THE INFLUENCE OF SOCIAL NETWORK AS A COMMUNICATION PROCESS

ON THE ONLINE GUESTHOUSE RESERVATION DECISION OF GENERATION,

THE CASE STUDY OF PAI, MEA HONG SON

THE INFLUENCE OF SOCIAL NETWORK AS A COMMUNICATION PROCESS

ON THE ONLINE GUESTHOUSE RESERVATION DECISDION OF GENERATION,

THE CASE STUDY OF PAI, MEA HONG SON

Kewalin Lanchakronmognkon

This Independent Study Manuscript Presented to

The Graduate School of Bangkok University

in Partial Fulfillment

of the Requirements for the Degree

Master of Arts in Communication Arts

2019

This Independent Study has been approved by
the Graduate School
Bangkok University

Title: THE INFLUENCE OF SOCIAL NETWORK AS A COMMUNICATION PROCESS ON THE ONLINE GUESTHOUSE RESERVATION DECISION OF GENERATION: THE CASE STUDY OF PAI, MEA HONG SON

Author: Miss Kewalin Lanchakronmongkon

Independent Study Committee:

Advisor

(Asst. Prof. Dr. Tiwa Park)

Field Specialist

(Asst. Prof. Dr. Patama Satawedin)

(Suchada Chareanpunsirikul, D.B.A.)
Dean of the Graduate School
September 7, 2019

Lanchakronmongkon, K. Master of Arts in Communication Arts, May 2019, Graduate School, Bangkok University

<u>The Influence of social network as a communication process on the online guesthouse reseravaion decision of generation, the case study of Pai, Mea Hong Son</u> (115 pp.)

Advisor: Asst. Prof. Tiwa Park, Ph.D.

ABSTRACT

This research aims to study the influence of source social network as a communication process on the online guesthouse reservation decision of generation, the case study of Pai, Mea Hong Son. The study was conducted in quantitative approach by using an online survey to collect the data from 400 participants who had ever visited to Pai, Mea Hong Son. One-way ANOVA was used to analyze the hypotheses. The result of the study showed that there was no relationship between the social network use (platform use accessing social network, platform use for researchong information on social network, type of social networking platform, online medium, and online travel agents) on online guesthouse reservation. However, there is a positive realationship between 'time spending on social network' on the online guesthouse reservation. This means by using social network has no impact on the online guesthouse reservation. Moreover, it was found that there was no relationship between markrting mix (4P's) on the online guesthouse reservation. This means by appling markrting mix (4P's) has no impact on the online guesthouse reservation.

Keyword: Guesthouse, Generation, Consumer behavior, Marketing mix (4P's)

ACKNOWLEDGEMENT

This research study in "The Influence of social network as a communication process on the online guesthouse reseravaion decision of generation, the case study of Pai, Mea Hong Son" could not be complete without the guidance and direction from: Asst. Prof. Tiwa Park, Ph.D., my Independent Study advisor, during the process of the study. As well as, the instructors of MCA program who gave me knowledge in communication field to apply with this research study.

Lastly, I would like to send my gratitude to my family and my friends who always support and encourage me during the studied in master degree.
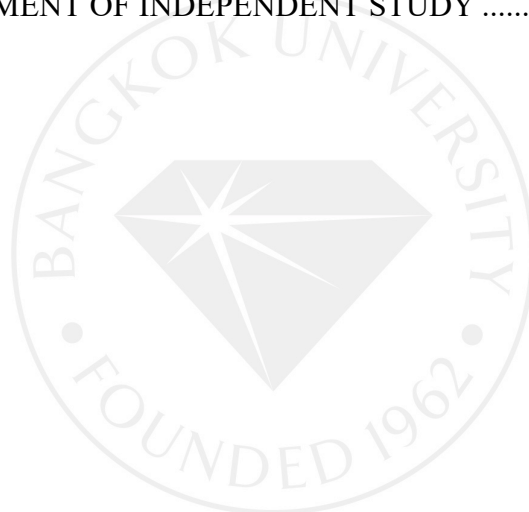
Kewalin Lanchakronmongkon

TABLE OF CONTENTS

TABLE OF CONTENTS (Continued)

TABLE OF CONTENTS (Continued)

LIST OF TABLES

LIST OF TABLES (Continued)

LIST OF TABLES (Continued)

TABLE OF FIGURES

Page

CHAPTER 1

INTRODUCTION

1.1 Rationale and Problem Statement

Tourism is very essential aspect to Thailand's economic and social stability and it is believed that the importance of tourism will be greater in the future as the government has a policy of continuous promotion. Tourism is a primary medium of foreign currency earnings and most importantly, tourism has great contribution in the progress of modern technology. Tourism primarily contributes to the economic, social and political systems of many countries. Overall success comes from the driving force of the economy that helps push the industry to move forward continuously and play as a role in stimulating economic growth for employment, to create career, income distribution and investment. This leads to success quality of life (Industrialnew, 2018).

Pai, Mea Hong Son used to be a quiet village with Shan or Tai Yai style community having cultural influence of Burma. Pai, initially was known among foreign tourists who are mostly backpackers, looking to experience the relaxed atmosphere of the city full of guesthouses with lower prices, gift shop, restaurant, spa and elephant camp. In addition, Pai also offers various hot springs and other natural attractions. Pai is currently developing modern utilities that are more convenient. There are more than 350 accomodations, also clubs and bars in response to the increasing number of tourists. The high peak season which is in between November to March, during when many tourists travel to Pai especially foreign tourists. Pai is also famous for being the shooting location for filming two Thai

romantic movies, including The Letter, Love Letter and Love Story which attract Thai tourists to visit (Wikipedia, n.d.).

Guesthouse is a type of accommodation business that is popular with foreign tourists in Pai, especially the budget traveler or backpackers. Accomodations offer lower prices than other type of accomodations, emphasizing on convenience and simplicity. Guesthouses are type of accommodation that offers basic amnesties (Wikipedia, n.d.). According to Institute for Small and Medium Enterprises Development (ISMED) stated that guesthouses are modified rooms and rooms which are available for travelers. It is superior than service apartments with a compensation. Rooms are usually rented on a daily basis or a month. Sometimes guesthouses are divided into rooms in private houses for foreigners to rent in short-term Institute for (Institute for and Medium Enterprises Development, 2007).

The rapid advancement of digital age around the globe has led social network to be a worldwide phenomenon, according to a statistic there are 2.62 billion social network users around the world (Boyd & Ellison, 2007; Statista, n.d.). Social network is now a significant part of every individual's life for even those who don't use it often. Most users use social network to seek, spread and correct to friends and families and also to keep them updated about daily current events around the world (Hughes, Rowe, Batey & Lee, 2012).

Social network has experienced tremendous growth in today's time with Facebook a networking site claims as of third quarter of 2018 to have monthly active users of 2.27 billion, being the pioneer in social media boom. Twitter, other social media

platform hosts almost 400 million active users (Statista, n.d.). YouTube a video-based content social platform has grown so rapidly that it has 1.8 billion daily active users (Business Insider, 2018) and along with the big platforms there are 500 million blogs worldwide as of October, 2017. On the other hand, instant messaging has become a user's top choice to communicate with more than 6 billion monthly active users as of end of the 2017 (Mediakix, 2017). Such anticipation towards social media in today's time by community at such mega volume it affects consumers' behavior significantly behavior (Valck, Bruggen, & Wierenga, 2009).

New generations platforms and social network interactions has significantly changed the way travelers search, rank, evaluate and purchase services online (Buhalis & Law, 2008). Verities of platforms play a role in this phenomena, but notably Facebook, YouTube, Twitter, Myspace, Flickr plays the most part in travel research (McCarthy *et al.*, 2010; Ayeh *et al.*, 2012; Sigala *et al.*, 2012). Arguably at pre-travel stage social media plays an crucial critical role when travelers takes aid of social media for planning, searching information and for decision making (Cox *et al.*, 2009; Zeng & Gerritsen, 2014).

According to the website Hotel.com revealed the Mobile Travel Tracker survey on smartphone and the social media usage behavior of Millennium tourists. It is found that Thai Millennials (18-29 years old) tourists have behaviors such as sharing pictures and travel stories on social media and experiences with groups of friends and groups that they are connected on online media. In addition, the research also found that Millions of 80% Thai tourists often travel with friends while 67% uploading of photos of and 64%

check-in to share and show their own travel experiences. The survey also indicated that Millennials, both Thai and foreign tourists increasingly use smartphone applications while traveling. There are three important contents that 94% Millennia travelers often choose to search through online travel agents are hotel reservation, 72% book flights through online. Importantly, it was found that three applications type on smartphones that the Millennials tourists used during the tour were 87.6% social media applications, 70% tourism application groups and 60.8% travel map applications. In terms of social media applications, the 95.8% Millennials most popular as Facebook, 87.6% LINE 87.6% and 76.2% Instagram. In addition, nearly 100% of the Millennial Thai tourists feel that smartphones make travel more flexible and more than 60% feel that smartphones allow them to book flights and accommodations, including searching for tourism information. Most Millennia Thai tourists do not prefer hotels that do not have free Wi-Fi service as travelers want to be connected to social media at all times (Hotel.com, 2018).

Advancement in Information Communication Technologies has always influenced consumer behavior in the tourism industry. Particularly Web 2.0 has greater influence in revolutionizing the tourism industry, it changed the way travelers plan and spend on travelling (Buhalis & Law, 2008). Tripadvisor, the largest online travel booking and review platform, states 86% of travelers will not book accommodation without reading reviews about the property first and 89 % of travelers usually do handful of research on a distraction before booking for the destination. This shows how social media significantly changed the way individuals travel. In stages of searching information and decision making, social media changes the manner by which traveler, seek, perceive,

read, trust and exchange information (Sigala *et al.*, 2012). It is found that travelers

trusts experiences of other travelers about the destination, accommodation and things

to do in the area (Litvin *et al.*, 2008; Sigala *et al.*, 2012). This puts the point forward

that consumer's evaluation is largely influenced by online hotel reviews since now

customers can interact with each other social mediums and provide both positive and

negative reviews (Fotis *et al.*, 2012; Hudson & Thal, 2013).

From above, the researcher is interested in studying 'the use of social networking

and its influence over decision on online guesthouse reservation in each generation, the

case study of Pai, Mae Hong Son' to be used as a preliminary information for considering

the approach to managing services to reach the target group accoarding to behavior and

marketing mix in the use of social network to make decisions for guesthouse reservation

through social networks. Also, it is as the information for marketing through social

networks that affect the guesthouse reservation decision.

1.2 Objectives of Study

The research will be focused on three variables, the behavior of social media use

of each generation, marketing mix (4P's) and guesthouse online reservation decision in

each generation. In response of to the objectives of the study, the research questions were

proposed as follows:

1.2.1 The influence of the behavior of social network use toward tourists' decision

on online guesthouse reservation for each generation

1.2.2 The influence of the guesthouses online platform's marketing mix towards

the decision of tourists on online guesthouse reservation.

1.3 Scope of Study

The independent variable of this research will be the bahavior of social network use (platform use accessing social network, hour spending on social network, platforms use for searching information on social network, type of social networking platform, online medium, online travel agents) and marketing mix (product, price, place, promotion) of each gerneration. This leads to the dependent variable which is the decision on booking guesthouse reservatiom.

This research focuses is of both Thais and foreign tourists, male and female from age group between Baby boomer (54-71), Generation X (39-53), Generation Y (22-38) and Generation Z (18-21), who have been to Pai, Mae Hong Son. The study used the quantitative methodology to measure the significance level between the three independent variables and the dependent variable. The time of this study is approximately six months including analyzing the information and data.

1.4 Research Questions

1.4.1 Does the behavior of social network use of each generation create positive impact to the decision making process on online guesthouse reservation?

1.4.2 Does the guesthouses online platform's marketing mix influence the tourists decision on online guesthouse reservation?

1.5 Significance of the Study

1.5.1 Social network platform acts as an significant medium of each generation. The research showes the influence of social network use on online guesthouse reservation and it is done by studying the behavior of social network use by each

generation aiding in understanding how each generation use social network as a medium for online reservation.

1.5.2 It is significant for each generation to be influenced by the marketing mix of the guesthouses online platform as the medium for online reservation. This reserach is to perceive how the set of marketing mix influences of decision for generations that use online guesthouse reservation.

1.6 Definition of Terms

1.6.1 Guesthouses are small scale hotels primarily compared to lodges. Mainly private homes which are transformed with consideration to the specification of guest accommodation. The owner usually lives on the parimeter of the property itself and the guesthouse is used to accommodate guests refered to as a lodging business. Such types of accommodation offer some major benefits such as personalized service, healthy and homemade food, quietness and lower rack rates with the touch of modern design (Wikipedia, n.d.).

1.6.2 Generation is a group of people born in the same age era and environment and are considered to share the same values, attitude and life experiences (The American Heritage Dictionary, 1992; Glass, 2007). According to the ABCs, there are four generations: Baby boomer(54-71), Generation X (39-53), Generation Y (22-38) and Generation Z (18-21) (Streampage, 2018).

1.6.3 Social network is a virtual community that enables people to create a social relationship with others who share similar interests. A group of people who are integrated into society, have a joint activity on the internet through a webstie, the spread of the

content is a form of information transmission via the internet causing the computer network or the internet to become a social network. Creating a new community on the internet is a tool in communication, is able to do various activities including education, business and recreation (Kaplan & Haenlein, 2010).

1.6.4 Purchase decision is the unavailable influence that originates from the experiences of purchasing and evaluating product/service measured by cognitive, affective and conative (Schifman, 2010; Winer, 1986). In addition, there is a phase of making decisions which specify five stages; 1) Need recognition 2) information search 3) evaluation of alternative 4) Purchase decision 5) Post purchase behavior (Kolter &Armstrong, 2012).

1.6.5 Consumer behavior is the behavior of individuals to meet their needs through a decision making process which involves with the purpose of buying and selling goods and services. Moreover, this very process is used by individuals or groups in order to purchase or consume goods and services that leads to fulfill their satisfaction. On the other hand, consumer behavior is the behavior that they capitalize to search, purchase, use, evaluate and dispose products, services and ideas (Schiftman & Kanuk, 2000; Solomon, 1996).

1.6.6 Marketing mix (4P's) is an essential set of marketing tool, which are set of factors that companies use to influence buyer's response in order meet their needs and wants. Also, it needs to be consistent with the needs of the target customers and is usually varied from organizations to organizations based on available resources and marketing objectives. The 4P's are: 1) Product 2) Price 3) Place 4) Promotion (Kolter, 1997).

CHAPTER 2

LITERATURE REVIEW

The chapter includes the review of related literature and the past studies, aims to provide an integration on generation, social network, customer network, and marketing mix (4P's). The concepts and related theories are explored to develop the theoretical framework and hypothesis. This chapter summarizes the following topics:

1. Related literature review and previous studies

    1.1. Guesthouse

    1.2. Generation

    1.3. Social Network

    1.4. Customer behavior

    1.5. Media exposure

    1.6. Marketing mix (4P's)

    1.7. Previous Studies

2. Hypotheses

3. Theoretical Framwork

2.1 Related literature review and previous studies

In this following section, past studies regarding the topics of guesthouse, generation, social network, customer behavior, media exposure, marketing mix (4P's), and previous studies will be reviewed.

2.1.1 Guesthouse

Tourism is a very important industry for the economy to benefit many businesses in both direct and indirect for example, accommodation business. Massive development of tourism in Pai, Mae Hong Son called for a wide range of accommodations to accommodate travelers with different needs. Guesthouse businesses in Pai grew along with it. Pai is a town in the Mae Hong Son Province of Northern Thailand, which is renowned for its beauty and is worth visiting. It can be called as nature's paradise. Tourists are mainly attracted by its vast natural beauty and it is culture comprised with various ethnic groups. Since it is located in a valley on the bank river Pai, it is also well known for its nearby gorges, hot springs and waterfalls. There are traditional Chinese village with clay houses and eateries serving Yunnan cuisine. Pai's local economy is thriving with the truism in place. It is also popular among backpackers for its relaxed atmosphere and to accommodate that the town is full of inexpensive guesthouses, souvenir shops, and restaurants (Wikipedia, n.d.).   Guesthouses are small scale hotels primarily compared to lodges. Mainly private homes which are transformed with consideration to the specificiation of guest accommodation. The owner usually lives on the parimeter of the property itself and the guesthouse is used to accommodate guests reffered to as a lodging business. Such types of accommodation offer some major benefits such as personalized service, healthy and homemade food, quietness and lower rack rates with the touch of modern design (Wikipedia, n.d.).

According to Institute for and Medium Enterprises Development (2007) explains that guesthouses are modified rooms and rooms that are available for travelers. It is

superior than service apartments with a compensation. Rooms are usually rented on a daily basis or a month. Sometimes guesthouses are divided into rooms in the house for foreigners to rent in short-term with the inexpensive rate. Therefore, the style of accommodation is not a full-fledged business rather a source to earn a little extra income (Institute for and Medium Enterprises Development, 2007).

The style of the guesthouse was initially an available room or space in the house. Comfort was in accordance to the requirement of the homeowner which is why they were not as per guest accommodation standard. It was designed with consideration to the inexpensive cost of stay. However, lately these guesthouses are built in consideration to the comfort of the guests, which has its both merits and demerits. In the course of recent years, the guesthouse business has developed rapidly, with the change of these sorts of accommodations into commercial structures and the quality closes to standard hotels. These guesthouses have started full-scale business. The customers who go to these guesthouses are travelers who like simplicity, budget accommodations for long-stay. The customers are divided into three groups: 1) Foreign tourists who comes to stay or relax for a while before returning home. 2) Thai tourists who are of working age like to enjoy adventures 3) Students who travel with the limited budgets (Institute for and Medium Enterprises Development, 2007).

The guesthouse has in between 11-20 rooms on average, which is standard as per business standard. Some has 21-30 rooms, but not over 100 rooms. Mostly there are three categories of room, single room and double room. Other category is the dorm rooms which generally has 3-10 beds. The size of the rooms generally depends on the building

being reconstructed to guesthouse which is why there are no exact standard to the number of rooms. The room sizes are not inclusive the bathroom which are mostly less than 9 square meters. All rooms are generally having an area of not less than 18/22/29/36 square meters. Mattress used is generally smaller than 4.50-5.0 square meters per person. Height of the room from floor to ceiling is usually not less than 2.60-2.70 square meters. Bathrooms are divided into two categories, the shower without toilet, and shower with toilet. Facilities are provided with consideration of comfort and cleanliness as well as proper ventilation (Institute for and Medium Enterprises Development, 2007).

2.1.2 Generation

Generation also referred as 'generation cohort', is in a group of people born in the same age era and environment and are considered to share the same values, attitude and life experiences (The American Heritage Dictionary, 1992; Glass, 2007). It can also be referred to collective individuals experiencing common historic events (Mannheim, 1952). Assael (1995) and Howe and Strauss (2000) stated that, this grouping acknowledged different thoughts and behavior of the people about their consumption and work of each generation as they have different lifestyles. This is because of the difference in their way of life, social and ecological and the headway in science and innovation, prompts better understanding about the characteristics, behavior and trend of each generation. Studying these generations will enable to know about how each generations' characteristics, needs or behavioral patterns towards products and services or communication. Right now, the thought and the examination have been connected in different fields, in today's time this idea has been incorporated in various fields, for

example, Marketing, Corporate Development and Human Resources Management
(Assael, 1995; Howe and Strauss, 2000). The classification and differences of each
generation: 1) Baby Boomers 2) Generation X 3) Germination Y 4) Generation Z are
discussed as follows:

2.1.2.1 Baby Boomers

Generation, Baby Boomers or Gen B is born from 1947 to 1964 (Streampage,
2018) or is conceived after World War II as there was less of population in the nation.
During those days, the benefit of having lineage had occurred to create workforce
advancement. Presently, Baby Boomer generation is elderly. The ideal of this group is
having a life to work, respect the rules, pay attention, and have authority. They tend to be
patient, self-dependent, hardworking and share sheer dedication towards their job as well
as the organization. Also, they do not switch between jobs often rather stay loyal to their
current organization (Raths, 1999).

The purchasing behavior of Baby boomer

According to Abramson (2019), Baby Boomers has enormous purchasing power
in comparison and accounts for 80% of consumer goods market and $2.9 trillion in
consumer spending. Notably, despite the recession in 2008 the spending of baby boomers
was up by 45% in comparison to preceding ten years. This generation prefer products
with solid build quality with little room for improvement and servicing in the future.
They are much concerned about the quality of the product than the price itself. This
generation mostly spends on health and wellness (Abramson, 2019)

2.1.2.2 Generation X

Generation X or Gen X refers to people born from 1964 to 1979 (Streampage, 2018). Generation X is simply the generation who literally had to grow up on their own and tends to have high confidence and are independent. This very characteristic of this generation tends to pose higher challenges for them. However, they are known to accept changes and are flexible (Wong, Gardiner, Lang and Coulon, 2008; Gursoy, Maier & Chi, 2008).

Glass (2007) and Gursoy, Maier and Chi (2008) stated Generation X was influenced by the rapid advancement of technology, for example, digitization of technology, the change of a mainframe computer to small personal computers. Besides, the expansion of industrialization had led to the production of many useful products and services that enhanced the quality of life of this generation. With regards to this their social and economic environment centered around individualism and materialism. Generation X is self-reliant in terms of making a living, this explains their tendency to be self-centered. This very generation is known to be well adaptive in a changing environment. They are aware about the importance of enhancing their skills and knowledge demanded by changing times in order to be well equipped with the skills required. They show a tendency towards being ambitious, hardworking and independent (Glass, 2007; Gursoy, Maier & Chi, 2008; Allen & Syfert, 2009).

The purchasing behavior of Generation X

Generation X tends to be more loyal to a specific brand as they give importance to the value addition of a product. They typically buy household products and services for their children, invents in automobile, appliances and other leisure activities. Prior to making a purchase they try to be well informed about the features of a product. They prefer products that meet the requirement of their needs which is why they are less sensitive to price. Since they have easy access to information they prefer doing extensive online research before making a purchase focusing more on the value and performance of a product. They look for consumer reviews, comparison charts as well as opinions on social media. While traditional tangible shopping is preferable to them, online shopping is also becoming increasingly important to them. In fact, according to a study, GenX makes 20% more online purchase than Millennials. They believe in the philosophy of 'standing out' by which they express their individuality than 'fitting in'. This makes them seek for high quality product that provides the best value (Woo, 2018; SJCInsights, 2018).

2.1.2.3 Generation Y

Generation Y or Gen Y, has known as Millennials, which refers to individuals born from 1980 to 1996 (Streampage, 2018). In the present, this generation is known to be productive for associations. According to, Martin (2005), Millennials, WHY, Dot Com, Net Generation or KIPPERS (Kids in Parents' Pockets Eroding Retirement Saving), each of these names attribute their characteristics, attitudes and behaviors (Martin, 2005). They are optimistic and like to work as a team, also to accept change as technology is a

core part of life. In contrast, they do not prefer rules, long term plan and having low tolerance. Yet, they have got a tendency to have high expectations and are not independent as Generation X (Howe and Strauss, 2000; Gursoy, Maier and Chi, 2008).

Generation Y has grown up side by side with progressive growth of social networking, which makes them less hesitant to express their thoughts and ideas through social media. They tend to be well paced with high economic growth and development of the technology, which changes rapidly in today's era. Thus, it is in their capacity to apply innovation in critical thinking and promptly accumulate data productively. Web-based social networking consumes greater pie of their time than TV, daily paper, and radio (Reisenwitz & Lyer, 2009). They give priority in analyzing processes rather than readily following rules, likewise they have a tendency to maintain distance from proposals and advices. Furthermore, they center about the result, instead of the technique or the process. Additionally, they are receptive and effortlessly adjust to changing conditions in their life. This very generation is very productive in problem solving and are known are an efficient multitasker since information is readily available to them than any other precedent generations (Bell and Narz, 2007; Glass, 2007; Wong et al., 2008).

According to, Curtis and Connolly (2008), Allen and Syfert (2009), defined the issue of Generation Y is about communication in both speaking and writing as they have their own line of communication, a very different set of language parameters which they created themselves such as abbreviations or symbolic characters. In regard to this, they prefer instant messaging rather than talking over the phone or physically. Overall, this

group of individuals gives more importance to the quality of life than money (Curtis& Connolly 2008; Allen and Syfert, 2009). With respect to this, they are more inclined towards instant messaging rather talking via phone or physically. Generally speaking, this group of people gives more significance to the personal satisfaction than money (Curtis & Connolly, 2008; Allen and Syfert, 2009).

The purchasing behavior of Generation Y

Generation Y prefers spending on experiences than physical products and as a matter of fact, they pay extra for experiences. This generation, according to a study is 13% more likely to share their purchases on online than Gen X. This creates the medium for them to share their reviews and opinion of products as well as learn about the experience of a product from others. Gen Y often try out new and innovative products than just blindly trust old and reliable brands marketing for generations. This makes brand loyalty low for them no matter how long they used a certain brand. Hence, one-third of Millennials prefer waiting on buying a product before knowing review from others who has already experienced a certain product. Although they prefer trying new products, also they put much emphasize on word of mouth advertisements (Woo, 2018).

2.1.2.4 Generation Z

Grial Reseach (2011) expressed that Generation Z or the digital natives, which refers to the group born in the middle of 1997 to 2015 (Grial Research, 2011; Streampage, 2018). Gen Z are a specialist in operating electronic gadgets and technology such as the internet and social network platforms. They are multi task most of their activities. As technology is taking leaps forward rapidly, it leads to Generation Z to be

technologically more advanced than any other generations, connecting themselves around the globe in newer means of social network. Generation Z is able to access information conveniently and rapidly Technological advancement with regards to smartphone, internet and online media greatly influence their life. As a result, generation Z highly discouraged to watch television and the importance of television has significantly declined. Television viewing has become decreasingly important with expanding utilization of other forms of media (Grial Research, 2011; Turner, 2015).

Williams and Page (2011) clarified Generation Z generally utilize web-based social networking to seek data, entertain themselves and to communicate. Generation Z is a modern conservative generation, their conviction is family based, have high self-control and are responsible (Williams & Page, 2011). Additionally, J. Walter Thomson Intelligence, mentioned that Generation Z takes their family's feedback and consider their budgetary status before making any purchase. Moreover, this shows they have a conservative outlook toward following their family's decision (J. Walter Thomson Intelligence, 2018).

The purchasing behavior of Generation Z

Generation Z's are known for using multi devices and accordingly to a statistic 44% of this particular generation access social media at hourly basis which makes most of their purchasing decisions online. In comparison to any generation, they are more demanding to brands and if the is unable to meet their needs and expectations they just refuse to make any purchases at all. They are more of impulsive buyers and do not second guess their purchasing decision. On the other hand, if they have poor experiences

with any brand they broadcast it on social media. They are less sensitive to price and if any brand meets their expectation they are willing to pay the extra price for it. According to a study it is found that 70% of the parents of GenZ seek for advices from their children before making a purchase. This makes this generation not only influencing their own purchase decision, but also the family's (Hudson, 2018; Stanley, 2018).

2.1.3 Social Network sites (SNS)

Hoffman and Novak (1995), the founder of Linkedin, expressed that the friendship in the social network is more like an exchange of help. Anybody can make open door for somebody in not over 30 seconds and in the meantime acquaint one with another. It's a little investment of time with an incredible chance (Hoffman & Novak, 1995). Social network is an online network made to be a social gathering of individuals, permit the user to give their profile data or offer it with different clients to make their own "gatherings," which is private in nature. The user can set whether any part of their profile can be seen by other individuals or can get in touch with them. User can make individual profile which incorporates information's, for example, hometown, sex, age, location, birthday, relationship status, looking to, religion, dialect, side interests, and pictures among others. Moreover, it can also start conversations between friends by means of the private message. Social networking is a great virtual community not only to make friends, it also had created occasions where people got to meet their long-lost friends (Wertime & Fenwick, 2008).

Social Networking Site is an online stage that enables people to create a social network or social relationship with others who share similar interests. Obar and Wildman (2015) mentioned three elements of social network which are as follows:

1) User-generated content, is characterized as the kind of content that has been created and put out there by unpaid patrons. It can refer to pictures, videos, testimonials, tweets, blog posts among others. It is just the act of clients, promoting a brand as opposed to the brand itself.

2) Individuals or groups create user specific data for sites or applications, that has been designed and maintained by the site developers with various requests in consideration. Most users have the option of creating user accounts by specifying their personal information and uploading images.

3) Social networking sites help in developing a better way for an individual to connect to other individuals or groups of individuals. Facebook, Twitter and Instagram are precedents of well-known social networks, which people use globally to access and share information (Obar and Wildman, 2015).

Boyd and Ellison (2007) stated Social Network Sites (SNS) are websites that offer individuals to create a personal database on public or semi-public medium under a limited framework that connects contents that the users will use to share the information and communicate with others and has the ability to access and block the connection between people within the framework (Boyd & Ellison, 2007). The studies about social network sites gives the meaning of it a platform that provides services to users for creating user accounts, finding friends or sharing information. Social network sites have

an important role as a platform for sharing information and knowledge through online

(Chun & Kwak, 2016; Dong et al, 2014; Kaplan & Haenlein, 2010, Lee & Kim, 2017).

2.1.3.1 Social Commerce

Anderson (2011) stated 'social commerce' is a medium between businesses and

customers with technology being infused in between. The tools for the interactivities are

as follows:

1) Customer Rating and Review are instruments that drive bargains through

customers looking over and rating things/organizations who has formally used them.

Customers gives their feedback on their experience which in turn impacts settling on a

purchase decision for other potential customers. Online shops use this very rating and

reviews by existing customers to attract potential customers. Since most customers agree

to make a purchase when they find reviews and ratings from existing customers.

2) User honor and referrals are a fundamental idea to draw in the clients in

purchasing and offering by giving exceptional offers to clients who present

item/administration of other people. This technique has received a wide response from

customers as they get the opportunity to exclusive offers rather than getting. This type of

showcasing is known as informal exchange or viral promoting as clients regularly

publicize about a company's products/services themselves in the web.

3) Forum and networks are online instruments on sites which is the focal point of

trading data (Anderson 2011).

2.1.3.2 Online accommodation booking system

Tschanz and Klein (1996) stated internet is a lucrative marketing medium for the

travel industry, having the ability to provide direct tourism service. Currently, customers demand better services with more authentic information and tend to spend less time planning for their trip, which is why they prefer online booking being it self-guided. With this trend, the tourism industry and online travel businesses are integrated together and growing rapidly. The important feature that travel websites provides are as follows:

1) Information

Essentially, information about the property should be updated at all times as it is the most fundamental criteria that travelers consider. All information should be accessible to both foreign and Thai customer, so that they can access the service round the clock.

2) Processes and payments

Providing easy and secured access to online transactions, such that online bookings can be placed instantly as per customer demands.

3) Co-operation

Collaboration is being done by online marketing between tourism businesses in the same region, which includes a wide range of travel services, such as travel associations, hotel, car rental, airline and entertainment companies. Information about these collaborations have provided customers to better compare and choose required services before each trip.

4) Creating an attractive website to attract and retain customer base is essential part of a travel website. The site should emphasize on outlook and provide diversity of information to customers, including entertainment, education, special services such as exchange rates, maps, shopping centers, or a weather report (Tschanz & Klein, 1996).

2.1.3.3 Online review before making decision

According to a Google survey about consumer behavior online and offline it is found that more than 4,000 families in Thailand aged between 18 to 60 has found travelling information through online channels before making a booking. Over 61% of customers use cell phones to find travel related information and choose their desired services before making a booking. Besides, searching information online is another factor that shows that online businesses in Thailand is probably going to develop with better payment channels and delivery services. In this regard organizations needs to plan well ahead for better exposure. However, it should also be accounted for, that 21% of families in Thailand do not have access to the Internet, while 79% of families having Internet access which makes more opportunities to make more travel purchases online (Posttoday, 2017).

Online review before making decision by generation

Product reviews prior to a purchase is a crucial part of the consumer buying process. Statistically according to a survey in 2017 they found 95% of shoppers read online reviews before making a purchase. Consumers prefer reviews as these reviews are by other consumers already have experienced the product. Reviews acts an intermediate of putting some level of trust in the products. A study found that consumers who shop digitally find reviews somewhat reliable irrespective of age groups and generations (McCabe, n.d.).

Millennials in comparison to their older counterparts are more likely to refer to reviews for their purchases. A study in 2017 found that 37.3% of Millennials aged

between 18-29 always look for reviews while 19.3% of respondents aged 60 and older

refer to reviews (Kats, 2018).

Generation Z actively looks for product reviews for their own purchases as well.

Two-thirds of US Gen Z (ages 13 to 22) at least read three product reviews for making

their first purchase. Respondents of 27% reported to read three- four reviews while one-

fifth reported to read about five- to six reviews. According to the survey female

counterparts of Generation Z take user-generated product reviews into much

consideration. They read at least nine or more reviews while taking a decision on the

product they would invest their money into. However, GenZers are much likely to be

influenced by social media influences opinions and recommendations. It is found that

46% of GenZers follow ten or more influences while 10% follow more than 50

influencers (King, 2018). In short, three in ten US GenZers aged between 14 to 21 prefer

real customer reviews than recommendations of social influence (Kats, 2018).

2.1.4 Consumer behavior

Companies provide various goods and services at different prices and verities

keeping in consideration to consumer's background, race, interest/need and perseverance.

Consumer behavior is essential to businesses and marketers that is used as a key measure

to gain market share and also to understand about the behavior of the target market in

order to respond to the needs of the consumers. Consumer behavior refers to the behavior

of individuals to meet their needs through a decision-making process which involves with

the purpose of buying and selling goods and services. Moreover, this very process is used

by individuals or groups in order to purchase or consume goods and services that leads to

fulfill their satisfaction. On the other hand, consumer behavior is the behavior that they capitalize to search, purchase, use, evaluate and dispose products, services and ideas (Schiftman and Kanuk, 2000, Solomon, n.d.).

2.1.4.1 The analysis of consumer behavior

Kotler stated that customer behavior analysis is a study of how consumers behave in accordance with the way they live, including the decision to buy and use products and services (Kotler, 1999). The best standard principle in consumer behavior analysis is the 6Ws 1H, which is considered as the fundamentals of the market to get the answers to the 7Os. The questions that are used in the consumer behavior analysis in the 6W and 1H, consists of WHO? , WHAT?, WHY?, WHO?, WHEN?, WHERE?, and HOW? to find the answer of 7Os, which are Occupant, Objects, Objectives, Organization, Occasions, Outlets, and Operation (see the table 2.1).

Table 2.1: An analysis of customer behavior

Question (6W's 1H)	The answer to know (7Os)
1. Who is in the target market?	Occupants of target group including 1. Demographic 2. Geographic 3. Psychology 4. Behavior
2. What does the consumer buy?	Objects to consumer buy; who want product component & competitive differentiation
3. Why does the consumer buy?	Purchasing objective of consumer, for physical & psychology need that study in physical factor, social, culture and personality

(Continued)

Table 2.1 (Continued) : An analysis of customer behavior

Question (6W's 1H)	The answer to know (7Os)
4. Who participates in the buying?	Influence organization including people to 1. Initiator 2. Influencer 3. Decider 4. Buyer 5. User
5. When does the consumer buy?	Occasions such as during seasonal of festival time
6. Where does the consumer buy?	Outlets such as dependent store, convenience store and discount store
7. How does to consumer buy?	Operation including 　　1. Problem recognition 　　2. Information search 　　3. Evaluation of 　　4. alternative 　　5. Purchase decision 　　6. Post purchase 　　7. evaluation

2.1.4.2 A model of consumer behavior

The consumer behavior model discusses about the procedure to study consumer behavior that benefits in the clarification of the dimensions and the influential factors of consumer behavior. Kotler explained consumer behavior using the S-R Theory in the model of consumer behavior (see the figure 2.1).
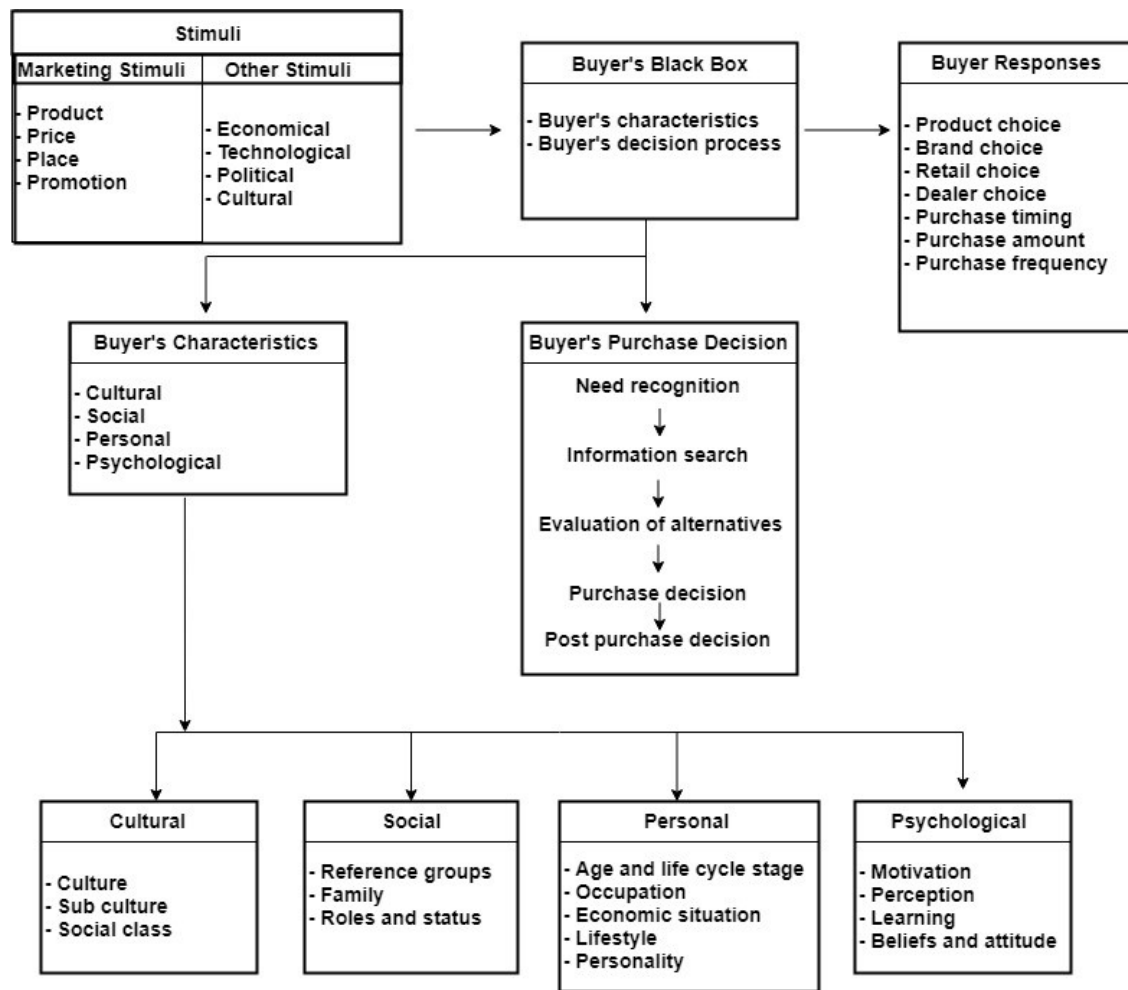
Fig 2.1**:** Consumer Behavior model, S-R Theory

Kotler, P. (1997). *Marketing management analysis, planning, implementation and control.* New Jersey: A Simon & Schuster Company.

Kotler (1999) stated consumer behavior theory, is about the motivation stimulating buying decision. It is the stimulus procedure of persuading and motivating the customer's attention towards the product and service like Buyer's Black Box. The reason bending naming it "Black Box" is due to the fact that marketer is unable to predict

consumer 'mind' accurately and consumers have various reasons behind choosing a product or service. The three main types of consumer behavior: 1) Marketing and other stimuli 2) Buyer's black box 3) Buyer responses

1) Marketing and other stimulus are the essential factors affecting consumer as it drives and stimulate consumer interest. In order to build consumers' interest marketers use it as an instrument to convey information about their product and service. There are four marketing stimuli; 1) Product 2) Price 3) Place 4) Promotion. The other stimuli are: 1) Economical 2) Political 3) Technological 4) Cultural. These stimuli are used to put together the experiences that consumers have received and decided to buy goods and services in respect to meet their satisfaction (Kotler, 1999).

2) Buyer's Black Box is the characteristic of consumer's express in the decision-making process. Since each consumer perceive information differently, have different attitudes and background Black Box responds to the buyer's decision-making process (Kotler, 1999).

3) Buyer responses are the last factors that are after consumers have reached consensus on their need, in combination to the stimulations and experiences that they have gained. The consumer's decision on purchasing goods and service are affected by the following factors; 1) Product choice 2) Brand choice 3) Dealer choice 4) Purchase timing 5) Purchase amount (Kotler, 1999).

Buyer black box is caused by the internal stimulus of consumer. There are two types as follows:

1. Buyer characteristic

Behavior process is the process towards seeking information, buying them and finally evaluating goods and services. Characteristics that influence consumer behavior are of four types and are as follows (Kotler & Armstrong, 2012):

1) Cultural factor:

It is a fundamental factor that determines the needs and behaviors such as educational level and belief. In addition, it incorporates the accepted norms within a particular society, especially the following six social classes: upper-upper class, lower – upper class, upper-middle class, lower-middle class, upper-lower class, lower-lower class.

2) Social factors:

The factors that involves around everyday life of a person which influences in purchasing, comprises of family, jobs and status in the society.

3)Personal factor

Buyers decision making is influenced by attributes such as age, gender, lifestyle, family or economic condition.

4)Psychological factor

Consumer purchasing is influenced by psychological factors. Consumer behavior and purchasing behavior that are characterized by motivation, perception, beliefs, attitudes, personality and lifestyle are all psychological factors (Kotler & Armstrong, 2012).

Consumer behavior in each generations

Each generation has its own individual characteristics in terms of demographic, personality, lifestyle, values and attitudes and experiences. This in turn effects consumer behavior for each generation. In line with this, the technological era and digitalization of business has also impacted how consumers purchase goods and services.

Baby boomers

The characteristics and lifestyle of baby boomers are depended on their careers and life after retirement. Studies shows that in the U.S alone this very generation controls 70% of U.S's disposable income which is roughly around $7 trillion. This generation does not have big expenses such as college tuitions for their children and mortgage payments which is why spend reluctantly on discretionally products and experiences. A study found that baby boomers looks for marketers to delight and surprise them with offerings of their products. They look for products that meets their personalized needs. According to Google and Ipsos, 71% baby boomers use social media on daily basis which is why personalized online shopping experience is what attracts them. Efficient and strong marketing tools are vital for marketers to turn these generation's customers as loyal customer (Jim, n.d.; Mi9retail, 2018; Solomon, n.d.). According to AARP travel's '2019 boomer travel trends, they planed the trip four to five times a year. and likely prefer the trip that is an authentic experience which connecting with the local to get in touch with the culture and customs of the places they visit. This trend is especially frequent amongst boomers, with 50% prefer the native cuisines, traditions, pastimes, and cultural nuances when they are abroad. Studies show that 68% of baby boomers use a

smartphone, 55% own a tablet, and **55%** stated that a smartphone is essential while traveling. Baby boomers are a unique travel segment, boasting the high-touch expectations of a traveler accustomed to traditional hospitality, while still exhibiting familiarity with modern, digitally-influenced conveniences (Blue swan daily, 2019; Young, 2019).

Generation X

Generation X tends to be savvy, diverse and pragmatic and are self-reliant and successful. They are less distinct than previous generations. This generation puts more focus on features thus information about the product needs to be well passed to them. They are more specific to product value additions and are more loyal to brands for years (Lumen Online, n.d.). In terms of consumption behavior this group uses multiple channels simultaneously. Therefore, for this generation marketers needs to use various marketing channels at the same time, such as having a physical store as well as a ecommerce site. Before buying a product, this generation searches for information briefly from the site. Gen X looks forward too free delivery and free of cost return service and a smooth after sale service. This shows online and offline process affect generation X's purchase decision. Therefore, the impression of this group is not just for products, but the service itself as well. Getting good service while purchasing makes them feel as valued customer (Department of International Trade Promotion, 2016). Gen X has a high level of education and, as a result, are a lot more pragmatic and skeptical (Littrell et al., 2005; Jackson et al., 2011). They make their decisions based on recommendations on social network and are less affected by word-of- mouth. Also, they prefer promotional

messages. Recommendations and posts on social networks directly impact on Gen X (Susarla et al., 2016).

Generation Y

Generation Y also looks for value addition a product adds just like generation X but they look forward to experiences and authenticity. Millennials likes to experience new products and especially looks for different shopping deals. Unique shopping experiences are more crucial to them. Millennials looks for one-stop customer service rather than being served by different channels (Richardson, 2018). Millennials being grown up alongside of social media and development of e-commerce, they are crucial to the growth of the e-commerce. They do not like pop-up publicity much but well-designed graphics advertainments online is effective in pulling their attention. They tend to be regular traffic at websites that offers competitive pricing and reasonable shipping rates (Smith, 2011). Unlike previous generations Millennials spends more on purchases but tends to show less brand loyalty. This lower brand loyalty is due to greater number of exposures they get from various marketers offering competitive deals. They constantly look for products and brands that meet their personality, lifestyle and values (Ayaydın & Baltaci, 2013). Since this generation has largely integrated technology into their daily lives by the use of their mobile devices, retailers and brands are easily able to connect to them and offer customized deals (Moore, 2012). Small online retailers have benefited largely due to their large purchasing power and integration of technology (Moreno, Lafuente, Carreón & Moreno , 2017).

Generation Y (Millennials) use numerous online information sources throughout

their travel planning (Schiopu et al., 2016). When compared to other generations,

they are most engaged in social network, where they find inspiration for traveling in

most cases. They browse other users' content, such as photos on Facebook, Pinterest

and Instagram, they exchange comments on Twitter and rely on bookmarks (Future

Foundation, 2017). The concept of online social traveling has completely changed how

Gen Y make their decisions through traveling (Hamed, 2017). Web platforms such as

TripAdvisor and TravelBuddy provide the destinations and accommodation rating, as

well as sharing the user generated content (UGC) (Miguens et al., 2008). Users of review

websites are individuals with no personal contact ever before. In numerous product

categories, UGC has the highest impact on purchase decisions (Stackla, 2017). They

prefer looking up to online travel agent site for reserving transpotation and accomodation

as it offers a great deal of trust fron consumers to make a purchase. Moreover, they state

that an online travel agent is their prefered way to book for travel. At the age, 'trust'

would be useful for them, booking the accommodation in one place for entire trip through

online travel agency site (Expedia and The center for generational kinetics, 2017). To

summarize, millennials rely on online crowdsourcing in travel decision making,

because for them traveling is a social experience in all its stages information browsing,

decision making, purchasing, and post-purchasing behavior (Schiopu, 2016).

Generation Z

Generation Z shares similarities with millennials in terms of tech savviness and constantly being connected to social network. It is found that for social network if marketers simply sharing content does not generate much engagement. To create engagement marketers, need ask questions involving them in the conversation, run poll sessions and responding to their comments. This generation follows social media celebrities influencing their purchase decisions (Richardson, 2018).

Currently, shopping online is another favorite activity for Gen Z, 75 percent claimed it to be convenient. However, 38% responded in a survey that finding information on products online is also difficult and 35% feels that ordering products online is not much convenient. In addition, they also prefer to compare products from different websites, with more than one third of Gen Z people regularly visit various websites to compare product and service. Retail websites are gaining popularity and influencing the purchasing decisions of this group, unlike other social media. Shopping in the store is equally important for them because it creates an experience and also helps get in touch with the brands. In addition, this consumer group also looks for discounts, free of cost return shipping, unique products that meets their lifestyle while shopping online. This consumer group is not the same as other generation customers. This group pays much attention to advertisements that indicate discounts or deals of a product. Marketers should take this in consideration to attract and make modern consumers decision to purchase easier (SME Thailand Club, 2018). The travel behavior of generation Z is about expereince and challenge new things, especially the way of life in the community. Also,

they prefer solo traveler rather than as a group tour. According to the research, Gen Z is likely travel six times a year causing them to spend less on accomodation. Hostel is the best choice that is cheap and clearly meets the needs especially, learning about the ways of life in the local community and finding travel companions (Gigalo, 2019).

2. Purchasing decision process

Purchasing decision refers to the unavailable influences that originates from the experiences of purchasing and evaluating product/service measured by cognitive, affective and conative (Winer, 1986). In addition, Thereis a phase of making decisions which specify five stages; 1) Need recognition 2) information search 3) evaluation of alternative 4) Purchase decision 5) Post purchase behavior (Kotler & Armstrong, 2012):

Stage 1: Need recognition

The purchasing process happens when buyers have awareness of their problems or needs. Consumer demand is driven by internal and external stimulants. Examples of internal stimulants include hunger or thirst and external stimulants are the social, economic and political situation. They are able to learn these stimuli based on their knowledge and past experience (Kotler & Armstrong, 2012).

Stage 2: Information search

The amount of information they seek depends on factors, including the problems with the needs of individuals at high or low levels, price satisfaction and the amount of risk it takes. If the decision is wrong in finding consumer information, consumers will seek information, which consists of four factors;1) Personal sources 2) Commercial

sources 3) Public sources 4) Experimental source. These four factors are differences depending on the types of product, service and consumer.

At this stage, purchasers will look for information in order to make their decisions. Initially they look for information from internal sources to use in alternate assessment. In the event that the information is not sufficient they should look for information from external sources. If their demand is stimulated consumers will immediately respond to the call of their needs (Armstrong & Kotler, 2007).

Stage 3: Evaluation of alternative

Consumers gather information into categories and analyze the merits and demerits by comparing options and value

1) Product features that are beneficial and satisfying

2) The priority of the product to the need of the consumer

3) The reliability of the brand, such as the product reputation in the market

4) Comparing between different product and other brands

Stage 4 Purchase decision

After evaluation consumers need to settle on the best decision with the end goal to tackle the problem After evaluation, consumers have to make the best choice in order to solve the problem. Consumers make decisions based on the following factors: 1) Brand choice 2) Vendor choice 3) Quantity choice 4) Timing choice 5) Payment strategy choice.

Stage 5 Post Purchase behavior

Finally, after making the purchase, consumers use the product and evaluate at the same time. This shows the consumer purchasing decision is an ongoing process rather

than purchasing but also evaluating. Customers might be fulfilled or disappointed with the product or service. Consumers will have an expectation in the product/service from sources, so it meets consumers' satisfaction (Armstrong & Kotler, 2007).

2.1.4.3 Perception

Perception is caused by four stages of data processing process: exposure to stimuli, attention, interpretation and recognition. The first three stages are the elements of natural perception, such as touching stimuli. For example, advertisements where stimulations can happen purposely and also accidentally after which the intended information reaches to consumer's sense. When consumers' attention is gained by the advertisement, then the received information is transferred for processing and interpreting the meaning (Hawkins, Best & Coney, 2004).
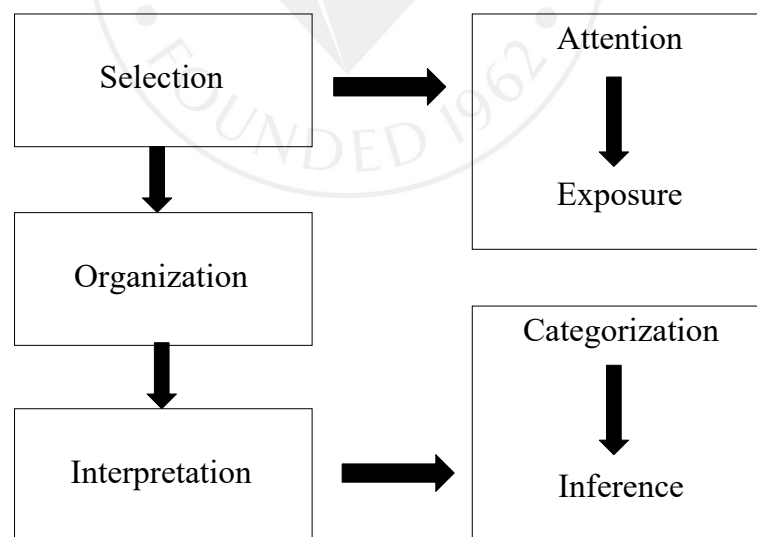
Figure 2.2: The perceptual process

Henry, A. (1998). *Consumer behavior and marketing action.* Ohio: South-Western College.

According to figure 2.2, Henry (1998), presented about 'the perceptual process' consists of three parts as follows:

1) Perceptual selection:

The first procedure of perception is that users can select their own content of interest that meet their need base on psychological ground. There are two processes of perceptual selection of consumers:1) Exposure happens when the sense of the consumers is stimulated by sensations such as smelling, seeing, listening and hearing. This process depends on the consumer's interest in the stimulus. 2) Attention occurs after the exposure, consumers tend to focus their attention on a specific stimulus in order to perceive what they are interested in to satisfy their needs (Henry, 1998).

2) Perceptual organization

Consumers have the capacity to group information from any given source. They are able to perceive the big picture which is composed of three elements: 1) Closure refers to consumers have the ability to fill the incomplete message by themselves. 2) Grouping refers to the process where consumers choose to perceive information in clusters rather than fragmented information. This makes it easier to understand the meaning of the information. 3) Context refers to understanding the about the stimulus more readily (Henry, 1998).

3) Perceptual interpretation

It is the last process of perception that occurs when consumers perceive the understanding about incoming stimulus by using their knowledge and experience that is relevant to use to interpret about the stimulus. In this process, bias is a very important

role. The interpretation can be divided into two types:1) Categorization, is the process that helps consumers to understand the information quickly and efficiently. It also organizes information types and existing information. 2) Inference, is often based on past experience and learning (Henry, 1998).

2.1.5 Media exposure

In today's time society seeks to gain access to information at their fingertips and at greater convenience. It cannot be denied that the information has become a basic necessity for everyday life, for instance work, study or in personal level. So, access to information is considered as a decision-making tool in any given situation where users are able to seek information depending on their need. Hence, it can be said media exposure is a that impacts one's life. Media exposure refers to the individuals being exposed to information that allows them to expand their knowledge, understating and their environment (Atkin, 1973).

Media Exposure refers to a communication factor that is identified as the internal factors of the receiver such as the psychological factors. The external factors include the opportunities to access media contents consisting of physical, economic and social accessibility (Mcquail, 2000).

Mcquail (2000), clarified that there are two kinds of media exposure that influences the communication process:1) Instrumental Viewing Behavior, is a particular exposure, which is intended to utilize the information to benefit 2) Ritualistic/Habitual viewing behavior, is an exposure that does not have a unique objective rather it is only habitual. Moreover, the exposure behaviors can be classified into three types as follows;

1) Information seeking, which is users looking for the information that is required to a comparable circumstance. 2) Information receptivity, is about the user, exposing the information to meet their interest 3) Experience receptivity, is about the user, exposing information to meet their needs for learning and relaxation (Mcquail, 2000).

As indicated by Klapper (1960) to receive information recipients have the various process of perceiving information according to their experience, needs, belief, attitude, perception or feeling. The process of selecting exposure is called 'Selective Process'. This process acts as the filters of human perception which constitutes of the following three steps:

1) Selective exposure

It is a trend that recipients are intrigued or expose information from accessible sources. In general, recipients usually prefer information's that are consistent with their beliefs, attitudes, interests, and ideas.

2) Selective perception

It is the following process after selective perception where individual exposes information from any source which they choose to perceive or interpret based on their understating, attitudes, experiences, beliefs, expectations, motives or expectation.

3) Selective retention

The last process is tied with only remembering information that meets their interests, need and attitudes. This recognition is a final filter that as the effect of sending the message to the recipient. In cases recipient will forget the contents of the substance that does not match to their own interests.

In concluding media exposure is an addition to supporting existing attitudes, ideas and understandings which seeks to use in instances such education and problem solving (Klapper, 1960).

2.1.6 Marketing mix (4P's)

Marketing plays an important role and in daily life, regardless of whether government or private association all incorporates marketing in its central agenda. Marketing acts as a via using resources effectively and efficiently. In today's fast-moving world marketing activities are being readily changing every day. With direct or indirect considerations such as uncertainty, law, as well as the changes in the society, culture, and technology among other factors, marketing strategies needs to be adjusted accordingly.

Kolter (1997) talked about an essential set of marketing tool, the marketing mix (4P's), which are set of controllable factors that companies use to influence buyer's response to meet their needs and wants. Companies tend to build a composition of the marketing mix, that can meet the highest level of customer satisfaction and at the same time meet its organizational objectives. In addition, marketing mix (4P's) needs to be consistent with the needs of the target customers and is usually varied from organizations to organizations based on available resources and marketing objectives. The 4P's are: 1) Product 2) Price 3) Place 4) Promotion (Kolter, 1997).

1) Product

Product refers to an item that is produced to satisfy the needs of the target market offered by the company. The product can be in the form of goods or services as

influenced by the behavior of consumers. It can also be tangible or intangible: 1) Product variety is the classification to increase the marketing margin. Customers increasingly needs variety of the products in accordance with changing times and needs. Thus, the term product refers to goods and services offered by the company for sale (Kotler, 2003). 2) Quality refers to the ability of the product, including durability, reliability, precision and ease of use (Kotler & Armstrong, 2012). 3)Design focuses on the product identification which needs to be well-informed for the customers as well as aesthetically eye-catching. This may attract attention aesthetically as designing is the top priority of a product (Armstrong & Kotler, 2007). 4)Feature, most products can be presented in different features to the basic function of the product. The feature will create a positive impact on the customer's mind. Companies need to maintain the balance of features that the customers require as they pay higher for a higher-grade product (Kotler, 2003; Marshall & Johnston, 2011). 5) Brand name, refers to word, letter or number or anything that represents a product. Also, brand mark is a part of a product as it has seen in the form of symbol, color or alphabet that can only be perceived (Etzel, Walker & Stanton, 2007). 6) Packaging, the process of designing the outlook of a product and service. 7) size 8) Service, the intangible activity that is provided (Armstrong & Kotler, 2007), the quality of the service must be based on experience, knowledge and skills of the staff, also the modern equipment and place of delivery. 9)Warranties are about returning, including spoilage and breakage, excess inventory, customer dissatisfaction and overstocks (Marshall & Johnston, 2011).

2) Price

Price is the amount charged for the products and services It involves the customers' capacity to pay in the form of currency or other with the end goal to get their desired product. Marketer charges the price in comparison to competitor offering similar products. In addition, pricing strategy needs to consider customer's acceptance of the product's value, the cost and the competitive situation (Kolter, 1997).

3)Place

Place refers to the channel through which products and services can be distributed to the market where customers can conveniently make the purchase. The organization decides whether to directly sell to the retailer or through the distributors or a wholesaler among others. It can even plan to sell to the consumers directly. According to The Marketing Mix, there are many distribution strategies, including: 1) Intensive distribution 2) Exclusive distribution 3) Selective distribution 4) Franchising (Kolter, 1997).

4) Promotion

Communication about of the product or service in between the seller and the buyer to create a positive attitude and buying behavior is referred as promotion. Therefore, promotion is important as it refers to a process of informing, persuading and influencing a consumer to make a choice for a product or service to be brought. It is done mainly with a motive to pass the message to the prospective consumers about the availability, attributes and usage of a product. It attracts potential consumer's interest in the product and aid in bringing comparison of their product with competitors' and to

make purchase decisions. According to The Marketing Mix, promotion is comprised of various elements; 1) Advertising 2) Sales promotion 3) Publicity and public relation 4) Direct marketing (Kolter, 1997).

The elements of promotion mix

4.1 Advertising refers to communication from the company to its customers in order to inform them about their offering.These are messages paid for by the companies and are intended to inform and influence customers who receive them (Abdullah, 2016).

4.2 Personal selling refers to companies informing and persuading customers individually.

4.3 Sale Promotion refers to the promotional campaigns besides advertising activities of a company which can influence customer to make a purchase. There are three element of sale promotion: 1) Consumer promotion 2) Trade promotion 3) Sale force promotion

4.4 Publicity and public relation: Publicity is voluntarily promoting a product or service by any means other than the company itself. Public relation is the agenda that the organization undertakes to build a sense of trust among the target market. Publicity can also be referred as a part of public relations.

4.5 Direct marketing is about communicating with the target consumer for a direct response. In order to get instant response marketers directly promote the product or service to the target customers.

In a nutshell, marketing mix includes product, price, place and promotion, which are consistent to a product or service. It is also a marketing stimulus that triggers purchase motive of a product and a service that meets customer needs (Abdullah, 2016).

2.1.7 Previous studies

The study of Aurelie (2013) about "Social media and internet tools in the hospitality marketing" states E-marketing is essential for the hospitality industry as it drives more traffic to the website of the accommodation thus increasing communication with customers, improve online footprint. It is also highly efficient in reaching larger pool of potential customers which allows for higher ranking in the search engines results. Social media platforms such as Facebook, Twitter, TripAdvisor, Google +, and Pinterest holds the largest pie of customer accounts on the web which makes them very lucrative for businesses to undertake e-marketing on these platforms. In response to these such platforms are continuing to develop new features and applications for the hotel businesses. For instance, Facebook offers the feature to book hotel rooms directly from the hotel's page. Survey shows that Internet is an integral part in planning for a trip in today's time. In addition, customer reviews have increasing become important for travelers before considering booking a hotel as customer reviews includes opinions, pictures and information from the booking the property to checkout. Thus, is now essential for the accommodation companies to be active in the social media and interact with the customers on regular basis (Aurelie, 2013).

Leue, Jung, and Knowles (2013) studied about 'Social Media Marketing in Selected UK Luxury Hotels' to date has been only limited to the hospitality research within social media marketing. Their study was involved around understanding expectations of hotel guests with regards to planning their stay through social media by interviewing managers of UK's four and five-star hotels managing the property's social media exposure. The study found a general consensus that UK hotels channel their marketing strategies through social media in order to interact with the target market, attract new customers as well as to be competitive among rivals. However, there is a strategic gap between expectations of the hotel guests and hotel's social media exposure strategy. Hotels general focus their strategies on attatratcing traffic to their sites and increase social media follower. The magnitude of exposure to social media varied between hotels however most hotels are aware of the opportunities social media exposure can bring to their brand (Leue, Jung, & Knowles, 2013).

According to Thanyanan (2016), studied about 'Differences in characteristics among the people who belong to Generation X, Y and Z including their behavior of online shopping: Bangkok metropolis' stated that the overall respondents were men and women of generations X, Y and Z. There is a similarity in educational level; high school and bachelor's degree (58.6%), marital status; single (70.7%) and have a job and not continuing study (50.23%). In comparison to the characteristic of the respondents in gender revealed that, there is a difference in preference to communicate through social media, regulary exercising and willing to work for monthly income. Generation X, Y and Z have common characteristics. They are self-confident, prefer private space, working

with a plan in advance, doing everything according to the pattern that is intended, communicate through media, feeling frustrated if unable to communicate via social media. They also prefer regular exercise, prefer to have various skills and believe that Children must respect adults. They prefer working well in terms of monetary results and also want to work that can gives well balanced personal and professional life. Generation X's characteristics involve in challenges, respecting and complying with the culture of the society, face to face communition and does not like multitasking. Generation Y's characteristics invlove working as a group, believing that success that depends on luck, acceptance of differences classes in the society and believing in gender equality. The character of generation Z invloved to be able to take decisions by themselves, a challenging job, social media communication and believing workplace creativity. They highly believe answers to every question is available online and they like participating in social change. In addition, Generation Z is the same as Generation Y, which is not susceptible to change. In the online shopping, about the behavior found that, most Generation X has been rarely online shopping like Generation Y. While Generation X does not like to order products online. This may be because most of them are not in working age and no regular income. Online products that Generation X popularly purchase are electronic products and Generation Y prefers clothing and cosmetics mostly. Another reason Generation X does not order products online is because they do not have the opportunity to see the physical product itself while Generation Y does not order products online because there is no interesting product and not sure about the payment system. And generation Z, the important reason is that they do not get regular income as

this group is not in working age. The main reason that Generation X does not order products online because they may not have the opportunity to see the real products on the contrary generation Y does not prefer to order products online because they do not like the range of products available online and also do not have confidence in the payment system. Generation Z usually do not order much products online as they do not have sufficient disposable income (Thanyanan, 2016).

Electronic Transactions Development Agency (Public Organization) or ETDA (2018) stated that Thai population in consideration to Generation Y has the highest daily usage of internet for work or study with an average of 7.12 hours per day and up to 7.36 hours per day during the holidays. While Gen X and Z use internet at the same average rate of 5.48 hours per day. Baby Boomers on the other hand used on average 4.54 hours per day and 4.15 hours per day during their holiday. 85.6 % of the population use internet at home followed by 52.4% at work and 24% during a trip up from 14% the preceding year. Using internet for the purpose of study decreased from 19.7% to 17.5% this year. The statistics also illustrates that Thais are rapidly shifting to a more digital lifestyle for instance reading books online, booking tickets, hotel reservation, listening to music and using online delivery platforms among others. Thais mostly purchase fashion products online wit 44.7% of all purchase while travel related purchase of 17.9%. Financial and investment services are the most widely used services online in Thailand with 4.8 times than any other product followed by 4 times downloads from online, entertainment and travel purchases together 2.5 times and fashion and food purchase at 2.4 times. The survey also states that most products and services Thais purchase online are priced

equivalent to 1000 baht. However, financial and investment services are purchase for more than 10,000 baht. The most commonly used mode of payment is credit cards (35.1% of total payments) while 31.9% of mobile banking, 22.6% of internet banking. however, cash on delivery is still considered to be convenient and reliable. 51.4% of the population does not have confidence over security of online payments. 27.1% of the population believe online payments are not hassle free rather 22.9% fear that online payments do not provide proof transactions. One the other hand, 11.8% still do not to how to use online payment system (ETDA, 2018).

The research methodology and the sampling method to examine the relationships between generation, social network use and marketing mix (4P's) in chapter three.

2.2 Hypothesis

In order to address the research questions, there are several hypotheses developed. Hypotheses are proposed as below:

H1: The behavior of using social network has a significant relationship with decision on booking guesthouse online in each generation.

H2: Marketing mix (4P's) has a significant relationship with decision on booking guesthouse online for each generation.

2.3 Theoretical Framework

According to Hypothesis, Figure 2.3 is the theoretical framework developed

based on the literature review to show the relationship between all the variables.

Independent variable   Dependent variable

Behavior of social network use
- Platforms sccessing social network
- Time spending on social network
- Social network platforms for searching information
- Types of social network platform using for online reservation
- Online medium using for reservartion
- Online travel agents (OTAs)
- The decisiom on online guesthouse reservation

Generation

H1

H2

Online guesthouse reservation decision

Marketing Mix (4P's)
- Product
- Price
- Place
- Promotion

Figure 2.3: Theoretical Framework

CHAPTER 3

METHODOLOGY

This chapter includes the research methodology and the sampling method to examine the relationships between generation, social network use and marketing mix (4P's). This chapter is composed of the following sections:

3.1 Research Design

3.2 Population and Sample Selection

3.3 Research Instrument

3.4 Instrument Pretest

3.5 Data Collection Procedure

3.6 Summary of Demographic Data

3.1 Research design

As the objective of this study is to develop and test theoretical framework which, represents the relationship between generation, social network use, and marketing mix (4P's).

Quantitative approach was conducted because it best serves to answer the question and the purposes of the study. And this is applied in this research by using questionnaire survey to collect the data in order to test the relationship between each variable.

3.2 Population and Sample Selection

The sample was drawn from Thais and foreign tourists who had ever visited Pai, Mae Hong Son province. They were asked to do the questionnaire about the use

of social network and its influence over online guesthouse booking decision in Pai,
Mae Hong Son province. According to Yamane's (1973) formula, when the
population is infinite, to lower the possibility of having an error is above .05
(Yamane, 1973). So, the researcher needs a sample size of 400 with 95% confidence
level and 5% confidence interval. 400 Sample are collected for this study.

3.3 Research Instrument

Achieving the research goal, a self-administered questionnaire was designed
to measure the research framework variable constructs. The survey instrument
consisted of five parts covering the following issues: demographics of respondents,
guesthouse online booking experience, the behavior of social network use, marketing
mix factors (4P's) and decision on booking guesthouses online.

The first section is about demographic characteristics of respondents. The
respondents were asked to check in basic demographic information in this section,
including six items: age, gender, level of education, occupation, marital status, and
monthly income.

The second section is about the behavior of social network use in making the
decision for booking guesthouses online. The respondants were asked to fill the
information which includes social network platforms, time spent on social network,
social network platforms for searching information, type of social network platform
used for online booking, online medium used for booking and online travel
agents (OTAs).

The third section is about Marketing mix (4P's) for booking (Booking site)
guesthouse online include product, price, place and promotion. Respondents were

asked to indicate their degree of decision of booking guesthouse online decision with a five-point Likert scale ranging; 1 (Strongly disagree), 2 (Disagree), 3 (Neither agree nor disagree), 4 (Agree), 5 (Strongly agree)

The last section is about guesthouse online booking decision of respondents. Respondents were asked about their decision of booking guesthouse online (e.g., I will book guesthouse online for my next destination; I will refer others to book online, I find it convenient to book guesthouse online on my mobile phone application, I will book online at guesthouse's own website rather than external travel agent's site). Respondents were to indicate their degree of decision on booking guesthouse online with a five-point Likert scale ranging; 1 (Strongly disagree), 2 (Disagree), 3 (Neutral), 4 (Agree), 5 (Strongly agree).

To interpret the data from Likert scale, the average score was analyzed in the following range.

Table 3.1: The interpretation Likert scale

Range	Interpretation
1.00-1.80	Respondents strongly disagree with the marketing mix (4P's) for booking guesthouse online and guesthouse online booking decision.
1.81-2.60	Respondents disagree with the marketing mix (4P's) for booking guesthouse online and guesthouse online booking decision.

(Continued)

Table 3.1(Continued): The interpretation Likert scale

Range	Interpretation
2.61-3.40	Respondents neutral with the marketing mix (4P's) for booking guesthouse online and guesthouse online booking decision.
3.41-4.20	Respondents agree with the marketing mix (4P's) for booking guesthouse online and guesthouse online booking decision.
4.21-5.00	Respondents strongly agree with the marketing mix (4P's) for booking guesthouse online and guesthouse online booking decision.

3.4 Instrument Pretest

3.4.1. Validity of measurement

The data that is factual and can be calculated. The questionnaire was submitted to the advisor for review and corrected the data to be more accurate and relevant.

3.4.1.1 Item Objective Congruence (IOC)

The IOC had been sent to three experts to test the validity of the questionnaire. But there is only one response in return. So that, the result is shown in the detail.

Table 3.2 : The score of Item-Objective Congruence - IOC (Content Validity)

Score	Opinion
+1	I am confident that this measurement is consistent with an operational definition of the variable.
0	I am not sure that this measurement is consistent with an operational definition of the variable.
-1	I am confident that this measurement is **not** consistent with an operational definition of the variable.

According to the Table 3.3, Item-Objective Congruence (IOC) was used to evaluate the questionnaire based on the score range from -1 to +1. If the result is lower than 0.5 is revised. Diversely, if the result is equal or higher than 0.5 is reserved.

Table 3.3 : Item-Objective Congruence (IOC) result

The use of social network and its influence over online guesthouse booking decision	IOC result
1. Demographic data	1
2. Guesthouse online booking experience	1
3. Behavior of network use in making the decision for booking guesthouses online	1
4. Marketing mix factors (4P's) for guesthouse online booking (Booking site)	1
Product	1
Price	1
Place	1
Promotion	1
5. Guesthouses Online booking decision	1

According to the Table 3.4, as the questionnaire is part of the survey research which aims to analyze the use of social network and its influence over online guesthouse reservation decision in Pai, Mae Hong Son province geographically located in the northern part of Thailand. There are 14 questions. It is the evaluation result from the expert measuring parameter whether it is consistent with the adjective of the study. And the questionnaire was corrected before try out.

3.4.2. Reliability of measurement

The pretest was conducted with a sample of Thai and foreign tourists, visiting Pai, Mae Hong Son province and selected guesthouse service. Questionnaire were distributed to 30 respondents as a pretest to make sure all the questions in this research are clear for respondents to understand and to respond. According to this pretest, several modifications were made. Also, a pilot test was carried out and internal consistency and reliability were examined. And using the Statistical Product and Service Solutions (SPSS) software to test the confidence with the Cronbach's Alpha.

Table 3.4: The reliability of instrument

Variables	Cronbach's Alpha (α) from 30 participants
Marketing mix (4P's)	0.768
Guesthouses Online booking decision	0.819

The table 3.4 showed the results of Cronbach's alpha coefficient is accepted because it's greater than 0.7 level of reliability. So that, this questionnaire is reliable.

3.5 Data Collection Procedure

1. Primary data

The data collection which based on questionnaire as a tool to investigate the use of social media network and its influence over decision on online guesthouse reservation. And the self-administered questionnaire was used to obtain the most relevant information. In this section, the questionnaire was sent through Facebook group, such as, Thailand Expats, Backpacking Thailand and Our Pai Family, also the

guesthouses at Pai to collect the data from 400 participants of Thais and foreign

tourists. The researcher distributed the questionnaire to Thai and foreign tourists who

had expereince of travelling to Pai, Mea Hong Son and selected guesthouses as an

accomodation.

    2. Secondary data

    The study is undertaken by literature and articles from library and internet

related to the study of the use of social media network and its influence over the

decision on online guesthouse reservation. It is used to collect information about

consumer behavior by applying the results to compare and analyze the similarities

between the study results and the events. In order to know the marketing mix that

affects consumer behavior and the information obtained was collected by the

researcher.

    According to the study, about the use of social network and its influence over

decision on online guesthouse reservation, the case study of Pai, Mea Hong Son. The

researcher used data to process and analyze as follows:

    1. The questionnaire, data collection result checked the completeness and set

the score according to the guideline.

    2. Coding every query, then recorded in the data file using the SPSS program

to process.

    3. The data were analyzed using the SPSS program.

      3.1 The personal data of respondents were used to analyzed to find

frequency and percentage, includes age, gender, education level, marital status,

monthly income, guesthouse online booking experience (e.g.; booking online,

accommodation, time for planning, comparing booking sites for booking, frequency of booking guesthouse per year, payment, and the reasons of booking), and the behavior of social network use in making the decision for booking guesthouses online (e.g.; platforms accessing social network, time spending on social network, social network platforms for searching information, type of social network platform using for online booking, online medium using for booking and online travel agents (OTAs)).

       3.2   The maketing mix (4P's) was used to find the Mean ($\overline{X}$) and Standard deviation (S.D.), including product, price, place, promotion and the decision on booking guesthouse online.

       3.3 Hypothesis testing

The statistics used in the research are percentage, mean, standard deviation, ANOVA and Pearson Correlation.

         3.3.1 H1: The behavior of using social network has a relationship with decision on booking guesthouses online for each generation by using and One-way anova and LSD (Least significant difference).

         3.3.2 H2: Marketing mix (4P's) has a relationship with decision on booking guesthouse online in each generation by using One-way ANOVA.

   4. Presentation of data analysis is in the form of tables and lecture.

3.6 Summary of Demographic Data

      The demographic data of 400 respondents including age, gender, education level, occupation, marital status and monthly income. The result is presented in the form of frequency and percentage. The detail are shown in Table 3.5- 3.1

Table 3.5 : The frequency and percentage of age

Age	Frequency	Percentage%
18-21 (Generation Z)	3	.8
22-38 (Generation Y)	278	69.5
39-53 (Generation Z)	73	18.3
54-71 (Baby Boomer)	46	11.5
Total	100	100

The table 3.5 refelects the age groups of the survey where the highest number of respondants of 278 are from Generation Y (23-38) with a percentage of 70 % of the total population. As followed 73 respondents were from Generation X (39-53), 46 respondents were from Baby Boomers (54- 71) and the lowest of respondent of three from Generation Z, with respected percentage of the total population of 18.3%, 11.5% and 0.8%.

Table 3.6 : The frequency and percentage of gender

Gender	Frequency	Percentage%
Male	226	66.5
Female	134	33.5
Total	400	100

From the Table 3.6, the total of male respondents are of 226 and female of 134 with percentage of the total population of 66.5% and 33.5 respectably.

Table 3.7 : The frequency and percentage of education level

Education level	Frequency	Percentage%
Lower than high school	28	7
High school	106	26.5
Bachelor's degree	257	64.3
Higher than Bachelor's degree	9	2.3
Total	400	100

From the Table 3.7, the survey included population with highest education level of 257 respondents studying bachalor's degree level 64.3 % of the total population while the lowest number of respondents of just 9 studided hgiher than bachelor's degree level with percentage of 2.3%. Population studying at high school were of 106 respondents and lower than high school level of 28 respondetns with percentage of 26.5% and 2.3% respectably.

Table 3.8 : The frequency and percentage of occupation

Occupation	Frequency	Percentage%
Student	4	1
Private enterprise employee	271	67.8
Governmental	39	9.8
Self employment	77	19.3
Businessman	6	1.5

Table 3.8 (Continued) : The frequency and percentage of occupation

Others	3	0.8
Total	400	100

From the table 3.8, in terms of occupation private enterprise employees topped the survey with 271 respondents of 67.8% of the total population while just 3 respondents were from other occupational level with percentage of 0.8%. Respondents of studnets were of 4, governmental employees were of 39, selft employed were of 77 and businessman were of 6 with respecting percentage of the total population of 1%, 9.8%, 19.3% and 1.5%.

Table 3.9 : The Frequency and percentage of marital status

Marital status	**Frequency**	**Percentage%**
Single	158	39.5
Married	118	29.5
Seperated	11	2.8
Widowed	113	28.2
Total	400	100

From the Table 3.9, in terms of marital status single topped the survey with 158 respondents of 39.5% followed by married status with 118 respondents of 29.5%. Widowed status respondents were of 113 with 28.2% and separated status respondents were of 11 only with 2.8% of the total population.

Table 3.10 : The frequency and percentage of montly income

Monthly income	Frequency	Percentage%
Less than 10,000	1	0.3
10,001-30,000	130	32.5
30,001-50,000	126	31.5
50,001-70,000	79	19.8
70,001-90,000	31	7.8
More than 90,000	33	8.3
Total	400	100

From the Table 3.10, in terms of monthly income respondents with income in between 10,001- 30,000 were of 130 with 32.5% of the total population. Respondents of income level of More than 90,000, 70,001-90,000, 50,001-70,000, 30,001-50,000, and less than 10,000 are 33, 31, 79, 126 and 1 respectively and their percentage of the total population are 8.3 %, 7.8%, 19.8%, 31.5%, and 0.3% respectively.

Table 3.11 : The frequency and percentage of the participants in Baby Boomer

Baby boomer		Frequency	Percentage %
Gender	Male	37	80.4
	Female	9	19.6
	Total	46	100
Education level	Lower than high school	8	17.3
	High school	35	76
	Bachelor's degree	3	15.7
	Total	46	100

(Continued)

Table 3.11(Continued) : The frequency and percentage of the participants in Baby

Boomer

Baby boomer		Frequency	Percentage %
Occupation	Private enterprise employee	16	34.8
	Governmental	4	8.7
	Self employment	25	54.4
	Businessman	1	2.2
	Total	46	100
Marital status	Single	6	13
	Married	20	43
	Separated	4	8.7
	Widowed	16	34.8
	Total	46	100
Monthy income	30,001-50,000 THB	9	19.6
	50,001-70,000 THB	20	43
	70,001-90,000 THB	5	10.9
	More than 90,000 THB	12	26
	Total	46	100

From the table 3.11, it can be deduced that there are 46 participants in Baby

Boomer generation. Most participants of this generation are male (80.43%) and

female (19.6%). Over half of the participants in Baby Boomer are studying in high

school (76%), followed by studying in lower classes than high school (17.39%), and

only 3% studying bachelor's degree. The most of the participants are self employed

(54.4%), followed by private enterprise emplyees (34.8%), governmental (8.7%), and

businessman (2.2%). In terms of marital status, there are married (43%), widowed

(34.8%), single (13%) and separated (8.7%). Lastly, most participants' income is

50,001-70,000 THB (43%), followed by more than 90,000 THB (26%), 30,001-

50,000 THB (19.6%), and below 70,001-90,000 THB (10.9%).

Table 3.12 : The frequency and percentage of the participants in Generation X

Generation X		Frequency	Percentage %
Gender	Male	63	80.3
	Female	10	13.7
	Total	73	100
Education level	Lower than high school	8	11
	High school	22	30.1
	Bachelor's degree	38	52.1
	Higher than Bachelor's degree	5	6.5
	Total	73	100
Occupation	Private enterprise employee	44	60.3
	Governmental	10	13.7
	Self employment	18	24.7
	Businessman	1	1.4
	Total	73	100
Marital status	Single	21	28.7
	Married	21	28.7
	Separated	3	6.3
	Widowed	28	38.4
	Total	73	100
Monthly income	10,000-30,000 THB	5	6.8
	30,001-50,000 THB	17	23.3
	50,001-70,000 THB	26	35.6
	70,001-90,000 THB	14	19.2
	More than 90,000 THB	11	15.1
	Total	73	100

From the table 3.12, it shows that there are 73 participants in Generation X. In term of gender there are participants of male (80.3%) and female (13.7%). Most participants hold bachelor's degree (52.1%), followed by high school (30.1%), lower than high school (11%), and higher than a bachelor's degree (6.5%). Over half of participants are private enterprise employee (60.3%), followed by self employment (24.7%), governmental (13.7%), and businessman (1.4%). The most participants'

marital status is widowed (38.4%), followed by single (28.7%), married (28.7%) and separated (6.3%). Lastly, most participants' income is 50,001-70,000 THB (35.6%), followed by 30,001-50,000 THB (23.3%), 70,001-90,000 THB (19.2%), More than 90,000 THB (15.1%) and 10,000-30,000 THB (6.8%).

Table 3.13 : The frequency and percentage of the participants in Generation Y

Generation Y		Frequency	Percentage %
Gender	Male	165	59.4
	Female	113	40.6
	Total	278	100
Education level	Lower than high school	12	4.3
	High school	49	17.6
	Bachelor's degree	213	76.6
	Higher than bachelor's degree	4	1.4
	Total	278	100
Occupation	Student	1	0.4
	Private enterprise employee	211	75.9
	Governmental	25	9
	Self employment	34	12.2
	Businessman	4	1.4
	Others	3	1
	Total	278	100
Marital status	Single	128	46
	Married	77	27.7
	Seperated	4	1.4
	Widowed	69	24.8
	Total	278	100
Monthy income	10,000-30,000 THB	123	44.2
	30,001-50,000 THB	100	36
	50,001-70,000 THB	33	11.9
	70,001-90,000 THB	12	4.3
	More than 90,000 THB	10	3.6
	Total	278	100

From the table 3.13, shows that there are 278 participants in Generation Y. The participants are male (59.4%) and female (40.6%) in terms of gender. Over half of participants hold bachelor's degree (76.6%), followed by high school (17.6%), lower than high school (4.3%) and higher than bachelor's degree (1.4%). Most of participants' occupation is private enterprise employee (75.9%), followed by self employment (12.2%), governmental (9%), businessman (1.4%), other (1%) and student (0.4%). There are single (46%), married (27.7%), widowed (24.8%) and separated (1.4%). In terms of monthly income most participants' income is 10,000-30,000 THB (44.2%), followed by 30,001-50,000 THB (36%), 50,001-70,000 THB (11.9%), 70,001-90,000 THB (4.3%) and more than 90,000 THB (3.6%).

Table 3.14 : The frequency and percentage of the participants in Generation Z

Generation Z		Frequency	Percentage %
Gender	Male	1	33.3
	Female	2	66.7
	Total	3	100
Education level	Bachelor's degree	3	100
Occupation	Student	3	100
Marital status	Single	3	100
Monthly income	Less than 10,000 THB	1	33.33
	10,000-30,000 THB	2	66.66
	Total	3	100

From the table 3.14, it shows that there are only 3 participants in Generation Z. In terms of gender are female (66.6%) and male (33.3%). All of the paricipants hold bachelor's degree, are student and single in terms of marital status. The participants' monthly income is 10,000-30,000 THB (66.6%), followed by less than 10,000 THB (33.3%).

CHAPTER 4

FINDINGS

This chapter is about the analysis of the use of social networking and its influence over the online guesthouse reservation decision, the case study of Pai, Mae Hong Son province. The finding of the quantitative data surveyed from 400 Thai and foreign tourists who had visited Pai, Mea Hong Son. Data analysis in this chapter covering all research objectives and is composed of the following sections as follows:

4.1 Finding of the Study

4.2 Results of the Hypothesis Testing

4.3 Conclusion

4.1 Hypothesis finding

The research aimed to study the use of social network and its influence over online guesthouse reservation decision, the case study of Pai, Mae Hong Son province. There are two hypotheses to test the research.

H1: The behavior of using social network has a significant relationship with decision on online guesthouse reservation for each generation.

H2: Marketing mix (4P's) has a significant relationship with decision on online guesthouse reservation in each generation.

4.2 Finding of the study.

4.4.1 Behavior of social network use in making the decision for online guesthouse reservation

Behavior of social network use in making the decision for online guesthouse reservation of 400 respondents. There are 6 questions. The result of the analysis

presented in frequency and percentage. The details are shown in Table 4.1 - 4.6

Table 4.1: The frequency and percentage of participants' platforms accessing social

network

Platforms used accessing social network	Frequency	Percentage%
Smartphone	339	38.5%
Computer	256	29.1%
Tablet	286	32.5%
Total	881	100%

From the Table 4.1, there are 881 answers in respond. Respondents using

smartphone to access social networking sites topped in the survey with 339 responses

and 38.5% in terms of percentage. A close range responses of 256 (29.1%) and 286

(32.5%) are of computers and tablets respectively being used to access social

networking sites.

Table 4.2 : The frequency and percentage of participants' time spending on social

network

Time spending on social network	Less than 3 hours	3-6 hours	7-9 hours	More than 9 hours
Facebook	50 (12.5%)	262 (65.3%)	33 (8.3%)	56 (14%)
Instagram	127 (31.8%)	137 (34.5%)	54 (13.5%)	82 (20.5%)

(Continued)

Table 4.2 (Continued) : The frequency and percentage of participants' time spending

on social network

Time spending on social network	Less than 3 hours	3-6 hours	7-9 hours	More than 9 hours
Youtube	15 (3.8%)	223 (55.8%)	81 (20.3%)	81 (20.3%)
Blog	173 (43.3%)	146 (35.5%)	41 (10.3%)	40 (10%)
Twitter	121 (30.3%)	178 (44.5%)	43 (10.8%)	58 (14.5%)

From the Table 4.2, in reponse to time spent on social network, 3-6 hours were

reported by 262 (65.3%) respondents on Facebook, 223 (55.8%) respondents on

Youtube, 178 (44.5%) respondents on Twitter and 137 (34.5%) respondents on

Instagram. However, 173 (43.3%) of respondents reported less than 3 hours on blogs.

Table 4.3 : The frequency and percentage of participants' social network platforms for

searching information

Social network platforms for searching information	Frequency	Percentage%
Facebook	320	29.4%
Instagram	253	23.2%
Twitter	60	5.5%

(Continued)

Table 4.3 (Continued) : The frequency and percentage of participants' social network

platforms for searching information

Youtube	90	8.3%
Websites	362	33.2%
Other	4	.4%
Total	1089	100%

From the Table 4.3, there are 1089 answers in respond. Facebook is reported by the survey to the most accssed platform to serach information with 320 repondents of 29.4% of the total participants. Followed by Website of 363 (33.2%), Instagram of 253 (23.2%), Youtube of 90 (8.3%) and Twitter of 60 (5.5%), while other miscellanous sites of just 4 respondents of 0.4%.

Table 4.4 : The frequency and percentage of participants' types of social network

platforms using for online booking

Social network platforms used for online booking	Frequency	Percentage%
E-mail	230	57.5%
Line	70	17.5%
Telephone	62	15.5%
Other	38	9.5%
Total	400	100%

From the Table 4.4, E-mail communication is reported the most by the survey to be the preferred mode for booking guesthouses online by 230 respondents with 57.5% of the total participants. Followed by Line is reported by 70 respondents with 17.5% and Telephone of 62 (15.5%) of respondents, while other mode of communication were reported by 38 (9.5%) of respondents.

Table 4.5 : The frequency and percentage of participants' online medium using for

booking

Online medium using for booking	Frequency	Percentage%
Guesthouses websites	148	37%
Online travel agents (OTAs)	187	46.8%
Facebook	30	7.5%
Blog	20	5%
Other	15	3.8%
Total	400	100%

From the Table 4.5, Online Travel Agents- OTAs are reported by 187 (46.8%) repondents to the online medium used to booking guesthouse. While Guesthouse's own websites is reported by 148 (37%) respondents, followed by Facebook 30 (7.5%) respondents and Blog 20 (5%) respondents and Other 15 (3.8%) respondents respectively.

Table 4.6 : The frequency and percentage of participants' online travel agents

Online travel agents	Frequency	Percentage%
Agoda.com	340	29.5%
Booking.com	227	19.7%
Traveloka.com	316	27.4%
TripAdvisor.com	152	13.2%
Expedia.com	118	10.2%
Total	400	100%

From the Table 4.6, Agoda received the highest reponse of the preferred Online Travel Agent- OTAs with 340 response of 29.5%. Follwed by Booking.com with 227 (19.7%), Traveloka 315 (27.4%), TripAdvior 152 (13.2%) of respondents, while expedia.com to be the lowest with 118 (10.2%) responses.

4.2.2 Marketing mix factors (4P's) for guesthouse online booking

(Booking site)

Table 4.7 : Mean and Standard deviation of marketing mix for online guesthouse
        reservation

Marketing mix (4P's)	Attitude of customers					Mean	Standard Deviation	Level
	5	4	3	2	1			
Product								
Reputation of the booking site	193 (48.3)	192 (48)	14 (3.5)	1 (0.3)	-	4.44	0.577	Strongly agree

(Continued)

Table 4.7 (Continued) : Mean and Standard deviation of marketing mix for online

guesthouse reservation

Marketing mix (4P's)	Attitude of customers					Mean	Standard Deviation	Level
	5	4	3	2	1			
Product								
User friendliness of the booking	194 (48.5)	186 (46.5)	20 (5)	-	-	4.44	0.589	Strongly agree
Variety of information available on the site	216 (54)	165 (41.3)	17 (4.3)	2 (0.5)	-	4.49	0.605	Strongly agree
Image of the property provided	240 (60)	142 (35.5)	16 (4)	2 (0.5)	-	4.55	0.599	Strongly agree
Design & outlook of the site	199 (49.8)	181 (45.3)	20 (5)	-	-	4.45	0.590	Strongly agree
Total of product						4.47	0.592	Strongly agree
Price								
Exclusive price booking on the website	248 (62)	140 (35)	12 (3)	-	-	4.59	0.550	Strongly agree
Promotional discounts allowed on the website	243 (60.8)	142 (35.5)	14 (3.5)	1 (0.3)	-	4.57	0.576	Strongly agree
Demographic pricing, rank rate of the same room varies for different countries on the website.	236 (59)	144 (36)	19 (4.8)	1 (0.3)	-	4.54	0.600	Strongly agree

(Continued)

Table 4.7 (Continued) : Mean and Standard deviation of marketing mix for online

guesthouse reservation

Marketing mix (4P's)	Attitude of customers					Mean	Standard Deviation	Level
	5	4	3	2	1			
Pricing variation in different medium of booking.	243 (60.8)	136 (34)	19 (4.8)	2 (0.5)	-	4.55	0.611	Strongly agree
Total of price						4.56	0.584	Strongly agree
Place								
Clear information about the property, price	254 (63.5)	130 (32.5)	15 (3.8)	1 (0.3)	-	4.59	0.576	Strongly agree
Ease of access from search engines	207 (51.7)	176 (44)	13 (3.3)	4 (1%)	-	4.46	0.612	Strongly agree
Compatibility of the site on any platform	230 (57.5)	154 (38.5)	15 (3.8)	1 (0.3)	-	4.53	0.583	Strongly agree
Availability of the site in mobile application format	213 (53.3)	170 (42.5)	15 (3.8)	2 (0.5)	-	4.49	0.596	Strongly agree
Total of place						4.51	0.591	Strongly agree
Promotion								
Seasonal offer	236 (59%)	153 (38%)	12 (3%)	-	-	4.56	0.554	Strongly agree

(Continued)

Table 4.7 (Continued) : Mean and Standard deviation of marketing mix for online

guesthouse reservation

Marketing mix (4P's)	Attitude of customers					Mean	Standard Deviation	Level
	5	4	3	2	1			
Promotion								
Email marketing.	243 (60.8)	125 (31.3)	29 (7.2)	3 (0.8)	-	4.52	0.664	Strongly agree
Promo codes for the booking online	238 (59.5)	150 (37.5)	11 (2.8)	1 (0.3)	-	4.56	0.563	Strongly agree
Loyalty reward system on the booking site	233 (58.3)	145 (36.3)	20 (5)	1 (0.3)	1 (0.3)	4.52	0.629	Strongly agree
Pricing variation in different medium of booking.	235 (58.8)	142 (35.5)	21 (5.3)	1 (0.3)	1 (0.3)	4.52	0.633	Strongly agree
Total of promotion						4.53	0.608	Strongly agree
Total						4.51	0.593	Strongly agree

From the Table 4.7, found that customers have 'Strongly agree' with the

attitude toward marketing mix for guesthouse online booking ($\bar{x}$ = 4.50).

Respondents have strongly agree with the attitude toward the price ($\bar{x}$ = 4.56)

followed by place ($\bar{x}$ = 4.53), place ($\bar{x}$ = 4.51) and product ($\bar{x}$ = 4.47). By in detail,

respondents have strongly agree with image of the property provided ($\bar{x}$ = 4.55),
variety of information available on the site ($\bar{x}$ = 4.49), design & outlook of the site (x
= 4.45), reputation of the booking site

($\bar{x}$ = 4.44) and user friendliness of the booking ($\bar{x}$ = 4.44) toward the product of the
marketing mix (4P's).

The entire of the repondents have strongly agreed with the attitude toward the
exclusive price booking on the website ($\bar{x}$ = 4.59), promotional discounts allowed on
the website ($\bar{x}$ = 4.57), availability of the site in mobile application format i.e. iOS,
Android, Windows ($\bar{x}$ = 4.55) and demographic pricing, rank rate of the same room
varies for different countries on the website ($\bar{x}$ = 4.54) toward the price of the
marketing mix (4P's).

Respondents have strongly agree with the attitude toward the clear
information about the property, price etc. as well as external site information provided
on social network platforms of the guesthouse ($\bar{x}$ = 4.59), compatibility of the site on
any platform i.e. computer, tablet, mobile phone etc ($\bar{x}$ = 4.53), availability of the site
in mobile application format i.e. iOS, Android, Windows ($\bar{x}$ = 4.49) and ease of
access from search engines ($\bar{x}$ = 4.46) toward the place of the marketing mix (4P's).

Lastly, respondents have strongly agree with the seasonal offer i.e low- high
season, festive offers reflected on the site ($\bar{x}$ = 4.56), promo codes for the booking
online ($\bar{x}$ = 4.56), email marketing. i.e. news letters, quarterly/ monthly offers ($\bar{x}$ =
4.52), loyalty reward system on the booking site ($\bar{x}$ = 4.52) and pricing variation in
different medium of booking i.e. Different pricing of the same room in different sites

($\bar{x}$ = 4.52) toward the promotion of the marketing mix (4P's).

4.4.5 Online guesthouse reservation decision

The second variable is about the attitude of respondents toward online guesthouse reservation decision. Online guesthouse reservation decision measured in four aspects; 1) I will book guesthouses online for my next destination, 2) I will refer others to book guesthouses online, 3) I find it convenient to book guesthouses on my mobile phone application (on the go) and 4) I will book online at guesthouse's own website than external travel agent's site. SPSS program was used to compute the attitude of respondents toward online guesthouse reservation decision into one variable and analyzed the statistic result.

Table 4.8 : Online guesthouse reservation decision

Online guesthouse reservation	Attitude of customers					Mean	Standard Deviation	Level
	5	4	3	2	1			
Decision 1	258 (64.5)	131 (32.8)	10 (2.5)	1 (0.3)	-	4.62	0.550	Strongly agree
Decision 2	172 (43)	204 (51)	19 (4.8)	5 (1.3)	-	4.36	0.633	Strongly agree
Decision 3	256 (64)	119 (29.8)	23 (5.8)	1 (0.3)	1 (0.3)	4.57	0.637	Strongly agree
Decision 4	214 (53.5)	156 (39)	27 (6.8)	2 (0.5)	1 (0.3)	4.45	0.666	Strongly agree
Total						4.50	0.621	Strongly agree

Note : Decision 1 = I will book guesthouses online for my next destination.

Decision 2 = I will refer others to book guesthouses online

Decision 3 = I find it convenient to book guesthouses on my mobile phone application (on the go)

Decision 4 = I will book online at guesthouse's own website than external travel

agent's site.

According to the Table 4.8 , respondents 'Strongly agree' with the attitude

toward online guesthouse reservation decision ($\bar{x}$ = 4.50). The decisions are 'I will

book guesthouses online for my next destination' ($\bar{x}$ = 4.62), 'I will book online at

guesthouse's own website than external travel agent's site' ($\bar{x}$ = 4.45) and 'I will

refer others to book guesthouses online' ($\bar{x}$ = 4.36) respectively.

4.3 Results of the Hypothesis Testing

There are two hypotheses to test in this research and this part presents the

result of hypotheses testing in the following table.

H1: The behavior of using social network has a significant relationship with

decision on online guesthouse reservation for each generation.

Table 4.9 : One-way ANOVA analysis on the impact of platform use accessing social

network on online guesthouse reservation in each generation.

		Sum of Squares	df	Mean Square	F	Sig.
Smartphone	Between Groups	.303	3	.101	.778	.507
	Within Groups	51.395	396	.130		
	Total	51.698	399			
Computer	Between Groups	1.353	3	.451	1.967	.118
	Within Groups	90.807	396	.229		
	Total	92.160	399			
Tablet	Between Groups	.769	3	.256	1.258	.289
	Within Groups	80.741	396	.204		
	Total	81.510	399			
Total	Between Groups	0.80	3	.269	1.334	.30
	Within Groups	74.314	396	.144		
	Total	75.122	399			

From the Table 4.9, One-Way Anova was used to analyze Hypothesis 1. The result revealed that there was not a statically difference between groups, $F_{(3,396)} = 1.334$, $p = .30$. Thus, the behavior of social network use in term of the platform uses accessing social network on online guesthouse reservation has no difference in each generation.

Table 4.10 : One-way ANOVA analysis on the impact of hour spending on social network for online guesthouse reservation in each generation.

		Sum of Squares	df	Mean Square	F	Sig.
Facebook	Between Groups	15.137	3	5.046	7.419	.000
	Within Groups	269.301	396	.680		
	Total	284.437	399			
Instagram	Between Groups	1.904	3	.635	.517	.671
	Within Groups	486.394	396	1.228		
	Total	488.298	399			
Youtube	Between Groups	.664	3	.221	.303	.823
	Within Groups	289.376	396	.731		
	Total	290.040	399			
Blog	Between Groups	2.359	3	.786	.853	.465
	Within Groups	364.881	396	.921		
	Total	367.240	399			
Twitter	Between Groups	15.919	3	5.306	5.582	.001
	Within Groups	376.471	396	.951		
	Total	392.390	399			
Total	Between Groups	7.20	3	2.400	2.934	.400
	Within Groups	357.284	396	.902		
	Total	364.481	399			

From the Table 4.10, there is not a statistically significant, $F_{(3,396)} = 2.934$, $p = .40$. Therefore, the behavior of social network use on hour spending on social network for online guesthouse reservation has no difference in each generation.

Table 4.11 : One-way ANOVA analysis on the impact of the platform use for seraching

information on social network for online guesthouse reservation in each

generation.

		Sum of Squares	df	Mean Square	F	Sig.
Facebook	Between Groups	.546	3	.182	1.135	.335
	Within Groups	63.454	396	.160		
	Total	64.000	399			
Instagram	Between Groups	2.378	3	.793	3.465	.016
	Within Groups	90.599	396	.229		
	Total	92.978	399			
Twitter	Between Groups	.935	3	.312	2.466	.062
	Within Groups	50.065	396	.126		
	Total	51.000	399			
YouTube	Between Groups	1.368	3	.456	2.641	.049
	Within Groups	68.382	396	.173		
	Total	69.750	399			
Website	Between Groups	.192	3	.064	.740	.529
	Within Groups	34.198	396	.086		
	Total	34.390	399			
Other	Between Groups	.018	3	.006	.588	.623
	Within Groups	3.942	396	.010		
	Total	3.960	399			
Total	Between Groups	0.906	3	.302	1.832	.270
	Within Groups	51.773	396	.130		
	Total	26.520	399			

From the Table 4.11, there was not a statically difference between groups, F

$(3,396) = 1.832$, $p = .270$. Thus, the platform use for seraching information on social

network for online guesthouse reservation has difference in each generation.

Table 4.12 : One-way Anova analysis on the impact of type of social networking

platform for online guesthouse reservation in each generation.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9.882	3	3.294	1.610	.186

(Continued)

Table 4.12 (Continued): One-way Anova analysis on the impact of type of social

networking platform for booking guesthouses online in each

generation.

	Sum of Squares	df	Mean Square	F	Sig.
Withing Groups	809.958	396	2.045		
Total	819.840	399			

From the Table 4.12, there was not a significant effect of amount of groups, F

$(3,396) = 1.610$, $p = .186$. Therefore, types of social networking platform for online

guesthouse reservation has no difference in each generation.

Table 4.13 : One-way Anova analysis on the impact of online medium for booking

guesthouses online in each generation.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9.045	3	3.015	3.132	.026
Within Groups	381.232	396	.963		
Total	390.278	399			

From the Table 4.13, online medium for online guesthouse reservation has

difference in each generation. Online medium differed significantly among the

groups, F $(3,396) = 3.132$, $p = .026$. So Least Significant Difference (LSD) was used

to test which group is different form the others.

Table 4.14 : Least Significant Difference (LSD) of online medium for online

guesthouse reservation in each generation.

(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
18-21 (GenZ)	22-38 (GenX)	-.681	.570	.232	-1.80	.44
	39-53 (GenY)	-.352	.578	.543	-1.49	.78

(Continued)

Table 4.14 (Continued) : Least Significant Difference (LSD) of online medium for

online guesthouse reservation in each generation.

(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig	95% Confidence Interval	
					Lower Bound	Upper Bound
18-21 (GenZ)	54-71 (Baby Boomer)	-.406	.585	.488	-1.56	.74
22-38 (GenX)	18-21 (GenZ)	.681	.570	.232	-.44	1.80
	39-53 (GenY)	.329*	.129	.011	.08	.58
	54-71 (Baby Boomer)	.275	.156	.079	-.03	.58
39-53 (GenY)	18-21 (GenZ)	.352	.578	.543	-.78	1.49
	22-38 (GenX)	-.329*	.129	.011	-.58	-.08
	54-71 (Baby Boomer)	-.054	.185	.769	-.42	.31
54-71 (Baby Boomer)	18-21 (GenZ)	.406	.585	.488	-.74	1.56
	22-38 (GenX)	-.275	.156	.079	-.58	.03
	39-53 (GenY)	.054	.185	.769	-.31	.42
*. The mean difference is significant at the 0.05 level.						

From the Table 4.14, the analysis of online medium online guesthouse

reservation in each generation shows that there is a group that is significantly

difference which is 22-38 (GenX) and 39-53 (GenY). As the significance value is

.011 which is below .05. Thus, online medium for online guesthouse reservation has

difference in 22-38 (GenX) and 39-53 (GenY) with -.329* of Mean Difference.

Table 4.15 : One-way Anova analysis on the impact of online travel agents for online

guesthouse reservation in each generation.

		Sum of Squares	df	Mean Square	F	Sig.
Agoda	Between Groups	.559	3	.186	1.463	.224
	Within Groups	50.441	396	.127		
	Total	51.000	399			
Booking	Between Groups	1.098	3	.366	1.493	.216
	Within Groups	97.080	396	.245		

Table 4.15 (Continued) : One-way Anova analysis on the impact of online travel

agents for online guesthouse reservation in each generation.

		Sum of Squares	df	Mean Square	F	Sig.
Booking	Total	98.178	399			
Teaveloka	Between Groups	1.150	3	.383	2.328	.074
	Within Groups	65.210	396	.165		
	Total	66.360	399			
Tripadvisor	Between Groups	2.002	3	.667	2.865	.037
	Within Groups	92.238	396	.233		
	Total	94.240	399			
Expedia	Between Groups	2.539	3	.846	4.156	.006
	Within Groups	80.651	396	.204		
	Total	83.190	399			
Total	Between Groups	1.470	3	.489	8.980	.111
	Within Groups	77.124	396	.194		
	Total	78.593	399			

From the Table 4.15, there was not a significant effect of amount of groups on

online travel agents for guesthouse reservation, $F(3,396) = 8.980$, $p = .111$.

Therefore, online medium for guesthouse reservation has no difference in each

generation.

H2: Marketing mix (4P's) has a significant relationship with decision on

online guesthouse reservation in each generation.

Table 4.16 : One-way Anova analysis of Product (4P's) that impact on online

guesthouse reservation in each generation

		Sum of Squares	df	Mean Square	F	Sig.
Product 1	Between Groups	1.218	3	.406	1.223	.301
	Within Groups	131.459	396	.332		
	Total	132.678	399			
Product 2	Between Groups	.372	3	.124	.356	.785
	Within Groups	137.938	396	.348		
	Total	138.310	399			

(Continued)

Table 4.16 (Continued) : One-way Anova analysis of Product (4P's) that impact on

online guesthouse reservation in each generation

		Sum of Squares	df	Mean Square	F	Sig.
Product 3	Between Groups	1.650	3	.550	1.510	.211
	Within Groups	144.287	396	.364		
	Total	145.938	399			
Product 4	Between Groups	.422	3	.141	.391	.760
	Within Groups	142.578	396	.360		
	Total	143.000	399			
Product 5	Between Groups	.265	3	.088	.252	.860
	Within Groups	138.633	396	.350		
	Total	138.898	399			
Total	Between Groups	.785	3	.261	.746	.585
	Within Groups	138.979	396	.350		
	Total	139.764	399			

Note : Product 1 = Reputation of the booking site

Product 2 = User friendliness of the booking

Product 3 = Variety of information available on the site

Product 4 = Image of the property provided

Product 5 = Design & outlook of the site

From the Table 4.16, revealed that there not a significant effect of Product

(4P's) on online guesthouse reservation in each generation [$F(3,396) = .746$, $p =$

.585]. Therefore, marketing mix on Product has no difference in each generation.

Table 4.17 : One-way Anova analysis of Price (4P's) that impact on online guesthouse

reservation in each generation.

		Sum of Squares	df	Mean Square	F	Sig.
Price 1	Between Groups	.370	3	.123	.406	.749
	Within Groups	120.390	396	.304		
	Total	120.760	399			
Price 2	Between Groups	.768	3	.256	.772	.510
	Within Groups	131.409	396	.332		

(Continued)

Table 4.17 (Continued) : One-way Anova analysis of Price (4P's) that impact on

online guesthouse reservation in each generation.

		Sum of Squares	df	Mean Square	F	Sig.
Price 2	Total	132.177	399			
Price 3	Between Groups	.955	3	.318	.885	.449
	Within Groups	142.482	396	.360		
	Total	143.438	399			
Price 4	Between Groups	3.393	3	1.131	3.076	.028
	Within Groups	145.607	396	.368		
	Total	149.000	399			
Total	Between Groups	1.371	3	.457	2.832	.434
	Within Groups	134.972	396	.341		
	Total	136.343	399			

Note : Price 1 = Exclusive price booking on the website

Price 2 = Promotional discounts allowed on the website

Price 3 = Demographic pricing- rack rate of the same room varies for different
countries on the website.

Price 4 = Pricing variation in different medium of booking. i.e. Different
pricing of the same room in different sites

From the Table 4.17, there was not a significant effect of Price (4P's) on
online guesthouse reservation in each generation [$F(3,396) = 2.832$, $p = .434$]. Thus,
marketing mix on Price has no difference in each generation.

Table 4.18 : One-way Anova analysis of Place (4P's) that impact on online

guesthouse reservation in each generation.

		Sum of Squares	df	Mean Square	F	Sig.
Place 1	Between Groups	.756	3	.252	.757	.519
	Within Groups	131.822	396	.333		
	Total	132.578	399			

(Continued)

Table 4.18(Continued) : One-way Anova analysis of Place (4P's) that impact on

online guesthouse reservation in each generation

		Sum of Squares	df	Mean Square	F	Sig.
Place 2	Between Groups	.662	3	.221	.587	.624
	Within Groups	148.848	396	.376		
	Total	149.510	399			
Place 3	Between Groups	.857	3	.286	.840	.473
	Within Groups	134.720	396	.340		
	Total	135.578	399			
Place 4	Between Groups	.977	3	.326	.916	.433
	Within Groups	140.933	396	.356		
	Total	141.910	399			
Total	Between Groups	.813	3	.271	.775	.683
	Within Groups	139.080	396	.351		
	Total	139.894	399			

Note : Place 1 = Clear information about the property, price etc. as well as
external site information provided on social network platforms of the
guesthouse.
Place 2 = Ease of access from search engines
Place 3 = Variety of information available on the site
Place 4 = Compatibility of the site on any platform i.e. computer,
tablet, mobile phone etc.

From the Table 4.18, there was not a significant effect of Price (4P's) on online guesthouse reservation in each generation [$F(3,396)$ =.775, p = .683]. So that, marketing mix on Place has no difference in each generation.

Table 4.19 : One-way Anova analysis of Promotion (4P's) that impact on online guesthouse reservation in each generation.

		Sum of Squares	df	Mean Square	F	Sig.
Promotion 1	Between Groups	.433	3	.144	.468	.704
	Within Groups	122.127	396	.308		

(Continued)

Table 4.19 (Continued) : One-way Anova analysis of Promotion (4P's) that impact on

online guesthouse reservation in each generation.

		Sum of Squares	df	Mean Square	F	Sig.
Promotion 1	Total	122.560	399			
Promotion 2	Between Groups	5.359	3	1.786	4.149	.007
	Within Groups	170.481	396	.431		
	Total	175.840	399			
Promotion 3	Between Groups	1.073	3	.358	1.130	.337
	Within Groups	125.365	396	.317		
	Total	126.438	399			
Promotion 4	Between Groups	1.219	3	.406	1.027	.380
	Within Groups	156.621	396	.396		
	Total	157.840	399			
Promotion 5	Between Groups	1.313	3	.438	1.094	.352
	Within Groups	158.484	396	.400		
	Total	159.798	399			
Total	Between Groups	1.879	3	.626	1.573	.356
	Within Groups	146.615	396	.370		
	Total	148.495	399			

Note : Promotion 1 = Seasonal offer: Low- high season, festive offers

reflected on the site

Promotion 2 = Email marketing. i.e. Newsletters, quarterly/ monthly

offers

Promotion 3 = Promo codes for the booking online

Promotion 4 = Loyalty reward system on the booking site

Promotion 5 = Pricing variation in different medium of booking. i.e.

Different pricing of the same room in different sites

From the Table 4.19, there was not a significant effect of Price (4P's) on online

guesthouse reservation in each generation [$F(3,396)$ = 1.573, p = .356]. Thus,

marketing mix on Promotion has no difference in each generation.

4.4 Conclusion

As presented through this chapter, the result revealed the relationship between the behavior of social network use and its influence over online guesthouse reservation decision. One-way ANOVA revealed the result of hypothesis 1 that, there is no relationship between the social network use and the online guesthouse reservation in each generation (platform use accessing social network, hour spending on social network, platform use for searching information on social network, type of social networking platform, online travel). The Least Significant Difference was used to analyze 'online medium'to find the difference between a pair of generation as it is significant. As a result, participants' behavior showed that the social network use has no impact to their online guesthouse reservation decision (as showed in Table 4.9-4.15).

One-way ANOVA also revealed the result of testing hypothesis 2 that, there is no relationship between Marketing mix (4P's) and online guesthouses reservation. This means participants perceived Marketing mix (4P's) as a booking sites, has no impact on online guesthouse reservation (as shown in Table 4.16-4.19). The summary and discussion will reveal about the findings in this survey research in chapter five.

CHAPTER 5

DISCUSSION

This chapter presents the summary and discussion about the findings in this survey research. This chapter aims to summarize the quantitative findings of the hypotheses, as well as the discussion of the research study in the following section:

5.1 Hypotheses Summary

5.2 Discussion

5.3 Recommendation for Further Application

5.4 Recommendation for Further Research

5.1 Hypotheses Summary

There are two hypotheses tested and presented in this research.

H1: The behavior of using social network has a significant relationship with decision on online guesthouse reservation for each generation

Table 5.1 Result of hypothesis testing about the social media use has a signoficant

relatioship on online guesthouse reservation for each generation

The behavior of social media use	F	Sig	Support
Online medium	3.132	.026	Supported
Platform use accessing social network	1.334	.300	Not Supported
Hour spending on social network	2.934	.400	Not Supported
Platform use for searching information on social network	1.832	.270	Not Supported
Type of social networking platform	1.610	.186	Not Supported
Online travel agents	8.980	.111	Not Supported
Total	3.303	.215	Not Supported

From the Table 5.1, the result of hypothesis 1 testing revealed that platform use accessing social network, hour spending on social network, platform use for searching information on social network, type of social networking platform and online travel agents, have difference for each generation with the decision on online guesthouse reservation. So that, the hypothesis is not supported. About online medium has difference for each generation with the decision on online guesthouse reservation. With the significant level is lower than .05, The Least Significant Difference was used to find the difference between a pair of generation. From the resulted testing revealed that there is a pair of generation, 22-38 (GenX) and 39-53 (GenY), with the significant level is .26. The 22-38 (GenX) has the mean difference with decision on online guesthouse reservation in each generation less than 39-53 (GenY) at .329[*]. Thus, the hypothesis one is not supported.

H2: Marketing mix (4P's) has a significant relationship with decision on online guesthouse reservation in each generation.

Table 5.2 Result of hypothesis testing about marketing mix (4P's) has a significant relatioship on booking guesthouses online for each generation

The behavior of social media use	F	Sig	Support
Product	.745	.585	Not Supported
Price	2.832	.434	Not Supported
Place	.775	.683	Not Supported
Promotion	1.573	.356	Not Supported
Total	1.481	.514	Not supported

From the Table 5.2, the result of hypothesis 2 revealed about the marketing mix (4P's); product, price, place and promotion, have no difference on online guesthouse reservation for each generation. Thus, the hypothesis two is not supported.

5.2 Discussion

From the testing of Hypothesis 1, the result revealed that platforms used to access social networks, hours spent on social network, platforms used for searching information on social networks, type of social network platforms, and online travel agents for booking guesthouses online does not have a significant relationship on online guesthouse reservation. According to EDTA, support the hypothesis about the use of the internet that Thais are rapidly shifting to a more digital lifestyle for instance reading books and listening music online, booking tickets and hotel reservation. They are reluctant to use social network platform for tourism purposes rather than spending time to access other contents (EDTA,2017).

About online medium in the use of social network has a significant relationship with decision on booking guesthouses online for each guesthouse by testing The Least Significant Difference (LSD). The result reavealed that there is one pair, 22-38 (GenX) and 39-53 (GenY), wiht the significant level is above .05, $p =$ .026. It can be refferred in accordance to Google survey that over 4000 households aged between 18 to 60 have searched for information prior to making a booking. 79% having access making it significant that these cluster searches for their travel information prior to booking their preferred guesthouse (Postoday, 2017).

But to support the result, there is the difference of "Online medium" for guesthouse online reservation of Generation X and Y. As, most of the respondents prefer reserving online through 'Online travel agents'. They use technology to reach social network, but there are the differences in their purchasing behavior.

Generation X is influenced by the opinions of others and the online sources, on the travel purchasing decision through online travel agent in term of need recognition and purchase decision. Also, they focus on the expenses in term of their purchase decision and post purchase through online travel agents(Acar, 2014; Tanomkhan, 2016). Their decisions are more based on recoomendations from blogs and social networks and less influenced by word-of-mouth. They should be targeted with promotional messaegs on social network. Recommendations and posts on social network have greater influence on them (Susarla et al., 2016).

As generation Y or Millennials are influenced by the online information toward reserving online through "Online travel agent" for purchasing decision making(Tanomkhan, 2016). They prefer looking up to online travel agent site for reserving transportation and accomodation as it offers a great deal of trust for consumers to make a purchase. Moreover, an online travel agent is their preferred way for travel booking. In the age, 'trust' would be useful for them, booking the accommodation in one place for the entire trip through online travel agency site(Expedia and The center for generational kinetics, 2017).

About marketing mix (4P's); product, price, place and promotion does not have a significant relationship on booking guesthouses online in each generation. But

to suppurt the reserch result, There is the difference in term of 'Price' and 'Promotion' among generation. The difference of price, all generations interested in term of price on 'Pricing variation in different medium of booking. i.e Different pricing of the same room in different sites'. Whereas the promotion, the difference of promotion, all generations are more likely prefer 'Email marketing' that is the signifaicance of the research result which consists of newsletters, quarterly and monthly offer. Moreover, there is the difference of generation X in term of 'Product' as they prefer 'User friendliness of the booking and a variety of information' that support their lifestyle. According to generation X lifestyle, they use an online online service as an information source when making purchasing decsion(Harmon et al., 1999). They spend time searching information brief from the social network for instance contents, deals reading reviews before making purchases decision. Getting good service while purchasing makes them feel as a valued customer (DITP, 2016). Other generation only searches information and compare the price as their behavior is different because of their age.

In order to access the consumer behavior in terms of purchase decision making guesthouses need sot target the right market segment for their businesses given limited rooms and budget. In order to target the all consumer segements in terms of generation (Baby Bommer, Gen X, Y and Z), guesthouses needs to suit their services to the behavior and lifestyle of each generations. According to AARP Travel's 2019 baby boomers plans their trips four to five times a year (Blue Swan Daily, 2019). They prefer travelling to places that allows them to connect with the locals and to experience the culture and local customs they visit. Baby Bommers

typically do not prefer social media like other generations and prefers email communication to receive updates about promotional campaigns (Young, 2019). In order to target this generation guesthouses needs to attract baby bommers looking for retirement holiday. Email and print marketing are effective in reaching this generation.

Family life shapes generation X is regarded traveling, they are additional doubtless set up for a family trip for vocation. The family effects on them in term of searching information and evaluation of other within the process of purchasing decision (Thanomkhun, 2016). Guesthoue business would build their loyalty by providing lots of information and context as they search information into every available resouce as they straddle the line between digital and traditional media. Also, they look both online and offline information before purchasing decision. Most of generation X are parents, they consumed media that reflect their values. Guesthoue business would engage sentimental ads that focus on family life. Guesthouse owners should innovate new services and modify existing that meet the preferences and expectations of this generation. Sometimes it is difficult to approach this generation as since they are entitled to higher income, they are more pragmatic in assessing social media reviews and very finicky about choosing desired services. Also, they are more cautious with respect to making any new purchases.

In accordance to the behavior of generation Y, they likely rely online information source and user-gererated content (Miguens et al., 2008). Also, they likely prefer reading reveiw throughout their travel purchasing decision. Writing a good review would be inevitably attracted more this generation to stay as most of the

review, is from online travel agents (OTAs) or social media, which is a very popular

for tourist review. This means that guesthouse themselves would adjust the marketing

approach to Gen Y to meet their needs by providing quality service during their stay.

Impressive service would make Gen Y write a review by themselves (Gigalo,2019;

Schiopu et al., 2016; Stackla, 2017). The prominent point that is difference is

reviewed via online tevel agents platfroms which is able to disperse to all group of

generation as Word-of mouth (Gigalo,2019). Moreover, sharing experiences also

helps to increase bookings directly with the guesthouse via many channels, including

Facebook, chat, telephone, email, website and other channels excluding online travel

agent. This would allow guesthouse entrepreneur reduce the costs of spending to

online travel agents.

Lastly, Generation Z or digital natives are constantly connected to the social

media. This very generation heavily depends on social network to make their

purchase decision. They look for content in social media that feeds them information

and inspire them with travel ideas (Richardson, 2018). Travel behavior of Generation

Z is all about experience and adventures and at the same time they prefer travelling

solo rather than in group. According to a study, Gen Z travels six times a year on

average, which leads to less spending on accommodation. Guesthouse are the

preferable choice for them in terms of inexpensive accommodation as well meet

experiencing local cultures and at the same time meet fellow travel companions

(Gigalo, 2019). Guesthouse owners would need to focus on social media to reach to

this very generation and create content that engages, inspires and informs them about

their marketing tools. Guesthouses also need to focus on creating marketing tools

such as hosting special events that Gen Z customers would attend while travelling (Jamie, 2018). This shows social network has a higher influence over Gen Z travel plans than any other previous generations.

Recommendation for Further Application

The guesthouse owner or guesthouse business can be able to take the advantage from this research. In order to know the consumers behavior of purchasing decision making in each generation to get the approach, messaging, imagery and content right. The guesthouse themselves would know to make promotion via social network both of websites guesthouse itself and online travel agents to get the right market segmentation because they are important online distribution channels. To make better understanding, it should develop the marketing strategic in the future in tourism industry on a communication process on online reservation, it is necessary to learn about factors influencing the consumers' purchasing in each generation.

5.4 Recommendation for Further Research

5.4.1 The following research has provision for further study. Limited time constraint has affected collection of large data for the study. In case of further study on the use of social networking and its influence over the online guesthouse reservation decision, the researcher can elaborate the time of study and design appropriate questionnaire.

5.4.2 Research about the use of social networks and its influence over online guesthouse reservation can be conducted by using qualitative approach as well. A critical research technique could be applied to this research. Quantitative method

could be used to answer with regards to the set questionnaire. In case of researcher using qualitative approach, they will be able to retrieve deep analytics from the audience.

    5.4.3 There might be scope of finding other factors apart from found in this research involving the influence of social media over online guesthouses reservation which the researcher might interesting to explore.

BIBLIOGRAPHY

Abdullah, J. A. (2016). The Impact of Promotional Mix Elements on Consumers
Purchasing Decisions. *JSMaP, 02*(1), 172-174.

Abramson, A. (January, 2019). *Buying habits of baby boomers*. Retrieved from
https://www.alexisabramson.com/buying-habits-of-baby-boomers/.

Acar, A. B. (2014). Do Intrinsic and Extrinsic Motivation Factors Differ for
Generation X and Generation Y? *International Journal of Business and
Social Science*, *5*(5), 12-20.

Allen, M., & Syfert, T. (2009). Investigating happiness of Generation Y / Millennial
members: The dilemma of the young project manager. *Grand Rapids
Business Journal, 5*(4), 2-3.

Anderson, M. (2011). *Succeeding in an era of social commerce*. Retrieved from
http://www.ft.com/cms/s/0/dcbc62fc-3f8b-11e0-a1ba-00144feabdc0.html.

Armstrong, G., & Kotler, P. (2007). *Marketing: An introduction*. Upper Saddle River,
N.J: Pearson Prentice Hall.

Assael, H. (1995). *Consumer behavior and marketing action*. South-Western College
Publishing, Oklahoma.

Atkin, C. (1973). Instrumental utilities and information seeking. *New models for mass
communication research.* Oxford, England: Sage.

Aurelie, K. (April, 2013). *Social media and internet tools in the hospitality marketing*.
Retrieved from
https://www.theseus.fi/bitstream/handle/10024/55889/Krahl_Aurelie.pdf?seq
uence=1.

Ayaydın, H., & Baltac, N. (2013). European journal of research on education. *European Journal of Research on Education Human Resource Management,* 94-99.

Ayeh, J., Leung, D., Au, N., & Law, R. (2012). Perceptions and strategies of hospitality and tourism practitioners on social media: An exploratory study. *Vienna: Information and Communication Technologies in Tourism,* 1-12.

Bell, N.S., & Narz, M. (2007). Meeting the challenges of age diversity in the workplace. *The CPA Journal*, *72*(2), 56-59.

Blue Swan Daily (2019). *Baby Boomers are increasingly travelling with a smartphone, seeking out authentic experiences and showing more interest in alternative accommodation options*. Retrieved from https://blueswandaily.com/baby-boomers-are-increasingly-travelling-with-a-smartphone-seeking-out-authentic-experiences-and-showing-more-interest-in-alternative-accommodation-options/.

Boyd, D. M., & Ellison, N. B. (2007). Social network sites: Definition, history, and scholarship. *Journal of Computer-Mediated Communication*, *13*(1), 210-230.

Buhalis, D., & Law, R. (2008). Progress in information technology and tourism management: 20 years on and 10 years after the internet: The state of eTourism research. *Tourism Management, 29*(4), 609–623.

Business Insider. (September, 2018). *YouTube now has over 1.8 billion users every month, within spitting distance of Facebook's 2 billion.* Retrieved from https://www.businessinsider.com/youtube-user-statistics-2018-5

Cox, C., Burgess, S., Sellitto, C., & Buultjens, J. (2009). The role of user- generated

    content in tourists' travel planning behavior. *Journal of Hospitality*

    Marketing and Management, 18(8), 743-764.

Chun, C., & Kwak, D. (2016). The effect of SNS tourism information service quality

    on the intension of reuse. *Advanced Science and Technology Letters*,

    138 (Ngcit), 44–48.

Curtis, C. E., & Connolly, J. D. (2008). Saccade preparation signals in the human

    frontal and parietal cortices. *Journal of Neurophysiology*, *99*(1), 133-

    145.

Dabija, D.-C., Bejan, B. M., & Tipi, N. (2018). Generation X versus Millennials

    communication behaviour on social media when purchasing food

    versus tourist services. *E M Ekonomie a Management*, *21*(1), 191–

205.Definition of Advertising. (September, 2018). *What is Advertising?*, *Advertising*

    meaning. Retrieved from

    https://economictimes.indiatimes.com/definition/advertising.

Department of International Trade Promotion. (June, 2016). *Consumer behavior and*

    marketing channels for various generations. Retrieved from

    https://www.thaitradeusa.com/home/?p=21482.

Dong, T. P., Cheng, N. C., & Wu, Y. C. J. (2014). A study of the social networking

    website service in digital content industries: The Facebook case in

    Taiwan. *Computers in Human Behavior*, *30*, 708-714.

Electronic Transactions Development Agency. (August, 2018). *Thai people's daily*

    internet use up to 10 hours and 5 minutes. Retrieved from

https://www.etda.or.th/content/etda-reveals-thailand-internet-user-profile-
2018.html.

Etzel, M. J., Walker, B. J., & Stanton, W. J. (2007). *Marketing*. Boston: McGraw-
Hill/Irwin.

Expedia and The center for generational kinetics (2018, January). *Generations on the
moves*. Retrieved from https://viewfinder.expedia.com/wp-
content/uploads/2017/12/Expedia-Generations-on-the-Move.pdf.

Fotis, J., Buhalis, D., & Rossides, N. (2012). *Social media use and impact during the
holiday travel planning process*. Vienna, Austria: Springer-Verlag.

Future Foundation (2016). *Millennial Traveller report: why millennials will shape
the next 20 years of travel*, Retrieved from https://www.foresightfactory.co/
wp-content/uploads/2016/11/Expedia Millennial Traveller-Report-Final.pdf.

Gilbert, B. (May, 2018). *YouTube now has over 1.8 billion users every month, within
spitting distance of Facebook's 2 billion*. Retrieved from
https://www.businessinsider.com/youtube-user-statistics-2018-5.

Glass, A. (2007). Understanding generational differences for competitive
success. *Industrial and Commercial Training*, *39*(2), 98-103.

Gigalo. (October, 2019). จบตา Hostel ทางเลือกธุรกิจโรงแรมไซส์เล็กต่อความต้องการนักท่องเที่ยว.

Retrieved from https://www.marketingoops.com/reports/research/hostel-
travel-industry/.

Grail Research. (November, 2011). *Consumers of tomorrow: insights and
observations about Generation Z*. Retrieved from

http://www.grailresearch.com/pdf/ContenPodsPdf/Consumers_of_Tomorro
w_Insights_and_Observations_About_Generation_Z.pdf.

Gursoy, D., Maier, T. A., & Chi, C. G. (2008). Generational differences: An
examination of work values and generational gaps in the hospitality
workforce. *International Journal of Hospitality Management, 27*(3), 448-
458.

Hawkins, I., Best, J., & Coney, A. (2004). *Consumer behavior: Building market
strategy*. McGraw-Hill/Irwin. 9th Ed.

Hamed, H.M. (2017). Marketing destinations to millennials: Examining the
compatibility between the destination marketing organization website and
the millennial tourist prospects. *Journal of Tourism and Recreation, 3*(1),
1-20.

Henry, A. (1998). *Consumer behavior and marketing action.* Ohio: South- Western
College.

Hoffman, D., and Novak, T. (1995). Marketing in hypermedia computer-mediated
environments: Conceptual foundations. *Journal of Marketing, 60*(3), 50-68.

Hotel.com. (August, 2018). *5 factors that influence Thai tourists toward
accomodation reservation.* Retrieved from
https://www.marketingoops.com/reports/behaviors/hotels-com-trend-travel-
thai-consumer/.

Howe, N., & Strauss, W. (2000). *Millennial rising: The next great generation*. New
York: Vintage Books.

Hudson, M. (September, 2018) *What does the next generation want from a retailer?*.

    Retrieved from https://www.thebalancesmb.com/generation-z-retail-

    shopping-behaviors-4140379.

Hudson, S., & Thal, K. (2013). The impact of social media on the consumer

    decision process: Implications for tourism marketing. *Journal of Travel &*

    Tourism Marketing, 30(1), 156-160.

Hughes, D. J., Rowe, M., Batey, M., & Lee, A. (2012). A tale of two sites: Twitter vs.

    Facebook and the personality predictors of social media usage. *Computers in*

    Human Behavior, *28*(2), 561-569.

Indrustrialnew. (November, 2018). *Money making business in Thailand.* Retrieved

    from https://industrialnew.com/อุตสาหกรรมการท่องเที3ย/.

Institute for Small and Medium Enterprises Development. (2007). Guesthouse

    business**.** *Pathum Thani: Institute for Small and Medium Enterprises*

    Development.

Jackson, V., Stoel, L., & Brantley, A. (2011). Mall attributes and shopping value:

    differences by gender and generational cohort. *Journal of Retailing and*

    Consumer Services, *18*(1), 1-9.

J. Walter Thomson Intelligence. (2018, September 14). *Gen Z has been raised with*

    tablets, smartphones, and the digital world at their fingertips.

    Retrieved from https://www.jwtintelligence.com/2012/04/april-trend-report-

    examines-the-digital-world-of-gen-z/.

Jim, G. (n.d.). *Consumer behavior marketing: A revolutionary approach to marketing*

    & sales to baby boomers & senior markets. Retrieved from

https://www.comingofage.com/wp-content/themes/coa/articles/Consumer-Behavior-Marketing.pdf.

Kaplan, M., & Haenlein, M. (2010). Users of the world, unite!, The challenges and opportunities of social media. *Business horizons, 53*(1), 59-68.

Kats, R. (February, 2018). *Surprise! most consumers look at reviews before a purchase.* Retrieved from https://www.emarketer.com/content/surprise-most-consumers-look-at-reviews-before-a-purchase.

King, J. (October, 2018). *Gen Zers comb through product reviews before buying.* Retrieved from https://www.emarketer.com/content/gen-zers-comb-through-product-reviews-before-buying.

Klapper, T. (1960). *The effects of mass communication*. New York, NY, US: Free Press.

Kotler, P. (1997). *Marketing management analysis, planning, implementation and control.* New Jersey: A Simon & Schuster Company.

Kotler, P. (1999). *Marketing management: An Asian perspective (2nd ed.).* New Jersey: Prentice Hall.

Kotler, P. (2003). *A framework for marketing management*. Upper Saddle River, N.J: Prentice Hall.

Kotler, P. & Armstrong, G. (2012) *Principles of marketing*. England: Pearson Education Limited.

Lee, S., & Kim, B. G. (2017). The impact of qualities of social network service on the continuance usage intention. *Management Decision*, *55*(4), 701-729.

Leue, M. C., Jung, T., & Knowles, T. (2013). Social media marketing in selected UK luxury hotels. *eReview Tourism Res, 4*, 1-5.

Littrell, M. A., Ma, Y. J., & Halepete, J. (2005). Generation X, Baby Boomers, and swing: marketing fair trade apparel. *Journal of Fashion Marketing and Management*, *9*(4), 407-419.

Litvin, S., Goldsmith, R., & Pan, B. (2008). Electronic word-of-mouth in hospitality and tourism management. *Tourism Management, 29*(1), 458- 468.

Lumen Online. (n.d.). *Generation effects and consumer behavior.* Retrieved from https://courses.lumenlearning.com/baycollege-introbusiness/chapter/reading-generation-effects-and-consumer-behavior/.

Marketing Mix Definition (n.d.). *4Ps & 7Ps of the marketing mix.* Retrieved from http://marketingmix.co.uk/.

Mannheim, K. (1952). The problem of generations, essays on the sociology of knowledge. *London: Routledge and Kegan Paul, 7*(15), 276-320.

Marshall, G. W., & Johnston, M. W. (2011). *Essentials of marketing management.* New York, NY: McGraw-Hill.

Martin, C. A. (2005). From high maintenance to high productivity. *Industrial and Commercial Training*, *37*(1), 39-44.

McCabe, K. (n.d.). *50 Statistics proving the power of customer reviews.* Retrieved from https://learn.g2crowd.com/customer-reviews-statistics.

McCarthy, L., Stock, D., & Verma, R. (2010). How travellers use online and

social media channels to make hotel-choice decisions. *Cornell*

Hospitality Report, 10(18), 6-18.

McQuail, D. (2000). *McQuail's mass communication theory*. London: Sage

Publications.

Mediakix. (September, 2017). *How many blogs are there in the world?*. Retrieved

from http://mediakix.com/2017/09/how-many-blogs-are-there-in-the-

world/#gs.5fFduiz6.

Miguens, J., Baggio, R., Costa, C. (2008). Social media and tourism destinations:

Trip Advisor case study. *Proceedings of the IASK International Conference*

*on 'Advances in Tourism Research, At Aveiro,*194-199.

Mi9retail. (February, 2018). *Understanding Baby Boomers and Their Shopping*

Habits. Retrieved from https://mi9retail.com/understanding-baby-boomers-

shopping-habits/.

Moore, M. (2012). Interactive media usage among millennial consumers. *Journal of*

Consumer Marketing, 29(6), 436-444.

Moreno, F. M., Lafuente, J. G., Carreón, F. Á, & Moreno, S. M. (2017). The

characterization of the Millennials and their buying behavior. *The*

Characterization of the Millennials and Their Buying Behavior,9(5).

Obar, J. A., & Wildman, S. S. (2015). Social media definition and the governance

challenge: An introduction to the special issue. *Telecommunication Policy,*

39(9), 745-750.

Posttoday Online. (September, 2017). *Thai people rely on online information before purchasing.* Retrieved from https://www.posttoday.com/it/513635.

Raths, D. (1999). Bridging the generation gap. *Info World, 21*(54), 84.

Reisenwitz, T. H. & Lyer, R. (2009). Differences in generation X and generation Y: Implications for the organization and marketer. *The Marketing Management Journal, 19*(2), 91-103.

Richardson, K. (June, 2018). *Generation face-off: Comparing Gen X, Y And Z shopping behaviors.* Retrieved from https://www.forbes.com/sites/yec/2018/05/17/generation-face-off-comparing-gen-x-y-and-z-shopping-behaviors/#5a63ab1e631d

Schiffman, Leon G. (2010). *Consumer behavior.* Upper Saddle River, N.J. :Pearson Education/Prentice Hall.

Schiffman, L. G., & Kanuk, L. L. (2000). *Consumer behavior.* 7th ed. London. Prentice Hall.

Schiopu, A.F. et al. (2016). The influence of new technologies on tourism consumption behavior of the millennials. *Amfiteatru Economic, 18*(10), 829-846.

Sigala, M., Christou, E., & Gretzel, U. (2012). *Social media in travel, tourism and hospitality: Theory, practice and cases.* Farnham, Surrey, Burlington, VT: Ashgate Pub.

SJC Insights. (October, 2018). *The shopping habits of generations X, Y, and Z.* Retrieved from https://stjoseph.com/insight/shopping-habits-generation-x-y-z/.

SME Thailand Club. (June, 2018). *Insights into shopper Gen Z behavior.* Retrieved

    from https://www.smethailandclub.com/marketing-3347-id.html.

Smith, K. T. (2011). Digital marketing strategies that Millennials find appealing,

    motivating, or just annoying. *Journal of Strategic Marketing, 19*(6), 489-

    499.

Solomon, G. (1996). *Studying the computer vs. the whole learning environment*:

    Relating analytic and systemic paradigms. New York: Ablex.

Solomon, S. (n.d.). *Baby boomers: Consumer behavior & marketing expert.* Retrieved

    from https://www.michaelsolomon.com/market-segmentation/baby-

    boomers/.

Stackla (2017*). 2017 Consumer content report: Influence in the digital age,* Retrieved

    from http://stackla.com/wpcontent/uploads/2017/11/Stackla-Data- Report-

    FINAL.compressed.pdf.

Stanley, C. (April, 2018). *5 Gen Z purchasing trends: Why they can't go ignored.*

    Retrieved from https://revelsystems.com/blog/2018/04/16/5-gen-z-

    purchasing-trends/.

Statista. (n.d.). *Number of social media users worldwide from 2010 to 2021 (in*

    billions). Retrieved from https://www.statista.com/statistics/278414/number-

    of-worldwide-social-network-users/.

Statistia. (n.d.). Twitter MAU in the United States 2018. Retrieved from

    https://www.statista.com/statistics/274564/monthly-active-twitter-users-in-

    the-united-states/.

Streampage Online. (January, 2018). The ABCs of marketing to generations X,Y,&

    Z. Retrieved from http://www.streampage.com/bbb/Regina/5293/the-abcs-

    of-marketing-to-generations-x-y-z.

Susarla, A., Oh, J. H., & Tan, Y. (2016). *Influentials, Imitables, or Susceptibles?*

    Virality and Word-of-Mouth Conversations in Online Social Networks.

    Journal of Management Information Systems, 33(1), 139-170.

Thanomkhan, T (2016). *The Comparison Study of Consumer behavior towards*

    Online Travel Agents (OTAs) between Baby Boomers, X Generation and Y

    Generation in Purchasing Tourism Related Products and Services

The American heritage dictionary. (1992). *Generation.* 3rd Edition, New York:

    Houghton Mifflin Company.

Tschanz, N., & Klein, S. (1996*). Internet strategy development in tourism: The*

   *concept and case study.* Switzerland: University of St. Gallen.

Turner, A. (2015). Generation Z: Technology and social interest. *The Journal of*

    Individual Psychology, 71(2), 103-113.

Valck, K.D., Bruggen, G.H., & Wierenga, B. (2009). Virtual communities: A

    marketing perspective. *Decision Support Systems, 47*, 185-203.

Watokung. (January, 2018). *Hotels.com the behavior of Millennium tourists.*

    Retrieved from https://www.marketingoops.com/reports/behaviors/hotels-

    com-share-consumer-behavior/.

Thanyanan, W. (August, 2016). *Differences in characteristics among the people who belong to Generation X, Y and Z including their behavior of online shopping: Bangkok metropolis.* Retrieved from http://it.nation.ac.th/research/ntu/files/57011320171f.pdf.

Wertime, K., & Fenwick, I. (2008). *DigiMarketing: The essential guide to new media & digital marketing*. Singapore: John Wiley & Sons (Asia).

Wikipedia. (October, 2018). *Guesthouse.* Retrieved from https://en.wikipedia.org/w/index.php?title=Guest_house&oldid=865754866.

Wikipedia. (September, 2018). *Pai, Thailand.* Retrieved from https://en.wikipedia.org/w/index.php?title=Pai,_Thailand&oldid=858593292

Williams, K. C., & Page, R. A. (2011). Marketing to the generations. *Journal of Behavioral Studies in Business*, *3*(1), 37-53.

Winer, R. S. (1986). A reference price model of brand choice for frequently purchased products. *Journal of Consumer Research*, *13*(2)*, 250–256.*

Wong, M., Gardiner, E., Lang, W., & Coulon, L. (2008). Generational differences in personality and motivation: Do they exist and what are the implications for the workplace?. *Journal of Managerial Psychology*, *23*(8), 878-890.

Woo, A. (June, 2018). *Understanding the research on Millennial shopping behaviors. Retrieved from* https://www.forbes.com/sites/forbesagencycouncil/2018/06/04/understanding-the-research-on-millennial-shopping-behaviors/#6a9703195f7a.

Woo, J. W. (May, 2018). *Messaging apps exceeded 6 billion combined monthly active users in 2017.* Retrieved from https://technology.ihs.com/602537/messaging-apps-exceeded-6-billion-combined-monthly-active-users-in-2017.

Yamane, T. (1973). *Statistics: An introduction analysis,* 3rd ed. New York: Harper & Row.

Young, A. (2019). 9 *Travel Trends and Habits of Baby Boomers: By Alan Young.* Retrieved from https://www.hospitalitynet.org/opinion/4095324.html.

Zeng, B., & Gerritsen, R. (2014), What do we know about social media in tourism?. *Tourism Management Perspectives, 10*(1), 27-36.
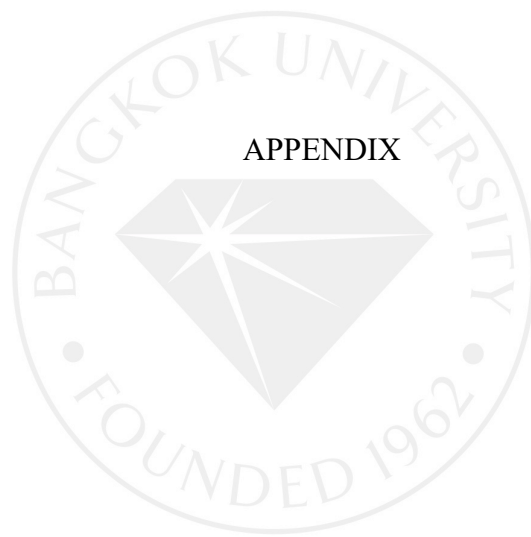
APPENDIX

APPENDIX

Questionnaire

The influence of social network as a communication process on the online guesthouse reservation of generation, the case study of Pai, Mea Hong Son

This questionnaire is used to examine the influence of of social network as a communication process on the online booking guesthouse reservation of generation, the case study of Pai, Mea Hong Son. This questionnaire is a part of ICA 701: Independent Study course in master degree of Bangkok University. All of the information will be used for academic research only.

Thanks you for your participation.

Section 1: Demographic data

Put a ✓ in the box that matches with your answer.

1. Age

☐ 18-21 (1997-2015)   ☐ 22-38 (1980-1996)

☐ 39-53 (1965-1979)   ☐ 54-71 (1947-1964)

2. Gender

☐ Male   ☐ Female

3. Education Level

☐ Lower than High school   ☐ High school

☐ Bachelor's degree   ☐ Higher than Bachelor's degree

4. Occupation

☐ Student   ☐ Private enterprise employee

☐ Governmental   ☐ Self employment

☐ Businessman   ☐ Other

5. Marital status

☐ Single   ☐ Married

☐ Separated   ☐ Widowed

6. Monthly income

☐ Less than 10,000   ☐ 10,000-30,000

☐ 30,001-50,000   ☐ 50,001-70,000

☐ 70,001-90,000   ☐ More than 90,000

Part 2: The behavior of social network use in making the decision for online guesthouse reservation

Each statement is followed by choice of responses. Please check the response that corresponds to the behavior of social network use in making the decision for online guesthouse booking reservation about each statement. Please tick ✓ in the boxes provided.

7. Select the platform you use to access social network

☐ Smartphone   ☐ Computer   ☐ Tablet   ☐ Other

8. How many hours do you use social network each day?

Social network	Less than 3 hours	3-6 hours	7-9 hours	More than 9 hours
Facebook				
Instagram				
Youtube				
Blog				
Twitter				
Other				

9. Select the following social network platforms you would use for searching information about booking guesthouses. (Choose all that apply)

☐ Book   ☐ Instagram   ☐ Twitter

☐ YouTube   ☐ Website   ☐ Other

10. Select type of a social networking platform would you use for your guesthouse online reservation. (Choose at least one answer)

☐ E-mail   ☐ Line   ☐ Facebook

☐ Telephone   ☐ Other

11. Select which online medium you would use to book guesthouses online.

☐ Guesthouses websites   ☐ Online travel agents (OTAs)

☐ Facebook   ☐ Blogs   ☐ Other

12. Select online travel agents you would use to book guesthouses (Choose all that apply)

☐ Agoda.com   ☐ Booking.com   ☐ Teveloka.com

☐ TripAdvisor.com   ☐ Expedia.com   ☐ Other

Part 3 : **Marketing mix factors (4P's) for guesthouse online reservation**

(Booking site)

Please rate the following question according to how strong you agree or disagree to each of the following should guesthouse online reservation site should take into consideration.

Note: This assesses your perception about online reservation**.**

Marketing Mix (4Ps) - Booking site of Guesthouses (Booking site)	Strongly agree (5)	Agree (4)	Neutral (3)	Agree (2)	Strongly disagree (1)
1. Product					
1.1 Reputation of the booking site					
1.2 User friendliness of the booking					
1.3 Variety of information available on the site					
1.4 Image of the property provided					
1.5 Design & outlook of the site					
2. Price					
2.1 Exclusive price booking on the website					
2.2 Promotional discounts allowed on the website					
2.3 Demographic pricing- rack rate of the same room varies for different countries on the website.					

Marketing Mix (4Ps) - Booking site of Guesthouses (Booking site)	Strongly agree (5)	Agree (4)	Neutral (3)	Agree (2)	Strongly disagree (1)
2.4 Pricing variation in different medium of booking. i.e. Different pricing of the same room in different sites.					
3. Place					
3.1 Clear information about the property, price etc. as well as external site information provided on social network platforms of the guesthouse.					
3.2 Ease of access from search engines					
3.3 Compatibility of the site on any platform i.e. computer, tablet, mobile phone etc.					
3.4 Availability of the site in mobile application format i.e. iOS, Android, Windows.					

Marketing Mix (4Ps) - Booking site of Guesthouses (Booking site)	Strongly agree (5)	Agree (4)	Neutral (3)	Agree (2)	Strongly disagree (1)
4. Promotion					
4.1 Seasonal offer: Low- high season, festive offers reflected on the site					
4.2 Email marketing. i.e. Newsletters, quarterly/ monthly offers					
4.3 Promo codes for the booking online					
4.4 Loyalty reward system on the booking site					

Part 4 : Online guesthouse reservation decision

Please rate the following question according to how strong you agree or disagree to

the questions. Please tick (✓) in the boxes provided.

Note: This assesses your perception about guesthouses online reservation decision

Online guesthouse reservation decision	Strongly agree (5)	Agree (4)	Neutral (3)	Agree (2)	Strongly disagree (1)
1. I will book guesthouses online for my next destination.					
2. I will refer others to book guesthouses online.					
3. I find it convenient to book guesthouses on my mobile phone application (on the go)					
4. I will book online at guesthouse's own website than external travel agent's site.					

BIODATA

Name: Kewalin Lanchakronmongkom

E-mail: Kewalin.lanc@gmail.com

Education: Bachelor of Arts (Business English), Bangkok University

                    International

Bangkok University

License Agreement of Dissertation/Thesis/ Report of Senior Project

Day _27_ Month _January_ Year _2020_

Mr./ Mrs. (Ms) _Kuwalin Lanchakronmongkon_ now living at _999/181 Pantiya_
Soi _11_ _____ Street _Preaksa_ _____
Sub-district _Preaksa_ District _Muang_
Province _Samutprakan_ Postal Code _10280_ being a Bangkok
University student, student ID _7580300783_

    Degree level   ☐ Bachelor   ☑ Master   ☐ Doctorate
Program _M. Com. Art_ Department _-_ School _Graduate School_
hereafter referred to as "the licensor"

Bangkok University 119 Rama 4 Road, Klong-Toey, Bangkok 10110 hereafter referred
to as "the licensee"

Both parties have agreed on the following terms and conditions:

1. The licensor certifies that he/she is the author and possesses the exclusive rights of
dissertation/thesis/report of senior project entitled
The influence of social network as a communication process on
the online guesthouse reservation decision of generation, the case
study of PAI, MEA HONG SON
submitted in partial fulfillment of the requirement for _M. Com. Arts_
of Bangkok University (hereafter referred to as "dissertation/thesis/ report of senior
project").

2. The licensor grants to the licensee an indefinite and royalty free license of his/her
dissertation/thesis/report of senior project to reproduce, adapt, distribute, rent out the
original or copy of the manuscript.

3. In case of any dispute in the copyright of the dissertation/thesis/report of senior
project between the licensor and others, or between the licensee and others, or any
other inconveniences in regard to the copyright that prevent the licensee from
reproducing, adapting or distributing the manuscript, the licensor agrees to indemnify
the licensee against any damage incurred.

This agreement is prepared in duplicate identical wording for two copies. Both parties have read and fully understand its contents and agree to comply with the above terms and conditions. Each party shall retain one signed copy of the agreement.

_____ Licensor

(_____)

_____ Licensee
(Director, Library and Learning Space)

_____ Witness
(Dean, Graduate School)

_____ Witness
(Program Director)