



**KEY FACTORS INFLUENCING THAI TRAVELERS
TO CHOOSE A HOMESTAY ACCOMMODATION
IN THAILAND**

BY

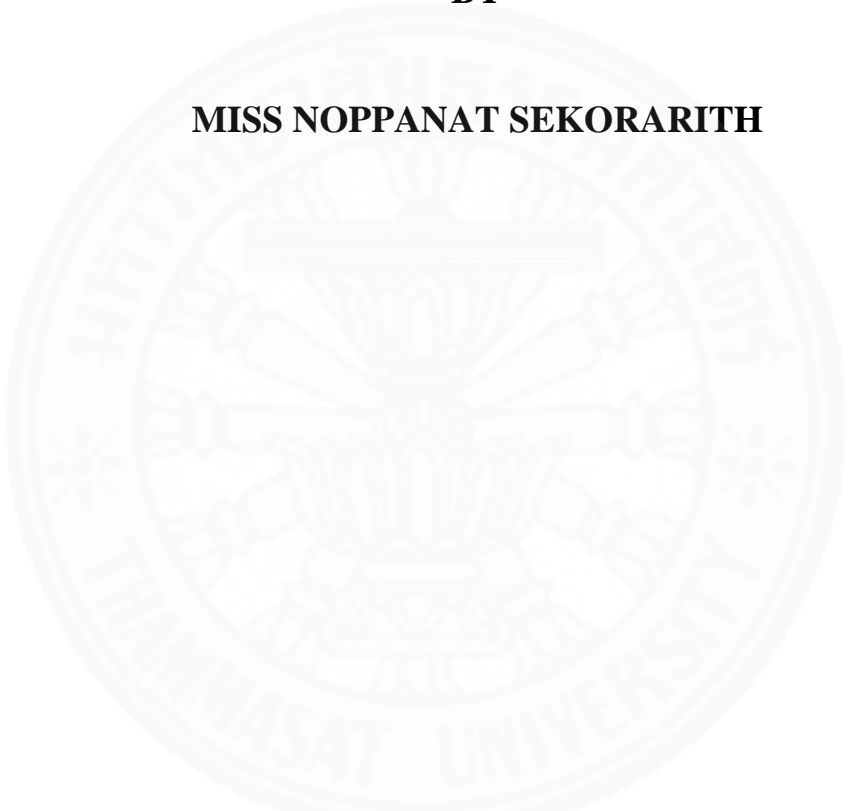
MISS NOPPANAT SEKORARITH

**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
THAMMASAT UNIVERSITY
ACADEMIC YEAR 2016
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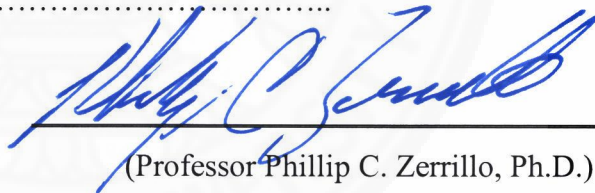
ENTITLED

KEY FACTORS INFLUENCING THAI TRAVELERS TO CHOOSE
A HOMESTAY ACCOMMODATION IN THAILAND

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	KEY FACTORS INFLUENCING THAI TRAVELERS TO CHOOSE A HOMESTAY ACCOMMODATION IN THAILAND
Author	Miss Noppanat Sekorarith
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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

Thailand is one of the most wonderful destinations for both foreign and Thai travelers. There are many interesting places, delicious foods, friendly people, and particularly, attractive accommodations. Currently, as Thai traveler behaviors are changing, many travelers love to learn more about the ways of life of local people and cultural exchanges. This leads to the attention of eco-tourism. Homestay has become more popular and has a continuous growth trend.

Importantly, the homestay business generates revenue for the country. This business has a key role in creating jobs and income; As a result, it also improves the quality of life for local people. However, most homestay owners still lack a traveler insight leading to them losing their travelers.

This research aims to assist homestay owners to attract more travelers to visit their homestay. Findings of this research benefit homestay owners to understand more about traveler behaviors and to focus on the correct target segment. Moreover, the key factors influencing Thai travelers to select homestay in Thailand were addressed. Following that, recommendations for homestay owners were provided in order to develop the effective marketing strategies and also to respond to target market needs.

This research collected data through secondary data, in-depth interviews, and a survey questionnaire. The non-probability (convenience) samples were applied in this research with seven respondents for the in-depth interview and 352 respondents for

the survey questionnaire. The target respondents are Thai travelers who have visited a homestay in Thailand. The data were analyzed by qualitative and quantitative research methods.

The research results showed that Thai travelers can be classified by characteristics of five clusters: easy going, adventurous, introvert and private, scenery-oriented, and sociable and personal image-oriented. Each cluster has different preferences and perceptions. All clusters were significantly different on all choices of criteria, except the factor of privacy and the usage of homestay.

As a recommendation, the cluster of sociable and personal image-oriented should be targeted and offered the appropriate attributes from homestay owners in order to be successful and sustainable in the homestay business.

Keywords: Eco-tourism, community-based homestay tourism, homestay owner, traveler, local people, perceived value

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TABLE OF CONTENTS

	Page
ABSTRACT	(1)
ACKNOWLEDGEMENTS	(3)
LIST OF TABLES	(6)
LIST OF FIGURE	(7)
CHAPTER 1 INTRODUCTION	1
1.1 Problem Statement and Research Purpose	1
1.2 Research Objectives	2
CHAPTER 2 REVIEW OF LITERATURE	3
CHAPTER 3 RESEARCH METHODOLOGY	7
3.1 Research Methodology	7
3.1.1 Secondary Research	7
3.1.2 Primary Research	7
3.2 Sampling Plan	10
3.3 Data Collection	10
3.3.1 Qualitative Method	10
3.3.2 Quantitative Method	12
3.4 Data Analysis	13
3.4.1 Qualitative data analysis	13
3.4.2 Quantitative data analysis	14
3.5 Theoretical Framework	17
3.6 Limitations of the Study	18

	(5)
CHAPTER 4 RESULTS AND DISCUSSION	19
4.1 Secondary Research – Key Findings	19
4.2 In-Depth Interviews with Thai Travelers – Key Findings	19
4.3 Survey Questionnaires with Thai Travelers – Key Findings	24
CHAPTER 5 CONCLUSIONS AND RECOMMENDATIONS	33
REFERENCES	37
APPENDICES	
APPENDIX A: In-Depth Interview Questions	40
APPENDIX B: Thai Traveler Perception Questionnaire	41
APPENDIX C: Perceived value toward choice criteria	48
BIOGRAPHY	49

LIST OF TABLES

Tables	Page
3.1 Matching research objectives with research methodology	8
3.2 Sample size in each research methodology	10
3.3 Sessions of in-depth interview	12
3.4 Five key principles in analyzing qualitative data	14
3.5 Socio demographic details of study respondents (Dummy table)	15
3.6 Reporting ANOVA Thai traveler's characteristics (Dummy table)	16
3.7 Description about characteristics of each cluster (Dummy table)	16
3.8 Reporting ANOVA choice criteria (Dummy table)	16
3.9 Reporting ANOVA frequencies of visiting a homestay accommodation (Dummy table)	16
4.1 The in-depth interview results of demographic characteristics	20
4.2 The summarized results of in-depth interview	21
4.3 The survey questionnaire results of socio demographic details	25
4.4 The results of ANOVA Thai traveler's characteristics	27
4.5 Description about characteristics of each cluster	28
4.6 The results of ANOVA choice criteria	29
4.7 The results of ANOVA frequencies of visiting a homestay accommodation	32

LIST OF FIGURE

Figure	Page
3.1 Conceptual framework	17



CHAPTER 1

INTRODUCTION

1.1 Problem statement and research purpose

These days, tourism is one of the most important sectors in generating revenue in the Thai economy. Additionally, eco-tourism, especially in visiting a homestay accommodation, has become more popular and had a continuous growth trend because of changing traveler behaviors. Thai travelers are more interested in obtaining a new and exciting experience through living with local people in their real life. Homestay at “Chiang Khan in Loei”, “Mae Kampong village in Chiang Mai”, or “Chiang Dao in Chiang Mai” can be good examples of the growing movement of Thai travelers to select a homestay accommodation. Undeniably, the homestay business has a major role in creating jobs and income; it also improves the standard of living for local people. Certainly, the Thai government strongly supports local people by promoting many traveling campaigns to attract Thai travelers to travel within the country. Consequently, this is a great opportunity for local people to take advantage of their homestay businesses.

However, most homestay owners still lack a good understanding of travelers and their actual needs, and this leads to a loss of travelers. In each person, there are differences in characteristics and perception including their preferences or things that concern them. Every “touch point” for the travelers, including both the internal and external perceptions, can impact traveler decisions to visit a homestay accommodation. Therefore, to support local people and generate revenue to the country, homestay owners should concentrate on traveler characteristics and their actual needs, especially criteria toward choosing a homestay accommodation.

As a result, this research aims to assist homestay owners to attract more Thai travelers to visit their homestay. The results of this research would be useful for homestay owners to understand more about their travelers and to target the right group regarding their characteristics. This would lead to an effective allocation of budget. Furthermore, focusing on the correct factors that have an influence on

attracting travelers visiting a homestay accommodation enhances the development and the marketing strategies, while also responding to the target needs with real insight.

This research answered some of the following essential questions: Which characteristics of Thai travelers should homestay owners focus on? What are the key factors that influence Thai travelers to choose a homestay accommodation in Thailand?

For research theme, this research focuses on the subject area of society in Thailand which described planned research on marketing and societal opportunity topics in supporting local people for homestay business. This research was conducted as comprehensive report for a contemporary topic in applied marketing.

1.2 Research objectives

1. To identify characteristics of Thai travelers toward visiting a homestay accommodation
 - 1.1 Divide a group of Thai travelers by characteristics
 - 1.2 Identify points of differences of characteristics in each cluster
 - 1.3 Describe characteristics of each cluster toward visiting a homestay accommodation
2. To evaluate performance of homestay management via Thai traveler perception
 - 2.1 Investigate related attributes of homestay management that affect Thai traveler perception which are service, activity and cultural exchanges, host-guest interaction, establishment, location, and price
 - 2.2 Identify points of differences of key factors that impact Thai traveler decision criteria in choosing a homestay accommodation in each cluster
 - 2.3 Identify area of improvement for each cluster
 - 2.4 Identify area of unimportance to be concerned in each cluster
3. To provide recommendations to homestay owners regarding choosing a homestay accommodation in Thailand for Thai travelers

CHAPTER 2

REVIEW OF LITERATURE

It is generally accepted that Thailand is one of the most attractive destinations to visit and has wonderful and memorable accommodations. According to Vanhaleweyk (2016), Thailand's tourism industry contributes about 10% of the country's GDP and has a trend continually generate more revenue. In addition, ecotourism, especially in visiting homestay accommodations, has become more popular and had a trend of growth (Pattano & Jareonwisan, 2015). "Homestay" for Thailand is defined as private residences of host families that offer commercial hospitality to travelers or guesthouses including space or room, private bed, breakfasts, and community lodges with a fee; additionally, guests also have an opportunity to learn and experience the lifestyles of local people through cultural exchanges and interactions between the host and visitors such as being in their daily activities (Boonratana, 2010). The homestay business creates jobs and income and also enhances the quality of living for local people (Bhuiyan, Siwar, & Ismail, 2013). Therefore, the Thai government strongly supports tourism through many marketing campaigns such as "Amazing Thailand It Begins with the People," "Quality Leisure Destination through Thainess" and "Thai Travel Show" (Tourism Authority of Thailand Newsroom, 2016).

According to Languopin (2016), the Thai government is promoting "Thailand 4.0" as a new economic model aimed to make Thailand a high-income country. Tourism is one of the plans to support the quality of living and generate revenue for the country. The Thai government tries to encourage domestic travel and desires that Thai people take vacations in Thailand. Destination Thailand News (2017) reported that the Tourism Authority of Thailand (TAT) is following the "Thailand 4.0, Economy 4.0" concept from the government by providing "Tourism 4.0" framework and the "Regional Travel Challenge" project to stimulate cross-regional travel by creating new experiences based on local allure and also generating income across the country. This project would have a positive impact on society and favorable social outcomes because it enhances cross-regional travel and attracts more travelers to

travel within the country. Thus, homestay owners can take advantage of the government's plan to attract more Thai travelers to visit their homestays with creative and innovating implementation plans such as the "Smart Thailand" concept (Thailand 4.0).

However, nowadays, most homestay owners still lack an understanding and traveler insight. This results in homestay owners losing their travelers or offering wrong attributes to their travelers due to subjective and differing preferences. Consequently, in order to understand traveler behaviors, homestay owners should be concerned with the various aspects that might affect traveler decisions.

Several studies related to tourism and hospitality have shown the effect of perceived value of visiting homestays on different aspects of traveler behavior such as travelers' satisfaction and intention to return again or recommend to others. Petrick (2002) proposed that "behavioral price, monetary price, emotional response, quality, and reputation" are the factors influencing a consumer's perspective on visiting tourist attractions and accommodations. However, Al-Sabbahy, Ekinici, and Riley (2004) argued that hospitality services evaluated through acquisition value and transaction value are also factors affecting travelers' decision. According to Jamal et al. (2011, p. 11), their study has shown five dimensions of perceived value in community-based homestay: "functional value (establishment), functional value (price), experiential value (host-guest interaction), experiential value (activity, culture and knowledge), and emotional value."

In marketing, Patterson and Spreng (1997) stated that value is defined by the consumer's perspective. Consumer perceived value is the most important criterion to attract consumers after quality, consumer satisfaction and loyalty (Jamal, Othman, & Muhammad, 2011). It is generally accepted that analyzing through perceived value can enhance the understanding of consumer behavior (Nilson, 1992; Ostrom & Iacobucci, 1995; Woodruff & Gardial, 1996). According to Sheth, Newman, and Gross (1991), the functional value can be perceived from the utility and physical performance based on rational and economic evaluations such as price and establishment. On the other hand, the emotional value is related to internal emotions or specific feelings, such as comfort, security, and excitement, including arousing affective states (Sheth et al., 1991).

Experiential value can be perceived from an environmental aspect and the interaction between the environment and individuals via the dimensions of internal/external, active/ passive, and self-guided/others-guided (Holbrook, 1994). Simply put, Mathwick et al. (2001) classified the internal/external value including the active/passive value as an experiential value scale. It is divided into four categories: consumer return on investment (CROI), service excellence, aesthetics, and playfulness. Following this, many researchers created this scale to measure perceiving value of consumers in terms of an experiential aspect. Otto and Ritchie (1996) developed and devised the service experience into four dimensions which are hedonics, peace of mind, involvement, and recognition. Therefore, experiential value is important for consumers to learn new experiences from real interactions with the environment such as service scape and related activities in that business. These experiences can be perceived as both internal feelings and external touching. In addition, consumers can gain benefits from getting experiences that they have never had before. The positive experiences impact consumer satisfaction, leading them to be loyal to the brand.

Customer Value Proposition or CVP is the important framework that focuses on the (potential) customer as the center of the business; then, added value is generated (Vliet, 2014). Vliet (2014) also stated that there are many different values that the customer considers to be significant and can lead to the improvement of the customer value proposition: functional value, emotional value, economic value, symbolic value, and end value. As the core business of homestay is service, it is a challenge to create the correct value to be delivered to the customer. In this research, emotional value, experiential value, functional value, and economic value were considered to determine the key factors that impact Thai traveler decision criteria in choosing a homestay accommodation in Thailand.

As a summary of the literature: (1) The homestay business has a growth trend and an opportunity to expand as a business; (2) The homestay business can create jobs and income to homestay owners and local people; (3) The Thai government has many policies to encourage domestic travel leading to benefits to homestay owners; (4) Most homestay owners still lack an understanding and traveler insight; (5) Perceiving value and both internal and external factors can influence a travelers' decision of

choosing a homestay; (6) Previous research and marketing framework, such as Customer Value Proposition (CVP), are very helpful in identifying key variables for this study. The proposed study was provided with the following contributions.



CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research methodology

This research was conducted with both secondary and primary research methods in order to achieve all of the research objectives.

3.1.1 Secondary research

Secondary research has objectives to gather general information about the industry, the target's perspective, and to summarize the literature review. Secondary research is one type of exploratory research which aims to analyze the current situation of the homestay business in Thailand such as the growth trend and the business opportunity. Additionally, many aspects were investigated including the traveler's perspective. In short, these data were used to set the assumption of key factors influencing Thai travelers to choose a homestay accommodation in Thailand.

3.1.2 Primary research

Primary research has objectives to gather information from the actual customers, Thai travelers, in order to understand their behaviors and characteristics including their perception toward choosing a homestay accommodation in Thailand. The first method applied in-depth interview which is one type of exploratory research; and the second method used a survey questionnaire which is descriptive research.

- **In-depth interview:**

Objective is to gain traveler insight toward choosing a homestay accommodation including the related areas. In-depth interview was arranged to ask interviewees about (1) demographic characteristics to know the interests of each person regarding their background and to link their basic information with their perception; (2) traveler behavior and characteristics to understand the differences of each person; (3) traveler perception to investigate main factors influencing their

decision-making including their preferences and concerns; (4) traveler needs to identify the real insight of traveler needs in order to fulfill their service and increase traveler satisfaction. Overall, these results led to distinguishing traveler characteristics and discovering the possible factors influencing traveler decisions resulting in designing a survey questionnaire effectively.

- **Survey questionnaire:**

The survey questionnaire was generated from exploratory research about key factors influencing Thai travelers to choose a homestay accommodation in Thailand. It aims to test points of differences between groups in terms of characteristics of Thai travelers and attributes affecting Thai traveler decisions. The quantitative research in terms of survey questionnaire was used for evaluating traveler characteristics and perspective in each cluster. It was conducted via both online and offline questionnaires with 352 respondents. The data were analyzed and interpreted as recommendations for homestay owners to develop their business in the future.

Table 3.1 Matching research objectives with research methodology

Research objectives	Qualitative		Quantitative
	Secondary	In-Depth Interview	Questionnaire
(1) To identify characteristics of Thai travelers toward visiting a homestay accommodation			
1.1 Divide a group of Thai travelers by characteristics	✓	✓	✓
1.2 Identify points of differences of characteristics in each cluster			✓
1.3 Describe characteristics of each cluster toward visiting a homestay accommodation			✓

Research objectives	Qualitative		Quantitative
	Secondary	In-Depth Interview	Questionnaire
(2) To evaluate performance of homestay management via Thai traveler perception			
2.1 Investigate related attributes of homestay management that affect Thai traveler perception which are service, activity and cultural exchanges, host-guest interaction, establishment, location, and price	✓	✓	
2.2 Identify points of differences of key factors that impact Thai traveler decision criteria in choosing a homestay accommodation in each cluster			✓
2.3 Identify area of improvement for each cluster			✓
2.4 Identify area of unimportance to be concerned in each cluster			✓
(3) To provide recommendations to homestay owners regarding choosing a homestay accommodation in Thailand for Thai travelers	✓	✓	✓

3.2 Sampling plan

This study applied both qualitative and quantitative research methods. Because of time constraints, both research methods used the non-probability (convenience) samples in order to collect data more rapidly. The period of data collection was approximately 85 days from Sunday December 25th, 2016 to Monday March 20th, 2017. For target population, both qualitative and quantitative methods targeted the same population. Namely, target respondents are Thai travelers who have visited a homestay in Thailand. The sample size in each research methodology is illustrated below:

Table 3.2 Sample size in each research methodology

Type of research	Method	Sample size	
		Pilot test	Actual
1. Qualitative	In-depth interview	3 respondents	7 respondents
2. Quantitative	Survey questionnaire	10 respondents	352 respondents

3.3 Data collection

Data collection plans were described through qualitative and quantitative methods as following:

3.3.1 Qualitative methods

- **Secondary data:** basic information of homestay business and the related articles were gathered as following:

Industry overview: Gathering information from published sources including reliable websites such as Tourism Authority of Thailand, Tourism Statistics Thailand, Homestay industry, and Thai travelers' reviews about homestay in Thailand.

Literature review: Academic journals and travelers' perception toward visiting a homestay, and accommodation articles done on electronic sources for identifying the possible variables using criteria for choosing a homestay accommodation in Thailand.

- **In-depth interview (Primary research):** To obtain insight data from Thai travelers, a pilot test was applied for checking the suitability of in-depth interview questions. Then, the actual in-depth interview was conducted.

In-depth interview:

An in-depth interview was conducted on 23rd October 2016 as a pre-test pilot for three respondents. All respondents were Thai and have visited a homestay accommodation in Thailand. There were two males (ages 27, 29), and they work as a business owner and a project manager, respectively. There was one female (age 36) who works as a secretary.

After conducting the pre-test pilot, the actual in-depth interview at seven respondents was continually conducted by face-to-face interview (Place: Nakhon Ratchasima - Khao Yai and Bangkok) and telephone interview (Place: Chiang Mai) between Sunday December 25th, 2016 and Tuesday December 27th, 2016. All respondents were Thai and have visited a homestay accommodation in Thailand. Three males (ages 21, 30, 53) are full-time Bachelor's and Master's degree students, while another works as an underwriter. Among four females (ages 26, 28, 36, 63), one of them is a Master's degree student, while the others work as a marketing officer, a celebrity manager, and a retired government official, respectively. The objectives are to explore the insight into Thai traveler's (who have visited a homestay in Thailand) behaviors and characteristics and their perception toward choosing a homestay accommodation in order to using the in-depth interview results to design a survey questionnaire. (See Appendix A: In-depth interview questions)

The qualified respondents were recruited through walk-ins to each homestay and through personal contact from the researcher. The screening questions were asked before conducting the in-depth interview in order to qualify all of the respondents. The in-depth interviews were conducted by face-to-face and telephone interviews

between Sunday December 25th, 2016 and Tuesday December 27th, 2016. Three sessions of in-depth interviews were conducted as following:

Table 3.3 Sessions of in-depth interview

Date	Place	Channel
December 25 th , 2016	Nakhon Ratchasima (Khao Yai)	Face-to-face communication
December 26 th , 2016	Bangkok	Face-to-face communication
December 27 th , 2016	Chiang Mai	By telephone

3.3.2 Quantitative method

- **Survey questionnaire (Primary research):** The survey questionnaire was designed according to the secondary data, such as previous studies, and the in-depth interview. After conducting a pre-test pilot for 10 respondents on 31st January 2017, the survey questionnaire was revised to have a clear understanding and more accuracy. Online and offline questionnaires were distributed to Thai travelers who have visited a homestay accommodation in Thailand of 352 respondents as the targeted sample size.

Online questionnaire:

The online questionnaires were sent and shared on Facebook pages and related websites about homestay such as pantip.com in traveling topics and homestaythai.net. Furthermore, it was distributed via personal contact in chatting application such as Facebook Messenger and Line. In addition, to inspire participation, all of respondents had a chance from drawing lots: a 200 baht Starbucks card.

Offline questionnaire:

The offline questionnaires were distributed through dropping at each homestay that the researcher had already contacted. The researcher clarified the survey questionnaires as academically-purposed and asked for assistance from homestay

owners to distribute to Thai travelers visiting their homestay. The researcher provided the recommendations to homestay owners after all the data were analyzed and interpreted.

The time period of actual questionnaire distribution was arranged from Monday February 6th, 2017 to Monday March 20th, 2017. The definition of homestay was described to all respondents in order to maintain an equal understand. The questions were divided into five sections with 43 items. This survey questionnaire should take no longer than 10 minutes to complete. (See Appendix B: Thai Traveler Perception Questionnaire)

3.4 Data analysis

The data analysis plan was divided into two parts: qualitative data analysis and quantitative data analysis. All analysis plans were conducted as following:

3.4.1 Qualitative data analysis

- **Secondary data:** All secondary data from public sources and previous studies were concluded to describe general information regarding the homestay business such as trends and opportunities to expand. The results of previous research were identified as key factors in impacting Thai traveler decisions.

- **In-depth interview:** The results were summarized into four main points as following:

Demographic characteristics: Including basic information on Thai travelers who visit a homestay accommodation in Thailand such as gender, age, education, household size, household income, and occupation.

Traveler behavior and characteristics: Including the reasons to visit a homestay accommodation, the purpose of traveling, travel party, levels of privacy, the frequency of visits, the length of stay, and activities to join

Traveler perception: Including the key factors influencing Thai traveler satisfaction toward visiting a homestay accommodation and reasons why they would like to return again or recommend to others such as friends and family

Traveler needs: Including the actual needs of the travelers in many aspects toward visiting a homestay accommodation, areas for homestay improvement, and suggestions from travelers

There were five key principles in analyzing qualitative data (Miller, 2016):

Table 3.4 five key principles in analyzing qualitative data

Step 1	Step 2	Step 3	Step 4	Step 5
Be subjective	Start during fieldwork. Analysis stops when finishing the report.	Describe first: Activity, cultural exchanges, location, friendly homestay owner	Look for patterns: Characteristics segments, Needs-based segments	Interpret and tell a story: Travelers perceive value leading to decision criteria

3.4.2 Quantitative data analysis

- **Survey questionnaire:** The data were analyzed after the survey questionnaires were screened and some errors were completely edited to ensure the accuracy of data. The data were coded and entered into Microsoft Excel electronically. The data were used in the computer tabulations and analyzed by the Statistical Package for the Social Sciences (SPSS) for analysis of cluster, frequency distribution, cross-tabulations, means and standard deviations, correlation and differences between groups, and other statistical analysis as appropriate. The below tables are shown as an example of reporting research results.

Dummy tables:

Table 3.5 Socio demographic details of study respondents

Demographic characteristics	Data
Gender	Male – n (%), Female – n (%), Others – n (%)
Age in years	Frequency, Percent
Education	Less than high school, High school graduate, Associate’s degree, Bachelor’s degree, Master’s degree, Doctorate’s degree and over, and others
Household size	Frequency, Percent
Household income	Frequency, Percent
Occupation	Student, Corporate employee, Government officer, State enterprise officer, Self-employed/Freelance, Business owner, Unemployed, and others
Frequencies of visiting a homestay accommodation (Number of visiting homestay * The length of staying)	Frequency distribution, Percent
Levels of satisfaction toward a homestay accommodation	Frequency distribution, Percent
Levels of intention to revisit and recommend to others toward a homestay accommodation	Frequency distribution, Percent

Table 3.6 Reporting ANOVA Thai traveler's characteristics

Characteristics	Means (Standard Deviations)						F	Sig.
	Cluster 1	Cluster 2	Cluster 3	Cluster 4	Cluster 5	Total		
Statement 1								
Statement 2								
Statement 3								

Table 3.7 Description about characteristics of each cluster

Clusters	Definition	Description about characteristics of each cluster
Cluster 1		
Cluster 2		
Cluster 3		

Table 3.8 Reporting ANOVA choice criteria

Attributes	Means (Standard Deviations)						F	Sig.
	Cluster 1	Cluster 2	Cluster 3	Cluster 4	Cluster 5	Total		
Statement 1								
Statement 2								
Statement 3								

Table 3.9 Reporting ANOVA frequencies of visiting a homestay accommodation

Traveler behavior	Means (Standard Deviations)						F	Sig.
	Cluster 1	Cluster 2	Cluster 3	Cluster 4	Cluster 5	Total		
Frequency (night per year)								

3.5 Theoretical framework

- **Identification of key research variables**

There are some key variables of this study to be considered as following:

The demographic characteristics of target segments: The characteristics of Thai travelers who have visited a homestay accommodation such as gender, age in years, education, household size, household income, occupation, number of visiting homestay, and the length of staying.

Variables for Thai traveler's characteristics: Nine variables to identify characteristics of each traveler: adventurous, natural scenery-oriented, outdoor activity-addicted, favoring groups, extrovert, talkative, sociable online, trendy and personal image-concerned, and following

Variables for choice criteria: Emotional value (Service), experiential value (Activity and cultural exchanges), experiential value (Host-guest interaction), functional value (Establishment), functional value (Location), and economic value (Price)

- **Conceptual framework**

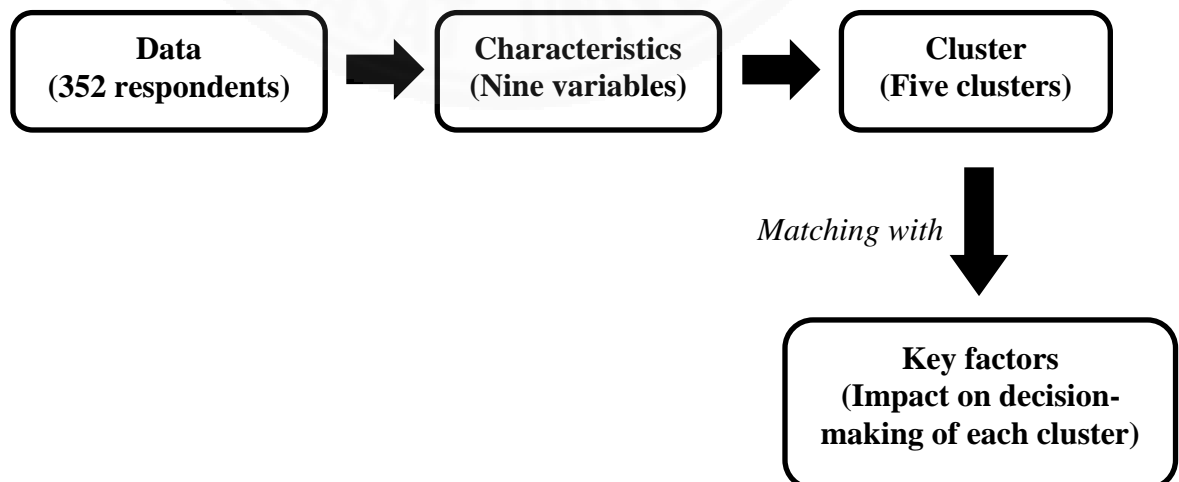
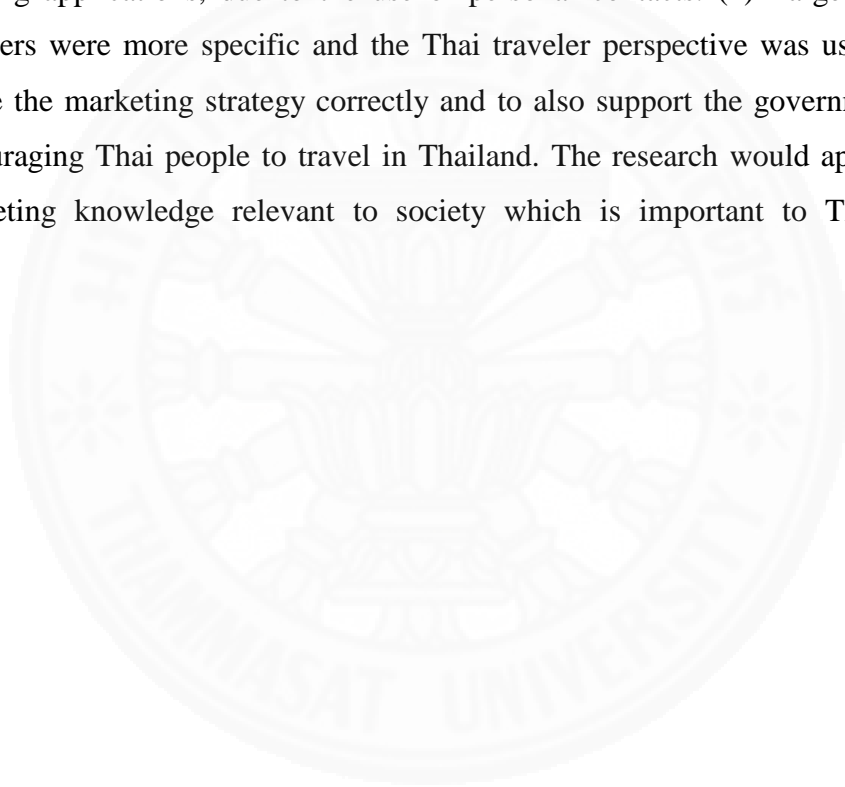


Figure 3.1 Conceptual framework

3.6 Limitations of the Study

Limitations: The time constraints and limited budget caused this research to use non-probability sampling method. Thus, the results from this study did not represent the entire population.

Delimitations: This research targets only Thai travelers to be respondents because (1) it was easier to collect the data, especially questionnaire distribution via Facebook and chatting applications, due to the use of personal contacts. (2) Targeting only Thai travelers were more specific and the Thai traveler perspective was used in order to create the marketing strategy correctly and to also support the government policy of encouraging Thai people to travel in Thailand. The research would apply an area of marketing knowledge relevant to society which is important to Thailand today.



CHAPTER 4

RESULTS AND DISCUSSION

4.1 Secondary Research – Key Findings

Currently, the homestay business has a growth trend and a potential to expand because Thai travelers are more interested in living with local people to learn about their daily lives and to obtain new experiences while experiencing natural scenery. More travelers lead to the creating of jobs and income for local people. As a result, the Thai government strongly supports domestic travel. Nevertheless, most homestay owners still lack an understanding and traveler insight resulting in losing their travelers and offering unsuitable service to their customers.

Importantly, the perceiving value of both internal and external factors impacts the traveler's satisfaction and their decision making toward choosing a homestay accommodation. According to previous research and Customer Value Proposition (CVP) marketing framework, functional and emotional values were shown in almost all research studies including in the marketing theory. Most travelers pay attention to establishment, price, and service of their accommodation. Additionally, some researchers mentioned experiential value that creates interaction between environment and individuals; this leads to new experience to travelers.

Overall, every touch point for the travelers impacts the traveler perception towards creating their own criteria. The results of secondary data, emotional value, experiential value, functional value, and economic value were considered to determine the key factors that impact Thai traveler decision criteria in choosing a homestay accommodation in Thailand.

4.2 In-Depth Interviews with Thai Travelers – Key Findings

According to the in-depth interview, the demographic characteristics of seven respondents were summarized as the table below:

Table 4.1 The in-depth interview results of demographic characteristics

Name (Alias)	Gender	Age	Education	Household size	Household income per month (Baht)	Occupation
A	Male	21	Bachelor's degree	3	120,000	Full-time student in Bachelor's degree
B	Male	30	Master's degree	4	Over 100,000	Full-time student in Master's degree
C	Male	53	Associate's degree	1	60,000	Underwriter
D	Female	26	Master's degree	3	300,000	Full-time student in Master's degree
E	Female	28	Master's degree	5-6	400,000	Marketing officer
F	Female	36	Bachelor's degree	3	100,000	Celebrity manager
G	Female	63	Master's degree	3	75,000	Retired government official

Table 4.2 The summarized results of the in-depth interview

Name (Alias)	Traveler behavior and characteristics	Traveler perception (Verbatim)	Traveler needs
A	Traveling purposes are to relax and spend his time without worry. He prefers to travel alone and cares about his privacy. Normally, he visits homestays during his semester break. And, he enjoys participating in local activities.	Location is the first criterion to choose a homestay accommodation because he needs his accommodation to be close to natural scenery and located in private zone. (“Homestay helps me to escape the rush of everyday life”)	1. Environmental concern of the host
B	His traveling purposes are for fun, to relax, and to take a rest. He enjoys traveling with friends. He is concerned about his privacy because he does not want to talk with new people. He loves his comfort zone. Basically, he visits once a year with two to three nights per visit. He enjoys extremely adventurous activities.	He perceives homestay as a natural accommodation and relaxation with cheap prices. But, he is concerned about scenery, cleanliness, the comfort of bed, and deliciousness of food including service and activities provided. He is so sensitive with feelings. (“If a homestay owner makes a mistake once, I will not stay with them again”)	1. Facilities such as Free Wi-Fi and phone signal 2. Spa and massage
C	The purpose of traveling is to explore new things. He is comfortable travelling with friends, not exceeding four people. He does not care about his privacy. He visits a homestay just once per year and enjoys outdoor activities.	Cleanliness, interesting activities, natural scenery, friendliness of local people, and the way the local people’s live impact the criteria to choose a homestay accommodation. (“Living amongst the locals is the real definition of travel”)	1. Outdoor activities related with local daily life

Name (Alias)	Traveler behavior and characteristics	Traveler perception (Verbatim)	Traveler needs
D	The purposes of traveling are to get new experiences and do different activities outside the city life. She would like to make friends along the way and does not care about her privacy. Normally, she visits a homestay once a year with one night per visit. She loves to join unique activities as the local people would do and prefers to join adventurous activities if she can do it.	Value of experience, such as interaction with the host, service, and value for money are main factors that enhance her satisfaction. She is also concerned with the ambience of the location. ("Homestays are a newfound experience for me")	<ol style="list-style-type: none"> 1. Cleanliness: everything should have good hygiene, especially food. 2. Communication such as providing information about location of the homestay or the time for checking in
E	She loves to choose her accommodation near natural scenery and to take rests with fresh air, but no outdoor activities. She is concerned about her budget; thus, a cheap homestay can make her feel good. When traveling, she prefers to travel with a few friends. She cares quite much about her privacy. She would visit a homestay just one time and one night per year.	She perceives cleanliness of facilities, safety, and price as priority factors that affect her satisfaction. To go beyond her satisfaction, the host can help her when she needs it. ("Staying at homestays allows me to save on my travels")	<ol style="list-style-type: none"> 1. Safety, especially the structure of establishment

Name (Alias)	Traveler behavior and characteristics	Traveler perception (Verbatim)	Traveler needs
F	Her traveling purposes are to take a rest and to have chic photos to post on her Facebook. She wants to be chic and cool in the eyes of her friends. She prefers traveling with friends and family. She is strongly concerned about her privacy. She would visit a homestay just one night per year. She would like to try cooking with the host.	Cleanliness, privacy, and service mind are the top criteria in her mind upon choosing her accommodation when traveling. (“I do not care about anything else, other than posting beautiful pictures onto my social network”)	N/A
G	Wonderful scenery and having it be natural is the first criterion to choose her accommodation when traveling because she would like to take a rest. She loves to travel with her family. She worries about her privacy. In one year, she visits a homestay for seven nights in her one visit. She loves to go shopping in local markets and to go roaming about the forest.	The smiles of local people can enhance her satisfaction. She feels happy every time she exchanges her story with the hosts and learning new experience from local people. She enjoys living among local people. Importantly, beautiful views can improve her satisfaction to be loyal to that homestay. (“No matter the distance or the difficulty, I seek accommodation with beautiful and natural scenic views”)	<ol style="list-style-type: none"> 1. Clear direction to the homestay such as correct GPS, clear location or map 2. Well decorated

In conclusion, most travelers choose a homestay accommodation to relax and to take a rest, but just one person has another purpose which is to have chic photos to post on social media. It shows that wonderful scenery and varied views can attract

both major travelers and a person who cares about personal image. Most respondents prefer to travel with their friends while some travelers love to travel with their family or to travel alone or make friends along the way. Most of them are willing to join local activities. From the in-depth interview results, most travelers tend to spend their time just a few days to visit a homestay accommodation except Ms. G who has already retired. Surprisingly, there were five from seven respondents who were concerned about their privacy.

For the key factors influencing traveler decision criteria, the top one factor is location near beautiful and natural scenery followed by cleanliness, good service, friendly host, new experiences, and price, while other factors, such as safe structure, host-guest interaction, cultural exchanges, well facilities, and assistance from host, were mentioned in the in-depth interview. From reviewing the secondary data, there was one factor that emerges from the in-depth interview which is “location.” Location from the meaning of travelers was defined as a homestay accommodation located near natural scenery and wonderful views. Therefore, the researcher included “location” as a functional value that travelers perceive as another key factor to impact on their decision to select a homestay accommodation in Thailand.

Importantly, traveler needs are also critical issues of potential concern. According to the in-depth interview results, each traveler has different needs depending on the levels of importance in each factor and criteria in their minds. To conclude, there were nine issues that homestay owners should improve upon: environmental concerns, cleanliness, safe structure of establishment, varieties of local activities, communication to travelers, clear direction to the homestay, good design and decoration, spa and massage, and Free Wi-Fi and phone signal.

4.3 Survey Questionnaires with Thai Travelers – Key Findings

The below tables show the results of survey questionnaires from 352 respondents. According to data collection, there were 485 participants to conduct this survey questionnaire: 55 participants of offline channels and 430 participants of online channels. From 485 participants, there were just 370 participants to be targeted (Thai travelers who have visited a homestay accommodation in Thailand). However,

there were 18 participants as “data missing” or as errors because (1) repeated survey questionnaire from the same person; (2) irrational answers. After cleaning the data and eliminating some errors, there were 352 targeted respondents to be analyzed in this research.

Table 4.3 The survey questionnaire results of socio demographic details (n = 352)

Demographic characteristics	Data
Gender	Male – n = 133 (37.78%) Female – n = 219 (62.22%) Others – n = 0 (0.00%)
Age in years	Less than 15 years old – n = 0 (0.00%) 15-24 years old – n = 13 (3.69%) 25-34 years old – n = 215 (61.08%) 35-44 years old – n = 59 (16.76%) 45-59 years old – n = 27 (7.67%) 60 years old and over – n = 38 (10.80%)
Education	Less than high school – n = 0 (0.00%) High school graduate – n = 3 (0.85%) Associate’s degree – n = 6 (1.71%) Bachelor’s degree – n = 155 (44.03%) Master’s degree – n = 176 (50.00%) Doctorate’s degree and over – n = 11 (3.13%) Others – n = 1 (0.28%)
Household size	1 person – n = 5 (1.42%) 2 persons – n = 23 (6.53%) 3-5 persons – n = 274 (77.84%) More than 5 persons – n = 50 (14.21%)
Household income	Below 26,000 Baht – n = 28 (7.95%) 26,000-52,999 Baht – n = 70 (19.89%) 53,000-64,999 Baht – n = 38 (10.80%)

Demographic characteristics	Data
Household income	65,000-100,000 Baht – n = 74 (21.02%) Above 100,000 Baht – n = 142 (40.34%)
Occupation	Student – n = 23 (6.53%) Corporate employee – n = 162 (46.02%) Government officer – n = 44 (12.50%) State enterprise officer – n = 24 (6.82%) Self-employed/Freelance – n = 14 (3.98%) Business owner – n = 51 (14.49%) Unemployed – n = 8 (2.27%) Others – n = 26 (7.39%)
Frequencies of visiting a homestay accommodation (Number of visiting homestay * The length of staying)	Light users (1-2 night(s) per year): n = 184 (52.27%) Moderate users (3-5 nights per year): n = 105 (29.83%) Heavy users (6-30 nights per year): n = 63 (17.90%)
Levels of satisfaction toward a homestay accommodation	<u>Levels of satisfaction:</u> Highly satisfied – n = 57 (16.19%) Satisfied – n = 219 (62.22%) Neither satisfied nor dissatisfied – n = 75 (21.31%) Dissatisfied – n = 1 (0.28%) Highly dissatisfied – n = 0 (0.00%)
Levels of intention to revisit and recommend to others toward a homestay accommodation	<u>Intention to revisit:</u> Definitely revisit – n = 64 (18.18%) Probably revisit – n = 171 (48.58%) Neutral – n = 104 (29.55%) Probably not revisit – n = 10 (2.84%) Definitely not revisit – n = 3 (0.85%) <u>Intention to recommend to others:</u> Definitely recommend – n = 75 (21.31%) Probably recommend – n = 189 (53.69%) Neutral – n = 78 (22.16%)

Demographic characteristics	Data
Levels of intention to revisit and recommend to others toward a homestay accommodation	Probably not recommend – n = 8 (2.27%) Definitely not recommend – n = 2 (0.57%)

Table 4.4 The results of ANOVA Thai traveler's characteristics

Characteristics	Means (Standard Deviations)						F	Sig.
	Cluster 1	Cluster 2	Cluster 3	Cluster 4	Cluster 5	Total		
Adventurous	4.67 (.53)	4.83 (.45)	3.43 (.88)	4.03 (.76)	4.07 (.53)	4.28 (.83)	56.26	.000
Natural scenery-oriented	4.97 (.16)	4.97 (.17)	3.84 (.56)	4.97 (.17)	3.97 (.33)	4.67 (.58)	238.65	.000
Outdoor activity-addicted	4.32 (.89)	4.71 (.52)	3.09 (.90)	3.54 (.91)	3.93 (.75)	3.96 (1.01)	44.05	.000
Favoring groups	4.66 (.55)	4.01 (.90)	3.73 (.76)	3.87 (1.03)	4.14 (.69)	4.15 (.87)	19.72	.000
Extrovert	4.09 (.80)	3.54 (.93)	2.89 (.97)	2.55 (1.07)	3.69 (.76)	3.40 (1.09)	37.89	.000
Talkative	4.34 (.62)	3.75 (.95)	3.29 (.78)	3.03 (.86)	3.97 (.57)	3.72 (.92)	38.48	.000
Sociable online	4.27 (.74)	3.17 (1.32)	3.27 (1.09)	3.38 (1.10)	4.31 (.47)	3.68 (1.12)	21.15	.000
Trendy and personal image-concerned	3.53 (1.12)	1.73 (.84)	2.31 (1.03)	2.28 (1.07)	3.41 (.83)	2.67 (1.24)	43.58	.000
Following	4.35 (.65)	3.20 (1.17)	3.13 (1.05)	3.79 (.86)	4.17 (.47)	3.76 (1.03)	29.73	.000

In terms of traveler's characteristics, all respondents were asked to rate levels of their characteristics through one to five Likert scales (1 = strongly disagree, 5 = strongly agree). There were nine characteristics to identify each respondent. Importantly, all respondents can be classified as a group or a cluster. There are five clusters and all clusters are significantly different on all characteristics ($P \leq 0.00$).

For cluster analysis procedure, (1) comparing mean of each cluster with total means; (2) separating those clusters which are above or below total means: above the total means can be defined as those clusters that agree with such characteristic rather than other clusters, while below the total means can be implied that they disagree with that statement rather than the others; (3) focusing on the highest mean or top three means and the lowest mean in each cluster in order to know the characteristics that match with each cluster; (4) providing the description about characteristics of each cluster.

Table 4.5 Description about characteristics of each cluster (n = 352)

Clusters	Definition	Description about characteristics of each cluster
Cluster 1	“Easy going”	“Easy going” (n = 113) is a traveler who loves to join adventurous and outdoor activities, and also feels happy to travel with natural scenery. This segment would be a sociable person who loves to talk and share their story with many people through both face-to-face communication and social media.
Cluster 2	“Adventurous”	“Adventurous” (n = 69) is a traveler who extremely loves to join adventurous and outdoor activities to obtain exciting experiences through natural travelling. This segment does not care about their privacy; they enjoy talking with many people.
Cluster 3	“Introvert and private”	“Introvert and private” (n = 70) is traveler who prefers to travel alone with comfortable activities. This segment is concerned about their privacy and does not share their experience to others.

Clusters	Definition	Description about characteristics of each cluster
Cluster 4	“Scenery-oriented”	“Scenery oriented” (n = 71) is a traveler who has a passion in natural and beautiful scenery. This segment is easy to be attracted by wonderful views. This leads to influencing them to choose their places to travel and their accommodation according to these views.
Cluster 5	“Sociable and personal image-oriented”	“Sociable and personal image-oriented” (n = 29) is a traveler who enjoys chatting with friends or others, and loves to share their experience on social media. This segment is concerned about their image. On personal image, they would like to be hipster, cool, and trendy on social media.

After identifying characteristics of each cluster, all attributes cover emotional, experiential, functional, and economic values to evaluate perceiving value of Thai travelers. A one-way ANOVA was applied to compare differences between groups of five clusters toward choice criteria to choose a homestay accommodation in Thailand, as the following table shows:

(See Appendix C: Perceived value toward choice criteria)

Table 4.6 The results of ANOVA choice criteria

Attributes	Means (Standard Deviations)						F	Sig.
	Cluster 1	Cluster 2	Cluster 3	Cluster 4	Cluster 5	Total		
Well cleaned	4.75 (.49)	4.52 (.56)	4.37 (.77)	4.75 (.50)	4.48 (.69)	4.61 (.60)	6.25	.000
Welcome drink and meals	4.33 (.73)	3.77 (1.02)	3.77 (.73)	4.18 (.76)	4.21 (.68)	4.07 (.83)	8.51	.000
Local guide and shuttle bus	3.88 (.80)	3.35 (1.16)	3.34 (.82)	3.45 (1.03)	3.79 (.68)	3.57 (.95)	5.88	.000
Local activities	4.09 (.79)	3.62 (.93)	3.39 (.75)	3.28 (1.02)	3.52 (.69)	3.65 (.91)	12.70	.000

Attributes	Means (Standard Deviations)						F	Sig.
	Cluster 1	Cluster 2	Cluster 3	Cluster 4	Cluster 5	Total		
Cultural exchanges	4.18 (.77)	3.80 (.93)	3.43 (.75)	3.44 (.87)	3.72 (.84)	3.77 (.88)	12.71	.000
New experience	4.60 (.54)	4.49 (.61)	3.87 (.66)	4.04 (.78)	4.31 (.60)	4.30 (.70)	18.69	.000
Friendly host	4.82 (.47)	4.77 (.46)	4.27 (.72)	4.63 (.59)	4.31 (.66)	4.62 (.61)	13.62	.000
Host-guest interaction	4.33 (.84)	3.90 (1.02)	3.70 (.75)	3.66 (1.03)	3.86 (.74)	3.95 (.93)	8.38	.000
Assistance from host	4.82 (.41)	4.55 (.63)	4.23 (.69)	4.62 (.52)	4.38 (.56)	4.57 (.59)	13.69	.000
Good facilities	4.61 (.65)	4.36 (.79)	4.26 (.79)	4.63 (.57)	4.31 (.66)	4.47 (.71)	4.60	.001
Stable and safe structure	4.74 (.50)	4.59 (.65)	4.33 (.78)	4.73 (.51)	4.35 (.67)	4.59 (.63)	6.97	.000
Good design and decoration	4.17 (.84)	3.70 (1.06)	3.69 (.81)	4.09 (.89)	4.21 (.68)	3.97 (.91)	5.74	.000
Transportation provided	4.39 (.83)	3.74 (1.07)	3.96 (.89)	4.04 (.96)	4.07 (.75)	4.08 (.94)	5.99	.000
Near natural scenery	4.66 (.55)	4.55 (.63)	4.14 (.73)	4.58 (.58)	4.24 (.69)	4.49 (.65)	9.38	.000
Located in a private zone	3.80 (.89)	3.71 (.82)	3.53 (.83)	3.78 (.87)	3.72 (.53)	3.72 (.84)	1.23	.297
Cheap price	3.83 (.89)	3.46 (.92)	3.41 (.83)	3.54 (.92)	3.69 (.93)	3.61 (.90)	3.24	.013
Reasonable price	4.64 (.64)	4.62 (.62)	4.17 (.82)	4.54 (.61)	4.48 (.58)	4.51 (.68)	6.12	.000
Price discrimination	3.35 (1.24)	2.51 (1.28)	2.89 (1.11)	2.80 (1.25)	3.31 (1.00)	2.98 (1.24)	6.39	.000

The results show that clusters are significantly different ($P < 0.05$) on all choice criteria except “located in a private zone” ($F = 1.23$, $\text{Sig.} = .297$). The factor of “located in a private zone” is indifferent between groups: every cluster perceives the same value of this factor. In order to understand the real insight of each cluster toward choice criteria to choose a homestay accommodation, the discussion of the above table is described by each cluster.

Cluster 1 (Easy going): All attributes impact their-decision making in choosing a homestay accommodation in Thailand as they rated the levels of importance in each choice criterion above the total means. Especially, “Friendly host” and “Assistance from host” are the highest mean at 4.82 while “Price discrimination” is less importance to their decision criteria which has mean at 3.35.

Cluster 2 (Adventurous): When compared with the average, cluster 2 are more concerned on “Friendly host”, “Reasonable price”, “Stable and safe structure”, “Near natural scenery”, “New experience”, and “Cultural exchanges” respectively. The highest mean of cluster 2 is “Friendly host” (mean = 4.77) while “Price discrimination” (mean = 2.51) is the lowest importance of cluster 2 and also below the total means.

Cluster 3 (Introvert and private): All attributes have less impact on their choice criteria to select a homestay accommodation in Thailand as they rated the levels of importance in each attribute below the total means. Although all factors are below the average, there are seven factors that they rated quite high (more than 4.00) which are “Well cleaned,” “Stable and safe structure,” “Friendly host,” “Good facilities,” “Assistance from host,” “Reasonable price,” and “Near natural scenery” respectively. Cluster 3 is less concerned about “Price discrimination” at 2.89 which is below the total means.

Cluster 4 (Scenery-oriented): Basically, cluster 4 perceives “Well cleaned” (mean = 4.75) and “Stable and safe structure” (mean = 4.73) as the top two criteria in impacting their decision. Additionally, cluster 4 gives importance to service, host-guest interaction, establishment, location, and price. But they do not worry about “Price discrimination” as can be seen from the lowest mean at 2.80.

Cluster 5 (Sociable and personal image-oriented): There are six factors above the average which are “New experience” (mean = 4.31), “Welcome drink and meals”,

“Good design and decoration”, “Local guide and shuttle bus”, “Cheap price”, and “Price discrimination” respectively. Surprisingly, most attributes that are below the total means have higher mean than the top factor. For example, “Well cleaned” and “Reasonable price” (means = 4.48) have higher means than the attributes that are above average. However, “Price discrimination” is still rated as the lowest mean although it is higher than other clusters except cluster 1.

According to total mean scores, Thai travelers perceive the value of “Friendly host,” “Well cleaned,” “Stable and safe structure,” “Assistance from host,” and “Reasonable price” as the top five choice criteria to choose a homestay accommodation in Thailand. Certainly, “Price discrimination” is the lowest mean in every cluster.

The next table aims to check differences between clusters regarding the frequencies of visiting a homestay accommodation.

Table 4.7 The results of ANOVA frequencies of visiting a homestay accommodation

Traveler behavior	Means (Standard Deviations)						F	Sig.
	Cluster 1	Cluster 2	Cluster 3	Cluster 4	Cluster 5	Total		
Frequency (night per year)	3.69 (2.78)	3.78 (3.26)	3.30 (3.93)	3.18 (2.84)	3.62 (3.70)	3.52 (3.21)	.48	.752

The result illustrates that clusters are not significantly different ($P > 0.05$) on factor of frequency. Each cluster has quite the same frequency of visiting a homestay accommodation in Thailand. Therefore, homestay owners do not need to be concerned about the impact of frequency.

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

According to the results of 352 respondents, most respondents were female and had ages between 25 and 34 years old which are considered as generation Y. They love to explore the world outside their daily lives and to obtain new experiences. Visiting a homestay accommodation can create value which responds to their traveling needs. Most respondents were well educated with Master's degrees and had high household incomes above 100,000 Baht per month, including those living with three to five people in their family. Most of them worked as a corporate employee; they often would like to take a rest when having a vacation. It can be seen from usage of homestay accommodations that the highest number of travelers are "Light users" who spent their time there with just one to two nights per year. In addition, most respondents had levels of satisfaction as "satisfied" and intention to revisit as "probably revisit" and would "probably recommend" to others.

Therefore, homestay owners should put more efforts and provide more effective marketing strategies to enhance traveler satisfaction to be "highly satisfied" and willing to "definitely revisit" and "definitely recommend" to others. Although frequency of visiting a homestay accommodation is not significantly different between the five clusters, the homestay owners should encourage Thai travelers in every cluster to visit the homestays longer because that would increase the life time value of travelers leading them to be loyal.

From the results of classified clusters, the size of travelers in each cluster is important and a matter of concern. There are five clusters: cluster 1 "Easy going" (n = 113), cluster 2 "Adventurous" (n = 69), cluster 3 "Introvert and private" (n = 70), cluster 4 "Scenery-oriented" (n = 71), and cluster 5 "Sociable and personal image-oriented" (n = 29). The size of travelers impacts the levels of competition in the market and affects the planning of marketing strategies. In each cluster, there are different characteristics influencing traveler decision to choose a homestay accommodation in Thailand.

As there are five segments of Thai traveler's characteristics, homestay owners should focus on only one cluster as their target because it enhances concentration on the most suitable cluster to their business and it is easier to plan their marketing strategies and create a strongly-positioned brand. The managerial implications of the research results as following:

Cluster 1 "Easy going" (n = 113): Cluster 1 can represent a majority of Thai travelers who perceive experiential value in terms of host-guest interaction as the important criteria. As the largest target size, homestay owners should apply the "Red ocean strategy" in their marketing plan. There are many competitors in this market. To gain more market share and maximize profits, homestay owners should penetrate the market via offering promotions and providing the best service in the main attributes that concern major Thai travelers. Homestay owners should communicate via public sources such as billboards and promoting the homestay at events in order to attract large groups of people. It can be argued that doing marketing is straining on budgets. The red ocean strategy has some drawbacks because every homestay owner tends to compete with prices to attract travelers leading to price wars and a lack of sustainability of the business.

Cluster 2 "Adventurous" (n = 69): With a moderate size of respondents, it is less competition than the market in cluster 1. Due to specific characteristic of travelers, homestay owners should focus on traveler preference such as providing adventurous and outdoor activities. Additionally, homestay owners should be concerned with the top criteria affecting traveler decisions such as "Friendly host", "Reasonable price", "Stable and safe structure", and "Near natural scenery".

Cluster 3 "Introvert and private" (n = 70): It is also a moderate size of Thai travelers. As cluster 3 is concerned about privacy, they tend to spend their time with themselves and focus on service-scape. Therefore, all touch points should be perfect, especially service and establishment. In order to attract cluster 3, homestay owners should offer exclusive things to make them feel like they are an important person.

Cluster 4 "Scenery oriented" (n = 71): Cluster 4 is a moderate size of Thai travelers who are interested in visiting a homestay accommodation. They have a passion for beautiful views and are easily attracted by wonderful photos on social media. They perceive "Well cleaned" and "Stable and safe structure" as the

prioritized criteria impacting their decision. Consequently, homestay owners should promote their homestay via social media with attractive views. Homestay owners can take advantage from conducting online marketing because it saves time and budget. Then, information can reach the target rapidly.

Cluster 5 “Sociable and personal image-oriented” (n = 29): As the lowest of sample sizes which represents an entire population, “Blue ocean strategy” can be applied in this cluster because blue ocean strategy creates and differentiates products or services to attract demands in uncontested markets and can set the premium price in order to maximize profits. This cluster is mainly concerned about getting “New experience” and “Well design and decoration”. Homestay owners should prepare different activities but that are still related to local lifestyles including nice decorations as a theme, appealing to travelers who love to take photos. Moreover, homestay owners can advertise their homestay via social media because cluster 5 perceives information through Facebook and Instagram.

However, homestay owners should be concerned with choice criteria of every cluster in order to provide the basic service to serve every traveler when they come. Every traveler can switch to be customers at any time. Overall, the most important criteria from the total mean are shown below:

Top five criteria:

1. Friendly host (mean = 4.62)
2. Well cleaned (mean = 4.61)
3. Stable and safe structure (mean = 4.59)
4. Assistance from host (mean = 4.57)
5. Reasonable price (mean = 4.51)

All top five criteria have a mean score above 4.50. These criteria should be focused on and improved to attract more Thai travelers to visit a homestay accommodation. However, “Price discrimination” (mean = 2.98) is the least important to be of concern.

Recommendation: The researcher suggests that homestay owners should select “**Cluster 5**” as a target. There are many reasons to support this recommendation:

1. As, nowadays, most people perceive information, news, or advertisements including word of mouth via social media such as Facebook; thus, it is easier to use social media as a tool to communicate with and advertise to both new and existing customers. Then, homestay owners can get benefits from saving costs and rapidly reach the travelers with larger groups.
2. Thai travelers tend to travel in a unique style, preferring to post their chic photos on social media; this behavior matches with characteristics of cluster 5.
3. There are fewer competitors to compete in the market of cluster 5 leading to being flexible to set the price. It means homestay owners can charge premium price if they uniquely offer the high quality service and have beautiful places.
4. Most homestay owners conduct business as Small and Medium Enterprises (SMEs); therefore, business owners should develop business from a small size of the target market in order to offer the best service with utmost capacity.

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APPENDIX A

IN-DEPTH INTERVIEW QUESTIONS

1. Are you Thai? (a screening question)
2. Have you ever visited a homestay in Thailand? (a screening question)
3. Why would you choose a homestay as your accommodation?
4. What are the key factors influencing your satisfaction toward the homestay?
5. For choosing a homestay accommodation, what is your traveling purpose?
6. Do you prefer to travel with friends, with family, to travel alone, or to travel alone but to find new companions during your travel?
7. Are you concerned about your privacy when you would stay at a homestay?
8. How often do you choose a homestay as your accommodation when you travel? How many homestay visits have you done?
9. How long would you stay at a homestay? The length of stay?
10. Which activities would you like to join?
11. What are the key factors influencing you to choose homestay, to revisit, or to recommend to others such as friends or family?
12. From your key factors, could you rank them in order of importance? Which one is the most important factor in your decision? And why?
13. What are your actual needs toward visiting a homestay? What are the areas that homestay owners would need to improve upon? Do you have any other suggestions?

Name _____ Surname _____ Nickname _____

Gender _____ Age _____ Level of education _____

Household size _____ Household income per month _____ Occupation _____

APPENDIX B

THAI TRAVELER PERCEPTION QUESTIONNAIRE

Questionnaire for Thai traveler's perspective toward choosing a homestay accommodation in Thailand

The questionnaire aims to study the key factors influencing Thai travelers in choosing a homestay accommodation in Thailand. Your participation is essential to this study. All data will be collected in confidence and all respondents automatically remain anonymous.

This survey questionnaire should take no longer than 10 minutes to complete. It is conducted by a student in the Master of Science Program in Marketing (International Program), Faculty of Commerce and Accountancy, Thammasat University.

If you have any questions, please do not hesitate to contact the researcher with the following email address: sekorarith.n@gmail.com.

Definition of "a homestay accommodation"

"Homestay" for Thailand is defined as private residences of host families that offer commercial hospitality to travelers or guests, including space or room, private bed, breakfasts, and community lodges with a fee; additionally, guests also have an opportunity to learn and experience the lifestyles of local people through cultural exchanges and interactions between the host and visitors such as being in their daily activities (Boonratana, 2010).

Section A: screening questions

- 1) Are you Thai?
 Yes No (End of the questionnaire)
- 2) Have you ever visited a homestay accommodation in Thailand?
 Yes No (End of the questionnaire)

Section B: behaviors and characteristics of Thai travelers toward choosing a homestay accommodation

- 3) What are your traveling purposes when choosing a homestay as your accommodation?
 Relaxing Getting new experiences Finding new friends
 Doing business Exchanging cultures others, please specify_
- 4) How often do you choose a homestay as your accommodation when traveling?
 _____ time(s) per year
- 5) How long do you usually stay at a homestay accommodation?
 _____ night(s) per visit
- 6) What activities would you like to join during visiting a homestay accommodation?
 Cooking Outdoor adventures and extreme sports
 Handicraft Talking and sharing an experience with local people
 Spa and massage others, please specify _____

Please rate the agreement of the following statements that match with your characteristics the most.

Characteristics	Strongly disagree ----- Strongly agree				
7) The adventure is my enjoyment of traveling.	1	2	3	4	5
8) My happiness of traveling is to experience natural scenery and fresh air.	1	2	3	4	5

Characteristics	Strongly disagree ----- Strongly agree				
9) I love outdoor activities such as scuba diving, hiking, and roaming about the forest.	1	2	3	4	5
10) I love to travel as a group such as with friends or family.	1	2	3	4	5
11) I do not worry about privacy; for example, I am comfortable having a room close to other guests, or to share kitchen space with other travelers.	1	2	3	4	5
12) I love to talk with many people.	1	2	3	4	5
13) I always post about my trip and share photos on social media such as Facebook and Instagram.	1	2	3	4	5
14) I visit a homestay accommodation because I would like to be hipster and cool. It is trendy in social media.	1	2	3	4	5
15) I choose to visit a homestay accommodation because I have seen many wonderful photos about homestays on social media, which persuades me to visit one.	1	2	3	4	5

Section C: traveler's perceived value toward choosing a homestay accommodation

Please rate the importance of the following factors (attributes) in choosing a homestay accommodation.

Attributes	Unimportant ----- Important				
16) Well cleaned	1	2	3	4	5
17) Providing a welcome drink, dinner, and breakfast	1	2	3	4	5
18) Offering additional services such as a local guide and a shuttle bus	1	2	3	4	5
19) Enjoying local activities such as cooking and local sports	1	2	3	4	5
20) Learning and exchanging your culture with local people	1	2	3	4	5
21) Getting new experiences from visiting a homestay accommodation	1	2	3	4	5
22) Having a friendly host	1	2	3	4	5
23) Talking and sharing your story with the host and local people	1	2	3	4	5
24) Getting assistance from the host when needed	1	2	3	4	5
25) Providing facilities such as private bathroom and bed	1	2	3	4	5
26) Being in a stable and safe structure or establishment	1	2	3	4	5
27) A well-designed and decorated establishment	1	2	3	4	5
28) Having many kinds of transportation to the homestay accommodation or getting there easily	1	2	3	4	5

Attributes	Unimportant ----- Important				
29) Located near natural and nice views	1	2	3	4	5
30) Having privacy such as the option to not share space with other travelers	1	2	3	4	5
31) Have a cheap price	1	2	3	4	5
32) Be reasonably priced with your perceived value	1	2	3	4	5
33) Having price discrimination between Thai and foreign travelers such as cheaper prices for Thai travelers	1	2	3	4	5

Section D: Satisfaction and intention to revisit and recommend the homestay to others

34) What is your level of satisfaction toward visiting the homestay accommodation?

- Highly satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Dissatisfied
- Highly dissatisfied

35) Do you plan to revisit a homestay accommodation?

- Definitely revisit
- Probably revisit
- Neutral
- Probably not revisit
- Definitely not revisit

36) Will you recommend visiting a homestay accommodation to others?

- Definitely recommend
- Probably recommend
- Neutral
- Probably not recommend
- Definitely not recommend

37) What are your actual needs toward visiting a homestay accommodation, or what are the areas that homestay owners need to improve upon? Do you have any other suggestions?

Suggestions:

Section E: Demographic characteristics

38) What is your gender?

Male

Female

Other

39) What is your age?

Less than 15 years old

15-24 years old

25-34 years old

35-44 years old

45-59 years old

60 years old and over

40) What is the highest degree or level of education you have completed?

Less than high school

High school graduate (includes equivalency)

Associate's degree

Bachelor's degree

Master's degree

Doctorate's degree and over

Others, please specify _____

41) What is your household size?

1 person

2 persons

3-5 persons

more than 5 persons

42) What is your household income per month?

Below 26,000 Baht

26,000-52,999 Baht

53,000-64,999 Baht

65,000-100,000 Baht

Above 100,000 Baht

43) What is your current occupation?

Student

Government officer

Self-employed/Freelance

Unemployed

Corporate employee

State enterprise officer

Business owner

Others, please specify_____



APPENDIX C
PERCEIVED VALUE TOWARD CHOICE CRITERIA

Perceived value	Attributes
Emotional value	
Service	1. Well cleaned
	2. Providing a welcome drink, dinner, and breakfast
	3. Offering additional services such as a local guide and a shuttle bus
Experiential value	
Activity and cultural exchanges	4. Enjoying local activities such as cooking and local sports
	5. Learning and exchanging your culture with local people
	6. Getting new experiences from visiting a homestay accommodation
Host-guest interaction	7. Having a friendly host
	8. Talking and sharing your story with the host and local people
	9. Getting assistance from the host when needed
Functional value	
Establishment	10. Providing facilities such as private bathroom and bed
	11. Being in a stable and safe structure or establishment
	12. A well-designed and decorated establishment
Location	13. Having many kinds of transportation to the homestay accommodation or getting there easily
	14. Located near natural and nice views
	15. Having privacy such as the option to not share space with other travelers
Economic value	
Price	16. Have a cheap price
	17. Be reasonably priced with your perceived value
	18. Having price discrimination between Thai and foreign travelers such as cheaper prices for Thai travelers

BIOGRAPHY

Name	Miss Noppanat Sekorarith
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Educational Attainment	2011: Bachelor of Arts in Economics Thammasat University, Thailand 2012: Master of Science in Management University of Southampton, United Kingdom
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