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**Consumer Behavior of Thai People Toward
Hotel Reservation Online**

Presented By Group 2716

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Abstract

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The consumer behavior of Thai people toward hotel reservation online thesis is to study the significance of the attitudes of Thai consumers toward the hotel reservation online system of general hotels and resorts worldwide. Furthermore, it is to identify the key factors that are influential for the consumer decision making process, as a part of the consumer behavior in purchase of the hotel reservation online service context. It is critical that all parts of the thesis are to contribute to the investigation of the key factors that are influential to the increase the number of hotel reservation online user among Thai consumer, bases on the analysis of research result as well as the literature review. There are relevant theories and concepts about the study of consumer behavior and the online shopping behavior for this particular. The study focused on the three factors, which are perceived ease of use, perceive usefulness and perceived website security according to the conceptual framework. The three factors are affecting to the attitude of Thai people and lead to the purchase intention and finally the consumer behavior. In addition, the thesis is conducted by two methods which are interview and the use of quantitative research method for getting the high quality data to analyze and answer the research question. In term of interview, the researcher interviews the Agoda website which provides online reservation website. For the quantitative research method, to explore the sampling frame, who are 25-34 years old male and female. Furthermore, the research populations are the 25-34 years old people, who used to apply the purchase of hotel reservation online services one year past and above. The result of study identified that the hotel reservation online is acceptable by the Thai customers and also their respondents majorly suggested the hotel reservation website can be contributed in a better way, if the general hotels and resorts owners could increase the application of high security guarantee and Paypal payment system with the website, it can foster the increase in number of hotel reservation online user among Thai consumers.

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Chapter 1: Introduction

This chapter is including of research background, purposes of study, problem statement, research questions, strategic questions, target audiences.

1.1 Research background

The study of the attitude of Thai consumers towards hotel reservation online is conducted as the increase in the numbers of Thai people reserve hotel via online channel is considered in the present time. Thai consumer behavior is changed. The numbers of online shopping are increasingly. There are 67 percentage of Thai consumers access the internet for online shopping (Sasiwimon B., 2011). One of the lists in item purchased online is hotel accommodation.

It is crucial that the Thai tourists and other interested people in Thailand apply the interactive online booking rather than to make a call or directly go to make a reservation application of the accommodation by their own. Therefore, the researchers are interested to study in the attitude of Thai consumers towards the hotel reservation online.

It is critical that consumers' intention to make the hotel reservation via the interactive reservation hotel system such as websites, fan page of the hotel through the Facebook or other interactive websites is affected by diverse factors, which are dominated by the consumers' different personal background. Therefore, the result of the study and analysis with the appropriate recommendations is useful for the application for development of the online reservation system of the hotel in the future. Furthermore, it is impact that the study will focus on the Thai people, who are the customers of the accommodation industry, who used to apply the reservation system via the online channels. In general, there are the well-known websites for the service of hotel reservation, which provide Thai language version for the reservation hotel system such as www.agoda.co.th, www.thaitravelcenter.com, and www.hotelthailand.com and more others. Therefore, it is possible that these examples of the famous Thai language for the reservation hotel websites are the appropriate sources of information for the analytical interpretation and beneficial for the result analysis.

1.2 Purpose of study

1. The study is aimed to investigate the attitudes of Thai consumers towards the hotel reservation online system of general hotels.
2. The study is aimed to explore the process of purchase decision of the consumers to make a reservation through the hotel reservation online system of general hotels.
3. The study is aimed to investigate the key factors that are influential to the increase the number of hotel reservation online user among Thai consumer.

1.3 Problem statement

It is obvious that the information-based websites for the reservation of hotel for Thai consumers are acceptably raised. It is significant that the technological development of the local and international hotels or resorts for the reservation process and medium of communication is correlated. It is because the executives of the hotels or resorts considered for the convenience of the customers to study for the information of the service and price rate via the websites and make a reservation through the online channel. With the convenience and comfortable condition of the quality reservation process via the hotel or resort's website, it will affect the attitude of the customers mutually. Therefore, it is impacted that the usefulness of the hotel reservation online will be the key variable for the attitude of the Thai consumers in this regard.

Moreover, as the previous studied of Enrique P. Becerra (2011), he investigated to study an effect of trust beliefs on consumers' online intentions. One of factors that make consumers feel uncertainty with online shopping especially service is trust believes. It might be a factor that even there are high numbers of Thai internet users, there is less numbers of Thai people that use the hotel reservation online. As a result, the researchers aim to study the key factors and development guidelines for the increase in the numbers of Thai people that use the hotel reservation online in the future.

1.4 Research question

Information and communication technologies (ICTs) play an important role in hospitality. It makes great impact toward the entire set of hospitality industries and tourism organizations. Moreover, the numbers of travelers who use search engines to plan their trip are increasing. There are many benefits of ICTs for hotel industries. ICTs help travelers to save time for search information and purchasing. On the other hand, ICTs also give benefit to suppliers such as developing, managing, and distributing the products (Crystal Ip, Rosanna Leung and Rob Law, 2011). However, Sirirak (2011) studied about adoption enhance hotel performance and found that ICTs can lead to the better of hotel efficiency. In contrast, they cannot make the customer satisfaction. Hence, authors would like to know the attitude of Thai consumer and our research questions are the following statement.

1. How does attitude influence purchase intention of Thai consumer towards hotel reservation online?
2. How does ICTs or hotel reservation online have an effect to the customer satisfaction?

1.5 Strategic question

What hotel reservation online system should do to increase the number of user among Thai consumers?

1.6 Target audiences

It is important that the result analysis of this study will provide the benefit to the company which providing the hotel reservation online service for Thai consumers. This study might be effective for the interested people and the hotel's marketers to plan the marketing strategy, which is appropriate for the need of Thai tourists in the future.

Moreover, this useful information and practical recommendations will be useful for the local government sector by the subsidization in campaigns for the increase in number of Thai tourists for the approach to the hotel reservation online. It is because it will affect the increase in income generated from tourism sector within the country.

Chapter 2: Literature review

We searched and reviewed the literatures from many sources which relate with our research problems and help us to illustrate conceptual framework. It contains the theory about consumer behavior. Moreover, supporting and argument information which reflect to conceptual model are show in this part.

2.1 Consumer behavior

According to Evans, Jamal, and Foxall (2009), consumer behavior is about psychological, social and physical behavior of potential customers. It associates with psychological processes that consumers get through in cognition needs, find ways to solve their needs, making purchase decision, analyze information, make plans, and accomplish these plans (Lar Parner, 2008). It is significant that the consumer behavior is the process of the customers since they found that they have got the problem, information searching, making a comparison of the alternatives with the reasoning and ideas, the decision process to purchase and also the post-purchase process. The consumer behavior concept is directly applied to this study for the process of the customers that interested in the selection of the hotel and reservation process via the online channel.

In addition to this, the marketers have to understand needs and wants of the customers, which are one of the major factors in the establishment for the effective marketing concept. The marketers have to understand and predict the general human actions in the buying process. In consumer behavior, the marketers should not focus only why, how, and what people want to buy. They should concern other significant factors such as where, how often, and what conditions the purchase is made. Hence, to understanding of buyer behavior is very important in marketing planning and programs for the sustainable marketing intelligence. Moreover, it is one of the most important keys to successful marketing in long term.

2.2 Consumer response to marketing actions

The process of consumer response to marketing activities can describe as the following model. This model is called the hierarchy of communication effects, in which is including with exposure, attention, perception, learning, attitude, action, and post-purchase. The consumers are not necessary occur in sequent, but it provide a logical framework for integrating concepts from psychology to explain how consumers can respond to marketing activities (Evans, Jamal, and Foxall, 2009, p.45).

To understanding consumer response to marketing activity, the marketers need to start from channel *exposure* and ensuring that offering or message is in the right place with right target market. However, there is no guarantee that the target group will see it and pay attention. Therefore, the marketers' main concern is to attract and attention of consumers. *Attention* occurs when consumer simply noticed or sees the messages. There are many techniques to gain attention from the consumers.

After consumer expose to the message and after paying attention to it, the consumers makes sense of the message which call *perception* stage. The consumer recognizes, selects, organizes and interprets the message (Harrel, 1986). They might not behave to follow on the marketer way, but this fact reinforces the value of exploring the psychology of perception.

Further, *learning* stage means the consumers remembers the message by sorting it in memory. Marketing communication may be considered to be concerned with informing the consumers about various marketing offerings. After consumers have learned, they will have *attitude* toward that message. It could be positive or negative attitude, based on the consumers' perception and cognitive ability. Then, it comes up with *action* including of trial, purchase, usage, asking for more information.

However, it is not the end process after consumer purchasing. At the *post-purchase* stage, consumer responds by expressing satisfaction or dissatisfaction toward the brand. The consumers might engage in positive or negative word-of-mouth communication with others.

2.3 Online shopping behavior

For the general online shopping behavior of the consumers theory review, Xiao Tong (2010) stated that "The sales rate of the online retail are estimated to grow from \$172 billion in 2005 to \$329 billion in 2010, representing a 14 percent compound annual growth rate (Johnson and Tesch, 2005)." (Xiao Tong, 2010, p.742) It is critical that the significance of the increase in retailing sales estimation is the indicator for the successful marketing action in advance. In other words, it is obvious for the idea of Xiao Tong (2010) that the annual growth rate of the retailing sales is affected and increased by the effectiveness of the online communication. It is crucial that the Thai consumers are increasingly changed to use the online marketing communication for the promotion and advertising to support the marketing action. To supported, the author of The Nation (2011) stated that "The numbers of people that use the internet in Thailand are increasingly changed to pay their bills, paying electronically instead

of with cash or cheques, according to the 2010 Visa e-Commerce Consumer Monitor.” (The Nation, 2011, p.1) It is clarified by the secondary source that the use of online transactions by Thai consumers is strengthened. Also, there is the motivation of the online behavior support by the technology development.

However, Enrique Bigne-Alcaniz et al. (2007) contradicted that “The individual personal and collective objectives are the source to encourage people to access the information resources that are controlled by the mass media such as the internet and television.” (Enrique Bigne-Alcaniz et al., 2007, p.655) It could be mentioned that the online marketing application is the powerful marketing channel for the information feed to the general people. Also, the general people could be approached by the online marketing communication as well. All in all, the researchers agree with the author of The Nation that the online shopping behavior of Thai people is supported and increased by time.

In addition, Timothy Teo and Chwee Beng Lee (2010) explained for the idea that “The ability to perform a given behavior, and consequently with the perception of control that one has over the action and outcomes of the online behavior can be intervened by the external obstacles and the actual and perceived personal inadequacies.” (Timothy Teo and Chwee Beng Lee, 2010, pp.60-61) For this, it is critical that the consumers seek for the service is in order to solve the personal problems and also to meet the individual or collective objectives.

Therefore, it is influential that the raise in numbers of the internet users in Thailand is considered. Additionally, in retailing and distribution management, it is vital that the online shopping behavior of Thai consumers is impacted by the information-based presentation as well as the professional use of Thai language to present the marketing ideas or creativity. In addition to this, the marketing practitioners of the hospitality brands could apply the insights of the consumers in the particular segments to foster the key points for the influence in purchase intention of Thai consumer towards hotel reservation online. It is because the effective information-based presentation, professional use of Thai language for the marketing ideas or creativity expression is the fundamental factors to support the online shopping behavior of the consumers.

In addition to this, Tero Pikkarainen, Kari Pikkarainen, Heikki Karjaluoto and Seppo Pahnala (2004) also pointed out that “The comprehensive approach of the factors that influence the online shopping acceptance in the model of the technology acceptance is currently considered. (Davis et al., 1989; Mathieson, 1991; Davis and Venkatesh, 1996)” (Tero

Pikkarainen, Kari Pikkarainen, Heikki Karjaluoto and Seppo Pahnla, 2004, p.224). Toward the statement, it is clarified that the technology access is the primary factor to be complementary to the online shopping acceptance. It is agreeable with the authors because if the Thai consumers cannot access to the technology development or could not connect to the internet system, they could not approach to the online shopping opportunity. With a consideration on the online shopping behavior of the consumer theory, an access to the Internet system is the prior process to access to the online shopping behavior. Therefore, it is sensible that the Thai consumers will have the online hotel reservation, if they can connect to the internet system. Furthermore, W. David Salisbury et al. (2001) affirmed that “The formation of attitudes that will influence the intent to purchase products on the World Wide Web is linked to the perceptions about using the World Wide Web for purchasing products.” (W. David Salisbury et al., 2001, p.165) It is significant that the online shopping behavior of Thai consumers is related to the attitudes of purchasing products or services. In addition to this, it is viewed that the purchase intention and consumer behavior via online channel is affected by the attitudes of the consumers.

2.4 Information system

For the theory explanation, Tero Pikkarainen et al. (2004) mentioned that “The organizations employ the use of information systems management for the reduction of costs, the increase in production without costs and the increase in quality of services or products (Lederer et al., 1998).” (Tero Pikkarainen et al., 2004, p.225) In addition to this, it is clarified that the information system as well as the operation management through the online communication and internet access is the fundamental factor to support the reduction of the cost and capital investment for the marketing action. It is because the use of the information system with the online marketing action will motivate the consumer behaviors to apply the knowledge and information for the decision of the purchase rather than other marketing channels. It is because the marketing action via the online channels requires the marketing practitioners and webmaster to understand what the consumers or interested online users need and want.

On the other hand, Talal Al-maghrabi and Charles Dennis and Sue Vaux Halliday (2011) identified the result of study that “The gender and differences in age are significantly affected the new technology decision-making processes, which is found from the previous studies by the authors (Van Slyke et al., 2002; Venkatesh et al., 2000; Spero and Stone, 2004).” (Talal Al-maghrabi and Charles Dennis and Sue Vaux Halliday, 2011, p. 86) In the information

system application as well as the new technology innovation, it is observed that the demographics of the consumers are concerned. The researchers preferred the idea of Talal Almaghrabi and Charles Dennis and Sue Vaux Halliday, because it is obvious that the information system of the organization or brand can help the marketing practitioners to facilitate the efficient use of marketing action to meet the customers' information record. In addition to this, the effective information system will store the information and previous orders of the consumers, which is considered to be the effective management of the integrated information to the marketing approach.

2.5 Technology acceptance model

The success of marketing strategy development is ability to predict the consumer behavior in the future. Hence, it is very important for marketer to understand and influence the consumer behavior. There are many theories that used to predict the purchase intention of the consumer in the purchasing process. According to Azjen and Fishbein (1980), there are two things that used to predict behavior intention and behaviors of individuals including of attitude and subjective norm. Furthermore, it has one more factor that can influence behavior intention. That factor is added to the model which is perceived behavioral control (Azjen and Fishbein, 1980). On the other hand, there is some argument of this model. David et al. (1989) stated that to predict behavior intention of information technology should focuses on attitude only. It was supported by Taylor and Todd (1995). He stated that attitude should be predicted the intention which related with information technology. In addition, Shim et al. (2001) conducted the research about the consumers' attitude towards internet shopping. The results of the research show that the attitudes affect to internet purchase intentions. Furthermore, Pavlou, 2002; Hung, Ku, & Chang, (2003) have studied on e-commerce and the result support to Davis et al. (1989), Taylor and Todd (1995), Shim et al. (2001).

Technology Acceptance Model (TAM) is applied for a prediction of the information, which is related to the technology such as online shopping. In addition to this, Technology Acceptance Model (TAM) can describe the acceptance of information technology and an individual's attitude among using that technology. To determine the information system acceptance, there are two basic factors which are perceived usefulness and perceived ease of use (Davis et al., 1989). It was supported by McKechnie et al., 2006; O'Cass and Fenech, 2003. According to Davis et al., 1989, perceives usefulness can explained as level of consumer to believe in using the system that can increase his or her performance including of effectiveness at work and

timing. It is the primary requirement of technology acceptance. It depends on the expectation of individual consumers that how technology affects to their lives (Burke, 1996). Perceived ease of use can describe as the level of consumer to try to use the system. How easy for consumer to learn and understand in the systems. Hence the more easy to use is more likely to accept by consumer behavior.

In additional, perceived web security on internet shopping also affect to purchase intention of consumer. W. David Salisbury, Rodney A. Pearson, Allison W. Pearson and David W. Miller (2001) defined web security as the degree of consumer that believes in transmitting the information through online shopping (World Wide Web). According to research of Master card, Thailand (2011), the increased number of online shoppers is an effect from the security of website's level (Sasiwimon B., 2011). Hence, it support to the statement that web security has an impact to consume behavior. Moreover, Xiao Tong (2010) conducts the research by using "Technology Acceptance Model (TAM) for the study of the online shopping intention in the cross-national application. Perceived risk is one of the factors that have been used to predict the attitude toward online purchase intention. According to the author's hypothetic model (Xiao Tong, 2010, p.744), it is significant that Xiao Tong (2010) viewed this factor is one of a key variables for identification of the information system acceptance for the study of online shopping context. It is crucial that the use of the internet access and operational management by the website as the reservation means for the Thai people customers to reserve the accommodations via online channels, it requires the understanding of the technology acceptance model for the practicality of effective marketing actions to approach the customers well. For this thesis, it is clarified that the authors will use the ease of use, usefulness and the web security for the fundamental factors of the study. Therefore, the researchers expected that the understanding of the technology acceptance model and the relationship with the security of website factor could be applied to concentrate on the final decision of the online shopping intention to make the hotel reservation via online channels. In addition, it is because if the customers could approachable to the technology acceptance, it is the opportunity of the hotels or resorts' owners to communicate with the customers with the possible marketing plans or any other promotional incentives for the accomplishment of the mutual goals. Also, it will increase the numbers of the new customers to access the hotels or resorts' online reservation system in the long term.

Chapter 3: Conceptual framework

In this chapter, we illustrate conceptual framework which is the result of after reviewed through many literatures.

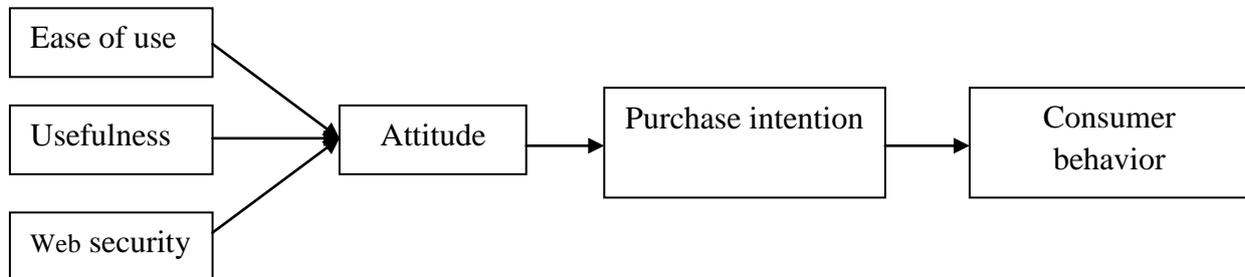


Figure 1 : Conceptual framework, Sourcing: Own Illustrated

According to the conceptual framework for this study, it is clarified that the key factors of the Thai consumers that use the hotel reservation online service for the process of booking the accommodation for the hotels or resorts are diverse. There are ease of use, usefulness of the hotel reservation online service, and web security for the application to the reservation process. It is significant that these three key variables are fundamental to the identification of the Thai consumers' attitudes towards the overall hotel reservation online service. It is because these three factors are the basic needs that the general Thai consumers considered to be the basis of the criteria to use the hotel reservation online. Additionally, it is critical that the attitudes of the Thai consumers will link to the purchase intention to the hotel reservation service. It is because the attitudes of the Thai consumers, who used to apply the hotel reservation online, will have direct experience about the hotel reservation online service. Therefore, the purchase intention of the Thai consumers will be influenced by the attitudes and this will connect to the consumer behavior.

Chapter 4: Methodology

This part is to focus on how the topic was selected and defined, methodology approach, and how was the data collected to answer the research questions.

4.1 The topic selection

According to Fisher (2007), there are many factors that researcher should concern when make a selection of the topic for Master's project.

4.1.1 Interest and relevance

To sustain the motivation and passion to complete the project of the authors, it is to select an interesting topic for the study. After we have completed all subjects in International Marketing course, we are still interested in the subject "Consumer Behavior". In addition, according to Ghauri & Cateora (2010), they mentioned theory of Hofstede that different culture will have different perceived of uncertainty avoidance and Thailand has high number of uncertainty avoidance. As ICTs is an innovation way for Thai consumer to buy product and as we mentioned above that consumers concern about trust believe of using ICTs for online shopping. This means that they perceived of uncertainty of online system. Hence, the authors choose the topic that related to consumer behavior theory which study of Thai people about how they perceived of using online to buy products or services.

4.1.2 Durability

Currently, the internet plays an important role in business for diverse industry. Most businesses use internet as a tool for the effective marketing strategy. One of business that uses internet as marketing tool is the hospitality business. There are many websites that provide reservation hotel online including directly hotel website and reservation online through agency. This thesis is to investigate the related factors that affect to consumer behavior of hotel reservation online. Even this thesis has some limitations of the process for the completion, the topic will be applicable for the further studies for the long term. In addition to this, the hotels website, or the company, which provides hotel reservation online service might bring this thesis to develop for their marketing strategy in the future.

4.1.3 Breadth of the research question

For the breadth of the research questions, there are some limitations of timeliness for completion of this thesis. Hence, the research question is focus on three factors, which concern about attitude toward purchase intention and lead to the consumer behaviors. Furthermore, the researchers would like to examine the relationship between behavioral intention and behaviors on hotel reservation online and comprehensive enough for the thesis.

4.1.4 Resources

According to Fisher (2007), there are many sources that can use to be references of the thesis. In the part of literature, the authors use articles, academic journals, text books, and internet as the precious sources for our thesis.

4.2 Methodology approach

Methodology approach can define as the process of conducting the research. In this thesis, there are two sections of conducting research which are deductive or inductive and qualitative or quantitative.

4.2.1 Deduction or induction

There are two board methods of reasoning as the deductive and inductive approaches. First of all, the deductive research approach starts to do research from general to the more specific. This type can be called as the top-down approach. Moreover, the available facts will give the conclusion for the research. On the other hand, the Inductive research approach starts from the opposite way of deductive research approach. This type moves from specific observations to find out the theory. It can be called as bottom up approach. The conclusion is likely based on premises and involves a degree of uncertainty (Fisher, 2007, p.322).

The authors use both of deductive and inductive research approach in our research. At first, the author study from searching articles which support to our topic. We study from the general things and we found that there are some theories that can use to support our research. Hence, we conclude that the way to approach research is studied as parallel way.

4.2.2 Qualitative or quantitative

To conduct the research methods, there are two approaches including with the qualitative approach and the quantitative approach. To explain, the qualitative research investigates

attitude, behavior, and personal experiences through such method as interview or focus groups. The researcher will get in-depth opinion from the participants. Moreover, this type does not concern on the quantification and measurement of data. For quantitative research, the research focuses on the number and statistical data to represent concepts or opinions (Ghauri and Cateora, 2010, p.155).

The authors conduct the research by using both qualitative and quantitative research. For qualitative, we interviewed marketer of Agoda website to make our thesis more reliability. Another one is quantitative, the researchers think that the appropriate method to predict the attitude of consumer behavior is providing questionnaire to sample group. However, the questionnaire that the researchers use is composed of two components which are close-ended and open-ended questions. Having open-ended question can help the researchers get more opinion from the respondents.

4.3 Data collection

To complete our research, we decided to conduct research by using both primary and secondary data as the source of empirical finding. It is because the support by the secondary data with the result of the research conduct will be complementary to the better result analysis.

4.3.1 Primary data collection

According to Fisher (2007), primary data is the new data, which is collected by the researcher and is original. It is the new data specifically collected in the current research project. In the same way, the primary data in this research was obtained from interview and survey questionnaire. These will be beneficial for the performance of the research conduct.

Interview method

At first, the authors send e-mail to many companies who provide online service for booking hotel. Agoda is a company who replied our e-mail. The company gave direct number which can ask for the information about Thai consumer. During the process, the researchers keep contact with her by e-mail to follow up the answers. We contact with Ms.Cholticha Ngamkamollert who work in business development department, position of market executive of Agoda through this e-mail “choltichang@gmail.com”.

Survey questionnaire method

The research on survey method has generated a particularly high volume of scholarship and a key feature of this method is standardized questions. This standardization of the survey questions is compiled in a form of questionnaire that contributes to the comparability of the questions.

Population and sample size

According to Fisher (2007), it is obvious that the result of collecting data should cover and represent to the whole population being sampled by without disturb to asking everyone. The sample size depends on the size of margin of error and the size of population. The accepted margin error is +/- 5 percentages.

Master Card Worldwide survey on online shopping habits, they found that almost 70 percent of Thai respondents buying product through the internet. Moreover, they also founded that consumer age between 25-34 years old are more purchasing online than the corresponding person (The Nation, 2010). Hence, the target group of our research is male and female people, whose age is between 25 – 34 years old.

According to Department of Provincial Administration (2010), there are 5,703,394 people in Bangkok, Thailand. There are 3,804,183 people, whose age is between 18 – 59 years old. Furthermore, Yamane (1973) suggested that the formula for the random sample is when

N: is the population of sample, and

e²: is the probability of error.

$$n = \frac{N}{1 + Ne^2}$$

The sample size is for the study that has been calculated with e= 5% i.e. 95% confidence level. Therefore, this research study used the survey questionnaire method to collect information from Thai consumers who have personal and direct experience in reservation hotel online within one year past. We were collected questionnaires for 400 respondents. They were delivered to the respondents, completed and returned by online media channel.

Methods of spreading the questionnaires

There are many ways to providing questionnaires. As the authors currently study in Sweden, the sample group is Thai consumers, who stay in Bangkok, Thailand. Hence, the authors suppose use online media to provide the questionnaire. Likewise, it is more convenience for the authors to do the research and save cost for the research conduct. In addition, we found that the Google website provides the new application for creation of the online questionnaires, which is called the Google spreadsheet. After we develop questionnaires, we send the questionnaire by randomly the respondents through e-mail and Facebook site.

Research Instrument

Due to the facts that the main intention of this study is to examine the consumers' behavior towards the decision making process in booking the hotel via online channel, the utilization of a survey strategy with questionnaire is considered as an effective method for gathering the primary data. Within the questionnaire, it mainly contains the close-ended questions and open-ended questions for an acquisition of the Thai consumers' attitudes and recommendations in this matter. The set of questionnaire divides up into three parts.

Part 1: Consumer behavior towards the hotel reservation online questions

For the first part of the questionnaire, it relates to the experience concerning consumer behavior which aims to find out the factors that influence Thai consumers to reservation hotel online over year past. The majority of the questions in this part will focus on attitude and factors that influences Thai consumer to reserve hotel via online channel such as the official website of the hotels, the official website of the resorts and the Facebook fan page of the particular hotels or resorts. Also, this part of the questionnaire will use the multiple choices for the research respondents to select based on their perception and expectation. In addition to this, it is vital that the multiple choices of each question will support the respondents to understand and recognize what they used to experience when they applied to reserve the hotel via online websites. This will be easier for the encouragement of the respondents to reveal the direct experiences and facts for the questions. In addition to this, it is significant that the Likert Scaling questions for the research respondents to rate the satisfaction level towards the decision criteria to purchase the reservation hotel via the online services over one year past. It is important that the use of Likert Scaling questions is the particular method to allow the

research respondents to exactly identify the level of the significance of the factor for the reservation hotel via the online services based on each person's perception.

Part2: Suggestions and recommendations

The section of the suggestions and recommendations is to support the Thai consumers to express ideas for the suggestions and recommendations for the quality of service of the hotel reservation system for better development. This part acts as the open-ended questions for the set of questionnaire. It is obvious that the researchers will independently give the ideas and opinions for the recommendations for the attitudes towards the hotel reservation online system. Addition to this, the open-ended questions is aimed to meet the strategic research question for the improvement and development of the new functions for the hotel reservation websites in the future. It is critical that the ideas of the Thai consumers, who are randomly respondents of the research conducting, will foster the significant guideline for the improvement and development in the future.

Part 3: Personal Information

For this part, the close-ended questions that list all the potential answers for being easier to interpret and put into a table for the calculation of result analysis. From the questions in this part, the researchers are able to identify the general information or demographic factor of the randomly respondents, including with age, education level, occupation, and monthly income for the analysis of the personal data in the further part.

4.3.2 Secondary data

This type of data can describe as data that is already in existence and was collected for some other objectives. It is a work that has already been carried out on a particular subject (Fisher, 2007). Secondary data is utilized in this research for various reasons. Firstly, it provides the author with information related to the topic of this research. Therefore the author can formulate useful ideas before the author carries out the primary research. It can give the author a guideline and create a suitable framework (for the primary research). An analysis of secondary data can be used to merge data from various sources in order to provide wider and more useable data sets to confirm that those sources of data are compatible. It is also convenient for access; it saves time and money. There are many kinds of secondary data sources i.e. academic books, journals, magazines, newspapers, and the internet. In this study,

the researcher will use secondary data from several sources including books from the university library, articles from both paper-based and online journals and the internet.

4.4 Analyzing data process

For the process of analysis of the research result, it is critical that the researchers aim to identify the result of the questionnaire completion by the 400 research respondents. After that, the raw data will be presented in form of pie graphs and bar graphs, according to the appropriate forms for the analysis of the data. In addition to this, the pie graphs and bar graphs will be prepared by filling the figures into the Microsoft Excel program with the application to the selection of pie graphs or bar graphs. It is crucial that the use of visual aids in forms of graphs will be easier for the readers to understand the result of the research conduct. Also, it will be effective for the analysis of the result in the further parts. Moreover, we use the information from interview with Agoda to analyze and interpret with the result of questionnaires.

Chapter 5: Summary interview

This chapter is summary information from interview with marketer of Agoda. The authors group into three points as the following.

What the customers will get from reservation hotel online services?

It is crucial that the customers will be getting the reservation right rapidly and conveniently via the online channel. It is because the interactivity of the reservation hotel online service is the advantage of using online service that the customers will definitely get. Also, reservation hotel online is one of the alternative ways to make the reservation of accommodations. In addition to this, the customers will be responsively asking and getting the reply by the webmaster. It is also to save cost of phone call, the energy to go to the hotel or agencies of tourism and accommodations, and certainly to save time.

Numbers of Thai customers that use reservation hotel online services

As the webmaster's interview result mentioned that the number of reservation hotel online service's customers is increasing as the online booking website has been an alternative way for Thai consumers due its convenience and changed in consumer behavior. It is crucial that the numbers of internet users keep increasingly and this affects the new customers to become the reservation hotel online service system. It is critical that the advertising of hotel or agencies of tourism and accommodations will activate the use of online reservation of accommodations in the future. However, the webmaster also affirmed that the main factors that Thai consumer concern about hotel reservation online is the reliability, whether the price is cheaper than any other website, the hotel will be as good as it looks or not, whether there is anything wrong with the booking, find a better rate, or credit fraud, who would help them to the fullest and is the customer support really work.

As there are more channels of communication in reservation of accommodations, thus, it will totally influence the consumer behaviors in making the reservation of accommodations online as well. It is because there is also the reservation hotel online application of Facebook site, the mobile marketing channel and more other ways in the future. Therefore, it is critical that the owners of reservation of accommodations system needs to study insights of customers and market trends to improve the quality of service.

In addition to the usefulness of tourism packages marketing activities and events throughout the year at the Queen Sirikit Conventional Hall in Bangkok in Thailand by a support of Tourism Authority of Thailand (TAT), this affects the numbers of the online reservation of accommodations customers during the event time as well. Normally, there are 2 times per year, which is in the beginning of the year and at the end of year time.

Customers' complaints

From the review of webmaster of the Agoda.com website, it is obvious that the webmaster suggested that the customers will have a complaint about the price and place as much as possible. It is because one of the most essential factors plays in this role is the price. Pricing for online booking seems to be cheaper than the other channels such as direct booking with hotel or the tourism agencies. Therefore, it is not that hard to access, to use, and even a better rate, so why not changing to use the hotel reservation online. One thing that is the most important point from the webmaster's information about customer complaints is the place is not consistent to the pictures in the websites or in the advertising message. Therefore, the customers' complaint should be the inspirational key to motivate the webmaster to improve the reliable source of information and picture to make the customers feel trustable in the reservation hotel website.

Chapter 6: finding and analyzing

All Information from questionnaires was recorded and presented in pie graph and bar chart in this chapter. Moreover, information from interview uses to analyze with the information from questionnaires also.

6.1 Frequency of using hotel reservation online over one year past

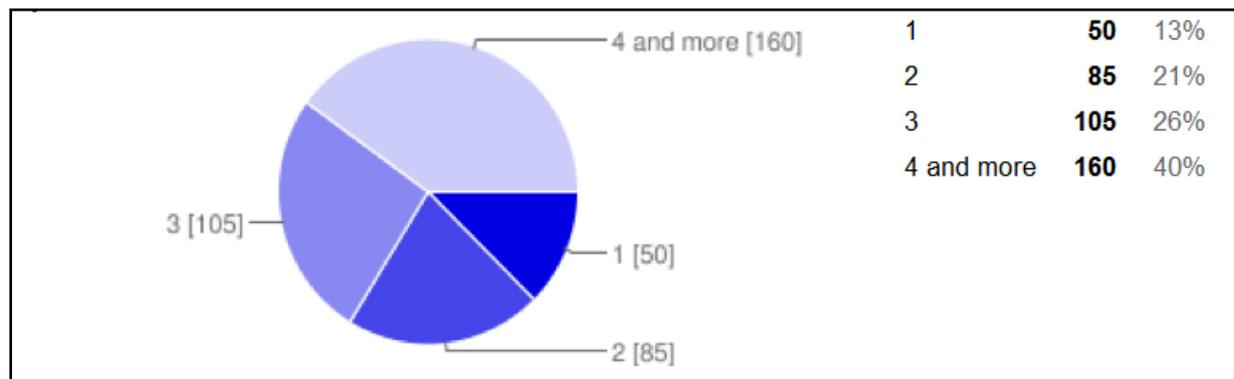


Figure 2: Frequency of used the hotel reservation online services of Thai respondents over one year past, Source: Own illustrate

According to the figure 2, it is obvious that 40 percentages of the research respondents have ever used the reservation hotel online services over one year passed for 4 times and more which are the highest rate among other alternatives. It is significant that Chai Har Lee, Uchenna Cyril Eze and Nelson Oly Ndubisi (2011) also supported that “*The online shopping behavior of people is increasingly changed, because of the online channel can remove the communication obstacles between buyers and sellers.*” (Chai Har Lee, Uchenna Cyril Eze and Nelson Oly Ndubisi, 2011, p.201) It is vitally observed that Thai people are expansively shopping online, throughout the nation. Also, the respondents have ever used the reservation hotel online services over one year passed for 1 time as the lowest percentage among the 400 research respondents. From the finding, it indicated that the majority of the 400 respondents are the customers that frequently used the reservation hotel online services for 4 times and above. Therefore, this can sum up that some of the respondents are the loyalty customers of the same reservation hotel online website or they would be the customers of the different reservation hotel online websites over one year past. It is viewed that the least percentage of the frequency of respondents who ever used the reservation hotel online services over one year past is 1 time, which is about 13%. Critically, there are about 50 people out of 400 research respondents, who selected that they used to use the reservation hotel online services

just 1 time during the year before. This indicated that Thai people are considered likely to be loyalty customers for being the users of reservation hotel online services customers. Therefore, the owners of the websites should develop and improve the quality of system and services for the raising numbers of new customers. According to the International Monetary Fund and U.S. Census Bureau (2011), it is revealed that “*There are 17,486,400 internet users in Thailand, out of the 66,404,688 populations in 2010 in the country.*” (Internetworldstats, 2010). It is the significant statistics that present the information and quantification of people in Thailand that use the Internet by 2010. It is critical for the webmasters of the tourism agencies as well as the hotel owners to realize on the numerous people that become the new users, and lead them to be the reservation hotel online customers in the future.

6.2 Attitude toward using hotel reservation online

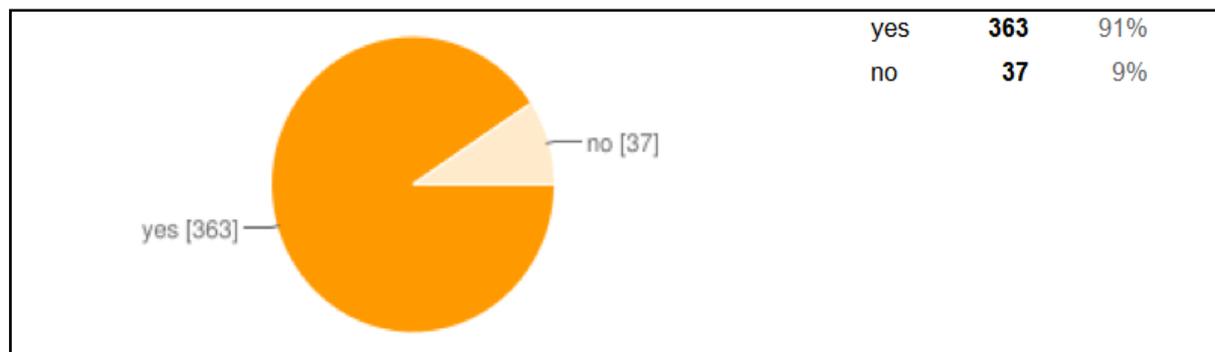


Figure 3: The number of respondents who think the reservation hotel online service is the effective source of information to decide for the best selection of the hotel or resort for your relaxation, Sourcing: Own Illustrated

According to the figure 3, the majority of the research respondents agreed that the reservation hotel online service is the effective source of information to decide for the best selection of the hotel or resort for your relaxation at about 91%, among the total 400 research respondents. This indicated that the reservation hotel online service is the effective and accessible source for processing to reserve the accommodation for holidays or vacation. Also, it provides the facts that the 400 research respondents agreed that the websites of reservation hotel online are the significant information source for Thai people to find out the details about the tourism places and accommodation. However, there is some other research respondents, about 9% of 400 research respondents disagreed that reservation hotel online service is the effective source of information for them to decide for the best selection of the hotel or resort. It is sensible because normally the websites that offer the reservation hotel

online service need to back up the information and price rate for the customers, with other details for the comparison and lead to the final decision to reserve. Therefore, it is significant that Thai people agreed on the idea that the reservation hotel online service is the effective source of information for the best decision is truthful. From the researchers' experiences, it is obvious that the general tourism websites or hotel reservation agencies websites are consisting of variety of hospitality brands and also the reviews of the experiences tourists, who used to visit previously. The ideas and comments of the previous Thai people customers are the crucial sources for the new customers to decide the buy the service via the reservation hotel online.

6.3 Perceived ease of use

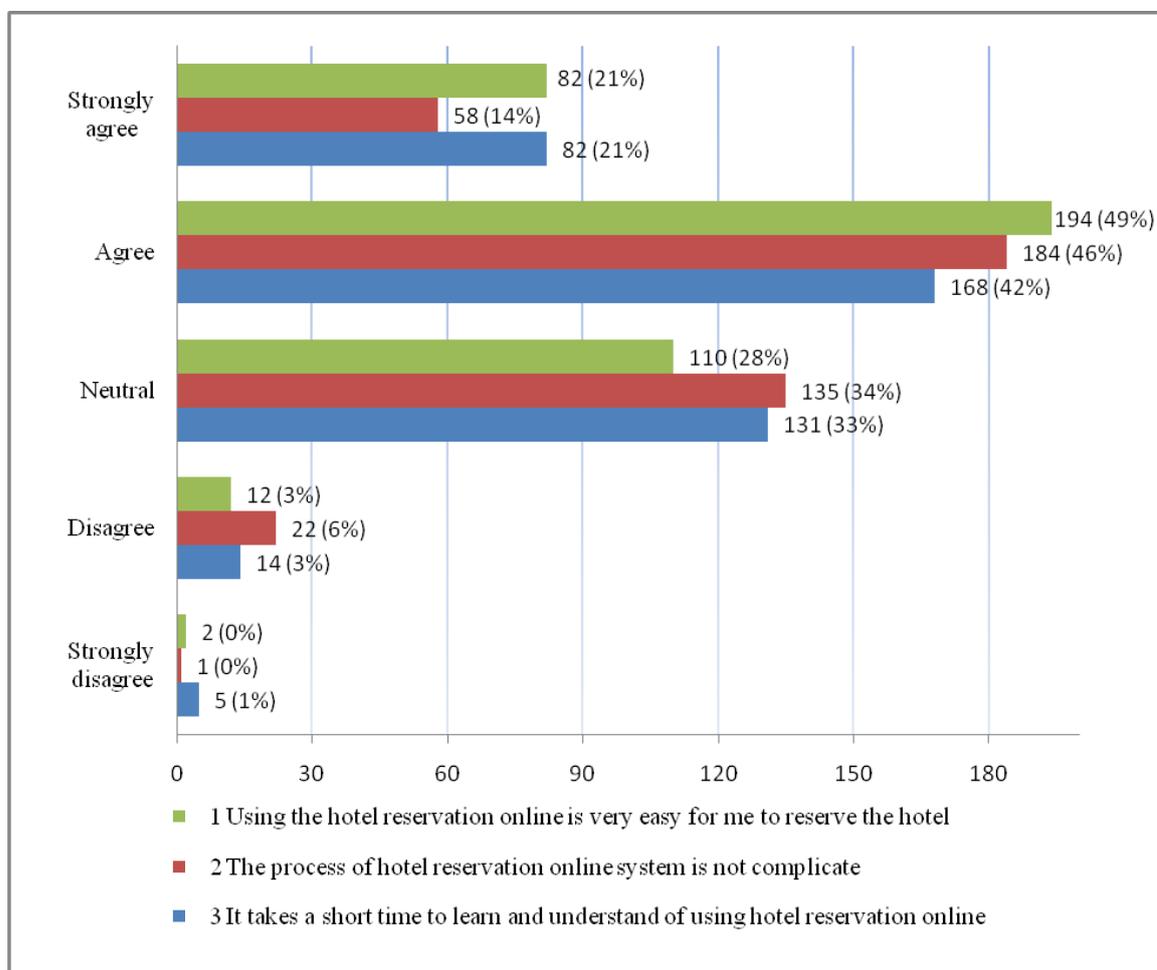


Figure 4: Level of agreement about perceived ease of use, Sourcing: Own Illustrated

According to the figure 4, it is obvious that there is about 49% of the proportion that rated for the agreement level of significance on the easiness of the online reservation process for the

perceived ease of use factor. It is relevant to the technology acceptance model (TAM) (Azjen and Fishbein, 1980), because the theory is fostered that the accessibility that the Thai people customers will connect the internet or technological system is the fundamental stage to make the reservation online useful for the customers of the hotels or resorts. Furthermore, it is significant that there is about 34% of total proportion agreed on the neutral level of significance for the reason that the hotel reservation online system is not complicated. In other words, the Thai people customers, who are the randomly respondents agreed that the uncomplicated system to reserve the hotels online is the basic decision criteria for them to purchase the hotel services via the online means. Therefore, it could suggest that the respondents are majorly satisfied to use the online reservation system to reserve the hotel or resorts for their vacation, because of the easiness to apply. Also, Thai people are positively rated the level of agreement on the reason about the ease of use. In other words, it could be suggested that Thai people, who used to use the hotel reservation online system is satisfied with the easy to use websites and functions of the site as well.

6.4 Perceived of usefulness

From a review of the figure 5, it presented that the significant result of the research question falls on the agree level of significance for both reasons, which are the reason that the hotel reservation would make it easier for the users to carry out the tasks and the other reason is that the hotel reservation would enable the consumers to complete the tasks more quickly. Both of these reasons was rated equitably at about 51% for the agree level of significance.

However, the disagree level of significance for both the reason that the hotel reservation would enable the consumers to complete the tasks more quickly and the other reason is that the hotel reservation online is very useful for the consumers. It is crucial that Thai people, who used to purchase service of hotel or resorts via the hotel reservation online are agreed on the easiness and quickness factor. It is sensible for the result of the research conduct that Thai people are majorly concerned on the ease of use and rapidity of processing the reservation process. It is also considered that to purchase the hotel or resort rooms service via the online service channels will be quicker and easier for Thai people.

In addition to this, there is about 37% of total research respondents strongly agreed that hotel reservation online is very useful for me. This indicated that Thai people, who are the

customers of hotel reservation online service have been focusing on the ease of use factor as the primary decision to purchase this service in the hospitality industry. It is significant that the government and other related stakeholders could be concentrated on the effective design as well as functional links of the website for the most easiness for the users.

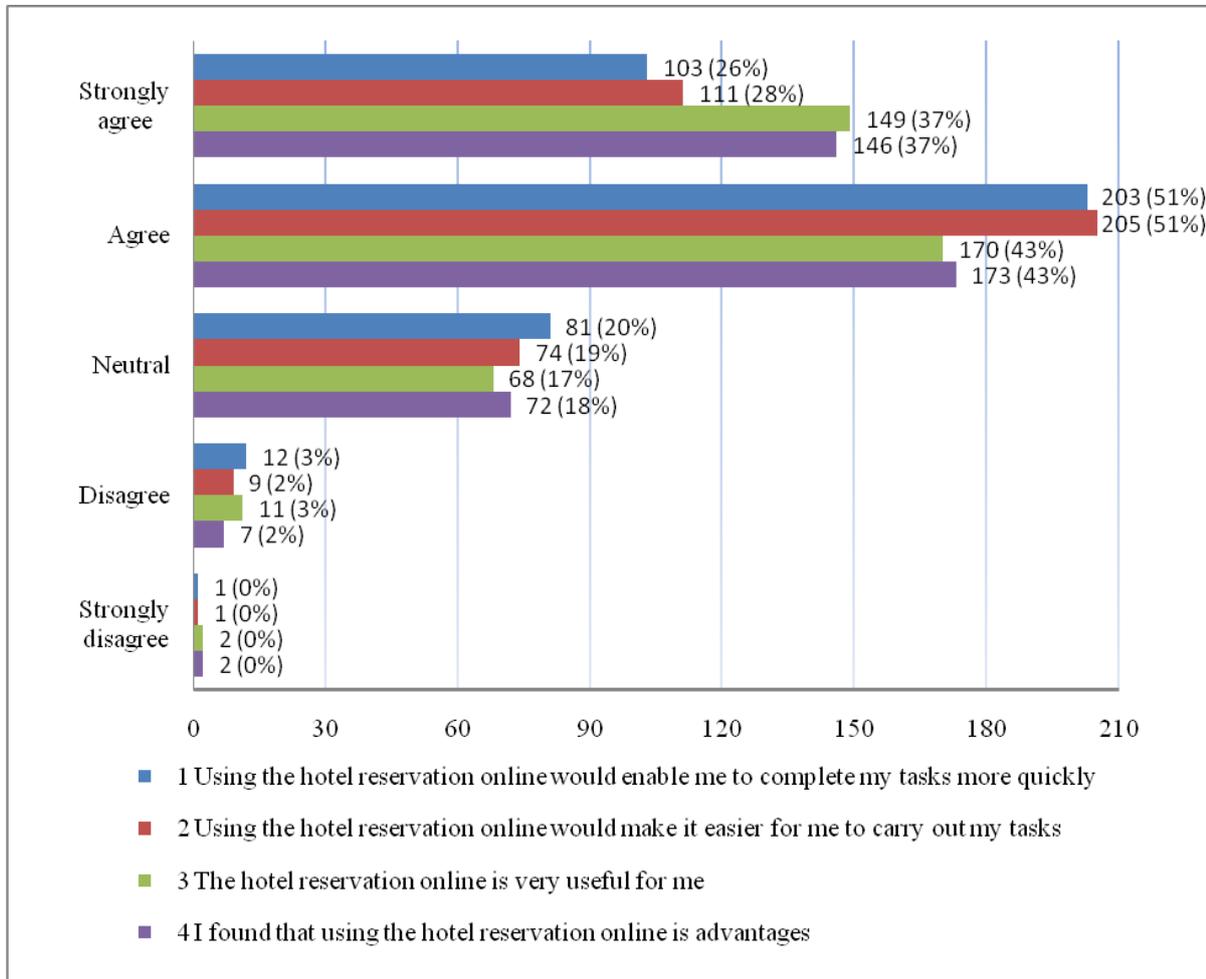


Figure 5: Level of agreement about perceived of usefulness, Source: Own illustrate

6.5 Web security

From a review of the figure 6, it is obvious that there is the neutral level of significance that the majority of the research respondents rated for the agreement about web security factor. The two reasons that most of research respondents rated for 57% are firstly because the confidential information will be secured via the hotel reservation online and the other reason is that the hotel reservation online is the secured means through which to confidential information. Nevertheless, some of the research respondents contradicted by rating the strongly disagree level of significance for 2% on the reason that the hotel reservation online is the secured means through which to confidential information. Moreover, it is crucial that

the reservation hotel online system for the Thai people should be designed and adapted for better quality of the security. It is consistent with Enrique Bigne-Alcaniz et al. (2007) that “The internet innovativeness and the use of the internet access is correlated together, was reviewed by Goldsmith (2001)” (Enrique Bigne-Alcaniz et al., 2007, p.652).

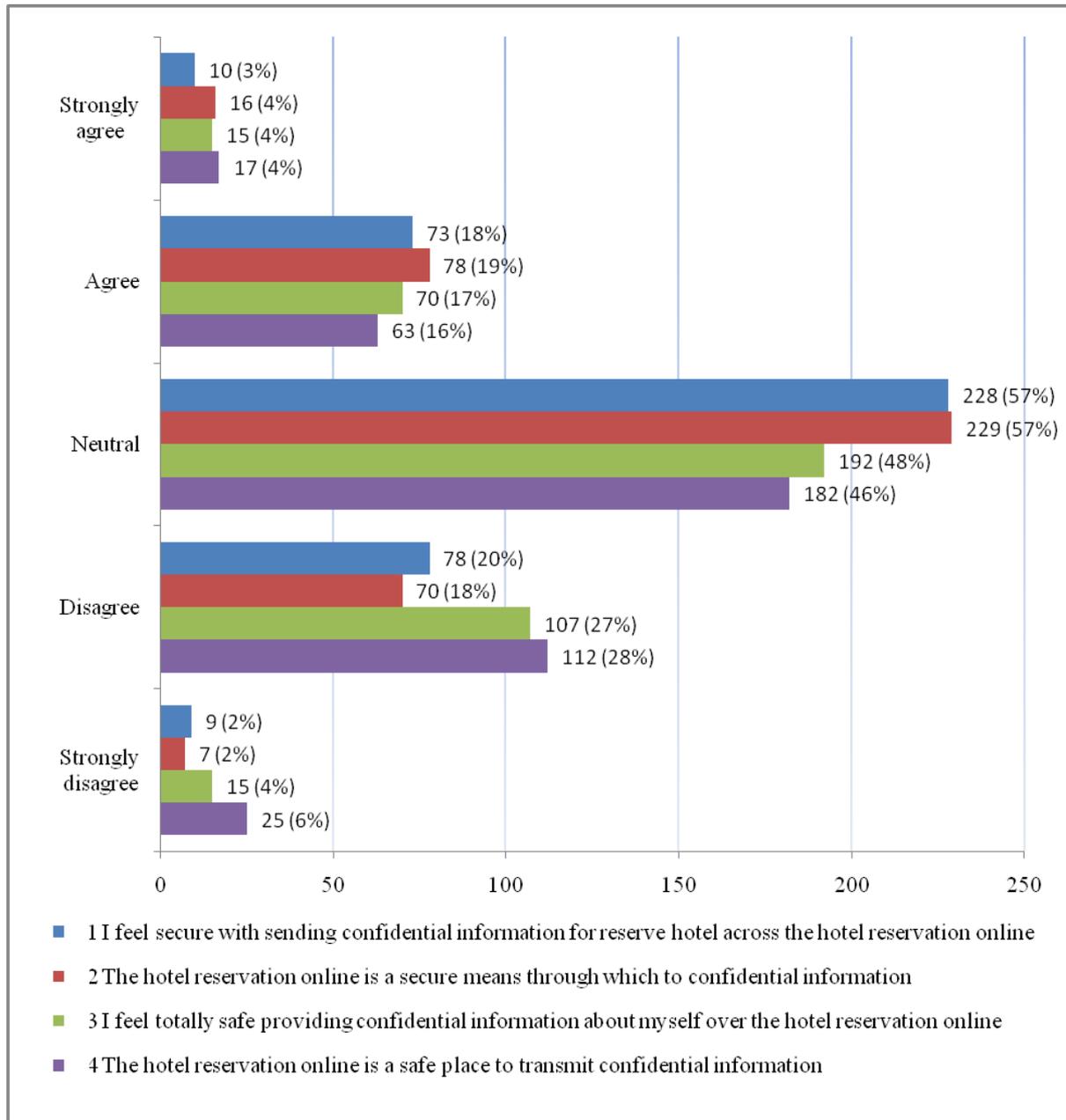


Figure 6: Level of agreement about web security, Source: Own illustrate

It is significant that the idea of the research respondents about the security factor is prominently observed from the statistics. It is because the high percentage of the level of agreement is neutral for the web security factor. This suggested that the hotels’ websites should be improved and developed by time for the progress in security for the confidential

information of customers via the reservation hotel online system. It is critical that reservation hotel online would be equitably acceptable by wide ranges of Thai customers in the future if the security factor is realized by hotels or resorts' webmasters to guarantee that the personal information of the customers will be safe for purchasing the hospitality services via website every time.

In addition to the security factor, W. David Salisbury, Rodney A. Pearson, Allison W. Pearson and David W. Miller (2001) also supported for the details about the perceived web security factor in reservation hotel online industry that *“The perceived Web security is considered as the belief of the customers towards the World Wide Web security for transmission of the personal information.”* (W. David Salisbury, Rodney A. Pearson, Allison W. Pearson and David W. Miller, 2001, pp.165-166) Moreover, it is significant that the perceived web security factor is the key factor that the majority of the research respondents relied on for the decision of purchasing on the internet or online means. It is because normally people would not fine if the personal information is related through the technological communication or process. Furthermore, to monitor the process of reservation via the online means will need high security condition or quality guarantee for the primary factor. Therefore, a percentage that people rated for the neutral is fallen in the confidential information as well as the secure means to reserve the hotel online.

6.6 Consumer behavior and purchase intention of using hotel reservation online

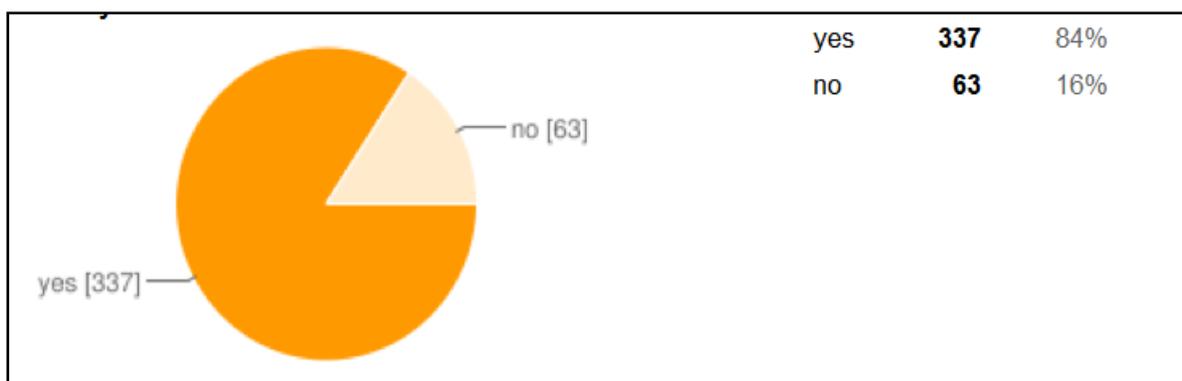


Figure 7: The number of respondents who think that the purchase intention of the reservation hotel via online services is become from your attitude., Source: Own illustrate

It is critical that the purchase intention of the Thai people in reservation hotel via online services is considered. From the pie graph above, it is crucial that the figure 6 presents that

the majority of the research respondents disagreed to that the purchase intention of the reservation hotel via online services is become from their attitude. For this, it is approximately 16% out of 400 research respondents. This indicated that 84% of total research respondents agreed that the purchase intention of the reservation hotel via online services is become from their attitude. From this point, it is the key stage of the consumer behavior, which will influence in the purchasing decision whether to purchase or not purchase the reservation hotel service via the online channel, is dependable on the customers' attitude as the significant criteria among other factors. It is crucial that the owners of the hotels or resorts could consider the review of Chai Har Lee, Uchenna Cyril Eze and Nelson Oly Ndubisi (2011) that “*The study of repurchase behavior of customers or customers' purchasing intention is beneficial to the online business.*” (Chai Har Lee, Uchenna Cyril Eze and Nelson Oly Ndubisi, 2011, p.203) As the reservation hotel online is the partial of the marketing action that the marketers or marketing practitioners use to connect to the customers and general internet users to inform the information and pictures of the customers for the comparison and decision making, to understand the Thai people behaviors, normative values, cultural difference and other demographics will foster the more effective marketing practices for the customers to feel that reservation hotel via online services is useful for them. Hence, when Thai people customers are satisfied by the effective websites or reservation process via the online channel, they will have good attitudes with the brand or website, and lead to the intentional purchase.

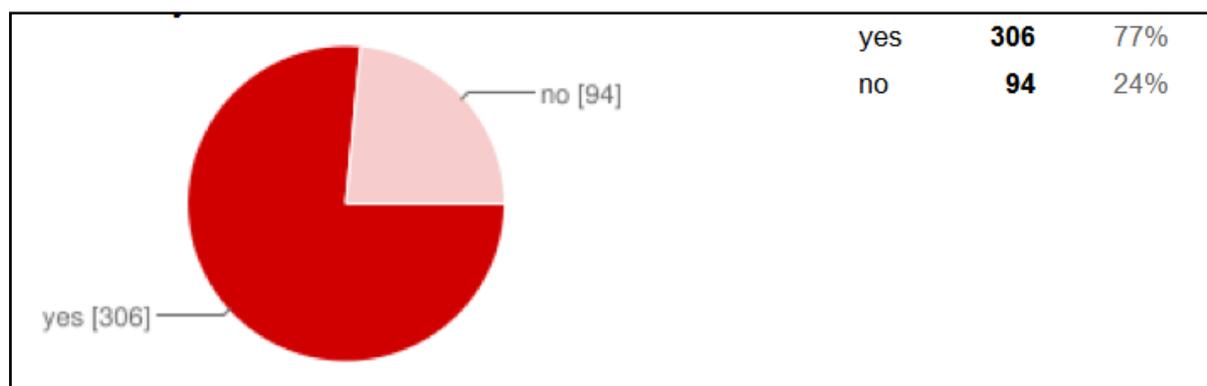


Figure 8: The number of respondents who agree that attitude towards the reservation hotel via online services is influence on the purchase intention., Source: Own illustrate

For the final decision of Thai people, the figure 8 presents that there is 77% of 400 research respondents agreed that personal attitude of the reservation hotel via online services is the key point to affect their final decision to reserve online. Nevertheless, the other 24% disagreed

that the reservation hotel via online services is the significant variable for the final decision to reserve accommodations online. In addition to this, Timothy Teo and Chwee Beng Lee (2010) pointed out that “*The behavioral intentions are counted as the critical factors that study how people are willing to try to behave out. (Azjen, 1991)*” (Timothy Teo and Chwee Beng Lee, 2010, p.61) The personal intention of purchase is potentially affect the final decision of each Thai people to purchase online. For instance, if the customers used to purchase the reservation services via the online means, and did not get the services as the website or hotels promised, it will affect the image of the brand as well as the hotel reservation online industry. On other side, if the Thai people customers used to purchase the reservation services via the online means, and get the good services as the website promised. Totally, the Thai people customers will have the positive attitudes towards the particular hotel and the hotel’s reservation online service industry in general. It is influential for the evaluation of the personal attitude towards the reservation hotel via online services, because the attitude of Thai people will overall affect the reservation hotel via online services and could be impacted by the word-of-mouth. It is critical because the purchase intention is affected by the consumer behavior as the nature of the service business cycle. The post-purchase is the part of the whole consumer behavior stages. Therefore, the Thai people customers’ attitudes and feedbacks is the key factor to determine the final decision to reserve online. It is because normally people will decide based on the background, experiences, own idea and more other demographics. Therefore, the personal attitude of Thai people certainly impact on the reservation hotel via online services.

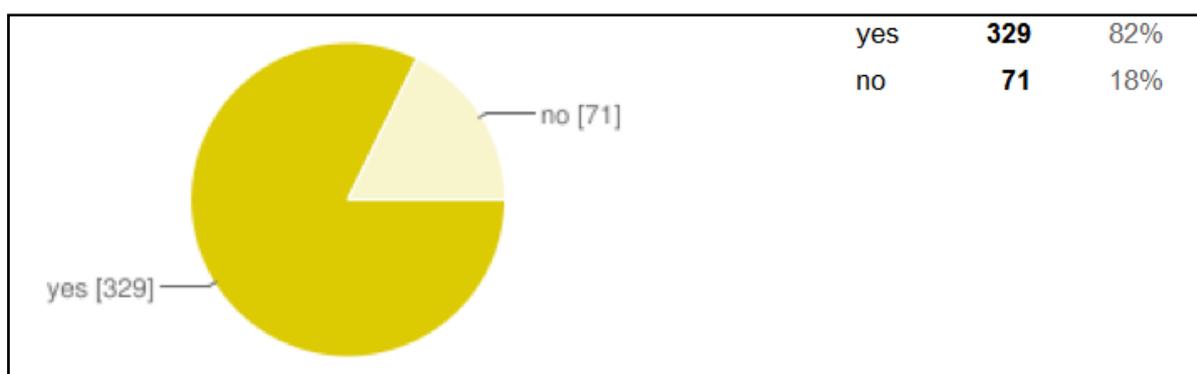


Figure 9: The number of respondents who agree that personal attitude of the reservation hotel via online services is the key point to affect final decision to reserve online., Source: Own illustrate

From the figure 9, it is presented that there is 82% of the total 400 research respondents agreed that the respondents’ attitude towards the reservation hotel via online services is

influenced on the purchase intention, whereas the other 18% of them disagreed to the idea that the personal attitude towards the reservation hotel via online services is influence on the purchase intention. It is critical that the majority of the respondents is agreed that purchase intention, which is one of the determinants of the Thai people' attitudes in decision of the reservation hotel online. It is because the intentional purchase would be affected by the good or negative attitude towards the service of the hotels or resorts to present information as well as pictures and more other information to lead the viewers to understand the process of making reservation for the hotels or resorts via the websites. In addition to the attitude towards the reservation hotel via online services, it is clarified by the key findings that the influence on the purchase intention is also affecting to the consumer behavior towards the reservation hotel online.

The attitude of research respondents towards hotel reservation online and the other factors that can lead the customers to reserve the hotel via online reservation (excluding the ease of use, usefulness, and web security)

From the total 400 research respondents, it is critical that most of the Thai people agreed that the hotel reservation online of the individual hotels' website, corporate hotels' website and tourism agencies website should develop the most updated pictures of the real places as well as the galleries site of each website. They majorly reasoned that the web design of the first web page should contain the interface that can connect to the review of the customers that previously visited the hotels or resorts, because the new website visitors can use the reviewing details for the decision making process to reserve the hotels or resorts in advance. In addition to this, Norzalita Abd Aziz, Ghazali Musa and Ainin Sulaiman (2010) mentioned that *"The effectiveness characteristics of the travel and accommodation websites were represented by two factors, which are the technical adequacy and system quality and web appearance."* (Norzalita Abd Aziz, Ghazali Musa and Ainin Sulaiman, 2010, p.116) Furthermore, the webmasters of hotels or resorts should have monthly update the new information and promotional incentives for the customers to attractively gain the brand awareness by time. It is because the hotel reservation online service could mutually acquire the positive feedback from the customers if they are provided the necessary information and promotional offers. In the other point, two of the respondents suggested that the websites should realize on the Thai language version provided for the Thai people. It is because the customers normally would like to comprehend the exact information that is not ambiguous and composed by the incomplete sentences or words for the texts that presents the tourism

places and accommodation services. Therefore, it is necessary that the webmaster of the hotel reservation online for the individual hotels' website, corporate hotels' website and tourism agencies website should consider this aspect as the primary factors, excluding the ease of use, usefulness, and web security.

In addition to the other factors that can lead the customers to reserve the hotel via online reservation, the reasonable pricing rate of each type of the accommodation should be provided for all levels of customers. It is because generally Thai people, who will reserve the hotel via online channel, will not willing to pay higher price than the normal rate of the accommodation when they reserve via other channels of reservation services. Additionally, the overall comprehension of the attitudes towards the hotel reservation online for this study is to recommend the researchers to think about the variety of choices and goods offer, as to reserve the hotel via online reservation, the customers can have many choices come with more reasonable price offer. For example, if you reserve via telephone you might feel uncomfortable in case you want to reject the offer which might not match to your need, but online reservation you have many choice so you choose until you satisfy.

Furthermore, the other respondents also agreed that when they search hotels for reservation via internet. One of the respondents also gave the deeper information that they got more information, for instance, for different types of hotels, they get to see the reviews from other travelers, telling us real experiences regarding those hotels, which helps us make better decision. Also, sometimes, booking hotel online is cheaper than other ways. Normally, the hotel pictures on website are much more beautiful than real place or some websites provide a few information and pictures. It makes me hard to pick the right hotel based on my expectation.

From the webmaster's interview result, it is critical that he recommended for support that the attitude of Thai consumer toward booking online is not good at all because I think at first, they are really not familiar with the online booking company as it is not well known and not a common practice for Thais compared to Americans or Europeans. As a result, they don't know about it, don't use it and go for something conventional. However, the trend has been changed as consumers find it is easy to access and to use services online. Moreover, one of the most essential factors plays in this role is the price. Pricing for online booking seems to be cheaper than the other channels such as direct booking with hotel's or a tour. Therefore, as it's not that hard to access, to use, and even a better rate, so why not changing? This indicated

that the webmaster knows that Thai consumers do not get to know how to do the reservation services through the reservation of hotel or resorts via the online system. Thus, it is necessary that the hotel needs to have information and step-by-step guideline for the reservation services via the online system. It is significant because the webmaster explained that the number of Thai consumer that booking hotel by online system is increasing as the online booking website has been an alternative way for Thai consumers due its convenience and changed in consumer behavior.

In addition, the other respondent suggested that to provide the adequate information of each hotel in the site might help a lot. Further, the money transfer security guarantee is also a key decision driver for the final decision of the reservation online. If the site provide Paypal channel or has Certified document or profile by visa sign, that mean I can rely on this online service site. Moreover, those badges help to raise the credibility to the site that it can meet global security standard as well. Likewise, the special promotion, which will make an online booking more interesting for the new people is also another key factor to lead the decision. For contradiction, the other respondent also disagreed by suggested that I think the hotel reservation online is useful for primary information search to decide which hotel will use the service. If I choose it I will call to make a reservation instead of the online reservation because it makes sure you will get the room and promotion sometime. For this, it indicated that some of total 400 respondents remained not trust in the hotel reservation online. In addition to this, the other set of the research respondents described many opinions about their attitude towards using hotel reservation online. There are some other factors that affect to their attitude, which is the effect of using hotel reservation online. Website design of hotel reservation online is one of the factors that affect to attitude and purchase intention. The research respondents use the hotel reservation online service through well-known websites. Research respondents concerned with a design of website that has good design, clear and easy to read content layout, provide variety of choice and good offer. Most of respondents suggest about the hotel reservation websites that they provide service of hotel reservation online in Thai language. There are many conditions of the web site that consumer should understand before making purchase decision. Hence, Thai language is an appropriate language for Thai consumers and can help them to read faster and understand clearly. The website should be always updated for new information and using the real photos of the hotel, which can foster the consumers to have the positive attitude towards using hotel reservation online, in accordance to the result of the research conduct. Moreover, the past experiences

and review from the tourists or customers of each hotel are also important factor for the final purchase decision making.

Likewise, it is crucial that behavioral intention of the Thai people, who visited the hotel reservation web site has a significant impact on consumer behavior, it is because the review of the research result above indicated that the intention of purchase of the hotel reservation online service is based on the personal judgment, rather than social acceptance or the demand of the market. Therefore, the other factors that are not including with the ease of use, usefulness, and web security are critically brought up for the analysis of the key findings as well. It is because the consumer behavior is majorly affected by the intention of purchase. As a result, it is clarified that the intentional purchase decision will be the determinant of the consumer behavior. It is significant that the factors that are mentioned accompanied with the different points above are what the research respondents considered that are important for them such as the web design, the most reasonable price for the different kinds of accommodation services, the promotional offers and more other recommendations from the research respondents' ideas. Hence, it is critical that some of the answers of the open-ended questions of the research respondents are the previous information to be the improvement and development guidelines for the individual hotels' website, corporate hotels' website and tourism agencies website, in order to particularly innovate the hotel reservation online service to increase the numbers of the Thai consumers effectively.

6.7 Personal information

Gender: According to figure 9, there is 63% of the female respondents and 37% of the male respondents, who used to apply the hotel reservation online for one year ago. The respondents are randomly Thai people for all of the total sampling frame.

Age: According to figure 9, there is the respondents, whose age is between 25-29 years old for 73%, whereas the respondents, whose age is between 30-34 years old approximately 27%, who used to apply the hotel reservation online for one year ago. As the study aimed to focus on the targeted segment of the customers, who are between 25-34 years old, the 25-29 years old range is the higher statistics from the research conduct. Therefore, it is crucial that the Thai people, whose age is between 25-29 years old are the key segment that the owners of the hotels or resorts will approach to them via the more effective hotel reservation online system, in order to respond to their demands.

Personal information	Data	Population N = 400	Percentage
Gender	Male	147	37%
	Female	253	63%
Age	25 - 29	291	73%
	30 - 34	109	27%
Education level	Lower than bachelor degree	31	8%
	Bachelor degree/ college	257	64%
	Master degree or higher	112	28%
Income per month	Less than 10,000 Baht	11	3%
	10,000 – 20,000 Baht	74	19%
	20,001 – 30,000 Baht	152	38%
	30,001 – 40,000 Baht	108	27%
	More than 40,000 Baht	55	14%

Figure 10: Personal information of research respondents, Source: Own illustrate

Education level: From the figure 9, there are about 64% of the total respondents, who graduated from Bachelor Degree and College who used to apply the hotel reservation online for one year ago. However, there is approximate of 28% for the respondents that graduated from Master Degree or higher. This inmdiated that the educational background of the hotel reservation online services customers are the capable people, who have the high level of education. Therefore, the marketing actions and incentives for the customers in the future should be consistent with the demands of the general well-edcuated peopele such as the qaulity services, the potential reservation online operational system. Moroeover, the hotel reservation online of each hotel or resort should be more intercatve for the customers. It is

because the high speed of responsiveness of the webmaster with the customers is also the quality of service that will keep the customers to be satisfied at the first time of communication.

Income level per month: From the table, it is obvious that there is 38% out of 400 respondents are the people that have monthly income about 20,001-30,000 baht, who used to apply the hotel reservation online for one year ago. Also, the figure 9 presents that there are about 27% of the 400 respondents, are the people that normally have 30,001 – 40,000 Baht of the monthly income. Furthermore, there are less number of research respondents, who earn monthly income less than 10,000 baht which is only 3%. This indicated that the Thai people, who are the customers of the hotel's reservation online system are the people, who have wide ranges of the income per month. Nevertheless, the highest statistics of the customers from the research result is the 20,001 – 30,000 Baht range of monthly income. It is obviously presented that Thai people customers are the moderate income earners, who could afford for hotel or resort room services, via the hotel or resort's reservation online system.

Chapter 7: Conclusions and Recommendations

According to the key findings and analysis of the result of quantitative research, it is important that the hotel reservation online is the effective source of information pool for the hospitality services for the customers to find out information and pictures, with the other functional guideline to lead to the final decision. As the purpose of the research study is to investigate the attitudes of Thai consumers towards the hotel reservation online system of general hotels, the result and analysis indicated that Thai people customers, whose age is between 25-34 years old range is the significant statistics from the research conduct. It is critical that these 25-34 years male and female Thai customers are the people, that are well-educated with the 20,001 – 30,000 Baht range of monthly income. It is crucial for the marketers or hotelier practitioners that they could apply the promotions or updated information of the news and details for the online customers to respond to the 25-34 years people with 20,001 – 30,000 Baht income demands. It is influential that the language use in the website, could be applied the Thai language, as well as the attractive pictures from facts, to communicate with the customers from the accurate information. It is because the accuracy of information will reflect the credibility and reliability of the hotels or resorts for Thai people, who visit the websites. The use of facts and real pictures that are always updated for the customers, will facilitate the high level of trust for the customers, who have never visited the tourism place and hotels. Also, the marketing practitioners of the resorts or hotels could use the reliable payment services operation system to increase the security of the website for the Thai customers in the future such as to apply the Paypal payment system for the Thai customers to make sure that after they pay the money, they will get the exact room services as they need.

Significantly, to answer the research question of this master thesis about the study of consumer behavior of Thai people towards the hotel reservation online, it is investigated and found out that the Thai people's attitude influence on the purchase intention of Thai consumer towards hotel reservation online. It is because the attitude is the partial criteria for the purchase intention in the consumer behavior's stages. This is true that the Thai people's either positive or negative attitude is impacted on the final decision of customers to pay for the hospitality services through the online means each time. Moreover, the experiences of each customers with the personal judgment are the facts that they will co-operate with the new information that the websites provide. Among the general factors that affect the consumer behavior's stages of a purchase of the hotel reservation online service, the perceived ease of

use factor, perceived usefulness factor, perceived website security factor and other suggested ideas in part of the customers' suggestions and recommendation are the significant ideas to suggest the hotel reservation online service providers such as the tourism agencies' websites, the hotels or resorts' websites and more other joint websites that work for the hotel reservation online system.

Further, it is obvious that Thai consumer's attitude can influence the purchase intention of the hotel reservation service as the researchers predicted in general. In addition to this, the ease of use of the hotel reservation online application has high impact on attitude of Thai consumer, because it can help the customers to make a reservation easily with the time-efficiency and high quality than other means. In addition to this, the third hypothesis predicted that the usefulness of the hotel reservation online has a significant impact on attitude of Thai consumer, which is true from the analysis of the key finding. It is because the usefulness of the website is the critical factor that is helpful for the customers to apply the reservation online. In facts, the Thai people can search information about the hotel or resort via the hotel reservation online site for the information processing. Moreover, the website security of the hotel reservation online has a direct impact on attitude of Thai consumer. It is because Thai people are sensitive to use the hotel reservation online service in the present time. As a result, the owners or marketing practitioners of the hotel or resort should understand and assist the customers to make a reservation securely and easily for the hotel reservation online application. In addition, the behavioral intention of customers has a significant impact on consumer behavior. Prominently, for the nature of human beings, the behavior is the reflection of the attitudes of the people. (Tao Zhou, 2011, p.214) Similarly, the consumer behavior is the reflective action of what they feel or think towards the hotel reservation service. If the Thai people consumers have good attitudes, they will perform well to reserve the hotel reservation service through the online channels. On a contrary, if the Thai consumers do not feel good or satisfied by purchasing the hotel reservation service through the website, they would not repurchase and will not support the new customers to the hotel reservation service with the websites. In addition to this, Tao Zhou (2011) also added that "*The positive expectation towards another party's future behavior is reflected by trust. (Kim et al., 2008).*" (Tao Zhou, 2011, p.214) It is crucial that the effective and qualified hotel reservation service should be featured by the reliability-oriented action such as to give potential trust quality guarantee by the website and brands of the hotel or resort. Further, it is crucial that the hotel reservation service providers should consider on the usefulness of the

hotel reservation online, ease of use factor as well. Although the webmasters of the hotel reservation service websites are critically considered and relied on the security aspect, they should not miss to cope with the improvement for the easiness of how to apply the hotel reservation service websites. From the result of the interview with the webmaster of Agoda.com, the tourism and accommodation reservation service website, the webmaster recommended that “The way to gain attention or gain more customers through online system is to set the best price guarantee by making customers feel confident that the rate they got is the best deal ever and if they happen to find the same hotel with a cheaper rate, you should have the best rate guarantee that you will give them the lowest rate in the market. Also, the webmaster stated that the online marketing is to make sure of the brand awareness and brand visibility on those popular online websites. Make sure that the brand perception is that online booking is the cheapest way to deal with hotels. Addition to this, to keep it simple - keep the procedures for booking simple and easy, so customer doesn't have to spend a lot of time on how to book a hotel online and finally get pissed off.

Likewise, the perceived risk of the Thai people is influential by the reliability-oriented action as the major concerns. It is because the hotel reservation service websites could attach the payment and reviews of the old customers to be the guideline for the new customers. It is because normally, to accomplish the business with high quality, the responses or feedbacks of the customers are the potential endorsement for the new customers. In other words, in general, the customers will trust in the word-of-mouth of old customers of the service or products in the consumer behavior process rather than the marketing action. Hence, the researchers suggested that the hotel reservation service websites should have the comments and reviews of the old customers for the increase in trustworthiness of making the reservation hotel online system.

All in all, the key findings and result analysis of this study will be beneficial for the company, which providing the hotel reservation online service for Thai consumers. The study of consumer behavior of Thai people towards the hotel reservation service websites is expected to be effective for the interested people and the hotel’s marketers for management and planning the marketing strategy, which will be appropriate and consistent to the need of Thai tourists in the future. Moreover, this useful information and practical recommendations of the 400 research respondents could be helpful and useful for the local government sector for the new promotional campaigns for the co-operation with the hotel or resort owners to increase in number of Thai tourists for the approach to the hotel reservation online. It is because it will

affect the increase in income generated from tourism sector within the country. Furthermore, the analysis of the attitudinal ideas of 400 research respondents towards the hotel reservation online system and the other factors that can lead the customers to reserve the hotel via online reservation (excluding the ease of use, usefulness, and web security) are analytically interested based on the research result. It is clarified that the continuity of the updating information of the webmasters about the promotional incentives, new campaigns for Thai tourists, the activities for the customers in the programs or packages of the hotel reservation service through the websites should be done effectively. Also, the webmaster suggested that I think the online trend is coming for Thai consumers. Now they are more on Facebook generation so, online channel is heavily invested. Therefore, I think these websites get more chance to be exposed than ever before. Everything must be simple, quick, and easy access. One of the things that Agoda.com website use is the "instant allotment", which is that you book it now, you will get it now. It is more likely to be a 100% guarantee booking. Customer does not have to be afraid whether they will get the room they want or not. Instant click, instantly get it.

It is significant that this thesis is the study of key factors that are influential to the increase the number of hotel reservation online users among Thai consumer. It is signified by the result and analysis that the Thai consumers that use the internet access to reserve the hotel rooms or resorts' rooms are normally the Bachelors, whose age is between 25-29 years old in Thailand. Therefore, the marketing strategies as well as the tactics such as promotions, privilege offers, premium goods for the hotel reservation service via the websites should match with the demands of the Bachelors and Masters, whose age is between 25-29 years. It is because the consistent products or offers will satisfy the online customers and will lead to the positive attitudes towards the hotel reservation online system. Also, to understand the basic needs of Thai consumers in hotel reservation demands will be complementary for the effective way to support the behavior of the consumers to reserve the hotel via online reservation increasingly.

In general, it is because when the consumers feel good, the hotel reservation service will be more reliable and the customers could recommend about their family members, co-workers, friends and relatives to use the hotel reservation online services in the future. This is the way to sustainably operate the hotel reservation online services in long term. It is the win-win solution to the business solution to provide what the customers need and also to be complementary for the effective way to have an operation management for the hotel reservation. In the future, if the owners of the hotels or other hospitality services could apply

the better operation management through the website potentially, it will be more efficient for the total organizational management for the hospitality business solution to respond to the consumers' needs. Also, the research finding also suggested that the websites of the hotel reservation online system should have the money transfer security guarantee for the solution to increase in numbers of the customers to use online reservation services. Likewise, the promotional incentives, based on different seasons and niche segments of customers will foster the flourish outcome for the hotel reservation online services in long term.

For a conclusion, this thesis is the significant sources of information and facts to examine the Thai people's decision making. Those Thai people are the customers, especially this thesis has studied in the customer behavior of hotel reservation online services. The finding and analysis with the application to the hotel reservation online theories are applied by the literature review and analysis. On the whole, the researchers expected that the owners of the hotels or resorts will apply the suggestions and recommendations with the analysis of key findings to improve the webpage and include the better website security to facilitate the potential hotel reservation service for all customers in the future. In addition to this, the researchers also expected that the customers will gain higher quality of service by the hotel reservation online operators. Most important, this thesis is beneficial for the further studies about the consumer behavior, hotel reservation services, hospitality services and more other interested people in the society.

Likewise, it is crucial that all stakeholders of the hotel or resort could be a part for the improvement or development, it is because in real situation, all people and all suggestions are the precious information and knowledge to generate the potential hotel reservation online services. Therefore, both the result of the research and the internal people of the particular resort or hotel's opinions are the significant source of the development. To synthesize all ideas and suggestions or recommendations from this thesis will be useful for the consumer behavior, consumer response to marketing actions and online shopping behavior concepts that are crucial for the profitable and productive outcome for the hotel reservation online services in long term.

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Appendix

Questionnaire

The study of the attitude of Thai consumers towards reservation hotel online in general

Objectives: The respondent is Thai consumers who have been used hotel reservation online within 1 year, age 25 – 34 years old and stay in Bangkok.

Your information will be useful to the study of the attitude of Thai consumers towards reservation hotel online in general. The main objective of this questionnaire is to understand Thai consumers' behavior and determine the key factors influencing on the Thai consumers' decision making in selection of the reservation of hotel via online channel.

The questionnaires will take about 5 to 10 minutes. Your information will be kept confidential and will be used only in this research.

Directions: Please mark x in the relevant box (es)

Part 1: Consumer behavior towards the hotel reservation online questions

1. How many time (s) you have ever used the reservation hotel online services over one year past?
 1 2
 3 4 and more
2. Do you think the reservation hotel online service is the effective source of information to decide for the best selection of the hotel or resort for your relaxation?
 Yes
 No
3. Please rate your level of agreement on these followings statements concerned with the “Perceived ease of use” of using hotel reservation online.

Perceived ease of use	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Using the hotel reservation online is very easy for me to reserve the hotel					

The process of hotel reservation online system is not complicate					
It takes a short time to learn and understand of using hotel reservation online					

4. Please rate your level of agreement on these followings statements concerned with the “Perceived of usefulness” of using hotel reservation online.

Perceived of usefulness	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Using the hotel reservation online would enable me to complete my tasks more quickly					
Using the hotel reservation online would make it easier for me to carry out my tasks					
The hotel reservation online is very useful for me					
I found that using the hotel reservation online is advantages.					

5. Please rate your level of agreement on these followings statements concerned with the “Web security” of using hotel reservation online.

Web security	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

I feel secure with sending confidential information for reserve hotel across the hotel reservation online					
The hotel reservation online is a secure means through which to confidential information					
I feel totally safe providing confidential information about myself over the hotel reservation online					
The hotel reservation online is a safe place to transmit confidential information					

6. Do you think that the purchase intention of the reservation hotel via online services is become from your attitude?

- Yes
- No

7. Do you agree that your personal attitude of the reservation hotel via online services is the key point to affect your final decision to reserve online?

- Yes
- No

8. Do you agree that your attitude towards the reservation hotel via online services is influence on the purchase intention?

- Yes
- No

Part2: Suggestions and recommendations

9. Please give ideas about your attitude. What factor can lead you to reserve the hotel via online reservation (except the ease of use, usefulness, and web security)? Please be specific, and support answer with reasons.

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Part 3: Personal Information

1. Gender Male Female
2. Age 25 - 30 31 - 34
3. Education level
- Lower than Bachelor degree
 - Bachelor degree / college
 - Master degree or higher
4. Income per month
- Less than 10,000 Baht 10,001 – 20,000 Baht
 - 20,001 – 30,000 Baht 30,001 – 40,000 Baht
 - More than 40,000 Baht

===Thank you for participation===