

**FACTORS AFFECTING DECISION MAKING OF CONSUMER
BEHAVIOUR TOWARDS HOTELS IN SUKHUMVIT AREA
IN BANGKOK**



**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT
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Hotels in Sukhumvit Area in Bangkok

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Abstract

The objective of this independent study was to identify the factors affecting decision making consumer behaviour of hotel in Sukhumvit area in Bangkok .The specific objectives of the research was to analyses the factors affecting consumer behaviour in Hotel in Sukhumvit area in Bangkok. The scope of the study cover demographic factors and consumer behaviour factors that effect consumer buying decision on marketing mix factors of hotels in Sukhumvit area, Bangkok.

Regarding to research methodology, descriptive and inferential statistics were used to describe the characteristics of the population. The researcher used quantitative survey as the major method to find out the relationship between decision making consumer behaviour in hotel and demographic factors and consumer behaviour.

We can conclude that demographic factors of Nationality, Gender, Age, Income, Education effect and consumer behaviour factors effect on consumer decision marketing mix factors.

Keywords: Demographic Factor, Consumer behaviour, Consumer buying decision on marketing mix,

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CHAPTER 1

INTRODUCTION

1.1 Hotel Industry in Bangkok

Hotel industry in Bangkok, the year 2011 will be pivotal in the process of building up pressure on the rates and occupancy of the city. Market View Bangkok Luxury Hotel Q1/2011 of CB Richard Ellis Thailand has released the report: From January to March this year, the inventory in Thai capital's center grew to 29, 511 rooms. It included the area of Ploenchit, Sukhumvit, Silom, Riverside and Sathorn. In other words, there was a growth of 1% quarter-on-quarter and 8% year-on-year.

There are 7 hotels that were recently opened in Bangkok: Novotel Bangkok Fennix Ploenchit Hotel came with 370 rooms, Best Western Bangkok Hiptique Hotel was opened with 50 rooms, 75 rooms of Sofitel Bangkok Center Hotel, Park Plaza Bangkok Hotel Sukhumvit Soi 18 popped out with 125 rooms, Ramada Encore Bangkok Hotel was built with 188 rooms, The St. Regis Bangkok Hotel followed with 227 rooms (including 51 Suite) and eventually the Best Western Plus Sukhumvit with 78 rooms. Now days the rapid growth and increasing of hotel supply comes with higher competition, causing hoteliers try to capture the market share using price cutting strategy.

The intense price discounting could run a serious risk of having negative impact on the hotels long term profitability. The hotel segments that are critically affected by this circumstance is the luxury class hotel. The occupancy and room rate are going down in Bangkok, the capital of Thailand received the world's best award in the row in Year 2010 -2012 (Marsh, 2012). The top city hotel awards in Asia from 2008- 2012 belonged to hotel in Bangkok (Marsh, 2012).

Another key to help gaining a market share from competitor is a focus on service quality through hotels ability to differentiate itself by providing unique benefit to customers. The customer satisfaction is one of the most important factors affecting the hotel business performance as it is the main driver of customer loyalty. The high level of customer satisfaction lead to repurchase and favorable word of mouth publicity and eventually increase the revenue.

Sukhumvit area and its many adjoining sub-streets are poor on traditional tourist attractions but rich in of-the-minute shopping, eating and nightlife. The many fashionable restaurants, bars, air-conditioned malls, hotels and hip clubs give the area a distinctly modern, cosmopolitan flavor.

Hotel Rating

The star classification system is a common one for rating hotels. Higher star ratings indicate more luxury. Other classifiers, such as the AAA Five Diamond Award use diamonds instead of stars to express hotel ratings levels. Hotels are independently assessed in traditional systems and rest heavily on the facilities provided. Some consider this disadvantageous to smaller hotels whose quality of accommodation could fall into one class but the lack of an item such as an elevator would prevent it from reaching a higher categorization.

In recent years hotel rating systems have also been criticized by some who argue that the rating criteria for such systems are overly complex and difficult for laypersons to understand. It has been suggested that the lack of a unified global system for rating hotels may also undermine the usability of such schemes.

Hotel

Hotel is rating as a Five Star. Average daily room rate (ADR) of over 5,500 (Approxactly USD1700) Most Luxury Hotels are located on main road CBD and are managed by international Hotel operator under their premier brands .The target market includes high income leisure and executive business travellers. Hotel In Sukhumvit area Luxury Hotel West Inn ,J.W.Marriot, Holiday Inn, IBS Hotel.

Service provided by hotel Complimentary Wi-Fi available throughout the hotel, coincierge , business centre, early breakfast, laundry and dry cleaning, valet service, iron and ironing board in the room, tea and coffee making facilities in the room, porter, parking, car wash service, safe deposit box at concierge, storage room, room service, souvenir shop, wake up service, non-allergic pillow, nonsmoking rooms, currency exchange facilities for disabled, ramp access florist.

1.2 Customer Behaviour in Hotel Industry

Customers are becoming more powerful, more knowledgeable and more sophisticated, and research into modern consumer behaviour is increasingly important for the hotel sector. Research into hotel and how to attract consumers via better environments, service and policies is an important area of research to improve today's consumer experience to help better understand our modern society and to support Hotel organizations to attract and retain customers.

If there's any place where customers are likely to be paying attention to the type of service they receive, it's within the hospitality industry. From restaurants to hotels and everything in between, your job as a hospitality service provider is to maintain customer happiness and satisfaction. Keep your customers at the forefront of your operational plans to hold your hospitality business afloat.

Customer Expectation

Gone are the days when customers were happy just receiving "Please" and "Thank you" or getting service with a smile. Although those go into the recipe for proper etiquette, it's just not enough. Satisfied customers are looking for a memorable experience and dynamic service where it counts.

Delivery on Promise

One key factor in keeping your guests engaged and coming back is to deliver as you promise. From being consistent to making sure they get the same awesome service to doing what you say you will do, don't drop the ball when it comes to what you say you'll offer. Customers are more likely to get frustrated when you reel them in on a big promise such as special services or premium products and it's not the case. Avoid saying that you are if your services are mediocre or in developing gimmicks that excite customers only to disappoint them throughout the process of working with you.

Customer Loyalty

Happy customers are loyal customers. Not only is it important for you to

provide stellar service, but awesome products as well. Make it a point to be on the fast-track for keeping up with trends that your customers may follow such as building personal assistance services for traveling customers or making special concessions for avid repeat consumers. Be sure you have items on hand so when your customer needs you and your products, everything's available. A customer who has to continuously wait for you to do your part may grow tired, no matter how loyal, a venture off to your competition. Keep customers loyal.

Give your customers an outlet for telling you about poor experiences. When you have customers who have had a negative experience, make it easy and clear for them to not only tell you about it but get it off their chest to you and not someone else. Don't patronize customers when they are disgruntled by shooing them off with little to no plans for recourse. Make it a point to correct issues that went wrong and look into those that could stand some improvement. Capture communication methods for keeping in contact with your customers so that you can alert them when changes and improvements occur.

1.3 Statement of the Problems

The research will explain the role of demographic factors and consumer buying decision in terms of marketing mix factors. For hotel industry, demographic factor seems to be not that important and only marketing mix factors of 4 Ps are important in most of the time. Therefore, this study is to prove the importance of demographic factor as well as 7 Marketing Ps and consumer behaviour in hotel

1.4 Research Questions

1 Is demographic factors effecting on customers decision making followed by marketing mix factors?

2 Is customer behaviour factors effecting on consumer decision making followed by marketing mix factor?

3 Is customer behavior factors affecting demographic factor?

1.5 Objective of Study

1 To analysis factors affecting consumer buying decision in terms of marketing mix factors of hotels in Sukhumvit area, Bangkok.

2 To study how demographic factors effect consumer buying decision of hotel in Sukhumvit area, Bangkok.

3 To study how consumer behaviour factors effect consumer buying decision of hotel in Sukhumvit area, Bangkok .

1.6 Scope of the Study

This research will cover the following contents:

1 The demographic factors of Nationality, Age, Gender, Income and Education.

2 Marketing mix factors of Product, Price, Place, Promotion, Process, People and Physical Evidence.

3 Consumer behaviors in hotel in Sukhumvit area, Bangkok.

1.7 Conceptual Framework

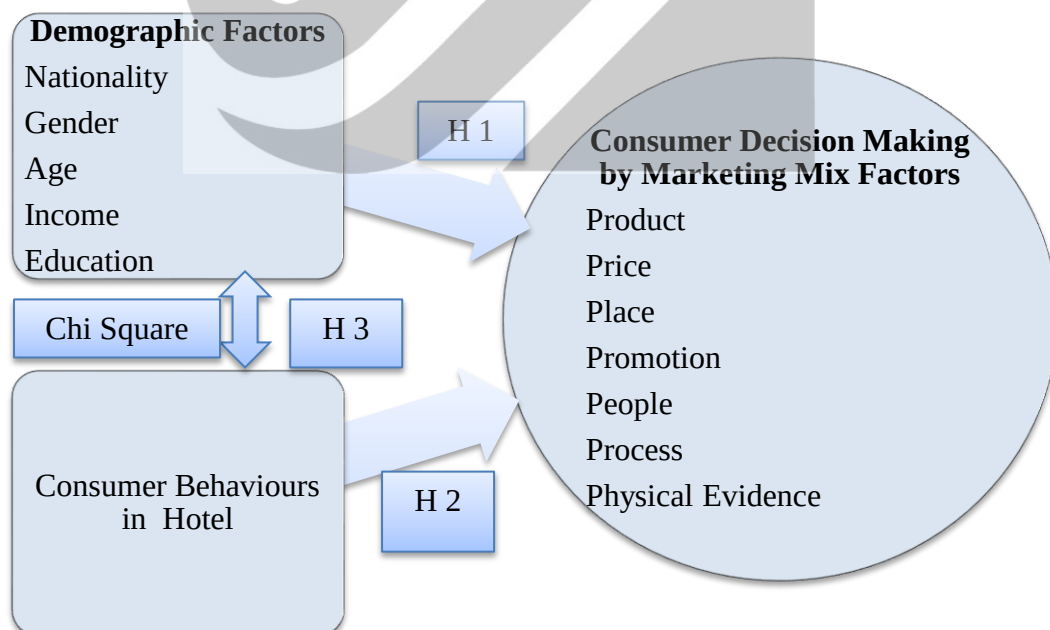


Figure1.1 Conceptual Framework

1.8 Hypothesis Testing

1. Demographic factors have significant influence on consumer decision making followed by marketing mix factor
2. Customer behaviour have a significant influence on consumer decision making followed by marketing mix factors.
3. Customer behaviour factors have a significant influence on demographic factors.
4. Demographic factors have a significant influence on consumer behaviour.

1.9 Definition of Terms

Hotel: A place that has rooms in which people can stay especially when they are traveling.

Consumer Behavior: Consumer behaviour is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society.

Marketing Mix 7p's: The marketing mix is often crucial when determining a product or brand's offer, and is often associated with the Seven Ps price, product, promotion, and place, people, process, physical evidence.

Product: It is a solution provided to the purchaser which can be measured in terms of the distribution services, performance, support services and physical attributes.

Price: This means that the perceived value in the purchaser's mind which can be an indicator of the product benefits and quality.

Place: The location is where the customer can buy the product and service with reliability and easiness.

Promotion: Tools used to enhance the levels of customer awareness towards service or product.

Process: Process is generally defends the implementation of action and function that increase value for products with low cost and high advantage to customer and is more important for service than goods.

People: This factor refers to the service employees who produce and deliver the service

Physical Evidence: This factor refers to the environment in which the service and any tangible goods that facilitate the performance and communication of the service are delivered.

Demographic factors: This factor is containing with all demographic factor like Nationality, Age, Gender, Income, Education etc.



CHAPTER 2

LITERATURE REVIEWS

2.1 Hotel in Bangkok

Thailand capital is Bangkok received world's best city award three times in a row year 2010 to 2012 from travel and leisure. Even more the top city hotel award in Asia from year 2008- 2012 belonged to the luxury hotel in Bangkok. Hotel industry is rapidly growing in Sukumvit area. Wherever rapid growth there is a competition. So most of hotel chooses to capture the market share by using price cutting strategy. However the intense price discounting could run a serious risk. it will create negative impact on the hotel's medium and long term profitability. The hotel segment affected very critically misuse the hotel.

Another way to gain more market share from competitors is focus on service quality through hotels ability to differentiate itself by providing unique benefit to customer. Customer satisfaction is very important factor affecting the hotel business performance. This is the main driver of customer loyalty. If customer satisfaction is high level lead to repurchase and favourable word of mouth publicity and eventually its helps to increase in revenue.

2.2 Consumer Behaviour in Hotel

If hotel industry marketing department have a clear idea of what consumer think and what consumer need according to that they can design marketing strategy to affect the consumer behaviour. Therefore understanding customer is the corner stone upon the which the marketing concept is build (Jobber,D 2007:66) to shake up entrenched market share and tap into customer's often unexpressed needs, appliance giant whirl pool corporation hired an anthropologist to observed how people use their appliance at home (Kotler,2003:183). busy families woman are doing laundry. Whirlpool develops color coded washer and dryer controls. Which is easy to man and kids to pitch in (Kotler ,2003:183) when IKEA entered in U.S.A market in 1985. Its sales performance is very poor reason behind this company not understand properly the American consumer needs is that IKEA they give small glasses rack mostly U.S

customers who requires large glass.(Perner Lars, 2011) hence IKEA U.S consumer mostly use large diner set and IKEA giving small diner set. These are two examples influencing the market strategy it influence the choice of target market and nature of the market mix developed to serve it (Jobber.D,2007:66) . It's very important why and how people consume their products helps the marketers understand how to improve the current product what type of product are needed in marketplace, or how to attract consumer buy their product. Consumer behaviour analysis helps firms how to please their consumer and directly impact company revenues.

Consumer behaviour is defined as activities people undertake obtaining consuming and disposing product and service consumer behaviour study understands consumer thoughts. Fillings, action and understanding relevant marketing strategy (Boekema J.B,1995). Definition according black well,miniard and Engel's obtaining refers to understanding including the purchase or receipt of product .Such of you decide what to buy where ,where to buy, and how to pay and transport the product.

The result shows that in busy families, women are not the only one doing the laundry and therefore Whirlpool develops color-coded washer and dryer controls which makes it easier for kids and men to pitch in (Kotler, 2003:183). On the contrary, when IKEA entered in American market in 1985, its sale performance was not as good as expected. The reason is that the company neglects U.S. customers 'need. For example, IKEA's kitchen cupboards were too narrow for the large dinner plates typically used in the U.S., and IKEA's glasses were to small for U.S. customers who typically add ice to their drink and hence require large glasses.

Consequently, an in-depth knowledge of customers is a prerequisite of successful marketing- it influences the choice of target market and the nature of the marketing mix developed to serve it (Jobber.D, 2007:64).In addition, also points out that knowing why and how people consume products helps marketers understand how to improve existing products, what types of products are needed in the marketplace, or how to attract consumers to buy their products. In essence, consumer behaviour analysis helps firms know how to please their consumers and directly impact company revenues (Bell A.B,2011). Thus, consumer behaviour becomes a significant and indispensable issue.

Consumer behaviour is defined as activities people undertake when obtaining, consuming and disposing product and service (Borden,N.H1984). That is to say, consumer behaviour is the study of consumer behaviour including and understanding of consumers' thoughts, feelings, and actions and an understanding of relevant marketing strategies (Boekema, J.B1995).

Consumer behaviour is individuals or group acquiring using and disposing of product ,service, ideas, or experiences. Acquiring includes a range of activist such as receiving findings, inheriting, producing and of course purchasing while consuming including collecting, nurturing and cleaning, preparing, evaluating, sharing and devouring(Chon Jacob& Cohen Patrica, 1983).

2.3 Consumer Decision Process

Five Roles

Both of Jobber (2007) and Kotler (2003) claim that in the buying decision process, people play different roles in decision-making process.

1. Initiator: The person who first suggests the idea of buying the product or service; information may be gathered by this person to help the decision.

2. Influencer: The person who attempts to persuade others in the group concerning the outcome of the decision and typically gather information and attempt to impose their choice criteria on the decision.

3. Decider: The individual with the power and/or financial authority to make the ultimate choice regarding whether to buy, what to buy, how to buy, or where to buy.

4. Buyer: The person who conducts the transaction and makes the actual purchase.

5. User: The person who consumes or uses the product or service .These are the five roles it is not difficult to find out that ultimate user may not be the influential person during the purchasing decision making process

2.4 Relationship between demographic factors and customer behaviors

2.4.1 Demographic Segmentation

The demographic segmentation is often used market segmentation for the reason that the variables are easy to identify and measure. Demographic factors are associated with sale of many product or services. Finally they provide adscription of the target so media and buyers can target market.

2.4.2 Age and life-Cycles Segmentation

According to age consumer needs and want also changed. Most of the companies use their age and life cycle segmentation. Using the (telephone mobile) as an example due to the lack of technological knowledge. Others may only use a mobile telephone. Due to lack of technological knowledge. Some only use telephone and some use only mobile phone.

Furthermore the age and life-cycle segmentation are associated with behavioural characteristics and buying patterns. An example of this some single people have a tendency of purchasing new fashionable items the fact is behind that they don't have other economic obligation. This is opposed to married people, they have prioritize the economic different.

2.4.3 Gender Segmentation

Man and woman has always different attitude towards product. The gender segmentation has always relationship with clothing, hairstyle, cosmetics, and magazines. Furthermore it must be taken in consideration. marketer should be define their product as a masculine and feminine.(Kotler &Keller 2009 257).

2.4.4 Income Segmentation

Income segmentation is very important it divide your market according to different income group. It is used in automobiles, clothing, cosmetic, financial services and travel. Many companies use this tool which helps to target high income customers. And target the customer lower income in order to gain consumer. Company should know the fact that income does not always predict the suitable

customer for a given product due to the fact that some consumer have their other preference and priorities their money different (Kotler & Keller, 2009: 258).

2.4.5 Generation Segmentation

Each generation mostly influence by time in which they grow up some marketers using image or icons according to the generation (Kotler & Keller, 2009:258)

2.5 Theory of Relation between Marketing Mix and Consumer Behavior

Vilky and Salmon, (1999) have defined consumer behaviour as follows: Physical activity, emotional and mental people do select purchase use and dispose of goods and services to satisfy their needs. There is one more definition consumer describe in this way. Series of activates directly towards acquisition use and disposable goods and service occurs. These activities include the decision that is made before and after procedure. Its help to know better consumer concept that's all.

Consumer behaviour is a motivated. The aim of this behaviour is a need and wishes will be satisfy .it helps you to achieve the specific goals. There are two reasons one is work related motivation this is a main reason to by a product. And related to the product performance its help to the product performance that helps to consumer achieve the goals. E.g buying new car and you can express your emotions and other things to idea. Personal motivation for buying a car can be famous or like beautiful things.

Consumer behavior involves lots of activity, now every consumer has a thoughts, feelinges, planes, and several buy decision main reason to satisfy the consumer is according to advertising, purchases, and reefers the applications to the satisfaction of the consumer. Consumer behaviour is a process. According to definition consumer behaviour include (Selection, Purchase Composition, etc.) During purchase and after purchase is going as a continue process.

2.6 Marketing Mix

Marketing is a social and managerial process its depend on individual what

they need and what they want through creating offering exchanging products of value with each other (Kotler, 2009). All companies success is depend on customer satisfaction of consumer wants. Its very high challenge to always archive high guest satisfaction. This means that they will repeat the buying operation for same products Richheled, (1996) and it will recommend to others (Gronroos C. 1964) highly relationship between marketing and customer satisfaction is highly express among researchers (Kent T & Brown R.B, 2006).

Yelkur R, (2000) found that the critical elements in the services marketing mix influence and positively effects customer satisfaction. The feelings and perceptions have a pervasive influence on attracting new customers and retaining existing customers. If service organizations pay more attention to their employees as well as their customers, it would increase both employee motivation as well as customer satisfaction.

One of the key goals in marketing is stimulating and enhancing brand loyalty (Kotler, P & Keller, K.L, 2006). In marketing is very important to understand the customers need which leads to customer's loyalty and cost reduction

The variables that have been considered in this study are marketing mix with 7ps - seven dimensions namely Product, Price, Place, Promotion, Personnel, Physical Evidence, and Process. These factors make the best combination as tourism deals with services marketing. The last 3Ps are particularly used in service sector rather than goods which give the research stronger evidence. This is the result of most discussions and is supported by some previous researches such as, Borden N.H, (1984)

Concept of Marketing Mix

2.6.1 Product

A product is any tangible or intangible good or service offered to customers. To satisfy customers, businesses should render quality products and services. (Kotler, P & Keller K.L (2009) mentions that productivity of hotels in Southeast Asia assumes crucial importance when compared with competitors; for example, in terms

of intangible services, even the check-in and check-out speeds and luggage delivery times should be monitored, measured, and compared with competitors by business managers. Describe service as intangible and experiential.

According to Kotler P, (2003), service is an act or performance that one can offer to another that is essential, intangible and does not result in the ownership of anything. He further stated that service can be categorized into four groups: 1) Pure tangible goods 2) Tangible goods with accompanying sources, 3) Major service, accompanying minor goods or service, and 4) A pure service which could also be classified into people and equipment based.(Myseresj & Alperes M ,1968)

Stated that service quality is paramount for all service providers. In recent years, more than forty percent of all customers surveyed listed poor service as the number one reason for switching to the competition while only eight percent listed price as a reason for switching. It is easier and five times cheaper to keep an existing customer than to recruit a new one. One special marketing challenge facing most service businesses is to find ways of keeping their current customers and to make their offerings more tangible to potential customers. Some methods for keeping customers can include:

- 1.Designing recreational facilities and training personnel to serves symbol of service quality.
2. Creating a tangible representation of the service.
3. Tying the marketing of services to the marketing of goods.

2.6.2 Price

Price is the amount that can be charged for a company's products or services. In the setting of prices, managers/owners should see to it that prices are reasonably affordable, fair, and competitive. According to McCarty.E,(1964) price is what is charged for a firm's products or services since a business transaction can be an exchange of money, which represents the price. State that companies find it difficult to adopt standardized pricing strategy across countries because of reasons such as different transportation cost, exchange rate, competition, market demand, objectives, government policies and regulation, taxes and other factors. (Balle J,2011)

The right price is one which the customers will be willing to pay and at the same time it allows a reasonable margin of profit. There are various ways to figure the right price. Some entrepreneurs use the cost-plus method wherein the costs of making an item are calculated and an extra amount is added for profit. Others figure the prevailing market prices and then use them as a guide to their own prices, either a little above or a little below the prevailing market price.

Prices of products can be changed from time to time due to fluctuation or an economic recession. Prices influence the market share, competition, profit, product quality and the entire marketing programme.

2.6.3 Promotion

Promotion is a way of informing people about the services and products of an organization. It is an important tool in business to persuade more and more prospective customers in order to be successful in the industry. Promotion is a technique that is designed and utilized by companies as a way of enhancing their brand perception as well as to encourage customers to use their products and services. As mentioned by McCarthy, (1964) promotion can be improved through.

Kotler Philip, (2003) mentioned that a seller's product can be promoted through advertising in printed and electronic media. A message can be designed to inform, persuade and remind people about the firm's offerings. (Peter & Donnelly), 2006 mention that there are three basic factors to be considered in devising a promotion mix; the role of promotion in the overall marketing mix, the nature of the product, and the nature of the market.

According to Borden N.H, (1984) sales promotion is the final step of advertising which creates awareness in the minds of customers about a company's products and services. There are four general goals of sales promotion which are supporting the sales force and its merchandising effects, gaining the acceptance and active support of middle persons in sales promotion, supporting the sales force and its merchandising marketing of the product, and increasing the sales force of the product to consumers.

2.6.4 Place

The fourth of P of marketing (Place) is also a very important factor and that is why Bangkok is being promoted as an international location for travel and tourism. Since the location of these hotels is in one city, According (Boyed,H.W._C,2002) only the other three P's were discussed. This study focuses on the Hotel the organizational characteristics, and the level of implementation of marketing 7 Ps.

2.6.5 People

This factor refers to the service employees who produce and deliver the service. It has long been a fact that many services involve personal interactions between customers and the site's employees, and they strongly influence the customer's perception of service quality (Kent T& Rown R.B, 2006:). Personnel are keys to the delivery of service to customers. Customers normally link the traits of service to the firm they work for. Personnel are also considered as the key element in a customer centered organization as well as a way to differentiate variables with product, services, channel, and image (Kotler, 2009).

2.6.6 Process

Process is generally defined as the implementation of action and function that increases value for products with low cost and high advantage to customer and is more important for service than for goods. According to Lewise R.C,(1985) the pace of the process as well as the skill of the service providers are clearly revealed to the customer and it forms the basis of his or her satisfaction with the purchase. Therefore, process management ensures the availability and consistence of quality. In the face of simultaneous consumption and production of the process management, balancing services demand with service supply is extremely difficult. The design and the implementation of product elements are crucial to the creation and delivering of product.

2.6.7 Physical Evidence

This factor refers to the environment in which the service and any tangible goods that facilitate the performance and communication of the service are delivered. This holds great importance because the customer normally judges the quality of the

service provided through it . In addition, according to (Pol,L 1986), this factor also refers to the environment in which the services production is in.

2.7 Related Research

2.7.1 Decision Making of Customer Behavior by Marketing Mix in Hotel Service / Facilities

Without hotel marketing team will have nothing to deliver to the customer. Hotels According to Choy T.Y Raymond K .S, (2001) generally caters mostly all different market each of these market segment has a different requirement.E.g A normal guest give important to facility of hotels where as business man see the business center ,video conferencing. Good internet connectivity etc. These things can be done by the sales and marketing department.

Promotions and Communications

Promotion is way to target the consumer .Sales and marketing department should work on marketing strategy.

Peak Season

This is the period when demand for a hotel and its services is highest and the hotel can charge the highest prices to the guest. There is no defined peak period of all hotel is different from hotel to hotel.

Valley Season / Off Season

This is the time of the year with the lowest demand for rooms. Hotels generally offer the reduced rates and packages e.g. Stay for 3 and pay for 2 nights.

Shoulder Season

This period falls between peak season and off season, and this time is considered as the best time to attract new business as the rooms are available and a medium or highest rates can be changed. The sales and marketing activities should be the highest during this period. Hotel Industry has to know how, when, why to occur. The consequence for the industry. And the strategy that needs to put in place. Now to combat this Change.(Kotler, 2003).

2.7.2 Hotel Industry and Consumer Behaviour in World

Hospitality is a unique industry provides a range of substantial product as well as in substantial services for example accommodation, atmosphere, food and drink, and spa service. Thus consumer behavior is more complicated and significant towards hotel industry is high-end on customer experience and customer experience is great extent straight influence customer feelings attitude and buying intention.

Consequently, lead to subsequent behaviour is more complicated and significant towards hotel industry is high tendon customer experience and customer experience is great extent straight influence customer feelings,attitude,and buying intention. Hospitality experience is particular broad and diverse. It will be different from customer to customer for instance leisure guest's behaviour is different from business Hotel tends to develop and monitor visitors understanding to make positive relative relationship with consumer as potential guest spill major consideration on satisfaction and experience when decide on Hotel. According to (Wisest T,2011) is that price is plays very important role . Price should be reasonable and according to market trend.

CHAPTER 3

RESEARCH METHODOLOGY

This chapter explains the research methodology that was used for the collecting and interpreting the research of A study towards customer behaviour in hotel in Bangkok influence by 7 P's (Marketing mix). The procedures was as follows

- 3.1 Research Design
- 3.2 Population and Sampling Size
- 3.3 Research Instrument
- 3.4 Data Collection
- 3.5 Data analysis
- 3.6 Reliability
- 3.7 Statistic Analysis and Presentation
- 3.8 Hypothesis Testing Procedure

3.1 Research Design

This research is conducted to study the correlation between demographic factors, customer behavior and consumer decision making by marketing mix (7P) towards hotel in Bangkok. This research approach is destructive in nature quantities approach (Survey, Implementing a Structured Questionnaire) to enhance the validity and reliability data. The research was conducted in Bangkok city (Sukhumvit area) where several hotel are located .This area is chosen because this place is hub for business and near to tourist spot and easy access for public transport.

3.2 Population and Sample Size

3.2.1 Population

The target population for this study was people who were above the age of 18 Thai and forging who are staying hotel. And mall in Sukhumi area. Unknown population.

3.2.2 Sample Size

The sample selection for this study where people who were 18 years old or above who had stayed in hotel or mall in Sukhumvit area Bangkok. To calculate the sample size of this study sample from Thai and Foreign traveller. The respondent approached at the entrance of hotel and mall. The sample size according to unknown population formula. And we use convenience sample. The sample size was considered sufficient for scale validation as comparable to those other researchers in developing their scale according. According to Yamane formula.

$$n_0 = \frac{Z^2 p(1-p)}{e^2}$$

Where n = the sample size
 Z = the unknown population
 e = the error of 5 percentage point.

$$n_0 = \frac{Z^2 p(1-p)}{e^2} = \frac{1.962 \times 0.5 \times 0.5}{(0.05)^2} = 385$$

According to formula sample size is 385 but for accurate and error free result we choose sample size is 400.

3.3 Research Instrument

The procedure employed in this study was to solicit data through the use of structural questionnaires. A questionnaire was distributed among hotel guest and mall to identify the link between customer behaviour and customer decision making behaviour marketing 7 ps. These questions are adopted from Kuch and Voon (2007). In accordance with the original model (Parasuraman ,1985).

Further more, two other construct were developed to measure customer behaviour and decision making customer behaviour marketing mix 7(Ps) relation each construct was measured using Like type scale from Least Important (1) to Most

Important (5) data on socio – economic characteristics of respondent were also solicited to give some idea on the background of the respondent .The use of questionnaires is considered appropriate for the study, since it made it easy for response to be coded and analyzed. Also it made it easy for the researcher to speak to large number of people with in short period of time.

Level of importance is decided according to Likert Scaling Technique:

Table 3.1 Selected category scale 5 Level

Score	Level of Satisfaction
1 Scale points	Least Important
2 Scale points	Quite Important
3 Scale points	Important
4 Scale points	Very Important
5 Scale point	Most Important

Table 3.2 Score interval of each item

Score Interval	Description
1.00 -1.80	Least Important
1.81- 2.60	Quite Important
2.61 -3.40	Important
3.41- 4.20	Very Important
4.21-5.00	Most Important

Measures of Central Tendency

Mean=the arithmetic average.

Median=the midpoint.

Mode=the value that occurs most often.

3.4 Data Collection

Data collection from this study used a survey method that included learning from other related researches and theories. Therefore, data collection was done in two types as provide below.

3.4.1 Primary data collection

When the research collected the information data by using questionnaires were according to the sample selected in Sukhumvit area Bangkok was found to be very suitable area where the researcher could undertake the survey because of lots of tourist are stayed in hotel .

3.4.2 Secondary Data Collection

Secondary data or second hand information has been used in this research to some extent. So in the specific study of A study towards customer satisfaction in hotel. The influence of marketing mix (7P) in Bangkok. The information Data such as books, Internet website, other M.B.A and PhD thesis, journals and independent studies were also used.

3.5 Data Analysis

After gathering the responses from the 400 respondents, there is a need for editing and coding those answers. The unedited responses indicated by the respondents are called raw data. Then, there is a need to process those raw data to be able to analyses them.

IOC: This survey validity has been submitted to the Index of Item-Objective Congruence (IOC) measurement. In order to evaluate the questions of a questionnaire, some experts are being asked to rate every question and add comments if needed. The result must be superior to 0.5 to pass the evaluation.

3.6 Reliability (Pre –Taste)

The researcher can measure its questionnaire reliability by distributing to some random respondents. The Cranach's alpha coefficient is a statistic used to measure the reliability of a question asked in a test or questionnaire. Its grading is

involving between 0 and 1 to be accepted the result must be over 0.7. The adviser of this research paper decides to make the pre –test about 40 respondents. The researcher then analyzed the reliability of their questionnaire by using data analyzing programmer from Cronbach's alpha coefficient. The overall reliability test comes out with a score of 0.931. The questionnaire is valid.

3.6.1 The Editing Stage

It is the process of checking the consistency and legibility of data and making them ready for coding and transfer into storage. The answers must be consistent (respondents match the defined population...), action must be taken when response is obviously an error (change or correct responses only when there a several pieces of evidence for doing so) and computer can help checking consistency automatically.

3.6.2 The Coding Stage

It is the process of assigning a numerical score to the edited data. There are codes for interpreting, classifying and recording the data in the coding process. These codes or sometimes symbols are assigned directly to the raw data. For example, for gender, 1 can represent women and 0 can represent men.

The Data File Stage

It is a collection of characters that represents a single type of data. Then, a data is stored electronically in a spreadsheet-like form in which the rows are the sampling unites and the columns represent variables.

3.7 The Nature of Analysis

Descriptive Analysis

It is the transformation of raw data in a way that describes basic characteristics. The result helps us organize and describe the data.

Inferential Analysis

It is the making of prediction or inferences about a population from observations and analyses of a sample. A T-test for example can tell us the probability that our sample results are representative of the population whose sample was taken from. You can also use ANOVA, Chi-Squared and other concept to analyses these results, to test the hypotheses and draw conclusion.

Data Transformation

It is the process of changing the data from their original form into a suitable format for understanding a data analysis according to the research objectives. One of the main software that is going to be used for this paper is the statistical software Data Analysis Programmer.

Interpretation

It is the process of drawing inferences from the results of the analysis. These interpretations lead to managerial implications and decisions.

3.7 Statistical Analysis and Presentation

The result of 400 respondents was calculated using the unknown population formula. The statistical tools that are going to be used for analyzing and interpreting the data collected are descriptive and inferential, as followed:

Descriptive Analysis

Frequency: is the arrangement of data showing the different ways respondents answered a question. It can be used to describe demographic data of the respondents for example.

Percentage: is the ratio of a part to the total multiplied by 100. The demographic data can also be analyzed that way.

Mean: is the calculation of the average that takes into account the importance of each value to the overall total. This tool can be used to analyses and interpret the consumer behaviour and marketing mix.

Standard Deviation: is the square root of the average of the square distances of the observations from the mean.

Inferential Analysis

T-Test: is a test for hypotheses stating that the mean scores for some interval or ratio scaled variable grouped based on some less-than-interval classificatory variable are not the same.

One-way ANOVA: it is an analysis involving the investigation of the effects of one treatment variable on an interval scaled dependent variable; a hypothesis-testing technique to determine whether statistically significant differences in means

occur between two or more groups.

F-test: is used to determine whether there is more variability in the scores of one sample than in the scores of another sample.

3.8 Hypotheses Testing Procedure

1. The stated hypothesis is derived from the research objectives
2. A sample is obtained and the relevant variable is measured
3. The measured sample value is compared to the value either stated explicitly or implied in the hypothesis. If the value is consistent with the hypothesis, then the hypothesis is supported; if the value is not consistent with the hypothesis, then the hypothesis is not supported.

Hypothesis: It is an unproven proposition, a supposition that tries to explain certain facts or phenomenon.

Null Hypothesis: It is a statement about the status quo; no difference in sample or population. Example of hypothesis testing: the mean is equal to 3.0

Alternative Hypothesis: It is a statement that indicates the opposite of the null hypothesis. Example of hypothesis testing: the mean does not equal to 3.0:

Significance Level: It is a critical probability that is associated with a hypothesis test that shows how likely an inference supporting a difference between an observed value and some statistical expectation is true.

P-value: It is the probability value or observed value significance level. P-values are compared to significance levels to test hypotheses. Higher p-value equal more support for a hypothesis.

CHAPTER 4

RESEARCH FINDINGS

In this chapter the results of the questionnaire will be analyzed and interpreted for this research study and interpreted for this research study, in which more than 400 respondents have participated.

4.1 Data Analysis

Part1 Analysis of demographic aspects of Consumer behaviour who stayed in hotel. Analysis of demographic aspects of respondents segmented according to their Nationality, Gender, Age, level of education by using percentage and frequency

Table 4.1 Descriptive of respondent followed by Nationality

	Frequency	Percent	Valid Percent	Cumulative Percent
Thai	124	30.5	31.0	31.0
U.S.A	34	8.4	8.5	39.5
Australian	43	10.6	10.8	50.2
Middle East	64	15.8	16.0	66.2
India	60	14.8	15.0	81.2
China	30	7.4	7.5	88.8
Others	45	11.1	11.2	100.0
Total	400	98.5	100.0	

From Table 4.1 we can see the country tourist others like Japan,Sinagapore,New Zeland,South Korea,Germany,France,Russia,Bangladesh,Pakistan percentage are like 12% and Thai nationality 9% Australia 10% Middle East16% India 15% China 7% These are results.

Table 4.2 Descriptive of respondent followed by Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	174	42.9	43.5	43.5
Female	226	55.7	56.5	100.
Total	400		100.0	

From Table 4.2 the result of this table state that 43 % of male respondent and 57% are female respondent.

Table 4.3 Descriptive of respondents followed by Age

	Frequency	Percent	Valid Percent	Cumulative Percent
18-24	102	25.1	32	25.5
25-34	117	28.8	44	54.8
35ormore	111	27.3	16	82.5
Total	400	98.5	100.0	

From Table 4.3 result show that the main group of respondents is aged in between 18 - 24 is about 32% out of the total respondent followed by the 25-34 44% and followed by the age 35 or more 16%.

Table 4.4 Descriptive of respondents followed by Income

	Frequency	Percent	Valid Percent	Cumulative Percent
1000\$-1500\$	163	40.1	40.8	40.8
1500\$-2500\$	180	44.3	45.0	85.8
2500\$-3500\$	47	11.6	11.8	97.5
3600\$ and above	9	2.2	2.2	99.8
Total	400	98.5	100.0	

From Table 4.4 according to respondent 40% income is 1000\$-1500\$ (USD) 45% respondent income is 1500-2500\$ (USD) 12% respondent income 2500-3500\$ (USD).3%respondent 3600\$ and above.

Table 4.5 Descriptive of respondent classified by the level of Education

	Frequency	Percent	Valid Percent	Cumulative Percent
Matriculation	90	22.2	22.5	22.5
Intermediate	163	40.1	40.8	63.2
Bachelor	104	25.6	26.0	89.2
Master or Above	43	10.6	10.8	100.0
Total	400	98.5	100.0	

From Table 4.5 result indicates that most of the respondents are intermediate 40% and then Bachelor respondents are 26 % master or above respondent are 11 % Matriculation and below are 23%.

Table 4.6 Descriptive of respondent followed by duration of living

	Frequency	Percent	Valid Percent	Cumulative Percent
Frequently or at least once in a month	113	27.8	28.2	28.2
Once in a six month	131	32.3	32.8	61.0
Once in year	156	38.4	39.0	100.0
Total	400	98.5	100.0	

From Table 4.6 respondents the consumer like to live once in a year in hotel 39% and consumer who live once in six months 33 % and very few consumer frequently or at least once in a month 30%.

Table 4.7 Descriptive of respondent followed by how long have tourists been staying in hotel

	Frequency	Percent	Valid Percent	Cumulative Percent
	118	29.1	29.5	29.5
	123	30.3	30.8	60.2
	159	39.2	39.8	100.0
Total	400	98.5	100.0	

From Table 4.7 respondents the consumer like to stay less than a year 30 % and consumer are who like to stay less than a 6 month 30% and less than Weak are 40%.

Table 4.8 Descriptive of respondent followed by main reason to stay

	Frequency	Percent	Valid Percent	Cumulative Percent
Main reason	127	31.3	31.8	31.8
Visit friend / relative	72	17.7	18.0	49.8
vacation	176	43.3	44.0	93.8
Temporary Housing	16	3.9	4.0	97.8
Others	9	2.2	2.2	100.0
Total	400	98.5	100.0	

From Table 4.8 main reason for staying in hotel business reason is 32% visit friend and relative 18% vacation is another reason 44% temporary housing 4%. Other reason only 3%.

Table 4.9 Descriptive of respondents followed by who is traveling with you

	Frequency	Percent	Valid Percent	Cumulative Percent
Alone	150	36.9	37.5	37.5
Family	89	21.9	22.2	59.8
Friends	36	8.9	9.0	68.8
Spouse/Partner	125	30.8	31.2	100.0
Total	400	98.5	100.0	

From Table 4.9 consumers like to travel Alone 37%, consumer like to travel family 22%. Consumer like to travel with friend 9% consumer like to travel with spouse is 31

Table 4.10 Descriptive of respondent followed by how did you arrive to hotel

	Frequency	Percent	Valid Percent	Cumulative Percent
By Hotel car/van	321	79.1	80.2	80.2
By taxi	49	12.1	12.2	92.5
Others	30	7.4	7.5	100.0
Total	400	98.5	100.0	

From Table 4.10 consumer likes to arrive at hotel by hotel car 80% .Consumer like to arrive at hotel by taxi is 13 %. Consumer like to arrive to hotel by other mode of transport is 7%.

Table 4.11 Descriptive of respondent followed by which room view

	Frequency	Percent	Valid Percent	Cumulative Percent
Garden View	140	34.5	35.0	35.0
Pool View	216	53.2	54.0	89.0
Others	44	10.8	11.0	100.0
Total	400	98.5	100.0	

From Table 4.11 respondent the consumer who stay in hotel 34 % consumer like to prefer garden view and consumer who stay in hotel 53% prefer pool view and others consumer percentage 13 %.

Table 4.12 Descriptive of respondent followed by what type of bed do you prefer

	Frequency	Percent	Valid Percent	Cumulative Percent
Single bed	82	20.2	20.5	20.5
Double bed	94	23.2	23.5	44.0
Triple bed	82	20.2	20.5	64.5
Twin bed	73	18.0	18.2	82.8
King-size bed	69	17.0	17.2	100.0
Total	400	98.5	100.0	

From Table 4.12 respondent the consumer who stay in hotel 20 % consumer like to prefer single bed and consumer who stay in hotel 23% prefer double bed. And customer who stay in hotel 20 % like to prefer tri bed. Consumer who stayed in hotel 18 %consumer like twin bed, and consumer who stayed in hotel 17% like king size bed.

Table 4.13 Descriptive of respondent followed by where you make reservation

	Frequency	Percent	Valid Percent	Cumulative Percent
by telephone	77	19.0	19.2	19.2
by fax	46	11.3	11.5	30.8
by local agent	94	23.2	23.5	54.2
by e mail	67	16.5	16.8	71.0
by hotel website	115	28.3	28.8	99.8
Total	400	98.5	100.0	

From Table 4.13 respondent the consumer who stay in hotel 19 % consumer like to prefer reservation by telephone and consumer who stay in hotel 12% prefer reservation by fax. And customer who stay in hotel 23 % like to prefer reservation by local travel agent .Consumer who stayed in hotel 8 % consumer like to prefer reservation by E-mail.18% consumer like to do reservation 28 % by hotel website.

Table 4.14 Descriptive of respondent followed by how many days are you going to stay in this hotel

	Frequency	Percent	Valid Percent	Cumulative Percent
1-2 day	80	19.7	20.0	20.0
3-7 day	94	23.2	23.5	43.5
8-14 day	111	27.3	27.8	71.2
15-21 day	51	12.6	12.8	84.0
22-30 day	51	12.6	12.8	96.8
30 days over	13	3.2	3.2	100.0
Total	400	98.5	100.0	

From Table 4.14 respondent 23% consumer likes to stay 3 to 7 day in hotel. 23% consumer likes to stay 8-14 day in hotel. 27% consumer likes to stay in hotel. 12% consumer likes to stay 15 to 21 day in luxury hotel. 12% consumer likes to stay in 22-30 day in hotel.3% consumer like to stay in hotel 30 days.

Table 4.15 Descriptive of respondent followed by which room rate do you prefer

	Frequency	Percent	Valid Percent	Cumulative Percent
less than 1000 baht	103	25.4	25.8	25.8
1000-2000 baht	115	28.3	28.8	54.5
2100-3000 baht	74	18.2	18.5	73.0
4100-5000 baht	33	8.1	8.2	96.2
5000 over	15	3.7	3.8	100.0
Total	400	98.5	100.0	

From Table 4.15 respondents 25% per cent consumer like to stay in less than 1000baht room rate per month. And 28% consumer like to stay in 1000- 2000 baht room rate per month.28% consumer like to stay in room rate between 2000-3000 baht. 14% consumer like to stay in 3000-4000 baht over .8% consumer like to stay in 4000-5000 baht rom rent per month.3% consumer like to stay in 5000 baht room rent per month.

Table 4.16 Marketing mix standard division

Marketing Mix	Mean	Standard Division	Interpretation	Rank
Product	3.62	.48552	Very Important	4
Price	3.59	.74492	Very Important	4
Place	3.85	.3567	Very Important	4
Promotion	3.76	.4272	Very Important	4
Physical Evidence	2.83	.4894	Quite Important	2
People	3.13	.75739	Very Important	4
Process	3.39	.6532	Very Important	4
Total	3.4528	.6532		

From Table 4.16 the 400 respondent Product, Price, Place, Promotion, People, Process are very important factors. Physical Evidence is quite important factor.

Table 4.17 Customer behaviour standard division

Customer Behaviour	Mean	Standard Division	Interpretation	Rank
Frequently stay	1.74	.83747	Least Important	1
How long	2.22	.82420	Quite Important	2
Main reason	2.24	1.082	Quite Important	2
Who is traveling	1.80	.996	Least Important	1
Arrive	1.21	.490921	Least Important	1
Room view	1.62	.48576	Least Important	1
Room rate	2.701	1.308	Important	3
Type of bed	2.701	1308	Important	3
Make reservation	1.83	.73564	Least Important	1
Howmany days	2.32	1.568	Quite Important	1
Total	2.03	0.73564		

From Table 4.17 the respondent of 400 frequently stay in hotel and Room view and how who is traveling, arrive is least important. Main reason to stay in hotel, How many days, Main reason, how long these factors are quite important. Room rate, type of bed is important factor.

Table 4.18 One way ANOVA of Nationality

Nationality	F	Sig	Interpretation
Product	2.027	0.61	Rejected
Price	.658	.684	Rejected
Place	.697	.652	Rejected
Promotion	.671	.673	Rejected
Process	.482	.822	Rejected
People	.511	.800	Rejected
Physical Evidence	.613	.720	Rejected

From Table 4.18 the respondent of 400 nationality has effect effect on decision making consumer behaviour factors. Product frequency is 2.027 and sig is 0.61 which is more than 0.05 .It means product have a negative effect on nationality. Price frequency is .658 and sig is .684 which is more than 0.05.It means price have a negative effect on nationality.Place frequency is .697 and sig is .652 which is more than 0.05.It means place have a negative effect on nationality. Promotion frequency is .671 and sig is .673 which is more than 0.05.It means promotion have a negative effect on nationality. Process frequency is .482 and sig is .822 which is more than 0.05.It means process have a negative effect on nationality. People frequency is .511 and sig is .800 which is more than 0.05.It means people have a negative effect on nationality.Physical Evidence frequency is .697 and sig is .652 which is more than 0.05.It means physical evidence have a negative effect on nationality.

H 1.1 Nationality has significant negative effect on decision making on consumer behaviour Hypothesis is proved

Table 4.19 T Test of Gender

Gender	Sig.2	Interpretation
Product	.210	Rejected
Price	.716	Rejected
Place	.98	Rejected
Promotion	.287	Rejected
Process	.622	Rejected
People	.630	Rejected
Physical Evidence	.901	Rejected

From Table 4.19 the respondent of 400 gender has effect effect on decision making consumer behaviour factors. Product sig 2 is .210 which is more than 0.05 .It means product have a negative effect on gender. Price sig 2 is .716 which is more than 0.05.It means price have a negative effect on gender.Place sig2 is.98 which is more than 0.05.It means place have a negative effect on gender.Promotion sig 2 is .287 which is more than 0.05.It means promotion have a negative effect on gender. Process sig 2 is .622 which is more than 0.05.It means process have a negative effect

on gender. People sig 2 is .630 which is more than 0.05. It means people have a negative effect on gender. Physical Evidence sig 2 is .901 which is more than 0.05. It means physical evidence have a negative effect on gender.

H1.3 Gender has a significant negative effect on decision making consumer behaviour is proved.

Table 4.20 One way ANOVA of Age

Age	F	Sig	Interpretation
Product	.875	.479	Rejected
Price	.951	.434	Rejected
Place	.556	.695	Rejected
Promotion	1.482	.207	Rejected
Process	.331	.857	Rejected
People	.691	.598	Rejected
Physical Evidence	1.691	.170	Rejected

From Table 4.20 the respondent of 400 age has effect on decision making consumer behaviour factors. Product frequency is .875 and sig is .479 which is more than 0.05. It means product have a negative effect on age. Price frequency is .951 and sig is .434 which is more than 0.05. It means price have a negative effect on age. Place frequency is .556 and sig is .695 which is more than 0.05. It means place have a negative effect on age. Promotion frequency is 1.482 and sig is .207 which is more than 0.05. It means promotion have a negative effect on age. Process frequency is .331 and sig is .857 which is more than 0.05. It means process have a negative effect on age. People frequency is .691 and sig is .598 which is more than 0.05. It means people have a negative effect on age. Physical Evidence frequency is 1.697 and sig is .170 which is more than 0.05. It means physical evidence have a negative effect on age.

H1.5 Age has a significant negative effect on decision making consumer behaviour proved.

Table 4.21 One – way ANOVA of Income

Income	F	Sig	Interpretation
Product	.809	.520	Rejected
Price	2.866	.023	Rejected
Place	2.546	.039	Rejected
Promotion	.894	.468	Rejected
Process	.655	.624	Rejected
People	.921	.452	Rejected
Physical Evidence	.650	.627	Rejected

From Table 4.21 the respondent of 400 age has effect on decision making consumer behaviour factors. Product frequency is .809 and sig is .520 which is more than 0.05 .It means product have a negative effect on income. Price frequency is 2.866 and sig is 0.23 which is more than 0.05. It means price have a negative effect on income. Place frequency is 2.546 and sig is .039 which is more than 0.05. It means place have a negative effect on income. Promotion frequency is .894 and sig is .468 which is more than 0.05. It means promotion have a negative effect on income. Process frequency is .655 and sig is .624 which is more than 0.05. It means process have a negative effect on income. People frequency is .921 and sig is .452 which is more than 0.05. It means people have a negative effect on income. Physical Evidence frequency is .650 and sig is .627 which is more than 0.05. It means physical evidence have a negative effect on income.

H1.7 Income has a significant negative effect on decision making consumer behaviour proved.

Table 4.22 One – way ANOVA of Education

Education	F	Sig	Interpretation
Product	2.08	.891	Rejected
Price	.296	.828	Rejected
Place	.199	.897	Rejected
Promotion	1.974	.117	Rejected
Process	.333	.801	Rejected
People	1.619	.184	Rejected
Physical Evidence	.349	.790	Rejected

From Table 4.22 the respondent of 400 education has effect on decision making consumer behaviour factors. Product frequency is 2.08 and sig is .891 which is more than 0.05 .It means product have a negative effect on education. Price frequency is .296 and sig is .828 which is more than 0.05.It means price have a negative effect on education. Place frequency is .199 and sig is .897 which is more than 0.05.It means place have a negative effect on education. Promotion frequency is 1.974 and sig is .117 which is more than 0.05.It means promotion have a negative effect on education. Process frequency is .333 and sig is .801 which is more than 0.05.It means process have a negative effect on education. People frequency is 1.619 and sig is .184 which is more than 0.05.It means people have a negative effect on education. Physical Evidence frequency is .349 and sig is .790 which is more than 0.05.It means physical evidence have a negative effect on education.

H1.9 Education has a significant negative effect on decision making consumer Behaviour proved.

Table 4.23 One way ANOVA of Frequently stays

Frequently Stay	F	Sig	Interpretation
Product	3.145	.045	Rejected
Price	.169	.180	Rejected
Place	.180	.835	Rejected
Promotion	3.166	.043	Rejected
Process	3.636	0.27	Rejected
People	4.566	.011	Rejected
Physical Evidence	1.620	.199	Rejected

From Table 4.23 the respondent of 400 frequently stay has effect on decision making consumer behaviour factors. Product frequency is 3.145 and sig is .045 which is more than 0.05 .It means product have a negative effect on frequently stays. Price frequency is .161 and sig is .180 which is more than 0.05. It means price have a negative effect on frequently stays. Place frequency is .180 and sig is .835 which is more than 0.05. It means place have a negative effect on frequently stays. Promotion frequency is 3.166 and sig is .046 which is more than 0.05. It means promotion have a negative effect on frequently stays. Process frequency is 3.636 and sig is 0.27 which is more than 0.05. It means process have a negative effect on frequently stays. People frequency is 4.566 and sig is 0.11 which is more than 0.05. It means people have a negative effect on frequently stays. Physical Evidence frequency is 1.620 and sig is .199 which is more than 0.05. It means physical evidence have a negative effect on frequently stays.

H 2.1 Frequently stay has a significant negative effect on decision making consumer behaviour proved.

Table 4.24 One way ANOVA of How long you been staying

How long	F	Sig	Interpretation
Product	2.472	.086	Rejected
Price	.595	.552	Rejected
Place	.819	.442	Rejected
Promotion	.037	.963	Rejected
Process	1.572	.209	Rejected
People	2.711	0.68	Rejected
Physical Evidence	1.462	.232	Rejected

From Table 4.24 the respondent of 400 how long you been staying has effect on decision making consumer behaviour factors. Product frequency is 2.472 and sig is .086 which is more than 0.05 .It means product have a negative effect on how long you been staying.Price frequency is .595 and sig is .552 which is more than 0.05.It means price have a negative effect on how long you been staying.Place frequency is .819 and sig is .442 which is more than 0.05.It means place have a negative effect on how long you been staying. Promotion frequency is .037 and sig is .963 which is more than 0.05.It means promotion have a negative effect on how long you been staying. Process frequency is 1.572 and sig is .209 which is more than 0.05.It means process have a negative effect on how long you been staying. People frequency is 2.711 and sig is 0.68which is more than 0.05.It means people have a negative effect on how long been staying. Physical Evidence frequency is1.462 and sig is .232 which is more than 0.05.It means physical evidence have a negative effect on how long been staying.

H2.3 How long stay has a significant negative effect on decision making consumer behaviour proved.

Table 4.25 One way ANOVA Test of Main reason

Main reason	F	Sig	Interpretation
Product	2.472	.086	Rejected
Price	.595	.552	Rejected
Place	.819	.442	Rejected
Promotion	.037	.963	Rejected
Process	1.572	.209	Rejected
People	2.711	0.68	Rejected
Physical Evidence	1.462	.232	Rejected

From Table 4.25 the respondent of 400 main reason has effect on decision making consumer behaviour factors. Product frequency is 2.472 and sig is .086 which is more than 0.05 .It means product have a negative effect on main reason.Price frequency is .595 and sig is .552which is more than 0.05.It means price have a negative effect on main reason. Place frequency is .819 and sig is .442 which is more than 0.05.It means place have a negative effect on main reason. Promotion frequency is .037 and sig is .963 which is more than 0.05.It means promotion have a negative effect on main reason. Process frequency is 1.572 and sig is .209 which is more than 0.05.It means process have a negative effect on main reason.People frequency is 2.711 and sig is 0.68 which is more than 0.05.It means people have a negative effect on main reason. Physical Evidence frequency is 1.462 and sig is .232 which is more than 0.05.It means physical evidence have a negative effect on main reason.

H2.5 Main reason stay has a significant negative effect on decision making consumer behaviour proved.

Table 4.26 One way-ANOVA of who is traveling

Who is traveling	F	Sig	Interpretation
Product	.622	.691	Rejected
Price	1.504	.213	Rejected
Place	1.465	.224	Rejected
Promotion	.294	.830	Rejected
Process	1.280	.281	Rejected
People	1.600	.189	Rejected
Physical Evidence	.350	.789	Rejected

From Table 4.26 the respondent of 400 who is traveling has effect on decision making consumer behaviour factors. Product frequency is .622 and sig is .691 which is more than 0.05 .It means product have a negative effect who is traveling.Price frequency is 1.504 and sig is .213which is more than 0.05.It means price have a negative effect on who is traveling.Place frequency is1.465 and sig is .224 which is more than 0.05.It means place have a negative effect on who is traveling.Promotion frequency is.294 and sig is .830 which is more than 0.05.It means promotion have a negative effect on who is traveling. Process frequency is 1.280 and sig is .281 which is more than 0.05.It means process have a negative effect on who is traveling. People frequency is 1.600 and sig is .189 which is more than 0.05.It means people have a negative effect on who is traveling.Physical Evidence frequency is.350 and sig is .789 which is more than 0.05.It means physical evidence have a negative effect on who is trevling.

H2.7 who is traveling has a significant negative effect on decision making consumer behaviour proved.

Table 4.27 One way Anova of Arrive

Arrive	F	Sig	Interpretation
Product	1.814	.164	Rejected
Price	1.216	.299	Rejected
Place	1.176	.310	Rejected
Promotion	1.748	.776	Rejected
Process	1.681	.188	Rejected
People	.388	.679	Rejected
Physical Evidence	.803	.449	Rejected

From Table 4.27 the respondent of 400 arrives has effect on decision making consumer behaviour factors. Product frequency is 1.814 and sig is .164 which is more than 0.05 .It means product have a negative effect on arrive. Price frequency is 1.216 and sig is .299 which is more than 0.05.It means price have a negative effect on arrive. Place frequency is 1.176 and sig is .310 which is more than 0.05.It means place have a negative effect on arrive. Promotion frequency is 1.748 and sig is .776 which is more than 0.05.It means promotion have a negative effect on arrive. Process frequency is 1.681 and sig is .188 which is more than 0.05.It means process have a negative effect on arrive. People frequency is .388 and sig is 0.679 which is more than 0.05.It means people have a negative effect on arrive. Physical Evidence frequency is .803 and sig is .449 which is more than 0.05.It means physical evidence have a negative effect on arrive.

H 2.9 Arrival by has a significant negative effect on decision making consumer behaviour proved.

Table 4.28 One way ANOVA of Room view

Room view	F	Sig	Interpretation
Product	1.113	.330	Rejected
Price	1.581	.207	Rejected
Place	1.249	.288	Rejected
Promotion	.719	.489	Rejected
Process	.348	.707	Rejected
People	1.065	.349	Rejected
Physical Evidence	1.413	.249	Rejected

From Table 4.28 the respondent of 400 room view has effect on decision making consumer behaviour factors. Product frequency is 1.113 and sig is .330 which is more than 0.05 .It means product have a negative effect on room view. Price frequency is 1.581 and sig is .552 which is more than 0.05. It means price have a negative effect on room view. Place frequency is 1.249 and sig is .288 which is more than 0.05. It means place have a negative effect on room view. Promotion frequency is .719 and sig is .489 which is more than 0.05. It means promotion have a negative effect on room view. Process frequency is .348 and sig is .707 which is more than 0.05. It means process have a negative effect on room view. People frequency is 1.065 and sig is .349 which is more than 0.05. It means people have a negative effect on roomview. Physical Evidence frequency is 1.413 and sig is .249 which is more than 0.05. It means physical evidence have a negative effect on roomview.

H3.1 Room view by has a significant negative effect on decision making consumer behaviour proved.

Table 4.29 One way ANOVA of Room rate

Room rate	F	Sig	Interpretation
Product	.543	.704	Rejected
Price	.437	.782	Rejected
Place	.361	.837	Rejected
Promotion	.582	.676	Rejected
Process	.768	.547	Rejected
People	.816	.627	Rejected
Physical Evidence	.511	.727	Rejected

From Table 4.29 the respondent of 400 room rate has effect on decision making consumer behaviour factors. Product frequency is .543 and sig is .704 which is more than 0.05 .It means product have a negative effect on room rate.Price frequency is .437 and sig is .782 which is more than 0.05.It means price have a negative effect on room rate. Place frequency is .361 and sig is .837 which is more than 0.05.It means place have a negative effect on room rate.Promotion frequency is .582 and sig is .679 which is more than 0.05.It means promotion have a negative effect on room rate. Process frequency is .768 and sig is .547 which is more than 0.05.It means process have a negative effect on room rate. People frequency is .816 and sig is .627 which is more than 0.05.It means people have a negative effect on room rate.Physical Evidence frequency is.511and sig is .727 which is more than 0.05.It means physical evidence have a negative effect on room rate.

H 3.3 Room rate has a significant negative effect on decision making consumer behaviour proved.

Table 4.30 One way ANOVA of Make reservation

Make reservation	F	Sig	Interpretation
Product	.543	.704	Rejected
Price	.437	.782	Rejected
Place	.361	.837	Rejected
Promotion	.582	.676	Rejected
Process	.768	.547	Rejected
People	1.850	.118	Rejected
Physical Evidence	.511	.727	Rejected

From Table 4.30 the respondent of 400 make reservation has effect on decision making consumer behaviour factors. Product frequency is .543 and sig is .704 which is more than 0.05 .It means product have a negative effect on room rate. Price frequency is .437 and sig is .782 which is more than 0.05. It means price have a negative effect on room rate. Place frequency is .361 and sig is .837 which is more than 0.05. It means place have a negative effect on room rate. Promotion frequency is .582 and sig is .679 which is more than 0.05. It means promotion have a negative effect on room rate. Process frequency is .768 and sig is .547 which is more than 0.05. It means process have a negative effect on room rate. People frequency is .816 and sig is .627 which is more than 0.05. It means people have a negative effect on room rate. Physical Evidence frequency is .511 and sig is .727 which is more than 0.05. It means physical evidence have a negative effect on room rate .

H3.5 Make reservation has a significant negative effect on decision making consumer behaviour proved.

Table 4.31 One way ANOVA of Type of bed

Type of bed	F	Sig	Interpretation
Product	3.11	2.56	Rejected
Price	2.14	1.66	Rejected
Place	.866	.728	Rejected
Promotion	2.075	1.430	Rejected
Process	1.248	1.027	Rejected
People	2.727	2.473	Rejected
Physical Evidence	1.051	.788	Rejected

From Table 4.31 the respondent of 400 type of bed has effect on decision making consumer behaviour factors. Product frequency is .311 and sig is 2.56 which is more than 0.05 .It means product have a negative effect on type of bed. Price frequency is 2.14 and sig is 1.66 which is more than 0.05.It means price have a negative effect on type of bed.Place frequency is .866 and sig is .728 which is more than 0.05.It means place have a negative effect on type of bed.Promotion frequency is 2.075 and sig is 1.430 which is more than 0.05.It means promotion have a negative effect on type of bed. Process frequency is 1.248 and sig is 1.027 which is more than 0.05.It means process have a negative effect on type of bed. People frequency is 2.727 and sig is 2.473 which is more than 0.05.It means people have a negative effect on type of bed. Physical Evidence frequency is 1.051 and sig is .788 which is more than 0.05.It means physical evidence having a negative effect on type of bed.

H 3.7 Type of bed has a significant negative effect on decision making consumer behaviour proved.

Table 4.32 One way ANOVA of How many days

How many days	F	Sig	Interpretation
Product	.220	.954	Rejected
Price	2.754	0.18	Rejected
People	.816	.918	Rejected
Promotion	.169	.601	Rejected
Process	.651	.601	Rejected
People	2.547	0.28	Rejected
Physical Evidence	.540	.742	Rejected

From Table 4.32 the respondent of 400 how many days has effect on decision making consumer behaviour factors. Product frequency is .220 and sig is .954 which is more than 0.05 .It means product have a negative effect on how many days. Price frequency is 2.754 and sig is 0.18 which is more than 0.05. It means price have a negative effect on how many days. Place frequency is .816 and sig is .918 which is more than 0.05. It means place have a negative effect on how many days. Promotion frequency is .169 and sig is .601 which is more than 0.05. It means promotion have a negative effect on how many days. Process frequency is .651 and sig is .601 which is more than 0.05. It means process have a negative effect on how many days. At People frequency is 2.547 and sig is 0.28 which is more than 0.05. It means people have a negative effect on how many days. Physical Evidence frequency is .540 and sig is .742 which is more than 0.05. It means physical evidence have a negative effect on how many days.

H3.9 How many days has a significant negative effect on decision making consumer behaviour proved.

Table 4.33 Chi -Square of Nationality

	Value	df	Sig. 2
Pearson Chi-Square	26.437 ^a	30	.653
Likelihood Ratio	27.198	30	.613
Linear-by-Linear Association	1.580	1	.209
Total	400		

From Table 4.33 the respondent of 400 nationality has effect on consumer behaviour factors. Person chi-square df 30 and sig.2 .653 is more than 0.05. It means that person chi-square has a negative effect on consumer behaviours. Likelihood ratio df 30 and sig.2 is .613 is less than 0.05. It means that likelihood ratio has a negative effect on consumer behaviours. Linear-by-linear association df 1 and sig.2 is .209 is less than 0.05. It means that linear-by linear association has negative effect on consumer behaviour.

H4.1 Nationality has a significant negative effect on consumer behaviour factor proved.

Table 4.34 Chi -Square of Gender

	Value	df	Sig.2
Pearson Chi-Square	17.032 ^a	24	.847
Likelihood Ratio	17.341	24	.834
Linear-by-Linear Association	.069	1	.793
Total	400		

From Table 4.34 the respondent of 400 gender has effect on consumer behaviour factors. Person chi-square df 24 and sig.2 .847 is more than 0.05. It means that person chi-square has a negative effect on consumer behaviours. Likelihood ratio df 24 and sig.2 is .834 is less than 0.05. It means that likelihood ratio has a negative effect on consumer behaviours. Linear-by-linear association df 1 and sig.2 is .793 is less than 0.05. It means that linear-by linear association has negative effect on consumer behaviour

H 4.3 Gender has a significant negative effect on consumer behaviour factor has proved.

Table 4.35 Chi -Square of Age

	Value	df	Sig. 2
Pearson Chi-Square	.992 ^a	4	.911
Likelihood Ratio	.997	4	.910
Linear-by-Linear Association	.011	1	.916
Total	400		

From Table 4.35 the respondent of 400 age has effect on consumer behaviour factors. Person chi-square df 4 and sig.2 .911 is more than 0.05. It means that person chi-square has a negative effect on consumer behaviours. Likelihood ratio df 4 and sig.2 is .910 is less than 0.05. It means that likelihood ratio has a negative effect on consumer behaviours. Linear-by-linear association df 1 and sig.2 is .916 is less than 0.05. It means that linear-by linear association has negative effect on consumer behaviour.

H 4.5 Age has a significant negative effect on consumer behaviour factor has proved.

Table 4.36 Chi square of Income

	Value	df	Sig.2
Pearson Chi-Square	11.355 ^a	8	.182
Likelihood Ratio	12.049	8	.149
Linear-by-Linear Association	.000	1	.986
Total	400		

From Table 4.36 the respondent of 400 income has effect on consumer behaviour factors. Person chi-square df 8 and sig.2 .182 is more than 0.05. It means that person chi-square has a negative effect on consumer behaviours. Likelihood ratio df 8 and sig.2 is .149 is less than 0.05. It means that likelihood ratio has a negative effect on consumer behaviours. Linear-by-linear association df 1 and sig.2 is .986 is less than 0.05. It means that linear-by linear association has negative effect on consumer behaviour.

H 4.7 Income has a significant negative effect on consumer behaviour factor has proved.

Table 4.37 Chi- square of Education

	Value	df	Sig.2
Pearson Chi-Square	10.077 ^a	16	.863
Likelihood Ratio	9.236	16	.903
Linear-by-Linear Association	.138	1	.711
Total	400		

From Table 4.37 the respondent of 400 education has effect on consumer behaviour factors. Person chi-square df 16 and sig.2 .863 is more than 0.05. It means that person chi-square has a negative effect on consumer behaviours. Likelihood ratio df 16 and sig.2 is .903 is less than 0.05. It means that likelihood ratio has a negative effect on consumer behaviours. Linear-by-linear association df 1 and sig.2 is .711 is less than 0.05. It means that linear-by linear association has negative effect on consumer behaviour

H 4.9 Education has a significant negative effect on consumer behaviour factor has proved.

Table 4.38 Chi square of consumer behaviour factors on nationality.

	Value	df	Sig. 2
Pearson Chi-Square	37.891 ^a	30	.153
Likelihood Ratio	38.800	30	.130
Linear-by-Linear Association	2.607	1	.106
Total	400		

From Table 4.38 the respondent of 400 consumer behaviour factors has effect on nationality. Person chi-square df 30 and sig.2 .153 is more than 0.05. It means that person chi-square has a negative effect on consumer behaviours. Likelihood ratio df 30 and sig.2 is .130 is less than 0.05. It means that likelihood ratio has a negative effect on nationality. Linear-by-linear association df 1 and sig.2 is .106 is less than 0.05. It

means that linear-by linear association has negative effect on nationality.

H 5.1 Consumer behaviour as a significant negative effect on nationality proved.

Table 4.39 Chi square of consumer behaviour factors on Gender.

	Value	df	Sig. 2
Pearson Chi-Square	4.207 ^a	2	.122
Likelihood Ratio	4.217	2	.121
Linear-by-Linear Association	1.627	1	.202
Total	400		

From Table 4.39 the respondent of 400 consumer behaviour factors has effect on gender. Person chi-square df 2 and sig.2 .122 is more than 0.05. It means that person chi-square has a negative effect on gender. Likelihood ratio df 2 and sig.2 is .121 is less than 0.05. It means that likelihood ratio has a negative effect on gender. Linear-by-linear association df 1 and sig.2 is .202 is less than 0.05. It means that linear-by linear association has negative effect on gender.

H 5.3 Consumer behaviour as a significant negative effect on gender proved.

Table 4.40 Chi square of consumer behaviour factors on Age.

	Value	df	. Sig. 2
Pearson Chi-Square	10.549 ^a	12	.568
Likelihood Ratio	11.542	12	.483
Linear-by-Linear Association	1.649	1	.199
Total	400		

From Table 4.40 the respondent of 400 consumer behaviour factors has effect on age. Person chi-square df 12 and sig.2 .568 is more than 0.05. It means that person chi-square has a negative effect on age. Likelihood ratio df 12 and sig.2 is .483 is less than 0.05. It means that likelihood ratio has a negative effect on age. Linear-by-linear association df 1 and sig.2 is .199 is less than 0.05. It means that linear-by linear association has negative effect on age.

H 5.5 Consumer behaviour as a significant negative effect on Age proved.

Table 4.41 Chi square of consumer behaviour factors on income.

	Value	df	Sig. 2
Pearson Chi-Square	16.383 ^a	20	.693
Likelihood Ratio	17.716	20	.606
Linear-by-Linear Association	.013	1	.910
Total	400		

From Table 4.41 the respondent of 400 consumer behaviour factors has effect on income. Person chi-square df 20 and sig.2 .122 is more than 0.05. It means that person chi-square has a negative effect on income. Likelihood ratio df 2 and sig.2 is .121 is less than 0.05. It means that likelihood ratio has a negative effect on income. Linear-by-linear association df 1 and sig.2 is .202 is less than 0.05. It means that linear-by-linear association has negative effect on income.

H 5.7 Consumer behaviour as a significant negative effect on income proved.

Table 4.42 Chi square of consumer behaviour factors on education.

	Value	df	Sig. 2
Pearson Chi-Square	36.389 ^a	20	.014
Likelihood Ratio	17.679	20	.609
Linear-by-Linear Association	5.903	1	.015
Total	400		

From Table 4.42 the respondent of 400 consumer behaviour factors has effect on education. Person chi-square df 20 and sig.2 .014 is more than 0.05. It means that person chi-square has a negative effect on education. Likelihood ratio df 20 and sig.2 is .609 is less than 0.05. It means that likelihood ratio has a negative effect on education. Linear-by-linear association df 1 and sig.2 is .015 is less than 0.05. It means that linear-by-linear association has negative effect on education.

H 5.5 Consumer behaviour as a significant negative effect on education proved.

4.2 Hypothesis Analysis

Table 4.43 Hypothesis 1

	Sub Hypothesis	Result
H1.1	Nationality has a significant positive effect on decision making on consumer behaviour factors.	Rejected
H1.2	Nationality has a significant negative effect on decision making on consumer behaviour factors.	Accepted
H1.3	Gender has a significant positive effect on decision making on consumer behaviour factors	Rejected
H1.4	Gender has a significant negative effect on decision making on consumer behaviour factors.	Accepted
H1.5	Age has a significant positive effect on decision making on consumer behaviour factors.	Rejected
H1.6	Age has a significant negative effect on decision making on consumer behaviour factors.	Accepted
H1.7	Income has a significant positive effect on decision making on consumer behaviour factors.	Rejected
H1.8	Income has a significant negative effect on decision making on consumer behaviour factors.	Accepted
H1.9	Education has a significant positive effect on decision making on consumer behaviour factors.	Rejected
H1.10	Education has a significant negative effect on decision making on consumer behaviour factors.	Accepted

Table 4.44 Hypothesis 1 (Cont.)

	Sub Hypothesis	Result
H2.1	Consumer behaviour factor has a significant positive effect on decision making consumer behaviour factors.	Rejected
H2.2	Consumer behaviour factor has a significant negative effect on decision making consumer behaviour factors.	Accepted
H2.3	Consumer behaviour factor has a significant positive effect on decision making consumer behaviour factors.	Rejected
H2.4	Consumer behaviour factor has a significant negative effect on decision making consumer behaviour factors.	Accepted
H2.5	Consumer behaviour factor has a significant positive effect on decision making consumer behaviour factors	Rejected
H2.6	Consumer behaviour factor has a significant negative effect on decision making consumer behaviour factors.	Accepted
H 2.7	Consumer behaviour factor has a significant positive effect on decision making consumer behaviour factors.	Rejected
H2.8	Consumer behaviour factor has a significant negative effect on decision making consumer behaviour factors.	Accepted
H2.9	Consumer behavior has a significant positive effect on decision making consumer behaviour factors.	Rejected
H 3.0	Consumer behavior has a significant negative effect on decision making consumer behaviour factors	Accepted

Table 4.45 Hypothesis 1(Cont.)

	Sub Hypothesis	Result
H3.1	Consumer behaviour factor has a significant positive effect on decision making factors	Rejected
H3.2	Consumer behaviour factor has a significant negative effect on decision making factors	Accepted
H3.3	Consumer behaviour has a significant positive effect on decision making factors.	Rejected
H3.4	Consumer behaviour has a significant negative effect on decision making factors.	Accepted
H3.5	Consumer behaviour has a significant positive effect on decision making factors.	Rejected
H3.6	Consumer behaviour has a significant negative effect on decision making factors	Accepted
H3.7	Consumer behaviour has a significant positive effect on decision making factors	Rejected
H3.8	Consumer behaviour has a significant negative effect on decision making factors	Accepted
H3.9	Consumer behaviour has a significant positive effect on decision making factors.	Rejected
H4.0	Consumer behaviour has a significant negative effect on decision making factors	Accepted.

Table 4.46 Hypothesis 2

	Sub Hypothesis	Result
H4.1	Nationality has a significant positive effect on consumer behaviour factors.	Rejected
H4.2	Nationality has a significant negative effect on consumer behaviour factors.	Accepted
H4.3	Gender has a significant positive effect on consumer behaviour factors.	Rejected
H4.4	Gender has a significant positive effect on consumer behaviour factors.	Accepted
H4.5	Age has a significant positive effect on consumer behaviour factors.	Rejected
H4.6	Age has a significant negative effect on consumer behaviour factors.	Accepted
H4.7	Income has a significant positive effect on consumer behaviour factors.	Rejected
H4.8	Income has a significant negative effect on consumer behaviour factors.	Accepted
H4.9	Education has a significant positive effect on consumer behaviour factors.	Rejected
H5.0	Education has a significant negative effect on consumer behaviour factors.	Accepted.

Table 4.47 Hypothesis 3

	Sub Hypothesis	Result
H5.1	Consumer behaviour factor has a significant positive effect on nationality.	Rejected
H5.2	Consumer behaviour factor has a significant negative effect on nationality.	Accepted
H5.3	Consumer behaviour factor has a significant positive effect on gender.	Rejected
H5.4	Consumer behaviour factor has a significant negative effect on gender	Accepted
H5.5	Consumer behaviour factor has a significant positive effect on age.	Rejected
H5.6	Consumer behaviour factor has a significant negative effect on age.	Accepted
H5.7	Consumer behaviour factor has a significant positive effect on income.	Rejected
H5.8	Consumer behaviour factor has a significant negative effect on income.	Accepted
H5.9	Consumer behaviour factor has a significant positive effect on education.	Rejected
H6.0	Consumer behaviour factor has a significant negative effect on education.	Accepted.

CHAPTER 5

DISCUSSION, CONCLUSION & RECOMMENDATIONS

5.1 Discussion

Thank to this research is that we know that demographic factor and consumer behaviour are very important to the customer making decision marketing mix. Thanks to the questionnaire is proving that in questionnaire. It prove all 7 marketing mix are can satisfy customers need and want. Satisfy customer means loyal customer. According to chapter 2 without marketing team will have nothing to deliver to the potential guest. Hotel generally cater to different requirement e.g. A leisure guest on a family trip look for recreational and wellness facilities of the hotel where as a business traveller gives important on hotel business facility like business center, video conferencing, good in room internet connectivity. This analysis done by the sales and marketing department can help the top management to identify these specific requirement and work along with management to either develop such facilities or make the required improvements. The direct of sales and marketing should work out the most effective promotion and communication mix for the hotel promotion is the way hotels communicate to target customers.

The director of sales & marketing should work out the most effective promotion and communication mix for the hotel. Promotion is the way hotels communicate to target customers. While Demographic factor and consumer behaviour on decision making customer behaviour also plays vital role.

5.2 Conclusion

In order to answer to the research questions we can conclude both demographic factors and components of consumer behaviour effect of consumer behaviour. According to analysis part demographic factors Nationality, Gender, Age ,Income affects the consumer behaviour to frequently visit to hotel, gender has an effect on three behaviour pattern, First the frequency visiting hotel, male visited luxury hotel more than female . Second reason of customer like to stay in Hotel because business

purpose and travel purpose. Most of guest likes to stay in room which has a pool view. Nationality you can see other country like European, Singapore, Russia ,Japan these nationality people like to stay in hotel than other people. Income you can see according to people spending power they buy Hotel Product like rooms Age all kind of age people like to stay in hotel .Age group between 30-35 .Education has also effect on consumer behaviour. When it comes to the components of customer buying decision service marketing mix we can conclude marketing mix, Product, Place, Promotion, Physical evidence, People and Process have an effect on some of the consumer behaviour patterns.

First product which consists of guest luggage store, they provide tourist information, they offer valet parking, food is very delicious, variety in rooms affect the frequency of visiting hotel. Variety in rooms are the second important for all consumer who visit the hotel. Provide tourist information at hotel affect the consumer staying period. All product effect on consumer satisfaction which lead to consumer loyalty.

Second price which consist of the value for money in term of business conference, Flexibility in room price, value for money in term of food quantity, value for money currency exchange at cheaper rate than other place. effects the frequency of visiting hotel. Money currency exchange at hotel it helps to guest to save their time.

Third place its very near to my official place, shopping cantered verity of restaurant are close to hotel, They use social media to sell their product .E.g (Facebook) ,they offer many type of payment method, they offer online booking. Its effect the frequency of visiting hotel. Hotel provides type of payment method its help to international guest to pay bill by any card.

Fourth promotion which consists of the redeem voucher.eg(Cupon).Their promotion offer are very attractive e.g (Valentine day, Mother'sday).Have membership card, They offer discount on rooms in off seasons. Affect the frequency of visiting hotel. Because of attractive promotion revenue of hotel increase as well as

consumer enjoy the promotion offers like Valentine day. Mother's day. According to guest they save their money during the promotion time.

Fifth physical evidence which consist of place is well decorated, they provide enough parking, they have smoking zone for smokers, and they have logo on their cutlery, staff uniform neat or clean. Affect the frequency of visiting hotel and physical evidence give real experience of enviourement.

Sixth people which consist of staff are well behaved, speed of service provide by staff, they Staff follow higine. Staff can communicate with different international language, staff has well trained. Its effect the frequency of visiting hotel. Staff can speak in different international language its help to the consumer who cannot speak English. Its help to increase customer satisfaction level.

Seventh process which consist they following eco-friendly process, Their coffee shop opening and closing time suits to my life style, their level of consumer involvement in future development e.g (Feedback),they maintain the process of service at affordable price. Its effect the frequency of visiting hotel. Process help to improve standard of service.

5.3 Recommendation

Hotel in Bangkok according to research demographic factor and consumer behaviour effect on Decision making consumer behaviour factors. Hotel should focus on the people who are coming from other country try to give them breakfast according to their country. According to age group hotel provide facility. Hotel gives more verity in food and rooms. And try to apply good promotion strategy for business people and big group so they will turn to regular customer. In promotion hotel give good discount because now a days hotel facing lots of competitions.

5.4 Suggestion for the further study

The suggestion for further study is the question of how to improve each component of Consumer decision behaviour factor services marketing mix to increase the number of customer base who visit the hotel more frequent. As our study cover

only the impact of demographic factor and consumer behaviour on decision making consumer behaviour factor each 7 p on behaviour but does not include how to change the behaviour .This can be beneficial creating loyal customer base and increase the efficiency for the use of decision making consumer behaviour factor 7 Ps.

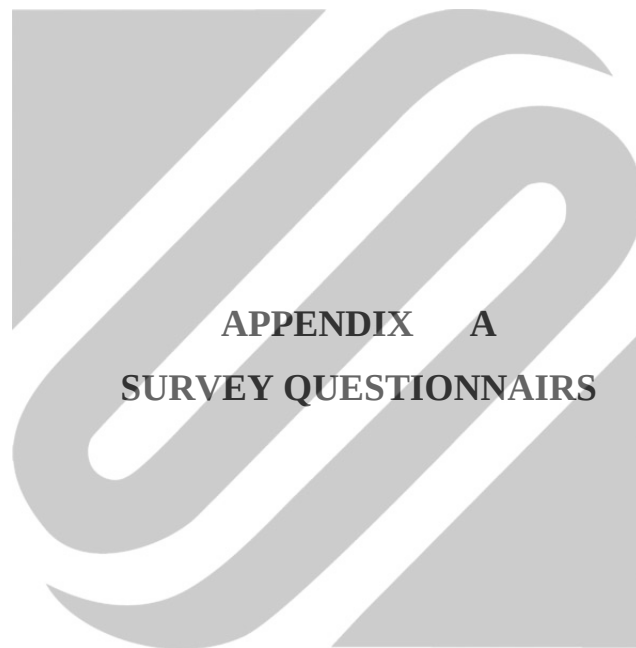


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APPENDIX A
SURVEY QUESTIONNAIRS

Factors Affecting Decision making Consumer Behavior Factors in Hotel Of Sukhumvit Area In Bangkok Thailand

Please tick in which corresponds to your answer.

Part 1:

1. Nationality

- ☐ Thai
- ☐ U.S.A
- ☐ Austrailia
- ☐ Midlle East
- ☐ India
- ☐ China
- ☐ Otheres

2. Gender

- ☐ Male
- ☐ Female

3. Age

- ☐ 18 – 24
- ☐ 25 -30
- ☐ 35 or more

4. Income (USD\$)

- ☐ 1000\$ -1500\$
- ☐ 1500\$ -2500\$
- ☐ 3600\$above

5 . Education

- ☐ Matriculation or below
- ☐ Intermediate
- ☐ Bachelor
- ☐ Master or above

Part 2:
Consumer Behaviour In Hotel

1) How frequently do you stay in hotel?

- ☐ Frequently or at least once in a month
- ☐ Once in a 6 month
- ☐ Once in a year

2) How long have you been staying in hotel?

- ☐ Less than a year
- ☐ Less than a 6 month
- ☐ Less than week

3) Main reason for staying in hotel?

- ☐ Business
- ☐ Visit Friend /Relative
- ☐ Vacation
- ☐ Temporary housing
- ☐ Others

4) Who is traveling with you?

- ☐ Alone
- ☐ Family
- ☐ Friends
- ☐ Spouse/Partner

5) How did you arrive to hotel?

- ☐ By hotel car
- ☐ By taxi
- ☐ Others

6) Which Room view do you prefer?

- ☐ Garden view
- ☐ Pool view
- ☐ Others

7) What type of bed do you prefer?

- ☐ Single bed
- ☐ Double bed
- ☐ Tripple bed
- ☐ Twin bed
- ☐ King size bed

8) Where did you make reservation?

- ☐ By telephone
- ☐ By fax
- ☐ Local travel agent.
- ☐ By e-mail
- ☐ By hotel website.

9) How many days are you going to stay in hotel?

- ☐ 1-2day
- ☐ 3-7day
- ☐ 8-14day
- ☐ 15-21day
- ☐ 30days over

10) Which room rate do you prefer?

- ☐ Less than 1000 Baht
- ☐ 1000 -2000 Baht
- ☐ 2100- 3000 Baht
- ☐ 3100 - 4000 Baht
- ☐ 4100-5000 Baht
- ☐ 5000 Over

Part: 3**Consumer decision making Services Marketing Mix**

In this section, please answer the following questions by ticking the number which best indicates your opinion to what extent you agree with each statement on a scale from 1 to 5.

Instruction: the scale means as follow;

- 1 = Least Important
- 2 = Quite Important
- 3 = Important
- 4 = Very Important
- 5 = Most Important

1 .How a **product** offered by the hotel effect your buying decision?
Please rate them as following

S.No.	Factors	Ratings from 1 – 5
1	They provide guest luggage store	
2	They provide tourist information	
3	They offered valet parking	
4	I stay in hotel because the food is very delicious	
5	I Stay in hotel they offer good room services	

2. How a **price** offered by the hotel effect your buying decision?

S.No.	Factors	Ratings from 1 – 5
1	The value for money in term of facility for business conference	
2	They offer flexibility in room price	
3	They are cheaper than competitors hotel	
4	Value for money in term of food quantity	
5	Value for money currency exchange at cheaper rate than other place	

3. How a **place** offered by the hotel effect your buying decision?

S.No.	Factors	Ratings from 1 – 5
1	It's very near to my official place	
2	I stay at hotel because of shopping centers & variety of restaurants is close to my hotel?	
3	They use social media to sell their product? (for e.g. Facebook)	
4	They offer many type of payment method	
5	They offer online booking.	

4. How a **promotion** offered by the hotel effect your buying decision?

S.No.	Factors	Ratings from 1 – 5
1	I stay at hotel because Redeem Voucher. (e.g. Coupon)	
2	Their promotion offer are very attractive (e.g. Valentine day, Mother day)	
3	I stay in hotel because, I have a membership card.	
4	They offer discount on rooms in off season.	
5	Their public relation is good.	

5. How physical **evidence** offered by the hotel effect your buying decision?

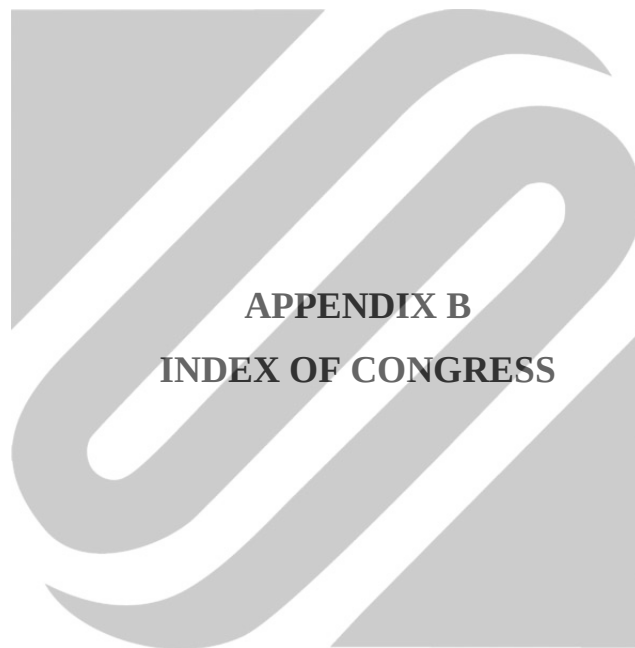
S.No.	Factors	Ratings from 1 – 5
1	The place is well-decorated	
2	They provide enough parking.	
3	They have smoking Zone for smokers	
4	They have logo on their Cutlery	
5	Staff uniform are neat and clean	

6 How **service of the staffs** offered by the hotel effect your buying decision?

S.No.	Factors	Ratings from 1 – 5
1	The staffs are well behaved	
2	The speed of the service provided by the staffs	
3	Do staffs follow hygiene?	
4	Can staff communicate with different international language?	
5	Are staff well trained?	

7 How **process** offered by the hotel effect your buying decision?

S.No.	Factors	Ratings from 1 – 5
1	They are following ecofriendly process.	
2	Their coffee shop closing and opening time suit my life style.	
3	The food making process is always right that standardized in food taste	
4	Their level of customer involvement in future development? (e.g. feedback)	
5	They maintain the process of service at price.	



APPENDIX B
INDEX OF CONGRESS

INDEX OF CONGRESS

Expert Question	1	2	3	4	5	Total Per Question
1	1	1	1	1	1	1
2	1	1	1	1	1	1
3	1	1	1	1	1	1
4	1	1	1	1	1	1
5	1	1	1	1	1	1
6	1	1	1	1	1	1
7	1	1	1	1	1	1
8	1	1	1	1	1	1
9	1	1	1	1	1	1
10	1	1	1	1	1	1
11	1	1	1	1	1	1
12	1	1	1	1	1	1
13	1	1	1	1	1	1
14	1	1	1	1	1	1
15	1	1	1	1	1	1
16	1	1	1	1	1	1
17	1	1	1	1	1	1
18	1	1	1	1	1	1
19	1	1	1	-1	1	0.8
20	-1	1	1	1	1	0.8
21	1	1	1	1	1	1
22	1	1	1	1	1	1
Total						0.98333



APPENDIX C
LIST OF EXPERTS

List of Experts

Name	Position
Dr. Ake Choonhachatrachai	Associate Dean of Graduate School, Stamford International University
Mr.Rashed Abir	Marketing Manager, Shenton Bay Company Private Limited
Mr Abdual Abu	Online Marketing Manager, Fatima Tour Company
Mr.Ram Prasad	Online Marketing Executive Fatima Tour Company
Ms.Tanapan chimpitak	Marketing Executive, Arrcchito Company

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BACHELOR DEGREE 2009	Maharashtra State Institute of Hotel & Tourism Management, India
NATIONALITY	Indian
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