

Independent Study Title	Electronic marketing approach in hotel business A case study of Pathumwan Princess Hotel
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### Abstract

The objective of this research was to study an application of e-marketing approach in hotel business. As the hotel business becomes more competitive and complex, it is necessary to create and apply e-marketing techniques to enhance marketing strategy in order to increase hotel reservation volume. Moreover, the E-marketing strategies will provide customers hotel information to help them make decisions on hotel choice selection.

This research was conducted using quantitative analysis based on the questionnaires to study the behavior of hotel choice selection. In this work, marketing mix and online consumer behavior theories are used as a research framework. The population defined in this research was online member of Pathumwan Princess Hotel. This research studied the possibility of using online marketing and other strategies affecting decision making on hotel reservation. Results of the data analyses found that different personal factors such as gender, age, income and occupation affected the hotel choice selection through online hotel reservation behaviors. In addition, the marketing mix factors also influenced the hotel reservation behaviors. The findings found that blog marketing is the most influential factor to the hotel reservation behaviors. Electronic mail is the second most influential factor to the behaviors, while search engine

is the third. Finally, banner is the least influential factor to the behaviors with a significant level at 0.05.