Effect of e-Wom Factors towards e-Reservation: A Case Study on e-Recievers of 4 and 5 Stars Hotel Services in Bangkok

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Sincerely,
ABSTRACT

Hotels these days are involving with more challenges and opportunities because with more expectations and intelligence, customers are trying to learn more about their favorite products and services. These consumers or, e-receivers of hotel e-reservation have certain factors which are related to e-reservation of hotel services. Therefore, the current study is going to determine how e-receivers' factors will be related to e-reservation of hotel services in Bangkok. For this purpose, 330 hotel e-receivers who have e-reserved their accommodations in Bangkok participated in the study. Liked Scale questionnaire was used to determine the correlation between e-receiver's factors and their e-reservation of the hotel services. The Person Correlation Coefficient was used to determine the degree of association between e-receiver factors and e-reservation of hotel services. The collected data reflected that there is significant positive relationship between e-receiver's prior knowledge, e-receiver's involvement, e-receiver's focused search, e-receiver's social tie, e-receiver's cognitive personalization, and e-reservation of hotel service; while there is near to perfect significant correlation between Skepticism and e-reservation of hotel services in four and five stars hotels in Bangkok. The existence of such correlation between e-receiver's factors and e-reservation of hotel services have presented significant contribution to hotel IT managers to apply the current findings in their management productivity as well as marketing managers to develop marketing strategies for their respective hotels.
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CHAPTER 1

GENERALITIES OF THE STUDY

1.1 Introduction of the Study

Due to the increasing diffusion of web-based technologies among population, Internet currently represents one of the most employed sources for consumers for achieving information on product and services. The Internet has evolved from a push marketing standard to one where sharing data and disseminating information have become a norm (O'Connor, 2004). This means business organizations and their marketing management are involving with more challenges and opportunities. With more expectations and intelligence, customers are trying to learn more about their favorite products and services. Electronic Word of Mouth (e-WOM) specially, user-generated content, content elaborated by consumers themselves, has augmented in credibility in the perception of consumers as an unbiased and trustful input into the decision-making process (Sweeney et al., 2008).

Nowadays, e-WOM is an important communication channel and encourages people to share their knowledge and opinions. Khammash and Griffiths (2010) categorized four types of motives which drive customers to participate online; self-involvement, customer empowerment, new social involvement, and site administration. These motives influence communication behavior and purchasing decisions as Khammash and Griffiths (2010) emphasized. Research by Brown and Reingen (1987) also shows that traditional WOM shaped customer attitudes and behaviors.
Trusov, Buckin, and Pauwels (2009) also conducted a feasibility study for e-WOM marketing compared with traditional marketing. The study shows that e-WOM marketing was substantially more effective than traditional marketing actions in both the short term and the long term. e-WOM is a more credible source of information than other types of media such as advertising and newspapers. Information gathered from customers' experiences with products or services is more reliable than other channels of information as Trusov, Buckin, and Pauwels (2009) underlined its feasibility.

Hennig-Thurau et al. (2004) defined e-WOM as any positive or negative statement made by potential, actual, and former customers about a product or a company via the Internet. These days' customers use e-WOM to exchange product information as Lee, Park and Han (2008) stated. e-Marketer in February 2009 reported that online customers reviews have reach 116 million and it is still on rise (e-marketer, February 2009). More than 83 percent of Internet shoppers reported that their purchasing decisions are based on online product evaluations and reviews (New Opinion Research Corporation, 2010).

Indeed, studies on the impact of e-WOM communication can be classified into two levels: Market-level analysis and individual-level analysis (Lee and Lee, 2009). At the market-level analysis, researchers focused on market-level parameters (e.g., product sales). This line of studies used objective panel data (e.g., the rate and the valence of consumer reviews) extracted from the websites to examine the impact of e-WOM messages on product sales (Chevalier and Mayzlin, 2006; Clemons, Gao, and Hitt, 2006; Dellarocas, Zhang, and Awad, 2007; Duan, Gu, and Whinston, 2008). At the individual-level analysis, researchers postulated e-WOM as a process of personal influence, in which communications between a communicator (sender) and a receiver can change the receiver's attitude and purchasing decision (Kiecker and Cowles, 2001;...
Park and Kim, 2008; Park and Lee, 2008, Cheung, Lee, and Thadani, 2009). The current study’s focus is on the individual-level e-WOM research. This study applies the social communication aspect and takes a systematic review of e-WOM communication studies. Therefore, this study attempts to identify key factors related to e-WOM communication, and proposes a conceptual framework that takes the receiver’s factors into consideration in communications.

According to the communication theories, Hovland (1948) stated that four major aspects exist in social communication which are the communicator (sender), the stimulus (message), the receiver, and the response. In his description, communicator refers to the person who transmits the communication.

Figure 1.1. Communication System

Cheung and Thadani (2010) reviewed the literature on various aspects of e-WOM studies and made a list of comprehensive researches conducted on such aspects for more clarification of the issue in the recent marketing world (see figure 1.1). Among the mentioned aspects they explained the role of receivers of the e-WOM. According to the explanation their study reviewed the defined receiver as an individual who responds to the communication. Their studied explained that the real effect of the received information changes from person to person (Cheung and Thadani, 2010).

Several researchers have studied e-WOM in sales and marketing. A case study of e-WOM at CIAO.com was conducted to determine customers’ motives and behavior on online opinion platforms (Khammash & Griffiths, 2010). The study revealed that both positive and negative e-WOM strongly impact buying behavior by reducing the time and risk when customers decide to buy. A unique differ was revealed depending on the role of the communicators: customers relied on non-expert opinion for positive information but looked for unique customer experiences for negative e-WOM. Meanwhile, in customer-employee relationships, positive e-WOM enhances customer trust. Research shows that customer trust increases through communication with a specific employee, with positive communication increasing with three interpersonal characteristics: connection, care, and familiarity (Gremler, Gwinner, & Brown, 2001).

Online reviews do not always affect revenue. Duan, Gu, and Whinston (2008) showed that user rating reviews have no significant role in driving revenue. Nevertheless, sales are influenced by the amount of online messages that recommend a product or service.

Customer personality influences the relationship between e-WOM and shopping websites. Chen (2011) reviewed the attitudes of introverted and extroverted customers as expressed through e-
WOM: Extroverted customers are early adopter types who easily accept new products or services. They are willing to communicate with others and influence them to make a purchase. Introverted customers behave in the opposite manner because they are follower types. As previous research demonstrates, e-WOM communication plays an important role in sales and marketing. Viral marketing via e-WOM is a popular marketing communication tool that can rapidly spread a message with a single posting. Messages are spread among online communities where market analysts examine indicators to forecast product sales. e-WOM also contains highly useful information about customers. In addition, it plays a role in other fields such as new product development and academia. 

Chaiken and Eagly (1976) also explained that the same content can engender very different responses in different recipients. Chaiken and Eagly (1976) also stipulated that it depends on the receiver’s perceptions, experience and sources. Such a study led more researchers to obtain more interest in the information adoption process to understand the extent of informational influence to receivers’ minds. The literature related to information adoption pinpointed the work of Sussman and Siegal (2003) who discovered that the receivers’ experience and knowledge moderates both the central and peripheral influences on information adoption in computer mediated communication context. Doh and Hwang (2009) reviewed the consumers’ characteristics such as consumer involvement, prior knowledge also affected moderately the purchase intention of consumers. Some more researches were conducted on other factors related to consumers’ gender (Dellarocas, Zhang and Awad, 2007), perceived homophily (Steffes and Ragowsky, 2008), cognitive personalization (Xia and Bechwati, 2008) and consumer skepticism (Sher and Lee, 2009; Lee and Youn, 2009).
The related literature though did well to investigate the individual factors affecting the intention of purchase in consumers, failed to take a holistic approach towards such factors in tourism generally and in hotel industry particularly. Therefore, the current study is striving to bridge the existing gap between such effective factors holistically in relation to the receivers who are online or e-receivers’ factors of e-WOM on the e-reservation of hotel services in Bangkok, Thailand.

Therefore, e-WOM as the existing reflections on Internet can give certain insights to the e-receivers. As a result, the reservation or in more precise terms e-reservation of hotel services are affected by e-receivers’ factors to select their place for stay or e-reservation in Bangkok. Unfortunately, reality is lost in some of these websites and customers are sometimes facing fake information which might affect their decision making and buying intention but what worth mentioning here is that e-receiver's factors such as prior knowledge, involvement, focused search, gender, his or her skepticism, social ties, homophily as well as cognitive personalization are important factors which were never taken into consideration as a whole to determine the intention of e-receivers for e-reservation of their place of accommodation and other related services and products.

1.2. Statement of the Problem

The data and information displayed in the Internet or on certain hotel websites or travel agencies and travel directory weblogs impact the choice of selection among hotel guests and guide or misguide them to come up with certain decisions and intentions which might not have favorable outcome for the guests and customers. One of the important aspect of e-WOM is its receiver or individual who responds to this communication. Such an individual is e-receiver in the world of
electronic communication whose characteristics will affect his or her determination for e-reservation of the hotel services in hospitality industry. Therefore, it is important to pay more attention on certain influential factors which affect their decision making and purchasing intention while they are going to click and pay for the products electronically. These factors undoubtedly influence such reservation.

On the other hand, rather than actually going to a travel agent, travelers increasingly prefer interacting with the travel business online to conveniently obtain information on destinations, prices or schedules (Greenspan, 2004). Accordingly, many hotels have regarded the Internet as a new and efficient marketing environment. For example, O'Connor and Frew (2004) found the cost reduction by using electronic strategies in a cheaper distribution system to be one of the main advantages for hotels.

Even though hotel reservations constitute the second most frequently purchased travel product online according to Card et al. (2003)'s empirical study, relatively little research has been devoted to a detailed examination of online hotel reservation web sites. Furthermore, there has been minimal research to date regarding e-service performance of e-receivers who have intentions for online hotel booking.

Consequently, it is necessary to determine how e-receivers' factors will be related to e-reservation of hotel services in Bangkok.
1.3. Research Questions

RQ1. Does *e-receiver's prior knowledge* have relationship with e-reservation of hotel services in Bangkok?
RQ2. Does *e-receiver's involvement* have relationship with e-reservation of hotel services in Bangkok?
RQ3. Does *e-receiver's cognitive personalization* have relationship with e-reservation of hotel services in Bangkok?
RQ4. Does *e-receiver's focused search* have relationship with e-reservation of hotel services in Bangkok?
RQ5. Does *e-receiver's skepticism* have relationship with e-reservation of hotel services in Bangkok?
RQ6. Does *e-receiver's social tie* have relationship with e-reservation of hotel services in Bangkok?

1.4. Research Objectives

The researcher and his family as well as close friends as receivers and consumers of hotel services are main focus of the current study because it can answer certain questions related to factors affecting our decision in clicking the reserve button for purchasing such services online.

Therefore, the current study is trying to achieve these objectives:

1.4.1. To study the relationship between e-receivers' factors of *e-WOM* and the e-reservation of hotel services in Bangkok.

1.4.2. To study the relationship between e-receivers' demographic factors of *e-WOM* and the e-reservation of hotel service in Bangkok.
1.5. Scope of the Study

The current study is focusing on the factors of e-receivers of e-WOM and their relationship with the e-reservation of hotel services in Bangkok. e-receivers' factors of e-WOM are the main factors in the individuals who are exposed to e-WOM in online reservation which will be affected by the individual's determining factors when reserving hotel services in hotels in Bangkok in March of 2015. In this study the participants are local and international hotel guests who are reserving the hotel services online in Bangkok, Thailand.

1.6. Significance of the Study

The present study is more significant than other similar studies because it is focusing on the relationship existing between certain factors such as e-receivers' factors of e-WOM in e-reservation of hotel services in Bangkok, Thailand.

The current study signifies the role of the factors of e-receivers of e-WOM as hotel guests and their e-reservation of the hotel services i.e. accommodation and room booking in Bangkok hotels.

1.7. Limitations of the Study

The research results and findings of the current study are limited to certain hotel guests who are involved with certain factors called e-receivers' factors which affect their e-reservation of the hotel services in Bangkok within a time limitation of two months (March-April, 2015). The results might be applicable to similar situations to a wider population. Therefore, it might include
foreign and local hotel guests who have selected their hotels of residence through Internet communication particularly hotel reviews and based on the comment, ideas, experiences, and opinions of other guests who displayed their reflections on the net, websites, and reviews. Further, this study limited itself to focusing on receivers of such information from online reservation and e-marketing data.

1.8. Definitions of Terms

Aspirational group: A group to which a person wishes to belong (Kottler, Bowen and Makens, 2006).

Association of Thai Travel Agents (ATTA): The Association of Thai Travel Agents, widely known as "ATTA", is Thailand's private sector association of travel agents. It is a non-profit organization that aims at promoting and supporting the Thai travel industry for the benefit of its members, clients and the tourism industry. ATTA was established in 1968, with just 10 members. The number has grown to 1,340 members through 2006, comprising of 5 honorary members, 1,014 active members and 321 allied members (ATTA official Website, http://www2.atta.or.th/ATTAUI.aspx).

Buying center: All those individuals and groups who participate in the purchasing and decision making process and share common goals and the risks arising from decisions (Kottler, Bowen and Makens, 2006).

Cognitive personalization: cognitive personalization is defined as the extent to which readers find resonance in the review and think about how they would feel in a situation described in the
review. Several factors influence the level of cognitive personalization, including individual characteristics such as the reader's affect intensity (Xia and Nasr Bechwati, 2010).

**Communication:** it refers to any activity in which one side sends message to other side usually receiver pointing to individual's needs, wants, perception, information. It may be both intentional or unintentional which might take linguistic or non-linguistic forms; it might be written or oral. (De Valenzuela, 2002).

**Confirmation with prior belief:** The level of confirmation/disconfirmation between the received information and their prior beliefs relating to the reviewed product/service through various direct/indirect experience (Cheung, Luo, Sia & Chen 2009).

e-receiver's experience: receiver's time spent on Internet seeking useful opinions of others when making purchasing decisions; individuals with low levels of experience will search for information in a less efficient manner compared to those with more experience, since inexperienced users have less knowledge of the medium, and are not equipped with the same skills as more experienced users (Fornell and Larcker, 1981).

**Consumer skepticism:** The tendency toward disbelief (Obermiller & Spangenberg 1998).

e-receivers: Cheung and Thadani (2010) defined receiver as the individual who responses to the communication. Therefore, based on the definition, it is a term refers to an individual who electronically responses to the on line communication taken place when e-WOM is received by him or her.
**e- reservation:** An electronic arrangement by which accommodations are secured in advance, as in a hotel or restaurant or on an airplane (Cheung and Thadani, 2010)

**Electronic-Word-Of – Mouth (e-WOM):** any positive or negative statement made by potential, actual or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet (Henning-Thurau et al., 2004, p.39).

**Electronic-WOM Acceptance:** is the acceptance of electronic word of mouth based on social norms or ideas in virtual communities. This means the readers of e-WOM in their evaluation of credibility establish a review of opinion in which they have more confidence to accept the e-WOM to use it for making purchasing decisions (Fan and Miao, 2012).

**Focused search:** The extent to which members have specific information needs in mind during their active search for on-topic information (Zhang & Watts, 2008)

**Guests:** are outsiders temporarily admitted to a social setting or hotels (in Bangkok) through invitation made by a host or hotel service providers (Jafari, 2003).

**Hotel:** is a tourism business unit which, as its main endeavor, rents room accommodation to the general public for a minimum duration of one night (Jafari, 2003).

**Hotel Products:** tangible or non-tangible items or services such as coffee, food, various drinks as well as rooms for night stay offered by hotels to customers or hotel guests. The items and services might be the shown on the website or social media for potential customers to purchase (Jafari, 2003)

**Intention to purchase:** see purchase intention.
Involvement: It refers to the perceived personal relevance of a product based on the individual consumer's needs, interests, and values (Park et al., 2007).

Prior Knowledge: Prior knowledge of the review topic and the platform, e.g. discussion forum (Cheung, Luo, Sia & Chen 2009).

Purchase intention: Purchase intention is defined as the probability that the consumer will purchase the product (Fazli, M., Sam, and Hayati Tahir, 2009).

Social marketing: is a kind of marketing in which an organization should determine the needs, wants and interest of target market and deliver the desired satisfactions more effectively and efficiently than competitors in a way that maintains or improves the consumers' and society's well being.

Social tie: The level of intensity of a social relationship between individuals (Steffes and Ragowsky, 2008).

Social Media: is today's most transparent, engaging and interactive form of public relations. It combines the true grit of real time content with the beauty of authentic peer-to-peer communication (retrieved from http://heidicohen.com/social-media-definition/)

Word-of-Mouth: is a process for consumers to share information and opinions about a product or service to others (Jalilvand, Esfahani, and Samiei, 2011).
CHAPTER 2

REVIEW OF RELATED LITERATURE

Internet marketing has made it easier for various businesses and marketers to embark on new marketing challenges and programs to attract more customers for their products and services. In communication between the service providers and customers, customers try to learn more about their favorite products and services while business owners try to create more attraction for what they offer to their customers. Sometimes this is not trusted due to false image the owners reflect. Therefore, customers refer to more reliable and effective means of communication for obtaining the required data on their favorite goods and products. One of the most accessible means of communication which is welcomed by customers in recent years is word of mouth as well as online reflections, reviews, and comments used by different groups of customers. Various scholars and researchers put this aspect of communication into their major course of interest and research.

This chapter reviews the existing literature regarding such a crucial area of interest.
2.1. Communication and marketing communications in Hospitality and Tourism

In global business, the success of a business is highly dependent on effective and efficient communication among different stakeholders. On the other hand, the business environment for marketing communications has been under great change in recent decades. Information technology and communication pave the way for customers and consumers to interact with companies as well as other customers and product users. This has created a more active atmosphere for more intelligent customers to be in touch with a big spectrum of ideas and opinions as well as reflections which make better picture of what the companies offer. One aspect of new breakthrough of ICT and Internet technology is a phenomenon which is called online interpersonal influence by Senecal and Nantel (2004). Such a great capacity in technology and Internet has given the ability to consumers to exert more powerful influence on each other. Therefore, there is no place for being surprised that virtual interactions among various people and customers have been proliferated (Goldsmith, 2006).

Managers in general and Marketing managers in particular have tried to harness and control the interactions and communications such as trip advisor or other similar sources of communication to their own benefits; therefore, they have recently been trying to come up with certain strategies to manage online recommendations, comments, reflections and reviews called e-WOM. The hotel industry and tourism industry presented certain reasons for the importance of such sort of communications. First, it is believed that it helps to have more tangible experience from some products which are purely intangible before being used. As it is pinpointed by Lewis and Chambers (2000), the products and services are elevated after comments and recommendations are made. Lewis and Chambers (2000) also believe that tourism products are having high risk purchases which will affect customers' decision making process. In addition to this, Rao and
Singhapkdi (1997) believe that hotel and tourism products are seasonal and perishable which would lead to more increase in marketing stress for managers. It is also emphasized that in such a great competitive market in hotel industry and tourism destinations; therefore, Internet influence and e-WOM specifically can increase competitive advantages for early adopters. In depth of related literature, it has been seen that hotel and tourism industry lags behind other industries in developing strategies and discussion of managing interpersonal influence in an electronic environment.

2.2. Customers to Customers communications

Customers try to obtain information for better purchasing. Their decision making process and their purchasing intention are influenced by information collected and advice given through Internet. They are able to collect information in virtual space which is Electronic Word of Mouth. On the other hand, the business environment for marketing communications has been under great change in recent decades. Information technology and communication pave the way for easier for customers and consumers to interact with companies as well as other customers and product users. This has created a more active atmosphere for more intelligent customers to be in touch with a big spectrum of ideas and opinions as well as reflections which make better picture of what the companies offer. One aspect of new breakthrough of ICT and Internet technology is a phenomenon which is called online interpersonal influence by Senecal and Nantel (2004). Such a great capacity in technology and Internet has given the ability to consumers to exert more powerful influence on each other. Therefore, there is no place for being surprised that virtual interactions among various people and customers have been proliferated (Goldsmith, 2006).
Managers in general and Marketing managers in particular have tried to harness and control the interactions and communications such as trip advisor or other similar sources of communication to their own benefits; therefore, they have recently been trying to come up with certain strategies to manage online recommendations, comments, reflections and reviews as well as e-WOM. Hotel industry, and Tourism industry presented certain reasons for the importance of such sort of communications. First, it is believed that it helps to have more tangible experience from some products which are purely intangible before being used. As it is pinpointed by Lewis and Chambers (2000), the products and services are elevated after comments and recommendations are made. Lewis and Chambers (2000) also believe that tourism products are having high risk purchases which will affect customers' decision making process. In addition to this, Rao and Singhapkdi (1997) believe that hotel and tourism products are seasonal and perishable which would lead to more increase in marketing stress for managers. It is also emphasized that in such a great competitive market in hotel industry and tourism destinations; therefore, influence and e-WOM specifically can increase competitive advantages for early adopters. In depth of related literature, it has been seen that hotel and tourism industry lags behind other industries in developing strategies and discussion of managing interpersonal influence in an electronic environment.

2.3. Elaboration on Word of Mouth and Electronic Word of Mouth (e-WOM)

The Asians who use Internet are outnumbering 764 million which accommodates more than 40 per cent of the whole population of Internet users (Chan and Ngai, 2011). This reflects the fact that Internet and IT have created great opportunities for people to share their information as well as their opinions on products or services they have used or consumed. This also paved the way
for marketing experts to find new ways and tools for introducing and promoting their products or services. Brown et al. (2007) stated that people have been witnessing the most significant growth in online and social networking. Due to great advancement and improvement in e-commerce, e-WOM has begun to become the focus of attention for more researchers and practical people in the related field (Brown et al., 2007; Dwyer, 2007; Bickart and Schindler, 2001). Based on certain studies, it was found that shopping behaviors of customers through Internet are affected by e-WOM (Bickart and Schindler, 2001).

In the related literature, e-WOM is defined by Harrison —Walker (2001) as an informal, person to person communication between a perceived non-commercial communicator and a receiver regarding a brand, a product, a firm or a service. In another study, Dellarocas (2003) explained that in Internet customers try to have their own social connections and networking to exchange information and opinions regarding certain products or services they have experienced or are supposed to use. This naturally happens in virtual world or public gathering among people who are new or have already made the connection through their common interest or ideas. Lee et al. (2008) also emphasized that through such a great rapid expansion of Internet application and its role in e-commerce, the e-WOM has been an influential factor on people's behavior and decision making process. They try to take the other users' ideas and information for granted. Even in certain cases, Lee et al. (2008) reported more offline decisions made by people according to the received information.

In a study, Westbrook (1987) investigated the buyers' behaviors after they purchased products and services such as cars or cable television packages. Westbrook (1987) found that positive or negative emotions of the purchasers are associated with their experience which resulted in internal feeling or tension and needed a discharge which is reflected the form of Word of Mouth.
Litvin et al. (2008) defined e-WOM as "all informal communications directed at consumers through Internet-based technology related to the characteristics of special products or services or sellers". According to this definition, e-WOM occurs between sellers and customers as well as among customers themselves. It was assumed that such outline communication would pave the way for trusted source of information about the products or services. Some researchers concentrated on the manner such communities interact and add value in the form of content, reviews and opinions or even recommendations (Noneneck, Andrews and Preece, 2006). Based on this study, it was found that lurking or participation is the main behavior decision of the members or Internet users. The study reflected that those who lurk differ in attitudes from those who post in an online community and researchers came to this conclusion that people who are lurking are observing that doesn't reflect a negative behavior. Other researchers stated that the crucial element in viral marketing is the effectiveness of unsolicited, electronic referrals to establish awareness, ignite interest and generate sales (De Bruyn and Lilien, 2008). In the study done by De Bruyn and Lilien (2008), it was found that WOM and its trend affect customer's behavior in an online context. Therefore, It came to say that attributes of social tie and connection affected reader's behavior in the form of decision making process. Other researchers demonstrated the relative effectiveness of e-WOM in comparison with traditional way of marketing (Trusov, Buckin, Pawels, 2009). The findings of their study indicated that e-WOM can be a strong provocation for more appropriate use of WOM channel of communication. Bae and Lee (2011) performed an investigation on the effect of e-WOM on customer's purchase intention. The results came out to prove the effect of on line customers' reviews on purchase intention is stronger for women than men. Female customers were more influenced by the negative reviews. In addition to this, Zhu and Zhang (2010) advocated the idea that on line
reviews can influence the other potential customers' decision making when searching the Internet for information on products and services.

In another study, Robinson, Goh and Zhang (2012) investigated how customers interpret and are affected by electronic reviews. In their study, Robinson, Goh and Zhang (2012) found out that there are certain textual factors which introduced an approach which can explored accurate, reliable, influential and useful data from the customers’ opinions. From this opinion mining, it was declared that such factors make the opinions persuasive.

Researchers such as Dichter (1966) and Neelamegham and Jain (1999) reflected the same view that customers’ affective reflection of satisfaction, pleasure, and even sadness encourage consumers to show willingness for sharing the experience with other customers or consumers. In another study, Dellarocas, Fan, Wood (2004) investigated the behaviors of customers and sellers who participated in 50,000 auctions on eBay where it was found that reflected reciprocity towards some users who had rated them previously, and they were more likely to rate their partners in business for increasing chances of being reciprocally rated. Litvin, Goldsmith and Pan (2006) also believe that for many people who travel to different destinations love to share their travel experience and expertise while they are travelling or after they are back home to add to the joy of their trip.

Various studies were conducted on relevant issues to e-WOM. Tussyadiah and Fesenmaier (2008) conducted research on the issues related to the marketing potential of tourists' narratives as e-WOM. In another study, Ye, Law and Gu (2009) also emphasized on the effects of Weblogs and users reviews in order to lead the tourists based on their opinion leaders.
Litvin, Goldsmith and Charleston (2006) believed that the positive WOM would lead to increase of purchase probability while the negative one would have the diverse effect. In 1990 another study was conducted to extend the work of Arndt (1967) and it came to the conclusion that WOM could affect product evaluations. The study which was also conducted on the online WOM explained that e-WOM influenced the reader's or customer's perceived value of the firm's products as well as the customer's loyalty. Therefore the communication between customers or customers would pave the way for other consumers (Gruen, Osmonbekov and Czaplewski, 2005). Other researchers conducted by scholars such as Ozcan and Ramaswamy (2004), Price, Feick and Guskey (1995) also emphasized that the exchange of information on products and services will enable the consumers and reduce producer and consumers information asymmetries. The following Figure (Figure 2.1.) reflects the related literature discussed by Litvin, Goldsmith, and Pan (2006) on the role of Electronic Word-Of- Mouth in hospitality and tourism management.

**Figure 2.1. The conceptual framework model of Word of Mouth**

A quick glance at the Figure 2.1 Shows the relationship between different variables affecting Word -Of-Mouth prior to be effective on listener's behavior and other related factors which were influential on produce's message.

The relationship between message producer and message receiver has been under influence of various types of electronic media. The communication occurs between a consumer and one such as e-mail or between one with different members or groups such as web pages or social media i.e. Facebook or many people to many others such as Internet chat rooms. The simplified version of this typology is shown in Figure 2.2 where it is clearly reflecting electronic media are used for communication among consumers and producers, and consumers with other consumers and customers.
Some researchers and scholars (Dellarocas 2003) in digital marketing believed that electronic word of mouth has brought about certain opportunities and possibilities for people in the field of marketing where it is possible for the firms and consumers to exchange information with lower cost with more dynamicity in the market to control over various types of communication. Besides, new challenges are also arisen when the communicators remain anonymous and basically may mislead other people and it might happen through out of context messages. Bearing the same points in mind, Hennig-Thurau, Gwinner, Walsh and Gremler (2004) believe though digitalization has created a greater scope, it has been observed that more consumers are easily exposed to what opinion leaders recommend to buy.
In detailed description of whole process, Sotiriadis and Zyl (2013) emphasized on the Social Media’s role and its impacts on travel and tourism marketing. In this study, it was generalized that the influence of Social Media in interpersonal communications is increasing and it reflected the significance of e-WOM and online reviews in destination marketing. Sotiriadis and Zyl (2013) acknowledged despite such emphasis on the role of e-WOM, the topic is in dire need of further investigation to show how e-WOM is used, affected and operated in digital marketing. Therefore, Sotiriadis and Zyl (2013) tried to present a conceptual framework to understand the foundations of digital marketing in terms of e-WOM.

The study introduced an online context of communication where two sides of communication: Sender of message and recipient of the message were taken into consideration. From the sender’s side, it is shown that tourists or travelers who might be opinion leaders, family members, close friends called strong ties as well as acquaintances or strangers called weak ties write reviews or recommendations (e-WOM). In such a context, opinion leaders who are mostly trusted and informed have significant role (Litvin, Goldsmith, and Pan, 2006). Their study, Sotiriadis and Zyl (2013) mentioned three main factors such as Motivation, Source, and Mediating Variables. In terms of motivation, the study explained that tourists and travelers have the incentives to share experience with other people in or out of their own groups while transferring emotion or affective factors such as satisfaction, pleasure, and sadness. Happy traveler as well as those who suffered while they were travelling enjoy sharing their experience or find it essential to share the points of their dissatisfaction to avoid experiencing the same suffering. In addition to this, some tourists go on line to find more about their intended destinations or even businesses; therefore, Internet has changed into a well-known vast source of related information source for them to complete their searches (Hennig-Thurau, Gwinner, Walsh, and Gremler, 2004). There are various
accessible types of electronic means of communications that affect the interpersonal communication.

Sotiriadis and Zyl (2013) mentioned different types of communication such as e-mails, Webpages and weblogs in addition to social medias. Sotiriadis and Zyl (2013) emphasized that in Internet Communication, some social media are commonly accessible and form online groups and communities which pave the way for better connection and interaction. These groups have the opportunities to socialize with individuals bearing the same point or idea. In their study, Sotiriadis and Zyl (2013) introduced certain variables which affected the message’s sender include: customer-employee relationships, consumer involvements, surprises (Gremler, Gwinner, & Brown, 2001; Keng, Liao, and Yang, 2012).

According to Figure 2.3 four factors have been introduced to have relationship with Electronic-word of mouth. The first one was source reliability/ credibility in which it was hypothesized that Social Media users (here Twitter) believe that their followers and group friends are reliable and they are willing to use their information regarding the tourism products. The second factor was the degree of involvement which was affective because the Social Media users believe that purchasing of tourism products constitutes a high involvement decision process because they spend more time in posting their opinions and they show more tendency to use their information given by other group members or followers. The third factor was involved with communication frequency which reflect more time and its frequency in communication with their followers and friends. The fourth factor is source of knowledge and expertise which is reflected other users and followers have more knowledge about specific hotel or tourism products and services.

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Figure 2.3. A Conceptual Framework of e-WOM and Online Reviews Introduced by Sotiriadis & Zyl (2013)

**Senders/Narrator’s Motivations:**
- Emotions
- Altruism
- Reciprocity
- Self-Interest

(Pleasure)

**Sources of e-WOM & Reviews:**
- Experience
- SM
- E-mails
- Chat rooms

**Mediating Factors (Narrator):**
- Consumer involvement
- Surprise
- Satisfaction
- Dissatisfaction
- Opportunity

**Influencing Variables (Reader):**
- Source evaluation
- Brand familiarity
- Sociometric integration
- Memory
- Opportunity

**Outcomes of E-WOM & Online Reviews:**
- Consumer empowerment
- Product evaluation
- Purchase decision
- Product acceptance
- Consumer Loyalty

The justification for the above conceptual framework as a theoretical base was classified as follows: firstly, it offered a profound base for understanding the motivations and the results of e-WOM and online reviews. Secondly, the study took two sides of online communication into more consideration i.e. sender's side and receiver's side. Furthermore, this study emphasized on affective factors which influenced the both sides. The study done by Sotiriadis and Zyl (2013), stressed recipient's perspective and the factors which influence tourists decision making trend.

In a master thesis done by Yu (2009) on tourists' perspective on factors affecting WOM communication, the study explained the factors as personal factors, Interpersonal factors, situational factors and message characteristics. The personal factors were listed as credibility and expertise of the sender that shows the degree of influence on WOM. That is to explained that to what extent the consumers take the advice. The second personal factors was the degree of assurance which will impact the decision making process of the consumers. This will be effective because the consumers don’t have the experience with the product or service. Such trustworthy comments or reviews, would add to the reliability of the information, as a result the valued will be added to the role of opinion leader. Therefore, it is possible to say the personal relationship between the two sides would impact the likelihood of WOM acceptance.

Sweeney et al (2008) mentioned that interpersonal factors such as social "tie strength" which leads to increasing reciprocity whereas social "weak tie" (i.e. more distant) relationship focuses more on the nature of the opinion (Bansal and Voyer, 2000). The study emphasized on the good rapport between narrator and the receiver which enhance WOM effectiveness.

The third factors which affect WOM is situational where the nature of the service is playing great role. In simple terms, it is believed that for services which are highly complex, WOM would be
most effective when it was received from Multiple separate sources. When receiver lacks the information he or she needs for better decision making, the value of WOM will be increased. Therefore, the accessibility to the information on certain products or services suggests how effective the WOM would be. In the context with higher risk and more complex products or services which will cost high to the receiver, the value of WOM is more respected by the consumers and customers. Such a high value of WOM is also sought, where the WOM is the source of information with more time pressure or when similar message is received from several sources.

The study done by Sweeney et al. (2008) emphasized on the characteristics of the WOM itself as the final theme of their study. It emphasized that the way in which the message is delivered and the nature of the message as well. In detailed explanation, Sweeney et al. (2008) stated that the richness of the message, such as how vividly the message was crystallized such as storytelling, affected WOM acceptance. Non-verbal communication such as body language is also effective on WOM acceptance. Anderson (1998) mentioned also the vividness of message as one of the characteristics of the message which is words used, and the message content reported. The second characteristics of the message are vividness of message delivery which is the nature of the story and the way it is told (Gremler, 1994).

2.4. The Role of Receiver of e-WOM in Communication

Cheung and Thadani (2010) defined receiver as the individual who responses to the communication. Every individual experiences and react differently when they receive the
information (Cheung and Thadani, 2010). The same content can engender very different responses in different recipients (Chaiken and Eagly, 1976), depending on the recipients' perceptions, experience, and sources. Sussman and Siegal (2003) found that the receivers' experience and knowledge moderates both the central (the nature of arguments in the message) and peripheral (the subject matter of the message) influences on information adoption in computer-mediated communication contexts. In the e-WOM literature, consumers' characteristics, such as consumer involvement and prior knowledge, also play an important moderating role in determining purchase intention (Doh and Hwang, 2009). Cheung and Thadani (2010) wrote that different researchers investigated other factors related to personal characteristics, such as gender, consumer skepticism, perceived homophily, and cognitive personalization.

In another study, Montazemi and Qahri Saremi (2014) presented a review of the effectiveness of e-WOM on consumers' perceptions of adopting products or services which followed the objective of identifying factors which influence the effectiveness of electronic word of mouth (e-WOM) message on the consumers' perception of adopting products or services offered through self-services technology and brick-and-mortar channels. The presented communication framework by Montazemi and Qahri Saremi (2014) is shown in figure 2.4 According to this figure (Figure.2.4) which is a theoretical framework for synthesizing the extant literature on e-WOM, the e-WOM comprises five major dimensions that are reflected in figure 2.4 First, the e-WOM communicator (source) who transmits the e-WOM. Second, the e-WOM as a form of social communication content (stimulus) transmitted by the source. Third, the consumer who receives and responds to the e-WOM (receiver), and the fourth which is the responses made to the e-WOM by the receiver and the fifth is the focal products and services in the e-WOM. The
study done by Montazemi and Qahri Saremi (2014) analyzed e-WOM literature in order to identify the factors representing each of the five dimensions of e-WOM.

**Figure 2.4. Communication Framework by Montazemi and Qahri Saremi (2014)**

Five **Dimensions of eWOM**

1. Source of the eWOM
2. eWOM
3. Receiver of the eWOM
4. Responses to the eWOM
5. Focal Products/Services in the eWOM

**Three Stages of Products/Services Adoption Process**

- Products/Services Pre-Usage Stage
- Products/Services Initial Use Stage
- Products/Services Repeated Use Stage


More studies have shown that consumer characteristics, for example, consumer experience or involvement, affect the way the consumer processes a message. After reviewing prior literature it
can be said that there are three most commonly examined factors that determine the impact of e-WOM: consumer involvement, consumer expertise and gender. The research done by Awad and Ragowsky (2008) shows that the effect of e-WOM is stronger on women than on men when it comes to online shopping and that men and women value different factors of e-WOM and its intentions. Consumer expertise has an impact on how e-WOM is perceived: experts will be more influenced by quality, while novices will be more affected by the number of reviews written (Yun Chen & Wang, 2011; Park & Lee, 2008). It became visible, that as involvement increases, the effect of negative e-WOM is greater when e-WOM is of high quality as opposed to of low quality (Lee, Park & Han, 2008).

The knowledge of which factors of e-WOM have an effect on consumers will be useful in choosing and building up the methods for the research. In order to understand the influence personal details of reviewers might have on the message credibility and how it affects consumers' attitude toward products, all other factors need to be eliminated or evaluated. In the next parts, the consumer's involvement, expertise and gender will be analyzed and discussed deeper in order to understand its influence towards the perception of e-WOM.

2.5. e-WOM Receivers' Factors in e-Reservation

2.5.1 Involvement

Involvement refers to the perceived personal relevance of a product based on the individual consumer's needs, interests, and values (Park, Lee and Han, 2007). Situational involvement is a temporary arousal of interest within the time frame of a purchasing decision. Involvement with the product has a determining influence on information processing.
The elaboration likelihood model of persuasion (ELM) (Figure 2.5), shows how attitudes are formed and changed as well as there are two different routes to persuasion (Petty & Cacioppo, 1986). As it is clear in the figure 2.5, as soon as a customer gets a message, they start to evaluate it (Petty, Cacioppo & Schuhmann, 1983). In case of high involvement, the customer takes the central route to persuasion, in case of low involvement, the peripheral route will be taken (Solomon, Bamossy, Askegaard & Hogg, 2010). Involvement can be defined as the relevance of a product based on interests, needs and values, as perceived by the consumer (Zaichkowsky, 1985). The current study concentrates on a hotel room; the room in the hotel will be dealt with as a high involvement product, as high involvement means personal relevance (Greenwald & Leavitt, 1984). Therefore, although a hotel room has not a high relevance for all the online users, a highly involved situation was created by asking them to join, as well as, they accepting the invitation to the focus on the hotel booking. The ELM illustrates, that high and low involvement conditions, in terms of persuasion differ from each other (Erdogon, 1999). According to Petty, Cacioppo & Goldman (1981), the quality of a message has a bigger effect on persuasion when the message deals with high involvement products. Involvement towards a product has an effect on the processing of information (Petty & Cacioppo, 1984). Applying the ELM in this study, the central route would be chosen as this suggests a high involvement product (Solomon et al., 2010). If a student reads an online review and shows an interest in this message, they will probably intensely concentrate on the message content.
Figure 2.5. Elaboration Likelihood Model


The arguments or opinions will be taken into consideration and cognitive responses will be made by the reader. According to Solomon *et al.* (2010), if counter-arguments towards a message are created, it is more probable that the person does not go further with this message. However, if the person generates arguments that support the message, the chances of compliance become higher (Solomon *et al.*, 2010).

Subsequently, beliefs are developed towards the message and thereby the attitude resulting from these beliefs is likely to change the behavior towards the product (Petty & Cacioppo, 1986). This route can be seen below in Figure 2.5 of the elaboration likelihood model. As mentioned before, the quality of a message has a bigger effect on persuasion when it refers to high involvement (Petty *et al.*, 1981).
2.5.2. Gender

Since it was identified that gender can influence the perception or trust of e-WOM (Awad & Ragowsky, 2008), it is important to have a focus on the possibility that gender would have an impact on the relationship between anonymous and semi-anonymous e-WOM and attitude towards products. Sociolinguistic theory explains that women and men have different underlying social objectives when communicating. It states that, women's communication objectives are usually based on network oriented collaboration (Kilbourne & Weeks, 1997) as well as cooperation (Yates, 2001).

On other hand, men's communication objectives are typically focused on protecting and increasing their social standing (Tannen, 1994). Thus, men are more likely to try to control the conversation by speaking and sharing the information that they know, while women are more likely to develop a relationship through giving and receiving social support (Kilbourne & Weeks, 1997). The different objectives of communication can influence the perception of messages and, in this research case, e-WOM.

The research of Awad and Ragowsky (2008) focuses on the cultural effect of gender on the relationship between e-WOM and the trust in online shopping. It shows that men and women develop trust in an online retailer differently, and e-WOM affects online shopping behavior differently across genders. According to the research of Awad and Ragowsky (2008), the effect of e-WOM on intention to shop online is stronger for women than for men. Additionally, men see importance in their ability to post content online, while women value the responsive participation of other consumers to the content they have posted.

Taking all these facts into account, there is a possibility that the gender of consumers affects the perception of personal attributes of reviewers. In order to understand if there is a relation
between these two factors, data will be collected from men and women separately during focus groups. This will help to compare the results as well as to identify possible differences.

The theoretical framework revealed that gender can influence the perception or trust of e-WOM (Awad & Ragowsky, 2008), this can be agreed upon in this situation in regards to online reviews. Men seemed to be much more critical concerning reviews as they are disturbed by companies attempting to pull their product by paying people to write positive reviews whereas women appeared to believe that the reviewers are writing their own personal opinion and therefore appreciate them.

A further very interesting factor, which had not been considered significant before the focus groups were held, regards video reviews. The majority of the participants were familiar with video reviews of products, for example on the website YouTube.com. All male participants had very favorable attitudes towards these video reviews. Women did not find online shopping "as practical and convenient as their male counterparts" ([Rodgers and Harris 2003], page 540). Another reason lies in the technology associated with online shopping. Information systems studies have shown that there are gender differences in the context of individual adoption and sustained usage of technology [Venkatesh and Morris 2000]. Women were reported to have a higher level of web apprehensiveness (i.e., individual's resistance to or fear of the WWW as a channel for context-free online information seeking and communication) [Susskind 2004]. Being more skeptical about e-business than their male counterparts women were emotionally less satisfied with online shopping and made fewer online purchases than men [Rodgers and Harris 2003].

Second, the products that male and female consumers are interested in buying are different. For example, male consumers are more interested in hardware, software, and electronics, while
females are more interested in food, beverages, and clothing. In the early stage of e-commerce, the types of products available online used to be male-oriented [Slyke et al. 2002]. Women did not shop online because they could not find products that interested them. Third, women demonstrate a stronger need for tactile input in product evaluation than men [Citrin et al. 2003]. The inability to touch or try on products, a shortcoming of online purchasing, might also result in fewer female online shoppers. This characteristic affects online purchase negatively, particularly for those products that require more tactile cues for their evaluation (e.g., shoes).

2.5.3 Focused Search

In order for members to utilize the information content of their community's repositories, they must first locate the desired content. Searching and scanning are two basic ways that people look for new information in online contexts (Marchionini and Schneiderman, 1988): Scanning is an exploratory effort by which people briefly scan large quantities of information for possible relevancy to their information needs. When scanning, people rely on serendipity as they sift through large quantities of content for potential search solutions. By contrast, searching aims at a predefined goal, and is more efficient and cost-effective than scanning. At a particular moment, information seekers choose whether to search or scan based on their information needs (Vandenbosch and Huff, 1997). We are especially interested in how searching plays out in online communities because widespread adoption of Internet search engines has made searching an easy and frequently used discovery method for online information seekers. The study here uses the term focused search to refer to the extent that information-seeking members of online
communities have specific information needs in mind and actively search for on-topic information. At different stages during their problem-solving quest, members have different information needs, which result in varying levels of focused search (Majchrzak et al., 2004). In comparison, their levels of involvement tend to be relatively constant throughout the problem-solving process.

Thus members with higher levels of focused search have a better idea of what they are looking for, and are more likely to rely on searching rather than scanning to locate the information they need. If the search is successfully executed, it generates only a limited set of results on which the members can concentrate. Under such circumstances, even when cognitive resources are limited, members can expend them on only this limited set of messages. In this way, high levels of focused search affect dual-processing by allocating sufficient cognitive resources to enable systematic processing of individual messages. This will tend to increase the effects of message content and reduce those of heuristic cues.

Yet the use of the searching method does not necessarily lead to successful searches in online communities. Technically, searching in online communities is implemented by applying information retrieval techniques to message repositories (Kowalski, 1997). Different online communities use different information retrieval techniques, and they organize and maintain their repositories differently, resulting in wide variations in information retrieval functionality across online communities. The particular information retrieval functionality – the extent and manner that searching is supported and facilitated – an online community offers its members can impede or enable production of relevant and accurate search results, making it more or less difficult for members to successfully conduct searching and locate desired content. In online communities
offering effective information retrieval functionality, searching is designed to produce results in
such a way as to prioritize quality rather than quantity, and search results tend to present only a
limited set of relevant messages. Each message can then be processed systematically without
overloading the searchers' cognitive resources. Poor information retrieval functionality, on the
contrary, tends to deliver too much content for searchers to process systematically. The
moderation effect of focused search on systematic processing is, hence, more likely to be
detected in online communities that have effective information retrieval functionality.

2.5.4. Consumer Skepticism

Consumers and customers of products and services sometimes have tendency of disbelief of
what he or she receives about such products or services. This tendency of disbelief is defined as
Consumer skepticism (Obermiller and Spangenberg, 1998). In other words, Consumer
skepticism refers to consumers' tendency to disbelieve or question a company's motivation to
conduct a CRM campaign (Mohr et al., 1998). Obermiller and Spangenberg (1998) defined
skepticism about advertising in general as "the general tendency of disbelief about advertising
claims and represents a basic marketplace belief that varies across persons and is related to
general persuasibility (p.159). Consumer skepticism toward advertising and CRM plays an
important role in influencing their response toward advertising and CRM campaign. In general,
high skeptical consumers would be more likely to response less favorably toward advertising and
CRM campaign.
Past studies have showed that consumer traits in particular consumer skepticism can influence consumer response to CRM (e.g., Gupta & Pirsch, 2006; Singh et al., 2009; Webb & Mohr, 1998). In CRM context, consumer skepticism toward CRM is often determined by whether the CRM campaign is perceived as cause-beneficial or cause-exploitative. Unlike other forms of corporate donation, the CRM donation is linked to the purchase of a product or service by the consumer. Skepticism may be generated among consumers as they may perceive companies motivation of conducting such campaigns as for self-interested motives such as to increase sales and gain more profits rather than for altruistic motives of supporting causes. In Webb and Mohr's (1998) study, half of the respondents in their study indicated that they have negative attitudes toward CRM. The negative attitudes among the respondents are believed to be resulted from their skepticism about the firm's motive for conducting a CRM campaign. They stated that they thought the firm's motive of conducting CRM campaign is for the firm's self-interested motives.

2.5.5. Prior knowledge

A customer usually relies on the personal memories or experience while he or she thinks to decide to purchase a product or service. This reliance on knowledge helps the customer to make a decision. This knowledge needed for making a purchasing decision and purchasing intention is related to knowledge of environment and knowledge of products which help the customers have the intention for purchasing or not purchasing such products or services.

The notion that knowledge affects one's attitude and behavior is in harmony with Fishbein and Ajzen’s Theory of Reasoned Action (1975). Their argument was based on the beliefs - which can
be linked to the concept of knowledge insofar as belief can be seen as defensible knowledge (Moses and Shoham, 1993) functions as the basis for one's attitudes. Attitudes, in turn, influence one's behavioral intentions (Fishbein and Ajzen, 1975).

This study considers two types of knowledge as being influential towards one's attitude and behavioral intentions which include environmental literacy as well as product related knowledge. Product related knowledge can further be divided into consumers' past experience with organic personal care products as well as their expertise regarding the product category. In the following, these different types of knowledge will be examined in greater detail.

Beatty and Smith (1987) define product knowledge as a perception consumers have towards certain products, including previous experience of using the product. Brucks (1985) comes up with three ways to measure product knowledge based on previous studies: first Subjective Knowledge or Perceived Knowledge: the degree of consumers' understanding of the product, the so-called self-assessed knowledge (Park et al., 1992). The proposal made by Marks and Olson (1981) stated that consumers with higher levels of product knowledge have better developed and more complex schemata, with well-formulated decision criteria. Following the same trend, Kempf and Smith (1998) also believed that consumers who have higher levels of product knowledge are more diagnostic and better informed than those who have lower levels of product knowledge.

As a result of this, the higher the level of product knowledge a consumer has, the less chance there is for his final evaluation to be bias. second Objective knowledge: it refers to consumer's memory which is stored by the degree and type of product knowledge called actual knowledge (Park et al. 1992). The third type is experienced based knowledge which refers to past experience of the consumer when he or she purchased or used the products or services (Park and
Lessig, 1981). Product knowledge is constructed based on the consumer's familiarity with the products. The degree of such familiarity will influence the consumer's decision. In other words, those who are more familiar with the products, have more product knowledge which comes from the memory, recognition, analysis as well as their capabilities in logic. On the other hand, those who have lower knowledge of the products are inclined to use extrinsic cues like price, brand for the evaluation because they are not capable to judge the products. Customers or consumers are categorized into two groups based on their knowledge of products: Experts or novices and each has different methods for having or even processing the required information. The expert consumers do not need to do the search for product’s specifications because they have profound knowledge of the products whereas the novices are declined to get advice and information from other users on the product (Brucks, 1985).

23.6. Cognitive Personalization

Personalization is defined as a cognitive operation by which readers of a review think about and feel as if what the review describes has actually happened to them (Larsen, Diener, and Cropanzana 1987). In the more precise terms personalization is a mental operation initiated by the reader and elicited by the external stimuli. In a broader sense, Murthi and Sarkar (2003) believed that personalization also may refer to a tailored environment, product, service, or technology. Thus, personalization could mean the deliberate decoration or modification of the environment to fit a person's tastes or preferences, such as decorating one's own room or engaging in a process that changes the functionality, interface, information content, or distinctiveness of a product, service, or system such as a Web site interface. The purpose of personalization is to increase the element's personal relevance to an individual (Blom 2000).
Research shows that consumers welcome personalized product offerings and that personalized messages enhance responsiveness (Howard and Kerin 2004). Consumers perceive personalized offers as more relevant to their needs and better aligned with their preferences, which in turn enhances their purchase intentions.

The current concept of cognitive personalization differs from the traditional concept of personalization, which is primarily physical (Blom 2000). Cognitive personalization is a mental operation that takes place in a person's mind. In the medical field, Beck (1976) defines personalization as a cognitive operation by which people interpret events in a self-referential manner. Beck addresses certain disorders that cause people to practice self-referential thinking excessively; in current definition, it is referred to as self-referential thinking that occurs as a result of emotional resonance with a message (Larsen, Diener, and Cropanzana 1987).

Our conceptualization of cognitive personalization also differs from the concepts of personal relevance or perspective taking. Personal relevance is based mainly on the similarity between the reviewer and the reader and/or between the situation described by the reviewer and that anticipated by the reader. A review could be highly relevant if the reviewer fits the same profile as the reader or describes a situation with which the reader is familiar. However, the reader might not experience high levels of cognitive personalization if he or she does not feel an emotional resonance with the review.

Cognitive personalization also differs from perspective taking, which has been conceptualized as the ability to recognize and understand the thoughts and feelings of others (Rushton 1980). A typical perspective-taking instruction asks participants to pay attention to the other person's
thoughts and feelings (Oswald 1996). Empathy and altruistic behavior frequently appear as the associated consequences of perspective-taking activities (Oswald 1996; Underwood and Moore 1982). Therefore, perspective taking can be described as putting oneself in another person's position and thinking or feeling on this person's behalf. In contrast, cognitive personalization involves thinking about how oneself would feel upon exposure to other people's experiences. Research reveals that imagining how another feels (in a negative situation) and imagining how one would feel if in another's situation are different and have different emotional consequences (Batson, Early, and Salvarani 1997). The former evokes empathy, whereas the later evokes both empathy and distress. Although empathy is closely related to the tendency to help, distress may influence other decisions.

This research proposes that cognitive personalization initiated by the reader is essential in determining the influence of an online review or comment and opinions mentioned on while-receiver is searching for information related to the choice he or she made. When a customer reads an online review and processes the information in a self-referential manner, he or she may perceive the message as credible, valid, and trustworthy. Previously conducted WOM research suggests that trustworthiness enhances perceived usefulness (Wilson and Sherrell 1993). Therefore, cognitive personalization may enhance preferences for the product and responsiveness to the message (e.g., Howard and Kerin 2004). When a reader perceives a message as useful, he or she tends to give it more weight, which produces a greater impact on purchase intentions, whether positive or negative.
2.5.7. Social ties and e-WOM

Although much attention was given to WOM and e-WOM on consumer and his or her decision making process, less stream of research has been found on the personal relationship and its impact on WOM behavior. Brown and Reingen (1987) conducted certain study on information exchange and found that regarding the social ties and the tie strength, they understood that Social tie strength, the level of intensity of the social relationship between consumers or degree of overlap of two individuals' friendship varies greatly across a consumer's social network. Consumers generally have a wide range of relationship ties within their social network ranging from strong primary ties as those with close friends and family members to weak secondary ties such as those with acquaintances rarely seen to nonexistent ties with complete strangers. The few consumer behavior studies on communication flows focus primarily on the strong tie relationships virtually overlooking the impact of weak tie relationships (e.g. Arndt, 1967; Leonard-Barton, 1985). Granovetter (1973) suggests that weak ties can play a critical role in explaining a wide range of social network linking behaviors particularly between micro and macro levels. As applied to WOM behavior, weak ties are often critical to the dissemination of information between tightly woven strong tie clusters as evidenced when weak tie acquaintances share restaurant opinions gathered from consumption experiences with their family, their strong tie network. However, for WOM consumer behavior the study of tie strength is very limited with the notable exception of Brown and Reingen (1987).

Following the same trend, tourists and travelers have more chances to search and have access to locate travel information; e-WOM without any doubt will lead certain changes such as travel information accessibility, tourists' knowledge as well as their views towards travel products or
services. In more precise terms, it is possible to say that e-WOM changed to become a tool that some search engines such as Google bomber may use in changing the links structure of the web space (Tatum, 2005). This happens due to the effect of e-WOM which creates digital or viral connection and groups which might be beyond the imagination of the receivers and creators of WOM. This in fact establishes the base for emerging reality which might affect the digital information searches for people to read these reviews, comments or opinions.
<table>
<thead>
<tr>
<th>Authors /Year</th>
<th>Research Articles</th>
<th>Research Methodology</th>
<th>Findings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fan and Miao (2012)</td>
<td>Effect of electronic Word-of-Mouth on consumer purchase intention</td>
<td>This research uses surveys and multiple regression analysis to create an extended Elaboration Likelihood Model that describes the relationship between customer expertise, involvement, and rapport to acceptance and use of electronic word of mouth in making Purchasing decisions.</td>
<td>It was found that perceived e-WOM credibility has a significant effect on e-WOM acceptance and intent to purchase.</td>
</tr>
<tr>
<td>Sotiriadis and Zyl (2013)</td>
<td>Electronic word-of-mouth and online reviews in tourism services: the use of Twitter by tourists</td>
<td>The study adopts a conceptual model of e-WOM and explores the use of Twitter by the tourists.</td>
<td>Findings revealed the factors affecting tourists’ decision-making and indicated that this social medium is not a panacea; it is another marketing channel to be wisely used in integrated communications marketing of tourism services.</td>
</tr>
</tbody>
</table>
The findings suggest that the potential for WOM to impact on perceptions or on actions depends on the nature of the sender-receiver relationship, the richness and strength of the message and its delivery, and various personal and situational factors.

To be continued....
Table 2. Summary of the studies conducted on WOM and e-WOM

<table>
<thead>
<tr>
<th>Authors/Year</th>
<th>Research Articles</th>
<th>Research Methodology</th>
<th>Findings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Litvin, Goldsmith and Pan (2006)</td>
<td>Electronic word of mouth in hospitality and tourism management</td>
<td>Conceptual approach and survey</td>
<td>It introduced a conceptual framework for e-WOM. On line interpersonal influences the cost for marketing tourism products and services</td>
</tr>
</tbody>
</table>
| Cheung and Thadani (2010)     | The effectiveness of Electronic Word of Mouth communication: A e-WOM research literature Analysis | A systematic review of e-WOM research     | It is believed that this literature analysis not only provides us with an overview of the current status of knowledge within the domain of e-WOM communication, but also serves as a salient guideline for future research directions.

To be continued.......
Table 2. Summary of the studies conducted on WOM and e-WOM

<table>
<thead>
<tr>
<th>Authors/Year</th>
<th>Research Articles</th>
<th>Research Methodology</th>
<th>Findings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gremler, Gwinner, Brown, (2001)</td>
<td>Generating positive word-of-mouth communication through customer-employee relationships</td>
<td>This study looks at four dimensions of interpersonal bonds: trust, care, rapport, and familiarity.</td>
<td>This study found how interpersonal relationships between customers and employees might be fostered in order to increase the likelihood of customer WOM behavior.</td>
</tr>
<tr>
<td>Chan, and Ngai, (2011)</td>
<td>Conceptualizing electronic word of mouth activity: An input-process-output perspective</td>
<td>It used a systematic literature review of peer-reviewed published journal articles and examined the current state of knowledge on e-WOM literature based on a comprehensive search of several leading databases.</td>
<td>This research in eWOM is relatively new and has evolved only during the last ten years. This ten-year study is deemed to be representative of the available e-WOM literature.</td>
</tr>
<tr>
<td>Barisal and Voyser (2000)</td>
<td>Word-of-Mouth Processes within a Services Purchase Decision Context</td>
<td>Researchers examined the role of interpersonal influences in the traditional WOM models based within the non interpersonal base.</td>
<td>The effect of the interpersonal forces (ties strength and how actively WOM is sought) on the influence of WOM on service purchase decisions; and third, the effects of non interpersonal forces on interpersonal forces.</td>
</tr>
</tbody>
</table>
Table 2. Summary of the studies conducted on WOM and e-WOM

<table>
<thead>
<tr>
<th>Authors/Year</th>
<th>Research Articles</th>
<th>Research Methodology</th>
<th>Findings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lewis and Chamber (2000)</td>
<td>Marketing Leadership in Hospitality: Foundations and Practices.</td>
<td>A separate chapter on marketing research, plus new case studies and examples, help bring this new edition straight to the cutting edge of hospitality marketing.</td>
<td>Marketing is the strongest weapon there is for surviving in the hospitality world today. This book helps both students and professionals to make the necessary connection between hospitality businesses and their consumers.</td>
</tr>
<tr>
<td>Montazemi and Qahri Saremi (2014)</td>
<td>The effectiveness of electronic word of mouth on consumers' perceptions of adopting products/services.</td>
<td>The study used a social communication framework and &quot;Grounded Theory of Literature Review Method to systematically review the factors investigated in the extant of e-WOM literature.</td>
<td>The study tried to identify several gaps in the body of knowledge in the e-WOM literature that provide direction for future research to ameliorate the gaps.</td>
</tr>
<tr>
<td>Buttle (1998)</td>
<td>Word of mouth: Understanding and managing referral marketing.</td>
<td>The study integrates that research into a contingency model and attempts to identify researchable gaps in our knowledge.</td>
<td>The study here tries to find out what the antecedents of word of mouth are and what the consequences will be.</td>
</tr>
</tbody>
</table>

Source: *Researcher*(2014) overall review of literature for this study.
CHAPTER 3

RESEARCH FRAMEWORK

Detailed explanation of various works in the related area of this study discussed the essential variables related to e-WOM. Various theoretical frameworks were explained to pave the way for conceptualization, operationalization of significant independent and dependent variables as well as research hypotheses to form the research conceptual framework required for research conduct. Therefore, the current chapter will reflect the relationship between various independent variables and dependent variables which would lead to conceptualization and operationalization of such variables and testing the hypotheses mentioned in this study.

3.1. Theoretical Framework

Marketing tourism destinations and businesses have been affected by online communications. Consequently, digital marketing and its foundation paves the way for easier communication among consumers and between consumers and businesses. To be more precise, Buhalis and Law (2008) believed "The Internet has changed tourism consumer behavior dramatically. Prospective travelers have direct access to a much greater wealth of information provided by tourism organizations, private enterprises and increasingly by other users/consumers. These consumers share their experience and opinions on certain products or services through e-WOM. In a detailed study as it was reviewed in previous chapter."

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Figure 3.1. Theoretical framework for investigating the impact of e-WOM communication

Communicator
- Source credibility, Attractiveness, Disclosure of identity
- Shared geographic location, Social tie

Homophily

Stimulus
- Argument Quality
- Disconfirming information
- e-WOM Review Credibility
- Argument Strength
- Recommendation sidedness
- Recommendation Consistency
- Recommendation Rating
- Length of Review
- Review Type
- Visual Cues
- Dispersion

Receiver
- Prior Knowledge, Involvement
- Focused Search, Gender, Consumer Skepticism
- Social Tie, Cognitive Personalization

Responses
- Attitude
- Information Adoption
- Trust
- Purchase intention
- Awareness
- Loyalty
- Choice
- Usefulness
- Social Presence
- Helpfulness
- Preference of information source

Cheung & Thadani (2012) in their systematic review of the e-WOM research, identified the key factors which are specific to the context of e-WOM communication which is reflected in figure 3.1. According to their theoretical framework, such factors are classified to four categories which can serve as a salient guideline for the current study. The theoretical framework took four major elements in social communication. First category is called response which is made to the communication by the committee. The response factors are reflecting the type of social influence which might affect consumer's belief, attitudes and purchase intention. As it was stated in their analysis, Cheung & Thadani (2012) believed that factors related to a receiver's psychological sate such as purchase intention, attitude, information adoption and trust are the investigated results (responses) of e-WOM communication. The most frequently investigated one among all was purchase intention. This signifies the role of such factor in e-WOM communication which is the major concern for hotel guests in hotel reservation process. Therefore, in terms of hotel reservation which is mostly done online by hotel guests, it is referred to as e-reservation of hotel services in the present study.

The other category which was given to more consideration is communicator who transmits the communication. It is the personal source of information which affects the consumer preferences and choices. The communicator factors are related to whom the communication is transmitted, normally the receiver of the information. In the digital context of Internet it is referred to as e-communicator who transmits the communication to e-receiver who responses to the communication. The message which is transmitted to the receiver by communicator or e-communicator is referred to as stimulus. In digital marketing communication it might be called as e-stimulus which refers to Valence (positive, negative, or neutral), volume (the quality of the information), and the rating of e-WOM communication.
As Cheung & Thadani (2012) explained the four category as receiver and its related factors. It is shown in their review that the effect of the information received may change from person to person and it might engender vary different responses in different recipients depending on its recipients' perception, experience and sources. In more precise terms, the e-receiver's factors such as e-receiver's involvement, prior knowledge, are playing an important moderating role in determining the purchase intention or e-reservation in hotel booking system. Some other factors are also given more attention in various research studies; gender, consumer skepticism, and cognitive personalization.
The conceptual presented here is derived from the theoretical model introduced by Cheung & Thadani (2012). In Figure 3.2 the independent variables are the factors which have had relationship with dependent variable. To have a better understanding of these variables in the current study, the following section will discuss the main factors in details.
3.2.1. Independent variables

In the current study, variables such as e-WOM receiver's factors which include prior knowledge, e-receiver's involvement, gender, consumer skepticism, social tie, focused search and cognitive personalization are taken into consideration as independent variables. These factors are hypothesized to be in relationship with e-reservation of hotel services which signifies the receiver's intention to buy the hotel services in Bangkok.

3.2.2. Dependent variables

In the first stage of the research conduct, the e-receiver's factors are to be regarded as independent variables which will influence the intention of the e-receiver to click on the mouse and e-reserve the hotel and its related products. Therefore the e-reservation of the hotel services is taken as the dependent variable in this study.

3.3. Research Hypotheses

Based on the presented conceptual framework, it is possible to hypothesize the existing relationship between both variables as follow.

H10. There is no significant relationship between e-receiver's prior knowledge and e-reservation of hotel services in Bangkok, Thailand.

H1a. There is significant relationship between e-receiver's prior knowledge and e-reservation of hotel services in Bangkok, Thailand.

H20. There is no significant relationship between e-receiver's involvement and e-reservation of hotel services in Bangkok, Thailand.

H2a. There is significant relationship between e-receiver's involvement and e-reservation of hotel services in Bangkok, Thailand.
H 30. There is no significant relationship between focused search and e-reservation of hotel services in Bangkok, Thailand.

H 3a. There is significant relationship between focused search and e-reservation of hotel services in Bangkok, Thailand.

H 40. There is no significant relationship between social tie and e-reservation of hotel services in Bangkok, Thailand.

H 4a. There is significant relationship between social tie and e-reservation of hotel services in Bangkok, Thailand.

H 50. There is no significant relationship between cognitive personalization and e-reservation of hotel services in Bangkok, Thailand.

H 5a. There is significant relationship between cognitive personalization and e-reservation of hotel services in Bangkok, Thailand.

H 60. There is no significant relationship between e-receiver's skepticism and e-reservation of hotel services in Bangkok, Thailand.

H 6a. There is significant relationship between e-receiver's skepticism and e-reservation of hotel services in Bangkok, Thailand.

3.4. Operationalization of Independent and Dependent variables

In order to find research based answers to the research questions in the current study, the operational definitions of research variables seem necessary. This will specify what the variables are in the current research context. The operational definitions of independent variables are presented in the following table (Table 3.1.).
Table 3.1. Operationalization of Independent Variables

<table>
<thead>
<tr>
<th>Independent variables</th>
<th>Conceptual definition</th>
<th>Operational component</th>
<th>Level of measurement</th>
<th>Items related to each variable</th>
</tr>
</thead>
<tbody>
<tr>
<td>e-receiver's prior knowledge</td>
<td>Prior knowledge of the review topic and the platform, e.g. discussion forum, (Cheung, Luo, Sia &amp; Chen 2009). It refers to earlier knowledge of the e-receiver on review topic or other related and types of e-WOM in the hotel.</td>
<td>Interval</td>
<td>Items 1-5</td>
<td></td>
</tr>
<tr>
<td>Involvement</td>
<td>It refers to the perceived personal relevance of a product based on the individual consumer's needs, interests, and values (Park et al., 2007). When the e-receiver's state in which he or she perceives that he or she finds it related to his or her needs, interests and values in the hotel.</td>
<td>Interval</td>
<td>Items 6-10</td>
<td></td>
</tr>
<tr>
<td>Focus Area</td>
<td>Description</td>
<td>Example</td>
<td>Interval</td>
<td></td>
</tr>
<tr>
<td>----------------------------------</td>
<td>--------------------------------------------------------------------------------------------------------</td>
<td>-------------------------------------------------------------------------</td>
<td>----------</td>
<td></td>
</tr>
<tr>
<td>Focused search</td>
<td>The extent to which members have specific information needs in mind during their active search for on topic information (Zhang and Watts 2008)</td>
<td>When the e-receiver spends time searching for information related to the needs he or she has in mind.</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>Social tie</td>
<td>The level of intensity of a social relationship between two individuals (Steffes &amp; Ragowsky 2008)</td>
<td>The proximity of the social individuals which will affect his or her choice of hotel and its related products.</td>
<td>16-20</td>
<td></td>
</tr>
<tr>
<td>Cognitive personalization</td>
<td>The tendency toward disbelief (Obermiller &amp; Spangenberg 1998)</td>
<td>When the e-receiver's mental states which was formed within he or she and the social context they live in.</td>
<td>21-25</td>
<td></td>
</tr>
<tr>
<td>e-receiver's skepticism</td>
<td>The tendency toward disbelief (Obermiller &amp; Spangenberg 1998)</td>
<td>The state of uncertainty for choosing a hotel of his or her choice.</td>
<td>26-30</td>
<td></td>
</tr>
</tbody>
</table>
Table 3.2. *Operationalization of Dependent Variables*

<table>
<thead>
<tr>
<th>Dependent Variables</th>
<th>Conceptual definition</th>
<th>Operational component</th>
<th>Level of measurement</th>
<th>Items related to each variable</th>
</tr>
</thead>
<tbody>
<tr>
<td>e-reservation of hotel services</td>
<td>An electronic arrangement by which accommodations are secured in advance, as in a hotel or restaurant or on an airplane.</td>
<td>It refers to the final stage of the purchasing process in which the e-receiver's makes the decision to click and pays for the hotel and its related products electronically.</td>
<td>Interval</td>
<td>Items 31-35</td>
</tr>
</tbody>
</table>
CHAPTER 4

RESEARCH METHODOLOGY

The current chapter is going to present the methodology applied in the study. Therefore, it includes the appropriate research method applied followed by sampling procedure used for selecting the required sample, the research instrument and questionnaire utilized for collecting data and required information. The chapter will come to an end by presenting the pretest and reliability as well as statistical treatment of the data.

4.1. Research Method

This study investigates the relationship between variables which will affect the e-Word of Mouth in provoking the purchase intention among hotel goers who have used the electronic means of communication for hotel reservation in Bangkok, Thailand. Therefore, a quantitative method of research is used to investigate the relationship between the independent variables and dependent variables.
4.2. Population

The population among which the sample will be selected includes those international tourists as well as all the hotel (Thai) hotel guests who are willing to stay or have had their experience in a 4 or 5 stars hotels or are checking the hotel or any other social networks for finding any type of information regarding the hotels they intend to reserve for their stay in Bangkok in the form of reviews, opinions or other type of reflections which intend to introduce or present or even promote the hotel and its products and services online.

4.3. Sample and Sample Size

For the purpose of the current study, the theoretical sample sizes for various sizes of population with a 95% level of confidence was applied to determine the required sample size for the current study. Estimating the response rate of 20% and taking the estimate of the total population of the hotel guests based on the data received for this study as it was mentioned in ATTA that in January 2014, Thailand welcomed a total of 2,319,821 international tourist arrivals, representing a 0.06 per cent increase over the same month in 2013 (ATTA at Bangkok Suvarnabhumi International Airport, June 2014).
Table 4.1. The Sample Size for Different Sizes of Population and a 95% Level of Certainty.

<table>
<thead>
<tr>
<th>Population size</th>
<th>Confidence level</th>
<th>95% Margin of error</th>
<th>99% Margin of error</th>
</tr>
</thead>
<tbody>
<tr>
<td>80</td>
<td>5%</td>
<td>2.5%</td>
<td>1%</td>
</tr>
<tr>
<td>384</td>
<td>5%</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>500</td>
<td>7%</td>
<td>3.5%</td>
<td>2%</td>
</tr>
<tr>
<td>1,000</td>
<td>9%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>10,000</td>
<td>11%</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>50,000</td>
<td>13%</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>100,000</td>
<td>15%</td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td>500,000</td>
<td>17%</td>
<td>8%</td>
<td>7%</td>
</tr>
<tr>
<td>1,000,000</td>
<td>19%</td>
<td>9%</td>
<td>8%</td>
</tr>
</tbody>
</table>


4.3.1. Sampling Procedures

As it was mentioned earlier the participants of the study are those international tourists who have chosen Bangkok, Thailand as their destination. Therefore, 384 questionnaires are to be distributed among participants or tourists and who entered Thailand Bangkok based on the purposive sampling. Following the same trend the mentioned questionnaires had distributed at Suvanahbumi Airport between 21th March - 21th May, 2015. The potential respondents who have the tendency to participate will be given assistance and guidance to fill out the questionnaires. Each completed questionnaire will be received and welcomed by giving small gifts as a token of appreciation for their cooperation.

4.4. Instrument

The current study enjoys the application of a newly constructed questionnaire to investigate the relationship between certain e-WOM-receiver’s factors which are related to the e-reservation which leads to the guests’ click to pay for hotel services. In addition to this certain demographic...
variables such as age, gender and their frequency of using e-WOM for checking and purchasing hotel services in their most recent travel to Bangkok, Thailand.

The constructed questionnaire consists of 35 items or statements which reflected in Likert scale format for measuring e-WOM receiver's factors: e-receiver's prior knowledge 1-5, involvement 6-10, focused search 11-15, gender Part 1 Q.5, e-receiver's social tie 16-20, e-receiver's cognitive personalization 21-25, e-receiver’s skepticism 26-30 and e-reservation 31-35.

4.5. Data Collection

4.5.1. Primary Data

The constructed questionnaire survey is used to collect the primary data. Therefore, such a questionnaire is going to be administered and distributed to almost 384 local and international tourists or hotel guests travelling to Bangkok or staying in Bangkok for certain period of time for various purposes such as business or medical treatment. The questionnaire was made in English. The respondents are approached while they are willing to participate in the study and they are asked certain screening questions to see if they have chosen their place of residence or their accommodations through Internet and how they selected their accommodation. If they consented they have reserved their accommodation through Internet or have chosen the accommodation based on the online or e-WOM. Then they are given the questionnaire and in return of the questionnaire, they are given a small gift as token of appreciation. The whole process of data collection would have been carried out at Suvarnabhumi Airport between 21
March 21 May 2015. The collected data will be given to statistical analysis by using **SPSS** to analyze and interpret the output.

### 4.5.2. Secondary Data

The secondary data will be collected from various available sources from books, journals, articles, and various websites and social Medias.

### 4.6. Pre-test

To calculate the reliability or internal consistency of the instrument or questionnaire used in the study, almost a sample of 40 questionnaires were distributed among international and local students in **ABAC** and other international tourists around the university who have had the experience of booking hotels through Internet or online connection in 1 March-21 March, 2015. Researcher has used online questioner and survey for this purpose. The collected data were used to determine the reliability of the questionnaire and its components. The researcher used e-survey to collect data as well as paper questioner. Table 4.2 shows the summary of the collected data and its calculated reliability or Cronbach’s Alpha for 35 items questionnaire used for the study.
<table>
<thead>
<tr>
<th>Items related to</th>
<th>Number of Items</th>
<th>Reliability Results (Cronbach’s Alpha)</th>
</tr>
</thead>
<tbody>
<tr>
<td>e-receiver’s prior knowledge</td>
<td>1-5</td>
<td>0.80</td>
</tr>
<tr>
<td>e-receiver’s involvement</td>
<td>6-10</td>
<td>0.82</td>
</tr>
<tr>
<td>e-receiver’s focused search</td>
<td>11-15</td>
<td>0.79</td>
</tr>
<tr>
<td>e-receiver’s social tie</td>
<td>16-20</td>
<td>0.85</td>
</tr>
<tr>
<td>e-receiver’s cognitive personalization</td>
<td>21-25</td>
<td>0.84</td>
</tr>
<tr>
<td>e-receiver’s skepticism</td>
<td>26-30</td>
<td>0.78</td>
</tr>
<tr>
<td>e-reservation</td>
<td>31-35</td>
<td>0.82</td>
</tr>
</tbody>
</table>
As it is shown in table 4.2 the consistency of the items or statements used in the constructed questionnaire where the Alpha for the items related to personal factors is 0.84. At the same time it is obvious in the table (Table 4.2.) that the Alpha for e-receiver's prior knowledge 0.80, involvement 0.82, focused search 0.79, e-receiver's social tie 0.85, e-receiver's cognitive personalization 0.84, e-receiver's skepticism 0.78 and e-reservation 0.82 respectively. The results shown that the instrument is internally consistent and reliable for meeting the research objectives.

4.7. Statistical Treatment of Data

When the questionnaires are collected, the data will be tabulated and encoded for analysis using the SPSS package which will provide the relevant findings of the statistical analysis. The statistical test of the Pearson Correlation Coefficient test will be applied to investigate the relationship between independent and dependent variables. The statistical analysis will be done in two phases: a descriptive analysis and then hypothesis testing phase.

4.7.1. Descriptive Statistics

For the purpose of the current study, the descriptive statistics will include the numerical values given to the sample characteristics which will be tabulated and summarized. This tabulation will encompass the percentage, frequency, mean, and standard deviation required for the later analysis and interpretation.
4.7.2. Pearson Correlation Coefficient

Since the research hypotheses are made on interval scale, the appropriate statistical method for testing the proposed hypotheses will be Pearson's Correlation Coefficient to measure the degree of correlation or relationship between the two variables. Table 4.3. shows the hypotheses made for the purpose of the study as well as the statistical method which is applied for testing the hypotheses and finding the relationship between the mentioned variables in the study. The number of the related items in the questionnaire is also given to indicate which variables are related to which items appeared in the survey.

**Table 4.3. The Hypotheses and Statistical Tests to be Used for the Purpose of the Study**

<table>
<thead>
<tr>
<th></th>
<th>Hypothesis statement</th>
<th>Statistical tests to be used</th>
<th>Items related to Questionnaire number</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>H10. There is no significant relationship between e-receiver's prior knowledge and e-reservation of hotel services in Bangkok, Thailand. H1a. There is significant relationship between e-receiver's prior knowledge and e-reservation of hotel services in Bangkok, Thailand.</td>
<td>Pearson Correlation coefficient</td>
<td>1-5</td>
</tr>
<tr>
<td>2</td>
<td>H20. There is no significant relationship between e-receiver's involvement and e-reservation of hotel services in Bangkok, Thailand. H2a. There is significant relationship between e-receiver's involvement and e-reservation of hotel services in Bangkok, Thailand.</td>
<td>Pearson Correlation coefficient</td>
<td>6-10</td>
</tr>
<tr>
<td></td>
<td>Hypothesis</td>
<td>Correlation Coefficient</td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>------------</td>
<td>-------------------------</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>H30. There is no significant relationship between focused search and e-reservation of hotel services in Bangkok, Thailand.</td>
<td>16-20</td>
<td></td>
</tr>
<tr>
<td></td>
<td>H3a. There is significant relationship between focused search and e-reservation of hotel services in Bangkok, Thailand.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>H40. There is no significant relationship between social tie and e-reservation of hotel services in Bangkok, Thailand.</td>
<td>21-25</td>
<td></td>
</tr>
<tr>
<td></td>
<td>H4a. There is significant relationship between social tie and e-reservation of hotel services in Bangkok, Thailand.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>H50. There is no significant relationship between cognitive personalization and e-reservation of hotel services in Bangkok, Thailand.</td>
<td>26-30</td>
<td></td>
</tr>
<tr>
<td></td>
<td>H5a. There is significant relationship between cognitive personalization and e-reservation of hotel services in Bangkok, Thailand.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>H60. There is no significant relationship between e-receiver's skepticism and e-reservation of hotel services in Bangkok, Thailand.</td>
<td>31-35</td>
<td></td>
</tr>
<tr>
<td></td>
<td>H6a. There is significant relationship between e-receiver's skepticism and e-reservation of hotel services in Bangkok, Thailand.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
CHAPTER 5

PRESENTATION OF DATA AND CRITICAL DISCUSSION OF RESULTS

The following chapter is going to display the presentation and analysis of the data and the findings of the research conducted. The current chapter has two major parts. The first section of the chapter is going to summarize the data collected by the questionnaire survey distributed among hotel guests who stayed in hotels in Bangkok from 12 March to 12 of May 2015. The last section of the chapter is dedicated to hypotheses testing of the variables relationship in this study.

5.1. Presentation of Data

The collection of the data went through the procedure introduced in chapter four. The current chapter, therefore, classifies and demonstrates the collected data from quantitative point of view. For sure this analysis will lead to explaining the answers found to each research question.
5.2. Frequency of Distribution of Participants' Demographic Profile

The following sections reflect the statistical analysis of Participants’ demographic profile (N=330). The total number of participants who participated in the study was 360 among whom 330 responded and returned the questionnaire to the researcher and his team member.

Table 5.1 shows the general summary of participants profile collected from people who were willing to participate in the study at Bangkok international Airport, Suvarnabhumi, in Bangkok. The questionnaires distributed among participants. The ethical aspect of research was taken into consideration when the participant were informed of the confidentiality of their personal data and they permitted the researcher to conduct the study and keep the specifications of the data and the information as confidential and released just for research purposes.

5.2.1. Participants' Gender

According to the collected data tabulated in table 5.1, show among 330 respondents, 160 respondents were male which makes more than 48% of the total sample while 170 or more than 51.5% was female respondents.
Table 5.1. Frequency of respondents' Gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid percent</th>
<th>Cumulative percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>160</td>
<td>48.48</td>
<td>48.48</td>
<td>48.48</td>
</tr>
<tr>
<td>Female</td>
<td>170</td>
<td>51.51</td>
<td>51.51</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>330</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>
The existing difference between the two groups of male and female frequency shows more number women who reflect more concern on their sensitivity for being involved with e-reservation. Table 5.1 shows the frequency of respondents' gender. Figure 5.1. also reflects frequency of the male and female participants in the study.
### 5.2.2. Respondents' Age

**Table 5.2. Frequency of Respondents' Age**

<table>
<thead>
<tr>
<th>Age (Years Old)</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>20-25</td>
<td>76</td>
<td>23.03</td>
<td>23.03</td>
<td>23.03</td>
</tr>
<tr>
<td>26-35</td>
<td>79</td>
<td>23.93</td>
<td>23.93</td>
<td>46.96</td>
</tr>
<tr>
<td>36-45</td>
<td>85</td>
<td>25.75</td>
<td>25.75</td>
<td>72.71</td>
</tr>
<tr>
<td>46-55</td>
<td>65</td>
<td>19.69</td>
<td>19.69</td>
<td>92.4</td>
</tr>
<tr>
<td>55-above</td>
<td>25</td>
<td>7.57</td>
<td>7.57</td>
<td>100</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>330</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
<td></td>
</tr>
</tbody>
</table>
Table 5.2 shows the frequency of respondents’ age which reflects the range of age from 20 to more than 55 years old. Among these hotel guests who selected their place of accommodations through e-reservation, 76 participants’ age ranged between 20 - 25. In addition to this, Figure 5.2 also emphasized on the fact that more than 24% of the respondents were between 20-25 of age which is a reflection of the fact that 24% of the hotel guests are young and are willing to use Internet or e-booking their place of accommodations. The obtained data show that the hotel guests at the age of 35-45 are more frequently using their place of stay through e-booking.
### 5.2.3. Respondents' Nationality

**Table 5.3. Frequency of Respondents' Nationality**

<table>
<thead>
<tr>
<th>Nationality</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid percent</th>
<th>Cumulative percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thai</td>
<td>204</td>
<td>61.81</td>
<td>61.81</td>
<td>61.81</td>
</tr>
<tr>
<td>Non-Thai</td>
<td>126</td>
<td>38.18</td>
<td>38.18</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>330</td>
<td>100</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>
Based on the collected information, Table 5.3 shows the nationality of people who returned the questionnaires to the researcher. Almost 204 people came to be Thai hotel guests who were willing to use e-reservation system through Internet. It is also true that 126 people came to use hotel e-reservation with different nationalities. The data represented in figure 5.3 show more than 60% of the respondents were Thais. This reflects the fact that Thais are more interested to use the e-reservation for booking the hotel for various purposes and are more loyal to their certain place of accommodations. In addition to this, almost 38% of the respondents were from other nationalities who were tourists or expats who live in Bangkok and found the e-reservation essential to their comfort and trust.

The data collected also reflect that 106 people were in the hotels in Bangkok for the first time. It means it was their first experience with this selected hotel in Bangkok. Therefore, 224 of the 330 respondents were hotel guests who show more willingness for e-reserving their stay in Bangkok.
for at least twice or more than three or more times through Internet. In fact, they show more loyalty to the selected hotels in the study.

5.2.4. Respondents' frequency of Number of Hotel Guests who uses internet and websites reviews or comments for finding information

Table 5.4. Frequency of the number of hotel guests who use Internet and website reviews and comments for obtaining information about their hotel in Bangkok.

<table>
<thead>
<tr>
<th>First time using e-reservation in Bangkok. (first time traveling in Bangkok)</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid percent</th>
<th>Cumulative percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>224</td>
<td>68.87</td>
<td>68.87</td>
<td>68.87</td>
</tr>
<tr>
<td>NO</td>
<td>106</td>
<td>32.12</td>
<td>32.12</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>330</td>
<td>100</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

Figure 5.4 also emphasized the fact that almost 68 % of the customers or hotel guests who uses internet and website reviews and comments for obtaining information about their hotel in Bangkok.
Bangkok. Moreover, it shows more than 32 % of the respondents used e-reservation through Internet but they didn't use the reviews and comments. This percentage shows that 68% of the hotel guests are more concerned about knowing the hotels where they find the service and quality more satisfactory based on their expectation formed by reading the reviews.

In addition to this, table 5.4 shows the frequency of the hotel guests who use Internet and website reviews and comments for obtaining information about their hotel in Bangkok. According to the displayed data, 68% of the guest use the Internet and website reviews for choosing their accommodations. As it is shown in Figure 5.4 almost 32 % of the hotel guests used other ways of obtaining information.
Figure 5.4. Frequency of the Number of Hotel Guests who Use Internet and website reviews and comments for Obtaining Information about Their Hotel in Bangkok.

**Frequency**

![Pie chart showing frequency of hotel guest use of internet reviews and comments.]

- Yes: 68%
- No: 32%
### 5.2.5. Respondents' Number of Times Using Internet or Social media for e-reservation

Table 5.5. Frequency of Number of Times Using Internet or Social media in a Year for e-reservation

<table>
<thead>
<tr>
<th>Number of times using Internet &amp; social media in a year for e-reservation</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid percent</th>
<th>Cumulative percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-2 times a year</td>
<td>58</td>
<td>17.57</td>
<td>17.57</td>
<td>17.57</td>
</tr>
<tr>
<td>4-6 times a year</td>
<td>102</td>
<td>30.90</td>
<td>30.90</td>
<td>48.47</td>
</tr>
<tr>
<td>7-8 times a year</td>
<td>120</td>
<td>36.36</td>
<td>36.36</td>
<td>84.83</td>
</tr>
<tr>
<td>9-10 times a year</td>
<td>50</td>
<td>15.15</td>
<td>15.15</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>330</td>
<td>100</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Among 330 respondents 58 mentioned that they usually use Internet or social media for hotel reservation just 1-2 times in a year. This means they are not frequent hotel guests in terms of using online reservation.
As it is shown in Figure 5.5, almost 29% of these respondents usually go to their favorite spa centers in Bangkok.

According to the data displayed in Figure 5.5, less tendency among 17% of respondents to use e-reservation in a year. Besides, the data indicated that majority of the hotel guests or more than 36% of the them belong to the people who are interested to use e-reservation more frequently than other people. In addition to this, there are certain respondents who are willing to use e-reservation more than 10 times a year. This means almost 15% or about 50 people are more likely to spend their time searching, reading or listening to e-WOM and reserving their hotels in a year.
5.2.6. How respondents get to know about hotel in Bangkok

Table 5.6. Show the frequency of how respondents get to know about hotel in Bangkok

<table>
<thead>
<tr>
<th>Ways</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>By usual advertising</td>
<td>84</td>
<td>26.6</td>
<td>26.6</td>
<td>26.6</td>
</tr>
<tr>
<td>From a travel agency or catalog</td>
<td>69</td>
<td>20.90</td>
<td>20.90</td>
<td>47.50</td>
</tr>
<tr>
<td>From hotel website</td>
<td>61</td>
<td>18.48</td>
<td>18.48</td>
<td>65.98</td>
</tr>
<tr>
<td>e-Word of mouth (i.e. e-reviews, and comments, etc.)</td>
<td>92</td>
<td>27.87</td>
<td>27.87</td>
<td>93.85</td>
</tr>
<tr>
<td>Others</td>
<td>24</td>
<td>7.27</td>
<td>7.27</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>330</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

As it is indicated in tables 5.6 almost 26.6 % of the respondents knew about the hotels through advertising while 20% of them have learnt about the hotel through travel agency or catalog and brochure. Electronic-Word of Mouth is another means of knowing about the hotels which reflect almost 27.87% of the hotel guests in the study got to know about the hotels by friends and relatives on social media or e-reviews and e-comments who spoke of the privileges of the hotels. Almost 18% of the respondents learned about the hotels through Internet and surfing the World Wide Web to know about their favorite type of place of stay in Bangkok. Finally, almost 7 % knew about other means of communication about the hotels for instance the walk in customers because they found it convenient in their neighborhood or upon their arrival in Bangkok.
Figure 5.6. The Frequency of How Respondents Get to Know about Hotel in Bangkok

**Frequency**

- By usual advertising: 7%
- From a travel agency or catalog: 25%
- From hotel website: 28%
- Word of mouth: 21%
- Other: 19%
5.2.7. Respondents’ Purposes for Visiting Bangkok

Table 5.7. Frequency of the Purpose of Visiting Bangkok

<table>
<thead>
<tr>
<th>Purpose of visit</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid percent</th>
<th>Cumulative percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>For medical reasons</td>
<td>72</td>
<td>21.81</td>
<td>21.81</td>
<td>21.81</td>
</tr>
<tr>
<td>to visit my friends and</td>
<td>48</td>
<td>14.54</td>
<td>14.54</td>
<td>36.35</td>
</tr>
<tr>
<td>have fun</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>to have Relaxation</td>
<td>80</td>
<td>24.24</td>
<td>24.24</td>
<td>60.59</td>
</tr>
<tr>
<td>For business and work</td>
<td>96</td>
<td>29.09</td>
<td>29.09</td>
<td>89.68</td>
</tr>
<tr>
<td>Others</td>
<td>34</td>
<td>10.30</td>
<td>10.30</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>330</td>
<td>100</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

Respondents who were using the services in their favorite hotels had various purposes in their mind while they visited Bangkok. Table 5.7 shows various purposes of the hotel guests who resided in their hotels in Bangkok. According the displayed data, 72 people out of 330 came to Bangkok for medical purposes. Figure 5.7 also demonstrated that 21.81% of these respondents are coming to Bangkok for medical purposes. In addition to this, 38 of these people went to their hotels for staying in Bangkok for visiting friends and having fun together. Figure 5.7 also shows almost 14.54% of the people were willing to visit Bangkok for having fun and enjoy themselves.
and visiting friends. Moreover, 80 of the hotel guests used the services for having relaxation. It means almost 24% of the hotel guests visited Bangkok for relaxation. The table shows 96 people visited Bangkok for business and work. Table 5.7 shows almost 34 people or about 10% of these visitors have had other purposes in their minds.

**Figure 5.7. Frequency of the Purpose of Visiting Bangkok**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>120</th>
<th>100</th>
<th>80</th>
<th>60</th>
<th>40</th>
<th>20</th>
<th>0</th>
</tr>
</thead>
<tbody>
<tr>
<td>For medical reasons</td>
<td>to visit my friends and have fun</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>to have relaxation</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>For business and work</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Others</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**5.2.8. Respondents' income**

The monthly income of every individual is an inevitable factor which will let every person have different choices to choose the type of accommodation and services he or she would desire to have. The respondents in the study have different monthly income ranges starting from 10,000 Baht to more than 100,000 Baht. As it is clear in Table 5.8, about 21% of the respondents monthly income is between 10,000-15,000 Baht per month. Moreover, 14.54% had the monthly
income between 16,000-20,000 Baht per month. The highest frequency 32.12 % belonged to respondents whose monthly income ranged between 41,000-60,000 Baht per month which reflects more possibility for the people with such salary to travel and used hotel services in the right condition. The least frequent respondents belonged to those who had the income range above 100,000 Baht which is 3%.

Table 5.8. Frequency of the Hotel Guests' Monthly Income

<table>
<thead>
<tr>
<th>Income in Baht</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid percent</th>
<th>Cumulative percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>10,000-15,000</td>
<td>72</td>
<td>21.81</td>
<td>21.81</td>
<td>21.81</td>
</tr>
<tr>
<td>16,000-20,000</td>
<td>48</td>
<td>14.54</td>
<td>14.54</td>
<td>36.35</td>
</tr>
<tr>
<td>21,000-40,000</td>
<td>80</td>
<td>24.24</td>
<td>24.24</td>
<td>60.59</td>
</tr>
<tr>
<td>41,000-60,000</td>
<td>106</td>
<td>32.12</td>
<td>32.12</td>
<td>92.71</td>
</tr>
<tr>
<td>61,000-100,000 Baht</td>
<td>14</td>
<td>4.24</td>
<td>4.24</td>
<td>96.95</td>
</tr>
<tr>
<td>Above 100000</td>
<td>10</td>
<td>3.03</td>
<td>3.03</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>330</td>
<td>100</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

The clear presentation of the hotel guest's income is shown in Figure 5.8.
5.2.9. Respondents' Occupations

The frequency presentation in table 5.9. shows the percentage of hotel guests' occupations participated in the study. More than 30% of the participants belong to the academic sectors such as teaching and studying whose monthly income and job levels showed a kind of limitation in spending for their trip and accommodations. Businessmen on the other hand were 24% of the whole sampling who came for the purpose of business to Bangkok. More than 15% of the participant were housewives who accompanied their families and kids to this trip. Next is the Administrative and office workers who formed more than 18% of the participants in the current study. More than 9% of the participants are retired people group who were spending their holidays in Bangkok during this study. The last group is 3% of the participants who didn't have
specific job mentioned as freelance journalists and translators in the study. Figure 5.9 shows the graphic representation of the data in this part.

**Table 5.9. Frequency of the Hotel Guests' Occupations**

<table>
<thead>
<tr>
<th>Jobs</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid percent</th>
<th>Cumulative percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic (teacher or students...)</td>
<td>100</td>
<td>30.30</td>
<td>30.30</td>
<td>30.30</td>
</tr>
<tr>
<td>Business owner</td>
<td>80</td>
<td>24.24</td>
<td>24.24</td>
<td>54.54</td>
</tr>
<tr>
<td>Housewife</td>
<td>50</td>
<td>15.15</td>
<td>15.15</td>
<td>69.69</td>
</tr>
<tr>
<td>Office or administrative</td>
<td>60</td>
<td>18.18</td>
<td>18.18</td>
<td>87.87</td>
</tr>
<tr>
<td>Retired</td>
<td>30</td>
<td>9.09</td>
<td>9.09</td>
<td>96.96</td>
</tr>
<tr>
<td>others</td>
<td>10</td>
<td>3.03</td>
<td>3.03</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>330</td>
<td>100</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>
5.3. Descriptive Statistics of Independent Variables

According to table 5.10 shows the distribution of the respondent's data reflecting the mean and st. deviation of the data for independent variables. The calculated mean score 4.63 illustrates that the hotel guests have enough knowledge about the hotel's services. The mean of 4.50 shows that the hotel guests have preference to e-reserve the hotel whose information matches with their prior knowledge about the hotel. The hotel guests participated in the study expressed their tendency that their knowledge will make them e-reserve the hotel or a brand of hotel when the mean score is showing 4.93. In addition to this, the hotel guests expressed their trust their knowledge about the hotel when they see other have the knowledge or experience with the mean score of 5.00. They were also happy with the e-WOM which impulse e-reservation of their hotel in line with their knowledge. This is confirmed with mean 4.721. The next section
in the table shows the hotel guests' involvement. The mean 4.91 shows the hotel guests were happy to spend time about e-reservation of their hotels and they believe their time is not wasted. The mean of 4.69 shows that the guests or e-receivers were happy for being involved in choosing the best possible hotel room through e-reservation. This is reflected by the mean score of 4.68. The mean 4.94 shows that e-receivers enjoy checking e- WOM on their intended hotel services. Moreover, the e-receivers would like to join the users' club of the hotel they selected by showing the mean score of 4.85. The mean score showing 4.82 shows that the e-receivers try to get to know the pros and cons of each hotel before their trips.

The next section shows the e-receivers focused search when using the e-reservation. The mean of 4.90 shows that the e-receivers knew what they searched for when they decided to travel to Bangkok. More than this, the mean score 4.95 shows that the e-receivers focused on the special types of hotels when they traveled to Bangkok. The e-receivers of e-WOM focused their search just on positive e-WOM by showing the mean of 4.84. Besides, the mean score of 5.00 indicates that the e-receivers focused search for hotel was limited to the time they spent learning on the hotel and its services. The mean score of 4.98 shows that e-receivers prefer online communities and focus their search on qualities and hotels they suggested them.

The social tie factors of e-receivers was reflecting that when the e-receivers e-reserved the room they received the suggestion with whom they are socially close ties. The mean score of 5.00 confirms the close social relation. In addition to this, the mean score of 4.79 shows that the e-receivers click most probably for e-reservation when they see their family members expressed positive e-WOM on the hotel. Furthermore, the mean score of 4.95 indicates that the e-receivers for sure click to reserve the hotel room when their parent or wives express their positive opinions on the hotel.
Table 5.10. The Distribution of the Participants' Data Reflecting the Mean and Standard deviation.

<table>
<thead>
<tr>
<th>Statements</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Mean</th>
<th>Standard Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. e-Receiver’s Prior knowledge</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. I e-reserve (online booking) the hotel since I have enough experience about 4-5 stars hotel's services.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>4.63</td>
<td>0.610</td>
</tr>
<tr>
<td>2. I prefer to e-reserve (online booking) the hotel whose information matches with my prior experience about 4-5 stars hotels.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>4.50</td>
<td>0.709</td>
</tr>
<tr>
<td>3. My prior experience will make me e-reserve (online booking) the hotel or 4-5 stars brand hotels.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>4.93</td>
<td>0.330</td>
</tr>
<tr>
<td>4. I trust my experience about 4-5 stars hotels when I see others have the same experience as mine.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>5.00</td>
<td>0.000</td>
</tr>
<tr>
<td>5. The e-WOM (online reviews and comments) which impulse e-reservation (online booking) of my hotel is in line with my prior experience.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>4.721</td>
<td>0.624</td>
</tr>
<tr>
<td>B. e-receiver's Involvement</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. Time spent learning about the hotel e-reservation (online booking) is time well spent.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>4.91</td>
<td>0.287</td>
</tr>
<tr>
<td>7. Being involved in choosing the best possible 4-5 stars hotel room makes me happy.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>4.69</td>
<td>0.621</td>
</tr>
<tr>
<td>8. I enjoy checking e-WOM (online reviews and comments) on my intended hotel e-reservation(online booking).</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>4.94</td>
<td>0.234</td>
</tr>
<tr>
<td>9. I would like to join the users' club of 4-5 stars hotel.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>4.85</td>
<td>0.412</td>
</tr>
<tr>
<td>10. I try to get to know the pros and cons of each stars hotel before my trip.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>4.81</td>
<td>0.449</td>
</tr>
</tbody>
</table>
Table 5.10 shows the Distribution of the Participants' Data Reflecting the Mean and Standard deviation.

<table>
<thead>
<tr>
<th>Statements</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Mean</th>
<th>Standard Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>C. e-receiver’s focused search</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11. I know what I search in terms of 4-5 stars hotels when I decide to travel to Bangkok.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>4.90</td>
<td>0.305</td>
</tr>
<tr>
<td>12. I focused on the special type of 4-5 stars hotels when I travel to Bangkok.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>4.95</td>
<td>0.208</td>
</tr>
<tr>
<td>13. I focus my search just on positive e-WOM (positive online reviews and comments).</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>484</td>
<td>0.368</td>
</tr>
<tr>
<td>14. My focused search for 4-5 stars hotel was limited to the time I spent learning on hotel e-reservation (online booking) services.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>5.00</td>
<td>0.000</td>
</tr>
<tr>
<td>15. I prefer online communities and focus my search on qualities of 4-5 stars hotels they suggest me.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>4.98</td>
<td>0.149</td>
</tr>
<tr>
<td><strong>D. e-receiver’s social tie</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16. I e-reserve (online booking) the hotel room and its e-reservation when my socially close friends suggest me.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>5.00</td>
<td>0.000</td>
</tr>
<tr>
<td>17. I click most probably for e-reservation (online booking) when I see my family members express positive e-WOM (online reviews and comments) on the 4-5 stars hotels.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>4.79</td>
<td>0.405</td>
</tr>
<tr>
<td>18. I surely click to reserve the hotel room when my parents or wife express their positive opinions on the hotel.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>4.95</td>
<td>0.215</td>
</tr>
<tr>
<td>19. I’m mostly affected to reserve the hotel when I read the reviews written by people I know about 4-5 stars hotels.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>4.95</td>
<td>0.215</td>
</tr>
<tr>
<td>20. The closer I have socially relation with people, the more probable it will be for me to reserve the 4-5 stars hotel they introduce to me.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>4.95</td>
<td>0.215</td>
</tr>
</tbody>
</table>

The mean score of 4.95 shows that the e-receivers are mostly affected to reserve the hotel when they read the reviews written by people who are familiar with. It illustrates the fact that when they receive positive e-WOM they find it quite reliable and go for confirming their e-reservation. Beside the obtained data, the mean score of 4.95 is an indication of the fact that when the e-receivers have been socially connected, the more probable it will be for them to reserve the hotel they were introduced to.
Table 5.10 shows the Distribution of the Participants' Data Reflecting the Mean and Standard deviation.

<table>
<thead>
<tr>
<th>Statements</th>
<th>Mean</th>
<th>St. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>e. Receiver’s cognitive personalization</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>21. When I received more personalized e-WOM (online reviews and comments) of 4-5 stars hotel, I feel positive to respond to it.</td>
<td>4.71</td>
<td>.0456</td>
</tr>
<tr>
<td>22. I'm willing to reserve the 4-5 stars hotel which is more relevant to my needs and wants.</td>
<td>4.70</td>
<td>.520</td>
</tr>
<tr>
<td>23. I reserve the hotel room whose e-WOM (online reviews and comments) are matched with my major preferences.</td>
<td>4.54</td>
<td>.646</td>
</tr>
<tr>
<td>24. I most probably reserve the rooms in a hotel where my personal likes and preferences are taken into account.</td>
<td>4.80</td>
<td>.503</td>
</tr>
<tr>
<td>25. I’m very responsive to the e-WOM (online reviews and comments) on a hotel when I see my needs are reflected in their comments or reviews.</td>
<td>4.67</td>
<td>.517</td>
</tr>
</tbody>
</table>

Table 5.10. in section E reflects the e-receivers' cognitive personalization in which it is reflected how personalization of the message or e-WOM can be a factor to impact the e-reservation. Therefore, the distribution of the mean reflects that when the e-receivers received more personalized e-WOM, they feel positive to respond to it (mean score is 4.71). Moreover, the mean score of 4.70 reflect that the e-receivers were more willing to e-reserve the hotel which was more relevant to their needs and wants. The e-receivers were happy to choose and e-reserve the hotel rooms whose e-WOM were matched with their major preferences (mean is 4.54). In addition to this, they would probably e-reserved the rooms in a hotel which took their personal preferences into more consideration (mean is 4.80). At the same time they were more responsive to the e-WOM when they see their need were reflected in their comments and reviews by obtaining the means score of 4.67.
Table 5.10. shows the Distribution of the Participants' Data Reflecting the Mean and Standard deviation.

<table>
<thead>
<tr>
<th>Statements</th>
<th>Mean</th>
<th>Standard Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>F. e-receiver's skepticism</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>26. I disbelieve in the brand and information I get through e-WOM (online reviews and comments).</td>
<td>3.156</td>
<td>1.220</td>
</tr>
<tr>
<td>27. I’m highly skeptical regarding the hotel ads on their websites or reviews and comments made by users.</td>
<td>3.286</td>
<td>1.133</td>
</tr>
<tr>
<td>28. It is so unlikely for me to e-reserve (online booking) the hotel I get through e-WOM (online reviews and comments).</td>
<td>3.758</td>
<td>1.065</td>
</tr>
<tr>
<td>29. I have negative attitude towards the service or products regarding the e-WOM (online reviews and comments) I see on line.</td>
<td>3.758</td>
<td>1.065</td>
</tr>
<tr>
<td>30. I’m less responsive to information I get through e-WOM (online reviews and comments).</td>
<td>3.212</td>
<td>0.956</td>
</tr>
</tbody>
</table>

The e-receivers' skepticism is another factor which reflected the tendency of the hotel guests in determining their place of residence in Bangkok as well as their willingness to e-reserve it for their stay. Therefore, the score mean of 3.156 is a reflection of half decisive to e-reserve their rooms when they disbelieve in the brand and information they get through e-WOM. Thus, they may feel highly skeptical regarding the hotel ads on the hotel websites or reviews made by users. It is reflected by the mean score of 3.286. More than this the mean score of 3.758 reflect that it is so unlikely for the guests to e-reserve the rooms through reading or hearing f-WOM. The mean score of 3.758 and 3.212 show that the respondents were not sure if they have negative attitudes or responses to the information they would get through e-WOM.
Table 5.10. shows the Distribution of the Participants’ Data Reflecting the Mean and Standard deviation.

<table>
<thead>
<tr>
<th>Statements</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Mean</th>
<th>Standard Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>G. e-receiver’s e-reservation of the hotel</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>31. I will consider to reserve the hotel in my trip to Bangkok again.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>5.00</td>
<td>0.000</td>
</tr>
<tr>
<td>32. I will definitely consider e-reserving (online booking) my hotel before I travel to Bangkok.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>4.79</td>
<td>0.405</td>
</tr>
<tr>
<td>33. I would like to e-reserve (online booking) my hotel room because it gives me confidence.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>4.95</td>
<td>0.215</td>
</tr>
<tr>
<td>34. I intend to e-reserve (online booking) my hotel room as soon as I finish reading the e-WOM (online reviews and comments).</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>4.95</td>
<td>0.215</td>
</tr>
<tr>
<td>35. I would e-reserve (online booking) my accommodation in Bangkok in order to save money.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>4.95</td>
<td>0.215</td>
</tr>
</tbody>
</table>

The G part of the questionnaire reflects the e-receiver’s tendency for e-reserving the rooms for their stay in Bangkok. The means score of 5.00 reflect that the e-receivers would prefer again to use e-reservation for their next trip to Bangkok. The mean score of 4.79 shows that majority of the hotel guests would definitely consider e-reserving the hotel before travelling to Bangkok. The high mean score of 4.95 reflect the confidence of the e-receivers in e-reserving their hotel rooms.

There is also more tendency among e-receivers to e-reserve their hotels in Bangkok as soon as they finish reading the e-WOM. Mean score of 4.95 confirms this idea. Finally, majority of e-receivers believe that e-reservation of their hotel room can save them money when they travel to Bangkok when the mean score is 4.95.
5.4. Hypotheses Testing

Following the careful analysis of descriptive data, the hypotheses testing would be calculated.

- Therefore, it is here to demonstrate whether the hypotheses formed for the present study would be confirmed or rejected based on the collected data. It seems necessary to find a research based response for confirmation or reject of the hypotheses but it requires to know the level of significance of the study which is the probability of rejecting null hypothesis when it is true. The significant level determines probability level of 0.05 or 0.01 that is to be considered too low to warrant support of null hypothesis. If the probability of occurrence of the observed data is smaller than the level of significance, then the data suggests the null hypothesis should be rejected (Zikmund, 2003).

The current research has formulated six hypotheses. The Pearson's Correlation Coefficient was used to test the hypotheses.

5.3.1. Hypothesis 1

In the current study the first hypothesis was formed as:

H<sub>0</sub>. There is no significant relationship between e-receiver’s prior knowledge and e-reservation of hotel services in Bangkok, Thailand.

H<sub>a</sub>. There is significant relationship between e-receiver’s prior knowledge and e-reservation of hotel services in Bangkok, Thailand.
As it is obviously shown in Table 5.11, the correlation analysis indicated to be 0.000 which is less than 0.05. Therefore, the null hypothesis is rejected.

The hypothesis is found to be statistically supported as the correlation results indicated that there is a positive relationship between e-receiver's prior knowledge and e-reservation. The coefficient of correlation emphasized that there is positive relationship (0.513) between e-receiver's knowledge and e-reservation of hotel services in Bangkok, Thailand.

Table 5.11. The Correlation Analysis Between e-receiver's Prior Knowledge and e-reservation.

<table>
<thead>
<tr>
<th>Correlations</th>
<th>MeanEPK</th>
<th>MeanER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Correlation</td>
<td>1</td>
<td>.513</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>1</td>
</tr>
<tr>
<td>N</td>
<td>330</td>
<td>330</td>
</tr>
</tbody>
</table>

5.4.2. Hypothesis 2

The second hypothesis was is stated as the following:

H₂₀. There is no significant relationship between e-receiver's involvement and e-reservation of hotel services in Bangkok, Thailand.
H 2a. There is significant relationship between e-receiver's involvement and e-reservation of hotel services in Bangkok, Thailand.

As it is obviously shown in Table 5.12, the correlation analysis indicated to be 0.000 which is less than 0.05. Therefore, the null hypothesis is rejected.

The hypothesis is found to be statistically supported as the correlation results indicated that there is a positive relationship between e-receiver's involvement and e-reservation of hotel services in Bangkok, Thailand. The coefficient of correlation emphasized that there is positive relationship (0.481) between e-receiver's involvement and e-reservation of hotel services in Bangkok, Thailand.

**Table 5.12. The Correlation Analysis e-receiver's Involvement and e-reservation.**

<table>
<thead>
<tr>
<th></th>
<th>MeanERI</th>
<th>MeanER</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Correlations</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MeanERI</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>330</td>
<td>330</td>
</tr>
<tr>
<td>Pearson Correlation</td>
<td>.481</td>
<td></td>
</tr>
<tr>
<td>MeanER</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>330</td>
<td>330</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).**

5.4.3. Hypothesis 3

The third hypothesis was is stated as the following:

**H 30. There is no significant relationship between focused search and e-reservation of hotel Services in Bangkok, Thailand.**
H 3a. There is significant relationship between focused search and e-reservation of hotel Services in Bangkok, Thailand.

As it is obviously shown in Table 5.13, the correlation analysis indicated to be 0.000 which is less than 0.05. Therefore, the null hypothesis is rejected.

The hypothesis is found to be statistically supported as the correlation results indicated that there is a positive relationship (.631) between focused search and e-reservation of hotel services in Bangkok, Thailand.

Table 5.13. The Correlation Analysis Between Focused Search and e-reservation

<table>
<thead>
<tr>
<th></th>
<th>MeanERF</th>
<th>MeanER</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Pearson Correlation</td>
<td>1</td>
</tr>
<tr>
<td>MeanERF</td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
</tr>
<tr>
<td>N</td>
<td>330</td>
<td>330</td>
</tr>
<tr>
<td>MeanER</td>
<td>Pearson Correlation</td>
<td>.631 **</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
</tr>
<tr>
<td>N</td>
<td>330</td>
<td>330</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).

5.4.4. Hypothesis 4

In the current study the fourth hypothesis was formed as:

H 4o. There is no significant relationship between social tie and e-reservation of hotel
services in Bangkok, Thailand.

H 4a. There is significant relationship between social tie and e-reservation of hotel services in Bangkok, Thailand.

As it is obviously shown in Table 5.14, the correlation analysis indicated to be 0.000 which is less than 0.05. Therefore, the null hypothesis is rejected.

The hypothesis is found to be statistically supported as the correlation results indicated that there is a positive relationship (.851) between social tie and e-reservation of hotel services in Bangkok, Thailand.

Table 5.14. the Correlation Analysis Between Social Tie and e-reservation of Hotel Services

<table>
<thead>
<tr>
<th></th>
<th>MeanERST</th>
<th>MeanER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Correlation</td>
<td>1</td>
<td>.851</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td>N</td>
<td>330</td>
<td>330</td>
</tr>
</tbody>
</table>

5.4.5. Hypothesis 5

In the current study the fifth hypothesis was formed as:

H₅ₒ. There is no significant relationship between cognitive personalization and e-reservation
of hotel services in Bangkok, Thailand.

H 5a. There is significant relationship between cognitive personalization and e-reservation of hotel services in Bangkok, Thailand.

As it is obviously shown in Table 5.15, the correlation analysis indicated to be 0.000 which is less than 0.05. Therefore, the null hypothesis is rejected.

The hypothesis is found to be statistically supported as the correlation results indicated that there is a positive relationship (0.853) between cognitive personalization and e-reservation of hotel services in Bangkok, Thailand.

Table 5.15. the Correlation Analysis between Cognitive Personalization and e-reservation of Hotel Services

<table>
<thead>
<tr>
<th>Correlations</th>
<th>MeanERCP</th>
<th>MeanER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Correlation</td>
<td>1</td>
<td>.853**</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>330</td>
<td>330</td>
</tr>
</tbody>
</table>

**Correlation is significant at the 0.01 level (2-tailed).

Hypothesis 6

In the current study the first hypothesis was formed as:

H 60. There is no significant relationship between e-receiver's skepticism and e-reservation of
hotel services in Bangkok, Thailand.

**H6a.** There is significant relationship between e-receiver's skepticism and e-reservation of hotel services in Bangkok, Thailand.

As it is obviously shown in Table 5.16, the correlation analysis indicated to be 0.000 which is less than 0.05. Therefore, the null hypothesis is rejected.

The hypothesis is found to be statistically supported as the correlation results indicated that there is a strong negative relationship (-0.919) between e-receiver's skepticism and e-reservation of hotel services in Bangkok, Thailand. In other words, the negative Pearson's r value, shows that when the degree of skepticism increases (e-receiver's skepticism or ES), the participant's tendency rating (e-reservation) towards the e-reservation decreases. That is to say that when hotel guests have lower degree of skepticism while exposed to e-WOM, their intention towards e-reserving the hotel will be more.

**Table 5.16. the Correlation Analysis Between e-receiver's Skepticism and e-reservation**

<table>
<thead>
<tr>
<th></th>
<th>MeanES</th>
<th>MeanER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Correlation</td>
<td>1</td>
<td>-0.919</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>1</td>
</tr>
<tr>
<td>N</td>
<td>330</td>
<td>330</td>
</tr>
<tr>
<td>Pearson Correlation</td>
<td>-.919</td>
<td>1</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>1</td>
</tr>
<tr>
<td>N</td>
<td>330</td>
<td>330</td>
</tr>
</tbody>
</table>

**Correlation is significant at the 0.01 level (2-tailed).**
SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

The current chapter is focusing to present a short summary of the study, the conclusion with which the research came to the outcome along with recommendations and suggestions for further research for future.

6.1. Summary of findings

The obtained data from 330 respondents who participated in the study shown in table 6.1 reflected.
Table 6.1 shows the Demographic Characteristics of Respondents

<table>
<thead>
<tr>
<th>Demographic characteristics of the sample</th>
<th>Percentage of the respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Gender</td>
<td>Male = 48%  Female = 52%</td>
</tr>
<tr>
<td>2. Age</td>
<td>20-25 = 23%  36-45 = 28%</td>
</tr>
<tr>
<td></td>
<td>26-35 = 23%  46-55 = 19% 55 above = 8%</td>
</tr>
<tr>
<td>3. Nationality</td>
<td>Thai = 62%  Non-Thai = 38%</td>
</tr>
<tr>
<td>4. First time user of e-WOM</td>
<td>Yes = 38%  No = 62%</td>
</tr>
<tr>
<td>5. Frequency of times using Internet for hotel reservation in a year</td>
<td>1-2 times a year = 17%; 4-6 times a year = 31%; 7-8 times a year = 36%; 9-10 times a year = 15%</td>
</tr>
<tr>
<td>6. How did you know about the hotel?</td>
<td>Using Ads. = 21.80%; travel agency = 21%; hotel website = 18%; e-WOM = 28%; others = 7%</td>
</tr>
<tr>
<td>7. Frequency Purpose of visiting Bangkok</td>
<td>Medical = 21%; Friends &amp; fun = 14.5%; Relaxation = 24%; work &amp; business = 29%; others = 10%</td>
</tr>
<tr>
<td>8. Respondents' income</td>
<td>10000-15000 = 21%; 16000-20000 = 14.5%; 21000-40000 = 24%; 41000-60000 = 32%; 61000-100000 = 4%; above 10000 = 3%</td>
</tr>
<tr>
<td>9. Respondents' job</td>
<td>I. Academic = 30%; 2. Business owner = 24%; housewife = 15%; office people = 18%; Retired = 9%; others = 3%</td>
</tr>
</tbody>
</table>

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the fact that more than 5% of respondents were female hotel guests who are willing to use the hotel facilities whereas 48% of them were male. This implies the fact that women are more willing to use the e-WOM for the e-reservation of the hotel than men. The frequency of age in Table 6.1 show that 51% of the respondents are between the age of 25-45 which reflect the fact that younger generation also is showing more enthusiasm for e-WOM for e-reservation whereas 27% of them are between 40—above. This also indicates that older people have less tendencies for using the e-reservation. The obtained data also in table 6.1 show that more than 62% of the respondents were Thai while 38% of them are from non-Thai nationality.

As it is indicated in table 6.1 more than 62% of the respondents were using e-WOM for e-reservation more than once and only 38% of them were using e-reservation through e-WOM for the first time. This shows that most hotel guests are belonging to loyal group of customers who have their own specific reasons for being at their favorite type of hotel.

More than this it is reflected that in a year 17% of the respondents using Internet for hotel reservation in a year 1-2 times while more than 31% of them use Internet 4-6 times a year; moreover, 36 of them use it just 7-8 times per year. Then 15% of them just use Internet 9-10 times per years. The inevitable fact which is implied is that more than 70% of the respondents feel happy to spend their time using Internet and social media reviews and comments for e-reservation of their hotels.

The hotel guest stated that they have their own special reason for coming to their hotel of residence and visit Bangkok various purposes which vary from 21% for medical purposes came to Bangkok, almost 14.5% come to visit friends and spend time with to have fun while 24% love to be there for relaxation and almost 29% prefer Bangkok for Business and work and almost
10% of them have other reason for visiting Bangkok. In addition to this, respondents' income is another demographic factor which consists of 21% of them have income between 10,000-15,000 and 14.5% have 16,000-20,000 Baht per month; more than 24% of them have income between 21,000-40,000 Baht per month. Besides, 32% of them has income of 41,000-60,000 Baht per month. More than this about 4% of them have the income between 61,000-100,000 Baht per month. The last group of them, 3%, have more than 100,000 Baht per month. The last demographic data belong to respondents' job which consists of academic jobs such as students or teachers formed 30% of the respondents. The other occupation which is business and ownership of it has 24% of the respondents. More than 15 % of them are housewives and almost 18% of them is office and administration job whereas 9% of respondents are retired and 3% have other types of jobs.
6.2. Hypotheses Testing Results

After data collection, data tabulation and data analysis of 330 respondents, the hypotheses were put into testing. Table 6.2 shows the summary of such hypotheses testing and its results.

Table 6.2. Summary of Hypotheses Testing Outcomes

<table>
<thead>
<tr>
<th>Hypotheses</th>
<th>Statistical Method used</th>
<th>Result of Hypothesis Testing</th>
<th>Coefficient correlation</th>
</tr>
</thead>
<tbody>
<tr>
<td>$H_{1a}$. There is significant relationship between e-receiver's prior knowledge and e-reservation of hotel services in Bangkok, Thailand.</td>
<td>Pearson’s Correlation coefficient</td>
<td>Reject the $H_{1o}$ Relationship is significant</td>
<td>0.513</td>
</tr>
<tr>
<td>$H_{2a}$. There is significant relationship between e-receiver's involvement and e-reservation of hotel services in Bangkok, Thailand.</td>
<td>Pearson’s Correlation coefficient</td>
<td>Reject the $H_{2o}$ Relationship is significant</td>
<td>0.481</td>
</tr>
<tr>
<td>$H_{3a}$. There is significant relationship between focused search and e-reservation of hotel services in Bangkok, Thailand.</td>
<td>Pearson’s Correlation coefficient</td>
<td>Reject the $H_{3o}$ Relationship is significant</td>
<td>n.631</td>
</tr>
</tbody>
</table>
Hu. There is significant relationship between social tie and e-reservation of hotel services in Bangkok, Thailand.

| Pearson’s Correlation Coefficient | Reject the $H_{40}$ Relationship is significant | 0.851 |

$H_5a$. There is significant relationship between cognitive personalization and e-reservation of hotel services in Bangkok, Thailand.

| Pearson's Correlation Coefficient | Reject the $H_{50}$ Relationship is significant | 0.853 |

$H_6a$. There is significant relationship between e-receiver's skepticism and e-reservation of hotel services in Bangkok, Thailand.

| Pearson's Correlation Coefficient | Reject the $H_{60}$ Relationship is significant | -0.919 |

As it is inferred from table 6.2 all six null hypotheses for the current study are rejected and the study came to this point that there is a relationship between e-receivers' factors and e-reservation of the hotel services in Bangkok. The first hypothesis referred to the relationship between e-receiver's prior knowledge and e-reservation of the hotel services which was confirmed by rejecting the null hypothesis. In addition to this hypothesis two also was rejected and signifies that there is a relationship between e-receiver's involvement and e-reservation of the hotel services in Bangkok. In addition to this, the null hypothesis three which is there is no any relationship between focused search and e-reservation of hotel services in Bangkok, Thailand was rejected. Moreover, the fourth hypothesis proved to be accepted as it shows a significant relationship between social tie and e-reservation of hotel services in Bangkok,
Thailand. After this, the fifth hypothesis came to be accepted to show that there is a significant relationship between cognitive personalization and e-reservation of hotel services in Bangkok, Thailand. The sixth hypothesis also was accepted when it proved that there is a negative correlation between e-receiver's skepticism and e-reservation of hotel services in Bangkok, Thailand. This seems totally true if it is understood that those who have more skepticism has less tendency to e-reserve their place of residence in Bangkok through active involvement with e-WOM in their daily life. It almost reflects a strong correlation for the hypothesis.

6.3. Conclusions

The study came to this conclusion that the existing relationship between the independent variables and dependent variables are positive and the correlation between e-receivers' factors such as prior knowledge and e-reservation of hotel services came to be .513 which indicated the existence of relationship between two variables are positively moderate. This reflects the fact that the study could achieve its first objective which were made to know how e-receivers' factor such as prior knowledge is related to the e-reservation of the hotel services in Bangkok, Thailand. Such a correlation definitely came from expected quality which was formed based on the various means of publicity like advertising, e-word-of-mouth, catalogue and brochures. The moment of truth where the comes to perceive their quality of the offered services and products, demonstrates the degree of existence of relationship between the hotel guests have while were using the services and products. This also reflects the fact that hotel guests or e-receivers’ involvement with e-WOM match with decision they made for e-reserving the hotel services.
Therefore, the data analysis obtained and displayed here illustrate a research based answer for the research questions and reflected that the following objectives of the research were achieved by the study. First objective is to illustrate the relationship between e-receivers' factors of e-WOM and the e-reservation of hotel services in Bangkok and the second objective is to establish the relationship between e-receivers' demographic factors of e-WOM and the e-reservation of hotel services in Bangkok.

6.4. Recommendations

As it was discussed earlier the result of the study showed that the null hypotheses were rejected and it achieved the objectives of the study. The following section is going to provide specific recommendations for various stakeholders.

6.4.1. Recommendations for the Hotel IT Managers

The moderate or somehow strong positive correlation (0.853) between hotel guests' cognitive personalization and e-reservation implied certain important points. The guests of the hotel who returned the questionnaires mostly confessed that they are satisfied with the total IT service which emphasized on personalization of the communication in which the guest or e-receivers are addressed by personal name and personal needs which are addressed in such communication and marketing strategies taken by marketing managers. Moreover, the e-receivers' search focused would be on certain types of hotel services which are taken into consideration while try to put hotel and its related services in search which is focused on those favorites search words done by e-receivers in his or her search by reflecting a strong relationship between focused research and e-reservation of the hotel services (0. 631) where a positive correlation was found. On the other
hand, the social connection or tie would make it necessary for these managers to think of innovative strategies for establishing and promoting more social tie between or among their guests who are willing to be on line for connecting and receiving the required information with regard to their perspective services and products. Finally, it will have more implications if the IT managers know how to deal with the skepticism of their on line customers (-0. 919) and try to shift such attitude to some more socially connection made by various social medias.

6.4.2. Recommendations Marketing Managers

The obtained data and the analysis of the results showed that the rather moderate existing correlation (0.513) between e-receivers' prior knowledge and e-reservation of the hotel services. This moderate correlation is an indication of the requirement for the guests and customers to have more positive reflection of the hotel marketing promotions and research for developing such positive prior knowledge by the help of various travel agencies to give a clear image and brand while the come of with certain information and upload it on their websites to reflection the truth about what services hotel can offer to have the loyalty of customers which is an indication of more requirements and obligations on the marketing managers. The collected data specified that the majority of the e-receivers (62%) are from Thai nationality who have learned more about the hotel and its services and quality products from advertising by brochures and catalog which are regarded mostly as the traditional means of attracting customers. Secondly, e-Word of Mouth is known as the effective means of attracting customers. In new technological era, especially in Bangkok as a major tourist destination in ASEAN and the world, people especially nationality are enjoying various services of Internet and other social networks, there is a great necessity for e-marketing and expansion of modern electronic Word of Mouth strategies to
reflect more about various types of hotels and their services and benefits for not only native Thais but also for more international tourists (38%) to enjoy their quality services. Therefore, it is highly recommended to apply more modern approaches and marketing strategies for better reflection of services and offers. The marketing managers, therefore, recommended to provide more modern e-WOM strategies on their websites, social networks and online reviews to attract more customers for such services and enhance expected experience with more conformity with actual services and perceived quality of the services offered. This certainly will contribute to stronger establishment of brand image and more coordination between the Thai hotel brand and the types of actual services and entity offered for the customers on large scope in on line advertising.

6.5. Suggestions for Further Research

The study conducted in here focused on just certain factors such as e-receivers' prior knowledge, e-receiver's involvement, e-receivers' focused search, e-receivers' social tie, cognitive personalization as well as e-receiver's skepticism and their relation with e-reservation of the hotel services; therefore, it still seems essential to do researches on some other factors as well.

Therefore it is could ideal to list the following suggestions for future research:

6.5.1. Developing e-WOM Strategies for Enhancing Loyalty of Customers

It is suggested that more practical aspects and issues are taken into consideration in future research for applying strategies for the development of electronic Word of Mouth in hotel
marketing in the new era of technology; thus more research can focus on "the feasibility of electronic Word of Mouth strategies" in attracting more online users of hospitality services.

63.2. Developing more Forecasting techniques for measuring and Adjusting demands for e-receivers of e-WOM

This will require more research on the financial side of e-reservation of the hotel services. It will require more empirical studies to have more electronic capacity for better services in e-transfer and its enhancement of security which will be more feasible for various people with different income levels. This area of research interest will contribute to the reputation of Thai e-reservation potentials to remain in the competitive market of South East Asia. Therefore, it is believed that if certain measures are taken into consideration for adjusting the demand and the number of hotel guests by creating more e-involvement for e-reservation of hotels in Bangkok by increasing more expectation in both quality and quantity. Therefore, further research could be possible for feasible and practical use of "How can forecasting techniques development contribute hotel services for adjusting more balanced demand and supply in ASEAN market".


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http u do org 10.1108/0265133010960807


APPENDIX
Questionnaire

EFFECT of e-WOM FACTORS TOWARDS e-RESERVATION: A CASE STUDY ON e-RECVERS OF 4 AND 5 STARS HOTEL SERVICES IN BANGKOK

This academic research is conducted as a partial requirement for the completion of my Master Degree. Your response would be very useful for the research and please be noted that your personal information will be used for research purpose only and strictly confidential. I would like to thank you for your good cooperation and time in answering. Please mark in the boxes accordingly.

Thank you very much indeed.

SCREENING QUESTIONS

DIRECTION: If your answers to these questions are YES, PLEASE tick (✓) the choice which matches your opinion. If your answer is negative or NO, please return it to our colleague. Thank you.

1. Did you use online reservation for booking your hotel in Bangkok in your trip.

   _____ YES    _____ NO

2. Are a member of any these social Medias?

   _YES _   NO _ Please, tick or circle ones you use.

   a. Facebook   b. Twitter   c. Line   d. Linkedin   e. Google+

3. Do you use hotel websites or hotel reviews or online advices such as Trip Advisor?

   _tripadvisor_ YES _   NO _

IF YOUR ANSWERS ARE YES, Please, GO TO THE NEXT PAGE

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Part 1. General demographic Questions

1. Gender: Male  Female ___

2. What is your nationality?

   Thai ___  Non-Thai ___


4. Is this your first time visiting Thailand?

   YES ___  NO ___

5. Do you use the Internet and websites’ reviews, comments as well as social media such as Face-book, Twitter, linked in for obtaining information about your favorite hotel for your stay?

   YES ___  NO ___

6. How often do you use information on the Internet or social media for your hotel reservation?

   1- 2 times a year
   4- 6 times a year
   7- 8 times a year
   ___ 8- 10 times a year

7. How did you get to know about the hotel you reserved in Bangkok?

   By usual advertising [ ]  From a travel agency or catalog [ ] By searching the Internet [ ]
   By e-Word of Mouth [ ]  By using hotel websites [ ] Other: ................
9. What did you come to Bangkok for?

[ ] For medical reasons  [ ] to visit my friends and have fun  [ ] to have Relaxation
[ ] For Business and work   [ ] Other...

10. My income per month is .................................................... Baht

16,000 - 20,000

21,000 - 40,000

41,000 - 60,000

61,000 - 100,000

above 100,000

11. My occupation is ........................................................................

1. Academic (teacher or student)  ....2. Business owner  ....3. Housewife ....

4. Office or administrative worker  ....5. Retired  ....6. Other ............
Part II. Please tick (✓) the choice which is mostly your preference in the box provided.

<table>
<thead>
<tr>
<th>Statements</th>
<th>Strongly disagree</th>
<th>disagree</th>
<th>Neither agree nor disagree</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. e-Receiver’s Prior knowledge</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. I e-reserve (online booking) the hotel since I have enough experience about 4-5 stars hotel’s services.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>2. I prefer to e-reserve (online booking) the hotel whose information matches with my prior experience about 4-5 stars hotels.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>3. My prior experience make me e-reserve (online booking) the hotel or 4-5 stars brand hotels.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>4. I trust my experience about 4-5 stars hotels when I see others have the same experience as mine.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>5. The e-WOM (online reviews and comments) which impulse e-reservation (online booking) of my hotel is in line with my prior experience.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>B. e-receiver’s Involvement</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>6. Time spent learning about the hotel e-reservation (online booking) is time well spent.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>7. Being involved in choosing the best possible 4-5 stars hotel room makes me happy.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>8. I enjoy checking e-WOM (online reviews and comments) on my intended hotel e-reservation (online booking).</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>9. I would like to join the users’ club of 4-5 stars hotel.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>10. I try to get to know the pros and cons of each stars hotel before my trip.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Statements</td>
<td>Strongly disagree</td>
<td>Disagree</td>
<td>Neither agree nor disagree</td>
<td>Agree</td>
<td>Strongly agree</td>
</tr>
<tr>
<td>---------------------------------------------------------------------------</td>
<td>-------------------</td>
<td>----------</td>
<td>---------------------------</td>
<td>-------</td>
<td>----------------</td>
</tr>
<tr>
<td>C. e-receiver’s focused search</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11. I know what I search in terms of 4-5 stars hotels when I decide to travel to Bangkok.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>12. I focused on the special type of 4-5 stars hotels when I travel to Bangkok.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>13. I focus my search just on positive e-WOM (positive online reviews and comments).</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>14. My focused search for 4-5 stars hotel was limited to the time I spent learning on hotel e-reservation (online booking) services.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>15. I prefer online communities and focus my search on qualities of 4-5 stars hotels they suggest me.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>D. e-receiver’s social tie</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16. I e-reserve (online booking) the hotel room and its e-reservation when my socially close friends suggest me.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>17. I click most probably for e-reservation (online booking) when I see my family members express positive e-WOM (online reviews and comments) on the 4-5 stars hotels.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>18. I surely click to reserve the hotel room when my parents or wife express their positive opinions on the hotel.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>19. I’m mostly affected to reserve the hotel when I read the reviews written by people I know about 4-5 stars hotels.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>20. The closer I have socially relation with people, the more probable it will be for me to reserve the 4-5 stars hotel they introduce to me.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Statements</td>
<td>Strongly disagree 1</td>
<td>disagree 2</td>
<td>Neither agree nor disagree 3</td>
<td>Agree 4</td>
<td>Strongly agree 5</td>
</tr>
<tr>
<td>---------------------------------------------------------------------------</td>
<td>----------------------</td>
<td>------------</td>
<td>-----------------------------</td>
<td>---------</td>
<td>------------------</td>
</tr>
<tr>
<td><strong>e-Receiver's cognitive personalization</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>21. When I received more personalized e-WOM (online reviews and comments) of 4-5 stars hotel, I feel positive to respond to it.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>22. I'm willing to reserve the 4-5 stars hotel which is more relevant to my needs and wants.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>23. I reserve the hotel room whose e-WOM (online reviews and comments) are matched with my major preferences.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>24. I most probably reserve the rooms in a hotel where my personal likes and preferences are taken into account.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>25. I'm very responsive to the e-WOM (online reviews and comments) on a hotel when I see my needs are reflected in their comments or reviews.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td><strong>F. e-receiver's skepticism</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>26. I disbelieve in the brand and information I get through e-WOM (online reviews and comments).</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>27. I'm highly skeptical regarding the hotel ads on their websites or reviews and comments made by users.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>28. It is so unlikely for me to e-reserve (online booking) the hotel I get through e-WOM (online reviews and comments).</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>29. I have negative attitude towards the service or products regarding the e-WOM (online reviews and comments) I see on line.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>30. I'm less responsive to information I get through e-WOM (online reviews and comments).</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>
### Statements

<table>
<thead>
<tr>
<th>Statements</th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Neither agree nor disagree</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>31. I will consider to reserve the hotel in my trip to Bangkok again.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>32. I will definitely consider e-reserving (online booking) my hotel before I travel to Bangkok.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>33. I would like to e-reserve (online booking) my hotel room because it gives me confidence.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>34. I intend to e-reserve (online booking) my hotel room as soon as I finish reading the e-WOM (online reviews and comments).</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>35. I would e-reserve (online booking) my accommodation in Bangkok in order to save money.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>