**Information need**		**Evaluation of alternative**		**Purchase decision**		**Post Purchase**	
	R	Sig.	R	Sig.	R	Sig.	R	Sig.	R	Sig.
Price factors	**.459****	**.021**	.808**	.000	.675**	.000	**.383****	**.059**	**.564****	**.003**
Trust factors	**.485****	**.014**	**549****	**.004**	.664**	.000	**.261****	**.207**	**.524****	**.007**
Convenience factors	.710**	.000	.771**	.000	.780**	.000	.386**	.057	.689**	.000

**. Correlation is significant at the 0.01 level

Hypothesis 2.1: Price factors has a significant effect on purchasing decision making tourism related products and services via OTAs.

H0: Price factors has no effect on purchasing tourism related products and services via OTAs

H1: Prices factors has effect on purchasing tourism related products and services via OTAs

Pearson Correlation Coefficient test between the price factors and the level of purchasing tourism related products and services via OTAs.

According to the correlation test in table 123, the result show the significant of the Price factors and two stages of purchasing behavior or purchase decision making of Baby Boomers generation which are information need and evaluation of alternatives are positive as the 2-tailed significant at .000 level which less than 0.01 level significant. Apart from that, the 2 tailed significant is higher than 0.01 in terms of need recognition stage, purchase decision and post purchase.

As a result, the Price factors has a positive effect to purchasing decision making tourism related products and services via OTAs at the value of .808** on information search, .675** and on evaluation alternative, which are positive relationship between Price factors and purchasing decision making tourism related products and services via OTAs in terms of information need and evaluation of alternatives.

Hypothesis2.2: Trust Factors has a significant effect on purchasing tourism related products and services via OTAs.

H0: Trust factors has no effect on purchasing tourism related products and services via OTAs

H1: Trust factors has effect on purchasing tourism related products and services via OTAs

Pearson Correlation Coefficient test between the Trust factors and the level of purchasing tourism related products and services via OTAs.

According to the correlation test in table 126, the result show the significant of the Trust factors and only 1 stage of purchasing behavior or purchase decision making of BB generation that are positive as the 2-tailed significant at .000 level which less than 0.01 level significant which is evaluation of alternatives.

As a result, the Trust factors has a positive effect to purchasing decision making tourism related products and services via OTAs at 664** on evaluation alternative only which are positive relationship between Trust factors and purchasing decision making tourism related products and services via OTAs.

Hypothesis 2.3: Convenience Factors has a significant effect on purchasing tourism related products and services via OTAs.

H0: Convenience factors has no effect on purchasing tourism related products and services via OTAs

H1: Convenience factors has effect on purchasing tourism related products and services via OTAs

Pearson Correlation Coefficient test between the Convenience factors and the level of purchasing tourism related products and services via OTAs.

According to the correlation test in table 127, the result show the significant of the Convenience factors and four stage of purchasing behavior or purchase decision making of BB generation are positive as the 2-tailed significant at .000 level which less than 0.01 level significant.

As a result, the Convenience factors has a positive effect to purchasing decision making tourism related products and services via OTAs at the value of .710** on need recognition stage, .771** on information search, .780** on evaluation alternative, and .689** on post purchase which are positive relationship between Convenience factors and purchasing decision making tourism related products and services via OTAs. However, there is one stage that is no relation with the purchasing decision making and convenience factors which is purchase decision that is negative as the 2-tailed significant at .057 level which more than 0.01 level significant.

CHAPTER 5
CONCLUSION, DISCUSSION AND RECOMMENDATIONS

This chapter presents the analysis of the statistical findings from Chapter four. The analysis will be explained by using the relevant literature reviews and objectives that were presented in chapter one and chapter two. Moreover, the recommendations from this research study will be provided in the last section.

5.1 Conclusion

According to the research introduction there are two objectives, which are as follows:

5.1.1 To study the consumer behavior of the Baby boomers, the X generation and the Y generation towards Online Travel Agents (OTAs) in purchasing tourism related products and services.

The findings from the research results of the three generations about their consumer behavior towards OTAs in purchasing tourism related products and services in this chapter will be separated into each generation.

Firstly, the results showed that the Baby boomers were influenced by their previous experience towards purchasing tourism related products and services via OTAs in terms of previous decisions they made in the process of decision making of the consumers. Moreover, the Baby boomers were also affected by the online forums towards purchasing tourism related products and services via OTAs, in terms of information search, evaluation of alternative options and post-purchase in the process of decision making of the consumers. Moreover, the influencing factors, which specifically consisted of price factors, trust factors and convenience factors and consumer behavior of the Baby boomers were as follows:

The Price factors had an effect on the Baby boomers in terms of information search, evaluation of alternative options and post-purchase towards purchasing tourism related products and services via OTAs. In addition, the Trust factors had an effect on the Baby boomers in terms of evaluation of alternative options towards purchasing tourism related products and services via OTAs. Lastly, the Baby boomers were influenced by the convenience factors in almost every process of purchasing decision making which included need recognition, information search, evaluation of alternative

options and post-purchase services. Only the purchase decision process had no affect with the convenience factors for the Baby boomers.

Secondly, the results showed that the X generation were influenced by their frequency of using the internet per day in terms of information search and purchase decisions towards purchasing tourism related products and services via OTAs in the process of purchasing decision making of the consumer. Other than that, there was not any other affect to the X generation by their frequency of using the internet per day in terms of need recognition, evaluation of alternatives and post-purchase process.

In addition, the X generation did not pay any attention on their reasons for using the internet, such as travel for work, travel for their own leisure, looking for special deals/cheaper price, easy to access at any time a day, or to search for information towards purchasing tourism related products and services via OTAs in terms of all the processes of purchasing decision making of consumers.

Moreover, the research results found that the financial expenses spent via OTAs had an effect on purchasing tourism related products and services via OTAs of the X generation, in terms of purchase decisions and post-purchase in the process of purchasing decision making of the consumers. On the other hand, there was not any effect to the X generation on expenses being spent via OTAs towards purchasing tourism related products and services via OTAs, in terms of need recognition, information need and post-purchase.

However, the X generation were only influenced by their previous experience towards purchasing tourism related products and services via OTAs in terms of purchase decisions in the purchasing decision making of consumers.

Next, the X generation did not expect anything from their future purchasing via OTAs as there was no significance level in any consumer characteristic (future expectations) and the purchasing decision making process via OTAs.

Additionally, the X generation was influenced by their family in terms of information search and evaluation of alternatives in the process of purchasing decision making of consumers. Similarly, the X generation were influenced by the online forums in terms of information search and the evaluation of alternatives in the process of purchasing decision making of consumers. The friends factor only had an effect to the X generation towards purchasing tourism related products and services

via OTAs in terms of information search in the process of purchasing decision making of consumers.

Concerning the influencing factors which were Price, Trust and Convenience factors, the results showed that all the factors had effects on the X generation towards purchasing tourism related products and services via OTAs in every process of purchasing decision making via OTAs.

Lastly, the research results showed that the frequency of using the internet per day and the reasons of using the internet had no effects on the Y generation towards purchasing tourism related products and services via OTAs in every process of purchasing decision making of consumers via OTAs.

Moreover, the Y generation were more focused on their expenses and spending via OTAs in order to purchase tourism related products and services via OTAs in terms of information need and evaluation of alternatives in the process of purchasing decision making of consumers via OTAs.

Moreover, the Y generations were influenced by their previous experience towards purchasing tourism related products and services via OTAs in terms of need recognition, information and evaluation of alternatives in the process of purchasing decision making of consumers via OTAs. However, the previous experience had no effect on the Y generation on purchase decisions and post-decision in the process of purchasing decision making of consumers via OTAs.

Similarly, for the future expectations and family factors, they had no significant effects on the Y generation towards purchasing tourism related products and services via OTAs in every process of the purchasing decision making of consumers via OTAs. However, the factors of friends and online forums had an effect on the Y generation on purchasing tourism related products and services via OTAs in every process of the purchasing decision making of consumers via OTAs.

Lastly, the influencing factors which were Price, Conveniences and Trust factors, all had significant effects on the Y generation on purchasing tourism related products and services via OTAs of consumers, in every process of the purchasing decision making of consumers via OTAs. The effects consisted of need recognition, information search, the evaluation of alternatives, purchase decision and post-purchase.

5.1.2 To compare the consumer behavior between Baby boomers, the X generation and the Y generation towards OTAs in purchasing tourism related products and services.

According to this objective, the researcher would like to compare each generation about their consumer behavior in terms of purchasing the tourism related products and services via OTAs.

Firstly, concerning the cultural characteristics of the consumer (frequency of using the internet per day and the reasons for using the internet), there was similarity of the Y generation and the Baby boomers, in that they were not influenced on how often they used the internet per day, because there was not any significance level in this hypothesis. However, the X generation were affected by the frequency of using the internet on purchasing tourism related products and services via OTAs, in terms of information search and purchase decisions in the process of purchasing decision making of consumers via OTAs. Moreover, there was no effect on the reasons for using the internet in all three generations towards purchasing tourism related products and services via OTAs in every process of the purchasing decision making of consumers via OTAs.

Secondly, concerning the expenses of financial spending via OTAs, the Baby boomers gave no attention on this factor towards purchasing tourism related products and services via OTAs in every process of the purchasing decision making of consumers via OTAs. However, the X generation focused on their expenses in terms of the purchase decisions and post-purchase in the process of the purchasing decision making of consumer via OTAs. Differently, the Y generation had a different view on spending via OTAs in terms of information need and evaluation of alternatives.

Thirdly, there was a similarity of psychologically characteristics (previous experience) that had no effect to the Baby boomers and the X generation on purchasing tourism related products and services via OTAs in every process of the purchasing decision making of consumers, except the process of purchase decisions in both generations. However, the Y generation were effected by their previous experiences on purchasing tourism related products and services via OTAs in every process of the purchasing decision making of consumers, via OTAs.

Next, the factor of future expectations had no effect on the Baby Boomers, the X generation and the Y generation on purchasing tourism related products and services via OTAs in every process of the purchasing decision making of consumers, via OTAs.

Additionally, similarity to the future expectations, the social characteristics (family) also had no effects on the Baby boomers and the Y generation on purchasing tourism related products and services via OTAs in every process of the purchasing decision making of consumers, via OTAs. However, for the X generation, the family did have an effect on them towards purchasing tourism related products and services via OTAs in terms of information search, and the evaluation of alternatives in the process of the purchasing decision making of consumers.

Moving to another social characteristic (friends), there was no effect to the Baby boomers in this factor towards purchasing tourism related products and services via OTAs in every process of the purchasing decision making of consumers. On the contrary, the Y generation were influenced significantly by their friends, towards purchasing tourism related products and services via OTAs in every process of the purchasing decision making of consumers. However, the X generation were not influenced by their friends, only in the process of need recognition of the purchasing decision-making.

Moreover, another social characteristic (online forum), obviously the Y generation were influenced by the online forum towards purchasing tourism related products and services via OTAs in every process of the purchasing decision making of consumers. The Baby boomers and the X generation were influenced by the online forums on the purchasing of tourism related products and services via OTAs, in terms of need recognition and the purchase decisions in the process of the purchasing decision making of consumers.

Furthermore, the influencing factors, which were Price, Trust and Convenience factors will be explained in the following paragraphs.

Both the X generation and the Y generation had paid similar attention to the Price factors, as the results showed that the Price factors had significant effects on both generations towards purchasing tourism related products and services via OTAs in every process of the purchasing decision making of consumers. The Baby boomers

were influenced by the Price factors, in terms of information search, evaluation of alternatives and post-purchase on purchasing tourism related products and services via OTAs.

Lastly, in the last two factors, which were the Trust and Convenience factors, the X generation and the Y generation had paid similar attention on both factors as the results showed that the Trust and Convenience factors had significant effects on purchasing tourism related products and services via OTAs in every process of the purchasing decision making of consumers. However, there were some differences in what affected the Baby boomers. The Trust factors had effects to the Baby boomers only in terms of evaluation of alternatives. Finally, the Baby boomers paid attention on the convenience factors in terms of need recognition, information search, the evaluation of alternatives and post-purchase, except the purchase decisions in the purchasing decision making process of consumers, via OTAs.

However, to make the comparison of the research findings and results from above to be more clear and understandable, the researcher summarized all the relevant information into the Table 5.1, as follows:

Table 5.1 Summary of comparing three generations towards the purchasing decision making process on tourism related products and services via OTAs.

Factors	Y generation	X generation	Baby Boomers
1. Frequency of using the internet per day	No affect	Affects on information need and purchase alternatives.	No affect
2. Reasons of using the internet	No affect	No affect	No affect
3. Expenses spent on OTAs	Affects on information need and evaluation of alternatives process.	Affects on purchase decision and post-purchase behavior.	No affect

Table 5.1 Summary of comparing three generations towards the purchasing decision making process on tourism related products and services via OTAs. (cont.)

Factors	Y generation	X generation	Baby Boomers
4.Previous experience with OTAs	Affects on need recognition, information need and evaluation of alternatives.	Affects only purchase decision behavior	Affects only purchase decision process.
5.Future expectations with OTAs	No affect	No affect	No affect
6. Influence from the family	No affect	Affects on information need and evaluation of alternatives	No affect
7. Influence from friends	Affects on every purchasing decision making process.	Affects on only information need	No affect
8. Influence from Online forums	Affects on every purchasing decision making process.	No affect on need recognition and post-purchase behavior.	No affect only information need and post-purchase behavior.
9. Price factors	Affects on every purchasing decision making process.	Affects on every purchasing decision making process.	No affect only need recognition and purchase decision.
10. Trust factors	Affects on every purchasing decision making process.	Affects on every purchasing decision making process.	Affects only evaluation of alternatives behavior.
11. Convenience factors	Affects on every purchasing decision making process.	Affects on every purchasing decision making process.	No affect only purchase decision process.

5.2 Discussion

The researcher would like to discuss the findings of this research in terms of consumer characteristics, the influencing factors and the relevant research projects presented in chapter two, as follows:

Cultural characteristics

As Kotler and Armstrong (2007), noted, humans learn their culture and develop into their unique behavior. Moreover, culture is considered as a fundamental cause of one's wants and needs (Kotler, 2011). In this specific research project, as can be seen from the results, the cultural characteristics had no effects on the Baby Boomers and the X generation, as they did not pay any attention on how often they used the internet and why they used the internet on purchasing tourism related products and services via OTAs. It was noticeable that the respondents had different behavior when using the internet and different needs of using the internet to purchase tourism related products and services via OTAs. However, there was no significant effects to their purchase decision making to buy via OTAs.

Social characteristics

The results showed the relationship of the social characteristics theory, as mentioned by Kotler and Armstrong (2007), that society such as, family, or reference groups, can influence the human behavior. This research project's results found that the Y generation were significantly influenced by their friends on purchasing tourism related products and services via OTAs in every process of the purchasing decision making of consumers. Moreover, this finding also relates to the previous research undertaken by Christopher and Huarng(2003), who mentioned that online discussion forums are the new influencer to the consumers' behavior. On the contrary, the results of the Baby boomers falls against this theory, because that generation was not influenced by their society in any of these factors: family, friends and online forums, while purchasing tourism related products and services via OTAs. Also, the X generation was only influenced by their family in terms of information search and evaluation of alternatives on purchasing tourism related products and services via OTAs.

Personal characteristics

According to Monsuwe, Dallaert and Ruyter (2004), income is an essential role to the consumer behavior to purchase online. From the research results of this project, the expenses spent via OTAs influenced the purchasing decision making process in both the X generation and the Y generation. On the one hand, the Baby boomers were not influenced by their expenses via OTAs. This was similar to the results of Kotler and Armstrong, (2007),who stated that the economic situation that includes the level of savings, level of income, and level of interest rates, can be an influencer to the consumer's purchasing decision making behavior.

Psychological characteristics

Kotler and Armstrong (2007), and Smith and Rupp(2003), previously mentioned about the psychological characteristics that is about motivation, perception, learning and beliefs and attitudes of the consumers. People have to ask themselves before making the purchasing process. The consumer can change their behavior by their experience they have learnt (Kotler and Armstrong, 2007). The researcher found that this theory related to the research results in terms of the previous experience of the respondents. The Y generation were influenced by their previous experience to OTA websites in terms of need recognition, information search and the evaluation of alternatives in the process of purchasing decision making of consumers. Both the X generation and the Baby boomers focused on their previous experience only in terms of the purchase decision process. Moreover, the future expectations of the consumers towards OTAs website can not influence all three generations on purchasing tourism related products and services via OTAs.

Influencing factors

Price factors

According to Hasslinger et al, 2007, the price factor in the online market can help the consumers who are price sensitive to become interested in the products or services online. That affects the consumer decision making, which relates to the results found in this research project, because the price factors had a significant effect on the X generation and the Y generation in every process of the purchasing decision making of consumers via OTAs. However, for the Baby boomers, the price factors were the second priority to focus on, because the results showed that they focused on

the price factors only in terms of information search and evaluation of alternatives, but did not focus on the purchase decision and post-purchase process.

Trust factors

In previous research by Hasslinger et al, (2007) and McKnight and Chervany, (2001-2002), they mentioned about the trust and perception of safety, trust in the internet retailer and trust in the internet as retail shopping. It was highlighted that if the company can provide the consumer an effective information management and consumers after-purchase support, the consumer would be more likely to engage in trust-related internet behavior; for example, purchasing, cooperating and sharing information. This also relates to the results found in this research project, because the X generation and Y generation were influenced bythe Trust factors towards purchasing tourism related products and services via OTAs in every process of the purchasing decision-making of consumers.

Convenience factors

Hasslinger et al. 2007 mentioned about the convenience factors, where convenience is about anything that is created to save time and avoid any frustration. The research results stated that online shopping is considered to be more convenient to shop online when compared to the traditional way of shopping, as it provides less effort, it is time saving and people are able to shop at any time of the day, sitting in comfort. The researcher of this project found that this theory relates to the results found in this specific research study, because there was a significant relationship between the convenience factors and the purchasing decision making process in the X generation and Y generation. The Baby boomers paid more attention in the convenience factors related to the process of need recognition, information search, the evaluation of alternatives and post-purchase, except the process of purchase decisions.

5.3 Recommendations

5.3.1 Recommendations from this study

5.3.1.1 Recommendations for Online Travel Agents

To make better designs and website development. To develop the marketing strategies in the future in the tourism industry, it is especially important to better the OTAs and the website development, so it is necessary to learn what tourists buy and why, where, and how they make their purchases and other factors influencing

the consumers' purchasing behavior. This future research could examine the differences between the baby boomers, the X generation and the Y generation consumer behavior towards Online Travel Agents (OTAs) in purchasing tourism related products and services. This will aim to provide more understanding in each generation's buying behavior, in order to develop the business marketing and promotions in the future.

5.3.1.2 Recommendations for Hotels

The hotel owner or hotel business can be the ones who can gain the best advantages from this research. In order to know the consumers behavior of purchasing decision making via OTAs, the hotels themselves would then know how to make suitable and appropriate promotions via OTAs, to get the right target market segmentation, because the OTA is one of the most important online distribution channels.

5.3.1.3 Recommendations for related tourism organizations (Ministry of Tourism and Sport or The Tourism Authority of Thailand)

To develop the tourism promotion plans via OTAs, to attract the tourists who want to travel in Thailand.

5.3.2 Recommendations for future research

The future research could study more in the specific tourism related products and services to find more details about the consumers' attention and the interests towards purchasing the products and services via OTAs.

Focusing on studying each of the three generation's consumer behavior might be more interesting, and to use the qualitative research method might be better, in order to find out about the consumers' perceptions and opinions about the consumers' attitude about OTAs and what exactly they want from purchasing tourism related products and services from OTAs.

To compare the three generations with much deeper, the multiple-regression method is recommended to be used in the future research, to make a more detailed understanding about each generation's perception and the consumer's behavior.

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APPENDIX A
QUESTIONNAIRE

Research Questionnaire

Part 1: Demographics

Please answer the following question by filling " ✓ "(tick mark) in the □ box of your answer.

1. Age

□ 15-34 years old □ 35-50 years old

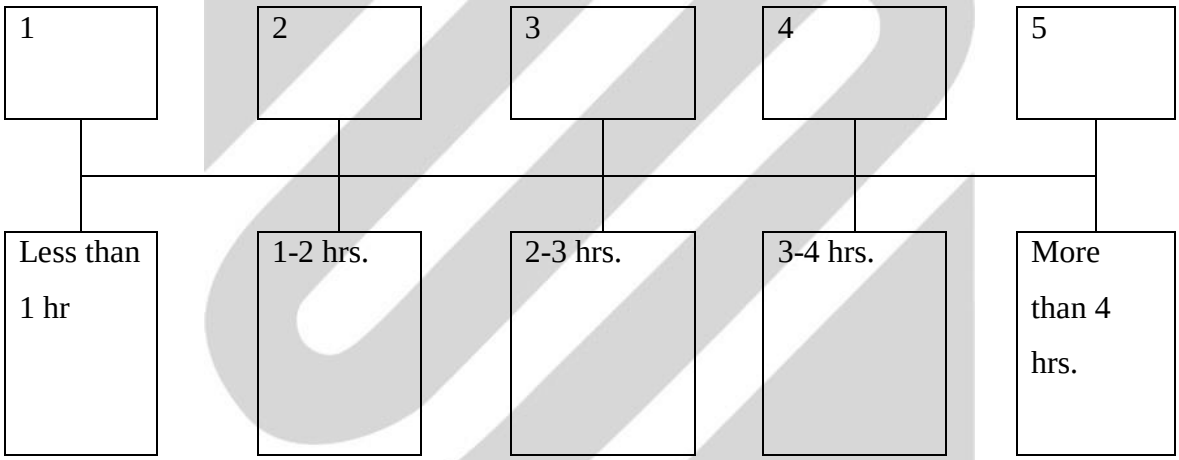
□ 51-69 years old □ 69 years old and above

Part 2: Online consumer behavior

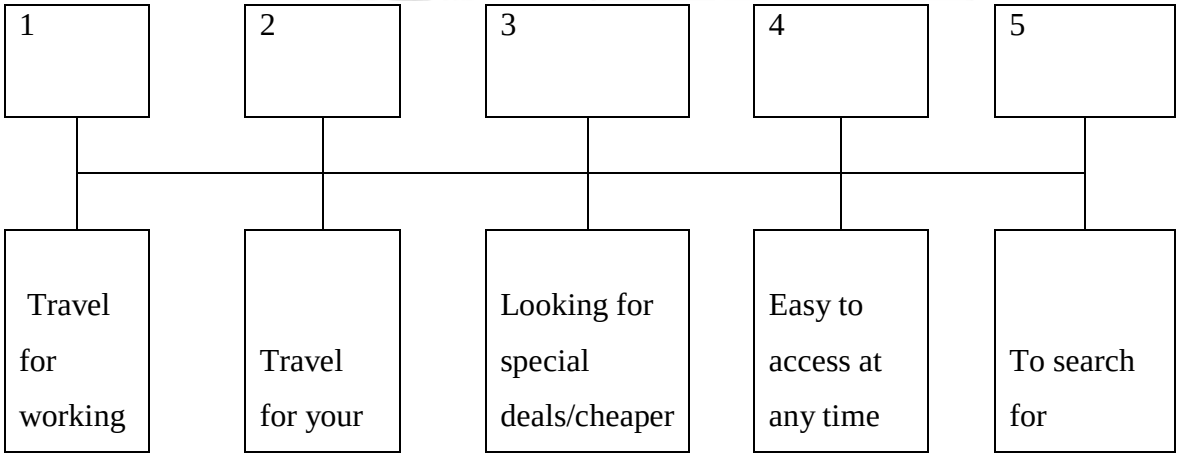
Please answer the following question by making a circle "○"around the number of your answer to indicate your level of agreement or disagreement in the following statement

Internet usage

2. Frequency of using the internet



3. Reasons of using online buying the tourism related products and services



	own leisure	price		information

4. How much do you spend in average in purchasing tourism related products via OTAs?

1	2	3	4	5
Less than 1,000 Baht	1,000-2,000 Baht	2,000 – 3,000Baht	3,000 – 4,000 Baht	More than 4,000 Baht

Consumer behavior

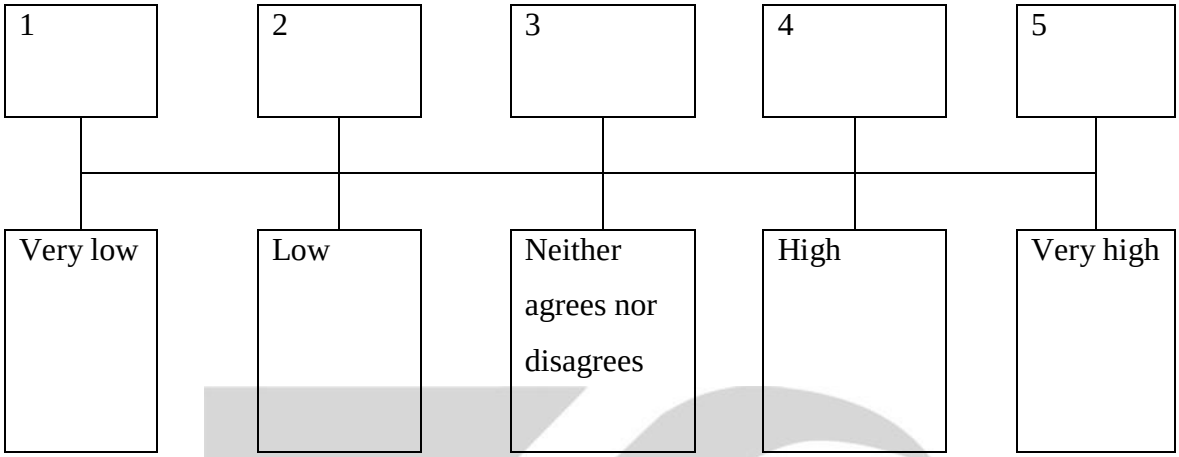
Please answer the following question by making a circle " o " around the number of your answer to indicate your level of agreement or disagreement in the following statement:

Average Score	**Level**
1	Very bad
2	Bad
3	Neither agrees nor disagrees
4	Good
5	Very Good

5. Previous experience with purchasing related tourism products via OTAs.

1	2	3	4	5
Very bad	Bad	Neither agrees nor disagrees	Good	Very good

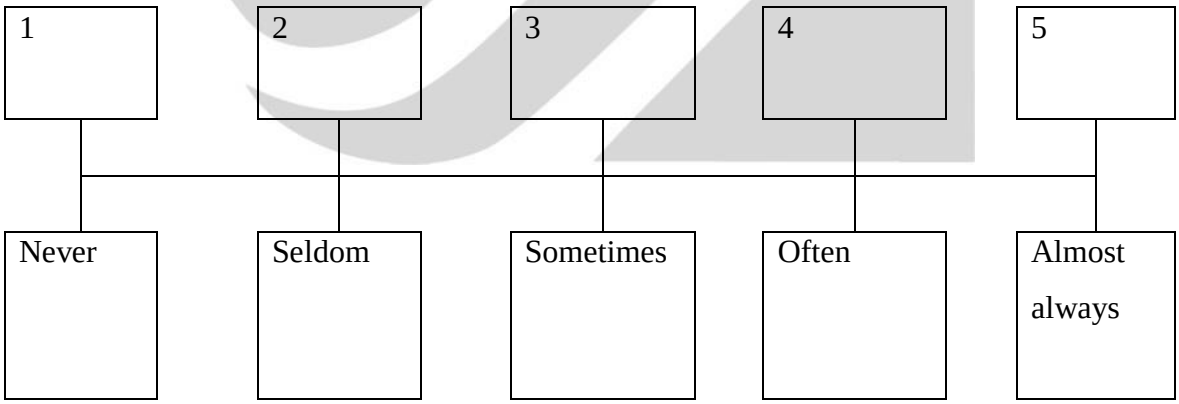
6. Future expectation of purchasing related tourism products via OTAs.



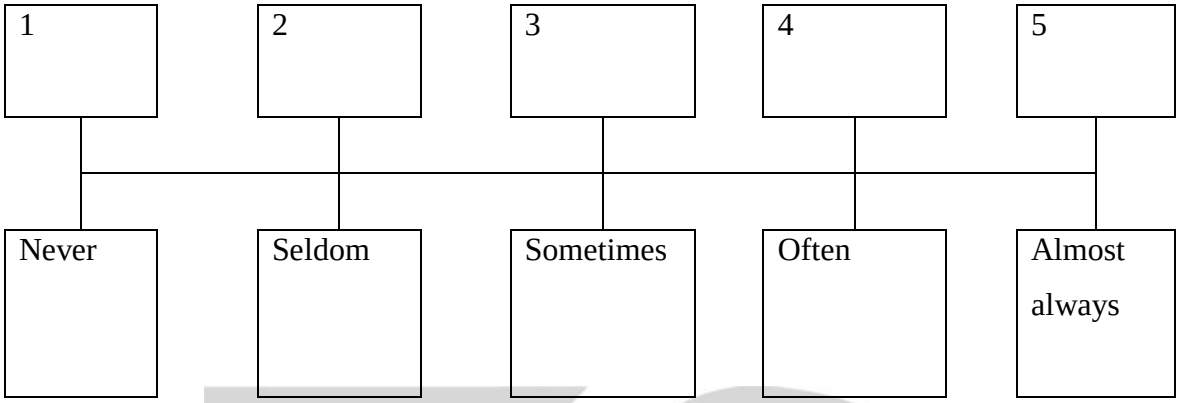
Please answer the following question by making a circle " o " answer of your answer to indicate your level of agreement or disagreement in the following statement:

Average Score	**Level**
1	Never
2	Seldom
3	Sometimes
4	Often
5	Almost always

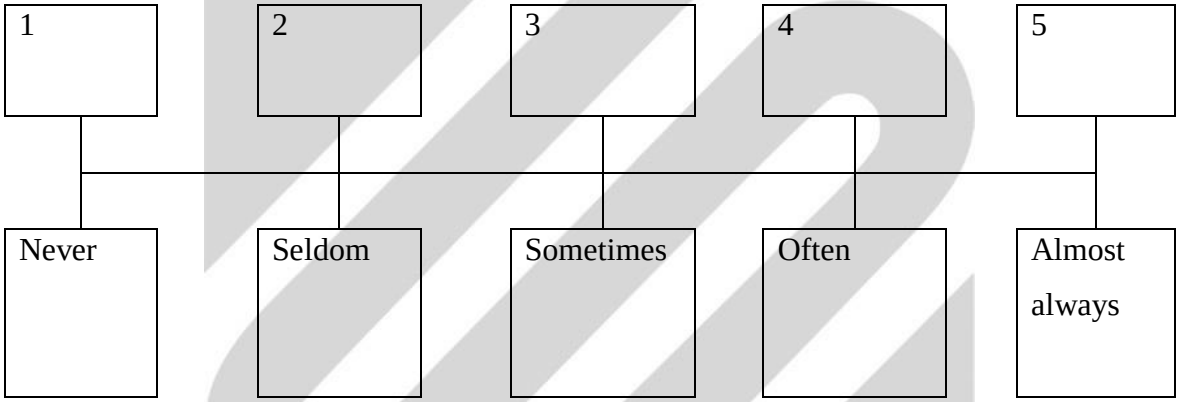
7. My family always have influences me in term of purchasing online.



8. My friends always have influences me in term of purchasing online.



9. The online forums always have influences me in term of purchasing online



Factors influencing purchasing tourism related products via OTAs.

Please answer the following question by tick " √" to indicate your level of agreement or disagreement in the following statement:

Average score	Level
1	Strongly disagree
2	Disagree
3	Neither or not agree
4	Agree
5	Strongly agree

Factors influencing purchasing tourism related products via OTAs.	**1**	**2**	**3**	**4**	**5**
Price					
10. I feel it saves money when purchasing online via OTAs.					
11. I compare price through different price comparison websites.					
Trust					
12. I feel it secures when purchasing the tourism related products via OTAs.					
13. I trust in the internet retailer.					
Convenience	**1**	**2**	**3**	**4**	**5**
14. I feel purchasing related tourism products and services via OTAs involves less effort compared to purchasing them at offline travel agent.					
15. I feel purchasing related tourism products and services via OTAs saves time compared to purchasing offline travel agent.					
16. I am able to purchase related tourism products and services via OTAs at any time of the day.					
Purchasing decision making process	**1**	**2**	**3**	**4**	**5**
17. I always search for the travel agency when I have to travel before purchasing.					
18. I am certain about buying the tourism products and service via OTAs before purchasing.					

19. I look for the better price from online travel agency.					
20. I always take time to find information via tourist website before purchasing tourism related products or services via OTAs.					
21. I like to go through forum group on website for					

further advice.					
22. I always search for the information of tourism related products and services in OTAs					
23. I always book or buy the tourism related products and services in OTAs.					
24. OTAs are the distribution channel I always purchase products and service when I compare with other kind of distribution channel before purchasing tourism related products and services via OTAs.					
25.I feel like the comments from discussion group affects my decision making about purchasing products and services in OTAs.					
26. I always repeat my purchasing with the OTAs website I used to choose.					
27. I decide to purchase in OTAs because of my friends suggestion.					
28. I will tell my family to visit the OTAs website if they provide good after-purchase service.					
29. I will tell my family to buy products and services from OTAs if I can get the better price.					
30. I always satisfy with OTAs website deal price.					
31. I feel purchasing with OTAsis reliable.					

APPENDIX B
VALIDITY TEST (IOC) AND PILOT TEST

Table 3.3: Sample size for ±3%, ±5%, ±7%, and ±10% Precision Levels where Confidence Level is 95%, and P=.5

Size of Population	Sample size (n) for Precision € of:			
	±3%	±5%	±7%	±10%
1,000	A	286	169	91
2,000	714	333	185	95
3,000	811	353	191	97
4,000	870	364	194	98
5,000	909	370	196	98
6,000	938	375	197	98
7,000	959	378	198	99
8,000	976	381	199	99
9,000	989	383	200	99
10,000	1,000	385	200	99
15,000	1,034	390	201	99
20,000	1,053	392	204	100
25,000	1,064	394	204	100
50,000	1,087	397	204	100
100,000	1,099	398	204	100
> 100,000	1,111	400	204	100

Source: Yamane, (1967) as cited by Shrestha(2014)

Table 3.6 Content validity index in the evaluation of consumer behavior towards purchasing decision making process of tourism related products and services via OTAs of Baby boomers, X generation and Y generation.

Questions	Judge 1		Judge 2		Judge 3		∑ R	IC= ∑ R N	Result
	0	1	0	1	0	1			
1 Age		/		/	/		2	0.7	Good
2 Frequency of using the internet		/		/		/	3	1	Excellent
3 Reasons of using online buying the tourism related products and services	/			/		/	2	0.7	Good
4 How much do you spend on average in purchasing tourism related products via OTAs?		/	/			/	2	0.7	Good
5 Previous experience with purchasing related tourism products via OTAs.		/		/		/	3	1	Excellent
6 Future expectation of purchasing related tourism products via OTAs.	/			/		/	2	0.7	Good
7 My family always influence me in terms of purchasing online.		/		/		/	3	1	Excellent
8 My friends always influence me in terms of purchasing online		/		/		/	3	1	Excellent
9 The online forums always influences me in terms of purchasing online		/		/		/	3	1	Excellent
10I feel it saves money when purchasing online via OTAs.		/		/		/	3	1	Excellent
11 I compare prices through different price comparison websites.		/		/		/	3	1	Excellent
12I feel it is secure when purchasing the tourism related products via OTAs.		/		/		/	3	1	Excellent
13 I trust in the internet retailer.		/		/		/	3	1	Excellent
14I feel purchasing related tourism products via OTAs involves less effort when compared to purchasing them at an offline travel agent.		/		/		/	3	1	Excellent
15I feel purchasing related tourism produ		/		/		/	3	1	Excellent
16 I am able to purchase related		/		/		/	3	1	Excellent

tourism products via OTAs at any time of the day.									
17 I always search for the travel agency when I have to travel before purchasing related tourism products and services via OTAs.	/			/		/	2	0.7	Good
18 I am certain to buy the tourism products and service via OTAs.		/		/		/	3	1	Excellent
19 I look for the better price from several online travel agencies before purchasing related tourism products and services via OTAs.		/		/		/	3	1	Excellent
20 I always take time to find information via tourist websites before purchasing related tourism products and services via OTAs.		/		/		/	3	1	Excellent
21 I like to go through a forum group on a website for further advice.		/		/		/	3	1	Excellent
22 I always search for the information of tourism related products and services in OTAs		/		/		/	3	1	Excellent
23 I always book or buy the tourism related products and services in OTAs	/			/		/	2	0.7	Good
24OTAs are the distribution channel I always purchase products and services from when I compare them with other kind of distribution channels before purchasing related tourism products and services via OTAs.		/		/		/	3	1	Excellent
25 I feel like the comments from discussion groups affects my decision making about purchasing products and services in OTAs.		/		/		/	3	1	Excellent
26 I always repeat my purchasing with the OTAs website I had previously chosen.	/			/		/	2	0.7	Good

27 I decide to purchase in OTAs because of my friends or family's suggestion.		/		/		/	3	1	Excellent
28 I will tell my family to visit the OTAs website if they have good after-purchase service.	/			/		/	2	0.7	Good
29. I will tell my family to buy products and services from OTAs if I can get the better price.	/			/		/	2	0.7	Good
30 I am always satisfied with OTAs website deal prices.	/			/		/	2	0.7	Good
31 I feel purchasing with OTAsis reliable.	/			/		/	2	0.7	Good

Table 3.7 Calculation of Cronbach's alpha

Questions	Cronbach's Alpha if item deleted
10I feel it saves money when purchasing online via OTAs.	.974
11 I compare prices through different price comparison websites.	.974
12 I feel secure when purchasing the tourism related products via OTAs.	.975
13 I trust in the internet retailer.	.974
14 I feel purchasing tourism related products via OTAs involves less effort when compared to purchasing them at an offline travel agent.	.974
15I feel purchasing tourism related products via OTAs saves time when compared to purchasing at offline travel agents.	.973
16 I am able to purchase tourism related products via OTAs at any time of the day.	.974
17 I always search for the travel agency when I have to travel before purchasing related tourism products and services via OTAs.	.975
18I am certain to buy the tourism products and service via OTAs.	.974
19 I look for the better price from online travel agencies before purchasing tourism related products and services via OTAs.	.975
20 I always take time to find information via tourist websites before purchasing tourism related products and services via OTAs.	.975
21 I like to go through a forum group on a website for further advice.	.973
22 I always search for the information of tourism related products and services in	.974

OTAs	
23 I always book or buy the tourism related products and services in OTAs	.974
24OTAs are the distribution channel I always purchase products and service from when I compare them with other kinds of distribution channel before purchasing tourism related products and services via OTAs.	.974
25 I feel like the comments from a discussion group affects my decision making about purchasing products and services in OTAs.	.974
26 I always repeat my purchasing with the OTAs website I have previously used.	.975
27 I decide to purchase in OTAs because of my friends or family's suggestion.	.974
28 I will tell my family to visit the OTAs website if they have good after-purchase service.	.975
29. I will tell my family to buy products and services from OTAs if I can get the better price.	.974
30 I am always satisfied with OTAs website deal prices.	.974
31 I feel purchasing with OTAsis reliable.	.974

Conclusion of Validity

Questions	∑ R	IC= ∑ R N	Result
1 Age	2	0.7	Good
2 Frequency of using the internet	3	1	Excellent
3 Reasons of using online buying the tourism related products and services	2	0.7	Good
4 How much do you spend on average in purchasing tourism related products via OTAs?	2	0.7	Good
5 Previous experience with purchasing related tourism products	3	1	Excellent

via OTAs.			
6 Future expectation of purchasing related tourism products via OTAs.	2	0.7	Good
7 My family always influence me in terms of purchasing online.	3	1	Excellent
8 My friends always influence me in terms of purchasing online	3	1	Excellent
9 The online forums always influences me in terms of purchasing online	3	1	Excellent
10I feel it saves money when purchasing online via OTAs.	3	1	Excellent
11 I compare prices through different price comparison websites.	3	1	Excellent
12I feel it is secure when purchasing the tourism related products via OTAs.	3	1	Excellent
13 I trust in the internet retailer.	3	1	Excellent
14I feel purchasing related tourism products via OTAs involves less effort when compared to purchasing them at an offline travel agent.	3	1	Excellent
15I feel purchasing related tourism pr	3	1	Excellent
16 I am able to purchase related tourism products via OTAs at any time of the day.	3	1	Excellent
17 I always search for the travel agency when I have to travel before purchasing related tourism products and services via OTAs.	2	0.7	Good
18I am certain to buy the tourism	3	1	Excellent

products and service via OTAs.			
19 I look for the better price from several online travel agencies before purchasing related tourism products and services via OTAs.	3	1	Excellent
20 I always take time to find information via tourist websites before purchasing related tourism products and services via OTAs.	3	1	Excellent
21 I like to go through a forum group on a website for further advice.	3	1	Excellent
22 I always search for the information of tourism related products and services in OTAs	3	1	Excellent
23 I always book or buy the tourism related products and services in OTAs	2	0.7	Good
24OTAs are the distribution channel I always purchase products and services from when I compare them with other kind of distribution channels before purchasing related tourism products and services via OTAs.	3	1	Excellent
25 I feel like the comments from discussion groups affects my decision making about purchasing products and services in OTAs.	3	1	Excellent

26 I always repeat my purchasing with the OTAs website I had previously chosen.	2	0.7	Good
27 I decide to purchase in OTAs because of my friends or family's suggestion.	3	1	Excellent
28 I will tell my family to visit the OTAs website if they have good after-purchase service.	2	0.7	Good
29. I will tell my family to buy products and services from OTAs if I can get the better price.	2	0.7	Good
30 I am always satisfied with OTAs website deal prices.	2	0.7	Good
31 I feel purchasing with OTAsis reliable.	2	0.7	Good

APPENDIX C

LIST OF EXPERTS

LIST OF EXPERTS

NAME	POSITION
1. Dr. Apitep Saekow	Dean of the Graduate School, Stamford International University Bangkok campus
2. Ajarn Phothiwong Suwannatat	Food and BeverageTrainer, Stamford International University Bangkok, Thailand.
3. Ms. Siripha Aneksittisin	General Manager, Kantary House, Bangkok

BIOGRAPHY

NAME Miss Thanomkhwan Thongprong

DATE OF BIRTH 17th March 1980

EDUCATION

2015	Master of Business Administration Stamford International University
2004	Master of Educational Administration Ramkhamhaeng University
2002	Bachelor of Arts (French) Silpakorn University

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