ABSTRACT

This research aims to study the social media factors which affect the online purchase intention of tourist product and service due to the change of consumer behaviors in the new era of digitalization with unlimited internet access anywhere. The digitalization and social media applications influence in the many areas including tourism in Thailand.

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

This study is based on non-probability convenience sampling where the data were collected and gathered from 400 respondents in five keys selected tourist destinations in Bangkok. To gather the data, the research prepared the self-administrated five-point Likert Scale questionnaire. To analyze the data in detail, the researcher used both descriptive and inferential analyses.

The result shows that all of the independent variables have a positive definition of relationship with the dependent variables. The independent variables of the use of social media; social identity; altruism; telepresence; e-word-of-mouth; advertising; ease of use; and usefulness have moderately significant level in the relationship with online purchase intention; moreover, it shows that trust is the only factor which has the strong significant level in the relationship with online purchase intention of tourism product and service in Bangkok, Thailand.

The findings of this study will help the tourist product and service providers and entrepreneur to better understand the change in consumer behavior that use social media as the main tool for searching travel information and making the online booking and purchase and to understand which key social media factors affect online purchase intention in order to improve their product and service quality in order to provide the online users’ satisfaction, to maximize the profit of their online business, and to grow the online tourist product and service business as planned and targeted objectives of achievement efficiently and effectively.