LINE, FACEBOOK, AND YOUTUBE USAGE OF THAI SENIORS WHEN DECIDING TRAVEL DESTINATION

BY

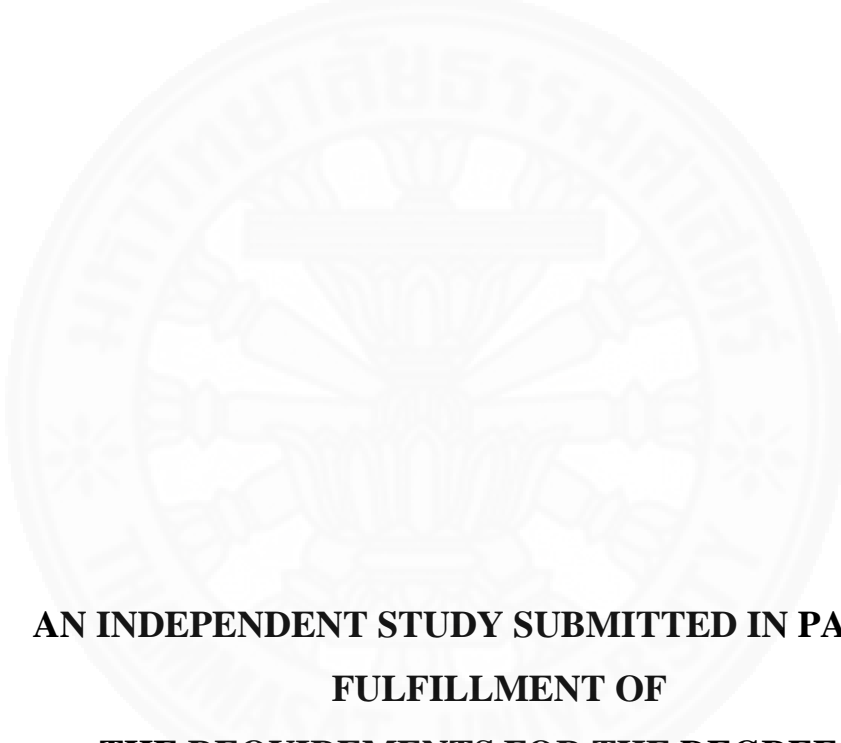MISS APICHAYA SUKDUANG

AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
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(INTERNATIONAL PROGRAM)
FACULTY OF COMMERCE AND ACCOUNTANCY
THAMMASAT UNIVERSITY
ACADEMIC YEAR 2016
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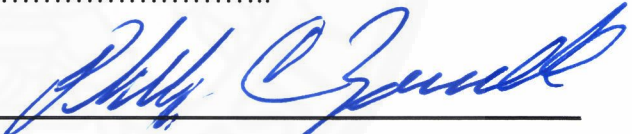
INDEPENDENT STUDY

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MISS APICHAYA SUKDUANG

ENTITLED

LINE, FACEBOOK, AND YOUTUBE USAGE OF THAI SENIORS WHEN
DECIDING TRAVEL DESTINATION

was approved as partial fulfillment of the requirements for
the degree of Master of Science Program in Marketing (International Program)

on.................................... 8 MAY 2017

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Independent Study Title	LINE, FACEBOOK, AND YOUTUBE USAGE OF THAI SENIORS WHEN DECIDING TRAVEL DESTINATION
Author	Miss Apichaya Sukduang
Degree	Master of Science Program in Marketing (International Program)
Major Field/Faculty/University	Faculty of Commerce and Accountancy Thammasat University
Independent Study Advisor	Associate Professor James E. Nelson, Ph.D.
Academic Year	2016

ABSTRACT

The study of "Social media usage of Thai seniors when deciding travel destination" is a contemporary topic in applied marketing related to technology subject area. A first objective is to study the behavior of Thai seniors when they are deciding travel destination. A second is to study behavior of Thai seniors in using social media (LINE, FACEBOOK and YOUTUBE). A third is to identify factors of social media that impact seniors when they are making decision in travel destination.

This research was conducted using two methods, the exploratory research method and the descriptive research method, in both qualitative and quantitative analysis. Respondents in this study must be residents of Thailand at the age between 50-80 years old who travel either domestic or oversea or both at least twice a year. Every day they use social networks (LINE, FACEBOOK and YOUTUBE). Both genders were accepted. The results of this research are based on the findings from the data collection that includes secondary research, in-depth interview, and questionnaire survey. SPSS (Statistical Package for the Social Sciences) was used to analyze the data from the survey, and these data were summarized into a descriptive essay to convey an effective understanding of the results.

This will allow any travel related business to have more understanding in social media behavior of Thai senior, the growing market for tourism industry. The main objective of this research is to increase understanding in behavior of Thai senior in the social media usage towards travel decision. By understanding, it will help identify the real decision maker to target and the important factors underlying.

ACKNOWLEDGEMENTS

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CHAPTER 1
INTRODUCTION

The senior population is a potential market that the tourism industry should get more attention to. The number of senior population is rising every year. Regarding to The UN projection, the share of people older than 65 years of age in Thailand will increase from 10.5% of the population this year to 19.5% and 25.9% in 2030 and 2040, respectively (K. Wongboonsin and P. Phiromswad, 2015). Thailand will become a super-aged society by about 2030. According to TAT travel behavior analysis, Thai senior people can travel in any season and expenditure per person per trip is 910 baht which is a high buying power compare to other targets (Tourism Authority of Thailand, 2009).

There is an opportunity for destinations and business related to travel to capture the senior target, which is the growing market. However, to be successful in capturing this target, destinations or travel-related business need to understand the behavior of senior people. The trend of Internet usage of seniors is significant increasing. Refers to Thailand Internet User Profile 2015 (Electronic Transactions Development Agency, 2015), all number in Baby Boomers sector increased in every angle. They use Internet longer than last year. The top one activity is social networks such as LINE, FACEBOOK and YOUTUBE via the Smartphones. And the top online product is travel.

Key variables of this study are 1) Travel decision of Thai seniors. 2) LINE, FACEBOOK and YOUTUBE usage. 3) Criteria of choosing travel destinations. The purpose of this research is to have better understanding what are the important factors of social media that can influence seniors to make decision in travel destination. They will be able to understand decision behavior specifically related to LINE, FACEBOOK and YOUTUBE usage. Moreover, they will be able to determine the communication channels and messages to this target. So, more destinations or travel-related business will be able to expand business and capture more senior customers.

1.1 Research objective

          The primary purpose of this research is to understand which LINE, FACEBOOK and YOUTUBE are the main channel that senior uses to make decision in travel destination decision. The research objectives are as follows:

1. **Understand the travel destination decision of Thai seniors**
    1.1 To identify travel destination decision complexity.
    1.2 To identify factors influencing Thai seniors in choosing travel destination.
2. **Understand behavior of Thai seniors in using LINE, FACEBOOK and YOUTUBE.**
3. **Identify the factors of LINE, FACEBOOK and YOUTUBE that impact Thai senior when they is making decision in travel destination**
    3.1 Identify important factors in using LINE, FACEBOOK and YOUTUBE to choose travel destination.
    3.2 Identify social media channels in sharing travel experience of Thai seniors.

CHAPTER 2
REVIEW OF LITERATURE

Seniors segment and their behavior

Regarding to The UN projection, the share of people older than 65 years of age in Thailand will increase from 10.5% of the population this year to 19.5% and 25.9% in 2030 and 2040, respectively. Thailand will become a super-aged society by about 2030 (K. Wongboonsin and P. Phiromswad, 2015).

According to data from National Statistical Officer of Thailand found that 95% of senior age between 60-69 years old have a good health conditions and be able to take care themselves. But in age 70-79 years old just only 88% of them have ability to take care themselves. Seniors at age 80 years old and above, only 69% of this group can take care of themselves. Refer to data from Nielsen Consumer Media view (Nielsen Thailand, 2016) shown that seniors become main grocery shoppers in both physical store and online channels. They become the decision makers. Altogether trend of sourced information from Internet rose from 5% to 9%. Seniors tend to use Smart Device, especially Tablet because of a bigger screen.

Basically segmenting senior is done by age, which could start from 50 or 60 years old depends on the objectives of research. However segmenting by age of senior can relate to travel objectives or working status. Another way to segment senior tourist is behavior and intention of travel. Some researches found the limitation of senior tourists in travel for example income after retirement, health conditions, and traveling partners (S. Wattanakamonchai. and Y. Yim-on, 2013).

According to Tourism Authority of Thailand (TAT) travel behavior analysis, Thai senior people can travel in any season and expenditure per person per trip is 910 THB. They do not have time constraint to traveling. One senior traveler, there is at least one companion who is younger to take care of. Moreover the spending of companion per head is higher than the senior traveler. Therefore TAT had done campaign to stimulate the traveling in senior (Tourism Authority of Thailand, 2009).

Refers to Thailand Internet User Profile 2015 from Electronic Transactions Development Agency, all number in Baby Boomers sector increased in every angle. They use Internet longer than last year. The top one activity is social media such as LINE, FACEBOOK and YOUTUBE via the Smartphones. And the top online product is travel (Electronic Transactions Development Agency, 2015).

Destination choice sets model

There are three stages in the structure of destination choice sets model Crompton. First is initial consideration set, is defined as places that a traveler is considering as possible vacation destinations within some time period (Um, S., & Crompton, J. L., 1990). Stage two is the late consideration set of destinations is defined as places, which a traveler is considering as probable destinations within some time period. Last stage is final choice decision, which is the final destination tourists choose to visit (Crompton, J. L., & P. K. Ankomah, 1993).

Travel trends

United Nations World Tourism Organization or UNWTO revealed that there were six factors that affected the increasing number of global foreign tourists. 1.) Rising in middle class, The Organization for Economic Co-operation and Development or OECD estimated that in 2030 the middle class would expand from two billion to five billion. 2.) Low cost airline growth continued to support travel. 3.) Nowadays, Internet and Social media have strongly influenced the living of people. People have consumed Internet longer and longer. Therefore their desire to travel was stimulated easily. 4.) Meetings, Incentives, Conferences, and Exhibitions or MICE increasing and public sector are promoted continuously. 5.) Retirement tourism, the increasing number in elderly tourists who usually take several days for vacations and have higher average cost of one week vacation for two people. And the last factor is 6.) Medical tourism (Chanpen K., 2015).

Travel behavior towards social media usage

According to a Google Ipsos MediaCT study published in 2013, 87% of travel related searches started from online channels. People are more connecting because of mobile usage, social media and new technologies (Gevelber and Heckmann, 2015). Therefore the behavior in every stages of the travel decision-making process was slightly changed (Think with Google, 2014). Starts with step 1.) Inspiration, it usually comes from personal discussion. Nowadays, online resources have been used increasingly. 2.) Planning, influence from online review sites play an increasingly important role. 3.) Comparing, people spent more time to compare price and find the best deals. 4.) Transaction, 5.) On-site experience, this stage social media and mobile usage hit the peak. Google Maps or Foursquare replaces map. Using online to search what to do and where to eat rather than visiting an official visitor bureau or tourist information desk. And real-time sharing is a trend. The last step is 6.) Post-Travel, every traveler can be become a brand ambassadors or detractors (Think with Google, 2016).

In conclusion the rising of Internet usage, social media usage, mobile usage and new technology, they effect to a change in behavior of travelers in each stage in the destination choice sets model Crompton. A person's desired was stimulated easily. People take more personal discussion, read more information and spend more time in comparing.

As well as the behavior of seniors, the adaptation in Internet, Smartphone, Tablet and social media like LINE, FACEBOOK and YOUTUBE significantly rises. Besides seniors have better health conditions, they can take care of themselves. They make decision by themselves. They find information by themselves to support when they make decision. And one of the interest topics finding and using of senior people is travel.

Lastly senior is an interested target for tourism industry because of the growth in the number as well as their spending power. To have a better understanding in their behavior when deciding travel destination will be a benefit of destinations or travel-related business to expand business and capture more senior customers, especially the channels that they use more often like LINE, FACEBOOK and YOUTUBE.

CHAPTER 3
RESEARCH METHODOLOGY

3.1 Research methodology

This research was conducted by using two methodologies, which were exploratory research and descriptive research.

3.1.1 Exploratory research

This research is to understand the behavior of Thai seniors in using social media, determine the important factors that really drive the destination decision of Thai seniors. The information was used as a guideline for the descriptive research. Secondary data and in depth interview were included in this stage. The details of the methods are described below.

3.1.1.1 Secondary research

The objective of secondary research was ascertain information about senior segment, travel behavior and trend, decision making when choosing travel destination and social media usage from sources that included Internet, newspapers, articles, and magazines. It was gathered to understand overview of senior behavior in using social media and traveling.

3.1.1.2 In-depth interview

The objective is to get insight from Thai seniors to determine travel behavior and social media usage. And it was used to design the questionnaire. The areas of questions included social media usage, travel decision process and behavior after traveling.

3.1.2 Descriptive research

Main purpose of descriptive research is to quantify the result from exploratory research. Questionnaire was the tool to gather information. The questionnaire included close-ended question, multiple choices and Likert scale. The length of time to do questionnaire was approximately 10-15 minutes. All data from questionnaire was checked, coded, punched into Excel file. The data was imported to SPSS (Statistical Package for the Social Sciences) software to run the results and did analyzing in many techniques.

The research was conducted to determine the key factors that really drive the travel decision of Thai seniors and identify factors of using social networks with travel decision.

3.2 Sampling plan

Due to time constraints, the convenience-sampling method was used to collect information within the scheduled timeline. The details of the sample size of each methodology are provided below in Table 3.1.

Table 3.1: Sampling selection

Type of research	Methodology	Pilot test (person)	Sample size (person)
1. Qualitative	In-depth interview	None	6
2. Quantitative	Questionnaire	6	198
Total		**6**	**204**

3.3 Sample selection

Sex: Male and Female

Age: 50-80 years

Qualification: Living in Thailand. Must travel either domestic or oversea or both at least twice a year. Purpose of travel is for leisure only. And everyday they use social networks (LINE, FACEBOOK or YOUTUBE).

3.4 Data collection

1. Exploratory research: The face-to-face interviews were used as a tool in this state. The length of interview time is approximately about 30-40 minutes. The respondents were recruited through personal connection and referral method (snowball). A sample of in-depth interview questions is in Appendix A.

2. Descriptive research: The survey questionnaires were distributed via an online channel (www.surveymonkey.com). In order to collect data from the right target group, every respondent had to pass screening questions before answering questionnaire. The survey questionnaire required approximately 10-15 minutes to complete. First phase, the survey form was distributed through personal connection. The second phase, the survey form was distributed through senior online community in different area of Thailand in order to get more variety of respondents. Total number of respondents is 198. The demographics of all respondents are shown in Table 3.2.

Table 3.2: Demographics of respondents

	Characteristic	N	%
Gender	Male	55	27.80%
	Female	143	72.20%
Age	50-65	178	89.90%
	66-80	20	10.10%
Address	Bangkok	172	86.90%
	Upcountry	26	13.10%
Source of income	Business Owner	43	21.70%
	Employee	38	19.20%
	Government Officer	23	11.60%
	Housewife	23	11.60%
	Retired - Company	25	12.60%
	Retired - Government	33	16.70%
	Inheritance	2	1.00%
	From Children	3	1.50%
Income	Less than 20,000	28	14.10%
	20,001-30,000	20	10.10%
	30,001-40,000	22	11.10%
	40,001-50,000	25	12.60%
	50,001-60,000	20	10.10%
	More than 60,000	83	41.90%

3.5 Data analysis

3.5.1 Exploratory research

In-depth interview: The data gathered from interview were used to create an online survey. It provided idea for an insight of senior in travel decision and social media usage. As the information gathered through six interviews was detailed and subjective, they were interpreted with support idea from secondary research.

3.5.2 Descriptive research

Questionnaires: By used convenient sampling (non-probability sampling) and referral method (snowball) to reach respondents and achieved at 198. The questionnaires were designed to most of the close-end questions. Answer of the questionnaires appeared in two style; multiple choices and rating scale (1-5). The data was plugged into Statistical Package for the Social Sciences (SPSS) for statistical analysis and verify information to answer the research objectives. The result was focused on frequencies, correlations between variables, and the important statistical numbers. ANOVA testing was used to find significance of factors that influence the senior travelers' decision. Moreover, ANOVA, frequency, mean, and standard deviation were used to better understand travel decisions towards Social media.

3.6 Limitation

Because of the respondents were recruited through personal connection and referral method (snowball), therefore most of the respondents is resident of Bangkok. The study was conducted by using in-depth interview and questionnaires method with relatively small sample size, so the result might not be generalized. Some specific terms on social media and digital implication must be translated into Thai language, which may unintentionally mislead.

CHAPTER 4

RESULTS AND DISCUSSION

4.1 Results from exploratory research

Secondary data

A summary of key finding from secondary data is shown in Chapter 2 Review of Literature.

In-depth interview

Interviews were conducted with six respondents aged between 50-80 years old. There were four women and two men who had travelled for leisure either domestic or oversea or both at least twice a year. And everyday they use social networks (LINE, FACEBOOK or YOUTUBE). The questions were asked based on the research objective to determine travel behavior, social media usage and social media usage towards travel decision. The profile of interviewees is shown in Table 4.1.

Table 4.1: Profile of interviewees from in-depth interview

#	Gender	Age	No. of trip in 2016	Plan to travel in next 6 months
1	Female	53	5	Yes
2	Female	55	3	Yes
3	Female	63	5	Yes
4	Male	55	4	Yes
5	Female	56	2	Yes
6	Female	57	6	Yes

The finding can summarize as below:

Social media usage

All interviewees have either smart phone or tablet. Two interviewees do not pay for cellular for their phone because they can use Wifi from house or office. All interviewees used LINE everyday. They use LINE as a major communication channel

with their friends and family. They use LINE call instead of normal phone call. And most of the time they received news from LINE.

Only two interviewees do not have FACEBOOK account. The ones who use FACEBOOK, they do not play everyday. They know how to post and share content. They do post and share content from time to time. They like to use FACEBOOK because they can see their friend's activity and update their friend life.

None interviewee has YOUTUBE account. All of them have used YOUTUBE for several times. One interviewee uses YOUTUBE almost everyday, because she always watches the TV program that she missed from YOUTUBE.

Using social media related to travel experience, all interviewees shared their travel experience to their friends or family via LINE. Only three of them, sometimes they shared travel experience in their FACEBOOK. When they share experience in FACEBOOK, they posted pictures not creating an album of each trip.

Travel decision

All interviewees got information related to travel from friends, family member or relatives which those people shared the information or content in their personal FACEBOOK, LINE timeline or personal/group LINE chat. YOUTUBE would be used at the consideration stage, when they have already had two or three destinations in mind and they need more information to make decision. Most VDO contents that they selected to watch are TV program. By watching VDO, it helps them to make decision more than just seeing still images.

All interviewees were easily influenced; when their friends, family member or relatives shared travel experience. City, food, culture and nature of the destination are the top three factors that can influence interviewees to interest about the destination. If they travel without service from tour guide or travel agent, they also considered transportation as one of the important factor.

4.2 Results from descriptive research

The questionnaire was separated to eight main sections as shown in the Table 4.2. In section five, six and seven, if respondents do not use the social media of that section, they were skipped out the section. The questionnaire questions are shown in Appendix B. According to the questionnaire, the key finding are divided to seven main topic Travel destination decision, Social media usage, LINE usage towards travel destination, FACEBOOK usage towards travel destination, YOUTUBE usage towards travel destination, Social media usage for searching information related to travel and Social media usage for sharing travel experience.

Table 4.2: Summary of questionnaire design

Section No.	Topic	No. of respondents
	Screening questions	456
Section one	Travel behavior	198
Section two	Important factors to select travel destination	198
Section three	Media consumption	198
Section four	Social media usage	198
Section five	Social media usage - LINE	198
Section six	Social media usage - FACEBOOK	173
Section seven	Social media usage - YOUTUBE	156
Section eight	Respondent profile	198

Respondents' profile

According to Table 3.2: Demographic of respondents, the majority of respondents are female, ages between 50 to 65 (89.90%), who have income from their own business (21.70%), followed by working as employee (19.20%) and as retired government officer (16.70%). And the income is more than 60,000 Baht a month (41.90%).

Travel destination decision

There are 456 respondents conducted, yet only 198 respondents who passed the screening questions. The 198 respondents are categories into three main groups according to their complexity of decision while deciding travel destination. The

complexity is defined from level of inspiration when initiate the trip, level of involvement when considering the destination and level of self-decision making. Table 4.3 is to show the mean value of each group toward their decision behavior.

Table 4.3: Summary of respondents behavior while deciding travel destination

Attitude	Segment - Level of Complexity			Total n=198
	Light n=57	Medium n=76	High n=65	
	Mean (SD)	Mean (SD)	Mean (SD)	Mean (SD)
You always select the travel destination by yourself.	3.27 (1.07)	4.17 (0.64)	4.80 (0.40)	4.11 (0.20)
You always propose the travel destination to others	2.75 (1.02)	3.91 (0.82)	4.49 (0.53)	3.77 (1.06)
You always have more than one choice of travel destination to decide	2.88 (1.15)	3.84 (0.82)	4.51 (0.62)	3.78 (1.08)
You always discuss with your travel partners to select the travel destination	3.91 (0.99)	4.43 (0.53)	4.82 (0.53)	4.41 (0.77)
While deciding the travel destination, you always asked information from anyone who had visited that places before	2.91 (1.26)	3.71 (0.92)	4.49 (0.66)	3.74 (1.14)

1. *High complexity (65 respondents)* – seniors who always select travel destination by themselves (mean=4.80), always propose the travel destination to others (mean=4.49), always have more than one choice of destination before deciding (mean=4.51), always discuss with travel partners to select the destination to travel (mean=4.82) and always asked information from anyone who had visited the place before (mean=4.49).

2. *Medium complexity (76 respondents)* - seniors who have in the middle range of decision complexity. According to table 4.3, the mean value is in the range of 3.71 - 4.43.

3. *Light complexity (57 respondents)* - seniors who have less decision complexity. They are rarely to select travel destination by themselves (mean=3.27), do not often propose the travel destination to others (mean=2.75), slightly do not have more than one choice of destination before deciding (mean=2.88), discuss with travel partners

to select the destination to travel for sometimes (mean=3.91) and rarely asked information from anyone who had visited the place before (mean=2.91).

From Table 4.4, the result shows that for the first important factor that senior would consider while selecting travel destination is nature (28.8%) and city (19.7%) and transportation (15.7%) respectively. For the second important factors are transportation (24.7%), followed by food (18.2%) and weather (12.1%). The third important factors are weather (17.7%), transportation, and expenses and food as equally percentage at 14.6%.

Table 4.4: Summary of important factors that influences when selecting travel destination

| Factor | The level of important | | | | | | Total | |
| | The most important | | The 2nd most important | | The 3rd most important | | | |
	N	%	N	%	N	%	N	%
City	39	19.70%	20	10.1%	17	8.6%	76	12.79%
Food	5	2.50%	36	18.2%	29	14.6%	70	11.78%
Weather	17	8.60%	24	12.1%	35	17.7%	76	12.79%
Culture	11	5.60%	8	4.0%	17	8.6%	36	6.06%
Expenses	28	14.10%	20	10.1%	29	14.6%	77	12.96%
Transportation	31	15.70%	49	24.7%	34	17.2%	114	19.19%
Nature	57	28.80%	24	12.1%	22	11.1%	103	17.34%
Shopping places	1	0.50%	2	1.0%	7	3.5%	10	1.68%
Activities and Recreation	2	1.00%	7	3.5%	5	2.5%	14	2.36%
Others (please specify)	7	3.50%	8	4.0%	3	1.5%	18	3.03%
Total	**198**	**100%**	**198**	**100%**	**198**	**100%**	**594**	**100%**

☐ = 1st   ☐ = 2nd   ☐ = 3rd

From Table 4.5, the result shows that majority of all group received news and information about travel destination from friends (n=129, 22.51%) and followed by Social media - LINE, FACEBOOK (n=116, 20%)

Table 4.5: Summary of media to receive news and information about travel destination

Source of information	Segment - Level of Complexity							
	Light n=48		Medium n=68		High n=57		Total n=198	
	N	%	N	%	N	%	N	%
Travel experience of your family member	27	17.09%	32	14.2%	26	13.7%	85	14.83%
Travel experience of your friends	34	21.52%	52	23.1%	43	22.6%	129	22.51%
Travel magazine, Travel guide, Travel article	16	10.13%	38	16.9%	22	11.6%	76	13.26%
Website	24	15.19%	29	12.9%	34	17.9%	87	15.18%
Blog or article from internet	14	8.86%	15	6.7%	19	10.0%	48	8.38%
YOUTUBE	12	7.59%	9	4%	11	6%	32	6%
Social media (LINE, FACEBOOK)	31	20%	50	22%	35	18%	116	20%
Total	**158**	**100%**	**225**	**100%**	**190**	**100%**	**573**	**100%**

　　　　= 1st　　　　= 2nd　　　　= 3rd

Social media usage

According to Table 4.6, all 198 respondents use LINE everyday. Majority of the respondent uses LNE one to two hours (35%). Not every respondents have ever used FACEBOOK and YOUTUBE. 25 out of 198 respondents never use FACEBOOK and 42 out of 198 respondents never use YOUTUBE. For the majority of 173 respondents who use FACEBOOK, they use less than one hours (42%). As well as 156 respondents of YOUTUBE, 62% of them use YOUTUBE less than one hour.

Table 4.6: Summary of social media daily usage

| Daily usage | Social media channels | | | | | |
| | LINE | | FACEBOOK | | YOUTUBE | |
	N	%	N	%	N	%
less than 1 hour	39	19.7%	72	42%	97	62%
1-2 hours	70	35%	60	35%	41	26%
2-3 hours	40	20%	19	11%	11	7%
3-4 hours	25	13%	11	6%	3	2%
more than 4 hours	24	12%	11	6%	4	3%
Total	**198**	**100%**	**173**	**100%**	**156**	**100%**

From Table 4.7, the result showed that all groups of senior use LINE as main communication channel (n=198, mean=4.40). Especially High complexity seniors who significantly use LINE as main communication, higher than the Light group. Moreover, they tend to get news from LINE more than TV (n=198, mean=3.51). There is significant between High and Light complexity group. The table also shows that compared with media channels like TV, newspaper and magazine, seniors tend to use LINE more than others. But advertising from LINE, does not attract them much, they quite not interested with it (mean=2.46). In terms of consumption in FACEBOOK and YOUTUBE, seniors do not use much. Even though the mean score is not high, but the advertising from YOUTUBE get the most interested rate (mean=2.56) compared with LINE and FACEBOOK. Because of in YOUTUBE part, the mean score of Light group (mean=2.54) is higher than LINE and FACEBOOK. Moreover it is higher than Medium group in YOUTUBE part and almost same score as High group (mean=2.56).

Table 4.7: Summary of LINE, FACEBOOK and YOUTUBE consumption

LINE n = 198	Segment - Level of Complexity			Total n=198	F	p-value
	Light n=57	**Medium n=76**	**High n=65**			
	Mean (SD)	**Mean (SD)**	**Mean (SD)**	**Mean (SD)**		
LINE as main communication channel	4.18 (0.94)	4.41 (0.68)	4.58 (0.68)	4.40 (0.78)	4.34	0.014
Get news from LINE more than TV	3.18 (1.31)	3.47 (1.13)	3.85 (1.18)	3.51 (1.22)	4.82	0.009
Get news from LINE more than Newspaper	3.98 (1.25)	3.88 (1.14)	4.15 (1.18)	3.98 (1.19)	1.01	0.366
Get news from LINE more than magazine	4.02 (1.09)	3.92 (1.18)	4.26 (1.04)	4.06 (1.11)	1.72	0.182
Have more interest with the Ad from LINE than from other media channels	2.35 (1.06)	2.53 (1.03)	2.48 (1.00)	2.46 (1.03)	0.49	0.615
FACEBOOK n=173	Segment - Level of Complexity			Total n=173	F	p-value
	Light n=48	**Medium n=68**	**High n=57**			
	Mean (SD)	**Mean (SD)**	**Mean (SD)**	**Mean (SD)**		
FACEBOOK as main communication channel	2.75 (0.84)	2.53 (1.14)	2.79 (1.07)	2.68 (1.04)	1.14	0.323
Get news from FACEBOOK more than TV	3.02 (1.21)	2.78 (1.14)	3.14 (1.17)	2.97 (1.18)	1.55	0.216
Get news from FACEBOOK more than Newspaper	3.5 (1.19)	3.15 (1.34)	3.61 (1.26)	3.40 (1.28)	2.29	0.104
Get news from FACEBOOK more than magazine	3.73 (1.14)	3.19 (1.26)	3.51 (1.26)	3.45 (1.24)	2.82	0.063
Have more interest with the Ad from FACEBOOK than from other media channels	2.35 (0.86)	2.4 (0.93)	2.39 (1.01)	2.38 (0.94)	0.03	0.970

YOUTUBE n=156	Segment - Level of Complexity			Total n=198	F	p-value
	Light n=57	Medium n=76	High n=65			
	Mean (SD)	Mean (SD)	Mean (SD)	Mean (SD)		
Get news from YOUTUBE more than TV	2.58 (1.20)	2.37 (1.03)	2.78 (1.12)	2.56 (1.12)	1.76	0.176
Get news from YOUTUBE more than Newspaper	2.96 (1.22)	2.68 (1.04)	3.06 (1.18)	2.88 (1.15)	1.65	0.195
Get news from YOUTUBE more than magazine	3.04 (1.29)	2.85 (1.13)	3.14 (1.26)	3.00 (1.22)	0.83	0.440
Have more interest with the Ad from YOUTUBE than from other media channels	2.54 (0.97)	2.46 (0.88)	2.69 (1.08)	2.56 (0.97)	0.80	0.452

LINE usage towards travel destination

By using One-Way ANOVA, the result in this Table 4.8 shows that none of p-value is greater than 0.05. Therefore there are no evident to say that there is significantly different between each group toward the different type of message, which related to travel. However, Medium group (n=76) has the highest mean on message that sent to personal chat (mean=3.57), message that sent from the group always interacts with (mean=3.46), message that sent from the group rarely interacts with (mean=2.45) and message from LINE timeline (mean=2.51). Whereas message that sent from Official page that following, still keeps the normal pattern.

Table 4.8: Summary of interested in different type of message from LINE which related to travel information

Type of Message	Segment - Level of Complexity			Total n=198	F	p-value
	Light n=57	Medium n=76	High n=65			
	Mean (SD)	Mean (SD)	Mean (SD)	Mean (SD)		
Message that sent directly to personal chat	3.35 (0.83)	3.57 (0.77)	3.51 (0.90)	3.48 (0.84)	1.12	0.330

Type of Message	Segment - Level of Complexity			Total n=198	F	p-value
	Light n=57	Medium n=76	High n=65			
	Mean (SD)	Mean (SD)	Mean (SD)	Mean (SD)		
Message that sent from the group that always interact with	3.19 (0.90)	3.46 (0.77)	3.42 (0.93)	3.37 (0.87)	1.70	0.185
Message that sent from the group that rarely interact with	2.51 (0.87)	2.45 (0.80)	2.42 (0.88)	2.45 (0.85)	0.19	0.829
Message that sent from Official page that following	2.63 (0.86)	2.84 (0.88)	2.88 (1.02)	2.79 (0.93)	1.25	0.290
Message from LINE timeline	2.4 (0.92)	2.51 (0.87)	2.49 (0.97)	2.47 (0.91)	0.25	0.780

FACEBOOK usage towards travel destination

According to Table 4.9, majority of respondents are interested with photo with some text in the picture (n=142, 27.36%), followed by post that has message and photo (n=129, 24.86%) and VDO clip that shorter than 2 minutes (n=107, 20.62).

Table 4.9: Summary of important factors that influences when selecting to watch/read content in FACEBOOK

Factor	The level of important						Total	
	The most important		The 2nd most important		The 3rd most important			
	N	%	N	%	N	%	N	%
Photo album	21	12.14%	21	12.1%	31	17.9%	73	14.07%
Short message (no picture)	9	5.20%	20	11.6%	18	10.4%	47	9.06%
Short VDO clip (less than 2 minute)	24	13.87%	35	20.2%	48	27.7%	107	20.62%
Photo with some text in the picture	59	34.10%	56	32.4%	27	15.6%	142	27.36%
Post with message and photo	56	32.37%	36	20.8%	37	21.4%	129	24.86%
Advertising	4	2.31%	5	3%	12	7%	21	4%
Total	**173**	**100%**	**173**	**100%**	**173**	**100%**	**519**	**100%**

 = 1st = 2nd = 3rd

Table 4.10 shows that Light group has mean value of information shared from travel destination at 3.21, while High group has mean value at 3.81. Therefore the interested in information that shared from travel destination is significantly different between Light and High complexity group.

Table 4.10: Summary of interested of different type of travel related message from FACEBOOK

Type of Message in FACEBOOK	Segment - Level of Complexity			Total n=173	F	p-value
	Light n=48	Medium n=68	High n=57			
	Mean (SD)	Mean (SD)	Mean (SD)	Mean (SD)		
Friend shares his/her travel experience	3.15 (0.74)	3.28 (0.75)	3.40 (0.88)	3.28 (0.80)	1.37	0.257
The well-known person shares his/her travel experience	2.67 (0.93)	2.76 (1.04)	2.88 (1.05)	2.77 (1.01)	0.57	0.569
Information about travel destination that shared from travel agent/tour agent	2.58 (1.05)	2.65 (0.79)	2.93 (0.88)	2.72 (0.90)	2.34	0.100
Information shared from travel destination	3.21 (0.94)	3.32 (0.74)	3.81 (0.85)	3.45 (0.87)	7.92	0.001
Information shared by your FACEBOOK friend	3.23 (0.95)	3.49 (0.64)	3.60 (0.90)	3.45 (0.83)	2.69	0.071

YOUTUBE usage towards travel destination

In Table 4.11, it shows the result from 156 respondents who use YOUTUBE. The first important factor can influence seniors when selecting content in YOUTUBE is TV program that has already broadcasted (34.62%) and presenting new places which different from other programs/clips (30.77%) and providing fruitful and clear information (13.46%) respectively. For the second important factors are presenting new places which different from other programs/clips (32.7%), presenting like a real trip, not like TV program (20%) and presenting picture more than host talking (15.4%). The third important factors are providing fruitful and clear information (21.2%), presenting like a real trip, not like TV program (21%), and presenting new places which different from other programs/clips (18.6%).

Table 4.11: Summary of important factors that influences when selecting travel-related content in YOUTUBE

Factor	The level of important						Total	
	The most important		The 2nd most important		The 3rd most important			
	N	%	N	%	N	%	N	%
TV program	54	34.62%	17	10.9%	20	12.8%	91	19.44%
Well-known host	7	4.49%	13	8.3%	14	9.0%	34	7.26%
Host does not talk much, show a lot of image	14	8.97%	24	15.4%	28	17.9%	66	14.10%
Fruitful and clear information	21	13.46%	20	12.8%	33	21.2%	74	15.81%
Visit new place. Different from other programs	48	30.77%	51	32.7%	29	18.6%	128	27.35%
Real travel trip, not look like TV program	12	8%	31	20%	32	21%	75	16%
Total	156	100%	156	100%	156	100%	468	100%

      = 1st   = 2nd   = 3rd

Social media usage for searching information related to travel

Referred to Table 4.12, there is no significant between Light, Medium and High group in find information from FACEBOOK, either while deciding travel destination or after deciding. On the other hand, finding information from YOUTUBE, it is significantly different between Light and High group for the situation that seniors is deciding travel destination. For after deciding travel destination, Light and High group has significantly different level of usage (p-value=0.002) as well as between Medium and High group (p-value=0.009).

Table 4.12: Summary of using LINE, FACEBOOK and YOUTUBE to find information related to travel destination

FACEBOOK n=173	Segment - Level of Complexity			Total n=173	F	p-value
	Light n=48	Medium n=68	High n=57			
	Mean (SD)	Mean (SD)	Mean (SD)	Mean (SD)		
Find information from FACEBOOK, While deciding travel destination	2.15 (1.03)	2.32 (0.92)	2.54 (1.15)	2.35 (1.04)	1.97	0.140
Find information from FACEBOOK, After deciding travel destination	2.10 (0.93)	2.35 (0.93)	2.53 (1.12)	2.34 (1.00)	2.35	0.098
YOUTUBE n=156	Segment - Level of Complexity			Total n=156	F	p-value
	Light n=48	Medium n=59	High n=49			
	Mean (SD)	Mean (SD)	Mean (SD)	Mean (SD)		
Find information from YOUTUBE, While deciding travel destination	2.04 (1.22)	2.22 (0.97)	2.63 (1.19)	2.29 (1.14)	3.60	0.030
Find information from YOUTUBE, After deciding travel destination	2.04 (1.18)	2.17 (0.99)	2.84 (1.3)	2.34 (1.19)	6.82	0.001

Social media usage for sharing travel experience

The result from Table 4.13 shows that seniors rarely share their travel experience in Social media, LINE, FACEBOOK or YOUTUBE. LINE has the highest mean value at 2.79, followed by FACEBOOK (mean=2.69) and YOUTUBE (mean=1.4). It has no significant between each group. In FACEBOOK part, Medium group (mean=2.59) has slightly lower mean value than Light group (mean=2.69).

Table 4.13: Summary of sharing travel experience through social media channel

LINE n = 198	Segment - Level of Complexity			Total n=198	F	p-value
	Light n=57	Medium n=76	High n=65			
	Mean (SD)	Mean (SD)	Mean (SD)	Mean (SD)		
Share travel experience via LINE	2.75 (1.11)	2.75 (0.98)	2.86 (1.07)	2.79 (1.05)	0.24	0.788
FACEBOOK n=173	Segment - Level of Complexity			Total n=173	F	p-value
	Light n=48	Medium n=68	High n=57			
	Mean (SD)	Mean (SD)	Mean (SD)	Mean (SD)		
Share travel experience via FACEBOOK	2.69 (1.10)	2.59 (0.97)	2.81 (1.14)	2.69 (1.06)	0.66	0.519
YOUTUBE n=156	Segment - Level of Complexity			Total n=156	F	p-value
	Light n=48	Medium n=59	High n=49			
	Mean (SD)	Mean (SD)	Mean (SD)	Mean (SD)		
Share travel experience via YOUTUBE	1.35 (0.64)	1.41 (0.72)	1.45 (0.77)	1.4 (0.71)	0.22	0.806

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

The level of complexity in deciding travel destination of Thai seniors is divided to three groups; Light, Medium and High. It has a significantly correlation with their social media usage. High group uses social media more than the medium, followed by the light group respectively. The generation of digital and technology has come into play in the Thai seniors group as well as other generations.

LINE is the most often-used social media channel. All of respondents use 1-2 hour everyday. They use LINE as a main communications channel. They tend to use it more than TV, newspaper and magazine. In the other hand, not every respondents use FACEBOOK and YOUTUBE. The ones who use, they use less than one hour a day. According to Table 5.1, it obviously shows that Thai seniors consume social media (LINE and FACEBOOK) more than TV, radio, newspaper and magazine. TV is the second media channel that they often consume, followed by Internet or website and YOUTUBE, respectively.

Table 5.1: Summary of media consumption

Source of media	Segment - Level of Complexity							
	Light n=48		Medium n=68		High n=57		Total n=198	
	N	%	N	%	N	%	N	%
TV	35	22.15%	57	24.4%	47	21.8%	138	22.73%
Radio	12	7.59%	19	8.1%	19	8.8%	50	8.24%
Newspaper	10	6.33%	14	6.0%	15	6.9%	39	6.43%
Magazine	5	3.16%	9	3.8%	8	3.7%	22	3.62%
Internet / Website	34	21.52%	45	19.2%	47	21.8%	126	20.76%
YOUTUBE	14	8.86%	19	8%	20	9%	53	8.73%
Social media (LINE, FACEBOOK)	48	30%	71	30%	60	28%	179	29.49%
Total	**158**	**100%**	**234**	**100%**	**216**	**100%**	**607**	**100%**

	= 1st		= 2nd		= 3rd

In terms of source of information about travel that Thai seniors consume, they get information from their friend' travel experience, social media (LINE and FACEBOOK) and website. While magazine, travel guide or travel article is slightly not used but it is higher than YOUTUBE. YOUTUBE is used to watch TV program that they missed more than using as a purpose of finding information. As well as FACEBOOK, they do not use to find information. In additional, sharing the travel experience of Thai seniors is not practiced as well.

In terms of information and content style that can attract Thai seniors, the finding shows that transportation, city, nature and food are the main factors that Thai seniors consider while deciding travel destination.

FACEBOOK content styles that can attract Thai seniors are photo with short text in the photo, post with message and photo and short VDO. The top 3 sources of information that shared in FACEBOOK and can influence are information from travel destination, information that their friend shared and their friend's experience that his/her share in the FACEBOOK.

Meanwhile the style of content in YOUTUBE that Thai seniors is interested with are the TV program that has been shown, the clip that present new place and they clip that present similar to real trip more than like TV program.

In conclusion, social media – LINE, FACEBOOK and YOUTUBE is a new communication channel and media channel for Thai seniors. Many of them have already adopted social media to their daily life. They tend to consume social media more the traditional media like TV, radio and magazine. In term of decision making towards travel destination, the social media has been used. Because of seeing information or experience from their friends or travel destination in social media channel either or LINE, FACEBOOK or YOUTUBE, it can stimulate the willingness to travel of Thai seniors.

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APPENDICES

APPENDIX A
IN-DEPTH INTERVIEW QUESTIONS

1. How do you select the destination?

2. How do you know or hear about the destination?

3. After retirement, how many trips have you been done?

4. After you selected the destination, how long do you prepare for one trip?

5. Which sources do you use to find information?

6. In average, how many people do you travel with?

7. In average, how long do you spend for one trip?

8. What is the most important factor to select the destination?

9. How often do you LINE in one day?

10. Have you ever used YOUTUBE? What is it for?

11. Have you ever used FACEBOOK? Do you have your own account? What is it for?

12. Have you ever used FACEBOOK to find information about travel?

13. Have you ever used FACEBOOK to find information about travel?

14. While you were traveling, did you share the moment right at the time?

15. What kind of information in FACEBOOK that can attract you?

16. What kind of information in YOUTUBE that can attract you?

APPENDIX B
SURVEY QUESTIONNAIRE

Dear Participant:

This survey is conducted by student from Master's Degree Program in Marketing of Thammasat University. This is a research project under the subject of "Independent study : MK 701". The research topic is "**LINE, FACEBOOK, and YOUTUBE usage of Thai seniors when deciding travel destination**". This questionnaire will take approximately 10-15 minutes to be completed. Your name will not be asked in this questionnaire. All of your answers will be confidential and only be used for educational purposes only.

Chompoo Apichaya Sukduang

SCREENING QUESTIONS

1. **How old are you?**

   o   Less than 50 years old (END)

   o   50-65 years old

   o   66-80 years old

   o   80 years old and above (END)

2. **In the last 12 months, did you have a 2 nights trip and/or next 6 months do you have a plan for a 2 nights trip?**

   o   Yes

   o   No (END)

3. In the last 12 months, did you have a 2 nights trip and/or next 6 months do you have a plan for a 2 nights trip, in total more than one trip?

- o Yes

- o No (END)

4. Do you use social media (LINE, FACEBOOK and/or YOUTUBE) every day?

- o Yes

- o No (END)

SECTION ONE: TRAVEL BEHAVIOR

How do you agree with these statements?

	Statement	Strongly Disagree	Disagree	Not Sure	Agree	Strongly Agree
5	You always select the travel destination by yourself.					
6	You always propose the travel destination to others					
7	You always have more than one choice of travel destination to decide					
8	You always discuss with your travel partners to select the travel destination					
9	While deciding the travel destination, you always asked information from anyone who had visited that places before					

SECTION TWO : IMPORTANT FACTORS TO SELECT TRAVEL DESTINATION

10. Please select <u>the first important factor</u> that influences you to select travel destination.

- City
- Food
- Weather
- Culture
- Expenses

- Transportation
- Nature
- Shopping places
- Activities and Recreation
- Others (please specify)

11. Please select <u>the second important factor</u> that influences you to select travel destination.

- City
- Food
- Weather
- Culture
- Expenses

- Transportation
- Nature
- Shopping places
- Activities and Recreation
- Others (please specify)

12. Please select <u>the third important factor</u> that influences you to select travel destination.

- City
- Food
- Weather
- Culture

- Expenses
- Transportation
- Nature
- Shopping places

o Activities and Recreation   o Others (please specify)

SECTION THREE : MEDIA CONSUMPTION

13. Which media channels that you consume everyday? (can select more than one choice)

o TV

o Radio

o Newspaper

o Magazine

o Internet / Website

o YOUTUBE

o Social media (LINE, FACEBOOK)

o Others (please specify)

14. How do you know the travel destination? (please select the top three)

o Travel experience of your family member

o Travel experience of your friends

o Travel magazine, Travel guide, Travel article

o Website

o Blog or article from internet

o YOUTUBE

o Social media (LINE, FACEBOOK)

o Others (please specify)

SECTION FOUR : SOCIAL MEDIA USAGE

15. Please rank your social media consumption. 1 = the most often, 3= the less often/never use. If you have more than one channel that never use please rank based on your interested to use.

…… LINE

…… FACEBOOK

…… YOUTUBE

SECTION FIVE : SOCIAL MEDIA USAGE – LINE

16. In one day, how many hours that you use LINE?

o Never use (skip LINE section)

o Less than 1 hour

o 1-2 hours

o 2-3 hours

o 3-4 hours

o more than 4 hours

How do you agree with these statements?

	Statement	Strongly Disagree	Disagree	Not Sure	Agree	Strongly Agree
17	Is Line your main communication channel?					
18	Do you get news from Line more than TV?					
19	Do you get news from Line more than Newspaper?					
20	Do you get news from Line more than magazine?					
21	Do you have more interest with the Ad from Line than from other media channels?					

How much do you interested with these types of message, which related to travel?

	Type of message	Totally Not interested	Slightly not interested	Slightly interested	Almost interested	Totally interested
22	Message that sent directly to your personal chat					
23	Message that sent from the group that you always interact with					
24	Message that sent from the group that you rarely interact with					
25	Message that sent from Official page that you follow					
26	Message from timeline					

27. Do you share your travel experience via LINE? (Likert)

	Statement	Never	Rarely	Sometimes	Often	Always
27	Do you share your travel experience via LINE?					

SECTION SIX : SOCIAL MEDIA USAGE – FACEBOOK

28. In one day, how many hours that you use FACEBOOK?

o Never use (skip FACEBOOK section)

o Less than 1 hour

o 1-2 hours

o 2-3 hours

o 3-4 hours

o more than 4 hours

How do you agree with these statements?

	Statement	Strongly Disagree	Disagree	Not Sure	Agree	Strongly Agree
29	Is FACEBOOK your main communication channel?					
30	Do you get news from FACEBOOK more than TV?					
31	Do you get news from FACEBOOK more than Newspaper?					
32	Do you get news from FACEBOOK more than magazine?					
33	Do you have more interest with the Ad from FACEBOOK than from other media channels?					

How often do you use FACEBOOK to find information, which related to travel?

	Statement	Never	Rarely	Sometimes	Often	Always
34	While deciding travel destination, how often that you use Facebook to find information?					
35	After deciding travel destination, how often that you use Facebook to find information?					

36. Please select <u>the first important factor</u> that influences you to interest message from Facebook

o Photo album   o Photo with some text in the picture

o Short message (no picture)   o Post with message and photo

o Short VDO clip (less than 2 minute)   o Advertising

37. Please select <u>the second important factor</u> that influences you to interest message from Facebook

o Photo album   o Photo with some text in the picture

o Short message (no picture)   o Post with message and photo

o Short VDO clip (less than 2 minute)   o Advertising

38. Please select <u>the third important factor</u> that influences you to interest message from Facebook

o Photo album   o Photo with some text in the picture

o Short message (no picture)   o Post with message and photo

o Short VDO clip (less than 2   o Advertising
  minute)

How much do you interested with these types of message, which related to travel?

	Type of message	Totally Not interested	Slightly not interested	Slightly interested	Almost interested	Totally interested
39	Your Facebook friend shares his/her travel experience					
40	The well-known person shares his/her travel experience					
41	Information about travel destination that shared from travel agent/tour agent					
42	Information shared from travel destination					
43	Information shared by your Facebook friend					

44. Do you share your travel experience via FACEBOOK? (Likert)

	Statement	Never	Rarely	Sometimes	Often	Always
27	Do you share your travel experience via FACEBOOK?					

SECTION SEVEN : SOCIAL MEDIA USAGE – YOUTUBE

45. In one day, how many hours that you use YOUTUBE?

o Never use (skip YOUTUBE section)

o Less than 1 hour

o 1-2 hours

o 2-3 hours

o 3-4 hours

o more than 4 hours

How do you agree with these statements?

	Statement	Strongly Disagree	Disagree	Not Sure	Agree	Strongly Agree
46	Do you get news from YOUTUBE more than TV?					
47	Do you get news from YOUTUBE more than Newspaper?					
48	Do you get news from YOUTUBE more than magazine?					
49	Do you have more interest with the Ad from YOUTUBE than from other media channels?					

How often do you use YOUTUBE to find information, which related to travel?

	Statement	Never	Rarely	Sometimes	Often	Always
34	While deciding travel destination, how often that you use Youtube to find information?					
35	After deciding travel destination, how often that you use Youtube to find information?					

52. Please select <u>the first important factor</u> that influences you to interest message from YOUTUBE

o TV program

o Well-known host

o Host does not talk much, show a lot of image

o Fruitful and clear information

o Visit new place. Different from other programs

o Real travel trip, not look like TV program

53. Please select <u>the second important factor</u> that influences you to interest message from YOUTUBE

o TV program

o Well-known host

o Host does not talk much, show a lot of image

o Fruitful and clear information

o Visit new place. Different from other programs

o Real travel trip, not look like TV program

54. Please select the third important factor that influences you to interest message from YOUTUBE

o TV program

o Well-known host

o Host does not talk much, show a lot of image

o Fruitful and clear information

o Visit new place. Different from other programs

o Real travel trip, not look like TV program

55. Do you share your travel experience via YOUTUBE? (Likert)

Statement	Never	Rarely	Sometimes	Often	Always
27 Do you share your travel experience via YOUTUBE?					

SECTION EIGHT : RESPONDENT PROFILE

56. Sex?

o Male   o Female

57. Source of income

o Business owner   o Retirement – government sector

o Employee   o Inheritance

o Government officer   o Take care by children

o Housewife   o Others (please specify)

o Retirement – private company

58. Address

o Bangkok and boundary   o Upcountry

59. Income per month

o Less than 20,000 THB   o 40,001 – 50,000 THB

o 20,001 – 30,000 THB   o 50,001 – 60,000 THB

o 30,001 – 40,000 THB   o more than 60,001 TH

BIOGRAPHY

Name	Miss Apichaya Sukduang
Date of Birth	November 24, 1988
Educational Attainment	2006-2010: BBA in Hotel Management
	Silpakorn University International College
	(SUIC)
Work Position	Assistant marketing manager
	Central Marketing Group – Clarins
Work Experience	2017: Assistant marketing manager
	Central Marketing Group – Clarins
	2014: Assistant marketing and communication
	manager
	Pam Plus Plus – Hospitality consultancy
	2012: Account executive
	amcasia! - A regional experiential marketing
	and strategic events agency