

ELECTRONIC DISTRIBUTION CHANNELS OF HOSPITALITY AND TOURISM RELATED PRODUCTS AND SERVICES: A CASE STUDY OF THE BUYING BEHAVIOR OF THAI TOURISTS

ช่องทางการจัดจำหน่ายทางอิเล็กทรอนิกส์ของผลิตภัณฑ์ที่เกี่ยวข้องกับบริการและการท่องเที่ยว : กรณีศึกษา พฤติกรรมการตัดสินใจซื้อของนักท่องเที่ยวชาวไทย

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กรณภัสสร พิเชียรภาคย์

นักศึกษาปริญญาโท สาขาบริหารธุรกิจ คณะวิชาการจัดการโรงแรมและการท่องเที่ยว

มหาวิทยาลัยนานาชาติแสตมฟอร์ด

Abstract

The objectives of this study were 1) to study the consumer demographic segmentation of tourists who book or purchase hospitality and tourism related products and services booking systems 2) to examine the environmental influences of tourists who book or purchase hospitality and tourism related products and services booking systems and 3) to evaluate the perception of tourists, booking or purchasing hospitality and tourism related products and services booking systems.

The sample consisted of 400 Thai internet users who have used online purchasing and booking on hospitality and tourism related products and services. This research used the descriptive and inferential statistics and using a designed questionnaire survey to collect data from the respondents. The data was analyzed by using percentage, frequency, mean and standard deviation. The hypotheses were tested by independent sample T-test, One-way Anova, and Pearson product-moment correlation statistics. The item-objective congruency (IOC) index is used Content validity for and used a pilot test for assessing the reliability of questionnaire

Research findings were as follows: 1) Mostly, young generation tourists were the biggest group using online transportation and accommodation purchase; 2) The buying behavior of Thai tourists' has a positive relationship on the perception 3) The tourists received the impact

mainly from internal factors, while external factors can play an important role for searching, and finding the details in the website and other sources.

Keywords: Online Purchasing, Tourism And Hospitality Related Products And Services, Online Distribution Channels, Perception, Consumer Buying Behavior, And Booking Systems.

บทคัดย่อ

การวิจัยครั้งนี้มีวัตถุประสงค์ 1) เพื่อศึกษาลักษณะประชากรศาสตร์ของผู้บริโภคกลุ่มนักท่องเที่ยวที่จองหรือซื้อผลิตภัณฑ์การท่องเที่ยวและการบริการที่เกี่ยวข้องกับระบบการจอง 2) เพื่อศึกษาอิทธิพลของสิ่งแวดล้อมของนักท่องเที่ยวที่จองหรือซื้อผลิตภัณฑ์การท่องเที่ยวและการบริการที่เกี่ยวข้องกับระบบการจอง และ 3) เพื่อประเมินการรับรู้ของนักท่องเที่ยวที่จองหรือซื้อผลิตภัณฑ์การท่องเที่ยวและการบริการที่เกี่ยวข้องกับระบบการจอง

กลุ่มตัวอย่างได้แก่ นักท่องเที่ยวที่ใช้อินเทอร์เน็ตในการจัดซื้อออนไลน์และจองห้องพักในโรงแรมและสินค้าและบริการเกี่ยวกับการท่องเที่ยว จำนวน 400 คน สถิติที่ใช้การศึกษาคือเชิงพรรณนาและเชิงอนุมาน เครื่องมือที่ใช้ในการเก็บรวบรวมข้อมูลในการวิจัยครั้งนี้คือ แบบสอบถาม (Questionnaire Survey) เพื่อเก็บข้อมูลโดยใช้สถิติร้อยละ ความถี่ ค่าเฉลี่ย และค่าเบี่ยงเบนมาตรฐาน สมมติฐานการวิจัยอาศัย การทดสอบความแตกต่างระหว่างค่าเฉลี่ยประชากร การวิเคราะห์ความแปรปรวนทางเดียวและสหสัมพันธ์ นักวิจัยใช้ค่าความสอดคล้องระหว่างข้อคำถามกับวัตถุประสงค์ (IOC) เพื่อประเมินแบบสอบถามเพื่อทดสอบความเที่ยงตรงตามเนื้อหา และการทดลองใช้กับกลุ่มย่อย (Pilot Study) เพื่อวิเคราะห์ความเชื่อมั่นของแบบสอบถาม

ผลการวิจัยสรุปได้ดังนี้ 1) นักท่องเที่ยวส่วนใหญ่ที่จองหรือซื้อผลิตภัณฑ์การท่องเที่ยวและการบริการที่เกี่ยวข้องมาจากคนรุ่นใหม่ที่ชอบหรือจองเกี่ยวกับธุรกิจการขนส่งและอุตสาหกรรมที่พัก 2) พฤติกรรมการซื้อของนักท่องเที่ยวชาวไทยมีความสัมพันธ์ในเชิงบวกต่อการรับรู้ 3) นักท่องเที่ยวที่ได้รับผลกระทบส่วนใหญ่มาจากปัจจัยภายใน ในขณะที่ปัจจัยภายนอกมีบทบาทสำคัญในการค้นหาข้อมูลและการหารายละเอียดในเว็บไซต์และแหล่งที่มาอื่น ๆ

คำสำคัญ : การจัดซื้อออนไลน์ ผลิตภัณฑ์ที่เกี่ยวข้องกับการท่องเที่ยวและการบริการ ช่องทางการจัดจำหน่ายผ่านระบบออนไลน์ การรับรู้ พฤติกรรมการซื้อของผู้บริโภค

Introduction

Tourism and hospitality industry is becoming very popular and one of the important industries in Thailand. It helps to boost the economics of the country and helps to promote the country to the wider world. For the industry, employees use technology to adapt with tourism and the hospitality service, for instance, online booking, social media, content marketing,

and the mobile phone internet. Currently, these are beneficial tools to help the industry have more convenience and make it easier for people to make their itinerary smooth. Online purchasing is one tool which is very popular in every tourism and hospitality related product and services. (Yoopetch, 2013).

For the tourism industry in Thailand, there are still existing problems and controversy. Tourism in Thailand is focused on quantity rather than quality of products and services which relate to tourism and hospitality industry. Thai tourists in Bangkok are approximately 15 million people. The growth of the industry and the development of tourism and technology has been impressive during recent times. But, there are still a cause of problems between the tourists and the service provider.

Even though the technology has increasingly developed the performance during the recent years, the problem of Thai tourists towards online booking of tourism related products and services still occurs in present times. In order to improve and solve the problem to meet the perception of tourists in the industry and develop the potential of the products and services, this specific research project will aim to help the better understanding of the tourists about the perception of online buying behavior. Finally, this can help and lead better a direction and understanding of the service provider to develop a more successful outcome for online reservation.

Research Objectives

1. To study the consumer demographic segmentation of tourists who book or purchase tourism related products and services booking systems.
2. To evaluate the perception of tourists, booking or purchasing tourism related products and services booking systems.
3. To examine the environmental influences (internal & external) of tourists who book or purchase tourism related products and services booking systems.

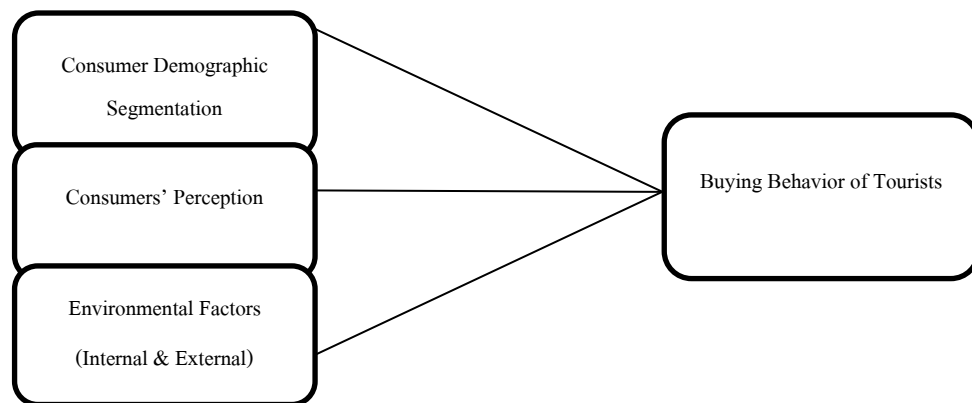
Scope of the Research

1. The scope of detail in the research that effects the customers' perception when using online purchasing of related tourism products and services. The research project will study the products and services which relate to tourism.
2. Thai internet users were selected as a sample of the research, especially targeting Thai internet users who have previously used online purchasing and booking hospitality and tourism

related products and services. From the last statistics record in 2013, there were 303,725 of the population who were Thai internet users in Thailand. Therefore, the total number of Thai internet users as an appropriate sample size for this research project was 400 respondents, which was calculated by using Taro Yamane's formulation.

3. The data collection period was arranged to collect the relevant information on the weekends during April to June, 2015.

Conceptual Framework



Source : Adapted from Kotler P., Bowen J., Markens B., (2010); Williams A., (2002); Grewal D. and Levy M., (2010)

Research Hypothesis

Hypothesis 1 : Tourists' demographic segmentation has an impact on online purchasing on hospitality and tourism related products and services.

Hypothesis 2 : Tourists' environmental influences (internal and external) have an impact on online purchasing on hospitality and tourism related products and services.

Hypothesis 3 : Tourists' perception has an impact on online purchasing on hospitality and tourism related products and services.

Definitions of Terms

Online purchasing: An application of the computer technology which allows customers to book tourism and hospitality products and services through the online internet and also in a real-time online system.

Tourism and hospitality related products and services: A phrase which describes both the tangible and intangible aspects which are related to the tourism and hospitality industry, such as airlines, hotels and resorts, rail, car rental, or local attractions.

Perception: The response, interpretation, and recognition which allows people to make something into some meaning or to take a sensory of information.

Online distribution channels: The process of providing the hospitality and tourism related products and services transaction from a business or a vendor to deliver it to the consumer through an intermediary online distribution channel, such as social medias marketing, Web 2.0, website marketing, search engine tools marketing and Global distribution systems.

Consumer Buying Behavior: The buying behavior is a process of individual purchasing which is composed of many factors that influence their final decision making. It consists of a consumer's attitude, preferences, and the intention of the individual towards the decision making.

Booking system: A technology which supports the hospitality and tourism industries provides a real-time booking and pays the products and services to customers through the internet.

Literature Review

The high technology has played an important role to the hospitality and tourism industry. The demographic segmentation in each classification prefers to make both online and offline reservations. The difference of the demographic details and travel characteristics will often mean the use of different methods of reservation (Crnojevac, Gučić, and Karlovčan, (2010).

The hospitality and tourism online reservations are intangible; there are the specific business transactions that deliver the service to the customers or B2C. One of the easiest ways to purchase online hospitality and tourism related products and services would be the online travel agents or OTAs. An online travel agent plays a very important role to hospitality and tourism industry and gains attention from customers (Peng, Xu, and Chen, 2013)

The growth of the online hospitality and tourism market in Europe has increased rapidly in recent years. The internet has been used a lot in the tourism market. This is especially true for teenagers, who like to purchase through using online reservation rather than purchasing from the tour operator (Agheorghiesei, 2011).

The literature review analyzed information that was retrieved from the existing textbooks, online academic articles, previously researched Master's degree Thesis, research in independent

studies, and articles in journal publications in order to obtain further knowledge. Therefore, it was discovered in the existing material that tourism related products and services related to online buying behavior has played an important role to have a direct impact with tourism behavior in the hospitality and tourism industry field. Moreover, the previous information can compare the research result and provide the opinion for the future studies.

Research Methodology

Population and Sample

The population sample for this research was random from the tourists who purchase hospitality and tourism related products and services. According to the data of the National Statistical Office, the total of Thai internet users who purchase hospitality and tourism related products and services as of December, 2013, was 303,725 users, which will be the population sample size for the study.(National Statistical Office, 2015).

The sample size of the tourist target group was calculated by using Taro Yamane's formulation. The formula will calculate the sample size with 95% confidence coefficient with an error level of 5% ($e = 0.05$). (Yamane, 1967, cited by Borah, 2013) The result of the calculation from the total population is 303,725 users which gives the sample size for this research to be 400 respondents.

The data were collected and gathered from Thai tourists in Bangkok metropolis by providing questionnaires to 400 respondents. The scope and target of the respondents was based on demographic segmentation in choosing respondents who were aged 20 years old and older. In order to get the efficient information and a good response, the Thai tourist will be asked by the researcher about their experience of online buying hospitality and tourism related products and services to meet the purpose of this specific research project. The questionnaire was distributed at the office building in Bangkok and Siam Paragon department stores where the places were content of young generation and the famous place for the tourists and young generation when traveling in Bangkok. The duration time of the research and collecting the data was undertaken during April to June in 2015.

Administration Research Instruments

To acquire information and data from the participants, the researcher decided to use the quantitative method by writing a questionnaire to collect data from the respondents. The questions were related to the relevant concepts and theories. Therefore, the questions were

divided into four parts which consist of consumer demographic segmentation, perception, environmental factors (Internal and External), and, consumer purchasing behavior process.

Consumer demographic segmentation, the respondents were asked about some basic information concerning their demographic characteristics about themselves by using closed-ended questions. The questions related gender, the age range, the level of education, occupations, the range of the monthly income, the frequency of using the internet, and the frequency of using online websites for buying hospitality and tourism related products and services. Inferential Statistics is use to test and find the result. T-test and One-way Anova were used as statistic tools to explain the characteristic of respondents and the relationship between the consumer demographic segmentation and Consumer purchasing behavior.

To gain the respondents' perception and attitude, Environmental factors (Internal and External), and Consumer purchasing behavior process towards consumer buying behavior when purchasing hospitality and tourism related products and services through an online channel, Likert Scale is used for the evaluation, so the respondents were provided the answers under the scale from one to five. (Likert, 1970, cited in Bertram D., 2007) Inferential Statistics is use to test the hypothesis and find the result. Correlation was used as statistic tools to find the relationship among the consumers' perception, environmental factors (Internal and External), and consumer purchasing behavior.

Reliability and Validity

The purpose of this research was to study tourism related products and services online buying behavior of Thai tourists. To identify the effectiveness and significance of the study, the reliability and validity were the measurement instruments that were identified by the committee of expert judges and the pilot testing system. The tool to measure the research was based on questionnaires. To be reliable, the research questionnaire was checked under the assessment of three expects which confirmed the clarity of the questions, the completeness of the questions, and the grammar structure of the questions.

When the original questionnaire was created, those questions were then submitted to a committee of judges. Three experts were chosen to analyze the structure, completeness of the question, and validity as an Index of Item Objective Congruence (IOC) which identifies the relationship between the questions and the objectives (Kunlong, 2012). The result of Index of Item Objective Congruence (IOC) show that all experts were evaluated all the questions about

the consumer demographic segmentation, perception, environmental factors, and online purchasing behavior questionnaire at above or equal to fair levels.

To find the consistency and relevance of the questionnaire, Cronbach's alpha was use to find the coefficient of reliability. The researcher used the statistic software for calculation. Basically, the normal standard of Cronbach's alpha coefficient is equal to 0.7 or higher for the level of acceptance for the reliability coefficient. After given the questionnaire to the three experts, the result show the calculation score of 0.7-1.0 in each question which represent of all every questions were reliability and have the relationship between the questions and the objectives.

The researcher used a pilot test for assessing the questionnaire using a small scale sample of respondents. Thirty Thai tourists were chosen to be the respondents for the pilot test. The number of respondents should be in the small group from 25 to 30 samples. As a result, the questionnaires that collect from 30 Thai tourists, the result of pilot test shows the average score of 0.8 which mean that the questionnaire is reliability, consistency and relevance with the research. In addition, the pilot test can help the researcher improve and develop the language to make sure all the respondents can understand the questionnaire in the same way before delivering it to the large scale of the target sample of 400 respondents in this quantitative research (Calitz, 2009). The pattern of the question used the Likert Scale (Likert, 1970, cited from Bertram D., 2007) where the respondent will be given the answers under the scale from one to five, depending on level of agreement, which were set as follows:

Average Score	Level
Strongly disagree	Disagree
3	Neither agrees nor disagrees
4	Agree
5	Strongly agree

The data were measured by using the five scale averages as the interval range calculation by using the following formula:

$$\begin{aligned}
 \text{Interval score of each level} &= \frac{\text{Maximum score} - \text{Minimum score}}{\text{Number of interval}} \\
 &= \frac{5 - 1}{5} \\
 &= 0.8
 \end{aligned}$$

As a result, the calculation of the interval level was equal to 0.8 which was used to separate the range of scores into five levels, as detailed below:

Average Score	Level of Importance
1.00 – 1.80	Very low
1.81 – 2.60	Low
2.61 – 3.40	Moderate
3.41 – 4.20	High
4.21 – 5.00	Very High

Research Results

The study in tourism and hospitality related products and services through online channels. After providing the questionnaires to the tourists, the researcher then collected the data from the 400 respondents. The tourists were asked, before doing the questionnaire, whether they have ever used the online channels to purchase tourism and hospitality related products and services.

From the total of 400 respondents, 218 respondents, or 54.5 percent, were female and 182 respondents, or 45.5%, were male. The majority of young tourists who were aged between 21-30 years old, or 60.5 percent, who had used online purchasing of hospitality and tourism related products and services. The most of the respondents had Bachelor's degree of the 271 respondents, or 67.8 percent. The second range of holding a Master's degree consisted of 96 respondents, or 24.0 percent. 317 respondents, or 79.3 percent, was the highest number of the sample who were employed by a private company. The second majority of the sample of tourists was students in a total of 38 respondents, or 9.5 percent. Most of the respondents had a monthly income of 20,001–30,000 Baht per month. This consisted of 161 respondents, or 40.3 percent. Next were 86 respondents, or 21.5 percent of the total respondents who had a monthly income in the range of 30,001–40,000 Baht.

Most of the respondents who used online channels to purchase hospitality and tourism related products and services on average every 3 months, consisted of 182 respondents, or 45.5 percent. The next majority was 112 respondents, or 28.0 percent, who used online channels on average every 6 months. Considering the electronics distribution channels which were the basic tools for the tourists to purchase through online channels, the most popular was websites and the mean is 4.50 with the standard deviation of 0.807. This was followed by the online

travel agent which had the mean of 4.19 and standard deviation of 1.069. The descriptive statistical analysis of the hospitality and tourism related products and services that the tourists had used is Transportation came up as the first rank of hospitality and tourism related products and services, with the mean of 4.51 and the standard deviation of 0.835. Lodging was the second rank for tourists, with the mean of 4.42 and the standard deviation of 0.831.

Consumer Demographic Segmentation

Consumer behavior on the purchasing decision process of the tourists can be influenced by many factors. One of the most important influential keys is the demographic details of the tourists. Therefore, consumer demographic segmentation was chosen by the researcher. Most of the respondents were in the range of age of a young generation who were employed as officers working in a private company and spending time between 3-4 hours per day on the internet. Mostly, the tourists purchased the hospitality and tourism related products and services within the transportation and lodging/accommodation industry. Furthermore, the tourists had a frequency to purchase the hospitality and tourism related products and services every three months, on average. A direct website was the most commonly used source for the tourists to purchase through online channels, because of the trustworthy nature and reliable information provided from the business website which can create more trust and promotions.

Table 2 The result of Consumer Demographic Segmentation Testing

Hypothesis	Need recognition		Information search		Evaluation of alternatives		Purchase decision		Post-purchase	
	Accept	Reject	Accept	Reject	Accept	Reject	Accept	Reject	Accept	Reject
1.Gender		✓		✓		✓		✓		✓
2.Age	✓		✓		✓		✓			✓
3.Education	✓		✓		✓		✓			✓
4.Occupation		✓	✓		✓			✓		✓
5.Range of income	✓		✓		✓		✓			✓
6.Frequency of using the internet	✓		✓		✓		✓			✓
7.Frequency of using online channels	✓		✓		✓		✓		✓	

Perception of Tourists

The research results discovered that the buying behavior of Thai tourists' through electronic distribution channels of tourism and hospitality related products and services had a positive relationship on the perception which consists of attention, distortion, and detention.

Table 3 Pearson's Coefficient Correlation analysis of the relationship between the tourists' perception and the level of tourists' behavior on online purchasing decision making.

	Need recognition		Information search		Evaluation of alternative		Purchase decision		Post Purchase	
	R	Sig.	R	Sig.	R	Sig.	R	Sig.	R	Sig.
Perception	.335**	.000	.341**	.000	.545**	.000	.358**	.000	.242**	.000

** Significant at or below 0.01 level

The perception had a significance which meant the online purchasing of hospitality and tourism related products and services connected to all of the five stages of purchasing behavior, having a positive relationship with the tourists' perception. Online purchasing channels' image can obtain the consumers' needs and recognition for the tourists by providing information through the commercial adverts, reviewers, and social media comments. Providing the variety of information can attract the tourist to find the information through the internet on social bloggers, by word of mouth, a reviewer and looking for the special trip in order to gain perception and to find or to compare the evaluation of alternatives of the hospital and tourism related products and services. All of the best alternative choices can lead to a purchase decision and post-purchase and can create the satisfaction, attitude, and perception to the tourists.

The statistic results showed that the significance of the tourists' perception and all of the five stages of purchasing behavior or purchase decision making were positive based on the 2-tailed significance at .000 level. As a result, the tourists' perception has a positive effect to the online buying behavior of hospitality and tourism related products and services on the need recognition stage, information search, evaluation alternative, purchasing decision, post-purchase which shows a positive relationship between the tourists' perception and online purchasing behavior.

Environmental Influences (Internal & External)

The environmental factors can be divided into two categories which are described as the internal factors and external factors. The tourists who book or purchase hospitality and tourism products and services though online purchasing distribution channels had both a positive and negative relationship on their purchasing behavior.

Table 4 Pearson's Coefficient Correlation analysis of the relationship between internal factors and external factors of the tourists' behavior and the level of tourists' behavior on online purchasing decision making.

	Need recognition		Information search		Evaluation of alternative		Purchase decision		Post Purchase	
	R	Sig.	R	Sig.	R	Sig.	R	Sig.	R	Sig.
Internal factors	.275**	.000	.094	.061	.202**	.000	.211**	.000	.292**	.000
External factors	.168**	.001	.140**	.005	.185**	.000	.063	.093	.234**	.000

** Significant at or below 0.01 level

The research results found that the internal factors pay an important role on the purchase decision making, especially on the evaluation of alternatives. The tourists receive the most important impact mainly from their friends and relatives or they perceive the impact from the social media outlets which are reliable sources to the tourists. However, only the phase of information search did not have an effect with the purchase decision of the tourists. The tourists used a wide and various types of sources of information to compare and choose the best choice for themselves. This variety included blogs, social network, and word of mouth from friends and relatives.

Meanwhile, the purchasing behavior on the buying decision process also gained both a positive and negative relationship and the impact from the external factors. Telecommunication and the internet network can play an important role for searching, uploading, sharing the information, and finding the details in the websites and other sources. While there were some blocked or restricted content, most information can lead the tourists' decision of whether to purchase the products or services or not.

Research Discussion

A. E-tourism: A Comparison of Online and Offline Booking

Based on the results of this research project, it was found that the younger generation prefers to use online purchasing to buy the hospitality and tourism related products and services. The tourists in this generation use the internet for searching and comparing the information to set the destination and find the best suitable promotions to save the total cost of travelling. This behavior is different to the older, more adult, generation, who tend to not use online channels very often when compared to the younger generation. This difference

could be because of the purpose of the trip and the frequency of using the internet is not very often for older people. Moreover, the level of income of this older generation is quite high, and also their needs and their level of satisfaction is higher, as opposed to spending time to seek for the best deal or discount promotions. The tourists in this generation also want to reduce any potential risks and want the best experience while traveling to their desired destination.

The research results agree with the previous research undertaken by Crnojevac et al, in 2010; in that the high technology has played an important role to the hospitality and tourism industry. The demographic segmentation in each classification prefers to make both online and offline reservations. The difference of the demographic details and travel characteristics will often mean the use of different methods of reservation (Crnojevac, I. H., Gugić, J., and Karlovčan, S., (2010). As a result, the hospitality and tourism business industry should use the right online or offline tools to serve the right customers, based on the demographic marketing segmentation and preferences. To help the businesses meet the needs of the tourists, the businesses should deliver a direct service through the differences of the demographic classifications. This approach will also help the businesses both sustain and gain new customers' attention in a very effective way.

B. The Growth in the Online Booking System in Customers.

The growth of the online hospitality and tourism market in Europe has increased rapidly in recent years. The internet has been used a lot in the tourism market. This is especially true for teenagers, who like to purchase through using online reservation rather than purchasing from the tour operator (Agheorghiesei, 2011). By comparing this view to the results of this study, the research project agrees with the research results of Agheorghiesei. Most of the tourists who used an online purchasing channel were from the younger generation in the age range of between 21-30 years old. This generation is very use to the internet and spends more time on the internet than those who are older. Therefore, this generation will use online purchasing for the flexibility, convenience, and potential access everywhere. The tourists can search for information, comparing the alternative choices by finding source on the internet. Moreover, most of the teenagers like to find the best promotion and save costs for their itinerary, matching a limited budget. This can lead to the future growth of online purchasing to increase rapidly.

Even though the internet can be accessed very easily, and provides one of the best ways to find the better prices, according to the data received in this research survey, the tourists who have an age within the adult level, tend to rarely use online purchasing channels because their frequency of using the internet is far less than the time teenagers spend online. As a direct result, tourists who have a different range of age, coming from a different generation, will also have a distinctly different perception towards online reservation. The difference of the tourists can mean they will gain different attention. This clearly means that hospitality and tourism businesses should provide the different types of information, promotions, and recognition to the different type of tourists and meet the different needs from the different age groups.

C. Tourist Behaviors in Online Booking

The hospitality and tourism online reservations are intangible; there are the specific business transactions that deliver the service to the customers or B2C. One of the easiest ways to purchase online hospitality and tourism related products and services would be the online travel agents or OTAs. An online travel agent plays a very important role to hospitality and tourism industry and gains attention from customers (Peng, Xu, and Chen, 2013). However, the results of this present research project is against the research findings of what is mentioned the above. According to the questionnaire survey, the researcher found that most of the online distribution channels that the tourists' used were direct websites. The tourists decided to use direct websites resulting from the belief that they offered reliable information, and users had website trust. In addition, the direct website can provide the best prices or suitable discount promotions for the tourists. Especially beneficial are the chain websites, as the tourists can search for any location or brand affiliated business to find a broader variety of information.

From the research results, the use of both direct websites and online travel agents provide an advantage to the tourists. It can be noted that the direct website can create the advantage from being reliable or obtaining the trust from business owners' website. The online travel agent can also provide a variety of choices for the tourists to choose among the alternatives. For an overall summary, the discussion on the above are both agree and against between the previous research and study, and the analysis finding. The different result can occur base on the different of statistic method and analysis finding. The different result can occur base on the different factors can be the main objective of uncertain among the research.

Research Conclusion

This research projects had three main objectives for the study. The research used the quantitative method to study and to find the results in order to respond to the objectives.

1. To evaluate the consumer demographic segmentation of tourists who book or purchase tourism related products and services via online booking systems.

Consumer behavior on the purchasing decision process of the tourists can be influenced by many factors. One of the most important influential keys is the demographic details of the tourists. Therefore, consumer demographic segmentation was chosen by the researcher. According to the research results, most of the respondents were in the range of age of a young generation who were employed as officers working in a private company and spending time between 3-4 hours per day on the internet. Mostly, the tourists purchased the hospitality and tourism related products and services within the transportation and lodging/ accommodation industry. Furthermore, the tourists had a frequency to purchase the hospitality and tourism related products and services every three months, on average. A direct website was the most commonly used source for the tourists to purchase through online channels, because of the trustworthy nature and reliable information provided from the business website which can create more trust and promotions.

As a result, the tourists' demographic segmentation has level of acceptance in effect on online purchasing of hospitality and tourism related products and services.

2. To study the perception of tourists, booking or purchasing tourism related products and services through online booking systems.

The research results discovered that the buying behavior of Thai tourists' through electronic distribution channels of tourism and hospitality related products and services had a positive relationship on the perception which consists of attention, distortion, and detention.

From the statistical analysis, the perception had a significance which meant the online purchasing of hospitality and tourism related products and services connected to all of the five stages of purchasing behavior, having a positive relationship with the tourists' perception. Online purchasing channels' image can obtain the consumers' needs and recognition for the tourists by providing information through the commercial adverts, reviewers, and social media comments. Providing the variety of information can attract the tourist to find the information through the internet on social bloggers, by word of mouth, a reviewer and looking for the

special trip in order to gain perception and to find or to compare the evaluation of alternatives of the hospital and tourism related products and services. All of the best alternative choices can lead to a purchase decision and post-purchase and can create the satisfaction, attitude, and perception to the tourists.

As the result, tourists' perception has level of acceptance in effect on online purchasing of hospitality and tourism related products and services.

3. To examine the environmental influences (internal & external) of tourists who book or purchase tourism related products and services through online booking systems.

The environmental factors can be divided into two categories which are described as the internal factors and external factors. According to the research results in chapter 4, the tourists who book or purchase hospitality and tourism products and services through online purchasing distribution channels had both a positive and negative relationship on their purchasing behavior. The research results found that the internal factors play an important role on the purchase decision making, especially on the evaluation of alternatives. The tourists receive the most important impact mainly from their friends and relatives or they perceive the impact from the social media outlets which are reliable sources to the tourists. However, only the phase of information search did not have an effect with the purchase decision of the tourists. The tourists used a wide and various types of sources of information to compare and choose the best choice for themselves. This variety included blogs, social network, and word of mouth from friends and relatives.

As the result, tourists' environmental factors have level of acceptance in effect on online purchasing of hospitality and tourism related products and services.

Meanwhile, the purchasing behavior on the buying decision process also gained both a positive and negative relationship and the impact from the external factors. Telecommunication and the internet network can play an important role for searching, uploading, sharing the information, and finding the details in the websites and other sources. While there were some blocked or restricted content, most information can lead the tourists' decision of whether to purchase the products or services or not.

Research Recommendations

This research project focused on the tourists' behavior on online purchasing for hospitality and tourism related products and services. The purchasing behaviors were influenced by

three main points, which consisted of demographic market segmentation, perception, and environmental factors.

This research studied the demographic segmentation of the tourists. This market segmentation is of major importance to study the behavior of tourists. The business providers should concern and understand more in each different type to customers who purchase or use our product and service

The business providers should create a good image of the business to create the perception from the tourists to attract customer to use online purchasing channels. For instance, providing promotion or creating a loyalty program in the website can persuade tourists to purchase through online distribution channels or creating the website trust and verification, which includes the payment terms can help tourists have more confidence in online purchasing of online purchasing hospitality and tourism related products and services.

For the environmental factors, TAT (the Tourism Authority of Thailand) should boost up the business plan for the tourism industry by forecast a long term economic, develop the system that relate to the tourism and hospitality industry to be more efficient such as create policy for online purchasing channel to protect both business providers and tourists, and promoting and represent the tourism and hospitality through worldwide to boost the profit for business provider and gain tourists' perception and intention.

This research project examined the tourists' behavior and the impact of online distribution channels. However, to increase the efficiency of the research, there could be a future study including both Thai and foreigners who have previously used online purchasing of hospitality and tourism related products and services.

Moreover, this research project was conducted by only assessing and analyzing the Thai tourists who have had an experience in using online purchasing of hospitality and tourism related products and services. To expand the scope of the study, the further research project could study the tourists who have not ever used the online purchasing of hospitality and tourism related products and services in order to obtain the opposite side. This can be undertaken by using the qualitative study method, such as interviewing in person or forming a large discussion group to inquire and determine the reasons.

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