CONSUMER BEHAVIOR ON PURCHASING
AIR TICKET THROUGH TRAVEL AGENCY:
ONLINE VERSUS OFFLINE

BY

MISS AYLIN JIRAPITAKSRI

AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE
OF MASTER OF SCIENCE PROGRAM IN MARKETING
(INTERNATIONAL PROGRAM)
FACULTY OF COMMERCE AND ACCOUNTANCY
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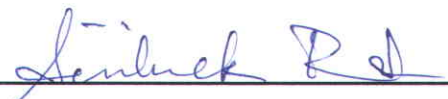
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Independent Study Title   CONSUMER BEHAVIOR ON PURCHASING AIR TICKET THROUGH TRAVEL AGENCY: ONLINE VERSUS OFFLINE

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ABSTRACT

The study of "Consumer Behavior on Purchasing Air Ticket through Travel Agency: Online versus Offline" applied marketing research related to technology issue. The objectives are to understand customers' criteria for selecting a travel agency for their air ticket purchases and define their need and expectation.

This study is based on primary and secondary sources which come from both qualitative and quantitative research. Target respondents are Thai customers who are the decision makers in purchasing air tickets in the past 2 years. 147 questionnaires were gathered both online and offline with non-probability sampling method. All questionnaire responses were analyzed with SPSS program to find frequency, t-test and to compare means to verify the relationship between customer's profile and his/her choice of travel agency.

The key findings show that customers of online and offline travel agencies are seeking for different benefits when choosing travel agency to purchase air tickets. They are also different in attitude and lifestyle. This study aims to help Thai SMEs such as small traditional travel agencies all over the country to adapt their services to be able to compete with global online travel agencies.

ACKNOWLEDGEMENT

TABLE OF CONTENTS

LIST OF TABLES

CHAPTER 1
INTRODUCTION

Since year 1960, commercial air transport emerged in Thailand with Thai Airways as the first airline of Thailand (thaiairways, 2015). Commercial aviation in Thailand has been growing year by year. By year 2014, there were 137 scheduled airlines with total air traffic of 624,170 flights in Thailand each year (Airport of Thailand, 2014). Only from air transport brought 52.13 million of international passengers to Thailand (Airport of Thailand, 2015).

In the past, majority of air ticket bookings were created by travel agencies around the world. However, internet booking has become more popular over the past several years. The Online Travel Agencies (OTAs) are new options for purchasing air tickets. The trend is clearly growing. According to Phocuswright report, gross bookings via OTAs in Asia Pacific continually grew 12% yearly and were projected to rise 58% by 2016 (Kapoor, 2014).

With such high penetration numbers, traditional travel agencies are trying to find ways to remain in business. According to International Air Transport Association, there are 10,475 retail travel agencies in Thailand and the majority of them are SMEs (Department of tourism, Thailand, 2014). While the popular OTAs are all global companies such as Expedia Inc., Orbitz Worldwide Inc., Priceline.com Inc. and Kayak (Nicas, 2011).

As SMEs are fundamental of Thailand economy, the existing of Thai SMEs is important for Thailand GDP and employment. It is difficult for small local travel agency to compete with global online company. This applied research aims to identify real customer segment for traditional travel agencies and their needs. If travel agencies cannot find any competitive advantages, they may die as local mom &pop stores which are closed due to the growth of 7-11 chain and hypermart.

This study applied marketing research related to technology issue, specifically Internet booking. Results of this research will allow readers who are travel agencies and service providers to better understand customers' needs and

behaviors and be able to adapt their service and perform marketing communication effectively in order to survive in the online booking era.

Research objectives to be achieved as follows:

1. To understand consumers' criteria for selecting travel agency
2. To determine customers' needs and expectations when purchasing air tickets.
3. To understand customers' attitude towards online and travel agencies.
4. To identify the relationship between customers' profile and their behavior in choosing travel agency.

This report consists of key findings from recent studies of related topics, research methodology, results and discussion from research and conclusions at the end.
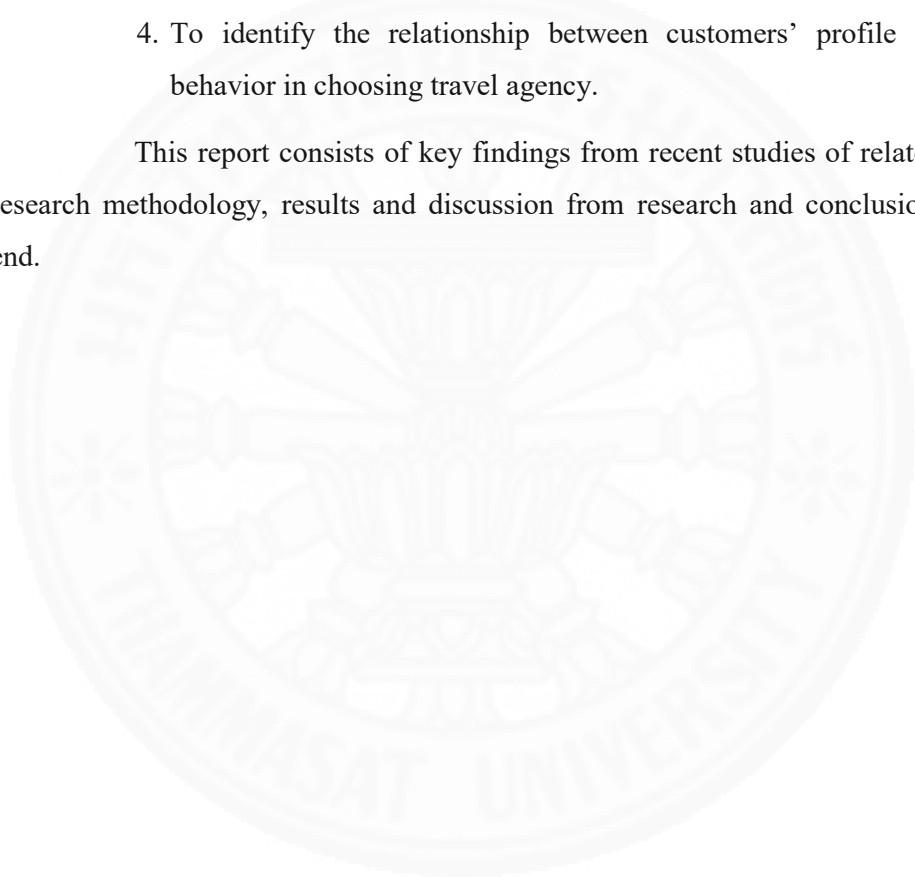
CHAPTER 2
REVIEW OF LITERATURE

Online travel agency (OTA) is an effective travel distribution in order to attract new customers globally, because OTA marketing influence is similar to search engine and metasearch. Moreover, OTA can be accessed through Mobile (multi-device) application. OTA is a very useful intermediate for suppliers to communicate marketing promotion to various customer segments; business, leisure and group. (Bill Carroll, 2014)

In the past, people booked their air tickets via traditional travel agencies or with airlines directly. Since internet booking has dramatically grown over the past years, online booking becomes very popular. According to Phocuswright's research, online gross booking in Asia Pacific grew significantly. OTA gross bookings penetration in Asia Pacific continually grew 12% yearly in 2013 and will increase to 58% by 2016 (Kapoor, 2014)

Moreover, leisure/unplanned business travels had a higher online penetration ratio at22% of gross bookings in Asia Pacific by year 2011 and was projected to be 25% in year 2013 (Jain, September 2012).

The success of online channels and multi-channel distribution impacts some travel agents to perceive service cannibalization. This perception might increase sales agents' fear of uncertainty of their job futures. One study (Estrella Díaza, 2015) findings show that sales agents in offline travel agencies fear of service cannibalization with these six high degrees: risk-aversion, insecurity, satisfaction, alienation, effort, and the training programs offered by travel agencies.

One of the studies done in Korea (Dong Jin Kima, 2007) identified criteria for traveler to choose online travel agencies. The interesting result shows that 'Finding low fares' is the most critical attribute; followed by Security, Ease of use, Flexibility of booking, Sorting option, Speed of the website, Useful and relevant content, Ability to book all travel services in once, and Design of the website respectively.

While another researcher (Yong A. Park PhD, 2008) was more specific in term of relationship between quality of OTA websites and customer's willingness to use. The finding shows that there are five attributes significantly effect to willingness to use OTA website; Ease of use, Content of website, Responsiveness, Fulfillment and Security orderly.

A research in Vietnam (Nien-Te Kuo, 2013)studied correlation between service quality to customer loyalty to the travel agency. There is significant correlation between customer satisfaction and customer loyalty for high value perceive customers. However, customer satisfaction does not directly influence to customer loyalty.

Although Internet booking has increasingly penetrated all over the world, but a study (Lang, 2000) claims that there is still a chance for traditional travel agencies. The result shows that many of experienced Internet users like to book their travel service with traditional travel agency because they need personal service and human interface. Offline travel agencies have market opportunities to capture this segment and customers who are not familiar with new technology.

There was a study in Spain (Castillo-Manzano, 2010) comparing customer's profile and channel choice. The results highlight that the customer's profile of Internet booking tends to be a highly educated young person, booking a simple itinerary and using low-cost carrier. For purchasing by phone channel, the customer is likely to be a male, middle-aged, on a business or short trip, who usually uses a travel agency. For in-store traditional travel agency channel, customers are probably over 65 years old, with a lower academic level. They plan to make a more complicated trip.

Although, there are many related topic studies in aboard, there is still not much study about travel agency customers in Thailand. Therefore, this study will mainly focus on air tickets purchasing behavior via travel agency of Thai customers.

CHAPTER 3
RESEARCH METHODOLOGY

Both Exploratory research and Descriptive research are the two research designs which are conducted to obtain all information needed.

3.1 Exploratory Research

Secondary Research:

The secondary research started with secondary data which was collected from academic journals, the Internet and reference article. The objectives of the exploratory research are to preliminary understand market situation and related studies in the past. The collected information was beneficial for the further steps of this research.

Observation:

The objective of observation is to explore profile and behavior of air ticket customers. Already working in a travel agency, researcher can observe customers' characteristic and real behavior easily.

In depth interview:

Five in-depth interviews were conducted face-to-face with unstructured conversations to gather more insights. These interviews aimed to discover consumers' behavior and their attitude toward online and traditional travel agencies. These five interviewees consisted of two customers who purchased air tickets only from traditional travel agency, two customers who booked air tickets by themselves via Internet and another customer who used both online and traditional travel agency options.

3.2 Descriptive Research

The purpose of the descriptive research is to determine customers of travel agencies in term of demographic and psychographic.

Identification of key research variables

1. Recently buying behavior: online versus traditional (offline) travel agency option.
2. Air ticket buyers' demographic such as gender, education level, credit card possessive and income for each purchasing method.
3. Customer's psychographic variables such as lifestyle.
4. Perceived benefits of purchasing air ticket via online and traditional agency options.

Questionnaire design

Questionnaire was designed to be completed in less than 10 minutes. The questionnaire was divided into 5 main sections to collect information as following.

Screening question – to select valid respondents who are decision makers of air ticket purchasing during the last 2 years

Part 1: Air ticket past purchasing behavior – in order to categorize respondents into offline travel agency customer, online travel agency customer and non-travel agency customer. Moreover, this part is to define their booking behavior and purpose of travel.

Part 2: Criteria when choosing travel agency for purchasing air tickets – Using a 7-point Likert scale asking respondents to score from 1(least important) to 7(most important) of these following factors when they choose travel agency to purchase air tickets;

2.1 Saving time to find proper flights

2.2 Lowest fares

2.3 Travel agency's reputation

2.4 Past positive experience/ good WOM

2.5 Nice human communication

2.6 Credit card payment ability

2.7 Cash payment ability

2.8 Online/call center 24 Hrs. Accessibility

2.9 Ability to hold booking

2.10 Provide other travel services

Part 3: Attitude toward online and traditional travel agency – This sector is to understand customer's attitude toward travel agency. There are 8 sentences which respondents answered by using Likert scales; level 1 = entirely disagree, 2 = mostly disagree, 3 = somewhat disagree, 4 = neither agree nor disagree, 5= somewhat agree, 6 = mostly agree, 7 = entirely agree

Part 4: Respondent profile in term of lifestyle - This part aims to study respondents' lifestyle of both offline travel agency users and online travel agency users. There are 8 questions scored by respondents in Likert scales; level 1 = entirely disagree, 2 = mostly disagree, 3 = somewhat disagree, 4 = neither agree nor disagree, 5= somewhat agree, 6 = mostly agree, 7 = entirely agree

Part 5: Respondent profile in term of demography – to find characteristics of travel agency user in term of demography; age, gender, income, credit cards possessive and education level.

The questionnaire is shown in Appendix A.

3.3 Sampling Procedure and Data Collection

Sampling method: convenience sampling with non-probability sampling technique. The criteria of selecting target respondent will be as following;

- Thai resident
- Age of 18 - 60 years old
- Decision maker to purchase air ticket in past 2 years

In order to gather information from 100-150 respondents, the survey research was conducted by online and offline channels to ensure that the result will not bias to be online preferences. Online questionnaire was in form of Surveymonkey, and questionnaire's link was distributed via online social network using connection and snowball technique to gather more respondents. For offline channels, printed questionnaires were distributed at high people traffic places in Bangkok such as Silom, Universities and in front of traditional travel agencies. Valid respondents must be the decision maker of air ticket purchasing during the last 2 years.

3.4 Data Analysis

The analysis was based on information which was collected from survey. The questionnaires results were analyzed by SPSS program to fine frequencies, average, cross tab, T-test and other proper statistical analysis. One of objective of is to explore and verify the relationship between attitude and behavior of choosing travel agency by compare means of two groups (customers of OTA and traditional travel agency) by using Independent Sample T-test analysis.

CHAPTER 4
RESULT AND DISCUSSION

4.1 Key Findings from Exploratory Research

4.1.1 Secondary Research

Online booking trend has been dramatically increased. Especially, low-cost airlines encourage people to book via airline websites. The result is that online booking grows as well as low-cost airline grows. Moreover, online booking via mobile device has become more popular. The most considerable attributes for online booking are 'Finding the best deal' and 'Security' (Dong Jin Kima, 2007). OTAs always research and develop their websites to be more user friendly to compete with other OTAs and airline's websites (Yong A. Park PhD, 2008)

The top ten popular globally OTAs websites are Orbitz, CheapTickets, Priceline, CheapOair, Travelocity, OneTravel, Expedia, AirGorilla, Hotwire, Kayak. (2016 Online Travel Sites Comparisons, 2015)

Although Internet booking has been developed rapidly, but there is still opportunity for traditional travel agency. A study (Lang, 2000) shows that lots of experienced Internet users still prefer booking their travel service with traditional travel agency. There are some obvious opportunities to attract customers who need a personal service and human interface, or who are not quite familiar with technology.

4.1.2 Observation

The observation found that majority of traditional travel agency customers are ex-customers or are suggested by ex-customers. They usually call salespersons asking for fare and flight first. After making a decision, then they will call again to make a reservation.

4.1.3 In-depth Interview

The five interviewees are two traditional travel agency customers, two online booking customers, and another customer who purchased tickets from both online and traditional travel agency options.

The most mentioned OTAs names are Skyscanner, Expedia, Kayak and Airline websites. One male respondent whose travel experience is always booking his ticket by himself with the reason that he prefers to manage everything by himself. He always searches for the best deal from Skyscanner, then buy directly with original airline website. Because he feels more secure to pay credit card with airline websites. Another male also book his tickets with OTAs, he loved to search a cheaper reasonable deal via Kayak and book his tickets from some of creditable sub agencies. He mentioned that he used to face to problem of his online booking not be properly recorded, so when he booked with new OTA he had to recheck his booking with airline directly.

Two female customers usually purchase air tickets with traditional distribution. One woman is old and lack of technology knowledge. While another 40-year-old woman believes that travel agencies have some special deal and it is more convenient to call her familiar travel agency to book all of travel services.

One female customer who used both online and traditional travel agency options depends on how difficult of the journey is. She said that if she knows exactly what the best airline of this route is, she will book with the airline's website, especially low-cost airline. However, for some new trips, she needs travel agency to find the best solution for her. Because she does not want to waste her valuable time comparing hundreds of fares herself, and she is willing to pay extra for the service.

All of these findings come up with some assumptions that are based for researchers to verify in the quantitative research.

1. Female clients tend to prefer booking with traditional travel agency.
2. Younger travelers are likely to book with online websites.
3. High experience travelers are likely to book with online websites.
4. Credit card owner tend to prefer booking with online websites.
5. Price and convenience are the most mentioned in the important criteria when respondents decide to purchase air tickets with any channels.

4.2 Key Findings from Descriptive Research

After both offline and online questionnaires were distributed, 192 responses were collected but only 147 responses were completed and qualified. Due to 47 responses were never purchased tickets via travel agency, therefore some of this study analysis focused on 100 respondents who are customers of travel agencies.

4.2.1 Frequency

The gathered data (N=147) was summarized in term of demographic frequency distribution as below table.

Table 1: Demographic Frequency distribution

		Count	Column N %
Gender	Female	102	69.4%
	Male	45	30.6%
Age	less than 25	7	4.8%
	26-35	105	71.4%
	36-45	27	18.4%
	more than 46	8	5.4%
Education level	Below Bachelor degree	4	2.7%
	Bachelor degree	74	50.3%
	Higher than Bachelor degree	69	46.9%
Income per month	Below THB20,000	16	10.9%
	THB20,000-50,000	73	49.7%
	Above THB50,001	58	39.5%

This study finding was based on these 147 respondents. The allocation of gender shows that 69.4% of respondents are female and 30.6% of respondents are male. The majority of respondents' age in range of 26- 35 years (71.4%), age 36-25 years (18.4%) and the less are younger than 25 or older than 46 years old. The highest contribution of respondents' education level is Bachelor degree (50.3%) and Higher than Bachelor degree (46.9%). For monthly income, 49.7% of respondents earning about THB20,000 – 50,000 per month, and 39.5% of them earning higher than THB50,001.

Table 2 : Groups of respondent

	Frequency	Percentage	How did you book?	Frequency	Valid Percentage
Traditional agency customers	58	39.5	Call to salesperson	38	65.5
			Email/Text with Salesperson	12	20.7
			Went to store directly	8	13.8
Online agency customers	42	28.6	Website in computer	38	90.5
			Mobile application	4	9.5
Non travel agency customers (Booking with airline directly)	47	32.0	Airline's website	29	61.7
			Airline's mobile application	17	36.2
			Call Center	1	2.1
			Airline's store	0	0.0
Total	147	100.0			

147 respondents were divided into 3 groups according to their past purchasing behavior; 58 Traditional travel agency customers (39.5%), 42 Online travel agency customers (28.6%) and 47 non travel agency customers (32%). The non-travel agency customers are customers who have never booked air tickets via travel agency, they usually book with airline directly. This group is considered as future potential customers of travel agencies.

More detail on their booking behavior, 65.5% of traditional agency customers booked air tickets by calling salesperson. 90.5% of OTAs customers booked air tickets via websites on computer. The data also shows that almost all of airline customers also booked air tickets online by themselves which 61.7% via airline's website and 36.2% via mobile application (Appendix B1).

4.2.2 One sample T-test

To define which factors are important criteria when customers choose travel agency, the data was analyzed by using Test value = 5 as a cut point. Any test variables which have significant result and positive mean difference are considered as important factors (Appendix B2).

Table 3 : One sample T-test of all respondents

	Test Value = 5	
	Mean	Interpretation
2.1 Saving time to find proper flights	5.0884	Not significant
2.2 Lowest fares	5.5102	Significant
2.3 Travel agency's reputation	5.0408	Not significant
2.4 Past positive experience/ good WOM	5.2585	Significant
2.5 Nice human communication	5.1769	Not significant
2.6 Credit card payment ability	5.1497	Not significant
2.7 Cash payment ability	3.9932	Not significant
2.8 Online/call center 24 Hrs. Accessibility	5.2585	Not significant
2.9 Ability to hold booking	5.0612	Not significant
2.10 Provide other travel services	4.4490	Not significant

According to survey data, overall air tickets customers (n=147) answer that the two most important factors are Lowest fares (mean=5.51) and Past positive experience/Good WOM (mean=5.26).

Table 4 : One sample T-test of OTAs customers

	Test Value = 5	
	Mean	Interpretation
2.1 Saving time to find proper flights	5.3810	Not significant
2.2 Lowest fares	5.8571	Significant
2.3 Travel agency's reputation	5.0714	Not significant
2.4 Past positive experience/ good WOM	5.5476	Significant
2.5 Nice human communication	5.0476	Not significant
2.6 Credit card payment ability	5.7143	Significant
2.7 Cash payment ability	3.8333	Not significant
2.8 Online/call center 24 Hrs. Accessibility	6.1905	Significant
2.9 Ability to hold booking	5.1190	Not significant
2.10 Provide other travel services	4.1190	Not significant

There are 4 important criteria for choosing travel agency of OTAs users (n =42). The most important factors are Online/call center 24 Hrs. Accessibility (mean= 6.19), Lowest fare (mean= 5.86), Credit card payment ability (mean=5.71) and Past positive experience/ Good WOM (mean= 5.55).

Table 5 : One sample T-test of Offline travel agency customers

	Test Value = 5	
	Mean	Interpretation
2.1 Saving time to find proper flights	5.1724	Not significant
2.2 Lowest fares	5.3103	Not significant
2.3 Travel agency's reputation	4.8621	Not significant
2.4 Past positive experience/ good WOM	5.3103	Not significant
2.5 Nice human communication	5.4655	Significant
2.6 Credit card payment ability	4.7069	Not significant
2.7 Cash payment ability	4.0690	Not significant
2.8 Online/call center 24 Hrs. Accessibility	4.4483	Not significant
2.9 Ability to hold booking	5.2069	Not significant
2.10 Provide other travel services	4.4828	Not significant

On the other hand, customers of traditional travel agency are mainly seeking travel agency with nice human communication (mean= 5.47) rather than other factors.

4.2.3 Independent Sample T-test

An independent-samples t-test was conducted to compare attitude towards travel agency between OTAs customers and offline travel agency customers (Appendix B3). The mean of each group was highlighted as statistically significant in below table;

Table 6 : Independent Sample T-test : compare means attitude toward travel agency between customers of OTAs and offline travel agency.

	Traditional travel agency	Online travel agency
	Mean	Mean
3.1 Booking with travel agency is cheaper than booking with airline directly.	3.38	3.90
3.2 Before I buy a ticket, I always compare price.	4.72	5.26
3.3 OTAs always compare all fares and give me the best deal.	4.07	4.81
3.4 Traditional travel agencies always compare all fares and give me the best deal.	3.76	3.38
3.5 I trust familiar traditional travel agency rather than big OTAs.	4.19	2.88
3.6 I am worried about problem which could happen when I booked tickets online.	3.67	3.33
3.7 It is easier to book ticket online by myself comparing to call travel agency.	3.59	4.93
3.8 Booking online is faster than booking with traditional travel agency.	4.17	5.21

With 95% confidence interval of the difference, the result shows that there are 4 sentences that OTAs customers and offline travel agency customers think differently.

First, traditional travel agency customers agree with statement "*I trust familiar traditional travel agency rather than big OTAs.*" (mean= 4.19, SD=1.89) more than OTAs customers (mean= 2.88, SD=1.56)

Second, OTAs customers highly agree with sentence *"OTAs always compare all fares and give me the best deal.*" (M=4.81, SD=1.71) stronger than offline travel agency customers (mean= 4.07, SD=1.65)

Third, OTAs customers perceive that *it is easier to book ticket online by myself comparing to call travel agency* (mean= 4.93, SD=1.72). While offline travel agency customers do not agree with them (mean= 3.59, SD=1.79).

Fourth, OTAs customers perceive that *booking online is faster than booking with traditional travel agency* (mean= 5.21, SD=1.65). On the other hand, traditional travel agency customers score significantly lower (mean= 4.17, SD=1.84)

Moreover, compare means of independent sample test was used to find any differences in lifestyle between two groups of travel agency customers; online and offline. Without weight, there is no significant difference between these two groups. Therefore, the following result has been weighted by 3 to show some significant differences.

Table 7 : Independent Sample T-test: compare means respondents' lifestyle of customers of OTAs and offline travel agency.

	Traditional travel agency	Online travel agency
	Mean	Mean
4.1 My daily life is so busy.	5.09	4.60
4.2 I like to meet with new people.	4.74	4.98
4.3 I love shopping online.	4.38	4.79
4.4 It is easy for me to learn new things	5.41	5.79
4.5 I can pay some extra to get better service.	5.34	5.14
4.6 I like to spend time surfing the Internet.	5.78	5.98
4.7 I like to pay with my credit cards rather than cash	4.98	5.00
4.8 I am not good at English	2.83	2.57

The study finds that lifestyle of offline travel agency customers and OTAs customers are different in 3 aspects. First, traditional agency customers answer that *their daily life is so busy* (mean= 5.09, SD= 1.45). While OTAs users score lower (mean= 4.60, SD= 1.65). Second, OTAs customers tent to *love shopping online* (mean= 4.79, SD= 1.66) more than offline travel agency customers (mean= 4.38, SD= 1.77). Third, customers of OTAs highly perceive that *it is easy for them to learn new things* (mean= 5.79, SD= 1.66). On the other hands, customers of traditional travel agency perceive lower agreement (mean= 5.41, SD= 1.65).

4.2.4 Crosstabs

To understand demographic profile of traditional travel agency customers, the data was analyzed by Chi-square test to define a relationship between two groups of travel agency customers and demographic variables (Appendix B4).

Table 8 : Summary of Chi-square test crosstabs between Type of travel agency using and Demographic variables

	Type of travel agency using			
	Pearson Chi Square	P-Value	Interpretation	Cramer's V
Gender	0.190	0.663	Not significant	0.044
Age	2.395	0.495	Not significant	0.155
Education level	0.588	0.745	Not significant	0.077
Income level	2.241	0.326	Not significant	0.150
Credit card possession	4.345	0.037	Significant	0.208

Based on collected data there is no association between type of travel agency chosen and any of demographic variables; gender, age, education level and income level. The only variable with a significant association with type of travel agency chosen is "Credit card possession". The result shows that credit card owners have higher percentage of using OTAs than people who do not own any credit cards.

4.3 Discussion

According to gathered information focusing on customers of travel agency, the number of traditional travel agency customers is still higher than OTAs customers. There exist some similarities and differences between these 2 types of travel agency customers.

Demographic profiles of offline travel agency customers and OTAs customers are not significantly different. However, credit card holders tend to purchase air ticket with OTAs rather than offline travel agency.

In term of travel agency choosing criteria, customers of online and offline travel agency are looking for different benefits. The most important criteria of OTAs customers are Online/call center 24 Hrs. Accessibility, Lowest fare, Credit card payment ability and Past positive experience/ Good WOM consequently. While offline travel agency customers need travel agents with good human communication (not robotic).

Furthermore, attitude toward travel agency of online and offline travel agency customers are dissimilar in some aspects. OTAs customers perceive that OTAs are better than traditional travel agencies in term of best fare offering, time saving and easy booking. On the other hand, offline travel agency customers prefer booking with traditional travel agency because they trust familiar traditional travel agency more than big OTAs.

CHAPTER 5
CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion and Managerial Implication

Although the present time is in the Internet era and the online booking penetration is dramatically increasing year over year, some segments of travelers still prefer purchasing air tickets with traditional travel agency.

Based on in-depth interview and observation, most of traditional travel agency customers are female, who tend to be older and not familiar with technology. However, there is no significant difference of demographic profile from quantitative research.

From this study's finding, traditional travel agency customers are outstanding from OTAs customers. First, they are using offline travel agency because they trust and prefer human communication. Second, their daily life is quite busy. Therefore, they need travel agency's help to save their time searching for proper flight. Third, they might have never booked online themselves, and are not likely to learn new technology.

Online booking trend is growing significantly, even most of the non travel agency customers also book via online channel. Traditional travel agencies have to adapt and find some competitive advantages to survive in the Internet era.

First recommendation is focusing on human resource. Since offline travel agency customers are looking for nice communication with salespersons, staff training is crucial. Managers should invest in human resource development to impress and maintain customer relationship.

Other advantages of traditional travel agencies (eg. cash payment ability and travel services providing) are not important factors in customers' perception. Offline travel agency customers also love surfing internet. They would like to pay by credit cards too. Therefore, offline travel agencies should use the Internet and technology in their business, such as advertising on the Internet and accepting credit card payment.

5.2 Limitations of the Study

Since the survey has been gathered from small group of people with convenience sampling method, therefore this research finding is not able to represent the entire population of air ticket purchasing consumers in Thailand.

5.3 Suggestion for the Future Research

There is no significant difference of demographic profile from quantitative research. Comparing to depth interview and observation, traditional travel agency customers have some outstanding characteristics. For example, they are mostly female and older. To confirm the result, larger sample size is needed in further study.

Moreover, this research mainly studied behavior and attitude toward travel agency of OTAs customers and offline travel agency customers. However, the results show that there are about one third of air ticket customers who have never purchased air tickets with travel agencies. The future research can study how travelers make decision when they would like to purchase air tickets and why some segment always book air tickets with airlines directly and how travel agencies could attract this segment.

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APPENDICES

APPENDIX A

QUESTIONNAIRE

Consumer Air Ticket Purchasing Behavior :
Online versus Tradition Travel Agency Option

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MIM Program, Thammasat University

This questionnaire is a part of a research in Independent Study of MIM Program, Thammasat University. This questionnaire is designed to collect information about behavior and attitude towards travel agencies both online and traditional option.

Your cooperation for taking time to complete this questionnaire would be highly appreciated. The questionnaire should take less than 10 minutes to complete. Your responses will be kept strictly confidential and will be used for marketing research purpose only. Thank you.

Screening Questions:

0.1. Were you a decision maker when buying air tickets in this past two years?
▢ Yes   ▢ No (→X End of the questionnaire)

Part 1 Air ticket past purchasing behavior:

Please note the definition of these specific words as follows,

- *Traditional travel agency is brick and mortar store. Normally, customers book tickets with salesperson by phone call, email or face-to-face*
- *Online travel agencies (OTAs) are usually in form of websites or mobile application for air-ticket searching eg. Skyscanner and Expedia. OTAs differ from airline's websites (eg. www.AirAsia.com) because OTAs offer variety of airline choices.*

1.1. In this past two years, how many time you buy air tickets?
▢ less than 2 times   ▢ 3-6 times
▢ 7-12 times   ▢ more than 13 times

1.2. Focus on most recently air tickets purchasing, what channel did you buy air tickets from?
▢ Airlines   ▢ Travel Agency → Skip to 1.5

1.3. Which airline's channel did you buy air tickets from?
▢ Airline's website   ▢ Airline's mobile application
▢ Call center   ▢ Airline's company or booth

1.4. Have you ever purchase air ticket(s) from travel agency?
▢ Yes   ▢ Never → Skip to Part 2

1.5. Focus on recently air tickets purchasing with travel agency, what is purpose of your travel?
▢ Business trip   ▢ Leisure
▢ Study   ▢ Other , please specify……………………………

1.6. Which kind of travel agency did you buy air tickets from?
▫ Traditional travel agency ▫ Online travel agency → Skip to 1.8

1.7. How did you book air ticket with traditional travel agency?
▫ Call to salesperson → Skip to Part 2 ▫ went to store directly → Skip to Part 2
▫ Email/line with salesperson → Skip to Part 2 ▫ went to store directly → Skip to Part 2

1.8. How did you book air ticket with online travel agency?
▫ Booking online in computer ▫ Using mobile application

Part 2 Ideal travel agency:

2. How important of each criterion when choosing travel agency for purchasing air tickets.
Using a 7-point Likert scale ranging from 1 (least important) to 7 (most important).

	Least important					Most important	
	1	2	3	4	5	6	7
2.1 Saving time to find proper flights	▫	▫	▫	▫	▫	▫	▫
2.2 Lowest fares	▫	▫	▫	▫	▫	▫	▫
2.3 Travel agency's reputation	▫	▫	▫	▫	▫	▫	▫
2.4 Past positive experience/ good WOM	▫	▫	▫	▫	▫	▫	▫
2.5 Nice human communication	▫	▫	▫	▫	▫	▫	▫
2.6 Credit card payment ability	▫	▫	▫	▫	▫	▫	▫
2.7 Cash payment ability	▫	▫	▫	▫	▫	▫	▫
2.8 Online/call center 24 Hrs. Accessibility	▫	▫	▫	▫	▫	▫	▫
2.9 Ability to hold booking	▫	▫	▫	▫	▫	▫	▫
2.10 Provide other travel services eg. hotel booking/ visa consulting	▫	▫	▫	▫	▫	▫	▫

2.11. Which factors you think is the most important for travel agency (Choose only 1 answer)
▫ Saving time to find proper flights ▫ Credit card payment ability
▫ Lowest fares ▫ Cash payment ability
▫ Travel agency's reputation ▫ Online/call center 24 Hrs. Accessibility
▫ Past positive experience/ good WOM ▫ Ability to hold booking
▫ Nice human communication ▫ Provide other travel services eg. hotel/visa
▫ Others. Please Specify_____

Part 3 Attitude toward Travel Agency:

3 From this following statement, to what extend do you agree
Using a 7-point Likert scale ranging from 1 (Totally disagree) to 7 (Totally agree)

	Totally Disagree						Totally Agree
	1	2	3	4	5	6	7
3.1 Booking with travel agency is cheaper than booking with airline directly.	☐	☐	☐	☐	☐	☐	☐
3.2 Before I buy a ticket, I always compare price.	☐	☐	☐	☐	☐	☐	☐
3.3 OTAs always compare all fares and give me the best deal.	☐	☐	☐	☐	☐	☐	☐
3.4 Traditional travel agencies always compare all fares and give me the best deal.	☐	☐	☐	☐	☐	☐	☐
3.5 I trust familiar traditional travel agency rather than big OTAs.	☐	☐	☐	☐	☐	☐	☐
3.6 I am worried about problem which could happen when I booked tickets online.	☐	☐	☐	☐	☐	☐	☐
3.7 It is easier to book ticket online by myself comparing to call travel agency.	☐	☐	☐	☐	☐	☐	☐
3.8 Booking online is faster than booking with traditional travel agency.	☐	☐	☐	☐	☐	☐	☐

Part 4 Respondent profile in term of lifestyle.

4. From this following statement, to what extend do you agree
Using a 7-point Likert scale ranging from 1 (Totally disagree) to 7 (Totally agree) asking for the following statement.

	Totally Disagree						Totally Agree
	1	2	3	4	5	6	7
4.1 My daily life is so busy.	☐	☐	☐	☐	☐	☐	☐
4.2 I like to meet with new people.	☐	☐	☐	☐	☐	☐	☐
4.3 I love shopping online.	☐	☐	☐	☐	☐	☐	☐
4.4 It is easy for me to learn new things	☐	☐	☐	☐	☐	☐	☐
4.5 I can pay some extra to get better service.	☐	☐	☐	☐	☐	☐	☐
4.6 I like to spend time surfing the Internet.	☐	☐	☐	☐	☐	☐	☐
4.7 I like to pay with my credit cards rather than cash	☐	☐	☐	☐	☐	☐	☐
4.8 I am not good at English	☐	☐	☐	☐	☐	☐	☐

4.9. Normally, which media do you consume the most? (Choose only 1 answer)

▫ T.V   ▫ Facebook, Instagram, Line
▫ Radio   ▫ Youtube
▫ Newspaper   ▫ Others. Please Specify_____

Part 5 Personal Information in term of demographic:

5.1. Gender

▫ Female   ▫ Male

5.2 How old are you?

▫ Less than 25
▫ 26 - 35
▫ 35 – 45
▫ 46- 55
▫ More than 56

5.3. Do you have any credit card?

▫ Yes   ▫ No

5.4. Please indicate your education level?

▫ Below Bachelor degree
▫ Bachelor degree
▫ Higher than Bachelor degree

5.5. Please indicate your income per month?

▫ Below THB 20,000
▫ THB 20,000 – 50,000
▫ Above THB 50,001

Thank you for your corporation

APPENDIX B

TEST RESULTS

1. Frequency Distribution

1.1 Group of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Traditional travel agency	58	39.5	39.5	39.5
	Online travel agency	42	28.6	28.6	68.0
	Non travel agency users	47	32.0	32.0	100.0
	Total	147	100.0	100.0	

1.2 Purchasing behavior

How did you book air ticket with traditional travel agency?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Call to salesperson	38	25.9	65.5	65.5
	Email/ Line with salesperson	12	8.2	20.7	86.2
	went to store directly	8	5.4	13.8	100.0
	Total	58	39.5	100.0	
Missing	System	89	60.5		
Total		147	100.0		

How did you book air ticket with OTA?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Booking online in Computer	38	25.9	90.5	90.5
	Using mobile application	4	2.7	9.5	100.0
	Total	42	28.6	100.0	
Missing	System	105	71.4		
Total		147	100.0		

Which airline's channel did you buy air tickets from?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Airline's Website	29	61.7	61.7	61.7
	Airline's mobile application	17	36.2	36.2	97.9
	Call Center	1	2.1	2.1	100.0
	Airline's store	0	0.0	0.0	100.0
	Total	47	100.0	100.0	

2. One sample T-test result

2.1 Travel agency choosing criteria of all respondents

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
2.1 Saving time to find proper flights	147	5.0884	1.73571	.14316
2.2 Lowest fares	147	5.5102	1.60635	.13249
2.3 Travel agency's reputation	147	5.0408	1.54777	.12766
2.4 Past positive experience/ good WOM	147	5.2585	1.46226	.12060
2.5 Nice human communication	147	5.1769	1.70696	.14079
2.6 Credit card payment ability	147	5.1497	1.84076	.15182
2.7 Cash payment ability	147	3.9932	1.96021	.16168
2.8 Online/call center 24 Hrs. Accessibility	147	5.2585	1.82107	.15020
2.9 Ability to hold booking	147	5.0612	1.73689	.14326
2.10 Provide other travel services	147	4.4490	1.86233	.15360

One-Sample Test

	Test Value = 5					
					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
2.1 Saving time to find proper flights	.618	146	.538	.08844	-.1945	.3714
2.2 Lowest fares	3.851	146	.000	.51020	.2484	.7720
2.3 Travel agency's reputation	.320	146	.750	.04082	-.2115	.2931
2.4 Past positive experience/ good WOM	2.143	146	.034	.25850	.0201	.4969
2.5 Nice human communication	1.256	146	.211	.17687	-.1014	.4551
2.6 Credit card payment ability	.986	146	.326	.14966	-.1504	.4497
2.7 Cash payment ability	-6.227	146	.000	-1.00680	-1.3263	-.6873
2.8 Online/call center 24 Hrs. Accessibility	1.721	146	.087	.25850	-.0383	.5553
2.9 Ability to hold booking	.427	146	.670	.06122	-.2219	.3443
2.10 Provide other travel services	-3.587	146	.000	-.55102	-.8546	-.2474

2.2 Travel agency choosing criteria of traditional travel agency user

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
2.1 Saving time to find proper flights	58	5.1724	1.89309	.24857
2.2 Lowest fares	58	5.3103	1.64591	.21612
2.3 Travel agency's reputation	58	4.8621	1.69051	.22198
2.4 Past positive experience/ good WOM	58	5.3103	1.53562	.20164
2.5 Nice human communication	58	5.4655	1.39190	.18277
2.6 Credit card payment ability	58	4.7069	2.01754	.26492
2.7 Cash payment ability	58	4.0690	1.89053	.24824
2.8 Online/call center 24 Hrs. Accessibility	58	4.4483	1.91185	.25104
2.9 Ability to hold booking	58	5.2069	1.87091	.24566
2.10 Provide other travel services	58	4.4828	1.83763	.24129

One-Sample Test

	Test Value = 5					
					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
2.1 Saving time to find proper flights	.694	57	.491	.17241	-.3253	.6702
2.2 Lowest fares	1.436	57	.156	.31034	-.1224	.7431
2.3 Travel agency's reputation	-.621	57	.537	-.13793	-.5824	.3066
2.4 Past positive experience/ good WOM	1.539	57	.129	.31034	-.0934	.7141
2.5 Nice human communication	2.547	57	.014	.46552	.0995	.8315
2.6 Credit card payment ability	-1.106	57	.273	-.29310	-.8236	.2374
2.7 Cash payment ability	-3.751	57	.000	-.93103	-1.4281	-.4339
2.8 Online/call center 24 Hrs. Accessibility	-2.198	57	.032	-.55172	-1.0544	-.0490
2.9 Ability to hold booking	.842	57	.403	.20690	-.2850	.6988
2.10 Provide other travel services	-2.144	57	.036	-.51724	-1.0004	-.0341

2.3 Travel agency choosing criteria of online travel agency users

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
2.1 Saving time to find proper flights	42	5.3810	1.30575	.20148
2.2 Lowest fares	42	5.8571	1.47452	.22752
2.3 Travel agency's reputation	42	5.0714	1.40370	.21660
2.4 Past positive experience/ good WOM	42	5.5476	1.25333	.19339
2.5 Nice human communication	42	5.0476	1.80720	.27886
2.6 Credit card payment ability	42	5.7143	1.62729	.25110
2.7 Cash payment ability	42	3.8333	2.12897	.32851
2.8 Online/call center 24 Hrs. Accessibility	42	6.1905	1.17366	.18110
2.9 Ability to hold booking	42	5.1190	1.67044	.25775
2.10 Provide other travel services	42	4.1190	1.87672	.28958

One-Sample Test

	Test Value = 5					
					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
2.1 Saving time to find proper flights	1.891	41	.066	.38095	-.0259	.7879
2.2 Lowest fares	3.767	41	.001	.85714	.3976	1.3166
2.3 Travel agency's reputation	.330	41	.743	.07143	-.3660	.5089
2.4 Past positive experience/ good WOM	2.832	41	.007	.54762	.1571	.9382
2.5 Nice human communication	.171	41	.865	.04762	-.5155	.6108
2.6 Credit card payment ability	2.845	41	.007	.71429	.2072	1.2214
2.7 Cash payment ability	-3.551	41	.001	-1.16667	-1.8301	-.5032
2.8 Online/call center 24 Hrs. Accessibility	6.574	41	.000	1.19048	.8247	1.5562
2.9 Ability to hold booking	.462	41	.647	.11905	-.4015	.6396
2.10 Provide other travel services	-3.042	41	.004	-.88095	-1.4658	-.2961

3. Independent Sample T-test result

3.1 Compare means attitude toward travel agency in OTAs customers and offline travel agency customers.

Group Statistics

	Which kind of travel agency did you buy air tickets from?	N	Mean	Std. Deviation	Std. Error Mean
3.1 Booking with travel agency is cheaper than booking with airline directly.	Traditional travel agency	58	3.3793	1.56528	.20553
	Online travel agency	42	3.9048	1.46187	.22557
3.2 Before I buy a ticket, I always compare price.	Traditional travel agency	58	4.7241	1.89915	.24937
	Online travel agency	42	5.2619	1.82208	.28115
3.3 OTAs always compare all fares and give me the best deal.	Traditional travel agency	58	4.0690	1.65288	.21703
	Online travel agency	42	4.8095	1.71419	.26451
3.4 Traditional travel agencies always compare all fares and give me the best deal.	Traditional travel agency	58	3.7586	1.54818	.20329
	Online travel agency	42	3.3810	1.49719	.23102
3.5 I trust familiar traditional travel agency rather than big OTAs.	Traditional travel agency	58	4.1897	1.88677	.24774
	Online travel agency	42	2.8810	1.56490	.24147
3.6 I am worried about problem which could happen when I booked tickets online.	Traditional travel agency	58	3.6724	1.88613	.24766
	Online travel agency	42	3.3333	1.88274	.29051
3.7 It is easier to book ticket online by myself comparing to call travel agency.	Traditional travel agency	58	3.5862	1.79702	.23596
	Online travel agency	42	4.9286	1.71639	.26484
3.8 Booking online is faster than booking with traditional travel agency.	Traditional travel agency	58	4.1724	1.83664	.24116
	Online travel agency	42	5.2143	1.64592	.25397

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
3.1 Booking with travel agency is cheaper than booking with airline directly.	Equal variances assumed	.890	.348	-1.703	98	.092	-.52545	.30855	-1.13776	.08685
	Equal variances not assumed			-1.722	91.816	.088	-.52545	.30516	-1.13155	.08065
3.2 Before I buy a ticket, I always compare price.	Equal variances assumed	.019	.891	-1.421	98	.158	-.53777	.37833	-1.28856	.21302
	Equal variances not assumed			-1.431	90.566	.156	-.53777	.37581	-1.28431	.20878
3.3 OTAs always compare all fares and give me the best deal.	Equal variances assumed	.604	.439	-2.177	98	.032	-.74056	.34014	-1.41556	-.06556
	Equal variances not assumed			-2.164	86.567	.033	-.74056	.34215	-1.42067	-.06045
3.4 Traditional travel agencies always compare all fares and give me the best deal.	Equal variances assumed	.008	.929	1.221	98	.225	.37767	.30940	-.23632	.99166
	Equal variances not assumed			1.227	90.183	.223	.37767	.30773	-.23367	.98901
3.5 I trust familiar traditional travel agency rather than big OTAs.	Equal variances assumed	3.643	.059	3.671	98	.000	1.30870	.35645	.60134	2.01606
	Equal variances not assumed			3.783	96.130	.000	1.30870	.34595	.62200	1.99541
3.6 I am worried about problem which could happen when I booked tickets online.	Equal variances assumed	.116	.734	.888	98	.377	.33908	.38186	-.41871	1.09687
	Equal variances not assumed			.888	88.591	.377	.33908	.38175	-.41950	1.09766
3.7 It is easier to book ticket online by myself comparing to call travel agency.	Equal variances assumed	.024	.877	-3.756	98	.000	-1.34236	.35735	-2.05152	-.63321
	Equal variances not assumed			-3.784	90.780	.000	-1.34236	.35471	-2.04698	-.63775
3.8 Booking online is faster than booking with traditional travel agency.	Equal variances assumed	.968	.328	-2.923	98	.004	-1.04187	.35647	-1.74927	-.33448
	Equal variances not assumed			-2.975	93.558	.004	-1.04187	.35023	-1.73730	-.34644

3.2 Compare means lifestyle of respondents between OTAs customers and offline travel agency customers.

Group Statistics

	Which kind of travel agency did you buy air tickets from?	N	Mean	Std. Deviation	Std. Error Mean
4.1 My daily life is so busy.	Traditional travel agency	174	5.0862	1.44596	.10962
	Online travel agency	126	4.5952	1.65495	.14743
4.2 I like to meet with new people.	Traditional travel agency	174	4.7414	1.51936	.11518
	Online travel agency	126	4.9762	1.37675	.12265
4.3 I love shopping online.	Traditional travel agency	174	4.3793	1.76505	.13381
	Online travel agency	126	4.7857	1.66184	.14805
4.4 It is easy for me to learn new things	Traditional travel agency	174	5.4138	1.52476	.11559
	Online travel agency	126	5.7857	1.14966	.10242
4.5 I can pay some extra to get better service.	Traditional travel agency	174	5.3448	1.32410	.10038
	Online travel agency	126	5.1429	1.42949	.12735
4.6 I like to spend time surfing the Internet.	Traditional travel agency	174	5.7759	1.41882	.10756
	Online travel agency	126	5.9762	1.24877	.11125
4.7 I like to pay with my credit cards rather than cash	Traditional travel agency	174	4.9828	1.93977	.14705
	Online travel agency	126	5.0000	1.54919	.13801
4.8 I am not good at English	Traditional travel agency	174	2.8276	1.80690	.13698
	Online travel agency	126	2.5714	1.65616	.14754

* Weighted case by 3

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
4.1 My daily life is so busy.	Equal variances assumed	1.011	.316	2.731	298	.007	.49097	.17980	.13712	.84481
	Equal variances not assumed			2.672	246.885	.008	.49097	.18372	.12911	.85283
4.2 I like to meet with new people.	Equal variances assumed	.011	.915	-1.374	298	.171	-.23481	.17093	-.57120	.10157
	Equal variances not assumed			-1.396	283.425	.164	-.23481	.16826	-.56600	.09638
4.3 I love shopping online.	Equal variances assumed	1.747	.187	-2.017	298	.045	-.40640	.20149	-.80294	-.00987
	Equal variances not assumed			-2.037	278.401	.043	-.40640	.19956	-.79924	-.01357
4.4 It is easy for me to learn new things	Equal variances assumed	15.572	.000	-2.304	298	.022	-.37192	.16142	-.68958	-.05426
	Equal variances not assumed			-2.408	297.495	.017	-.37192	.15444	-.67585	-.06799
4.5 I can pay some extra to get better service.	Equal variances assumed	2.054	.153	1.261	298	.208	.20197	.16018	-.11325	.51719
	Equal variances not assumed			1.246	256.919	.214	.20197	.16215	-.11735	.52129
4.6 I like to spend time surfing the Internet.	Equal variances assumed	3.707	.055	-1.268	298	.206	-.20033	.15793	-.51113	.11047
	Equal variances not assumed			-1.295	286.828	.197	-.20033	.15474	-.50491	.10425
4.7 I like to pay with my credit cards rather than cash	Equal variances assumed	5.765	.017	-.083	298	.934	-.01724	.20896	-.42847	.39399
	Equal variances not assumed			-.085	295.107	.932	-.01724	.20167	-.41414	.37966
4.8 I am not good at English	Equal variances assumed	.501	.480	1.255	298	.211	.25616	.20416	-.14561	.65793
	Equal variances not assumed			1.272	281.984	.204	.25616	.20133	-.14014	.65245

* Weighted case by 3

4. Chi-square Test

4.1 Crosstabs between Gender and Type of travel agency using.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * Which kind of travel agency did you buy air tickets from?	100	68.0%	47	32.0%	147	100.0%

Gender * Which kind of travel agency did you buy air tickets from? Crosstabulation

			Which kind of travel agency did you buy air tickets from?		
			Traditional travel agency	Online travel agency	Total
Gender	Female	Count	45	31	76
		Expected Count	44.1	31.9	76.0
	Male	Count	13	11	24
		Expected Count	13.9	10.1	24.0
Total		Count	58	42	100
		Expected Count	58.0	42.0	100.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.190[a]	1	.663		
Continuity Correction[b]	.040	1	.842		
Likelihood Ratio	.190	1	.663		
Fisher's Exact Test				.813	.419
Linear-by-Linear Association	.189	1	.664		
N of Valid Cases	100				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 10.08.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.044	.663
	Cramer's V	.044	.663
N of Valid Cases		100	

4.2 Crosstabs between Age and Type of travel agency using.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * Which kind of travel agency did you buy air tickets from?	100	68.0%	47	32.0%	147	100.0%

Age * Which kind of travel agency did you buy air tickets from? Crosstabulation

			Which kind of travel agency did you buy air tickets from?		
			Traditional travel agency	Online travel agency	Total
Age	less than 25	Count	3	3	6
		Expected Count	3.5	2.5	6.0
	26-35	Count	38	32	70
		Expected Count	40.6	29.4	70.0
	36-45	Count	13	6	19
		Expected Count	11.0	8.0	19.0
	more than 46	Count	4	1	5
		Expected Count	2.9	2.1	5.0
Total		Count	58	42	100
		Expected Count	58.0	42.0	100.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.395[a]	3	.495
Likelihood Ratio	2.512	3	.473
Linear-by-Linear Association	2.222	1	.136
N of Valid Cases	100		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is 2.10.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.155	.495
	Cramer's V	.155	.495
N of Valid Cases		100	

4.3 Crosstabs between Education level and Type of travel agency using.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Education level * Which kind of travel agency did you buy air tickets from?	100	68.0%	47	32.0%	147	100.0%

Education level * Which kind of travel agency did you buy air tickets from? Crosstabulation

			Which kind of travel agency did you buy air tickets from?		Total
			Traditional travel agency	Online travel agency	
Education level	Below Bachelor degree	Count	2	2	4
		Expected Count	2.3	1.7	4.0
	Bachelor degree	Count	24	20	44
		Expected Count	25.5	18.5	44.0
	Higher than Bachelor degree	Count	32	20	52
		Expected Count	30.2	21.8	52.0
Total		Count	58	42	100
		Expected Count	58.0	42.0	100.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.588[a]	2	.745
Likelihood Ratio	.587	2	.745
Linear-by-Linear Association	.575	1	.448
N of Valid Cases	100		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 1.68.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.077	.745
	Cramer's V	.077	.745
N of Valid Cases		100	

4.4 Crosstabs between Income level and Type of travel agency using.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Income per month * Which kind of travel agency did you buy air tickets from?	100	68.0%	47	32.0%	147	100.0%

Income per month * Which kind of travel agency did you buy air tickets from? Crosstabulation

			Which kind of travel agency did you buy air tickets from?		Total
			Traditional travel agency	Online travel agency	
Income per month	Below THB20,000	Count	6	7	13
		Expected Count	7.5	5.5	13.0
	THB20,000-50,000	Count	26	22	48
		Expected Count	27.8	20.2	48.0
	Above THB50,001	Count	26	13	39
		Expected Count	22.6	16.4	39.0
Total		Count	58	42	100
		Expected Count	58.0	42.0	100.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.241[a]	2	.326
Likelihood Ratio	2.257	2	.324
Linear-by-Linear Association	2.175	1	.140
N of Valid Cases	100		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.46.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.150	.326
	Cramer's V	.150	.326
N of Valid Cases		100	

4.5 Crosstabs between Credit card possession and Type of travel agency using.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Do you have any credit card? * Which kind of travel agency did you buy air tickets from?	100	68.0%	47	32.0%	147	100.0%

Do you have any credit card? * Which kind of travel agency did you buy air tickets from?
Crosstabulation

			Which kind of travel agency did you buy air tickets from?		Total
			Traditional travel agency	Online travel agency	
Do you have any credit card?	Yes	Count	47	40	87
		Expected Count	50.5	36.5	87.0
	No	Count	11	2	13
		Expected Count	7.5	5.5	13.0
Total		Count	58	42	100
		Expected Count	58.0	42.0	100.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	4.345[a]	1	.037		
Continuity Correction[b]	3.180	1	.075		
Likelihood Ratio	4.852	1	.028		
Fisher's Exact Test				.067	.033
Linear-by-Linear Association	4.302	1	.038		
N of Valid Cases	100				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.46.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	-.208	.037
	Cramer's V	.208	.037
N of Valid Cases		100	

BIOGRAPHY

Name	Miss Aylin Jirapitaksri
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Educational Attainment	2006-2009: Bachelor of Business Administration, Chulalongkorn University
Work Position	Marketing Manager Roongsarp Grand Tour Co.,Ltd.
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