



The Impact of the Video Clip "Amazing Thailand" on Transportation,  
Place Image and Place Familiarity in Tourism: A Study on  
International University Students in Bangkok

Mr. Navapol Arnuparb

A Thesis Submitted in Partial Fulfillment of the Requirements  
for the Degree of Master of Business Administration in Marketing

Graduate School of Business

Assumption University

Academic Year 2013

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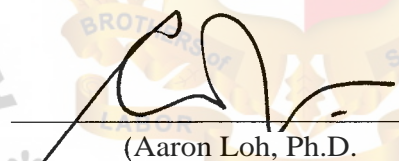
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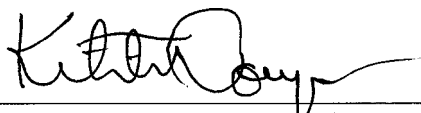
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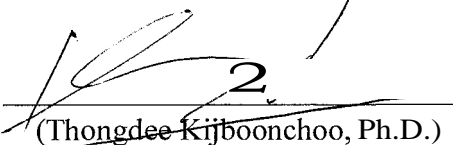
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## ABSTRACT

Since 2008, the Creative Economy concept has been highlighted by The United Nations Conference on Trade and Development as a concept of using culture as an asset to improve the economy through creating jobs and tourism. Thailand has also used the concept but the emphasis only on film-induced tourism; hardly focuses on the commercial. Therefore, this research aims to realign to study commercial-induced tourism using a minute-long clip that directly advertises Thailand on the Internet. The nationality, gender and level of education are always the main focus in marketing film topics by measuring the emotional and logical engagement in the transportation scale. The study then carries on to see if the transportation level could evaluate successfully the initial place image and cognitive place familiarity of viewers as a measure of the effectiveness of the commercial.

Unlike a film, the 436 returned questionnaires in this research indicated that students from international universities in Bangkok who had watched the Amazing Thailand commercial clip from YouTube for first time highlighted that there was no difference in term of nationality, education and gender when they were tested by transportation level. Also the findings showed there were relationship between transportation level and cognitive place image as well as between transportation level and initial place familiarity. The findings also indicated that the commercial clip can only provide an image and awareness of Thailand, but cannot make the audiences feel familiarity with Thailand within one minute viewing. The results also provide a possible research since the findings explained that only watching the commercial is not enough to make a person decide to visit the proposed country. Therefore, the future research should consider the next strategy as a follow up and reinforce viewers in their interest to come to visit Thailand.

## Acknowledgements

After a long and difficult journey to finish this research, I would like to thank myself: my body and my soul had fought to keep me alive during several tragedies completing such as a car accident, a major depression and the diagnosis of a genetic disorder, I want to express my deep gratitude to my mother and brother who had always put up with me when I was angry with those unfortunate episodes

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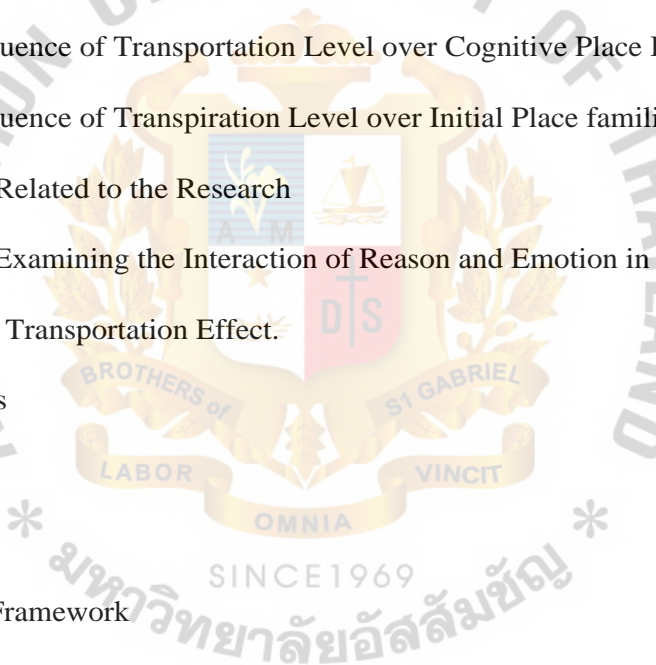
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## Chapter I

### Generalities of the Study

In this chapter, eight sections are introduced. The first section is an introduction to the study. The second section discusses the statement of the problem. The third section describes four research objectives. The fourth section concerns the scope of this research. The fifth section indicates the limitation while the sixth presents the research scope of this research. Then, the seventh section presents the definitions of terminology in terms of their implications in this study. Finally, abbreviations used in this research are listed in the last section.

#### 1.1 Introduction

Since early 2000s, tourism and film industries have tried to find a common ground to help the growth of each other. The term of the strategy is called, "film-induced tourism" (Echtner and Ritchie, 2003). Crane (1998) explained the change in behavior movie viewers as they "tend to pay more attention to a place that has a strong image". As a result, these viewers are willing to spend their money to visit the places in the films.

##### 1.1.1 Film Induced Tourism in General

Hudson and Ritchie (2006) stated that the effect of film was not only shown as entertaining in the cinema. Yet the marketers can also use the benefit of producing motion pictures to promote tourism since audience can notice the beauty of the location from the film while they are watching. Following figure 1.1 p.3 shows that several top box-office movies had led to increase in tourists' visiting sites in the movie. For example, the Lord of the Rings,

which was filmed in vast areas of New Zealand, contributed to the increasing rate of 10 percent in New Zealand's tourism revenue during the trilogy showing in cinema globally.

In the British film industry, the government encourages the film producers to produce their films within the nation. It is because films make several impacts to generate revenues to the nation. For example, in terms of direct impact, it appears that employment rate had increased as the productions took place in United Kingdom. Also, the increasing rate of direct investment from domestic or internal investors as well as tax revenues and British Gross Domestic Product (GDP) improved resulting from the increasing rate of employment. Therefore, movies are not used only to gain revenues from selling tickets or licensing fees but they also generate profits, attracting investors, and driving the nation's GDP to expand (Oxford Economics, 2007).





Figure 1.1: List of the Country and Film Tourism Impact

FILM TOURISM IMPACTS		
Film or TV Series	Location	Impact on Visitor Numbers or Tourism Revenue
Braveheart	Monteregie, Scotland	increase in visitors year after release
Heartbeat	Goathland, North Yorkshire, England	Three times the number of normal visitors a day
Deliverance	Holm County, Georgia	20,000 film tourists a year Gross revenues \$5 to \$10m
Dance with Wolves	Fat Hayes, Kansas	25% increase compared to previous 4 years
Close Encounters of the Third Kind		increase in tourism 10% visit now because of the film
Thelma and Louise	Monument in Moab, Utah	19.1% increase in 1991
Flora of Dreams		35,000 visits in 1991 Steady increase every year
Dallas	Southfork Ranch, Dallas	500,000 visitors per year
The Lord of the Rings	New Zealand	1.1% increase in 1998 to 2003 from UK
Steel Magnolias	Louisiana	48% increase year after release
Last of the Mohicans	Chimney Rock Park, North Carolina	increase year after release
The Fugitive	Dillsboro, North Carolina	increase year after release
Little Women	Orchard House, Concord, Massachusetts	65% increase year after release
Burton	Durham, North Carolina	25% increase in attendance year after release
Harry Potter	Various locations in U.K.	Attracting saw an increase of 50% or more
Mission: Impossible 2	National Stadium, Sydney	200% increase in 2000
Gorillas in the Mist	Panda	increase in tourism
Crocodile Dundee	Australia	increase in U.S. visitors 1981 to 1982
The Beach	Thailand	22% increase in youth market in 2000
All Creatures Great and Small	Yorkshire Dales	Generated £5m for Yorkshire Dales
To Die with Honor	Cricket St. Thomas, Leisure Park, Epsom, Lincolnshire, England	increase between 1978 to 1980
Middlemarch		increase in tourism
Four Weddings and a Funeral	Crown Hotel, Amersham, England	booked for at least 3 years
Mrs. Brown	Osborne House, Isle of Wight, U.K.	25% increase
Notting Hill	Kenilworth House, England	10% increase in tourism
Saving Private Ryan	Normandy, France	40% increase in American tourists
Sense and Sensibility	Saltram House, England	39% increase
Pride and Prejudice	Park Lane, Cheshire, UK	150% increase in visitors
Cheers	London	\$7m in unpaid promotional advertising earned year
Miami Vice	Miami	150% increase in German visitors 1985 to 1988
Forrest Gump	Savannah, Georgia	7% increase in tourism
Captain Corelli's Mandolin	Canakkale, Turkey	increase in tourism
	Cephalonia, Greece	50% increase over 3 years

Sources: Riley and van Doren (1992); Tooke and Baker (1996); Grihault (2003); Croy and Walker (2003); Cousins and Anderek (1993); Busby, Brunt and Lund (2003); Riley, Baker, and van Doren (1998).

### 1.1.2 Thailand and Film Induced Tourism.

Warnick, Bojanic, & Siriengkul (2005) studied the effect that movies put on the minds of foreign students in Thailand. Overall, the results revealed the perceptions of foreign college students about Thai food, lifestyle and natural sceneries. Although the limitation of this study was tested on only a film called, "the Beach", this study was proven to see whether the negative images such as drugs and violence could not prevent foreigners to enter Thailand.

According to Baker and McKenzie (2012), the Tourism Authority of Thailand (TAT) started approaching other countries to use Thailand as a place to make audiovisual, such as television shows or movies since the beginning of 2010. As a result, Thailand attracted more foreign productions and gained Baht 1.87 billion at the end of 2010. The recent success in film that induces tourism in Thailand call, "Lost in Thailand", which boost 92.82% of all Chinese speakers increasing during Lunar New Year in February 2013 with 1.53 million on the first quarter of 2013 (Rerngronasa, 2013).

## 1.2 Statement of the Problem

There have been many talented Thai filmmakers who can express their art and market Thai culture to a level of international satisfaction. However, according to the interview with Dangdej, a movie producer from Kantana, he explained that those talent filmmakers are hired by international production companies to make advertisement or short films for other countries. Moreover, there are not many researchers conducting film research and development to improve the quality of Thai movies to meet a standard of international demand with a domestic taste. As a result, Thai production companies wanted to produce at low quality to please Thai market demand rather than improving their skill to international standards. In addition, Ehrmann and Meisenberg (2010) argued that there was the possibility in managing both domestic and international success to promote German culture through film as a product of the cultural industry. Also, Cultural movies were produced to explain the diversity and uniqueness of nation as the main priority rather than being centered on actors and the understanding of only one target group in the domestic market.

According to the Pantip.com website, which is the oldest social media website in Thailand, the movie "Horn Rong" (The Overture), which received 100 scores from 188 Thai people, should be seen by foreigners (Padungrat, 2012). However, several international

reviews such as that of Justin Deimen (one of the Rotterdam's international film festival critics) and Vernon Chan (former program director of the third Toronto Singapore Film) commented that Horn Rong was difficult to follow due to the unfamiliar historical plot. Therefore, there is a question whether movie transportation plays a major role in emotional engagement and understanding. According to United Nations Conference on Trade and Development (2010), destination image through the narrative audiovisual was not limited only from the movie. In figure 1.2, there are other alternative ways of media to promote Thai culture in order to induce tourism such as commercial on television, radio and print media.

Figure 1.2: The UNCTAD classification of Creative Industries

<b>Heritage Section</b>		
<b>Cultural Sites</b> such as museums, Temples or libraries.		<b>Traditional Cultural Expressions</b> such as traditional festivals and calibrations.
<b>Arts Section</b>		
<b>Visual Arts</b> such as painting, photography.		<b>Performing Art</b> such as Live music, theater, opera
<b>Media Section</b>		
<b>Publishing &amp; Print media</b> such as books or text.		<b>Audiovisuals</b> such as film, television and radio.
<b>Functional creations Selections</b>		
<b>Design</b> such as Interior, graphic, fashion, jeweler	<b>Creative Services</b> such as R&D, Architectural, advertising	<b>New Media</b> such as software, video game or digitized creative content.



Source: United Nations (2010), Concept and Context of the Creative Economy, *Creative Economy Report 2010*, 8.

Based on the experimental research about a movie's impact of images of a place and visitation interest (Yang, 2011), several questions have been raised to define the relationship between communication methods and understanding of an experimental story that can lead to interest in, cogitation of, familiarity with, knowledge and satisfaction of Thai culture for both Thai and non-Thai audiences. The following questions from part of the research questions in this research intended to resolve.

1. Is there any relationship between a diversity background in terms of nationality, age and education level of viewer and transportation effect from the commercial clip?
2. Is there any relationship between the transportation effect and the perception of the place in the commercial clip?
3. Is there any relationship between the movie transportation and the initial place familiarity the commercial clip?

### 1.3 Research Objectives

The main focus of this research is to determinate the factors that influence audience interest in Thai products and services commercial clips that can be seen only on the internet known as, "Amazing Thailand". The objective of this study is, therefore, explained as follows:

1. To study the relationship between the transportation effect and background of audience such as age from the commercial clip.

2. To study the relationship between the transportation and background of audience such as gender from the commercial clip.
3. To study the relationship between the movie transportation effect and background of audience such as nationality from the commercial clip.
4. To study the relationship between the transportation effect and the place image from the commercial clip.
5. To study the relationship between the transportation effect and the initial place familiarity of Thailand from the commercial clip.

#### 1.4 Scope of the Research

The research emphasizes on investigating the narrative style through structure of non-verbal communication such as emotional performance and symbolic plots as well as diversified physical appearance, likeness and verbal explanation of important fact of culture to see if audiences of Thai and non-Thai have their minds engaged to the experimental story.

According to the Office of the Higher Education Commission of Thailand, the number of population of Thai students who were enrolled in a higher education institutes around the nation during 2011 was 1,839,484. Yet, the number of foreign students who studied in Thailand was 34,450. Moreover, the number of Thai students who attended universities in Bangkok was 807,018. Therefore, it is easier to investigate this study from universities in Bangkok in order to obtain the result from Thai and non-Thai population at the target age.

Also, Yang (2011) evaluated the level of audiences' engagement as well as other product placement theories, which in this case the country, is put to the test. The evaluation of Thailand will be confirmed through place familiarity and place's image in a film. The target respondents chosen for the study are the audiences who attend a small screening convention.

### 1.5 Limitations of the Study

The amount of time and the control researcher has limited. The sample was limited in terms of finding a quota population. Even though the respondents are international students living in Thailand, they did not represent all the nationalities. The research is conducted in Bangkok area which could not be used to represent a reputation of Thailand.

Another limitation of this study is the age differences. The study would be conducted only on students in university level which cannot be interpreted as a universal age of any audiences. However, due to the purchase behavior of different ages and college levels was one that fit into a study's category which interest to travel oversea. In addition, the outcomes of this research are only the guide to the future exploratory research about the perception toward Thailand. Finally, Bangkok is a capital city and the main hub of routes of other providences of Thailand, it is convince of researcher to target this city as a gateway to study.

### 1.6 Significance of the Study

Following the objectives, the study should benefit the Thai film industry which is also looking for other ways to expand Thai culture through movies. The conclusions of this research may also help investors who seek to expand their advertising to foreigners using different methods. This study can also help other production houses who seek an alternative way to express their work at an international level rather than working as a national standard.

Atinwong (2012) indicated that there were not many Thai researchers interested in topic of the media. Therefore, this research wants to align several foreign previous studies for purpose of this cultural research as well as marketing research in terms of the media.

However, creative economy has been introduced quite a while into Thailand, but there has limited research conducted for the benefit of Thai culture and the power of media as a nation's advertisement. Finally, this research can be used as an example to encourage further



research in studying the nature of transportation effect, which was stated to be an essential of opening one's perception for evaluating a short narrative commercial.

### 1.7 Definition of Terms

**Age:** The biological maturity of an individual that influences the purchasing decision (Halonen & Santrock, 1996)

**Cognitive place image:** The evaluation of physical attributes of places consisting of tourism attraction and community quality (Baloglu and McCleary, 1999).

**Demographic factor:** A group of foundations that can influence the consumer's decision such as age, education level, gender and nationality (Creusen, 2010; Johansson et al., 1985).

**Education:** The level of knowledge achieved by each person influences the purchasing decision (Oates et al., 2005).

**Gender:** The organism's classification that cause differences in purchasing decision (Halonen & Santrock, 1996).

**International University:** Thai higher education institutions which provide prominent visiting professors and scholars from well-known international higher education institutions in order to deliver lecture to make students understand the better global perspectives through using English as the medium language. (Office of the Higher Education Commission, 2012)

**Initial Place Familiarity:** the belief that concerns the influence a person's perception has on an unknown place. Olsen, McAlexander and Roberts (1986) explained that the more the audiences know about the place, the more comfort audiences will feel with the place.

**Movie Transportation:** the essential mechanism of movies that generate emotion and interest in audiences (Wang and Calder, 2006).

**Nationality:** a group of people of the same races, religion and traditions (Cambridge University Press., 2008).

**Perception:** the process which individual interprets information. (Hudson, 1999). In this research the perception is derived after the audiences have view the commercial.

**Place Image:** the sum of beliefs, ideas and impressions that people have of a place or destination based on information processing (Baloglu & McCleary, 1999; Gartner, 1993).

**Pull factors:** the installation of international of individual' desire such as advertising and consumer promotion (Kotler and Armstrong, 2010).

**Push factors:** A promotion strategy that use the sales force and trade promotion to the product through channels such as personal selling and trade promotion. (Kotler and Armstrong, 2010).

**Tourism:** The activity that people spend away on a short period of time from their home for pleasure (Homer and Swarbrook, 1996).

**Tourist:** Temporary visitors staying at an unfamiliar place. The purpose of journey can be as leisure, holiday, study, religion or sport (Gee and Choy, 1997).

**TAT: Tourism Authority of Thailand:** the first and main organization in Thailand to be responsible specifically for the promotion of Thai tourism for domestic and international tourists. [ON www.tourismthailand.org](http://www.tourismthailand.org).

## Chapter II

### Literature Review

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This chapter discusses both the independent and dependent variables in this research. There are three sections in this chapter. The first section is to discuss about the features of the main variable such as demographic factors, transportation level, cognitive place image and initial place familiarity. Section two elaborates the theatrical studies for the relationship between variables. Section three deals with the related studies.

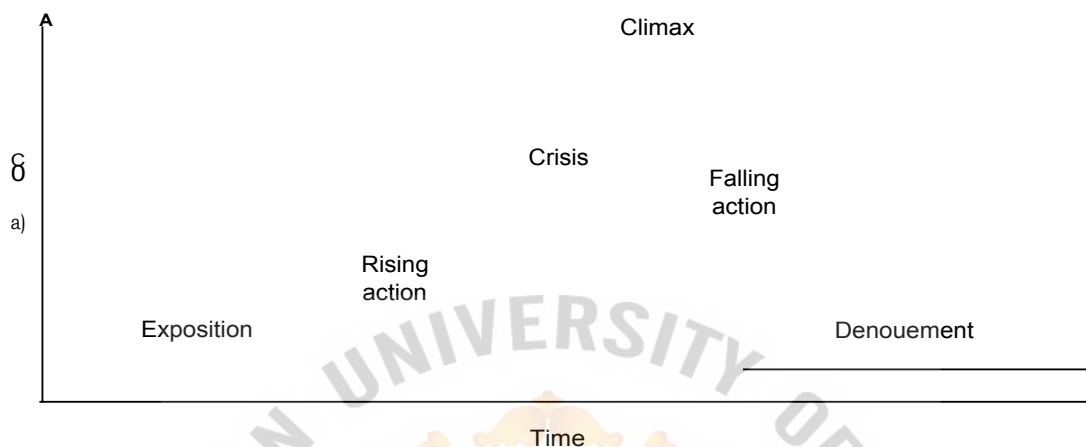
#### 2.1 Definition and Features of Variables

In this section, the variables of independent, intervening and dependent variables will be explained. First, two main literature reviews were found to explain about communication in film from the empirical research of Rield (2004) and Stifano (2010) which were related the relationship of storytelling and the way their communicate. Also, the diversity of viewer was an important element when Ehrmann and Meiseberg (2010) wanted to find an alternative way to make international audiences be interested in German movies. Moreover, when their pre-test was conducted, it was found that foreign audiences felt distracted while reading a long explanation subtitle or lost when they could not understand the theme of distant cultures. Yang (2011) explained her advertisement theory between movie transportation effect and a perception of a place which she uses a place as a product placement. Her transportation effect which is the idea of being able to have mental engagement becomes an intervening variable after it is appeared as a result of the engaging a movie level.

### 2.1.1 Definition of Independent Variables

In the media industry, narrative is the core of communication and a major factor to determine a movie success or fail (Phillips and Huntley, 2001). Prince (1987) stated that narrative was the way of summary events in a story rather than giving a set of random sequences to the audiences as the plot of each story. Figure 2.1, p. 17 has reflected Ried (2004)'s idea about Aristotle's dramatic arc theory as the tension that caused the audiences' feelings change as those stories are told through plot. Whereas, in Narratology, the narrative is consisted with plot, character, story, actor, act and happening (Prince, 1987). However, the perception of international audiences was also proven to affect the attraction of the story. For example, Wagner (2002) rejected Buck's theory that verbal communication was just a text but non-verbal communication such as the way text being expressed to give more understanding for feeling and reason universally. After conducted a study from 85 English second language students, he found that if a verbal communication was fail to make audiences understand, non-verbal communication such as pitch and gesture that performers sent out while talking to give more meanings will be affected.

**Figure 2.1 Aristotle's Dramatic Arc Theory.**



Sources: Riedl, M. O. (2004), Narrative generation: balancing plot and character

### **Diversity of Audiences**

According to Wood (2000), there were three fundamentals that have an important influence on dominating the attention of human beings: physical attractiveness, similarity and nearness. Peterson (2009) investigated several relationships of human beings such as friendship and romantic relation through sexes and genders in the USA. The result from 375 samples which corresponded to Wood's (2000) theory through age range of samples between 18-26 years old. In Peterson's (2009) conclusion, physical attractiveness, similarity and nearness dominate attention of human beings to feel interest. Yet, the result shows that those influences were also applied to homosexual and different ethnical. Likewise, Ehrmann and Meiseberg (2010) also conducted their study through movie industry in Germany to see another opportunities to market German films internationally. As the goal was to find a way to compromise the success of domestic and international box office, they used Samuelson's iceberg model to determine their previous films to analyze the diversity that push their film



success. The result was corresponding to Peterson's (2009) work that similarity could draw attention from different races, feminist and age's interest. Over all, giving a character different background could attract international audiences with a different background than a domestic market and could extend international viewers. This part would be examined the viewers of what they thought the story engaging their attention. Therefore, age, education, gender and nationality will be used to investigate for diversity factors.

In this study, the researcher focuses on the international universities in Thailand to obtain the result. According to the Office of the Higher Education Commission (2012), 20,309 international students enrolled in 103 universities. The highest numbers of foreign students were Assumption University with 4,179 students. The second highest was Mahachulalongkornrajavidyalaya University, which gained 1,276 overseas students. Mahidol and Ramkhamhaeng University were the fourth and fifth highest popular of international students which showed 1,233 and 1,004 foreign students respectively. Thai international education institutions was different than the regular universities by providing prominent visiting professors and scholars from well-known international higher education institutions in order to deliver lecture to make students understand the better global perspectives by using English as the medium language.

Figure 2.2 List of Public Higher Education Institutions offered International Programs

		Name of Institution	Website
	CRI	Chulalongkorn Rajabhat University	www.chandra.ac.th
3	CMRU	Chiang Mai Rajabhat University	www.cmru.ac.th
4	CMU	Chiang Mai University	
5	CRU	Chiang Rai Rajabhat University	www.cru.ac.th
6	CU	Chulalongkorn University	
7	DRU	Dhonduburi Rajabhat University	
8	KU	Kasetsart University	www.itaf.ku.ac.th
9	KKU	Khon Kaen University	
10	KMITL	King Mongkut's Institute of Technology	
11	KMITNB	King Mongkut's University of Technology North Bangkok	www.kmitnb.ac.th
12	KMUTT	King Mongkut's University of Technology Thonburi	www.kmutt.ac.th
13	MU	Mae Fah Luang University	www.mfu.ac.th
14	MCU	Mahachulalongkornrajavidyalaya University	www.mcu.ac.th
15	MSU	Maharakham University	www.inter.nisu.ac.th
16	MU	Mahidol University	www.mahidol.ac
17	NPRU	Nakhon Pathom Rajabhat University	
18	NPU	Nakhon Phanom University	iac.npu.ac.th
19		Naresuan University	
20	NIDA	National Institute of Development Administration	www.nida.ac.th
21	PKRU	Phuket Rajabhat University	www.pkru.ac.th
22	PSU	Prince of Songkla University	www.psu.ac.th
23	RU	Rajabhat Rajanagarindra University	
24	RMUTL	Rajabhat Rajanagarindra University of Technology	
25	RMUTP	Rajabhat Rajanagarindra University of Technology Phra Nakhon	www.rmudp.ac.th
26	RMUTT	Rajabhat Rajanagarindra University of Technology Thanyaburi	

**Source:** Office of the Higher Education Commission (2012), Study In Thailand 2012.

Figure 2.3 List of Private Higher Education Institution offered International Programs

		Name of Institution	Website
	AIU	Asia-Pacific International University	
3	AU	Assumption University	
4	BU	Bangkok University	www.buu.ac.th
5	CTU	Christian University of Thailand	
6	CGI	Chulabhorn Graduate Institute	
7	DPU	Dhurakij Pundit University	
8	DTC	Dusit Thani College	
9	EAU	Eastern Asia University	www.eau.ac.th
10	UMT	The Eastern University of Management and Technology	www.umat.ac.th
11	Ha	Hajee University	www.hu.ac.th/drlc
	HCU	Hachiew Chalermprakiet University	www.hcu.ac.th
	IBC	International Buddhist College	www.ibc.ac.th
	KBU	Kasorn Bundit University	www.kbu.ac.th
		Kasorn Bundit University	
	U	Shinawatra University	www.siu.ac.th
14		Siam University	www.siam.edu
	SPU	Srinakharinwirot University	web.spu.ac.th/in
20	STIU	Stamford International	
21	STIC	St. Theresa International College	www.stic.ac.th
22	UTCC	University of the Thai Chamber of Commerce	www.utcc.ac.th
23	WUT	Walailak University	www.wu.ac.th
24	YIU	Yala Islamic University	

Source: Office of the Higher Education Commission (2012), Study In Thailand 2012.

For this study, education level, gender and nationality are tested for the purpose of this research's hypotheses. The definitions are shown as the following:

### 1. Education level

Education level is one of several factors that influence a person to make a purchasing decision. Different education systems and fields of study will provide a different attitude and value of what the individual wants to purchase. (Schiffman et al., 2008).

## 2. Gender

Krieger (2001) stated that gender was a common factors and highly important form to find social perspective. In tourism studies, different genders give a different aspect about what they want for vacation (Jackson & Henderson, 1995). Furthermore, several studies found that gender differences produced a different purchasing decision such as beer and jeans consumption (Worth and Mackie, 1992) and leisure activities (Gentry and Doering, 1977).

## 3. Nationality

**Due** to the increasing in globalization, nationality is listed in the segmentation variables under demographic segmentation (Kotler and Armstrong, 2010). It is because cultures from different countries also reflect the considerable differences in tourist behavior (Jha, 1995).

**Table 2.2 Summary of Articles in Diversity of Audiences**

Author	Title	Objective	Methodology	Findings
Sloan, Erwin and Barchard (2003)	Sex Differences in Friendship.	This research was designed to measure the differences quality of the relationship between males and females.	Participants from University of Nevada, Las Vegas psychology students attended this experiment for a course credit. Four hundreds and fifteen students gave their evaluation to 22-item questionnaires.	The result indicated that there was no significant different between men and women in term of unfulfilling, strained and distant. However, female tended to look into small details such as openness, friendliness and caring more than men.
Peterson (2009)	Bosom Buddies: Factors Associated with	The research aimed to find how human found an attraction from	A quantitative research was made to investigate three hundred and seventy five	Study shows that levels of attachment, thought preoccupation, intensity of the relationship was examined and gave a new

	Experiences of Passionate Friendship Among Men and Women.	another person such as attitudes or physical appearance.	participants with age range between eighteen and twenty six years old. The experiment was also categorized into biological sex, sexual orientation, gender-role orientation, and cross vs. same-sex dyads to find factors associated with friendship.	discovered that physical appearances and similarity also made one person attach to another.
Ehrmann and Meiseberg (2010)	Opposites Attract – Effects of Diverse Cultural Reference and Industry Network Resources on Film Performance.	This study analyzed factors that made German movies become successful in 1990-2005 in term of intercultural context.	The research was conducted 160 top-ten movies from 1990 - 2005 to test hypotheses of diversity such as team composition, characteristics and cultural familiarities through Samuelson's iceberg model.	Cultural, age, status and gender diversity could capture the interest of audiences to a film.
Batool and Malik (2010)	Role of Attitude Similarity and Proximity in Interpersonal Attraction Among Friends.	This research tested how attraction of one person occurred from theory of physical attractiveness, attitude similarity, and proximity.	The experiment was conducted at Punjab, Pakistan and drawn results from 160 among couples. The purposive convenient sampling technique was used to selected participations. Survey of Attitudes was used and adjusted from Byrne's experiment.	Similarity in attitude and high proximity were factors that influenced an attraction of an individual person. However, unlike other research, this experiment found that gender gave no different result in term of sharing similarity and proximity as getting attention.
Henry (2002)	Systematic variation in purchase	This study analyzed factors that	The experimental uses quantitative method through	The result concludes that age, gender and social class cause each



	orientations across social classes.	purchase functional orientation such as car, home, clothing and furniture through social class, age and gender.	490 questionnaires and being filled by working people in Australia.	customers to choose functional orientations differently.
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### 2.1.2 Definition of Intervening Variable:

In this section, the transportation theory will be discussed. Also, the table of summary from several studies will be used to give more explanation.

#### Transportation Theory

Boller and Olson (1991) found that using a sequence of acts to tell a story could have audiences gain not only experience of losing themselves in their fantasy world, but also receiving loose persuasion from hidden advertisement. Tooke and Baker (1996) proposed that movies were always built on characters, feelings and motivation and corresponded with Iwashita (2008) that places in movies served for plot, action and the sequence of stories, it could be concluded that selecting a place was as important as casting performers. Suspension of disbelief was created to explain how viewers' attitudes were influenced to believe that they were engaged emotionally and mentally with motion pictures as if they were in those stories (Coleridge, 1817).

Suspension of disbelief's definition as having emotion and logic linked to the story is later used in media marketing and corresponded to the transportation theory. Sestir (2008) explained the transportation effect as the level of engagement of audiences that drew from the fiction story through conducting two studies to find out the engagement attitude of viewers and identification effects. One of two studies was about fictional narrative from videogame which was drawn from 74 participants to find a conclusion. The result showed that there was no relationship between the narrative styles whether the game was central on character

(player of the game) or central on story (author) and high level of transportation. Also, identification with game's characters or situations that characters had to face gave a strong relationship to transportation effect. Therefore, it can be concluded that characters and plot are connecting with transportation effect. In this study, transportation is not only able to measure how well a movie can engage the viewers but it also gives some ideas about illusion effect that made audiences' attention toward a narrative film.

Yang (2011) was also another example setting up her experimental research to see the relationship between audience's attitude toward a movie and their tourism purchase decision which was included place image, initial place familiarity and visitation interest. In this experiment, movie's attitude is also explained as the level of audiences engaging their feeling and lucidity toward the films. The result from 286 participant ranging from freshman to graduate school level at a American university in the Midwest area favored her theory. Yet, the outcome of experiment also explained the question about genre or theme of films which violent crime or dark theme could make audiences remembers the place or story longer than comedy or light theme.

**Table 2.3 Summary of Articles in Transportation**

<b>Author</b>	<b>Title</b>	<b>Objective</b>	<b>Methodology</b>	<b>Findings</b>
Escalas (2004)	Imagine Yourself in the Product: Mental Stimulation, Narrative Transportation, and Persuasion.	The research aimed to explore mental simulation which was persuaded by narrative transportation.	Four versions of advertisement of running shoes were used to find the transportation effect from 126 American undergraduate students. The first group of data was drawn from forty-two northeastern undergraduate students. The second group was taken from 126 southwestern university undergraduate students. Questionnaire was used	The theory of transportation was not only applied to narrative advertisement on the television but it was also useful in print advertising. The positive affect was indicated that brand evaluation and attitude toward a product were influenced as an experience.

			as a tool from scale from Goodstein, Edell, and Moore's (1990) experiment.	
Sestir (2008)	You Are Who You Watch: Transportation and Identification Effects on Temporary Self-Concept.	This research examined how media narrative shape perceptions and accept the concept that filmmaker wanted to communicate to audience while being loss in transportation effect.	Two studies were conducted. However, the first experiment concentrated on narrative transportation from two types of game style which were central on character (player of the game) and central on story (author) to test a level of transportation. Participants were 72 students at university of North Carolina at Chapel Hill. There were 24 questions to find out the level of transportation to see how audiences felt about a game narrative.	The result indicated that transportation is not only able to measure how well a narrative can engage the viewers but it also gives some ideas about illusion effect that made audiences' attention toward a narrative.
Yang (2011)	Movies' Impact on Place Images and Visitation Interest: A Product Placement Perspective.	The research was used to explain the link between a viewer' attitude and place perception through product placements.	286 students from freshman to graduate level from a Midwest university in the USA participated 13 transportation questionnaires, 4 place familiarity questions, 8 place image question, and 3 visitation interest inquiries.	The result explained that dark theme movies made audiences remember stories and places last longer than light theme movies. Transportation which occurred when audiences felt engage to stories in movies established place information.

### 2.1.3 Definition of Dependent Variables:

There are two dependent variables that are a result from transportation in this research. Although many literatures described film tourism found that empathy gave initial place information such as place's familiarity, place image, and cognitive/affective image, there could be categorized into experience of place and movie attitude in order to evaluate

movie and place advertisement. For example, Kim and Richardson (2003) explained their research on exposing film to audiences and their desire to visit the place in the film as a result of empathy toward stories. Yet, later, Yang (2011) used a similar model to Kim and Richardson's experiment but labeled sympathy as the transportation. However, Sestir (2008) studied an effect of transportation to other narrative story and express how characters and plot should be studied more to find audiences' engagement. In this study, experience of a place was consisted of place image, initial familiarity, and cognitive of place which resulted from being exposed from a movie. Also, movie attitude was an evaluation of audience about how they felt about story, plot and performance of actors.

### **Cognitive Place Image**

Yang (2011) explained the effects caused by exposing to a movie as an initial place familiarity, a place image, and a visitation interest and For place image, Yang(2011)'s experimental was set similarly to Kim and Richardson's (2003) which measured the power of image that influence positive level of place image to make a purchasing decision for travel to another countries. They also explained that destination image could be established through being exposed to movie viewing. Also, information that viewers obtained could be used as their perception such as beliefs about a place which was called "cognitive". In Yang's (2011) study, cognitive place image was also defined as the sum of beliefs, ideas and impressions that people have of a place or destination based on information processing from a variety of sources over time, resulting in an internally accepted mental construct.

### **Initial Place Familiarity**

Kim and Richardson (2003) described familiarity as knowledge which led consumer's feeling to be secured and comfort to choose their place of destinations. They also examined 92 participants in USA to be tested for a result of being exposed to movies. The result shows that cognitive and affective images as well as place familiarity that film produced affect

viewers' visitation interest through empathy of story and characters. Yet, in Yang (2011), empathy was categorized as transportation effect and was tested through 286 American students which gave different conclusion as transportation level determined as the level of interest in a place instead of Kim and Richardson's conclusion that stated that being exposed to a movie caused a visitation interest. In summary, the hidden message about showing Thai image or advertising background could not give a clear place image and cognitive place familiarity if transportation level is low. After receiving a message from the media, audiences will always have some comprehensive thoughts related to what they have seen. Mament (1998) explained that the moment audiences finished watching a storytelling, they would recall information or vivid scenes with a product placement such the place that was selected as an important set for the story.

**Table 2.4 Summary of Research about Cognitive Place Image and Initiate Place**

**Familiarity**

Author	Title	Objective	Methodology	Findings
Kim and Richardson (2003)	Motion Picture Impacts on Destination Images.	This research examined how place exposure could provide visitation interest, place familiarity, empathy and cognitive/affective image.	92 American undergraduate students were put to experimental and control group. Questionnaires were distributed to test those factors.	Empathy was the factor that gave audiences increase level of familiarity and cognitive. Affective image of a place that were presented in the movie. When empathic involvement with characters or stories was increased, perceptions of viewers would be increase and recognize



				places in stories.
Shani, Wang, Hudson, Gil (2009)	Impacts of a Historical Film on the Destination Image of South America.	This research aimed to find out whether being exposed to film related to South America would change the destination image from watching a Argentinian called, "The Motorcycle Diaries" which was labeled as a dark tone movie.	215 undergraduate students from the southeast of the US participated to this research. The questionnaire was divided into four sections such as 34 cognitive attribute, 4 times related to affective dimension, 4 behavioral intention questions and 8 influencing factors to visit south American.	The result of experiment could be seen into two different effects. The first reason, a positive perspective toward tourism idea such as affordable tourist destination with interesting landscapes scenery and culture. Yet, although the film was shown as a few negative image of south American, it was appeared that other element from stories could balance those negative images out.
Yang (2011)	Movies' Impact on Place Images and Visitation Interest: A Product Placement Perspective.	The research was used to explain the link between a movie transportation and place perception through product placements.	286 students from freshman to graduate level from a Midwest university in the USA participated 13 transportation questionnaires, 4 place familiarity questions, 8 place image question, and 3 visitation interest inquiries.	The result explained that dark theme movies made audiences remember stories and places last longer than light theme movies. Transportation which occurred when audiences felt engage to stories in movies established place information.
Stifano (2011)	Make Belief: Examining the Interaction of Reason and Emotion in Film Communication.	This research was to testify if symbolic communication and spontaneous communication had an affect with empathy and logic from audiences.	In study two, there were 107 participants who watched 108 minutes experimental dramatic narrative film.	Viewers' Involvement, suspension of disbelief, empathy and evaluation of actor performance were factors of emotional and logical engagement.

Since the theme of this selected experimental commercial is to advertise Thai ethnicity, the evaluation of audiences would likely have to be place image, interest and initial familiarity (Yang, 2011). Place image was a branding of culture that is used in films to serve as a part of the story and is given its information through the processes of story (Baloglu and McCleary, 1999; Gartner, 1993). Also, place image could be used as a description of a belief from audiences after having been exposed to sources about one nation to build their concepts about that society.

Eisenberg et al. (2006) explained that cultural movies could help generate audience interest in other cultural products by showing information about goods in their plots. According to Roodhouse (2004), media like literature, film, music and broadcasting became a major player to drive the growth of the cultural and creative industry. Lee and Bae (2004) supported the idea that the uniqueness of a cultural movie would gain an interest from the audience to find cultural products more appealing.

Olsen, McAlexander and Roberts (1986) stated that giving more familiarity would reinforce an audience's purchasing decision by helping them feel secure with information. For example, in film-induced tourism research, Iwashita (2006) found that media had the greatest ability to guide viewers to be interested in a place via their own imagination and fantasies when they were exposed to the information. Also, like other advertising, product placements in cultural movies built their brands internationally and influenced overseas consumer purchase (Karrh, McKee and Pardun, 2003).

## **2.2 Theatrical Studies for the Relationship between Variables**

In this section, there will be explanation of the relationship between independent variables and intervening variable as well as intervening variable and dependent variable. The independent variables are diversities of audience such as age, nationality, gender, education

level and the intervene variable is Transportation level. Then the intervene variable is used to explain the result of its effect to dependent variables such as cognitive Place Image and initial place familiarity to see if the audience have a good image of country as well as receive some new knowledge about Thailand from this selected narrative.

### 2.2.1 The Diversity of Audiences over Movie Transportation.

Diversity of audiences was examined by Ehrmann and Meiseberg (2010) in order to analyze international audiences. This is a study through movie industry in Germany to see another opportunities to market German films internationally. As the goal was to find a way to compromise the success of domestic and international box office, they used Samuelson's iceberg model to determine their previous films to analyze the diversity that push their film success. The result was corresponding to Peterson's (2009) work that similarity could draw attention from different races, feminist and age's interest. Over all, giving a character different background could attract international audiences with a different background than a domestic market and could extend international viewers.

In addition to studies related with human's attraction, Peterson (2009) investigated some kinds of human relationships such as friendship and romantic relation through sexes and genders in the USA. The result from 375 samples which corresponded to Wood's (2000) theory through age range of samples between 18-26 years old. Wood (2000) stated that three fundamentals that have an important influence on dominating the attention of among human being as physical attractiveness, similarity and nearness. In Peterson's (2009) conclusion, physical attractiveness, similarity and nearness dominate attention of human beings to feel interest such as people from the same skin color are likely to pay more attention to each other than person from different ethnic.

Since level of transportation is based on how the audiences have emotion and logic engaging to the story, the demographic of sample such as age, nationality, education level, gender in this study will explain different results in terms of transportation level. Based on the result of Ehrmann and Meiseberg (2010) and Peterson (2009), transportation level could be varied from age, nationality, education and gender of audiences.

### 2.2.2 The Impact of Movie Transportation to Cognitive Place Image

Yang (2011) proposed that movie transportation would dominate the mind of audiences allowing them to receive information that the sender wants receivers to gain. Corresponding to Boller and Olson (1991), when the audiences engage their mind and emotion, they can receive the hidden advertisement which is, in this case, place image of Thailand. Since several theories refer that transportation effect also give audiences place image and visitation interest. However, Stifano (2010) also expressed that the evaluation or attitude could be a result of decoding symbolic and spontaneous from meaning and emotion to comprehension and empathy from a movie. Therefore, evaluation of a movie is what the audiences evaluate from emotional and logical from a movie. Corresponding to Yang (2011), Stifano's attitude believed that audience experience stories, characters and performances before they draw a conclusion from how they understand the message. Likewise, many studies identified the significant effect of movie and tourism. For example, Riley, Baker and Van Doren (1998) studied the result of movie and visitations within the USA by using data of 5 years before and after the movies were screened. Yet, the results show effects that the audiences receive a positive place image which was lasted at least four years.

### 2.2.3 The Impact of Movie Transportation to Initial Place Familiarity

Tooke and Baker (1996) explained that films had a major influence on tourism due to the fact that they can manipulate audiences to be interested in a place or country through their imagination. Anholt (2007) explained the notion of a city brand which is a sub-division of a nation brand as six image dimensions such as the presence, the place, the potential, the pulse, the people and the prerequisites. In terms of presence, it is referred to how a significant of a city contributes to the world. Yet, it can be projected as how unique and important a city is like the richness of culture comparing to others. In term of place, it is a perception of a physical aspect or reference in one's mind. For example, the outstanding of physical appearance can be a unique of environment, weather or natural attractiveness. In term of potential, it can be referred as what a visitor can receive in return in term of new experiences such as enjoyment or education opportunities. Also, pulse can be seen as how exciting the city can give or how easy it is to find interesting things to do. Yet, people is referred to diversity of community or friendliness of the local citizens. The last element is prerequisites such as affordable accommodations or entrance requirement. Also, Riley, Baker, and Van Doren (1998) proposed that a film was required to build a story to make a plot and place become more interesting in order to stimulate audiences to believe in the story. Therefore, if the audience are not convinced by the story, transportation effect which is the result of being lost in a story world will not be occurred which will not form an initial place familiarity in audiences' minds.

## 2.3 Major Models Related to the Research

### 2.3.1 Stifano's Examining the Interaction of Reason and Emotion in Film

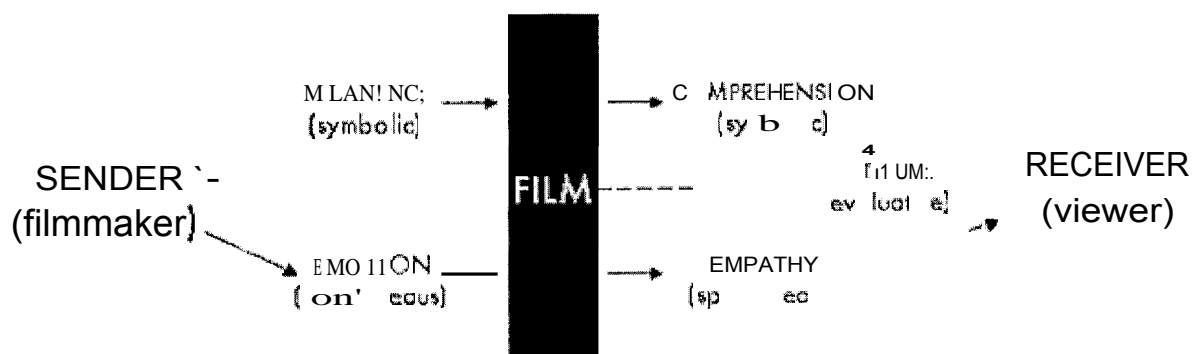
Stifano (2011) wanted to study the relationship between symbolic and sensory messages when they were composed, sent and decoded by receivers. By using both non-



verbal communication methods (symbolic and spontaneous), audiences can interpret and understand the message of the sender. Film, as a medium to deliver messages, uses meanings and emotion to develop the attitude of audiences (Buck, 1984; Buck and VanLear, 2002; Stifano, 2009). Comprehension in this theory is the composition of ideas through symbols to give a reason to understand plots. Also, empathy is the composition of signs that can be understood from the biological perceptions of humans. Stifano (2010) explained that the result of comprehension and empathy in a further study to determine the rational thoughts of audiences about what they are watching. When audiences encode meaning and emotion from the symbolic and spontaneous, both of them will be decrypted from comprehension and empathy. As a result of being exposed to a sender's message, viewers can understand the point of view and subtext of senders.

Attitude is when audience retrospectively evaluates the media. Stifano (2011) uses attitude to determine what audiences feel and think about overall experience. However, attitude is the result of viewers experience through a fictional narrative and characters which was tested by the suspension of disbelief, level of involvement, and viewer-character identification.

Figure 2.4: The research model of the effect of non-verbal communication from sender to receiver.



**Source:** Stifano, S. C. (2011). *Make belief: Examining the interaction of reason and emotion in film communication*. University of Connecticut. ProQuest Dissertations and Theses, Retrieved from <http://search.proquest.com/docview/909525853?accountid=8401>

### **2.3.2 Theory of Transportation Effect.**

The state of feeling cognitively, emotionally, and imaginably immersed in a narrative world has been labeled transportation by some media researchers (Gerrig, 1993; Green & Brock, 2000), or presence by others (Schubert, Regenbrecht, & Friedmann, 2000; Lee, 2004). Being highly transported has been compared to the experience of flow (Csikszentmihalyi, 1990) or to some media researchers' conceptualizations of high involvement (Klimmt & Vorderer, 2003). Transportation is believed to have an individual difference component, where some individuals are chronically more likely to become transported into a given narrative; however, most research has focused on situational influences. Perceived verisimilitude and familiarity of the situation have both been shown to increase transportation, whereas explicit instructions to focus on structural qualities of the narrative tend to reduce it (Green, 2004).

Transportation is presumed to affect not only the perceived entertainment value of the media, but also the cognitive and emotional responses of the viewer. Individuals who are transported have been found to be more likely to process the messages of the narrative scenario or world via peripheral route processing (Escalas, 2004), with fewer negative cognitive responses and greater affective response. If individuals are more likely to absorb the tendencies of the media they are transported into, it seems a reasonable leap of logic to infer that viewing media characters may also lead to an activation of the traits of those characters within the viewers' own self concepts. That is, viewers may come to see themselves (at least temporarily) as possessing the same traits as media characters.

## 2.4 Previous studies.

Kim and Richardson (2003) conducted an experiment to find out the effect of being exposed to films and the interest of visiting a place from movies. Hypotheses were shown as place exposure from film causing audience to be interested in visiting and cognitive or affective image as well as having empathy which led to have a place familiarity. Kim and Richardson explained that film was like other types of television programs or commercials which gave audiences confirming and reinforcing consumers to purchase what they were exposed. The experiment was conducted with 109 American undergraduate students as participants to be exposed to a film titled "Before Sunrise". In the movie setting, Vienna was a target place to study whether the theory about exposing a film being able to make audiences interested to travel to a film setting place. Participants were broken into two groups which were experimental group and control group. The result showed that familiarity, cognitive and affective images' effects were depended on a plot of the movie. Therefore, plots could give a place become interesting to visit or created no story to give audiences no information.

Yang (2011) focused on using the product placement of places in transportation theory to see how film could influence decision involving tourism. This experiment recycled Kim and Richardson (2003) with transportation theory to find film tourist effect. The research was indicated that movie transportation had an impact on visitation interest, image of place and process of perception about place. The study found that transportation theory had a major effect on the point of cognitive place image in the movie as well as initial place familiarity. A convenience sample was selected to find samples from college students of major public universities in the United States. There were 286 samples used in this study in which 83 people viewed a film in the violent crime genre, 95 samples viewed a film in the romantic genre and the rest 106 were put in a control group. The result shows that movie transportation

could benefit purchasing intention for tourism through building stories in a place and pursue it with a plot. Also, this method could build strong branding strategies for cultural products. It is because films can sharpen a country's stories that put them into audiences' minds for a period of time such as with iconic brands and the valuable assets of a place. However, movie genres, on the other hand, showed different results in this research.

The taste of an audience can create a different level of movie transportation before being initiated to receive the brand information. The research results also suggest that a dark theme can transport audiences more successfully than a comedic theme and gave a positive image as well as visitation interest longer. However, this must be carefully planned because the film may harm a place's image. The research limitation was the result that came from American audiences who watched American made movies. The filmmaking method and point of view came from American teams that produced stories about foreign places. Also, the samples came from college level students whereas in the real world, movie audiences will be all ages, occupations and nationalities.

Stifano (2011) also conducted a research focusing on his own fictional movie with a dark narrative theme called "Belief" to test his theories about emotion and reason from the sender, which was himself, and his actors to receivers, which were viewers. The participants were 107 viewers who found an invitation in an advertisement to a sneak preview of a feature film. The mean age was around 22.45 (SD 6.58). The viewers were asked to participate with research to find out the suspension of disbelief, level of involvement in film, and viewer-character identification, as well as evaluating comprehension, empathy and actor performance. The result of this experiment indicated that the audiences received a better symbolic and emotional communication when they were involved in the film. In other words, if viewers felt engaged or understood the situation, there was more ability to reject suspending disbelief willingly. Interestingly, it has been shown that audiences interpret

themselves and sympathize with anti-heroes in this experiment. The result of audiences who found themselves relating to four main characters who were given prison sentences felt engaged with their characters and had a high level of respect, admiration and trust for their characters' decisions. The limitation of this research was the use of a sample from a large north-east university to represent the whole population of the United States where there is a different lifestyle in each region. Also, the research was evaluated through its performance. However, other nonverbal communication was used in explaining the theoretical part of this research such as music cues or the editing process which were not used as measurements in this part.

Taweekuakulkit (2005) conducted a research to find out about cross-cultural interpretation and understanding between low context and high context cultures. However, due to the limitations of the study, the contrast of the two contexts was based on low context (Thai culture) even though collectivistic culture is widespread in Asia. American culture was put in high context but it could be other European places. According to Wood (2000), there are three fundamentals that can play an important influence in dominating the attention of human beings: physical attractiveness, similarity and nearness. Wood (2000) explained that similarity could be categorized as two different elements. First, similarity can be seen as sharing physical appearance, class, race and religion as an observer. Ting-Toomey, Oetzel and Yee Jung (2001) explained that in the United States, American of different ethnicity interpreted and dealt with conflict differently. The other meaning of similarity could be explained as sharing psychological or emotional ideas. However, a snowball sampling provided 6 participants to be selected for qualitative interviews. The result of the research indicated that communication style and culture differences caused conflicts between people from different backgrounds. For example, lifestyle, priority and interpretations were different due to lack of understanding of other cultures.



Athinwong *et al.* (2012) studied cultural film production strategies of Thailand through qualitative analysis using 85 samples including several Thai film producers. The results pointed out that Thai film had several problems with consumer behavior. It was due to the fact that the National Federal of Thai Film Associations had no control over the negotiations between associations and producers. Also, due to the lack of bargaining power, the filmmaking industry tended to focus on domestic profit rather than the impact of cultural film on the international market. Therefore, development of production was not improved because of lack of movie research and management of international skill. Also, the Thai film industry is still skeptical whether a cultural film could target both Thai and foreign markets at the same time.

Ehrmann and Meiseberg (2010) proposed an extensive strategy to make German films successful in the international market. The main factor of this research was to use diversity to expand and capture foreign markets as well as the domestic market through creative cultural industries. This research was divided into three sections: team level at deep-level diversity, surface-level diversity and movie character diversity. The sample used 160 films to test hypotheses through formulas. The team level: deep-level diversity, as a result, suggested that having cultural diversity in actors, directors or screenwriters could help to influence export success. For example, socio-cultural heritage such as religious point of view and social value could give unique knowledge to market to different audiences (Lazear, 1999). At the team level of surface-level diversity, different ages, genders and status could bring interesting issues and appeal to more prospectively interested consumer. However, movie characteristic diversity such as shooting in different countries or cross-culture content was not able to increase domestic success but was able to increase international audiences. Yet, the cross culture content was still a question due to the fact that the comedic genre was the only one

that was put to the test. Another limitation was using the box-office performance of movies without indicating continent layers.

Murray *et al.* (2003) conducted a study on "Whale Rider", which was a culture movie from New Zealand, and analyzed the reason behind the success from this film. As this film was used as a tool to empower Maori which was a native New Zealander, this film was procedure to educate culture and tradition of New Zealander to both Maori and white New Zealander. The story focuses on Paikea, a granddaughter of the head of a Maori tribe named Koro. Since maori culture becomes fading away, Koro felt blamed for being unable to pass on his chief status to his eldest son or finding the new generation from the village who seems to fit the rank. The elements of the film can be seen through symbols and messages such legend of the tribe, traditional, gender role and prejudice. Unlike other modern movie, this film focuses on a fictional community, an old leader who worried about his culture and a young girl who wanted to save her heritage. Although Paikea has several qualities which is accepted by her family members, Koro refuses to pass on his title or train her to be the next chief due to her gender. The use of voice-over to explain and summary of some important fact to explain audiences to understand more about her passion even though she tries to act the way her grandfather wants.

## 2.5 Pilot Study

A pilot study for understanding was conducted to test perceptions and the reason for watching foreign movies as well as Thai movies. The results of pilot interviews are shown in table 2.1. As the purpose of the pilot study was to confirm and expose more ideas that might contribute to the study, it does not always guarantee success on a large scale but does give some clues whether the study is efficient.

The questions for the pilot interview were selected regarding the nature of this experiment how non-verbal communication based on plot, performance, diversity of character, as well as verbal explanation about cultures could help audiences to have both emotional and logical engagement toward a movie. Engaging emotionally and logically are a fundamental of the influence of transportation effect which will help audiences to have an open mind for more information. The seven questions used in these interviews for five selected respondents are as follows:

1. Do you think that an actors' physical appearance which is similar to you make you want to watch foreign movie? (Diversity attraction from Ehrmann and Meisenberg (2010). The hypothesis is to find whether physical diversity can expand attraction).
2. Do you think the crime solving or mystery genre is interested in terms of cross culture storytelling? (corresponding to Yang's movie impact on place image and visitation interest that comedy does not last long in terms of establishing brand image but dark themed movies can if they are careful with their portrayal.)
3. Do you think performance skill is more important than an actor's fame when you watch foreign movies?
4. What are the factors that make you watch foreign movies: performing skill, film genre or story?
5. Do you think culture or language barrier makes it difficult to understand Thai movies? (Open-ended to have interviewee give me their thoughts).
6. What else causes distraction while watching Thai movies? (Open-ended to have interviewee give me their thoughts).
7. Have you ever watched a "cultural movie" from Thailand? (Open-ended to have interviewee give me their thoughts).

## Ma 2 Pilot Interview

Interview number	Position	Thai 40n Thai	Duration	Date	Question number	Answer
1	The owner of Saga Studio	Thai	2:56	31/08/2012	1	It depends on the role in the story. For example, if it is in an important role, it is helpful in terms of opening a new market.
			2:04		2	Yes. The place image has no effect. For example, Hollywood movies always show violence, <b>drugs and strong images but audiences know it is fictional.</b>
			2:45		3	Both are important since consumers now can research the background of the production such as the fame of producers or directors etc. <b>before they purchase their tickets.</b>
			2:24		4	Everything... but it is likely that foreign countries may not know the fame of Thai actors yet.
			2:39		5	Some Thai movies do not define and target only Thai audiences without explaining the history <b>and cultural meaning in the movie.</b>
					6	Same as 5
			1:42		2	Cultural movies need to define the purpose for non-Thai audiences when the producers make a <b>market strategy.</b>
2	A marketing researcher of Kantana movie	Thai	0:45	30/8/2012	1	It depends on the plot.
			4		2	No because it depends on the skill of filmmakers or producers rather than genres but the reason behind several failures came from financial sponsors of movies limiting the <b>imagination and skill of filmmakers.</b>
			5:2		3	The most important is plot (it must be universally understood). Then the skill of performing and film craft can be redone in practicing or reshooting. The story must be unique. Thai actor's <b>fame is not important at the moment.</b>
			3		4	The first 20 minutes must grab audiences' attention.
			1:38		5	Yes. He gave an example about being a catholic help him understand some western movies while his friends didn't understand the biblical references.

Tab 8 Pilot Interview

Actors and film maker and producer's view of the film		Actors and film maker and producer's view of the film	
1	0.1	0.1	0.1
	0.2	0.2	0.2
	0.3	0.3	0.3
	0.4	0.4	0.4
2	0.5	0.5	0.5
	0.6	0.6	0.6
	0.7	0.7	0.7
	0.8	0.8	0.8
3	0.9	0.9	0.9
	1.0	1.0	1.0
	1.1	1.1	1.1
	1.2	1.2	1.2
4	1.3	1.3	1.3
	1.4	1.4	1.4
	1.5	1.5	1.5
	1.6	1.6	1.6



## Chapter III

### Research Framework

In this chapter, all frameworks of the research used to identify each independent variable affecting the dependent variable are shown. Chapter 3 consists of four parts which will explain the three relationships. The first one is exploring relationship between transportation level and demographic factors such as nationality, education level and gender. The second relationship is between transportation level and cognitive place image. The third relationship to examination is the relationship between transportation level and initial place familiarity

First of all, the theoretical framework displays independent variables that are employed to develop the conceptual framework. Later, there is the conceptual framework part in which the conceptual framework will be applied to discuss independent variables and the dependent variable in this research. The next part includes the research hypotheses, which show the relationship between the dependent variable and independent variables. The last part is the operationalization of the variables which translates all of the variables which take action.

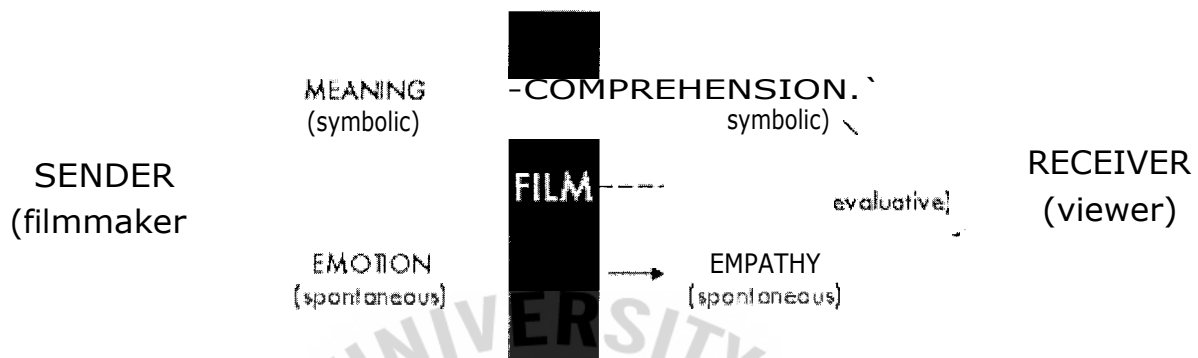
#### 3.1 Theoretical Framework

This theoretical framework has many models in which these models are independent variables, the intervening variable, and the dependent variable. Figure 3.1, p.48 shows the main idea for this research taken from communication theory as a sender encodes messages through symbolic communication of meaning and emotion before using them in a film. Then after the receivers have decoded and understood messages, the attitude will either change or not change.

Based on Stifano (2011), symbolic communication and spontaneous communication were tasted in the sender-receiver relationship through film. As a sender such as actors, screenwriter and filmmaker sends meaning and emotion through symbolic and spontaneous

communication receivers will decode those messages through their comprehension and empathy as well as attitude in their evaluation.

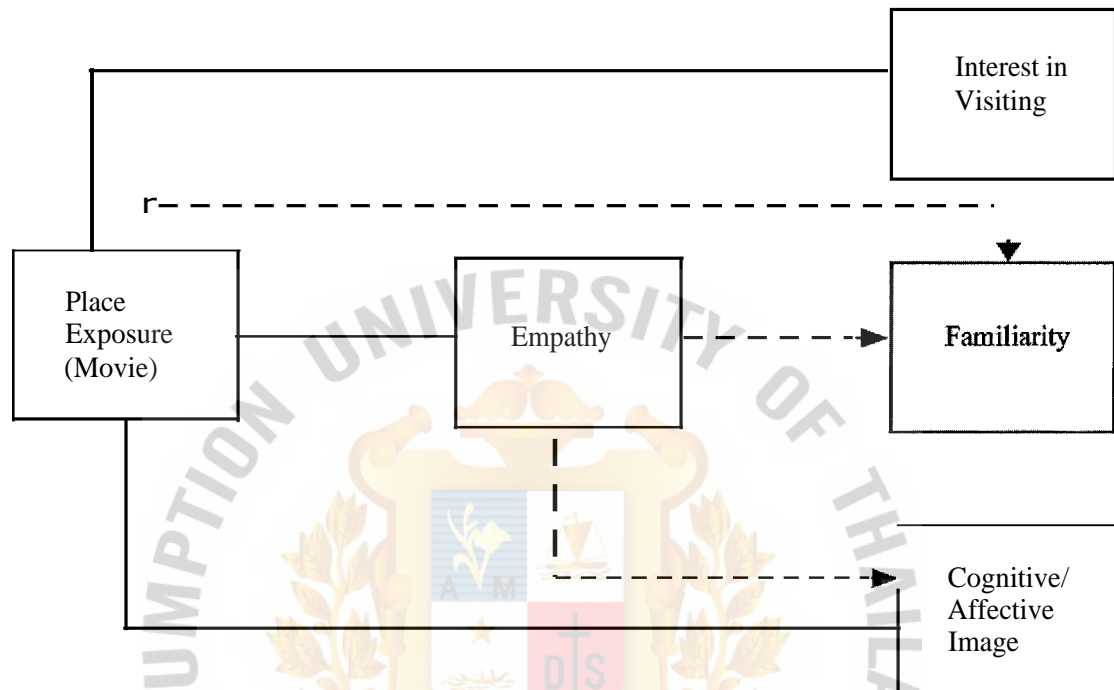
Figure 3.1 The Research Model of the Symbolic Communication from Sender to Receiver



Source: Stifano, S. C. (2011). Make belief: Examining the interaction of reason and emotion in film communication. University of Connecticut. ProQuest Dissertations and Theses, Retrieved from <http://search.proquest.com/docview/909525853?accountid=8401>

The research from Kim and Richardson (2003) was used in several movies and tourism researches. Figure 3.1, p.48 shows the independent variable of this research as being exposed to a place through a movie would lead to being interested in visiting, become familiarized by information in movie and have cognitive /affective image from watching a film. However, the study also found audience's empathy drawn from having some emotional and logical engagement to a story or a character provided more level to interest about the place. For example, their empathy questionnaires are related to how the audience felt about the plot, characters, actor who perform. Yet, latter, empathy was widely used to be called, "Transportation" such as the research from Movies' Impact on Place Images and Visitation Interest (Yang, 2011).

Figure 3.2 The Research Model of the Effect after Being Exposed to Movie in order to Get Visiting Interest, Familiarity and Cognitive /Affective Image



Source: Kim, H., & Richardson, S.L. (2003). Motion picture impacts on destination images. *Annals of Tourism Research*, 30 (1), 216-237.

In the research of Yang (2011), transportation theory was suggested as a process undertaken while audiences were watching films before evaluating the stories. Since Yang used "place" as "product placement", the results of the research regarded advertisement of a country. However, the transportation effect also gave audiences visitation interest, cognitive place image, and initial place familiarity after viewers had watched the film. In conclusion, if the level of transpiration effect is low, the level of initial place familiarity, visitation interest and a place image is low as well.

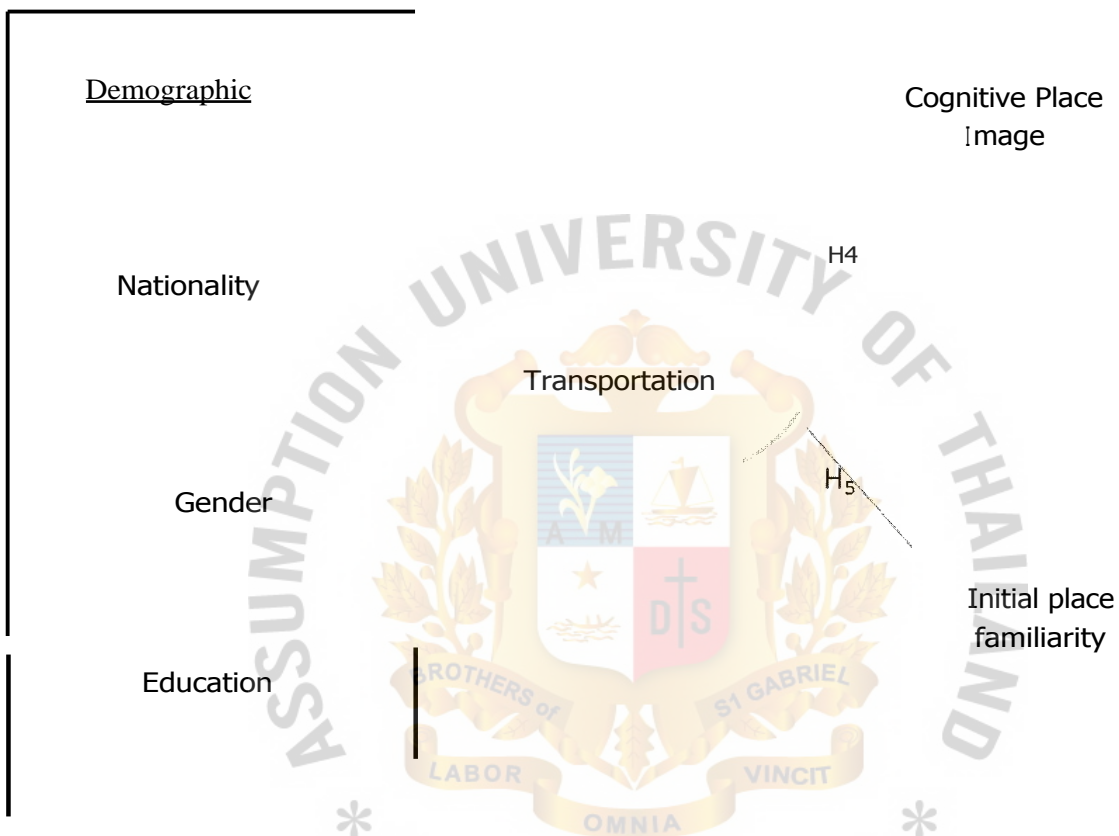
Ehrmann and Meiseberg (2010) revealed that having a different background of character such as different appearance, gender or social status could appeal more to international audiences which corresponded with the study of Taweekuakulkit (2005) about the attraction of similarity in terms of physical appearance or different social background. Also, a verbal explanation of Thai culture should be indicated because different social backgrounds could interpret mutters differently.

Although the pilot study, results from chapter 2, mentioned several time about some audiences were distract or lost in the story due to the need of explanation culture, it appeared that several methods were used to help in kind of problems such as giving explanation words on screen. However, it seemed to distract audiences from following a main story. Therefore, verbal communication was proposed to be tested in this experimental. However, due to the dual version of two films language, verbal communication was dropped from the study since the problem about cross language communication was eliminated (Wagner, 2002).

### 3.2 Conceptual framework.

The following framework is based on theatrical framework prior section.

**Figure 3.3 Conceptual Framework**



Based on this conceptual framework, this research use Creusen (2010) and Johansson et al (1985)'s theory that demographic segmentation such as nationality, gender and education can affect their judgment in purchasing decision. Kim, H., & Richardson, S.L. (2003) also explained that when a media was exposed by the audience, the level of audience receiving information such as cognitive place image and initial place familiarity depends on the empathy while watching. Yang (2011) also indicated that the empathy of audience could also call transportation level since the test was based on the decision of purchasing in tourism through a narrative story.



### 3.3 Statistical Hypotheses

Zikmund (2003) explained hypothesis as a test of the relationship between each variable in the framework. In addition, there are two forms of hypotheses set as the null hypothesis ( $H_0$ ) and alternative hypothesis ( $H_a$ ). Null hypothesis ( $H_0$ ) is assumed to be default or a false statement and alternative hypothesis ( $H_a$ ) is a representation to of truth.

#### Hypothesis 1:

$H_{10}$ : There is no difference among respondents in terms of transportation level when classified by nationality

$H_{1a}$ : There is a difference among respondents in terms of transportation level when classified by nationality.

#### Hypothesis 2:

$H_{20}$ : There is no difference among respondents in terms of transportation level when classified by gender.

$H_{2a}$ : There is a difference among respondents in terms of transportation level when classified by gender.

#### Hypothesis 3:

$H_{30}$ : There is no difference among respondents in term of transportation level when classified by education.

$H_{3a}$ : There is a difference among respondents in term of transportation level when classified by education.

Hypothesis 4:

H4o: There is no relationship between transportation level and cognitive perception.

H4a: There is a relationship between transportation level and cognitive perception.

Hypothesis 5:

H5o: There is no relationship between transportation level and initial place familiarity.

H5a: There is a relationship between transportation level and initial place familiarity.



### 3.4 Operationalization of the Independent and Dependent Variables

Table 3.1 - Operationalization Table

Variable	Conceptual Definition	Operational Components	Level of Measurement
Nationality	The status of belonging in a specific nation by birth.	1.Thai 2.Non-Thai	Nominal
Gender	The social attributes associated with being male and female.	1.Male 2.Female	Nominal
Education level	The knowledge acquired by learning.	1.High school 2.Undergraduate degree 3. Graduate Degree 4. Doctoral Degree	Ordinal
Transportation	The essential mechanism of movies that generates emotion and interest in audiences (Wang and Calder 2006).	1. I feel engaged while watching this story. 2. I think the story sequence was easy to understand. 3. I understand the story. 4. Everything in this film makes it difficult to engage. 5. I was distracted from the story. 6. I had a hard time accepting this storyline.	Interval Scale
Cognitive Place Image	Audience who has emotional and logical engagement toward movies would receive information of place where movie was taken such as place image (Kim and Richard, 2003).	1. Interesting cultural attractions 2. Interesting historical attractions 3. Quality accommodations 4. Impressive natural sceneries 5. Unpolluted environment 6. Good climate 7. Friendly local people 8. Safe place to visit	Interval Scale
Initial place familiarity	When audience has an emotion and logic engaging to a film, they will receive information of place such as initial place familiarity (Kim and Richard, 2003).	1. How familiar are you with the lifestyle of people in Bangkok? 2. How familiar are you with the cultural/historical attractions in Bangkok? 3. How familiar are you with the landscape in Bangkok? 4. How familiar are you with the nighttime entertainment in Bangkok?	Interval Scale

## **Chapter IV**

### **Research Methodology**

The purpose of this chapter is to provide an overview of the research method used in this study: the research method used respondents and sampling procedures, research instrument/questionnaire, collection of data/gathering procedures as well as the statistical treatment of data. The one minute commercial called, "Amazing Thailand" from Thai Tourism department is used in this research as well as the questionnaire for this study is explained in this chapter and target respond for questionnaires.

#### **4.1 Methods of Research Used**

This research is a descriptive research conducted in order to determine and describe the characteristics of a population. This research is conducted on people who live around Bangkok area and attend international universities. The research applies the survey technique, distributing questionnaires to collect data from respondents. A sample survey was used in such a way that a sample of respondents would represent specific population. The survey method is a research technique in which information is gathered from a sample of people by distributing the questionnaires. This survey technique provides a quick, inexpensive, efficient, and accurate means of assessing information about the population (Zikmund, 2003).

#### **4.2 Respondents and Sampling Procedure**

Zikmund (2003) proposed that a certain group of individuals that share a similar set of traits and interests should be a target population which is a complete social circle of specific samples which relatively reflects the research objective.

#### 4.2.1 Target Population

The target population is applied to anyone who attends any international universities because the experiment needs the target population in the specific gender, nationality and education level. The participations have to access to the web-link, <http://www.youtube.com/watch?v=0wSj9pGF8Mo> before completing the questionnaire.

#### 4.2.2 Sample Size

Due to the fact that the Office of the Higher Education Commission of Thailand could not provide the number of students in 2012 when the research is taken place, a calculation technique is adopted to find the sample size (Berenson and Levine, 1999).

Where

$n$  = sample size

$z$  is confidence level and is equal to 1.96.

$p$  is the population proportion for the research.(assume it to be 0.5)

$q$  is an estimated proportion of failure and is always equal to  $1-p$

$e$  = The maximum allowance for error between the true proportion and the sample proportion assumed to be 0.05

Since the research has no information about the probable  $p$  value, the research can assume that  $p = 0.5$  and solve the sample size (Cooper and Schindler, 2001). This research set a 95% confidence interval level ( $z=1.96$ ). The level of precision is  $0.05(\pm 5\%)$ .

Therefore, the sample size of this research is equal to:

$$n = \frac{z^2 p q}{e^2}$$

$$= \frac{1.96^2 (0.5) (1 - 0.5)}{(0.05)^2}$$

= 385 for both Thai population and non-Thai population.



Yet, since Office of the Higher Education Commission of Thailand showed that the population of Thai students enrolled in a higher education institutes around the nation during 2011, the previous year of this research, was 1,839,484, it appears that the number of foreign students in Thailand was 34,450 during 2011 attending universities around Bangkok area around 30,199. According to Office of the Higher Education Commission Thailand (2010), Assumption University had the highest number of non-Thai students which was around 3011. Also, Mahidol University has the number of international students around 1,251. Therefore, it is possible to conclude that the number of samples for non-Thai population for this experiment could fit 385 samples that were calculated.

#### **4.2.3 Sampling Method**

This research aims to find out the perception and understanding of Thais and non-Thais to understand how Thai and non-Thai feel about the Amazing Thailand Commercial in order to measure its cognitive place image and initial place familiarity. The non-probability sampling technique is suitable due to the affordability of practice in a limited environment (Zikmund, 2003). Also, the environmental aspect of cross-cultural tested was a major factor in finding a multi-cultural sample. Therefore, a quota sampling technique is the best choice for this research as well as the convenience sampling technique. In this study, Ramkhumhang, Assumption and Bangkok University are selected to distribute the questionnaires.

#### **Quota Sampling Technique**

Quota sampling is selected in this experiment since it ensures that subgroups in the population are represented (Zikmund, 2003). In order to find out the understanding of Thai and non-Thai audience, the population must be divided into two groups. The demographic part of the questionnaire asks about separating background of participants to divide both Thai and non-Thai audiences as well as gender and education level. Yet, non-propositional quota sampling

was used in this experiment since the gender, age and education level of respondents was unknown for the non-Thai sample audience since the researcher only wanted to divide the respondents into Thai and non-Thai audiences (Trochim, 2006).

### **Convenience Sampling Technique**

The researcher uses this technique to collect data from anybody who had the time available to answer the questions, and also to provide explanations when the respondents had problems. In this research, this technique was selected because of the limited time and finances to contribute to the project in order to find participants.

### **4.3 Research Instruments/Questionnaire**

To understand the participants' insights, the researcher used as questionnaire as the survey tool. Questionnaire is used to gather primary data about consumer's attitudes toward all variables. All questions are adapted using the scales developed by the authors of previous studies. The primary purpose of developing questionnaire is to collect statistical reflections to prove hypotheses of this experiment. The questionnaire contains four parts to make the participations feel convenient understanding and precise response.

#### **Part 1: Transportation Level**

The audiences are asked to put a score on a five-point-Likert scale (strongly agree to strongly disagree) on 8 questions. Based on Stifano (2011), there are four positive questions such as "I feel engaged while watching this story," "I think the story sequence was easy to understand," "I understand the story", Then there were other three questions that reversal the first three questions including "Everything in this film makes it difficult to engage". "Elements in film made it difficult to believe", "I was distracted from the story," "I had a hard time

accepting this storyline.” Five Point Likert-Scale is used in all questions which 1 is Extremely Unfamiliar and 5 is Extremely Familiar.

### **Part 2: Initial Place Familiarity**

The initial place familiarity is measured with the four questions with a five-point bipolar scale used by Kim and Richardson (2003). The questions are selected based on extensive literature reviews such as "How familiar are you with the lifestyle of people in Thailand after watching this clip?", "How familiar are you with the cultural/historical attractions in Thailand after watching this clip?", "How familiar are you with the landscape in Thailand after watching this clip?" and "How familiar are you with the nighttime entertainment in Thailand after watching this clip?"

### **Part 3: Cognitive Place Image.**

There were eight questions based on place image using the five-point Likert scale where 1 is strongly disagree and 5 is strongly agree. The questions are based on Yang (2011) such as "Interesting cultural attractions", "Quality accommodation", "Impressive natural scenery", "Unpolluted environment", "Good climate", "Friendly local people" and "Safe place to visit".

### **Part 4: Demographic Information**

Respondent's personal information will be also collected for related research. In this study, the demographic factors include four basic items, which are nationality, gender, age and education level. In addition, all information received will be kept confidential and anonymous. The purpose of this part is to keep audiences' background in order to examine hypothesis 1 to 3.

#### 4.4 Pretest

The purpose of this section is to present the result of reliability test of the instrument which in this research is the questionnaire. If the result of this pretest shows consistency, it should be clear and explainable. Zikmund (2003) indicated that the pretest should be conducted on a small number of the goal of finding errors in the questionnaire design. In this pretest, the questionnaires and a sample video were distributed via Google Drive website. The link was sent through emails and advertisements on several websites such as Facebook.

Table 4.1 Reliability Value of Pre-Testing Result

Variable	Cronbach coefficient alpha using SPSS
Transportation	0.703
Place image's reliability	0.869
Initial place familiarity	0.825

Over all, the pre-test which was distributing 30 copies and combined by 18 questions give Cronbach's alpha of 0.811.

Table 4.2 Cronbach's Alpha of All Pre-Test's Question

##### Reliability Statistics

Cronbach's Alpha	N of Items
.811	18

#### 4.5 Data Collection/Gathering Procedure

Two sources of data are used in this research: primary and secondary data.

**Primary data:** The experimental pilot film will be used to conduct the research during January 2012. The advertisement for this research will be announced. 770 sets of questionnaire are passed on target audiences in the last week of January 2012. Researchers who distributed the questionnaires to viewers will also answer respondents when they do not understand the questions or have some misunderstanding. The questionnaire period would run from January to March 2013.

**Secondary data:** it will be gathered from several sources including textbooks, electronic journals, and hardcopy journals which were obtained during the experimental period.

#### 4.6 Statistical Treatment of Data

After the data are collected, the researchers use the SPSS software to analyze them before deciding whether other statistical tools would be required.

##### 4.6.1 Descriptive Analysis

Descriptive analysis is used to understand actual data as well as to present the analysis in form of tables or graphic charts. Also, it is used to help the researcher conclude without hypothesis (Zikmund 2003).

In this experiment, demographic information is put in statistical tables to see if there are any different orientations or distributions among age, education level, gender, nationality.

##### 4.6.2 Inferential Analysis

Inferential analysis is widely used to find out reasons in order to let researchers conduct a simplification of a particular group with a limited number of samples. Yet, Zikmund (2003) explained that this method is able to tell how variables are alike or differences between two or more groups.



### Pearson's Product Moment Correlation Coefficient

Pearson's Coefficient is considered as the most popular analysis technique to identify relationships between variables with statistical values (Zikmund, 2003). The significance or importance degree of the hypothesized relationship will be determined by a calculated index. However, only a linear relationship between variables is identified and the non-linear will not be presented. The formula is shown below:

$$r = \frac{\sum xy - \frac{\sum x \sum y}{N}}{\sqrt{\left( \sum x^2 - \frac{(\sum x)^2}{N} \right) \left( \sum y^2 - \frac{(\sum y)^2}{N} \right)}}$$

Where:

X= Independent Variable

Y= Dependent Variable

N= Number of Samples

In the calculation, there are two directions which can be shown as a result. The first is positive correlation. It can be concluded that when one variable increases, the other also increases. Negative correlation can be explained as when one variable goes up but the other one goes down. Hussey (1997) showed that the range of the correlation coefficient can be seen from -1.0 to 1.0. The perfect negative relationship is -1.0 and the perfect positive relationship is 1.0. At 0, there is no relationship and 0.80-0.95 is a strong positive relationship. Also, at the range between 0.1-0.49, there is a weak positive relationship and between 0.5-0.79, there is a moderate positive relationship. The negative relationship interpretation is the same as the positive relationship method but uses a negative sign at the front.

### Independent Sample Test

Independent sample test is also known as T-test which are often used to test the differences between means taken from two independent samples or groups (Zikmund, Babin, Carr & Griffin (2010). Saiyod and Saiyod (1995) stated that the T-test is the most common tool to compare a conventional control condition and experimental condition as two groups and its formula appears as follow:

$$t = \frac{\bar{X}_1 - \bar{X}_2}{S_{\bar{X}_1 - \bar{X}_2}}$$

Where:

$\bar{X}_1$  = mean for Group 1

$\bar{X}_2$  = mean for Group 2

$S_{\bar{X}_1 - \bar{X}_2}$  = the pooled or combined standard error of difference between means.

### Anova

Zikmund, Babin, Carr & Griffin (2010) stated that Analysis of Variance (ANOVA) is the statistical method for testing the null hypothesis by looking if the means of several populations are equal. The ANOVA is based on the same logic oft-test but Anova is used to solve more complex designs. This type of analysis of variance is used for a single factor, fixed-effects model to compare the effect of one factor on a continuous dependent variable. The test statistic for ANOVA is the F ratio and its formula shown as following:

$$F = \frac{MS_{\text{between}}}{MS_{\text{within}}}$$

Where:

$$MS_{\text{between}} = \frac{SS_{\text{between}}}{C - 1}$$

$C$  = number of  $j$  groups (or columns)

$SS_{\text{between}}$  = Sum of Squares Between

$SS_{\text{within}}$  Sum of Squares Within

$MS_{\text{between}}$  = Mean Squares Between

$MS_{\text{within}}$  = Mean Square Within

If the null hypothesis is true, there will be no difference between the populations and the ratio should be close to 1. If the population means are not equal, the F ratio should be greater than 1.

#### 4.7 Statistical Tool Adopted for Hypothesis Testing

This research is to identify the factors influencing viewers' experience of a place, attitude about a movie as well as the casual relationships among Non-verbal communication methods such as symbols and performing, diversity of characters and verbal explanation of culture. Therefore, Pearson's Correlation is the primary technique adopted for further analysis. The summary of null hypothesis description and technique adopted for statistical analysis are presented in Table 4.7 below.

Table 4.3 Statistical Technique Adopted for Hypothesis

Hypothesis	Null hypotheses	Statistical method adopted
H <sub>1</sub>	There is no difference among respondents in terms of transportation level when classified by nationality	Independent Sample Test
H <sub>2</sub>	There is no difference among respondents in terms of transportation level when classified by gender.	Independent Sample Test
H <sub>3</sub>	There is no difference among respondents in terms of transportation level when classified by education.	One-way ANOVA
H <sub>4</sub>	There is no relationship between the level of transportation and cognitive perception.	Pearson Correlation
H <sub>5</sub>	There is no relationship between transportation level and initial place familiarity.	Pearson Correlation

## Chapter V

### Presentation of Data and Critical Discussion of Results

This chapter presents the results from data analysis. To identify the relationship among variables and other target objectives, this chapter has two sections. The first section is the statistical output of data analyzed by Statistical Package of Social Sciences (SPSS) in terms of demographic description, variable analysis and hypothesis testing. The second section is the statistical output of data analyzed to explain the result of the hypotheses.

#### 5.1 Statistical Output of Data Analyzed by SPSS

Descriptive analysis is the research method used to describe the traits and characteristics of target population (Zikmund, 2003). In this section, all the demographic information of collected valid samples are analyzed in terms of gender, age, educational level and income per month to reveal the objective.

##### 5.1.1 Nationality

The Nationalities of respondents are presented in Table 5.1.1.

**Table 5.1: Summary of Respondents by Nationality**

Nationality				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Thai	323	74.1	74.1
	Non-Thai	113	25.9	25.9
	Total	436	100.0	100.0

According to table 5.1, the total number of the respondents is 436. There are 323 (74.1%) as Thais and 113 (25.9%) as foreigners. Therefore, the majority of the population had Thai nationality.

### 5.1.2. Gender

The gender groups of the respondents are presented in table 5.1.2.

Table 5.2: Summary of Respondents by Gender

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	175	40.1	40.1	40.1
	Female	261	59.9	59.9	100.0
	Total	436	100.0	100.0	

table 5.2 indicates that 175 (40.1%) are male. On the other hand, there are 261 (59.9%) females. Therefore, the majority is female.

### 5.1.3. Age

The age groups of respondents are presented in table 5.1.3.

Table 5.3 Summary of Respondents by Age

Age		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 20	70	16.1	16.1	16.1
	20-30	224	51.4	51.4	67.4
	31-40	95	21.8	21.8	89.2
	41-50	36	8.3	8.3	97.5
	50 or above	11	2.5	2.5	100.0
	Total	436	100.0	100.0	

According to Table 5.1.3, the respondents with ages between 21-30 years old are the majority group in this study, showing 224 respondents or 51.4%. The population of age 31-40 is the second largest in this study with 95 participants or 21.8%. There are 70 respondents who are 20 years old (16.1%) out of the total of 436 questionnaire. For the age range between 41-50 years old, there are 36 people (8.3%). For 50 years old or above, there are 11 people, representing 2.5% of a whole population in this study.



### 5.1.4 Education

The educations of the respondents are presented on table 5.1.4.

Table 5.4. Summary of Respondents by Education

Education				
	Frequency	Percent	Valid Percent	Cumulative Percent
High School	80	18.3	18.3	18.3
Undergrad	230	52.8	52.8	71.1
Valid Graduate Degree	112	25.7	25.7	96.8
Doctoral Degree	14	3.2	3.2	100.0
Total	436	100.0	100.0	

Table 5.4 indicates the frequency distribution of educational levels of respondents in this investigation. In this study, the education level is divided into five segments. The respondents who hold an undergraduate degree is the largest group with 230 respondents (52.8%). Next, the group of those who hold a postgraduate degree is the second largest in this study appeared as 112 people (25.7%). The participants who have their education level below undergraduate degree are 80 people participating this study, which shows 18.3% in this study. Also, there are 14 respondents with a doctoral degree making 3.2%.

## 5.2 Simple Statistics Output of Description of Each Variables

### 5.2.1 Transportation level

Table 5.5: the transportation level rank from the highest to the lowest score

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Feeling engaged with story	436	1	5	3.60	1.206
Easy to understand	436	1	5	3.45	1.302
Understand the story	436	1	5	3.39	1.341
Difficult to believe	436	1	5	2.94	1.345
distracted from story	436	1	5	2.72	1.191
Hard time to accept storyline	436	1	5	2.63	1.268
Valid N (listwise)	436				

Table 5.5 indicates the mean and standard deviation of transportation level. The first question which was "I am feeling engaged with story" has the highest mean among the six questions as 3.60 out of 5. The second highest mean score is "I feel easy to understand" which shows 3.45. The third highest mean score was "I understand the story" which was 3.39 out of 5. The question which is "I feel difficult to believe" scores 2.94. Whereas, "I feel distracted from story" scores 2.72. Finally, the lowest mean is "I have a hard time to accept storyline" which score 2.63.

### 5.2.2 Cognitive Place Image

Table 5.6 the cognitive place image after watching the Amazing Thailand's commercial.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Interesting culture attractions	436	1	5	4.00	.925
interesting historical attractions	436	1	5	3.56	1.107
quality accommodations	436	1	5	3.11	1.155
impressive natural sceneries	436	1	5	4.12	.986
unpolluted environment	436	1	5	3.31	1.223
good climate	436	1	5	3.64	1.081
friendly local people	436	1	5	4.03	.955
safe place to visit	436	1	5	3.61	1.010
Valid N (list wise)	436				

According to the table 5.6, the result of watching the clip indicates that the commercial made the audience impressed with natural sceneries with the mean 4.12 out of 5. This means that the commercial made the audience feel that the country has several impressive natural sceneries. The element that owns the second highest mean is "friendly local people" with standard deviation 0.955 and the mean as 4.03. The result indicates that after being exposed to the commercial, the audience believed that local people were friendly. Yet, the audiences find that the Amazing Thailand clip makes them interested in Thai culture

as the result of 4.00 and feel that Thailand has a good climate with the result of 3.64. Also, the audiences express that they think Thailand is a safe place to visit as the mean shows 3.61. Moreover, this clip also makes the audience interested in historical attraction through its mean of 3.56. The quality of accommodation has the lowest mean of 3.11. It also indicates that the audience felt neutral about the accommodation.

### 5.2.3 Initial place familiarity

Table 5.7: The initial place familiarity in the Amazing Thailand's commercial.

	N	Minimum	Maximum	Mean	Std. Deviation
Familiar with lifestyle	436	1	5	3.92	1.063
Familiar with Cultural Attractions	436	1	5	3.87	1.076
Familiar with the landscape	436	1	5	3.91	1.078
Familiar with the night time	436	1	5	3.76	1.167
Valid N (listwise)	436				

According to table 5.7, the respondents feel that they are familiar with the Thai lifestyle after watching the clip among four initial place familiarity factors. The mean is 3.92 out of 5 which indicates that the audiences feel neutral but slightly toward agree that they feel familiar with the lifestyle after watching the clip. The second largest mean in this section is "I feel familiar with the landscape which shows 3.91. Next, the third highest mean is 3.87 from "I feel familiar with cultural attractions. The lowest mean in this category is "I feel familiar with the night time" which score 3.76.

### 5.3 Analysis of Hypothesis Testing

In this part, the researcher measures the mean and standard deviation of each variable. According to Sanders(2000), the average mean is the frequently used measure of central

tendency for each grouped data and standard deviation is the most important and useful measure of dispersion for each group data (see Table 5.3).

Hypothesis 1:

H1o: There no difference among respondents in terms of transportation level when classified by nationality

H1a: There is a difference among respondents in terms of transportation level when classified by nationality.

Table 5.8 T-test for Hypothesis 1

Group Statistics					
	Thai/Non-Thai	N	Mean	Std. Deviation	Std. Error Mean
EXSD 1	Thai	323	18.8514	4.77600	.26574
	Non-Thai	113	18.3540	5.10063	.47983

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
EXSD1	Equal variances assumed	1.448	.230	.936	434	.350	.49741	.53138	-.54698	1.54181
	Equal variances not assumed			.907	185.185	.366	.49741	.54850	-.58470	1.57953

According to table 5.8, the significance value is 0.350, which is greater than 0.05.

Therefore, the null hypothesis has failed to reject, which means that there is no difference among nationalities in term of having transportation level.

**Hypothesis 2:**

H2o: There is no difference among respondents in terms of transportation level when classified by gender.

H2a: There is no difference among respondents in terms of transportation level when classified by gender.

**Table 5.9** T-test for hypothesis 2

**Group Statistics**

	Male/Female	N	Mean	Std. Deviation	Std. Error Mean
EXSD1	Male	175	18.8857	4.65457	.35185
	Female	261	18.6130	5.00074	.30954

**Independent Samples Test**

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
EXSD1	Equal variances assumed	2.119	.146	.574	434	.566	.27269	.47531	-.66151	1.20689
	Equal variances not assumed			.582	390.870	.561	.27269	.46863	-.64866	1.19404

As shown in Table 5.9, the significance value is 0.556 which is greater than 0.05.

Therefore, the null hypothesis H2o has failed to reject which means that there is no difference among nationalities in term of having transportation level when classified by gender.



**Hypothesis 3:**

H3o: There is no relationship in terms of transportation level when classified by education.

H3a There is a relationship in terms of transportation level when classified by education.:

**Table 5.10** T-test for hypothesis 3.

ANOVA					
EXSD1					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	38.376	3	12.792	.540	.655
Within Groups	10241.044	432	23.706		
Total	10279.420	435			

As shown in Table 5.10, the significance value is 0.655, which is greater than 0.05.

Therefore, the null hypothesis is not rejected which means that there is no difference among education in term of having transportation level when classified by education.

**Hypothesis 4:**

H4o: There is no relationship between transportation level and cognitive perception.

H4a: There is a relationship between transportation level and cognitive perception.

**Table 5.11** The Analysis of Relationship between transportation level and cognitive perception by using Pearson Correlation Coefficient

**Correlations**

		ExSD1	ExCP1
ExSD1	Pearson Correlation	1	.663(**)
	Sig. (2-tailed)		.000
	N	436	436
ExCP1	Pearson Correlation	.663(**)	1
	Sig. (2-tailed)	.000	
	N	436	436

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

As shown in Table 5.11, the significance value is 0.00, which is less than 0.05.

Therefore, the null hypothesis is rejected, which means that there is a relationship between

transportation level and cognitive perception. Also, the Pearson Correlation value is 0.663 which can be interpreted as a moderate positive linear relationship.

### Hypothesis 5:

H5o: There is no relationship between transportation level and initial place familiarity.

H5a: There is a relationship between transportation level and initial place familiarity.

**Table 5.12:** The Analysis of Relationship between transportation level and initial place familiarity by using Pearson Correlation Coefficient (Bivariate)

**Correlations**

		EXSD1	EXIP1
EXSD1	Pearson Correlation	1	-.096*
	Sig. (2-tailed)		.046
	N	436	436
EXIP1	Pearson Correlation	-.096*	1
	Sig. (2-tailed)	.046	
	N	436	436

\*. Correlation is significant at the 0.05 level (2-tailed).

The result of hypothesis testing is shown in Table 5.12. The result from Pearson Correlation Analysis demonstrates that the significance is equal to 0.001, which is less than .01 ( $.046 < .05$ ), which means that null hypothesis ( $H5_0$ ) is rejected. Then, there is a relationship between transportation level and initial place familiarity at the .005 significant levels. Pearson Correlation for table 5.11 is as -0.096 which shows a weak negative linear relationship and almost no relationship since correlation is nearly zero.

**Table 5.13:** The Summary of Results from Hypothesis Testing by Using Pearson Correlation Coefficient

Hypothesis	Variable	Statistics test	Sig. (2-tailed)	Result
H1	There is no difference among respondents in transportation level when classified by nationality	Independent Sample Test	.005	H1 <sub>0</sub> supported
H2	There is no difference among respondents in transportation level when classified by gender.	Independent Sample Test	.005	H2 <sub>0</sub> supported
H3	There is no difference among respondents in transportation level when classified by education.	Independent Sample Test	.001	H3 <sub>0</sub> supported
H4	There is no relationship between transportation level and cognitive perception.	Pearson's Correlation Coefficient	.000	H4 <sub>0</sub> Reject
H5	There is no relationship between transportation level and initial place familiarity.	Pearson Correlation Coefficient	.000	H5 <sub>0</sub> Reject

Table 5.13 shows that the null hypothesis of 1 and 2 are supported through testing by Independent Sample Test at 2-tailed significant of 0.005. In addition, the null hypothesis 3 is also supported through Independent Sample Test at 2-tailed significant of 0.001. Therefore, nationality, gender and education level has no relationship with the transportation level. However, the null hypothesis 5 and 6, which are rejected after being tested by Pearson's Correlation Coefficient at 2-tailed significant of 0.000 which indicate that there is a relationship between transportation level and cognitive perception as well as between transportation level and initial place familiarity.

## **Chapter VI**

### **Conclusion and Recommendation**

This chapter provides conclusion and recommendations of the research. The summary of findings on the collected samples and demographic characteristics of collected samples and the testing of the previously developed hypotheses are presented in the first part. Stated problems and practical implication of the research are discussed in the second section. Conclusion and recommendations of this research are introduced in the third section. In the fourth section, suggestions for future research are proposed.

#### **6.1 Summary of Findings**

The objective of this research is to understand the influence of factors on cognitive place image and initial place familiarity through transportation effect. In this research, the researcher uses descriptive statistics for the data analysis which also includes the independent variables such as nationality, gender and education. The second section of summary of findings presents the analysis factors relating to measure the effectiveness of information through media which transportation level, cognitive place image and initial place familiarity will be measured. The final section presents the summary of all the five hypotheses.

##### **6.1.1 Summary of Descriptive Analysis**

There are four demographic variables namely; nationality, gender and education level that have been analyzed descriptively. The findings were obtained from the total score of respondents.

Table 6.1 Summary of demographic data

Demographic Data	Frequency	Valid Percent
<i>Nationality</i>		
Thai	323	74.1
Non-Thai	113	25.9
<i>Gender</i>		
Male	175	40.1
Female	261	59.9
<i>Age</i>		
Below 20	70	16.1
21-30	224	51.4
31-40	95	21.8
41-50	36	8.3
51- or above	11	2.5
<i>Education</i>		
Below Undergraduate	80	18.3
Undergraduate Degree	230	52.8
Graduate Degree	112	25.7
Doctoral Degree	14	3.2

Table 6.1 shows the summary of the four demographic variables, comprising of respondents' information about nationality, gender, age and education.

**Nationality** Based on the data of the 436 respondents from the survey research, there is a significant difference in terms of the nationality of the respondents. 323 which are Thai (74.1%) and 113 non-Thai (25.9%).

**Gender** Based on table 6.1.1, it shows that 175 of the total population are male, which shows 40.1%. In contrast, there are 261 (59.9%) female respondent in the study.

**Age** The third group of demographic factors is the age which indicates that the majorities of participants are 21-30 years old, with the number of 224 participants (51.4%). the second largest group comprises of those with the age between 31-40 showing 95 participants (21.8%). Those below 20 years old, which is the third largest group, count 70 persons (16.1%). Moreover, the fourth largest group in this study is those whose age is



between 41-50 with 36 contributors (8.3%) whereas those ages 51 or above appeared as 11 members (2.5%).

Education Based on table 6.1.1, which shows the different background of the respondents, the dominant group is those who have an undergraduate degree, with 230 participants (52.8%). Those who have a graduate degree are the second largest group in this study with 112 (25.7%). Yet, the group with below undergraduate degree who participate this study is 80 (18.3%). Finally, the participants with doctoral degree are 14 members (3.2%).

### 6.1.2 Summary of Hypothesis Testing

Based on the objective, this research identifies the factors that produce cognitive place image and initial place familiarity as well as the relationship among factors. The summarized results of testing of all hypotheses are shown in the table 6.1.2. From the results, the investigation of the relationship among independent, intervene and dependent variables in order to find their significant relationships reveals. Therefore, Pearson Correlation is selected to test the hypothesis previously initiated based on the literature reviews by testing at 95% confidence level as well as Anova and independent sample test (t-test)'s results are shown as follows:

Table 6.2 Summary of Hypothesis Testing

Hypothesis	Statistics test	Sig. (2-tailed)	Result
H1 <sub>0</sub> : There is no difference among respondents in transportation level when classified by nationality	Independent Sample Test	0.350	Accept H1 <sub>0</sub>
H2 <sub>0</sub> : There is no difference among respondents in transportation level when classified by gender.	Independent Sample Test	0.566	Accept H2 <sub>0</sub>
H3 <sub>0</sub> : There is no difference among respondents in transportation level when classified by education.	ANOVA	0.655	Accept H3 <sub>0</sub>
H4 <sub>0</sub> : There is no relationship between transportation level and cognitive place image.	Pearson's Correlation Coefficient	0.000	Reject H4 <sub>0</sub>
H5 <sub>0</sub> : There is no relationship between transportation level and initial place familiarity.	Pearson Correlation Coefficient	0.0046	Reject H5 <sub>0</sub>

The table 6.2 shows that there is no difference in terms of transportation effect when classified by nationality, gender and education after being exposed to Amazing Thailand commercial. However, hypothesis 5 and 6, which are rejected, indicate that there is a relationship between transportation level and cognitive perception as well as between transportation level and initial place familiarity.

## 6.2 Discussion of Major Findings.

Based on the summary of finding in the previous section, the total questionnaires distributed were for 770 samples. When putting the data to SPS program, it is seen that 436 questionnaires were sent back. This research concludes the effectiveness of the commercial called, "Amazing Thailand" which was produced by Tourism Authority of Thailand. To conclude, the determination will fall on the significance between transportation level and cognitive place image as well as the relationship between transportation level and initial place familiarity for hypotheses 4 and 5. Thus, the conclusion which provides the support for each research question is described as follows:

**The first research question:** Is there any connection between a diversity background of viewers and movie transportation effect?

In this research, nationality, gender and education level were tested to see the effect on transportation level for hypotheses 1 to 3. According Ehrmann and Meiseberg (2010), diversity such as nationality, education level and gender of audiences played major factors to see whether one film would be success or not. According to their results, it appears that the age and culture differences were the reason why a feature film from one country could not be successful in another country. Also, Peterson's (2009) stated that the similarity of ages, races and genders could trigger the interest of individual to their attentions. However, from the results in table 6.1.2, age, race and gender difference do not have any effects on this commercial.

**Table 6.3 Demographic factor through nationality****Nationality**

	Frequency	Percent	Valid Percent	Cumulative Percent
Thai	323	74.1	74.1	74.1
Valid Non-Thai	113	25.9	25.9	100.0
Total	436	100.0	100.0	

From the table above, the total number of participants is 436. The number of respondents who are Thai is 323 (74.1%). For the non-Thai population, it appears as 113 (25.9%). Yet, the results from these findings show that there is no significant effect of the nationality on the relationship between nationality and transportation level. Referring to table 5.9. p 60, the significance level displays 0.350, which is greater than 0.005 ( $0.35 > 0.005$ ). Therefore, there is no relationship between nationality and the transportation level for this short commercial.

**Table 6.4 Demographic factor through gender****Gender**

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	175	40.1	40.1	40.1
Valid Female	261	59.9	59.9	100.0
Total	436	100.0	100.0	

The next process is to find another factor of demographic information, in this case, the gender of the participants who have exposed to this Amazing Thailand commercial. The purpose of collecting gender data in this study is to test whether both genders affect transportation level differently. In this study, Females hold 59.9% of whole participants, which is 261 out of 436 while males count as 40.1% by having 175 respondents. The result in table 6.1.2 indicates that gender has no effect in term of transportation level on this commercial. Unlike the theory of feature film by Ehrmann and Meiseberg (2010) and Batool

and Malik (2010), the Amazing Thailand commercial shows that gender has no a relationship with the level of transportation. According to this research's result from table 5.9 on page 60, the significance level shows 0.566 which is greater than 0.005 ( $0.566 > 0.005$ ). Therefore, there is no relationship between gender and transportation level.

Table 6.4 Demographic factor through education level

Education				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Below Undergraduate	80	18.3	18.3	18.3
Undergraduate	230	52.8	52.8	71.1
Graduate Degree	112	25.7	25.7	96.8
Doctoral Degree	14	3.2	3.2	100.0
Total	436	100.0	100.0	

In terms of education diversity, hypothesis 3 questions whether or not education levels give different levels of transportation level. The total participants in this experiment are 436. In the following data on table, there are 230 participants who hold under graduate level education. There are 112 of those with graduate degree. Below undergraduate is the third largest group with 80 participants which is 18.3%. 14 people hold a doctoral degree which is 3.2%. According to table 5.10 on page 61, the significance level shows 0.655 which is greater than 0.005 ( $0.655 > 0.005$ ). Therefore, as Morris & Venkatesh (2000) stated that individual's age and social-cognitive behavior determinates each person's personal choices, in this research, there is no relationship between education level and transportation level.

In overall, it seems that Ehrmann and Meiseberg (2010)'s theory about diversity of audiences which stated that it is too difficult to gain their emotional and logical engagement to a cultural film due to different types and style in film craft and appealing of actor etc. However, in this research, Ehrmann and Meiseberg (2010)'s argument is not applied to a short commercial. Stifano (2010) and Yang (2010), stated when audiences accept the

suspension of disbelief or having a high level of transportation level they can have their mind receive a lot information from a movie. This video is short and it gives information of Thai tourism by showing the picture of people with different ages, gender and skin colors to attract audiences' attention, which is corresponding to Peterson (2009)'s statement that people tend to pay more attention to those that share the same common appearance. Moreover, it can be concluded that nationality, gender and education backgrounds have no effect to the level of transportation. Therefore, all null hypotheses (H10, H20, H30,) are accepted.

**Table 6.5 Mean of Transportation Level.**

	N	Minimum	Maximum	Mean	Std. Deviation
Feeling involve with story	436	1	5	3.60	1.206
Easy to understand	436	1	5	3.45	1.302
Understand the story	436	1	5	3.39	1.341
Difficult to believe	436	1	5	2.94	1.345
distracted from story	436	1	5	2.72	1.191
Hard time to accept storyline	436	1	5	2.63	1.268
Valid N (listwise)	436				

Table 6.5 indicates that the respondents feel involved with commercial at neutral and slightly agree. Since the question 1-3 are tested whether the audiences feel positive toward the clip or not, the question 4-6 are used to make sure that the viewers fill out their answers carefully since question 4-6 are the same question as 1-3 but used in negative language. As the scale of 1 to 5 where 1 is extremely disagree and 5 is extremely agree, it appears that the audiences rate the clip as easy to understand and understand the story as neutral as their scales show 3.45 and 3.39 respectively. Yet, the questions on "difficult to believe", "distracted from story" and "hard time to accept storyline" are 2.94, 2.72 and 2.63 respectively, reflecting as slightly disagree of statement. Those questions can be concluded that the audiences do not feel negatively about the quality of the commercial.



**The second research question:** Is there any connection between the movie transportation and the place image?

In this part, the perception of a place through a media has been studied through several researches. Yang (2011) indicated that place image could be built along with the visitation interest if the audiences have a high level of transportation. Shani, Wang, Hudson, Gil (2009) stated that interesting landscapes scenery and culture from the motion pictures could provide a visitation desire to audiences. The Pearson Correlation value between transportation level and place image is 0.663, which shows a moderate positive linear relationship. This supports the relationship between transportation level and place image.

**Table 6.6 Mean and Standard Deviation of Cognitive Place Image Questions**

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
Interesting culture attractions	436	1	5	4.00	.925
interesting historical attractions	436	1	5	3.56	1.107
quality accommodations	436	1	5	3.11	1.155
impressive natural sceneries	436	1	5	4.12	.986
unpolluted environment	436	1	5	3.31	1.223
good climate	436	1	5	3.64	1.081
friendly local people	436	1	5	4.03	.955
safe place to visit	436	1	5	3.61	1.010
Valid N (listwise)	436				

According to table 6.6, the survey analyzes how the Amazing Thailand commercial represents Thai place image to the research's respondents. From the scale of 1 which is extremely disagree to 5 which is extremely agree, the audiences respond that this commercial makes them feel that Thailand has impressive natural sceneries with the highest mean of 4.03. However, the respondents express that they feel slightly disagree with Thailand having quality accommodations with the mean of 3.11. The Pearson correlation is 0.663, which can

be explained as a moderate positive linear relationship between transportation level and cognitive place image. The positive relationship explains that transportation level has an influence on place image.

**The third research question:** Is there any connection between the movie transportation and the initial place familiarity?

In this part, the transportation and initial place familiarity are investigated to find their relationship. Kim and Richardson (2003) argued that the exposure to a place could provide an initial place familiarity which leads a person to make a decision of visitation. Also, Yang (2011) stated that movie transportation provided the initial place familiarity. In this experiment, the result corresponds to both studies.

**Table 6.7 Mean and Standard Deviation of Initial Place Familiarity**

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Familiar with lifestyle	436	1	5	3.92	1.063
Familiar with Cultural Attractions	436	1	5	3.87	1.076
Familiar with the landscape	436	1	5	3.91	1.078
Familiar with the night time	436	1	5	3.76	1.167
Valid N (listwise)	436				

According to table 6.7, the respondents express that the Amazing Thailand's commercial makes them feel familiar with the Thai lifestyle the most with the mean of 3.92. Also, the participants express that this commercial feel familiar with the night time least as the mean shows 3.76. For hypothesis 5, there is a relationship between transportation level and initial place familiarity at the 95% significance level as 0.0045, which is less than 0.005. Therefore, the Pearson Correlation for the relationship between the variable appears as -0.096 which shows a weak negative linear relationship.

### 6.3 Recommendations

Based on the findings several recommendations can be useful for the future commercials since tourism industry of Thailand can extend their marketing strategy. According to Anholt (2010), nation branding helps nations to improve their deserved public image through marketing communication. However, the nation branding needs a clear idea from marketers in order to provide a valuable asset to the viewers. Moreover, Holt (2004) stated that cultural brand identity communication produced a mind-share branding to show to international consumer. Therefore, it is important to evaluate a commercial that reflects a country's image and promote tourism. The findings of this study do not only support and expand upon researches on media-induced tourism, but also give an insight on how the audiences respond to the commercial. Some of the interventions classified into Academic and governmental as follow:

#### Academic intervention

Based on this study, media and tourism are not limited to the movie. Although several studies have indicated the promoting tourist destination is a practice to a feature films, in terms of advertising, any subject of informative, persuasive, reminding and reinforcement method are not limited to long motion pictures but it can also be in form of short message such as a television commercial, magazine advertisement and radio sport (Kotler, 2009). Furthermore, Office of the Higher Education Commission of Thailand indicated that there were 34,450 student enrolled in universities in Bangkok during 2011. Therefore, the tourism experimental research related to foreigners' prospective could obtain easily from higher education institutions rather than obtaining from tourist places. Due to the fact that foreign college students are willing to participate the educational research more than foreign tourists,

the study recommends Thai international universities to help develop the further research work.

Yet, the results from the experiments on both Thai and non-Thai populations indicate that there is no different attitude toward the Amazing Thailand commercial. Although several literatures indicated that any cultural media trigger the interests of foreign viewers more than local viewers, this research ensured that the shot commercial has no effect on the different perspective from different backgrounds. The limitation of accessing to this experiment commercial may also be the reason since this shot advertisement is never shown on Thai television. Therefore, Thai participants are likely to respond to it as the first time expression as the high level of transportation effect similarly to the non-Thai participants. Also, due to the fact that the commercial has a limit time within one minute, the viewers evaluated their respond to the straight forward informative message rather than the hidden information within narrative stories.

#### Government intervention

According to the results, it seems that the viewers feel neutral or slightly positive with the quality of this commercial which is owned by Tourism Authority of Thailand. Referring to the findings, Tourism Authority of Thailand can also use the same commercial to advertise and target Thai audience. Due to the fact that the result of Thai participants has the same respond as Non-Thai participants, strategic planners of TAT should consider catering to the same commercial to Thai citizens as well.

The findings of this study also state that this commercial does not enhance a positive image. This explains why the participants who enrolled in Thai international universities expressed either natural or slightly positive toward the cogitative image and initial place familiarity informative of this commercial. Responding to Siriengkul (2005), the media about

Thailand does not always induce the minds of viewers. For example, a movie could form up awareness as well as give some information about the country such as culture, food, natural scenery and historical places, but it is effective enough to make a tourist decision to come to Thailand. Therefore, the Thai tourist marketers should find more strategies to support after the promotional commercial had been released. One of the reasons is the fact that the research found the experiment video clip from a vital video website called, “YouTube”. The video had no indication of person or place to contact when the viewers wanted to request more information. Another reason is that Tourism Authority of Thailand should find another way to reinforce the travel motivation like cooperation with international tour agents such as Expedia and Tripadvisor in order to provide more channels to give more information and to target more visitors.

#### 6.4 Future Research

In this research, implication from the effect of the informative of commercial, the place image and the initial place familiarity were tested. As the majority of literatures were the studies of movie, this researcher applied them to examine the short commercial. Therefore, the result might be different from several studies that focus on feature films. The limitation of this research has changed due to the fact that the foreign participants have already been in Thailand. However, the future research should be design to find way to improve the quality of commercial in the foreigner's point of views. A qualitative research is necessary to find more specific points to enhance understandings.

In addition, further studies should also find an alternative place to promote the Tourism Authority of Thailand as well as information about Thailand besides the official website, Thai airways and YouTube. Also, the further research should consider the question such as the next strategy as a follow up after the commercial.



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APPENDIX A  
ENGLISH QUESTIONNAIRE





This research questionnaire is designed as a part of graduate research for the degree of Master of Business Administration. Your co-operation will help us understand the study of the effectiveness of Amazing Thailand's commercial in the view of professional expats. Please kindly spare a few minutes to answer the following questions. All the answers are anonymous and confidential.

Before you start the question part, please take a few seconds to watch the clip from <<http://www.youtube.com/watch?v=0wSj9pGF8Mo>>.

### Part I: Transportation Level

Please read each of the statements below and indicate your level of agreement or disagreement.

1. I feel engaged while watching this story. \*

1 2 3 4 5

2. I think the story sequence was easy to understand. \*

1 2 3 4 5

Strongly disagree ☹ C *m* Strongly agree

3. I understand the story. \*

1 2 3 4 5

Strongly disagree ☹ r- Strongly agree





**4. Impressive natural sceneries \***

1    2    3    4    5

*Strongly disagree* ☐*Strongly agree***5. Unpolluted environment \***

1    2    3    4    5

*Strongly disagree**Strongly agree***6. Good climate \***

1    2    3    4    5

*Strongly disagree* ☐ ☐ ☐ ☒ *Strongly agree***7. Friendly local people \***

1    2    3    4    5

*Strongly disagree* ☐ ☐ ☐ ☐ ☐ *Strongly agree***8. Safe place to visit \***

1    2    3    4    5

*Strongly disagree* ☐ ☐ ☐ ☐ ☐ *Strongly agree***Part III: Initial place familiarity****1. How familiar are you with the lifestyle of people in Thailand after watching this clip? \***

1    2    3    4    5

*Extremely unfamiliar* ☐☐ *Extremely familiar***2. How familiar are you with the cultural/historical attractions in Thailand after watching this clip? \***

1    2    3    4    5

*Extremely unfamiliar**Extremely familiar***3. How familiar are you with the landscape in Thailand after watching this clip? \***

1 2 3 4 5

*Extremely unfamiliar*

*Extremely familiar*

4. How familiar are you with the nighttime entertainment in Thailand after watching this clip? \*

1 2 3 4 5

*Extremely unfamiliar*

*Extremely familiar*

#### Part IV. Demographic

1. What is your background? \*

☒ Thai

☐ Non-Thai

2. Gender \*

☐ Male

☒ Female

3. Age \*

☐ Below 20

☐ 21-30

☐ 31-40

☐ 41-50

☐ 50 years old or above

4. What is your education level? \*

☐ High school

☐ Undergraduate degree

☐ Graduate Degree

☐ Doctoral Degree

-----End-----

## APPENDIX B MISCELLANEOUS



List of frequency and percentage of nationality, gender, education level and age

**Nationality**

	Frequency	Percent	Valid Percent	Cumulative Percent
Thai	323	74.1	74.1	74.1
Valid Non-Thai	113	25.9	25.9	100.0
Total	436	100.0	100.0	

**Gender**

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	175	40.1	40.1	40.1
Valid Female	261	59.9	59.9	100.0
Total	436	100.0	100.0	

**Education Level**

	Frequency	Percent	Valid Percent	Cumulative Percent
Below Undergrad	80	18.3	18.3	18.3
Valid Undergrad	230	52.8	52.8	71.1
Graduate Degree	112	25.7	25.7	96.8
Doctorial Degree	14	3.2	3.2	100.0
Total	436	100.0	100.0	

**Age**

	Frequency	Percent	Valid Percent	Cumulative Percent
Below 20	70	16.1	16.1	16.1
21-30	224	51.4	51.4	67.4
31-40	95	21.8	21.8	89.2
Valid 41-50	36	8.3	8.3	97.5
50 or above	11	2.5	2.5	100.0
Total	436	100.0	100.0	

List of descriptive statistic of transportation level, cognitive place familiarity and initial place familiarity



## 1. Frequency tables of each transportation level's question

**Q1. I feeling Involve with story.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	32	7.3	7.3	7.3
disagree	44	10.1	10.1	17.4
Valid neutral	116	26.6	26.6	44.0
agree	120	27.5	27.5	71.6
Strongly agree	124	28.4	28.4	100.0
Total	436	100.0	100.0	

**Q2. I feel easy to understand the story.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	44	10.1	10.1	10.1
disagree	68	15.6	15.6	25.7
Valid neutral	88	20.2	20.2	45.9
agree	121	27.8	27.8	73.6
Strongly agree	115	26.4	26.4	100.0
Total	436	100.0	100.0	

**3. I understand the story.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	56	12.8	12.8	12.8
disagree	56	12.8	12.8	25.7
Valid neutral	100	22.9	22.9	48.6
agree	109	25.0	25.0	73.6
Strongly agree	115	26.4	26.4	100.0
Total	436	100.0	100.0	

**Q4. I Feel difficult to believe the story.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	72	16.5	16.5	16.5
disagree	112	25.7	25.7	42.2
Valid neutral	101	23.2	23.2	65.4
agree	72	16.5	16.5	81.9
Strongly agree	79	18.1	18.1	100.0
Total	436	100.0	100.0	

**Q5. I feel distracted from story.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	64	14.7	14.7	14.7
disagree	148	33.9	33.9	48.6
Valid neutral	120	27.5	27.5	76.1
agree	56	12.8	12.8	89.0
Strongly agree	48	11.0	11.0	100.0
Total	436	100.0	100.0	

**Q6. I have a hard time to accept storyline.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	108	24.8	24.8	24.8
disagree	103	23.6	23.6	48.4
Valid neutral	100	22.9	22.9	71.3
agree	92	21.1	21.1	92.4
Strongly agree	33	7.6	7.6	100.0
Total	436	100.0	100.0	

2. Frequency tables of each cognitive place image's questions

**Q1. I think Thailand has Interesting culture attractions.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	6	1.4	1.4	1.4
disagree	19	4.4	4.4	5.7
Valid neutral	92	21.1	21.1	26.8
agree	169	38.8	38.8	65.6
Strongly agree	150	34.4	34.4	100.0
Total	436	100.0	100.0	

**Q2. I think Thailand has interesting historical attractions.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	24	5.5	5.5	5.5
disagree	44	10.1	10.1	15.6
Valid neutral	127	29.1	29.1	44.7
agree	144	33.0	33.0	77.8
Strongly agree	97	22.2	22.2	100.0
Total	436	100.0	100.0	

**Q3. I think Thailand has quality accommodations.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	46	10.6	10.6	10.6
disagree	79	18.1	18.1	28.7
Valid neutral	145	33.3	33.3	61.9
agree	114	26.1	26.1	88.1
Strongly agree	52	11.9	11.9	100.0
Total	436	100.0	100.0	

**Q4. I think Thailand has impressive natural sceneries.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	14	3.2	3.2	3.2
disagree	10	2.3	2.3	5.5
Valid neutral	74	17.0	17.0	22.5
agree	149	34.2	34.2	56.7
Strongly agree	189	43.3	43.3	100.0
Total	436	100.0	100.0	

**Q5. I think Thailand has unpolluted environment.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	38	8.7	8.7	8.7
disagree	82	18.8	18.8	27.5
Valid neutral	107	24.5	24.5	52.1
agree	126	28.9	28.9	81.0
Strongly agree	83	19.0	19.0	100.0
Total	436	100.0	100.0	

**Q6. I think Thailand has good climate.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	14	3.2	3.2	3.2
disagree	59	13.5	13.5	16.7
Valid neutral	99	22.7	22.7	39.4
agree	161	36.9	36.9	76.4
Strongly agree	103	23.6	23.6	100.0
Total	436	100.0	100.0	

**Q7. I think Thailand has friendly local people.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	6	1.4	1.4	1.4
disagree	26	6.0	6.0	7.3
Valid neutral	78	17.9	17.9	25.2
agree	165	37.8	37.8	63.1
Strongly agree	161	36.9	36.9	100.0
Total	436	100.0	100.0	

Q8. I think Thailand has **safe** place to visit.

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	9	2.1	2.1	2.1
disagree	47	10.8	10.8	12.8
Valid neutral	144	33.0	33.0	45.9
agree	140	32.1	32.1	78.0
Strongly agree	96	22.0	22.0	100.0
Total	436	100.0	100.0	



## 3. Frequency tables of each initial place familiarity's questions

**Q1. I feel familiar with lifestyle.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly familiar	9	2.1	2.1	2.1
familiar	40	9.2	9.2	11.2
neutral	90	20.6	20.6	31.9
familiar	134	30.7	30.7	62.6
Strongly familiar	163	37.4	37.4	100.0
Total	436	100.0	100.0	

**Q2. I feel familiar with cultural attractions.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly familiar	12	2.8	2.8	2.8
familiar	37	8.5	8.5	11.2
neutral	101	23.2	23.2	34.4
familiar	132	30.3	30.3	64.7
Strongly familiar	154	35.3	35.3	100.0
Total	436	100.0	100.0	

**Q3. I feel familiar with the landscape.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly familiar	12	2.8	2.8	2.8
familiar	39	8.9	8.9	11.7
neutral	85	19.5	19.5	31.2
familiar	140	32.1	32.1	63.3
Strongly familiar	160	36.7	36.7	100.0
Total	436	100.0	100.0	

**Q4. I feel familiar with the night time.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly familiar	21	4.8	4.8	4.8
familiar	52	11.9	11.9	16.7
neutral	80	18.3	18.3	35.1
familiar	142	32.6	32.6	67.7
Strongly familiar	141	32.3	32.3	100.0
Total	436	100.0	100.0	

4. Descriptive analysis of transportation level, cognitive place image and initial place familiarity

**Descriptive Statistics of Transportation Level.**

	N	Minimum	Maximum	Mean	Std. Deviation
Feeling involve with story	436	1	5	3.60	1.206
Easy to understand	436	1	5	3.45	1.302
Understand the story	436	1	5	3.39	1.341
Difficult to believe	436	1	5	2.94	1.345
distracted from story	436	1	5	2.72	1.191
Hard time to accept storyline	436	1	5	2.63	1.268
Valid N (listwise)	436				

**Descriptive Statistics of Cognitive Place Image.**

	N	Minimum	Maximum	Mean	Std. Deviation
Interesting culture attractions	436	1	5	4.00	.925
interesting historical attractions	436	1	5	3.56	1.107
quality accommodations	436	1	5	3.11	1.155
impressive natural sceneries	436	1	5	4.12	.986
unpolluted environment	436	1	5	3.31	1.223
good climate	436	1	5	3.64	1.081
friendly local people	436	1	5	4.03	.955
safe place to visit	436	1	5	3.61	1.010
Valid N (listwise)	436				

#### Descriptive Statistics of Initial Place Familiarity.

	N	Minimum	Maximum	Mean	Std. Deviation
Familiar with lifestyle	436	1	5	3.92	1.063
Familiar with Cultural Attractions	436	1	5	3.87	1.076
Familiar with the landscape	436	1	5	3.91	1.078
Familiar with the night time	436	1	5	3.76	1.167
Valid N (listwise)	436				

#### Hypotheses' Test Tables

1. Hypothesis 1: the relationship between nationality and transportation level.

Group Statistics

	Thai/Non-Thai	N	Mean	Std. Deviation	Std. Error Mean
EXSD1	Thai	323	18.8514	4.77600	.26574
	Non-Thai	113	18.3540	5.10063	.47983

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
EXSD1	Equal variances assumed	1.448	.230	.936	434	.350	.49741	.53138	-.54698	1.54181
	Equal variances not assumed			.907	185.185	.366	.49741	.54850	-.58470	1.57953

2. Hypothesis 2: the relationship between gender and transportation level.

### Group Statistics

	Male/Female	N	Mean	Std. Deviation	Std. Error Mean
EXSD1	Male	175	18.8857	4.65457	.35185
	Female	261	18.6130	5.00074	.30954

### Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
EXSD1	Equal variances assumed	2.119	.146	.574	434	.566	.27269	.47531	-.66151	1.20689
	Equal variances not assumed			.582	390.870	.561	.27269	.46863	-.64866	1.19404

3. Hypothesis 3: the relationship between education level and transportation level.

#### ANOVA

EXIP1

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	40.877	3	13.626	1.081	.357
Within Groups	5447.380	432	12.610		
Total	5488.257	435			

4. Hypothesis 4: the relationship between transportation level and cognitive place image.

#### Correlations

		ExSD1	ExCP1
ExSD1	Pearson Correlation	1	.663(**)
	Sig. (2-tailed)		.000
	N	436	436
ExCP1	Pearson Correlation	.663(**)	1
	Sig. (2-tailed)	.000	
	N	436	436

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

5. Hypothesis 5: the relationship between transportation level and initial place familiarity.

#### Correlations

		EXSD1	EXIP1
EXSD1	Pearson Correlation	1	-.096*
	Sig. (2-tailed)		.046
	N	436 *	436
EXIP1	Pearson Correlation	-.096	1
	Sig. (2-tailed)	.046	
	N	436	436

\*. Correlation is significant at the 0.05 level (2-tailed).

#### List of reliability test



1. Cronbach's Alpha of transportation level's questions

**Reliability Statistics**

Cronbach's Alpha	N of Items
.703	6

2. Cronbach's Alpha of cognitive place image's questions

**Reliability Statistics**

Cronbach's Alpha	N of Items
.869	8

3. Cronbach's Alpha of initial place familiarity's questions

**Reliability Statistics**

Cronbach's Alpha	N of Items
.825	4

4. Cronbach's Alpha of the research's questions

**Reliability Statistics**

Cronbach's Alpha	N of Items
.811	18

