

**ELECTRONIC DISTRIBUTION CHANNELS OF HOSPITALITY  
AND TOURISM RELATED PRODUCTS AND SERVICES: A  
CASE STUDY OF THE BUYING BEHAVIOR OF  
THAI TOURISTS**



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### Abstract

The objectives of this study were (1) To study the consumer demographic segmentation of tourists who book or purchase hospitality and tourism related products and services booking systems; (2) To examine the environmental influences of tourists who book or purchase hospitality and tourism related products and services booking systems; and (3) To evaluate the perception of tourists, booking or purchasing hospitality and tourism related products and services booking systems.

**Research Methodology:** For a quantitative study, the sample consisted of 400 Thai internet users who have used online purchasing and booking on hospitality and tourism related products and services. Content validity of the developed test was verified by the item-objective congruency (IOC) index. The data was analyzed by using percentage, frequency, mean and standard deviation. The hypotheses were tested by Sample T-test, One-way Anova, and Correlation statistics.

Research findings were as follows: (1) Mostly, the tourists who had purchased the hospitality and tourism related products and services were from the young generation who purchase transportation and lodging industry; (2) The buying behavior of Thai tourists' has a positive relationship on the perception which consists of attention, distortion, and detention; (3) The tourists received the impact mainly from internal factors, while external factors can pay an important role for searching, uploading, sharing the information, and finding the details in the website and other sources.

**Keywords:** Online purchasing, tourism and hospitality related products and services

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# CHAPTER 1

## INTRODUCTION

### 1.1 Background of the research

Tourism and hospitality industry is becoming very popular and one of the important industries in Thailand. It helps to boost the economics of the country and helps to promote the country to the wider world. For the industry, employees use technology to adapt with tourism and the hospitality service, for instance, online booking, social media, content marketing, and the mobile phone internet. Currently, these are beneficial tools to help the industry have more convenience and make it easier for people to make their itinerary smooth. Online purchasing is one tool which is very popular in every tourism and hospitality related product and services (Yoopetch, 2013).

Online purchasing was first developed by the travel websites for both domestic and international tourism which allow people to book all the services, such as airline, hotels and resort, and car rental everywhere along their itinerary. Online purchasing is creating a lot of benefits for both service providers and customers. It represents a real time and operates over 24/7 (twenty four hours/seven days a week) for customers to book tourism and hospitality related products and services by using electronic devices which connect with the internet. The customer can book or purchase products and services online across the whole world. It is also a simple and easy way for service providers to provide related information of the businesses, different functions over their website or intermediary channels, including online travel agents, and wholesalers. This is another way for service providers, and they will save more costs for phone calls, brochures, leaflets or magazines. In comparison, it also takes a lot less time rather than booking in the past methods, for both service providers and customers (Starkov, 2012).

For the tourism industry in Thailand, there are still existing problems and controversy. Tourism in Thailand is focused on quantity rather than quality of products and services which relate to tourism and hospitality industry. Thai tourists in Bangkok are approximately 15 million people. The growth of the industry and the

development of tourism and technology has been impressive during recent times. But, there are still a cause of problems between the tourists and the service provider.

## **1.2 Statement of the Problems**

When high technology plays an important role in tourism and the hospitality industry, many service providers use the internet and digital marketing to adapt with their service and develop their service to have a higher operation and performance, such as information, advertisements, marketing, and online purchasing or reservation. Many services provide the online reservation as a one channel way for the customers to book their service. On the other hand, online reservation is not only giving benefit for both the service provider and customers, but it also causes some problem for both sides. Using high technology can face some impact and problems for undertaking online purchasing (Liu, 2000).

For tourists, online purchasing of the tourism related products and services has become the convenient way for them to book and plan for their itinerary. It is a tool that is quite popular for travelers for planning their trip. The products and services in this industry are intangible. The customer can compare and search for more information around the world. Even wherever they are in the world, they can get through to review the information and make a reservation by using the internet. The expectation of using the service is also high. The customer wants to make everything easy for themselves and also expects total trust from the service provider. However, there are problems in rating of information and systems provided by the service providers. As a result, they may cause a misunderstanding and effect the rate of the tourists' perception towards the service providers. This can also have an impact on the consumer buying behavior of the tourists (Crnojevac, Gugić, & Karlovčan, 2010).

In conclusion, even though the technology has increasingly developed the performance during the recent years, the problem of Thai tourists towards online booking of tourism related products and services still occurs in present times. In order to improve and solve the problem to meet the perception of tourists in the industry and develop the potential of the products and services, this specific research project will aim to help the better understanding of the tourists about the perception of online buying behavior. Finally, this can help and lead better a direction and

understanding of the service provider to develop a more successful outcome for online reservation.

### **1.3 Research Questions**

- 1) What is the effect of the demographic segmentation of the tourists towards online purchasing in hospitality and tourism related products and services?
- 2) What is the perception of tourists towards online purchasing in hospitality and tourism related products and services?
- 3) What are the **environmental influences (Internal & External)** of tourists towards online purchasing in hospitality and tourism related products and services?

### **1.4 Research Objectives**

- 1) To study the consumer demographic segmentation of tourists who book or purchase tourism related products and services booking systems.
- 2) To evaluate the perception of tourists, booking or purchasing tourism related products and services booking systems.
- 3) To examine the environmental influences (Internal & External) of tourists who book or purchase tourism related products and services booking systems.

### **1.5 Scope of the Research**

#### **1.5.1 Area of Research**

The scope of detail in the research that effects the customers' perception when using online purchasing of related tourism products and services. The research project will study the products and services which relate to tourism.

#### **1.5.2 Population and Sample**

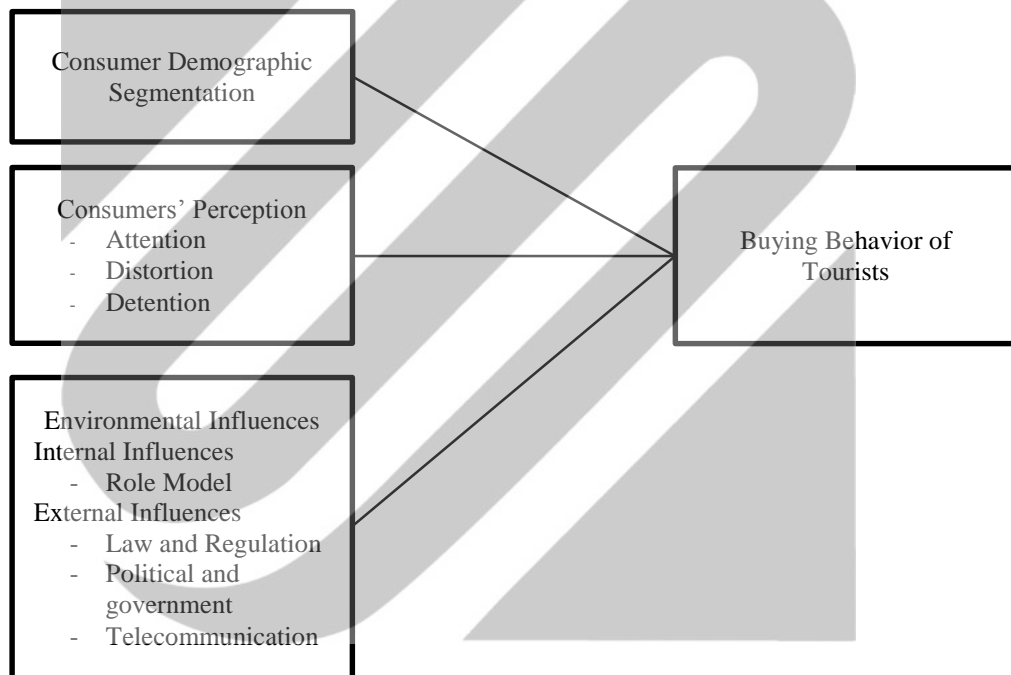
Thai internet users were selected as a sample of the research, especially targeting Thai internet users who have previously used online purchasing and booking hospitality and tourism related products and services. From the last statistics record in 2013, there were 303,725 of the population who were Thai internet users in Thailand. Therefore, the total number of Thai internet users as an appropriate sample size for this research project was 400 respondents, which was calculated by using Taro Yamane's formulation.

### 1.5.3 Data collection period

The data collection period was arranged to collect the relevant information on the weekends during April to June, 2015.

### 1.6 Conceptual Framework

The concept of the research in this study focused on the perception and buying behavior of Thai tourists of tourism related products and services in online purchasing. The research project used consumer demographic segmentations, the perception, internal factors and external factors, and purchase decision making that influenced the purchasing and booking of tourism related products and services.



**Figure 1.1 Conceptual Frameworks**

**Source:** Adapted from Kotler , Bowen, Markens, (2009), Williams, (2002), Grewal and Levy, (2010)

### 1.7 Research Hypothesis

H1: Tourists' demographic segmentation has an effect on online purchasing on hospitality and tourism related products and services.

H2: Tourists' environmental influences (Internal and External) have an effect on online purchasing on hospitality and tourism related products and services.

H3: Tourists' perception has an effect on online purchasing on hospitality and tourism related products and services.

### **1.8 Significance of the Research**

This research will gain more information about the online reservation activities and aims to clearly understand about the perception and consumer behavior of online reservations in order to improve and develop to meet the customers' expectations in the specific areas as follows:

1. The research is going to help and provide a better understanding in consumer behavior and perception of Thai tourists about online purchasing hospitality and tourism related products and services.

2. The results of this research will be beneficial for organizations in planning and organizing the direction to develop the successful outcome for online reservation of organization.

3. The results of this research project will aim to enhance the benefit for creating the trust and a strong brand for the hospitality and tourism industry.

### **1.9 Definitions of Terms**

**Online purchasing:** An application of the computer technology which allows customers to book tourism and hospitality products and services through the online internet and also in a real-time online system.

**Marketing intermediaries:** A business or service firm which helps to boost up tourism and hospitality services to create a revenue. It acts as a middle-man to help the company sell, promote, or deliver the service to the end user. It includes tour operators, travel agents, and hotel representatives.

**Tourism and hospitality related products and services:** A phrase which describes both the tangible and intangible aspects which are related to the tourism and hospitality industry, such as airlines, hotels and resorts, rail, car rental, or local attractions.

**Internet users:** A person who uses or has access to the WWW (World Wide Web) network to explore on a variety of activities from any device.

**Perception:** The response, interpretation, and recognition which allows people to make something into some meaning or to take a sensory of information.

**Online distribution channels:** The process of providing the hospitality and tourism related products and services transaction from a business or a vendor to deliver it to the consumer through an intermediary online distribution channel, such as social medias marketing, Web 2.0, website marketing, search engine tools marketing and Global distribution systems.

**Consumer Buying Behavior:** The buying behavior is a process of individual purchasing which is composed of many factors that influence their final decision making. It consists of a consumer's attitude, preferences, and the intention of the individual towards the decision making.

**Market segmentation:** A process of describing and dividing the consumer into different types of Geographic, Demographic, Psychographic, and behavioral segmentations.

## **CHAPTER 2**

### **LITERATURE REVIEWS**

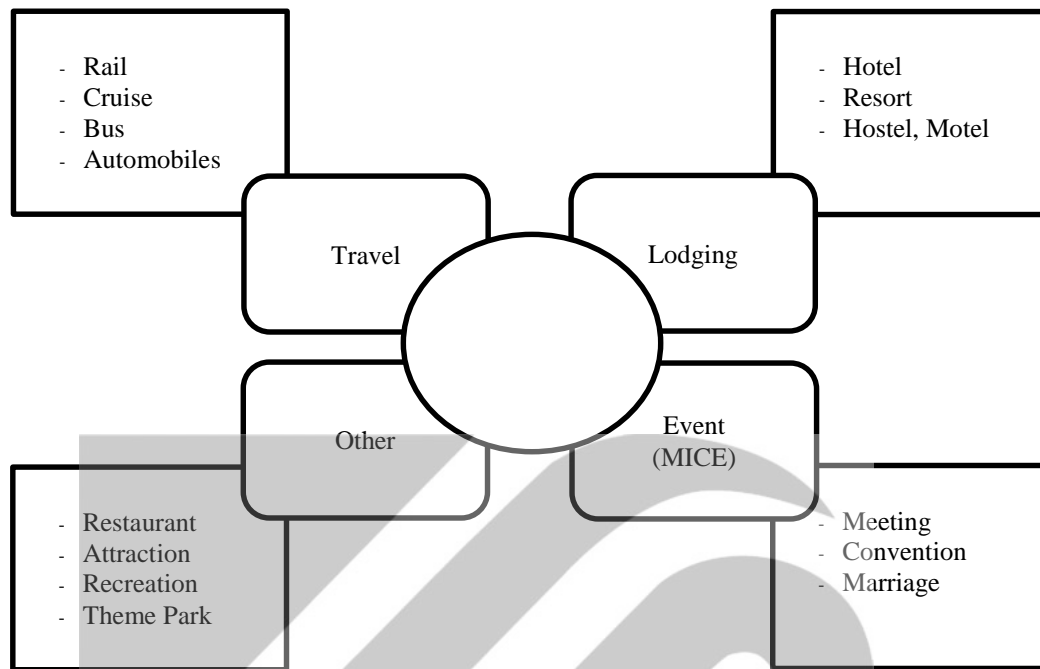
This study aimed to identify the perception and tourist behavior of the tourists who use online reservation of the tourism related products and services. Therefore, there were several related theories and previous related research projects, some concepts, experimental findings and literature that were reviewed to provide background information as a foundation for this study. The information consisted of reviewing the following areas:

- 2.1 Hospitality and Tourism Theory
- 2.2 Perception
- 2.3 Tourism Behavior
- 2.4 Electronic marketing in the hotel and tourism industry
- 2.5 Related research
- 2.6 Conclusion

#### **2.1 Hospitality and Tourism theory**

The tourism and hospitality industry has existed since the oldest days of civilization. The word ‘hospitality’ comes from the root word of “hospice” which is an old French word meaning ‘to providing the care for the travelers.’ The industry was developed by people who focused on the marketing effort to help the industry serve the right thing to the right customers (Walker, 2013).

Nowadays, the tourism and hospitality industry is the fastest and largest growing industry. There are different kinds of services within this industry, including hotels, airlines, travel business, food and beverage, and attractions (Figure 2.1). Tourism is very diverse with the markets and segmentations. People also travel for many reasons, for instance to visit friends and relatives (VFR), a backpacker, excursionist, education, religious and a short break tourist.



**Figure 2.1:** Tourism and Hospitality industries

Source: Walker, 2013

### 2.1.1 Definition of Service

The definition of the term ‘of service’ can be varied and different depending on the type of services and the service providers. The research of service mainly started in the 70s, for improving the business service and related services business. For businesses, the term ‘of service’ is defined as any business action or business activities that has or creates value added in service for a person (David, 2008). For instance, here are some definitions provided from previous researchers in this field:

The way of delivering the services and values to customers by making the convenience to meet the expectation and outcome of the customer (Hurwitz et al, 2009).

The service does not specify as procurement or engineered but it is about delivering the service to the end user. To construct the service infrastructure by the service provider decision is not part of the service (Sobieski, 2006).

A series of any activities which are intangible by the nature, but do not commonly take place in relationship between the customer and the service resources

of the service provider, which provides the solution to the eventual end user (Grönroos, 1990: 27).

Service is activities which take reaction and action to the customer. The customer can perceive the value of purchasing through the service action. In hospitality service, the service is performed by humans and by a system to the guest. For instance, the remote operator for a hotel's television screen or monitor when the guest finally check-out (Barrows and Powers, 2009: 503).

Scholars Lovelock and Wirtz defined the term of service as service being types of productivity and economic activities which are provided by one or a party to another participant without transferring ownership. Services generate value from renting out, or access to goods, labor, personal skill, facility, network, or system, individually or in combination (Lovelock and Wirtz, 2007).

Thus, the concept and definitions as noted above, the researcher can summarize the term 'of service' in tourism and hospitality as the service as the type of activities that deliver and create value added to make the best quality, create most satisfaction, and good experience to the final user.

According to Kotler et al., (2009), service can be defined into the four main characteristics, which are detailed as follows:

### **1. Intangibility**

Normally, service can be distinguished as the way to define the difference between goods and services. Goods is a tangible with can be touched, seen physically on the figure, while service is a intangibility which a person cannot see and has the inability to touch, smell, hear, or taste, especially with tourism and hospitality services. For this industry, the customers only receive experience on the service provider performance or through word-of-mouth of social trends and the close related issues.

### **2. Inseparability**

This term refers to how the delivery of the service is provided to the customer. The service as a characteristic cannot be separated from service provider. Thus, the service provider is a part of the service. The service must be produced by the service provider and consumed by the customer. Due to inseparability, it is not possible to define the standardized nature of the service performance from the service provider.

Therefore, the service industry and the provider need to find and focus on both the wants and needs of the customer and develop the input of suitable personal skills to improve their performance.

### **3. Perishability**

The service cannot be stored while the goods can, which means that if the service provider cannot sell the service or the capacity was not used, the service may lose the revenue for those services for the long term, or even forever. The service provider must manage both service and time together. As a result, it is possible to see that the demand of the tourism and hospitality services are fluctuating and cannot manage the inventory like goods. The service provider may need to understand the demand, price, reservation and promotion and also create the well-being capacity.

### **4. Variability**

The service is highly variable, or also referred to as heterogeneity. The ability to provide the standardized service seems to be very difficult for both tourism and hospitality fields which mainly rely on the service industry. As the service can be served to individual people, each customer may not receive equally the same kind of experience when compared to others. In that case, the service provider must take some action to keep remaining the standard of the service performance and manage the service quality to try and make it as consistent as possible.

### **Measurement of Service Quality (SERVQUAL)**

There are some ways to measure the service quality and develop ways between service quality and customer perception. It is based on previous research and was first introduced by Parasuraman, Zeithaml and Berry in 1985 (cited in Bearden et al, 2011). The measurement is called the “SERVQUAL” scale which is a tool that can be applied and adapted to the tourism and hospitality businesses. The SERVQUAL divides the service quantity into five dimensions, which consist of: Tangibles, Reliability, Responsiveness, Assurance, and Empathy. The details are presented in Table 2.1:

**Table 2.1** The SERVQUAL scale

Dimensions	Description
Tangibles	An equipment, a physical facility, and the appearance of being personal
Reliability	A trust and the ability of performance which can be performed as promised, accurately.
Responsiveness	A full awareness of willingness to help customers and provide a positive service to customers
Assurance	An ability of an employee who has knowledge and skills with the ability to use trust and confidence
Empathy	The businesses provide care on each individual and offer attention to every customer.

**Source:** Adapted from Bearden, Netemeyer and Haws, 2011

The measurement uses customer expectations and perception after receiving the service of those offered by the service providers. The feedback can help service providers to measure the attitude and satisfaction of customers after using the services. In addition, this measurement can measure and identify problems and find the direct way to improve and develop the products and services. Moreover, it also helps the business with more understanding about their customers and the general social needs.

### **2.1.2 Tourism and Hospitality related products and services**

Hospitality and tourism related products and services have a relationship between each other. Most people tend to get involved with those products and services as a tourist or a customer. This industry comprises of many products and services in the field. Its content includes accommodation or lodging business, food and beverage businesses, event organizers, attraction and theme parks, and transportations with involved airline businesses (Nectec, 2011: Online).

Most of services described above operate by a service provider who mainly uses online channels as a major way to connect with their customers or tourists. For instance, via online reservation, online advertising, email marketing, public representative distribution, and Web 2.0. On account of this, online channels can be separated in a worldwide context and people can reach and access relevant information rapidly (Starkov and Safer, 2012).

## **2.2 Perception**

The definition of perception is a process which an individual selects, organizes and interprets information to understand the environment and create the meaning of it in a social context. It shows what has influenced a person or a society in perception of the subjective situation. Perception is driven by the motivation of a person, group or society. The key point of perception is on the individual. Each individual can receive a very different perception on the very same object. This is due to three perceptual processes, which are selective attention, selective distortion, and selective retention (Armstrong, Adam, Denize, Kotler, 2015).

### **Selective attention**

This is the process of selecting information by their own reference or selecting what the individual wants to see or hear. The service provider has to work hard to attract consumers' notice and constant attention. Customers will be more aware of noticing stimuli when the things that the service provider presents will meet their needs and anticipation on a commercial website (Andrews, 2009).

### **Selective distortion**

The selective distortion process can occur when people start receiving information from other stimuli. The point of selective information is to twist information into personal meaning and describe or interpret a clear meaning into the information. In this process, the service provider cannot play any important role to help the customer. The customer will make their own interpretation and translate the material into their own belief in order to create an individual perception (Kotler et al., 2009)

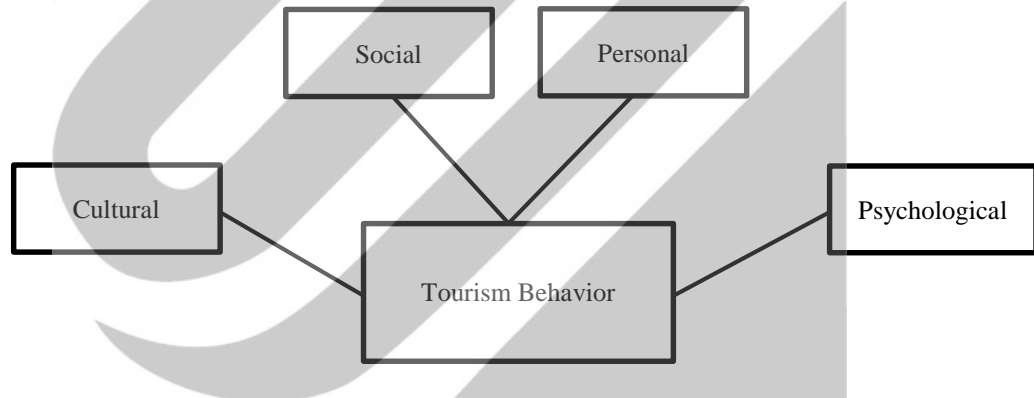
### **Selective detention**

Normally, people always remember good thing and bad thing, select what to remember and to forget. Selective retention is the way for service provider to deliver the message or any communicate way to remind and maintain the customers which support the belief and attitude (Kotler et al., 2009)

### 2.3 Tourism Behavior

Tourism and hospitality today has become a highly competitive industry. It is because there are many service providers in this industry. Tourism is the main subject which influences and impacts relative behavior. When a customer would like to consume or purchase related services, they may be influenced by varies factors by their society, personal contacts (friends and relatives), work colleagues and so on. The important fact which gives the hardest dilemma for a service provider is that they cannot control those factors. The service provider must pay a lot of attention to understanding and differentiate each customer. One definition of ‘tourism behavior’ is a person who takes an action in purchasing and using or consuming products and services which were based on their decision making process and given subjective opinion on those actions (McColl et al., 1994).

There are several factors that play an important and sometimes a significant role on tourism behavior, as demonstrated in the following Figure 2.2:



**Figure 2.2:** Tourism Behavior

**Source:** Kotler, Bowen, Maken, 2009

#### 1. Cultural

Culture is consists of perception, values, beliefs, needs and wants, behavior of one person or a specific group. Culture will is learnt since people were a child and also learnt from society. Culture also contains some sub-cultures and social class systems. Sub-culture is an integral part of any culture which means a group of people

who share values based on their past experience and their lifestyle (Spencer-Oatey, 2012).

## **2. Social**

The social factor also has an influence on the tourist behavior and consumer preference which is based on primary and secondary groups, such as family, friends, the religious community and society. Society also has sub-groups, which are also referred to as membership groups. Each individual's attitude and perception will be influenced by those small groups of people. Moreover, there is also another group called a "Reference Group" which means a person who would like to be or act almost like a reference person in both attitude and behavior. Another group is the "aspirational group" whom they do not belong or inspire to be like, in the pattern or model but would like to be. For tourism, this group has an impact directly on the tourists. It is because they can receive and have an impact from the social networks, such as word of mouth or social reviewers. Moreover, the important thing that directly influences every group is a product and branding, especially in intangible products and services such as online reservation.

By using preference to an individual between tourism and hospitality related products and services, people will learn from socialization, motivation, perception and learning which all combine together (Kotler et al, 2009)

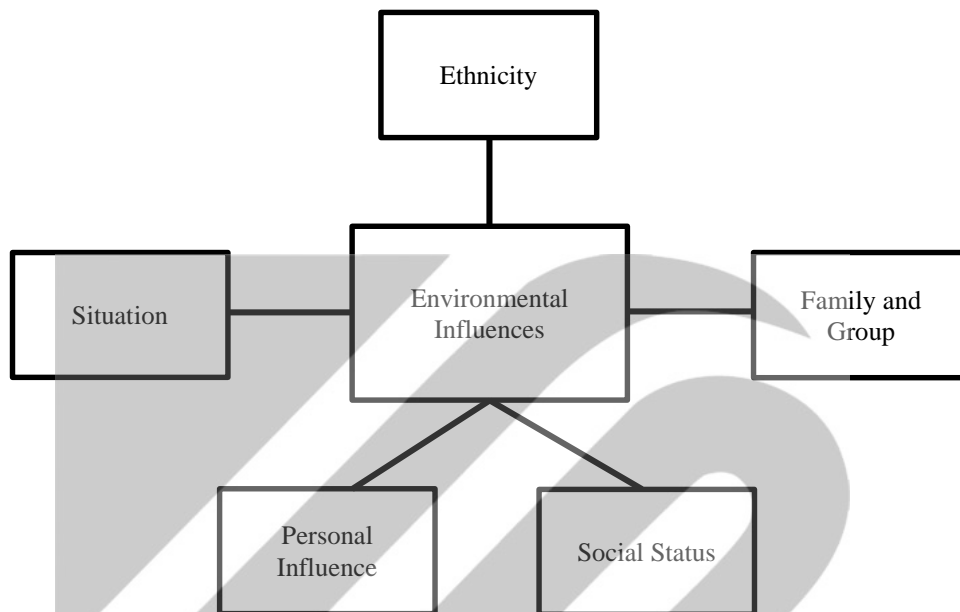
## **3. Personal**

A person's decision is influenced by other personal characteristics such as lifestyle, occupation, age, or their economic situation. Each person's behavior will impact to their surrounding environment.

## **4. Psychological**

To decide the choice of something, a person will consider their decision based on four major psychological factors which consists of motivation, perception, learning, and attitude. First, when a person wants or needs something, motivation is the need that is sufficiently pressed upon to direct a person to make them satisfy and serve the needs. These needs are arising from the hunger, discomfort or self-esteem. Those feelings of needs have driven the motivation of a person. Learning is something that every individual knows and learns from their past experience. When a consumer experiences a product or a service, they have already learnt about it. Belief and

attitudes arise from the experience and a person holds or trusts in something. These can cause the opinion that occurs based on their knowledge. Both of belief and attitudes are very hard to change (Kotler, Bowen, Makens, 2009).



**Figure 2.3:** Environmental influence on consumer behavior

**Source:** Adapted from Williams, 2002

### **Motivation**

Motivation is a process that is controlled by the individual. The individual will make choices which are based on their expected result and are lead by performance. Vroom's theory has explained the motivation in expectancy theory as being: "multiplicative function of valence, instrumentality and expectancy" (Stecher and Rosse, 2007). It is recommended that people who choose their own action which is based on their perceptions, belief and attitudes as the most important of their wish is to appreciate the contentment and avoid anything they perceive as being uncomfortable (Vroom, 1964 Cited in Rudani, 2013).

Expectancy can be another word of belief of the better performance. It can also be described as the normal example. If a company develops the performance of online reservation, they will gain more customers and decrease the negative problem which occurs from a bad, inefficient, system. Most of all, expectancy must be based

on the correct and availability of the resource, together with the full capacity of skills and support on the work. Having trust and responsibility when an individual makes a decision can be describes as instrumentality. Instrumentality means the thought of whether an individual had performed well and deserved the value outcome (Vroom, 1964, cited in Rudan, 2013).

Valence can refer to value and belief about the result of desirability (Redmond, 2010). There is the difference between the individual and the result. As a result, Vroom concludes with the theory of motivation that the motivation must be compose with expectancy, balance and instrumentality together to drive an individual to have a motivation.

### **2.3.1 Consumer Market Segmentation**

The consumer of tourism and hospitality related products and a service are broad and various. To maintain and gain a competitive advantage for service providers is very difficult task. Therefore, to separate consumers into smaller groups or segmentation is going to help service providers find it easier to control and manage their consumers and meet all, or at least most, of the consumers' expectations.

The definition of 'consumer market segmentation' is a marketing strategy and process which describes the difference of each individual to a group of people in each segmentation. It is also helps the business to gain a better understanding about the consumer with the same type of segmentation or across the segmentations. Hospitality and Tourism have varies types of related products and services which serve the different type of people and different background, needs, wants, and perception. Consumer segmentation could be necessary for the business to serve and deliver the right service through the right customer to meet the expectation and perception of the consumer (Grewal and Levy, 2010)

The consumer market segmentation categories can be separated into five basic types which can be identified as: 1) geographic segmentation; 2) demographic segmentation; 3) psychographics; 4) behavioral segmentation; and 5) benefits sought (Reid, Robert, & Bojanic, 2001).

### **Geographic segmentation**

Geographic segmentation is to distinguish customers into a group where they live by countries, region, city, or any regional area in the world. The hospitality and tourism industry can provide the same basic types of goods and services to this segmentation and meet the basic needs and expectations of the consumers (Larsen, 2010).

### **Demographic Segmentation**

Demographic segmentation divides consumers into their common characteristics including gender, age, income, family, occupation and education. This segmentation is easy for service providers to measure, reach and understand individual people. The most significant characteristic of demographics that is very important is gender. Gender plays an extremely important role for every marketing product and service to men versus woman (Gilligan and Wilson, 2009).

### **Psychographic Segmentation**

This type of consumer market segmentation classifies consumers into their individual preferences. Psychographics study how people choose their own selection and what they find preferable which is based on their own characteristics or personal behavior. Therefore, psychographic segmentation can describe the character of a consumer that bears weight on their response to the product and service through their individual perception (Hafner and Grabler, n.d.).

### **Behavioral Segmentation**

Behavioral segmentation focuses on the human behavior on consuming in a market place. In addition, behavioral performance can be explained as how an individual does something in frequency or their relationship with one product or service. Marketers have to work with this segmentation by using communication and promotion to serve consumers. For instance, the loyalty program or membership can help the service provider to collect the data of each consumer. As a result, the service provider can develop their products and services to serve better and aim to satisfy and meet the consumers' need (Gilligan and Wilson, 2009).

### **Benefit Sought Segmentation**

Benefit sought can be described as the benefit that consumers receive after they purchase the product or use the service. This segmentation seeks the benefits as

the most important factor. For instance, a tourist is going to choose the airport hotel due to the convenience and the close location of the hotel to the airport (Birjandi, Hamidizadeh, and Birjandi, 2013).

### **2.3.2 Consumer Buying Decision Process**

To select while purchasing in online hospitality and tourism related products and services is mostly intangible. The consumer cannot try, touch or see physically the specific figure. These aspects are perishable, so the customer needs a lot of consideration before making a purchase when using the online distribution channels. From the previous studies of the consumer purchasing process, it was determined that there are five stages of the consumer buying behavior decision process when buying an online hospitality and tourism related product and/or service (Jeddi et al., 2013).

Research undertaken by Pride and Ferrell (2014), developed a model of consumer buying decisions into five stages based on the purchasing decision process: 1) the need of recognition or problem recognition; 2) information search; 3) alternative evaluation; 4) purchase decision; and 5) post-purchase.

#### **1. Need of Recognition/Problem Recognition**

This is the first step on the buying decision process. This is because when customers decide to purchase something, they must base their needs and wants behavior to satisfy themselves and their expectations. The need of recognition can be classified by three individual types of need, as described below:

1.1 Functional need – the need that is obtained from the specific function of the feature related on the product for a better performance

1.2 Social need – the need that arises from the specific desire on belonging or being fashionable to meet the social need or impact on a social trend.

1.3 Need for change – this type of need comes from the need to change from the original item to change to something modern and new.

#### **2. Information Search**

When the consumer can decide on what they need, there is the time for them to seek more relevant information. The consumer may use the internet that provides information, or a reservation channel, and other reference sources, such as a blogger review, Web 2.0, or social media for more information. The information can be

divided into two types of information. 1) Internal information is the information that already exists in the consumers' mind or memory. It comes from their past experience on trying a product or service. 2) External information, which is the information that an individual receives from their external environment, such as a celebrity role model, their family, friends, or work colleagues and so on, by review or other experience.

### **3. Evaluation of Alternatives**

When a customer gains enough information, the consumer is going to evaluate the criteria of the product and service and choose from the alternative the best choice which delivers the most benefit to the consumer. This also influences the personal attitude and perception of the consumer.

### **4. Purchase Decision**

After the consumer evaluates the product and service, the consumer is ready to make a decision. To serve the most appropriate requirements and respond to the need to make them completely satisfied, the decision will be based on their previous experience and any alternative evaluations. However, these steps can be directly affected by other factors, such as experience, availability, or promotion which can lead to making the decision on whether to choose offline or online hotel reservation.

### **5. Post-purchase Evaluation**

When a consumer purchases and uses the products and services, the consumer is going to evaluate it by comparing it with their original needs and expectations. After that, the consumer will decide whether they are satisfied or dissatisfied. This feeling will also affect any future decisions they will make and their personal perception of the overall product or service they have received.

The most significant impact on buying behavior is the customer's opinion after purchasing the products and services. If the products and services deliver the complete satisfaction to the consumer, the consumer is then going to reduce the information search and the alternative evaluation stage for the next purchasing for the same type of products and services they will choose to purchase. This situation can also arise to the customer loyalty to the service providers. On the other hand, if the consumer is not satisfied by the products and the service after they have used it, then the consumer must have to revise the very first step of the purchasing decision process once again, in order to seek their satisfaction (Lee, 2005).

As a result, the consumer is going to receive both the positive and negative feelings towards the product or service that was provided. The consumer may then openly share their opinion or spread their word of mouth to their related family and friends or work colleagues.

## **2.4 Electronic Marketing in the Hotel and Tourism Industry**

Modern technology leads to the electronic marketing today and is presently making a rapid and amazing impact to the tourism industry, especially for the online tourism industry. The internet and new technology have driven the business operation to deliver information and is beneficial to customers. In addition, electronic marketing can create the short-cut access across the whole world. Moreover, these facilities could also help the industry to improve, and develop the system to be more trustworthy and stable to meet the consumers' expectations and satisfaction (Buhalis and Soo, 2011).

### **2.4.1 Online Reservation Service**

The online reservation service is a system that stores information and provides transactions. Nowadays, online reservation provides for almost every hospitality and tourism service which consists of hotels, airlines, car rental, other transportation, and tourist attractions. Online reservation originated from the airline industry which used a system called "central reservation system" or "CRS" to help them book their hotel rooms when customers book their airplane seats (Andrews, 2009).

Following that stage, travel agencies applied and adapted an online reservation system to sell their products and services, which was called the "Global Distribution System." The Global Distribution System, or GDS, is a network of a central reservation system that computerizes bookings and allows third party travel agents to access it. This system will have no inventory because it is based on a continuous real-time link, which is similar to the system with the business provider in airlines, hotels or transportation to know whether there are seats or rooms available. The business can be direct and provides access to both customers and the service provider through the

internet gateway. By using this system, customers can book the flight, the hotel, and other tourism and hospitality products and services.

The adaption of the global distribution system was developed to allow an increase in the customer reservation for their tourism and hospitality related products and services. Even though this system exist, the tourists still need a travel agent for assistance. However, the airline industry also introduced an internet booking engine, which helps airlines save cost on the intermediary channels, and save time for both travelers and the airline business. Moreover, they can support directly to their customers and protect the payment system. Internet booking is set and allows customers to choose and design their own destination and find more information by themselves. It can show the real time booking and the customer status, and the payment process. After that, internet booking was chosen to be used by other hospitality and tourism service providers that serve the customer for more convenience ways to reserve the products and services (Hikkerova, 2010).

Internet booking engines nowadays are placed on almost all tourism and hospitality products and service websites. The service providers will allow customers to access and reserve their service by themselves. A real-time activity is created to allow customers to have availability for twenty-four hours a day, seven days a week, worldwide. On the other hand, the privacy protection and security support still needs to be improved. There are still a lot of problems about the lack of sufficient enough information that is made available, the ability for full privacy, and the authorization for websites of the service providers (Amadeus, 2007).

#### **2.4.2 Online Reservation Trends**

For online reservation trends, the fastest growing rate of online travel reservation is within the Asia-Pacific zone. This is because the Asia-Pacific region has advanced high technology and a lot of countries there have been developing technology in recent years. Therefore, the online reservation websites in Asia are designed as being easy to use and provide efficient information for the consumer. It has had an impact directly on the hospitality and tourism industry. Moreover, it is because the tourists want a flexibility, mobility, and real-time access or a direct reach to information and tenets that they want and expect less transaction. Moreover, the

developments of direct websites, search engines, and intermediary channels as an online travel agency (OTA) are becoming a very popular way for tourists to look for information before making their reservation. Especially true is that an online travel agency is seemed to be a one stop service for tourists to book the tourism and hospitality related products and services from. In addition to that, the online websites can compare different brands in the same types of services, products, packages, or even comparing the price between brand and service quality that is on offer (Law and Cheung, 2006).

Caitlin (2014) give an opinion that the online booking trend is now growing more and more in electronic devices and certainly in the tourism and hospitality industry. This is especially true in the mobile telephone and tablet devices that have seen a continuous increase of use over recent years. The statistics show that more than 75% of global travellers have declared that it is very important that they can make a reservation in advance and on time by using a the website. The service providers also have developed their online reservation and their website to apply with every device. Mostly, all customers want the website and application which is very easy to use and apply and finish in just one or two touches while also having a complete security to protect their personal information and their personal financial details (Caitlin, 2014).

### **2.4.3 Online Reservation Statistics**

The hospitality and tourism industry is spreading to become accessible worldwide. People who want to travel will have to reserve a hotel, their transportation, and other related hospitality and tourism related products and services. There are many varieties of ways to book the related products and services. The newest method to reserve a travelling itinerary is through an online reservation channel. The list of statistics provided below in Table 2.2 shows the rate of consumers who use online reservation when compared to other factors.

**Table 2.2** The reservation methods versus demographic segmentation of consumers from the total world population.

	Internet	Business vendors	Travel agents	Walk-in
<b>Gender:</b>				
Male	23.7%	35.1%	41.2%	3.1%
Female	31.9%	23.2%	42.0%	2.9%
<b>Ages:</b>				
21 - 30	30%	20,0%	40,0%	10.0%
31-40	31.6%	34.2%	34.2%	0%
41 - 50	21.9%	43.8%	34.4%	0%
>51	26.7%	21.3%	48.0%	4.0%
<b>Country of residences</b>				
Europe	40.7%	28.8%	27.1%	3.4%
USA	11.1%	88.9%	0%	0%
Others	34.6%	38.5%	0%	0%

**Source:** Crnojevac, Gugić, and Karlovčan, 2010

**Table 2.3** The number of Thai internet users who have made an online buying in Hospitality and Tourism related products and services.

	Foods and Beverages	Hotels & Transportations
24 or under	7,605	3,395
25 - 34	9,618	18,782
35 - 49	15,433	32,654
50 or higher	5,890	21,297
<b>MALE</b>	<b>38,546</b>	<b>76,128</b>
24 or under	27,948	3,236
25 - 34	34,819	32,956
35 - 49	31,007	35,316
50 or higher	6,976	16,793
<b>FEMALE</b>	<b>100,750</b>	<b>88,301</b>
<b>TOTAL</b>	<b>139,296</b>	<b>164,429</b>

**Source:** Ministry of Information and Communication Technology, 2013

## 2.5 Related Research

**Crnojevac, Gugić, and Karlovčan (2010)** stated that high technology has played a very important role to the hospitalities industry. Technology has been adapted for the hospitality and tourism industry that has now changed tourist behavior. The previous research studies have shown how the internet online and offline reservation and tourist characteristics relate to a hotel guest and the relevant demographics. The studies have shown that each classification, such as age, gender, country of origin of the tourists, who prefer to make reservations through an online channel, will depend on the nature and propose of the travel. In addition, the consumers also use their experience, benefit, attitude, and expectation to decide whether they should book an online or offline reservation.

**DeVoren and Susman (2014)** conducted research on the statistics of TravelClick North American Distribution Review. They reported about online channels of the hotel industry and noted that they had increased and reached the highest majority in 2014. Online channels which include hotel websites, online travel agencies, and the global distribution system are continuously growing between individual businesses and the tourists who use them. The major group that uses an online channel is the transient segment (individual travellers and a business traveller). John Hach, the Senior Service President of TravelClick, stated that it is an opportunity for tourism and the hotel industry to increase their revenue by adapting to the online reservation channel to the individual businesses.

**Agheorghiesei (2011)** undertook research on the impact of online booking systems on customers in Romania. The study stated that the online tourism market in Europe had developed from 20% in 1998 to an amazing increase of 65.2% in 2009. The internet has played an important role in the tourism marketing. On account of the flexibility, conveniences, easy to access anytime and anywhere around the world, these factors have made the online booking grow rapidly in a few years. Tourists are going to enjoy the self-service and compare prices between an intermediary agent and a direct website. As a result, the research found that the online booking is widely used by teenagers who are willing to pay a lower price, have less fear of their future experience, and search widely for various promotions. They like to find out information by themselves rather than going to tour operators. This is compared to

people who have a family, earn a high income, aim for security in their payment, but still use tour operators to setting their holiday or travel itinerary. Sometimes they look for the relevant information through the internet but they finally tend to end-up with booking through a tour operator. The result of this research can explain that different demographics will have a direct effect to the customer's perception towards online booking.

**Efthymios Constantinides (2014)** studied on what factors influenced the user experience on websites through online purchasing consumer behavior. The innovation of technology has lead to E-marketing releasing new tools to meet the consumer online experience. E-marketing has a significant impact on consumer behavior and purchasing process. As a result, consumer behavior in the tourism industry must deal with the specific uncontrollable factors. The psychology issues also has an impact on the uncertainty of consumers' trust on communication and creditability of the hospitality and tourism vendor through the website.

**Litvin, Goldsmith, and Pan (2006)** studied the influence of the word of mouth towards the hospitality and tourism industry. Word of mouth is the communication of interpersonal influence on a specific topic. On account of this particular industry, the business provider's serve the intangible assets. When word of mouth is accessed to the internet channel, word of mouth in the electronic channel can tend to spread much faster, wider, and become very efficient than the traditional word of mouth. Word of mouth can be sharing information on the travel experience, post-trip sharing in both positive and negative tones which gives a direct opinion to the reader. These can have a huge impact on the consumer who is searching information before their purchasing decision proves positive. The service provider must deal and handle with the positive and negative information that is portrayed through word of mouth, very carefully. In another research project, Paulin Ratnasingam (2012), described the impact on customers' trust and decision towards online hotel reservation. The research results provided the argument that customers' trust can be easily changed. The most common factors that customer were concerned about where the trust and the privacy when using the online reservation system.

Trust can be described as an action, belief, and expectation of performance between a party and a trustee or exchange between partners. For the hospitality and

tourism business, the service provider can create trust by delivering the promise on their service performance, especially when it involves a website. The business can provide true, genuine information, the best rate, and trustworthy images of the location that the guests will recognise when they arrive at the hotel. The hotel must deliver the correct service, including service quality, a real atmosphere, and confirmation of the booking by email to ensure and meet the consumers' expectations. There are three main characteristics which are related to the consumers' decision making, which are competence, goodwill trust, and predictability. Competence is a trust which can be described as an ability of a service provider to deliver to consumer's wishes and belief in their performance and ability, including skills or knowledge of workers, hotel infrastructure, or the service that the service provider promises to deliver. Predictability trust is where the consumer relies on the service quality and the consistent quality that the hotel will provide by meeting their set promises. Goodwill is a factor that the hotel and its employees rely on, including attitude, honesty, a positive image, and a taking care approach, which will all be reflected in the consumers' experience. Goodwill can predict and can create future word of mouth recommendations by reviewers. In conclusion, this research project can help the service provider to increase the awareness and trust image of the hotel which includes all the hospitality and tourism businesses. Moreover, there are also possibilities to create positive opinions and a wonderful experience towards creating a beneficial word of mouth and trust in future booking decisions by other potential customers.

**Peng, Xu and Chen (2013)** stated that online travel booking in modern times is a specific business transaction that delivers to customer or B2C (Business to Customer). Purchasing an online reservation is actually intangible which is very different from other online purchasing. An online travel agent, or OTA, now plays a very important role in the hospitality and tourism industry and gains great attention from the customers. This online travel agent is the key in developing the electronic business. These important issues can be summarized into the stages of customer online purchasing hospitality and tourism products and services, which are: 1) online information search; 2) determinant of online booking; and 3) becoming an online booking loyal customer. In addition to this, one of the most significant impacts when

a customer is buying through an online channel is the online reviewer, such as TripAdvisor. Social reviews can create both the positive and negative impact to the service providers.

**Ryan Smith (2011)** studied the customers' pre-purchase decision in choosing and using online reservation for chain restaurants. There are more than a hundred restaurants in most large cities. Each restaurant must create the unique atmosphere for their unique attraction for customers. As the internet has a huge impact to the hospitality and tourism industry, the food and beverage industry is one of the subset sections of the hospitality and tourism industry, which receives the impact of the online reservation results also. This is especially true for the chain restaurants, because there are many branches in the same chain under the same brand image and the same brand name. Providing the online reservation for customers is the one channel way for the chain to gain competitive advantage and secure an easy way to attract the decision process for potential guests. Moreover, it can help the restaurant manage their seating during the service stage. The customer can also find the information before making a decision in choosing the appropriate restaurant.

**Tamara Gaffney (2013)** it became apparent that the trend of online booking is growing higher in every year especially during the high season part of the year. This trend was found in studies that were assessing American people and the results showed that people used online booking mainly for car rental, travel agencies and confirming a hotel room. It was suggested that this trend was because people understand that online booking is faster and is provided by electronic devices. Booking through a tablet is now rising rapidly, and using a mobile tablet in America has increased by 7.5% and has become a major frequently used tool for this industry. On account of increasing high technology, this can certainly be an advantage for a new channel way for selling and providing the service needed for the travel industry.

**Thakran and Verma (2013)** indicated in the study about the hybrid online distribution channel in the travel industry that there have been four revolutions of tourism online distribution channels which are the Global distribution system, the Internet, SoLoMo, and hybrid periods. The global distribution system era was the first step of the tourism industry in developing the digital distribution channels. The hotels and airlines can be bought on a real-time system by travel agents almost anywhere

worldwide. The Internet era started in the 1990s under the World Wide Web (WWW) website titles. This era helped the tour operators or travel agents save a lot of costs in direct marketing. Most of the travel agents, hotels, and airlines started to invest in building their own website and putting the online reservation system onto the website instead of using the global distribution system. The third era was SoLoMo, which is composed of the Social, Location, and Mobile application which customers can use to process their booking on their own. The last era was the Hybrid, which started to become active in 2013. The customer is involved in the online channels while searching the vast variety of information at the same time before making their final decision. The travel vendors have invested and put in a lot of attention to improve their service quality to attract more customers. Moreover, the online channel trend is continuing to grow and is expected to expand in the future.

## **2.6 Conclusion**

The literature review analyzed information that was retrieved from the existing textbooks, online academic articles, previously researched Master's degree Thesis, research in independent studies, and articles in journal publications in order to obtain further knowledge. Therefore, it was discovered in the existing material that tourism related products and services related to online buying behavior has played an important role to have a direct impact with tourism behavior in the hospitality and tourism industry field.

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

The previous chapters covered a general overview that has been conducted to the understanding of perception and consumer behavior towards online buying for hospitality and tourism related products and services. This chapter presents the methodology and content of collecting data, the research approach, and interpreting the data through analysis as a tool for studying to achieve the research objectives. This section and process will cover the following topics:

- 3.1 Research design
- 3.2 Population and sample size
- 3.3 Administration research instrument
- 3.4 Test of the research instrument
- 3.5 Data collection process
- 3.6 Data analysis

#### **3.1 Research Design**

This research used the quantitative research method using a designed questionnaire survey as the data collection method.

#### **3.2 Population and Sample Size Population**

The population sampler for this research project were selected from the tourists who purchase hospitality and tourism related products and services. According to the data of the National Statistical Office, the total of Thai internet users who purchase hospitality and tourism related products and services as of December, 2013, was 303,725 users, which will be the population sample size for the study (National Statistical Office, 2015).

Bangkok metropolis is the capital city of Thailand. Bangkok is one of the most loved tourist target destinations for many people. There is a huge variety of activities, great convenience in public transportation, and a wide variety of choice of hotels

which include all hospitality and tourism related products and services that are provided for the tourists. Moreover, Bangkok metropolis serves highly sophisticated technology for tourists, including 4G mobile phone area, internet connecting, and several Wi-Fi hotspots in tourist areas (Bangkok guide, 2015: Online).

In order to get the efficient information and a good response, the tourist will be asked by the researcher about their experience of online buying hospitality and tourism related products and services to meet the purpose of this specific research project.

### Sample size

The sample size of the tourist target group was calculated by using Taro Yamane's formulation. The formula will calculate the sample size with 95% confidence coefficient with an error level of 5% ( $e = 0.05$ ). The researcher will use this formula to find the size of the population as below:

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

The letters relate to different values;

$$n = \text{Sample size}$$

$$N = 303,725$$

$$E = \text{significant level (0.05)}$$

According to the formula, the sample size for the research can be calculated by:

$$n = \frac{303,725}{1+303,725(0.05)^2}$$

$$n = 399.47$$

The result of the calculation from the total population is 303,725 users which gives the sample size for this research to be 400 respondents.

**Table 3.1** Sample size for  $\pm 3\%$ ,  $\pm 5\%$ ,  $\pm 7\%$ , and  $\pm 10\%$  Precision Levels where Confidence Level is 95%, and  $P=.5$

Size of Population	Sample size (n) for Precision $\epsilon$ of:			
	$\pm 3\%$	$\pm 5\%$	$\pm 7\%$	$\pm 10\%$
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, cited by Borah, 2013

### 3.3 Administration research instruments

To acquire information and data from the participants, the researcher decided to use the quantitative method by writing a questionnaire to collect data from the respondents. The questions were related to the relevant concepts and theories. Therefore, the questions were divided into four parts as explained in the following section:

#### Part 1) Consumer demographic segmentation

In the first part of the questionnaire, the respondents were asked about some basic information concerning their demographic characteristics about themselves by using closed-ended questions. The questions related gender, the age range, the level of education, occupations, the range of the monthly income, the frequency of using the internet, and the frequency of using online websites for buying hospitality and tourism related products and services.

## Part 2) Perception

In the second part, the researcher created questions to gain the respondents' perception and attitude towards consumer buying behavior when purchasing hospitality and tourism related products and services through an online channel.

The pattern of the questionnaire used the Likert Scale (Likert, 1970, cited in Bertram D., 2007) for the evaluation, so the respondents were provided the answers under the scale from one to five, depending on their level of agreement, set as follows:

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

The perceptions of the Thai's tourists were measured by using the five scale average as the interval range calculation by using the following formula:

$$\begin{aligned}\text{Interval score of each level} &= \frac{\text{Maximum score} - \text{Minimum score}}{\text{Number of interval}} \\ &= \frac{5 - 1}{5} \\ &= 0.8\end{aligned}$$

As a result, the calculation of each interval level was equal to 0.8 which was used to separate the range of scores into five levels, as follows:

Average Score	Level of Importance
1.00 – 1.80	Very low
1.81 – 2.60	Low
2.61 – 3.40	Moderate
3.41 – 4.20	High
4.21 – 5.00	Very High

### Part 3) Environmental Factors (Internal and External)

The third part of the questionnaire collected data from studying the environmental factors which consists of both internal and external factors which made a direct or indirect impact on online buying behavior.

The pattern of the question also used the Likert Scale (Likert, 1970, cited in Bertram D., 2007) for the evaluation, so the respondents were provided the answers under the scale from one to five, depending on their level of agreement, set as follows:

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

The environmental factors of Thai's tourists were measured by using the five scale averages as the interval range, which was calculated by using the following formula:

$$\begin{aligned}\text{Interval score of each level} &= \frac{\text{Maximum score} - \text{Minimum score}}{\text{Number of interval}} \\ &= \frac{5 - 1}{5} \\ &= 0.8\end{aligned}$$

As a result, the calculation of each interval level was equal to 0.8 which was used to separate the range of scores into five levels, as follows:

Average Score	Level of Importance
1.00 – 1.80	Very low
1.81 – 2.60	Low
2.61 – 3.40	Moderate
3.41 – 4.20	High
4.21 – 5.00	Very High

#### Part 4) Consumer Purchasing Behavior Process

The last part of the questionnaire was designed to find the level of consumers' expectation and satisfaction through the experience of using online purchasing hospitality and tourism related products and services.

The pattern of the question used the Likert Scale (Likert, 1970, cited from Bertram D., 2007) where the respondent will be given the answers under the scale from one to five, depending on level of agreement, which were set as follows:

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

The buying behaviors of Thai's tourists were measured by using the five scale averages as the interval range calculation by using the following formula:

$$\begin{aligned} \text{Interval score of each level} &= \frac{\text{Maximum score} - \text{Minimum score}}{\text{Number of interval}} \\ &= \frac{5 - 1}{5} \\ &= 0.8 \end{aligned}$$

As a result, the calculation of the interval level was equal to 0.8 which was used to separate the range of scores into five levels, as detailed below:

Average Score	Level of Importance
1.00 – 1.80	Very low
1.81 – 2.60	Low
2.61 – 3.40	Moderate
3.41 – 4.20	High
4.21 – 5.00	Very High

### 3.4 Test of research instrument

#### Reliability and validity

The purpose of this research was to study tourism related products and services online buying behavior of Thai tourists. To identify the effectiveness and significance of the study, the reliability and validity were the measurement instruments that were identified by the committee of expert judges and the pilot testing system.

The tool to measure the research was based on questionnaires. To be reliable, the research questionnaire was checked under the assessment of three experts which confirmed the clarity of the questions, the completeness of the questions, and the grammar structure of the questions.

#### Committee of expert judges

When the original questionnaire was created, those questions were then submitted to a committee of judges. Three experts were chosen to analyze the structure, completeness of the question, and validity as an Index of Item Objective **Congruence** (IOC) which identifies the relationship between the questions and the objectives (Kunlong, 2012:Online).

In calculation of the Index of Item Objective **Congruence**, the following formula was used:

$$IOC = \frac{\sum R}{N}$$

Where;

IOC	=	Index of Item Objective <b>Congruence</b>
$\sum R$	=	Number of items evaluated by the judges
$N$	=	Total number of judges

A commonly accepted rule for describing of the Index of Item Objective **Congruence** (IOC) is presented in Table 3.2 as follows:

**Table 3.2** A commonly accepted rule Index of Item Objective **Congruence** (IOC)

Value	IOC
<b>0.09 – 1.00</b>	Excellent
<b>0.07 – 0.89</b>	Good
<b>0.05 – 0.69</b>	Fair
<b>0.00 – 0.49</b>	Poor

**Source:** Nuntasen, 2010: Online

According to the evaluation of the questionnaire, the responses by the three judges to evaluate each question is summarized in Appendix B, Table: 3.3

### **Pilot test**

The researcher used a pilot test for assessing the questionnaire using a small scale sample of respondents. Thirty Thai tourists were chosen to be the respondents for the pilot test. In addition, the pilot test can help the researcher improve and develop the language to make sure all the respondents can understand the questionnaire in the same way before delivering it to the large scale of the target sample of 400 respondents in this quantitative research (Calitz, 2009).

To find the consistency and relevance of the questionnaire, Cronbach's alpha was used to find the coefficient of reliability. The researcher used the statistic software for calculation.

Basically, the normal standard of Cronbach's alpha coefficient is equal to 0.7 or higher for the level of acceptance for the reliability coefficient.

### **3.5 Data collection method**

#### **Primary data**

The primary data was collected and gathered from Thai tourists in Bangkok metropolis by providing questionnaires to 400 respondents. The scope and target of the respondents was based on demographic segmentation in choosing respondents who were aged 20 years old and older. The questionnaire was distributed at the office building in Bangkok and Siam Paragon department stores. The duration time of the research and collecting the data was undertaken during April to June in 2015.

#### **Secondary data**

The secondary data was gathered to gain further knowledge from the existing textbooks, online articles, academic theses and dissertations, independent studies, and journal publications where all of the information was related to the research field and the specific topic this project addressed.

### 3.6 Data analysis

The research used the quantitative method to understand the tourists' perception, internal influences, external influences, and consumer segmentation towards online buying attitude and perception.

**Table 3.3** Statistic method

Data	Type	Statistic Method
Part 1: <b>Demographics</b>	Multiple	Descriptive Statistics
	Choice question (Question no.1-7)	1. Frequency 2. Percentage (%)
	Likert Scale (Question no.8-9)	Descriptive Statistics
		1. Mean 2. Standard Deviation
Part 2: <b>Perception of Thai internet users</b>	Likert Scale	Descriptive Statistics
		1. Mean 2. Standard Deviation
Part 3: <b>Environmental factors (Internal and External)</b>	Likert Scale	Descriptive Statistics
		1. Mean 2. Standard Deviation
Part 4: <b>Consumer purchase decision making process</b>	Likert Scale	Descriptive Statistic
		1. Mean 2. Standard Deviation

Data	Type	Statistic Method
<p>Hypothesis 1: <b>Tourists' demographic segmentation has an effect on online purchasing on hospitality and tourism related products and services.</b></p> <p>Hypothesis 1.1: <b>Tourists' with a different gender have a different effect on online purchasing on hospitality and tourism related products and services.</b></p> <p>Hypothesis 1.2: <b>Tourists' with a different age has a different effect on online purchasing on hospitality and tourism related products and services.</b></p> <p>Hypothesis 1.3: <b>Tourists' with a different education level has a different effect on online purchasing on hospitality and tourism related products and services.</b></p> <p>Hypothesis 1.4: <b>Tourists' with a different occupation has a different effect on online purchasing on hospitality and tourism related products and services.</b></p> <p>Hypothesis 1.5: <b>Tourists' with a different range of income has a different effect on online purchasing on hospitality and tourism related products and services.</b></p> <p>Hypothesis 1.6: <b>Tourists' with a different frequency of using the internet has a different effect on online purchasing on hospitality</b></p>		<p>Inferential Statistics</p> <p>: T-test</p> <p>: One-Way Anova</p>

and tourism related products and services.

**Table 3.3** Statistic method (Cont.)  
**Table 3.3** Statistic method (Cont.)

Data	Type	Statistic Method
Hypothesis 1.7: Tourists' with a different frequency of using online channels has a different effect on online purchasing on hospitality and tourism related products and services.		Inferential Statistics : T-test : One-Way Anova
Hypothesis 2: Tourists' perception has an effect on online purchasing on hospitality and tourism related products and service.		Inferential Statistic : Correlation
Hypothesis3: Tourists' environmental factors (Internal and External) has an effect on online purchasing on hospitality and tourism related product and services		Inferential Statistic : Correlation
Hypothesis3.1: Tourists' environmental internal factors has an effect on online purchasing on hospitality and tourism related product and services		
Hypothesis3.2: Tourists' environmental external factors has an effect on online purchasing on hospitality and tourism related product and services		

After acquiring and gathering all the relevant data from the respondents, the researcher analyzed the information by using statistical software programs for computers and generated the data to a statistic result. The results will be presented in chapter 4.



## CHAPTER 4

### RESEARCH FINDINGS

#### 4.1 Introduction

This chapter presents and analyzes the findings of the study in tourism and hospitality related products and services through online channels. After providing the questionnaires to the tourists, the researcher then collected the data from the 400 respondents. The tourists were asked, before doing the questionnaire, whether they have ever used the online channels to purchase tourism and hospitality related products and services.

#### The definition of terms:

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

#### Consumer Demographic Segmentation Descriptive Statistical Analysis

The demographic data of 400 respondents consisted of gender, age, and their graduation level, their occupation, monthly income, frequency of spending time on the internet, frequency of using online channels, electronic distribution channels, and the experience of using products or services. All the data was described and analyzed by using the frequency and percentage statistics.

**Table 4.1** Frequency and percentage of respondents classified by Gender

Gender	Frequency (N=400)	Percentage (%)
Male	182	45.5

<b>Female</b>	218	54.5
<b>Total</b>	<b>400</b>	<b>100</b>

From table 4.1 showed that the totals of 400 respondents, 218 respondents, or 54.5 percent, were female and 182 respondents, or 45.5%, were male.

**Table 4.2** Frequency and percentage of respondents classified by Age

Age	Frequency (N=400)	Percentage (%)
<b>20 years old and under</b>	16	4.0
<b>21-30 years old</b>	242	60.5
<b>31-41 years old</b>	99	24.8
<b>41-50 year old</b>	35	8.8
<b>50 year and above</b>	8	2.0
<b>Total</b>	<b>400</b>	<b>100</b>

From table 4.2 showed that the majority of young tourists who were aged between 21-30 years old, or 60.5 percent, who had used online purchasing of hospitality and tourism related products and services. The respondents aged between 31-41 years old, or 24.8 percent, came second in the range of people who had used the online purchasing channels. Lastly, the remaining 24 respondents were in the age range of being under 20 years old and over 50 years old.

**Table 4.3** Frequency and percentage of respondents classify by education level

Education level	Frequency (N=400)	Percentage (%)
<b>Secondary education</b>	16	4.0
<b>Diploma/Higher Vocational education</b>	7	1.8
<b>Bachelor's Degree</b>	271	67.8
<b>Master's Degree</b>	96	24.0
<b>PhD or other doctorate</b>	10	2.5
<b>Total</b>	<b>400</b>	<b>100</b>

From table 4.3 showed that the most of the respondents had a Bachelor's degree of the 271 respondents, or 67.8 percent. The second range of holding a Master's degree consisted of 96 respondents, or 24.0 percent. Those who held only a Diploma was last rank with just 7 respondents, or 1.8 percent.

**Table 4.4** Frequency and percentage of respondents classify by Occupation

Occupation	Frequency (N=400)	Percentage (%)
<b>Student</b>	38	9.5
<b>Government/Semi-government employee</b>	25	6.3
<b>Private company</b>	317	79.3
<b>Unemployed/Retired</b>	7	1.8
<b>Others</b>	13	3.3
Total	<b>400</b>	<b>100</b>

From table 4.4 showed those 317 respondents, or 79.3 percent, was the highest number of the sample who were employed by a private company. The second majority of the samples of tourists were students in a total of 38 respondents, or 9.5 percent. The third majority were the 25 respondents, or 6.3 percent, who worked in either a government department or a semi-governmental organization. The last rank was for those who were unemployed, which was 7 respondents, or 1.8 percent.

**Table 4.5** Frequency and percentage of respondents classify by Income

Income	Frequency (N=400)	Percentage (%)
<b>Less than 10,000 THB</b>	19	4.8
<b>10,001 - 20,000 THB</b>	37	9.3
<b>20,001 - 30,000 THB</b>	161	40.3
<b>30,001 – 40,000 THB</b>	86	21.3
<b>40,001 – 50,000 THB</b>	49	12.3
<b>More than 50,000 THB</b>	48	12.0
Total	<b>400</b>	<b>100</b>

From table 4.5 showed that most of the respondents had a monthly income of 20,001–30,000 Baht per month. This consisted of 161 respondents, or 40.3 percent. Next were 86 respondents, or 21.5 percent of the total respondents who had a monthly income in the range of 30,001–40,000 Baht. Following that, there were 49 respondents, or 12.3 percent, who had a monthly income in the range of 40,001–50,000 Baht. The last rank of the monthly income was 19 respondents, or 4.8 percent, having an income lower than 10,000 THB.

**Table 4.6** Frequency and percentage of respondents classify by Spending time on the internet

Spending time on the internet per day	Frequency (N=400)	Percentage (%)
<b>Less than 1 hour</b>	8	2.0
<b>1-2 hours</b>	62	15.6
<b>2-3 hours</b>	78	19.5
<b>3-4 hours</b>	148	37
<b>More than 4 hours</b>	104	26
<b>Total</b>	<b>400</b>	<b>100</b>

From table 4.6 showed that most of the respondents spent time on using the internet for 3-4 hours per day, which consisted of 148 of the respondents, or 37.0 percent. The second majority of the respondents were 104 people, or 26.0 percent, who spent time on the internet for more than 4 hours per day. This was followed by 78 respondents, or 19.5 percent, who spent time on the internet for 2-3 hours per day. Finally, there were 8 respondents, or 2 percent, who spent time of using the internet less than 1 hour per day.

**Table 4.7** Frequency of using online purchasing channels of respondents in frequency and percentage

Frequency of using online channels	Frequency (N=400)	Percentage (%)
<b>2-3 times per month</b>	12	5.0
<b>Every 3 months</b>	182	45.5
<b>Every 6 months</b>	112	28.0
<b>Once a year</b>	94	23.5
<b>Total</b>	<b>400</b>	<b>100</b>

From table 4.7 showed that most of the respondents who used online channels to purchase hospitality and tourism related products and services on average every 3 months, consisted of 182 respondents, or 45.5 percent. The next majority was 112 respondents, or 28.0 percent, who used online channels on average every 6 months. This was followed by those who used online channels once a year, with 94 respondents, or 23.5 percent. The rest of the respondents spent an average of 2-3 times per month, with only 12 respondents, or just 3.0 percent.

## 4.2 Descriptive statistical analysis of electronic distribution channels

**Table 4.8** Descriptive statistical analysis of electronic distribution channels

	Mean	Std.	Rank
<b>Online travel agent</b>	4.19	1.069	2
<b>Website</b>	4.50	.807	1
<b>E-mail marketing</b>	3.00	1.291	3
<b>Social network</b>	2.54	1.320	6
<b>Mobile application</b>	2.62	1.266	5
<b>Search engines optimization</b>	2.85	1.363	4

The information in Table 4.8 describes the electronic distribution channels that the tourists have used for online purchasing of hospitality and tourism related products and services.

Considering the electronics distribution channels which were the basic tools for the tourists to purchase through online channels, the most popular was websites and the mean is 4.50 with the standard deviation of 0.807. This was followed by the online travel agent which had the mean of 4.19 and standard deviation of 1.069. The tourists also used the e-mail marketing which was listed as the third rank of electronics distribution channels, with 3.00 for mean and 1.291 for standard deviation. Lastly, social network was the last channel that tourists had used, with the mean of 2.54 and the standard deviation of 1.320.

## 4.3 Descriptive statistical analysis of the hospitality and tourism related products and services

**Table 4.9** Descriptive statistical analysis of the hospitality and tourism related products and services

	Mean	Std.	Rank
<b>Transportation</b>	4.51	0.835	1
<b>Lodging</b>	4.42	0.831	2
<b>Events</b>	2.78	1.224	3
<b>Others</b>	2.73	1.241	4

According to the information provided in Table 4.9, is the analysis concerning the descriptive statistical analysis of the hospitality and tourism related products and services that the tourists had used.

To start with, transportation came up as the first rank of hospitality and tourism related products and services, with the mean of 4.51 and the standard deviation of 0.835. Lodging was the second rank for tourists, with the mean of 4.42 and the standard deviation of 0.831. Next, the tourists usually used online purchasing related to an event, such as conferences, weddings, or a convention as the third rank out of four, with the mean of 2.78. Lastly, the fourth rank was other reasons, such as a restaurant, a local attraction, and theme park, with the mean of 2.73 and the standard deviation of 1.241.

#### 4.4 Hypothesis testing

**Hypothesis 1:** Tourists' demographic segmentation has an effect on online purchasing of hospitality and tourism related products and services.

**Hypothesis 1.1:** Tourists' with a different gender has a different effect on online purchasing of hospitality and tourism related products and services.

**H0:** Tourists' with a different gender has no different effect on online purchasing of hospitality and tourism related products and services.

**H1:** Tourists' with a different gender has a different effect on online purchasing of hospitality and tourism related products and services.

**Table 4.10** Comparison of the average of online purchasing behavior by gender

Online purchasing behavior	Gender	Mean	S.D	F	Sig.
<b>Need recognition</b>	Male	4.1923	0.56413	0.015	0.904
	Female	4.1514	0.54309		
<b>Information search</b>	Male	3.8168	0.59208	0.025	0.875
	Female	3.8685	0.56619		
<b>Evaluation of alternative</b>	Male	3.7940	0.56741	0.109	0.742
	Female	3.8096	0.55555		
<b>Purchase decision</b>	Male	3.8593	0.45577	0.086	0.769
	Female	3.8881	0.49097		
<b>Post purchase</b>	Male	4.0385	0.52942	0.067	0.795
	Female	4.0061	0.53735		

\*Significant at or below 0.05 level.

The information presented in the Table 4.10 shows the comparison of the average of online purchasing behavior by gender. The significant level of 0.05 was found that the gender did not affect the online purchasing behavior of the tourists.

**Hypothesis 1.2:** Tourists' with a different age has a different effect on online purchasing of hospitality and tourism related products and services

**H0:** Tourists' with a different age has no different effect on online purchasing of hospitality and tourism related products and services.

**H1:** Tourists' with a different age has a different effect on online purchasing of hospitality and tourism related products and services.

**Table 4.11** One-way ANOVA test for the level of ages and the Need recognition.

Online purchasing behavior	Age range	Mean	S.D	F	Sig.
<b>Need Recognition</b>	(1) 20 years old and under	4.3958	0.51953	4.536	0.001
	(2) 21-30 years old	4.2424	0.53465		
	(3) 31-40 years old	4.0370	0.54062		
	(4) 41-50 years old	3.9714	0.55643		
	(5) 51 years old and over	4.0417	0.78553		

\*Significant at or below 0.05 level..

The information in Table 4.11 shows the One-Way ANOVA test results which showed that there was a significant difference in the effect among the levels of age and the need of recognition towards the online buying behavior of the tourists when purchasing hospitality and tourism related products and services. The significance is shown as 0.001 which is less than the alpha value of 0.05 at 95% confidence interval.

Therefore, when testing the differentiation of age, the LSD table was used for testing the pairing for the need recognition. The results are provided in Table 4.12.

**Table 4.12** Descriptive data of need recognition by age, using the LSD method.

Age range	Mean	(1)	(2)	(3)	(4)	(5)
		3.3958	4.2424	4.0370	3.9714	4.0417
<b>(1) 20 years old and under</b>	4.3958	-	0.15341	0.35880*	0.42440*	0.35417
<b>(2) 21-30 years old</b>	4.2424		-	0.20539*	0.27100*	0.20076
<b>(3) 31-40 years old</b>	4.0370			-	0.06561	-0.00463
<b>(4) 41-50 years old</b>	3.9714				-	0.07024
<b>(5) 51 years old and over</b>	4.0417					-

\*Significant at or below 0.05 level.

As can be seen in Table 4.12, there was an average for need recognition of the tourists by the range of age using the LSD method. The tourists within the age group

of 20 years old and under had a difference in purchasing behavior in terms of need recognition of the age between 31-40 years old. The tourists within the age group of 21-30 years old had a difference in purchasing behavior in terms of need recognition of the age between 31-40 years old and 41-50 years old.

**Table 4.13** One-way ANOVA test for the level of ages and the information search.

Online purchasing behavior	Age range	Mean	S.D	F	Sig.
<b>Information search</b>	(1) 20 years old and under	3.8542	0.81621	7.939	0.000
	(2) 21-30 years old	3.9518	0.49893		
	(3) 31-40 years old	3.7306	0.59795		
	(4) 41-50 years old	3.5714	0.66946		
	(5) 51 years old and over	3.2083	0.66518		

\*Significant at or below 0.05 level.

As can be seen in Table 4.13, the figures show the One-Way ANOVA test and the result showed that there was a significant difference in the effect among the levels of age and the information search towards the online buying behavior of the tourists when purchasing hospitality and tourism related products and services. The significance is shown as 0.000 which less than the alpha value of 0.05 at 95% confidence interval.

Therefore, when testing the differentiation of age, the LSD table was used for testing the pairing for information search. The results are shown in the table 4.14.

**Table 4.14** Descriptive data of information search by age, using the LSD method.

Age range	Mean	(1)	(2)	(3)	(4)	(5)
		3.8542	3.9518	3.3706	3.5714	3.2083
<b>(1) 20 years old and under</b>	3.8542	-	-0.09762	0.12353	0.28274	0.64583*
<b>(2) 21-30 years old</b>	3.9518		-	0.22115*	0.38036*	0.74346*
<b>(3) 31-40 years old</b>	3.7306			-	0.15921	0.52231*
<b>(4) 41-50 years old</b>	3.5714				-	0.36310
<b>(5) 51 years old and over</b>	3.2083					-

\*Significant at or below 0.05 level.

From the information in Table 4.14, there was an average for information search of the tourists by the range of age using the LSD method. The tourists within

the age group of 20 years old and under had a difference in purchasing behavior in terms of information search of the age group of 51 years old and over. The tourists within the age group of 21-30 years old had a difference in purchasing behavior in terms of information search of the age group between 31-40 years old, and 41-50 years old. The tourists within the age group of 31-40 years old had a difference in purchasing behavior in terms of information search of the age group of 51 years old and over.

**Table 4.15** One-way ANOVA test for the level of ages and the evaluation of alternatives.

Online purchasing behavior	Age range	Mean	S.D	F	Sig.
Evaluation of alternative	(1) 20 years old and under	4.0469	0.57168	14.136	0.000
	(2) 21-30 years old	3.9287	0.50034		
	(3) 31-40 years old	3.6111	0.55239		
	(4) 41-50 years old	3.5357	0.53941		
	(5) 51 years old and over	3.0313	0.80664		

\*Significant at or below 0.05 level.

Table 4.15 shows the One-Way ANOVA test, and the results showed that there was a significant different effect among the levels of age and the evaluation of alternatives towards the online buying behavior of the tourists when purchasing hospitality and tourism related products and services. The significance is shown as 0.000 which is less than the alpha value of 0.05 at 95% confidence interval.

Therefore, when testing the differentiation of age, the LSD table was used for testing the pairing for evaluation of alternatives. The results are shown in Table 4.16.

**Table 4.16** Descriptive data of evaluation of alternatives by age, using the LSD method.

Age range	Mean	(1)	(2)	(3)	(4)	(5)
(1) 20 years old and under	4.0469	-	0.11816	0.43576*	0.51116*	1.01563*

(2) 21-30 years old	3.9287	-	0.31761*	0.39300*	0.89747*
(3) 31-40 years old	3.6111		-	0.07540	0.57986*
(4) 41-50 years old	3.5357			-	0.50446*
(5) 51 years old and over	3.0313				-

\*Significant at or below 0.05 level.

From the information in Table 4.16, there was an average for evaluation of alternatives of the tourists by the range of age using the LSD method. The tourists within the age group of 20 years old and under had a difference in purchasing behavior in terms of evaluation of alternatives of the age group between 31-40 years old. The tourists within the age group 21-30 years old had a difference in purchasing behavior in terms of evaluation of alternatives of the age group between 31-40 years old and 41-50 years old.

**Table 4.17** One-way ANOVA test for the level of ages and the purchase decision.

Online purchasing behavior	Age range	Mean	S.D	F	Sig.
	(1) 20 years old and under	3.9625	0.35940	5.439	0.000
	(2) 21-30years old	3.9521	0.41788		
Purchase decision	(3) 31-40 years old	3.7374	0.51321		
	(4) 41-50 years old	3.7657	0.59702		
	(5) 51 years old and over	3.5500	0.69076		

\*Significant at or below 0.05 level.

Table 4.17 shows the One-Way ANOVA test and the results showed that there was a significant different effect among the levels of age and the purchase decision towards the online buying behavior of the tourists when purchasing hospitality and tourism related products and services. The significance is showed as 0.000 which is less than the alpha value of 0.05 at 95% confidence interval.

Therefore, when testing the differentiation of age, the LSD table was used for testing the pairing for purchase decisions. The results are shown in Table 4.18.

**Table 4.18** Descriptive data of purchase decision by age, using the LSD method.

Age range	Mean	(1)	(2)	(3)	(4)	(5)
(1) 20 years old and under	3.9625	-	0.01043	0.22513	0.19679	0.41250*

(2) 21-30 years old	3.9521	-	0.21469*	0.18635*	0.40207*
(3) 31-40 years old	3.7374		-	-0.02834	0.18737
(4) 41-50 years old	3.7657			-	0.21571
(5) 51 years old and over	3.5500				-

\*Significant at or below 0.05 level.

From the results in Table 4.18, there was an average for the purchase decision of the tourists by the range of age using the LSD method. The tourists within the age group of 21-30 years old had a difference in purchasing behavior in terms of the purchase decisions of the age group between 31-40 years old, 41-50 years old, and 51 years old and over.

**Table 4.19** One-way ANOVA test for the level of age and the post-purchase.

Online purchasing behavior	Age range	Mean	S.D	F	Sig.
Post purchase	(1) 20 years old and under	4.1667	0.62063	1.414	0.228
	(2) 21-30years old	4.0317	0.52631		
	(3) 31-40 years old	3.9697	0.51966		
	(4) 41-50 years old	4.0952	0.45426		
	(5) 51 years old and over	3.7083	0.91613		

\*Significant at or below 0.05 level.

The results in table 4.19 show the comparison of the average of online purchasing behavior in terms of post-purchase by age groups. The significance level of 0.05 was found that the age did not effect the online purchasing behavior of the tourists in terms of post-purchase.

**Hypothesis 1.3:** Tourists' with a different education level has a different effect on online purchasing of hospitality and tourism related products and services.

**H0:** Tourists' with a different education level has no different effect on online purchasing of hospitality and tourism related products and services.

**H1:** Tourists' with a different education level has a different effect on online purchasing of hospitality and tourism related products and services.

**Table 4.20** One-way ANOVA test for the level of education level and the need recognition.

Online Purchasing behavior	Education level	Mean	S.D	F	Sig.
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Need recognition	(2) Higher secondary education	4.4792	0.43833	4.544	0.001
	(3) Diploma/Higher Vocational	4.1429	0.50395		
	Education				
	(4) Bachelor's Degree	4.2189	0.52864		
	(5) Master's Degree	3.9896	0.60496		
	(6) PhD	4.1000	0.44583		

\*Significant at or below 0.05 level.

Table 4.20 shows the One-Way ANOVA test, and the results showed that there was a significant different effect among the levels of education and the need recognition towards the online buying behavior of the tourists when purchasing hospitality and tourism related products and services. The significance is showed as 0.001 which is less than the alpha value of 0.05 at 95% confidence interval.

Therefore, when testing the differentiation of the education level, the LSD table was used for testing the pairing for need recognition. The results are presented in Table 4.21 below.

**Table 4.21** Descriptive data of need recognition by level of education, using the LSD method.

Level of education	Mean	(2)	(3)	(4)	(5)	(6)
		4.4792	4.1429	4.2189	3.9896	4.1000
<b>(2) Higher secondary education</b>	4.4792	-	.33631	.26022	.48958*	.37917
<b>(3) Diploma/Higher Vocational</b>	4.1429		-	-.07609	.15327	.04286
<b>Education</b>						
<b>(4) Bachelor's Degree</b>	4.2189			-	.22936*	.11894
<b>(5) Master's Degree</b>	3.9896				-	-.11042
<b>(6) PhD.</b>	4.1000					-

\*Significant at or below 0.05 level.

From Table 4.21, it can be seen that there was an average for need recognition of the tourists by the level of education using the LSD method. The tourists with the education level of a Master's degree had a difference in purchasing behavior in terms of need recognition of those with the education level of higher secondary school and those with a bachelor's degree.

**Table 4.22** One-way ANOVA test for the level of education level and the Information search.

Online purchasing behavior	Education level	Mean	S.D	F	Sig.
Information search	(2) Higher secondary education	4.0833	.64979	2.484	.024
	(3) Diploma/Higher Vocational education	3.8095	.85758		
	(4) Bachelor's Degree	3.8893	.52592		

**Table 4.22** One-way ANOVA test for the level of education level and the Information search. (Cont.)

Online purchasing behavior	Education level	Mean	S.D	F	Sig.
Information search	(5) Master's Degree	3.6979	.65262		
	(6) PhD.	3.7000	.63732		

\*Significant at or below 0.05 level.

Table 4.22 shows the One-Way ANOVA test, and the results showed that there was a significant different effect among the levels of education and the information search towards the online buying behavior of the tourists when purchasing hospitality and tourism related products and services. The significance is showed as 0.024 which is less than the alpha value of 0.05 at 95% confidence interval.

Therefore, when testing the differentiation of education levels, the LSD table was used for testing the pairing for information search. The result is show in the table 4.23.

**Table 4.23** Descriptive data of information search by level of education, using the LSD method.

Level of education	Mean	(2)	(3)	(4)	(5)	(6)
		4.0833	3.8095	3.8893	3.6979	3.7000
<b>(3) Higher secondary Education</b>	4.0833	-	.27381	.19403	.38542*	.3833
<b>(4) Diploma/Higher Vocational education</b>	3.8095		-	-.07978	.11161	.10952
<b>(4) Bachelor's Degree</b>	3.8893			-	.19138*	.18930
<b>(5) Master's Degree</b>	3.6979				-	-.00208
<b>(6) PhD.</b>	3.7000					-

\*Significant at or below 0.05 level.

From the results in Table 4.23, there was an average for information search of the tourists by the level of education by using the LSD method. The tourists with the education level of a Master's degree had a difference in purchasing behavior in terms of information search of the education level of those with higher secondary school and those with a bachelor's degree.

**Table 4.24** One-way ANOVA test for the levels of education and the evaluation of alternatives.

Online purchasing behavior	Education level	Mean	S.D	F	Sig.
	(2) Higher secondary education	4.2031	.54175	6.007	.000
	(3) Diploma/Higher Vocational	4.1071	.49701		
Evaluation of alternative	Education				
	(4) Bachelor's Degree	3.8321	.53571		
	(5) Master's Degree	3.6797	.55808		
	(6) PhD.	3.3250	.75508		

\*Significant at or below 0.05 level.

From the table 4.24 show One-Way ANOVA test, the result showed that there was a significant different effect among levels of education and the evaluation of alternative toward the online buying behavior of the tourist when purchasing on hospitality and tourism related products and services. The significant is showed 0.000 which less than alpha value of 0.05 at 95% confident interval.

Therefore, when testing the differentiation of education level, LSD table is use for testing the pairing for evaluation of alternative. The result is show in the table 4.25.

**Table 4.25** Descriptive data of evaluation of alternatives by the levels of education, using the LSD method.

Level of education	Mean	(2)	(3)	(4)	(5)	(6)
(4) Higher Secondary Education	4.2031	-	.09598	.37102*	.52344*	.87813*
(3) Diploma/Higher Vocational Education	4.1071		-	.27504	.42746*	.78214*
(4) Bachelor's Degree	3.8321			-	.15242*	.50710*
(5) Master's Degree	3.6797				-	.35469

\*Significant at or below 0.05 level.

From the results in Table 4.25, there was an average for evaluation of alternatives of the tourists by the level of education by using the LSD method. The tourists with the education level of higher secondary school had a difference in purchasing behavior in terms of evaluation of alternatives of the education level of those with a bachelor's degree. The tourists with the education level of a Master's degree had a difference in purchasing behavior in terms of evaluation of alternatives of the education level of those with higher secondary, a diploma and a bachelor's degree.

**Table 4.26** One-way ANOVA test for the levels of education and purchase decision.

Online purchasing behavior	Education level	Mean	S.D	F	Sig.
Purchase decision	(5) Higher secondary Education	4.0125	.36125	2.919	.021
	(3) Diploma/Higher Vocational Education	3.8286	.60474		
	(4) Bachelor's Degree	3.918	.43197		
	(5) Master's Degree	3.7417	.56562		
	(6) PhD.	3.8000	.52493		

\*Significant at or below 0.05 level.

Table 4.26 shows the One-Way ANOVA test, and the results showed that there was a significant different effect among the levels of education and the purchase decision towards the online buying behavior of the tourists when purchasing hospitality and tourism related products and services. The significance is showed as 0.021 which is less than the alpha value of 0.05 at 95% confidence interval.

Therefore, when testing the differentiation of the education level, the LSD table was used for testing the pairing for purchase decisions. The results are shown below in Table 4.27.

**Table 4.27** Descriptive data of purchase decisions by the level of education, using the LSD method.

Level of education	Mean	(2)	(3)	(4)	(5)	(6)
		4.0125	3.8286	3.9181	3.7417	3.8000

(2) Higher secondary Education	4.0125	-	.18393	.09442	.27083*	.21250
(3) Diploma/Higher Vocational Education	3.8286		-	-.08951	.08690	.02857
(4) Bachelor Degree's	3.918			-	.17641*	.11808
(5) Master's Degree	3.7417				-	-.05833
(6) PhD.	3.8000					-

\*Significant at or below 0.05 level.

From the results in Table 4.27, there was an average for purchase decisions of the tourists by the level of education using the LSD method. The tourists with the education level of a Master's degree had a difference in purchasing behavior in terms of the purchase decision of the education level with those of higher secondary school and a bachelor's degree.

**Table 4.28** One-way ANOVA test for the levels of education and post-purchase.

Online purchasing behavior	Education level	Mean	S.D	F	Sig.
	(3) Higher secondary Education	4.2083	.58214	.653	.625
	(3) Diploma/Higher Vocational Education	4.0476	.52453		
Post purchase	(4) Bachelor's Degree	4.0025	.52352		
	(5) Master's Degree	4.0451	.56944		
	(6) PhD.	3.9667	.36683		

\*Significant at or below 0.05 level.

Table 4.28 shows the comparison of the average of online purchasing behavior in terms of post-purchase by education levels. The significance level of 0.05 found that the education level did not effect the online purchasing behavior of the tourists in terms of post purchase.

**Hypothesis 1.4:** Tourists' with a different occupation had a different effect on online purchasing of hospitality and tourism related products and services.

**H0:** Tourists' with a different occupation has no different effect on online purchasing of hospitality and tourism related products and services.

**H1:** Tourists' with a different occupation has a different effect on online purchasing of hospitality and tourism related products and services.

**Table 4.29** One-way ANOVA test for the occupation and need recognition.

Online purchasing behavior	Occupation	Mean	S.D	F	Sig.
Need recognition	(1) Student	4.1667	.56286	2.273	.061
	(2) Government or	4.1600	.57025		

**Table 4.29** One-way ANOVA test for the occupation and need recognition. (Cont.)

Online purchasing behavior	Occupation	Mean	S.D	F	Sig.
Need recognition	Semi-government				
	(3) Private company	4.1840	.53840		
	(4) Unemployed or retired	4.3810	.52453		
	(5) Others				

\*Significant at or below 0.05 level.

Table 4.29 shows the comparison of the average of online purchasing behavior in terms of need recognition by occupation. The significance level of 0.05 found that the occupation did not effect the online purchasing behavior of the tourists in terms of need recognition.

**Table 4.30** One-way ANOVA test for the occupation and information search.

Online purchasing behavior	Occupation	Mean	S.D	F	Sig.
Information search	(1) Student	3.8772	.63161	4.118	.003
	(2) Government/Semi-government	3.7867	.81012		
	(3) Private company	3.8601	.51735		
	(4) Unemployed or retired	3.0000	.88192		
	(5) Others	3.9487	.82604		

\*Significant at or below 0.05 level.

From the table 4.30 show One-Way ANOVA test, the result showed that there was a significant different effect among occupation and the information search toward the online buying behavior of the tourist when purchasing on hospitality and tourism related products and services. The significant is showed 0.003 which less than alpha value of 0.05 at 95% confident interval.

Therefore, when testing the differentiation of occupation, the LSD table was used for testing the pairing for information search. The results are shown below in the Table 4.31.

**Table 4.31** Descriptive data of information search by the occupation, using the LSD method.

Occupation	Mean	(1)	(2)	(3)	(4)	(5)
(1) Student	3.8772	-	.09053	.01705	.87719*	-.07152
(2) Government or Semi-government	3.7867		-	-.07348	.78667*	-.16205
(3) Private company	3.8601			-	.86015*	-.08857
(3) Unemployed or retired	3.0000				-	-.94872*
(5) Others	3.9487					-

\*Significant at or below 0.05 level.

From the results in Table 4.31, there was an average for information search of the tourists by the occupation by using the LSD method. The tourists who had no occupation by being unemployed or retired had a difference in purchasing behavior in terms of information search of the respondents who were students or who worked for the government or a semi-government organization, or for a private company.

**Table 4.32** One-way ANOVA test for the occupation and evaluation of alternatives.

Online purchasing behavior	Occupation	Mean	S.D	F	Sig.
Evaluation of alternatives	(1) Student	4.0329	.51717	3.146	.014
	(2) Government or Semi-government	3.8400	.56771		
Evaluation of alternatives	(3) Private company	3.7886	.54020		
	(4) Unemployed or retired	3.3571	.77536		
	(5) Others	3.6346	.81404		

\*Significant at or below 0.05 level.

Table 4.32 shows the One-Way ANOVA test, and the results showed that there was a significant different effect among occupations and the evaluation of

alternatives towards the online buying behavior of the tourist when purchasing hospitality and tourism related products and services. The significance is shown as 0.014 which is less than the alpha value of 0.05 at 95% confidence interval.

Therefore, when testing the differentiation of occupation, the LSD table was used for testing the pairing for evaluation of alternatives. The results are shown below in Table 4.33.

**Table 4.33** Descriptive data of evaluation of alternatives by the occupation, using the LSD method.

Occupation	Mean	(1)	(2)	(3)	(4)	(5)
(1) Student	4.0329	-	.19289	.24425*	.67575*	.39828*
(2) Government or Semi-government	3.8400		-	.05136	.48286*	.20538
(3) Private company	3.7886			-	-.43150*	.15403
(4) Unemployed or retired	3.3571				-	-.27747
(5) Others	3.6346					-

\* Significant at or below 0.05 level.

From the results in Table 4.33, there was an average for evaluation of alternatives of the tourists by the occupation by using the LSD method. The tourists who were unemployed or retired had a difference in purchasing behavior in terms of evaluation of alternatives of the occupation of working for a government department or a semi-governmental organization, and an employee at a private company. The tourists who were students had a difference in purchasing behavior in terms of evaluation of alternatives of the occupation for a private company and the 'others' selection.

**Table 4.34** One-way ANOVA test for the occupation and purchase decision.

Online purchasing behavior	Occupation	Mean	S.D	F	Sig.
Purchase decision	(1) Student	3.8947	.40998	1.671	.156
	(2) Government or Semi-government	3.7920	.61232		
	(3) Private company	3.8921	.45378		
	(4) Unemployed or retired	3.8571	.19024		

(5) Others 3.5692 .81587

\* Significant at or below 0.05 level.

Table 4.34 shows the comparison of the average of online purchasing behavior in terms of purchase decision by occupation. The significance level of 0.05 found that the occupation did not affect the online purchasing behavior of the tourists in terms of their purchase decision.

**Table 4.35** One-way ANOVA test for the occupation and post-purchase decision.

Online purchasing behavior	Occupation	Mean	S.D	F	Sig.
Post-purchase	(1) Student	3.9386	.53048	2.076	.083
	(2) Government or Semi-government	3.9733	.61554		
	(3) Private company	4.0515	.51743		
	(4) Unemployed or retired	3.9048	.31706		
	(5) Others	3.6667	.73283		

\* Significant at or below 0.05 level.

The results in Table 4.35 show the comparison of the average of online purchasing behavior in terms of post-purchase by occupation. The significance level of 0.05 found that the occupation did not effect the online purchasing behavior of the tourists in terms of post-purchase.

**Hypothesis 1.5:** Tourists' with a different range of income has a different effect on online purchasing of hospitality and tourism related products and services.

**H0:** Tourists' with a different range of income has no different effect on online purchasing of hospitality and tourism related products and services.

**H1:** Tourists' with a different range of income has a different effect on online purchasing of hospitality and tourism related products and services.

**Table 4.36** One-way ANOVA test for the range of income and need recognition.

Online purchasing behavior	Range of income per month	Mean	S.D	F	Sig.
Need recognition	(1) Less than 10,000 THB	4.2632	.46586	6.585	.000
	(2) 10,001-20,000 THB	4.2162	.57850		
	(3) 20,001-30,000 THB	4.3230	.48365		

**Table 4.36** One-way ANOVA test for the range of income and need recognition  
(Cont.)

Online purchasing behavior	Range of income per month	Mean	S.D	F	Sig.
	(4) 30,001-40,000 THB	4.0814	.55762		
Need recognition	(5) 40,001-50,000 THB	4.0204	.54181		
	(6) More than 50,000 THB	3.8958	.62704		

\*Significant at or below 0.05 level.

Table 4.36 shows the One-Way ANOVA test, and the results showed that there was a significant different effect among the range of incomes and the need recognition towards the online buying behavior of the tourists when purchasing hospitality and tourism related products and services. The significance is shown as 0.000 which is less than the alpha value of 0.05 at 95% confidence interval.

Therefore, when testing the differentiation of the range of income, the LSD table was used for testing the pairing for need recognition. The results are shown below in Table 4.37.

**Table 4.37** Descriptive data of need recognition by the range of income, using the LSD method.

Range of income	Mean	(1)	(2)	(3)	(4)	(5)	(6)
		4.2632	4.2162	4.3230	4.0814	4.0204	3.8958
<b>(1) Less than 10,000 THB</b>	4.2632	-	.04694	-.05982	.18176	.24275	.36732*
<b>(2) 10,001-20,000 THB</b>	4.2162		-	-.10677	.13482	.19581	.32038*
<b>(3) 20,001-30,000 THB</b>	4.3230			-	.24159*	.30257*	.42715*
<b>(4) 30,001-40,000 THB</b>	4.0814				-	.06099	.18556
<b>(5) 40,001-50,000 THB</b>	4.0204					-	.12457
<b>(6) More than 50,000 THB</b>	3.8958						-

\*Significant at or below 0.05 level.

From the results in Table 4.37, there was an average for need recognition of the tourists by the range of their income by using the LSD method. The tourists within the range of income of 20,001-30,000 THB had a difference in purchasing behavior in terms of need recognition of those in the range of income of 30,001-40,000 THB and 40,001-50,000 THB. In addition to that, the tourists within the range of income of

10,001-20,000 THB had a difference in purchasing behavior in terms of need recognition of those in the range of income of more than 50,001 THB per month.

**Table 4.38** One-way ANOVA test for the range of income and information search.

Online purchasing behavior	Range of income	Mean	S.D	F	Sig.
	(1) Less than 10,000 THB	3.8246	.75660	3.870	.000
	(2) 10,001-20,000 THB	4.0000	.58267		
Information search	(3) 20,001-30,000 THB	3.9586	.50105		
	(4) 30,001-40,000 THB	3.7519	.54398		
	(5) 40,001-50,000 THB	3.6871	.61767		
	(6) More than 50,000 THB	3.6806	.66652		

\*Significant at or below 0.05 level.

Table 4.38 shows the One-Way ANOVA test, and the results showed that there was a significant different effect among the range of monthly income and the information search towards the online buying behavior of the tourists when purchasing hospitality and tourism related products and services. The significance is shown as 0.000 which is less than the alpha value of 0.05 at 95% confidence interval.

Therefore, when testing the differentiation of the range of income, the LSD table was used for testing the pairing for information search. The results are shown below in Table 4.39.

**Table 4.39** Descriptive data of information search by the range of income, using the LSD method.

Range of income	Mean	(1)	(2)	(3)	(4)	(5)	(6)
		3.8246	4.0000	3.9586	3.7519	3.6871	3.6806
<b>(1) Less than 10,000 THB</b>	3.8246	-	-.17544	-.13403	.07262	.13749	.14401
<b>(2) 10,001-20,000 THB</b>	4.0000		-	.04141	.24806*	.31293*	.31944*
<b>(3) 20,001-30,000 THB</b>	3.9586			-	.20665*	.27152*	.27804*
<b>(4) 30,001-40,000 THB</b>	3.7519				-	.06486	.07138
<b>(5) 40,001-50,000 THB</b>	3.6871					-	.00652
<b>(6) More than 50,000 THB</b>	3.6806						-

\*Significant at or below 0.05 level.

From the result in Table 4.39, there was an average information search of the tourists by the range of income by using the LSD method. The tourists with the range

of income between 20,001-30,000 THB had a difference in purchasing behavior in terms of information search of the range of income between 30,001-40,000 THB and 40,001-50,000 THB. The tourists with the range of income of 10,001-20,000 THB had a difference in purchasing behavior in terms of information search of the range of income at 30,001-40,000 THB per month.

**Table 4.40** One-way ANOVA test for the range of income and evaluation of alternative.

Online purchasing behavior	Range of income	Mean	S.D	F	Sig.
	(1) Less than 10,000 THB	4,0132	.51689	8.216	.000
	(2) 10,001-20,000 THB	4.0473	.45582		
Evaluation of alternative	(3) 20,001-30,000 THB	3.9099	.49256		
	(4) 30,001-40,000 THB	3.7093	.55288		
	(5) 40,001-50,000 THB	3.6735	.56181		
	(6) More than 50,000 THB	3.4688	.67166		

\*Significant at or below 0.05 level.

Table 4.40 shows the One-Way ANOVA test, and the results showed that there was a significant difference in the effect among the range of income and the evaluation of alternatives towards the online buying behavior of the tourists when purchasing hospitality and tourism related products and services. The significance is shown as 0.000 which is less than the alpha value of 0.05 at 95% confidence interval.

Therefore, when testing the differentiation of the range of monthly incomes, the LSD table was used for testing the pairing for evaluation of alternatives. The results are shown below in Table 4.41.

**Table 4.41** Descriptive data of evaluation of alternatives by the range of income, using the LSD method.

Range of income	Mean	(1)	(2)	(3)	(4)	(5)	(6)
		4.0132	4.0473	3.9099	3.7093	3.6735	3.4688
<b>(1) Less than 10,000 THB</b>	4.0132	-	-.03414	.10322	.30386*	.33969*	.54441*
<b>(2) 10,001-20,000 THB</b>	4.0473		-	.13736	.33799*	.37383*	.57855*
<b>(3) 20,001-30,000 THB</b>	3.9099			-	.20064*	.23647*	.44119*
<b>(4) 30,001-40,000 THB</b>	3.7093				-	.03583	.24055*
<b>(5) 40,001-50,000 THB</b>	3.6735					-	.20472

**Table 4.41** Descriptive data of evaluation of alternatives by the range of income,

using the LSD method (Cont.)

Range of income	Mean	(1)	(2)	(3)	(4)	(5)	(6)
(6) More than 50,000 THB	3.4688	4.0132	4.0473	3.9099	3.7093	3.6735	3.4688

\*Significant at or below 0.05 level.

From the results in Table 4.41, there was an average evaluation of alternatives of the tourists by the range of income by using the LSD method. The tourists with the range of income from 20,001-30,000 THB had a difference in purchasing behavior in terms of evaluation of alternatives of the range of income covering 30,001-40,000 THB and 40,001-50,000 THB. The tourists with the range of income less than 10,000 THB had a difference in purchasing behavior in terms of evaluation of alternatives of the range of income of 30,001-40,000 THB per month.

**Table 4.42:** One-way ANOVA test for the range of income and purchase decision.

Online purchasing behavior	Range of income	Mean	S.D	F	Sig.
Purchase decision	(1) Less than 10,000 THB	3.9263	.45319	4.831	.000
	(2) 10,001-20,000 THB	3.9027	.37895		
	(3) 20,001-30,000 THB	3.9851	.38830		
	(4) 30,001-40,000 THB	3.8372	.46070		
	(5) 40,001-50,000 THB	3.7551	.48004		
	(6) More than 50,000 THB	3.6542	.69495		

\*Significant at or below 0.05 level.

Table 4.42 shows the One-Way ANOVA test, and the results showed that there was a significant different effect among the range of income and the purchase decision towards the online buying behavior of the tourists when purchasing hospitality and tourism related products and services. The significance is shown as 0.000 which is less than the alpha value of 0.05 at 95% confidence interval.

Therefore, when testing the differentiation of the range of monthly income, the LSD table was used for testing the pairing for the purchase decision. The results are shown in Table 4.43.

**Table 4.43** Descriptive data of purchase decision by the range of income, using the

LSD method.

Range of income	Mean	(1)	(2)	(3)	(4)	(5)	(6)
		3.9263	3.9027	3.9851	3.8372	3.7551	3.6542
<b>(1) Less than 10,000 THB</b>	3.9263	-	.02361	-.05787	.08911	.17121.	.27215*
<b>(2) 10,001-20,000 THB</b>	3.9027		-	-.08239	.06549	.14760	.24854*
<b>(3) 20,001-30,000 THB</b>	3.9851			-	.14788*	.22999*	.33093*
<b>(4) 30,001-40,000 THB</b>	3.8372				-	.8211	.18304*
<b>(5) 40,001-50,000 THB</b>	3.7551					-	.10094
<b>(6) More than 50,000 THB</b>	3.6542						-

\*Significant at or below 0.05 level.

From the results in Table 4.43, there was an average purchase decision of the tourists by the range of income by using the LSD method. The tourists with the range of income of 20,001-30,000 THB had a difference in purchasing behavior in terms of purchase decision by those in the range of income of 30,001-40,000 THB and also 40,001-50,000 THB. The tourists with the range of income less than 10,000 THB had a difference in purchasing behavior in terms of the purchase decision by those in the range of income of more than 50,001 THB per month.

**Table 4.44** One-way ANOVA test for the range of income and post-purchase.

Online purchasing behavior	Range of income	Mean	S.D	F	Sig.
Online purchasing behavior	(1) Less than 10,000 THB	4.0175	.62335	.204	.961
	(2) 10,001-20,000 THB	4.0450	.45921		
Post-Purchase	(3) 20,001-30,000 THB	4.0186	.51807		
	(4) 30,001-40,000 THB	4.0581	.56289		
	(5) 40,001-50,000 THB	3.9728	.47550		
	(6) More than 50,000 THB	3.9931	.61690		

\*Significant at or below 0.05 level.

Table 4.44 shows the comparison of the average of online purchasing behavior in terms of post-purchase by the range of monthly income. The significance level of 0.05 found that the range of income did not effect the online purchasing behavior of the tourists in terms of post-purchase.

**Hypothesis 1.6:** Tourists' with different frequency of using the internet has a different effect on online purchasing of hospitality and tourism related products and services.

**H0:** Tourists' with a different frequency of using the internet has no different effect on online purchasing of hospitality and tourism related products and services.

**H1:** Tourists' with a different frequency of using the internet has a different effect on online purchasing of hospitality and tourism related products and services.

**Table 4.45** One-way ANOVA test for the frequency of using the internet and need

		recognition				
Online purchasing behavior	Frequency of using the internet	Mean	S.D	F	Sig.	
Need recognition	(1) Less than 1 hour	3.9167	.42725	3.735	.005	
	(2) 1-2 hours	3.9624	.58239			
	(3) 2-3 hours	4.2009	.50206			
	(4) 3-4 hours	4.2590	.50817			
	(5) More than 4 hours	4.1635	.60739			

\*Significance at the level of 0.05.

Table 4.45 shows One-Way ANOVA test, and the results showed that there was a significant different effect in the frequency of using the internet and the need recognition towards the online buying behavior of the tourists when purchasing hospitality and tourism related products and services. The significance is shown as 0.005 which is less than the alpha value of 0.05 at 95% confidence interval.

Therefore, when testing the differentiation of the frequency of using the internet, the LSD table was used for testing the pairing for the need recognition. The results are shown in Table 4.46.

**Table 4.46** Descriptive data of need recognition by the frequency of using the internet, using the LSD method.

Frequency of using the internet	Mean	(1)	(2)	(3)	(4)	(5)
(1) Less than 1 hour	3.9167	-	-.04570	-.28419	-.34234	-.24679
(2) 1-2 hours	3.9624		-	-.23849*	-.29664*	-.20110*

**Table 4.46** Descriptive data of need recognition by the frequency of using the internet, using the LSD method (Cont.)

Frequency of using the internet	Mean	(1)	(2)	(3)	(4)	(5)
(3) 2-3 hours	4.2009	3.9167	3.9624	4.2009	4.2590	4.1635
(4) 3-4 hours	4.2590			-	-.05815	.03739
(5) More than 4 hours	4.1635				-	.09555

\*Significant at or below 0.05 level.

From the results in Table 4.46, there was average need recognition of the tourists by the frequency of using the internet by using the LSD method. The tourists with the frequency of using the internet for 1-2 hours had a difference in purchasing behavior in terms of need recognition of the frequency of using the internet for 2-3 hours, 3-4 hours, and more than 4 hours.

**Table 4.47** One-way ANOVA test for the frequency of using the internet and information search

Online purchasing behavior	Frequency of using the internet	Mean	S.D	F	Sig.
Information search	(1) Less than 1 hour	3.7083	.65314	6.355	.000
	(2) 1-2 hours	3.5645	.78369		
	(3) 2-3 hours	3.7735	.55956		
	(4) 3-4 hours	3.9099	.47713		
	(5) More than 4 hours	3.9840	.51384		

\*Significant at or below 0.05 level.

Table 4.47 shows the One-Way ANOVA test, and the results showed that there was a significant different effect in the frequency of using the internet and the information search towards the online buying behavior of the tourists when purchasing hospitality and tourism related products and services. The significance is shown as 0.000 which is less than the alpha value of 0.05 at 95% confidence interval.

Therefore, when testing the differentiation of frequency of using the internet, the LSD table was used for testing the pairing for the information search. The results are shown in Table 4.48.

**Table 4.48** Descriptive data of information search by the frequency of using the

internet, using the LSD method.

Frequency of using the internet	Mean	(1)	(2)	(3)	(4)	(5)
		3.7083	3.5645	3.7735	3.9099	3.9840
<b>(1) Less than 1 hour</b>	3.7083	-	.14382	-.06517	-.20158	-.27564
<b>(2) 1-2 hours</b>	3.5645		-	-.20899*	-.34539*	-.41946*
<b>(3) 2-3 hours</b>	3.7735			-	-.13641	-.21047*
<b>(4) 3-4 hours</b>	3.9099				-	-.07406
<b>(5) More than 4 hours</b>	3.9840					-

\*Significant at or below 0.05 level.

From the results in Table 4.48, there was an average on the information search of the tourists by the frequency of using the internet by using the LSD method. The tourists with the frequency of using the internet between 1-2 hours had a difference in purchasing behavior in terms of the information search with the frequency of using the internet between 2-3 hours, and 3-4 hours. The tourists with the frequency of using the internet for 2-3 hours had a difference in purchasing behavior in terms of the information search of the frequency of using the internet for more than 4 hours.

**Table 4.49** One-way ANOVA test for the frequency of using the internet and evaluation of alternatives.

Online purchasing behavior	Frequency of using the internet	Mean	S.D	F	Sig.
Evaluation of alternatives	(1) Less than 1 hour	3.7500	.35355	6.240	.000
	(2) 1-2 hours	3.5524	.79848		
	(3) 2-3 hours	3.6859	.53367		
	(4) 3-4 hours	3.9037	.40461		
	(5) More than 4 hours	3.8990	.55795		

\*Significant at or below 0.05 level.

Table 4.49 shows the One-Way ANOVA test, and the results showed that there was a significant different effect in the frequency of using the internet and the evaluation of alternatives towards the online buying behavior of the tourists when purchasing hospitality and tourism related products and services. The significance is shown as 0.000 which is less than the alpha value of 0.05 at 95% confidence interval.

Therefore, when testing the differentiation of the frequency of using the internet, the LSD table was used for testing the pairing for the evaluation of alternatives. The results are shown in Table 4.50.

**Table 4.50** Descriptive data of evaluation of alternatives by the frequency of using the internet, using the LSD method.

Frequency of using the internet	Mean	(1)	(2)	(3)	(4)	(5)
		3.7500	3.5524	3.6859	3.9037	3.8990
<b>(1) Less than 1 hour</b>	3.7500	-	.19758	.06410	-.15372	-.14904
<b>(2) 1-2 hours</b>	3.5524		-	-.13348	-.35130*	-.34662*
<b>(3) 2-3 hours</b>	3.6859			-	-.21782*	-.21314*
<b>(4) 3-4 hours</b>	3.9037				-	.00468
<b>(5) More than 4 hours</b>	3.8990					-

\*Significant at or below 0.05 level.

From the results in Table 4.50, there was an average on the evaluation of alternatives of the tourists by the frequency of using the internet by using the LSD method. The tourists with the frequency of using the internet for 2-3 hours had a difference in purchasing behavior in terms of evaluation of alternatives of the frequency of using the internet for 3-4 hours, and more than 4 hours. The tourists with the frequency of using the internet between 1-2 hours had a difference in purchasing behavior in terms of evaluation of alternatives of the frequency of using the internet for more than 4 hours.

**Table 4.51** One-way ANOVA test for the frequency of using the internet and purchase decisions

Online purchasing behavior	Frequency of using the internet	Mean	S.D	F	Sig.
Purchase decision	(1) Less than 1 hour	4.0000	.18516	3.938	.004
	(2) 1-2 hours	3.6968	.56539		
	(3) 2-3 hours	3.8846	.45186		
	(4) 3-4 hours	3.9649	.42424		
	(5) More than 4 hours	3.8365	.48892		

\*Significant at or below 0.05 level.

Table 4.51 shows the One-Way ANOVA test, and the results showed that there was a significant different effect in the frequency of using the internet and the purchase decision towards the online buying behavior of the tourists when purchasing hospitality and tourism related products and services. The significance is shown as 0.004 which is less than the alpha value of 0.05 at 95% confidence interval.

Therefore, when testing the differentiation of the frequency of using the internet, the LSD table was used for testing the pairing for the purchase decision. The results are shown in Table 4.52.

**Table 4.52** Descriptive data of purchase decision by the frequency of using the internet, using the LSD method.

Frequency of using the internet	Mean	(1)	(2)	(3)	(4)	(5)
(1) Less than 1 hour	4.0000	-	.30323	.11538	.03514	.16346
(2) 1-2 hours	3.6968		-	-.18784*	-.26809*	-.13976
(3) 2-3 hours	3.8846			-	-.08025	.04808
(4) 3-4 hours	3.9649				-	.12833*
(5) More than 4 hours	3.8365					-

\*Significant at or below 0.05 level.

From the results in Table 4.52, there was an average on the purchase decision of the tourists by the frequency of using the internet by using the LSD method. The tourists with the frequency of using the internet between 1-2 hours had a difference in purchasing behavior in terms of purchase decisions by those who had the frequency of using the internet between 2-3 hours, and 3-4 hours. The tourists with the frequency of using the internet for 3-4 hours had a difference in purchasing behavior in terms of the purchase decision by those who had the frequency of using the internet for more than 4 hours.

**Table 4.53** One-way ANOVA test for the frequency of using the internet and the post-purchase

Online purchasing behavior	Frequency of using the internet	Mean	S.D	F	Sig.
Post-purchase	(1) Less than 1 hour	4.0417	.21362	.278	.892

**Table 4.53** One-way ANOVA test for the frequency of using the internet and the post-purchase (Cont.)

Online purchasing behavior	Frequency of using the internet	Mean	S.D	F	Sig.
Post-purchase	(2) 1-2 hours	3.9731	.64810		
	(3) 2-3 hours	4.0214	.41730		
	(4) 3-4 hours	4.0518	.54532		
	(5) More than 4 hours	4.0032	.54068		

\*Significant at or below 0.05 level.

Table 4.53 shows the comparison of the average of online purchasing behavior in terms of post-purchase by the frequency of using the internet. The significance level of 0.05 found that the frequency of using the internet did not effect the online purchasing behavior of the tourists in terms of post-purchase.

**Hypothesis 1.7:** Tourists' with a different frequency of using online channels has a different effect on online purchasing of hospitality and tourism related products and services.

**H0:** Tourists' with a different frequency of using online channels has no different effect on online purchasing of hospitality and tourism related products and services.

**H1:** Tourists' with a different frequency of using online channels has a different effect on online purchasing of hospitality and tourism related products and services.

**Table 4.54** One-way ANOVA test for the frequency of using online channels and need recognition.

Online purchasing behavior	Frequency of using online channels	Mean	S.D	F	Sig.
Need recognition	(1) 2-3 time per month	3.7222	.69389	7.575	.000
	(2) Every 3 months	4.2839	.47594		
	(3) Every 6 months	4.1488	.50984		
	(4) Once a year	4.0319	.65595		

\*Significant at or below 0.05 level.

Table 4.54 shows the One-Way ANOVA test, and the results showed that there was a significant different effect in the frequency of using online channels and the need recognition towards the online buying behavior of the tourists when purchasing hospitality and tourism related products and services. The significance is shown as 0.000 which is less than the alpha value of 0.05 at 95% confidence interval.

Therefore, when testing the differentiation of the frequency of using online channels, the LSD table was used for testing the pairing for the need recognition. The results are shown in Table 4.55.

**Table 4.55** Descriptive data of need recognition by the frequency of using online channels, using the LSD method

Frequency of using online channels	Mean	(1)	(2)	(3)	(4)
(1) 2-3 time per month	3.7222	-	-.56166*	-.42659	-.30969
(2) Every 3 months	4.2839		-	.13507*	.25194
(3) Every 6 months	4.1488			-	.11689
(4) Once a year	4.0319				-

\*Significant at or below 0.05 level.

From the results in Table 4.55, there was an average on need recognition of the tourists by the frequency of using online channels by using the LSD method. The tourists with the frequency of using online channels every 3 months had a difference in purchasing behavior in terms of the purchase decision of those with the frequency of using online channels every 6 months. In addition, the tourists with the frequency of using online channels just 2-3 times per month had a difference in purchasing behavior in terms of need recognition of the frequency of those who used online channels every 3 months.

**Table 4.56** One-way ANOVA test for the frequency of using online channels and information search

Online purchasing behavior	Frequency of using online channels	Mean	S.D	F	Sig.
Information search	(1) 2-3 time per month	3.9792	.80804	4.657	.003

**Table 4.56** One-way ANOVA test for the frequency of using online channels and information search

Online purchasing behavior	Frequency of using online channels	Mean	S.D	F	Sig.
	(2) Every 3 months	3.9025	.43868		
Information search	(3) Every 6 months	3.7210	.49062		
	(4) Once a year	3.6835	.74971		

\*Significant at or below 0.05 level.

Table 4.56 shows the One-Way ANOVA test, and the results showed that there was a significant different effect on the frequency of using online channels and the information search towards the online buying behavior of the tourists when purchasing hospitality and tourism related products and services. The significance is shown as 0.003 which is less than the alpha value of 0.05 at 95% confidence interval.

Therefore, when testing the differentiation of frequency of using online channels, the LSD table was used for testing the pairing for the information search. The results are shown in Table 4.57.

**Table 4.57** Descriptive data of information search by the frequency of using online channels, using the LSD method

Frequency of using online channels	Mean	(1)	(2)	(3)	(4)
(1) 2-3 time per month	4.2778	-	.31258	.54266*	.58983*
(2) Every 3 months	3.9652		-	.23008*	.27726*
(3) Every 6 months	3.7351			-	.04718
(4) Once a year	3.6879				-

\*Significant at or below 0.05 level.

From the results in Table 4.57, there was an average on the information search of the tourists by the frequency of using online channels by using the LSD method. The tourists with the frequency of using online channels every 3 months had a difference in purchasing behavior in terms of information search of those who had the frequency of using online channels every 6 months and once a year.

**Table 4.58** One-way ANOVA test for the frequency of using online channels and evaluation of alternatives

Online purchasing behavior	Frequency of using online channels	Mean	S.D	F	Sig.
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Evaluation of alternatives	(1) 2-3 time per month	4.2778	.60022	9.046	.000
	(2) Every 3 months	3.9652	.47207		
	(3) Every 6 months	3.7351	.51821		
	(4) Once a year	3.6879	.73780		

\*Significant at or below 0.05 level.

Table 4.58 shows the One-Way ANOVA test, and the results showed that there was a significant different effect on the frequency of using online channels and the evaluation of alternatives towards the online buying behavior of the tourists when purchasing hospitality and tourism related products and services. The significance is shown as 0.000 which is less than the alpha value of 0.05 at 95% confidence interval.

Therefore, when testing the differentiation of the frequency of using online channels, the LSD table was used for testing the pairing for the evaluation of alternatives. The results are shown in Table 4.59.

**Table 4.59** Descriptive data of evaluation of alternatives by the frequency of using online channels, using the LSD method.

Frequency of using online channels	Mean	(1)	(2)	(3)	(4)
(1) 2-3 time per month	3.9792	-	.07669	.25818	.29566
(2) Every 3 months	3.9025		-	.18149*	.21896*
(3) Every 6 months	3.7210			-	.03747
(4) Once a year	3.6835				-

\*Significant at or below 0.05 level.

From the results in Table 4.59, there was an average on the evaluation of alternatives of the tourists by the frequency of using online channels by using the LSD method. The tourists with the frequency of using online channels every 3 months had a difference in purchasing behavior in terms of evaluation of alternatives of the frequency of using online channels every 6 months and once a year.

**Table 4.60** One-way ANOVA test for the frequency of using online channels and purchase decision

Online purchasing behavior	Frequency of using online channels	Mean	S.D	F	Sig.
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	(1) 2-3 time per month	3.4667	.71010	4.306	.005
	(2) Every 3 months	3.9319	.41275		
Purchase decision	(3) Every 6 months	3.8696	.46863		
	(4) Once a year	3.8234	.53268		

\*Significant at or below 0.05 level.

Table 4.60 shows the One-Way ANOVA test, and the results showed that there was a significant different effect on the frequency of using online channels and the purchase decision towards the online buying behavior of the tourists when purchasing hospitality and tourism related products and services. The significance is shown as 0.005 which is less than the alpha value of 0.05 at 95% confidence interval.

Therefore, when testing the differentiation of the frequency of using online channels, the LSD table was used for testing the pairing for the purchase decision. The results are shown in Table 4.61.

**Table 4.61** Descriptive data of purchase decision by the frequency of using online channels, using the LSD method.

Frequency of using online channels	Mean	(1)	(2)	(3)	(4)
		3.4667	3.9319	3.8696	3.8234
<b>(1) 2-3 time per month</b>	3.4667	-	-.46520*	-.40298*	-.35674*
<b>(2) Every 3 months</b>	3.9319		-	.06223	.10846
<b>(3) Every 6 months</b>	3.8696			-	.04624
<b>(4) Once a year</b>	3.8234				-

\*Significant at or below 0.05 level.

From the results in Table 4.61, there was an average on the purchase decision of the tourists by the frequency of using online channels by using the LSD method. The tourists with the frequency of using online channels 2-3 times per month had a difference in purchasing behavior in terms of the purchase decision of those who had the frequency of using online channels every 3 months, every 6 months and once a year.

**Table 4.62** One-way ANOVA test for the frequency of using online channels and post-purchase.

Online purchasing behavior	Frequency of using online channels	Mean	S.D	F	Sig.
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Post-Purchase	(1) 2-3 time per month	3.9167	.87761	2.889	.035
	(2) Every 3 months	4.0952	.47732		
	(3) Every 6 months	4.0089	.48699		
	(4) Once a year	3.9043	.61371		

\*Significant at or below 0.05 level.

Table 4.62 shows the One-Way ANOVA test, and the results showed that there was a significant different effect on the frequency of using online channels and the post-purchase towards the online buying behavior of the tourists when purchasing hospitality and tourism related products and services. The significance is shown as 0.035 which is less than the alpha value of 0.05 at 95% confidence interval.

Therefore, when testing the differentiation of the frequency of using online channels, the LSD table was used for testing the pairing for the post-purchase. The results are shown in Table 4.63.

**Table 4.63** Descriptive data of post-purchase by the frequency of using online channels, using the LSD method.

Frequency of using online channels	Mean	(1)	(2)	(3)	(4)
(1) 2-3 time per month	3.9167	-	-.17857	-.09226	.01241
(2) Every 3 months	4.0952		-	.08631	.19098*
(3) Every 6 months	4.0089			-	.10467
(4) Once a year	3.9043				-

\*Significant at or below 0.05 level.

From the results in Table 4.63, there was an average on post-purchase of the tourists by the frequency of using online channels by using the LSD method. The tourists with the frequency of using online channels every 3 months had a difference in purchasing behavior in terms of post-purchase of the frequency of using online channels once a year.

**Table 4.64** Pearson's Coefficient Correlation analysis of the relationship between the perception, internal factors, and external factors of the tourists' behavior and the level of tourists' behavior on online purchasing decision making.

	Need recognition		Information search		Evaluation of alternative		Purchase decision		Post Purchase	
	R	Sig.	R	Sig.	R	Sig.	R	Sig.	R	Sig.
Perception	.335**	.000	.341**	.000	.545**	.000	.358**	.000	.242**	.000

Internal factors	.275**	.000	.094	.061	.202**	.000	.211**	.000	.292**	.000
External factors	.168**	.001	.140**	.005	.185**	.000	.063	.093	.234**	.000

\*\* Correlation is significant at or below 0.01 level.

The information provided in Table 4.64 shows the Pearson's correlation analysis of the relationship between the perception, internal factors, and external factors of tourists' behavior and the level of tourists' behavior though online purchasing decision making of hospitality and tourism related products and services.

**Hypothesis 2:** Tourists' perception has an effect on online purchasing of hospitality and tourism related products and services.

**H0:** Tourists' perception has a negative effect on online purchasing of hospitality and tourism related products and services.

**H1:** Tourists' perception has a positive effect on online purchasing of hospitality and tourism related products and services.

**Pearson's Correlation Coefficient test between the tourists' perception and the level of the online purchasing behavior.**

According to the correlation test results presented in Table 4.64, the results showed that the significance of the tourists' perception and all of the five stages of purchasing behavior or purchase decision making were positive based on the 2-tailed significance at .000 level which is less than the 0.01 level of significance.

As a result, the tourists' perception has a positive effect to the online buying behavior of hospitality and tourism related products and services at the value of .335\*\* on the need recognition stage; .341\*\* on the information search; .545\*\* on the evaluation alternative; .358\*\* on the purchasing decision; and .242\*\* on post-purchase which shows a positive relationship between the tourists' perception and online purchasing behavior.

**Hypothesis 3:** Tourists' environmental factors (Internal and External) has an effect on online purchasing of hospitality and tourism related product and services

**Hypothesis 3.1:** Tourists' environmental internal factors has an effect on online purchasing of hospitality and tourism related product and services

**H0:** Tourists' environmental internal factors has a negative effect on online purchasing of hospitality and tourism related product and services

**H1:** Tourists' environmental internal factors has a positive effect on online purchasing of hospitality and tourism related product and services

### **Pearson's Correlation Coefficient test between the tourists' internal factors and the level of the online purchasing behavior.**

According to the correlation test, the results from the Table 4.64 showed that the significance of the tourists' internal factors had positive results for four of the stages of purchasing behavior or the tourist's purchase decision making, which were: 1) need recognition (.275\*\*); 2) Evaluation of alternative (.202\*\*); 3) Purchase decision (.211\*\*); and 4) Post purchase(.292\*\*).

Therefore, with the significance at the level of 0.01 and the 2-tailed significance at .000 levels showed a positive relationship between the tourists' internal factors and the level of their online purchasing behavior.

On the other hand, the results in Table 4.64 also showed that there was no significant correlation between the internal factors of the tourists' and the information search which is one of the five stages of purchasing behavior, because the 2 tailed significance was on the level of 0.61 which is more than the 0.05 level of significance.

The results indicate that the internal factors of tourists has a negative effect to the information search stage of the online purchasing behavior (purchase decision making) process.

**Hypothesis 3.2:** Tourists' environmental external factors has an effect on online purchasing of hospitality and tourism related products and services

**H0:** Tourists' environmental external factors has a negative effect on online purchasing of hospitality and tourism related products and services

**H1:** Tourists' environmental external factors has a positive effect on online purchasing of hospitality and tourism related products and services

### **Pearson's Correlation Coefficient test between the tourists' external factors and the level of the online purchasing behavior.**

According to the correlation test, the results from the table 4.64 showed the significance of the tourists' external factors and the five stages of purchasing behavior or purchase decision making. It is obviously seen quite clearly that these four stages were significant: need recognition (.168\*\*); information search (.140\*\*); evaluation of alternative (.185\*\*); and post-purchase (.234\*\*) as they all had a positive

relationship between the tourists' external factors and the four stages of purchasing behavior or purchase decision making.

Therefore, with the significance at the level 0.01 and the 2-tailed significance at 0.00 levels showed there is a positive effect between tourists' external factors and the level of online purchasing behavior.

Whereas, the results in Table 4.64 also showed that there was no significant correlation between the external factors of the tourists' and the purchase decision which is one of the five stages of purchasing behavior, because the 2-tailed significance was on the level of 0.63 which is more than the 0.05 level of significance.

The results indicate that the internal factors of tourists have a negative effect to the purchase decision stage of the online purchasing behavior (purchase decision making) process.

**Table 4.65: Summary of hypothesis testing**

Hypothesis	Need recognition		Information search		Evaluation of alternatives		Purchase decision		Post-purchase	
	Accept	Reject	Accept	Reject	Accept	Reject	Accept	Reject	Accept	Reject
<b>Hypothesis 1.1:</b> Tourists' with a different gender has a different effect on online purchasing of hospitality and tourism related products and services.		✓		✓		✓		✓		✓
<b>Hypothesis 1.2:</b> Tourists' with a different age has a different effect on online purchasing of hospitality and tourism related products and services	✓		✓		✓		✓			✓
<b>Hypothesis 1.3:</b> Tourists' with different education levels has a different effect on online purchasing of hospitality and tourism related products and services	✓		✓		✓		✓			✓
<b>Hypothesis 1.4:</b> Tourists' with a different occupation has a different effect on online purchasing of hospitality and tourism related products and services.		✓	✓		✓		✓			✓
<b>Hypothesis 1.5:</b> Tourists' with a different range of income has a different effect on online purchasing of hospitality and tourism related products and services.	✓		✓		✓		✓			✓
<b>Hypothesis 1.6:</b> Tourists' with a different frequency of using the internet has a different effect on online purchasing of hospitality and tourism related products and services.	✓		✓		✓		✓			✓
<b>Hypothesis 1.7:</b> Tourists' with a different frequency of using online channels has a different effect on online purchasing of hospitality and tourism related products and services.	✓		✓		✓		✓		✓	

**Table 4.65: Summary of hypothesis testing (Cont.)**

Hypothesis	Need recognition		Information search		Evaluation of alternatives		Purchase decision		Post-Purchase	
	Accept	Reject	Accept	Reject	Accept	Reject	Accept	Reject	Accept	Reject
<b>Hypothesis 2:</b> Tourists' perception has an effect on online purchasing of hospitality and tourism related products and services.	✓		✓		✓		✓		✓	
<b>Hypothesis 3.1:</b> Tourists' environmental internal factors has an effect on online purchasing of hospitality and tourism related product and services.	✓			✓	✓		✓		✓	
<b>Hypothesis 3.2:</b> Tourists' environmental external factors has an effect on online purchasing of hospitality and tourism related product and services.	✓		✓		✓		✓		✓	

## **CHAPTER 5**

### **CONCLUSION, DISCUSSION & RECOMMENDATIONS**

In this chapter, the information will consist of the overall conclusion, a discussion of the findings and some relevant recommendations for future research. This will be extracted from the main findings and analysis from the statistics that were provided in chapter 4. Moreover, this chapter will conclude with some recommendations for some potential future research in the field of the hospitality and tourism industry.

#### **5.1 Research Conclusion**

This research projects had three main objectives for the study. The research used the quantitative method to study and to find the results in order to respond to the objectives.

1. To evaluate the consumer demographic segmentation of tourists who book or purchase tourism related products and services via online booking systems.

Consumer behavior on the purchasing decision process of the tourists can be influenced by many factors. One of the most important influential keys is the demographic details of the tourists. Therefore, consumer demographic segmentation was chosen by the researcher. Before providing questionnaires to the respondents, tourists were asked whether they had any previous experience in using the online purchasing of hospitality and tourism related products and services.

According to the research results, most of the respondents were in the range of age of a young generation who were employed as officers working in a private company and spending time between 3-4 hours per day on the internet. Mostly, the tourists purchased the hospitality and tourism related products and services within the transportation and lodging/accommodation industry. Furthermore, the tourists had a frequency to purchase the hospitality and tourism related products and services every three months, on average. A direct website was the most commonly used source for the tourists to purchase through online channels, because of the trustworthy nature

and reliable information provided from the business website which can create more trust and promotions.

2. To study the perception of tourists, booking or purchasing tourism related products and services through online booking systems.

The research results discovered that the buying behavior of Thai tourists' through electronic distribution channels of tourism and hospitality related products and services had a positive relationship on the perception which consists of attention, distortion, and detention.

From the statistical analysis in chapter 4, the perception had a significance which meant the online purchasing of hospitality and tourism related products and services connected to all of the five stages of purchasing behavior, having a positive relationship with the tourists' perception. Online purchasing channels' image can obtain the consumers' needs and recognition for the tourists by providing information through the commercial adverts, reviewers, and social media comments. Providing the variety of information can attract the tourist to find the information through the internet on social bloggers, by word of mouth, a reviewer and looking for the special trip in order to gain perception and to find or to compare the evaluation of alternatives of the hospital and tourism related products and services. All of the best alternative choices can lead to a purchase decision and post-purchase and can create the satisfaction, attitude, and perception to the tourists.

3. To examine the environmental influences (internal & external) of tourists who book or purchase tourism related products and services through online booking systems.

The environmental factors can be divided into two categories which are described as the internal factors and external factors. According to the research results in chapter 4, the tourists who book or purchase hospitality and tourism products and services though online purchasing distribution channels had both a positive and negative relationship on the their purchasing behavior. The research results found that the internal factors pay an important role on the purchase decision making, especially on the evaluation of alternatives. The tourists receive the most important impact mainly from their friends and relatives or they perceive the impact from the social media outlets which are reliable sources to the tourists. However, only the phase of

information search did not have an effect with the purchase decision of the tourists. The tourists used a wide and various types of sources of information to compare and choose the best choice for themselves. This variety included blogs, social network, and word of mouth from friends and relatives.

Meanwhile, the purchasing behavior on the buying decision process also gained both a positive and negative relationship and the impact from the external factors. Telecommunication and the internet network can play an important role for searching, uploading, sharing the information, and finding the details in the websites and other sources. While there were some blocked or restricted content, most information can lead the tourists' decision of whether to purchase the products or services or not.

## **5.2 Research Discussion**

### **A. E-tourism: A Comparison of Online and Offline Booking**

Based on the results of this research project, it was found that the younger generation prefers to use online purchasing to buy the hospitality and tourism related products and services. The tourists in this generation use the internet for searching and comparing the information to set the destination and find the best suitable promotions to save the total cost of travelling.

This behavior is different to the older, more adult, generation, who tend to not use online channels very often when compared to the younger generation. This difference could be because of the purpose of the trip and the frequency of using the internet is not very often for older people. Moreover, the level of income of this older generation is quite high, and also their needs and their level of satisfaction is higher, as opposed to spending time to seek for the best deal or discount promotions. The tourists in this generation also want to reduce any potential risks and want the best experience while traveling to their desired destination.

The research results agree with the previous research undertaken by Crnojevac et al, in 2010; in that the high technology has played an important role to the hospitality and tourism industry. The demographic segmentation in each classification prefers to make both online and offline reservations. The difference of the

demographic details and travel characteristics will often mean the use of different methods of reservation (Crnojevac, I. H., Gugić, J., and Karlovčan, S., (2010).

As a result, the hospitality and tourism business industry should use the right online or offline tools to serve the right customers, based on the demographic marketing segmentation and preferences. To help the businesses meet the needs of the tourists, the businesses should deliver a direct service through the differences of the demographic classifications. This approach will also help the businesses both sustain and gain new customers' attention in a very effective way.

### **B. The Growth in the Online Booking System in Customers.**

The growth of the online hospitality and tourism market in Europe has increased rapidly in recent years. The internet has been used a lot in the tourism market. This is especially true for teenagers, who like to purchase through using online reservation rather than purchasing from the tour operator (Agheorghiesei, 2011). By comparing this view to the results of this study, the research project agrees with the research results of Agheorghiesei. Most of the tourists who used an online purchasing channel were from the younger generation in the age range of between 21-30 years old. This generation is very use to the internet and spends more time on the internet than those who are older. Therefore, this generation will use online purchasing for the flexibility, convenience, and potential access everywhere. The tourists can search for information, comparing the alternative choices by finding source on the internet. Moreover, most of the teenagers like to find the best promotion and save costs for their itinerary, matching a limited budget. This can lead to the future growth of online purchasing to increase rapidly.

Even though the internet can be accessed very easily, and provides one of the best ways to find the better prices, according to the data received in this research survey, the tourists who have an age within the adult level, tend to rarely use online purchasing channels because their frequency of using the internet is far less than the time teenagers spend online.

As a direct result, tourists who have a different range of age, coming from a different generation, will also have a distinctly different perception towards online reservation. The difference of the tourists can mean they will gain different attention. This clearly means that hospitality and tourism businesses should provide the

different types of information, promotions, and recognition to the different type of tourists and meet the different needs from the different age groups.

### **C. Tourist Behaviors in Online Booking**

The hospitality and tourism online reservations are intangible; there are the specific business transactions that deliver the service to the customers or B2C. One of the easiest ways to purchase online hospitality and tourism related products and services would be the online travel agents or OTAs. An online travel agent plays a very important role to hospitality and tourism industry and gains attention from customers (Peng, Xu, and Chen, 2013). However, the results of this present research project is against the research findings of what is mentioned the above. According to the questionnaire survey, the researcher found that most of the online distribution channels that the tourists' used were direct websites. The tourists decided to use direct websites resulting from the belief that they offered reliable information, and users had website trust. In addition, the direct website can provide the best prices or suitable discount promotions for the tourists. Especially beneficial are the chain websites, as the tourists can search for any location or brand affiliated business to find a broader variety of information.

From the research results, the use of both direct websites and online travel agents provide an advantage to the tourists. It can be noted that the direct website can create the advantage from being reliable or obtaining the trust from business owners' website. The online travel agent can also provide a variety of choices for the tourists to choose among the alternatives.

For an overall summary, the discussion on the above are both agree and against between the previous research and study, and the analysis finding. The different result can occur base on the different of statistic method and analysis finding. The different result can occur base on the different factors can be the main objective of uncertain among the research.

### **5.3 Research Limitations**

Due to the limited period of time, the researcher had to focus on the most significant factors that directly affect the hospitality and tourism industry towards the behavior of the tourists' in their purchasing behavior. In this research project, all the

research data was collected from only Thai tourists, so the specific scope of this research only studied and assessed a limited sample of tourists. The assessment was based on these specific factors: 1) the consumer demographic segmentation; 2) their perception; 3) environmental factors; and 4) purchasing behavior of the Thai tourists.

Therefore, if the researcher has more time in the future to undertake a further research project, another study would focus in other market segmentations and expand the sample size of the study to include foreigners. These areas were not possible to be included in this research.

## **5.4 Research Recommendations**

### **5.4.1 Recommendations from the Study**

This research project focused on the tourists' behavior on online purchasing for hospitality and tourism related products and services. This research is going to provide some benefit to all hospitality and tourism related products and services providers that provide online distribution channels for the tourists. The purchasing behaviors were influenced by three main points, which consisted of demographic market segmentation, perception, and environmental factors.

The growth and numbers of tourists who use online purchasing on hospitality and tourism related products and services has increase rapidly in recent years. These sources provide a very convenient way for the tourists, but it is essential to be aware that not only does online purchasing provides benefits, as it can also present several threats.

There are several important factors that make an impact on the tourists. Purchasing behavior are both trustworthy and promoted. The service provider which includes a direct website, online travel agents, and so on; should add up the reliable information, make sure the website becomes certified, and offer discount promotions or customer loyalty programs.

Providing information can be done in varies ways, such as through text, images, social bloggers or reviewers, social media outlets, and commercial adverts. To gain attention and arise recognition from the tourists, all those types of information sources can help the tourists find the suitable purchasing and post-purchase experience. For the service providers, by providing the reliable information and

obtaining the trust from tourists, they can also gain the profit and benefit for themselves.

Creating the website trust and verification, which includes the payment terms, can help tourists have more confidence in online purchasing of online purchasing hospitality and tourism related products and services. In addition, there has also been an increase in the volume of purchasing rate in the older adult generation, because of the trustworthy respect in terms of the security and low risks on offer. Moreover, the service provider should maintain and develop the system to be stabilized for the tourists to make them trust it – and even rely on the website for some future purchasing.

Providing promotion or creating a loyalty program in the website can persuade tourists to purchase through online distribution channels. The service provider should create some value-added aspects when the tourists purchase through online channels. Therefore, the tourist will compare and find the best choice of their alternative options and the most valuable deal for themselves. Creating the loyalty program or rewards through online distribution channels can boost the future re-purchasing from the same tourists and also have a very satisfied customer tell their family, friends, and work colleagues, about the website and the benefits to use it.

#### **5.4.2 Recommendations for Future Research**

Studying the tourists' behavior through online distribution channels gives a lot of benefit for both the hospitality and tourism industry and also the service providers to understand more about the tourists. There are some recommendations for future research, based on the following:

This research project examined the tourists' behavior and the impact of online distribution channels. However, to increase the efficiency of the research, there could be a future study including both Thai and foreigners who have previously used online purchasing of hospitality and tourism related products and services.

This research also studied the demographic segmentation of the tourists. This market segmentation is of major importance to study the behavior of tourists. Meanwhile, the future research project could study other market segmentations as well. The reason to justify this research area, would be that all of the market segmentations have either a direct or indirect impact on the tourists' behavior.

Moreover, this research project was conducted by only assessing and analyzing the Thai tourists who have had an experience in using online purchasing of hospitality and tourism related products and services. To expand the scope of the study, the further research project could study the tourists who have not ever used the online purchasing of hospitality and tourism related products and services in order to obtain the opposite side. This can be undertaken by using the qualitative study method, such as interviewing in person or forming a large discussion group to inquire and determine the reasons.



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**APPENDIX A**  
**SURVEY QUESTIONNAIRE**

**Research Questionnaires**

**Research Topic:** Electronic distribution channels of tourism and hospitality related products and services: the buying behavior of Thai tourists.

**Objective:** I am the student in the program of Master of Business Administration (MBA) Stamford International University and doing a research study on “Electronic distribution channels of

tourism and hospitality related products and services: the buying behavior of Thai tourists”

The following questions would take approximately 10 minutes to complete. Please kindly, fill in the questionnaires below,

**Part 1: Demographic Data**

Please answer the following question by filling “ ✓ “(tick mark) in the  box of your answer.

1. Gender

- Male  Female

2. Age

- 20 years old and under  21-30 years old  
 31-40 years old  41-50 years old  
 51 years old & above

3. Graduation Level

- Secondary education / equivalent  
 Higher secondary education  
 Diploma / Higher Vocational education  
 Bachelor Degree  
 Master Degree  
 PhD.

4. Occupation

- Student  
 Government / Semi-government employee  
 Private company  
 Unemployed / Retired  
 Others, please specify.....

5. Range of Income

- Less than 10,000 THB  
 10,001 – 20,000 THB  
 20,001 – 30,000 THB  
 30,001 – 40,000 THB  
 40,001 – 50,000 THB  
 More than 50,001 THB

6. How much time do you spend on internet per day?

- Less than 1 hour  
 1-2 hours  
 2-3 hours  
 3-4 hours  
 More than 4 hours

7. Frequency of using online channels to buy hospitality and tourism related products and services per year.

- 2-3 times per month
- Every 3 months
- Every 6 months
- Once a year

**Part 1.2:** Please answer the following question by filling “✓” tick mark of your answer that best describes your opinion on the consumer demographic segmentation to indicate your level of agreement or disagreement in the following statement.

Average Score	Level
3	Strongly disagree
4	Disagree
5	Neither agrees nor disagrees
6	Agree
7	Strongly agree
8	

Demographic Segmentation	1	2	3	4	5
8. An electronic distribution channels you have used.					
- Online travel agents					
- Website					
- E-mail marketing					
- Social network					
- Mobile Application					
- Search Engine Optimization (Google, Yahoo, etc.)					
Demographic Segmentation	1	2	3	4	5
9. The products or services that you have used.					
- Transportation (Airline, Rail, Cruise, Bus, etc.)					
- Lodging (Hotel, Resort, Hostel, Motel)					
- Events (Meetings, Conventions, Weddings)					
- Others (Restaurant, Attractions, Theme park, etc.)					

**Part 2:** Please indicate the scale that best describes your opinion on perception, environmental factors, and purchase decision making through electronic distribution channels of tourism and hospitality related products and services: The buying behavior of Thai tourists.

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

Part 2.1 Perception					
	1	2	3	4	5

<b>Attention</b>					
10. Online purchasing channel images can gain your attention, recognition, and need.					
11. Online purchasing gains your attention by providing a variety of sources of information and commercial adverts.					
12. Online purchasing gives you a trustworthy feeling, and presents reliable information.					
<b>Distortion</b>					
13. Online purchasing expectancy and selection has been effected by word of mouth.					
<b>Detention</b>					
14. Online purchasing experience can support your personal attitude and belief.					
<b>Part 2.2 : Environmental factors</b>					
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>Internal factors</b>					
15. I use online purchasing because of the recommendation from friends and relatives.					
16. I use online purchasing due to the impact of social media, or web 2.0 recommendations.					
<b>Part 2.2 : Environmental factors</b>					
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>External Factors</b>					
17. Telecommunications and the internet network in Thailand are stable enough for making online purchasing.					
18. Privacy and law and regulations can give a trustworthy reputation to the website.					
19. There are some blocked and restricted content of information from the government which may cause the difficulties to make online purchasing.					
<b>Part 2.3 : Online Purchasing Behavior (Purchase Decision Making)</b>					
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>Need recognition / Problem recognition</b>					
20. I have to travel and make my itinerary.					
21. I don't have much time to make a reservation with tour operators or travel agents.					
22. I need the best deal and promotion to save my budget.					
<b>Information search</b>					
23. I take time for searching information before making online purchasing through an online channel.					

24. I like to find both positive and negative recommendations, opinions, and experiences in online purchasing.					
25. I am looking for the channel of online purchasing when I need to travel.					
<b>Evaluation of Alternatives</b>					
26. Online purchasing channel comes up as the top rank when I need to make a purchase.					
27. I look for the reviewer, forums, and social media to compare online purchasing websites.					
28. Negative comments or opinions significantly affect my decision.					
29. I compare the value of each website in order to get the best suitable tourism and hospitality related products and services.					
<b>Purchase decision</b>					
30. I choose well-known brands of online purchasing of tourism and hospitality related products and services.					
31. I decide to purchase online products and services because of the recommendation from friends and relatives.					
32. I decide to purchase online products and services through an online website because of the ease of the operation.					
33. I decide to purchase online products and services through an online website because of my previous experience.					
34. I decide to purchase online products and services through an online website because of the price and promotions.					
<b>Part 2.3 : Online Purchasing Behavior (Purchase Decision Making)</b>					
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>Post-purchase evaluation</b>					
35. I will recommend friends and relatives to purchase tourism and hospitality related products and services through an online website.					
36. I am satisfied with my experience of using online reservation.					
37. I felt that my expectations of making online purchasing was met.					

Thank you for completing this questionnaire

**APPENDIX B**  
**INDEX OF ITEM – OBJECTIVE CONGRUENCE**

**INDEX OF ITEM – OBJECTIVE CONGRUENCE**

**Topic:** Electronic distribution channels of tourism and hospitality related products and services: the buying behavior of Thai tourists.

The ratings are: 1 item clearly objective, 0 Unsure/not so clear; -1 clearly does not meet the objective.

**Part1.1:** Please ✓ in the box that describes your best answers.

Questions	Evaluation			If -1 or 0, Please Suggest
	-1	0	1	
<b>Part 1.1 : Demographic Data</b>				
38. Gender <input type="checkbox"/> Male <input type="checkbox"/> Female				
39. Age <input type="checkbox"/> 20 and under <input type="checkbox"/> 21-30 years old <input type="checkbox"/> 31-40 years old <input type="checkbox"/> 41-50 years old <input type="checkbox"/> 51 years old and above				
40. Graduation Level <input type="checkbox"/> Secondary education / equivalent				

<input type="checkbox"/> Higher secondary education <input type="checkbox"/> Diploma / Higher Vocational education <input type="checkbox"/> Bachelor Degree <input type="checkbox"/> Master Degree <input type="checkbox"/> PhD.				
<b>41. Occupation</b> <input type="checkbox"/> Student <input type="checkbox"/> Government /semi-government employee <input type="checkbox"/> Private company <input type="checkbox"/> Unemployed / Retired <input type="checkbox"/> Others, Please specify				
<b>42. Range of Income</b> <input type="checkbox"/> Less than 10,000 THB <input type="checkbox"/> 10,001 – 20,000 THB <input type="checkbox"/> 20,001 – 30,000 THB <input type="checkbox"/> 30,001 – 40,000 THB <input type="checkbox"/> 40,001 – 50,000 THB <input type="checkbox"/> More than 50,001 THB				
<b>Questions</b>	<b>Evaluation</b>			<b>If -1 or 0, Please</b>
	-1	0	1	<b>Suggest</b>
<b>Part 1 : Demographic Data</b>				
<b>43. How much time do you spend on internet per day?</b> <input type="checkbox"/> Less than 1 hour <input type="checkbox"/> 1-2 hours <input type="checkbox"/> 2-3 hours <input type="checkbox"/> 3-4 hours <input type="checkbox"/> More than 4 hours				
<b>44. Frequency of using online to buy the hospitality and tourism related products and services per year.</b> <input type="checkbox"/> 2-3 times per month <input type="checkbox"/> Every 3 months <input type="checkbox"/> Every 6 months <input type="checkbox"/> Once a year				

**Part 1.2:** Please indicate the scale that best describes your opinion on the consumer demographic segmentation

1= Strongly disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly agree

<b>Questions</b>	<b>Evaluation</b>	<b>If -1 or 0, Please</b>
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	-1	0	1	Suggest
<b>Part 1.2 : Demographic Data</b>				
45. An electronic distribution channels you have used. - Online travel agents - Website - E-mail marketing - Social network - Mobile Application - Search Engine Optimization (Google, Yahoo, etc.)				
46. The products or services that you have used. - Transportation (Rail, Cruise, Bus, etc.) - Lodging (Hotel, Resort, Hostel, Motel) - Events (Meetings, Conventions, Weddings) - Others (Restaurant, Attractions, Theme park, etc.)				

**Part 2:** Please indicate the scale that best describes your opinion on perception, environmental factors, and purchase decision making through electronic distribution channels of tourism and hospitality related products and services: The buying behavior of Thai tourists

1= Strongly disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly agree

Questions	Evaluation			If -1 or 0, Please Suggest
	-1	0	1	
<b>Part 2.1: Perception</b>				
<b>Attention</b> 47. Online purchasing channel images can gain your attention, recognition, and need. 48. Online purchasing gains your attention by providing a variety of sources of information and commercial adverts. 49. Online purchasing gives you a trustworthy feeling, and presents reliable information. <b>Distortion</b> 50. Online purchasing expectancy and selection has been effected by word of mouth. <b>Detention</b> 51. Online purchasing experience can support your personal attitude and belief.				
<b>Part 2.2 : Environmental factors</b>				

<p>52. I use online purchasing because of the recommendation from friends and relatives.</p> <p>53. I use online purchasing due to the impact of social media, or web 2.0 recommendations.</p> <p>54. Telecommunications and the internet network in Thailand are stable enough for making online purchasing.</p> <p>55. Privacy and law and regulations can give a trustworthy reputation to the website.</p> <p>56. There are some blocked and restricted content of information from the government which may cause the difficulties to make online purchasing.</p>				
<p style="text-align: center;"><b>Questions</b></p>	<b>Evaluation</b>			<b>If -1 or 0, Please Suggest</b>
	-1	0	1	
<b>Part 2.3 : Online Purchasing Behavior (Purchase Decision Making)</b>				
<p><b>Need recognition / Problem recognition</b></p> <p>57. I have to travel and make itinerary.</p> <p>58. I don't have much time to make a reservation with tour operators or travel agents</p> <p>59. I need the best deal and promotion to save my budget.</p> <p><b>Information search</b></p> <p>60. I take time for searching information before making online purchasing through an online channel.</p> <p>61. I like to find both positive and negative recommendations, opinions, and experiences in online purchasing.</p> <p>62. I am looking for the channel of online purchasing when I need to travel.</p> <p><b>Evaluation of Alternatives</b></p> <p>63. Online purchasing channel comes up as the top rank when I need to make a purchase.</p> <p>64. I look for the reviewer, forums, and social media to compare online purchasing websites.</p> <p>65. Negative comments or opinions significantly affect my decision.</p> <p>66. I compare the value of each website in order</p>				

<p>to get the best suitable tourism and hospitality related products and services.</p> <p><b>Purchase decision</b></p> <p>67. I choose well-known brands of online purchasing of tourism and hospitality related products and services.</p> <p>68. I decide to purchase online products and services because of the recommendation from friends and relatives</p> <p>69. I decide to purchase online products and services through an online website because of the ease of the operation.</p> <p>70. I decide to purchase online products and services through an online website because of my previous experience.</p> <p>71. I decide to purchase online products and services through an online website because of the price and promotions.</p>				
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Questions	Evaluation			If -1 or 0, Please Suggest
	-1	0	1	
<b>Part 2.3 : Online Purchasing Behavior (Purchase Decision Making)</b>				
<b>Post-purchase evaluation</b> 72. I will recommend friends and relatives to purchase tourism and hospitality related products and services through an online website. 73. I am satisfied with my experience of using online reservation. 74. I felt that my expectations of making online purchasing was met.				

Expert's name: .....  
 Date: (.....)

## APPENDIX C LIST OF EXPERTS

**Table 3.3** Content Validity Index in the consumer demographic segmentation, perception, environmental factors, and online purchasing behavior questionnaire.

Question	Judge 1	Judge 2	Judge 3	$\sum R$	$IC = \frac{\sum R}{N}$	Result
1. <b>Gender</b>	1	1	1	3	1.0	Excellent
2. <b>Age</b>	1	1	1	3	1.0	Excellent
3. <b>Graduation Level</b>	1	1	1	3	1.0	Excellent
4. <b>Occupation</b>	1	0	1	1	0.7	Fair
5. <b>Range of income</b>	1	0	1	2	0.7	Fair
6. <b>How many times do you spend on the internet per day?</b>	1	1	1	3	1.0	Excellent
7. <b>Frequency of using online channels to buy the hospitality and tourism related products and services per year.</b>	1	0	1	2	0.7	Fair
8. <b>An electronic distribution channel you have used</b>	1	1	1	3	1.0	Excellent

9. <b>The products or services that you have used.</b>	0	1	1	2	0.7	Fair
10. <b>Online purchasing channel images can gain your attention, recognition, and needs.</b>	1	1	1	3	1.0	Excellent
11. <b>Online purchasing gains your attention by providing variety sources of information and commercial ads.</b>	1	1	1	3	1.0	Excellent
12. <b>Online purchasing gives you trustworthiness and reliability of the information.</b>	1	1	1	3	1.0	Excellent
13. <b>Online purchasing expectancy and selection is effected by word of mouth.</b>	1	1	1	3	1.0	Excellent
14. <b>Online purchasing experience can support your personal attitude and belief.</b>	1	1	1	3	1.0	Excellent
15. <b>I use online purchasing because of the recommendation from friends and relatives.</b>	1	1	1	3	1.0	Excellent
16. <b>I use online purchasing due to the impact of social media, or web 2.0 recommendations.</b>	0	0	1	1	0.3	Poor
17. <b>Telecommunications and the internet network in Thailand are stable enough for making online purchasing.</b>	1	1	1	3	1.0	Excellent

**Table 3.3 Content Validity Index in the consumer demographic segmentation, perception, environmental factors, and online purchasing behavior questionnaire (Cont.)**

Question	Judge 1	Judge 2	Judge 3	$\sum R$	$IC = \frac{\sum R}{N}$	Result
18. <b>Privacy and law and regulations can give a trustworthy response to the website.</b>	1	1	1	3	1.0	Excellent
19. <b>There are some blocked and restricted content of information from the Thai government which may cause the difficulties to make online purchasing.</b>	1	1	1	3	1.0	Excellent
20. <b>I have to travel and make an itinerary.</b>	1	1	1	3	1.0	Excellent
21. <b>I don't have much time to make a</b>	1	1	1	3	1.0	Excellent

<b>reservation with tour operators or travel agents</b>							
22. I need the best deal and promotion to save my budget.	1	1	1	3	1.0	Excellent	
23. I take time for searching information before making online purchasing through online channels.	1	1	1	3	1.0	Excellent	
24. I like to find both positive and negative recommendations, opinions, and experiences in online purchasing.	0	1	1	2	0.7	Fair	
25. I am looking for the channel of online purchasing when I need to travel.	1	1	1	3	1.0	Excellent	
26. Online purchasing channel comes up at the top rank when I need to make a purchase.	1	1	1	3	1.0	Excellent	
27. I look for the reviewer, forums, social media to compare online purchasing websites.	1	1	1	3	1.0	Excellent	
28. Negative comments or opinions significantly effect my decision.	1	1	1	3	1.0	Excellent	
29. I compare the value of each website in order to get the best suitable tourism and hospitality related products and services.							
30. I choose a well-known brand for online purchasing of tourism and hospitality related products and services.	1	1	1	3	1.0	Excellent	

**Table 3.3** Content Validity Index in the consumer demographic segmentation, perception, environmental factors, and online purchasing behavior questionnaire (Cont.)

Question	Judge 1	Judge 2	Judge 3	$\sum R$	$IC = \frac{\sum R}{N}$	Result
31. I decide to purchase online products and services because of the recommendation from friends and relatives	1	1	1	3	1.0	Excellent
32. I decide to purchase online products and services through online websites because of the ease of the operation.	1	1	1	3	1.0	Excellent
33. I decide to purchase online products and						

	<b>services through online websites because of my previous experience.</b>	1	1	1	3	1.0	Excellent
34.	<b>I decide to purchase online products and services through online websites because of the price and promotion.</b>	1	1	1	3	1.0	Excellent
35.	<b>I will recommend friends and relatives to purchase tourism and hospitality related products and services through online websites.</b>	1	1	1	3	1.0	Excellent
36.	<b>I am satisfied with my experience of using online reservation.</b>	1	1	1	3	1.0	Excellent
37.	<b>I felt that my expectation of making online purchasing was met.</b>	1	1	1	3	1.0	Excellent

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**Table 3.4** Calculation of Cronbach's alpha

Question Item	Cronbach's alpha if Item Deleted
10. Online purchasing channel images can gain your attention, recognition, and needs.	.796
11. Online purchasing gains your attention by providing a variety of sources of information and commercial ads.	.794
12. Online purchasing give you a trustworthiness and offers reliable information.	.802
13. Online purchasing expectancy and selection is effected by word of mouth.	.797
14. Online purchasing experience can support your personal attitude and belief.	.795
15. I use online purchasing because of the recommendation from friends and relatives.	.791
16. I use online purchasing due to the impact of social media, or web 2.0 recommendations.	.783
17. I use online purchasing due to the impact of social media, or web 2.0 recommendations.	.783
18. Telecommunications and the network in Thailand are stable enough for making online purchasing.	.795
19. Privacy and law and regulations can give a trustworthy response to the website.	.800
20. There are some blocked and restricted content of information from the Thai government which may cause the difficulties to make online purchasing.	.804
21. I have to travel and make an itinerary.	.798
22. I don't have much time to make a reservation with tour operators or travel agents	.795
23. I need the best deal and promotion to save my budget.	.790
24. I take time for searching information before making online purchasing through online channels.	.792
25. I like to find both positive and negative recommendations, opinions, and experiences in online purchasing.	.793
26. I am looking for the channel of online purchasing when I need to travel.	.794
27. Online purchasing channel comes up at the top rank when I need to make a purchase.	.795
28. I look for the reviewer, forums, and social media to compare online purchasing websites.	.785
29. Negative comments or opinions significantly effect my decision.	.791
30. I compare the value each of website in order to get the best suitable tourism	.790

**and hospitality related products and services.**

- 31. I choose a well-known brand for online purchasing of tourism and hospitality related products and services.** .795

**Table 3.4** Calculation of Cronbach's alpha (Cont.)

Question Item	Cronbach's alpha if Item Deleted
<b>32. I decide to purchase online products and services because of the recommendation from friends and relatives.</b>	.794
<b>33. I decide to purchase online products and services through online websites because of the ease of the operation.</b>	.805
<b>34. I decide to purchase online products and services through online websites because of my previous experience.</b>	.798
<b>35. I decide to purchase online products and services through online websites because of the price and promotion.</b>	.792
<b>36. I will recommend friends and relatives to purchase tourism and hospitality related products and services through online websites.</b>	.790
<b>37. I am satisfied with my experience of using online reservation.</b>	.794
<b>38. I felt that my expectation of making online purchasing was met.</b>	.793

**LIST OF EXPERTS**

<b>NAME</b>	<b>POSITION</b>
1. Dr. Apitep Saekow	Assistant President of Academic Affairs, Dean Graduate School Stamford International University Bangkok campus Thailand.
2. Ms. Sirapha Aneksittisin	General Manager, Kantary House Hotel and Service Apartments Bangkok Thailand.
3. Mr. Phothiwong Suwannatat	Restaurant Service and Beverage Operation Lecturer, Stamford International University Bangkok campus Thailand.

## BIOGRAPHY

<b>NAME</b>	Ms. Kornpatsorn Pichienpak
<b>DATE OF BIRTH</b>	October 12 <sup>th</sup> , 1989
<b>EDUCATION</b>	
2015	Master of Business Administration, Stamford International University
2013	Bachelor of Martin De Tours School of Management and Economics; Majored in Accounting, Minored in Hospitality and Tourism Management Assumption University of Thailand
<b>NATIONALITY</b>	Thai
<b>HOME ADDRESS</b>	598/115 Suphalai Garden-Ville, Donmuang, BKK 10210, Thailand
<b>EMPLOYMENT ADDRESS</b>	Isuzu Motors International Operation (Thailand) Co., Ltd
<b>POSITION</b>	ADM, Accountant
<b>EMAIL ADDRESS</b>	kornpatsornp@hotmail.com