

**THE IMPACT OF BRAND AWARENESS, CONSUMER LIFESTYLE, AND
SERVICE QUALITY FACTORS TOWARDS CONSUMER BUYING
BEHAVIOR: A CASE STUDY OF THE HOSPITALITY INDUSTRY IN
BANGKOK**



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A CASE STUDY OF THE HOSPITALITY INDUSTRY IN BANGKOK



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This Independent Study Manuscript Presented to
The Graduate School of Bangkok University

In Partial Fulfillment
of the Requirements for the Degree
Master of Business Administration

2024

This manuscript has been approved by
the Graduate School
Bangkok University

Title: The Impact of Brand Awareness, Consumer Lifestyle, and Service
Quality Factors towards Consumer Buying Behavior: A Case Study of
the Hospitality Industry in Bangkok.

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Lueangthong, D. Master of Business Administration, January 2025, Graduate School, Bangkok University.

The Impact of Brand Awareness, Consumer Lifestyle, and Service Quality Factors towards Consumer Buying Behavior: A Case Study of the Hospitality Industry In Bangkok (68 pp.)

Advisor: Assoc. Prof. Suthinan Pomsuwan, Ph.D.

ABSTRACT

This research aims to explore the impact of Brand Awareness, Consumer Lifestyle, and Service Quality on consumer buying behavior within the hospitality industry in Bangkok. The study investigates how these three independent variables influence consumer decisions, loyalty, and purchasing patterns. The sub-variables under Brand Awareness include recognition, recall, and perceived brand image.

For Consumer Lifestyle, factors such as growth, quality, and innovation were examined in relation to consumer preferences and buying decisions. Service Quality was analyzed through aspects like buying patterns, customer service, and public perception. A quantitative research approach was used, with data collected from 328 respondents residing in Bangkok via a structured questionnaire distributed through online platforms. The study employed descriptive and inferential statistical methods to analyze the collected data. The findings indicate that all three independent variables - Brand Awareness, Consumer Lifestyle, and Service Quality - significantly affect consumer buying behavior. The results highlight the importance of these factors in shaping consumer loyalty, repurchase intentions, and the overall purchasing experience in the hospitality sector. This study provides valuable insights for businesses aiming to enhance their marketing strategies and improve customer satisfaction in the competitive hospitality industry in Bangkok.

Keywords: Brand Awareness, Consumer Lifestyle, Service Quality, Consumer Buying Behavior, Hospitality, Marketing Strategy.

ACKNOWLEDGEMENT

I would like to express my sincere gratitude to all those who supported me throughout the completion of this thesis.

First and foremost, I would like to thank my thesis advisor, Dr Suthinan Pomsuwan, for their invaluable guidance, encouragement, and constructive feedback throughout this research process.

I also wish to extend my appreciation to all the respondents who participated in this study, providing essential data that contributed to the success of this research. Your time and effort are greatly appreciated.

To my family and friends, thank you for your constant support, understanding, and motivation. Your belief in me kept me going through challenging moments.

Lastly, I am grateful for the resources and opportunities provided by Bangkok university, which enabled me to pursue this research.

Thank you all once again.

Donnaya Lucangthong

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TABLE OF CONTENTS

	Page
ABSTRACT.....	iii
ACKNOWLEDGEMENT.....	iv
LIST OF TABLES.....	vii
LIST OF FIGURES.....	viii
CHAPTER 1: INTRODUCTION.....	1
1.1 The Importance of the Study.....	1
1.2 Research Question.....	2
1.3 Objectives of the Study.....	3
1.4 Conceptual Framework.....	3
1.5 Method of Study.....	4
1.6 Tools and Statistics Used.....	4
1.7 Scope of the Study.....	4
1.8 Benefits of the Research.....	6
1.9 Limitations of the Research.....	7
1.10 Definitions of Terms.....	7
CHAPTER 2: LITERATURE REVIEW.....	10
2.1 Background of the Hospitality Industry in Thailand.....	10
2.2 Theories/Academic Concept, and Other Relevant Research Article of Consumer Buying Behavior.....	12
2.3 Theories/academic concept, and Other Relevant Research Article of Brand Awareness.....	14
2.4 Theories/academic concept, and Other Relevant Research Article Service Quality.....	16
2.5 Theories/Academic Concept, and Other Relevant Research Article Consumer Lifestyle.....	18
2.6 Conclusion.....	21

TABLE OF CONTENTS (Continued)

	Page
CHAPTER 3: METHODOLOGY.....	22
3.1 The Type of Research and Tool.....	22
3.2 The Research Design.....	26
3.3 The Quality of the Research Tool.....	27
3.4 The Data Collection.....	28
3.5 The Population and Sample.....	28
3.6 The Sampling Technique.....	30
3.7 The Research Procedure and Timeline.....	30
3.8 The Hypotheses Test and Data Analysis.....	30
CHAPTER 4: ANALYSIS AND FINDINGS.....	32
4.1 Analysis of General Data.....	32
4.2 Analysis of Brand Awareness Factors.....	36
4.3 Analysis of Service Quality Factors.....	37
4.4 Analysis of Consumer Lifestyle Factors.....	38
4.5 Analysis of Consumer Buying Behavior.....	38
4.6 Analysis of the Relationship between Brand Awareness, Service Quality, Consumer Lifestyle and Consumer Buying Behavior.....	39
CHAPTER 5: SUMMARY, CONCLUSION, AND DISCUSSION.....	43
5.1 Summary and Conclusion.....	43
5.2 Discussion and Recommendations for Implications.....	46
5.3 Recommendations for Future Research.....	49
BIBLIOGRAPHY.....	52
APPENDIX.....	56
BIODATA.....	68

LIST OF TABLES

	Page
Table 3.1: The Range of Mean Interpretation.....	26
Table 3.2: The Total Reliability Test Results.....	27
Table 3.3: The Reliability Test Results for Brand Awareness.....	27
Table 3.4: The Reliability Test Results for Service Quality.....	27
Table 3.5: The Reliability Test Results for Customer Loyalty.....	27
Table 3.6: The Reliability Test Results for Customer Buying Behavior.....	28
Table 4.1: Frequency and Percentage of Gender.....	32
Table 4.2: Mean/ Std Deviation of Brand Awareness Factors.....	37
Table 4.3: Mean/ Std Deviation of Service Quality Factors.....	37
Table 4.4: Mean/ Std Deviation of Consumer Lifestyle Factors.....	38
Table 4.5: Mean/ Std Deviation of Consumer Buying Behavior.....	38
Table 4.6: Analysis of Impact of Brand Awareness on Consumer Buying Behavior.....	39
Table 4.7: Analysis of Impact of Service Quality on Consumer Buying Behavior.....	40
Table 4.8: Analysis of Impact of Consumer Lifestyle on Consumer Buying Behavior.....	41
Table 4.9: Summary of Hypothesis Testing.....	42

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LIST OF FIGURES

	Page
Figure 1.1: Conceptual Framework.....	3
Figure 1.2: Yamane's Table for Sample Size.....	6



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INTRODUCTION

CHAPTER 1

1.1 The Importance of the Study

The hospitality industry in Bangkok is a critical sector within Thailand's economy, contributing more than 8% to the national GDP and employing over 2 million people (Tourism Authority of Thailand, 2019). With an increasingly competitive market, hospitality businesses face the challenge of attracting and retaining customers. Consumer buying behavior has become a primary focus for organizations, as engaged customers tend to demonstrate stronger loyalty, spend more, and act as advocates for the brand (Miles P. et al., 2016). Several factors, including brand awareness, consumer lifestyle, and service quality, significantly influence consumer buying behavior. These elements shape perceptions and create emotional connections with brands. In particular, service quality enhances brand perceptions and fosters customer loyalty (Jay K., et al., 2000).

However, there is a noticeable gap in research concerning how these factors collectively influence consumer buying behavior within the Thai hospitality industry. Understanding these dynamics is crucial because low consumer engagement can lead to decreased brand loyalty, customer churn, and negative word-of-mouth, which ultimately harm revenue and brand reputation (Islam, J. U., 2019). Therefore, this study seeks to fill this gap by exploring the impact of brand awareness, consumer lifestyle, and service quality on consumer buying behavior in Thai hospitality companies. The study will also examine which of these factors exert the greatest influence and how businesses can leverage them to improve consumer engagement and boost customer retention.

With tourism being a cornerstone of Thailand's economy, maintaining competitiveness in the hospitality sector requires a deep understanding of consumer behavior. In an era increasingly influenced by digital and social media, the ability to attract and retain loyal customers has become more critical than ever. This research will provide practical recommendations for hospitality managers on how to optimize strategies to enhance customer engagement. Furthermore, it will contribute to the

broader academic understanding of the relationship between these factors and their impact on consumer buying behavior in the Thai context.

Although the study has explored brand awareness and service quality in isolation, there is limited research on how these factors interact and collectively influence consumer buying behavior, particularly in Thailand's unique hospitality market. Thailand's rich culture, diverse landscapes, and distinctive hospitality experiences make it essential to examine how local factors influence consumer decision-making (Islam, J. U., 2019). This study, therefore, aims to bridge the research gap by investigating the interplay of brand awareness, service quality, and consumer lifestyle in shaping consumer behavior in the hospitality industry in Bangkok.

In conclusion, this study on the impact of brand awareness, consumer lifestyle, and service quality on customer engagement in the hospitality industry in Bangkok is vital for both academic and practical reasons. By addressing this research gap, the study will provide valuable insights that can help businesses, marketers, and researchers optimize strategies to enhance customer engagement, ultimately contributing to the sustained growth and success of the Thai hospitality industry.

1.2 Research Question

The main idea of this study is to know more about brand awareness, consumer lifestyle and service quality factors towards consumer buying behavior in the hospitality industry.

1. Does Brand Awareness factor customer loyalty, repurchase value and trends influence consumer buying behavior?
2. Does Consumer Lifestyle factor growth, quality and innovation influence consumer buy behavior?
3. Does Service Quality factor buying pattern, public and service influence consumer buying behavior?

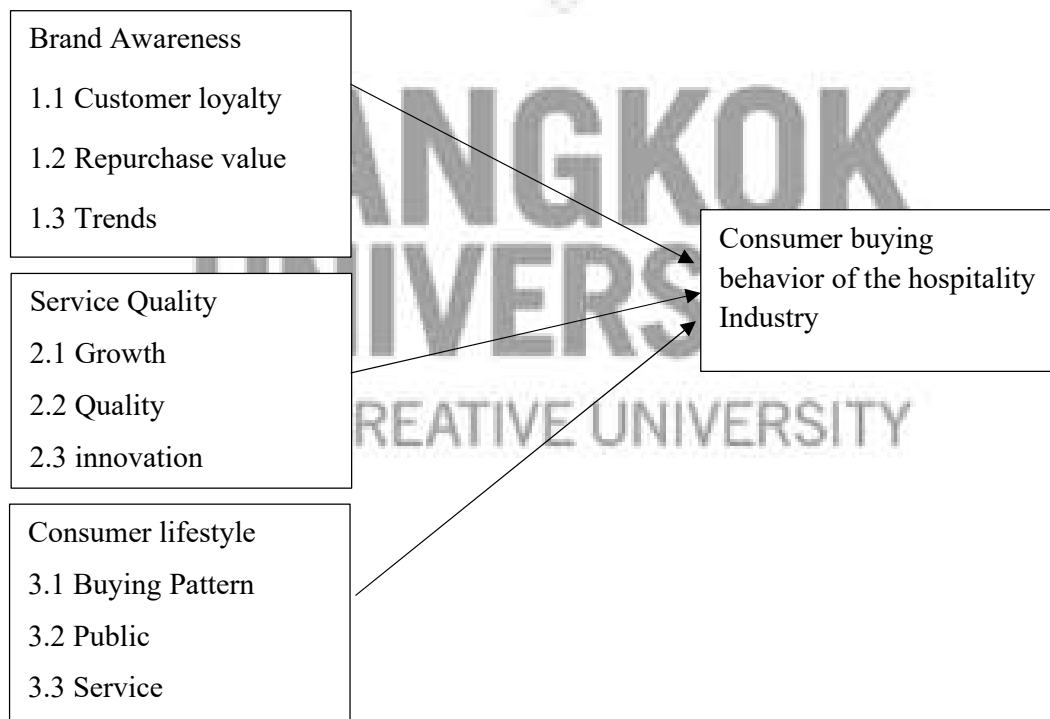
1.3 Objectives of the Study

1. To study the impact of Brand Awareness factor customer loyalty, repurchase value and trends influence consumer buying behavior.
2. To study the impact of Consumer Lifestyle factor growth, quality and innovation influence consumer buy behavior.
3. To study the impact of Service Quality factor buying pattern, public and service influence consumer buying behavior.

1.4 Conceptual Framework

The conceptual framework indicates an expected link between variables. It outlines the pertinent goals of the study procedure and shows how those goals fit together to produce logical conclusions.

Figure 1.1: Conceptual Framework



1.5 Method of Study

This study aim to assess how factors such as brand awareness, service quality and consumer lifestyle influence consumer buying behavior. To gather data, the survey was administered using the sampling technique, which is a non-probability sampling method. The random approach was chosen because it allows the researcher to reach participants through referrals, starting with individuals in close contact, and expanding through their social networks. A quantitative research methodology was selected for data collection, as it focuses on numerical data and statistical analysis, ensuring reliable and significant results. The research was approved by advisors Prof.Dr.Suthinan Pomsuwan and Dr.Papob Puttimanoradeekul to proceed with the quantitative approach.

1.6 Tools and Statistics Used

The main tool and statistic used in this research is survey and questionnaire. The study has done by doing a quantitative survey which will focus on all the factors mentioned above and how they are dealt with in public with all the differences that are impacting marketing and the main objective of the study. Since hospitality industry appeal to all customers, an online strategy should focus on understanding the values of targeted customers using focus groups, surveys, and psychological analysis, on which organizations can plan their future strategy. (Park & Kim, 2008).

1.7 Scope of the Study

Independent Variable: Consumer buying behavior of the hospitality Industry

1. Brand Awareness

- 1.1 Customer loyalty
- 1.2 Repurchase value
- 1.3 Trends

2. Service Quality

- 2.1 Growth
- 2.2 Quality
- 2.3 innovation

3. Consumer Lifestyle

3.1. Buying Pattern

3.2. Public

3.3 Service

Dependent Variable: Consumer buying behavior of Hospitality in Bangkok

Population Sample

This study seeks to identify the factors that positively influence consumer buying behavior, specifically focusing on the role of brand awareness, service quality and consumer lifestyle. The research data focused in Bangkok who are proficient in English, aiming to represent the broader population's for consumer buying behavior. The study focuses on customers frequenting in hospitality in the Sukhumvit and Sathorn areas of Bangkok.

Based on Yamane's sample size table (Figure 1.2), when the population exceeds 100,000, a sample size of 400 is recommended with a precision level of $\pm 5\%$. However, with the approval of the study advisors, Prof. Dr. Suthinan Pomsuwan and Dr. Papob Puttimanoradeekul from Bangkok University, the research will proceed with a sample size of 328, which is considered sufficient to represent the entire population of Bangkok, Thailand.

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Figure 1.2: Yamane's Table for Sample Size

Size of Population (N)	Sample Size (n) for Precision (E) of:			
	$\pm 3\%$	$\pm 5\%$	$\pm 7\%$	$\pm 10\%$
500	A	222	145	83
600	A	240	152	86
700	A	255	158	88
800	A	267	163	89
900	A	277	166	90
1,000	A	286	169	91
2,000	714	333	185	95
3,000	811	353	191	97
4,000	870	364	194	98
5,000	909	370	196	98
6,000	938	375	197	98
7,000	959	378	198	99
8,000	976	381	199	99
9,000	989	383	200	99
10,000	1,000	385	200	99
15,000	1,034	390	201	99
20,000	1,053	392	204	100
25,000	1,064	394	204	100
50,000	1,087	397	204	100
100,000	1,099	398	204	100
>100,000	1,111	400	204	100

Source: Yamane, T. (1967). *Statistics: An introductory analysis*. New York: Harper
And Row.

1.8 Benefits of the Research

The hospitality industry is experiencing growth, but the impact of the pandemic and shifts in consumer behavior—such as a greater focus on healthy, hygienic food, choosing safer dining environments, and more awareness of personal finances—have created new challenges. It is crucial for hotel owners to gain a deep understanding of the factors that influence consumer buying behavior. This research aims to help business owners and managers refine their services to attract and return

customers, encouraging repeat visits. Specifically, the study will explore how brand awareness, service quality, and consumer lifestyle impact consumer buying behavior.

This research will provide valuable insights for operators of fine dining and contemporary casual restaurants as well, which will consider as a hospitality platform. Restaurateurs will better understand the types of employees they need to hire, how to maintain their brand, offerings effective quality of service to attract both new and returning customers, and how consumer lifestyle influence consumer decisions.

In addition, this study will be valuable for future researchers, helping to address gaps in the existing literature. New hospitality industry can also use these findings to establish well-informed, customer-centric that cater to consumer buying behavior, thus gaining a competitive advantage and increasing market share.

1.9 Limitations of the Research

Firstly, a quantitative approach was employed to gather data from respondents, with the sample size constrained to 328. This research is limited by the timing of the customer checkout period. Therefore, the secondary data is collected in a short period. This may cause the research not to be able to cover all the aspects that it is supposed to have. The next limitation is a small sample size as the research only targeted guests in the hospitality industry. To conduct research will limited experience. The process and conclusion may not be perfect work.

1.10 Definitions of Terms

To be successful in their strategy, a company should understand the buying behavior of their consumers and what is the demand of their target audience. All the factors involved should effectively communicate to their existing and potential new customers while providing opportunities for the business. However, it is crucial for businesses to understand customer perceptions of their products, as online customers tend to differ significantly from traditional shoppers (Huang et al., 2009). Consumer lifestyle also is a crucial element in their buying behavior.

Brand Awareness:

Brand awareness refers to the extent to which consumers are familiar with and recognize a brand. It is a crucial factor in consumer decision-making, as higher brand

awareness can influence consumer preferences and choices (Keller, 1993). This study will consider brand awareness in terms of customer loyalty, repurchase value, and trend, as these sub-factors directly affect how consumers perceive and engage with a brand (Aaker, 1996).

Customer Loyalty:

Customer loyalty is the degree to which customers consistently choose a particular brand over others due to satisfaction, positive experiences, and perceived value (Dick & Basu, 1994). It reflects a consumer's commitment to repurchase or continue using a brand's products or services.

Repurchase Value:

Repurchase value refers to the worth or significance that consumers place on the likelihood of buying a brand's products or services again. It is an indicator of consumer satisfaction and perceived value, impacting future purchasing decisions (Zeithaml, 1988).

Trends:

Trend encompasses the prevailing preferences and behaviors observed among consumers over a period of time. In the context of brand awareness, it reflects how consumer attitudes towards brands evolve and shift (Kotler & Keller, 2016).

Service Quality:

Service quality is the assessment of how well a delivered service meets or exceeds customer expectations. It is a multidimensional construct, often evaluated through factors like These factors include reliability, assurance, tangibles, empathy, and responsiveness (Parasuraman, Zeithaml, & Berry, 1988).

Growth:

In the context of service quality, growth refers to the expansion or improvement of service capabilities and offerings. It indicates a service provider's ability to enhance their services and adapt to changing customer needs (Grönroos, 2007).

Quality:

Quality, within service quality, refers to the standard of service provided and how it fulfills the customer's requirements and expectations. It is a key determinant of customer satisfaction and loyalty (Berry, Parasuraman, & Zeithaml, 1994).

Innovation:

Innovation in service quality involves the introduction of new or improved services and processes to meet customer needs better and stay competitive. It reflects the ability of a service provider to implement creative solutions and advancements (Tidd, Bessant, & Pavitt, 2005).

Consumer Lifestyle:

Consumer lifestyle is the pattern of living that reflects an individual's or group's attitudes, values, and behaviors. It encompasses how consumers spend their time and money, and is influenced by various factors including socio-economic status, interests, and personal preferences (Solomon, 2017).

Buying Pattern:

Consumer pattern refers to the recurring behaviors and preferences observed among consumers. These patterns can reveal insights into how consumers make purchasing decisions and their consumption habits (Engel, Blackwell, & Miniard, 1995).

Public:

Public, in this context, refers to the demographic characteristics of consumers, such as age, income, education, and occupation, which influence their buying behavior and lifestyle choices (Kotler & Armstrong, 2018).

Service:

Service refers to the intangible offerings provided by businesses to fulfill the needs and wants of consumers. In the hospitality industry, it includes aspects like customer service, quality of accommodation, and overall guest experience (Lashley & Morrison, 2000).

Consumer Buying Behavior:

Consumer buying behavior refers to the actions and processes individuals or groups go through when choosing, purchasing, using, and discarding products and services. It includes examining the decision-making process and the factors that influence these choices (Schiffman & Kanuk, 2010).

CHAPTER 2

LITERATURE REVIEW

This chapter is a summary of the existing literature that is relevant to the research topic focusing on the impact of brand awareness, consumer lifestyle, service quality, on consumer buying behavior in the hospitality industry in Bangkok. This chapter is divided into six sub-chapters;

- 2.1 The background of the hospitality industry in Thailand
- 2.2 Theories/academic concept, and Other Relevant Research Article of consumer buying behavior
- 2.3 Theories/academic concept, and Other Relevant Research Article of Brand awareness.
- 2.4 Theories/academic concept, and Other Relevant Research Article Service Quality
- 2.5 Theories/academic concept, and Other Relevant Research Article Consumer lifestyle
- 2.6 Conclusion

2.1 Background of the Hospitality Industry in Thailand:

Bangkok is the Capital city of Thailand. And it is renowned for its exceptional hospitality, stunning tourist attractions, and flourishing tourism sector, which significantly contributes to the country's economy. According to Mordor Intelligence (2023), Thailand ranks ninth among the world's most visited countries, and Bangkok is one of the most popular visited country, with its tourism and hospitality industry valued at USD 5.68 billion as of 2023. The World Travel and Tourism Council (2020) highlighted the industry's crucial role, accounting for approximately 12% of Thailand's GDP in 2019 and providing substantial employment opportunities.

The country's appeal as a global tourist destination stems from its diverse natural wonders, cultural richness, delectable cuisine, and the warm hospitality extended by its people. The Tourism Authority of Thailand (2019) attributes Thailand's tourism success to its robust hospitality infrastructure, diverse attractions, and affordable accommodations. The hospitality sector comprises various

establishments, including hotels, resorts, restaurants, theme parks, and transportation services, catering to the influx of tourists. Major hotel brands, both international chains like Hilton and Marriott and local ones like Anantara, Dusit, and Centerra, contribute significantly to Thailand's Bangkok city hospitality landscape (Kemp, 2022).

Despite its successes, the hospitality industry in Thailand encounters challenges such as intensifying competition, economic uncertainties. Adapting to evolving market conditions, shifting consumer lifestyle, and technological advancements is crucial for sustaining growth. While existing research primarily focuses on customer engagement in markets like the US, UK, and China (So et al., 2016), further exploration within the Thai context is essential to understand the industry's success factors fully.

The hospitality industry in Thailand is a vital component of the nation's economy, bolstered by its rich cultural heritage, diverse attractions, and favorable climate. As one of Southeast Asia's premier tourist destinations, Thailand has developed a robust hospitality sector that includes a wide range of services such as accommodation, dining, and entertainment. The sector's growth has been significantly influenced by government initiatives like the "Amazing Thailand" campaign, which began in the early 2000s and has played a crucial role in enhancing the country's global image. This campaign has attracted millions of international visitors and spurred substantial investments in infrastructure, including the development of luxury hotels and modern service facilities. The hospitality industry in Thailand continues to evolve with trends such as sustainable tourism and digital innovation. Efforts to integrate eco-friendly practices and technological advancements are aimed at enhancing guest experiences and ensuring the long-term sustainability of the industry. Despite challenges such as economic fluctuations and environmental concerns, Thailand remains a leading destination due to its adaptive strategies and commitment to continuous improvement in service quality.

The Thai hospitality industry is dynamic, continually evolving to meet changing consumer demands and market dynamics. Factors such as social media influence, brand perception, and service quality play pivotal roles in shaping consumer buying behavior and industry development. To provide valuable insights

and guidance for enhancing consumer buying behavior in the Thai hospitality sector, this research aims to delve into the intricate interplay of these elements.

In conclusion, In Thailand Bangkok hospitality industry stands as a vibrant sector driving economic growth and cultural exchange. Understanding the complexities of consumer buying behavior and the factors influencing industry success is essential for ensuring continued excellence and sustainability in Thailand's tourism and hospitality landscape.

2.2 Theories/Academic Concept, and Other Relevant Research Article of Consumer Buying Behavior

In recent years, consumer buying behavior in the hospitality industry has undergone significant evolution, driven by companies seeking innovative methods to attract and retain customers in the highly competitive business landscape. As Miller (2023) outlines, consumer buying behavior can be understood as the dynamic process through which individuals make decisions and take actions related to purchasing goods or services within the hospitality sector. It involves a nuanced understanding of customer preferences, motivations, and interactions with hospitality establishments.

Consumer buying behavior involves the decision-making processes and actions of individuals when purchasing goods and services. The Theory of Planned Behavior (TPB), developed by Ajzen (1991), is a foundational framework in this field. TPB posits that behavior is guided by three factors: attitudes toward the behavior, subjective norms, and perceived behavioral control. In the context of the hospitality industry, TPB helps explain how tourists' travel intentions are influenced by their attitudes toward travel, social pressures, and their perceived ease or difficulty of the travel process. Another important framework is the Consumer Decision-Making Process Model, which outlines the stages consumers go through when making a purchase decision: need recognition, information search, and evaluation of alternatives, purchase decision, and post-purchase evaluation (Kotler & Keller, 2016). This model is particularly relevant to the hospitality sector, where travelers typically follow these stages when selecting destinations, accommodations, and activities. Further research has expanded on these theories to examine the influence of digital channels on consumer behavior. Online reviews and social media have become

significant factors in shaping consumer perceptions and decisions, highlighting the importance of online reputation management for hospitality businesses (Verhoef et al., 2009).

At the core of consumer buying behavior in the hospitality industry lies the concept of customer engagement, which entails the continuous cultivation of positive relationships between hospitality organizations and customers. This extends beyond mere transactions, focusing on delivering value at each interaction to foster loyalty. Distinct from customer satisfaction and customer experience, customer engagement emphasizes the ongoing dialogue and personalized approach that characterize interactions between customers and hospitality providers.

Customer experience, as described by Nobar & Rostamzadeh (2018), encompasses the perceptions and insights formed by customers based on their interactions, observations, and knowledge about a hospitality establishment. It encompasses every touchpoint, from booking a room to dining experiences and interactions with staff, shaping overall satisfaction and loyalty.

In contrast, customer satisfaction reflects the degree to which a hospitality organization meets or exceeds customer expectations, thereby creating value for them. It is a fundamental aspect of consumer buying behavior, influencing repeat business and positive word-of-mouth recommendations.

Successful consumer buying behavior in the hospitality industry relies on effective customer engagement strategies, which yield numerous benefits for organizations. Enhanced customer engagement leads to increased sales and revenue streams, as satisfied and loyal customers are more likely to make repeat visits and recommend the establishment to others. Moreover, robust engagement initiatives contribute to long-term success by fostering brand loyalty and differentiation in a competitive market landscape.

By leveraging proven tools and best practices in consumer behavior analysis, the hospitality industry can optimize customer engagement efforts. This includes personalized marketing strategies, seamless booking experiences, attentive customer service, and ongoing communication channels to solicit feedback and address customer concerns promptly.

In conclusion, understanding and effectively influencing consumer buying behavior within the hospitality industry require a comprehensive grasp of customer engagement principles. By prioritizing engagement initiatives and delivering exceptional experiences, hospitality organizations can drive sales, foster loyalty, and sustain long-term success in an ever-evolving market.

2.3 Theories/Academic Concept, and Other Relevant Research Article of Brand Awareness.

Brand awareness plays a pivotal role in consumer buying behavior within the hospitality industry, particularly in bars and other establishments. It refers to the extent to which customers are aware or familiar with a brand and its offerings, influencing their purchasing decisions and contributing to brand equity. In the hospitality sector, brand awareness is crucial as it fosters trust, creates associations, and builds brand equity, ultimately driving customer loyalty and repurchase habits.

Brand awareness is a crucial element in building brand equity and influencing consumer choice. Keller's Brand Knowledge Model (1993) provides a comprehensive framework for understanding brand awareness. According to Keller, brand awareness and brand image together shape consumer perceptions and preferences. High levels of brand awareness generally led to increased brand equity, as consumers are more likely to consider and choose brands they recognize. The AIDA Model, developed by Strong (1925), further elucidates how brand awareness affects consumer behavior by outlining the stages of Attention, Interest, Desire, and Action. This model underscores the importance of creating strong brand awareness to capture consumer attention and drive purchasing decisions. Sub-variables related to brand awareness include customer loyalty, repurchase value, and trends. Customer loyalty is significantly influenced by brand awareness; loyal customers are more likely to make repeat purchases and advocate for the brand (Dick & Basu, 1994). Repurchase value is another crucial sub-variable, as high brand awareness often leads to higher likelihood of customers returning for future purchases (Reichheld & Schefter, 2000). Additionally, brand awareness plays a role in capturing and leveraging trends. Research by Buil et al. (2013) indicates that brands with high awareness are better positioned to capitalize on emerging trends and evolving consumer preferences.

Customer Loyalty

Brand awareness is a critical driver of customer loyalty, a phenomenon characterized by a customer's repeated purchases and strong preference for a particular brand over others. According to Dick and Basu (1994), customer loyalty manifests when consumers consistently choose a specific brand due to a favorable evaluation and positive emotional connection. High brand awareness fosters this loyalty by making a brand more recognizable and memorable to consumers. When a brand achieves a high level of awareness, it becomes a more salient option in the minds of consumers, thereby increasing the likelihood of repeat purchases. Loyal customers not only continue to buy the brand but also often become brand advocates, recommending it to others and providing positive word-of-mouth endorsements. This advocacy is valuable as it enhances the brand's reputation and can attract new customers. Furthermore, loyal customers exhibit a resistance to switching to competitors, even when faced with alternative products or promotional offers. This resistance is a result of the trust and satisfaction they associate with the brand, which is often nurtured through consistent quality and positive experiences over time (Dick & Basu, 1994).

Repurchase Value

High brand awareness significantly influences repurchase value, a metric that reflects the likelihood of customers returning to make additional purchases. Reichheld and Schefter (2000) highlight that when consumers are familiar with a brand, they are more inclined to make repeat purchases, as familiarity breeds trust and comfort. This increased likelihood of return is rooted in the positive experiences customers have had with the brand, which makes them more confident in their future purchases. A well-established brand, with its strong presence and reputation, assures customers of the consistent quality and reliability of its products or services. This assurance reduces the perceived risk associated with purchasing and makes the brand a preferred choice in the future. Additionally, brands with high awareness often benefit from customer loyalty programs and personalized marketing strategies that further encourage repeat purchases. These strategies can include special offers, discounts for returning customers, and tailored recommendations based on previous purchases, all of which

enhance the perceived value of repurchasing from the same brand (Reichheld & Schefter, 2000).

Trends

Brand awareness plays a crucial role in capturing trends and maintaining relevance in a competitive market. Buil, de Chernatony, and Martínez (2013) emphasize that brands with high awareness are better positioned to leverage emerging trends and adapt to changing consumer preferences. When a brand is widely recognized, it has greater visibility and influence, which allows it to stay ahead of market trends and align its offerings with current consumer demands. High brand awareness provides a strategic advantage by enabling brands to quickly respond to and capitalize on new trends, whether they involve product innovations, shifts in consumer behavior, or evolving market dynamics. For instance, a well-known brand may be among the first to introduce new products or services that align with the latest trends, thereby reinforcing its position as a leader in the market. This proactive approach not only helps in attracting trend-sensitive consumers but also in maintaining the brand's relevance and competitive edge. Moreover, the strong market presence associated with high brand awareness often translates into a more effective use of marketing channels, including social media and influencer partnerships, which further amplifies the brand's ability to capture and set trends (Buil et al., 2013).

2.4 Theories/Academic Concept, and Other Relevant Research Article Service Quality.

Service quality is essential in determining customer satisfaction and loyalty within the hospitality industry. The SERVQUAL model, developed by Parasuraman, Zeithaml, and Berry (1988), identifies five key dimensions of service quality: tangibles, reliability, responsiveness, assurance, and empathy. This model helps measure the gap between customer expectations and perceptions of service quality, offering insights into areas for improvement. The Service-Dominant Logic (SDL) framework, introduced by Vargo and Lusch (2004), provides a broader perspective by emphasizing the co-creation of value between service providers and customers. SDL suggests that service quality is not merely about meeting predefined standards but also about engaging customers in the service process to enhance their overall experience.

Key sub-variables related to service quality include growth, quality, and innovation. Growth in the hospitality sector is closely linked to improvements in service quality. Brady and Cronin (2001) found that enhancing service quality leads to higher customer satisfaction and business growth. The aspect of quality itself is crucial; the SERVQUAL model emphasizes that consistent service quality across all dimensions is vital for achieving high customer satisfaction (Parasuraman et al., 1988). Innovation in service delivery can also significantly enhance service quality. For example, integrating new technologies and adopting innovative practices can improve the customer experience and differentiate a brand from its competitors (Berry, 2004).

Growth

Service quality is intrinsically linked to the growth of the hospitality sector. Research conducted by Brady and Cronin (2001) underscores that there is a direct relationship between improvements in service quality and the expansion of a business. In the hospitality industry, enhanced service quality leads to increased customer satisfaction, which in turn drives business growth. High service quality creates positive experiences for guests, fostering repeat visits and generating positive word-of-mouth referrals. Satisfied customers are more likely to recommend a hotel or restaurant to others and become repeat patrons themselves. This customer loyalty and advocacy contribute to a steady increase in revenue and market share. Furthermore, businesses that consistently deliver high-quality service often benefit from a stronger brand reputation, which can attract new customers and enable expansion into new markets. As the hospitality industry becomes more competitive, the ability to deliver exceptional service becomes a critical differentiator that supports sustainable growth and long-term success (Brady & Cronin, 2001).

Quality

Maintaining high service quality is critical for gaining and sustaining a competitive edge in the hospitality industry. The SERVQUAL model, introduced by Parasuraman, Zeithaml, and Berry (1988), highlights that ensuring consistent service quality across five key dimensions—tangibles, reliability, responsiveness, assurance, and empathy—is essential for achieving superior customer satisfaction. *Tangibles* refer to the physical elements of service delivery, such as the appearance of facilities and equipment. *Reliability* is the ability to consistently deliver the promised service

accurately and dependably. *Responsiveness* measures the willingness of staff to assist customers and provide timely service. *Assurance* involves the knowledge and courtesy of employees, along with their capacity to instill customer confidence. *Empathy* emphasizes providing personalized, caring attention to customers. A balance among these dimensions ensures that every aspect of the service experience aligns with or surpasses customer expectations. Consistently delivering high service quality across these areas fosters customer satisfaction, loyalty, and positive feedback, all of which are crucial for maintaining a competitive advantage in a highly competitive market (Parasuraman et al., 1988).

Innovation

Innovation in service delivery plays a significant role in enhancing service quality and differentiating a brand from its competitors. Berry (2004) highlights that integrating new technologies and adopting innovative practices can greatly improve the customer experience. Innovations such as digital check-in/check-out processes, mobile concierge services, and personalized guest experiences through data analytics contribute to a more efficient and enjoyable stay for guests. For example, the implementation of self-service kiosks and mobile apps for reservations and room service can streamline operations and reduce wait times, enhancing overall service efficiency. Additionally, innovations in service design, such as eco-friendly practices or unique dining experiences, can attract customers looking for novel and differentiated offerings. By continuously adopting and integrating innovative solutions, hospitality businesses can stay ahead of trends, meet evolving customer expectations, and create memorable experiences that set them apart from competitors. Innovation thus becomes a key strategy for improving service quality, driving customer satisfaction, and fostering long-term business success (Berry, 2004).

2.5 Theories/Academic Concept, and Other Relevant Research Article Consumer Lifestyle.

Consumer lifestyle encompasses patterns of behavior, interests, and preferences that influence purchasing decisions. Lifestyle marketing involves targeting consumers based on these attributes and preferences (Kotler & Keller, 2016). In the hospitality industry, understanding consumer lifestyles helps in tailoring offerings to meet the

specific needs of different market segments. Sub-variables related to consumer lifestyle include patterns, population, and service. Lifestyle patterns, such as preferences for luxury, adventure, or cultural experiences, impact travel choices significantly. Solomon (2017) highlights that aligning marketing strategies with these lifestyle patterns enhances customer engagement and satisfaction. The population factor also plays a role; demographic factors such as age, income, and occupation influence consumer lifestyles and preferences. For instance, younger consumers may prioritize experiential travel, while older consumers might seek comfort and relaxation (Mitchell, 1983). Finally, service expectations vary based on lifestyle factors. Understanding these expectations allows hospitality providers to offer personalized services that align with consumers' lifestyle preferences, thereby improving customer satisfaction and loyalty (Schiffman & Kanuk, 2010).

Buying Pattern

Lifestyle patterns significantly shape travel choices and preferences. As Solomon (2017) outlines, different consumers have varying preferences that dictate their travel behaviors. For instance, some travelers may seek luxurious experiences, preferring high-end accommodations and premium services. Others might be drawn to adventure travel, valuing experiences that involve exploration and physical activities. Still, another segment may prioritize cultural experiences, seeking destinations rich in history and local traditions. Understanding these lifestyle patterns allows hospitality providers to tailor their offerings to meet specific consumer desires. By aligning marketing strategies and service offerings with these diverse lifestyle preferences, businesses can enhance customer engagement and satisfaction. For example, a resort that caters to luxury travelers might offer exclusive amenities such as private villas and gourmet dining, while a travel company focusing on adventure tourism might design packages that include guided hikes and extreme sports. This targeted approach not only attracts the right customer base but also ensures that the experiences provided resonate with the customers' expectations and preferences (Solomon, 2017).

Public

Demographic factors play a crucial role in shaping consumer lifestyles and travel preferences. According to Mitchell (1983), variables such as age, income, and occupation influence how individuals approach travel and hospitality services. Younger consumers, for example, often prioritize experiences over material comforts, favoring travel that offers excitement and novel experiences. This demographic might be more inclined towards backpacking, budget accommodations, and experiential activities. Conversely, older consumers might place a higher value on comfort and relaxation, seeking out destinations that offer tranquility and high-quality service, such as luxury resorts or spa retreats. Income levels also play a significant role; those with higher disposable incomes may opt for premium travel experiences, while those with more modest budgets may look for cost-effective options that still provide a high level of enjoyment. Understanding these demographic influences allows hospitality providers to segment their market effectively and design offerings that cater to the specific needs and preferences of different age groups and income brackets (Mitchell, 1983).

Service

Service expectations are closely linked to consumer lifestyles and can vary widely based on individual preferences and lifestyle factors. Schiffman and Kanuk (2010) emphasize that understanding these expectations enables hospitality providers to offer personalized services that align with the diverse needs of their customers. For example, a traveler who values cultural experiences might appreciate personalized recommendations for local attractions, guided tours, and immersive cultural activities. In contrast, a luxury traveler may expect high standards of service, including concierge services, private check-ins, and bespoke experiences tailored to their preferences. By tailoring services to match lifestyle factors, hospitality businesses can enhance customer satisfaction and build loyalty. Personalized service not only meets but can exceed customer expectations, leading to positive reviews and repeat business. Furthermore, addressing specific lifestyle preferences through customized services demonstrates attentiveness to individual needs, thereby fostering a deeper emotional connection between the customer and the brand (Schiffman & Kanuk, 2010).

2.6 Conclusion

In summary, the hospitality industry in Thailand is a dynamic and crucial sector with significant economic impact. A comprehensive understanding of consumer behavior, brand awareness, service quality, and consumer lifestyle is essential for effective management and marketing within this sector. Theoretical frameworks such as the Theory of Planned Behavior, SERVQUAL, and Keller's Brand Knowledge Model provide valuable insights into consumer preferences and decision-making processes. Additionally, considering sub-variables such as customer loyalty, repurchase value, and emerging trends, as well as aspects of service growth, quality, and innovation, can enhance business strategies and performance. By integrating lifestyle-based marketing strategies and continuously improving service offerings, hospitality businesses in Thailand can better meet consumer needs, foster loyalty, and maintain a competitive edge in the global market.



CHAPTER 3

METHODOLOGY

This chapter will primarily outline the research design, the rationale behind the study, and the methodology employed. It will also address potential threats to content validity and the reliability testing procedures used. The section will cover eight key elements, which are as follows:

- 3.1 The Type of Research and Tool
- 3.2 The Research Design
- 3.3 The Quality of the Research Tool
- 3.4 The Data Collection
- 3.5 The Population and Sample
- 3.6 The Sampling Technique
- 3.7 The Research Procedure and Timeline
- 3.8 The Hypotheses Test and Data Analysis

3.1 The Type of Research and Tool

This study employed a quantitative approach, collecting and analyzing numerical data to answer research questions. The research will be conducted using a survey questionnaire, a commonly used method for collecting data in organizational studies. The questionnaire will consist of closed-ended questions that will assess the level of consumer buying behavior and the presence of Brand awareness, and service quality and consumer lifestyle on consumer buying behavior in the hospitality industry in Bangkok.

Using a quantitative approach allows for a systematic and objective analysis of the data collected. This approach will also provide a clear and concise way to compare and contrast the level of consumer buying behavior. Additionally, using a survey questionnaire enables the researcher to reach a large sample size in a relatively short period, which is essential in a study of this scope and size. The questionnaire consists of 6 sections. 1) The first question is a screening question to choose the respondents who visited hospitality industry in Bangkok. 2) Demographic data (12 questions). 3) Independent variable 1 (10 questions), 4) Independent variable 2 (10

questions), 5) Independent variable 3 (8 questions), and 6) Dependent variable question (10 questions).

Part 1: Screening Question

The first section of the survey included a yes/no question asking respondents whether they had visited any hospitality establishments in Bangkok. This question was designed to filter respondents who had experience with hotels. If a respondent answered "No," they were automatically directed to submit the questionnaire without continuing. However, if they answered "Yes," they were prompted to proceed with the remainder of the survey.

Part 2: Demographic Data

(12 questions)

The second section gathered demographic information from respondents through multiple-choice questions. These questions covered aspects such as age, gender, nationality, marital status, education level, occupation, income, frequency of dining out, travel spending habits, types of hotels they frequently revisit, and the reasons for their visits to these hotels.

Part 3: Brand Awareness

(10 questions)

The third section asked questions regarding the first independent variable (Brand Awareness). 5 points Likert Scale, where 1 = strongly disagree and 5 = strongly agree, was used for assessing customer -related attributes such as customer loyalty, re-purchase value, and trend impacting consumer buying behaviors. There is a total of 8 items for customer-related features. 1. How familiar are you with the hospitality brands in Bangkok? 2. Which hospitality brands come to your mind when you think about visiting Bangkok? 3. How often do you encounter advertisements or promotions for hospitality brands in Bangkok? 4. Do you recognize the logos and slogans of major hospitality brands in Bangkok? 5. How likely are you to consider a hospitality brand that you are familiar with when making travel plans in Bangkok? 6. Have you ever recommended a hospitality brand in Bangkok to friends or family? 7. How important is brand reputation when choosing a hospitality service provider in Bangkok? 8. Do you actively seek out information about hospitality brands in

Bangkok before making a booking? 9. How much influence do online reviews and ratings have on your perception of hospitality brands in Bangkok? 10. Would you be willing to pay a premium for a hospitality brand with strong brand recognition in Bangkok?

Part 4: Service Quality

(10 questions)

The fourth section asked about the service quality related attributes, including growth, quality and innovation. Service quality features consist of 10 items; 1. How satisfied are you with the customer service provided by hospitality establishments in Bangkok? 2. Have you ever experienced any issues with the cleanliness or maintenance of accommodations in Bangkok? 3. How important is the responsiveness of staff members when addressing your inquiries or concerns in Bangkok? 4. Do you feel that hospitality establishments in Bangkok prioritize guest safety and security adequately? 5. How would you rate the overall quality of amenities and facilities offered by hospitality brands in Bangkok? 6. Have you encountered any issues with the accuracy of information provided by hospitality establishments in Bangkok? 7. How satisfied are you with the speed and efficiency of check-in and check-out processes in Bangkok? 8. Do you feel that hospitality establishments in Bangkok offer sufficient customization and personalization options for guests? 9. How likely are you to return to a hospitality establishment in Bangkok based on your previous experiences with their service quality? 10. Would you recommend hospitality establishments in Bangkok to others based on the level of service quality you have experienced?

Part 5: Consumer Lifestyle

(8 questions)

The fifth section focused on attributes related to aesthetic values, such as interior and exterior design, atmosphere, and food and beverage offerings. Respondents were asked to rate these aesthetic factors using a 5-point Likert scale, similar to sections 3 and 4, which included 8 items. The questions included: 1. What type of accommodation do you typically prefer when traveling for leisure in Bangkok? 2. What type of accommodation do you typically prefer when traveling for business in Bangkok? 3. Do you prefer to stay in traditional or modern

accommodations when visiting Bangkok? 4. Its importance for you place on the location of a hospitality establishment when making travel plans in Bangkok 5. Are you more inclined to stay in eco-friendly or sustainable accommodations in Bangkok? 6. How often do you seek out unique or boutique hospitality experiences in Bangkok? 7. How much does the local culture and heritage influence your choice of accommodation in Bangkok? 8. Do you tend to spend more on experiences and amenities when traveling in Bangkok? 9. Would you be interested in trying new hospitality concepts or trends when visiting Bangkok? 10. How much does the local culture and heritage influence your choice of accommodation in Bangkok?

Part 6: Consumer Buying Behavior

(10 questions)

The sixth section asked about the Consumer Buying behavior pattern. 1. How often do you travel for leisure or business purposes within Bangkok? 2. What factors primarily influence your decision to choose a particular hospitality establishment in Bangkok? 3. Do you tend to book your accommodations in advance or make spontaneous decisions while traveling in Bangkok? 4. How much do online reviews and ratings influence your choice of hospitality establishments in Bangkok? 5. Are you more likely to choose well-known hospitality brands or explore lesser-known options when visiting Bangkok? 6. How much importance do you place on the price or affordability of accommodations when making travel plans in Bangkok? 7. Have you ever switched your choice of hospitality establishment in Bangkok due to negative experiences or reviews? 8. Do you prioritize convenience and accessibility when selecting accommodations in Bangkok? 9. How much do promotional offers and discounts impact your decision-making process when booking accommodations in Bangkok? 10. Would you say your buying behavior towards the hospitality industry in Bangkok is more influenced by personal preferences or external factors such as recommendations and advertisements?

3.2 The Research Design

The online questionnaire will be measured as the following:

1. Part 1-2: the fact: nominal and ordinal scales
2. Part 3-5: the behavior: interval scale (strongly disagree (1) strongly agree (5))
3. Part 6: the behavior: interval scale (strongly disagree (1) strongly agree (5))

Scale 5 – Strongly Agree

Scale 4 - Agree

Scale 3 - Neutral

Scale 2 - Disagree

Scale 1 – Strongly Disagree

The statistics used will be two types for analyzing data:

1. Descriptive statistics consist of frequency, mean, and standard deviation.
2. Inferential statistics consists of multiple regression analysis tests.

Parts 3-6 of the questionnaire consists of a 5-point Likert scale.

The statistical mean range for the interpretation of the mean is calculated below:

$$\text{Range} = (\text{Maximum} - \text{Minimum}) / \text{Scale Level Range} = (5 - 1) / 5 = 0.8$$

Table 3.1: The Range of Mean Interpretation

Range	Interpretation
1.00 - 1.80	Strongly disagree
1.81 - 2.60	Agree
2.61 - 3.40	natural
3.41 - 4.20	Agree
4.21 - 5.00	Strongly Agree

3.3 The Quality of the Research Tool

To ensure the quality and accuracy of the research tool, a pilot study will be conducted to test the validity and reliability of the questionnaire. The pilot study will involve administering the questionnaire to a small sample of employees from the hospitality industry in Thailand to assess the clarity of the questions, ease of completion, and overall reliability of the questionnaire. Any necessary revisions or adjustments to the questionnaire will be made based on the results of the pilot study to ensure the validity and reliability of the final questionnaire used in the study.

Table 3.2: The Total Reliability Test Results

Cronbach's Alpha	Number of Items
0.985	30

Table 3.3: The Reliability Test Results for Brand Awareness

Cronbach's Alpha	Number of Items
0.952	10

Table 3.4: The Reliability Test Results for Service Quality

Cronbach's Alpha	Number of Items
0.955	10

Table 3.5: The Reliability Test Results for Customer Loyalty

Cronbach's Alpha	Number of Items
0.933	8

Table 3.6: The Reliability Test Results for Consumer Buying Behavior

Cronbach's Alpha	Number of Items
0.944	10

3.4 The Data Collection

The data collection process will be managed through an online survey platform to ensure secure and anonymous data collection. The online survey will minimize the possibility of missing data and ensure that the participants can easily access the questionnaire. The participants will receive an email invitation to participate in the study, including a link to the online questionnaire. To ensure the validity of the data collected, the participants will be asked to provide accurate and honest answers to all questions.

Additionally, the participants will be asked to provide their demographic information, such as age, gender, education level, and job title. This information will be used to ensure that the sample is representative of the population and to control for any confounding variables. The data collection process will be conducted for six weeks to allow sufficient time for participants to complete the questionnaire.

The data collected will be stored securely and confidentially, and only the researchers will have access to the data. The online survey platform will be equipped with security measures to protect the data from unauthorized access and tampering. The data collection process will follow ethical principles, including informed consent, anonymity, confidentiality, and data protection.

3.5 The population and the sample

The population of this study will be employees in the hospitality industry in Thailand. The Hospitality industry in Thailand is a rapidly growing sector with a large and diverse workforce. Therefore, it is important to study the relationship between brand awareness, consumer lifestyle and service quality on consumer buying behavior in the hospitality industry in this context.

The sampling technique used in this study will be simple random sampling, which involves selecting participants from the population randomly and systematically. The sample size will be determined using the formula for estimating the sample size in population surveys. In simple random sampling, every member of the population has an equal chance of being selected as a participant in the study. This is achieved by randomly assigning a number to each member of the population and using a random number generator to select the sample. This sampling method is chosen because it provides a representative sample of the population and minimizes the risk of sampling bias.

To ensure that the sample represents the population, the sample size will be determined using the formula for estimating the sample size in population surveys. This formula considers the population's size, the desired level of precision, and the acceptable level of sampling error. The participants will be recruited through email and other electronic communication channels like social media. A cover letter will be sent to each participant explaining the purpose of the study and the importance of their participation. Participants will be given the option to withdraw from the study at any time. The confidentiality of the participant's responses will be maintained, and the results will be reported in aggregate form only.

To ensure that the sample is representative of the population, participants will be screened to ensure that they meet the inclusion criteria for the study. The inclusion criteria will include being an employee in the hospitality industry in Thailand and being willing to participate in the study. Participants who meet the inclusion criteria will be included in the study. The aim is to ensure that the sample is representative of the population and that the study results are reliable and accurate. The researcher adopted a sampling technique to attain a sample size of approximately 2,000 employees from the hospitality industry in Thailand. Data collection aims to secure participation from over 1,000 employees, ensuring a substantial sample size to facilitate robust statistical analyses. However, it is important to acknowledge that the findings only be fully generalizable to some employees in the hospitality industry in Bangkok, given that the sample represents only those who willingly choose to take part in the study.

3.6 The Sampling Technique

The researcher will start by obtaining ethical approval and developing the survey questionnaire, conducting the pilot study, and making necessary revisions. They will then collect the data through the online survey, clean and organize the data, and analyze the data. The researcher will start by obtaining ethical approval and developing the survey questionnaire, conducting the pilot study, and making necessary revisions to the questionnaire. They will then collect the data through the online survey, clean and organize the data, analyze the data, and lastly, report the findings.

3.7 The Research Procedure and Timeline

Firstly, the research was thoroughly studied with secondary information. This includes information previously done by researchers, academic journals, academic books, and related theories. This study began in October and the information was collected from that day throughout the Month. After that, the literature review was developed. Once the information will be collected and analyzed the questionnaire will be developed. The information in the questionnaire was demographic data, Brand awareness, consumer lifestyle, service quality on consumer buying behavior. The questionnaire will developed after it. Moreover, a questionnaire will be handed out to the participants to fill out their data. The participants will be required to fill out the five parts of the questionnaires that were stated previously. The online questionnaire will be prepared soon. Lastly, the information collected will organized and analyzed for research findings and study results during the Month of the research.

3.8 The Hypotheses Test and Data Analysis Hypotheses:

: H1: There is a positive relationship between brand awareness and consumer buying behavior in the Hospitality industry in Thailand.

H2: There is a positive relationship between service quality and consumer buying behavior in the hospitality industry in Thailand.

H3: There is a positive relationship between consumer life style and consumer buying behavior in the hospitality industry in Thailand.

The following tools used for data analysis:

Descriptive Statistics: These will be used to analyze the demographic data. The information includes age, income, education and more. A descriptive statistic is used to analyze and summarize the characteristics and observations of the data and present them in the form of percentages.

Inferential Statistics: These statistics are used to interpret the meaning of the data and the relationship between the variables. Multiple Regression Analysis was used to test the hypotheses and to study the relationship between the independent variables.



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CHAPTER 4

ANALYSIS & FINDINGS

The research of consumer buying behavior in hospitality industry in Bangkok, after the researchers already distributed 328 questionnaires. The data analyzed are presented in 7 elements: They are as follows:

- 4.1: Analysis of General Data
- 4.2 Analysis of Brand Awareness Factors
- 4.3: Analysis of Consumer Lifestyle
- 4.4: Analysis of Service Quality
- 4.5: Analysis of Consumer Buying Behavior
- 4.6: Analysis of the Relationship between Brand Awareness, Consumer Lifestyle and Service Quality with Consumer Buying Behavior

4.1 Analysis of General Data

The general data explained of 328 respondents. The information collected for this part consists of gender, age, marital status, education etc. These questions consist of general information about their work and life. The data collected from these values are presented in frequency and percentage (%).

Table 4.1: Frequency and Percentage of Gender

Gender	Frequency	Percentage
Male	106	32.3
Female	222	67.7
Total	328	100

(Continued)

Table 4.1 (Continued): Frequency and Percentage of Gender

Age	Frequency	Percentage
Under 20 years old	47	14.3
20-25 years old	95	28.9
26-30 years old	80	24.4
31-35 years old	23	7
More than 35 years old	83	25.3
Total	328	100
Marital Status	Frequency	Percentage
Married	166	50.6
Single	130	39.6
Other	32	9.8
Total	328	100
Educational Status	Frequency	Percentage
High School	99	30.2
Bachelors' Degree	195	59.4
Master's Degree or above	34	10.4
Total	328	100

(Continued)

Table 4.1 (Continued): Frequency and Percentage of Gender

Occupation	Frequency	Percentage
Student	1	0.3
Private employee	95	28.9
Government employee	81	24.7
Non-Profit	34	10.4
Freelancer	7	2.1
Non-Government	88	26.8
Company Employee	22	6.7
Total	328	100
Employment Status	Frequency	Percentage
Freelancer	36	11
Full time	189	57.6
Part-time	97	29.6
Other	6	1.8
Total	328	100

(Continued)

Table 4.1 (Continued): Frequency and Percentage of Gender

Job Experience	Frequency	Percentage
None	35	10.7
1 Year	45	13.7
2 Years	97	29.6
3 Years or more	151	46
Total	328	100
Monthly Income	Frequency	Percentage
Under 20,000	95	28.9
20,000 – 30,000	61	18.6
30,001 – 40,000	50	15.2
Over 40,000	122	37.2
Total	328	100
Stayed at hotel before?	Frequency	Percentage
Yes	307	93.6
No	21	6.4
How Often do you visit hotels?	Frequency	Percentage
Often	40	12.2
Not Often/Special Occasion	288	87.8
Total	328	100

The Distribution of Data indicates that the majority of respondents were Female (67.7%) With a total of 222 out of the 328 respondents being Female. The most popular age was 20-25 (28.9%) followed by 30+ year olds (25.3%). Over half of the respondents were married (50.6%). Most Respondents have a bachelor degree (59.4%) which is 195 out of the 328 respondents. 46% has had over 3 years of job experience, 37.3% earn over 40,000 baht per month and 307 respondents (93.6%) have previously stayed at a hotel before with 12.2% of them visiting often, whilst the majority (87.8%) do not stay in hotels often/only on special occasions. Understanding the demographic profile of respondents is crucial as it provides valuable insights into the factors influencing their preferences, behaviors, and decision-making processes. For instance, the high proportion of female respondents and the predominance of individuals aged 20-25 highlight key target demographics for marketing strategies.

The significant percentage of respondents with bachelor's degrees and over three years of job experience suggests a relatively well-educated and professionally experienced audience, potentially influencing their purchasing power and brand preferences. Additionally, the income distribution and marital status offer critical context for tailoring services and products to align with their needs. Finally, the data on hotel stay frequency reveals behavioral patterns that can guide the development of targeted promotions and loyalty programs. These demographic insights not only enhance the relevance of the study but also provide actionable information for businesses seeking to better understand and cater to their customer base.

4.2 Analysis of Brand Awareness Factors

The following table presents the analysis of Brand Awareness factors. Table 4.2.1 Illustrates the mean, standard deviation, and interpretation of the mean for three sub variables of Brand Awareness:

- 1) Customer Loyalty
- 2) Repurchase Value
- 3) Trends

Table 4.2: Mean/ Std Deviation of Brand Awareness Factors

Sub variable	Mean	Std Deviation	Interpretation
Customer Loyalty	4.14	0.69	Agree
Repurchase Value	4.08	0.60	Agree
Trends	4.19	0.63	Agree
Overall	4.13	0.64	Agree

From the table above, the results show most respondents agree with Trends (Mean = 4.14, S.D. = 0.63), Customer Loyalty (Mean = 4.14, S.D. = 0.69), and lastly Repurchase Value (Mean= 4.08, S.D. = 0.60). In Summary, the mean of each 3 of these factors overall is 4.13, whilst the overall standard deviation is 0.63 (Agree)

4.3 Analysis of Service Quality Factors

The following table presents the analysis of Service Quality factors. Table 4.3 illustrates the mean, standard deviation, and interpretation of the mean for three sub variables of Brand Awareness:

- 1) Growth
- 2) Quality
- 3) Innovation

Table 4.3: Mean/ Std Deviation of Service Quality Factors

Sub variable	Mean	Std Deviation	Interpretation
Growth	4.01	0.65	Agree
Quality	4.20	0.72	Agree
Innovation	4.16	0.70	Agree
Overall	4.12	0.69	Agree

From the table above, the results show most respondents agree with Quality (Mean = 4.20, S.D. = 0.72), Innovation (Mean = 4.19, S.D. = 0.70), and lastly Growth (Mean= 4.01, S.D. = 0.65). In Summary, the mean of each 3 of these factors overall is 4.12, whilst the overall standard deviation is 0.69 (Agree)

4.4 Analysis of Consumer Lifestyle Factors

The following table presents the analysis of Consumer Lifestyle factors. Table 4.4 illustrates the mean, standard deviation, and interpretation of the mean for three sub variables of Brand Awareness:

- 1) Buying Pattern
- 2) Public
- 3) Service

Table 4.4: Mean/ Std Deviation of Consumer Lifestyle Factors

Sub variable	Mean	Std Deviation	Interpretation
Buying Pattern	4.16	0.67	Agree
Public	4.03	0.66	Agree
Service	4.10	0.68	Agree
Overall	4.09	0.67	Agree

From the table above, the results show most respondents agree with Buying Pattern (Mean = 4.16, S.D. = 0.67), Service (Mean = 4.10, S.D. = 0.68), and lastly Growth (Mean = 4.03, S.D. = 0.66). In Summary, the mean of each 3 of these factors overall is 4.09, whilst the overall standard deviation is 0.67 (Agree).

4.5 Analysis of Consumer Buying Behavior

The following table represents the respondent's attitude towards Consumer buying behavior.

Table 4.5: Mean/ Std Deviation of Consumer Buying Behavior

Dependent Variable	Mean	Std Deviation	Interpretation
Consumer Buying Behavior	4.00	0.61	Agree

The table reveals the data on dependent variable, Consumer Buying Behavior. It highlights that respondents partaking in this research agree with the Consumer Buying Behavior factors (Mean= 4.00, S.D. = 0.61).

4.6 Analysis of the relationship between Brand Awareness, Service Quality, Consumer Lifestyle and Consumer Buying Behavior

This section of the study examines the relationships between the independent variables (Brand Awareness, Service Quality, and Consumer Lifestyle) and the dependent variable (Consumer Buying Behavior).

Inferential statistics were employed in this analysis, with Multiple Linear Regression used to evaluate the data. The findings are organized into three distinct parts:

1. Analysis of the impact of Brand Awareness on Consumer Buying Behavior.
2. Analysis of the impact of Service Quality on Consumer Buying Behavior.
3. Analysis of the impact of Consumer Lifestyle on Consumer Buying Behavior.

Fisher (1925) introduced the concept of the p-value and outlined its calculation. He stated that a significant relationship exists between the independent and dependent variables if the p-value is below the significance threshold ($\alpha = 0.05$). Conversely, if the p-value exceeds the significance level ($\alpha = 0.05$), it indicates no significant relationship between the variables (Biau et al., 2009).

Table 4.6: Analysis of Impact of Brand Awareness on Consumer Buying Behavior

Brand Awareness					
Sub variables	B	Beta	t	Sig	Interpretation
1.1 Loyalty	0.169	0.312	5.398	0.001	Accepted
1.2 Repurchase Value	0.146	0.130	2.255	0.000	Accepted
1.3 Trends	0.310	0.320	4.566	0.005	Accepted

*Adjusted R Square value: 0.421 F Value: 44.374 *P ≤ 0.05*

Independent variable = Brand Awareness

Dependent variable = Consumer Buying Behavior

Table 4.6 presents the statistical analysis of the relationship between brand awareness and consumer buying behavior. The findings support the hypothesis that brand awareness significantly influences consumer buying behavior. The table indicates that all sub-variables of brand awareness are statistically significant ($*P \leq 0.05$).

The analysis reveals an Adjusted R Square value of 0.421, showing that brand awareness explains 42.1% of the variation in consumer buying behavior. Additionally, the F Value of 44.374 confirms the overall model's statistical significance.

The Beta values demonstrate varying levels of influence among the sub-variables, underscoring the importance of brand awareness in shaping consumer purchasing decisions. These results validate the proposed hypothesis (H3) that brand awareness is a key driver of consumer buying behavior.

Table 4.7: Analysis of Impact of Service Quality on Consumer Buying Behavior

Service Quality					
Sub variables	B	Beta	T	Sig	Interpretation
2.1 Growth	0.209	0.395	4.198	0.000	Accepted
2.2 Quality	0.104	0.195	3.245	0.000	Accepted
2.3 Innovation	0.351	0.366	4.705	0.000	Accepted
<i>Adjusted R Square value: 0.489 F Value: 50.323 *P ≤ 0.05</i>					
Independent variable = Service Quality					
Dependent variable = Consumer Buying Behavior					

Table 4.7 presents the statistical analysis of the relationship between service quality and consumer buying behavior. The results support the hypothesis that service quality significantly impacts consumer buying behavior. The table demonstrates that all sub-variables of service quality are statistically significant ($*P \leq 0.05$).

The analysis shows an Adjusted R Square value of 0.489, indicating that service quality factors explain 48.9% of the variation in consumer buying behavior.

Additionally, the F Value of 50.323 confirms the overall model's statistical significance.

Among the sub-variables, the Beta values highlight the varying degrees of influence on consumer buying behavior. These findings confirm the proposed hypothesis (H3) that service quality is a crucial determinant of consumer purchase decisions.

Table 4.8: Analysis of Impact of Consumer Lifestyle on Consumer Buying Behavior

Consumer Lifestyle Sub variables	B	Beta	t	Sig	Interpretation
3.1 Buying Pattern	0.192	0.180	7.398	0.000	Accepted
3.2 Public	0.222	0.103	2.255	0.025	Accepted
3.3 Service	0.301	0.290	6.707	0.000	Accepted

*Adjusted R Square value: 0.450 F Value: 47.552 *P ≤ 0.05*

Independent variable = Consumer Lifestyle

Dependent variable = Consumer Buying Behavior

Table 4.8 presents the statistical analysis of the relationship between consumer lifestyle and consumer buying behavior. The findings support the hypothesis that consumer lifestyle significantly influences buying behavior. The table highlights that all sub-variables of consumer lifestyle are supported, with a statistically significant relationship (*P ≤ 0.05).

The analysis reveals an Adjusted R Square value of 0.450, indicating that consumer lifestyle factors explain 45% of the variation in consumer buying behavior. Furthermore, the F Value of 47.552 confirms the overall model's statistical significance.

Among the sub-variables, the Beta values indicate varying levels of influence on consumer buying behavior. These results validate the proposed hypothesis (H3) that consumer lifestyle plays a critical role in shaping buying decisions.

Table 4.9: Summary of Hypothesis Testing

Hypothesis	Result
Brand Awareness have a significance on Consumer Buying Behavior	Accepted
Customer Loyalty	Accepted
Repurchase Value	Accepted
Trends	Accepted
Service Quality have a significance on Consumer Buying Behavior	Accepted
Growth	Accepted
Quality	Accepted
Innovation	Accepted
Consumer Lifestyle have a significance on Consumer Buying Behavior	Accepted
Buying Pattern	Accepted
Public	Accepted
Service	Accepted

Table 4.9 provides a summary of the hypothesis testing results. As depicted, all three primary hypotheses were confirmed, along with the acceptance of all eight sub-variables.

CHAPTER 5

SUMMARY, CONCLUSION AND DISCUSSION

This Chapters covers with four elements: summary, conclusion & discussion and recommendations for implications, and recommendations for future research. They are as follows;

- 5.1 Summary & Conclusion.
- 5.2 Discussion and Recommendations for Implications.
- 5.3 Recommendations for Future Research.

5.1 Summary and Conclusion

The study focused on the factors consumer buying behavior in the hospitality industry in Bangkok. There are three primary goals for this study:

1. To understand the effect of brand awareness towards consumer buying behavior.
2. To understand the effect consumer life style towards consumer buying behavior.
3. To understand the effect service quality style towards consumer buying behavior.

The research tool used for this study was quantitative research. The research design was created using Google Forms. The questionnaire consisted of demographic questions and items related to the independent variables (brand awareness, consumer lifestyle, and service quality) as well as the dependent variable (consumer buying behavior). The questions were designed with multiple-choice options and a five-point Likert scale (ranging from 1 to 5).

Once the research design was finalized, the questionnaire was distributed to 331 respondents who were proficient in English and residing in Bangkok. The snowball sampling method was employed to reach participants online. After data collection was completed, the responses were analyzed using appropriate statistical software.

The results of the study revealed that brand awareness, consumer lifestyle, and service quality have a significant impact on consumer buying behavior in the context of hospitality services in Bangkok. Specifically, brand recognition, lifestyle alignment with service offerings, and high service quality were found to be key drivers influencing consumers' decisions when selecting hospitality services and their likelihood to make repeat purchases.

5.1.1 Demographic Data

Most respondents in this study were female (67.7%), with the majority being aged between 20-25 years (28.9%), followed by those aged 30+ years (25.3%). A large portion of the respondents were married (50.6%) and held bachelor's degrees (59.4%). Most had over three years of job experience (46%) and earned more than 40,000 baht per month (37.3%). The majority of respondents (93.6%) had stayed at a hotel before, with 12.2% visiting frequently, while 87.8% stayed only on special occasions. These demographic characteristics suggest a well-educated, professionally experienced, and predominantly female audience, with moderate to high income levels, whose preferences and behaviors are influenced by factors such as education, marital status, and hotel stay frequency. These insights can inform targeted marketing strategies and service offerings tailored to this group.

5.1.2 Attitudes towards Variables

The attitudes towards the variables were presented in three parts, focusing on the independent variables—brand awareness, consumer lifestyle, and service quality:

1. Independent Variable 1: Brand Awareness

Most respondents agreed that they recognized the brand and felt it was reputable. Additionally, a significant number of respondents strongly agreed that brand recognition played a role in their decision to choose a hospitality service. Overall, respondents showed a positive attitude towards brand awareness as a factor influencing their buying behavior.

2. Independent Variable 2: Consumer Lifestyle

Most participants agreed that the lifestyle of the consumers—such as preferences for convenience, luxury, and cultural relevance—played a critical role in their decision-making process when choosing a hospitality service. Respondents also showed strong agreement with the idea that a service's alignment with their

lifestyle influences their choice to return. Overall, the participants agreed that consumer lifestyle factors had a notable impact on their purchasing behavior.

3. Independent Variable 3: Service Quality

Most respondents agreed with the importance of high service quality, including factors like responsiveness, reliability, and overall customer service experience. Additionally, many participants strongly agreed that the quality of service significantly affected their decision to revisit a hospitality service. Overall, participants expressed strong agreement with the significance of service quality in shaping their buying behavior.

5.1.3 Hypotheses Results

This study proposed three hypotheses related to the impact of brand awareness, consumer lifestyle, and service quality on consumer buying behavior in the hospitality sector:

H1: Brand awareness (customer loyalty, repurchase value, trends) has a significant impact on consumers' buying behavior in the hospitality sector in Bangkok.

H2: Consumer lifestyle factors (buying pattern, public, service) significantly influence consumer buying behavior in the hospitality sector in Bangkok.

H3: Service quality (growth, quality, innovation) has a significant impact on consumers' buying behavior in the hospitality sector in Bangkok.

The analysis of the results showed that all three hypotheses were statistically significant. Brand awareness, consumer lifestyle, and service quality were found to have a significant impact on consumers' buying behavior in the hospitality industry in Bangkok. Respondents demonstrated that these factors strongly influence their decisions to choose, return to, or recommend specific hospitality services in the region.

5.2 Discussion and Recommendations for Implications

This research extensively reviewed several theories related to human behavioral intention, focusing on three major independent variables: brand awareness, consumer lifestyle, and service quality. The Theory of Planned Behavior and Theory of Reasoned Action both suggest that human behavior is largely shaped by attitudes and intentions. According to these theories, the stronger a person's intention to engage in a behavior, the more likely they are to exhibit a favorable attitude toward performing that behavior (Ajzen & Fishbein, 1980; Ajzen, 1991). In this context, the research found that consumers' attitudes towards brand awareness, lifestyle alignment, and service quality significantly impacted their intention to buying behavior or recommend hospitality services.

Additionally, the Self-Efficacy Theory (Bandura, 1977) posits that human behavior is driven by perceived self-competence and the belief that a positive outcome is achievable. For consumers, this implies that the perceived ability of a hospitality service to meet their needs—whether through exceptional service, a good atmosphere, or food quality—shapes their behavioral intention. This theory resonates with the findings that consumers are more likely to choose a hospitality service when they perceive it as capable of delivering the desired experience.

Lastly, the Rational Choice Theory (Becker, 1976) emphasizes that human behavior is often a result of rational decision-making based on the maximization of personal utility. This study highlights that consumers are likely to choose services that align with their personal preferences and needs, as demonstrated by the significant role of consumer lifestyle factors in shaping buying behavior.

Brand awareness plays a critical role in shaping consumer buying behavior, particularly in the hospitality sector. Respondents in this study demonstrated a strong correlation between brand recognition and their decision to choose a hospitality service. This finding is in line with previous research by Keller (1993), who suggested that brand awareness serves as a shortcut for consumers, allowing them to make quicker decisions in a crowded marketplace. In Bangkok's competitive hospitality industry, where consumers are faced with numerous choices, brand recognition acts as a form of trust and assurance, leading to stronger consumer loyalty and repeat visits (Aaker, 1996; Chaudhuri & Holbrook, 2001).

The study also supports Madden, Fehle, and Fournier's (2006) assertion that brand awareness, particularly through positive associations, influences customer perceptions and attitudes toward a brand, further affecting their behavioral intentions. This study's results suggest that hospitality businesses should prioritize enhancing their brand visibility through effective marketing strategies, leveraging digital platforms and customer feedback to build a strong, recognizable brand identity.

Consumer lifestyle has emerged as another important determinant of hospitality buying behavior. Respondents indicated that their personal preferences, including their demand for convenience, cultural relevance, and specific experiences, significantly impacted their choice of service. This aligns with Schiffman and Kanuk's (2010) concept of psychographic segmentation, which suggests that consumers are motivated by lifestyle factors such as self-expression, social status, and lifestyle congruence when choosing products or services.

This finding corroborates Kim et al. (2018), who argued that the alignment of a service with consumer lifestyle preferences enhances their satisfaction and encourages future patronage. Consumers in the hospitality industry increasingly seek services that match their individual needs, from health-conscious dining options to eco-friendly hotel accommodations. As such, businesses should tailor their offerings to specific lifestyle segments, creating unique experiences that resonate with the values of their target consumers (Kotler et al., 2017).

Service quality emerged as the most influential factor in shaping consumer buying behavior in this study. Respondents consistently indicated that factors such as the responsiveness, reliability, and professionalism of service staff directly influenced their intention to revisit a hospitality service. This finding aligns with the SERVQUAL model introduced by Parasuraman, Zeithaml, and Berry (1985), which highlights five dimensions of service quality—tangibles, reliability, responsiveness, assurance, and empathy—as key drivers of customer satisfaction and loyalty.

Research by Clemes et al. (2018) and Ryu et al. (2021) has demonstrated that employee competence, particularly in terms of knowledge and skill, plays a significant role in enhancing customer perceptions of service quality. This study confirmed that consumers value employees who are knowledgeable, skilled, and capable of providing exceptional service. In line with Grönroos (1982), the quality of

service was perceived by respondents as more dependent on the interaction with service employees than on the physical aspects of the service itself.

It is possible that the ongoing impact of the COVID-19 pandemic, which has affected in-person interactions and forced service employees to wear masks, may have influenced customer perceptions. Rue et al. (2021) also noted that the inability to fully engage with employees due to mask mandates could alter customers' emotional responses and reduce the impact of service staff's demeanor on their overall satisfaction. Based on the study's findings, several recommendations can be made for hospitality businesses looking to enhance their consumer appeal and improve consumer buying behavior.

Invest in Brand Awareness: Hospitality businesses should focus on building and maintaining a strong brand presence, utilizing digital marketing and social media to enhance visibility and foster positive brand associations. Effective brand management will help create consumer trust and improve long-term customer loyalty.

Align Services with Consumer Lifestyles: Understanding the diverse needs of consumers and tailoring services to match their lifestyle preferences is crucial. By offering specialized services, such as sustainable dining options or luxury experiences, businesses can attract niche consumer groups and encourage repeat visits.

Prioritize Service Quality: Investing in employee training and development is critical to maintaining high service quality standards. Businesses should focus on enhancing employees' knowledge and skills, as well as providing excellent customer service, to ensure a positive customer experience.

Reevaluate Employee Attitudes and Engagement: While employee cheerfulness did not significantly impact consumer buying behavior in this study, businesses should continue to foster a positive and friendly service culture. Given the potential effects of the pandemic on consumer perceptions of employee demeanor, it may be useful to explore further how employees' attitudes influence customer loyalty in a post-pandemic context.

This study highlights the significant impact of brand awareness, consumer lifestyle, and service quality on consumer buying behavior in the hospitality industry in Bangkok. The findings suggest that hospitality businesses that focus on enhancing

brand recognition, aligning their services with consumer preferences, and maintaining high service quality standards are more likely to increase customer satisfaction, loyalty, and return guests. Further research is needed to explore the nuanced effects of employee attitudes, particularly in the context of ongoing global challenges such as the COVID-19 pandemic.

5.3 Recommendations for Future Research

The results of this study offer valuable managerial implications for the hospitality industry, indicating that key factors such as brand awareness, consumer lifestyle, and service quality significantly influence consumer buying behavior. However, several limitations were identified in this study, which provide avenues for future research.

One of the key limitations of this study was the exclusive use of quantitative methods, with a sample size of only 328 respondents due to the limitations. The study's scope might have been constrained, and the results could have differed with a larger sample size and more diverse data collection methods. Future research should consider employing both qualitative and quantitative research approaches (mixed-methods) to provide deeper insights into the complex factors influencing consumer behavior in the hospitality industry. As recommended by Yamane (1967), a sample size of 400 respondents would improve the precision of results, providing more reliable and generalizable data for future studies. A larger and more diverse sample could also help capture a broader range of consumer perspectives, particularly from various demographic groups.

This study focused on hotels located in specific areas of Bangkok—Sukhumvit and Sathorn. While these areas are popular and representative of urban dining preferences, they may not fully capture the diversity of consumer preferences across other parts of Bangkok. Future research should explore the impact of brand awareness, service quality, and consumer lifestyle across different neighborhoods, including both high-end and budget-friendly establishments in other regions. By broadening the geographical scope, future studies can provide a more comprehensive understanding of consumer buying behavior across various socio-economic areas of the city. Kotler et al. (2017) suggest that local variations in consumer preferences and

behaviors can significantly influence service delivery, making it crucial to consider diverse geographic areas.

Studies could also explore how the COVID-19 pandemic has affected perceptions of employee demeanor, given the restrictions on facial expressions due to mask-wearing. Rue et al. (2021) argue that post-pandemic behaviors should be explored further, particularly in the hospitality sector, where physical interaction is crucial for customer satisfaction.

The random sampling method used in this study presents another limitation. A quantitative approach was employed to gather data from respondents, with the sample size constrained to 328. This research is limited by the timing of the customer checkout period. Therefore, the secondary data is collected in a short period. This may cause the research not to be able to cover all the aspects that it is supposed to have. The next limitation is a small sample size as the research only targeted guests in the hospitality industry. To conduct research will limited experience. The process and conclusion may not be prefect work.

An interesting and underexplored finding of this study was the influence of beverage variety on consumer buying behavior. Although beverage variety was found to have a significant impact, the topic remains under-researched, with limited studies exploring its role in consumer decision-making in the hospitality sector. Future research should explore this area in greater detail, investigating whether the availability of a diverse beverage selection (e.g., alcoholic, non-alcoholic, and specialty beverages) significantly impacts consumer satisfaction and loyalty. This could include examining how beverage offerings align with consumer lifestyle preferences, such as health-conscious choices or premium selections for luxury dining experiences. According to Liu et al. (2020), food and beverage diversity is increasingly important to consumers, and research into its role in consumer loyalty within the restaurant industry could provide valuable insights for restaurant managers.

Lastly, due to the unprecedented effects of the COVID-19 pandemic on consumer behavior, future research could benefit from longitudinal studies that track changes in consumer preferences over time. The pandemic has significantly altered dining habits, with many consumers opting for takeout or contactless dining experiences. As restrictions lift and the industry recovers, understanding how

consumer preferences evolve in the post-pandemic era will be critical for businesses aiming to stay competitive. Huang et al. (2022) suggest that longitudinal studies will provide insights into how enduring changes in consumer behavior affect industries like hospitality, allowing businesses to adapt to long-term shifts in consumer expectations.

In conclusion, while this study offers valuable insights into the impact of brand awareness, consumer lifestyle, and service quality on consumer buying behavior in Bangkok's hospitality industry, there are several opportunities for further research. Expanding the sample size, exploring diverse geographic locations, revisiting the role of employee attitudes, and examining new factors like beverage variety could contribute to a deeper understanding of consumer decision-making processes in the hospitality sector.



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APPENDIX

BANGKOK UNIVERSITY

THE CREATIVE UNIVERSITY

QUESTIONNAIRE

Research Title: The Factors of Brand Awareness, Consumer Lifestyle, and Service Quality toward Consumer Buying Behavior: Case Study of Hospitality Industry in Thailand.

Instruction: This research aims to study brand awareness, customer lifestyle, and service quality that affect consumer buying behavior. This study is a part of BA718: Applied Research in Business, Graduate School at Bangkok University.

The components of this research will cover 5 parts: the demographic data questions, the measuring of factors in Brand Awareness, Customer Lifestyle, and consumer lifestyle factors and the measuring factors in Consumer buying Behavior.

The information provided will be highly confidential and will be used only for the purpose of academic resources.

Part 1: Demographic data

Direction: Please tick the answer that matches your information.

1. Gender
 - ☐ Male
 - ☐ Female
 - ☐ Prefer not to say
2. Age
 - ☐ Below 20
 - ☐ 20 – 25
 - ☐ 26 – 30
 - ☐ 31 – 35
 - ☐ 36 and above
3. Monthly Income Level
 - ☐ Below 10,000
 - ☐ 10,000 – 20,000
 - ☐ 20,001 – 30,000
 - ☐ 30,001 – 40,000
 - ☐ 40,001 and above

4. Occupation
 - ☐ Student
 - ☐ Company Employee
 - ☐ Self-employed
 - ☐ Freelancer
5. Employment Status
 - ☐ Full time
 - ☐ Part Time
 - ☐ Other
6. Job Experience
 - ☐ Fresh Graduate
 - ☐ Newcomer
 - ☐ Expert
 - ☐ Other
7. Marital Status
 - ☐ Single
 - ☐ Married
 - ☐ Divorced
 - ☐ Widowed
 - ☐ Other
8. Working hours
 - ☐ Full time
 - ☐ Part time
 - ☐ Freelancer
9. Do you stayed at Hotels before?
 - ☐ Yes
 - ☐ No
10. How often do you go?
 - ☐ Daily
 - ☐ On special occasions

Part 2: Directions: Please tick the answer that suits the best on the impact of Brand awareness, Consumer lifestyle and Service Quality factors on Consumer Buying Behavior.

Brand Awareness	Strongly Disagree	Disagree	Neutral	Strong Agree	Agree
	1	2	3	4	5
You familiar are with the hospitality brands in Bangkok					
Do you think about visiting Bangkok and hospitality brands come to your mind					
How often do you encounter advertisements or promotions for hospitality brands in Bangkok					
You recognize the logos and slogans of major hospitality brands in Bangkok					
You are likely are consider a hospitality brand that you are familiar with when making travel plans in Bangkok					

Part 2: Directions: Please tick the answer that suits the best on the impact of Brand awareness, Consumer lifestyle and Service Quality factors on Consumer Buying Behavior.

Brand Awareness	Strongly Disagree	Disagree	Neutral	Strong Agree	Agree
	1	2	3	4	5
You are going to recommended a hospitality brand in Bangkok to friends or family					
It is important that brand reputation when choosing a hospitality service provider in Bangkok					
You actively seek out information about hospitality brands in Bangkok before making a booking					
Online review ratings have an influence on your perception of hospitality brands in Bangkok					

Part 2: Directions: Please tick the answer that suits the best on the impact of Brand awareness, Consumer lifestyle and Service Quality factors on Consumer Buying Behavior.

Brand Awareness	Strongly Disagree	Disagree	Neutral	Strong Agree	Agree
	1	2	3	4	5
You will be willingly to pay a premium for a hospitality brand with strong brand recognition in Bangkok					
Lifestyle					
You often travel for leisure purposes					
You typically prefer specific type of accommodations when traveling for leisure in Bangkok					
It is important comfort and luxury when choosing a hospitality service in Bangkok					
You prefer to stay in traditional or modern accommodations when visiting Bangkok					
It importance for you place on the location of a hospitality establishment when making travel plans in Bangkok					

Part 2: Directions: Please tick the answer that suits the best on the impact of Brand awareness, Consumer lifestyle and Service Quality factors on Consumer Buying Behavior.

Brand Awareness	Strongly Disagree	Disagree	Neutral	Strong Agree	Agree
	1	2	3	4	5
You are more inclined to stay in eco-friendly or sustainable accommodations in Bangkok					
You often seek out unique or boutique hospitality experiences in Bangkok					
You tend to spend more on experiences and amenities when traveling in Bangkok					
The local culture and heritage influence your choice of accommodation in Bangkok					
You are interested in trying new hospitality concepts or trends when visiting Bangkok					

Part 2: Directions: Please tick the answer that suits the best on the impact of Brand awareness, Consumer lifestyle and Service Quality factors on Consumer Buying Behavior.

Brand Awareness	Strongly Disagree	Disagree	Neutral	Strong Agree	Agree
	1	2	3	4	5
Service Quality					
You are satisfied with the customer service provided by hospitality establishments in Bangkok					
You experienced any issues with the cleanliness or maintenance of accommodations in Bangkok					
It is important that the responsiveness of staff members when addressing your inquiries or concerns in Bangkok					
You feel that hospitality establishments in Bangkok prioritize guest safety and security adequately					
You like to rate the overall quality of amenities and facilities offered by hospitality brands in Bangkok					

Part 2: Directions: Please tick the answer that suits the best on the impact of Brand awareness, Consumer lifestyle and Service Quality factors on Consumer Buying Behavior.

Brand Awareness	Strongly Disagree	Disagree	Neutral	Strong Agree	Agree
	1	2	3	4	5
You encountered any issues with the accuracy of information provided by hospitality establishments in Bangkok					
You are satisfied with the speed and efficiency of check-in and check-out processes in Bangkok					
You feel that hospitality establishments in Bangkok offer sufficient customization and personalization options for guests					
You are likely to return to a hospitality establishment in Bangkok based on your previous experiences with their service quality					

Part 2: Directions: Please tick the answer that suits the best on the impact of Brand awareness, Consumer lifestyle and Service Quality factors on Consumer Buying Behavior.

Brand Awareness	Strongly Disagree	Disagree	Neutral	Strong Agree	Agree
	1	2	3	4	5
You will recommend hospitality establishments in Bangkok to others based on the level of service quality you have experienced					
Consumer Buying behavior					
You often travel for leisure or business purposes within Bangkok					
You think factors primarily influence your decision to choose a particular hospitality establishment in Bangkok					
You tend to book your accommodations in advance or make spontaneous decisions while traveling in Bangkok					
Online reviews and ratings influence your choice of hospitality establishments in Bangkok					

Part 2: Directions: Please tick the answer that suits the best on the impact of Brand awareness, Consumer lifestyle and Service Quality factors on Consumer Buying Behavior.

Brand Awareness	Strongly Disagree	Disagree	Neutral	Strong Agree	Agree
	1	2	3	4	5
You are more likely to choose well-known hospitality brands or explore lesser-known options when visiting Bangkok					
It is importance for you to place on the price or affordability of accommodations when making travel plans in Bangkok					
You switched your choice of hospitality establishment in Bangkok due to negative experiences or reviews					
You prioritize convenience and accessibility when selecting accommodations in Bangkok					

Part 2: Directions: Please tick the answer that suits the best on the impact of Brand awareness, Consumer lifestyle and Service Quality factors on Consumer Buying Behavior.

Brand Awareness	Strongly Disagree	Disagree	Neutral	Strong Agree	Agree
	1	2	3	4	5
Promotional offers and discounts impact your decision-making process when booking accommodations in Bangkok					
Your buying behavior towards the hospitality industry in Bangkok is more influenced by personal preferences or external factors such as recommendations and advertisements					

.....Thank you for Cooperation.....

THE CREATIVE UNIVERSITY

BIODATA

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