THE IMPACT OF SOCIAL MEDIA USAGE BY THAI TOURISTS ON HOTELS IN PATTAYA AREA

BY

MISS KANLAYAPAT KUANSONTHI

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

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ENTITLED

THE IMPACT OF SOCIAL MEDIA USAGE BY THAI TOURISTS ON HOTELS
IN PATTAYA AREA

was approved as partial fulfillment of the requirements for

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

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Independent Study Title	THE IMPACT OF SOCIAL MEDIA USAGE BY THAI TOURISTS ON HOTELS IN PATTAYA AREA
Author	Miss Kanlayapat Kuansonthi
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ABSTRACT

Social media has taken a more important role in Thailand's tourism industry as it is capable of creating an enormous impact on people's behaviors and decision making process. Travel is one of the most popular discussion topics on social media. Contents such as reviews, travel articles and photo journals can inspire and greatly influence one's travel plan. The study of "The Impact of Social Media Usage by Thai Tourists on Hotels in Pattaya Area" is an independent study topic focusing on the issue of technology in Thailand. This study is a contemporary topic in applied marketing.
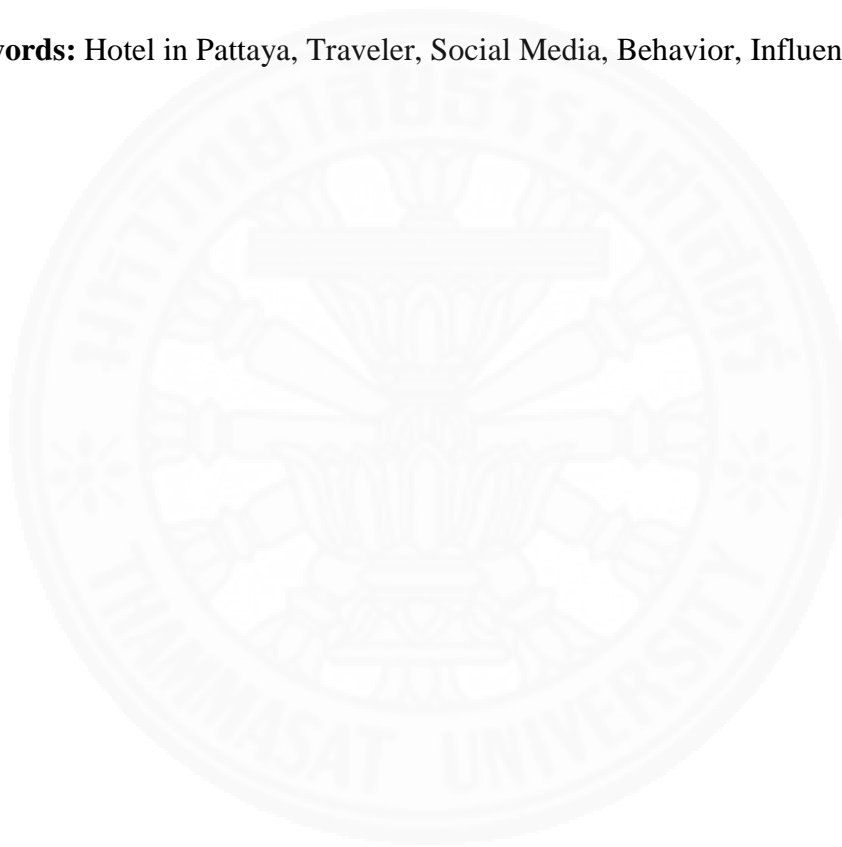
There are four main research objectives. Firstly, the research will examine consumers' behaviors on choosing an accommodation in Pattaya via social media. Secondly, the research will explore the factors that influence customers' attitudes and perceptions toward hotel selection via social media. Thirdly, the effects of consumers' behaviors on social media regarding sharing their hotel experience and reviews will be examined. Lastly, segments that divide travelers according to the psychographic variables will be identified.

The qualitative analysis, secondary research and in-depth interviews were conducted to gain insight information about using social media during selection process for hotels in Pattaya. For the quantitative analysis, an online questionnaire was used to collect data from 200 respondents. Statistical Package for the Social

Sciences (SPSS) program was also used to interpret and analyze the data from the survey.

This research will encourage hoteliers to understand better consumer behaviors and the impacts of social media. This will lead them to strategize the effective marketing and customer relation activities on social media.

ACKNOWLEDGEMENTS

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CHAPTER 1

INTRODUCTION

1.1 Introduction to the Study

In recent years, social media has become a major part of Thai contemporary culture. Each day, people spend more time surfing on social networks (Leesanguansuk, 2016). With the rapid growth on internet usage, a monumental amount of information and data has been generated, shared, exchanged, and kept online among social media users every single minute. This online pool of information has become one of most significant game-changers for business operators, as it helps with the study on consumer behavior and market research activities.

In this era of Information Technology, people demand more information to evaluate alternatives before making decisions. With its comprehensive data and frantic dynamics of information sharing, social media has become one of the most influential tools for business operators, especially in the sector such as the tourism industry. Reviews and comments on social media have affected consumer behaviors not only on the choice of destination, but also on how to travel, what to do, and where to stay. Travelers tend to explore more online in search of useful information such as travel guides, recommendations and reviews to help them make decisions as well as answer their questions.

Pattaya is one of the most popular destinations in Thailand with highly competitive rates within the hotels and accommodations sector as it is one of the major economic contributors of the city. Therefore, the study of social media impacts from Thai users on hotels in Pattaya would be advantageous for hoteliers in Pattaya in order to improve their marketing strategies, products and services.

This research is a study of contemporary topic in applied marketing related to technology subject area. This will allow hoteliers to have a better understanding of customers' attitudes and behaviors on social media. Furthermore, this would lead them to design a more effective communication strategy on social media. The study will summarize the review of literature related to the topic of social media for hotel/travel industry, and then apply secondary and qualitative data to portray

customers' insights, which a questionnaire for a quantitative research survey would be based on. The research will focus on both males and females who use social media to gather the information leading to their hotel selection.

1.2 Objectives

The primary purpose of this study is to understand what influences and motivates travelers to stay at a particular hotel based on information available on social media. The research objectives are as follows:

1. To examine consumer behavior on choosing an accommodation in Pattaya using an information available on social media platforms.

    1.1 To understand consumer activities related to social media to gather information on hotels in Pattaya.

      - Social media platforms that consumers prefer to use when they search for hotels

      - Types of information that the customers would search for when making decision

    1.2 To identify social media-related factors influencing decision making on hotels

2. To understand consumers' behavior on reading hotel reviews on social media.

    2.1 To understand consumers' behavior on social media usage for reading hotel reviews.

    2.2 To identify factors influencing travelers to read online hotel reviews.

3. To understand consumers' behavior on sharing their hotel experience on social media

    3.1 To understand consumers' behavior on social media usage for sharing hotel experiences.

      - Social media platform they prefer to share their hotel experience

    3.2 To identify factors influencing travelers to share their experience.

4. To understand consumers' attitude and perception toward hotel in Pattaya through social media usage.

    4.1 To understand consumers' attitude toward information that shared on social media.

    4.2 To understand consumers' attitude toward hotel reviews written by fellow travelers on social media.

5. To identify segments among the traveler according to their vacation lifestyles.

1.3 Research Overview

In this research, consumer behaviors, social media and hospitality industry in Pattaya will be studied and analyzed. Behavioral segmentation will also be applied to divide customers into groups for an in-depth analysis and elaboration. The following chapter reviews the literature on social media and its impact on the tourism industry, and online consumer behavior. The next three chapters elaborate on research methodology, results, and conclusions, respectively.

CHAPTER 2
REVIEW OF LITERATURE

2.1 The Impact of Social Media on Tourism Industry

At present, social media has become one of the most influential tools for the tourism sector. Beginning from setting the destination to planning the transportation and accommodation for the trip, customers tend to base their decision on online travel guides, which come in variety of forms (e.g reviews, recommendations), and discussion threads on online forums (e.g Trip Advisor, Pantip.com, Reddit) where people can freely share their thoughts (Liudmila, 2016). This social media phenomenon happens because of the behaviors of customers themselves. They tend to trust information received from acquaintances, friends, and family members more than other forms of advertisements. This is because they believe the message to be more relatable and therefore reliable. Moreover, hotel guests who share their travel experiences, special moments, and their opinions about hotels on the websites can attract more people to the place and the accommodation (Liudmila, 2016).

2.2 How Guests Choose Hotels during Online Booking

During the information collection process, the hotel customers usually look for several things. Room price is usually the first thing that comes to mind. This is because customers usually set their budget beforehand. They also search for hotel images and reputations, which can sometimes change potential hotel guests' minds. However, hotel guests' reviews have more impact than the price and images of the rooms (Worgull, 2015).

2.3 Hotel Guests Read Reviews before Booking

People tend to read the most recent reviews online to get the latest overall perspective of the hotels. Online reviews help in assuring their decisions to plan a

better trip. "People feel that a hotel stay is very important to the overall trip experience." (Tripadvisor, 2014). Reviews are a powerful and significant part of the travel planning experience. The majority of travelers write reviews for positive reasons as they feel good about sharing useful information with other travelers (Tripadvisor, 2014).

2.4 Importance of Guest Review

The number of hotel reviews is very important for the hotel industry because it helps the hotel increase its ranking in search engines (e.g. Google). According to the BedandBreakfast report, 93% of travelers think online reviews are very influential to their decisions. 59% of travelers who read reviews are more likely to select the particular hotel, and 53% of travelers will not select the hotel that does not have any reviews on the website. (BedandBreakfast, unknown).

2.5 Social Media in Thailand Today

It cannot be denied that social media changes the way people communicate and the way business operators connect with their clients. There are various types of social media platforms in the world as of today. The top three most popular platforms in Thailand are as following:

1. Facebook: The most popular social network platform in Thailand and the most user-generated content social media. Now, the number of Facebook user in Thailand has reached over 40 million. It can be said that Thai people prefer Facebook to share their personal stories and opinions. For business owners, they can set up their own Facebook account which can be seen one of the most effective ways to drive up their revenues. (Skatar, 2016).

2. Line: In Thailand, there are now around 38 million Line users. With such a large number of users, Line has become capable of taking part in the business industry.

It has become a tool for online business holders in making communication and transaction with their customers (Skatar, 2016).

3. Instagram: This application allows people to share pictures and videos on a social network. There are now 7.1 million Instagram users in Thailand (Skatar, 2016). Instagram users do not only browse through the endless content; they are using it to discover new products and brands (Munro, 2015).

2.6 Thailand Online Overview

From a Digital Advertising Association (Thailand) report, a survey found that 56% of Thailand population are internet users. The most popular online activities in Thailand are social networking, 82.7%, and information seeking, 56.7%. They also found that generation Y spends more time on online content (54.2 hours a week) than other generations (Skatar, 2016).

Social media, such as Facebook, tries to persuade people to keep connecting and share contents with other people through its site by improving the features to be fancier. They also offer business tools and features to encourage sales (Media Literacy Council).

2.7 Hotel in Pattaya

There are about 517 registered hotels and 86 registered resorts in Pattaya (Pattaya City, 2016). Pattaya is a well-known, lively beach town that draws travelers from around the world. The big draw for travelers to Pattaya is the variety of activities and wide selection of fresh seafood. Jomtien Beach is the most popular location for hotels in Pattaya as it is a beautiful and peaceful beach (Pattaya.net).

There are various types of hotels in Pattaya. Based on the level of service, there are budget, mid-market, and luxury hotels. The price of the room varies from 200 THB/ night to 46,000 THB/night for two people (Amazing Thailand).

2.8 Hotel Booking Website

Hotel booking websites provide important hotels' data, which can be retrieved through its search-engine function. They deliver comfort to customers in choosing hotels and allow customers to write their reviews in the website. There are many online channels to facilitate online booking. The well-known hotel booking website are Agoda.com, Booking.com and Expedia.com (McCarter, 2016).

2.9 Summary

The most popular online activities in Thailand, besides social networking, is information seeking. Combining the two activities together, social network can be the future of online marketing for the Thai tourism industry. Social network websites nowadays (e.g. Facebook) offer business operating tools and features to help business operators strategize their marketing strategies online. For most travelers, contents such as online reviews can greatly influence their travel plan and itinerary. People tend to trust information provided by acquaintances, peers, and fellow travelers more than any forms of advertising because it is more relatable, and therefore believed to be more reliable.

Pattaya is one of the most popular destinations in Thailand, and thus, its hotel industry is extremely competitive. Since online activities are one of the main channels for gathering information nowadays, it is important for business operators to be aware of how to target the right customers for their service in order to narrow down competitors and bring themselves out to the crowd. By analyzing consumers' behaviors based on their lifestyles and preferences on online activities, this study could help hotel owners refocus their target market and develop the right online marketing strategies to attract the right customers to the service they offer.

CHAPTER 3
RESEARCH METHODOLOGY

3.1 Research Design

In order to achieve all the objectives, both exploratory research and descriptive research were conducted (see Figure 3.1). To begin with, the information was gathered from in-depth interviews in order to understand an overall picture of this study. Then, a questionnaire was designed and developed based on the results from the interviews.

Figure 3.1: Research Framework

3.2 Exploratory Research

3.2.1 Secondary Data

Secondary data was obtained from the internet, articles, and magazines. It helped the researcher to understand more about the overview of hotel industry in Pattaya as well as the overview of social media for the hotel and travel industry. Additionally, the insightful data gathered at this stage was used to identify key variables for the quantitative research in the later stages of this research.

3.2.2 In-depth Interviews (For questions used in interviews, see Appendix A)

The in-depth interviews were conducted with two groups of interviewees. The first group was the hotel owner and the second group was the hotel guest. The setting was a one-on-one discussion which contained many open-ended questions. The hotel owners were encouraged to talk about their online strategies and the implementation. The hotel guests, on the other hand, were asked with a probing and prompting technique in order to find out their attitude and perceptions about social media through hotel selection and also their behavior on sharing their experience after staying at that hotel on social media. The hotel owners and the hotel guests were both interviewed. The researcher interviewed the hotel owners in order to find insightful information from the entrepreneurs' perspectives as nowadays social media plays an important role in driving the sales of the business. However, the questionnaire which was conducted in the later stage was only distributed to the hotel guests.

3.3 Descriptive Research

The descriptive research was conducted by using a questionnaire survey. The questionnaire was designed based on the results from exploratory research. The data was collected online. The results were interpreted and analyzed by using Statistical Package for the Social Sciences (SPSS) program.

3.3.1 Questionnaire Design

A questionnaire was developed from collected information from secondary research, and in-depth interviews. The survey was able to answer the research questions and covered the research objectives. The questionnaire survey can be found in Appendix B.

3.4 Data Collection Plan

3.4.1 Qualitative Data

- In-depth Interviews

Ten in-depth interviews were conducted. There were eight hotel guests and two hotel owners. The respondents were recruited through personal connections. Each interview was a face-to-face interview and took approximately 10 to 15 minutes. The in-depth interviews were conducted mainly at office buildings, apartment buildings and the university; all are located in Bangkok.

3.4.2 Quantitative Data

- Questionnaire Surveys

The questionnaire was distributed by means of an online data collection website for 200 respondents. The target group were those who use social media. The online questionnaire was distributed to friends of the author with the use of snowball sampling in their social media page. There were some screening questions to make sure that only respondents who were related to this study were included.

3.5 Sample Selection

The target respondents of the surveys are as follows:

3.5.1 Hotel Guests

Tourists of Thai nationality who;

- Have stayed at hotel in Pattaya in last 12 months or have considered to stay in hotel in Pattaya in the upcoming year;
- Frequently use social media to gain the information about hotel selection;
- At any age;
- Either male or female

3.5.2 Hotel Owners

The owners of hotels in Pattaya who;

- Frequently use social media as a marketing tool for their hotel business;
- At any age
- Either male or female

3.6 Data Analysis Plan

Qualitative and quantitative analysis were used in this research. Qualitative information was gathered from in-depth interviews. Quantitative information was gathered from questionnaire surveys analyzed by using the Statistical Package for the Social Science (SPSS). Statistical methods such as frequency, mean, and ANOVA were used to analyze the data. Dependent variables of study were attitude and perception of consumer toward hotels in Pattaya via social media, while independent variables include all the factors that influence travelers on hotel in Pattaya selection through social media.

3.7 Limitations of the Study

The research findings cannot be generalized to the entire population due to the following reason:

- Samples in this research were selected using convenience sampling method.
- Time and budget are main constraints.

CHAPTER 4
RESULTS AND DISCUSSION

4.1 Key Results from Secondary Research

Social media plays an important role in the tourism industry. A large number of people choose to base their decision on online contents, which are available in a variety of forms such as reviews, recommendations, and discussion threads on online forums (e.g. TripAdvisor, Pantip) where people can freely express their opinions. For travelers, reviews play a powerful and significant part as it helps reassure their decisions when planning for a trip.

4.2 Key Results from In-depth Interviews

The in-depth interviews were conducted with into two segments; 1) hotel guests; and 2) hotel owners in Pattaya.

4.2.1 Key Results from Owners of the Hotel in Pattaya

The owners of The Now Hotel, Sarita Chalet and Spa Hotel, and Grand Jomtien Palace Hotel were interviewed. The in-depth interview was summarized as follows:

Basic Information: All hotel owners agreed that social media is a critical tool for interacting with their customers. They use social media to promote their hotels and distribute promotional campaigns. They claimed social media benefited them as it could attract more customers but at a lower cost. Social media allows them to create a relationship with their customers like no other type of media does. The most top three influential social media for them are Pantip, Facebook and Agoda. According to the hotel owners, Pantip was the most popular online forum for people to share their opinions and reviews on their travel experiences. While Facebook is not the main hotel booking page, it allows business operators to interact with their prospective

customers. Considered to be the most popular booking website by the interviewees, Agoda allows travelers to compare price and, service and facilities provided by the hotels.

Social Media Usage: All three hotel owners have created an account for their hotel business on Facebook, where they can provide useful information about their hotels and the current and upcoming promotional campaigns. The Now Hotel also has an Instagram account for sharing their hotel photos and promotions as well.

Marketing Strategies: There are many social media marketing strategies the interviewees are currently implementing. For example, they manage their online reputations by encouraging their guests to post reviews on the hotel booking websites, to join their Facebook pages, and to use the check-in function on social media at their hotels in exchange of a small incentive.

4.2.2 Key Results from Hotel Guests

Eight respondents were recruited for an in-depth interview. The interviewees consisted of four females and four males from various occupational backgrounds. The details on the in-depth interview can be summarized as follows:

Basic Information: Six interviewees have searched for hotels in Pattaya via online hotel booking websites (e.g. Agoda, Booking.com) before looking for the reviews of the "chosen" hotels on online forums and social media. The remaining two interviewees did their research by using an internet search engine (e.g. google) to identify available online hotel recommendations written by reliable bloggers.

Online Review: All interviewees read a number of online reviews written by hotel guests before deciding on the accommodation. They all agreed that online hotel reviews is one of the most credible sources for information gathering. In addition, they claimed recentness of reviews was one of the important factors when reading hotel reviews.

Sharing: Six interviewees have shared their travel photos on Facebook and Instagram. They preferred to share photos from their trips rather than write any reviews on social media. Seven respondents said they were most likely to share their

bad experiences rather than the good in hopes of receiving a feedback from those who were responsible for the incident.

Online Advertising: Six interviewees claimed that they did not have a negative opinion on advertisement on social media, only that they had personal preferences on advertising. They all agreed that an online review was different from online advertising because it was not influenced and paid for by the hotel company. Therefore, they believed that online reviews had better credibility compared to normal online advertisements.

4.3 Key Results from the Questionnaire Survey

4.3.1 General Profile of Respondents

The online questionnaire was distributed to 296 respondents via SurveyMonkey.com. Of that number, 200 respondents met the criteria for this study. (See Appendix C for the general profile of respondents)

Gender: From 200 respondents, 63% were female.

Age: The majority of the respondents (71%) are in the age range of 21-30 years old

Occupation: Top two occupations are office worker (43%) and government officer (24%).

Monthly Income: 44.5% of the respondents have their income within 20,001 - 40,000 baht range, while about 23% have theirs within 40,001 – 60,000 baht range.

All target respondents were hotel guests who have been to Pattaya within the past 12 months, intended to stay in a hotel in Pattaya in the future, and experienced in using social media to look for information about hotels in Pattaya.

4.3.2 Thai Travelers Segments by Vacation Lifestyle

Factor and cluster analysis was conducted to find out the segments of the respondents based on their vacation lifestyle. First, factor analysis was applied to reduce 12 variables down to 5 factors (See Appendix D). The 5 factors are relaxation,

outdoor recreation, luxuriousness, socialization opportunity and budget. Secondly, cluster analysis was applied to identify lifestyle patterns and develop into segmentations that differentiate one type of travelers to another. Thirdly, after using cluster analysis method, the results were classified into three groups of travelers; Social Oriented Travelers, Outdoor Travelers, and Leisure Travelers (See Appendix E-1)

The respondents were divided into three segments, which can be elaborated as follows (see Appendix E-2 for demographics profile of three clusters):

Segment 1: Social Oriented Traveler (28.0% of respondents)

Travelers who fall into this segment love socializing with other people while on vacation. They prefer to stay in luxurious accommodations that offer an assurance of a comfortable experience with great and exclusive services. They believe food and gastronomical experiences are a highlight of their vacation. Social Oriented Travelers tend to spend a lot of time exploring in search of the best restaurants in the area to ensure their best travel memories. However, during their trips, they do not prefer adventurous activities and they do not plan the budget of their vacation in advance.

Segment 2: Outdoor Traveler (46.5% of respondents)

For the travelers categorized into this segment, outdoor recreation is an important part of their vacation. They focus more on the travel experience itself and less on the destination. Outdoor Travelers prefer to travel in a small group, oftentimes alone, and to learn about traditions and cultures of the places they go. They tend to spend a great deal of time organizing their plans and budget for their vacation beforehand. Types of accommodation and food are not an important part of their trip.

Segment 3: Leisure Traveler (25.5% of respondents)

Travelers in this segment love a relaxing kind of vacation. They believe that a vacation is a time to restore their mental and physical stamina by staying in a good place and eating good food. However, during the vacation, social interaction is less important for them. They do not like traveling in crowded places and do not like to join trips with other people.

4.3.3 Consumer Activities in Relation to Social Media Usage for Getting Information on Hotels in Pattaya

4.3.3.1 Information Search on Social Media

Questions based on five-point scales about respondents' activities in relation to social media usage for getting information on hotels were asked in this part.

From the result, the top three information gathering activities that respondents prefer to do on social media are; to search for a potential hotel (4.23); to compare prices among other potential hotels (4.21); and to search for booking details and information (4.08). Means of score (five points scales) are distributed according to each segment in Table 4.1

Table 4.1 Summary of differences between segments for social media activities

	Social Oriented Traveler (n = 56)		Outdoor Traveler (n = 93)		Leisure Traveler (n = 51)		Overall (n = 200)	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD
I use social media to search for a potential hotel in Pattaya area.	4.27	0.80	4.18	0.72	4.25	0.72	4 .23	0.74
I use social media to compare the price among potential hotels.	4.2	0.75	4.19	0.84	4.24	0.86	4 .21	0.82
I use social media to compare the facilities and services among hotels.	3.93	0.74	4.11	0.73	4.12	0.82	4 .06	0.75
I use social media to compare the scenery among hotels.	4.13	0.66	3.96	0.79	4.12	0.74	4 .05	0.75
I use social media to search for booking information of the potential hotels.	4.05	0.75	4.10	0.78	4.08	0.87	4 .08	0.79

4.3.3.2 Attitudes toward Information Shared on Social Media

Five attitude questions, based on five-point scales, were asked about the usefulness of the information found on social media.

From the result, the top three most useful information provided on social media are the information about the hotel itself (4.40), hotel price (4.26), and booking information (4.09). The means of score were calculated based on the five-point scales are shown in Table 4.2

Table 4.2 Summary of results for attitude toward information shared on social media

	Social Oriented Traveler (n = 56)		Outdoor Traveler (n = 93)		Leisure Traveler (n = 51)		Overall (n = 200)	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD
To search for a potential hotel in Pattaya area.	4.57	0.50	4.10	0.72	4.35	0.82	4 .40	0.70
To compare the price among hotels.	4.39	0.76	4.25	0.82	4.12	0.99	4 .26	0.85
To compare the facilities among hotels.	4.04	0.91	4.08	0.73	3.92	0.93	4 .03	0.84
To compare the scenery among hotels.	3.70	0.95	3.97	0.83	3.86	0.87	3 .87	0.88
To book the hotel.	4.09	0.75	4.09	0.82	4.08	0.87	4 .09	0.81

4.3.4 Social Media Usage

One-way ANOVA was conducted to compare means of difference criteria among segments in term of social media usage. Using a confidence level of 95% (alpha 0.05), if p-value is less than 0.05, the result shows a significant difference among segments.

4.3.4.1 Facebook

Based on the data, 70.6% of Leisure Travelers tend to use Facebook as a tool to search for information about hotels in Pattaya, while 54.8% of Outdoor Travelers and

50.0% of Social Oriented Travelers prefer Facebook for the same purpose. (See Appendix F-1).

According to Appendix F-2 and F-3, the mean of the criteria "*communication efficiency*" stands out among three segments (F = 3.29, p-value = 0.041). This shows that compared to other segments, Outdoor Travelers see Facebook as less efficient in terms of online communication. Additionally, the mean of the criteria "*Trustworthiness of guest reviews*" is significantly different from others segments (F = 3.29, p-value = 0.05). It shows that compared to other segments, Social Oriented Travelers are more trusting of guest reviews available on Facebook. Table 4.3 presents the different attitudes (five- point scales) among three segments.

Table 4.3 Summary of differences between segments for attitude toward Facebook

Facebook	Social Oriented Traveler (n = 56)		Outdoor Traveler (n = 93)		Leisure Traveler (n = 51)	
	Mean	SD	Mean	SD	Mean	SD
Familiarity with the website	4.25	0.84	3.94	0.73	3.97	0.94
Ease of website navigation	4.14	0.85	3.92	0.72	3.92	1.00
Trust in the website	3.54	0.79	3.43	0.67	3.36	0.72
Provide an up-to-date information	3.86	0.80	3.69	0.93	3.89	0.98
Variety of accommodation choices	3.68	0.61	3.55	0.78	3.81	0.98
Offering of special deals	3.71	0.6	3.53	0.92	3.64	0.87
Communication efficiency	3.86	0.65	3.45	0.81	3.75	0.69
Communication convenience	3.96	0.69	3.71	0.88	3.89	0.67
Interaction with others	3.64	0.68	3.45	0.78	3.39	0.64
Entertainment	3.39	0.79	3.25	0.91	3.03	0.88
Trustworthiness of guest reviews	3.89	0.69	3.59	0.75	3.47	0.74

4.3.4.2 Instagram

Based on the data, 25.0% of Social Oriented Travelers, 19.6% of Leisure Travelers and 15.1% of Outdoor Travelers use Instagram as a tool to search for information about hotels in Pattaya (See Appendix G-1).

According to Appendix G-2 and G-3, the means of the criteria *"ease of website navigation"* and *"trust in the website"* are significantly different among three segments (F = 5.67, p-value = 0.007 and F = 4.25, p-value = 0.022 respectively). Outdoor Travelers think Instagram's navigation is complicated, and therefore do not use Instagram as much as travelers in other segments do. Table 4.4 shows different attitudes (five-point scales) among three segments.

Table 4.4 Summary of differences between segments for attitude toward Instagram

Instagram	Social Oriented Traveler (n = 56)		Outdoor Traveler (n = 93)		Leisure Traveler (n = 51)	
	Mean	SD	Mean	SD	Mean	SD
Familiarity with the website	4.29	0.91	3.79	0.97	4.30	0.82
Ease of website navigation	4.57	0.94	3.71	0.61	4.50	0.53
Trust in the website	3.79	0.70	3.07	0.73	3.80	0.79
Provide an up-to-date information	3.43	0.65	3.50	0.76	3.60	0.70
Variety of accommodation choices	3.50	0.76	3.86	0.86	3.40	0.84
Offering of special deals	3.29	0.47	3.21	0.58	3.00	0.47
Communication efficiency	2.43	0.65	3.00	0.68	2.70	0.95
Communication convenience	2.43	0.65	2.93	0.47	2.60	0.84
Interaction with others	3.00	0.55	3.00	0.55	3.20	0.79
Entertainment	3.29	0.73	3.43	0.51	3.20	1.14
Trustworthiness of guest reviews	3.21	0.70	3.36	0.63	3.20	0.79

4.3.4.3 Pantip

88.2% of Leisure Travelers, 87.5% of Social Oriented Travelers, and 81.7% of Outdoor Travelers use Pantip as a tool to search for information about hotels in Pattaya (See Appendix H-1).

According to Appendix H-2 and H-3, the means of the criteria *"variety of accommodation choices"* are significantly different among the three segments (F = 5.01, p-value = 0.008). Leisure Travelers think Pantip provides various choice of hotels. Additionally, the means of the criteria *"offering of special deals"* and *"communication efficiency"* are significantly different among the three segments (F =

5.77, p-value = 0.004 and F = 7.08, p-value = 0.001 respectively). It means that compared to the other segments, Social Oriented Travelers have a more positive opinion toward the services Pantip offers in terms of online information sharing. Additionally, the means of the criteria *"communication convenience", "entertainment" and "trust in guest reviews"* are significantly different among three segments (F = 4.29, p-value = 0.015, F = 8.53, p-value = 0.000 and F = 3.01 p-value = 0.050 respectively). It means that to Outdoor Travelers, Pantip is convenient for communication with hotels, and is a very entertaining website. However, Outdoor Travelers believe that guest reviews on Pantip cannot be trusted, while travelers from other segments have more positive opinions on this criterion. Table 4.5 shows the different attitudes (five-point scales) among three segments.

Table 4.5 Summary of differences between segments for attitude toward Pantip

Pantip	Social Oriented Traveler (n = 56)		Outdoor Traveler (n = 93)		Leisure Traveler (n = 51)	
	Mean	SD	Mean	SD	Mean	SD
Familiarity with the website	4.14	0.65	4.03	0.65	4.07	0.84
Easy website navigation	4.16	0.66	4.07	0.70	4.09	0.70
Trust in the website	3.90	0.71	3.76	0.73	3.89	0.57
Provide an up-to-date information	3.43	0.71	3.54	0.86	3.36	0.77
Variety of accommodation choices	3.67	0.72	3.50	0.74	3.96	0.85
Offering of special deals	2.27	1.00	2.88	0.99	2.64	0.98
Communication efficiency	2.02	0.90	2.62	0.88	2.40	0.81
Communication convenience	2.14	1.04	2.63	0.92	2.33	0.83
Interaction with others	3.76	0.63	3.62	0.86	3.69	0.63
Entertainment	2.24	0.72	2.78	0.90	2.33	0.56
Trustworthiness of guest reviews	4.00	0.61	3.79	0.74	4.07	0.54

4.3.4.4 Booking Website

94.6% of Social Oriented Travelers, 91.4% of Outdoor Travelers and 86.3% of Leisure Travelers use booking website as a tool to search for information about hotels in Pattaya (See Appendix I-1).

The respondents were asked to choose which booking website they prefer the most in terms of overall criteria. According to Appendix I-2, the result shows that 69.5% of respondents prefer to use Agoda.com, while 20.5% prefer Booking.com

According to Appendix I-3 and I-4, means of the criteria *"Familiarity with the website"* are significantly different among three segments (F = 3.51, p-value = 0.032). It shows that in comparison to travelers from other segments, Leisure Travelers are less familiar with booking websites. Moreover, means of the criteria *"variety of accommodation choices" "offering of special deals" "communication efficiency"* and *"communication convenience"* are significantly different among three segments (F = 4.47, p-value = 0.006, F = 4.32, p-value = 0.026, F = 3.49, p-value = 0.001, and F = 3.51, p-value = 0.000 respectively). It means that Outdoor Travelers have an impression that booking websites have fewer choices of hotels and special deals as compared to other the segments' opinions. However, Outdoor Travelers think that booking websites offer an effective and convenient communication service with the hotels, as compared to other segments' opinions. Table 4.6 shows the different attitudes (five-point scales) among three segments.

Table 4.6 Summary of differences among segments for attitude toward booking website

Booking website	Social Oriented Traveler (n = 56)		Outdoor Traveler (n = 93)		Leisure Traveler (n = 51)	
	Mean	SD	Mean	SD	Mean	SD
Familiarity with the website	4.02	0.64	4.19	0.66	3.86	0.73
Easy website navigation	4.04	0.73	4.12	0.66	4.00	0.57
Trust in the website	4.00	0.62	3.82	0.62	3.77	0.57
Provide an up-to-date information	4.32	0.70	4.13	0.59	4.30	0.51
Variety of accommodation choices	4.68	0.51	4.47	0.61	4.77	0.42

Offering of special deals	4.53	0.50	4.32	0.68	4.59	0.54
Communication efficiency	3.00	1.06	3.49	0.91	2.89	0.84
Communication convenience	3.02	1.08	3.51	0.91	2.84	0.86
Interaction with others	2.94	0.97	3.22	0.92	3.14	0.70
Entertainment	2.55	1.05	2.71	0.99	2.57	0.90
Trustworthiness of guest reviews	3.89	0.67	3.65	0.70	3.80	0.79

4.3.5 Reading Online Review

94% of total respondents read travel reviews on social media when searching for hotels in Pattaya (See Appendix J-1).

According to Appendix J-2, 66.49% of the total respondents prefer to search more reviews online to validate their choices, while 20.74% prefer to visit hotels' official websites for more details.

4.3.5.1 Attitudes toward hotel reviews on social media

Four attitudes toward social media questions, based on five-point scales, were asked in this part. From the results, the means for Pantip are significantly different among three segments (F = 5.00, p-value = 0.008). This shows that compared to Outdoor Travelers and Social Oriented Travelers, Leisure Travelers have a more positive opinion towards Pantip as a source for online reviews (See Appendix J-3). Table 4.7 presents the different attitudes (five-point scales) among three segments.

Table 4.7 Summary of differences between segments for attitudes toward online reviews on social media

	Social Oriented Traveler (n = 56)		Outdoor Traveler (n = 93)		Leisure Traveler (n = 51)	
	Mean	SD	Mean	SD	Mean	SD
Facebook	3.24	0.8	3.42	0.86	3.58	1.03
Instagram	2.61	0.56	2.74	0.74	2.5	0.91
Pantip	4.04	0.82	3.88	0.8	4.34	0.82
Booking websites	3.85	0.75	3.99	0.7	3.89	0.77

4.3.5.2 Factors Influencing Travelers to Read Online Hotel Reviews

Questions about six attitudes toward social media, based on five points scales, were asked in this part. There are two factors that are significantly different among segments with p-value less than 0.05. The two factors are *recentness of review* (F= 6.052, p-value = 0.003) and *number of reviews* (F= 4.379, p-value = 0.014). From the results, Leisure Travelers have the highest means for those criteria compared to the other two segments. This shows that Leisure Travelers are more likely to be concerned about the recentness of reviews and number of reviews than the other two segments (See Appendix J-4). Table 4.8 shows the different attitudes (five-point scales) among three segments.

Table 4.8 Summary of differences among segments for attitudes toward online reviews

	Social Oriented Traveler (n = 54)		Outdoor Traveler (n = 84)		Leisure Traveler (n = 50)	
	Mean	SD	Mean	SD	Mean	SD
Overall ratings	4.11	0.63	3.94	0.72	3.96	0.75
Characteristic of a reviewer	2.98	0.79	2.92	1.00	3.06	1.02
Recentness of review	3.89	0.74	3.92	0.64	4.32	0.82
Number of reviews	3.83	0.64	3.98	0.76	4.30	1.07
Length/ detail of the reviews	4.17	0.67	4.25	0.53	4.26	0.78
Hotel's responsiveness to the reviews	3.65	0.83	3.56	0.97	3.4	1.16

4.3.6 Writing Online Review

Only 20% of total respondents write online reviews about their hotel experiences on social media platforms (See Appendix K-1). 67.5% of the respondents who have written hotel reviews tend to write them on booking websites (See Appendix K-2).

4.3.6.1 Factors Influencing Travelers to Write Online Review

The main factors that influence people to write online reviews were evaluated based on importance scores of related criteria. From the results, the three most important factors are *ease of writing reviews* (4.10), *personal information protection* (4.10), and *trust in the websites* (3.87). Means of important score are shown by each segments in Appendix K-3

4.3.7 Social Media Sharing

From the total number of respondents, 44% of them share contents about hotels on social media (See Appendix L-1). The majority of the respondents who have shared hotel reviews (67.1%) are likely to share contents about hotels on Facebook (See Appendix L-2).

4.3.7.1 Factors Influencing Travelers to Social Media Sharing

The main factors to share hotel experiences/ hotel-related contents on social media were evaluated based on importance scores of related criteria. From the results, the three most important factors are *personal information protection* (3.84), *interestingness of contents* (3.68) and *offering of deals or rewards from sharing* (3.60). Means of importance scores are shown by each segments in Appendix L-3

CHAPTER 5
CONCLUSIONS AND RECOMMENDATIONS

5.1 Research Summary

5.1.1 Behavioral Segmentation

The respondents were segmented into three groups based on their behaviors and attitudes online. The three groups are Social Oriented Travelers, Outdoor Travelers and Leisure Travelers. Social Oriented Travelers are the people who prefer to socialize with other people and carefully select the accommodation for their vacation. Outdoor Travelers are the people who prefer outdoor recreation activities, with a habit of budgeting to estimate their trip expenses. Leisure Travelers prefer a more relaxing trip to recharge their energy and refresh their bodies and minds.

5.1.2 Information Search on Social Media

According to the questionnaire, the activities that people prefer to do in order to gather information on social media are 1) searching for hotels they would like to stay at; 2) comparing the price with other similar hotels; and 3) searching for booking information. The respondents agreed that social media is advantageous for searching for accommodations, comparing the price and gathering information about booking a hotel.

5.1.3 Social Media Usage

The social media platforms that Social Oriented Travelers and Outdoor Travelers mostly use for getting information about hotel are booking websites, following by Pantip, Facebook and Instagram, while Leisure Travelers use Pantip the most following by booking websites, Facebook and Instagram. There are significantly different attitudes toward social media among the three segments.

Facebook: Overall, respondents have positive attitudes toward Facebook in all aspects, especially in terms of familiarity with Facebook, ease of navigation and

communication. However, Outdoor Travelers have less positive attitudes towards communication on Facebook compared to other segments.

Instagram: Respondents have positive attitudes toward Instagram. The interface is easy to navigate and familiarize with. However, when compared between groups, the Outdoor Traveler has less positive attitude in term of ease of navigation than other groups.

Pantip: Overall respondents have positive attitude towards Pantip in terms of ease of navigation, trust in the website and familiarity with Pantip.

Booking websites: The majority of respondents prefer to use Agoda.com, followed by Booking.com. Respondents have highly positive attitudes toward booking websites in almost all aspects. Comparing among segments, Outdoor Travelers have more positive attitudes toward booking websites in terms of familiarity and communication than the other two groups.

5.1.4 Reading Online Review

The majority of respondents read hotel reviews on social media when searching for hotels in Pattaya to validate their choices. The social media platform they prefer for reading hotel reviews is Pantip following by booking websites. There are many factors influencing travelers to read online hotel reviews. Comparing between segments, Leisure Travelers are more likely to be concerned about recentness of reviews and number of reviews than the other two segments.

5.1.5 Writing Online Review

A majority of the respondents do not write online reviews about hotel experiences on social media. They mostly prefer booking websites as a platform to post hotel reviews. The three most important factors were ease of navigation, personal information protection and trust in the websites.

5.1.6 Social Media Sharing

Only 44% of respondents have ever shared contents about hotels on social media. A majority of the respondents who have shared hotel reviews prefer to share those contents on Facebook. The three most important factors are *personal*

information protection, *interestingness of contents* and *offering of deals or rewards from sharing*.

5.2 Recommendations

From the research results, the respondents have been segmented into three types of travelers. The recommendations for each of the segments are as follows:

Social Oriented Travelers

This group tends to carefully select accommodation for their vacation. It is recommended to provide all useful information about the hotel through Agoda website. Implementing marketing strategies that encourage customers or bloggers to review hotel experiences on Pantip.com is also recommended. Additionally, suggestions on cuisine and good restaurants in the area should be provided as this group is very particular about their culinary experiences.

Outdoor Travelers

If hotels want to target this group, they should provide all useful information about the hotels on Agoda website. Implementing marketing strategies that encourage customers or bloggers to review hotel experiences on Pantip.com is also recommended. Additionally, suggestions on possible outdoor activities around the area, with an informative price list should be provided because Outdoor Travelers tend to plan out their expenses in advance. However, this group is highly concerned about the communication aspect, and therefore hotels should improve their communication efficiency on social media.

Leisure Travelers

To target this group, hotels should implement marketing campaigns through Pantip.com, as Leisure travelers tend to base their decisions on the hotel reviews from fellow travelers. Hotels should always keep encouraging customers to review their services because this group is highly concerned about recentness of reviews and number of reviews available on the website.

5.3 Research Conclusion

Social media usage by Thai tourists has created a great impact on the hotel industry in Pattaya. Marketing segmentation has been applied to divide Thai tourists into three groups based on their behaviors, each with their own travel preferences and lifestyles that influence their social media usage patterns.

The findings from this research suggests several managerial implications. The majority of Thai travelers tend to read reviews online, but only a small number prefer to contribute by writing their own reviews unless the websites has special deals or rewards to offer. Pantip remains as the most popular website among all groups of Thai travelers, as it offers trustworthiness of information, ease of navigation and brand familiarity of the website. Meanwhile, in terms of booking websites, Agoda is the most well-known and preferred interface for travelers regardless of their segments.

Overall, this research has found online usage patterns for Thai travelers, which will benefit directly to hotel business in Pattaya. It is highly recommended that the business operators encourage guest reviews online as a mean to advertise their business to a broader scope of audience. By understanding factors that influence online consumer behaviors, hotels can create the most effective marketing strategies suitable for every target group they are aiming for.

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APPENDICES

APPENDIX A
IN-DEPTH INTERVIEWS QUESTIONS

Hotel Guests' Question

- Have you ever been to Pattaya in the last 12 months?
- Have you ever used social media to search for the information of your potential hotels?
- What kind of social media you frequently use to search for the information of your potential hotels?
- What kind of information on social media do you look for?
- In your opinion, what kind of information on social media attracts you the most?
- What kinds of information affect your decision the most?
- Which social media provide the most valuable information about your potential hotels for you?
- Have you ever read hotel reviews on social media?
- What kind of online reviews do you trust the most?
- Have you ever shared either your positive or negative experiences to other people? Why?
- Have you ever written reviews on your hotel experience on social media? Why?

Hotel Owner's Question

- What do you think about social media for hotel business?
- Have you ever used social media for your hotel business (e.g. PR, Marketing)?
- What kind of social media do you use?
- Do the social media benefit your hotel business?

APPENDIX B
ONLINE QUESTIONAIRE

SECTION 1: Screening Questions

1.1 Have you ever been to Pattaya in the last 12 months and stayed at a hotel?

□ Yes *(Direct to question 1.2)*   □ No *(End of Questionnaire)*

1.2 Are you likely to consider traveling to Pattaya and staying at a hotel?

□ Yes *(Direct to question 1.3)*   □ No *(End of Questionnaire)*

1.3 Have you ever used social media to look for information about hotels in Pattaya?

□ Yes *(Direct to question 2.1)*   □ No *(End of Questionnaire)*

SECTION 2: Social Media Usage

2.1 Which of the following social media do you use as a tool to search for an information about hotels in Pattaya? (please check all that applies)

□ Facebook   □ Instagram   □ Pantip.com   □ Booking website

2.2 How much do you agree with criteria of **particular social media** (you select in question 2.1) provided below? (1 = Strongly disagree, 2 = Disagree, 3 = Neither agree nor disagree, 4 = Agree and 5 = Strongly agree)

	1	2	3	4	5
Familiarity with the website					
Ease of website navigation					
Trust in the website					
Provide an up-to-date information					
Variety of accommodation choices					
Offering of special deals					
Communication efficiency					
Communication convenience					
Interaction with others					
Entertainment					
Trustworthiness of guest reviews					

2.3 Which booking websites do you use the most frequently? (check only one)

□ Agoda.com □ Tripadvisor.com □ Expedia.co.th □ Booking.com

□ Traveloka.com □ Airbnb.com □ I don't use booking website.

2.4 How much do you agree with these sentences below?

(1 = Strongly disagree, 2 = Disagree, 3 = Neither agree nor disagree, 4 = Agree and 5 = Strongly agree)

	1	2	3	4	5
I use social media to search for a potential hotel in Pattaya area.					
I use social media to compare the price among potential hotels.					
I use social media to compare the facilities and services among hotels.					
I use social media to compare the scenery among hotels.					
I use social media to search for booking information of the potential hotels.					

2.5 How does social media platform provide **useful information** to you when searching for hotel in Pattaya?

(1 = Not useful at all, 2 = Slightly useful, 3 = Moderately useful, 4 = Very useful and 5 = Extremely useful)

	1	2	3	4	5
To search for my potential hotels in Pattaya area.					
To compare the price with other hotels.					
To compare the facilities with other hotels.					
To compare the scenery with other hotels.					
To book my hotels.					

SECTION 3: Online Review

3.1 Have you ever read about other people's hotel experiences on social media?

□ Yes *(direct to question 3.2)* □ No *(direct to question 4.1)*

3.2 When you read positive reviews, what is the typically next step do you take?

□ Visit their website □ Contact to hotel

□ Search more reviews to validate choice □ Continue searching for other hotels

3.3 How much do you believe in online guest reviews in comparison to personal recommendation?

□ Always

□ I believe that most of online guest reviews are authentic.

□ I will believe online guest reviews, if there are more than one review.

□ I'm often skeptical about online reviews.

□ I don't trust online review at all.

3.4 How valuable do you think the following social media platforms are (in terms of providing information on accommodations and hotels)? (1 = Not at all valuable, 2 = Slightly valuable, 3 = Moderately valuable, 4 = Very valuable and 5 = Extremely valuable)

	1	2	3	4	5
Facebook					
Instagram					
Pantip.com					
Booking websites					

3.5 When searching for online reviews on social media platforms, how do following factors influence you on choosing a hotel?

(1 = Not at all influential, 2 = Slightly influential, 3 = Moderately influential, 4 = Very influential and 5 = Extremely influential)

	1	2	3	4	5
Overall ratings					
Characteristic of a reviewer					
Recentness of review					
Number of review					
Length/ detail of review					
Hotel's responsiveness to reviews					

SECTION 4: Writing Review

4.1 Have you ever **written** your own hotel reviews on social media?

□ Yes *(direct to question 4.2)*   □ No *(direct to question 5)*

4.2 Which social media would you prefer to **write your hotel reviews** the most?

□ Facebook □ Instagram □ Pantip.com

□ Booking website □ Other (please specify) □ I don't write any hotel
review

4.3 How much do the following key factors influence you on **writing reviews** on
social media?

(1 = Not at all influential, 2 = Slightly influential, 3 = Moderately influential, 4 =
Very influential and 5 = Extremely influential)

	1	2	3	4	5
Trust in the websites					
Ease of use (simple method to write and post reviews)					
Quick response/ action to reviews from hotel					
Personal information protection					
Offering of special deals or rewards from writing reviews					

SECTION 5: Vacation Lifestyle

5. How much do you agree with these sentences below?

(1 = Strongly disagree, 2 = Disagree, 3 = Neither agree nor disagree, 4 = Agree and 5
= Strongly agree)

Vacation lifestyle	1	2	3	4	5
On vacation, the most important thing is to relieve off of stress and relax					
On vacation, I look forward to being renewed, recharged and reenergized.					
I prefer vacations that help me relax.					
I like to travel by myself.					
I like to do exciting activity.					
I like to see new places.					
On vacation, social interaction is important.					
Vacation is a chance to develop close relationship with friends.					
I usually participate in an association trip.					
I would not vacation in an area where first class accommodations were not available.					

On vacation, good food and beverage are important for me.					
I spare a good amount of expense in making vacation travel arrangements.					

SECTION 6: Personal Information

6.1 What is your gender?

□ Male   □ Female

6.2 What is your age?

□ Younger than 20 years old   □ 21-30 years old

□ 31-40 years old   □ 41-50 years old

□ Older than 50 years old

6.3 What is your occupation?

□ Student   □ Office worker   □ Government officer

□ Business owner   □ Freelance   □ Unemployed

6.4 What is your monthly income?

□ Less than 20,000 Baht   □ 20,001 – 40,000 Baht

□ 40,001 – 60,000 Baht   □ 60,001 – 80,000 Baht

□ More than 80,000 Baht

End of Questionnaire

APPENDIX C

SUMMARY OF RESPONDENTS PROFILE (n = 200)

Demographics		Frequency	Percentage
Gender	Male	74	37.0%
	Female	126	63.0%
Age	Below 20 years old	1	0.5%
	21-30 years old	142	71.0%
	31-40 years old	38	19.0%
	41-50 years old	19	9.5%
Occupation	Student	15	7.5%
	Office Worker	86	43.0%
	Government Officer	48	24.0%
	Business Owner	26	13.0%
	Freelance	14	7.0%
	Unemployed	11	5.5%
Monthly Income	Less than 20,000 THB	8	4.0%
	20,001 - 40,000 THB	89	44.5%
	40,001 - 60,000 THB	46	23.0%
	60,001 - 80,000 THB	21	10.5%
	More than 80,001 THB	36	18.0%

APPENDIX D

FACTOR ANALYSIS

Rotated Component Matrix

	Component				
	1	2	3	4	5
On vacation, the most important thing is to relieve off of stress and relax	0.834				
On vacation, I look forward to being renewed, recharged and reenergized.	0.819				
I prefer vacations that help me relax.	0.791				
Vacation are the chances to build and develop a good relationship with friends.		0.899			
On vacation, social interaction is important.		0.885			
I usually participate in an association trip.		0.502			0.405
I like to do exciting activity.			0.803		
I like to travel alone.			0.751		
I like to see new places.	0.469		0.567		
On vacation, good food and beverage are important for me.				0.896	
I would not go on a vacation in an area where first class accommodations are unavailable.				0.856	
I spare a good amount of expense on my vacation					0.923

APPENDIX E

CLUSTER ANALYSIS

APPENDIX E-1: Cluster Analysis Result

Final Cluster Center

Factor	Cluster		
	Social Oriented	Outdoor	Leisure
Relaxation	0.13422	-0.34335	0.47874
Social Opportunity	0.74171	0.22356	-1.2221
Outdoor Recreation	-0.70472	0.49848	-0.13519
Luxuriousness	0.30795	-0.27295	0.15959
Budget	-0.59479	0.46606	-0.19678

Number of Cases in each Cluster

		Frequency	Percentage
Cluster	Social Oriented	56	28.0%
	Outdoor	93	46.5%
	Leisure	51	25.5%
Valid		200	100.0%
Missing		0	

APPENDIX E-2: Demographic Profile of Three Clusters

Demographic		Social Oriented Traveler (n = 56)		Outdoor Traveler (n = 93)		Leisure Traveler (n = 51)	
		n	%	n	%	n	%
Gender	Male	28	50%	34	37%	12	24%
	Female	28	50%	59	63%	39	77%
		56	100%	93	100%	51	100%
Age	Below 20 years old	1	2%	0	0%	0	0%
	21-30 years old	38	68%	67	72%	37	73%
	31-40 years old	11	20%	23	25%	4	8%
	41-50 years old	6	11%	3	3%	10	20%
		56	100%	93	100%	51	100%
Occupation	Student	3	5%	8	9%	4	8%
	Office Worker	24	43%	43	46%	19	37%
	Government Officer	10	18%	29	31%	9	18%
	Business Owner	11	20%	4	4%	11	22%
	Freelance	5	9%	5	5%	4	8%
	Unemployed	3	5%	4	4%	4	8%
		56	100%	93	100%	51	100%
Monthly Income	Less than 20,000 THB	3	5%	4	4%	1	2%
	20,001 - 40,000 THB	18	32%	45	48%	26	51%
	40,001 - 60,000 THB	12	21%	27	29%	7	14%
	60,001 - 80,000 THB	10	18%	7	8%	4	8%
	More than 80,001 THB	13	23%	10	11%	13	26%
		56	100%	93	100%	51	100%

APPENDIX F

SOCIAL MEDIA USAGE – FACEBOOK

APPENDIX F-1: Cross table of Facebook usage in each segment

Facebook	Social Oriented Traveler (n = 56)		Outdoor Traveler (n = 93)		Leisure Traveler (n = 51)	
	n	%	n	%	n	%
Use	28	50.0%	51	54.8%	36	70.6%
Do not use	28	50.0%	42	45.2%	15	29.4%
Total	56	100.00%	93	100.0%	51	100.0%

APPENDIX F-2: ANOVA table of three cluster and criteria of Facebook

		Sum of Squares	df	Mean Square	F	Sig.
Communication efficiency	Between Groups	3.577	2	1.788	3.294	0.041
	Within Groups	60.806	112	0.543		
	Total	64.383	114			
Trustworthiness of guest reviews	Between Groups	2.918	2	1.459	2.723	0.07
	Within Groups	60.004	112	0.536		
	Total	62.922	114			

APPENDIX F-3: Post Hoc test table of three cluster and criteria of Facebook

Dependent Variable	I	J	Mean Difference (I-J)	Std. Error	Sig.
Communication efficiency	Social Oriented	Outdoor	0.406	0.167	0.049
		Leisure	0.107	0.169	0.894
	Outdoor	Social Oriented	-0.406	0.167	0.049
		Leisure	-0.299	0.162	0.190
	Leisure	Social Oriented	-0.107	0.169	0.894
		Outdoor	0.299	0.162	0.190
Trustworthiness of guest reviews	Social Oriented	Outdoor	0.305	0.172	0.185
		Leisure	0.421	0.184	0.050
	Outdoor	Social Oriented	-0.305	0.172	0.185
		Leisure	0.116	0.159	0.747
	Leisure	Social Oriented	-0.421	0.184	0.050
		Outdoor	-0.116	0.159	0.747

APPENDIX G

SOCIAL MEDIA USAGE – INSTAGRAM

APPENDIX G-1: Cross table Instagram usage in each segment

Instagram	Social Oriented Traveler (n = 56)		Outdoor Traveler (n = 93)		Leisure Traveler (n = 51)	
	n	%	n	%	n	%
Use	14	25.0%	14	15.0%	10	19.6%
Do not use	42	75.0%	79	85.0%	41	80.4%
Total	56	100.0%	93	100.0%	51	100.0%

APPENDIX G-2: ANOVA table of three cluster and criteria of Instagram

Instagram		Sum of Squares	df	Mean Square	F	Sig.
Ease of navigation	Between Groups	6.083	2	3.041	5.666	0.007
	Within Groups	18.786	35	0.537		
	Total	24.868	37			
Trust in the websites	Between Groups	4.588	2	2.294	4.251	0.022
	Within Groups	18.886	35	0.54		
	Total	23.474	37			

APPENDIX G-3: Post Hoc test table of three clusters and criteria of Instagram

Dependent Variable	I	J	Mean Difference (I-J)	Std. Error	Sig.
Ease of navigation	Social Oriented	Outdoor	.857*	0.277	0.01
		Leisure	0.071	0.303	0.97
	Outdoor	Social Oriented	-.857*	0.277	0.01
		Leisure	-.786*	0.303	0.036
	Leisure	Social Oriented	-0.071	0.303	0.97
		Outdoor	.786*	0.303	0.036
Trust in the websites	Social Oriented	Outdoor	.714*	0.278	0.038
		Leisure	-0.014	0.304	0.999
	Outdoor	Social Oriented	-.714*	0.278	0.038
		Leisure	-0.729	0.304	0.056
	Leisure	Social Oriented	0.014	0.304	0.999
		Outdoor	0.729	0.304	0.056

APPENDIX H

SOCIAL MEDIA USAGE – PANTIP

APPENDIX H-1: Cross table Pantip usage in each segment

Pantip	Social Oriented Traveler (n = 56)		Outdoor Traveler (n = 93)		Leisure Traveler (n = 51)	
	n	%	n	%	n	%
Use	49	87.5%	76	81.7%	45	88.2%
Do not use	7	12.5%	17	18.3%	6	11.8%
Total	56	100.0%	93	100.0%	51	100.0%

APPENDIX H-2: ANOVA table of three clusters and criteria of Pantip

Pantip		Sum of Squares	df	Mean Square	F	Sig.
Variety of accommodation choices	Between Groups	5.866	2	2.933	5.014	0.008
	Within Groups	97.687	167	0.585		
	Total	103.553	169			
Offer special deals	Between Groups	11.315	2	5.658	5.768	0.004
	Within Groups	163.796	167	0.981		
	Total	175.112	169			
Communication efficiency	Between Groups	10.663	2	5.331	7.082	0.001
	Within Groups	125.714	167	0.753		
	Total	136.376	169			
Communication convenience	Between Groups	7.492	2	3.746	4.294	0.015
	Within Groups	145.684	167	0.872		
	Total	153.176	169			
Entertainment	Between Groups	10.236	2	5.118	8.525	0.000
	Within	100.259	167	0.6		

	Groups					
	Total	110.494	169			
Trustworthiness of guest reviews	Between Groups	2.574	2	1.287	3.009	0.050
	Within Groups	71.432	167	0.428		
	Total	74.006	169			

APPENDIX H-3: Post Hoc test table of three cluster and criteria of Pantip

Dependent Variable	I	J	Mean Difference (I-J)	Std. Error	Sig.
Variety of accommodation choices Offer special deals	Social Oriented	Outdoor	0.173	0.14	0.433
		Leisure	-0.282	0.158	0.177
	Outdoor	Social Oriented	-0.173	0.14	0.433
		Leisure	-.456*	0.144	0.005
	Leisure	Social Oriented	0.282	0.158	0.177
		Outdoor	.456*	0.144	0.005
Communication efficiency Communication convenience	Social Oriented	Outdoor	-.616*	0.181	0.002
		Leisure	-0.379	0.204	0.155
	Outdoor	Social Oriented	.616*	0.181	0.002
		Leisure	0.237	0.186	0.412
	Leisure	Social Oriented	0.379	0.204	0.155
		Outdoor	-0.237	0.186	0.412
Entertainment Trustworthiness of guest reviews	Social Oriented	Outdoor	-.598*	0.159	0.001
		Leisure	-0.38	0.179	0.089
	Outdoor	Social Oriented	.598*	0.159	0.001
		Leisure	0.218	0.163	0.376
	Leisure	Social Oriented	0.38	0.179	0.089
		Outdoor	-0.218	0.163	0.376
Variety of accommodation choices Offer special deals	Social Oriented	Outdoor	-.489*	0.171	0.013
		Leisure	-0.19	0.193	0.586
	Outdoor	Social	.489*	0.171	0.013

		Oriented			
		Leisure	0.298	0.176	0.209
	Leisure	Social Oriented	0.19	0.193	0.586
		Outdoor	-0.298	0.176	0.209
Communication efficiency Communication convenience	Social Oriented	Outdoor	-.531*	0.146	0.001
		Leisure	-0.088	0.133	0.881
	Outdoor	Social Oriented	.531*	0.146	0.001
		Leisure	.443*	0.133	0.004
	Leisure	Social Oriented	0.088	0.133	0.881
		Outdoor	-.443*	0.133	0.004
Entertainment	Social Oriented	Outdoor	0.211	0.122	0.237
		Leisure	-0.067	0.119	0.924
	Outdoor	Social Oriented	-0.211	0.122	0.237
		Leisure	-0.277	0.117	0.056
	Leisure	Social Oriented	0.067	0.119	0.924
		Outdoor	0.277	0.117	0.056
Familiarity with the websites	Social Oriented	Outdoor	-0.169	0.118	0.324
		Leisure	0.155	0.137	0.497
	Outdoor	Social Oriented	0.169	0.118	0.324
		Leisure	.325*	0.125	0.027
	Leisure	Social Oriented	-0.155	0.137	0.497
		Outdoor	-.325*	0.125	0.027

APPENDIX I

SOCIAL MEDIA USAGE – BOOKING WEBSITE

APPENDIX I-1: Cross table on booking website usage in each segment

Booking website	Social Oriented Traveler (n = 56)		Outdoor Traveler (n = 93)		Leisure Traveler (n = 51)	
	n	%	n	%	n	%
Use	53	94.6%	85	91.4%	44	86.3%
Do not use	3	5.4%	8	8.6%	7	13.7%
Total	56	100.0%	93	100.0%	51	100.0%

APPENDIX I-2: Cross table on preferences of booking website in each segment

	Social Oriented Traveler (n = 56)		Outdoor Traveler (n = 90)		Leisure Traveler (n = 51)		Overall	
	n	%	n	%	n	%	n	%
Agoda	39	69.6%	64	68.8%	36	70.6%	139	69.5%
TripAdvisor	3	5.4%	4	4.3%	3	5.9%	10	5.0%
Expedia	0	0.0%	5	3.2%	2	2.0%	7	3.5%
Booking	14	25.0%	16	17.2%	11	21.6%	41	20.5%
Traveloka	0	0.0%	3	3.2%	0	0.0%	3	1.5%
Total	56	100.0%	92	96.8%	52	100.0%	200	100.0%

APPENDIX I-3: ANOVA table of three clusters and criteria of booking website

Booking website		Sum of Squares	df	Mean Square	F	Sig.
Variety of accommodation choices	Between Groups	3.066	2	1.533	5.231	0.006
	Within Groups	52.451	179	0.293		
	Total	55.516	181			
Offer special deals	Between Groups	2.683	2	1.342	3.737	0.026
	Within Groups	64.267	179	0.359		
	Total	66.951	181			
Communication efficiency	Between Groups	13.799	2	6.9	7.833	0.001
	Within Groups	157.679	179	0.881		
	Total	171.478	181			

Communication convenience	Between Groups	15.363	2	7.682	8.482	0.000
	Within Groups	162.115	179	0.906		
	Total	177.478	181			

APPENDIX I-4: Post Hoc test table of three cluster and criteria of Booking website

Dependent Variable	I	J	Mean Difference (I-J)	Std. Error	Sig.
Variety of accommodation choices	Social Oriented	Outdoor	0.209	0.095	0.073
		Leisure	-0.093	0.11	0.674
	Outdoor	Social Oriented	-0.209	0.095	0.073
		Leisure	-.302*	0.101	0.008
	Leisure	Social Oriented	0.093	0.11	0.674
		Outdoor	.302*	0.101	0.008
Offer special deals	Social Oriented	Outdoor	0.211	0.105	0.113
		Leisure	-0.063	0.122	0.865
	Outdoor	Social Oriented	-0.211	0.105	0.113
		Leisure	-.273*	0.111	0.040
	Leisure	Social Oriented	0.063	0.122	0.865
		Outdoor	.273*	0.111	0.040
Communication efficiency	Social Oriented	Outdoor	-.494*	0.164	0.008
		Leisure	0.114	0.191	0.824
	Outdoor	Social Oriented	.494*	0.164	0.008
		Leisure	.608*	0.174	0.002
	Leisure	Social Oriented	-0.114	0.191	0.824
		Outdoor	-.608*	0.174	0.002
Communication convenience	Social Oriented	Outdoor	-.487*	0.167	0.011
		Leisure	0.178	0.194	0.630
	Outdoor	Social	.487*	0.167	0.011

		Oriented			
		Leisure	.665*	0.177	0.001
	Leisure	Social Oriented	-0.178	0.194	0.63
		Outdoor	-.665*	0.177	0.001

APPENDIX J

ONLINE REVIEW

APPENDIX J-1: Cross tabulation between segments and online review reading

Online Review	Social Oriented Traveler (n = 56)		Outdoor Traveler (n = 93)		Leisure Traveler (n = 51)		Total	
	n	%	n	%	n	%	n	%
Read	54	96.4%	84	90.3%	50	98.0%	188	94.0%
Do not read	2	3.6%	9	9.7%	1	2.0%	12	6.0%
Total	56	100.0%	93	100.0%	51	100.0%	200	100.0%

APPENDIX J-2: Cross tabulation between segments and behaviors after reading positive reviews

	Social Oriented Traveler (n = 56)	Outdoor Traveler (n = 93)	Leisure Traveler (n = 51)	Total
Visit hotel's website	25.9%	23.8%	10.0%	20.7%
Contact the hotels	11.1%	3.6%	4.0%	5.9%
Search more reviews to validate choices	51.9%	66.7%	82.0%	66.5%
Continue searching for other hotels	11.1%	6.0%	4.0%	6.9%
Total	100.0%	100.0%	100.0%	100.0%

APPENDIX J-3: ANOVA table of three clusters and valuable scores of social media for reading online reviews

		Sum of Squares	df	Mean Square	F	Sig.
Pantip	Between Groups	6.623	2	3.312	4.998	0.008
	Within Groups	119.937	181	0.663		
	Total	126.56	183			

APPENDIX J-4: ANOVA table of three cluster and criteria of online review

		Sum of Squares	df	Mean Square	F	Sig.
Recentness of reviews	Between Groups	6.322	2	3.161	6.052	0.003
	Within Groups	96.63	185	0.522		
	Total	102.952	187			
Number of reviews	Between Groups	5.963	2	2.981	4.379	0.014
	Within Groups	125.952	185	0.681		
	Total	131.915	187			

APPENDIX K

WRITING ONLINE REVIEW

APPENDIX K-1: Cross tabulation between segments and online review writing

Online Review	Social Oriented Traveler (n = 56)		Outdoor Traveler (n = 93)		Leisure Traveler (n = 51)		Total	
	n	%	n	%	n	%	n	%
Write	9	16.1%	29	31.2%	2	3.9%	40	20.0%
Do not write	47	83.9%	64	68.8%	49	96.1%	160	80.0%
Total	56	100.0%	93	100.0%	51	100.0%	200	100.0%

APPENDIX K-2: The preference of social media in each segment in term of writing online review

	Social Oriented Traveler (n = 9)		Outdoor Traveler (n = 29)		Leisure Traveler (n = 2)		Total	
	n	%	n	%	n	%	n	%
Facebook	1	11.1%	4	13.8%	1	50.0%	6	15.0%
Instagram	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pantip	0	0.0%	7	24.1%	0	0.0%	7	17.5%
Booking website	8	88.9%	18	62.1%	1	50.0%	27	67.5%
Total	9	100.0%	29	100.0%	2	100.0%	40	100.0%

APPENDIX K-3: The summary of important criteria in writing online review

	Social Oriented Traveler (n = 9)		Outdoor Traveler (n = 29)		Leisure Traveler (n = 2)	
	Mean	SD	Mean	SD	Mean	SD
Trust in the websites	4	0.76	3.9	0.62	3	1.41
Ease of writing reviews	4.22	0.44	4.07	0.46	4	0
Quick response/ action to reviews from hotel	3.33	1.22	3.24	1.02	2	0
Personal information protection	4.33	0.71	4	0.89	4.5	0.71
Offering of special deals/ rewards from writing reviews	3.11	1.69	2.9	1.26	3	2.83

APPENDIX L

SOCIAL MEDIA SHARING

APPENDIX L-1: Cross tabulation between segments and social media sharing

	Social Oriented Traveler (n = 56)		Outdoor Traveler (n = 93)		Leisure Traveler (n = 51)		Total	
	n	%	n	%	n	%	n	%
Share	24	42.9%	42	45.2%	22	43.1%	88	44.0%
Do not share	32	57.1%	51	54.8%	29	56.9%	112	56.0%
Total	56	100.0%	93	100.0%	51	100.0%	200	100.0%

APPENDIX L-2: The preference of social media in each segment in terms of social media sharing

	Social Oriented Traveler (n=24)		Outdoor Traveler (n=42)		Leisure Traveler (n=22)		Total	
	n	%	n	%	n	%	n	%
Facebook	15	62.5%	24	57.1%	20	90.9%	59	67.1%
Instagram	4	16.7%	6	14.3%	1	4.6%	11	12.5%
Pantip	4	16.7%	9	21.4%	0	0.0%	13	14.8%
Booking website	1	4.2%	3	7.1%	1	4.6%	5	5.7%
Total	24	100.0%	42	100.0%	22	100.0%	88	100.0%

APPENDIX L-3: The summary of important criteria in social media sharing

	Social Oriented Traveler (n=24)		Outdoor Traveler (n=42)		Leisure Traveler (n=22)		Overall (n=88)	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Interestingness of contents	3.58	0.72	3.74	0.91	3.68	0.78	3.68	0.82
Hotel's responsiveness to content sharing	2.08	1.14	2.98	1.12	2.86	1.04	2.70	1.16
Personal information protection	4.21	0.98	3.50	0.99	4.09	1.15	3.84	1.07
Offering of special deals or rewards from sharing	3.33	1.43	3.50	0.92	4.09	0.87	3.60	1.10

BIOGRAPHY

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