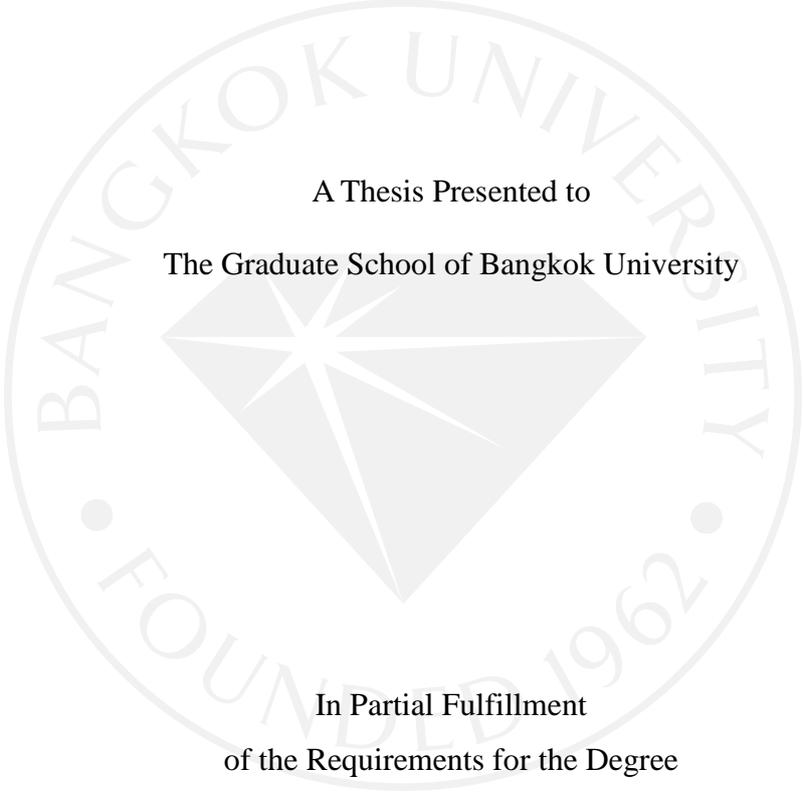FACTORS INFLUENCING CHOICE DECISION BEHAVIOR OF CHINESE

TOURIST ON THAI AIR TICKET ONLINE BOOKING: A CASE STUDY OF

CTRIP.COM, QUNAR.COM, ELONG.COM

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Factors influencing Choice Decision Behavior of Chinese Tourist on Thai Air-Ticket Online Booking, A Case Study of Ctrip.com, Qunar.com, eLong.com (97 pp.)

Advisor: Sumas Wongsunopparat, Ph.D.

ABSTRACT

In this research, the questionnaire was designed to factors choice decision behavior of Chinese tourist on Thai air-ticket online booking related to top three booking websites, trip.com, Qunar.com, eLong.com, include 7P's marketing mix, brand, technology support, security, latest update of content/material, maintenance support, membership, perceived usefulness, customer relationship management. The survey questionnaires forms were distributed by online survey which include three channels to distribute questionnaires (email, wechat, and QQ) form 1st March to 15th March 2017. The target to distribute questionnaires are the Chinese customers who want have experiences or already have experiences to bought air ticket online through top three booking websites, trip.com, Qunar.com, eLong.com to travel in Thailand Random sampling method was used to collect data.

Keywords: Chinese tourist, Thai air-ticket online booking, choice decision behavior

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CHAPTER 1

INTRODUCTION

In this chapter, the researcher briefly describes background which related to the subject of this research, which researcher is interested to study about theories that are 7P's marketing mix, brand, technology support, security, latest update of content/material, maintenance support, membership, perceived usefulness, customer relationship management that choice decision behavior of Chinese tourist on Thai air-ticket online booking related to top three booking websites, trip.com, Qunar.com, eLong.com. The statement of problem is introduced by the purposes of this research. In this chapter the researcher also provides research's study of details, including background, statement of problem, purpose of study, research objectives, scope of study, benefit of study, limitations of study as following;

1.1 Background

The increased globalization of the world economies has created many opportunities for marketers at the same time; this has also intensified competition among businesses so that many companies are looking towards unconventional forms of marketing. Marketing through the internet is one such unconventional form of marketing which many companies have resorted to (Mohd and Md, 2009). The internet is consulted globally by people on a daily basis. The use of this facility is embarked upon by many people for different purposes as it supports the day to day

activities in different sectors of everyday life. It is used specifically by people in

getting information on items they wish to have. Its use as a significant tool of

communication is growing daily at an exponential rate largely due to the a good bit of

benefits it also offers in saving time as well as cost (Zuhal and Nurgen, 2013). For

instance, purchasing an online travel ticket can reduce the processing time and other

expenses that might be incurred if the ticket were to be purchased manually or in

person. Internet is widely used to support marketing activities in most part of the word

where there are well developed internet infrastructures (Zuhal and Nurgen, 2013)

Many companies and people think that service quality is just a process of after sale

service but these days when we are talking about service quality its going beyond this

statement because service quality actually can be an agent which can satisfy

customers and by satisfying our customer we can create customer loyalty, Benjamin,

et al. (2013).

In today's world, popularity and growth of online shopping make many

industries apply their resources on virtual business environment for enhancing the

competitive advantage and profound changes have been occurred in customers' way

of purchasing products/services through technological advancement. Hence, many

companies for being ahead in the competitive market use Internet by the purpose of

reducing the price of products/services and marketing cost (Ho and Lee, 2007). E-

tickets substitute the paper-based flight coupons by an electronic ticket image that is

stored in the airline's database. With an e-ticket details of the passengers' journey are stored in an airline database, and are retrieved using a unique look-up code. This means that there is no need to issue a physical ticket to the traveler, instead the code can delivered via the Internet or over the phone.

The advances in information technology has changed the way airline industry globally in attaining profitability and while maintaining the operation cost to compete with their competitors. Consumer buying behavior has been changed since the previous decade according to the advances of information technology. Introduction of Internet to the population has enabled people to communicate more efficiently, reduce business transaction costs and capturing the online market which could hardly be done based on brick and mortar methods.

In addition, China is considered the internet as the important gate way to do business activities. Internet plays as the main channel to serve in all kind of businesses. Almost every Airline uses the web to provide information about products and services. According to Seyed, et al., (2012) many airline companies still do not have sufficient knowledge to build a "useful" web site. The airline also use the web to be one of the channel to do promotion. Customers can purchase air ticket online, pick the seat, select the meal and etc.

Ctrip.com

Ctrip is a Chinese provider of travel services including accommodation reservation, transportation ticketing, packaged tours and corporate travel management. Shanghai-based Ctrip was founded by James Liang, Neil Shen, Min Fan, and Ji Qi in 1999. In 2006, about 70% of Ctrip's sales came from just four cities in China: Beijing, Guangzhou, Shanghai, and Shenzhen. In May 2015, The Priceline Group announced it would be investing an additional $250 million in the company.

Qunar.com

Qunar.com was founded in early 2005 by three entrepreneurs with a number of years' experience operating exclusively in the Asian region - Fritz Demopoulos, Douglas Khoo, and CC Zhuang. With a technology and product development team based in Beijing and directly located next to Beijing University and Tsinghua University, Qunar.com has developed its own proprietary multi-language price comparison search engine in conjunction with these leading institutions. Qunar.com represents a significant step in the development of the constantly changing, albeit rapidly growing online travel industry within the region. For the first time, through Qunar.com consumers can quickly, easily and in real-time compare virtually all available prices for air tickets, hotels, car rentals and tour packages. In other words, Qunar.com allows consumers to get the best choices and value.

eLong.com

eLong is one of Chinese leading mobile and online travel agencies, which runs the eponymous eLong.com and eLong.net travel website. ELong, Inc. is a Chinese online travel service provider offering hotel and air ticket booking services via an online website, mobile applications, and a 24-hour call center.

eLong offers three platforms for its customers: elong website, elong mobile application, and elong wireless. Its platforms contain easy-to-use tools such as maps, destination guides, photographs, virtual tours, and user reviews. It also offers a directly-bookable hotel product portfolio with a selection of over 30,000 hotels in China and over 150,000 international hotels in more than 100 countries worldwide. eLong also enables its customers to carry out domestic and international air ticket reservations in cities across China. Founded in Delaware in May 1999, eLong received $15 million in venture capital funding from Tiger Technology Fund and Blueridge Capital. In October 2004, eLong successfully went public on NASDAQ. eLong has since built China's largest hotel network of approximately 220,000 bookable domestic and international properties in 200 countries worldwide. Its major competitors are Qunar and Ctrip.
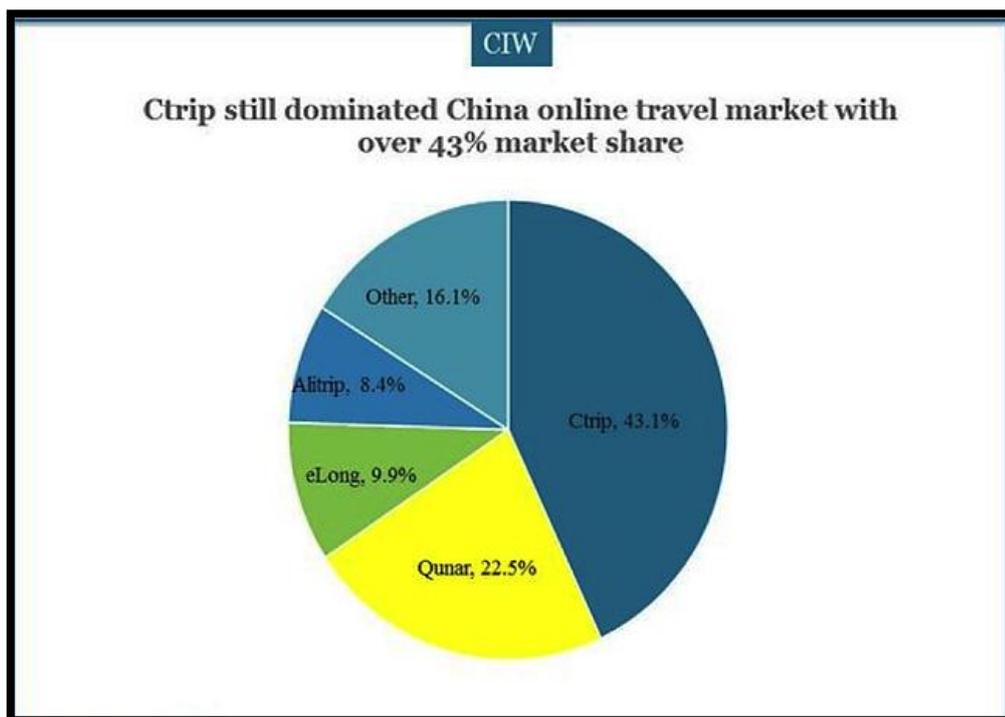
Figure 1.1: Market Share of Travel Online in China, Year Jan 2016

Source: China Internet Watch. (2016). Market Share of Travel Online in China, Year

Jan 2016.

Retrieved from https://www.chinainternetwatch.com/

Ctrip still dominated China online travel market with over 43% market share,

and then, followed by Qunar which has 22.5% market share, the third is eLong.com

had 9.9% of market share of online travel market in China.

1.2 Statement of Problem

Same with other industries, the travel industry has been encountered with

the challenges that are originated from technological advancement. "The widespread

of enthusiasm for e-commerce has led Airline Industry to venture into electronic

ticketing (Sulaiman et al., 2008, p.149). Therefore, e-ticketing advent has created

remarkable changes in Airline industry and customer behavior through mitigating cost

and presenting new communicational and supportive channels (Sam and Tahir, 2009).

Therefore, e-commerce is being transformed into a mainstream business activity

through these developments, in the meanwhile online consumers are maturing and

professional and customer-oriented approach will be considered by virtual vendors.

There is always the disputable issue that how online ticket purchasing process is

influenced by marketing tools. Therefore, the interesting point of this study is choice

decision behavior of Chinese tourist on Thai air-ticket online booking related to top

three booking websites, trip.com, Qunar.com, eLong.com.

1.3 Purpose of Study

    1. To study whether the 7P's marketing mix can significantly influence choice

decision behavior of Chinese tourist on Thai air-ticket online booking related to top

three booking websites, trip.com, Qunar.com, eLong.com.

    2. To study whether brand equity can significantly influence choice decision

behavior of Chinese tourist on Thai air-ticket online booking related to top three

booking websites, trip.com, Qunar.com, eLong.com.

3. To study whether technology support can significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking related to top three booking websites, trip.com, Qunar.com, eLong.com.

4. To study whether security can significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking related to top three booking websites, trip.com, Qunar.com, eLong.com.

5. To study whether latest update of content/material can significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking related to top three booking websites, trip.com, Qunar.com, eLong.com.

6. To study whether maintenance support can significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking related to top three booking websites, trip.com, Qunar.com, eLong.com.

7. To study whether membership can significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking related to top three booking websites, trip.com, Qunar.com, eLong.com.

8. To study whether perceived usefulness can significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking related to top three booking websites, trip.com, Qunar.com, eLong.com.

9. To study whether customer relationship management can significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking related to top three booking websites, trip.com, Qunar.com, eLong.com.

1.4 Research Objectives

The researcher will try to find out how to provide to get customer choice decision and how to enhance the value of the company. What is effectively target customers and also how to improve products and services online and how customers view our products versus our competitors' products and services. The research also tries to find out perception of customers to feel about air ticket online and also the frequencies for booking air ticket online via booking websites.

1.5 Scope of Study

This research is to study and examine the brand choice decision in Chinese tourist on Thai air-ticket online booking related to top three booking websites, trip.com, Qunar.com, eLong.com in which questionnaire will be used as an important tool for describing the scope of study as following:

This research is surveyed about the classification of factors in brand choice decisions which comprises of 7P's marketing mix, brand, technology support, security, latest update of content/material, maintenance support, membership, perceived usefulness, customer relationship management in making brand choice decision in Chinese tourist on Thai air-ticket online booking related to top three

booking websites, trip.com, Qunar.com, eLong.com. The study is the quantitative

research which analyzes the data based on related aspects in framework. The research

of this study is combined with population and sample of the Chinese customers who

booking air ticket online. The researcher uses the nonprobability sampling technique

with population of targeted sample.

1.6 Benefit of Study

    With the increasing popularity of online shopping, business around the

world now try to enhance their competitive advantages by focusing their resources on

the virtual business environment. In airline industry, e-ticketing has changed the

airline industry and behavior of consumers with reducing cost and providing new

channel for communication and support. Airline service providers try to offer services

through electronic infrastructures, especially through the web, to decrease their cost,

expand revenue, creating reliable database of customers for future customer

relationship management plans (Dehbashi and Nahavandi, 2007).

    The Internet is widely used as a source of information and a customer service

channel, but consumers still prefer traditional channels when purchasing products and

services. If we could understand the channel choice motives of the information-

seeking customers, online customer service could be improved and therefore

companies could benefit from their cost-effective, but expensive investments, the e-

commerce systems, when more customers would make their purchases online.

In order to help the companies increase the volume of purchasing low-cost airline ticket though online or e-ticket and changing consumer behavior to purchase ticket though online more to get more benefits and cost saving as the customers need, the researcher considered that there are many variables that affected to online users who have intend to purchase air e-ticket which might be help online booking website companies.

1.7 Limitations of Study

As questionnaire is the most significant part of this research, the sample group had taken time to fill in the questionnaire. Moreover, the respondents were in a hurry due to which they did not complete their answers with their genuine feeling. Due to the limitations of the research, the reference is not sufficient enough to support researcher's study.

CHAPTER 2

LITERATURE REVIEW

This chapter presents an alternative theory of air ticket booking website choice. The method was discovered by books of academic and researches from various sources to be assumed.

The content of this chapter is divided into 13 sections.

1. 7P's Marketing Mix

2. Brand

3. Technology Support

4. Security

5. Latest Update of Content/Material

6. Maintenance Support

7. Membership

8. Perceived Usefulness

9. Customer Relationship Management

10. Choice Theory

11. Related Research

12. Hypothesis

13. Conceptual Framework

2.1 7P's Marketing Mix

Product

Product is defined as tangible or intangible which is offered by the industry to meet needs of customers. Product refers to something that provides profit or even having potentially profitable. Moreover, goods or services aim to meet requirements of various governing offices or society. These two are most common ways that can define products as consumer goods various industrial goods and goods products versus services products. In addition, product in fashion are goods where is hold style as primary and price is secondary. Online booking website application are combined with service, program, e-ticket, payment service, and after sales service.

Price

Pricing in economic affective a level of demand and psychological variable impacting on customer's expectations either on products or services. An action or receipt of sales will lead to create value by demonstrating customer's total saving cost including to coupons or further purchasing or current advertising. In additional, an action or receipt is also able to shows customers regarding other types of payment which will be more appreciate to promote the stores or merchandises. For example; promotion proving 15% on purchasing in store with credit card.

Place

Place refers to distribution which impact on customers by having products available and place in accessible locations whenever customers visit particular places. In addition, service can be a part of place as well since customers involve with service from each industry by participating at a physical evidence or customer processing directly to place at certain time. Furthermore, sale receipt also can use to create value supporting by information in order to access to website as another channel to do shopping beside physical store's address for further needs.

Process

Process means a particular method of operation of actions or series of actions which involve several steps that need to be mentioned sequences. For air ticket booking online process are terms that at the begin until to the end of booking system of customers.

Promotion

Promotion refers to traditional methods such as advertising, personal selling, promotion and publicity including to direct market. A promotion influences on participants with physical evidence and process relevant to services. A promotion connects to target market by communicating in the way to let customer's product's information. The purpose of proving promotion is to inform customers regarding what products have been released to market and available to sale and repeating their brand to

customers. The promotion is mainly aim to communication process of understanding between buyers and sellers.

People

Every industry realize on the people who their business. These people can refer to every employee in company, beginning from lowest level to management level. People are important for company as it is an essential to drive business or services up to end customers.

Physical Evidence

Most of all services include physical elements including intangible goods that customer will pay for. In the service industries, there should be physical evidence that the service was delivered. Additionally, physical evidence pertains also to how a business and its products are perceived in the marketplace. It is the physical evidence of a business' presence and establishment.

2.2 Brand

A brand is a name, term, design, symbol, or other feature that distinguishes an organization or product from its rivals in the eyes of the customer. Brands are used in business, marketing, and advertising. Initially, livestock branding was adopted to differentiate one person's cattle from another's by means of a distinctive symbol burned into the animal's skin with a hot branding iron (Gopi and Ramayah, 2007). If a person

would steal the animals, anyone could detect the symbol and deduce the actual owner. However, the term has been extended to mean a strategic personality for a product or company, so that 'brand' now suggests the values and promises that a consumer may perceive and buy into.

Branding is a set of marketing and communication methods that help to distinguish a company or products from competitors, aiming to create a lasting impression in the minds of customers. The key components that form a brand's toolbox include a brand's identity, brand communication (such as by logos and trademarks), brand awareness, brand loyalty, and various branding (brand management) strategies. Brand equity is the measurable totality of a brand's worth and is validated by assessing the effectiveness of these branding components (Jeong and Gregoire, 2003). As markets become increasingly dynamic and fluctuating, brand equity is a marketing technique to increase customer satisfaction and customer loyalty, with side effects like reduced price sensitivity. A brand is in essence a promise to its customers of they can expect from their products, as well as emotional benefits. When a customer is familiar with a brand, or favours it incomparably to its competitors, this is when a corporation has reached a high level of brand equity. Many companies believe that there is often little to differentiate between several types of products in the 21st century, and therefore branding is one of a few remaining forms of product differentiation.

In accounting, a brand defined as an intangible asset is often the most valuable asset on a corporation's balance sheet. Brand owners manage their brands carefully to create shareholder value, and brand valuation is an important management technique that

ascribes a money value to a brand, and allows marketing investment to be managed (e.g.: prioritized across a portfolio of brands) to maximize shareholder value. Although only acquired brands appear on a company's balance sheet, the notion of putting a value on a brand forces marketing leaders to be focused on long term stewardship of the brand and managing for value.

2.3 Technology Support

Technical support (often shortened to tech support) refers to a plethora of services by which enterprises provide assistance to users of technology products such as mobile phones, televisions, computers, software products or other informatics, electronic or mechanical goods (Kim and Swinney, 2009). In general, technical support services address specific problems with a product or service rather than the provision of training, customization, or other support services. Most companies offer technical support for the products they sell, either freely available or for a fee. Technical support may be delivered over by e-mail, live support software on a website, or a tool where users can log a call or incident. Larger organizations frequently have internal technical support available to their staff for computer-related problems. The Internet can also be a good source for freely available tech support, where experienced users help users find solutions to their problems. In addition, some fee-based service companies charge for premium technical support services.

2.4 Security

Security is the degree of resistance to, or protection from, harm. It applies to any vulnerable and/or valuable asset, such as a person, dwelling, community, item, nation, or organization.

Perception of security may be poorly mapped to measurable objective security. Similarly, the perceived effectiveness of security measures is sometimes different from the actual security provided by those measures (Barnes and Vidgen, 2006). The presence of security protections may even be taken for the safety itself. For example, two computer security programs could be interfering with each other and even canceling each other's effect, while the owner believes they are getting double the protection. Perception of security can increase objective security when it affects or deters malicious behavior, as with visual signs of security protections.

Security, in information technology (IT), is the defense of digital information and IT assets against internal and external, malicious and accidental threats. This defense includes detection, prevention and response to threats through the use of security policies, software tools and IT services. Security is critical for enterprises and organizations of all sizes and in all industries. Weak security can result in compromised systems or data, either by a malicious threat actor or an unintentional internal threat. Not meeting security standards that are regulated by a separate organization or law, can also result in financial penalties.

2.5 Latest Update of Content/Material

If a website have a video, image, or another piece of content that needs to be updated, can replace the old file with a new one. Replacing the file, as opposed to uploading a new file, allows website to continue to use the same link to direct viewers to website content.

2.6 Maintenance Support

Maintenance support is the modification of a software product after delivery to correct faults, to improve performance or other attributes. A common perception of maintenance is that it merely involves fixing defects (Guinaliu and Flavian, 2006). The key software maintenance issues are both managerial and technical. Key management issues are: alignment with customer priorities, staffing, which organization does maintenance, estimating costs. Key technical issues are: limited understanding, impact analysis, testing, and maintainability measurement. Software maintenance is a very broad activity that includes error correction, enhancements of capabilities, deletion of obsolete capabilities, and optimization. Because change is inevitable, mechanisms must be developed for evaluation, controlling and making modifications.

2.7 Membership

Membership is a term which refers to any organization that allows people to subscribe, and often requires them to pay a membership fee or "subscription". Membership of organizations typically have a particular purpose, which involves

connecting people together around a particular profession, industry, activity, interest, mission or geographical location. This might simply be to encourage or facilitate interaction and collaboration, but it also often involves promoting and enhancing the purpose itself. They are often not for profit, but there are also many commercially run membership organizations.

2.8 Perceived Usefulness

Perceived usefulness as defined refers to the level of individual belief that using technology will increase work performance. The importance of perceived usefulness has been widely recognized in the field of many industries (Sam and Tahir, 2009). According to them usefulness is the subjective probability that using the technology would improve the way a user could complete a given task.

2.9 Customer Relationship Management

Customer relationship management (CRM) is an approach to managing a company's interaction with current and potential customers. It uses data analysis about customers' history with a company and to improve business relationships with customers, specifically focusing on customer retention and ultimately driving sales growth (Sulaiman and Mohezar, 2008). One important aspect of the CRM approach is the systems of CRM that compile data from a range of different communication channels, including a company's website, telephone, email, live chat, marketing materials, and more recently, social media. Through the CRM approach and the systems used to

facilitate it, businesses learn more about their target audiences and how to best cater to their needs. However, adopting the CRM approach may also occasionally lead to favoritism within an audience of consumers, resulting in dissatisfaction among customers and defeating the purpose of CRM.

Customer relationship management (CRM) is a term that refers to practices, strategies and technologies that companies use to manage and analyze customer interactions and data throughout the customer lifecycle, with the goal of improving business relationships with customers, assisting in customer retention and driving sales growth. CRM systems are designed to compile information on customers across different channels -- or points of contact between the customer and the company -- which could include the company's website, telephone, live chat, direct mail, marketing materials and social media. CRM systems can also give customer-facing staff detailed information on customers' personal information, purchase history, buying preferences and concerns.

2.10 Choice Theory

Choice theory William Glasser, MD., with the explanation of motivations can delivery difference results unlike what we have been told earlier. A concept of Choice Theory is to we are motivated by internally not externally. Even though other theories discussed that the outside is the reasons for human to behave in particular ways, Choice Theory mentioned that the outside events were never a caused for human to achieve anything. For instance, behaviors are developed internally and answer what is the most satisfy factor. In addition, seeking would pictures are created internationally from

how we want things to be like and it results on building basic needs which influence all motivations; need to be love and concerned for others, need to achieve a sense of competence and personal power, need to act with a degree of freedom and autonomy, need to experience joy and fun and lastly is need to survive.

According to Kippax and Crawford, 1993 they discussed that choice theory is realized on assumption that all behaviors represent the individual situation intendancy to satisfy their five basic needs. And none behavior is caused event or person beside the individual. Regarding to this thought, it requires a paradigm shift on the part of those who view according to stimulus-respond theory. For example; at nigh we turn on the light because it is dark or we get off from the train once it reached station that we expected to reach. At the point that stimulus-response perspective, behavior is caused by something else or someone not the inside of individual; the following reaction of individual is to response to that stimulus. By considering Choice theory paradigm, other people or events is never a causes for individual to action on anything instead individual behavior response on choice of what to do in regard of what is individual believe satisfies the most and repeat the choice that consistently satisfying.

The following five basic needs that each individual has for attempting to live their lives, there are equally important and effectively satisfied individual's need.

1. The need to survive
2. The need to belong
3. The need to gain power
4. The need to be free

5. The need to have fun

Whenever any needs turn into unsatisfied, there is a continual urge to behave, it similar as instruction of survival such as hunger, thirst, sexual desire which are relatively distinct. Each individual learn that discomfort is bothered their needs and they must do something to satisfy the survival instructions. Once it comes to psychological needs, it is challenging to identify which factors are satisfied the psychological needs, since they are less tangible and there are more complexities to completed physical behavior needs. Summarizing the psychological needs as following;

1. We fulfil the need belong by loving, sharing, and cooperation with others.

2. We fulfil the need for power by achieving, accomplishing, and being recognized and respected.

3. We fulfil the need for freedom by making choice in our lives.

4. We fulfil the need for fun by laughing and playing.

Actually, all human have the same needs it depends on how each individual choose to satisfy their needs this is how it makes the difference. Since the beginning of life each individual gain a unique experience and learn to satisfy a unique need as well.

2.11 Related Research

Table 2.1: Summarized of Related Research

	Topic	Variables	Method	Result
1	Preferring Offline Bookings: An Empirical Study of Channel Choice Motives of Online Information Seekers	Ambiguity, Special arrangements, Desire for discussion, Efficiency, Social environments' attitudes and experiences, Usefulness and ease-of-use, Internet as booking channel, Internet shopping and booking experience	logistic regression analysis	The primary reasons for not using the Internet for travel reservations were: perceiving the booking so complex that discussion with customer service was required, having many special arrangements included in the booking, and distrust in finding the cheapest alternative in the online booking system. Online booking was found to be quick, easy, and especially suitable for simple bookings with no special arrangements.
2	Online Shopper Behavior: Influences of Online Shopping Decision	Convenience，Information，Available products and service，Cost and time efficiency，Security，Intangibility of online product，Social contact，Dissatisfaction with online shopping，Online Consumer Decision	Secondary research	It is found that marketing communication process differs between offline and online consumer decision. Managerial implications are developed for online stores to improve their website.
3	Factors Affecting Behavioral Intention to Purchase Low-cost Air Tickets Booking E-Ticket in Thailand	Marketing efforts，Subjective norm，Subjective norm，Perceived usefulness，Behavioral intention，Attitudes，	Multiple regression analysis，Pearson Product Moment analysis	The result showed that marketing efforts, perceive ease of use and perceived usefulness positively affects attitude toward using low cost air tickets booking e-ticket and attitude toward using and subjective norm also positive affect behavioral intention to purchase low-cost air tickets booking e-ticket. The research showed that perceived usefulness was the most important factor that affect to the behavioral intention to purchase low-cost air tickets booking e-ticket.

(Continued)

Table 2.1 (Continued): Summarized of Related Research

4	Air Tickets Booking Ticket E-Reservation: Adoption Among Malaysians	Perceived reputation，Perceived responsiveness，Perceived ease of use，Perceived usefulness，Perceived willingness to customize，Perceived trust，Perceived interactivity，Perceived transparency，Intention to use	Regression Analysis	The result of the study found that the perceived reputation (β = 0.375, p<0.05) has positive significant influence toward users' level of trust on the e-reservation system. Additionally, two more variables: perceived trust (β = 0.240, p<0.05) and perceived ease of use (β = 0.272, p<0.05) are found to be significant in influencing positively on users' intention in adopting the air tickets booking ticket e-reservation system.
5	Factors Influencing the Intention to Use the E-Ticketing System for International Flights Among Malaysian Air Travelers'	Intention to Use E-ticketing，Perceived Usefulness，Perceived Ease of Use，Perceived Risk，Perceived Capability，Perceived Financial Cost，Attitude	Multiple Regression	The survey results indicate that perceived ease of use and perceived risk are supported. In the other hand perceived capability, perceived financial cost, and attitude are not supported.
6	An Exploratory of Air Tickets Booking E-Ticket Purchasing Intention Among Foreign Undergraduates Malaysia	Website Security，Website Usability，Website Personalization E-Ticket Purchasing Intention	Descriptive analysis and Pearson Moment Correlation Test	The study also found that website security has a weak positive correlation with purchase intention while website usability and website personalization have a moderate positive correlation with Air tickets booking ticket purchasing intention.

(Continued)

Table 2.1 (Continued): Summarized of Related Research

7	Understanding the factors that attract travelers to buy tickets online in Saudi Arabia	Intention to Purchase，e-Satisfaction，Perceived Usefulness，Perceived Ease of Use，Information Quality，System Quality，e-Trust，Air tickets booking Reputation，Price Perception	correlation	Findings would help decision makers within air tickets booking companies to understand their customers' online behavior and enable enhancements and modifications to be made to their air tickets booking storefront, hence ensuring the satisfaction of potential customers and conversion of visitors into buyers.
8	Trust Factors Affecting E-Ticket Purchasing	web security，accessibility，speed，ease of use，system stability，responsiveness，info presentation，appeal，customization，design	Descriptive statistics	The other advantage of choosing e-ticketing as subject is the main concern is not the quality drawbacks result from the differences between online and offline buying. There is no difference about the ticket and e-ticket about quality. For example a ticket for concert, there will be no quality problem with buying online or not.
9	Website Quality and Consumer Online Purchase Intention of Air Ticket	Usability，Website Design，Information Quality，Trust，Perceived Risk，Empathy，Online Purchase Intention	Correlations and regressions	The findings showed that empathy and trust are the most direct influential factors in predicting online purchase intention.
10	Service Quality and Consumer Purchasing Intention Toward Online Ticketing: An Empirical Study in Iran	service quality, online trust, price perception, perceived of usability, perceived of risk and internet knowledge	Multiple Regression	The outcome of this study demonstrated a comprehensively integrated framework that can utilize by the policy makers and business enterprises to understand significant relationships among dimensions of e-service quality, perceive of usability, perceived risk and internet knowledge.

2.12 Hypothesis

The researcher finding the factor affecting choice decision behavior of Chinese tourist on Thai air-ticket online booking related to top three booking websites, trip.com, Qunar.com, eLong.com, so that measure the market factors and any factor to concern and the results of the finding research are significant that appear in the hypotheses.

H1$_o$: 7P's marketing mix does not significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking related to top three booking websites, trip.com, Qunar.com, eLong.com.

H1$_a$: 7P's marketing mix significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking related to top three booking websites, trip.com, Qunar.com, eLong.com.

H2$_o$: Brand does not significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking related to top three booking websites, trip.com, Qunar.com, eLong.com.

H2$_a$: Brand significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking related to top three booking websites, trip.com, Qunar.com, eLong.com.

H3$_o$: Technology support does not significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking related to top three booking websites, trip.com, Qunar.com, eLong.com.

H3$_a$: Technology support significantly influence choice decision behavior of

Chinese tourist on Thai air-ticket online booking related to top three booking websites,

trip.com, Qunar.com, eLong.com.

H4$_o$: Security significantly does not influences choice decision behavior of Chinese

tourist on Thai air-ticket online booking related to top three booking websites, trip.com,

Qunar.com, eLong.com.

H4$_a$: Security significantly influence choice decision behavior of Chinese tourist on

Thai air-ticket online booking related to top three booking websites, trip.com,

Qunar.com, eLong.com.

H5$_o$: Latest Update of Content/Material does not significantly influence choice

decision behavior of Chinese tourist on Thai air-ticket online booking related to top three

booking websites, trip.com, Qunar.com, eLong.com.

H5$_a$: Latest Update of Content/Material significantly influence choice decision

behavior of Chinese tourist on Thai air-ticket online booking related to top three booking

websites, trip.com, Qunar.com, eLong.com.

H6$_o$: Maintenance support does not significantly influence choice decision behavior

of Chinese tourist on Thai air-ticket online booking related to top three booking websites,

trip.com, Qunar.com, eLong.com.

H6$_a$: Maintenance support significantly influence choice decision behavior of

Chinese tourist on Thai air-ticket online booking related to top three booking websites,

trip.com, Qunar.com, eLong.com.

H7$_o$: Membership support does not significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking related to top three booking websites, trip.com, Qunar.com, eLong.com.

H7$_a$: Membership support significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking related to top three booking websites, trip.com, Qunar.com, eLong.com.

H8$_o$: Perceived usefulness does not significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking related to top three booking websites, trip.com, Qunar.com, eLong.com.

H8$_a$: Perceived usefulness significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking related to top three booking websites, trip.com, Qunar.com, eLong.com.

H9$_o$: Customer Relationship Management does not significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking related to top three booking websites, trip.com, Qunar.com, eLong.com.

H9$_a$: Customer Relationship Management significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking related to top three booking websites, trip.com, Qunar.com, eLong.com.

2.13 Conceptual Framework
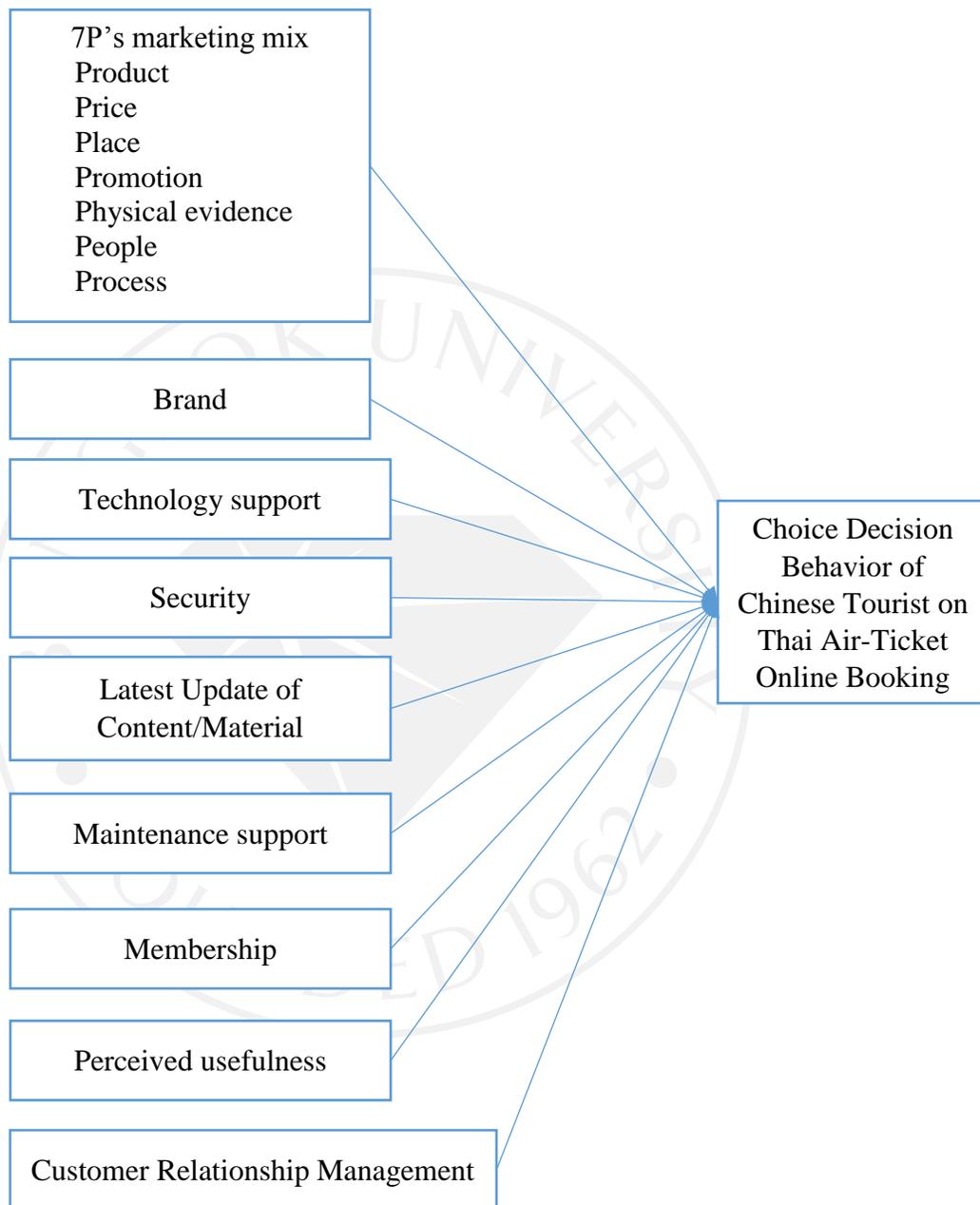
Figure 2.1: Conceptual Framework

CHAPTER 3

METHODOLOGY

This research base on quantitative methodology to collect data in order to attain the aims and objectives. Research strategy and approach were explain as following. Questionnaire as the main survey tool has been distributed to the customers.

3.1 Research Strategy

In this research, author gathered data and analyzed data thought using questionnaire, the aim of this research is to explain the factor influencing choice decision behavior of Chinese tourist on Thai air-ticket online booking related to top three booking websites, trip.com, Qunar.com, eLong.com. Quantitative research is 'Explaining phenomena by collecting numerical data that are analyzed using mathematically based methods. It means that the professional quantitative research has based on accurate data. Therefore, the questionnaire setting, population and sampling designing and data collection has been set reasonably.

3.2 Questionnaire Design

In this research, the questionnaire was designed to factors choice decision behavior of Chinese tourist on Thai air-ticket online booking related to top three booking websites, trip.com, Qunar.com, eLong.com, include 7P's marketing mix, brand,

technology support, security, latest update of content/material, maintenance support, membership, perceived usefulness, customer relationship management.

For the details of demographic information, the author illustrated the component of general information such as gender, age, occupation, frequency in the survey questionnaires. The questionnaires are close-ended questions and the answer of each respondent for questionnaires is check list type for record.

In this study, the author ranged the questionnaires for the Marketing Mix 7ps, brand, technology support, security, latest update of content/material, maintenance support, membership, perceived usefulness, customer relationship management with seven-scales to the respondents of targeted people with seven-scales for each question by the number zero to seven. Number "0" indicates as "Not any effect" to the number "7" indicates as "Extremely important for every question.

The points (scores) are fixed in each level as below;

No effect = 0 point

Minimal Important = 1 point

Low important = 2 points

….

Very important = 6 points

Extremely important = 7 points

For analyzing the data, the author uses mean and interval class to calculate the

range of result in each level as following:

Interval class = Range (max value- min value)

Number of Interval

$$= (8\text{-}1)$$

8

$$= 0.87$$

And then, the analysis of this rating scale can translate as followings:

Average score of 7.13 – 8.00 refers

Average score of 6.25 – 7.12 refers

Average score of 5.37 – 6.24 refers

Average score of 4.49 – 5.36 refers

Average score of 3.61 – 4.48 refers

Average score of 2.73 – 3.60 refers

Average score of 1.85 – 2.72 refers

Average score of 0.97 – 1.84 refers

For a five-point scale, the author developed questions depends on choice decision

behavior of Chinese tourist on Thai air-ticket online booking related to top three booking

websites, trip.com, Qunar.com. The result of each respondent will be recorded and

analysis for how these following factors are affecting for consumer's choice decision

behavior of Chinese tourist on Thai air-ticket online booking related to top three booking websites, trip.com, Qunar.com.

The points (scores) are fixed in each level as below;

Strongly disagree = 1 point

Somewhat Disagree = 2 point

Neutral = 3 points

Somewhat Agree   = 4 points

Strongly agree = 5 points

For analyzing the data, the author uses mean and interval class to calculate the range of result in each level as following:

Interval class = <u>Range (max value- min value)</u>

$\qquad\qquad$ Number of Interval

$\qquad\quad$ = <u>(5-1)</u>

$\qquad\qquad\quad$ 5

$\qquad\quad$ = 0.8

And then, the analysis of this rating scale can translate as followings:

Average score of 4.21 – 5.00 refers Strongly Agree.

Average score of 3.41 – 4.20 refers Agree.

Average score of 2.61 – 3.40 refers Neutral.

Average score of 1.81 – 2.60 refers Disagree.

Average score of 1.00 – 1.80 refers Strongly Disagree.

3.3 Population and Sample

Population: in this research, the population who want have experiences or already have experiences to bought air ticket online through top three booking websites, trip.com, Qunar.com, eLong.com.

Sample: the Chinese customers who want have experiences or already have experiences to bought air ticket online through top three booking websites, trip.com, Qunar.com, eLong.com to travel in Thailand is a huge population, therefore, author has chosen some of them as the sample.

According to Yamane (1973) formula at confidences level of 95% and precision levels = 0.05

$$n = \frac{N}{1 + N*(e^2)}$$

Where   n = the sample size

N = the population size

e = the acceptable sampling error

* 95% confidence level and p = 0.5 are assumed

So: n = $\frac{2,042}{1+ 2,042\ (0.05)^2}$

= 334.47

Referring to formula calculating, the result of sample size for conducting research is 334.47 respondents. However, to make reliability efficiently, the author collect the sample size in this study is 400 people who are the customers from online questionnaires by using at 95% confidence level to avoid deviation.

3.4 Data Collection Procedure

The survey questionnaires forms were distributed by online survey which include three channels to distribute questionnaires (email, wechat, and QQ) form 1st March to 15th March 2017. The target to distribute questionnaires are the Chinese customers who want have experiences or already have experiences to bought air ticket online through top three booking websites, trip.com, Qunar.com, eLong.com to travel in Thailand Random sampling method was used to collect data. First the author tested validity test by asking expert 3 people to check the questions to correct for the most appropriate and easy for applicants to answer the questionnaire survey form. After this step has done, the author tested 30 participants with questionnaires form. After 30 questionnaires responses were collected, the data were entered to SPSS statistic program and analysis for the reliable test and check the result to establish the significant findings. And then after getting 400 questionnaires responses, the data were entered to SPSS statistic program to analysis the significant results.

Table 3.1: Data collection tools

Distribute tools	Number of questionnaires
Email	133
Wechat	133
QQ	133
Total	400

Content Validity

According to advisor, the author tested validity test by asking expert 3 people (Ms. Liu Hui, website designer; Ms. Yujia Zhai, website coordinator; Mr.Wei Wang, staff of Ctrip.com) to check the questions to correct for the most appropriate and easy for applicants to answer the questionnaire survey form.

Table 3.2: IOC

No.	Expert1			Expert2			Expert3			ΣR	IOC	Data analysis
	1	0	-1	1	0	-1	1	0	-1			
PR1		✓		✓			✓			2	0.67	Accepted
PR2	✓				✓		✓			2	0.67	Accepted
PR3	✓			✓				✓		2	0.67	Accepted
PRI1	✓			✓			✓			3	1	Accepted
PRI2	✓			✓			✓			3	1	Accepted
PRI3		✓		✓			✓			2	0.67	Accepted
PLA1	✓			✓				✓		2	0.67	Accepted
PLA2	✓			✓			✓			3	1	Accepted
PLA3		✓		✓			✓			2	0.67	Accepted
PRO1	✓				✓		✓			2	0.67	Accepted
PRO2		✓		✓			✓			2	0.67	Accepted
PRO3	✓				✓		✓			2	0.67	Accepted

(Continued)

Table 3.2 (Continued): IOC

							Score	IOC	Decision
PE1	✓		✓			✓	2	0.67	Accepted
PE2	✓		✓		✓		3	1	Accepted
PE3	✓		✓		✓		3	1	Accepted
PEO1		✓	✓		✓		2	0.67	Accepted
PEO2	✓		✓			✓	2	0.67	Accepted
PEO3		✓	✓		✓		2	0.67	Accepted
PRS1	✓			✓	✓		2	0.67	Accepted
PRS2	✓		✓			✓	2	0.67	Accepted
BP1	✓		✓		✓		3	1	Accepted
BP2	✓		✓		✓		3	1	Accepted
BP3		✓	✓		✓		2	0.67	Accepted
BI1	✓		✓			✓	2	0.67	Accepted
BI2		✓	✓		✓		2	0.67	Accepted
BI3	✓			✓	✓		2	0.67	Accepted
BA1	✓		✓			✓	2	0.67	Accepted
BA2	✓		✓		✓		3	1	Accepted
BL1	✓		✓		✓		3	1	Accepted
BL2		✓	✓		✓		2	0.67	Accepted
BL3	✓		✓			✓	2	0.67	Accepted
BR1	✓		✓		✓		3	1	Accepted
BR2		✓	✓		✓		2	0.67	Accepted
BR3	✓			✓	✓		2	0.67	Accepted
TS1	✓		✓			✓	2	0.67	Accepted
TS2	✓		✓		✓		3	1	Accepted
TS3	✓		✓		✓		3	1	Accepted
SE1		✓	✓		✓		2	0.67	Accepted
SE2	✓		✓			✓	2	0.67	Accepted
SE3	✓		✓		✓		3	1	Accepted
SE4		✓	✓		✓		2	0.67	Accepted
LUC1		✓	✓		✓		2	0.67	Accepted
LUC2	✓			✓	✓		2	0.67	Accepted
LUC3	✓		✓			✓	2	0.67	Accepted
MS1	✓		✓		✓		3	1	Accepted
MS2	✓		✓		✓		3	1	Accepted
MP1		✓	✓		✓		2	0.67	Accepted
MP2	✓		✓			✓	2	0.67	Accepted
PV1	✓		✓		✓		3	1	Accepted
PV2		✓	✓		✓		2	0.67	Accepted
PV3	✓			✓	✓		2	0.67	Accepted

(Continued)

Table 3.2 (Continued): IOC

PV4	✓			✓					✓		2	0.67	Accepted
CRM1		✓		✓				✓			2	0.67	Accepted
CRM2	✓			✓					✓		2	0.67	Accepted
CRM3	✓			✓				✓			3	1	Accepted
CDB1		✓		✓				✓			2	0.67	Accepted
CDB2	✓				✓			✓			2	0.67	Accepted
CDB3	✓			✓				✓			3	1	Accepted
CDB4		✓		✓				✓			2	0.67	Accepted

$$IOC = \frac{45.47}{59}$$

$$= 0.77$$

The index of item objective congruence (IOC) of this questionnaire is 0.77 which is more than 0.5; it means that the questions are all acceptable.

Reliability Test

Reliability test by the author is the pre- test with sample result of 30 respondents to make sure that each of author's questionnaires is appropriate and clearly to understand. Then, the author collect the research with SPSS program to check reliability coefficient with Cronbach's coefficient Alpha values have to greater than 0.7 which means the test for this questionnaire are reliable for this study.

Table 3.3: Table of Reliability Test

Variables	Alpha (α-test)
Product	.768
Price	.808
Place	.714
Promotion	.782
Physical evidence	.795
People	.809
Process	.871
Brand Preference	.628
Brand Image	.764
Brand Awareness	.846
Brand loyalty	.803
Brand Recognition	.820
Technology support	.784
Security	.759
Latest Update	.775
Maintenance support	.774
Membership	.761
Perceived usefulness	.855
Customer Relationship Management	.725
Choice Decision Behavior	.831

3.5 Statistic for Data Analysis

Data analyzed process of this research is processed on a computer program and

shown on a format in each table with description. The researcher uses multinomial

logistic regression statistic for data analysis.

Multinomial Logistic Regression method

Multinomial Logistic Regression method is used to test all hypotheses by regressing all independent factors which could influence customer's choice decision in shopping at community malls. This statistical technique which is a tool to forecast a score in each variable on the source of their scores on several other variables. In addition, the statistic can classify a result for analyzing all variables which is useful to estimate respondent's score in each criteria variable.

Demographic data

Demographic data comprising gender, age, status, education level, occupation and monthly income are analyzed by using crosstab procedure to understand customer profile of each brand.

CHAPTER 4

RESEARCH FINDINGS AND DATA ANALYSIS

The main purpose of this chapter is to analyze and present completed data analyzing from SPSS program and answer to all research questions which mentioned in previous chapter. The author will be presenting data of 400 participants in total, as this is the completed and accurate data which have answered 400 surveys for those who are Chinese customers who booking air ticket online thought the top three booking website trip.com, Qunar.com, eLong.com. In addition, the result presented in this chapter is related to methodology result that has been discussed in Chapter 3 as well.

The analyzing results of this research will be presenting as following;

- Finding of hypothesis testing

- The hypotheses testing results of dimensions of each independent variable

- Cross tabulation of Consumer's choice decision across all websites with analysis of demographics information of each participant's result

4.1 Finding of hypothesis testing

Table 4.1: Hypothesis Testing Table

	Model Fitting Criteria	Likelihood Ratio Tests		
Effect	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Intercept	389.582	83.009	2	.847
PR	483.814	177.241	2	.011
PC	463.427	156.854	2	.058
PL	369.774	63.201	2	.098
PRO	476.473	15.169	2	.801
PE	529.464	68.160	2	.654
PEO	479.161	17.857	2	.001
PES	467.971	6.666	2	.036
BR	493.485	32.181	2	.701
TS	484.150	22.845	2	.098
SEC	345.582	80.009	2	.000
LU	403.814	7.241	2	.743
MST	385.582	3.009	2	.001
MSP	474.814	17.241	2	.070
PU	643.427	16.854	2	.000
CRM	309.774	6.201	2	.046

The table title "Likelihood Ratioh Tests" appears above the table.

All the independent variables can be showed form the above spss output that does nor does not significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking since their p-values are less than 0.05 or more than 0.05. Therefore we can reject 7 null hypotheses and reject 8 null hypotheses as follows:

Hypothesis 1: (7P's marketing mix)

Reject H1.1o: Product does not significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking. (p-value = .011 < .05)

Accept H1.1a: Product does significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking.

Cannot Reject H1.2o: Price does not significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking. (p-value > .05)

H1.2a: Price does significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking.

Cannot Reject H1.3o: Place does not significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking. (p-value > .05)

H1.3a: Place does significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking.

Cannot Reject H1.4o: Promotion does not significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking. (p-value > .05)

H1.4a: Promotion does significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking.

Cannot Reject H1.5o: Physical evidence does not significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking. (p-value > .05)

H1.5a: Physical evidence does significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking.

Reject H1.6o: People does not significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking. (p-value = . 001 < .05)

Accept H1.6a: People does significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking.

Reject H1.7o: Process does not significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking. (p-value = . 036 < .05)

Accept H1.7a: Process does significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking.

Hypothesis 2:

Cannot Reject H2o: Brand does not significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking. (p-value > .05)

H2a: Brand does significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking.

Hypothesis 3:

Cannot Reject H3o: Technology support does not significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking. (p-value > .05)

H3a: Technology support does significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking.

Hypothesis 4:

Accept H4o: Security does not significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking. (p-value = . 000 < .05)

Reject H4a: Security does significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking.

Hypothesis 5:

Cannot Reject H5o: Latest Update does not significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking. (p-value > .05)

H5a: Latest Update does significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking.

Hypothesis 6:

Reject H6o: Maintenance support does not significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking. (p-value = . 001 < .05)

Accept H6a: Maintenance support does significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking.

Hypothesis 7:

Cannot Reject H7o: Membership support does not significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking. (p-value > .05)

H7a: Membership support does significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking.

Hypothesis 8:

Accept H8o: Perceived usefulness does not significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking. (p-value = . 000 < .05)

Reject H8a: Perceived usefulness does significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking.

Hypothesis 9:

Reject H9o: Customer Relationship Management support does not significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking. (p-value = . 046 < .05)

Accept H9a: Customer Relationship Management support does significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking.

4.2 The Hypotheses Testing Results of Dimensions of Each Independent Variable

Table 4.2: Likelihood Ratio Tests for Product

Likelihood Ratio Tests

| Effect | Model Fitting Criteria | Likelihood Ratio Tests | | |
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
PR1	146.399	.168	2	.919
PR2	147.905	1.675	2	.433
PR3	152.340	6.110	2	.047

For product, only PR3's p-value is less than .05. Therefore the product feature of "the air tickets booking website is quite good for me" seems to influence choice decision behavior of Chinese tourist on Thai air-ticket online booking more than the other two product features both of which are not significant.

Table 4.3: Likelihood Ratio Tests for Price

Likelihood Ratio Tests

| Effect | Model Fitting Criteria | Likelihood Ratio Tests | | |
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Intercept	139.303[a]	.000	0	.
PRI1	144.029	4.726	8	.786
PRI2	144.888	5.585	8	.694
PRI3	144.925	5.621	6	.467

For Price, no any price features does influence choice decision behavior of Chinese tourist on Thai air-ticket online booking.

Table 4.4: Likelihood Ratio Tests for Place

Likelihood Ratio Tests

	Model Fitting Criteria	Likelihood Ratio Tests		
Effect	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Intercept	143.289[a]	.000	0	.
PLA1	147.717	4.429	6	.619
PLA2	149.923	6.634	6	.356
PLA3	152.220	8.932	6	.177

For Place, no any Place features does influence choice decision behavior of Chinese

tourist on Thai air-ticket online booking.

Table 4.5: Likelihood Ratio Tests for Promotion

Likelihood Ratio Tests

	Model Fitting Criteria	Likelihood Ratio Tests		
Effect	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Intercept	144.969[a]	.000	0	.
PRO1	148.880	3.911	6	.689
PRO2	152.448	7.480	6	.279
PRO3	155.507	10.539	8	.229

For Promotion, no any Promotion features does influence choice decision behavior

of Chinese tourist on Thai air-ticket online booking.

Table 4.6: Likelihood Ratio Tests for Physical Evidence

Likelihood Ratio Tests

| Effect | Model Fitting Criteria | Likelihood Ratio Tests | | |
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Intercept	135.544[a]	.000	0	.
PE1	141.557	6.013	8	.646
PE2	148.514	12.970	8	.113
PE3	142.026	6.482	8	.593

For Physical evidence, no any Physical evidence features does influence choice

decision behavior of Chinese tourist on Thai air-ticket online booking.

Table 4.7: Likelihood Ratio Tests for People

Likelihood Ratio Tests

| Effect | Model Fitting Criteria | Likelihood Ratio Tests | | |
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Intercept	161.496[a]	.000	0	.
PEO1	166.366	4.871	8	.021
PEO2	164.404	2.908	6	.820
PEO3	168.228	6.732	8	.566

For People, only PEO1's p-value is less than .05. Therefore the people feature of

"The pre sales service staff can solve problem very quick" to influence choice decision

behavior of Chinese tourist on Thai air-ticket online booking more than the other two

people features both of which are not significant.

Table 4.8: Likelihood Ratio Tests for Process

Likelihood Ratio Tests

	Model Fitting Criteria	Likelihood Ratio Tests		
Effect	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Intercept	84.556[a]	.000	0	.
PRS1	88.993	4.438	6	.018
PRS2	89.293	4.737	6	.578

For Process, only PRS1's p-value is less than .05. Therefore the process feature of

"The whole process of booking in website is quite comfortable for me" to influence

choice decision behavior of Chinese tourist on Thai air-ticket online booking more than

the other process features both of which are not significant.

Table 4.9: Likelihood Ratio Tests for Brand

Likelihood Ratio Tests

	Model Fitting Criteria	Likelihood Ratio Tests		
Effect	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
BP1	313.650	1.881	2	.390
BP2	315.974	4.204	2	.122
BP3	313.006	1.237	2	.539
BI1	316.719	4.950	2	.084
BI2	314.750	2.981	2	.225
BI3	312.978	1.208	2	.547
BA1	311.892	.122	2	.941
BA2	314.487	2.718	2	.257
BL1	312.376	.606	2	.738
BL2	313.325	1.555	2	.459
BL3	318.214	6.445	2	.040
BR1	317.203	5.434	2	.066
BR2	317.926	6.157	2	.046
BR3	315.831	4.062	2	.131

For brand, both BL3 & BR2's p-values are less than .05. Therefore only brand loyalty "I will recommend this brand y to my relatives and friends", and brand recognition "The brand of air tickets booking website is outstanding compare to other brand" significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking.

Table 4.10: Likelihood Ratio Tests for Technology Support

Likelihood Ratio Tests

	Model Fitting Criteria	Likelihood Ratio Tests		
Effect	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Intercept	158.116[a]	.000	0	.
TS1	165.001	6.884	8	.549
TS2	165.085	6.969	6	.324
TS3	166.348	8.232	8	.411

For Technology support, no any Technology support features does influence choice decision behavior of Chinese tourist on Thai air-ticket online booking.

Table 4.11: Likelihood Ratio Tests for Security

Likelihood Ratio Tests

	Model Fitting Criteria	Likelihood Ratio Tests		
Effect	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Intercept	201.417[a]	.000	0	.
SE1	204.225[b]	2.808	6	.833
SE2	210.872	9.454	8	.305
SE3	212.525	11.108	8	.006
SE4	208.991[b]	7.574	6	.271

For Security, only SE3's p-value is less than .05. Therefore the security feature of "When I send data to the air tickets booking website, I am sure that they will not be intercepted by unauthorized third party." to influence choice decision behavior of Chinese tourist on Thai air-ticket online booking more than the other security features both of which are not significant.

Table 4.12: Likelihood Ratio Tests for Latest Update

	Likelihood Ratio Tests			
	Model Fitting Criteria	Likelihood Ratio Tests		
Effect	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Intercept	144.153[a]	.000	0	.
LUC1	150.043	5.890	6	.436
LUC2	151.529	7.376	6	.287
LUC3	153.073	8.921	6	.178

For Latest Update, no any Latest Update features does influence choice decision behavior of Chinese tourist on Thai air-ticket online booking.

Table 4.13: Likelihood Ratio Tests for Maintenance Support

	Likelihood Ratio Tests			
	Model Fitting Criteria	Likelihood Ratio Tests		
Effect	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Intercept	76.041[a]	.000	0	.
MS1	84.764	8.723	8	.366
MS2	91.178	15.137	8	.049

For Maintenance support, only MS2's p-value is less than .05. Therefore the maintenance support feature of "The maintenance support service of air tickets booking website is quite efficient." to influence choice decision behavior of Chinese tourist on Thai air-ticket online booking more than the other maintenance support features both of which are not significant.

Table 4.14: Likelihood Ratio Tests for Membership

Likelihood Ratio Tests

	Model Fitting Criteria	Likelihood Ratio Tests		
Effect	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Intercept	73.512[a]	.000	0	.
MP1	82.769	9.257	6	.160
MP2	80.661	7.150	8	.521

For Membership, no any Membership features does influence choice decision behavior of Chinese tourist on Thai air-ticket online booking.

Table 4.15: Likelihood Ratio Tests for Perceived Usefulness

Likelihood Ratio Tests

	Model Fitting Criteria	Likelihood Ratio Tests		
Effect	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Intercept	209.881[a]	.000	0	.
PU1	218.387	8.505	6	.203
PU2	219.323	9.442	6	.150
PU3	215.019	5.138	8	.743
PU4	223.203	13.321	6	.038

For Perceived usefulness, only PU4's p-value is less than .05. Therefore the perceived usefulness feature of "The structure and contents of the air tickets booking website are easy to understand." seems to influence choice decision behavior of Chinese tourist on Thai air-ticket online booking more than the other two product features both of which are not significant.

Table 4.16: Likelihood Ratio Tests for Customer Relationship Management

Likelihood Ratio Tests

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Intercept	149.605ᵃ	.000	0	.
CRM1	158.513	8.908	6	.179
CRM2	157.655	8.051	6	.034
CRM3	155.586	5.982	6	.425

For Customer Relationship Management, only CRM2's p-value is less than .05. Therefore the CRM feature of "I find the services are relatively good" to influence choice decision behavior of Chinese tourist on Thai air-ticket online booking more than the other CRM features both of which are not significant.

4.3 Crosstabulation of Consumer's Choice Decision Across All Websites with Analysis of Demographics Information of Each Participant's Result

Table 4.17: Crosstable with " What will you do, when you in holiday?"

What will you do, when you in holiday? * Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand? Crosstabulation

| | | | Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand? | | | |
			Ctrip.com	Qunar.com	ELong.com	Total
What will you do, when you in holiday?	Go Party	Count	24	30	0	54
		% within What will you do, when you in holiday?	44.4%	55.6%	.0%	100.0%
		% within Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand?	12.1%	17.3%	.0%	13.5%
	Reading	Count	78	25	4	107
		% within What will you do, when you in holiday?	72.9%	23.4%	3.7%	100.0%
		% within Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand?	39.2%	14.5%	14.3%	26.8%
	Go Shopping	Count	97	118	24	239
		% within What will you do, when you in holiday?	40.6%	49.4%	10.0%	100.0%
		% within Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand?	48.7%	68.2%	85.7%	59.8%
Total		Count	199	173	28	400
		% within What will you do, when you in holiday?	49.8%	43.3%	7.0%	100.0%
		% within Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand?	100.0%	100.0%	100.0%	100.0%

Across websites:

A. Customers who prefer to go party on holiday are more likely to choose

Qunar.com (55.6%).

B. Customers who prefer reading on holiday are more likely to choose Ctrip.com

(72.9%).

C. Customers who prefer to go shopping on holiday are more likely to choose both

Qunar.com (49.4%) and Ctrip.com (40.6%) with a slight preference on

Qunar.com.

Within websites:

A. Customers of Ctrip.com tend to go shopping (48.7%) more than readings (39.2%)

and go party (12.1%).

B. Customers of Qunar.com tend to go shopping (68.2%) more than go party

(17.3%) and readings (14.5%).

C. Customers of ELong.com tend to go shopping (85.7%) more than d readings

(14.3%).

Table 4.18: Crosstable with "What kind of food is your favorite food?"

What kind of food is your favorite food? * Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand? Crosstabulation

| | | | Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand? | | | |
			Ctrip.com	Qunar.com	ELong.com	Total
What kind of food is your favorite food?	Vegetable	Count	42	51	0	93
		% within What kind of food is your favorite food?	45.2%	54.8%	.0%	100.0%
		% within Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand?	21.1%	29.5%	.0%	23.3%

(Continued)

Table 4.18 (Continued): Crosstable with "What kind of food is your favorite food?"

Meat	Count		84	76	14	174
	% within What kind of food is your favorite food?		48.3%	43.7%	8.0%	100.0%
	% within Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand?		42.2%	43.9%	50.0%	43.5%
Cake	Count		36	20	10	66
	% within What kind of food is your favorite food?		54.5%	30.3%	15.2%	100.0%
	% within Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand?		18.1%	11.6%	35.7%	16.5%
Fruit	Count		37	26	4	67
	% within What kind of food is your favorite food?		55.2%	38.8%	6.0%	100.0%
	% within Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand?		18.6%	15.0%	14.3%	16.8%
Total	Count		199	173	28	400
	% within What kind of food is your favorite food?		49.8%	43.3%	7.0%	100.0%
	% within Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand?		100.0%	100.0%	100.0%	100.0%

Across websites:

A. Customers whose favorite food of Vegetable are more likely to choose Qunar.com

(54.8%).

B. Custmers whose favorite food of Meat are more likely to choose Ctrip.com

(48.3%).

C. Customers whose favorite food of Cake are more likely to choose Ctrip.com

(54.5%).

D. Customers whose favorite food of Fruit are more likely to choose Ctrip.com

(55.2%).

Within websites:

A. Customers of Ctrip.com tend to favorite food of Meat (42.2%) more than

Vegetable (21.1%), more than Fruit (18.6%), more than Cake (18.1%).

B. Customers of Qunar.com tend to favorite food of Meat (43.9%) more than

Vegetable (29.5%), more than Fruit (15 %), more than Cake (11.6%).

C. Customers of ELong.com tend to favorite food of Meat (50%), more than Cake

(35.7%), more than Fruit (14.3%).

Table 4.19: Crosstable with "How much do you like travelling?"

How much do you like travelling? * Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand? Crosstabulation

			Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand?			
			Ctrip.com	Qunar.com	ELong.com	Total
How much do you like travelling?	Slightly Disagree	Count	20	10	10	40
		% within How much do you like travelling?	50.0%	25.0%	25.0%	100.0%
		% within Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand?	10.1%	5.8%	35.6%	10.0%
	Slightly agree	Count	112	90	10	212
		% within How much do you like travelling?	52.8%	42.5%	4.7%	100.0%
		% within Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand?	56.3%	52.0%	35.7%	53.0%
	Strongly agree	Count	67	73	8	148
		% within How much do you like travelling?	45.3%	49.3%	5.4%	100.0%
		% within Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand?	33.7%	42.2%	28.7%	37.0%

(Continued)

Table 4.19 (Continued): Crosstable with "How much do you like travelling?"

Total	Count	199	173	28	400
	% within How much do you like travelling?	49.8%	43.3%	7.0%	100.0%
	% within Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand?	100.0%	100.0%	100.0%	100.0%

Across websites:

A. Customers who slightly disagree that they like travelling are more likely to choose Ctrip.com (50%).

B. Customers who slightly agree that they like travelling are more likely to choose Ctrip.com (52.8%).

C. Customers who strongly agree that they like travelling are more likely to choose Qunar.com (49.3%).

Within websites:

A. Customers of Ctrip.com tend to slightly agree that they like travelling (56.3%) more than strongly agree that they like travelling (33.7%), more than slightly disagree that they like travelling (10.1%).

B. Customers of Qunar.com tend to slightly agree that they like travelling (52%) more than strongly agree that they like travelling (42.2 %), more than slightly disagree that they like travelling (5.8%).

C. Customers of ELong.com tend to slightly agree that they like travelling (35.7%) more than strongly agree that they like travelling (35.6 %), more than slightly disagree that they like travelling (28.7%).

Table 4.20: Crosstable with "Which country you like mostly for travelling in South

Asia?"

Which country you like mostly for travelling in South Asia? * Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand? Crosstabulation

| | | | Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand? | | | |
			Ctrip.com	Qunar.com	ELong.com	Total
Which country you like mostly for travelling in South Asia?	Thailand	Count	13	14	0	27
		% within Which country you like mostly for travelling in South Asia?	48.1%	51.9%	.0%	100.0%
		% within Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand?	6.5%	8.1%	.0%	6.8%
	Indonesia	Count	87	105	8	200
		% within Which country you like mostly for travelling in South Asia?	43.5%	52.5%	4.0%	100.0%
		% within Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand?	43.7%	60.7%	28.6%	50.0%
	Malaysia	Count	37	21	10	68
		% within Which country you like mostly for travelling in South Asia?	54.4%	30.9%	14.7%	100.0%
		% within Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand?	18.6%	12.1%	35.7%	17.0%
	Vietnam	Count	62	33	10	105
		% within Which country you like mostly for travelling in South Asia?	59.0%	31.4%	9.5%	100.0%
		% within Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand?	31.2%	19.1%	35.7%	26.3%
Total		Count	199	173	28	400
		% within Which country you like mostly for travelling in South Asia?	49.8%	43.3%	7.0%	100.0%
		% within Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand?	100.0%	100.0%	100.0%	100.0%

Across websites:

A. Customers who mostly like travelling of Thailand are more likely to choose Qunar.com (51.9%).

B. Customers who mostly like for travelling of Indonesia are more likely to choose Qunar.com (52.5%).

C. Customers who mostly like for travelling of Malaysia are more likely to choose Ctrip.com (54.4%).

D. Customers who mostly like for travelling of Vietnam are more likely to choose Qunar.com (59%).

Within websites:

A. Customers of Ctrip.com tend to mostly like for travelling of Indonesia (43.7%) more than Vietnam (31.2%), more than Malaysia (18.6%), more than Thailand (6.5%).

B. Customers of Qunar.com tend to mostly like for travelling of Indonesia (60.7%) more than Vietnam (19.1 %), more than Malaysia (12.1%), more than Thailand (8.1%).

C. Customers of ELong.com tend to mostly like for travelling of Malaysia, and Vietnam (35.7%), more than Indonesia (28.6 %).

Table 4.21: Crosstable with Gender

gender * Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand? Crosstabulation

| | | | Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand? | | | |
			Ctrip.com	Qunar.com	ELong.com	Total
gender	male	Count	86	70	18	174
		% within gender	49.4%	40.2%	10.3%	100.0%
		% within Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand?	43.2%	40.5%	64.3%	43.5%
	female	Count	113	103	10	226
		% within gender	50.0%	45.6%	4.4%	100.0%
		% within Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand?	56.8%	59.5%	35.7%	56.5%
Total		Count	199	173	28	400
		% within gender	49.8%	43.3%	7.0%	100.0%
		% within Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand?	100.0%	100.0%	100.0%	100.0%

Across websites:

A. Customers whose gender of male are more likely to choose Ctrip.com (49.4%).

B. Customers whose gender of female are more likely to choose Qunar.com (50%).

Within websites:

A. Customers of Ctrip.com tend to gender of female (56.8%) more than male

(43.2%).

B. Customers of Qunar.com tend to gender of female (59.5%) more than male

(40.5%).

C. Customers of ELong.com tend to gender of male (64.3%) more than female

(35.7%).

Table 4.22: Crosstable with Age

age * Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand? Crosstabulation

			Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand?			Total
			Ctrip.com	Qunar.com	ELong.com	
age	Between 20 to 30 Years	Count	19	20	0	39
		% within age	48.7%	51.3%	.0%	100.0%
		% within Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand?	9.5%	11.6%	.0%	9.8%
	Between 31 and 40 Years	Count	151	90	28	269
		% within age	56.1%	33.5%	10.4%	100.0%
		% within Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand?	75.9%	52.0%	100.0%	67.3%
	Between 41 and 50 Years	Count	19	33	0	52
		% within age	36.5%	63.5%	.0%	100.0%
		% within Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand?	9.5%	19.1%	.0%	13.0%
	51Years and above	Count	10	30	0	40
		% within age	25.0%	75.0%	.0%	100.0%
		% within Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand?	5.0%	17.3%	.0%	10.0%
Total		Count	199	173	28	400
		% within age	49.8%	43.3%	7.0%	100.0%
		% within Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand?	100.0%	100.0%	100.0%	100.0%

Across websites:

A. Customer's age between 20 to 30 Years are more likely to choose Qunar.com (51.9%).

B. Customers age between 31 and 40 Years are more likely to choose Ctrip.com (56.1%).

C. Customer's age between 41 and 50 Years are more likely to choose Qunar.com (63.5%).

D. Customer's age 51Years and above are more likely to choose Qunar.com (75.0%).

Within websites:

A. Customers of Ctrip.com tend to age between 31 and 40 Years (75.9%) more than 20 to 30 Years, and between 41 and 50 Years (9.5%), more than 51Years and above (5%).

B. Customers of Qunar.com tend to age between 31 and 40 Years (52%) more than between 41 and 50 Years (19.1%), more than 51Years and above (17.5%), more than between 20 to 30 Years (11.6%)

C. Customers of ELong.com tend to age between 31 and 40 Years (100%).

Table 4.23: Crosstable with Marital Statues

Marital statues * Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand? Crosstabulation

| | | | Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand? | | | |
			Ctrip.com	Qunar.com	ELong.com	Total
Marital statues	Married	Count	66	63	4	133
		% within Marital statues	49.6%	47.4%	3.0%	100.0%
		% within Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand?	33.2%	36.4%	14.3%	33.3%
	Single	Count	123	107	24	254
		% within Marital statues	48.4%	42.1%	9.4%	100.0%
		% within Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand?	61.8%	61.8%	85.7%	63.5%
	Divorced	Count	10	3	0	13
		% within Marital statues	76.9%	23.1%	.0%	100.0%
		% within Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand?	5.0%	1.7%	.0%	3.3%
Total		Count	199	173	28	400
		% within Marital statues	49.8%	43.3%	7.0%	100.0%
		% within Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand?	100.0%	100.0%	100.0%	100.0%

Across websites:

A. Customer who married are more likely to choose Ctrip.com (49.6%).

B. Customers who single are more likely to choose Ctrip.com (48.4%).

C. Customer who divorced are more likely to choose Ctrip.com (76.9%).

Within websites:

A. Customers of Ctrip.com tend to single (61.8%) more than married (33.2%), more than divorced (5%).

B. Customers of Qunar.com tend to single (61.8%) more than married (36.4%), more than divorced (1.7%).

C. Customers of ELong.com tend to single (85.7%) more than married (14.3%).

Table 4.24: Crosstable with Education Level

Education level * Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand? Crosstabulation

			Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand?			Total
			Ctrip.com	Qunar.com	ELong.com	
Education level	Lower than bachelor degree	Count	20	33	0	53
		% within Education level	37.7%	62.3%	.0%	100.0%
		% within Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand?	10.1%	19.1%	.0%	13.3%
	Bachelor degree	Count	123	57	20	200
		% within Education level	61.5%	28.5%	10.0%	100.0%
		% within Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand?	61.8%	32.9%	71.4%	50.0%
	Master degree	Count	30	73	4	107
		% within Education level	28.0%	68.2%	3.7%	100.0%
		% within Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand?	15.1%	42.2%	14.3%	26.8%
	Doctor degree	Count	26	10	4	40
		% within Education level	65.0%	25.0%	10.0%	100.0%
		% within Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand?	13.1%	5.8%	14.3%	10.0%
Total		Count	199	173	28	400
		% within Education level	49.8%	43.3%	7.0%	100.0%
		% within Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand?	100.0%	100.0%	100.0%	100.0%

Across websites:

A. Customer who education level of lower than bachelor degree are more likely to choose Qunar.com (62.3%).

B. Customers who education level of bachelor degree are more likely to choose Ctrip.com (61.5%).

C. Customer who education level of master degree are more likely to choose Qunar.com (68.2%).

D. Customer who education level of doctor degree are more likely to choose Ctrip.com (65%).

Within websites:

A. Customers of Ctrip.com tend to education level of Bachelor degree (61.8%) more than Master degree (15.1%), more than doctor degree (13.1%), more than lower than bachelor degree (10.1%).

B. Customers of Qunar.com tend to education level of master degree (42.2%) more than Bachelor degree (32.9%), more than lower than bachelor degree (19.1%), more than doctor degree (5.8%).

C. Customers of ELong.com tend to education level of Bachelor degree (71.4%) more than Master degree, doctor degree (14.3%).

Table 4.25: Crosstable with Work Situation

Work situation * Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand? Crosstabulation

| | | | Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand? | | | |
			Ctrip.com	Qunar.com	ELong.com	Total
Work situation	Unemployed	Count	40	13	0	53
		% within Work situation	75.5%	24.5%	.0%	100.0%
		% within Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand?	20.1%	7.5%	.0%	13.3%
	Employee	Count	93	69	10	172
		% within Work situation	54.1%	40.1%	5.8%	100.0%
		% within Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand?	46.7%	39.9%	35.7%	43.0%
	Student	Count	29	74	18	121
		% within Work situation	24.0%	61.2%	14.9%	100.0%
		% within Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand?	14.6%	42.8%	64.3%	30.3%
	Retired	Count	37	17	0	54
		% within Work situation	68.5%	31.5%	.0%	100.0%
		% within Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand?	18.6%	9.8%	.0%	13.5%
Total		Count	199	173	28	400
		% within Work situation	49.8%	43.3%	7.0%	100.0%
		% within Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand?	100.0%	100.0%	100.0%	100.0%

Across websites:

A. Customer whose work situation of unemployed are more likely to choose

Ctrip.com (75.5%).

B. Customers whose work situation of employee are more likely to choose Ctrip.com

(54.1%).

C. Customer whose work situation of student are more likely to choose Qunar.com

(61.2%).

D. Customer whose work situation of retired are more likely to choose Ctrip.com

(68.5 %).

Within websites:

A. Customers of Ctrip.com tend to work situation of employed (46.7%) more than

unemployed (20.1%), more than retired (18.6%), more than student (14.6%).

B. Customers of Qunar.com tend to work situation of student (42.8%) more than

employee (39.9%), more than retired (9.8%), more than unemployed (7.5%).

C. Customers of ELong.com tend to work situation of student (64.3%) more than

employee (35.7%).

Table 4.26: Crosstable with "How often you usually booking air tickets online?"

How often you usually booking air tickets online? * Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand? Crosstabulation

| | | | Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand? | | | Total |
			Ctrip.com	Qunar.com	ELong.com	
How often you usually booking air tickets online?	1 time per 1 year	Count	78	62	20	160
		% within How often you usually booking air tickets online?	48.8%	38.8%	12.5%	100.0%
		% within Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand?	39.2%	35.8%	71.4%	40.0%

(Continued)

Table 4.26 (Continued): Crosstable with "How often you usually booking air tickets

online?"

	2-3 times per 1 year	Count	94	98	8	200
		% within How often you usually booking air tickets online?	47.0%	49.0%	4.0%	100.0%
		% within Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand?	47.2%	56.6%	28.6%	50.0%
	more than 3 times per 1 year	Count	27	13	0	40
		% within How often you usually booking air tickets online?	67.5%	32.5%	.0%	100.0%
		% within Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand?	13.6%	7.5%	.0%	10.0%
Total		Count	199	173	28	400
		% within How often you usually booking air tickets online?	49.8%	43.3%	7.0%	100.0%
		% within Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand?	100.0%	100.0%	100.0%	100.0%

Across websites:

A. Customer who booking air tickets online 1 time per 1 year are more likely to

choose Ctrip.com (48.8%).

B. Customers who booking air tickets online 2-3 times per 1 year are more likely to

choose Qunar.com (49.0%).

C. Customer who booking air tickets online more than 3 times per 1 year are more

likely to choose Ctrip.com (67.5%).

Within websites:

A. Customers of Ctrip.com tend to booking air tickets online 2-3 times per 1 year

(47.2%) more than 1 time per 1 year (39.2%), more than 3 times per 1 year

(13.6%).

B. Customers of Qunar.com tend to booking air tickets online 2-3 times per 1 year (56.6%) more than 1 time per 1 year (35.8%), more than more than 3 times per 1 year (7.5%).

C. Customers of ELong.com tend to booking air tickets online 1 time per 1 year (71.4%), more than 2-3 times per 1 year (28.6%).

Table 4.27: Crosstable with "How much do you like booking air tickets online?"

How much do you like booking air tickets online? * Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand? Crosstabulation

| | | | Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand? | | | |
			Ctrip.com	Qunar.com	ELong.com	Total
How much do you like booking air tickets online?	Strongly Disagree	Count	23	17	0	40
		% within How much do you like booking air tickets online?	57.5%	42.5%	.0%	100.0%
		% within Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand?	11.6%	9.8%	.0%	10.0%
	Moderate	Count	26	40	0	66
		% within How much do you like booking air tickets online?	39.4%	60.6%	.0%	100.0%
		% within Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand?	13.1%	23.1%	.0%	16.5%
	Slightly agree	Count	67	67	14	148
		% within How much do you like booking air tickets online?	45.3%	45.3%	9.5%	100.0%
		% within Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand?	33.7%	38.7%	50.0%	37.0%
	Strongly agree	Count	83	49	14	146
		% within How much do you like booking air tickets online?	56.8%	33.6%	9.6%	100.0%
		% within Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand?	41.7%	28.3%	50.0%	36.5%

(Continued)

Table 4.27 (Continued): Crosstable with "How much do you like booking air tickets

online?"

Total		199	173	28	400
	Count	199	173	28	400
	% within How much do you like booking air tickets online?	49.8%	43.3%	7.0%	100.0%
	% within Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand?	100.0%	100.0%	100.0%	100.0%

Across websites:

A. Customer who strongly disagree like booking air tickets online are more likely to

choose Ctrip.com (57.5%).

B. Customer who moderate like booking air tickets online are more likely to choose

Qunar.com (60.6%).

C. Customers who slightly agree like booking air tickets online are more likely to

choose Ctrip.com, Qunar.com (45.3%).

D. Customer who strongly agree like booking air tickets online are more likely to

choose Ctrip.com (56.8%).

Within websites:

A. Customers of Ctrip.com tend to strongly agree like booking air tickets online

(41.7%), more than slightly agree like booking air tickets online (33.7%), more

than moderate like booking air tickets online (13.1%), more than strongly

disagree like booking air tickets online (11.6%).

B. Customers of Qunar.com tend slightly agree like booking air tickets online

(38.7%), more than strongly agree like booking air tickets online (28.3%), more

than moderate like booking air tickets online (23.1%), more than strongly

disagree like booking air tickets online (9.8%).

C. Customers of ELong.com tend to slightly agree and strongly agree like booking

air tickets online (50%).

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

The research on factors affect choice decision behavior of Chinese tourist on Thai air-ticket online booking related to top three booking websites, trip.com, Qunar.com, eLong.com is a survey research using questionnaires to collect data. The factors include are P's marketing mix, brand, technology support, security, latest update of content/material, maintenance support, membership, perceived usefulness, customer relationship management.

5.1 Summary of Findings

The study analyzes factors affecting choice decision behavior of Chinese tourist on Thai air-ticket online booking related to top three booking websites, trip.com, Qunar.com, eLong.com. After analysis the crosstable from chapter 4 showed that Chinese tourist like to go to shopping when they in holiday, and their favorite food are meat, and they slightly agree that they like travelling, and they like mostly for travelling in Indonesia, and the majority of Chinese tourist are female, and age between 31 to 40 years old, who are single, and their education level are bachelor degree, and who are employee, and they usually booking air tickets online 2-3 times per 1 year, and they slightly agree to like booking air tickets online.

The summary of hypothesis result as followed:

Table 5.1: The Summary of Hypothesis

No.	hypothesis	Result
H1.1	Product does significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking.	Reject H_0
H1.2	Price does significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking.	Failed to reject H_0
H1.3	Place does not significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking.	Failed to reject H_0
H1.4	Promotion does significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking.	Failed to reject H_0
H1.5	Physical evidence does significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking.	Failed to reject H_0
H1.6	People does significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking.	Reject H_0
H1.7	Process does significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking.	Reject H_0
H2	Brand does significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking.	Failed to reject H_0
H3	Technology support does significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking.	Failed to reject H_0
H4	Security does not significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking.	Reject H_0
H5	Latest Update does significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking.	Failed to reject H_0
H6	Maintenance support does significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking.	Reject H_0
H7	Membership support does significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking.	Failed to reject H_0
H8	Perceived usefulness does not significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking.	Reject H_0
H9	Customer Relationship Management support does significantly influence choice decision behavior of Chinese tourist on Thai air-ticket online booking.	Reject H_0

Moreover, the crosstab analysis also reveals customer profile of each brand accordingly:

1. Ctrip.com's customer is mainly female, age between 31 and 40 Years, single, education level of Bachelor degree, work situation of employed, like to go shopping, favorite food of Meat, slightly agree that they like travelling, mostly like for travelling of Indonesia, booking air tickets online 2-3 times per 1 year, and strongly agree like booking air tickets online

2. Qunar.com's customer is mainly female, age between 31 and 40 Years, single, education level of master degree, work situation of student, like to go shopping, favorite food of Meat, slightly agree that they like travelling, mostly like for travelling of Indonesia, booking air tickets online 2-3 times per 1 year, slightly agree like booking air tickets online

3. ELong.com's customer is mainly male, age between 31 and 40 Years, single, education level of Bachelor degree, work situation of student, like to go shopping, favorite food of Meat, slightly agree that they like travelling, mostly like for travelling of Malaysia, booking air tickets online 1 time per 1 year, slightly agree and strongly agree like booking air tickets online.

5.2 Discussion

According to the e-commerce has rapid growth in the business world and it force companies to enter the competition in online business world including the

knowledge of the factors which have an impact on consumer in purchasing e-ticket online will give advantage to companies in utilizing and allocating their resources in more efficient way. In this research people, process, security, maintenance support, perceived value, customer relationship management are the factors that can influence Chinese customers to choice decision behavior on Thai air-ticket online booking related to top three booking websites, trip.com, Qunar.com, eLong.com. The website should to improve the service quality of staff for website with providing good and easily process for booking in the air ticket booking website. The good service of website should be provide include security, maintenance support. And the brand loyalty with brand recognition also should be focus to promote in the marketing strategies.

5.3 Recommendation for the Future Research

This research was conducted to indicate the factors influencing choice decision behavior of Chinese tourist on Thai air-ticket online booking related to top three booking websites, trip.com, Qunar.com, eLong.com. However, there are some aspects need to be made in further research. The researcher would recommend for the further study as the follows: Firstly, the research should expand for the group of respondents from distributing the questionnaire to other groups which more likely to have intention to purchase airline E-ticket such as university students and business owner group. Secondly, the future study can also extend to study premium airline.

Lastly, the study should explore outside Thailand or other countries. In order to make better understanding of Chinese customer's intention to purchase on e-ticket or online ticketing, there are many factors which should explored and study for example, perceive enjoyment, and trust which affect to customer's intention to purchase. Given the nature of online business is global by design, thus, the sample should be well-diverse among people from different countries all over the world. Even if we focus our study in Thailand, the sampling framework could still be spread out among foreigners in Bangkok who used to book ticket online via these brands and come from different countries.
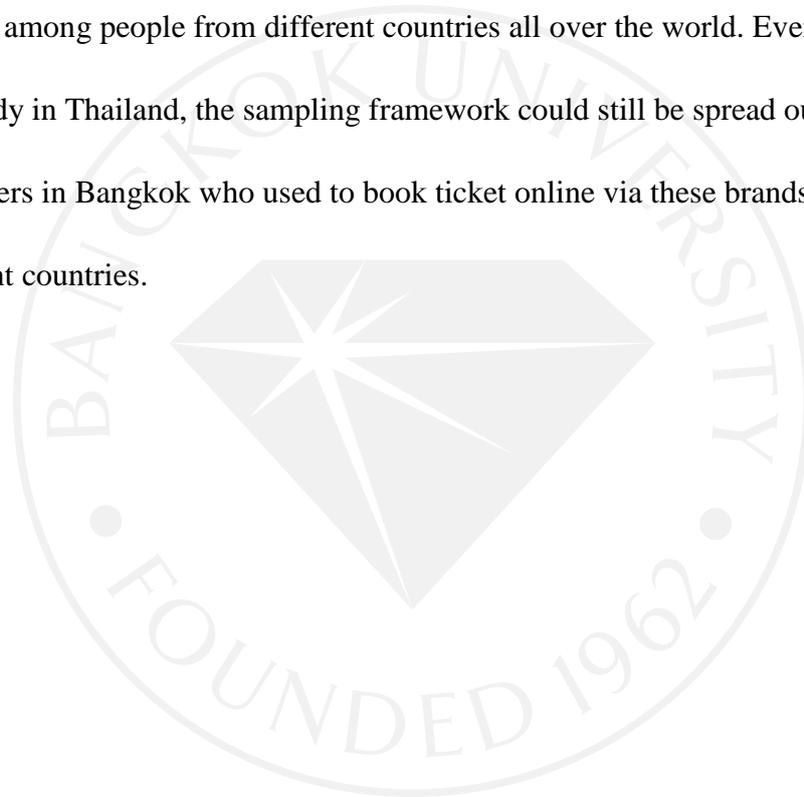
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APPENDIX

Questionnaire

Part I Website Choice

1. Which air-ticket online booking website you prefer to use most, when you decide to travelling in Thailand?

_____ Ctrip.com   _____ Qunar.com   _____ eLong.com

2. Please rank these factors that influence your choice decision behavior of Chinese tourist on Thai air-ticket online booking?

0 (No influence at all)   1 (Low influence)   2 (Slightly influence)

3 (Somewhat influence)   4 (Moderately influence)   5 (Very influence)

6 (Strongly influence)   7 (Extremely influence)

	0	1	2	3	4	5	6	7
1. Product								
2. Price								
3. Place								
4. Promotion								
5. Physical evidence								

6. People								
7. Process								
8. Brand								
9. Technology support								
10. Security								
11. Latest Update								
12. Maintenance support								
13. Membership								
14. Perceived usefulness								
15. Customer Relationship Management								

Part II. Measuring Independent Variables

Please answer the following question by mark "√" in the space given below and do kindly answer truthfully and complete all questions. The following factors influence choice decision choice decision behavior of Chinese tourist on Thai air-ticket online booking.

1 (Strongly Disagree) 2 (Slightly Disagree) 3 (Neutral) 4 (Slightly Agree) 5 (Strongly Agree)

	Strongly Disagree	Slightly Disagree	Neutral	Slightly Agree	Strongly Agree
Product					
1.The function of air tickets booking website is very fit my needs	1	2	3	4	5
2.The air tickets booking website has very good quality	1	2	3	4	5
3. The air tickets booking website is quite good for me	1	2	3	4	5
Price					
1.The air tickets price is much more cheaper on Air tickets booking website	1	2	3	4	5
2. I can accept the price that website offered	1	2	3	4	5
3. The price the website offered is affordable	1	2	3	4	5
Place					
1.I can access the website very easily	1	2	3	4	5
2. The website is very convenience	1	2	3	4	5

3. It's very easy for me to book air tickets on Air tickets booking website	1	2	3	4	5
Promotion					
1.I always get promotion information from the air ticket booking website	1	2	3	4	5
2.I can get cheaper air ticket from the promotion campaign	1	2	3	4	5
3. The Air tickets booking website always offers discounts and promotion	1	2	3	4	5
Physical evidence					
1.The website is very functional	1	2	3	4	5
2.The website design quite good	1	2	3	4	5
3. I am very like the design of air tickets booking website	1	2	3	4	5
People					
1.The pre sales service staff can solve problem very quick	1	2	3	4	5
2. The pre sales service staffs are very professional	1	2	3	4	5
3.The pre sales staff is very kind	1	2	3	4	5

for me					
Process					
1. The whole process of booking in website is quite comfortable for me	1	2	3	4	5
3.The entire booking process is quite smooth	1	2	3	4	5
Brand					
Brand Preference					
1. I like this brand of website more than any other brands	1	2	3	4	5
2. I would use this brand of website more than any other brands	1	2	3	4	5
3. This brand meets my requirements for website better than other brands	1	2	3	4	5
Brand Image					
1. I have a clear understanding on this brand of website	1	2	3	4	5
2. This brand comes to my mind when I think of website	1	2	3	4	5
3. The brand is outstanding	1	2	3	4	5

Brand Awareness					
1. I can know this website from its brand	1	2	3	4	5
2. I can get the information from brand of this website	1	2	3	4	5
Brand loyalty					
1. I will say positive things about this brand to other people.	1	2	3	4	5
2. I will keep using this brand if it is held again in the future.	1	2	3	4	5
3. I will recommend this brand y to my relatives and friends	1	2	3	4	5
Brand Recognition					
1. I can easily recognize the brand of air tickets booking website	1	2	3	4	5
2. The brand of air tickets booking website is outstanding compare to other brand	1	2	3	4	5
3. I can distinguish the brand of air tickets booking website easily	1	2	3	4	5
Technology support					
1.The booking system of air	1	2	3	4	5

tickets booking website is quite good					
2. New technology support booking on telephone application rather than on website	1	2	3	4	5
3. Any air tickets booking website bug can be fixed very quickly	1	2	3	4	5
Security					
1. I think the air tickets booking website has mechanisms to ensure the safe transmission of its users' information.	1	2	3	4	5
2. I think the air tickets booking website shows great concern for the security of any transaction.	1	2	3	4	5
3. When I send data to the air tickets booking website, I am sure that they will not be intercepted by unauthorized third party.	1	2	3	4	5
4. I think the air tickets booking website has sufficient technical	1	2	3	4	5

capacity to ensure that the data I send will not be intercepted by hackers.					
Latest Update of Content/Material					
1. The air tickets booking website update is very quick	1	2	3	4	5
2. I can get a lot of information in lasts update on air tickets booking website	1	2	3	4	5
3. I will check latest update news every time before booking tickets	1	2	3	4	5
Maintenance support					
1.If there is any wrong during the booking process, I can easily get maintenance support	1	2	3	4	5
2. The maintenance support service of air tickets booking website is quite efficient	1	2	3	4	5
Membership					
1. Membership account is available	1	2	3	4	5

2. I can get discount though membership	1	2	3	4	5
Perceived usefulness					
1. In the air tickets booking website everything is easy to understand.	1	2	3	4	5
2. The air tickets booking website is simple to use, even when using it for the first time.	1	2	3	4	5
3. It is easy to find the information I need from the air tickets booking website.	1	2	3	4	5
4. The structure and contents of the air tickets booking website are easy to understand.	1	2	3	4	5
Customer Relationship Management					
1. I prefer using the current website service rather than any other website service	1	2	3	4	5
2. I find the services are relatively good	1	2	3	4	5

	1	2	3	4	5
3. Personally I have good experiences with the current website service	1	2	3	4	5
Choice Decision Behavior					
1. I would buy e-ticket from the air tickets booking website	1	2	3	4	5
2. I would create a personalized account with the air tickets booking website.	1	2	3	4	5
3. I would use my credit card to purchase on the air tickets booking website.	1	2	3	4	5
4. I would recommend the air tickets booking website to other people.	1	2	3	4	5

Part III Lifestyle Information

1. What will you do, when you in holiday?

☐ Go Travel   ☐ Go Party   ☐ Reading   ☐ Go Shopping

2. What kind of food is your favorite food?

☐ Vegetable   ☐ Meat   ☐ Cake   ☐ Fruit

3. How much do you like travelling?

☐ Strongly unlike   ☐ Un-like   ☐ Neutral   ☐ like   ☐ Strongly like

4. Which country you like mostly for travelling in South Asia?

☐ Thailand   ☐ Indonesia   ☐ Malaysia   ☐ Vietnam

5. Which country is your next travel destination?

☐ Thailand   ☐ Indonesia   ☐ Malaysia   ☐ Vietnam

Part IV Demographic Information

1. Please indicate your gender

☐ Male   ☐ Female

2. Please indicate your age

☐ Between 20 to 30 Years   ☐ Between 31 and 40 Years

☐ Between 41 and 50 Years   ☐ 51Years and above

3. Your monthly income：

☐0—35,000 BAHT   ☐35,001—50,000BAHT

☐50,001—100,000 BAHT   ☐ More than100,001 BAHT

4. Marital statues

☐ Married   ☐ Single   ☐ Divorced

5. Please indicate your education lever

☐ Lower than bachelor degree   ☐ Bachelor degree

☐ Master degree   ☐ Doctor degree

6. Occupation statues

☐ Unemployed   ☐ Employee

☐ Student   ☐ Retired

7. How often you usually booking air tickets online?

☐ 1 time per 1 year   ☐ 2-3 times per 1 year   ☐ more than 3 times per 1

year

8. How much do you like booking air tickets online?

☐ Strongly unlike   ☐ Un-like   ☐ Neutral   ☐ like   ☐ Strongly like

BIODATA

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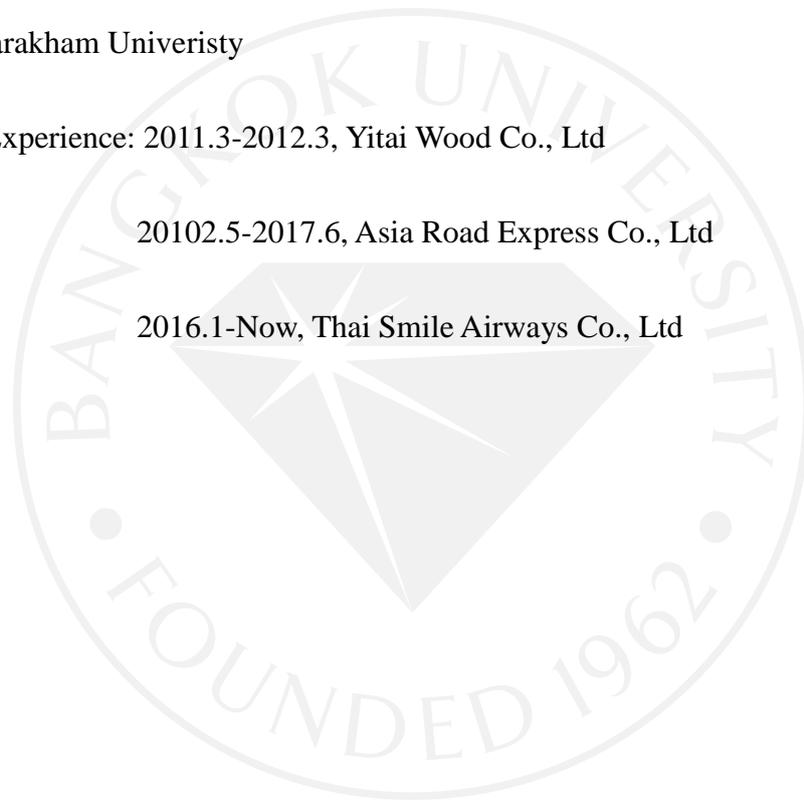Address: 922/250 Rimklongsansen Rd. Bangkapi, Huayhuang, Bangkok 10310

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