A STUDY OF FACTORS AFFECTING BACKPACKERS' DECISION IN CHOOSING SERVICE OF HOSTELS IN BANGKOK
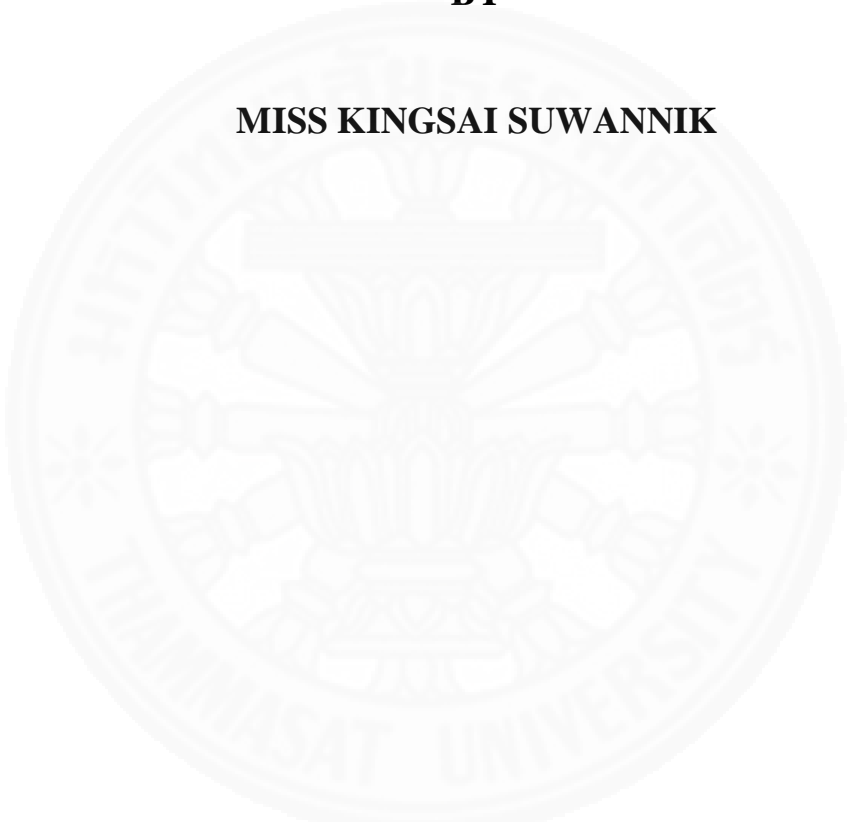
BY

MISS KINGSAI SUWANNIK

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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INDEPENDENT STUDY

BY

MISS KINGSAI SUWANNIK

ENTITLED

A STUDY OF FACTORS AFFECTING BACKPACKERS' DECISION IN
CHOOSING SERVICE OF HOSTELS IN BANGKOK

was approved as partial fulfillment of the requirements for

the degree of Master of Science Program in Marketing (International Program)

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

Chairman _____

(Professor Kenneth E. Miller, Ph.D.)

Member and Advisor _____

(Professor Malcolm C. Smith, Ph.D.)

Dean _____

(Associate Professor Pipop Udorn, Ph.D.)

|	
Independent Study Title	A STUDY OF FACTORS AFFECTING BACKPACKERS' DECISION IN CHOOSING SERVICE OF HOSTELS IN BANGKOK
Author	MISS KINGSAI SUWANNIK
Degree	Master of Science Program in Marketing (International Program)
Major Field/Faculty/University	Faculty of Commerce and Accountancy Thammasat University
Independent Study Advisor	Professor Malcolm C. Smith, Ph.D.
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ABSTRACT

Today, with businesses in the hospitality sector catering to nearly every person's whim, desire and budget, the decision of selecting accommodations for travel and business has become a much more demanding process. Backpackers are concerned about their accommodation while travelling and willing to pay for various types of amenities and services within their budget. Hostels are one of the best alternatives for those individuals who wish to travel with a budget, but are not concerned with common sleeping quarters and shared bathing facilities. Such services allow backpackers to pay less money for accomodations and meet new friends from other countries at the same time. Most hostels aim to differentiate their unique design and offerings from competitors in order to satisfy their guests. However, the parts of the marketing mix that backpackers are concerned with and how important each is when choosing a hostel is an area which has seen little to no academic consideration.

The purpose of this research is to study the marketing mix factors and traveling behaviors affecting backpackers' decisions when choosing a hostel. The study was conducted in three phrases; exploratory research, qualitative research and quantitative research. The quantitative research was conducted using an online questionnaire with a total of 180 respondents. A one-way ANOVA was used to analyze these data making use of IBM's SPSS. The results showed that cleanliness of

the hostel, price transparency, convenience of transportation to and from the airport, media advertising on social media such as reviews from TripAdvisor, Travel Bloggers, Pantip, etc., helpful hostel staff, service speed, nice decoration and good atmosphere are considered the most important factors in terms of seven service marketing mix factors. In addition, different respondent types categorized by the purpose of visiting a hostel considered the marketing mix factors differently in terms of product, price, promotion, people, process, and physical evidence.

Keywords: hostel, factor, service, decision
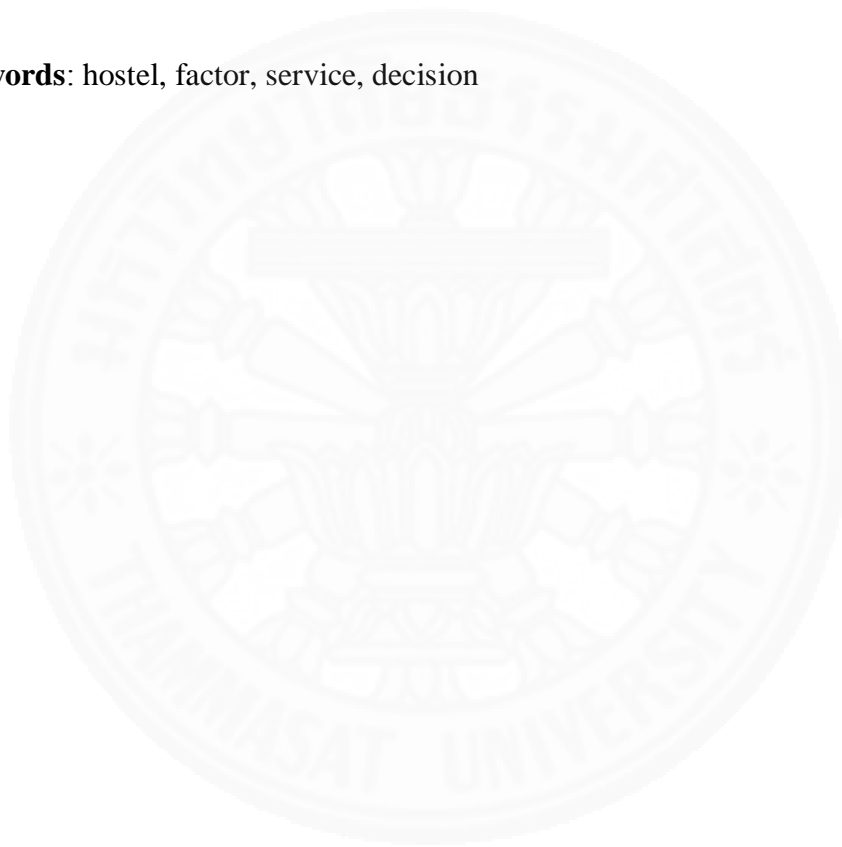
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Miss Kingsai Suwannik

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CHAPTER 1

INTRODUCTION

1.1 Introduction to the Study

The study of 'Factors affecting backpackers' decision in choosing service of hostels in Bangkok" is an applied marketing project focusing on a societal problem. Hostels and accommodations in Bangkok exhibit a high level of importance, given that Bangkok is Thailand's capital city with various activities, such as night markets, entertainment complexes, and restaurants. This translates into a booming business, which caters to the large numbers of both Thais and foreigners travelling across Thailand every year, especially during long holiday periods and famous tourist festivals (Saibuathong, 2007).

Given that their existence is not a recent development, there are a surplus of hostels in the market, meaning, furthermore, that highly competitive and insightful marketing strategies are required (Saibuathong, 2007). The competition for market share among hostel businesses has been grueling with the expansion of many newly opened hostels and resorts in Bangkok meaning more and more rooms to fill. The competition became even more intense when high-end and boutique hotels were added to the battleground, which seem to win over other styles of hostels. There is no surprise that hostel businesses are choosing to change their strategies and compete only directly with one another.

The hostel business situation reached a turning point in 2015, when the political issues in Thailand took a turn for the worse. There was a decrease in newly opened hostels while existing hostels were forced to cut costs to improve their chances of survival (Soclaimon, 2015). Further complicating business strategies for hostels, consumers shifted their purchasing behaviors and began to stay at serviced apartments or condos as a preferred alternative to hostels. The main factors affecting consumers' demand for accommodations are economic, educational, environmental, lifestyle, and technology related. Consumers seem to look for a choice that offers convenience, quality and modernity with a reasonable price. The hostel owners must

be prepared to adapt to this situation, by doing such things as changing the overall concept of their hostel's services, improving service quality, developing better procedures and management, and communicating in more insightful ways.

The common practice of both traditional and modern hostels is to offer services that meet the rapid changes of consumer's behavior (Phothirat, 2012). Customers may look for a choice that will give them convenience, appropriate price, and standard facilities in terms of service and elegant design in both interior and exterior spaces (Department of Tourism, 2014). The owners also need to improve management efficiency and competitiveness by developing a network of business partners to share knowledge, and experience as well as ways to reduce cost. Such a network would give members better bargaining power over other accommodations.

Due to the above reasons, this research seeks to investigate and illuminate factors affecting backpackers' decisions when choosing a hostel in Bangkok. As Bangkok is a well-known destination of backpackers offering vibrant experiences and a vivid culture, hostel businesses must design a place which meets backpackers' expectations when visiting Thailand. This research considered customer's characteristics, the importance of various marketing mix factors and backpackers' decision making behavior when choosing hostel services in the Bangkok area. The results stand to benefit hostel owners, and marketers in developing effective business strategies, better promotions, and insightful communication attracting both returning and new customers.

This analysis is divided into several parts; (1) Introduction, emphasizing the objectives, scope of study and expected benefits, (2) Literature review, exploring current trends and past research of this topic, (3) Research methodology, explaining the research design, questionnaire design, and data collection process, (4) Results, (5) References, and (6) Appendices.

1.2 Study Objectives

The purpose of this study is to understand what influences backpackers in making a decision to choose a particular hostel when travelling in Thailand. The objectives are as follow:

1.2.1 To understand service marketing factors (7Ps) affecting backpackers decision making criteria in choosing service of hostel in Bangkok.

1. To understand backpacker's attitude and perception towards the branding of hostels

2. To understand backpacker's attitude and perception towards room prices of hostels

3. To understand backpacker's attitude and perception towards locations of hostels

4. To understand backpacker's attitudes and perceptions towards promotions

5. To understand backpacker's attitudes and perceptions towards hostel staff

6. To understand backpacker's attitudes and perceptions towards the service delivery process

7. To understand backpacker's attitudes and perceptions towards physical evidence of hostel

1.2.2 To determine factors affecting backpackers decision making criteria in choosing service of hostel in Bangkok.

One must identify backpacker's segmentation

1. To determine backpackers' traveling behavior with a focus on travelling purpose

2. To explore factors that discourage backpacker in choosing a hostel.

The sources of data comprise secondary and primary data which consists of in-depth interviews and an online survey. Target respondents were Thai and foreigners, young adult women and men between the ages of 20 and 30 years of age. This age group was chosen given that a study by Richards & Wilson (2004) indicated that 80% of backpackers are 30 years old and lower and have previous experience with hostels in Bangkok within a one year timeframe.

Important questions that this study aimed to answer were: 1) What are backpackers' traveling behavior?; 2) What are backpackers' perceived values in

choosing a hostel?; and, 3) What are the key factors that hinder backpackers from choosing a hostel in Bangkok?

Key variables of the study were 1) backpackers' attitudes towards the brand of a hostel; 2) backpackers' attitudes towards the pricing model of a hostel; 3) backpackers' attitudes towards the location of a hostel; 4) backpackers' attitudes towards promotions; 5) backpackers' attitudes towards the hostels' staff; 6) backpackers' attitudes towards the service delivery process; and, 7) backpackers' attitudes towards physical evidence of hostel.
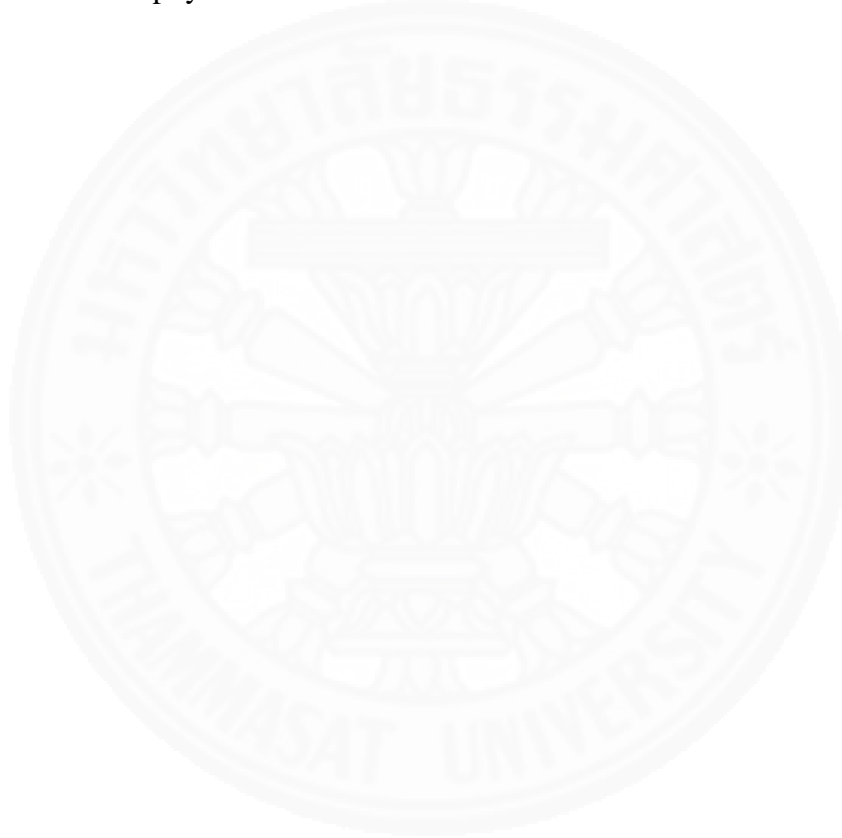
CHAPTER 2
REVIEW OF LITERATURE

2.1 Definition of Hostel

According to Swift (2002), hostels can be referred to as "checking into the budget accomodation market to offer cost-conscious travellers a cheap and cheerful alternative to hotels" ; therefore, hostels are places to stay for travellers yet they are not hotels. Swift (2002) also stated that low price is the main pull of hostel. According to professional publications made by travel networks and professional associations, hostels offer low price accommodation that provides a bed, pillow, blanket, and bathing facilities, usually in a dormitory style (Hendrickson, 2016).

2.2 Tourism Industry in Thailand

According to Thailand Tourism Statistics (2012), Thailand's tourism industry contributes to 10% of Thailand's GDP, which is a relatively large portion. In 2012, revenue from the tourism industry grossed over 34 billion U.S.D. with an average spending of each tourist at 4,800 Baht per day and 10 days average time staying in Thailand. Although the number of travelers was in a decline between 2009 and 2013 due to political unrest and flooding in Bangkok in 2011, the tourism situation had recovered with a sharp increase at the arrival of 2014 by some 6.5%. There was a tremendous increase in tourist arrivals in 2015 at 29.88 million resulting in excellent profits among tourism businesses.

2.3 Backpacker Trend

Thailand has been one of the most popular destinations among backpackers for many years due to its unique culture, plethora of Thai foods and the cheap cost of

living compared to other Asian countries. Because of these reasons, Thailand has attracted backpackers from across the world, especially Bangkok. (Bemused Backpacker, 2013). An increase of solo travelers from all over the world was expected to generate a 10% growth in hostel businesses in 2016 despite many negatives factors and safety concerns regarding bombings of the Erawan Shrine in central Bangkok on 17th of August, 2015, which resulted in 20 casualties, and was reported worldwide. Currently, there are over than 2,000 hostels in the market, which accounted for 12% of total accommodations, in which the number of hostels doubled to 400 last year in Bangkok (The Nation, 2016). Be this as it may, based on market observation, there are many hostels in Bangkok which are not available on booking websites or online booking agencies and there are owners, who do not know how to strategically market the hostel properly and effectively.

2.4 Service Marketing Mix of Accommodation Service

Hiransomboon (2012) conducted research pertaining to tourists buying decisions with regards to many kinds of accommodations and found that the most popular accommodation was still guesthouses with a reasonable price. Guesthouses provide only limited services; therefore, the rental rate is normally not as high as full service hotels. Given that guesthouses provide only limited services, they can more readily control and reduce operational costs. Generally, self-service is accepted by most backpackers, who prefer to make decisions in their traveling program by themselves. The study indicated that most backpackers stay less than one week, because they prefer to spend most of their time travelling around Bangkok, so location is a key. A place located near tourist attractions is generally fully booked at all times. However, some tourists, who stay for a longer period, may require a location that offers a peaceful atmosphere conducive to relaxation. Here, it would appear that segmentally held values and purposes of visit demonstrate a large effect on facility selection. Most backpackers procure traveling information from websites and make reservations in advance, while fewer make the decision on premise.

2.5 Marketing Mix Related Research

Knutson's (1988) comprehensive study showed that common preferences of both business and leisure travelers, either first time or repeat visits, were cleanliness, room maintenance, convenient location, service quality and secure surrounding. Cadotte & Turgeon's (1988) analysis of the data gathered from the members of the American Hotel and Motel Association stated still more influential factors, namely, that employee's service-mindedness, cleanliness of the facilities and overall service quality lay heavily into purchasing and repurchasing decisions, respectively. Another report by Atkinson et al. (1988) also stated that cleanliness, security, value for money, courtesy and helpfulness of staff were considered to be some of the most important key attributes for travellers. Wilensky & Buttle (1988) mentioned that travelers significantly evaluate personal service, physical attractiveness, opportunities for relaxation, standards of services, appealing image, and value for money. Rivers et al. (1991) conducted a study on hotel selection factors of members and non-members of frequent guest programs, in which it was revealed that location and overall service were the highest concerns among participants. Ananth et al. (1992) surveyed 510 travelers using a rating survey concerning 57 hotel attributes and found that price and quality were considered to be the most important attributes, followed by security and location. According to Barsky & Labagh's study (1992), three major attributes (employee attitudes, location, and rooms) were the salient factor influencing decisions of both business and leisure travelers. Clow & Kash (1994) mentioned that security, personal interactions, and room rates were the important considerations for leisure travelers. According to Choi et al. (1999), the quality of staff service, room quality and value were the most influential factors when considering hotel choices and found that these highly influences the overall user's satisfaction level as well as the possibility of repeated visit at the same hotel. In a Yavas et al. (2004) study, there were three major attributes of hotels, namely, general amenities, core services and convenience dimensions, that influenced both business travelers and leisure travelers' hotel choice decisions.

In conclusion, and going along with the above antecedents of research, the main attraction of hostels is that they offer a cheaply priced accommodation for

backpackers. In order to compete in the intense level of competition resulting from a significant increase in numbers of hostels in Bangkok in 2016, hostels may need to seek out ways that can help to simultaneously reduce operation costs while increasing business activities. A hostel is counted as a small and indepedent enterprise, in which the owners usually lack experience and resources for marketing and public relations—in short, there are various obstacles barring their success (Haktanir & Harris, 2005). To assist in developing more insightful strategies in capturing segments of this market a thorough application analysis of the 7Ps marketing mix, i.e. product, price, place, promotion, people, process and physical evidence, stands to greatly benefit business owners and marketers alike.
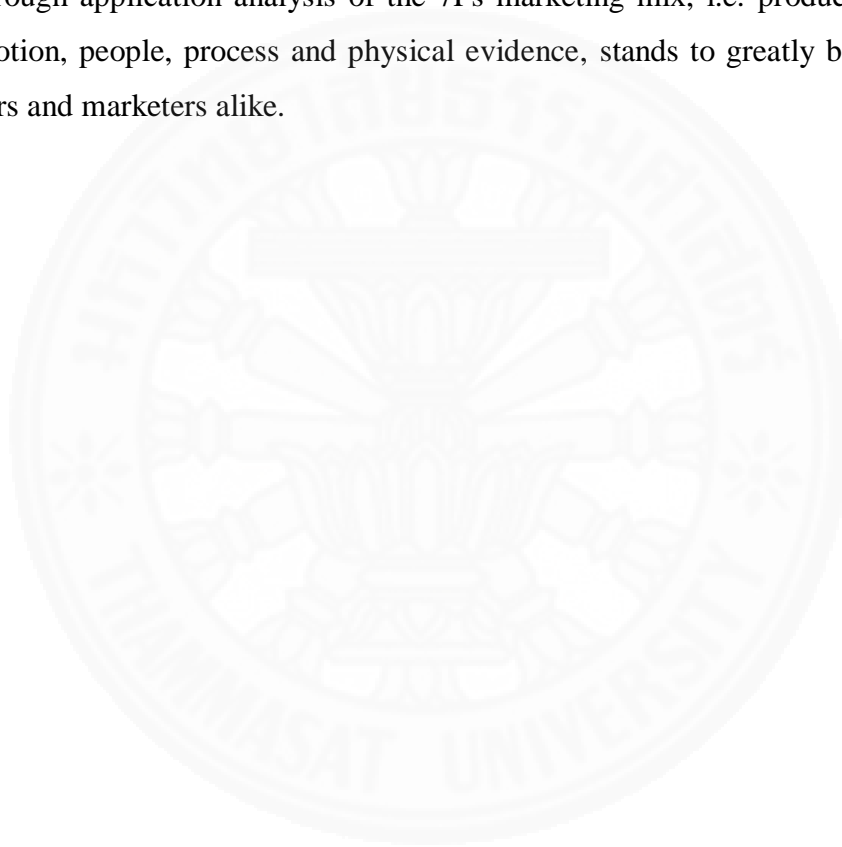
CHAPTER 3
RESEARCH METHODOLOGY

3.1 Research Design

Major sources of data for analysis in this research were from both secondary data and primary data (See Figure 3.1). Data were collected using quantitative methods via an online survey and qualitative methods via an in-depth interview.

Figure 3-1 Research Framework

3.1.1 Secondary Research

Secondary research was conducted to explore and understand types of hostels which were currently being established in the Bangkok area. The information was gathered mainly from, websites, such as; Hostelgeek, Tourism Authority of Thailand's website and published reports. A literature review was conducted and made use of information from research papers, academic journals and published reports regarding consumer behavior in the hostel industry.

Qualitative research was conducted in the form of an in-depth interview to understand current behavior, attitude and perception toward hostels. This insight aimed to capture past or current experiences and also insight regarding satisfaction and dissatisfaction of backpacker towards hostel. i.e. cleanliness, qualities, facilities provided and services offered.

A questionnaire was developed based on the insights obtained from the in-depth interviews. The objectives of questionnaire were to measure influential factors in choosing a hostel among young adult backpackers, as well as to reassess factors of

satisfaction and dissatisfaction in relation to the 7Ps on backpacker perception towards hostels i.e. cleanliness, qualities, facilities provided and service offered. The study aimed to identify the most influential factors of the 7Ps that most effectively draw in backpackers and help hostels' owners improving their marketing strategies.

The questionnaire was pilot tested with 10 sample respondents to avoid negligent statements, loaded questions and complexity. Screening questions were incorporated into the survey to determine and identify respondents who were not qualified. Online surveys were distributed through many various channels, including Facebook fan pages and survey monkey (online survey creating by survey monkey).

3.1.2 In-Depth Interviews

Qualitative data was collected from in-depth interviews with target respondents: Thai and foreign respondents, both female and male, young adult backpackers whose ages were between 20-30 years old and who have stayed at a hostel in Bangkok within a one year period. This group was selected as most studies concerning the backpacker demographic have indicated that more than 80% of backpackers are less than 30 years old (Richards & Wilson, 2004).

3.2 Descriptive Research Methodology

After gaining insightful information from the in-depth interviews, the information was used to draft and develop the aforementioned questionnaire. The questionnaire was designed with sections, which comprise (1) screening questions, (2) travelling behavior in visiting a hostel or purpose for hostel visit, (3) determining the level of importance of each of the 7Ps, (4) physical evidence when choosing the service of hostel, satisfaction and intention to revisit, and (5) demographic. Prior to launching the questionnaire , a pilot test was conducted to gather information and reconfirm the results of the qualitative analysis. Results from questionnaire were used to quantify results obtained from the in-

depth interviews making use of statistically descriptive tools as made available by the Statistical Package for the Social Sciences (SPSS).

3.3 Identification of Key Research Variables

As per the information gained from the in-depth interviews, the conceptual framework of dependent and independent variables were as listed below *(See Table 3.1)*.

As the main purpose in adopting the 7Ps is to provide a framework in identifying which attributes most significantly affect backpacker's purchasing decision in choosing a hostel, Backpackers' intent to purchase was set as the dependent variable. The independent variables included:

- o Brand of hostel
- o Room prices of hostel
- o Location
- o Promotion
- o Hostel staff
- o Service delivery process
- o Physical evidence of hostel

Table 3.1 Research Variable in Quantitative Analysis

Variable	Research variable
Dependent	• Backpackers' Intent to Purchase
Independent	Marketing mix (7Ps) • Product • Price • Place • Promotion • Process • Physical environment

	• People

3.4 Sampling Procedure

Both qualitative and quantitative studies were designed to use convenience sampling in order to obtain information in a timely fashion. Respondents were Thai and foreign, female and male individuals, with ages ranging from 20 to 30 years and who either are currently staying in a hostel or have recently stayed within one year.

3.4.1 Sample Size

The sample size for the in-depth interviews was three women whose ages were 21, 24 and 26 years, respectively and three men, aged 23, 28 and 30 years old, respectively. The sample size of the survey was one hundred eighty respondents consisting of a mix of the above described target respondent. The data collection period was from February – March 2017.

3.4.2 Survey Acquisition and Recruiting Plan

When arranging the in-depth interviews, the researcher recruited all respondents by using personal contacts and a referral method. No incentive was being given out to any participant to avoid bias. All respondents had to pass the screening question at the beginning and were considered as target respondents.

For the survey, questionnaires were distributed to one hundred and eighty respondents via online channels. This online questionnaire was created by using the "Survey Monkey" web page. In order to avoid bias, the questionnaires were distributed through social media including Facebook and e-mail. In addition, at the end of questionnaire the respondents were encouraged to share the questionnaire among their friends, who have at least one time staying in the hostel in one year or staying at the moment, in order to boost response rate.

3.5 Data Collection

3.5.1 In-Depth Interview

Each in-depth interview was conducted face-to-face with 6 total respondents, three of which were female aged 21, 24 and 26 years old, and the remainder, three male, aged 23, 28 and 30 years. The participants must have or currently be staying at a hostel within one year and know what a hostel is *(See Appendix A: In-depth interview question list)*. The interviews were conducted at the location where both the interviewer and interviewees deemed to be convenient and suitable for the purposes of data collection. The length of time to finish the in-depth interview was about 10-15 minutes for each respondent.

3.5.2 Survey

The questionnaires were distributed via convenient methods through online channels, such as, Facebook messages, e-mail and through message chatting application like LINE *(See Appendix B: Survey)*. Respondents totaled 180 people. The length of time used to complete the questionnaire for each target respondents was approximately 10 minutes. The questionnaire was divided into five parts as follows:

- o Part 1: Screening
- o Part 2: Travel behavior in visiting a hostel
    - Identify the purpose of visit
- o Part 3: Determining level of importance of product, price, place, promotion, people, process, and physical evidence when choosing the services of a hostel.
    - Factors that discourage backpackers' decisions in choosing the services of a hostel
- o Part 4: Satisfaction and intention to revisit
- o Part 5: Demographic

The respondents were asked to choose only one answer. From the choices provided in each question in part 1 and part 5 of the questionnaire. A 5-point Likert scale

was used in Part 3 of the questionnaire. The respondents tended to finish this questionnaire in less than 10 minutes, which was an appropriate response time in completing the questionnaire.

3.6 Data Analysis

The in-depth interview was conducted to find insights from backpackers and to identify key factors of the 7Ps that affect the attitude of backpackers in choosing a hostel and further to be used for questionnaire drafting and development.

Data from the questionnaire were screened, cleaned and coded into SPSS format for further data analysis. Data was interpreted using SPSS making use of frequency, means, descriptive and other possible appropriate statistical analysis.

3.7 Limitation of the Study

The research findings and results may not represent the entire population due to the following limitations. First, the research was limited by time constraint on data collection; this sample size might not be able to represent the entire population. Second, by using non-probability sampling methods, there may be some limitations in the data's subsequent interpretation and ability to generalize. Third, some respondents were not be able to read or write Thai, the language used in collecting data, there might be some "lost in translation" in the interpretation of English into Thai and Thai into English.

CHAPTER 4
RESULTS AND DISCUSSION

4.1 Data Analysis

This study used both in-depth interviews and survey to collect qualitative and quantitative data, respectively. Findings obtained from the in-depth interviews were used to identify key factors and develop questions to be used a questionnaire survey. The survey was distributed through online channels such as mobile chat applications like LINE and Facebook messenger, which contributed to the collection of 180 survey respondents. The responses from the quantitative survey were then screened and cleaned before carrying out a statistical analysis making use of SPSS software. The main functions used in SPSS were factor analysis, cluster analysis, one-way ANOVA, and descriptive tools, which were used to adequately consider trends in the data.

4.2 Results from Exploratory Research

4.2.1 Secondary Research Result

In a highly competitive environment like the hospitality industry, hostel owners aim to maintain their customers and differentiate themselves from others in order to capture new bases of customers. The tourism industry acts according to the customer's needs and based on ever-changing trends, which means tourism-dependent companies have to focus on short term strategies with the purpose of adapting to customers' need (Vaals, 2013). By using lower prices and unique designs coupled with great facilities, hostels often offer promotions to attract customers, which allows them to develop a positive image via word of mouth and reviews in social media spheres. With continuous maintenance, a positive image, and good word of mouth, hostels stand to increase customer loyalty and expand current customer bases.

4.2.2 In-Depth Interview

This analysis began by first conducting a qualitative interview which provided both insights and guidance in developing a questionnaire for a subsequent quantitative survey. The in-depth interviews were conducted on November 15th and 16th, 2016 and aimed at understanding marketing factors affecting decision making of backpackers in choosing a hostel in the Bangkok area. Six responses were collected, of which three were female aged 21, 24 and 26 years old, respectively, and three were male aged of 23, 28 and 30 years old respectively. All respondents reported staying in a hostel located in the greater Bangkok area within the last year. The key findings are summarized in *Table 4.2* below:

Table 4.2 Key findings from in-depth interview

Respondent profile	Key findings
1. Ms. Nuntanut Techamahachai Thai Age: 26 Occupation: Student Income: 19,000 Baht/month	- The main purpose for her stay is to gain new experience as she wants to explore another side of Bangkok with a limited budget. - Length of stay is 2 days - Location is the most important factor when choosing a hostel so she can go shopping at local markets and go cruising on the canal boats, all within walking distance. Location is followed in priority by cleanliness and price. - She experienced a problem from the most recent visit in that hostel front staff did not standby at the reception.
2. Ms. Nattanan Ploypradab Thai Age: 21 Occupation: Student Income: 10,000 Baht/month	- The main purpose of her stay is to visit her closest friend who is studying in Bangkok. - Length of stay is 2 days - Location of hostel, i.e. near the BTS, is the most important factor allowing her to easily go anywhere without facing traffic problems. Location is followed in priority by price and promotions.

Respondent profile	Key findings
	- Wi-Fi signal was weak.
3. Ms. Rangsinee Saelim Thai Age: 24, Accountant Income: 25,000 Baht/month	- She had to finish her auditing work in time for a deadline, so, staying in hostel is for business purposes - Length of stay is 1 day - The location of hostel, which was near her office building in Silom area, is the most important factor - She had a perfect stay during her last visit.
4. Mr. Ryan Paton British Age: 23, corporate employee Income: 34,000 Baht/month	- The main purpose of his stay is a need for new experience. - Length of stay is 3 days - Cheap price is the most important factor as he will be traveling across 4 countries in Asia so saving money for other activities is necessary. - Bed bugs and unclean dishes in the sink annoyed him from last visit.
5. Mr. Pitchayuth Hiranchaowiwat Thai Age: 28, Business Owner Income: 45,000 Baht/month	- Finding new friends is the main purpose in staying at a hostel as he likes meeting and talking with different people from other countries so as to exchange opinions in term of culture. - Length of stay is 2 days - Promotion is the most attractive factor. He usually checks for promo codes through official websites and Facebook to receive special price when booking. - Problem from last stay was that equipment and facilities were not well maintained.
6. Mr. Arifi Valdrin Age: 30, Swiss Photographer	- Purpose of staying at the hostel is for business. He loves hostels that offer a good atmosphere and great service from front desk staff. - Length of stay is 1 day.

Respondent profile	Key findings
Income: 40,000 Baht/month	- New hostel with good quality service and facilities such as free Wi-Fi or light breakfast is the most important factor. - Small and difficult-to-notice signage for the hostel causes a bit of difficulty in finding the hostel.

4.2 Results from Descriptive Research

4.3.1 Summary of Respondent Profile

The data collected from the above survey were analyzed by using the Statistic Package for Social Sciences (SPSS). From a total of 180 respondents, 54% were female, and 46% were between 20 to 30 years of age. Some 65% of all respondents held a bachelor's degree, while 33% were working as corporate employees. A personal income of between 20,001-40,000 Thai Baht ($571 - 1,143$ USD) was indicated with highest frequency accounting for 42% of survey respondents *(See Table 4.3)*.

Table 4.3 Summary of Respondents' Demographic (n=180)

Respondents' Demographic		N	%
Gender	Female	97	54%
	Male	83	46%
Nationality	Thai	64	36%
	Foreigner	116	64%
Age	age between 20 to 30 years old	180	100%
Education	Less than high school	2	1%
	High school graduate (includes equivalency)	13	7%
	Associate's degree	11	6%
	Bachelor's degree	116	65%
	Master's degree	34	19%
	Doctorate's degree	4	2%
Occupation	Student	49	27%
	Corporate employee	59	33%
	Government officer/State enterprise officer	17	9%
	Freelance	21	12%
	Business owner	16	9%
	Unemployed	7	4%
	Other (please specify)	11	6%
Personal income	Below THB 20,000 (Below USD 571)	52	29%
	THB 20,001-40,000 (USD 571-1,143)	75	42%
	THB 40,001-60,000 (USD 1,144-1,714)	20	11%
	THB 60,001-80,000 (USD 1,715-2,286)	9	5%
	More than THB 80,000 (More than USD 2,286)	24	13%

4.3.2 Factor Analysis on Motivation Factor that Drives Visiting

Based on the 6 reasons that motivate backpackers to stay in a hostel, and as indicated in the questionnaire, a factor analysis was carried out and allowed for the classification of respondents into 3 key factors which explain 75% of the original factor. A Kaiser-Meyer-Olkin score was found to be 0.652 which is significant as per the Bartlett's Test of Sphericity. *Table 4.4* shows group reasons that motivate

backpackers in their selection. The categorical names of each of the three groups/factions are provided in *Table 4.4* below.

Table 4.4 Results of factor analysis on factor that drives visiting

Reasons for Use	Factor 1 New Experience	Factor 2 Business	Factor 3 Relaxation
Finding new friends	0.825		
Getting new experiences	0.811		
Exchanging cultures	0.770		
Doing business		0.867	
Visiting relatives and friends	0.203	0.816	
Relaxing			0.968

4.3.3 Segmentation

According to *Figure 4.2* below. Based on the previously discussed 6 factors, the 180 respondents are divided by a Two-Step Cluster method using the Schwarz's Bayesian Criterion (BIC) into 3 homogenous groups as follow:

(1) New Experience Group (n = 44, 24.44% of total respondents)

This group of backpackers focuses on finding new experiences, new friends and exchanging culture.

(2) Relaxing Group (n = 58, 32.22% of total respondents)

This group of backpackers focuses on the relaxation factor as the main purpose when compared to other groups.

(3) Business Group (n = 78, 43.33% of total respondents)

This group of backpackers focuses on doing business and visiting relatives and friends in the Bangkok area.
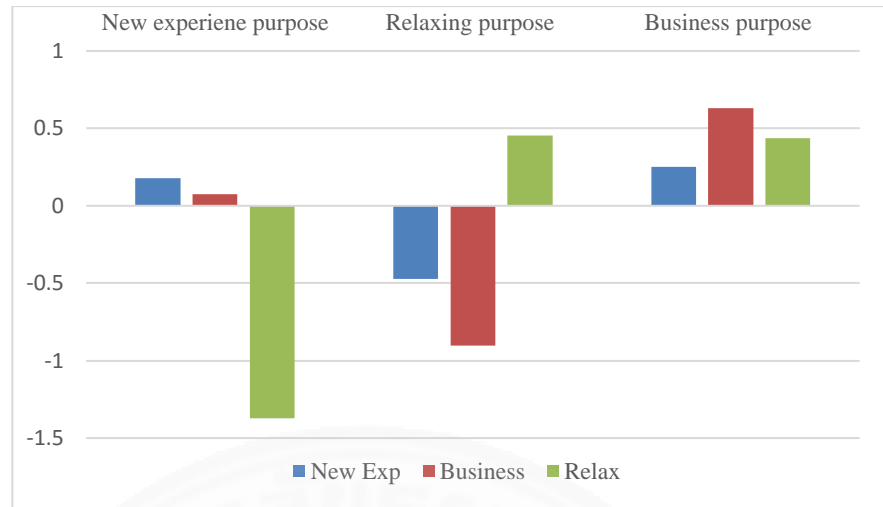
Figure 4.2 Results of Cluster analysis based on factors that drive visiting by using Two-Step Cluster method

4.3.4 Segmentation Profile

As can be seen in *Table 4.5* below, a total of 180 respondents were segmented into three different groups which were labelled as the 'New Experience Group' (n = 44), 'Relaxation Group' (n = 58), and 'Business Group' (n = 78).

Each segment was analyzed in terms of demographic concerns including gender, nationality, occupation, and personal income. The majority of respondents are female; however, the number of female respondents is equal to the number of male respondents in the 'New Experience group'. More than 50% of respondents of every segment were foreigners. The majority of the New Experience group and Relaxation group are employed as corporate employees, while the Business group was predominantly a student group. The majority of both the New Experience group and Business groups have personal incomes in the range of 20,001-40,000 Baht (USD 571-1,143); whereas, the Relaxation group has indicated a lower personal income, namely, below 20,000 Baht per month (Below USD 571).

Table 4.5 Frequency, Percentage for Demographic of Three Clusters

Demographic		New experience group		Relaxation Group		Business group	
		N	%	n	%	N	%
Gender	Female	22	50%	30	52%	45	58%
	Male	22	50%	28	48%	33	42%
Nationality	Thai	21	48%	16	28%	31	40%
	Foreigner	23	52%	42	72%	47	60%
Occupation	Student	10	23%	13	22%	26	33%
	Corporate employee	15	34%	21	36%	23	30%
	Government officer/State enterprise officer	4	9%	4	7%	9	12%
	Freelance	3	7%	9	16%	9	12%
	Business owner	7	16%	4	7%	5	6%
	Unemployed	3	7%	3	5%	1	1%
	Others	2	4%	4	7%	5	6%
Personal income	Below THB 20,000 (Below USD 571)	10	23%	20	35%	22	28%
	THB 20,001-40,000 (USD 571-1,143)	22	50%	15	26%	38	49%
	THB 40,001-60,000 (USD 1,144-1,714)	3	7%	7	12%	10	13%
	THB 60,001-80,000 (USD	1	2%	6	10%	2	3%

Demographic		New experience group		Relaxation Group		Business group	
		N	%	n	%	N	%
	1,715-2,286)						
	More than THB 80,000 (More than USD 2,286)	8	18%	10	17%	6	8%

4.3.5 Backpacker's traveling behavior

According to *Table 4.6* below, the results of the analysis show that most respondents normally travel with their partners. The New Experience, Relaxation and Business groups usually stay at 2-3 day intervals, which accounted for 64%, 57% and 41% of total respondents, respectively. It should, however, be noted that the Business group also frequently stays for 1 day with a total 26% or group respondents indicating as much. Similarly, the Relaxation group responses indicate that some 31% of respondents also stay at hostels for 4-7 day intervals.

Table 4.6 Frequency, Percentage and Results of Pearson Chi-squared Test on Traveling Behavior

Traveling Behavior		New experience group		Relaxation Group		Business group		Chi-squared	Sig.
		n	%	N	%	n	%		
Whom do you normally travel with?	Friends	26	59%	40	69%	55	71%	1.784	0.410
	Family	6	14%	13	22%	18	23%	1.716	0.424
	Partner	17	39%	16	28%	10	13%	10.955	0.004
	Alone	18	41%	28	48%	40	51%	1.222	0.543
	Alone with new companion during travel	7	16%	4	7%	3	4%	5.8	0.055
How long do you	1 day	5	11%	5	9%	20	26%	18.951	0.041
	2-3 days	28	64%	33	57%	32	41%		

Traveling Behavior		New experience group		Relaxation Group		Business group		Chi-squared	Sig.
		n	%	N	%	n	%		
usually stay at a hostel accommodation?	4-7 days	7	16%	18	31%	22	28%		
	8-15 days	1	2%	2	3%	3	4%		
	16-30 days	2	5%	0	0%	1	1%		
	More than 1 month	1	2%	0	0%	0	0%		
How far ahead do you usually book your accommodation?	Before 6 months	1	2%	0	0%	1	1%		
	4-5 months	3	7%	5	9%	6	8%		
	1-3 months	13	30%	23	40%	27	35%	8.393	0.396
	less than 1 month	13	30%	17	29%	33	42%		
	last minute	14	32%	13	22%	11	14%		

4.3.6 Sources of information that influences backpackers

As can be seen in *Table 4.7* below, five of the eight information sources exhibit statistically significant differences in three cluster categories, namely, travel agents, travel exhibitions, travel guides, newspapers, and magazines. As stated, significant differences between the three clusters were observed when adopting a P-value of 0.05, i.e. P-values for all of the abovementioned five categories were less than 0.05. The Business group occupied the top rank in five out of five sources of information measurements, which implies that the Business group is most concerned with travel agents, travel exhibitions, travel guides, newspapers and magazines with mean values of 2.42, 2.83, 3.28, 2.62 and 3.01, respectively.

From the analysis of variance it was found that there is no significant differences between the three groups with respect to travel shows (TV), Internet, and friends/fellow travelers as sources of information as P-values of all categories were greater than 0.05.

Table 4.7 Mean Values of Sources of Information that Influence Backpackers of Three Clusters

	New Experience Group	Relaxation Group	Business group	F	sig
	Mean	Mean	Mean		
Travel agent	2.18	1.86	2.42	4.128	0.018
Travel show (TV)	2.68	2.41	2.73	1.256	0.287
Internet	4.09	4.43	4.4	2.628	0.075
Exhibition	2.5	2.31	2.83	4.516	0.012
Travel guide	3.18	2.79	3.28	3.298	0.039
Friends/ Fellow Traveller	3.98	4.22	4.13	1.027	0.360
Newspapers	2.07	2.14	2.62	6.439	0.002
Magazines	2.57	2.6	3.01	3.283	0.040
Overall	2.91	2.85	3.18	5.591	0.004

4.3.7 Results of analysis for mean differences among three types of respondents in rating the level of importance of the 7Ps when choosing the services of a hostel

A one-way ANOVA was used to analyze the means among these three segments of respondents as shown in *Table 4.8*. From the analysis, the result was significantly different with the selected P-value of 0.05 for product, price, promotion, people, process, and physical environment principles. This means that there is at least one pair of respondent groups that differ while there is no significant difference observed in the place principle. Therefore, statistically, the needs for the place principle is not sufficient to warrant significance and this means that the three clusters have the same attitude toward 'place' (P-value = 0.081). This lack of statistical significance is explainable as the respondents seem to have placed little importance on place as all three clusters indicate that they expected to receive convenient transportation to and from the airport and around Bangkok. According to the survey responses, each segment indicated unique mixes of top three factors as follows:

1) The **New Experience group** thinks that Cleanliness is the most important factor in selecting a hostel with a mean value of 4.43; followed by Helpful staff and Friendly staff with mean values of 4.32 and 4.23, respectively.

2) The **Relaxation group** thinks that Cleanliness is the most important factor in selecting a hostel with the mean value of 4.72; followed by Worth of one's money and Helpful staff with mean values of 4.52 and 4.36, respectively.

3) The **Business group** thinks that Helpful staff is the most important factor in selecting a hostel with the mean value of 4.76; followed by Cleanliness and friendly staff with mean value of 4.72 and 4.69, respectively.

From the analysis of variance, no statistically significant relationships were observed in any of the three segments concerning the following areas of interest: Good reputation, Well-informed price, Location nearby tourist attraction area, Advanced Room Cancellation and Beverages provided at the common room/kitchen—all of these demonstrated P-values larger than 0.05.

In terms of the principle of product, four factor measurements were evaluated including 1) good reputation of hostel, 2) high quality, 3) variety of facilities and service such as internet cafés, city cycling tours, and 4) cleanliness. The Business group occupied the top rank of four out of four product principle measurements, which means that the Business group was the most concerned with reputation, quality, variety of facilities and service, and cleanliness with mean values of 4.44, 4.36, 4.12 and 4.72, respectively. Statistically significant values, i.e. P-values less than 0.05, were observed with high quality, variety of facility and service such as Internet café, city cycling tour, and cleanliness factors.

Regarding price, two factor measurements were evaluated, namely 1) worth of one's money, and 2) price transparency. The Business group occupied the top rank for both attributes of the price principle measurement, which means that the Business group was most concerned with the worth of one's money and price transparency at mean value of 4.55 and 4.64, respectively.

With regards to promotion, two factor measurements were evaluated including 1) media advertising in online social media, and 2) offering attractive promotions. The Business purpose group occupied the top rank of both of the product principle's factor measurements, which means that Business group requires media

advertising in online social media platforms and offering attractive promotions with mean values of 4.04 and 3.86, respectively. There were significant differences, i.e. P-values less than 0.05 for media advertising in online social media such as reviews from TripAdvisor, Travel Bloggers, Pantip etc., and offering attractive promotions, such as discount for member card holders or special prices of city tours.

The people principle was evaluated against two factor measurements, namely, 1) friendly staff, and 2) helpful staff. The business purpose group occupied the top rank in both attribute measurement which means that the Business group was most concerned with friendly staff and helpful staff, exhibiting mean values of 4.69 and 4.76, respectively, both of which were statistically significant.

When considering the process principle, two factor measurements were evaluated, namely, 1) speed of services, and 2) advanced room cancellations. Yet again, the Business group occupied the top rank for both process principle factor measurements, meaning that the Business group is most concerned with speed of services and room cancellations with mean values of 4.42 and 4.04, respectively. As before, statistical significance was observed as either factors P-values were less than 0.05.

Lastly, the physical environment principle made use of three factor measurements comprising 1) nice decoration and good atmosphere, 2) appealing external buildings, and 3) beverages provided at common room/kitchen. The Business group occupied the top rank in all three of the abovementioned factors, with corresponding mean values of 4.42, 3.95 and 3.81, respectively. *Table 4.8* shows the results of the one-way analysis of variance for the 7Ps, as discussed above *(See also Appendix C)*

Table 4.8 Results of One-way ANOVA for 7PS that drives backpackers decision making in choosing service of hostel between three cluster

Attributes	Mean Value for Indicated Groups			F	Sig.
	New experience group	Relaxation group	Business group		
--- Product ---	.	.	.		
Product	3.99	4.28	4.41	7.592	0.001
Good reputation of hostel	4.23	4.4	4.44	1.166	0.314
High quality	3.86	4.07	4.36	5.502	0.005
Variety of facilities and service such as internet cafe, city cycling tour	3.45	3.93	4.12	7.805	0.001
Cleanliness	4.43	4.72	4.72	3.6	0.029
--- Price ---	.	.	.		
Price	4.25	4.56	4.6	4.298	0.015
Worth of one's money	4.09	4.52	4.55	5.688	0.004
Well-informed price prior to the purchasing with no additional charges	4.41	4.6	4.64	1.756	0.176
--- Place ---	.	.	.		
Place	4.01	4.1	4.3	2.554	0.081
Convenient in transportation to access from and to the airport	4.05	4.21	4.46	3.948	0.021
The hostel is located nearby tourist attraction area	3.98	4	4.14	0.616	0.541
--- Promotion ---	.	.	.		
Promotion	3.49	3.5	3.95	7.453	0.001
Media Advertising in online social media such as reviews	3.41	3.71	4.04	6.942	0.001

Attributes	Mean Value for Indicated Groups			F	Sig.
	New experience group	Relaxation group	Business group		
from TripAdvisor, Travel Bloggers, Pantip etc.					
Offer attractive promotion such as discount for member card holder or special price of city tour	3.57	3.29	3.86	5.1	0.007
--- People ---	.	.	.		
People	4.27	4.34	4.72	9.473	0.000
Friendly staffs	4.23	4.31	4.69	7.865	0.001
Helpful staffs	4.32	4.36	4.76	9.171	0
--- Process ---	.	.	.		
Process	3.95	3.9	4.23	4.352	0.014
Speed of service	4.07	3.86	4.42	10.646	0
Advanced Room Cancellation	3.84	3.93	4.04	0.65	0.523
--- Physical Environment ---	.	.	.		
Physical Environment	3.68	3.72	4.06	6.41	0.002
Nice decoration and good atmosphere	3.89	4.12	4.42	8.277	0
The external building of hostel is appealing	3.48	3.53	3.95	5.712	0.004
Beverages provided at the common rooms/kitchen	3.68	3.5	3.81	1.678	0.19
Overall 7ps	3.95	4.06	4.32	10.696	0.000

4.3.8 Factors that discourage backpacker on making decision

Table 4.9 shows the factors that discourage respondents' decision making in selecting a hostel. Here, respondents were asked to indicate the top nine factors which would discourage them from selecting a hostel or using the services of a hostel. As can be seen in the survey's results, the New Experience group indicates that a high price is the most important discouraging factor with a mean value of 6.89. High price is then followed by Negative customer reviews and Unclean and old equipment or facilities with mean values of 6.18 and 5.84, respectively. The data from the Relaxation purpose group indicates that High price is the most important factor for not choosing a hostel with a mean value of 6.60. Inconvenient location and Unclean and old equipment or facilities follow High price with mean values of 6.36 and 6.24, respectively. Specific to the Business group, Unclean and old equipment or facilities is the most important factor for not choosing a hostel with a mean value of 6.14. For the Business group, ranks 2 and 3 comprise Negative customer reviews and High price with mean values of 6.09 and 5.96, respectively. From mean comparison among these three segments, Unwillingness of hostel staff to service is the only factor that demonstrated statistically significance with a confidence interval greater than 95% (p-value < 0.05).

Table 4.9 Mean Values of Factors that Discourage Backpacker in Choosing Service of Hostel

	Need for Experience	Need for Relaxing	Business Travel	F	Sig
Difficulties in contacting hostel staff	3.7	3.83	4.1	0.699	0.499
Facilities are not variety	4.64	4.41	4.15	0.569	0.567
Few information provided through booking websites	5	4.78	4.64	0.322	0.725
Inconvenient Location	5.61	6.36	5.51	2.134	0.121
Negative customer review	6.18	5.4	6.09	1.737	0.179
No attractive promotion	3.7	3.17	3.56	0.794	0.453

	Need for Experience	Need for Relaxing	Business Travel	F	Sig
High price	6.89	6.6	5.96	1.979	0.141
Unclean and old equipment or facilities	5.84	6.24	6.14	0.431	0.651
Unwillingness of hostel staff to serve service	3.43	4.21	4.83	4.479	0.013

CHAPTER 5
CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

As laid out in the objective section of this analysis, this research was conducted to investigate the 7Ps affecting backpacker decisions in choosing a hostel and to obtain a guideline for hostel owners in developing their marketing strategy to match with one customer segment's preference. Overall, the study indicated that 7Ps highly influenced backpackers' decisions when choosing a hostel in Bangkok. The results showed that cleanliness of the hostel, price transparency, convenient transportation to and from the airport, media advertising in online social media such as reviews from TripAdvisor, Travel Bloggers, Pantip, etc., helpful hostel staff, speed of service, nice decoration and good atmosphere are considered to be the most important factors as discussed. Furthermore, all three segments have five main important sources of information that are significantly different, which are travel agents, travel exhibitions, travel guides, newspapers, and magazines.

The New Experience group are concerned most with the people principle, followed by price and place. Therefore, this segment expects to meet professional hostel staff who are friendly and helpful. Certainly, hostel owners recognize this insight to be of great value and must accordingly adjust their services and business models to reflect this point. For example, hostel staff ought to be knowledgeable and able to give advice to customers when asking about directions or recommending places to visit within the vicinity of the hostel.

The Relaxation group thinks that price is the most important factor, followed by people and product. It appears that the Relaxation group is a price sensitive group. To retain this group, reasonable pricing models and price transparency is considerably important.

The Business group is a group that travels frequently and with purpose while running a business or errands, such as visiting friends or relatives. At the same time, they need to stay overnight in a place within their budget. As indicated, it appears that

the Business purpose group is largely concerned with the people aspect of the 7P model, similar to what was seen with the New Experience group. For this group, price is the second highest indicated important factor, followed by product, which means hostels that they choose are to be maintained and have equipment and facilities in good condition, such as clean beds and bathrooms as well as a variety of facilities and services such as free Wi-Fi or in-house café.

5.2 Recommendations

For new and existing hostel owners, based on the mean comparison of 7Ps that drives backpacker decision making in choosing a hostel between three segments, the Business group should be the first target of new and existing hostel owners because they consistently obtained the highest rank for each principle of the 7Ps when compared with other segments. Not only is the Business group the largest group, but also this group has the highest mean value for planning to revisit the hostel and further recommending the hostel to others (see Appendix D). Furthermore, the Business group have the highest purchasing power including income level at 20,001 – 40,000 Thai Baht per month. The key communication channels for developing marketing strategies that new and existing hostel owner should focus on are travel guides, magazines, and travel exhibitions. However, hostel owners should hire and train their staff to be more service-minded as unwillingness of hostel staff to serve is the most important factor that significantly discourage the Business group in choosing a hostel's services.

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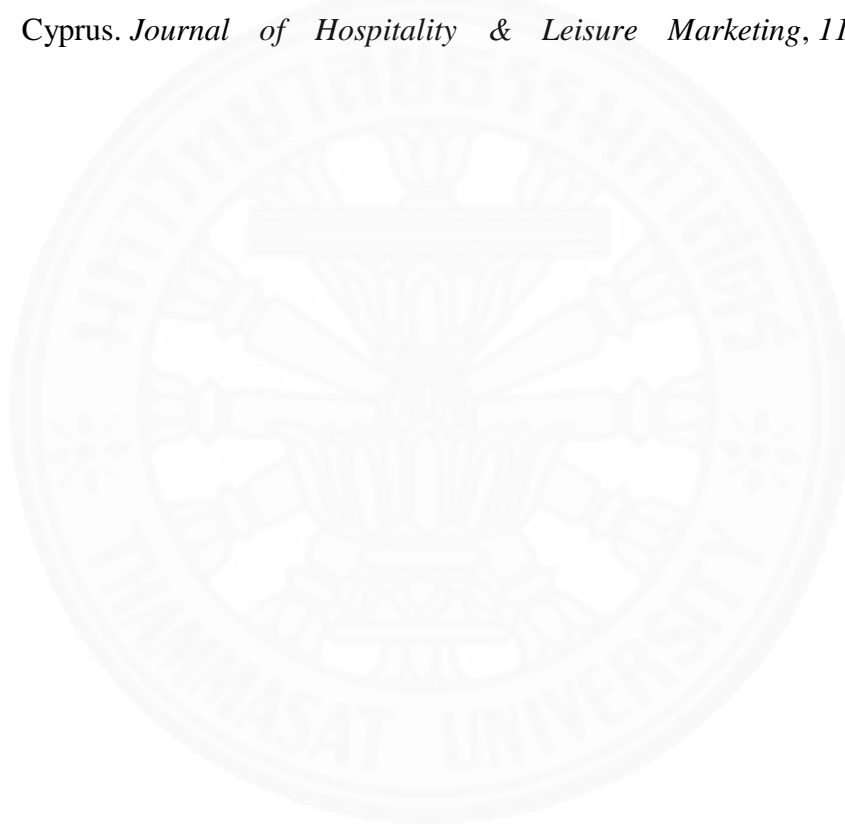
APPENDICES

APPENDIX A
IN-DEPTH INTERVIEW QUESTION LIST

1. What is your nationality?
2. How long does it take for you to search hostel's information before making a decision to purchase?
3. What are influential factors affecting you to choose the service of hostel?
4. Have you had negative experience during the stay in hostel in Bangkok? If yes, what are they?
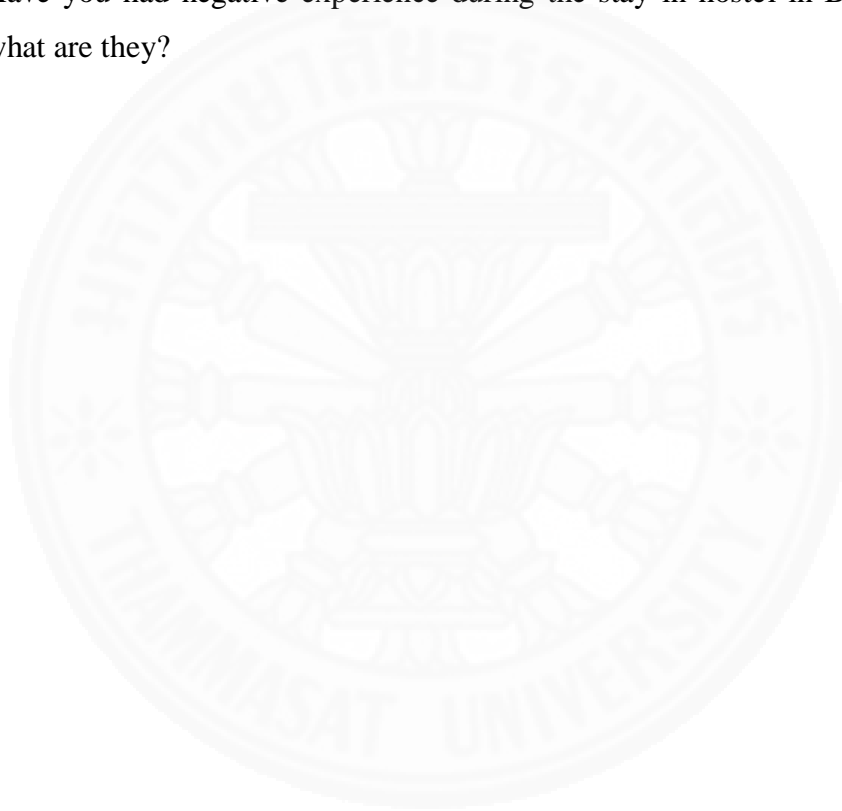
APPENDIX B
SURVEY QUESTIONNAIRE

"The study of factors affecting backpackers' decision in choosing service of hostel in Bangkok"

The questionnaire aims to study key factors influencing Thai and Foreigner backpackers to choose service of hostel in Bangkok. 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 15 minutes to complete. It is conducted by a student in Master of Science in Marketing (International Program), Faculty of Commerce and Accountancy, Thammasat University.

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

Definition of "a hostel"

Budget-oriented establishment, dormitory accommodation that accepts individual backpackers or a specific group of people in shared rooms (usually from 4-20 bed dorms) for short-term stays, however, special room for families or private room (from 1-6 persons per room) could be available in many hostels at an increasing price, and provides common areas or a self catering kitchen for guests to be and socialize with other travellers that they don't know. Moreover, shared bathrooms are provided.

Questionnaire:

Section A: Screening questions

1) Are you Thai?

    [ ] Yes   [ ] No

2) How old are you?

    [ ] less than 20 (end of questionnaire)

    [ ] 20-30

    [ ] 31-40 (end of questionnaire)

    [ ] 41-50 (end of questionnaire)

    [ ] more than 50 (end of questionnaire)

3) Have you ever used a service of hostel accommodation in Bangkok within one year?

      [ ] Yes   [ ] No (End of questionnaire)

Section B: Travelling behavior questions

4) How important the following factors are when choosing a hostel (From 1 = "not important at all" To 5 = "extremely important")

Item	Not Important At All		----------------		Extremely Important
Relaxing	1	2	3	4	5
Getting new experiences	1	2	3	4	5
Finding new friends	1	2	3	4	5
Visiting relatives and friends	1	2	3	4	5
Doing business	1	2	3	4	5
Exchanging cultures	1	2	3	4	5

5) Apart from provided options above, do you have an additional choice to suggest? (If yes, please specify)

6) Whom do you normally travel with? (please select one or more)

      [ ] Friends

      [ ] Family

      [ ] Partner

      [ ] Alone

      [ ] Alone with new companion during travel

      [ ] Other, please specitfy_____

7) How many days in a year do you usually travel and choose a hostel as your accommodation?

      [ ] 1 day

      [ ] 2-3 days

      [ ] 4-7 days

      [ ] 8-15 days

      [ ] 16-30 days

      [ ] more than 1 month

8) How long do you usually stay at a hostel accommodation? (unit = night)

      _____ night(s) per visit

9) How far ahead do you usually book your accommodation?

      [ ] before 6 months

      [ ] 4-5 months

      [ ] 1-3 months

      [ ] less than 1 month

      [ ] last minute

10) How much influence do the following have when you are selecting a hostel? (From 1 = "no influence at all" To 5 = "extremely influential")

Item	No Influence At All	--------------------			Extremely Influential
Travel agent	1	2	3	4	5
Travel show (TV)	1	2	3	4	5
Internet	1	2	3	4	5
Exhibition	1	2	3	4	5
Travel guide	1	2	3	4	5
Friends/ Fellow Traveller	1	2	3	4	5
Newspapers	1	2	3	4	5
Magazines	1	2	3	4	5

11) Apart from provided options above, do you have an additional choice to suggest? (If yes, please specify)

_____

Section C: Backpacker's perceived value toward choosing a hostel accommodation

12) Please indicate to what extent you agree that the following factors are important when making a decision to choose a hostel. (From 1 = "strongly disagree" To 5 = "strongly agree")

Product Attributes	Strongly Disagree	------------------	Strongly Agree

12.1) Good reputation of hostel	1	2	3	4	5
12.2) High quality	1	2	3	4	5
12.3) Variety of facilities and service such as internet café, city cycling tour	1	2	3	4	5
12.4) Cleanliness	1	2	3	4	5
Price Attributes	**Strongly Disagree**		--------------------		**Strongly Agree**
12.5) Worth of one's money	1	2	3	4	5
12.6) Well-informed price prior to the purchasing with no additional charges	1	2	3	4	5
Place Attributes	**Strongly Disagree**		--------------------		**Strongly Agree**
12.7) Convenient in transportation to access from and to the airport	1	2	3	4	5
12.8) The hostel is located nearby tourist attraction area	1	2	3	4	5
Promotion Attributes	**Strongly Disagree**		--------------------		**Strongly Agree**
12.9) Media Advertising in online social media such as reviews from TripAdvisor, Travel Bloggers, Pantip etc.	1	2	3	4	5
12.10) Offer attractive promotion such as discount for member card holder or special price of city tour	1	2	3	4	5
People Attributes	**Strongly Disagree**		--------------------		**Strongly Agree**
12.11) Friendly staffs	1	2	3	4	5

12.12) Helpful staffs	1	2	3	4	5
Process Attributes	**Strongly Disagree**	-------------------		**Strongly Agree**	
12.13) Speed of service	1	2	3	4	5
12.14) Advanced Room Cancellation	1	2	3	4	5
Physical Environment Attributes	**Strongly Disagree**	-------------------		**Strongly Agree**	
12.15) Nice decoration and good atmosphere	1	2	3	4	5
12.16) The external building of hostel is appealing	1	2	3	4	5
12.17) Beverages provided at the common rooms/kitchen	1	2	3	4	5

13) Please prioritize major problem for not choosing a service of one particular hostel? (1="first important factor", 9="ninth important factor")

[ ] Facilities are not variety

[ ] High price

[ ] Inconvenient Location

[ ] Unclean and old equipment or facilities

[ ] No attractive promotion

[ ] Few information provided through booking websites

[ ] Negative customer review

[ ] Difficulties in contacting hostel staff

[ ] Unwillingness of hostel staff to serve service

Section D: Satisfaction and intention to revisit

14) What is your level of satisfaction toward visiting a hostel accommodation?

[ ] Highly satisfied

[ ] Satisfied

[ ] Neither satisfied nor dissatisfied

[ ] Dissatisfied

[ ] Highly dissatisfied

15) What is the reason of your above answer?

Please state: _____

_____

16) Do you plan to revisit the hostel?

     [ ] Definitely revisit

     [ ] Probably revisit

     [ ] Neutral

     [ ] Probably not revisit

     [ ] Definitely not revisit

17) Will you recommend visiting the hostel to the others?

     [ ] Definitely recommend

     [ ] Probably recommend

     [ ] Neutral

     [ ] Probably not recommend

     [ ] Definitely not recommend

Section E: Demographic

18) What is your gender?

     [ ] Male   [ ] Female

19) What is your nationality? _____

20) 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

21) What is your household size?

     [ ] 1 person

     [ ] 2 persons

[ ] 3-5 persons

[ ] more than 5 persons

22) What is your household income per month?

[ ] Below 20,000 Baht (Below USD 571)

[ ] 20,001-40,000 Baht (USD 571-1,143)

[ ] 40,001-60,000 Baht (USD 1,144-1,714)

[ ] 60,001-80,000 Baht (USD 1,715-2,286)

[ ] More than 80,000 Baht (More than USD 2,286)

23) What is your current occupation?

[ ] Student

[ ] Corporate employee

[ ] Government officer/State enterprise officer

[ ] Self-employed/Freelance

[ ] Business owner

[ ] Unemployed

[ ] Other, please specify _____

Thank you very much for your time and answers!!

APPENDIX C

ANOVA

Factor		Sum of Squares	df	Mean Square	F	Sig.
Product	Between Groups	4.811	2	2.406	7.592	0.001
	Within Groups	56.084	177	0.317		
	Total	60.895	179			
Good reputation of hostel	Between Groups	1.275	2	0.638	1.166	0.314
	Within Groups	96.786	177	0.547		
	Total	98.061	179			
High quality	Between Groups	7.39	2	3.695	5.502	0.005
	Within Groups	118.855	177	0.671		
	Total	126.244	179			
Variety of facilities and service such as internet cafe, city cycling tour	Between Groups	12.4	2	6.2	7.805	0.001
	Within Groups	140.595	177	0.794		
	Total	152.994	179			
Cleanliness	Between Groups	2.773	2	1.387	3.6	0.029
	Within Groups	68.177	177	0.385		
	Total	70.95	179			
Price	Between Groups	3.682	2	1.841	4.298	0.015
	Within Groups	75.818	177	0.428		
	Total	79.5	179			
Worth of one's money	Between Groups	6.647	2	3.324	5.688	0.004
	Within Groups	103.414	177	0.584		
	Total	110.061	179			
Well-informed price prior to the purchasing with no additional charges	Between Groups	1.597	2	0.798	1.756	0.176
	Within Groups	80.464	177	0.455		
	Total	82.061	179			
Place	Between Groups	2.706	2	1.353	2.554	0.081

	Within Groups	93.794	177	0.53		
	Total	96.5	179			
Convenient in transportation to access from and to the airport	Between Groups	5.3	2	2.65	3.948	0.021
	Within Groups	118.811	177	0.671		
	Total	124.111	179			
The hostel is located nearby tourist attraction area	Between Groups	1.018	2	0.509	0.616	0.541
	Within Groups	146.426	177	0.827		
	Total	147.444	179			
Promotion	Between Groups	9.098	2	4.549	7.453	0.001
	Within Groups	108.039	177	0.61		
	Total	117.138	179			
Media Advertising in online social media such as reviews from TripAdvisor, Travel Bloggers, Pantip etc.	Between Groups	11.573	2	5.786	6.942	0.001
	Within Groups	147.538	177	0.834		
	Total	159.111	179			
Offer attractive promotion such as discount for member card holder or special price of city tour	Between Groups	10.733	2	5.367	5.1	0.007
	Within Groups	186.261	177	1.052		
	Total	196.994	179			
People	Between Groups	7.733	2	3.866	9.473	0
	Within Groups	72.245	177	0.408		
	Total	79.978	179			
Friendly staffs	Between Groups	7.888	2	3.944	7.865	0.001
	Within Groups	88.756	177	0.501		
	Total	96.644	179			
Helpful staffs	Between Groups	7.597	2	3.799	9.171	0
	Within Groups	73.314	177	0.414		
	Total	80.911	179			
Process	Between Groups	4.31	2	2.155	4.352	0.014
	Within Groups	87.635	177	0.495		
	Total	91.944	179			

Speed of service	Between Groups	10.914	2	5.457	10.646	0
	Within Groups	90.73	177	0.513		
	Total	101.644	179			
Advanced Room Cancellation	Between Groups	1.149	2	0.575	0.65	0.523
	Within Groups	156.495	177	0.884		
	Total	157.644	179			
Physical Environment	Between Groups	5.673	2	2.837	6.41	0.002
	Within Groups	78.333	177	0.443		
	Total	84.007	179			
Nice decoration and good atmosphere	Between Groups	8.569	2	4.284	8.277	0
	Within Groups	91.625	177	0.518		
	Total	100.194	179			
The external building of hostel is appealing	Between Groups	8.597	2	4.298	5.712	0.004
	Within Groups	133.203	177	0.753		
	Total	141.8	179			
Beverages provided at the common rooms/kitchen	Between Groups	3.15	2	1.575	1.678	0.19
	Within Groups	166.161	177	0.939		
	Total	169.311	179			
Overall 7ps	Between Groups	4.619	2	2.31	10.696	0
	Within Groups	38.218	177	0.216		
	Total	42.837	179			

APPENDIX D

Plan to revisit and recommend visitting hostel to the others

	New experience	Relaxation Group	Business group		
	Mean	Mean	Mean	F	Sig
What is your level of satisfaction toward visiting a hostel accommodation?	4.11	4.28	4.29	1.308	0.273
Do you plan to revisit the hostel?	4.11	4.19	4.45	3.508	0.032
Will you recommend visiting the hostel to the others?	4.11	4.41	4.69	9.994	0.000

BIOGRAPHY

Name   Miss Kingsai Suwannik

Date of Birth   November 23, 1980

Educational Attainment   2002: Bachelor degree in Political Science