



**SOCIAL MEDIA FACTORS THAT IMPACT INTENTION TO  
RENOVATE ACCOMODATION OF THAI CONSUMERS**

**BY**

**MR. TANAPONG CHAINAPAWET**

**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**

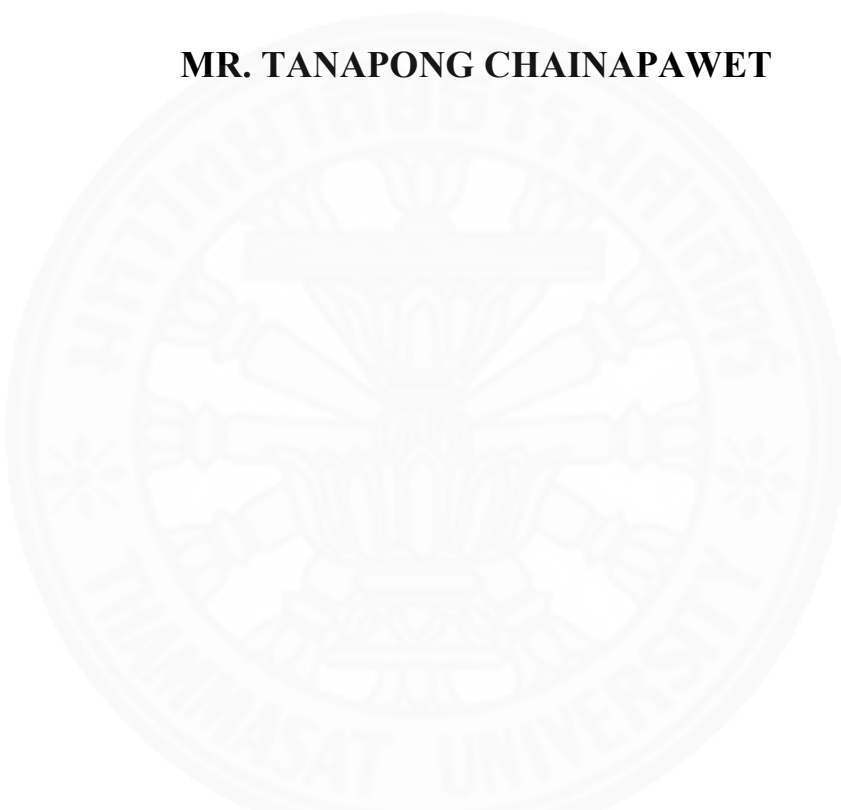
**ACADEMIC YEAR 2018**

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INDEPENDENT STUDY

BY

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ENTITLED

SOCIAL MEDIA FACTORS THAT IMPACT INTENTION TO RENOVATE  
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was approved as partial fulfillment of the requirements for  
the degree of Master of Science Program in Marketing (International Program)

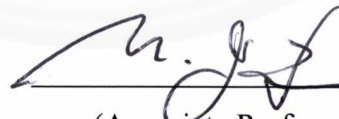
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Chairman



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Independent Study Title	SOCIAL MEDIA FACTORS THAT IMPACT INTENTION TO RENOVATE ACCOMODATION OF THAI CONSUMERS
Author	Mr. Tanapong Chainapawet
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## ABSTRACT

Social media has become one of the importance elements in people's lives including home improvement and renovation. It involves with people in many ways throughout people's decision-making process. This study focuses on social media factors that impacts consumer intention to renovate their accommodation among Thai consumers by investigating on consumer's behavior and attitudes.

This research has been conducted by using both exploratory and descriptive researches. Exploratory research was conducted with secondary research and six in-depth interviews of renovator and non-renovator. Descriptive research was conducted by self-administered questionnaires, which was distributed through online channels to 150 Thai respondents across the country in order to understand about consumer's attitude and behavior of accommodation renovation and social media. Subsequently, the data obtained from exploratory and descriptive researches was analysed by deploying statistical techniques, such as ANOVA, t statistics test, cross tabulation analysis, and simple linear regression analysis, in order to disclose consumer insights.

This study discovers that there is no statistic difference between Thai renovator and non-renovator in term of attitude towards accommodation renovation. Yet, in term of behavior, renovator tends to improve their accommodation more frequently than non-renovator. Social media platforms, such as YouTube and

Pinterest, can be used to increase consumer's intention to renovate by increasing the visibility of content to consumers. This study also discloses that there are two types of social media users, which are social media surfer, who intensively use various social media platforms, and social media follower, who uses only well-known social media platform to update their information.



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# CHAPTER 1

## INTRODUCTION

### 1.1 Problem statement and research purpose

With the emerging of social media in the last decade, the world has been drastically changed. Media consumption has been greatly shifted to Internet content in various social media platforms through out the world. Thailand has been ranked as the world's top ten for social media usage (Bangkok Post, 2018) In 2017, there were approximately 49 million Thai Facebook users, 13.6 million Instagram users, and 12 million user in Twitter. These numbers are relatively significant compared with the country's population of 69 million people.

Businesses also have to adapt to this new media consumption pattern. They have to be engaged consumers through social media platforms in order to market their products or service. Thailand's home improvement industry is also among other businesses that have to struggle in this new phenomenon by approaching consumers through social media platform to marketise their products or services. It is clear that interaction between brands and consumers is an important tool for company to create strong relationship to its target consumers. There are several factors that are significantly related to the social media usage; hence they are also related to interaction between brand and its target consumers. This study is involved with a contemporary topic in applied marketing, which purposed to understand the impact of technology - social media on intention to improve accommodation of Thai consumers. This study aims to help home improvement businesses to further understand about their consumer and also to gain insights in order to create effective business strategies.

There are two marketing model that will be used in this study in order to understand the perception and decision-making process of the accommodation renovator. The two models are the five-stage buying decision process model and the stimulus-response model.

This study is aiming to identify the external trigger on social media which involves with consumer's decision making process during the problem recognition state. The trigger will lead consumers to have higher intention to renovate their accommodation which would benefit marketer in the home improvement industry that will exploit this information to further support their brands, products, or services.

## **1.2 Industry background**

According to Euromonitor analysis report 2018, Thailand's home improvement industry has been constantly growing during the last few decades. In 2018, the industry has been estimated to be valued at 56 billion THB with compound annual growth rate (CAGR) of approximately 4 percent per annum since 2012. It is expected to accelerate its growth to 6 percent for the next decade. The industry consists of various types of product. Floor covering, home paint, bathroom and sanitary ware are main contributions of the market. TOA paint (Thailand) Co.,Ltd and Siam Sanitary Ware Co.,Ltd are two leading companies of the industry.

Thailand consumers are shifting their behavior towards accommodation renovation due to the current popular trend (Matichon Weekly, 2018). The adults usually start their working life by living in condominium in urban area. Their parents normally pay the condominium. Later on, when they would like to start their own family, they buy another house themselves in the outskirts area of the city. Instead of buying a house in outskirts area, they choose to renovate their parent's house and come back to live with parents again. 3-generation-house has become more and more common in Thai society. This change in Thai society greatly impacts the housing industry, and consequently to the construction material market and other related markets.

Thai consumers have been using social media to support and help them to plan and to design their renovation projects by looking for design and furniture references from around the world (LINE TODAY, 2018). Furthermore, They are also increasingly looking for smart, environment-friendly, and elderly-friendly for their homes (Euromonitor, 2018).

### **1.3 Research objective**

The study aims to understand Thai consumers about attitude toward accommodation renovation in order to aid marketing activity and to further gain consumer insights by using both exploratory and descriptive research. The survey is used to investigate on consumer's lifestyle and basic information including demographic profile, social media consumption pattern, and attitude toward content of each social media platforms.

Another objective of this study is to differentiate Thai consumers into segments so that business can further understand about types of Thai consumers and their attitudes, and behavior in order to improve appropriate marketing tools and strategies.

Lastly, this study aims to identify the important factors of social media that drive intention to renovate of consumers for social media platforms usage so that businesses can communicate effectively and efficiently to their customers. The survey used in this study has been designed to measure attitude and factors that affect consumer intention to renovate on social media platforms by gauging the relative importance of each factor during the consumer decision-making process.

## CHAPTER 2

### REVIEW OF LITERATURE

Renovation and redevelopment are different from each other. Redevelopment is concerned about changing to original function or any large part of the supporting structure to serve its new purpose of usage. On the other hand, home renovation is a small scale of changes which does not involve with any supporting structure. Home renovation is generally called as home renovation. They can be interchangeably used (Vijverberg, 2002).

Thailand's home improvement market value has been estimated to be 56,181 million THB in 2018 with CAGR of 4 percent. The first top 3 categories of product that has major contribution to the market are floor covering, home paint, and bathroom & sanitary products consecutively. The market has been led by TOA paint (Thailand) where Siam Sanitary Ware Co.,Ltd , a company from SCG group, comes on the second place. Thai consumers are currently looking for DIY product, smart furniture, environmental-friendly, and elder-friendly products (Euromonitor, 2018).

Social media activities can influences consumers' brand awareness, word of mouth activities, and purchase intention. For example, engagement through Facebook fan page can result in better brand awareness among consumers. On the other hand, annoyance that consumers found from any fan page can create an negative effect as well. It is easy for any fan page to annoy its customer by posting to many content which consequently spam the content its message to large group of customer resulting in customer's annoyance in that particular social media fan page. Eventually, there will be negative effect on brand awareness, customer's brand involvement, and purchasing intention to the brand (Katja Hutter and Julia Hautz Et al, 2016).

The effect of the social media on people is emerged from cycle of interaction and digital network. It affects both emotion and cognition of people. It also has great impact on society by enable people to share topic of interest, to exchange their opinion, to connect closer to other people. Social media can create online community be an effective tool for companies to interact with their target consumers (Emotion, Technology, and Social Media, 2016).

Thai consumers have been motivated to use social network sites (SNS) internally by passing time, friendship, in-trend issues, relationship maintenance, entertainment, and relaxation. They also have been motivated externally by media, political social, economic situation. For Thailand, external factors are more influential than internal factors. Thai culture also affects consumers on the use of social network sites. The study has shown that consumers usage of SNS also depending on their loves one, family member, and friends. Word of mouth is a crucial communication strategy for the Thai society (Pornsakulvanich and Dumrongsiri, 2013).

Bangkok consumers typically renovate their home within 5 years due to the depreciation of furniture and other construction problems. Furthermore, when they renovate their house, they often change the decorative style of their home at the same time. Safety, space, and style of renovation are the most influencing factor for Bangkok home owner. Moreover, an experienced Bangkok renovation consumer are often choose to use professional home renovator, while inexperienced consumer tends to renovate their home by themselves (Chuentawong, 2015).

With the aging population, Thailand is one of the countries that will enter aging population country within a decade. Thai elderly people tend to spend more on their house renovation comparing to other younger generations in order to maintain the house for their descendants who are typically living with their parents, the elderly, until they get married. It is expected that eventually, similarly to the United States, the home improvement industry of Thailand would exceed the market value of new real estate development (SCB EIC, 2015)

According to Add Style Mater Builder (2008), consumers renovate their houses for more efficient utilisation of their home space. Home renovation is a crucial for family expansion. It has been used to set an appropriate accommodation for family members especially for Thai family, which typically live together in a large family. However, there has been a concern since the gradual trend of smaller family due to the sinking fertility rate of the country.

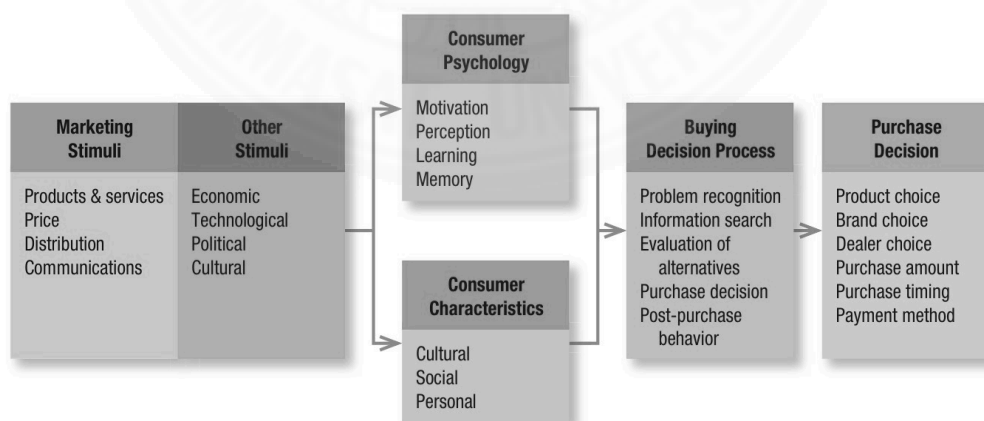
The five-stage decision making process is also known as ‘The Buying Decision Process: The Five-Stage Model’. The model suggests that consumer’ purchase decision is the result of multiple psychological processes of consumers’ mind which can be divided into 5 main stages which are problem recognition stage,

information search stage, evaluation of alternatives stage, purchase decision stage, and postpurchase behavior stage. (Kotler, P. and Keller, K. L., 2016)



**Figure 1.** Five-Stage Model of the Consumer Buying Process. Adapted from Marketing Management, 15th edition (p.195), by P. Kotler and K. L. Keller, 2016, Harlow, UK: Pearson Education. Copyright 2016 by Pearson Education Limited. Adapted with permission.

The Stimulus-Response model suggests that consumers' purchase decision is the result of their characteristics and other external stimulus, which consists of both marketing and environmental stimulus, that trigger consumers' psychological process of decision-making. Motivation, perception, learning and memory are the key process that affects consumers' decisions. (Kotler, P. and Keller, K. L., 2016)



**Figure 2.** Model of consumer behavior 'The Stimulus-Response Model'. Adapted from Marketing Management, 15th edition (p.187), by P. Kotler and K. L. Keller,

2016, Harlow, UK: Pearson Education. Copyright 2016 by Pearson Education Limited. Adapted with permission.

According to this model, consumers' buying process begins with problem recognition that is triggered either internally or externally. Thereafter, consumer has to pass through information search stage where people typically use 4 sources of information which are personnel, commercial, public, and experiential before going further into evaluation of alternative, purchase decision, and post purchase behavior consecutively.



## CHAPTER 3

### RESEARCH METHODOLOGY

#### 3.1 Research methodology

This study is conducted by using qualitative and quantitative methods in both exploratory research and descriptive research.

The exploratory research is conducted with purpose to investigate consumer's attitudes and characteristic of both renovation buyer and non-buyer who have been using social media platforms. It is also being used to identify important factors of social media that affects consumers' intention to renovate. The result of this research will be further used in descriptive research design. The exploratory research consists of two parts, which are secondary research and in-depth interview.

For secondary research, the data is collected from credible source such as Euromonitor, Thailand National statistical office (NSO), Siam Commercial Bank: Economic Intelligence Center (SCB EIC), Kasikorn Bank : AEC plus advisory center and other published academic papers.

On the other hand, in-depth interview is conducted in order to allow researcher to adjust the research question prior the questionnaire release by providing descriptive detail that may be missed during the questionnaire design process.

Descriptive research is used to quantify general information about consumers such as demographic profile, consumer's lifestyle, social media consumption pattern, and other interesting aspects, which have been found during the in-depth interviews of exploratory research such as crucial influencing factors on intention to renovate, characteristic of user and non-users.

There are four key variables in this study as follows:

- 1) Demographic characteristic of Thai consumers including gender, age, individual income, occupation and geographical location.
- 2) Psychological characteristics of Thai consumers including attitude towards easiness, financial cost, and complication of accommodation renovation,

Chinese geomancy believes, relative importance of social media content attributes.

- 3) Behavioral characteristics of Thai consumers including accommodation renovation pattern, and social media consumption pattern.
- 4) Consumer's intention to renovate accommodation in the future

Qualitative data was analysed and interpreted from in-depth interview in order to aid the questionnaire design in quantitative research. On the other hand, the quantitative data acquired from the questionnaire was analysed by using the Statistical Package for the Social Sciences (SPSS). Analysis method includes analysis of variances (ANOVA), frequency analysis, cross tabulation analysis, correlation analysis and two-step cluster analysis.

### **3.2 Sampling plan**

Non-probability sampling method was used in both exploratory and descriptive researches. Because of both time and financial constraints, this study used convenient sampling method to acquire in-depth interviewees and questionnaire respondents.

#### **3.2.1 In-depth interview**

The in-depth interviews was conducted with total of six interviewees, which comprise of three male and three female respondents aged between 27 – 36 years old, who had visited social media platforms that contain accommodation renovation content during the last 3 months. Respondents were living in Bangkok, Nontaburi, Samut Prakarn, and Ranong provinces of Thailand. Each interview session took approximately 30 – 45 minutes. The group consisted of both renovation buyers and non-buyers.

#### **3.2.2 Questionnaire survey**

For the quantitative research, the study targeted Thai respondents who had used social media within the last 3 months prior the questionnaire response. The research was conducted by using online self-administered questionnaires, which had been distributed through several channels such as email, LINE instant message

application, Facebook, Instagram, and other well-known social media platforms. The quantitative was expected to collect in total of 150 responses from respondent all across the country.

The questionnaire focused on four major parts, which were attitude toward renovation, behavior toward renovation, attitude toward social media, and lastly behavior toward social media.

### **3.3 Data collection**

Because of time and budget constraint, non-probability sampling was implemented by using convenience sampling in both exploratory and descriptive researches.

#### **3.3.1 In-depth interview**

Interviewees were recruited from researcher's personal contact. The interview was conducted through telephone call and instant message application, such as LINE. Screening questions were asked to confirm the qualification to participate prior the start of the interview. After the interview, the interviewees were asked for recommendation for potential interviewees and problem during the interview in order to help researcher improve the interview for other interviewees. The result of in-depth interview was further used in questionnaire design along with other information gathered from secondary research.

#### **3.3.2 Questionnaire survey**

By using the information gathered from secondary and in-depth interview research, the self-administered questionnaire was designed in form of digital questionnaire survey by using SurveyMonkey platform. Ten respondents were recruited for the pilot questionnaire. After adjusting the questionnaire, the actual questionnaire was distributed through various channel but mainly focus on social media platforms to increase the likelihood of respondent qualification. The questionnaire was collected 25 days after the release date. Snowball sampling method was used to help the questionnaire distribution. The final questionnaire used in this study can be found in Appendix C.

## **CHAPTER 4**

### **RESULT AND DISCUSSION**

This study is conducted by using data from in-depth interview and questionnaire survey. The data is analysed by using Statistical Package for the Social Sciences (SPSS) combined with insights obtained from in-depth interviews.

#### **4.1 Result from in-depth interviews**

Six respondents were participated the in-depth interviews. All of the interviewee are social media users who have used social media platform within the past three months prior the in-depth interviews. Interviewees group consists of four men and two women. Respondents are currently living in Bangkok, Nontaburi, Samut Prakarn, and Ranong province of Thailand. Results are as follows:

- Interviewees usually use Instagram and Pinterest as main social media platform for home renovation idea and references.
- Most of the interviewees think that home renovation is a crucial part of their life because it helps to refresh their mind and also increases their passion and energy.
- All of the interviewees believe that Chinese geomancy, Feng Shui, is one of the most important issues for accommodation renovation, and should be consider very carefully before implementing any renovation.
- Picture content tents to be more preferable for consumers.
- Renovation contents usually have been used by interviewees as references for their own renovation projects. They typically concern about the big picture of the renovation, such as room or house's environment, but do not remember or concern about the product used in the particular renovation.

#### **4.2 Result from questionnaires**

Responses of questionnaire survey were collected from 150 respondents across Thailand through social media platforms e.g. Facebook, LINE, Instagram, and

through email. The demographic profile of respondents is shown.

**Table 4.1: Respondent profiles**

	All respondents (N =150)	
	N	%
<i>Type of respondent</i>		
Renovator	50	33.3
Non renovator	100	66.6
<i>Gender</i>		
Male	78	52.0
Female	72	48.0
<i>Age</i>		
Under 20 years old	0	0.0
21 -30 years old	102	68.0
31 - 40 years old	21	14.0
41 -50 years old	19	12.7
51 - 60 years old	5	3.3
Over 60 years old	3	2.0
<i>Marital status</i>		
Single	119	79.3
Married	31	20.7
Divorced	0	0.0
<i>Region</i>		
Bangkok area	99	66.0
Central area	41	27.3
Northern area	5	3.3
Southern area	4	2.7
Northeastern area	1	0.7
<i>Income</i>		
Below 15,000 THB	0	0.0
15,001 - 30,000 THB	1	0.7
30,001 - 45,000 THB	34	22.7
45,001 - 60,000 THB	31	20.7
60,001 - 75,000 THB	19	12.7
75,001 – 90,000 THB	13	8.7
Above 90,000 THB	21	14.0
<i>Occupation</i>		
Corporate employee	83	55.3
Government official	7	4.7
Business owner	57	38.0
Retired	3	2.0

The sample's gender distribution is approximately equal to the data collected by National Statistical Office of Thailand in 2015. Most of the respondents are aged between 21 – 30 years old. Over 80 percent of sample is single. Respondent's income

is widely distributed across every range of income level in which majority of the respondents are working as corporate employee and business owner. Respondents are mainly living in Bangkok and Central area of Thailand.

#### **4.2.1 Characteristics of accommodation renovator**

According to the analysis, the questionnaire has found that there is no statistic difference between renovators and non-renovators in term of both attitudes toward accommodation renovation, attitude toward social media, and behavior of social media usage. Yet, there is statistical difference in behavior of renovation where majority of renovator tends to renovate their accommodation on average one to two times per year while non-renovator tends to do less than one time per year.

For the renovation point of view, respondents think that renovation is a subtle and uncommon process, which is rarely found in their daily lives. Majority of respondents tend to renovate their accommodation less than one time per year. They agree that social media has impact for their decision to renovate any of their accommodation. For the social media usage point of view, the questionnaire found that LINE, Facebook, and YouTube are the most popular applications, which have been widely used among Thai consumers. They access to social media platforms more than ten times per day with their mobile phone. The typical daily length of social media exceeds one hour.

##### **4.2.1.1 Attitude toward accommodation renovation**

The questionnaire uses 5-point Likert scale to measure consumer's attitude. According to the questionnaire's result, the respondents think that renovation is important for one's life. They perceive that renovation is a complicated activity, however it does not require great amount of financial resource. They also think that it is uncommon to find someone renovating his/her accommodation. This finding shows that consumer finds subtle process of renovation might be the cause of unpopularity in renovation among Thai people.

**Table 4.2: Attitudes toward accommodation renovation**

	Renovator			Non renovator			t-test
	N	Mean	S.D.	N	Mean	S.D.	
Renovation is crucial for one's life	50	3.94	0.80	100	3.67	0.68	2.03
Renovation is simple and easy to do	50	2.56	0.82	100	2.34	0.97	1.46
Renovation requires a lot of my time	50	2.26	0.82	100	2.15	0.92	0.74
Renovation requires great amount of money	50	2.10	0.92	100	2.08	0.81	0.13
Most of people do not renovate their places	50	3.60	0.68	100	3.77	0.90	-1.30
I believe in Chinese geomancy (Feng Shui)	50	3.10	0.93	100	3.00	1.20	0.56
Social media content has evoked me to renovate my accommodation	50	3.78	0.78	100	3.92	0.92	-1.18

\*p < 0.05, \*\* p < 0.01, \*\*\* p < 0.001

Moreover, contrastingly to result from in-depth interview, majority of consumer feels neutral about Chinese geomancy while all of the in-depth interviewees strongly believe in Chinese geomancy, Feng Shui. Another crucial aspect is that social media can evoke consumers to renovate their accommodation. With strong value of Likert scale, it is clear that social media has become one of the important tools for businesses to market their products and services.

However, all of the attitude score are relatively close to each other. By using t statistic test for the difference between mean, I accept the null hypothesis, which states that there is no difference between mean of these two groups of consumers. This can be concluded that there is no statistic difference between means of attitude towards renovation among renovators and non-renovators.

#### 4.2.1.2 Accommodation renovation behavior

From Table 4.3, renovators typically renovate their homes one to two times where, on the other hand, non-renovator renovates their homes less than one time per year. After deploying cross tabulation analysis, the Chi-square statistics

is at 150 with the p-value at 0.000, rejecting the null hypothesis, which can be interpreted that the correlation is significant between type of renovator and number of renovation per year. This can interpret that their behavior pattern is statistically different from each other.

**Table 4.3: Number of renovation**

	Renovator	Non renovator	Total
Less than 1 time per year	0	100	100
1 - 2 times per year	36	0	36
3 - 4 times per year	6	0	6
More than 4 times per year	8	0	8
Total	50	100	150

Pearson Chi-square = 150, p-value = 0.000, df = 3, Cramer's V = 1

#### 4.2.1.3 Behavior of social media usage

This section focuses on consumer's behavior of social media usage. In comparison, renovator and non-renovator are proportionately the same in term of daily social media usage, daily length of usage, and device. Most of the respondents tend to use social media more than ten times per day. They spend over an hour a day in the social media through their mobile phone.

With the cross tabulation analysis on both daily social media usage, daily length of social media usage, and device of social media usage, it can be concluded that, by accepting the null hypothesis, there is no differences between renovator and non-renovator in term of social media.

**Table 4.4: Behavior of social media usage**

	Renovator		Non renovator		Chi-square	p-value
	n	%	n	%		
<i>Daily social media usage</i>					4.085	0.252
Less than 1 time	1	2.0	0	0.0		
1 - 5 times	8	16.0	25	25.0		
6 - 10 times	16	32.0	35	35.0		
More than 10 times	25	50.0	40	40.0		
<i>Daily length of social media usage</i>					1.898	0.387
Less than 30 minute	4	8.0	16	16.0		
31 - 60 minutes	19	38.0	33	33.0		
More than 60 minutes	27	54.0	51	51.0		
<i>Device of social media usage</i>					1.091	0.579
Mobile phone	44	88.0	93	93.0		
Notepad	4	8.0	5	5.0		
Computer	2	4.0	2	2.0		

\*p < 0.05, \*\* p < 0.01, \*\*\* p < 0.001

The top three most popular social media platforms among respondents are LINE, Facebook and YouTube respectively. Thai consumer rarely visits Twitter, Pantip Webboard, and Pinterest. By deploying t statistics, the null hypothesis is accepted which can be concluded that there is no statistic difference between mean of renovator and non-renovator.

**Table 4.5: Usage of social media platforms**

	Renovator			Non-renovator			t-test
	n	Mean	S.D.	n	Mean	S.D.	
Facebook	50	4.12	0.98	100	4.19	1.12	-0.39
LINE	50	4.70	0.60	100	4.69	0.61	0.10
YouTube	50	3.82	1.06	100	3.84	0.77	-0.12
Twitter	50	1.72	1.08	100	1.86	1.16	0.73
Instagram	50	2.90	1.30	100	2.98	1.52	-0.34
Pinterest	50	1.92	0.96	100	1.78	1.05	0.82
Pantip Webboard	50	2.06	1.04	100	2.44	0.96	-2.17

\*t < 0.025, \*\* t < 0.01, \*\*\* t < 0.001

#### 4.2.1.4 Attitude toward social media usage

From the table 4.6, both renovators and non-renovators have similar attitude to each other. Respondents think that they frequently and spend a lot of time on social media which consistent with the data found in behavior section. However, respondents think that they do not have much interaction with social media content. They also think that there is relatively low amount of renovation showing on their new feeds.

**Table 4.6: Attitude toward social media usage**

	Renovator			Non-renovator			t-test
	n	Mean	S.D.	n	Mean	S.D.	
I frequently visit social media	50	4.08	0.73	100	4.12	0.85	-0.30
I spend a lot of time on social media	50	3.94	0.93	100	3.96	0.96	-0.12
I often like social media content	50	3.00	1.08	100	3.13	1.16	-0.68
I often visit social media page that has renovation contents	50	2.84	1.08	100	2.80	1.02	0.22
I often see renovation content on my new feeds	50	2.94	1.18	100	2.80	1.02	0.72

\*t < 0.025, \*\* t < 0.01, \*\*\* t < 0.001

#### 4.2.2 Consumer segments

In customer segmentation, this study decided to deploy two-step cluster analysis to divide customers into groups by relying behavior of social media usage among Thai consumers. The result shows that Thai consumers can be differentiated mainly into two groups, which are Social media surfer, and social media follower. The characteristic data of each group is shown in the table 4.7 as following:

**Table 4.7: ANOVA table for differences between consumer segments**

	Social media surfer (n = 77)		Social media follower (n = 73)		F	p-value
	Mean	S.D.	Mean	S.D.		
<i>Consumer 's attitudes</i>						
I spend a lot of time on my mobile phone	4.34	0.76	3.79	0.79	15.86	.000***
I like to buy things online	3.47	0.82	3.08	0.91	7.06	.009**
I think social media content help my decision making process	4.04	0.92	3.70	0.78	9.70	.002**
I frequently visit social media	4.39	0.99	3.81	0.76	24.79	.000***
I spend a lot of time on social media	4.36	0.73	3.52	0.79	37.89	.000***
I frequently like or comment social media content	3.35	1.10	2.81	1.05	9.55	.002**
I often see renovation content on my new feeds	2.88	1.24	2.81	1.01	0.16	0.686
Intention to renovate	3.43	1.15	3.49	0.90	0.15	0.704
<i>Source of Information</i>						
Family	4.25	0.93	3.86	1.00	5.88	.017*
Friend	2.64	1.06	2.62	0.94	0.02	.903
Product assistant	2.51	0.82	2.32	0.86	1.94	.166
Commercial advertisement	2.42	0.86	2.44	0.80	0.03	.867
Information from social media	3.21	0.92	3.04	0.89	1.27	.262
Information from websites	3.17	0.95	3.18	0.81	0.01	.949
<i>Social media platform usage</i>						
Facebook	4.75	0.46	3.55	1.09	78.69	.000***
LINE	4.97	0.16	4.40	0.74	44.53	.000***
YouTube	4.10	0.93	3.55	0.94	13.26	.000***
Twitter	2.30	1.20	1.30	1.30	37.91	.000***
Instagram	3.62	1.18	2.25	2.25	50.15	.000***
Pinterest	2.03	1.05	1.62	0.88	6.68	.011*
Pantip Webboard	2.84	0.95	1.75	0.78	59.07	.000***
<i>Importance of content attributes</i>						
Text content	3.40	0.80	3.33	0.78	0.32	0.569
Picture content	4.48	0.72	4.25	0.78	3.67	0.057
Mix of text and picture content	4.08	0.81	3.84	0.87	3.14	0.078
New feed appearance	3.58	0.95	3.23	0.89	5.45	0.021*
Number of like	3.23	0.99	2.92	1.04	3.66	0.058
Rating score	3.77	0.89	3.51	0.99	2.87	0.092
Number of feedback or comment	3.61	1.00	3.34	1.00	2.68	0.104
Content story or detail	4.30	0.61	4.00	0.82	6.50	0.120

\*p < 0.05, \*\* p < 0.01, \*\*\* p < 0.001

#### 4.2.2.1 Social media surfer

This group of consumers is social media surfer. They have various accounts in each social media platforms. They use Facebook, LINE, YouTube, and Instagram frequently, yet they seldom use Pantip Webboard, Twitter, and Pinterest. With further analysis from table 8, this research has found that majority of social media surfers are relatively young, at the age of 21-30 years old. Ironically, they believe in family for their source of information more than any other source especially social media, which has an average score only at 3.21, while family has 4.25 from five-point Likert scale. They love to use social media and spend a lot of time surfing online by interacting with contents and posts, or even purchase product online.

Although, this group of consumer intensively uses social media platforms, they still find that there are not many contents about accommodation renovation on their new feeds and also they do not visit renovation page. The mean of these two attitudes are statistically indifferent between social media user and follower. This can confirm that there is only small number of renovation content appearing on consumer new feeds.

**Table 4.8: Cross tabulation analysis for difference between consumer segments**

		Social media surfer (n = 77)		Social media follower (n = 73)		Chi-square	p-value
		n	%	n	%		
Age	Under 20 years old	0	0.00	0	0.00	15.969	0.003*
	21 - 30 years old	61	79.22	41	56.16		
	31- 40 years old	11	14.29	10	13.70		
	41 - 50 years old	3	3.90	16	21.92		
	51 - 60 years old	2	2.60	3	4.11		
	Over 60 years old	0	0.00	3	4.11		
Daily social media visit	Less than 1 time	0	0.00	1	1.25	20.306	0.000***
	1 - 5 times	6	6.98	27	33.75		
	6 - 10 times	30	34.88	21	26.25		
	Over 10 times	41	47.67	24	30.00		

\*p < 0.05, \*\* p < 0.01, \*\*\* p < 0.001

#### **4.2.2.2 Social media follower**

With the characteristics of being relatively dormant in social media platform, social media followers do not have much interaction and engagement in social media. They tend to use only LINE, Facebook, Twitter, and rarely use Instagram. They also perceive themselves to spend a lot of time on social media as well. This group of consumer selectively uses only social media platforms that are famous in Thailand. This might happens due to the fact that they use social media mainly for information update, however further investigation should be conducted.

In term of demographic, this group of Thai consumers is, on average, older than social media surfer. The range of age in this group spans from 21 years old to over 60 years old. This consistent with the previous findings found in many studies that younger generations tend to use social media more often than the older generations.

Moreover, this group of consumers does not give as much importance on family information source as the social media surfer group. This might come from the reason that because of the difference in age between this two groups, the older member of the family tents to believe in external factor more than his/her own family members. However, this should be investigated further to more more evidences.

#### **4.2.3 Key factor influencing intention to renovate**

This section analyses factors that affect consumer's intention to renovate accommodation by deploying factor analysis and simple linear regression analysis. By setting intention to renovate accommodation as dependent variable, the analysis lets us further understand various factors, which will be treated as independent variable in the regression, that influences consumer's intention to renovate accommodation.

In order to eliminate the multicollinearity problem in linear regression analysis, factor analysis has been used to reduce number of independent variables and to reduce the correlation among them at the same time. Independent variables include consumer attitude score towards social media platforms' content, consumer's social media behavior, consumer attitude and behavior towards accommodation renovation. There are total 16 independent variables in the regression model:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \dots + \beta_{16} X_{16}$$

The factors loading of independent variables can be found in Appendix A that describes further in detail that consists in each independent variable.

The regression analysis results significantly with R squared value of 0.501 along with p value of 0.01. There are two factor's coefficients that are statistically significant, which are YTP usage and renovation importance attitude, at p value of 0.035 and 0.004 respectively. The beta coefficient coefficients are 0.284, and 0.399.

**Table 4.9: Simple linear regression analysis of intention to renovate**

Model	Sum of Squares	df	Mean Square	F	p-value
Regression	19.446	16	1.215	2.502	0.010*
Residual	19.432	40	.486		
Total	38.877	56			

\*p < 0.05, \*\* p < 0.01, \*\*\* p < 0.001

From the Table 4.9, although attitude score towards social media variables are not statistically significant, YTP usage and renovation importance attitude have statistically significant impact on intention to renovate. Both independent variables have direct relationship towards intention to renovate accommodation due to their positive coefficient. In other word, as the YTP usage and renovation importance attitude increase, consumer's intention to renovate would increase at the same time. The impact of accommodation attitude toward intention to renovate is larger than social media behavior due to its larger beta coefficient.

**Table 4.10: Factor coefficients**

Factors	Coefficients		p-value
	Beta	Std. Error	
(Constant)	3.715	0.116	0.000***
<i>Social media attitude score</i>			
Overall score	0.045	0.104	0.669
Picture score	0.159	0.104	0.134
Text score	0.119	0.106	0.270
Newsfeed score	0.094	0.107	0.384
Content score	0.023	0.110	0.838
Comment score	0.124	0.106	0.247
Rating score	-0.063	0.109	0.565
Mixture score	0.125	0.104	0.237
<i>Social media platform usage</i>			
Facebook, LINE, and Pantip (FLP)	-0.114	0.112	0.314
Twitter and Instagram (TIN)	-0.090	0.093	0.338
YouTube and Pinterest (YTP)	0.399	0.131	0.004**
<i>Accommodation renovation attitude and behavior</i>			
Involvement in renovation	0.093	0.110	0.406
Feng Shui believes	-0.151	0.107	0.167
Importance of renovation	0.284	0.130	0.035*
<i>Importance of source of information</i>			
Above-the-line marketing	-0.177	0.126	0.167
Below-the-line marketing	-0.225	0.114	0.055

\*p < 0.05, \*\* p < 0.01, \*\*\* p < 0.001

## CHAPTER 5

### CONCLUSIONS AND RECOMMENDATIONS

#### 5.1 Conclusion

There are approximately 30 percent of accommodation renovators among Thai consumers. Thai consumers think that accommodation is a complicated process, which requires a lot of involvement in order to accomplish. Consumers also feel neutral about Chinese geomancy believe, Feng Shui, and think that Renovating is rarely found in their daily lives. Majority of people tends to renovate their accommodation less than one per year.

In term of social media, social media platforms have become an important factor for consumer decision process. LINE, Facebook, and YouTube are top three most popular social media platforms in Thailand. Mobile phone is the main device for Thai consumer to spend their time on social media in which most of consumers spends half to one hour on social media platforms in their daily basis.

Thai consumers can be divided into two major groups, which are social media surfer and social media follower. Social media surfers are consumers who use various platforms and extensively spend their time on social media. They like to interact with content and other people on social media. On the other hand, Social media followers are consumers that spend their time only on popular social media. They tend to only read the content without any engagement.

There are two factors that have significant effect on intention to renovate which are YouTube and Pinterest usage, and consumer attitude about importance of accommodation renovation. Both factors have positive effect on intention to renovate in which YouTube and Pinterest usage has greater effect on intention to renovate accommodation than consumer attitude about importance of accommodation. On the other hand, attitudes toward social media content, and source of information do not statistically affect intention to renovate accommodation of Thai consumers.

## 5.2 Managerial implications

According to the finding of stated earlier, this research has pinpointed some recommendation for business implication as follows:

Firstly, business can use YouTube and Pinterest as marketing tools to increase consumer intention to renovate their accommodation. However, Thai consumer tends to uses YouTube more often than Pinterest. Therefore, business should focus mainly on creating YouTube content, which is video media content, to create awareness and consumer's intention to renovate accommodation.

Secondly, social media content should emphasise on importance of accommodation renovation in order to increase consumer's intention to renovate accommodation. Although Thai consumers understand that renovation is important for one's life from big point of view, they still lack of understanding about importance of specific renovation. By creating content about importance of renovating each room for any specific purpose that matches consumer's lifestyle, business can increase consumer's intention to renovate.

Thirdly, business does not have to worry much about time that they will release the content since Thai consumer often accesses to social media platform through out the day. Moreover, due to the fact that renovation is rarely found on consumer's newsfeed, social media content should be boosted continually in order to increase visibility of the content, reach, to consumers.

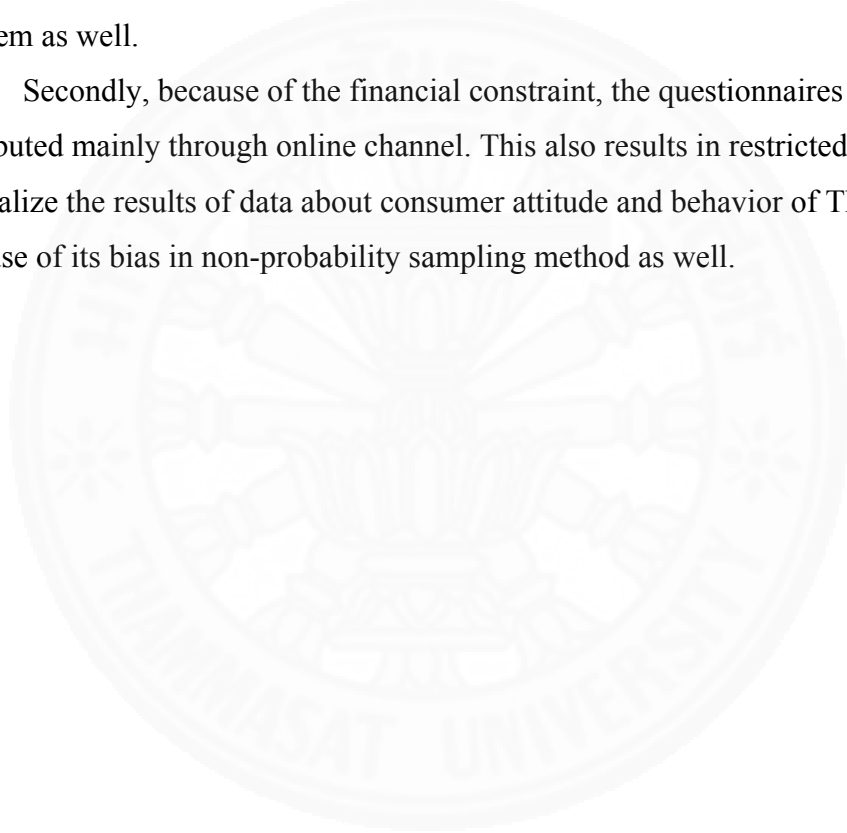
Finally, in order to increase consumer's awareness, business should focus on three main social media platforms, which are LINE, Facebook, and YouTube because of their popularity among Thai consumers. For Facebook and LINE, business can either choose any platform as well since both social media surfer and social media followers typically uses these two social media platforms. This might help business to further manage business's marketing cost by eliminating redundancy of content shown on consumer's newsfeed.

### **5.3 Research limitation**

Although this research has been carefully planned and implemented, there are number of limitation as follows:

Firstly, due to the research time constraint of three months, this research has been conducted by using non-probability sampling, convenient sampling method, which the respondents were recruited by researcher's personal connection. This restricted the ability to generalize the results of data, and also posted data bias problem as well.

Secondly, because of the financial constraint, the questionnaires were distributed mainly through online channel. This also results in restricted the ability to generalize the results of data about consumer attitude and behavior of Thai consumers because of its bias in non-probability sampling method as well.



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## APPENDIX A

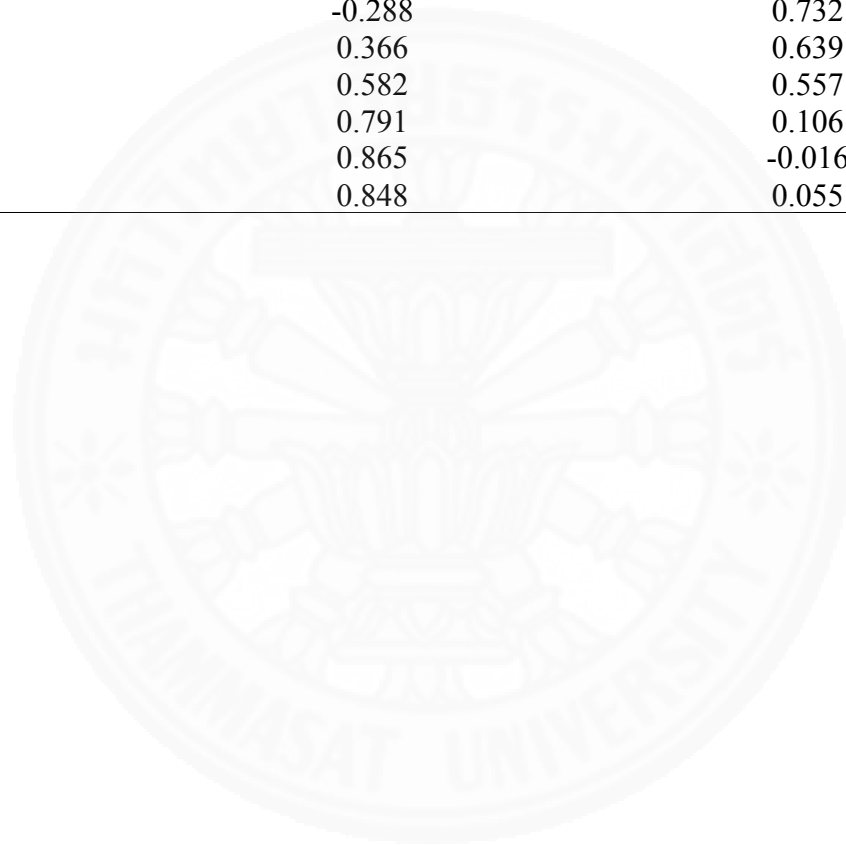
**Table 11: Factor loading form Factor analysis of independent factors**

	<i>Factor 1:</i>	<i>Factor 2:</i>	<i>Factor 3:</i>	<i>Factor 4:</i>	<i>Factor 5:</i>	<i>Factor 6:</i>	<i>Factor 7:</i>	<i>Factor 8:</i>
<i>Social media content attitude score</i>	<i>Overall score</i>	<i>Picture score</i>	<i>Text score</i>	<i>Newsfeed score</i>	<i>Content score</i>	<i>Comment score</i>	<i>Rating score</i>	<i>Mixture score</i>
Facebook text attitude score	0.651	0.099	0.531	0.217	0.008	0.134	-0.105	0.044
Facebook picture attitude score	0.679	0.430	-0.154	-0.012	-0.047	-0.030	-0.259	0.316
Facebook info graphic attitude score	0.734	0.287	-0.082	-0.025	-0.243	-0.282	-0.209	-0.083
Facebook new feeds attitude score	0.685	-0.150	0.141	-0.588	0.157	-0.067	-0.097	-0.110
Facebook Number of like attitude score	0.736	-0.396	-0.263	-0.121	-0.037	0.161	-0.261	-0.066
Facebook rating attitude score	0.755	-0.409	-0.319	0.057	-0.040	0.090	-0.072	0.043
Facebook Number of comment attitude score	0.817	-0.296	0.046	0.126	0.127	-0.302	-0.149	-0.064
Facebook content detail attitude score	0.696	0.403	-0.096	0.085	0.401	0.015	-0.007	-0.225
LINE text attitude score	0.543	-0.134	0.589	0.326	0.104	0.028	0.108	-0.105
LINE picture attitude score	0.684	0.515	-0.080	0.022	-0.099	-0.161	-0.153	0.061
LINE info graphic attitude score	0.754	0.400	-0.090	0.055	-0.198	-0.160	-0.155	-0.090
LINE new feeds attitude score	0.609	-0.274	0.277	-0.538	0.099	-0.017	-0.122	-0.060
LINE Number of like attitude score	0.737	-0.495	-0.171	-0.142	-0.010	0.249	-0.165	-0.047
LINE rating attitude score	0.775	-0.398	-0.217	0.051	-0.015	0.195	-0.083	-0.107
LINE Number of comment attitude score	0.794	-0.338	0.119	0.075	0.098	-0.160	-0.212	-0.155
LINE content detail attitude score	0.694	0.356	-0.027	0.032	0.187	0.119	-0.207	-0.425
YouTube text attitude score	0.508	-0.165	0.665	0.152	-0.026	0.243	-0.085	-0.018
YouTube picture attitude score	0.628	0.515	-0.007	-0.101	0.054	0.226	-0.057	0.288
YouTube info graphic attitude score	0.726	0.402	0.146	-0.018	-0.157	0.137	-0.156	-0.038
YouTube new feeds attitude score	0.663	-0.082	0.317	-0.580	0.162	-0.098	-0.029	0.006
YouTube Number of like attitude score	0.820	-0.281	-0.168	-0.129	0.069	0.141	-0.229	0.050

<i>Social media content attitude score</i>	<i>Factor 1: Overall score</i>	<i>Factor 2: Picture score</i>	<i>Factor 3: Text score</i>	<i>Factor 4: Newsfee d score</i>	<i>Factor 5: Content score</i>	<i>Factor 6: Commen t score</i>	<i>Factor 7: Rating score</i>	<i>Factor 8: Mixture score</i>
YouTube rating attitude score	0.814	-0.343	-0.150	0.026	0.058	0.194	-0.146	-0.007
YouTube Number of comment attitude score	0.770	-0.292	0.138	0.236	0.098	-0.311	-0.086	0.057
YouTube content detail attitude score	0.636	0.387	0.060	0.196	0.423	0.096	0.080	-0.157
Twitter text attitude score	0.535	-0.135	0.595	0.191	-0.282	0.186	0.048	-0.001
Twitter picture attitude score	0.650	0.386	0.006	-0.048	-0.459	0.168	-0.122	-0.103
Twitter info graphic attitude score	0.692	0.324	0.017	0.035	-0.528	0.064	-0.073	-0.229
Twitter new feeds attitude score	0.632	-0.105	0.275	-0.547	-0.191	-0.008	0.161	-0.192
Twitter Number of like attitude score	0.744	-0.334	-0.173	0.051	-0.274	0.220	0.092	-0.037
Twitter rating attitude score	0.748	-0.334	-0.237	0.197	-0.281	0.024	0.245	-0.060
Twitter Number of comment attitude score	0.723	-0.289	0.079	0.250	-0.268	-0.283	0.182	-0.096
Twitter content detail attitude score	0.680	0.339	-0.063	0.169	-0.054	0.192	0.341	-0.324
Instagram text attitude score	0.624	-0.146	0.563	0.197	-0.045	0.198	0.162	0.213
Instagram picture attitude score	0.660	0.580	-0.154	-0.075	-0.011	0.109	0.147	0.235
Instagram info graphic attitude score	0.721	0.472	-0.029	0.062	-0.280	-0.225	0.123	0.056
Instagram new feeds attitude score	0.692	0.108	0.123	-0.494	0.054	-0.079	0.265	0.154
Instagram Number of like attitude score	0.753	-0.243	-0.421	-0.028	-0.026	0.161	0.025	0.209
Instagram rating attitude score	0.754	-0.342	-0.349	0.155	-0.030	0.012	0.187	0.136
Instagram Number of comment attitude score	0.762	-0.245	-0.092	0.264	0.073	-0.417	0.087	0.074
Instagram content detail attitude score	0.724	0.370	-0.172	0.097	0.336	0.035	0.293	-0.115
Pinterest text attitude score	0.549	-0.192	0.675	0.137	-0.026	-0.036	0.114	0.069
Pinterest picture attitude score	0.690	0.504	-0.111	-0.107	0.076	0.085	0.164	0.267
Pinterest info graphic attitude score	0.721	0.481	0.052	0.013	-0.223	-0.121	0.125	0.139
Pinterest new feeds attitude score	0.718	0.035	0.144	-0.573	0.100	-0.129	0.188	0.067
Pinterest Number of like attitude score	0.795	-0.334	-0.195	-0.184	-0.043	0.199	0.076	0.071
Pinterest rating attitude score	0.794	-0.379	-0.236	-0.025	-0.076	0.023	0.259	0.034
Pinterest Number of comment attitude score	0.774	-0.370	-0.046	0.125	0.033	-0.305	0.092	-0.031
Pinterest content detail attitude score	0.683	0.424	-0.086	-0.024	0.264	0.061	0.303	-0.191

<i>Social media content attitude score</i>	<i>Factor 1: Overall score</i>	<i>Factor 2: Picture score</i>	<i>Factor 3: Text score</i>	<i>Factor 4: Newsfee d score</i>	<i>Factor 5: Content score</i>	<i>Factor 6: Commen t score</i>	<i>Factor 7: Rating score</i>	<i>Factor 8: Mixture score</i>
Pantip text attitude score	0.523	-0.005	0.502	0.362	0.250	0.191	-0.157	0.282
Pantip picture attitude score	0.709	0.459	-0.150	0.100	0.078	-0.015	-0.207	0.256
Pantip info graphic attitude score	0.740	0.367	-0.024	0.086	-0.171	-0.223	-0.161	-0.079
Pantip new feeds attitude score	0.729	-0.045	0.201	-0.447	0.084	-0.163	0.013	0.038
Pantip Number of like attitude score	0.790	-0.299	-0.237	0.011	0.081	0.168	-0.030	0.059
Pantip rating attitude score	0.765	-0.353	-0.259	0.230	0.107	0.016	0.173	0.067
Pantip Number of comment attitude score	0.768	-0.244	-0.035	0.262	0.228	-0.350	-0.107	0.108
Pantip content detail attitude score	0.649	0.405	-0.188	0.218	0.370	0.124	-0.080	-0.144
<i>Accommodation renovation attitude and behavior</i>	<i>Factor 9: Involvement in renovation</i>			<i>Factor 10: Feng Shui believes</i>		<i>Factor 11: Importance of renovation</i>		
Importance of accomodation rennovation		0.035			0.018			0.930
Easiness of accomodation renovation		0.611			0.249			-0.148
Time spent in accomodation renovation		0.774			0.146			0.143
Cost of accomodation renovation		0.675			-0.491			-0.005
Frequency of accomodation renovation		0.175			0.526			-0.288
Chinese geomany (Feng shui) believe		0.065			0.812			0.180
<i>Social media behavior</i>	<i>Factor 12: Facebook, LINE, and Pantip</i>			<i>Factor 13: Twitter and Instagram</i>		<i>Factor 14: YouTube and Pinterest</i>		
Facebook		0.820			0.162			0.020
LINE		0.813			-0.088			-0.005
YouTube		0.196			0.380			-0.573
Twitter		0.103			0.750			-0.267
Instagram		0.096			0.792			0.306
Pinterest		0.213			0.197			0.794
Pantip Webboard		0.542			0.301			0.071

<i>Importance of source of information</i>	<i>Factor 15: Above-the-line marketing</i>	<i>Factor 16: Below-the-line marketing</i>
Family	-0.288	0.732
Friend	0.366	0.639
Product consultant	0.582	0.557
Advertisement	0.791	0.106
Social media	0.865	-0.016
Official websites	0.848	0.055



## APPENDIX B

### Correlation analysis between predictors

r	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6	Factor 7	Factor 8	Factor 9	Factor 10	Factor 11	Factor 12	Factor 13	Factor1 4	Factor1 5	Factor1 6
Factor 1	1.00	0.00 (1.00)	0.00 (1.00)	0.00 (1.00)	0.00 (1.00)	0.00 (1.00)	0.00 (1.00)	0.00 (1.00)	0.05 (0.70)	0.02 (0.90)	0.14 (0.31)	0.14 (0.31)	0.10 (0.48)	0.01 (0.93)	0.28 (0.04)	0.13 (0.34)
Factor 2	0.00 (1.00)	1.00	0.00 (1.00)	0.00 (1.00)	0.00 (1.00)	0.00 (1.00)	0.00 (1.00)	0.00 (1.00)	0.24 (0.08)	-0.02 (0.90)	0.11 (0.43)	0.11 (0.43)	0.12 (0.36)	0.17 (0.22)	0.07 (0.58)	-0.01 (0.95)
Factor 3	0.00 (1.00)	0.00 (1.00)	1.00	0.00 (1.00)	0.00 (1.00)	0.00 (1.00)	0.00 (1.00)	0.00 (1.00)	-0.11 (0.41)	0.16 (0.24)	-0.11 (0.42)	0.32 (0.17)	0.17 (0.21)	0.02 (0.90)	0.01 (0.92)	0.17 (0.20)
Factor 4	0.00 (1.00)	0.00 (1.00)	1.00	1.00	0.00 (1.00)	0.00 (1.00)	0.00 (1.00)	0.00 (1.00)	0.23 (0.08)	-0.07 (0.60)	0.57 (0.67)	-0.09 (0.52)	0.17 (0.21)	0.24 (0.08)	0.29 (0.03)	0.21 (0.12)
Factor 5	0.00 (1.00)	0.00 (1.00)	0.00 (1.00)	1.00	1.00	0.00 (1.00)	0.00 (1.00)	0.00 (1.00)	0.23 (0.09)	0.06 (0.69)	0.36 (0.06)	-0.01 (0.92)	-0.18 (0.19)	0.05 (0.71)	-0.07 (0.59)	-0.19 (0.15)
Factor 6	0.00 (1.00)	0.00 (1.00)	0.00 (1.00)	0.00 (1.00)	0.00 (1.00)	1.00	0.00 (1.00)	0.00 (1.00)	0.05 (0.09)	-0.07 (0.61)	-0.15 (0.28)	-0.24 (0.08)	0.17 (0.20)	-0.08 (0.56)	0.21 (0.12)	0.13 (0.32)
Factor 7	0.00 (1.00)	0.00 (1.00)	0.00 (1.00)	0.00 (1.00)	0.00 (1.00)	0.00 (1.00)	1.00	0.00 (1.00)	0.05 (0.71)	0.02 (0.86)	-0.01 (0.96)	0.08 (0.56)	-0.04 (0.76)	0.24 (0.07)	-0.19 (0.16)	-0.27 (0.05)
Factor 8	0.00 (1.00)	0.00 (1.00)	0.00 (1.00)	0.00 (1.00)	0.00 (1.00)	0.00 (1.00)	0.00 (1.00)	1.00	-0.01 (0.92)	0.02 (0.90)	0.04 (0.77)	0.13 (0.33)	0.21 (0.13)	-0.02 (0.86)	0.27 (0.05)	-0.02 (0.91))
Factor 9	0.05 (0.70)	0.24 (0.08)	-0.11 (0.41)	0.23 (0.08)	0.23 (0.09)	0.05 (0.09)	0.05 (0.71)	-0.01 (0.92)	1.00	0.00 (1.00)	0.00 (1.00)	0.06 (0.45)	-0.06 (0.47)	-0.06 (0.46)	0.07 (0.40)	0.06 (0.45)
Factor 10	0.02 (0.90)	-0.02 (0.90)	0.16 (0.24)	-0.07 (0.60)	0.06 (0.69)	-0.07 (0.61)	0.02 (0.86)	0.02 (0.90)	0.00 (1.00)	1.00	0.00 (1.00)	-0.15 (0.07)	-0.20 (0.12)	0.00 (-98)	-0.02 (0.79)	-0.10 (0.22)
Factor 11	-0.16 (0.23)	0.22 (0.11)	-0.11 (0.42)	0.57 (0.67)	0.36 (0.06)	-0.15 (0.28)	-0.01 (0.96)	0.04 (0.77)	0.00 (1.00)	0.00 (1.00)	1.00	0.05 (0.95)	0.01 (0.91)	0.07 (0.42)	0.02 (0.83)	0.06 (0.47)
Factor 12	0.14 (0.31)	0.11 (0.43)	0.32 (0.17)	-0.09 (0.52)	-0.01 (0.92)	-0.24 (0.08)	0.08 (0.56)	0.13 (0.33)	0.06 (0.45)	-0.15 (0.07)	0.05 (0.95)	1.00	0.00 (1.00)	0.00 (1.00)	0.04 (0.59)	-0.10 (0.22)
Factor 13	0.10 (0.48)	-0.12 (0.36)	0.17 (0.21)	0.17 (0.21)	-0.18 (0.19)	0.17 (0.20)	-0.04 (0.76)	0.21 (0.13)	-0.06 (0.47)	-0.20 (0.12)	0.01 (0.91)	0.00 (1.00)	1.00	0.00 (1.00)	0.12 (0.14)	0.06 (0.49)
Factor 14	0.01 (0.93)	0.17 (0.22)	0.02 (0.90)	0.24 (0.08)	0.05 (0.71)	-0.08 (0.56)	0.24 (0.07)	-0.02 (0.86)	-0.06 (0.46)	0.00 (-98)	0.07 (0.42)	0.00 (1.00)	0.00 (1.00)	1.00	0.09 (0.29)	0.25 (0.20)
Factor 15	0.28 (0.04)	0.07 (0.58)	0.01 (0.92)	0.29 (0.03)	-0.07 (0.59)	0.21 (0.12)	-0.19 (0.16)	0.27 (0.05)	0.07 (0.40)	-0.02 (0.79)	0.02 (0.83)	0.04 (0.59)	0.12 (0.14)	0.09 (0.29)	1.00	0.00 (1.00)
Factor 16	0.13 (0.34)	-0.01 (0.95)	0.17 (0.20)	0.21 (0.12)	-0.19 (0.15)	0.13 (0.32)	-0.27 (0.05)	-0.02 (0.91)	0.06 (0.45)	0.06 (0.47)	-0.10 (0.22)	-0.10 (0.22)	-0.06 (0.49)	0.25 (0.20)	0.00 (1.00)	1.00

## APPENDIX C

### Questionnaire

Dear Participants,

We would like to invite you to take part in a research study social media impact on intention to renovate accommodation of Thai consumers. This research is being conducted by student enrolled in Master's Degree Program in Marketing at Thammasat University, Bangkok, Thailand.

The purpose of this research is to find factors that influence customers on intention to renovate their accomodation. Through your participation, the results will help us understand consumers' behaviors and attitudes toward accommodation renovation. This study is for academic purpose only.

The survey will take approximately 15-20 minutes. Your responses will be kept confidential and anonymous. Your identity and privacy will be protected and there is absolutely no risk of any third party gaining access to your personal data. Your participation in this survey is voluntary and you have the right to withdraw from this study at any time.

If you have any question regarding any question or this survey, please feel free to contact Mr.Tanapong Chainapawet at [Tanapong.chai13@gmail.com](mailto:Tanapong.chai13@gmail.com). Your assistance is highly appreciated.

### **Section 1: Attitude towards accommodation renovation**

1.1) How much do you agree with these statements? Please choose the answer which best describe your opinion on a scale of 1 to 5.

(1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly agree)

	Strongly disagree			Strongly agree	
Renovation is crucial for one's life	1	2	3	4	5
Renovation is simple and easy to do	1	2	3	4	5
Renovation requires a lot of my time	1	2	3	4	5
Renovation requires a great amount of money	1	2	3	4	5
Most of people do not renovate their places	1	2	3	4	5

### **Section 2: Screening question**

2.1) Do you live in Thailand?

Yes (Continue to 2.2)

No (Continue to End)

2.2) Have you used any social media within the last 3 months?

Yes (continue to section 3)

No (Continue to End)

### **Section 3: Characteristics of Consumers**

#### **3.1) Demographic characteristics**

3.1.1) What is your gender?

Male

Female

3.1.2) How old are you?

Under 20 years old

20 -30 years old

30 – 40 years old

40 -50 years old

50 – 60 years old

Above 60 years old

3.1.3) What is your marital status?

Married

Single

Divorced

3.1.4) Where do you live in Thailand?

Bangkok area

Central area

Northern area

Southern area

Northeastern area

Eastern area

Western area

3.1.5) What is your current income level?

Below 15,000 THB

15,001 – 30,000 THB

30,001 – 45,000 THB

45,001 – 50,000 THB

50,001 – 65,000 THB

65,001 – 90,000 THB

Above 90,000 THB

3.1.6) What is your occupation?

Corporate employee

Government official

Own business

Other (Please specify \_\_\_\_\_)

#### **3.2) Psychographic characteristics**

3.2.1) How much do you agree with these statements? Please choose the answer which best describe your opinion on a scale of 1 to 5.

(1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly agree)

	Strongly disagree			Strongly agree	
I like to travel to new places	1	2	3	4	5
I like shopping	1	2	3	4	5
I like entertainment such as movie, music	1	2	3	4	5
I usually hang out with friends	1	2	3	4	5
I spend a lot of time on my mobile phone	1	2	3	4	5
I have a lot of free time	1	2	3	4	5
I often exercise during my free time	1	2	3	4	5
I always buy things with discount	1	2	3	4	5
I like to buy things online	1	2	3	4	5
I like the challenge of doing something I have never done before	1	2	3	4	5
I would rather make something than buy	1	2	3	4	5
I can not wait for things I really want	1	2	3	4	5
I believe in Chinese geomancy (Feng Shui)	1	2	3	4	5
I think social media content help my decision making process	1	2	3	4	5
Social media content has evoked me to renovate my accommodation	1	2	3	4	5
I am looking forward to renovate my place soon	1	2	3	4	5

3.2.3) How important are these sources of information to you? Please choose the answer which best describe your opinion on a scale of 1 to 5. (1 = Very low, 2 = Low, 3 = Medium, 4 = High, 5 = Very high)

	Very low			Very high	
Family	1	2	3	4	5
Friends	1	2	3	4	5
Product Assistant	1	2	3	4	5
Advertisement	1	2	3	4	5
Social Media	1	2	3	4	5
Official websites	1	2	3	4	5

### 3.3) Behavioral characteristics

3.3.1) How often do you use or enter in to social media platform per day?

Less than 1 time                      1-5 times                      6-10 times  
More than 10 times

3.3.2) How long do you spend time on social media per day?

Less than 30 minutes                      31 minutes - 1 hour  
More than 1 hour

3.3.3) What equipment do you use most frequently to visit social media platform?

Mobile phone                                      Computer  
Electronic notepad                              Other (Please specify \_\_\_\_\_)

3.3.4) Have you post any thing on social media?

Yes    No

3.3.5) How often do you do renovate or do any home improvement in a year?

	Less than 1 time More than 4 times	1-2 times	3-4 times	Never	Always
3.3.6) How often do you use these social media platform? Please choose the answer which best describe your level of social media usage on a scale of 1 to 5. (1 = Never, 2 = Rarely, 3 = Sometimes, 4= Often, 5 = Always)					
Facebook (if 1 please skip question 4.2.1)	1	2	3	4	5
LINE (if 1 please skip question 4.2.2)	1	2	3	4	5
YouTube (if 1 please skip question 4.2.3)	1	2	3	4	5
Twitter (if 1 please skip question 4.2.4)	1	2	3	4	5
Instagram (if 1 please skip question 4.2.5)	1	2	3	4	5
Pinterest (if 1 please skip question 4.2.6)	1	2	3	4	5
Pantip webboard (if 1 please skip question 4.2.7)	1	2	3	4	5
Other (please specify _____) (if 1 please skip question 4.2.8)	1	2	3	4	5

3.3.7) How much do you agree with these statements? Please choose the answer which best describe your opinion on a scale of 1 to 5.  
(1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly agree)

	Strongly disagree	Strongly agree
I frequently visit social media	1 2 3 4 5	
I spend a lot of time on social media	1 2 3 4 5	
I frequently like social media content	1 2 3 4 5	
I often comment on social media content	1 2 3 4 5	
I often visit social media page or account that has home improvement contents	1 2 3 4 5	
I often see social media article or content about renovation on my new feeds	1 2 3 4 5	

#### **Section 4: Social media preferences**

4.1) How important are these renovation content characteristics for you to read the content? Please choose the answer which best describe your opinion on a scale of 1 to 5.

(1 = Very unimportant, 2 = Unimportant, 3 = Neutral, 4 = Important, 5 = Very important)

	Very unimportant	Very important
Text content	1 2 3 4 5	
Picture content	1 2 3 4 5	
Mix of text and picture content	1 2 3 4 5	
New feed frequency of appearance	1 2 3 4 5	
Number of like	1 2 3 4 5	
Rating score	1 2 3 4 5	
Number of feedback/comment	1 2 3 4 5	
Content story and detail	1 2 3 4 5	

4.2) How is the quality of content about renovation in these social media platform? Please choose the answer which best describe your opinion on a scale of 1 to 5. (1 = Very low, 2 = Low, 3 = Medium, 4 = High, 5 = Very high)

<b>4.2.1) Facebook</b>	Very low				Very high
Number of text content	1	2	3	4	5
Number of Picture content	1	2	3	4	5
Number of text and picture mixed content	1	2	3	4	5
Frequency of content on new feed	1	2	3	4	5
Number of like	1	2	3	4	5
Overall Rating score	1	2	3	4	5
Number of feedback/comment	1	2	3	4	5
Content story and detail	1	2	3	4	5
<b>4.2.2) LINE</b>	Very low				Very high
Number of text content	1	2	3	4	5
Number of Picture content	1	2	3	4	5
Number of text and picture mixed content	1	2	3	4	5
Frequency of content on new feed	1	2	3	4	5
Number of like	1	2	3	4	5
Overall Rating score	1	2	3	4	5
Number of feedback/comment	1	2	3	4	5
Content story and detail	1	2	3	4	5
<b>4.2.3) YouTube</b>	Very low				Very high
Number of text content	1	2	3	4	5
Number of Picture content	1	2	3	4	5
Number of text and picture mixed content	1	2	3	4	5
Frequency of content on new feed	1	2	3	4	5
Number of like	1	2	3	4	5
Overall Rating score	1	2	3	4	5
Number of feedback/comment	1	2	3	4	5
Content story and detail	1	2	3	4	5
<b>4.2.4) Twitter</b>	Very low				Very high
Number of text content	1	2	3	4	5
Number of Picture content	1	2	3	4	5
Number of text and picture mixed content	1	2	3	4	5
Frequency of content on new feed	1	2	3	4	5
Number of like	1	2	3	4	5
Overall Rating score	1	2	3	4	5
Number of feedback/comment	1	2	3	4	5
Content story and detail	1	2	3	4	5

<b>4.2.5) Instagram</b>	Very low				Very high
Number of text content	1	2	3	4	5
Number of Picture content	1	2	3	4	5
Number of text and picture mixed content	1	2	3	4	5
Frequency of content on new feed	1	2	3	4	5
Number of like	1	2	3	4	5
Overall Rating score	1	2	3	4	5
Number of feedback/comment	1	2	3	4	5
Content story and detail	1	2	3	4	5
<b>4.2.6) Pinterest</b>	Very low				Very high
Number of text content	1	2	3	4	5
Number of Picture content	1	2	3	4	5
Number of text and picture mixed content	1	2	3	4	5
Frequency of content on new feed	1	2	3	4	5
Number of like	1	2	3	4	5
Overall Rating score	1	2	3	4	5
Number of feedback/comment	1	2	3	4	5
Content story and detail	1	2	3	4	5
<b>4.2.7) Pantip Webboard</b>	Very low				Very high
Number of text content	1	2	3	4	5
Number of Picture content	1	2	3	4	5
Number of text and picture mixed content	1	2	3	4	5
Frequency of content on new feed	1	2	3	4	5
Number of like	1	2	3	4	5
Overall Rating score	1	2	3	4	5
Number of feedback/comment	1	2	3	4	5
Content story and detail	1	2	3	4	5
<b>4.2.8) Other (Please specify _____)</b>	Very low				Very high
Number of text content	1	2	3	4	5
Number of Picture content	1	2	3	4	5
Number of text and picture mixed content	1	2	3	4	5
Frequency of content on new feed	1	2	3	4	5
Number of like	1	2	3	4	5
Overall Rating score	1	2	3	4	5
Number of feedback/comment	1	2	3	4	5
Content story and detail	1	2	3	4	5

End of questionnaire

## BIOGRAPHY

Name	Mr. Tanapong Chainapawet
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