ATTITUDE OF INTERNET USERS TOWARDS HOTELS' WEBSITE CHARACTERISTICS AS
AN E-MARKETING CHANNEL IN THAILAND.

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Thesis title: Attitude of Internet Users towards Hotels' Website

Characteristics as an e-Marketing Channel in Thailand

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Abstract

The objectives of this study were (1) to study effect of the internet user who use the hotel website; (2) to examine the attitude of internet users towards hotels' website characteristics; and (3) to explore the usage of hotels' website as an e-marketing channel.

The sample consisted of 400 respondents which are 200 male and 200 female in Bangkok, Chiang mai, Pattaya and Phuket as the most visited tourisms in Thailand by non-probability sampling. Collecting data was used questionnaires comprising 38 items and the data were analysis by Descriptive tools used in this research are percentage, frequency, standardize and mean to find the characteristics of samplings and also Analytical Statistics are independent samples t-test, F-test (ANOVA), Factor analysis and Multiple regression analysis used to test the hypothesis and relationship between each variable; demographic of internet user and attitudes and also the usage of hotel website as the marketing channel.

Internet user information showed female, Asian, single status and generation Y have significantly influenced to repurchase intention. Four attitude variables are accessibility, interactivity of reservation system, privacy & security (of transaction) and rates & promotion were essential of hotel's website characters and have influenced to repurchasing intention. The most important criteria of accessibility is "online reservation is very useful" and all of interactivity of reservation system is similarly important with "easy to follow the hotel reservation system", "online direct communication with hotel's customer service" and "respond quickly to inquiries". The most important of privacy & security and rates & promotion are "avoid private data and credit card information from third party" and "special offer monetary rewards, redeem points or mileage, or other conditions", respectively.

Keywords: Website characteristics, Online purchasing, Online reservation, Hotel,

E-Marketing channel

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CHAPTER 1
INTRODUCTION

1.1 Background

The communication has been revolutionized communication by internet as the meeting place between person to person, person to organize, and organize to organize without restriction of place and time limits that means they have connection available 24/7 and worldwide (Harris & Rae, 2009). There are many reasons for surfing the internet such as searching, sharing and also discussing the information or emerging issues, and including making inquiries is called online communities that affected to information technology has change turbulent and communication technology performs on Web 2.0 or social media (Wang & Fesenmaier, 2004a; Gretzel, Kang, & Lee, 2008).

The purposes of social media are deliver the exchanging information, share the interests, objectives, activities, and secures information, intercommunication, and working together on the World Wide Web and the most popular of social media are Facebook, LinkedIn, and Twitter (Jain, 2010). In 2010, Facebook announced it had over 500 million users and Twitter also reported 75 million users (Paris, Lee, & Seery, 2010). The average time of consumers to spend on social media is more than 5.5 hours per day (Nielsonwire, 2010) and incline growing usage by creating as online communities of users (Bolotaeva & Cata, 2010).

For organization, online communities which has increased usage as a new marketing strategy (Sweeney, 2000) can help to make profit as a marketing tool for collecting the feedback of products and brands by monitoring online discussion of consumers, and then bring the feedback to improve performance and solving problems (Madupu, 2006). Moreover, online communities are a real-time resource for observing market trends, consumer needs and consumers' lifestyles that are generate productive data for application in advertisement as a marketing tool, core business product improvement and also new products development to response the needs (Kozinets, 1999) and consumers play roles directly or indirectly to create new products and

brands (Sawhney & Prandelli, 2000). The companies can get the productive data though investment in marketing activities.

Online communities which have been supported by companies, the consumer's activities usually can compare products or services, share experiences of the products, and suggest alternative product choices that affects to other members to have positive attitudes and senses of belonging, may offer the exclusive information and special benefits for consumers who have participation for enhancing relationships with consumers (Antikainen, 2007) and encourages consumers to compliments or complaints about the products (Madupu, 2006). The benefits attract online users to participate in the communities, the number of consumers are more likely to grow before buying decision process (Muniz & O' Guinn, 2001). For create and manage an active online community, the companies should comprehend consumers' motivations with the deals that is expected return for their participation (Wasko & Faraj, 2000). Information and a sense of belonging as the sample of benefits that will persuade to be new member, build long last relationships, and motivate to visit again (Antikainen, 2007; Dholakia, Bagozzi, & Pearo, 2004).

The effective online community must have a strong trust and commitment to their brands. Furthermore, information and content are key as results from consumers' experiences with products about the quality, maintenance, and directions for use (Muniz & O' Guinn, 2001). This information based on members consumed products tend to develop trustworthy with shared beliefs about information, including product performance and experience (Blau, 1964). The business strategies to promote hotel by using website as a marketing channel, the marketers should understand target group from their consumer-based segments in their demographic that affects to their needs as psychological demands.

Many researches are interested in types of online communities to apply for new business models by explore the power of member benefits toward the level of participation in these communities (Muniz & O' Guinn, 2001; Wang & Fesenmaier, 2004a) as well as positive consumer behaviors such as loyalty and contributions to the community (Kim, Lee & Hiemstra, 2004; Wang & Fesenmaier, 2004b). The outcome presented that members spread useful information about products and brands to other members and/or to their friend that will increase community participation (Kozinets,

2002) and the active participation may increase high levels of trust among members as well as loyalty to the brand (Koh & Kim, 2004). Most of marketers agree to online communities of many companies which have successful operation results from achievement marketing activities that are interesting to study by identifying and understanding the important factors that online consumers are likely to join the communities of hospitality companies, and also the relationships between consumer participation, consumer trust, and their commitment to brands are examined. The theoretical study can intensify the understanding of internet-based consumers' motivations and loyalty to a specific brand, while the practical investigation reveals the marketing strategies of online communities can be sustained by keep active and determine the benefits for members' needs, and also preserve members take part in longstanding the community.

1.2 Statement of the Problems

Nowaday, many studies emphasises on online community developments as part of hotel management, it is rare to find one that calls itself an online hotel/restaurant community. For online communities of hospitality industrial are commonly referred to as online travel communities, an example, the Marriott Corporation has launched an online travel community to replace its rewards program (www.marriottrewardsinsiders.marriott.com). The social media of Hyatt and Marriott is used for online communities with travel perspective rather than hotel and/ or restaurant (Chkhikvadze, 2010). When consumers share information social media that begin to build relationships within the communities, consumers will have loyalty and satisfaction (Kasavana, 2008). From a survey of the Center for Hospitality Research at Cornell University's School of Hotel Administration presented the travelers use social media to get hotel and travel information for plan their trip about 25% for business and over 30% for leisure (Hyman, 2011).

The study of travel communities has examined the online member involvement needs some benefits, which have affected actively or passively, are divided into four groups: functional, social, hedonic, and psychological (Hwang & Cho, 2005). All four group is changeable because the characteristics of online communities are different in

member characteristics, attention topics interests and purposes of communities (Wang & Yu, 2002; Kim, Lee, & Hiemstra, 2004; Wang & Fesenmaier, 2004a). Seo (2005) revealed that consumers prefer to obtain monetary rewards that dominate to members for join in with online community.

Social media have been used in the travel industry by many hotels in creative process for setting the effective social media strategies have a multi-step and complicated task. In this free webinar, learn what steps are involved in creating the perfect social media strategy for your hotel, including which social platforms make the most sense for hotels, how to best measure the success of social media campaigns, which key players should be involved in social media endeavors and when is optimal to post and with what frequency.

Nowadays, there are more than 750 million people around the world who regularly use social media such as Facebook, Google, instagram and on average 50% of the global online population are active users of social media. In 2002, the Thai government endorsed an information technology policy framework entitled "Thailand Vision towards a Knowledge-Based Economy". The policy framework had been currently in place and to be followed until 2010. The IT 2010 policy had emphasized the roles of information technology for the enablement and facilitation of economic and social development (Thailand National Information Technology Committee Secretariat (NITC), 2002).

The National Electronic and Computer Center (2013) posted that the latest research shows the internet user is over 7 million, in other word almost 12% of Thailand population are online. The majority of users are female, it is counted as 52% and it has increased in the future. In addition, Bangkokpost.com (2013) stated that the number of internet users in Thailand could reach 52 million this year because of the proliferation of smartphones and increasing availability of broadband. The social media lead to develop the business in many where especially, the business that received an order by using online (Internet). Hotel industry takes place at 10% among others industries in Thailand. From table 1.1 World Travel Market Global Trends Report 2013 found hotel online travel sales recorded another strong performance in 2012 growing by 10.5% to reach 13.0% in 2013 (World Travel Market, 2013).

Internet value % growth (US$)

■2012 □2013

	9.6	12.3	12.7	13	12.1
	4.9	8	6.4	10.5	8.2
	Car Rental	Air Transport	Other Transportation	Hotels	Travel Retail Products
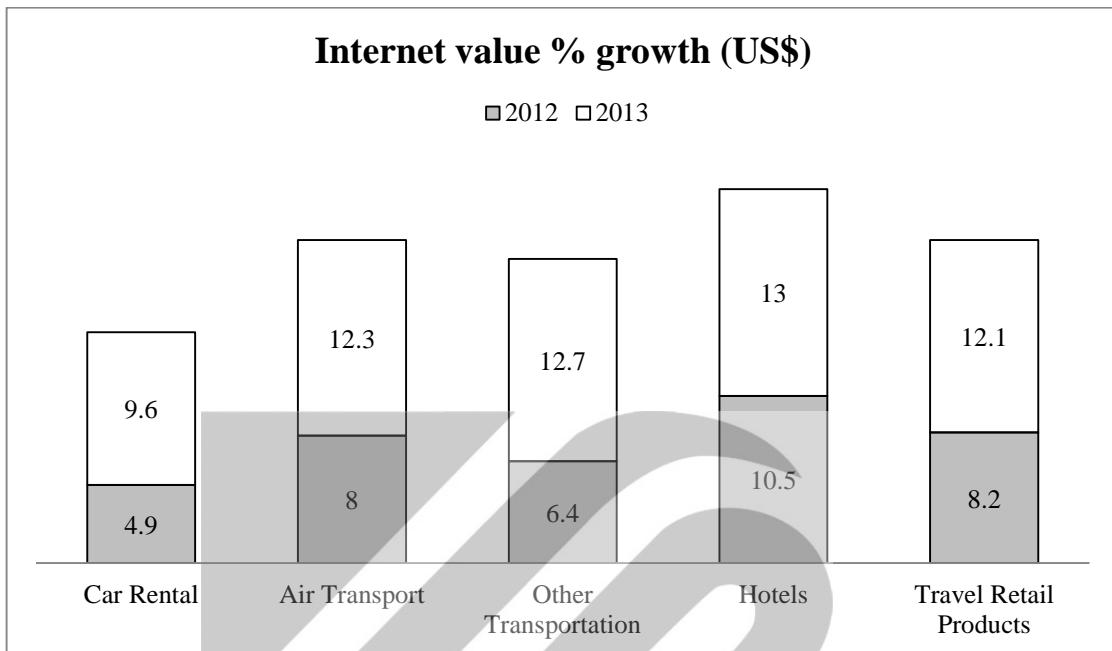
Figure 1.1 Travel Technologies: World Key Performance Indicators 2012-2013

Source: World Travel Market, 2013.

The study of Hotel's participation in Social Media will translate into positive brand awareness and increased revenues through the effective investment of time and resources into growing, engaging and converting your community. Social Media's solutions are designed to help the hotel successfully navigate the social media landscape; saving you time, encouraging fan growth and converting bookings for your hotel. A monumental shift in the hospitality industry has occurred by social media to publicly introduce the hotel. The perception in social media is now controlled largely by consumers. The feedback from social media is public; influencing the booking decisions of many other potential guests. The initial reaction of many hoteliers is to ignore this new reality. That sort of reaction will cost them. Smart hoteliers understand that the game has changed, and they need to get with the new program. Traditional measures of guest satisfaction (Cards, Surveys) are still valuable. But private surveys are no longer as important as public feedback.

Thus, to study the influence of e-marketing, online reviews will give us a more complete benefit in hotel business. To create the hotel business plan, it should be consider how social media will integrate into customer's operations. A well-executed plan will seriously transform in business. Not only to measure the effect of social

media but also need to use the information in order to make continuous improvements to your service, operations and facilities based on what customer comment.

The success in hospitality industrial usually adapted and improved based on customer feedback. Nowadays, the customers have more power by using social media for social media spread news fast, the hotels should monitor social media and respond quickly that will generate the growth of room bookings, guest satisfaction and market share.

This study want to explore the differential in personal characteristics of customer relate to e-marketing website that access to the hotel advertisement, including finding the association between demographic characteristics and attitude toward e-marketing website. The result will use to be the key in order to improve the hotel business and make the plan for increasing hotel occupancy.

1.3 Research Objectives

This research has some objectives as follows:

1. To study effect of the internet user who use the hotel website.

2. To examine the attitude of internet users towards hotels' website characteristics.

3. To explore the usage of hotels' website as an e-marketing channel.

1.4 Research Questions

What is the attitude of the internet users towards hotels' websites?

1.5 The benefits of the study

1. To build Thailand hotels' website characteristics with effectiveness.

2. To improve Thailand hotels' website as e-marketing channel by hotels' website characteristics.

3. To plan and develop Thailand hotels' websites have satisfied with customer demands.

1.6 Scope of the Research

Scope of this study will examine the visitors of several hotels at the period of 2014 in Thailand. The attitude of hotel customer will be explored in term of their access to the e-marketing website.

1. Theoretical Scope: E-Marketing, Hotel, Consumer behavior

2. Population and Sample: Internet Users (pop), Internet User Statistic, Sample Size

3. Time Frame August 2014 to October 2014

There are a number of limitations associated with the present study. The majority of the respondents are residents in Bangkok Metropolitan. Moreover, the participants are between 22 and 55 years old and the factors that affect their attitudes toward display advertising on social media might not be representative for different age groups. In addition the respondents will come from several hotels that might not be representative of general picture of hotel in Thailand.

The answers received from the individuals might be partially biased by the level of understanding and the ability of expressing them-selves in this specific language. As mentioned by Ezzy (2002), the adductive reasoning is characterized by a certain level of inconsistency and ambiguity in the analysis, but the authors have tried to match as best as possible the findings with the theoretical framework while at the same time accommodating elements that been uncovered in the empirical study.

1.7 Research Framework

This is applied from Schmidta, Cantallops & Santosc (2008) and Hamid & Cheng (2012) who studied related to customers' retention by mean of the customer have positive attitude to hotels' websites with essential features. The fulfillment and engagement occur in long-term relationship between customers and hotel companies.

Demography	Hotels' Website Characteristics
- Gender - Age generation - Nationality - Marital status - Education - Occupation - Income	- Accessibility - Information Quality - Navigability - Interactivity of reservation system - Privacy & Security (of transaction) - Rates & Promotion - Customer retention

Usage of Hotels' websites
Re-purchasing Intention
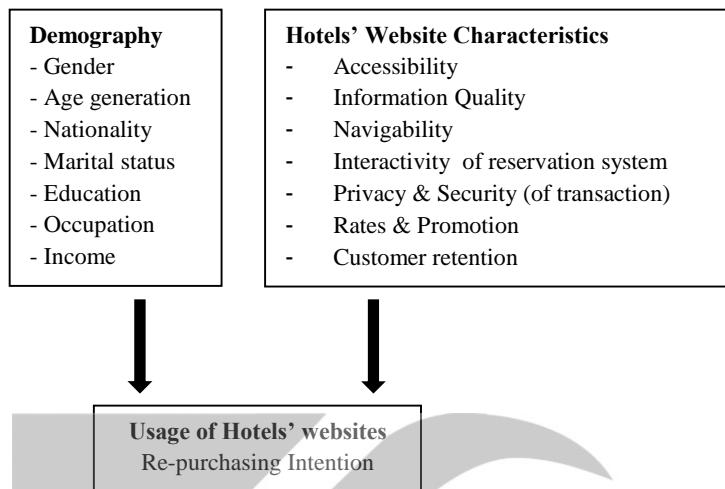
Figure 1.2: Research Framework

1.8 Significance of the Research

This study will try to answer the hypothesis as follows:

H_{a1}: there is a relationship between demographic of internet user and the usage of hotel website factors and the usage of hotels' websites as e-marketing channel in Thailand

H_{a2}: there is a relationship between the attitude of the internet users towards hotels' websites characteristics and the usage of hotels' websites as e-marketing channel in Thailand.

1.9 Definition of terms:

Electronic-marketing or electronic marketing: the application of marketing principles and techniques via electronic media and more specifically the Internet. The process of marketing a brand using the internet includes both direct response marketing and indirect marketing elements and uses a range of technologies to help connect businesses to their customers (Dr. Brian, 2012).

Accessibility (online): a having access to the technologies that connect one to the network society (Publicsphereproject, n.d.).

Hotel website: a commercial establishment providing lodging, meals, and other guest services.

Hotel information (online): the systems that stores and distributes information of a hotel, resort, or other lodging facilities were shown on hotel website.

Reservation system (online): a tool to reach the internet distribution to manage about online marketing and sales, rates and availabilities for reservation step (Hotelogix, 2013).

Attitude toward hotel website defines as a predisposition to respond in a favorable or unfavorable manner to a particular advertising stimulus during a particular exposure occasion (Lutz, 1985).

Attitude on hotel reservation defines as the degree to which a person has formulated conscious plans to perform or not perform to reserve a hotel by the reservation process (Schmidta, Cantallops & Santosc, 2008).

Customer retention means the customer purchase a product or services in again and again as an extended period of the time (Khan, 2013).

Navigability means user friendliness or ease of use to access the information they want on the website, including standard menu structure, home-page links, standard page design and the indication of user position in the menu structure (Schmidta, Cantallops & Santosc, 2008).

Privacy and security refers that afford website recorded were secure credit card web page, security policy and privacy policy (Schmidta, Cantallops & Santosc, 2008).

CHAPTER 2
LITERATURE REVIEWS

This chapter will explore the plausible literature and previous study that relate to the digital marketing, type social media (Facebook, twitter, instagram and Google+), and attitude toward website marketing. Moreover, the attitude of internet users, on-line marketing, online consumer behavior and also generation X and Y, will be discuss in this research.

2.1 E-commerce

The internet is an electronic communication network that connects computer networks and organizational computer facilities around the world (Merriam-Webster, 2008). One of the biggest advantages of the Internet is the easy accessible and manageable information of any kind, available 24 hours and 7 days per week. Alesso & Smith (2006) stated that web can be consider to be an huge information system that run on the interconnected database and application that provide various utility and services. The Internet, which is a cluster of communities, is growing in both of wide range of users, technologies and commercial activities. In commercial way, the Internet technology involves with supportive products and online services. Online users have capability to adopt the turbulent changing technology for access to the information online. (Leiner, Cerf, Clark, Kahn, Kleinrock, Lynch, Postel, Robert, & Wolff, 2012)

The effect information costs have related to decline the revolution to access the information but Internet become the commercial area by online users can create their own content, presently. Ferrell & Pride (2006) showed that *"The Internet and information technology have dramatically changed the environment for business. Marketers' new ability to convert all types of communications into digital media has created efficient, inexpensive ways of connecting businesses and consumers and has improved the flow and the usefulness of information. Businesses have the information*

they need to make more informed decisions, and consumers have access to a greater variety of products and more information about choices and quality".

2.1.1 Electronic Marketing

2.1.1.1 Digital marketing

The Internet has created tremendous opportunities for businesses to forge relationships with consumers and business customers, target markets more precisely and even reach previously inaccessible markets at home and around the world. The Internet also facilitates business transactions, allowing companies to network with manufacturers, wholesalers, retailers, suppliers, and outsources firms to serve customers more quickly and more efficiently. The telecommunication opportunities created by the Internet have set the stage for digital marketing's development and growth (Ferrell & Pride, 2006)

Using all digital media, including the Internet and mobile and interactive channels, to develop communication and exchanges with customers is "digital marketing" (Pride & Ferrell, 2012). He also illustrated some of the characteristics that distinguish digital from traditional communication such as addressability, interactivity, accessibility, connectivity, and control. As shown in table 2.1 which is represented the characteristics of digital marketing according Pride & Ferrell (2012).

Table 2.1 The characteristics of digital marketing

Characteristics	Definition
1. Addressability	The ability to identify the customers before their purchase decision making happen.
2. Interactivity	The ability of customers to express their needs and wants directly to the organization in response to its marketing communications
3. Accessibility	The ability for marketers to obtain digital information.
4. Connectivity	The ability for customers to be connected with marketers.
5. Control	The customer's ability to regulate the information from their views as well as revelation that information.

Source: Pride & Ferrell, 2012.

2.1.1.2 Online advertising

The e-marketing website cannot separate with the presence of an online advertising. The online advertising has a very board interpretation; it covers a wide array of marketing forms like banner advertising, search engine marketing, popups, and video advertisement (Eley & Tilley, 2009). However, advertisers these days want to know more and more about the effectiveness of their advertising, and that can be tricky to determine with traditional media. There are nothing can be used to confirm the effective advertising in newspaper or on the radio or television by customer's perceptions. An increase or decrease in overall sales is an unreliable measure by using more than one form of advertising at a time. There are ways to track the source of sales from offline advertising that show nearly impossible to do this instantly, or without extensive market research.

Online advertising is rapidly gaining in popularity that can be targeted specifically to the people who are looking for products or services ready to buy, and it can be measured to ensure advertising's working. Online advertising can be targeted to a very specific audience by the advertising are shown only to the interesting market segments. As the ways to access the new target visitors of a specific web site who have similar interests to old customers, or show advertisements on search engines for terms that relate to products. Relevance makes online advertising much more useful for the consumer, and so is more likely to convert them into customers.

2.1.1.3 Type of online advertising

Display advertising: Display advertising, or banner advertising, are images that contain a marketing message and link to your landing page. Banner advertising has been around since 1994, when AT&T advertised on Hot-wired with a banner that read: "Have you ever clicked your mouse right, You will".

Text advertising: Text advertising are any paid advertisement that uses hyperlinked text to link to a landing page. Text advertising are typically comprised of a title, a short description, and a link.

Rich media or Flas Advertising: You've most likely seen a rich media ad—some of them can be really annoying. These advertising are usually created in Flash or JavaScript, and can feature video, interactivity, and even gameplay.

Video advertising: A video ad is a form of display ad that when clicked, plays a video. There is usually a call to action in the video, and clicking again takes the visitor to the ad's landing page. Video advertising are excellent ways to show product reviews or demonstrations.

Popup and Pounders advertising: Popup advertising open in a new window on top of the current browser window, while a pounder appears underneath. Sometimes popup advertising (and pounder advertising) are just image or video advertising, but they can take other forms. Popups can be full web pages, and can include video, rich media, or a contact form.

Paying method on online advertising: Every online advertising has particular on the paying manner to pay fee of advertising. The payment type of online advertising; as follows.

CPM—Cost per Mille. Under the cost per mille model, you pay a flat fee for every thousand impressions, regardless of whether your ad gains any clicks or conversions. CPM has been a common fee structure for some time. Just to add to the confusion, Mille sounds like it might be short for million, but it's actually the Latin term for a thousand.

CPC—Cost per Click. CPC click is the cost per (each) click of an advertising. With this model, you only pay when a user actually clicks your ad and is taken to your landing page.

CPA—Cost per Action. CPA is the cost per action. With this model, you only pay when a web site visitor completes a designated task, such as signing up for a free trial or making a purchase. CPA is sometimes referred to as Cost per Conversion or Cost per Acquisition.

2.1.2 The Media Richness Theory

The media richness theory is based on the assumption that the goal of any communication is the resolution of ambiguity and the reduction of uncertainty. It states that media differ in the degree of richness they possess - that is, the amount of information they allow to be transmitted in a given time interval - and that some media are more effective than others. The levels of richness are capacity of communication

media to carry information that are difference and are applied for possible capacity to transmit and receive information as known as "Media richness" (Daft & Lengel, 1984; Russ et al., 1990).

Bodensteiner (1970) has categorized into four classes of communication media and then Daft & Lengel (1984) brought them to adjust became media richness in four characteristics: feedback, channel, source, and language. The level of media richness have ranged from highest to lowest of physical association as follow; face-to-face is the most social interactive with direct communication, and then telephone, personal written, formal written, and formal numeric are the least social interactive, respectively. Telephone includes electronic media is less rich cause of indirect interactive. For personal media like memos, notes, and reports are less rich than telephone due to limited and slow feedback. Interpersonal media as flyers, bulletins, and reports are the least rich with impersonal focus, limited information and no feedback (Lengel & Daft, 1988).

According to the media richness model as shown in figure 2.1, ambiguity is a key concept for determining the best communication medium to use for each type of task (Daft & Macintosh, 1981). Messages are more ambiguous will be interpreted in various ways cause of meaning and understanding that should using richer media such as face-to-face to more effective for sharing that capable to convey meaning by using both words and body language for immediate communication.

2.1.3 Internet as E-Marketing

Characteristics of Hotels' Website

As above, the advantage performances of internet as a potential marketing channel help worldwide customers can reach business with less attempt and low cost and generate profitable outcome. There are much more information of tourism industry and critical information expand by search and flow (Poon, 1993; Sheldon, 1997) then had become online tourism community influence tourist to reviews and recommendations (Chung & Buhalis, 2008). Since European online marketing of travel and tourism industry was popular with 74% of all usage of these businesses: airline, tour agent, hotel, railway and car rent service in 2002 and market share of

European online service grew from 2.3% to 3.6% between 2001 and 2002 (Cohen, 2000; Marcussen, 2003). Intrepid Travel reported the PANK as group target in US have high potential for family adventure tours with web content, social media, dedicated emails and advertising. Since 2002 to 2010, up from 40.1% to 42.6% of women between the ages of 15-44 were childless. PANKs is a shortened for Professional Aunt - No Kids, these group is women over age of 18 with no children but have a closely relationship with children of friends/ relatives. Moreover, both of smartphones and tablets are mobile technology is forecasted to provide online travel service sales growth more than 30% by 2017 (World Travel Market, 2013). Euromonitor investigated the global overview in key performance indicators 2012-2014 (Figure 2.2) that showed influenced performance of online travel sales with US$524 billion of global volume in 2012 and incline to steady growth in the future.
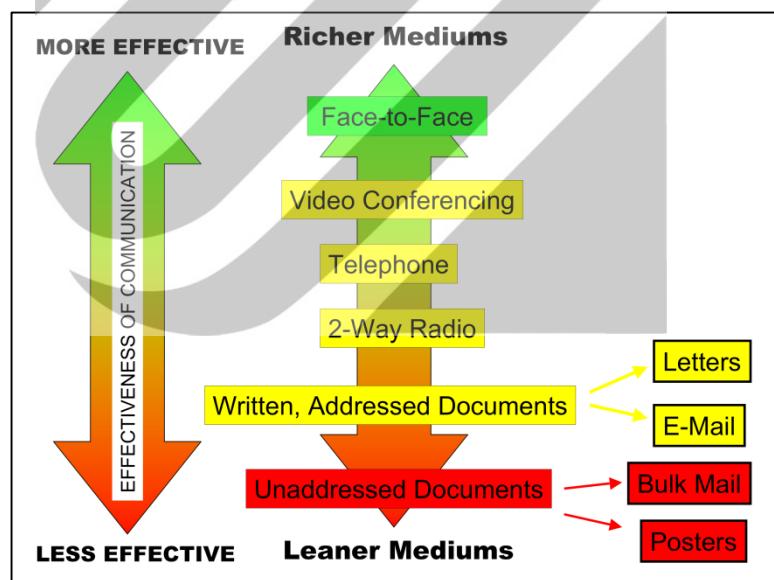
Figure 2.1 The quantum of effectiveness of communication

Source: Lengel & Daft, 1988.

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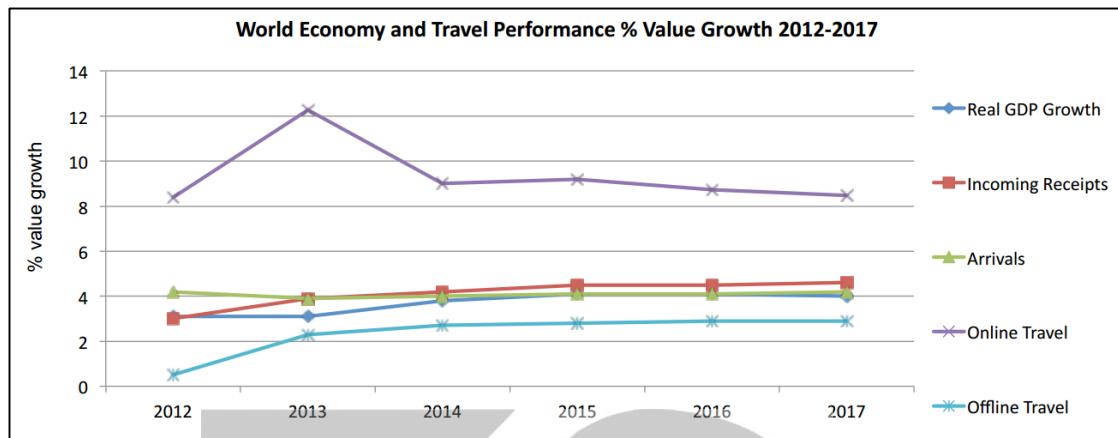
Figure 2.2 World economy and travel performance % value growth 2012-2017
Source: World Travel Market, 2013.

Website or electronic information is web-based tools to enhance competitive strategies for long-run business by composing the proper contents are policies, product and service, this technology became the trend to present tourism products because of economics and leadership of market. The turbulent nature of electronics is easy to out of date but low cost of develop, advertising and maintenance (Scharl, Wöber & Bauer, 2004). World Travel Market (2013) reported about travel technology as an emerging trend that mobile channels incline to use increasing for customer satisfaction by all along the trip that become as a tool of key customer service beyond to assistance requests of customers, personal advice and feedback.

The customer have to evaluate both of product and service online in advance before consumption such as hotel as a place that the tourists must booking with cannot test, thus website should have more information to support for making decision. Furthermore, the hotel can be searched and compared with price and place from various selections before purchasing process as continue. This situation of business is competitive state that why the hotel website should understand consumer needs and consumers' preferences by attractiveness design and offering marketing campaign (Humid, 2008). Chung & Buhalis (2008) suggested that the marketers and website designers should build effective virtual tool in order to positive dominate in customers' desires.

Humid & Cheng (2012) investigated the essential features of hotels' websites have significant related with customers' retention by powerful 14 factors; information

quality, ease of navigation, consumer service quality, fulfillment, integrated marketing channels, online community, multimedia presentation, reservation and tracking, rewards, security, payment options, use of social media, lower rates and service quality. The convenient feature for viewing, reservation and tracking incline to support the consumers experience surfing the websites leading to return. Whereas, website characteristics of hotel relates to website performance with promotion, price, product, multimedia, navigability, reservation system, customer retention, and privacy and security are used as measurement items for website characters (Schmidta, Cantallops & Santosc, 2008).

The Prism partnership (2014) is a travel and leisure consultant described the content of hotel website is developed to attract and generate revenue consist of:

1. Name, address, phone number and email of hotel on every page as consistency is like a theme.

2. Show availability inquiry to the booking engine on above of every page by mean of users not need to scroll down to access.

3. The room types will be showed on selling pages.

4. Attractive special offers and e-mail registration pages on the site including the value packages.

Furthermore, hotel website must impress customer at the first visit by using design strategies support approach to appeal to your target market hotel's value proposition with user-friendly layouts, interactive content and also encouraged online bookings. The website-developed process is necessary to ensure cross-browser device compatibility by latest mobile devices and informed not only approach to group target, but also provide SEO (search engine optimization) and social media marketing. Constantinides & Geurts (2005) described there are attributes involving visual website with attractiveness to be Web Experience can be defines as the total impression online customers get about the virtual firms (Watchfire, 2000) but avoiding to use of Flash and other rich media. Some factors are potential over Web Experience by searching, browsing, finding, selecting and evaluating information during interacting and transaction online.

The hotels' website effectiveness which response to customer needs have approved of customer retention, marketing share, new customer attainment, and sale volume implied as online booking that represent sign of business success, thus the marketing manager perception become awareness more over value-adding content, easy to use and also security (Jung & Butler, 2000; Scharl, Wöber & Bauer, 2004; Schmidta et al., 2008)

Actually, there are some areas of hotel not in use all day and hotels have to adapt for surviving during trouble time to generate revenue, Marriott Hotel in US invented online platform for bookings "Workspace on Demand" if customers require office based on hourly rate. World online travel growth is expected to continue steady in the next five years at a 9.5% CAGR (Compound Annual Growth Rate). In case of mobile concierge services, there are many online interfaces to support the needs of mobile travellers by offering personalized services and response on business advantages use as a tool to make strong relationships with customers that 127 hotel of InterContinental company provides the insights by concierge insider guides app offers insights provided by company concierges in its 127 world locations (World Travel Market, 2013).

In Thailand, the online marketing strategies have established for supporting online purchasing promotion, provision of technology, improving access speeds (Laohapensang, 2009)

2.2 Consumer Behaviors

The dominant fundamentals of consumer behavior involve buying process and decision-making activity with sequential steps: problem determination, information search, alternatives evaluation, purchasing decision and post-purchase behavior. The buyer experience influence perceived risk not means the frequent purchasing. There are many studies showed customers' behavior and purchasing decision is affected by various factors; social, economic, demographic, psychological, cultural and other personal factors. To understand the process of online shopping and behavior of customer is the essential topic that marketers should to know (Constantinides, 2004).

Online shopping is process that consumers purchase products directly from a seller on the internet by searching the different shops which sell the required product, then select that product and wait for responding from the shop by email with payment terms. The customer can pay by many choices; credit card, pay pal, visa and any other kind of payment. Security plays a significant role for purchasing over internet because personal information of financial cards. Moreover, there are some factors encourage consumers in online shopping (Ghafoor, n.d.):

Usefulness - ease to use and more useful with new technology.

Enjoyment - appreciate of customers experience for buying online

Consumer Traits - four demographic factors (age, gender, education, and income) have influenced significantly relation between usefulness and enjoyment.

Old consumers - get less benefit of online shopping than traditional process.

Situational Factors - relate with online shopping and consumer behavior. These are time pressure, geographical distance, special need items and attractiveness of alternative product.

Product Characteristics - both of product types and characteristics affect to purchase decision. Some of product groups are suitable for shopping on internet; books, magazines, videotapes, CDs, groceries, flowers.

Trust in online shopping - personal and financial sensitive cause to insecurity of products in physically product quality checking or monitor the safety of sending.

Social Media - online community have consumer recommended louder about products; blogs, YouTube videos, Facebook, tweets, and other social media websites. This power of loudness is influencing the entire buying process.

Moreover, the perspective of information flow as same as information communication technology is a key factor dominates to tourist behavior for collecting the travel information and making a right choices. For the functional needs is required objective motivation with four aspects hedonic, innovation, aesthetic and sign needs that implied meaning are enjoy, new information, visual stimulation and non-verbal expressions, respectively (Chung & Buhalis, 2008).

2.2.1 Demographics

Demographic can be considered to be one influenced factor have affected to hotels' environment changes because of the needs and physical diversifications of customers. Understanding in depth of behaviors and lifestyles of consumers who visit hotels' website is necessary for marketing strategic plan to reach the potential target group as becoming customer in the future. Grimm et al. (2009) analyzed the impact of demographic change on tourism in Germany with crucial data are population, migration, age structure, gender, educational structure, household structure and household income. People who use internet for gathering travel information: incline to be more educated, younger, higher household incomes and spend more money on travel-related expenses (Bonn, Furr & Susskind, 1998); besides, Bakar & Hashim (2008) found group of internet users have significant diversified profile by age, income, education level, and occupation. Whereas, the book of Who's Buying for Travel described people who purchase for travel by demographics; age, income, high-income households, household type, region of residence, race and Hispanic origin, and education. (New Strategist Editors, 2011).

Developments and challenges in the hospitality and tourism sector (2010) studied about social and demographic trends for finding new opportunities of products and services as articles involve in hotel, catering and tourism industry. Changing demographics have impacted to diversified consumer perceptions both in new character and culture of tourism services. Tourism trends reflected the direct effects of tourist demands by cause of the volume, future development and specific behavioral patterns; likewise, population changes are particularly important for tourism shown in Table 2.2 (Grimm et al, 2010).

Table 2.2 Key data of demographic change up to 2020

Demographic feature	Demographic developments (base on Germany)	
	People	Demand (desire and ability to travel)
Population development (volume)	To date: moderate increase In future: slight decrease	Number of journeys and of people travelling
Migration of the population	More immigrants than emigrants Conurbations grow, structurally weak areas lose highest proportion	Travel behavior, in particular choice of destination ("roots travel")
Age structure	More older people, fewer children	No. of journeys and of people travelling, travel behavior (e.g. destinations and types of holidays)
Gender	Slightly higher no. of women will decline somewhat in future	Holiday motivations and activities
Educational structure	Increase in formal education	Number of journeys and of people travelling, holiday motivations and activities
Household structure	Households will become smaller, fewer households with children	Number of people travelling
Household income	To date: rise, in future: no data available	Number of journeys and of people travelling and travel costs

Source: Grimm et al., 2010.

This table showed the overview of the German market on demographic change was analyzed that population volume decreases, migration increases, and age, gender, educational and household structures have all changed in recent years and will continue to change up to 2020.

Google Analytics is beneficial tool for hotel business to understand customer or visitors of hotels' website for defining the new opportunities and improving effective marketing strategies by providing demographics and interest data that is the matter with age, gender, and lifestyle. The information report of hotels' website is based on a percentage of total site visitors and should be viewed as estimation by keep the track of visitor's browser. It may not completely accuracy but it can be defined as valuable trends to create a better user experience on hotels' websites. Normally, the expected customers are interested in specific categories that will be more likely to

convert if the site's content matches their interests. Discovery of demographics and lifestyle traits in depth can be used for offering special campaign or packages to high-value customers and proper target group (Fuller, 2014).

2.2.2 Attitudes

An attitude is an overall evaluation about something combining cognitive beliefs, emotional affects, and behavioral intentions. Attitudes may vary along the dimensions of strength, direction (positive or negative), and stability (Eagly & Chaiken, 1993). Also, not all attitudes are held with the same degree of confidence (Berger, 1992). Attitudes based on direct experience with a product are usually held with more confidence than those derived from indirect experience. Confidently held attitudes will usually be relied on more heavily to guide behavior (Berger, 1992; Fazio & Zanna, 1978). If a consumer does not feel confident in an attitude, he or she is more likely to search for additional information before making a decision. Attitudes held with less confidence are also more susceptible to change.

One of the most widely accepted frameworks of the relationship between attitudes and consumer behavior is the Extended Fishbein model, also known as the Theory of Reasoned Action (Ajzen & Fishbein, 1980). This model states that behavior is best predicted by intention which is a function of a person's attitude toward a behavior subject to subjective norms that influence her behavior. The attitudes in this model are developed from beliefs about the favorableness of a behavior and the strength of those beliefs. The model stresses subjective perceptions and evaluations of behavioral consequences rather than objective measures. It also stresses the concept of salience, which implies the individualization of judgments about the consequences of behavior.

The multi attribute attitude model provides insights into the reasons behind consumers' choices. Different consumers may place varying levels of importance on product attributes and, therefore, evaluate the same product differently. Thus, one consumer may value more highly a yard, garden, and swimming pool. Another consumer may prefer a fireplace, bookshelves, and built-in stereo speakers. On the other hand, consumers may use the same attributes to evaluate product choices, but

have different beliefs about the products and their ability to satisfy their needs. Although both consumers may want a microwave, one may believe that a built-in model is too small and will be difficult to replace while another believes that built-in models can be just as large as a countertop model and will be relatively easy to replace. Nelson & Rabianski (1988) recognized that the value of single family housing is a function of demographic, economic, and psychographic variables. The housing market segments that they defined in terms of differences in the relative importance of each criterion did not necessarily correspond to simple demographic measures. Appraisers need to identify the housing attributes that different market segments use in selection and pricing decisions. Housing can be classified into major types through the clustering of alternatives seen by most probable buyers as providing similar use, not necessarily the most physically similar properties.

The physical and psychological factors that may affect the perception of product attributes by the most probable buyers should be considered (DeLisle, 1985). The multi attribute attitude model also provides guidance for changing consumer attitudes (Lutz, 1975a). The choices are to change the consumer's beliefs about the product or change the consumer's ranking of the importance of an attribute. However, whether a positive attitude leads to an intention to purchase a product and, subsequently, to its actual purchase depends on several factors. Attitudes and intentions are more likely to be good predictors of behavior when they are measured at a time relatively close to when the behavior is to occur, before situational influences and unexpected events can have an impact (McClelland, & Reilly, 1985). Thus, the question "Do you plan to move in the next three months?" will be a more accurate predictor of behavior than "Do you expect to move in the next three years?" The level of social pressure present in the purchasing situation also affects whether consumer behavior will be consistent with personal attitudes. A consumer may make a socially acceptable purchase of a single family detached house that may not reflect his true preference for a hotel service pass electronic-marketing. Another limitation to acting in congruence with attitudes is whether a consumer has volitional control, that is, whether she can perform the behavior at will. A consumer may want to purchase a property, but no lending institution may be willing to grant her a loan.

2.2.3 Theory of Reasoned Actions

The theory of reasoned action as a potential model that helps to predict the personal actions conducts based on attitudes and beliefs, and has been widely for estimate consumer behaviors, especially the making – decision phase was shown as shown in figure 2.3 by Ajzen & Fishbein (1980).
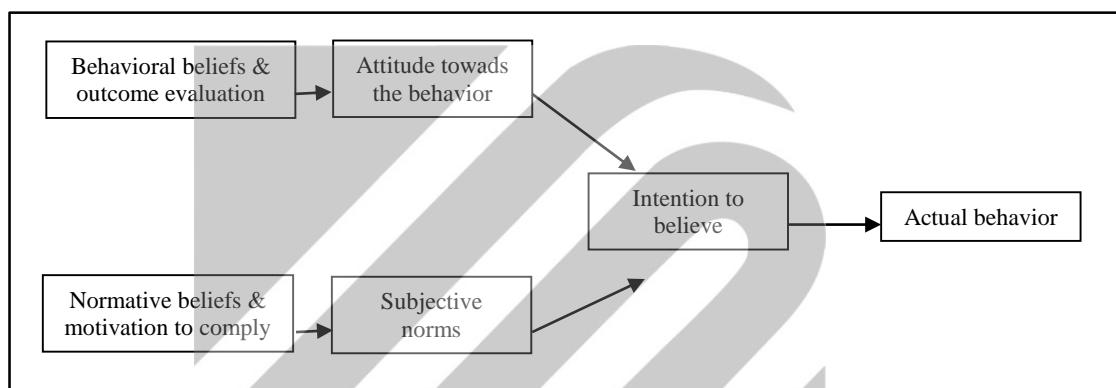
Figure 2.3 A theory of planned behavior.
Source : Ajzen & Fishbein, 1980.

According to the theory, behavior is determined by the behavioral intention to emit the behavior. There are two major factors that determine behavioral intentions that are a personal or 'attitudinal' and a social or 'normative' factor. The first component or the person's attitude toward a specific behavior is proposed to be a function of the salient beliefs about the perceived consequences of performing the behavior and the person's outcome of these consequences. The second component is subjective norms consists of and actor's perceptions of what important specific referent individuals or groups think they should do. Subjective norms are a function of the person's beliefs regarding what each referent thinks, they should do and the motivation to comply with these referents. The relative importance of the attitudinal and normative components in determining intention is expected to vary according to the behavior, situation and individual differences of the actor (Ajzen & Fishbein, 1980).

In addition, Vallerand et al. (1997) studied about theory of reasoned action as applied to moral behavior: a confirmatory analysis and 1the findings highlight the fact

that the basic structure underlying the theory of reasoned actions is undoubtedly more complex than generally presumed, especially with respect to the role and functions of normative beliefs. Consumers' attitudes towards marketing activities are important from both a theoretical and a managerial standpoint (Gaski & Etzel 1986) and they are important knowledge for successful marketing operations. Previous research suggests that consumer attitudes towards marketing vary greatly due to demographic and psychographic factors and may be influenced by their ethical ideologies (Crellin, 1998; Treise, Weigold, Conna & Garrison, 1994)

According to consumer research found the consumer attitudes significantly affect their behavioral responses to marketing activities, the knowledge of consumers' attitudes toward marketing has been used in economic forecast and found to be linked to several key macroeconomic variables (Chopin & Darrat 2000). In general, the causes that lead to consumers' attitudes toward marketing activities are including product quality, pricing, advertising, and retailing or selling (Webster, 1991); the researcher found the differences of consumers' attitudes toward marketing activities remained high even after social class and income effects were removed. Such information can also help devising effective strategies for companies as well as developing regulations by government agencies to protect consumers' interests. Existing research has dealt with consumers' overall attitudes toward marketing as well as specific marketing activities such as advertising and pricing (Nwachukwu, Vitell, Gilbert and Barnes, 1997; Webster 1991).

2.2.4 Socio-demographics and internet users

Understanding differences between the generations is fundamental in building successful marketing with multigenerational consumers that their behavior and needs are segmented by age. For each generation are particular experiences that specific preferences, expectations, beliefs and work style. This research studied only generation X and Y of consumer which is based on the report of Williams & Page (N.D.) about marketing to the generations into four groups: Baby Boomers, Generation X, Generation Y, and Generation Z.

Among the dimensions of demographic change, the change in age structure is particularly relevant to change in travel behavior. Instantly, increasing average age of consumers from developed countries, combined with an increasing older people affect to market growth for tourism. Older consumers will require senior-oriented activities and facilities to meet their expectations of service and quality, communication, conviviality, comfort and entertainment (Developments and challenges in the hospitality and tourism sector, 2010).

2.2.4.1 Generation X

This group was born during 1965-1977 and growth along with difficult economic times (Regnier, 2009). They are likely to be self-employed professionals, family is first value, grew up quickly children, experiencing rising divorce rates and violence, greater responsibility for raising themselves. They cautiously date and marry multiculturalism and thinking globally, computers involve since 1990's dot.com, highly educated even though they are pessimistic, skeptical, disillusioned with almost everything, and are very questioning of conventionality. For their work, they are likely to be self-employed professionals who embrace free agents, not team players. There are some essentials to market with this segment;

· They have many needs and greater financial restraints.

· They often shop at value-oriented retailers.

· They can be unsure of themselves and often need reassurance that their choices are sound.

· They like initiatives that will make things more useful and practical.

· They have a reputation of being incredibly disloyal to brands and companies.

· They need to buy products and services to set up households and for young children.

· They want to hear the features of the product and an explanation of why these features are necessary.

・ They are both cynical and sophisticated about products, advertising, and shopping.

・ They are not always easy to reach in terms of communication.

That should help them to plan for the future and balance work, family, and personal life. Give them a lot of stimuli, a challenging environment, and flexibility without long-term commitment. The most price conscious and has low price sensitivity. They want products and messages designed uniquely for their tasks and lifestyles. Information and technology are important in products and services because they see technology as changing their world and techno literacy is highly valued. Give them plenty of access to information and educate them into buying. That is, keep them in the loop by asking for their feedback and sharing information with them regularly. Be consultant rather than a seller. Be frank and use straightforward facts, candor, and honesty. Suitable communication ways are the Internet, e-mail, multi-media, word-of-mouth, social events, and peer gatherings. Interestingly, they respond to direct mail (Williams & Page, n.d.).

2.2.4.2 Generation Y

This group was born during 1977-1994 that are children of the original baby boomers, who were born during 1946-1964, and grew up with fast-paced changing times that have opportunities employment for women. They are open-minded, optimistic, goal oriented, and highly motivated toward their perceptions of success and also efficient multi-tasking with eight key values to described; choice, customization, scrutiny, integrity, collaboration, speed, entertainment, and innovation. The family types seem as normal, significant respect for ethnic and cultural diversity including a heightened social awareness, and computers in the home and schools.

・ They are well grounded and wise for their age.

・ They were born into a technological, electronic, and wireless society with global boundaries becoming more transparent.

・ They are accustomed to a diverse universe where anything seems possible.

· They are self-absorbed and self-reliant with a strong sense of independence and autonomy. They want results and are not as concerned with the why of it.

· They are image-driven and make personal statements with their image.

· They have a greater need for peer acceptance, connecting with their peers, fitting in, and social networking.

· They are able to easily grasp new concepts and are very learning oriented.

· They react strongly to real-life examples, only the truth and real. Honestry, humor, uniqueness, and information appear.

This segment receives considerable marketing attention and is notoriously selfish, lives for today, and spends big. Marketers want to attract this group early and earn its loyalty, make them believe the future better. Give them systematic feedback because they value positive reinforcement at accelerated rates compared to previous generations and want more input into all things in which they participate. Traditional mass-marketing is not work well. The multiple racial and ethnic individuals in advertising aimed at this generation is common, single-race advertising would seem unnatural to this multi-ethnic generation. Encourage them to explore new paths or options, they crave challenge. They value and are looking for brands that resonate with their peers as be guide product and brand choice with key words; collaborate, connect, co-create and control (Williams & Page, n.d.).

2.2.5 Online Marketing and Consumer Behavior

Since the Internet technology was occurred that has changed the way communication of people, the opportunity of new marketing was also changed. Internet marketing, or online marketing, refers to advertising and marketing efforts that use the Web and email to drive direct sales via electronic commerce, in addition to sales leads from Web sites or emails. Internet marketing and online advertising

efforts are typically used. Many corporations were like to increase online market as a new marketing channel to promote their products and services at lower prices because the costs were reduced and increasing convenience to manage their products and service. They have studied and understood the consumer behavior with changing consumer expectations, enhancing consumer value, improving consumer satisfaction, loyalty and consumer perception (Andrews, Kiel, Drennan, Boyle & Weerawardena, 2007), thus they invested in technology infrastructure such as user-friendly technology, consumer retention strategies and consumer satisfaction from the consumers' perspective to push consumer adoption and long-term profitability will make more profitability and market share (Hamid, 2008) by using of Web marketing, email marketing and social media marketing as a scope of internet marketing.

As the consumer aspects, the internet marketing has offered the variety of seller to select with cheap price and help them reduce the costs for searching, so its advantages are being the potential electronic marketing channel (Hamid, 2008). The main online consumer-affecting factors; especially predominate the online decision-making process, were categorized to uncontrollable factors; consumer characteristics and environmental influences, and controllable factors; product/service characteristics, media characteristics, merchant/intermediary characteristics (Cheung, Zhu, Kwong, Chan & Limayem, 2003; O'Cass & Fenech, 2003). Kotler (2003) suggested that uncontrollable factors influencing the buying behavior, exposure of customers to the company's marketing can affect the decision-making by providing inputs for the consumer's black box where information is processed before the final consumer's decision occurred. Thus, online marketers should create influence decision making process of the virtual customers by engaging traditional, physical marketing tools but mainly by creating and delivering the proper online experience, the Web experience: a combination of online functionality, information, emotions, cues, stimuli and products/services, in other words a complex mix of elements going beyond the 4Ps of the traditional marketing mix (Figure 2.4).
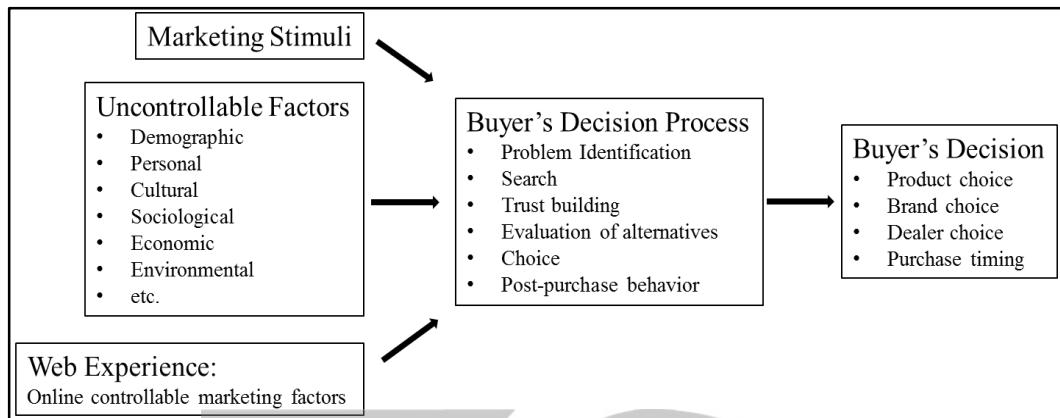
Figure 2.4 Factors affecting the online consumer's behavior.
Source: Constantinides, 2004.

At the same time, they may have not trust of security transaction process that involved the privacy financial information was provided by seller firms that means they have perceived the risks of Internet usages (Hamid, 2008). The types of activities on the Internet may reflect users' level of risk tolerance. Actually, users almost compared the information of other users whom purchased products/services online before for decreasing their risk. The readiness and willingness of users were involved in riskier activities on the Internet may indicate their understanding the degree of risk and usefulness or value of interactions online without any fear. Therefore, the firms should identify the variety of consumers risk levels that help to do on internet marketing tool: as an information distribution site or transactional site that offer their services according to these are varying target groups.

World Tourism Organization and European Travel Commission (2008) reported the consumers in US are more likely to visit directly to hotels' website than third party providers that the Western countries are alike. Moreover, customers will choose a hotel based only value – offering services rather than a brand. Hotels' website has to present special offers and rates, not be mass, as a key motivator to purchase online and also reach the potential market. For online reservation, customers prefer to booking the system has fast, reliable and convenient (Bakar & Hashim, 2008).

Laohapensang (2009) the factor with the most influence on the decision to shop online was the attitude of the consumers

2.3 Related Literatures

Scharl, Wöber & Bauer (2004) suggested the effectiveness of tourism website can be measured easily by interactive features (reservation/ booking), quality and volume of information, easy to use, graphic design, and also number of supported languages. All of that will help tourist or customers for making the decisions before consumption of product and service.

Chung & Buhalis (2008) studied the online community and perceived benefits have related with three factor: information assess, social-psychological and hedonic that affects to participate and attitude as outcome behavior. The obtained information is summarized to be significant factor.

Humid & Cheng (2012) described social media namely, Blogs and Facebook is being marketing tools with the power of word-of-mouth, are popular and trends among younger consumers are more likely to visit. If hotels' websites and hotel service providers can be reached out to the like-minded group of potential customers, the consumer retention represents the customers attend to revisit the website again.

Bakar & Hashim (2008) investigated the hotels' website characteristics are inefficiently to consumer needs so customers purchase the service via tourism agencies that get an advantage. The marketing investment should be focused with online promotion that has significant relation with website effectiveness, thus affects to bargaining power of distributors decrease. For some factors were measured website characteristics that show multimedia item was significant related to the response time during reservation process, client service can be considered namely service promptness while, sales policy was related to privacy and security. The correlation between customer retention and privacy and security has significantly.

Tavor (2011) found the dissimilar in efficiency of common online advertisement are banner advertisement and pop-up advertisement by the number of click and the efficiency rates on banner advertisement is higher than pop-up advertisement. The characterization of advertisers gave that the probability to advertise a banner advertisement is higher if the manager is either a female, married, older than 40 and employed in the construction, Car Dealership or wedding industry.

Hamid (2008) examined five elements of online customer experience compose of usability, trust building, marketing mix, aesthetics and interactivity. All of elements have affected to online buying behavior of consumers but different in online shops. The usability, trust building, marketing mix and aesthetics have a positive significant effect on choice of online shop while interactivity has not be alike. Experience and motivation are two behavioral variables for online retails.

Crnojevac, Gugić & Karlovčan (2010) studied online and offline reservations have relationship with demographic and tourism characteristics of guests (gender, age, nationality, reservation method and nature of visit) and also hotel attributes (some services and facilities is offered for guest compost of accommodation rates, hotel location, wellness & Spa, special offers, broadband Internet and meeting rooms). They found online booking methods have not different significant related with gender and age but have significantly depends on the nature of travel, means the business trip or group tour, did not book through the internet that showed the hotel attributes does not differ much between different groups of guests. Broadband internet service have related to online booking is medium importance for choosing the hotel but have not different to online and offline booking. For hotel rate is equally important to all the guests, especially by online booking that searching for the best price. Hotel online strategy should be based on tourists' market segments according to the nature of travel, taking into account that these groups showed the greatest differences considering online booking.

Bolotaeva & Cata (2011) described the advantages and risks of social network to aspect of marketing; besides, emerging marketing by mobile social networking as an opportunity for the future. Social networks have more powerful tool to present business brand, build brand awareness, and save advertising costs. The awareness by getting involved in the communities means to research for other ways to advertise on social platforms, such as incorporate mobile handset devices into the marketing model. For ethical issues such as intruding user privacy, aggressive advertising, and spamming, in addition to legal pitfalls and data mining issues. Protecting user privacy and securing the user's personal data has become one of the most imperative goals of today's society. It is particularly important in the age of rapid expansion and tremendous popularity of social networking sites.

Cheung, Zhu, Kwong, Chan & Limayem (2003) studied the effect of key factors to the virtual customer's behavior and showed in a model of main categories of factors affected to online consumer; two groups of uncontrollable factors (consumer characteristics and environmental influences) and three groups of controllable factors (Product/service characteristics, Medium characteristics, Merchant/intermediary characteristics).

While, Kotler (2003) suggested that uncontrollable factors influencing the buying behavior, exposure of customers to the company's marketing can affect the decision-making by providing inputs for the consumer's black box where information is processed before the final consumer's decision occurred.

Laohapensang (2009) reported the online shopping tend to be affected by perceived behavioral control, the subjective norm and attitudes of Thai consumers. These factors are purposed though perceived behavioral control is a factor of online technology that have relationship between influencing internet shopping and the degree of difficulty of internet shopping. Subjective norm links to beliefs about normative expectations of family and friends, whereas attitude, expectations of behavior outcome relate with purchase price, service reliability and user-friendliness of service.

For all fundamental awareness and applications in this chapter can be used to study demographics of the internet user who use the hotel website and investigate their attitudes towards hotels' website. The essential characteristics of hotels' website can be examined and will be improved the effectiveness of websites response to customer needs and satisfactions and also explore the properly e-marketing channel to promote hotels' website. The next chapter will be planned the method to approach the objective of this research.

CHAPTER 3
RESEARCH METHODOLOGY

The objective of this chapter is to describe and explain the method used for doing research. This chapter describes research method including the research design, research approach and data collection procedures. Data analysis and data reliability and validity are also described. The procedures are as follow:

3.1 Research Design
3.2 Population and Sample
3.3 Research Instrument
3.4 Data Collection
3.5 Data Analysis

3.1 Research Design

Research is a plan that determines the types and sources of information that is relevant to the research problem (Malhotra, Schuler & Boender, 2002). It is applied as a strategy helping specify the method of data collection as well as data analysis (ibid). Therefore, the use of research design enables the researcher rate, to consider cost and time limitation of the research (Malhotra, Schuler & Boender, 2002). The methodology selected for the paper is based on two types; exploratory and conclusive research. Exploratory research design, as defined by Malhotra, Schuler & Boender (2002), is the research conducted to understand the situation of marketing, as the problem had not been vividly identified. This helps finding out the most appropriate research design, data gathering approach as well as subject selection (ibid). Most of the data gathered are therefore flexible because they are unstructured (ibid). Secondary research is often the source of exploratory research. In this paper, selected approach to provide an overview of social media, and hospital industry are premised on relevant information through research data's secondary source, exiting literature review. However, after collecting data, the data will be analyzed by the research design known as conclusive. As per conclusive research design, it is the approach applied to determine hypotheses as well as the outcomes of the findings.

This approach is designed to answer both research objectives and research questions. This study will use the exploratory method to investigate the phenomenon on the attitude of website users on hotel website.

Qualitative method

Qualitative Research is primarily exploratory research. It is used to gain an understanding of underlying reasons, opinions, and motivations. It provides insights into the problem or helps to develop ideas or hypotheses for potential quantitative research. Qualitative Research is also used to uncover trends in thought and opinions, and dive deeper into the problem. Qualitative data collection methods vary using unstructured or semi-structured techniques. Some common methods include focus groups (group discussions), individual interviews, and participation/observations. The sample size is typically small, and respondents are selected to fulfill a given quota. Qualitative research is multi method in focus, involving an interpretive, naturalistic approach to its subject matter (Denzin & Lincoln, 2011). This means that qualitative researchers study things in their natural settings, attempting to make sense of, or interpret, phenomena in terms of the meanings people bring to them. It also involves the studied use and collection of a variety of empirical materials like case study, personal experience, introspective, life story, interview, observational, historical, interactional, and visual texts that describe routine and problematic moments and meanings in individuals' lives.

Quantitative method

Quantitative Research is used to quantify the problem by way of generating numerical data or data that can be transformed into useable statistics. It is used to quantify attitudes, opinions, behaviors, and other defined variables – and generalize results from a larger sample population. Quantitative Research uses measurable data to formulate facts and uncover patterns in research. Quantitative data collection methods are much more structured than Qualitative data collection methods.

The research strategy used in this study was quantitative. According to Bryman & Bell (2007), quantitative research strategy entails a deductive approach where focus is on testing exiting theories. Lewis, Spencer, Ritchie & Dillon (2009) note that quantitative research focuses on data collection techniques and data analysis procedures that use or produce numerical data. They also note that quantitative data is based on meanings that have been derived from numbers and analyzed by using diagrams and statistics whereas qualitative data is based on meanings expressed through words and analyzed by using classification into categories and conceptualization (Lewis, Spencer, Ritchie & Dillon, 2009). Therefore, qualitative research method was not suitable for this study. Lewis, Spencer, Ritchie & Dillon (2009) argued that with a deductive and quantitative approach, a survey strategy is often applied. A survey strategy is used to answer questions like who, what, where, how much and how many which were also the type of questions needed to be asked in this study. According to Lewis, Spencer, Ritchie & Dillon (2009) surveys allow the collection of a large amount of data.

In terms of this research it is important to get a large number of responses because the subject of the study was consumer behavior. Based on the above mentioned arguments, it was clear that the only reasonable research strategy to be used in this study is quantitative method.

3.2 Population and Sample

3.2.1 Population

In this study the population is people who use internet. The internet users around Thailand are estimated as 18,300,000 users (National Electronics and Computer Technology Center, 2014).

3.2.2 Sampling Size

In order to examine the phenomena of this study is to examine the factors involved in making decision of the purchasing a hotel service pass e-marketing. This

study used Descriptive Statistics and Analytical Statistics research methods. Descriptive Statistics (mean, percent, standardize) are used in the first part of research in order to find the characteristics of samplings. Analytical Statistics are used to test relationship between decision of the purchasing a hotel service pass e-marketing, demography factor and the purchasing behavior towards a hotel service pass e-marketing.

The will be collected by using questionnaires and will be selected by using non-probability sampling. We plan to calculate by using the Yamane formula. The population of this study will be used the population in Thailand who are using the internet based on the report of national statistic survey in 2013.

The sample size of this study is calculated by Yamane (1967) formula.

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

$$n = \frac{18{,}300{,}000}{1 + (18{,}300{,}000 \times 0.05^{2*})}$$

$$n = 399.991 \approx 400$$

Where: n = the sample size

N = the population size

e = the acceptable sampling error (5%)

95% confidence level assumed

From the equation, the sample of this study is 400 cases. After we get the number of sampling, the online Google questionnaire will be created and put in the internet system which are available for everyone who use the internet at that time.

3.2.3 Sampling method

The eligible respondents will be selected by using non-probability sampling. The non-probability sampling that will be used is the convenient sampling and quota sampling for select specific characteristics people. The subjects will be selected just because they are easiest to recruit. The weakness of this method is the selected subject might be not represented all the population, then will be employed to grab 400 respondents which are 200 male and 200 female as an expected.

For the sample area, this study is chosen 4 cities as the most visited tourisms in Thailand that show more information in Table 3.1.

Table 3.1 Questionnaire sampling area

Area	No. of questionaires	No. of Hotels	Hotels information
Bangkok	100	5	Grand Sukhumvit Hotel Ibis Hotel Holiday Inn Hotel Best Western Amaranth Suvarnabhumi Imm Fusion Sukhumvit
Chiang mai	100	5	Imperial Mae Ping Hotel Viang Thapae Resort A Little Bird 2 Guesthouse Rimping Village Deejai Backpackers
Pattaya	100	5	Holiday Inn Pattaya Asia Backpackers A.A Pattaya Hotel The Residence Garden Pattaya Siam Bayshore Resort
Phuket	100	5	Novotel Phuket Resort 2W café & hostel Phuket Backpackers Cape Sienna Phuket Patong Merlin Hotel

Source: developed for this study

3.3 Research Instrument

3.3.1 Research tool (Questionnaire)

The questionnaire consisted of 3 parts; personal data, attitude toward hotel's website and usage of hotel's website. Closed-ended questionnaire were applied in this research (Table 3.2).

Part one, personal data part, this part intend to measure demographic data of respondent (gender, age, education, marital status, income and occupation). All the questions in this part are close-ended questions.

Part two, attitude toward hotel's website part, this part intends to measure the attitude that visit hotels' websites including accessibility, information quality, interactivity of reservation system, privacy and security of transaction, navigability, integrated marketing channels, lower rates/ promotion/ rewards and also attitude & customer retention. Possible answers are in a five-point scale.

Part three consists of questions about intention of re-purchasing by online.

Table 3.2 Questionnaire data

Section	Variables	Sub-variable	Question number
Part 1	Personal data	Gender, Generation, Nationality, Level of Education, Marital Status, Salary and Occupation	7
Part 2	Attitudes toward hotel's website characteristics	Accessibility, Entertain of information, Interactivity of reservation system, Connectivity and Security of transaction	30
Part 3	Usage of hotel's website	Future plan to reserve and Hotels' types	1

Source: developed for this study

Five-point scale, Likert scale. Each level is described as follows;

Level 1 represents strongly disagree

Level 2 represents disagree

Level 3 represents neither agree nor disagree

Level 4 represents agree

Level 5 represents strongly agree

In this research, the researcher will use classification method to analyze the data by using formula:

Class intervals $=$ Highest data value-lowest data value
<div align="center">Number of classes</div>

$$= \frac{5-1}{5}$$

$$= 0.8$$

In addition, after done calculating the descriptive score of the sample group will be collected to average and to decode the average meaning of the attitude toward hotel website and the usage of hotel's website by using the following scale:

Score Interval Descriptions

1.00 – 1.80	represents	Highest important level
1.81 – 2.60	represents	High important level
2.61 – 3.40	represents	Moderate important level
3.41 – 4.20	represents	Low important level
4.21 – 5.00	represents	Lowest important level

Table 3.3 Source questions

Variables	Question items	Scales	Sources
Personal Information	7	Nominal scale	Constantinides (2004)
Attitude toward hotel's website	30	Five Point Likert Scale (1-5)	Ajzen & Fishbein (1980)
Usage of hotel' websites	1	Five Point Likert Scale (1-5)	Ajzen & Fishbein (1980)

Source: developed for this study

3.3.2 Test of Reliability and Validity

Content validity test (IOC)

Content validity is the most important validity as it is used to measure between the tests content and objectives or curriculum. In constructing a test, it is necessary to select an item of which content is related to what to evaluate and is apart

from the behavioral content. Rovinelli & Hambleton (1977) present the method of finding the content validity, called 'Index of Item-Objective Congruence (IOC)' which has the following evaluation criteria:

- Scoring +1 = Certain that the test is congruent with the objectives or content.

- Scoring 0 = Uncertain that the test is congruent with the objectives or content.

- Scoring - 1 = Certain that the test is NOT congruent with the objectives or content.

The value of IOC can be calculated from the following equation:

Equation: $$IOC = \frac{\Sigma R}{N}$$

Where: ΣR means the total scores of the agreement of judges in each item.

N means the total number of judges.

IOC means the congruence between the scales objectives and the items in the scale to measure the self-development of secondary school leaders.

According to Brown (1966), if the value of IOC is higher than 0.5, the test is acceptable due to its congruence between the test and objectives or content, but if it is lower than 0.5, the test is unacceptable because of the lack of congruence.

The original questionnaire version was judged by committee members and show evaluation and results as in Table 3.4.

Table 3.4 Content Validity Index in the evaluation of customer attitude questionnaire

No.	Question	Judge 1			Judge 2			Judge 3			ΣR	IOC	Result
		-1	0	1	-1	0	1	-1	0	1			
1	What is your gender? ☐ 1. Male ☐ 2. Female			1			1			1	3	1	Excellent
2	Which generation are you in? ☐ 1. Generation X (Born between A.D.1965-1977 / B.E. 2508 – 2520) ☐ 2. Generation Y (Born between A.D.1978-1994 / B.E. 2521 – 2537)		0				1			1	2	0.66	Fair
3*	What is your nationality? ☐ 1. Thai ☐ 2. Asian _____ ☐ 3. European _____ ☐ 4. American ☐ 5. Others _____				(*added later for sampling questionnaire)								
4	Which is your level of education? ☐ 1. Diploma ☐ 2. Bachelor degree ☐ 3. Master degree ☐ 4. Doctoral			1			1			1	3	1	Excellent
5	What is your marital status? ☐ 1. Single ☐ 2. Married ☐ 3. Divorce/ separated			1			1			1	3	1	Excellent
6	How much is your monthly salary? ☐ 1. Below 15,000 THB ☐ 2. 15,001 - 30,000 THB ☐ 3. 30,001 - 45,000 THB ☐ 4. 45,001 - 60,000 THB ☐ 5. Above 60,001 THB			1			1			1	3	1	Excellent

Source: developed for this study

Table 3.4 Content Validity Index in the evaluation of customer attitude questionnaire (Cont.)

No.	Question	Judge 1			Judge 2			Judge 3			ΣR	IOC	Result
		-1	0	1	-1	0	1	-1	0	1			
7	What is your current occupation? □ 1. Government Officer □ 2. Private Company Employee □ 3. Public Enterprise Employee □ 4. Business Owner □ 5. Unemployed			1			1			1	3	1	Excellent
	Part 2 Attitude toward hotel's website characteristics												
	Accessibility												
1	The hotel reservation is easy to find by using common browser (such as google).			1			1			1	3	1	Excellent
2	Hotel information (such as room and price) is also provide on the third party website of hotel reservation.			1			1			1	3	1	Excellent
3	The page loads up quickly.			1			1			1	3	1	Excellent
4	The information that I "click" load fast and easy to understand.			1			1			1	3	1	Excellent
5	The hotel reservation online is very useful for me.			1			1			1	3	1	Excellent
	Navigability												
6	It takes a short time to learn and understand of using hotel reservation online.			1			1			1	3	1	Excellent
7	There are several languages to support.			1			1			1	3	1	Excellent
8	Using the hotel reservation online is very easy for me to reserve the hotel.			1			1			1	3	1	Excellent

Source: developed for this study

Table 3.4 Content Validity Index in the evaluation of customer attitude questionnaire (Cont.)

No.	Question	Judge 1			Judge 2			Judge 3			ΣR	IOC	Result
		-1	0	1	-1	0	1	-1	0	1			
	Information Quality												
9	Listing of the room types is important to me.			1			1			1	3	1	Excellent
10	The presence of listings of the hotel's features (swimming pool, parking, inside corridors, etc.) will influence me to purchase.			1			1			1	3	1	Excellent
11	The hotels' website provides up-to-date information			1			1			1	3	1	Excellent
12	The listings of the hotel's amenities (free continental breakfast, room service, concierge floor etc.) are important to me.			1			1			1	3	1	Excellent
13	The arrangement of information, pictures, design show well on website.			1			1			1	3	1	Excellent
14	The hotel website provides the complete information about the rooms, how to reserve, and how to pay the bill.			1			1			1	3	1	Excellent
	Interactivity of reservation system												
15	It is easy to follow the hotel reservation system.			1			1			1	3	1	Excellent
16	The website provides direct communication with hotel's customer service by online.			1			1			1	3	1	Excellent
17	To respond quickly to my inquiries.			1			1			1	3	1	Excellent

Source: developed for this study

Table 3.4 Content Validity Index in the evaluation of customer attitude questionnaire (Cont.)

No.	Question	Judge 1			Judge 2			Judge 3			ΣR	IOC	Result
		-1	0	1	-1	0	1	-1	0	1			
	Privacy & Security of transaction												
18	I feel secure with sending confidential information for reserve hotel across the hotel reservation online.			1			1			1	3	1	Excellent
19	The hotel reservation online is a secure means through which to confidential information.			1			1			1	3	1	Excellent
20	The hotel reservation online is a safe place to transmit confidential information.			1			1			1	3	1	Excellent
21	The online reservation process assure of safety about self-input private data and credit card information.			1			1			1	3	1	Excellent
22	The security of private data and credit card information avoid third party.			1			1			1	3	1	Excellent
	Rates & Promotions												
23	There is special offer monetary rewards, redeem points or mileage, or condition guests or members.			1			1			1	3	1	Excellent
24	The reservation rate is compared between agent and hotels' website.			1			1			1	3	1	Excellent
25	There are many condition of promotion for discount or coupon to get specials.			1			1			1	3	1	Excellent

Source: developed for this study

Table 3.4 Content Validity Index in the evaluation of customer attitude questionnaire (Cont.)

No.	Question	Judge 1			Judge 2			Judge 3			ΣR	IOC	Result
		-1	0	1	-1	0	1	-1	0	1			
	Customer Intention												
26	The hotel customer service always replays my question in good way.			1			1			1	3	1	Excellent
27	The hotel website provides enough information that I need to know.			1			1			1	3	1	Excellent
28	The hotel website's concept matches my style.			1			1			1	3	1	Excellent
29	Overall, I am satisfied in using hotel website for booking the hotel room/s.			1			1			1	3	1	Excellent
30	I will recommend all my friends and associates to visit this website.			1			1			1	3	1	Excellent
	Part 3 Usage of hotel's website												
31	I will reserve/ book hotel room by using online reservation system again in the future.			1			1			1	3	1	Excellent

Source: developed for this study

Reliability test

Editing the data is the first process after all the data has been collected. Data editing process is the process to check for correctness and completeness of the data. Only the data that correct and completed that will be used in the next process which is data analyzing and interpreting. The statistic program that researcher use in data analysis phrase is SPSS program.

Descriptive tools used in this research are percentage, frequency and mean. Multiple regression and linear regression used to test the hypothesis and relationship between each variable, which are economic value, functional value, self-expressive value, nature-lover value, social wellbeing value, and self-efficacy.

In order to determine the reliability of research question, researcher used Pretest. Reliability refers to measuring degree which free from error therefore provides consistency results (Zikmund, 2000). The appropriate size of pilot group depends on testing method and size could range from 20 to 100 subjects. Moreover in pretest, data selecting process do not need to be statistical.

The scale evaluation of reliability testing by using internal consistency was tested to find out the reliable alpha, 30 set of questionnaire were used to measure reliability in this part. The reliability of the instrument was accessed by calculation of Cronbach's alpha (Nunnally, 1978). Moreover, Zikmund (2000) said that Cronbach's alpha can be commonly accepted by the rule is as follow:

0.95 – 1.00	represents	Excellent
0.80 – 0.95	represents	Very good
0.70 – 0.80	represents	Good
0.60 – 0.70	represents	Fair
0.00 – 0.60	represents	Poor

The Cronbach's Alpha reliability test for overall items is 0.830 which it is more than 0.7. Thus we can conclude that the questionnaire is reliable tool to collect the data for this study. This test can be classified by each group of attitude as show in table 3.6.

Table 3.5 Reliability testing: item-total statistics

Question Items	Cronbach's Alpha if item deleted
1. The hotel reservation is easy to find by using common browser (such as google).	0.831
2. Hotel information (such as room and price) is also provided on the third party website of hotel reservation.	0.825
3. The page loads up quickly.	0.828
4. The information that I "click" load fast and easy to understand.	0.826
5. The hotel reservation online is very useful for me.	0.828
6. It takes a short time to learn and understand of using hotel reservation online.	0.839
7. There are several languages to support.	0.839
8. Using the hotel reservation online is very easy for me to reserve the hotel.	0.836
9. Listing of the room types is important to me.	0.832
10. The presence of listings of the hotel's features (swimming pool, parking, inside corridors, etc.) will influence me to purchase.	0.834
11. The hotels' website provides up-to-date information	0.834
12. The listings of the hotel's amenities (free continental breakfast, room service, concierge floor etc.) are important to me.	0.835
13. The arrangement of information, pictures, design show well on website.	0.837
14. The hotel website provides the complete information about the rooms, how to reserve, and how to pay the bill.	0.834
15. It is easy to follow the hotel reservation system.	0.827
16. The website provides direct communication with hotel's customer service by online.	0.826
17. To respond quickly to my inquiries.	0.826
18. I feel secure with sending confidential information for reserve hotel across the hotel reservation online.	0.828
19. The hotel reservation online is a secure means through which to confidential information.	0.826
20. The hotel reservation online is a safe place to transmit confidential information.	0.821
21. The online reservation process assure of safety about self-input private data and credit card information.	0.823
22. The security of private data and credit card information avoid third party.	0.824
23. There is special offer monetary rewards, redeem points or mileage, or condition guests or members.	0.825
24. The reservation rate is compared between agent and hotels' website.	0.831
25. There are many condition of promotion for discount or coupon to get specials.	0.828
26. The hotel customer service always replays my question in good way.	0.832
27. The hotel website provides enough information that I need to know.	0.832
28. The hotel website's concept matches my style.	0.831
29. Overall, I am satisfied in using hotel website for booking the hotel room(s).	0.834
30. I will recommend all my friends and associates to visit this website.	0.833
31. I will reserve/ book hotel room by using online reservation system again in the future.	0.822

Source: developed for this study

Table 3.6 Reliability testing: group of attitude statistics

Group of Attitude toward hotel's website characteristics	No. of item	Cronbach's Alpha	Reliability
Accessibility	5	0.926	Very good
Navigability	3	0.840	Very good
Information quality	6	0.881	Very good
Interactivity of reservation system	3	0.871	Very good
Privacy & Security of transaction	5	0.823	Very good
Rates & Promotions	3	0.690	Fair
Customer Retention	5	0.949	Very good
Re-purchasing Intention	1	-	-
Overall	31	0.866	Very good

Source: developed for this study

3.4 Data collection

The research uses both primary and secondary data collection methods; these two methods can function differently.

Primary Data

Primary data is the data that consist of information, which has been collected for a particular objective (Kotler, 1991). Primary data for the research come from the use of questionnaire. The data are therefore unique. Questionnaires are one of the most popular research approaches for data collection (ibid), even though they are difficult to design and may need some rewrites before the actual version can be used. The advantages of using questionnaires as a data collection method are explained by Kotler (1991) as follows:

· It can be applied either as a an approach or a basis for both interviewing and telephone survey

· It can be sent via post, email or fax;

· It covers a large number of respondents;

· It provides geographic coverage;

· It saves research costs;

· It does not require prior arrangement;

· It allows respondents to consider the responses;

· Respondents could be anonymous; and

· There is no bias of interviewer.

However, the use of questionnaires also has disadvantages, which are explained by Kotler (1991) as follows;

· The questions should be precise, and relative simple;

· It is difficult to design;

· There could be time delay when the responses are waited to be returned;

· Return deadline is required;

· There should be no problem of literacy;

· If questionnaire is incomplete, this affects the analysis of the entire research;

· It is difficult to control who will be the respondent.

In order to reduce the disadvantages of the use of questionnaire, the researcher aims to distribute them to customers and require them to finish within that day. However, this means that the questions must be precise, easy to understand and have no literacy problems.

Questionnaire will be used to explore the respondent characteristics toward the e-marketing website. The use of questionnaire suggests that the researcher opts for quantitative approaches. The reasons support this is quantitative approach is applicable to large-scale measurement of attitudes of the respondents. Since the researcher aims to evaluate the influence of reference group on 200 target respondents and 100 for each province, the use of quantitative approach is therefore supported.

In summary, the questionnaire is chosen as the main source to gather primary research data. The questionnaire will adopt from several previous similar studies. Questionnaire is a reliable way to conduct a research, bias free, faster to collect

relevant information than interview method, and it provides very accurate answer (Monette, Sullivan & De Jong, 2005). The researcher used close-end questions in the questionnaire, which consists of three sections as respondents' information, respondents' attitudes towards social media, information accessibility and intention to reserve hotel's room.

Secondary Data

Sekaran (2003) claimed that secondary data are necessary for researches. This type of data refers to the information collected by someone other than the researcher of the current study. It can be from both internal or external firm, and existing in the Internet, books, statistic, reports, or government publications. Secondary data could provide the historical background for a current situation. They are also used for analysing a trend within an industry. Moreover, secondary data are less time consuming and cost-effective than primary data (Hair, Black, Babin, Anderson & Tatham, 2006). They also help the researcher to save time as it provides a large accessible database (Chisnall, 1992). Malhotra, Schuler, & Boender (2002) defined 'secondary data' as same as Sekaran (2003) that they are the data that have been processed and collected by people rather than the researcher. Therefore, this type of data comes from the primary sources. Their sources are academic textbooks, past research and study, electronic journals as well as Internet websites.

3.5 Data Analysis

The researcher decided to analyze and estimate data by using computer application (SPSS software). According to the research, after the literature review has been conducted, the questionnaires that had been carefully designed will be distributed to the sample groups. It is assumed that the sample groups of the research are 400 people to get primary data.

The data will be selected by using non-probability sampling and be calculated by using the Yamane formula. The population of this study will be used the

population in Thailand who are using the internet based on the report of national statistic survey in 2013 as above referred. Whereas, the source of secondary data is come from textbooks, journal, Internet, report and previous empirical studied on related topics.

For the hypothesis, in this study will use Independent Samples t-test, F-test (ANOVA), Factor analysis and Multiple regression analysis to examine the relationship between demographic of internet user and the usage of hotel website as the marketing channel. For analysis, the association between attitude toward hotel website and the usage of hotel will be used the Multiple regression analysis with significant level of 0.05.

The independent samples t-test determines the dependent variable is interval or ratio, while independent variable is nominal with only two levels.

To calculate t, use the formula with $n_1 + n_2 - 2$ degrees of freedom:

$$t = \frac{(\bar{X}_1 - \bar{X}_2)}{\sqrt{\left(\frac{(n_1 - 1)S_1^2 + (n_2 - 1)S_2^2}{n_1 + n_2 - 2}\right)\left(\frac{1}{n_1} + \frac{1}{n_2}\right)}}$$

Where
- $\bar{X}_1$ represents sample mean for group 1
- $\bar{X}_2$ represents sample mean for group 2
- S_1^2 represents sample variance for group 1
- S_2^2 represents sample variance for group 2
- n_1 represents sample size for group 1
- n_2 represents sample size for group 2

ANOVA (Analysis of Variance) investigates the one categorical variable effect on the interval dependent variable. F-test used to determine whether there is more variability in the scores of one sample than in the scores of another sample. Total variability can be calculated by ratio of two sources of variances: within-group variance (SSE) and between-groups variance (SSB). The function ratio implies a greater value of F shows as follow:

$$F = f\left(\frac{SSB}{SSE}\right)$$

Factor analysis identifies a reduced number of factors that are not measured from a larger number of measured variables (Zikmund, Babin, Carr & Griffin, 2000). Factor analysis can be divided into two types:

1. Exploratory factor analysis (EFA) - uncertain the number of variables.

2. Confirmatory factor analysis (CFA) – knows the factor structure (number of factors and which variables relate to each factor) and performs theoretical expectations before analysis.

For this study is planned to use EFA to reduce the number of variables.

Multiple regression analysis investigates interval-scaled dependent variable to be predicted by multiple independent variables. The equation is showed as follow:

$$Y_i = b_0 + b_1 X_1 + b_2 X_2 + b_3 X_3 + \cdots + b_n X_n + e_i$$

Where Y_i represents dependent variable

      b_0 represents the constant

      b_n represents each slope coefficients (b_1, b_2, . . . , b_n)

      X_n represents each independent variables (X_1, X_2,..., X_n)

CHAPTER 4
RESEARCH FINDINGS

This chapter presents findings from descriptive analyzed of demographic data of internet user, the attitude of the internet users towards hotels' websites characteristics and the usage of hotel website. The hypothesis test results are also presented as follows:

4.1 Demographic

In this section, it explains about the demographic data of the respondents which are generation, gender, nationality, education, marital status, salary, and occupation. Regarding to table 4.1, it shows that most of the respondents (87.5% of 400) are generation Y. 12.5% of all respondents are generation X. For gender, most of them (53% of 400) are female, while the rest (47% of 400) are male. The major nationality of all respondents are from the countries of Asian and followed by American (33.75% and 30.25%, consequently), while Thai people are14.25%. The educational degrees are Bachelor degree, Master degree and Doctoral degree are 44.25%, 30.50% and 15.50% of 400) and least is Diploma (9.75%). The largest proportion of marital status is single (52% of 400) and follow by married (41.25% of 400). Most of respondents with income 30,001 - 45,000 THB is slightly higher percentages (42.75%) and follow by 45,001 - 60,000 THB (30.50%). Respondents who are employee in private company is a big group of respondents (30.50%), whereas public enterprise employees and business owners have similar portion are 24.25% and 21.25%, respectively.

Table 4.1 Demographic of respondents

	Demographic	Frequency	Percentage
Generation	Generation X	50	12.50
	Generation Y	350	87.50
Gender	Male	188	47.00
	Female	212	53.00
Nationality	Thai	57	14.25
	Asian	135	33.75
	European	74	18.50
	American	121	30.25
	Others	13	3.25
Education	Diploma	39	9.75
	Bachelor degree	177	44.25
	Master degree	122	30.50
	Doctoral	62	15.50
Status	Single	208	52.00
	Married	165	41.25
	Divorced / Separated	27	6.75
Salary	Below 15,000 THB	2	0.50
	15,001 - 30,000 THB	64	16.00
	30,001 - 45,000 THB	171	42.75
	45,001 - 60,000 THB	122	30.50
	Above 60,001 THB	41	10.25
Occupation	Government Officer	63	15.75
	Private Company Employee	122	30.50
	Public Enterprise Employee	97	24.25
	Business Owner	85	21.25
	Unemployed	33	8.25
	Total	400	100.00

Source: developed for this study

4.2 Descriptive statistics of factors

The attitudes toward hotel's website of respondents were rated in a five-point scale, ranging from 1 (strongly disagree) to 5 (strongly agree). Table 4.2-4.9 show the arithmetic mean values and standard deviation of each group of attitude statistics.

Table 4.2 Mean and standard deviation of accessibility

Accessibility	N	Mean	Standard Deviation
1. The hotel reservation is easy to find by using common browser (such as google).	400	3.866	1.176
2. Hotel information (such as room and price) is also provided on the third party website of hotel reservation.	400	3.670	1.037
3. The page loads up quickly.	400	3.785	1.143
4. The information that I "click" load fast and easy to understand.	400	3.842	1.056
5. The hotel reservation online is very useful for me.	400	3.912	1.065

Source: developed for this study

According to the data, the most important criteria is "The hotel reservation online is very useful for me" with a very high mean value of accessibility group factor ($\bar{X} = 3.912$, $S = 1.065$). "The hotel reservation is easy to find by using common browser" in short meaning is on the next with mean 3.866 ($S = 1.176$) and the last importance with mean 3.670 ($S = 1.037$) is "Hotel information (such as room and price) is also provided on the third party website of hotel reservation".

Table 4.3 Mean and standard deviation of navigability

Navigability	N	Mean	Standard Deviation
1. It takes a short time to learn and understand of using hotel reservation online.	400	3.377	1.080
2. There are several languages to support.	400	3.327	1.072
3. Using the hotel reservation online is very easy for me to reserve the hotel.	400	3.274	1.057

Source: developed for this study

There are similar to mean value for group of navigability-related factor by the most of important implied "short time to learn and understand" is 3.377 ($S = 1.080$), "several languages" is 3.327 ($S = 1.072$) and "easy for reservation" is 3.274 ($S = 1.057$), respectively.

Table 4.4 Mean and standard deviation of information quality

Information Quality	N	Mean	Standard Deviation
1. Listing of the room types is important to me.	400	3.688	0.788
2. The presence of listings of the hotel's features (swimming pool, parking, inside corridors, etc.) will influence me to purchase.	400	3.540	1.010
3. The hotels' website provides up-to-date information	400	4.200	0.746
4. The listings of the hotel's amenities (free continental breakfast, room service, concierge floor etc.) are important to me.	400	3.670	0.871
5. The arrangement of information, pictures, design show well on website.	400	3.343	0.841
6. The hotel website provides the complete information about the rooms, how to reserve, and how to pay the bill.	400	3.188	1.022

Source: developed for this study

For the group factor of information quality was evaluated that "up-to-date information" is the most important ($\bar{X}$ = 4.200, S = 0.746), whereas "complete information about the rooms, reservation method and payment" is least.

The listing of room type, hotel's amenities and facilities is medium importance and almost equal.

Table 4.5 Mean and standard deviation of interactivity of reservation system

Interactivity of reservation system	N	Mean	Standard Deviation
1. It is easy to follow the hotel reservation system.	400	3.571	1.118
2. The website provides direct communication with hotel's customer service by online.	400	3.440	1.121
3. To respond quickly to my inquiries.	400	3.459	1.126

Source: developed for this study

All of interactivity of reservation system is similarly important with medium mean value by "easy to follow the hotel reservation system" ($\bar{X}$ = 3.571, S = 1.118), "online direct communication with hotel's customer service" ($\bar{X}$ = 3.440, S = 1.121) and also "respond quickly to my inquiries" ($\bar{X}$ = 3.459, S = 1.126).

Table 4.6 Mean and standard deviation of privacy and security of transaction

Privacy & Security of transaction	N	Mean	Standard Deviation
1. I feel secure with sending confidential information for reserve hotel across the hotel reservation online.	400	2.733	1.100
2. The hotel reservation online is a secure means through which to confidential information.	400	2.918	1.142
3. The hotel reservation online is a safe place to transmit confidential information.	400	3.028	1.198
4. The online reservation process assure of safety about self-input private data and credit card information.	400	3.304	1.188
5. The security of private data and credit card information avoid third party.	400	3.351	1.108

Source: developed for this study

Respondents evaluated the importance of privacy and security for transaction in different reasons as follow: the most important is "avoid private data and credit card information from third party" ($\bar{X} = 3.351$, $S = 1.108$), "self-input private data and credit card information during online reservation process" ($\bar{X} = 3.304$, $S = 1.188$), "trust of hotel reservation online for transmit confidential information ($\bar{X} = 3.028$, $S = 1.198$), "hotel reservation online is a secure means through which to confidential information" ($\bar{X} = 2.918$, $S = 1.142$) and "secure perception for online reservation with sending confidential information" ($\bar{X} = 2.733$, $S = 1.100$), respectively.

Table 4.7 Mean and standard deviation of rates & promotions

Rates & Promotions	N	Mean	Standard Deviation
1. There is special offer monetary rewards, redeem points or mileage, or condition guests or members.	400	3.951	1.007
2. The reservation rate is compared between agent and hotels' website.	400	2.835	1.099
3. There are many condition of promotion for discount or coupon to get specials.	400	3.703	1.060

Source: developed for this study

The rates & promotions for hotel reservation online is highest important with mean value (3.951) by "special offer monetary rewards, redeem points or mileage, or other conditions" and follow by mean value equal 3.703 is "condition of promotion for discount or coupon to get specials" ($\bar{X} = 3.703$). The "comparison of rate to agent" is less concern ($\bar{X} = 2.835$).

Table 4.8 Mean and standard deviation of customer retention

Customer Retention	N	Mean	Standard Deviation
1. The hotel customer service always replays my question in good way.	400	3.908	0.768
2. The hotel website provides enough information that I need to know.	400	3.865	0.793
3. The hotel website's concept matches my style.	400	3.780	0.927
4. Overall, I am satisfied in using hotel website for booking the hotel room(s).	400	3.888	0.937
5. I will recommend all my friends and associates to visit this website.	400	3.880	0.948

Source: developed for this study

The most important of customer retention relate to customer service by "response any question in good way" with mean value 3.908 ($S = 0.768$), then "satisfaction of online booking" and "recommendation to visit website" are almost equal mean value (3.888 and 3.880).

Table 4.9 Mean and standard deviation of re-purchasing intention

Re-purchasing Intention	N	Mean	Standard Deviation
1. I will reserve/ book hotel room by using online reservation system again in the future.	400	3.891	0.899

Source: developed for this study

A one reason for re-purchasing intention in the future is important with mean value 3.891 ($S = 0.899$).

4.3 Hypothesis testing

4.3.1 Relationship between gender and repurchase intention

H_0: There is no difference between gender and repurchase intention.
H_1: There is a difference between gender and repurchase intention.

By using independent samples t-test, the result shows on the following table.

Table 4.10 Gender toward repurchase intention

		Independent Samples Test				
Gender		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Significance	t	Degree of freedom	Significance (2-tailed)
Repurchasing Intention	Equal variances assumed	2.769	0.097	-4.666	398	0.000
	Equal variances not assumed			-6.017	79.918	0.000

Source: developed for this study

Since the p-value (0.000) below the significance level of 0.05, thus we conclude that the result is significant. It means that there is a relationship between gender and repurchase intention.

4.3.2 Relationship between generation type and repurchase intention

H_0: There is no difference between generation type and repurchase intention.
H_1: There is a difference between generation type and repurchase intention.

By using independent samples t-test, the result shows on the following table.

Table 4.11 Generation toward repurchase intention

		Independent Samples Test				
Generation		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Significance	t	Degree of freedom	Significance (2-tailed)
Repurchasing Intention	Equal variances assumed	2.769	.097	-4.666	398	0.000
	Equal variances not assumed			-6.017	79.918	.000

Source: developed for this study

The result of t-test indicates that the p-value (0.000) below the significance level of 0.05, thus we conclude that we reject the H_0 at significance level of 0.05. In another word, there is a relationship between generation type and repurchase intention.

4.3.3 Relationship between nationality and repurchase intention

H_0: There is no difference between nationality and repurchase intention.
H_1: There is difference between nationality and repurchase intention.

To analyze the relationship the nationality and the repurchase intention we employed the one-way ANOVA (or F-test). The result of analysis is shown as follow.

Table 4.12 Nationality toward repurchase intention

	ANOVA				
Repurchasing Intention	Sum of Squares	Degree of freedom	Mean Square	F	Significance
Between Groups	37.869	4	9.467	13.156	.000
Within Groups	284.247	395	.720		
Total	322.116	399			

Source: developed for this study

The result of F-test indicates that the p-value (0.000) below the significance level of 0.05, thus we conclude that H_0 is rejected at significance level of 0.05. In another word, there is relationship between nationality and the repurchase intention.

When we found the significant, we compare the differences within this group with Scheffe method found the nationality difference on the repurchase intention.

Table 4.13 Difference of nationality group on the repurchase intention

Nationality	N	Subset for alpha = 0.05		
		1	2	3
Asian	135	3.5333		
Thai	57	3.7193	3.7193	
European	74		4.1324	4.1324
American	121		4.1446	4.1446
Others	13			4.6154
Significance		.914	.281	.164

Table header: Repurchasing Intention (Scheffe[a,b])

Source: developed for this study

According to the table above, we can conclude that Asian group and Thai group share a similar point of view regarding repurchasing intentions (means of namely 3.5333 and 3.7193, being significantly close). In the same context, we can interpret that the European group and the American group are significantly similar regarding the repurchasing intention (their mean being namely 4.1324 and 4.1446). Finally, the "Others" group appears to be completely separated from all the other groups, but it has the highest mean related to their repurchasing intentions (4.6154).

4.3.4 Relationship between marital status and repurchase intention

H_0: There is no difference between marital status and repurchase intention.

H_1: There is a difference between marital status and repurchase intention.

To analyze the relationship the marital status and the repurchase intention we employed the one-way ANOVA (or F-test). The result of analysis is shown as follow.

Table 4.14 Marital status toward repurchase intention

ANOVA					
Repurchasing Intention	Sum of Squares	Degree of freedom	Mean Square	F	Significance
Between Groups	24.380	2	12.190	16.254	.000
Within Groups	297.736	397	.750		
Total	322.116	399			

Source: developed for this study

The result of F-test shows that the p-value (0.000) below the significance level 0.05, thus we conclude that we reject the H_0 at significance level 0.05. In another word, there is relationship between marital status and the repurchase intention.

When we found the significant, we compare the differences within this group with Scheffe method found the marital status difference on the repurchase intention.

Table 4.15 Difference of marital status group on the repurchase intention

Repurchasing Intention (Scheffe[a,b])			
Nationality	N	Subset for alpha = 0.05	
		1	2
Single	135	3.5333	
Married	57	3.7193	3.7193
Divorced / Separated	74		4.1324
Significance		.914	.281

Source: developed for this study

Based on this table, we can conclude that the "Single" group and the "Married" group share similar repurchasing intentions (Means of namely 3.5333 and 3.7193), as opposed to the "Divorced/Separated" group, which appears to have the highest repurchasing intention.

4.3.5 Relationship between education and repurchase intention

H_0: There is no difference between education and repurchase intention.

H_1: There is a difference between education and repurchase intention.

To analyze the relationship the education and the repurchase intention we employed the one-way ANOVA (or F-test). The result of analysis is shown as follow.

Table 4.16 Education toward repurchase intention

Repurchasing Intention	Sum of Squares	Degree of freedom	Mean Square	F	Significance
		ANOVA			
Between Groups	1.927	3	.642	.795	.497
Within Groups	320.189	396	.809		
Total	322.116	399			

Source: developed for this study

The result of F-test shows that the p-value 0.497 more than the significance level 0.05, thus we cannot reject the H_0 at significance level of 0.05. In another word, there is no relationship between education and the repurchase intention.

4.3.6 Relationship between occupation and repurchase intention

H_0: There is no difference between occupation and repurchase intention.
H_1: There is a difference between occupation and repurchase intention.

To analyze the relationship the occupation and the repurchase intention we employed the one-way ANOVA (or F-test). The result of analysis is shown as follow.

Table 4.17 Occupation toward repurchase intention

Repurchasing Intention	Sum of Squares	Degree of freedom	Mean Square	F	Significance
		ANOVA			
Between Groups	2.906	4	.726	.899	.465
Within Groups	319.210	395	.808		
Total	322.116	399			

Source: developed for this study

Since the result p-value is 0.465 which is higher than the significance level of 0.05, thus we conclude that the relationship is not significant. In another word, there is no relationship between occupation and the repurchase intention.

4.3.7 Relationship between income and repurchase intention

H_0: There is no difference between income and the repurchase intention.
H_1: There is a difference between income and the repurchase intention.

To analyze the relationship the income and the repurchase intention we employed the one-way ANOVA (or F-test). The result of analysis is shown as follow.

Table 4.18 Income toward repurchase intention

ANOVA				
Repurchasing Intention	Sum of Squares	Degree of freedom	Mean Square	F	Significance
Between Groups	6.313	4	1.578	1.974	.098
Within Groups	315.803	395	.800		
Total	322.116	399			

Source: developed for this study

Since the result p-value is 0.098 higher than the significance level 0.05, thus we conclude that the relationship is not significant. In another word, there is no relationship between income and the repurchase intention.

4.4 Factor Analysis

In order to generate factors that consist of similar variables, the factor analysis was employed. The result of factor analysis is presented as follow.

From Table 4.19, the Kaiser-Meyer-Olkin result is 0.824 which greater than 0.6 and also the p-value of Bartlett's Test of Sphericity is 0.000 which lower than 0.05, in conclusion the minimum requirement for the factor analysis is fulfilled.

Table 4.19 KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.824
Bartlett's Test of Sphericity	Approx. Chi-Square	8601.489
	Degree of freedom	435
	Significance	0.000

Source: developed for this study

Table 4.20 Factor analysis

Factor	Component						
	1	2	3	4	5	6	7
Accessibility1		.853					
Accessibility2		.797					
Accessibility3		.874					
Accessibility4		.907					
Accessibility5		.882					
Information quality1			.931				
Information quality2			.952				
Information quality3			.775				
Information quality4			.613				
Information quality5			.658				
Information quality6			.824				
Interactivity of reservation system1				.841			
Interactivity of reservation system2				.851			
Interactivity of reservation system3				.769			
Privacy & Security of transaction1					.634		
Privacy & Security of transaction2					.796		
Privacy & Security of transaction3					.763		
Privacy & Security of transaction4				.479	.644		
Privacy & Security of transaction5				.443	.608		
Navigability1						.848	
Navigability2						.886	
Navigability3						.788	
Rates & Promotions1		.409					.582
Rates & Promotions2							.736
Rates & Promotions3							.802
Customer Retention1	.921						
Customer Retention2	.938						
Customer Retention3	.912						
Customer Retention4	.884						
Customer Retention5	.910						

Source: developed for this study

Table 4.20 is represented base on the factor analysis result we generate variables. The first new variable we called as attitude and customer retention which generated from Customer Retention1 "response any question in good way", Customer Retention2 "provides enough information", Customer Retention3 "hotel website's concept matches my style", Customer Retention4 "satisfaction of online booking" and Customer Retention5 "recommendation to visit website".

The second new variable we called as accessibility which is comprised of Accessibility1 "easier to find by using common browser", Accessibility2 "hotel information and reservation is also provided on the third party website", Accessibility3 "the page loads up quickly", Accessibility4 "information is loaded fast and easy to understand" and Accessibility5 "online reservation is very useful".

The third new variable is information quality that generated from Information quality1 "listing of the room types", Information quality2 "listings of the hotel's features", Information quality3 "up-to-date information", Information quality4 "listings of the hotel's amenities", Information quality5 "arrangement of information, pictures and design" and Information quality6 "complete information about the rooms, reservation method and payment".

The fourth new variable is interactivity of reservation system that comprise of Interactivity of reservation system1 "easy to follow the hotel reservation system", Interactivity of reservation system2 "online direct communication with hotel's customer service" and Interactivity of reservation system3 "respond quickly to inquiries".

The fifth new variable is privacy s Security (of transaction) which consist of Privacy & Security of transaction1 "online reservation secure for sending confidential information", Privacy & Security of transaction2 "through online reservation process secure for sending confidential information", Privacy & Security of transaction3 "online reservation process safe enough", Privacy & Security of transaction4 "online reservation process assure of safety about self-input private data and credit card information" and Privacy & Security of transaction5 "security of private data and credit card information avoid third party".

The sixth new variable is navigability that comprise of Navigability1 "short time to learn and understand", Navigability2 "several languages" and Navigability3

"easy for reservation". The last new variable is Lower Rates Promotion and rewards that comprise of Rates & Promotions1 "special offer monetary rewards, redeem points or mileage, or condition guests or members", Rates & Promotions2 "reservation rate between agent and hotels' website" and Rates & Promotions3 "condition of promotion for discount or coupon".

4.5 Determinant factors of repurchase intention

This study included the independent variables, namely attitude and customer retention, accessibility, information quality, interactivity of reservation system, privacy & security (of transaction), navigability and lower rates, promotion and rewards. Whilst the dependent variable is repurchase intention. The hypothesis that will be tested is

H_0: The attitude and customer retention

- Accessibility does not influence repurchasing intention.
- Information quality does not influence repurchasing intention.
- Navigability does not influence repurchasing intention.
- Interactivity of reservation system does not influence repurchasing intention.
- Privacy & security (of transaction) does not influence repurchasing intention.
- Rates, promotion and rewards do not influence repurchase intention.
- Customer retention does not influence repurchase intention.

H_1: The attitude and customer retention

- Accessibility influences repurchase intention.
- Information quality influences repurchase intention.
- Navigability influences repurchase intention.
- Interactivity of reservation system influences repurchase intention.
- Privacy & security (of transaction) influences repurchase intention.
- Rates, promotion and rewards influence repurchase intention.
- Customer retention influences repurchase intention.

Table 4.21 Model summary

			Model Summary		
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.736[a]	.541	.533	.61401	2.075

Source: developed for this study

The coefficient of determination (R-square) is 0.541, this value indicate that the all 7 independent variables influence the dependent variable (repurchase intention) by 54.1% while the 45.9% influences by another factors.

The regression calculation output is presented as follow.

Table 4.22 ANOVA Analysis

		ANOVA			
Model	Sum of Squares	Degree of freedom	Mean Square	F	Significance
Regression	174.326	7	24.904	66.055	.000[b]
Residual	147.789	392	.377		
Total	322.116	399			

Source: developed for this study

The ANOVA table represents the fit model of linear regression. Since the p-value is 0.000 which is lower than significant level 0.05 thus we conclude that the linear regression model is fit for measuring the relationship between dependent and independent variable.

Table 4.23 Variance Inflation Factor

Model	Unstandardized Coefficients		Standardized Coefficients	t	Significance	Collinearity Statistics	
	B	Standard Error	Beta			Tolerance	VIF
1 (Constant)	3.891	0.031		126.732	0.000		
Accessibility	0.527	0.031	0.586	17.139	0.000	1.000	1.000
Information quality	0.048	0.031	0.053	1.561	0.119	1.000	1.000
Navigability	0.007	0.031	0.008	0.228	0.820	1.000	1.000
Interactivity of reservation system	0.222	0.031	0.247	7.223	0.000	1.000	1.000
Privacy & Security of transaction	0.211	0.031	0.235	6.874	0.000	1.000	1.000
Rates & Promotions	0.249	0.031	0.278	8.115	0.000	1.000	1.000
Customer Retention	0.029	0.031	0.032	0.930	0.353	1.000	1.000

Source: developed for this study

Regarding the variance inflation factor (VIF), all the values are less than 10, it means that the variables do not have the multicolinearity problem.

The coefficients table shows that the variable accessibility, interactivity of reservation system, privacy and security and also lower rates & promotion have the p-value lower that significant level at 0.05. It means that these variables determine the repurchase intention. While the attitude of customer retention, information quality and navigability has p-value greater than significant level at 0.05.

Considering the standardized coefficients beta which indicates that accessibility variable has the highest value (0.586). Accordingly, the accessibility is the most influence factors toward repurchase intention.

Table 4.24 Results Review - Conclusions

Hypotheses	Significance	Result
H_{01} - There is no relationship between gender and repurchase intention.	0.00	Rejected
H_{02} - There is no relationship between generation type and repurchase intention.	0.00	Rejected
H_{03} - There is no relationship between nationality and repurchase intention	0.00	Rejected
H_{04} - There is no relationship between marital status and repurchase intention.	0.00	Rejected
H_{05} - There is no relationship between education and repurchase intention.	0.497	Not rejected
H_{06} - There is no relationship between occupation and repurchase intention.	0.465	Not rejected
H_{07} - There is no relationship between income and repurchase intention.	0.98	Not rejected
H_{08} - Accessibility does not influence repurchasing intention.	0.00	Rejected
H_{09} - Information quality does not influence repurchasing intention.	0.119	Not rejected
H_{010} - Navigability does not influence repurchasing intention.	0.820	Not rejected
H_{011} - Interactivity of reservation system does not influence repurchasing intention.	0.00	Rejected
H_{012} - Privacy & security (of transaction) does not influence repurchasing intention.	0.00	Rejected
H_{013} - Rates, promotion and rewards do not influence repurchase intention.	0.00	Rejected
H_{014} - Customer retention does not influence repurchase intention.	0.353	Not rejected

CHAPTER 5

CONCLUSION, DISCUSSION AND RECOMMENDATION

From the earlier of this study, the online marketing, especially in tourism industry is increasing rapidly with highly competition for offering the best products and services. The website is one channel of online marketing that customer incline to use for shopping or purchasing the interesting things instead of "brick-and-mortar" so that characteristic of website is considered to be essential factor to invite or attractive customer to visit and purchase and also repurchase in the future.

There are 4 parts of this chapter to explain the statistical data that prove assumptions about demography and attitude of internet users towards characteristics of hotel's website characteristics for online reservation. The published papers or researches were referred to explicit understand the study. The parts are described as follow:

5.1 Conclusion
5.2 Discussion
5.3 Limitations of the Study
5.4 Recommendations of the Study

5.1 Conclusion

The purpose of this study was to determine the relative importance of usage of hotel's website in Thailand when observed from personal data (gender, generation, nationality, level of education, marital status, salary and occupation) and attitudes toward hotel's website characteristics (accessibility, information quality, interactivity of reservation system, privacy & security (of transaction), navigability and lower rates, promotion and rewards) may affect to reserve via hotel's website and intent to purchase again in the future. This study found the difference of each attribute of variables with gender, generation, nationality and marital status has affected to repurchase intention by specific to female and generation Y, the Asian nationality and

single status, respectively. On the other hand, education level, occupation and income have not influenced to repurchase.

For the attitude of internet users towards characteristics of hotel's website; accessibility, interactivity of reservation system, privacy & security (of transaction), rates & promotion have significant influenced to repurchase intention. The results involved attitude questions can be implied as the data of online purchase usage via hotel website. By each question, the customer service with positive response the customer's question, special offering monetary rewards and also up-to-date information was priority concerned by the respondents.

Online marketing is regarded as one of the most effective channel and great opportunities to reach the customers. This study proposes to study the attitude of the internet users towards hotels' websites and website's characteristics and the result can useful for improving Thailand hotels' website characteristics with effectiveness to making decision or customer satisfaction in all aspects that may convince new customers to try and have new experiences and become old customers to repurchase in the future. The travel and tourism industry may get benefits from this marketing strategy and consider developing the online travel plans and/or products.

5.2 Discussion

The aim of this research is studied the attitude of the internet users towards hotels' websites and the characteristics of hotel website may have affected to their attitude by using statistic method to investigate the internet users who use the hotel website for reserving and/or purchasing the room(s) with 400 target respondents. All of 400 data were corrected, analyzed and interpreted the attitude of internet users towards hotels' website characteristics, the usage of hotels' website as an e-marketing channel and the repurchasing intention to hotels' website in the future.

The study of the usage of hotel website had two main hypotheses:

H_{a1}: there is a relationship between demographic of internet user and the usage of hotel website factors and the usage of hotels' websites as e-marketing channel in Thailand

H$_{a2}$: there is a relationship between the attitude of the internet users towards hotels' websites characteristics and the usage of hotels' websites as e-marketing channel in Thailand.

Both of hypotheses were clarified the analyzed data by using other researches and reviews to support and understand the outcomes.

5.2.1 Relationship between demographic of internet user and repurchase intention

This study showed the respondents consisted of some variables of influencing repurchase intention are female, Asian online user, single status and generation Y who born between 1978-1994 A.D. or 2521-2537 B.E.. Major gender of respondents is female according to Bakar & Hashim (2008) and Crnojevac, Gugić & Karlovčan (2010) but they have not significant difference, on the contrary of Hooda & Aggarwal (2012) studies consumer behaviors toward e-marketing in Jaipur city that found gender is not difference to online purchasing. Both of studies show result of the age between 30 to 40 years old that born during 1979-1983 from the present that is in the period of generation Y as same as this study (Bakar & Hashim, 2008; Crnojevac, Gugić & Karlovčan, 2010). Moreover, this segment is more likely to spend more by attractiveness with the products which have being collaborated, connected, co-created and controlled and encouraged to explore new paths or options while traditional mass-marketing is not work well (Williams & Page, n.d.).

In this study, the main respondents are Asian who lives in Asia countries around Thailand, while the most respondents are Western Europe who live around the studied area in Dubrovnik, Croatia by Crnojevac, Gugić & Karlovčan (2010) investigated the demographic characteristics of the respondents with online reservations that not refer to repurchase intention. Moreover, the marital status of the respondents is single showed on this study but married status as a result showed in the study of Bakar & Hashim (2008).

From the previous studies, Weber & Roehl (1999) found the age of online customers are aged 26-55, with higher incomes and higher status occupations include have more familiar with internet according to Hooda & Aggarwal (2012) that reported

age interval (18-30 years) is narrower. Bakar & Hashim (2008) studied the demographics and internet usage behavior found the positive significant relationship between demographic characteristics and internet usage behavior have influenced online hotel reservation, whereas two variables; education and salary are positive with number of years using the Internet. The transaction factor has a positive related with weekly Internet usage but has a negative with previous experience of online purchasing.

On the contrary, some studies presented that main online users are males, in the age group of 26 to 35 years and better educated in the four Asian regions (Singapore, Hong Kong, Taiwan and Malaysia) by Technowledge Asia in 1999 and 2000 (Bakar & Hashim, 2008). Cheung, Zhu, Kwong, Chan & Limayem (2003) found group of consumer characteristics is uncontrollable factors that affected to online consumer.

Thus, the demographic characteristics of the respondents who purchase hotel room(s) by internet reservation always change by time condition, living area or country, and also turbulent marketing channels was affected by technology.

5.2.2 Relationship between hotels' websites characteristics and repurchase intention

The characteristics of hotel's website have powered to repurchase intention with testing variables; accessibility, interactivity of reservation system, privacy & security (of transaction), rates & promotion and also the most influencer is accessibility. The result can be applied for using as an online marketing channel in Thailand.

A one essential part of web feature is accessibility which help internet user easy to find, fast load include useful hotel information for online reservation. Chung & Buhalis (2008) suggested information assess is one factor that affects to customer behavior present participation and attitude.

The reservation system should have interactive online customer service to response users quickly and easier follow. Hamid (2008) showed interactivity is one elements have affected to experience and buying behavior of internet consumers. If

hotel's websites have the reservation and customer support systems are not working properly, this function will do to achieve reliability or separate apart from websites for responding to customer's demands (Schmidta, Cantallops & Santosc, 2008). Furthermore, online reservation and customer communication channel help to gain benefits by responding their demands not only the interesting items or information and also reply any question from them (Schmidta, Cantallops & Santosc, 2008).

According to Scharl, Wöber & Bauer (2004) for both of accessibility and interactivity, they suggested interactive features (reservation/ booking), quality and volume of information, easy to use include number of supported languages that will help customers to make the decisions and website can more effective.

Moreover, the reservation system of hotel should trust and safe to protect the confidential information of user for self-input private data and credit card information according to Chuchinprakarn (2005) and Hooda & Aggarwal (2012) found trust and confidence in using a credit card are significantly attitudinal elements factor for online shopping by trust have the strongest effect and followed by confidence in using a credit. Trust on the online shopping intention depend on the level of confidence in using a credit card that customers with high levels of confidence will be easier to use credit cards and more willing to make some purchases. If the hotels' website is lack of confidence in using a credit card, it may hard to grow in e-commerce market. Trust was studied not only the online sellers provide some credible information, pay closely attention to their customers' welfare and also they are reliable and capable of responding to their customers' needs that tend to increase the willingness of customers to make a purchase (Ganesan, 1994; Morgan & Hunt, 1994). Sales policy of website was related to privacy and security that have significantly related to customer retention (Bakar & Hashim, 2008).

Security is one of the most challenging and critical issues facing online system today. Lack of trust or security-related problems are the major barriers that prevent customers from purchasing online because they were fear of security as a significant reason correspond the survey by Tyler Nelson Software Interactive (2002).

Special offer, lower rate and promotion are attractive to user to purchase products and services. For hotel rate, especially by online booking, is important and available to all the guests by searching for the best price (Crnojevac, Gugić &

Karlovčan, 2010). So, online promotion on hotel's website has significant matter with effectiveness that appropriate for investing in marketing strategies (Bakar & Hashim, 2008). Reibstein (2002) suggested one strategy is low prices or price promotions tend to attract price-sensitive customers who are well known as having low loyalty. Starkov & Price (2007) indicated three main reasons; convenience, price comparison, and lower prices for buying travel products online and low prices has been found to be a major driver of online travel purchasing. Seo (2005) referred to consumers frequently seek monetary rewards from community participation.

All of four effective variables; accessibility, interactivity of reservation system, privacy & security (of transaction), rates & promotion, in this study have affected to customer and for repurchasing because customer satisfaction occurs when products and services meet the expectation of the consumers (Kotler, Cunningham & Turner, 2001). In this way, the customers tend to repetitive purchase from the website have provided content with the products and services response to customer's needs, then profitability will increase. Purchasing intention is attitude of customer is willing to buy (Kimery & McCord, 2002). It is necessary for the hotel's website have high quality that will impact directly and positively to customer satisfaction and intention to purchase online. The online user of hotel's websites can be broadly classified into browsers (lookers) and purchasers (buyers) (Law & Hsu, 2006; Bai, Law & Wen, 2008; Crnojevac, Gugić & Karlovčan, 2010). In addition to, part behaviors had an effect on intention and behavior such as consumers who ever purchased via online in the past are likely to feel more comfortable in purchase again in the future. In this case, trust will have a strong effect on the intention to shop online (Chuchinprakarn, 2005). In the case of online consumers in Taiwan and Malaysia, their satisfaction and trust of the website have affected to purchase intention although lower network speed and online shopping experience in Malaysia than Taiwan (Lin, Lin, Yen, Yu and Yang, 2010).

For online purchasing of customers in Thailand, the effects of some influencers; assurance, empathy, appropriate pricing, and website information quality have affected to the online purchasing experience which has significant influence on purchasing intention and customers with experiences are not likely to concern about reliability and responsibility of service. On the contrary, less experience to buy online

mainly depends on empathy, assurance, responsibility, and reliability. Thus, assurance and empathy are the most important influencer toward customer for online shopping (Jiradilok, Malisuwan, Madan & Sivaraks, 2014).

Moreover, Schmidta, Cantallops & Santosc (2008) referred customer retention with website characteristics help hotels to retain their clients and establish long-term relationships with them by loyalty program to provide the active response by sending information; newsletter, reply feedback, customer forms or e-mails, and receiving in order to ask for information and client feedback.

5.3 Limitations of the Study

There are several limitations to this study that may have affected to analyze the results. This study investigated the demographic toward attitude of hotels' websites in Thailand was not specific nation of respondents. The result showed Asian but the data cannot classified by Asian member countries. There are some uncontrollable factors have affected to respondents' attitudes, such as family or friendship, past experience. The same variables of respondents' personal data were used to study in many researches that are diverse nation but have different data which affected to the attitude for repurchasing intention via online hotel reservation.

5.4 Recommendations of the Study

After this study already test hypotheses we found some new information that should be concerned or work continue in the future.

5.5.1 Recommendation from this study

There are many way to improve the online reservation system of hotels' website by increasing in customer satisfaction and earn revenues as follow:

1. To assure the website have security of credit cards will make customers feel more comfortable for using online purchases.

2. To provide the other payment options to customers for customers do not have to use credit cards to pay for their purchases.

3. To understand adoption of user toward the new electronic distribution channels in the hotel industry by Morosan & Jeong (2008):

- online information search as part of the decision making process
- online purchase intentions and channel choice.

4. Addition more online channels such as social media is a powerful tool to enhance consumer loyalty and satisfaction because consumers will share their experiences and suggest ideas to others while developing new relationships within their communities look like virtual communication (Kasavana, 2008).

Thus, the outcome of this study should be applied for business or marketing plan of the hotelier to improve customer's operation, while Tourism Authority of Thailand should create travel information or some plans to support internet users follow the effective demographic data to promote and provoke to travel in Thailand via online reservation.

5.4.2 Recommendation for future study

The growth of online rooms booked does not come from existing customer bases, but this occurrence can be implied the internet attract new market segments (Connolly, Olsen & Moore, 1998) so, the new segment users data is interesting to study for hotel industry.

The e-SERVQUAL is a new model to measure how customers judge e-service quality through contents of each dimension are shown below (Nemati, Gazor, MirAshrafic & Ameleh, 2012).

1. Core service scale in e-SERVQUAL.

(a) Efficiency: the less capability of customers to access the website for finding the products and information.

(b) Fulfillment: accuracy of service requirements, availability of the product in storage, and delivering the products on time.

(c) Reliability: the technical function of website is available and work properly.

(d) Privacy: shopping behavior data and credit card information is secure.

2. Recovery service scale in e-SERVQUAL.

(a) Responsiveness: the capability of e-retailers to give appropriate data to customers when a problem happens, having mechanisms for handling returns, and giving online guarantees.

(b) Compensation: consists receiving money back and returning shipping and handling expenditures.

(c) Contact. The requirement of customers to reach a customer service agent via online or on the phone.
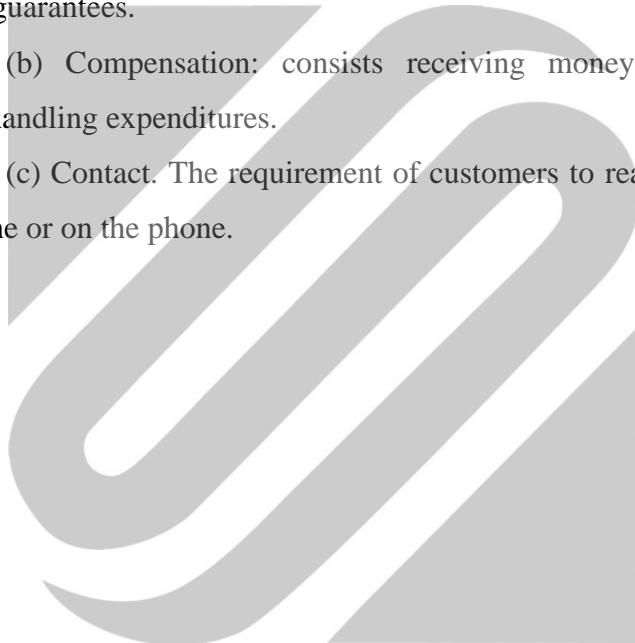
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APPENDIX A

QUESTIONNAIRE

Questionnaire

Attitudes of the Internet Users towards Hotels' Website characteristics as an e-Marketing Channel in Thailand.

This questionnaire is a part of research study to fulfill the Master of Business Administration, Stamford International University.

Please tick (X) the most appropriate answer for each question.

Part 1 Personal Information

1. What is your gender?
    ☐ 1. Male   ☐ 2. Female

2. Which generation are you in?
    ☐ 1. Generation X (Born between A.D.1965-1977 / B.E. 2508 – 2520)
    ☐ 2. Generation Y (Born between A.D.1978-1994 / B.E. 2521 – 2537)

3. What is your nationality?
    ☐ 1. Thai
    ☐ 2. Asian _____
    ☐ 3. European _____
    ☐ 4. American
    ☐ 5. Others _____

4. Which is your level of education?
    ☐ 1. Diploma
    ☐ 2. Bachelor degree
    ☐ 3. Master degree
    ☐ 4. Doctoral

5. What is your marital status?
    ☐ 1. Single
    ☐ 2. Married
    ☐ 3. Divorce/ separated

6. How much is your monthly salary?
    ☐ 1. Below 15,000 THB
    ☐ 2. 15,001 - 30,000 THB
    ☐ 3. 30,001 - 45,000 THB
    ☐ 4. 45,001 - 60,000 THB
    ☐ 5. Above 60,001 THB

7. What is your current occupation?
   □ 1. Government Officer
   □ 2. Private Company Employee
   □ 3. Public Enterprise Employee
   □ 4. Business Owner
   □ 5. Unemployed

Part 2 Attitude toward hotel's website characteristics

The attitudes were measured using five-point scale ranging from 1 to 5. The represented number mean:

1 (strongly disagree) **2** (disagree) **3** (neutral) **4** (agree) **5** (strongly agree)

	Attitude	1	2	3	4	5
	Accessibility					
1.	The hotel reservation is easy to find by using common browser (such as Google).					
2.	Hotel information (such as room and price) is also provided on the third party's website for hotel reservation.					
3.	The page loads up quickly					
4.	The information that I "click" load fast and easy to understand.					
5.	The hotel reservation online is very useful for me.					
	Navigability					
6.	It takes a short time to learn and understand of using hotel reservation online.					
7.	There are several languages to support.					
8.	Using the hotel's own website is very easy for me to reserve the hotel online.					
	Information Quality					
9.	Listing of the room types is important to me.					
10.	The presence of listings of the hotel's features (swimming pool, parking, inside corridors, etc.) will influence me to purchase.					
11.	The hotes' website provides up-to-date information					
12.	The listings of the hotel's amenities (free continental breakfast, room service, concierge floor etc.) are important to me.					
13.	The arrangement of information, pictures, design show well on website.					
14.	The hotel website provides the complete information about the rooms, how to reserve, and how to pay the bill.					
	Interactivity of reservation system					
15.	It is easy to follow the hotel reservation system.					
16.	The website provides direct communication with hotel's customer service by online.					
17.	The hotel responds quickly to my inquiries.					

Attitude	1	2	3	4	5
Privacy & Security of transaction					
18. I feel secure when sending confidential information for reserve hotel across the hotel reservation online					
19. The hotel reservation online is a secure means through which to confidential information					
20. The hotel reservation online is a safe place to transmit confidential information.					
21. The online reservation process assure of safety about self-input private data and credit card information.					
22. The security of private data and credit card information avoid third party.					
Rates & Promotions					
23. There is special offer monetary rewards, redeem points or mileage, or condition guests or members.					
24. The reservation rate is compared between agent and hotels' website.					
25. There are many condition of promotion for discount or coupon to get specials.					
Customer retention					
26. The hotel customer service always replays my question in good way.					
27. The hotel website provides enough information that I need to know.					
28. The hotel website's concept matches my style.					
29. Overall , I am satisfy in using hotel website for booking.					
30. I will recommend all my friends and associates to visit this website.					
31. I will reserve/ book hotel room by using online reservation system again in the future.					

Thank you very much for your participation.

Ploychanok Karbpanyo

APPENDIX B
STATISTICS RESULTS

Frequency table of demography

Statistics

	Generation	Gender	Nationality	Education	Status	Salary	Occupation
Valid	400	400	400	400	400	400	400
Missing	0	0	0	0	0	0	0

Gender

Frequency table of gender

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Male	188	47.0	47.0	47.0
Female	212	53.0	53.0	100.0
Total	400	100.0	100.0	
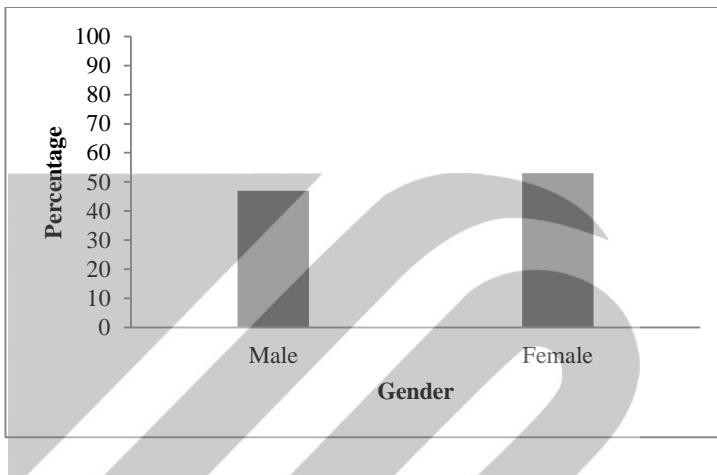
Gender Group Statistics

Gender		Number	Mean	Standard Deviation	Standard Error Mean
Repurchasing Intention	Male	188	3.5824	.81750	.05962
	Female	212	4.1642	.88008	.06044

		Independent Samples Test								
Gender		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Significance	t	Degree of freedom	Significance (2-tailed)	Mean Difference	Standard Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Repurchasing Intention	Equal variances assumed	.190	.663	-6.821	398	.000	-.58170	.08528	-.74936	-.41405
	Equal variances not assumed			-6.852	397.134	.000	-.58170	.08490	-.74862	-.41479

Generation

Frequency table of generation

Generation	Frequency	Percent	Valid Percent	Cumulative Percent
Generation X	50	12.5	12.5	12.5
Generation Y	350	87.5	87.5	100.0
Total	400	100.0	100.0	
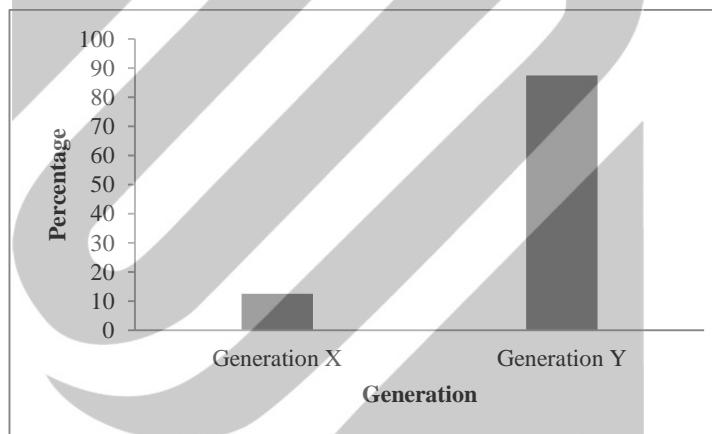
Generation Group Statistics

Generation		Number	Mean	Standard Deviation	Standard Error Mean
Repurchasing Intention	Generation X	50	3.3500	.64087	.09063
	Generation Y	350	3.9680	.90412	.04833

Generation		Independent Samples Test								
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Significance	t	Degree of freedom	Significance (2-tailed)	Mean Difference	Standard Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Repurchasing Intention	Equal variances assumed	2.769	0.097	-4.666	398	0.000	-.61800	.13244	-.87836	-.35764
	Equal variances not assumed			-6.017	79.918	0.000	-.61800	.10271	-.82241	-.41359

Nationality

Frequency table of nationality

Nationality	Frequency	Percent	Valid Percent	Cumulative Percent
Thai	57	14.3	14.3	14.3
Asian	135	33.8	33.8	48.0
European	74	18.5	18.5	66.5
American	121	30.3	30.3	96.8
Others	13	3.3	3.3	100.0
Total	400	100.0	100.0	
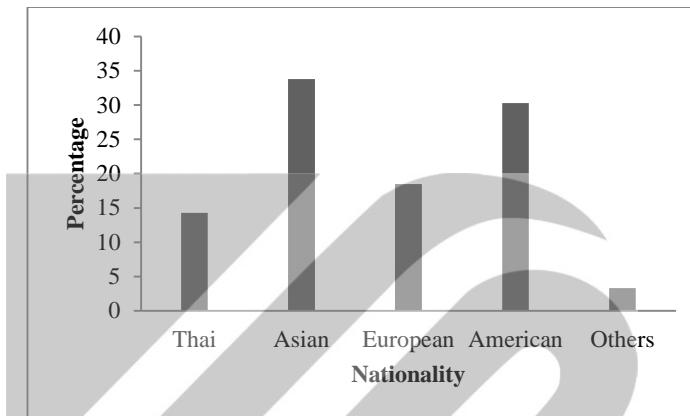
Nationality Group Statistics

				Descriptive for Repurchasing Intention				
					95% Confidence Interval for Mean			
Variable	Number	Mean	Standard Deviation	Standard Error	Lower Bound	Upper Bound	Minimum	Maximum
Thai	57	3.7193	.91133	.12071	3.4775	3.9611	1.00	5.00
Asian	135	3.5333	.78750	.06778	3.3993	3.6674	1.00	5.00
European	74	4.1324	.85080	.09890	3.9353	4.3295	2.00	5.00
American	121	4.1446	.90701	.08246	3.9814	4.3079	1.50	5.00
Others	13	4.6154	.50637	.14044	4.3094	4.9214	4.00	5.00
Total	400	3.8908	.89850	.04493	3.8024	3.9791	1.00	5.00

ANOVA					
Repurchasing Intention	Sum of Squares	Degree of freedom	Mean Square	F	Significance
Between Groups	37.869	4	9.467	13.156	.000
Within Groups	284.247	395	.720		
Total	322.116	399			

Repurchasing Intention (Scheffe[a])				
Nationality	N	Subset for alpha = 0.05		
		1	2	3
Asian	135	3.5333		
Thai	57	3.7193	3.7193	
European	74		4.1324	4.1324
American	121		4.1446	4.1446
Others	13			4.6154
Significance		.914	.281	.164

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 40.436. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

					95% Confidence Interval	
Nationality		Mean Difference (I-J)	Standard Error	Significance	Lower Bound	Upper Bound
Thai	Asian	.18596	.13400	.749	-.2287	.6007
	European	-.41313	.14950	.108	-.8758	.0495
	American	-.42533*	.13628	.047	-.8471	-.0036
	Others	-.89609*	.26073	.020	-1.7030	-.0892
Asian	Thai	-.18596	.13400	.749	-.6007	.2287
	European	-.59910*	.12270	.000	-.9788	-.2194
	American	-.61129*	.10620	.000	-.9400	-.2826
	Others	-1.08205*	.24634	.001	-1.8444	-.3197
European	Thai	.41313	.14950	.108	-.0495	.8758
	Asian	.59910*	.12270	.000	.2194	.9788
	American	-.01220	.12519	1.000	-.3996	.3752
	Others	-.48295	.25511	.466	-1.2725	.3066
American	Thai	.42533*	.13628	.047	.0036	.8471
	Asian	.61129*	.10620	.000	.2826	.9400
	European	.01220	.12519	1.000	-.3752	.3996
	Others	-.47076	.24759	.462	-1.2370	.2955
Others	Thai	.89609*	.26073	.020	.0892	1.7030
	Asian	1.08205*	.24634	.001	.3197	1.8444
	European	.48295	.25511	.466	-.3066	1.2725
	American	.47076	.24759	.462	-.2955	1.2370

Multiple Comparisons (Scheffe)

* The mean difference is significant at the 0.05 level.

Dependent Variable: Repurchasing Intention

Education

Frequency table of education

Education	Frequency	Percent	Valid Percent	Cumulative Percent
Diploma	39	9.8	9.8	9.8
Bachelor degree	177	44.3	44.3	54.0
Master degree	122	30.5	30.5	84.5
Doctoral	62	15.5	15.5	100.0
Total	400	100.0	100.0	

Education Group Statistics

				Descriptive for Repurchasing Intention				
Variable	Number	Mean	Standard Deviation	Standard Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Diploma	39	3.8077	.90768	.14535	3.5135	4.1019	1.50	5.00
Bachelor degree	177	3.8870	.88626	.06662	3.7555	4.0185	1.00	5.00
Master degree	122	3.9779	.84222	.07625	3.8269	4.1288	2.00	5.00
Doctoral	62	3.7823	1.03076	.13091	3.5205	4.0440	1.00	5.00
Total	400	3.8908	.89850	.04493	3.8024	3.9791	1.00	5.00

		ANOVA			
Repurchasing Intention	Sum of Squares	Degree of freedom	Mean Square	F	Significance
Between Groups	1.927	3	.642	.795	.497
Within Groups	320.189	396	.809		
Total	322.116	399			

	Repurchasing Intention (Scheffe[a])	
Education	N	Subset for alpha = 0.05
		1
Doctoral	62	3.7823
Diploma	39	3.8077
Bachelor degree	177	3.8870
Master degree	122	3.9779
Significance		.637

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 71.921. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Multiple Comparisons (Scheffe)						
Education		Mean Difference (I-J)	Standard Error	Significance	95% Confidence Interval	
					Lower Bound	Upper Bound
Diploma	Bachelor degree	-.07931	.15906	.969	-.5259	.3673
	Master degree	-.17018	.16541	.787	-.6346	.2942
	Doctoral	.02543	.18378	.999	-.4905	.5414
Bachelor degree	Diploma	.07931	.15906	.969	-.3673	.5259
	Master degree	-.09086	.10581	.864	-.3879	.2062
	Doctoral	.10475	.13270	.891	-.2678	.4773
Master degree	Diploma	.17018	.16541	.787	-.2942	.6346
	Bachelor degree	.09086	.10581	.864	-.2062	.3879
	Doctoral	.19561	.14025	.584	-.1981	.5894
Doctoral	Diploma	-.02543	.18378	.999	-.5414	.4905
	Bachelor degree	-.10475	.13270	.891	-.4773	.2678
	Master degree	-.19561	.14025	.584	-.5894	.1981

Status

Frequency table of status

Status	Frequency	Percent	Valid Percent	Cumulative Percent
Single	208	52.0	52.0	52.0
Married	165	41.3	41.3	93.3
Divorced / Separated	27	6.8	6.8	100.0
Total	400	100.0	100.0	
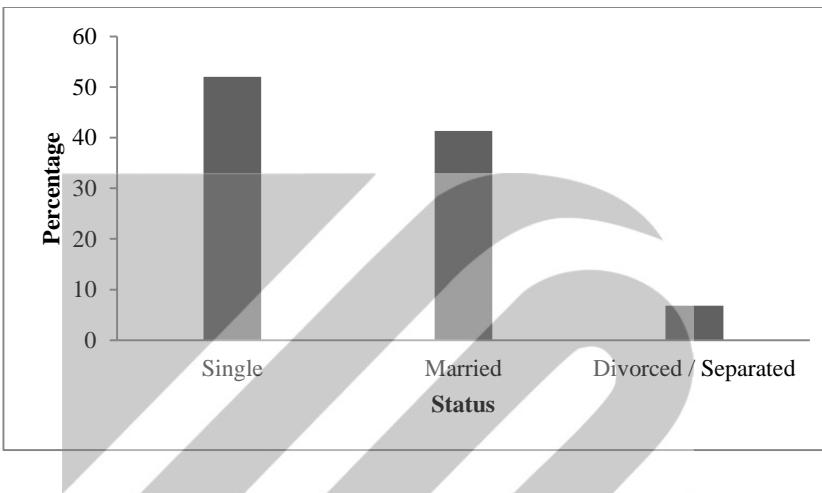
Status Group Statistics

| | | | Descriptive for Repurchasing Intention | | | | | |
| | | | | | 95% Confidence Interval for Mean | | | |
Variable	Number	Mean	Standard Deviation	Standard Error	Lower Bound	Upper Bound	Minimum	Maximum
Single	208	3.6635	.85393	.05921	3.5467	3.7802	1.00	5.00
Married	165	4.0958	.89247	.06948	3.9586	4.2329	1.00	5.00
Divorced / Separated	27	4.3889	.78854	.15175	4.0770	4.7008	2.50	5.00
Total	400	3.8908	.89850	.04493	3.8024	3.9791	1.00	5.00

ANOVA

Repurchasing Intention	Sum of Squares	Degree of freedom	Mean Square	F	Significance
Between Groups	24.380	2	12.190	16.254	.000
Within Groups	297.736	397	.750		
Total	322.116	399			

Multiple Comparisons (Scheffe)						
Status		Mean Difference (I-J)	Standard Error	Significance	95% Confidence Interval	
					Lower Bound	Upper Bound
Single	Married	-.43230*	.09028	.000	-.6541	-.2105
	Divorced / Separated	-.72543*	.17715	.000	-1.1607	-.2902
Married	Single	.43230*	.09028	.000	.2105	.6541
	Divorced / Separated	-.29313	.17978	.266	-.7349	.1486
Divorced / Separated	Single	.72543*	.17715	.000	.2902	1.1607
	Married	.29313	.17978	.266	-.1486	.7349

* The mean difference is significant at the 0.05 level.

Repurchasing Intention (Scheffe[a])			
Status	N	Subset for alpha = 0.05	
		1	2
Single	208	3.6635	
Married	165		4.0958
Divorced / Separated	27		4.3889
Sig.		1.000	.168

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 62.624. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Salary

Frequency table of salary

Salary	Frequency	Percent	Valid Percent	Cumulative Percent
Below 15,000 THB	14	3.5	3.5	3.5
15,001 - 30,000 THB	52	13.0	13.0	16.5
30,001 - 45,000 THB	171	42.8	42.8	59.3
45,001 - 60,000 THB	122	30.5	30.5	89.8
Above 60,001 THB	41	10.3	10.3	100.0
Total	400	100.0	100.0	
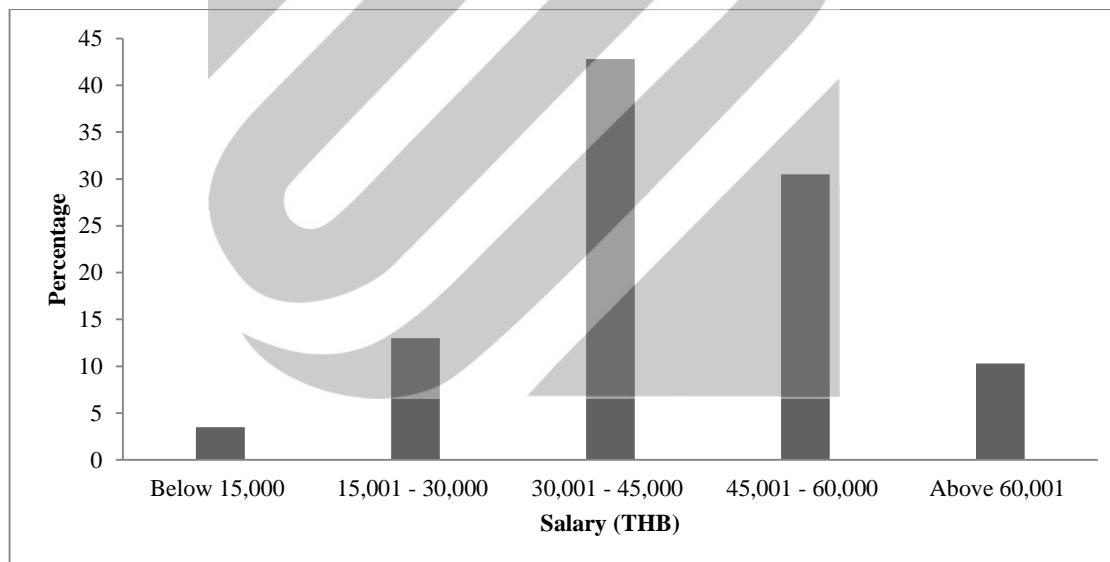
Salary Group Statistics

					95% Confidence Interval for Mean			
Variable	Number	Mean	Standard Deviation	Standard Error	Lower Bound	Upper Bound	Minimum	Maximum
Below 15,000 THB	14	4.3214	.91162	.24364	3.7951	4.8478	2.50	5.00
15,001 - 30,000 THB	52	4.1115	.79820	.11069	3.8893	4.3338	2.00	5.00
30,001 - 45,000 THB	171	3.8626	.98375	.07523	3.7141	4.0111	1.00	5.00
45,001 - 60,000 THB	122	3.8238	.79752	.07220	3.6808	3.9667	2.00	5.00
Above 60,001 THB	41	3.7805	.88069	.13754	3.5025	4.0585	2.00	5.00
Total	400	3.8908	.89850	.04493	3.8024	3.9791	1.00	5.00

Descriptive for Repurchasing Intention

ANOVA

Repurchasing Intention	Sum of Squares	Degree of freedom	Mean Square	F	Significance
Between Groups	6.313	4	1.578	1.974	.098
Within Groups	315.803	395	.800		
Total	322.116	399			

Repurchasing Intention (Scheffe[a])

Salary	N	Subset for alpha = 0.05
		1
Above 60,001 THB	41	3.7805
45,001 - 60,000 THB	122	3.8238
30,001 - 45,000 THB	171	3.8626
15,001 - 30,000 THB	52	4.1115
Below 15,000 THB	14	4.3214
Significance		.134

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 38.731. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Multiple Comparisons (Scheffe)						
Salary		Mean Difference (I-J)	Standard Error	Significance	95% Confidence Interval	
					Lower Bound	Upper Bound
Below 15,000 THB	15,001 - 30,000 THB	.20989	.26923	.962	-.6233	1.0431
	30,001 - 45,000 THB	.45886	.24856	.493	-.3104	1.2281
	45,001 - 60,000 THB	.49766	.25231	.422	-.2832	1.2785
	Above 60,001 THB	.54094	.27678	.432	-.3157	1.3975
15,001 - 30,000 THB	Below 15,000 THB	-.20989	.26923	.962	-1.0431	.6233
	30,001 - 45,000 THB	.24897	.14160	.543	-.1893	.6872
	45,001 - 60,000 THB	.28777	.14808	.438	-.1705	.7461
	Above 60,001 THB	.33105	.18675	.535	-.2469	.9090
30,001 - 45,000 THB	Below 15,000 THB	-.45886	.24856	.493	-1.2281	.3104
	15,001 - 30,000 THB	-.24897	.14160	.543	-.6872	.1893
	45,001 - 60,000 THB	.03880	.10597	.998	-.2891	.3668
	Above 60,001 THB	.08209	.15548	.991	-.3991	.5633
45,001 - 60,000 THB	Below 15,000 THB	-.49766	.25231	.422	-1.2785	.2832
	15,001 - 30,000 THB	-.28777	.14808	.438	-.7461	.1705
	30,001 - 45,000 THB	-.03880	.10597	.998	-.3668	.2891
	Above 60,001 THB	.04328	.16141	.999	-.4563	.5428
Above 60,001 THB	Below 15,000 THB	-.54094	.27678	.432	-1.3975	.3157
	15,001 - 30,000 THB	-.33105	.18675	.535	-.9090	.2469
	30,001 - 45,000 THB	-.08209	.15548	.991	-.5633	.3991
	45,001 - 60,000 THB	-.04328	.16141	.999	-.5428	.4563

Occupation

Frequency table of occupation

Occupation	Frequency	Percent	Valid Percent	Cumulative Percent
Government Officer	63	15.8	15.8	15.8
Private Company Employee	122	30.5	30.5	46.3
Public Enterprise Employee	97	24.3	24.3	70.5
Business Owner	85	21.3	21.3	91.8
Unemployed	33	8.3	8.3	100.0
Total	400	100.0	100.0	

Occupation Group Statistics

	Descriptive for Repurchasing Intention							
Variable	Number	Mean	Standard Deviation	Standard Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Government Officer	63	4.0714	.91958	.11586	3.8398	4.3030	1.00	5.00
Private Company Employee	122	3.8344	.92841	.08405	3.6680	4.0008	1.00	5.00
Public Enterprise Employee	97	3.8866	.91999	.09341	3.7012	4.0720	1.50	5.00
Business Owner	85	3.8882	.81056	.08792	3.7134	4.0631	2.00	5.00
Unemployed	33	3.7727	.90218	.15705	3.4528	4.0926	2.00	5.00
Total	400	3.8908	.89850	.04493	3.8024	3.9791	1.00	5.00

	ANOVA				
Repurchasing Intention	Sum of Squares	Degree of freedom	Mean Square	F	Significance
Between Groups	2.906	4	.726	.899	.465
Within Groups	319.210	395	.808		
Total	322.116	399			

|	Repurchasing Intention (Scheffe[a])	
Occupation	N	Subset for alpha = 0.05
		1
Unemployed	33	3.7727
Private Company Employee	122	3.8344
Public Enterprise Employee	97	3.8866
Business Owner	85	3.8882
Government Officer	63	4.0714
Significance		.462

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 65.405. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Multiple Comparisons (Scheffe)						
Occupation		Mean Difference (I-J)	Standard Error	Significance	95% Confidence Interval	
					Lower Bound	Upper Bound
Government Officer	Private Company Employee	.23700	.13947	.577	-.1946	.6686
	Public Enterprise Employee	.18483	.14546	.806	-.2653	.6350
	Business Owner	.18319	.14945	.826	-.2793	.6457
	Unemployed	.29870	.19317	.664	-.2991	.8965
Private Company Employee	Government Officer	-.23700	.13947	.577	-.6686	.1946
	Public Enterprise Employee	-.05217	.12229	.996	-.4306	.3263
	Business Owner	-.05381	.12701	.996	-.4469	.3393
	Unemployed	.06170	.17639	.998	-.4842	.6076
Public Enterprise Employee	Government Officer	-.18483	.14546	.806	-.6350	.2653
	Private Company Employee	.05217	.12229	.996	-.3263	.4306
	Business Owner	-.00164	.13356	1.000	-.4150	.4117
	Unemployed	.11387	.18116	.983	-.4468	.6745
Business Owner	Government Officer	-.18319	.14945	.826	-.6457	.2793
	Private Company Employee	.05381	.12701	.996	-.3393	.4469
	Public Enterprise Employee	.00164	.13356	1.000	-.4117	.4150
	Unemployed	.11551	.18438	.983	-.4551	.6861
Unemployed	Government Officer	-.29870	.19317	.664	-.8965	.2991
	Private Company Employee	-.06170	.17639	.998	-.6076	.4842
	Public Enterprise Employee	-.11387	.18116	.983	-.6745	.4468
	Business Owner	-.11551	.18438	.983	-.6861	.4551

Accessibility statistical summary

Case Processing Summary

Case	Number	Percent
Valid	400	100.0
Excluded[a]	0	0.0
Total	400	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Number of Items
.926	5

Item-Total Statistics

Variable	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Accessibility1	15.2088	14.626	.796	.911
Accessibility2	15.4050	15.904	.749	.919
Accessibility3	15.2903	14.667	.823	.905
Accessibility4	15.2333	15.014	.861	.898
Accessibility5	15.1628	15.324	.806	.909

Information quality statistical summary

Case Processing Summary

Case	Number	Percent
Valid	400	100.0
Excluded[a]	0	0.0
Total	400	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Number of Items
.881	6

Item-Total Statistics

Variable	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Information quality1	17.9400	12.227	.885	.832
Information quality2	18.0875	10.677	.913	.818
Information quality3	17.4275	13.539	.662	.867
Information quality4	17.9575	13.860	.480	.894
Information quality5	18.2850	13.718	.530	.885
Information quality6	18.4400	11.600	.730	.855

Interactivity of reservation system statistical summary

Case Processing Summary

Case	Number	Percent
Valid	400	100.0
Excluded[a]	0	0.0
Total	400	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Number of Items
.871	3

Item-Total Statistics

Variable	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Interactivity of reservation system1	6.8985	4.337	.732	.836
Interactivity of reservation system2	7.0298	4.085	.807	.768
Interactivity of reservation system3	7.0110	4.348	.720	.847

Privacy & Security of transaction statistical summary

Case Processing Summary

Case	Number	Percent
Valid	400	100.0
Excluded[a]	0	0.0
Total	400	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Number of Items
.823	5

Item-Total Statistics

Variable	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Privacy & Security of transaction1	12.6000	14.149	.475	.827
Privacy & Security of transaction2	12.4144	12.692	.650	.778
Privacy & Security of transaction3	12.3051	11.978	.709	.760
Privacy & Security of transaction4	12.0293	12.496	.640	.781
Privacy & Security of transaction5	11.9823	13.134	.614	.789

Navigability statistical summary

Case Processing Summary

Case	Number	Percent
Valid	400	100.0
Excluded[a]	0	0.0
Total	400	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Number of Items
.840	3

Item-Total Statistics

Variable	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Navigability1	6.6010	3.799	.674	.807
Navigability2	6.6505	3.474	.796	.685
Navigability3	6.7043	3.964	.647	.831

Rates & Promotions statistical summary

Case Processing Summary

Case	Number	Percent
Valid	400	100.0
Excluded[a]	0	0.0
Total	400	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Number of Items
.690	3

Item-Total Statistics

Variable	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Rates & Promotions1	6.5380	3.415	.475	.635
Rates & Promotions2	7.6545	3.306	.421	.707
Rates & Promotions3	6.7865	2.820	.633	.424

Customer Retention statistical summary

Case Processing Summary

Case	Number	Percent
Valid	400	100.0
Excluded[a]	0	0.0
Total	400	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Number of Items
.949	5

Item-Total Statistics

Variable	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Customer Retention1	15.4125	10.960	.875	.936
Customer Retention2	15.4550	10.700	.901	.932
Customer Retention3	15.5400	10.079	.861	.937
Customer Retention4	15.4325	10.166	.831	.943
Customer Retention5	15.4400	9.956	.861	.938

All variable statistical summary

Case Processing Summary

Case	Number	Percent
Valid	400	100.0
Excluded[a]	0	0.0
Total	400	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Number of Items
.835	31

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	Bartlett's Test of Sphericity		
	Approx. Chi-Square	Degree of freedom	Significance
.824	8601.489	435	0.000

Item-Total Statistics

Variable	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Accessibility1	106.3167	158.489	.313	.831
Accessibility2	106.5130	155.148	.500	.825
Accessibility3	106.3982	156.563	.394	.828
Accessibility4	106.3412	156.122	.451	.826
Accessibility5	106.2707	157.052	.410	.828
Information quality1	106.4955	162.945	.277	.832
Information quality2	106.6430	162.244	.228	.834
Information quality3	105.9830	164.816	.196	.834
Information quality4	106.5130	164.563	.171	.835
Information quality5	106.8405	166.242	.101	.837
Information quality6	106.9955	162.409	.218	.834
Interactivity of reservation system1	106.6119	155.872	.430	.827
Interactivity of reservation system2	106.7431	155.401	.447	.826
Interactivity of reservation system3	106.7244	155.358	.446	.826
Privacy & Security of transaction1	107.4502	156.909	.400	.828
Privacy & Security of transaction2	107.2646	154.969	.452	.826
Privacy & Security of transaction3	107.1554	150.850	.573	.821
Privacy & Security of transaction4	106.8795	152.526	.518	.823
Privacy & Security of transaction5	106.8325	153.505	.525	.824
Navigability1	106.8061	165.980	.071	.839
Navigability2	106.8556	165.985	.072	.839
Navigability3	106.9094	163.952	.150	.836
Rates & Promotions1	106.2315	155.885	.486	.825
Rates & Promotions2	107.3480	158.900	.326	.831
Rates & Promotions3	106.4800	157.544	.393	.828
Customer Retention1	106.2755	163.151	.275	.832
Customer Retention2	106.3180	162.996	.272	.832
Customer Retention3	106.4030	161.218	.300	.831
Customer Retention4	106.2955	162.922	.223	.834
Customer Retention5	106.3030	162.181	.251	.833
Repurchasing Intention	106.2922	154.698	.610	.822

Principal Component Analysis

Communalities		
Variable	Initial	Extraction
Accessibility1	1.000	.795
Accessibility2	1.000	.705
Accessibility3	1.000	.799
Accessibility4	1.000	.839
Accessibility5	1.000	.790
Information quality1	1.000	.871
Information quality2	1.000	.916
Information quality3	1.000	.616
Information quality4	1.000	.387
Information quality5	1.000	.470
Information quality6	1.000	.685
Interactivity of reservation system1	1.000	.772
Interactivity of reservation system2	1.000	.809
Interactivity of reservation system3	1.000	.748
Privacy & Security of transaction1	1.000	.557
Privacy & Security of transaction2	1.000	.739
Privacy & Security of transaction3	1.000	.710
Privacy & Security of transaction4	1.000	.723
Privacy & Security of transaction5	1.000	.677
Navigability1	1.000	.739
Navigability2	1.000	.827
Navigability3	1.000	.677
Rates & Promotions1	1.000	.584
Rates & Promotions2	1.000	.603
Rates & Promotions3	1.000	.746
Customer Retention1	1.000	.859
Customer Retention2	1.000	.885
Customer Retention3	1.000	.841
Customer Retention4	1.000	.813
Customer Retention5	1.000	.832

Extraction Method: Principal Component Analysis.

Total variance explanation

Variable	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	Percentage of Variance	Cumulative Percentage	Total	Percentage of Variance	Cumulative Percentage	Total	Percentage of Variance	Cumulative Percentage
Accessibility1	5.577	18.590	18.590	5.577	18.590	18.590	4.237	14.125	14.125
Accessibility2	4.254	14.181	32.771	4.254	14.181	32.771	4.165	13.884	28.009
Accessibility3	4.025	13.417	46.189	4.025	13.417	46.189	3.888	12.961	40.970
Accessibility4	3.715	12.382	58.570	3.715	12.382	58.570	2.751	9.171	50.141
Accessibility5	1.985	6.615	65.186	1.985	6.615	65.186	2.703	9.010	59.151
Information quality1	1.411	4.702	69.888	1.411	4.702	69.888	2.434	8.112	67.263
Information quality2	1.050	3.498	73.387	1.050	3.498	73.387	1.837	6.124	73.387
Information quality3	.916	3.055	76.441						
Information quality4	.725	2.416	78.858						
Information quality5	.699	2.330	81.188						
Information quality6	.635	2.118	83.305						
Interactivity of reservation system1	.575	1.918	85.223						
Interactivity of reservation system2	.467	1.555	86.778						
Interactivity of reservation system3	.413	1.377	88.155						
Privacy & Security of transaction1	.396	1.320	89.475						
Privacy & Security of transaction2	.351	1.172	90.647						
Privacy & Security of transaction3	.341	1.136	91.783						
Privacy & Security of transaction4	.305	1.018	92.801						
Privacy & Security of transaction5	.279	.930	93.731						
Navigability1	.249	.831	94.562						
Navigability2	.236	.785	95.347						
Navigability3	.225	.749	96.096						
Rates & Promotions1	.211	.702	96.798						
Rates & Promotions2	.198	.660	97.458						
Rates & Promotions3	.175	.585	98.043						
Customer Retention1	.157	.522	98.565						
Customer Retention2	.150	.499	99.064						
Customer Retention3	.120	.399	99.463						
Customer Retention4	.091	.304	99.767						
Customer Retention5	.070	.233	100.000						

Extraction Method: Principal Component Analysis.

Component Matrix[a]

Variable	Component						
	1	2	3	4	5	6	7
Accessibility1	.498		.484	-.517			
Accessibility2	.666						
Accessibility3	.551		.468	-.449			
Accessibility4	.623		.418	-.454			
Accessibility5	.581			-.438			
Information quality1			.673	.606			
Information quality2			.700	.602			
Information quality3			.535	.527			
Information quality4			.405	.459			
Information quality5			.481	.405			
Information quality6			.542	.588			
Interactivity of reservation system1	.498						
Interactivity of reservation system2	.529						
Interactivity of reservation system3	.530		-.424				
Privacy & Security of transaction1	.425						
Privacy & Security of transaction2	.493						
Privacy & Security of transaction3	.635						
Privacy & Security of transaction4	.650					-.426	
Privacy & Security of transaction5	.644					-.433	
Navigability1					.645		
Navigability2		.405	-.424		.630		
Navigability3		.401			.538		
Rates & Promotions1	.581					.459	
Rates & Promotions2						.519	
Rates & Promotions3	.500					.633	
Customer Retention1		-.728					
Customer Retention2		-.772					
Customer Retention3		-.697					
Customer Retention4		-.786					
Customer Retention5		-.729					

Extraction Method: Principal Component Analysis.

Rotated Component Matrix[a]

Variable	Component						
	1	2	3	4	5	6	7
Accessibility1		.853					
Accessibility2		.797					
Accessibility3		.874					
Accessibility4		.907					
Accessibility5		.882					
Information quality1			.931				
Information quality2			.952				
Information quality3			.775				
Information quality4			.613				
Information quality5			.658				
Information quality6			.824				
Interactivity of reservation system1				.841			
Interactivity of reservation system2				.851			
Interactivity of reservation system3				.769			
Privacy & Security of transaction1					.634		
Privacy & Security of transaction2					.796		
Privacy & Security of transaction3					.763		
Privacy & Security of transaction4				.479	.644		
Privacy & Security of transaction5				.443	.608		
Navigability1						.848	
Navigability2						.886	
Navigability3						.788	
Rates & Promotions1		.409					.582
Rates & Promotions2							.736
Rates & Promotions3							.802
Customer Retention1	.921						
Customer Retention2	.938						
Customer Retention3	.912						
Customer Retention4	.884						
Customer Retention5	.910						

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.[a]

a. Rotation converged in 8 iterations.

Component Transformation Matrix

Component	1	2	3	4	5	6	7
1	.334	.594	.052	.443	.487	-.002	.316
2	-.808	-.078	.218	.262	.319	.333	.107
3	-.191	.478	.692	-.295	-.215	-.346	-.065
4	.413	-.530	.684	.197	.093	.177	.029
5	.166	.278	.049	-.497	.090	.785	-.145
6	-.017	-.009	.001	-.057	-.479	.184	.856
7	.012	.234	.023	.600	-.606	.296	-.360

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Lower Rates / Promotion / Rewards, Navigability , Privacy & Security (of transaction), Interactivity of Reservation System, Information Quality, Accessibility, Attitude & Customer Retention[b]		Enter

a. Dependent Variable: Repurchasing Intention

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate	Durbin-Watson
1	.736[a]	.541	.533	.61401	2.075

a. Predictors: (Constant), Lower Rates / Promotion / Rewards, Navigability , Privacy & Security (of transaction), Interactivity of Reservation System, Information

Quality, Accessibility, Attitude & Customer Retention

b. Dependent Variable: Repurchasing Intention

ANOVA[b]

Model	Sum of Squares	Degree of freedom	Mean Square	F	Significant
Regression	174.326	7	24.904	66.055	.000[a]
Residual	147.789	392	.377		
Total	322.116	399			

a. Predictors: (Constant), Lower Rates / Promotion / Rewards, Navigability , Privacy & Security (of transaction), Interactivity of Reservation System, Information Quality, Accessibility, Attitude & Customer Retention

b. Dependent Variable: Repurchasing Intention

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Significant	Correlations			Collinearity Statistics	
	B	Standard Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
(Constant)	3.891	.031		126.732	.000					
Attitude & Customer Retention	.029	.031	.032	.930	.353	.032	.047	.032	1.000	1.000
Accessibility	.527	.031	.586	17.139	.000	.586	.654	.586	1.000	1.000
Information Quality	.048	.031	.053	1.561	.119	.053	.079	.053	1.000	1.000
Interactivity of Reservation System	.222	.031	.247	7.223	.000	.247	.343	.247	1.000	1.000
Privacy & Security (of transaction)	.211	.031	.235	6.874	.000	.235	.328	.235	1.000	1.000
Navigability	.007	.031	.008	.228	.820	.008	.012	.008	1.000	1.000
Lower Rates / Promotion / Rewards	.249	.031	.278	8.115	.000	.278	.379	.278	1.000	1.000

a. Dependent Variable: Repurchasing Intention

Collinearity Diagnostics[a]

Model	Eigenvalue	Condition Index	Variance Proportions							
			(Constant)	Attitude & Customer Retention	Accessibility	Information Quality	Interactivity of Reservation System	Privacy & Security (of transaction)	Navigability	Lower Rates / Promotion / Rewards
1	1.000	1.000	.00	.02	.01	.04	.75	.16	.04	.00
2	1.000	1.000	.00	.36	.15	.38	.01	.09	.00	.00
3	1.000	1.000	.00	.19	.75	.00	.01	.05	.00	.00
4	1.000	1.000	.39	.00	.00	.00	.00	.01	.00	.59
5	1.000	1.000	.00	.31	.08	.53	.04	.01	.03	.00
6	1.000	1.000	.14	.05	.01	.03	.12	.39	.05	.21
7	1.000	1.000	.00	.05	.00	.00	.01	.10	.84	.00
8	1.000	1.000	.47	.03	.00	.02	.06	.19	.03	.20

a.   Dependent Variable: Repurchasing Intention

Residuals Statistics[a]

	Minimum	Maximum	Mean	Standard Deviation	Number
Predicted Value	1.6670	5.2765	3.8908	.66099	400
Residual	-2.45660	1.81687	.00000	.60860	400
Standard Predicted Value	-3.364	2.096	.000	1.000	400
Standard Residual	-4.001	2.959	.000	.991	400

a. Dependent Variable: Repurchasing Intention

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