

A Study of Social Media Factors that Affect Online Purchase Intention of Tourist Products and Services in Bangkok, Thailand

การศึกษาปัจจัยของสื่ออิเล็กทรอนิกส์ที่มีผลต่อการตัดสินใจในการซื้อสินค้าและบริการ
ท่องเที่ยวทางออนไลน์ในกรุงเทพมหานคร ประเทศไทย

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บริหารธุรกิจมหาบัณฑิต ในสาขาการจัดการธุรกิจการท่องเที่ยว

หลักสูตรผู้บริหารและผู้เชี่ยวชาญในวิชาชีพมหาวิทยาลัยอัสสัมชัญ กรุงเทพมหานคร ประเทศไทย

Abstract

This researcher has the main objectives to study and find out the social media factors that affect the online purchase intention of tourist product and service. The social media factors which are selected such as the use of social media, social identity, altruism, telepresence, e-word-of-mouth, advertising, ease of use, usefulness and trust are selected. Moreover; the researcher also study the relationship between each social media factor with online purchase intention of tourist product and service in Bangkok, Thailand.

This study is based on non-probability convenience sampling where the data was collected and gathered from 400 respondents in five keys selected tourist destinations in Bangkok. To gather the data, the research prepared the self-administrated five-point Likert Scale questionnaire. To analyze the data in details, the researcher used both descriptive and inferential analyses. The result shows that all of the independent variables have positive relationship with dependent variables. The independent variables of the use of social media, social identity, altruism, telepresence, e-word-of-mouth, advertising, ease of use, and usefulness have moderate significant level in the relationship with online purchase intention; moreover, it shows that trust is the only factor which has the strong significant level in the relationship with online purchase intention of tourism product and service in Bangkok, Thailand.

. The summaries of hypothesis testing is that all the independent variables have positive relationship with the dependent variable. The independent variables of the Use of Social Media, Social Identity, Altruism, Telepresence, E-word-of-mouth, Advertising, Ease of use, and Usefulness have moderate significant levels in the relationship with online purchase intention; moreover, the Trust has a strong significant level in the relationship with online purchase intention of tourism product and service. The findings of this study will help the tourist product and service providers and entrepreneur to better understand the change in consumer behavior that is the use of social media as the main tool for searching travel information and making the online booking and purchase.

Keywords: Social Media, Online Purchase Intention, Tourist Product and Service

บทคัดย่อ

การวิจัยมีวัตถุประสงค์ในการค้นหาและศึกษาปัจจัยของสื่ออิเล็กทรอนิกส์ที่มีผลต่อการตัดสินใจในการซื้อผลิตภัณฑ์และการบริการท่องเที่ยวทางออนไลน์ โดยมีปัจจัยสื่ออิเล็กทรอนิกส์ที่ได้รับการคัดเลือกในการศึกษาครั้งนี้ เช่น พฤติกรรมการใช้สื่ออิเล็กทรอนิกส์ ความมีเอกลักษณ์และตัวตนทางสังคม การนำเสนอข้อมูลทางออนไลน์เพื่อชักจูงความสนใจจากกระยะทางไกลได้เสมือนจริง การบอกต่อแบ่งปันประสบการณ์ทางออนไลน์ การโฆษณา ความสะดวกในการใช้งาน ประโยชน์ในการใช้งาน และ ความไว้วางใจในการเลือกใช้สื่ออิเล็กทรอนิกส์นอกจากนี้นักวิจัยยังศึกษาความสัมพันธ์ระหว่างแต่ละปัจจัยของสื่ออิเล็กทรอนิกส์ดังกล่าวข้างต้น ที่มีผลต่อความตั้งใจซื้อของออนไลน์ของผลิตภัณฑ์และการบริการท่องเที่ยวในกรุงเทพมหานคร ประเทศไทย

การศึกษาวิจัยครั้งนี้ได้มีการสุ่มหากลุ่มตัวอย่างแบบไม่อาศัยความน่าจะเป็นที่ขึ้นอยู่กับความสะดวกในการให้ข้อมูลของตัวอย่างผู้ให้ความร่วมมือในการตอบแบบสอบถาม โดยได้มีการเก็บรวบรวมข้อมูลจากผู้ตอบแบบสอบถาม จำนวน 400 คน จาก 5 สถานที่ท่องเที่ยวหลักในกรุงเทพมหานคร ในการเก็บรวบรวมข้อมูลนั้น นักวิจัยได้จัดเตรียมแบบสอบถามในการให้คะแนนตามลำดับความสำคัญจาก 1 คะแนน ไปยัง 5 คะแนน การวิเคราะห์ข้อมูลในรายละเอียดของนักวิจัยได้ใช้การวิเคราะห์ทั้งเชิงพรรณนาและเชิงอนุมาน

จากผลการศึกษาพบว่า พฤติกรรมการใช้สื่ออิเล็กทรอนิกส์ ความมีเอกลักษณ์และตัวตนทางสังคมนำเสนอข้อมูลทางออนไลน์เพื่อชักจูงความสนใจจากกระยะทางไกลได้เสมือนจริง การบอกต่อแบ่งปันประสบการณ์ทางออนไลน์ การโฆษณา ความสะดวกในการใช้งาน และประโยชน์ในการใช้งาน มีความสัมพันธ์ระดับปานกลางต่อความตั้งใจซื้อของออนไลน์ของผลิตภัณฑ์และการบริการท่องเที่ยวอย่างมีนัยสำคัญ และนอกเหนือจากนี้มีตัวแปรอิสระของความไว้วางใจในการเลือกใช้สื่ออิเล็กทรอนิกส์มีความสัมพันธ์ระดับสูงปานกลางต่อความตั้งใจซื้อของออนไลน์ของผลิตภัณฑ์และการบริการท่องเที่ยว ในกรุงเทพมหานคร

ประเทศไทยการศึกษาครั้งนี้จะช่วยให้ผู้ผลิตผลิตภัณฑ์ท่องเที่ยวและผู้ประกอบการให้บริการด้านการท่องเที่ยวเข้าใจถึงการเปลี่ยนแปลงของพฤติกรรมผู้บริโภคที่มีการใช้สื่ออิเล็กทรอนิกส์เป็นเครื่องมือหลักสำหรับการค้นหาข้อมูลการเดินทางและจองกิจกรรมท่องเที่ยวทางออนไลน์

คำสำคัญ : สื่ออิเล็กทรอนิกส์ ความตั้งใจซื้อของออนไลน์ผลิตภัณฑ์และการบริการท่องเที่ยว

Introduction

Thailand is an ASEAN country where tourists from around the world come to visit for leisure and business purposes. Bangkok is the capital city of Thailand and the hub of ASEAN featuring many key factors that support tourism and hospitality of Thailand has developed rapidly. Thailand is a destination combining natural attractions such as the white sandy beaches, coral reefs, mountains and tropical forests, historical sites, amazing man-made parks, religious attractions, tasteful gourmet, unique Thai culture, affordable accommodation, ecotourism and sustainable tourism, shopping tourism and signature service-mind to welcome the tourists, create the memorable experience during the stay in Thailand and also generate the word-of-mouth about the charms of Thailand; these factors build the reputation through word-of-mouth (Burkinshaw, 2017). The growth of the tourism industry develops the transportation and infrastructure system to support the tourism growth; moreover, Thailand attracts business investors and entrepreneurs for meeting, incentive, convention and exhibition which affect the growth of hospitality and hotel industry indirectly at the same time.

According to Association of Thai Travel Agents (2017), the number of tourist arrivals recorded in Association of Thai Travel Agents, is 1,727,959 million visitors in year 2009, which increased to 2,803,332 million visitors in year 2011 and rose to 5,219,066 million visits in year 2015, even there was the crisis of demonstration of military coup in year 2014. The tourism and hospitality tourism in Thailand have been growing continuously, and the visitors know more about Thailand and the media could reach more target travelers for aim to visit Thailand for leisure or for business purposes (Association of Thai Travel Agents, 2017).

The number of tourists' arrivals to Thailand has increased continuously because of word-of-mouth from those who have experienced Thailand, and nowadays people can easily access social media and learn more details about the uniqueness, beauty, safety, and security about the new destinations. With the new generation of Millennial or members of Generation Y who were born between 1987 to 1997, have changed their routine behaviors and consumer behaviors. In the period of Baby Boomer between 1946 to 1964, the consumer behavior was

quite simple and people consumed the information through traditional channels in order to make decisions for destinations of travel, accommodation, and travel activities; at the same time, tourism investors and entrepreneurs also use the existing old channels to promote and do marketing (Association of Thai Travel Agents, 2017).

Objectives

1. To find the factors of social media that affect the online purchase intention of tourist product.
2. To study the correlation between the social media factors and the online purchase intention of tourist product.

Scope of Research

This research examines the social media factors in online decision making of tourist products to study how the tourists get the information on tourist destination, hotels, resorts, restaurants, bars, airlines, and other tourism activities in Bangkok, Thailand, so the scopes of the study are as follows;

1. This research focuses on the international tourists who travel to Thailand regarding to how the social media factors influence in online purchase intention of tourist product in Bangkok, Thailand.
2. This research investigates the perception of tourists regarding the social media regarding online purchase intention of tourism activities and tourism products.
3. This research will be conducted to get the information for the study in Bangkok, Thailand

Consequently, this research will be useful for those who are involved in tourism business, tourism related business and tourism marketers to understand the perception and factors of social media that affect online decision making in order to create and improve the better online marketing platforms to reach the targeted tourists.

Literature Review

Online Purchase Intention: In the environment of e-commerce, the online purchase intention is a following result of pre-purchase satisfaction arisen from many factors and motivation (Hausman and Siekpe, 2009). The online purchase intention is an important key to the actual buying behavior after the consumers' thinking process. Referred to the result of criteria evaluation of consumers, the thinking process to drive the online purchase, is related

with many factors such as the online channel quality, information search and then product evaluation (Abdul-Muhmin, 2010). Demangeot and Broderick (2010) found out that the consumers prefer to search the information of product and service and make the online purchase directly. Spears and Singh (2004) also found out that the online purchase intention is the individual's plan to make an effort to purchase a product or service through online network, website and social media with certain reasons after consideration of thinking process blended with motivation.

With the studies of previous literature review, the researcher could summarize that there are 9 independent variables which will affect the online purchase intention of tourist product and service such as use of social network sites, social identity, altruism, telepresence, e-word-of-mouth, and advertising, ease of use, usefulness and trust.

1. Use of social media: The use of social media referred to the behavioral attitudes of social media users is called "favorable attitude" which will support the online booking intention of tourist products. It is the degree affected belief-behavioral responses. Most social media users utilize the social media and social network sites as one of their routines many times every day. The usage of social media is mainly purposed for enjoyment, pleasure and getting new experience as they consider them as "hedonic value" (Kim and Han, 2011).

2. Social identity: Casalo, Flavian and Guinalia (2009) found out that the social identity is based on the social identity theory that shows people categorize among themselves. The social identity presents the factors affecting the use of a specific technology in the virtual communities. Kim et al. (2011) showed that in the social media and social network site, it means the positive attitude and perception inspired the online users who are members of the community to communicate and interact with others socially. Martin (2008) revealed that the social identity means how the online users identify themselves with others in the community they belong to.

3. Altruism: Trivers (1971) found out that altruism is a kind of behavioral attitude that gives benefits to others. Altruistic attitude is to create trust to help others with mechanism named "reciprocal altruism". This behavior is based on the attitude and beliefs that the people will benefit from the help and support each other in the future and they might even if they are not related.

4. Telepresence: Shin (1998) defined that the telepresence is the sense of being in a virtual environment. In the studies of social media and social network site, it shows the relationship between telepresence and perceived usefulness.

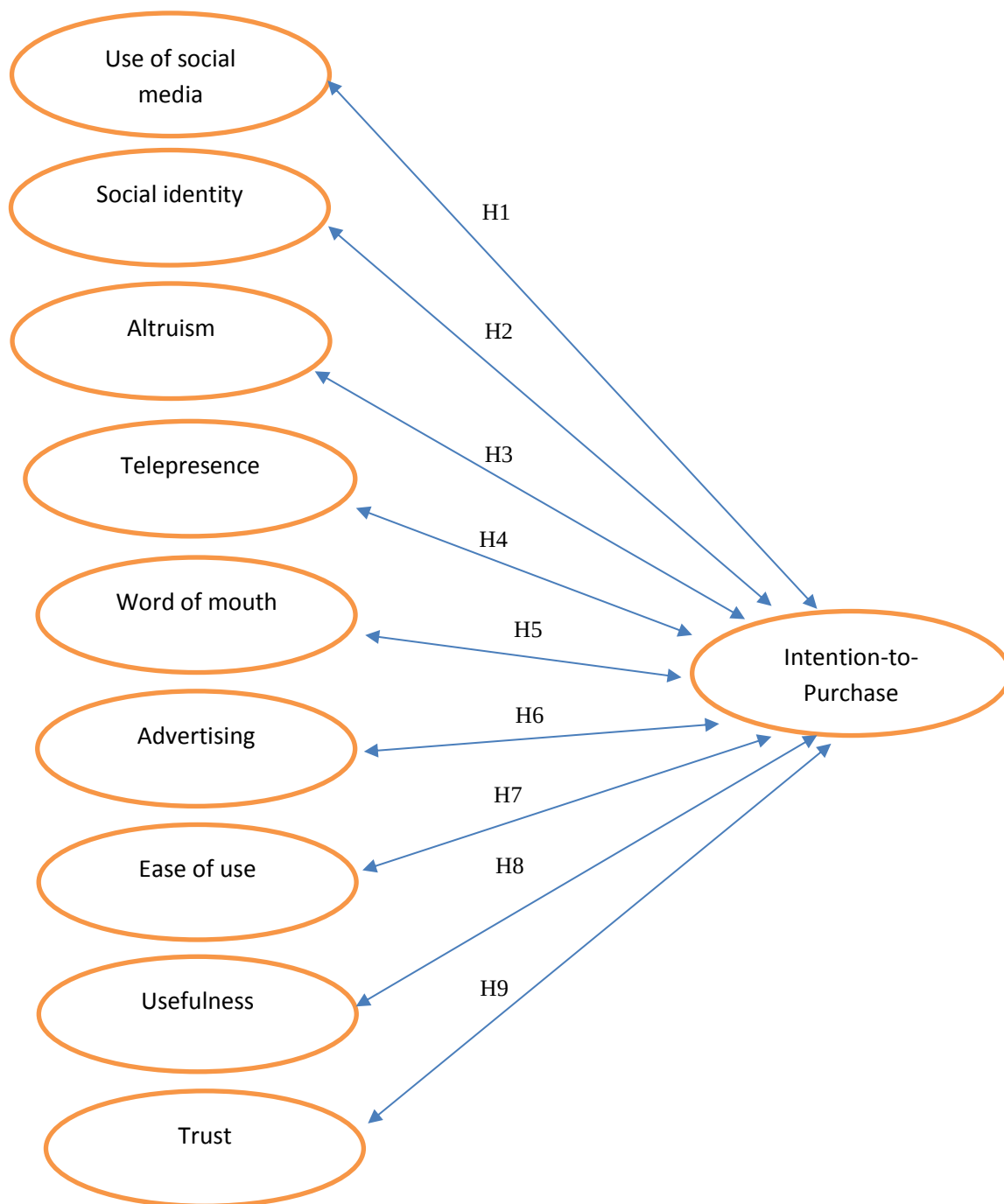
5. E-Word-of-mouth: Newbery (2015) revealed that e-word-of-mouth is written comments by every consumer in the new era of internet evolution and, all consumers become the reviewers to share the experience by using the tourism services and visiting the destination. Other consumers who are connected to the network will get some pushed information.

6. Advertising: Soberman (2004) defined the roles of advertising that it will generate the product and service information and awareness in order to ensure that the users are aware about the product and service and especially acknowledge that it is different from the others in the market place. The advertising will help to create a greater efficiency in online market place (Pollay and Mittal, 1993).

7. Ease of use: Zeithaml, Parasuraman and Malhotra (2002) found that ease of use is an ability level that the consumers experience the innovation technology and evaluate the benefits easily. The function is easy to understand and follow. Ease of use is a key factor that consumers' adoption of web-based technology. Davis (1989) showed that the ease of use is based on the following concepts of functions such as easy to learn, controllable, clear and understandable, flexible and easy to become skillful. Munoz-Leiva, Hernandez-Mendez and Sanchez-Fernandez (2011) investigated how to ease of use is related to the website and social media structure which allowed the users to use and understand the content and function easily. The users can find the information that they need quickly and easily.

8. Usefulness: Casalo et al. (2009) learnt that the usefulness is the level that consumers realize the information and benefits received from the online travel network and social media are which useful and supportive to them to participate and use the online social media.

9. Trust: In the previous study, Rotter (1967) explained about trust as the behavioral belief that one party will reliably keep the words or promises following its obligations in maintaining relationship. Gefen et al. (2003) also defined trust as expectation from another partner which could be the individual persons, group of people or companies that will not behave and interact improperly in taking the advantage from other partner in any possible case and situation.



Framework of the study about the social media factors affecting the online purchase intention of tourist products in Bangkok, Thailand

Definition of operational terms

Use of social media is employing the online application and advanced information technology sites connected with internet for specific purposes such as information, hedonic value, service quality, convenience and flow experience.

Social identity is defined the user self-esteem and commitment to groups in a media.

Altruism is helping or sharing behavior that presents the welfare of others without expecting the reward in return. They have willingness to benefit another person with conscious regard of interest

Telepresence is a mental state that the users feel involved in the remote location by social media. Telepresence will arouse the pleasure and intention of purchase

e-word-of-mouth is All kinds of communication and statement that are shared via online network could be positive or negative.

Advertising is the action that the organization promotes the product and service in order to create the favorable attitude and influence the purchase.

Ease of use is The extent that the individuals don't need to require much skill and easy to operate

Usefulness is The extent that the individuals believe that the action will improve the better performance and efficiency.

Trust is the positive attitude towards the things or actions from which the individuals obtain the information and reference.

Intention to purchase online is the extent that shows that the individuals' intention towards a specific behavior, in this case. It is to make decision to purchase online.

Research Method

In this research, the researcher made the decision to use to survey as one of the research techniques gathering the data from the sample of tourists by creating questionnaire to know the thought and idea which are the driving-factors that the tourists made decision of online booking to Thailand. The researcher chose the sample survey method because it rationally saved time and cost to get the data in a highly saturated tourist population. Each inquiry in questionnaire will be rated according to the levels to be chosen by the respondents; 4 of very much concern, 3 of much concern, 2 of less concern and 1 of no concern at all. The weighted arithmetic mean is used as the statistic tool used to determine and clarify the current problem and situation by the Science and Mathematics instructors (Zikmund, 2003). Survey method will be in the form of a questionnaire which was distributed to the group of selected people (tourists), called "respondents". This study is based on non-probability convenience sampling where the data was collected and gathered from 400 respondents in five keys selected tourist

destinations in Bangkok. The researcher will ask the respondents to answer the question in the form and additionally the researcher might ask verbal questions for clearer explanation. The questionnaire was sent to collect the data through the electronic mail, on telephone, or face to face, depending on the convenience of respondents in providing the data (Zikmund, 2003).

Result

Summary of result of the hypothesis testing (Pearson Product Moment Correlation)

	Hypothesis	Significance (2-tailed test)	Correlation	Result
Ha1	There is significant relationship between use of social media and intention-to-purchase.	.000	.558**	Accepted
Ha2	There is significant relationship between social identity and intention-to-purchase.	.000	.472**	Accepted
Ha3	There is significant relationship between altruism and intention-to-purchase.	.000	.524**	Accepted
Ha4	There is significant relationship between telepresence and intention-to-purchase.	.000	.472**	Accepted
Ha5	There is significant relationship between word-of-mouth and intention-to-purchase.	.000	.528**	Accepted
Ha6	There is significant relationship between advertising and intention-to-purchase.	.000	.547**	Accepted
Ha7	There is significant relationship between ease of use and intention-to-purchase.	.000	.426**	Accepted
Ha8	There is significant relationship between usefulness and intention-to-purchase.	.000	.596**	Accepted
Ha9	There is significant relationship between trust and intention-to-purchase.	.000	.683**	Accepted

**Level of Significance used in this research = 0.01

It could be summarized that the largest group of respondents are female (242 persons or 60.5%). Most of them are 31 to 40 years old (171 persons or 42.8%), earn less than USD 3,000 per month (245 persons or 61.3%). Majority of these respondents are single (245 persons or 61.3%). Most of them answered that they made more than 5 times online booking of tourist product and service in Thailand during 2015 – 2017.

Referred to the inferential analysis, it could be concluded that all alternative hypotheses in this study were accepted. The summaries of hypothesis testing is that all the independent variables have positive relationship with the dependent variable. The independent variables of the Use of Social Media, Social Identity, Altruism, Telepresence, E-word-of-mouth, Advertising, Ease of use, and Usefulness have moderate significant levels in the relationship with online purchase intention; moreover, the Trust has a strong significant level in the relationship with online purchase intention of tourism product and service

Discussion

Referred to the result from Pearson Correlation, it is concluded that there is positive relationship between the use of social media and the online purchase intention. If the use of social media is improved, it will raise the level of online purchase intention of tourist product and service. This finding is also confirmed and supported by the findings of Carman (1990), Hoffman and Novak (2009), Xu et al. (2012) and Lin et al. (2014) who found the positive relationship between the use of social media and online purchase intention of tourist product and service.

Referred to the result from Pearson Correction, it is concluded that there is positive relationship between the social identity and the online purchase intention. If the social identity is improved, it will raise the level of online purchase intention of tourist product and service. This finding is also confirmed and supported the findings of Kelman (1958), Mittal (1995), Simon (2004) and Animesh et al. (2011) who found the positive relationship between the social identity and online purchase intention of tourist product and service.

Referred to the result from Pearson Correction, it is concluded that there is positive relationship between the altruism and the online purchase intention. If the Altruism is improved, it will also raise the level of online purchase intention of tourist product and service. This finding is also confirmed and supported by the findings of Piliavin and Charng (1990) and Hars and Ou (2002) who found the positive relationship between the altruism and online purchase intention of tourist product and service.

Referred to the result from Pearson Correction, it is concluded that there is positive relationship between the telepresence and the online purchase intention. If the telepresence is improved, it will raise the level of online purchase intention of tourist product and service. This finding is also confirmed and supported by the findings of Klein (2003), Martine (2004),

Fiore (2005) and Fiora (2005) who found the positive relationship between the telepresence and online purchase intention of tourist product and service.

Referred to the result from Pearson Correction, it is concluded that there is positive relationship between the E-word-of-mouth and the online purchase intention. If the E-word-of-mouth is improved, it will increase the level of online purchase intention of tourist product and service. this finding is also confirmed and supported by the findings of Harrison-Walker (2001) and Dellarocas (2006) who found the positive relationship between the E-word-of-mouth and online purchase intention of tourist product and service.

Referred to the result from Pearson Correction, it is concluded that there is positive relationship between the advertising and the online purchase intention. If the advertising is improved, it will raise the level of online purchase intention of tourist product and service. this finding is also confirmed and supported by the findings of Coulter and Price (2005) and Petrovici and Marinov (2007) who found the positive relationship between the Advertising and Online Purchase Intention of tourist product and service.

Referred to the result from Pearson Correction, it is concluded that there is positive relationship between the ease of use and the online purchase intention. If the ease of use is improved, it will raise the level of online purchase intention of tourist product and service. This finding is also confirmed and supported the findings of Chau and Lai (2003), Koufaris and Sosa (2004), Cho and Fiorito (2008), Munoz-Leiva et al. (2011) and Pietro and Pantana (2013) who found the positive relationship between the ease of use and online purchase intention of tourist product and service.

Referred to the result from Pearson Correction, it is concluded that there is positive relationship between the usefulness and the online purchase intention. If the usefulness is developed, it will increase the level of online purchase intention of tourist product and service. This finding is confirmed and supported by the findings of Fishbein and Ajzen (1975), Chung and Tan (2004), Kim et al. (2008), Hogg (2010) and Shen and Chiou (2010) who found the positive relationship between the Usefulness and Online Purchase Intention of tourist product and service.

Referred to the result from Pearson Correction, it is concluded that there is positive relationship between the trust and the online purchase intention. If the trust is improved, it will raise the level of online purchase intention of tourist product and service. This finding is also confirmed and supported by the finding of Ridings (2002), Gefen et al. (2003), Pavlou (2003),

Casalo et al. (2009) who found the positive relationship between the trust and online purchase intention of tourist product and service.

Recommendations

Improving functions, quality and utilitarian values to increase the continuation of usage intention for good experience of using social media. All of which will result in the online users' satisfaction. The tourist product and service providers should offer the greater value and symbolic aspects of belonging to an online communities for those who make the online booking of tourist product and service through social media that will result in online users' satisfaction, and promote their sharing experience which is very valuable and useful to increase trust and reduce the fear of abuse in online booking through social media for other online users. The fantasy of telepresence will increase pleasure from the emotional content, and the product and service providers should ensure the good quality in order to have the positive social e-word-of-mouth which affects the online purchase intention, brand attitude and image.

Improve the key message of advertisement to provide full details of the qualification and benefit of tourist product and service that will help to increase the online purchase intention through social media, and improve how to search the travel information easily through social media and to provide friendly supportive social media to online users in making the booking and online purchase of tourist product and service. Improve how to provide the full details in comparison of benefits and prices among different options in order to decrease difficulty in searching the information and to save time, and improve the communication message promoted through social media and it should not be exaggerated rather than the realistic information in order to create better trust and credibility.

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