A Study of Factors Influencing Tourist' Behavioral Intention to
Select a Tourism Destination by Using Social Media.

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ABSTRACT

Very fast improvement in web-based technologies and growth of social networking systems make it essential for tourism industry to create and organize new tourism products and services. Social media trend allows tourism businesses, especially hotels which want to maintain close relationships with potential customers. This study is conducted to examine the effects of factors such as e-word-of-mouth, perceived usefulness, perceived ease of use, trust and attitude on tourists' behavioral intention in using social networks as tools to support their recent travel decisions.

This study is based on non-probability convenience sampling where data were gathered from 400 respondents who were staying in hotels in Bangkok and had planned their journey using social networks. To gather the primary data, a self–administrated five-point Likert Scale questionnaire was used. To analyze the data in details, the researcher used both descriptive and inferential analyses.

The results showed that there is a moderate positive significant relationship between e-word of mouth communication and perceived usefulness, perceived ease of use and trust, perceived usefulness and attitude, perceived ease of use and attitude, trust and attitude, trust and behavioral intention and, attitude and behavioral intention. Moreover, there is a strong positive significant relationship between perceived ease of use and perceived usefulness, trust and perceived usefulness, and e-word of mouth communication and attitude.

The findings of this study will help managers and practitioners of tourism industry to better understand changing tourists acceptance to use sophisticated web-based technologies for the choice of destination prioritising social networks instead of conventional use of travel intermediaries such as travel agents, so they can improve their marketing and communication strategies focused on the online contexts as factors able to influence the behavioral intention of tourists in a more efficient way.

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Azadeh Oraiee Mirzamani

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CHAPTER 1

GENERALITIES OF THE STUDY

1.1 Background of the Study

Tourism trade is growing at a fast pace moved forwards by advanced technologies. The changing needs of tourists are persuading the travel trade to construct an improved framework based on an organized method to improve marketing strategy, private and public organizations and particularly in tourism destination. As stated by Pechlaner & Tschurtschenthaler (2003), the evolution in tourism industry caused by technological developments and changing needs of the tourists drives this industry to design new strategies - based on a systemic procedure - in destination governance as well as in travel destination and marketing strategy. Moreover, to respond to market trends, especially in tourism destination, several factors including more experienced consumers, global economic restructuring, and environmental boundaries to growth require rapid changes. Furthermore, very fast improvement in web-based technologies and growth of social networking systems make it essential for tourism industry to create and organize new tourism products and services.

There is an enormous potential for marketers to use Internet for traveling goals. Moreover, one of the most considerable Internet services is going-between tour operators and travel agencies instead of previous ways to provide the clients with much easier, faster, and more enjoyable ways of purchasing tourists merchandise when they purchase themselves (Law & Buhalis, 2008). In addition, tourism organizations managed by

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government and private businesses control their perspective online by social networking media. As a consequence, not only are new devices made available to recognize tourists preferences in their previous expeditions as well as their outlooks by social networking media, but also new perspectives of the destination for traveling in the future has been established (Puhringer & Taylor, 2008). For instance, fifty percent of Internet users living in European countries organize their travel programs through surfing the Internet and utilizing the information, pictures and videos uploaded by other users (Li & Bernoff, 2008).

Internet users find their necessary information from the Internet and transfer their experiences to other people through online Internet sites based on web 2.0. Thus, this has resulted in creating an online cooperative space, which has enormously influenced other fields of industry, especially tourism industry that is going to change to a new style of tourists manner (Ridings, Gefen, & Arinze, 2002). Hence, social media users are able to select and provide their travel programs by themselves as well as to exchange their information, opinions and suggestions about the place they are going to travel to by tagging and sharing their images, comments and videos. In addition, all tourists who are using Internet are able to gain more details and information they are interested in by new application which they use (Doolin, Burgess, & Cooper, 2002). According to Chalmers & Brown (2003), using new applications, users are able to find their required information about the destination details more quickly and more conveniently. In the same way, Dawson (2007) defined social media technologies as a device capable of providing and giving out destination details. This technology exists to benefit social networking sites such as Facebook, group-based writing sites like wikis, content sharing sites which

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include images, text and videos, and Rich Site Summary document that consists of summarized or full texts.

Indeed, the tourism industry is equipped with a number of facilities and prepared services by social network. Consequently, the social network, employing a modern approach, presents new and efficient tools to promote local tourism products around the world within the shortest possible time. In addition, it has brought the most significant evolution in the pattern of business between mediators to design travel programs in tourism industry (Law & Buhalis, 2008; Wang & Kracht, 2009). This virtual space not only does allow users to share their ideas and recommendations, it can also help them to post their travel memories (Dellarocas, 2003). In the same vein, hospitality firms such as hotels use social networks, unlike traditional methods, to offer their services and facilities to clients with no middleman and agency or process between them (Ye, Law, Gu, & Chen, 2011). As a consequence, since social networks enjoy the advantages of being highly interactive, sending messages quickly and highly effectively in order to search the required destination information, and having high quality visualization, they have turned into the predominant tools for finding information on a destination (Kim, Jeong, & Lee, 2010). Additionally, trust reduces the hesitance of choosing a destination by using social network and their interactivities (Pavlou, 2003; Gefen, Karahanna, & Straub, 2003).

1.1.1 Overview of Tourism Industry in Thailand

The tourism industry is one of the financial resources and one of the most rapidly developing industries in Thailand. Thailand tourism market has started to rise since 1960s due to the development of international airlines at Bangkok airport and the stable political

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atmosphere. Hotel and the retail industry have grown rapidly because of the increased passenger volume. Ouyyanont (2001) stated that this market destination was reinforced with the arrival of US troops from Vietnam War, who had come for recuperation and rest (R&R). At the same time, as the living standards improved, greater number of people gained more leisure time. Additionally, technological improvement in aircraft industry provided them with opportunity to travel extensively, much cheaper and faster than before. These reasons have led international mass tourism to strongly increase from 336,000 foreign visitors and 54,000 R&R soldiers in 1967 (Ouyyanont, 2001) to more than 22 million tourists from around the world traveling to Thailand in 2012 according to statistics obtained from Department of Tourism, Ministry of Tourism and Sports, (2013). It has also been showed by statistics that a large number of domestic tourists have dramatically increased over the past decade.

According to the statistics provided by TAT (Tourism Authority of Thailand, 2013) in the first four months of 2013, the number of trips to Thailand was about 8.5 million.

In addition, one of the other reasons that has helped to improve this industry is re-opening the old airport of Thailand (Don Mueang airport) which in turn has resulted in an increase in the volume of airports and airlines services (particularly inexpensive flights) for their passengers.

Long-term Thailand tourism market seems to have an agreeable marketplace through ASEAN countries because of Asian visitors. Most Asian tourists travel to Bangkok in order to visit historic districts and natural scenery located nearby. Although the tourists from other continents are interested to travel to the South and North of Thailand to enjoy

the dreamy beaches, islands and amazingly forested mountains, they never forget to visit Bangkok and its neighboring regions. The Kingdom's capital city, Bangkok, or Krung Thep "the city of angels", is known as the most visited tourism destination around the world according to the third annual Global Destination Cities Index released by MasterCard (Quan, 2013). It is anticipated that for the first time, Bangkok - as an Asian city- will be placed at top of the tourism table in 2013 with 15.98 million tourist planned.

Thailand has maintained its position among tourism destinations around the world and it has established a good market to attract foreign investment to strengthen its infrastructure due to a variety of tourist attractions, to provide services, to warmly welcome the customers with wonderful smiles, and to build more upper tier hotels (Watson & Groeneveld, 2007). Therefore tourism industry and hotel market have a close relationship with each other implying that the tourism industry has a significant role in the growth of the hotel industry.

Bangkok hotels market experienced a downturn in 2011 due to the drastic flooding that occurred but the market regained its upturn in 2012 and the investment market enjoyed a tremendous growth, especially in Phuket and Bangkok, leading the income to rise sharply in Thailand (Batchelor, 2013). The development in the hotel industry continued in 2013. Moreover, TAT predicted in 2013 that approximately 25 million visitors by the end of 2013 which indicates an increase of more than 23 percent compared with that in 2012.

Figure 1.1 Cumulative supply of hotel Rooms by grade and year, 2011 – 2013
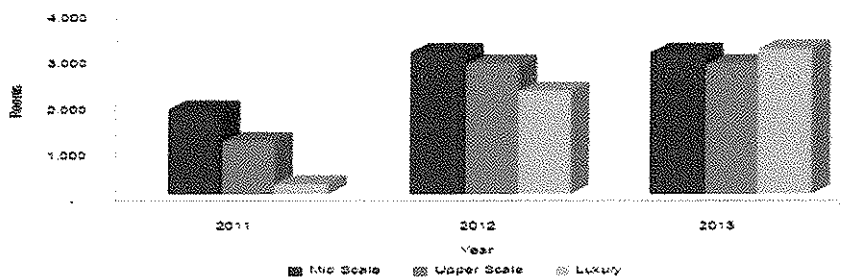
As shown in figure 1.1, in 2011, about 1400 rooms in the upper/Luxury segment (ULS) are completed while more than 6,000 rooms in the ULS are added to the market in 2012 and 2013.

Figure 1.2 Percentage of hotels by region of Thailand
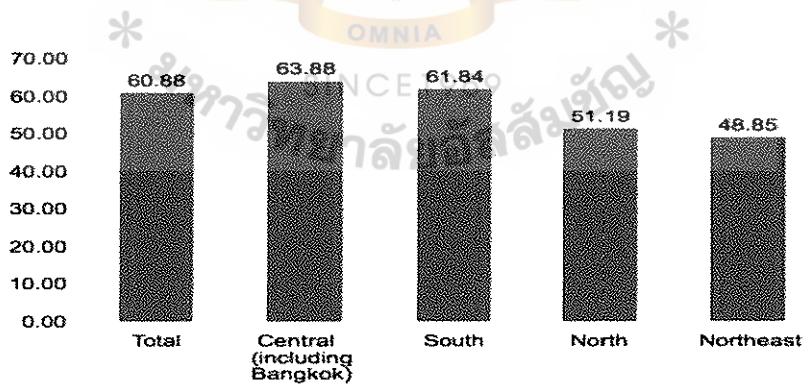
As shown in Figure 1.2, the Statistics obtained from Department of Tourism, Ministry of Tourism and Sports shows that the rate of hotel occupancy across Thailand in 2013 is 60.88% and breakdown by region is as follows:

Central (including Bangkok) 63.88%, South 61.84%, North 51.19%, Northeast 48.85%.

Pursuant to the results, Bangkok has the highest hotel market supply in Thailand. According to a research conducted by Jones Lang LaSalle (2013), more hotels with 1500 rooms opened in 2013 among all segments of the hotel market in Bangkok and this amount is expected to reach 2,374 rooms by the end of the year and 93.7% of this development is to invest in upper-tier segments.

1.1.2 Use of social media in the Thai Tourism market

Intelligently employing social media can provide excellent situations for tourism market with minimal investment and high coverage to attract more customers even for those businesses that are not able to spend money for expensive television advertising. They can take advantage of the opportunity of electronic word of mouth (E-WOM) to offer services that are intangible. To be in line with such developments, travel businesses, especially hotels and resorts, need to be more visible on the Internet. In Thailand, almost 100 percent of the hotels in all major tourist destinations, especially the upper-tier ones, have their own official websites to serve tourists. Nevertheless, in this cyber age, business websites are not the only information source for Internet surfers. With the arrival of Web 2.0, which allows for two-way communication, tourism information can now be found from a variety of sources. One notable example is the numerous travel stories with photos posted on various web boards. This trend has induced the tourism business to increase

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their visibility on the Internet. Hotel owners need to work with online travel agencies to increase booking channels, including posting advertisement banners at popular websites.

Social media trend allows tourism businesses, especially hotels wants to maintain close relationships with potential customers. This is, therefore, a more effective "public relations" channel than an official hotel website which has become more like a selling agent, providing only key information about services.

Although the use of social networking in Thai businesses is not so extensive, the power of this new technology has been quite realized. The recent strategies created by social networking can maintain and expand their current position in the international competitions. Over half of business visitors and more than 60 percent of vacationers, connect to the Internet in order to make decisions about their holiday destinations. According to The Nielsen Company survey conducted in April 2011, Internet surfers spend over 6 hours per month on average on Facebook, surpassing other websites such as MSN, Yahoo, or even YouTube and Google.

It is interesting to note that among the social media, Facebook is the least costly way of online marketing to achieve the highest fan page members. Although web design and user reviews sharing is a successful method in marketing, the cost of creating, maintaining and upgrading cannot be inexpensive in comparison to creating a dedicated page on Facebook .

Pursuing this further, as stated in EIC report (Economic Intelligence Center, July-August 2011), hotel and tour operators - among the other numerous business - are highly dependent on the online network. These days booking transportation services such as

booking a seat on a flight, reservation accommodation or even a destination holiday booking have become an essential issue for tourists.

According to the statistics obtained from Economic Intelligence Center (2011), the largest contribution of online tourism revenue belongs to the United States with 60% of the total tourism earnings, and then there is Europe with a value equal to 43% and finally Asia-Pacific with about 21% respectively. In Thailand, hotels are using the website instead of using social networks. At the moment, Just about 60 percent of hotels rely on Facebook or Twitter fan pages and more than half of the international hotels in touristic areas like Pattaya and Phuket use a Facebook fan page. More than 70 percent of domestic tourist destination hotels like Kanchanaburi and Khao Yai also use Facebook fan pages.

It has recently been observed that almost all hotels are using their personal pages or pages of travel agents to inform their customers of the daily news. This information appears as comments on web pages and other social media.

As shown in Figure 1.3, almost all hotels throughout Thailand, particularly luxury hotels, have launched their official website to attract both foreign and local tourists.

Figure 1.3 Proportion of hotels in Thailand using websites and social media for tourist attraction
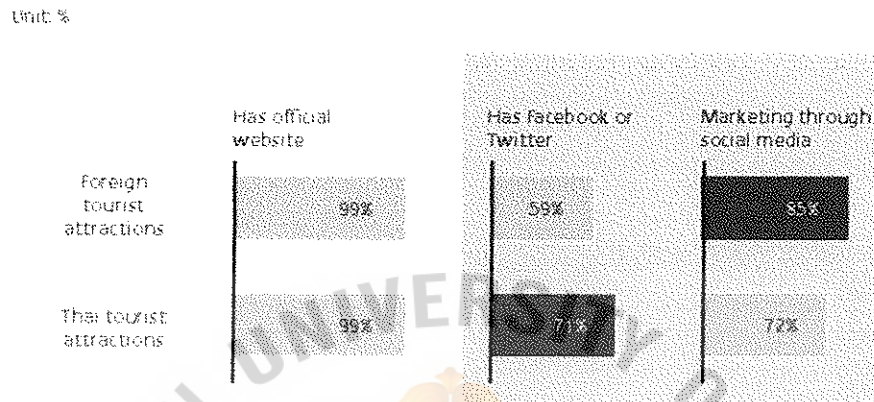
Unit: %

	Has official website	Has facebook or Twitter	Marketing through social media
Foreign tourist attractions	99%	59%	85%
Thai tourist attractions	99%	71%	72%

Source: EIC data compilation and analysis. Retrieved, July-Aug, 2011, from http://www.scb.co.th/eic/doc/en/insight/SCB%20insight%20July-August%202011%20Final.pdf

According to the statistics given by EIC (2011), more than 70 percent of domestic tourist destination hotels in Thailand have Facebook or Twitter pages while this proportion for international hotels in touristic areas is just about 59 percent. Although Thai hotels in the local areas have the most connectivity to social networks, they have fewer rates of marketing purposes compared with the international hotel destinations. Marketing via social media to attract international tourism is about 85 percent while the share of domestic tourists is less than 75 percent.

Based on the data in figure 1.4, it can be claimed that as the grade of hotels in Thailand lowers, their use of websites and social networks decreases too and they get more inclined to cooperate with travel agencies to attract their customers.

Figure 1.4 Proportion of hotels in Thailand using website and social media by class

Unit: %
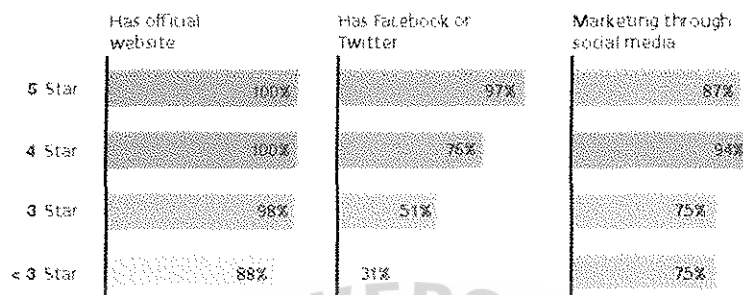
Source: EIC data compilation and analysis. Retrieved, July-Aug, 2011, from

http://www.scb.co.th/eic/doc/en/insight/SCB%20insight%20July-

August%202011%20Final.pdf

The above figures show the rate of hotels class in Thailand which are connecting to

the Internet and social media. As the figure indicates, all upper-tier hotels have created

their own websites while some of the three-star and lower-tier hotels are not connected to

websites and they prefer to cooperate with travel agencies. Furthermore, according to the

abovementioned statistics, just about 50 percent of three-star hotels are doing business by

fan social network pages whereas for four-star and five-star hotels this range is between

76-97 percent. It shows that the upper-tier hotels are more likely to do marketing through

social media and it provides a good opportunity for researcher to distribute the

questionnaires in these hotels.

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1.2 Statement of the Problem

As this study is being conducted in Bangkok, Thailand, and the respondents are consequently the guests staying in selected hotels in Bangkok. It needs to be mentioned here that, according to the statistics obtained from Internet World Stats (2012), Thailand Internet users have grown from 2,685,200 users in 2000 to 20,100,000 users in 2011. In addition, Bangkok with 8 million users in a population of 10 million people is known as the world's number one Facebook city (Jansuttipan, 2013). This implies that Bangkok is the most influential city in using Facebook with more than 3 million new users by the end of 2012. Moreover, a research conducted by Tripadvisor Industry Index (2012) based on approximately 25,000 hotel owners and managers around the world and 500 hotel owners and managers from Thailand states that Thailand has achieved the sixth rank in the world, with a proportion of about 80 percent, in hotel marketing via social networks.

Hence, this research concentrates on the factors influencing behavioral intention of customers to select tourism destination by using social network. Kasavana, Nusair, & Teodosic (2010) indicated social media as a powerful tool among hospitality and tourism businesses for increasing consumer loyalty and satisfaction. In fact, marketing through social media obtains its power from the human chain activities, their mutual relationships and communications through the exchange of the information. Having analyzed the results of a research data that had been done in this regard, Hospitality research center of Cornell University concluded that nearly 25 % of business tourists and more than 30% of leisure tourists connect to the social networks to find their required information and to review comments on hotel websites before planning to make a trip to any destinations (McCarthy, Stock, & Verma, 2010).

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For instance, Facebook is known by Paris, Lee, & Seery (2010) as one of the most popular online social networking services around the world with over 500 million members. Therefore, according to these statistics, major hospitality companies like hotels must focus on creating and launching business social network pages to maintain loyal customers and to add the new ones.

Since there are several factors involved in the development of tourism marketing - such as the important role of social networks as an essential tool in the quick and easy access to information with details for online customers, intangible nature of services in tourism industry, and customers orientation to read and compare other tourists' opinion about services before booking any hotel rooms or restaurant tables -- as well as the fact that the social network members are influential element of travel and tourism trade, it seems essential to conduct a study to identify whether people search tourist destination using social media, availability of tourism services using online search, what is the role of electronic word of mouth, trust using online search and how does it develop their attitude, to finally select the tourist destination.

Therefore, this study is aimed at examining the effects of factors such as word-of-mouth, perceived usefulness, perceived ease of use and trust on tourists' behavioral intention in using social networks as tools to support their recent travel decisions.

The research questions of this study are as follows:

1. Is there any relationship between e-word-of-mouth communication and perceived usefulness?

2. Is there any relationship between e-word-of-mouth communication and attitude?

3. Is there any relationship between perceived usefulness and attitude?

4. Is there any relationship between perceived ease of use and attitude?

5. Is there any relationship between perceived ease of use and perceived usefulness?

6. Is there any relationship between perceived ease of use and trust?

7. Is there any relationship between trust and perceived usefulness?

8. Is there any relationship between trust and attitude?

9. Is there any relationship between trust and behavioral intention?

10. Is there any relationship between attitude and behavioral intention?

1.3 Research Objectives

1. To test a relationship between e-word-of-mouth communication and perceived usefulness.

2. To investigate a relationship between e-word-of-mouth communication and attitude.

3. To explore a relationship between perceived usefulness and attitude.

4. To examine a relationship between perceived ease of use and attitude.

5. To find out a relationship between perceived ease of use and perceived usefulness.

6. To evaluate a relationship between perceived ease of use and trust.

7. To investigate a relationship between trust and perceived usefulness.

8. To analyze a relationship between trust and attitude.

9. To examine a relationship between trust and behavioral intention.

10. To test a relationship between attitude and behavioral intention.

1.4 Scope of the Research

The main focus of the study is to detect potential online tourists and to motivate them to choose a tourist destination as well as to investigate the relationships between the above mentioned factors. Therefore, the target respondents of this research are tourists staying in hotels in Bangkok who have planned their journey through using travel specific social media. Additionally the study focuses on both males and females over the age of 18.

1.5 Limitations of the Research

There can be several variables influencing the dependent variable but in this study, the researcher selected some most important independent variables such as e-word-of-mouth communication, perceived usefulness, perceived ease of use, and trust and attitude toward dependent variable which is behavioral intention. Moreover, this research is limited to the small sample size with 400 respondents and the researcher distributed questionnaires among the tourists in locations where chances of findings tourists is high in Bangkok such as Bangkok international airport (Suvarnabhumi Airport), the old Bangkok airport (Don Muang international Airport), two most popular shopping malls including Siam Paragon and Central World in Siam area, and finally, The Grand Palace as one of the major tourist attractions in Bangkok. Furthermore, other limitations of doing

this research include factors such as limited time, no research budget, and personal efforts for distributing the questionnaires. The primary data was collected during 1st to 30th of October, 2013, therefore the findings of this study should not be generelised for any other time period. Indeed, due to time limitation, the researcher is only able to collect data from a sample of the target population and study only five important factors contributing towards behavioral intention.

1.6 Significance of the Study

Wind, Mahajan, & Gunther (2002) indicated that marketers take advantage of cyberspace to enhance the influence of information exchange between users and using recent methods on attracting new clients and reducing clients' defections. Thus, the result of this study will reveal hotel guests behavior and the most influential factors in customers' use of social networks in making decision. Therefore, the findings of this research will be useful for marketers' and online business operators' related to the hospitality and tourism industry to establish growing role of social networks, to have a positive effect on tourists' behavioral intention, and to change their attitudes to purchase the products with the minimum investment considering the factors, such as, e-word of mouth, trust, perceived ease of use, perceived usefulness, and their relationship with behavioral intention. Moreover, investigating these factors will assist in staying competitive in the market in order to identify tourists' behavior and to manage word of mouth effect on consumer decisions to buy. In addition, it makes practitioners and online tourism businesses use different policies in designing their websites more effectively to attract more tourists with minimum efforts. Additionally, the result of this research can be used by other researchers to conduct further research.

Additionally, the result of this research can be used by other researchers to conduct further research.

1.7 Definition of terms

Attitude: Attitude is defined as the users' emotional feelings regarding succeeding in purchasing online (Chiu, Hsu, Sun, Lin, & Sun, 2005; Schlosser, 2003). It can be taken from the personality, demographics, and social values.

Behavioral Intention: Behavioral intention is a specific action that comes from a person's attitude about issues (Davis, 1989).

E-commerce: Electronic commerce is defined as the process of buying, selling, or exchanging products, services, or information via computer networks, including the Internet (Turban, King, McKay, Marshall, Lee, & Viehland, 2008).

E-word-of-mouth communication: Electronic word of mouth refers to the process that users exchange their experience about certain destinations, products, and services through social networks (Hawkins, Best, & Coney, 2004).

Internet: The Internet as a network that links multiple networks and users around the globe and a network that no one owns outright (Nyheim, McFadden, & Connolly, 2005).

Perceived ease of use: Perceived ease of use is defined as the belief of a person about using a technology, which is not complicated or difficult to understand (Chung & Tan, 2004; Davis, 1989).

Perceived usefulness: Perceived usefulness is defined as a person's belief about the effectiveness of using a technology to upgrade its current position (Chung & Tan, 2004; Davis, 1989).

Social media : The online platform and tools that people use to share opinions and experiences, including photos, videos, music, insights, and perceptions with each other (Turban et al., 2008).

Social network : A place where people create their own space, or home page, on which they write blogs (Web logs); post pictures, videos or music; share ideas; and link to other Web locations they find interesting (Turban et al., 2008).

Tourist behavior: Tourist behavior is defined as the study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desire (Solomon, 2007).

Tourist destination: "A physical or cultural feature of a particular place that individual travellers or tourists perceive as capable of meeting one or more of their specific leisure-related needs. Such features may be ambient in nature (eg. climate, culture, vegetation or scenery), or they may be specific to a location, such as a theatre performance, a museum or a waterfall" (Harris & Howard, 1996).

Trust: The belief that one party will reliably keep its word or promise and fulfill its obligations in an exchange relationship (Rotter, 1967).

Web 2.0 : "The second-generation of Internet-based services that let people collaborate and share information online in perceived new ways-such as social networking sites, blogs, wikis, communication tools, and folksonomies" (Turban et al., 2008).

CHAPTER 2

LITERATURE REVIEW

This chapter contains three sections including theory, related literature review and previous studies. Theory, which is the first section, explains Internet users' behavioral intention to select destination hotel in Bangkok, Thailand, which is the dependent variable. The theory section also presents a description of all selected independent variables which are directly and indirectly related to clients' behavioral intention. The second section which is related literature review describes all relationships which have been drawn in the conceptual framework. The relationship between attitude and behavioral intention, E-word of mouth (E-WOM) communication and attitude, perceived usefulness and attitude, perceived ease of use and attitude, trust and attitude, trust and behavioral intention, trust and perceived usefulness, E-word of mouth and perceived usefulness, perceived ease of use and perceived usefulness, and finally, perceived ease of use and trust are described in related literature review. The concept of this research and explaining previous studies on creating the conceptual framework of this study are explained in the third section.

Introduction

Hoffman (2000) defined the Internet as the most significant innovation after development of the press. The Internet is a network consisting of multiple networks and it has a large number of users all over the world. Statistics provided by Internet World Stats (2011) implies changes in the number of Internet users between 2000 and 2011, a period

of 11 years. There is a sharp rise from 360 million users in 2000 to 2.1 billion users in 2011.

Ridings et al. (2002) stated that the online Internet sites based on web 2.0 have allocated a virtual space to the Internet users to access information and exchange their opinions and experiences. Therefore, creating an online collaboration space leads to a considerable development in various industries such as tourism industry. According to Law & Buhalis (2008), marketers are able to identify potential tourism markets through the Internet. Furthermore, the Internet has changed the traditional way of marketing among travel agencies and tour operators and it has provided faster and easier ways for customers to make their travel plan.

Li & Bernoff (2008) found that more than half of European Internet users search information, photos and videos uploaded by other users to select their tourism destination. In addition, Doolin et al. (2002) stated the Internet features and new technologies in tourism industry allow customers to access their required information based on their needs and favorites. Moreover, providing them to search information about a tourism product or an special destination more quickly and efficiently (Chalmers & Brown, 2003). Dawson (2007) and O'Reilly (2005) cited that today information is prepared and distributed by new technologies of social media and the potentiality of websites has grown by adapting to these technologies. In addition, social media allows users to share writing (e.g. Wikipedia), share content (e.g., text, video and images), and share opinion through social networks (e.g. Facebook, Twitter), social bookmarking (e.g. ratings, labeling) and syndication (e.g., RSS feeds).

Social media has brought the most significant evolution in the pattern of business among mediators to design travel programs in tourism industry (Law & Buhalis, 2008; Wang & Kracht, 2009). Moreover, this virtual space not only allows users to share their ideas and recommendations and post their travel memories (Dellarocas, 2003), but also hospitality firms such as hotels use social networks to offer their services and facilities to clients with no middleman and agency or process between them such as traditional methods (Ye et al., 2011). Tourism organizations managed by government and private businesses control their perspective online by social networking media (Puhringer & Taylor, 2008). In the same way, Dawson (2007) defined social media technologies as a device which is capable of providing and giving out destination details.

2.1 Theories

2.1.1 Behavioral intention

Behavioral intention is described as a unit to measure each person's intention regarding a specific behavior (Fishbein & Ajzen, 1975) while Jaccard, King, & Pomazal (1977) stated that a person's comprehensive image of some action is behavioral intention, future behavior is always implied by behavioral intention, and obvious behaviors often are closely connected to behavioral intention.

2.1.2 Attitude

Leonard & Cronan (2005) claimed that judging a behavior to be of top quality or poor one is a part of attitude as well as whether the clients use or do not use social networks. According to Davis (1989), intention to use could be directly affected by attitude.

Schiffman & Kanuk (2006) stated that attitude means a reaction to things through learning which could be either a positive or a negative.

As Kotler & Keller (2008) expressed, a response which indicates that you agree or disagree with someone or something or an assessment which determines that someone or something is good or bad is called attitude. In addition, Helander & Khalid (2000) explained that clients tend to use Internet for searching their necessities which is strongly influenced by their attitude towards Internet. Moreover, Klein (1998) indicated that the activity of buying things and merchandising on the Internet is a response of client's favorable attitude to e-commerce. It can be claimed that convenience, accessibility and positive or favorable attitude to Internet give rise to clients' searching tendency through Internet (Klein, 1998).

2.1.3 E-word of mouth communication

Gruen, Osmonbekov, & Czaplewski (2006) and Henning-Thurau & Walsh (2003) stated that giving and receiving information and skills that is performed online is called E-word of mouth (E-WOM) communication. It is believed that this interactivity has a direct effect on clients' and users' loyalty and, additionally, Electronic word-of-mouth is gradually enhancing customer's attention (Gruen et al., 2006; Henning-Thurau & Walsh, 2003). As Godes & Mayzlin (2004) pointed out, E-WOM is a message not related to business but is constructed by Internet users and clients and has a direct influence on other customers who want to make decisions. Kotler & Keller (2008) stated that there are many types of emotional or rational messages may be convincing effects to the message receiver. Additionally, by perceiving reliability and source of the massages, marketers

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could prepare a suitable marketing strategy and affected by various types of massages through social networks (Park & Lee, 2009). In other words, as stated by Henning-Thurau & Walsh (2003), E-WOM covers all positive and negative statements such as saying or writing like comments that have been made to very large number of users via Internet.

2.1.4 Perceived usefulness

Saade & Bahili (2005) stated that the extent to which a proper and special system is improving your proficiency is called perceived usefulness (PU). Ong & Lai (2006) also mentioned that a positive user- performance relationship leads a high level perceived usefulness. In Venkatesh's (2000) words, some criteria such as effectiveness and efficiency are in indirect relationship with users' perceived usefulness. Davis (1989) also stated that users are able to measure the usefulness of a specific technology by perceived usefulness when they are using same technologies. The adaptation of innovation is established with very important aspects such as perceived usefulness (Teo, Lim, & Lai, 1999). Moreover, Bhattacherjee (2002) in another study indicated that perceived usefulness is meditated by a user's willingness to have a transaction or have a deal through a special technology or system.

2.1.5 Perceived ease of use

According to Saade & Bahli (2005), the extent to which employing a proper and special system does not need much work and attempt is called perceived ease of use. As stated by Davis (1989), the extent of the expectation of hardness by using new technology is called perceived ease of use. In Agarwal's & Prasad's (1998) words, the

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extent of difficulty to which you think an initiative is understandable or incomprehensible is perceived ease of use. Many researchers claimed that perceived ease of use is a critical aspect towards behavioral intention to get new information and knowledge by using information technology (Chen, Chang, Hung, & Lin, 2008; Davis, Bagozzi, & Warshaw, 1992). According to some researchers (Seddon, 1997; Wang & Kracht, 2009), perceived ease of use is connected to how good the information is and clients' satisfaction.

2.1.6 Trust

In Rotter's (1967) opinion, trust is the belief that one party will reliably keep its word or promise and fulfill its obligations in an exchange relationship. According to Gefen et al. (2003), it is the extent to which one anticipates, in a mutual relationship, the other party will not try to exploit one to their own benefits. As mentioned by Garbarino & Lee (2003) and Koufaris & Hampton-Sosa (2004), trust was engaged with the collection of believes of goodwill in interpersonal trust and merit. They extract several items from the concept of trust such as website's proficiency and competence, the degree of the website's goodwill toward the customer and overall trust toward the website.

2.2 Related review of literature

2.2.1 The relationship between attitude and behavioral intention

Fishbein & Ajzen (1980) stated that behavioral intention is connected to attitude and actual behavior is influenced by attitudes and intellectual norms from voluntary behavior intentions. Liao, Shao, Wang & Chen (1999) mentioned that behavioral intention is directly affected by attitude. According to Chen & Wells (1999), people's tendency to react by using or not using websites is attitude toward the websites. In a

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study, Van Noort, Kefkhof & Fennis (2008) concluded that attitude's favorable influence on behavioral intention is created by well organized websites. Additionally, researchers explored that attitude reflects approving influence on information search behavior (Blackwell, Miniard & Engel, 2001). Moreover, Fishbein & Ajzen (1980) connected attitude of clients to behavioral intention by explaining the positive and favorable influence of attitude on behavioral intention. And additionally, Korvenmaa (2009) studied searching for travel information when clients use social networks.

2.2.2 E-word of mouth communication reflects positive relationship to attitude

As expressed by Gruen et al. (2006), a factor that influences users' attitude and makes them close to each other is their involvement in connecting to social networking and sharing the information with other Attendees. An study conducted by Söderlund & Rosengren (2007) is about the positive relationship between Internet members' attitude and knowing other people's opinion on the shared subject. Furthermore, word of mouth (WOM) communication is one of the constituent elements in retaining customer loyalty (Zeithaml, Berry & Parasuraman, 1996). And according to Duhan, Johnson, Wilcox & Harrell (1997), WOM acts as a personal information source which assists users in selecting and limiting existing options.

2.2.3 The relationship between perceived usefulness and attitude

There are many studies which are investigating the relationship of perceived usefulness and attitude such as a research conducted by Luque, Castaneda, Frias, Munoz & Rodriguez (2007) in the tourism sector about travel information collection by using Internet. Moreover, in a research conducted by Kim & Park (2005) in the context of Web

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2.0, perceived usefulness of social networks is studied by Hossain, Abdullah, Prybutok & Talukder (2009). According to Korvenmaa (2009), there is a favorable relationship between PU and attitude if clients understand the usefulness of networking websites.

2.2.4 Perceived ease of use's positive influence on attitude

According to Korvenmaa (2009), favorable relationship between attitude and online travel system interactivity is concluded if clients feel the ease of using Web 2.0 context and social networks. Furthermore, Lin, Shih & Sher (2007) and Hossain & De Silva (2009) studied the reasons of acceptance of Web 2.0 applications.

2.2.5 Trust and attitude relationship

Suh & Han (2003) and Chen (2006) studied the influence of trust on attitude and Elliott, Harris & Baron (2005) stated the positive influence of trust on attitude towards websites.

2.2.6 Favorable influence of trust on behavioral intention

Tung & Chang (2008) studied the relationship between trust and behavioral intention. In addition, Eastlick, Lotz & Warrington (2006) stated the tendency of users to have an online transaction with companies because of trust. Mcknight, Choudhury & Kacmar (2002) also explained the strong positive influence of trust on behavioral intention because of defeating clients' perceptions of risk and confusion.

2.2.7 Relationship between trust and perceived usefulness

Egea & Gonzalez (2011) studied the favorable influence of trust on perceived usefulness. Koufaris & Hampton-Sosa (2004) showed that perceived usefulness was a

considerable background of basic trust among crowd of people. Furthermore, Pavlou (2003) has supported the meaningful impact of trust on the perceived usefulness in the environment of Electronic Commerce.

2.2.8 E-word of mouth communication's positive influence on perceived usefulness

Jeong & Jang (2011) defined the modern meaning of word of mouth, which is based on web technologies that explain informal communication to classify a service or product and Internet users prefer to collect data and information because of low cost and high reliability. Moreover, the risk of using tourism products and services decreases by attending E-WOM and online suggestions because a client can classify tourism products and services drawing on the experiences of others. Utz, Kerkhof & Bos (2012) and Yadav & Varadarajan (2005) stated that sense of community and reliability can be extended by people posting online comments in social networks in much the same way as face-to-face communications. In addition, data's reliability and richness is increased when it is collected through various Internet users' interaction. Furthermore, Ye et al. (2011) asserted that tourists' perception of tourism services and products can be altered by positive and favorable online recommendations and comments among potential users. Hence online transactions of tourism services and products are influenced by other Internet users and their online recommendations and comments. Chan, Yim & Lam (2010) and Kim, Ferrin, & Rao (2008) stated that high customized product information is prepared by E-WOM.

2.2.9 Perceived ease of use reflects positive relationship to perceived usefulness

Luque et al. (2007) studied the relationship of perceived ease of use and perceived usefulness in the tourism sector in accordance with travel and tourism information on the Internet. Furthermore, Hossain & De Silva (2009) studied this relationship in the context of Web 2 on virtual communities.

2.2.10 Favorable influence of perceived ease of use on trust

According to Koufaris & Hampton-Sosa (2004) and Flavian, Guinaliu & Torres (2005), clients will perceive using websites to be easier if they can trust it. Additionally, one of the most important variables of enhancing perceived credibility is perceived ease of use if the users perceive the trustworthy of websites (Fogg, Marshall, Kameda, Solomon, Ragnekar & Boyd, 2001).

2.3 Previous studies

Di Pietro, Di Virgilio & Pantano (2012). Social network for the choice of tourist destination: attitude and behavioral intention

The purpose of this study is to identify the fast and accurate ways of social networks to find the information about travel destination and the researchers studied how the advantages of social media can help to promote and develop tourism destination in a global perspective. The respondents' opinions were sought through a five-point Likert scale questionnaire and six items are included in demographic factors questionnaire. 1,509 questionnaire were distributed in Italy where 1,397 of them were valid questionnaires and were analyzed for the statistical analysis. Furthermore, the percentage

of females who took part in this study was 51.2 percent and 48.7 percent is the percentage of males taking part in this study. In terms of age, most of the respondents were under 25 years old who were students constituting 59.0 percent of the whole participants. Additionally, the percentage of participants who are above 36 is 15.2 percent whereas 25.8 percent of participants are between 35 and 26 years old. And finally, in terms of educational factor, 74.7 percent have secondary school certificates and the percentage of respondents who have university degree is 21.4 percent; 3.7 percent of the respondents have postgraduate degree. The methodology of the study is concentrated on a developed Technology Acceptance Model (TAM) that includes electronic communication systems of enjoyment and WOM.

The findings of this study show that the perception of usefulness is affected by E-WOM. These findings also indicate the positive influence of E-word of mouth communication on attitude whereas both of these results are linked to the use of social network in selecting the final destination by tourists. Moreover, the study mentioned that social networks prepare entertainment for their users. And finally, the study explored the positive influence of customers' attitudes on tourism behavioral intention.

Muñoz-Leiva, Hernández-Méndez & Sánchez-Fernández (2012). Generalize user behavior in online travel sites through the Travel 2.0 website acceptance model

The objective of this article is to analyze the behavior of tourists concerning new Web 2.0-based sites and travel 2.0 websites. In addition, three different travel 2.0 websites are imagined and classified by asking respondents.The online research was performed of Spanish T2W (Travel 2.0 websites) users aged 16 to 64 who connect to the

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Internet on a regular basis. 440 valid questionnaires were returned back during the 8th to 28th of September 2010 and all participants' participation in this survey was voluntary. According to this study, 54.1 percent of the respondents are women and 49.1 remained percent are men. The highest percentage of the ages between 25 and 44 is 44.8 percent. The percentage of respondents living in urban areas is 84.8 percent which is the highest. And finally, the highest percentage of income between €1,200 and € 1800 is 30.5 percent. The methodology of the study focuses on developing a structural equation model (SEM) and three sites – including a Facebook profile, the blog of a hotel and its Tripadvisor community – have been selected for the study. Questionnaires were also developed to do detailed experimental research by asking respondents to embody three web 2.0 travel websites. Consequently, the results show the key role of Internet in helping many tourists to collect enough and useful information to arrange their program and holiday destination. Moreover, the positive influence of certain cognitive of social networks on behavioral variables has been revealed by concentrating on virtual communities, blogs and social networks in this study.

Cho & Fiorito (2009). The acceptance of online customization for apparel shopping

The aim of this research is to reveal a leading customization's most important criteria of clothes in e-retailing. In order to analyze the online survey conducted in US, the seven-point Likert scale was designed to collect the data with a subscribed Internet survey tool. 300 females within the age range of 19 to 76 were randomly asked to participate in this research.

Additionally, the age range of the respondents is between 19 to 76, with a mean age of 40. Age groups in this study consisted of 50 to 74 years old which is 28.9 percent, 18 to 29 years old which is 26.7 percent, and 30 to 39 years old which is 24.7 percent. About 88.0 percent of respondents are White/Caucasian in terms of race and in terms of education, the highest percentage of participants have bachelor degree which is 58.0 percent. The highest percentage of respondents belongs to those with annual salary below than $50,000. The methodology of this paper is based on the online survey and data are collected from a nationwide random sample. AMOS 7.0 and SPSS 15.0 are used to analyze the data. The results of this study show the advantages of online customization of clothes. Moreover, customers understand the online customization websites is more beneficial when the website protects the information that clients provide.

Gumussoy, Calisir & Bayram (2009). The predicting the behavioral intention to use enterprise resource planning systems

The objectives of this article are to find and examine some variables which affect behavioral intention to use (BIU) enterprise resource planning (ERP) systems. The sample of this research consisted of 200 people to whom the questionnaires of the study were given; 75 out of 200 questionnaires were returned back. An analysis of the data gathered through the questionnaires revealed that the majority of respondents are males with 75 percent and the remained 25% are females; the highest age is 44 years old and the minimum age is 25 years old in term of age. In terms of educational level, the highest percentage belongs to graduate people, which is 58.7 %, and the majority of respondents are engineers with the percentage of 54.7%.

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Moreover, the study includes a five-point Likert scale that tried to collect data about variables that are selected in this study towards behavioral intention and additionally the research was designed based on the indicated results by previous studies. The methodology of this article is based on the data collection and the findings of previous studies. The findings of survey indicate that educational level have a positive relationship with behavioral intention to use. Moreover, perceived usefulness has also a positive influence on behavioral intention to use, and there is another relationship between perceived usefulness and attitude towards use. In addition, the relationship between perceived ease of use and perceived usefulness and the positive influence of educational level on perceived ease of use and behavioral intention are shown in this study but there is no indication of any relationship between attitude and behavioral intention in this survey.

Castaneda, J.A., Frias, D.M., & Rodriguez, M.A. (2009). Antecedents of Internet acceptance and use as an information source by tourists

The purpose of this study is to identify the precedents of both actual acceptance and future use of the Internet as a tourism information source. In the tourism industry, the Internet is a medium of growing importance. Nonetheless, very few studies have researched the precedents of Internet acceptance and use by tourists. The 331 questionnaires were valid from the total number of 340 questionnaires which were distributed among tourists of different nationalities on a visit to the region of Andalusia in Spain who are the population in this study. A structured questionnaire was presented and the interviews were held at Malaga Airport. This place was selected because of its status

as one of the main entrance points for international tourism into Spain in general and into Andalusia in particular.

Moreover, in order to qualify for the sample the visitors had to be over 18 years of age and be Internet users and the questionnaire was translated into different languages. The interviewers were fluent in the languages of the corresponding questionnaires with a view to expediting the case study. This study was conducted between June 2004 and June 2005 and the data were collected over a period of one year because of avoiding bias in the finding due to changing tourist motivation throughout the season. The interviews were held on various days and at various times so as to ensure sufficient sampling distribution. According to this study, 43 percent of the respondents were UK residents, 48 per cent were from other EU countries and the remaining 9 percent were from countries outside the EU. Furthermore, 54 percent were women and 46 percent were men. Also, most of the tourists - about 37 percent - were between 45 and 65 years of age and 41 percent came from two-member households. The great number of respondents - about 71 percent - had a university degree, 62 per cent had a remunerated job and 45 percent had a monthly family income of between 1,800 € and 3,000 €.

The methodology of the study is concentrated on the Technology Acceptance Model (TAM) which has been applied to a broad sample of international tourists. The opening questions of the study referred to basic issues such as the country of origin and the place visited. These were followed by a question on the tourists' use of the Internet for planning their travel destination. The participants went on to respond to the different questions concerning their intention of use, attitude, and perceived ease of use and usefulness of the Internet. The concluding data were concerned with socio-demographic characteristics.

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The findings of this research indicate that the antecedent role of actual use considering the future use, as well as the roles of usefulness and ease of use as users of the acceptance of the Internet as an information source by the tourist.

Jalilvand, M.R., & Samiei, N. (2012). The impac of electronic word of mouth on a tourism destination choice:Testing the theory of planned behavior (TPB)

The aim of this research was to examine the effect of electronic word of mouth (eWOM) in a selected tourist destination through applying the theory of planned behavior (TPB). Furthermore, an attempt was made to analyze the effect of experiences obtained from traveling on using online word of mouth and TPB constructs. A field survey was carried out and a cluster sampling method questionnaire was designed in order to collect data from the target population. The target population for this study was the tourists who traveled to Isfahan, Iran, in June 2011 especially those tourists who used social networks to select their tourism destination. The questionnaires were distributed among the guests of international hotels in Isfahan; 296 out of 400 questionnaires were valid. According to this study, 15.9 percent of the respondents were USA residents, 11.1 per cent were from Australia and East of Asia, 15.5 percent were from Germany, 10.5 percent were from UK and the remaining 4.6 percent were from other European countries. Furthermore, 34.8 percent were women and 65.2 percent were men. Most of the tourists - about 35.5 percent - were more than 55 years of age, 31.4 percent were between 25 to 35 years of age, 15.9 percent were between 35 to 45 years of age and 13.9 percent were between 45 to 55 years of age. A great number of respondents - about 66.2 percent - had a university degree. About 48.6 percent of respondents have never been there in Isfahan and it was their first

travel to Iran. Pleasure or vacation was the main purpose of this trip for more than 80 percent of tourists.

The methodology of this article is based on the structural equation modeling procedure aimed at examining the influences of online word of mouth (eWOM) on attitudes towards visiting Isfahan, subjective norms, perceived behavioral control, and travel intention. The findings of this survey indicate that electronic word of mouth communications have a significant impact on attitudes toward visiting Isfahan, subjective norms, perceived behavioral control, and intention to travel. Moreover, travel experience has a significant impact on using eWOM and TPB constructs.
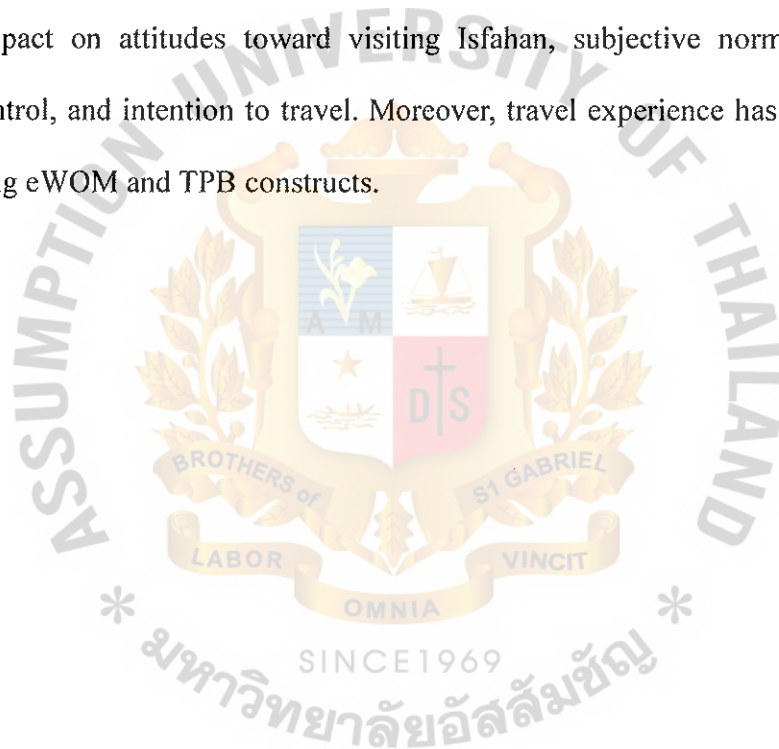
Summary of Previous Studies

The following Table 2.1 offers a summary of previous studies mentioned in this chapter.

Table 2.1 Summary of Previous Studies

Researchers (year)	Research Title	Objective of the Research	Research Methodology	Research Findings
Di Pietro et al (2012)	Social network for the choice of tourist destination: attitude and behavioral intention	To identify the fast and accurate ways of social networks to find the information about travel destination and how the advantages of social media can help to promote and develop tourism destination in a global perspective	A developed Technology Acceptance Model (TAM) that includes electronic communication systems of enjoyment and WOM	The result of this study shows perception of usefulness is effected by E-WOM and the positive influence of E-word of mouth communication on attitude which are linked to use of social network to select last destination by tourists. The results also show the positive influence of customers' attitude on tourism behavioral intention.

Researchers (year)	Research Title	Objective of the Research	Research Methodology	Research Findings
Munoz-Leiva and Hernandez-Mendez et al. (2012)	Generalize user behavior in online travel sites through the travel 2.0 website acceptance model	To analyze the behavior of Tourism concerning new Web 2.0-based sites and travel 2.0 websites, and in addition three different travel 2.0 websites are imagined and classified by asking respondents.	Developing a structural equation model (SEM) and three sites including Facebook profile, the blog of a hotel and its Tripadvisor community selected for the study and preparing questionnaires to do detailed experimental research by asking respondents to embody three web 2.0 travel websites	The results show the key role of Internet in helping many tourists with collecting enough and useful information to arrange their program and holiday destination. Moreover, the positive influence of certain cognitive of social networks on behavioral variables has been revealed by concentrating on virtual communities, blogs and social networks in this study.

Researchers (year)	Research Title	Objective of the Research	Research Methodology	Research Findings
Cho and Fiorito (2009)	Acceptance of online customization for apparel shopping	To reveal a leading customization's most important criteria of clothes in e-retailing and moreover, to provide managerial suggestions for strategic planning	Online survey has been conducted and data are collected from a nationwide random sample. AMOS 7.0 and SPSS 15.0 softwares were used to analyze the data.	This research shows to clients the advantages of online customization of clothes and the usefulness and benefits of websites. Moreover, customers understand the online customization websites is more beneficial when the website protects the information that clients provide.

Researchers (year)	Research Title	Objective of the Research	Research Methodology	Research Findings
Gumussoy et al., (2009)	Predicting the behavioral intention to use enterprise resource planning systems	To find and examine some variables which affect behavioral intention to use (BIU) enterprise resource planning (ERP) systems	Data collection and the findings of previous studies	The findings of survey indicate that educational level have a positive relationship with behavioral intention to use. The results also showed that PU has a positive influence on Behavioral intention to use social networks. Relationship between PU and attitude towards use and the relationship between PEOU and PU and the positive influence of educational level on PEOU and behavioral intention are shown in this study but there is no relationship between attitude and behavioral intention in this survey.

Researchers (year)	Research Title	Objective of the Research	Research Methodology	Research Findings
Castaneda et al., (2009)	Antecedents of Internet acceptance and use as an information source by tourists	To identify the precedents of both actual acceptance and future use of the Internet as a tourism information source. In the tourism industry, the Internet is a medium of growing importance. Nonetheless, very few studies have investigated the precedents of Internet acceptance and use by tourists.	Technology Acceptance Model (TAM) and applying it to a broad sample of international tourists.	The finding of this study indicates the antecedent role of actual use Considering the future use, as well as the roles of usefulness and ease of use as users of the acceptance of the Internet as an information source by the tourist.

Researchers (year)	Research Title	Objective of the Research	Research Methodology	Research Findings
Jalilvand and Samiei (2012)	The impact of electronic word of mouth on a tourism destination choice: Testing the theory of planned behavior (TPB)	To examine the effect of eWOM in a selected tourist destination through applying the theory of planned behavior (TPB). Furthermore, an attempt was made to analyze the effect of experiences obtained from traveling on using online word of mouth and TPB constructs.	A structural equation modeling procedure was used to examine the influences of eWOM on attitudes towards visiting Isfahan,. ANOVA was utilized in order to analyzing the relations between these variables and obtained experience.	The findings of survey indicate that e-WOM communications have a significant impact on attitudes toward visiting Isfahan, subjective norms, perceived behavioral control, and intention to travel. Travel experience has a significant impact on using eWOM and TPB constructs.

Source: developed by the researcher for this study

Summary of Literature Reviewed

Based on the literature review cited, some previous studies including Social network for the choice of tourist destination: attitude and behavioral intention (Di Pietro et al., 2012), Generalize user behavior in online travel sites through the travel 2.0 website acceptance model (Munoz-Leiva et al., 2012), Acceptance of online customization for apparel shopping (Cho & Fiorito, 2009), Predicting the behavioral intention to use enterprise resource planning systems (Calisir et al., 2009), Antecedents of Internet acceptance and use as an information source by tourists (Castaneda et al., 2009) and The impact of electronic word of mouth on a tourism destination choice: Testing the theory of planned behavior (Jalilvand & Samiei, 2012) were made use of in order to support the present study. The purpose of the literature review was to evaluate type, level and content of the studies and data, which is easily accessible in conjunction with factors that affect tourists' attitude and behavioral intention toward online social networks to select their tourism destination.

The literature review provides useful exercise for the researcher to develop a better understanding to determine the key components affecting customers' decision to choose Bangkok hotels through social networks and conducting the research. Moreover, these findings help to diagnose information gaps and related data on the topic.

All six articles unanimously express the advantages of social media that can help to promote and develop tourism destination in a global perspective. In the first article (Di Pietro et al., 2012), after analyzing 1,397 questionnaires distributed in Italy, the researchers found positive influence of E-word of mouth communication on attitude and

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perceived usefulness affected by E-WOM to attitude. In addition, they reported customer attitude's positive influence on tourism behavioral intention.

The second article (Munoz-Leiva et al., 2012) investigated variables such as trust, perceived usefulness and perceived ease of use. The finding derived from the online research was performed of Spanish T2W (Travel 2.0 websites) users in 2010 revealed that web sites and social media pages with high and useful information including photos, videos and experiences from tourism destinations can attract tourists trust. The results also indicated a positive relationship between perceived usefulness and trust to use social media. In addition, trust has a positive influence on the tourists' attitude but only via connection to social networks such as Facebook but not Tripadvisor because they prefer to gain information from their friends' reviews. Moreover, this study states besides the trust, perceived usefulness and attitude, perceived ease of use has positive effect on users to use social networks as well.

The third article (Calisir et al., 2009) reveals two outcomes: first, there is no significant relationship between perceived usefulness and qualification, validity and trust among customization websites and second, perceived ease of use of customization websites is not the definitive reason for being competent and trustworthy.

In the fourth article (Gumussoy et al., 2009), after analyzing 200 questionnaires distributed, the researchers found that perceived usefulness is a decisive factor on attitude and behavioral intention toward use. In addition, perceived ease of use affect perceived usefulness.

The fifth article (Castaneda et al., 2009) investigated the role of both perceived ease of use and perceived usefulness on using the Internet as a source of tourism information.

The last article (Jalilvand & Samiei, 2012) reveals that the e-WOM has positive significant impact on the attitude and behavioral intention to plan a trip. Moreover, increasing consumer trust in using social networks helps to improve the rate of word of mouth and it is a way to gain a significant competitive advantage.

Moreover, further insight and main studies are shown in the Table 2.2 as follows:

Table 2.2: Selection and inclusion of key variables in drawing conceptual framework based on literature review

Researchers	Main findings
Jeong & Jang (2011), Utz et al. (2012)	Relationship between E-Word-of-Mouth Communication and Perceived Usefulness
Luque et al. (2007), Ryan & Rao (2008)	Relationship between Perceived ease of use and Perceived Usefulness
Koufaris & Hampton-Sosa (2004), Chow and Holden (1997)	Relationship between Perceived ease of use and Trust
Pavlou (2003), Chircu et al. (2000)	Relationship between Trust and Perceived Usefulness
Ye et al. (2011), Utz et al. (2012)	Relationship between E-Word-of-Mouth Communication and Attitude

Luque et al. (2007), Kim et al. (2008), Hossain & De Silva (2009)	Relationship between Perceived Usefulness and Attitude
Hsu & Lin (2008), Hossain & De Silva (2009), Korvenmaa (2009), Davis (1989)	Relationship between Perceived Ease of Use and Attitude
Elliott et al. (2005), Jarvenpaa, Tractinsky and Vitale (2000)	Relationship between Trust and Attitude
Gefen et al. (2003), Ridings et al. (2002)	Relationship between Trust and behavioral intention
Hsu & Lin (2008), Hossain & De Silva (2009)	Relationship between Attitude and behavioral intention

Source: developed by the researcher for this study

Finally, according to the implications and limitations from the review of previous studies, the researcher decided to evaluate factors such as perceived ease of use, perceived usefulness, trust, e-word-of-mouth, attitude and their considerable influences on tourists' behavioral intention to use social media for finding information and making plan for their travel to stay in selected hotels in Bangkok.

CHAPTER 3

RESEARCH FRAMEWORK

This chapter includes the theoretical framework, the conceptual framework, the research hypotheses and the operationalization of variables. First, mentioned is the well-founded thinking proposed earlier by the researcher in chapter II as well as the identified differences and relationships among multiple variables and the proposed theoretical framework. Second, the conceptual framework is presented by the researcher in the second part which identifies the independent variables and the dependent variable. Next, the hypotheses and the relationships between variables have been introduced in the third part. And finally, all variables in conceptual framework are clarified in the last part - operationalization of variables.

3.1 Theoretical frameworks

A series of interdependent ideas and theories comprise the foundations of the theoretical framework of this study. The researcher has used three major and useful research models to develop and modify the conceptual framework on selected factors influencing behavioral intention to select travel destination through social networks. The first research model is of social network for the choice of tourist destination: attitude and behavioral intention evaluated by Di Pierto et al. (2012). The second research model generalizes user behavior in online travel sites through the Travel 2.0 website acceptance model studied by Munoz-Leiva et al. (2012). And finally, acceptance of online

customization for apparel shopping which was procreated by Cho & Fiorito (2009) is the last research model. All three interesting research models are shown as following:

Figure 3.1: A research model of social network for the choice of tourist destination: attitude and behavioral intention
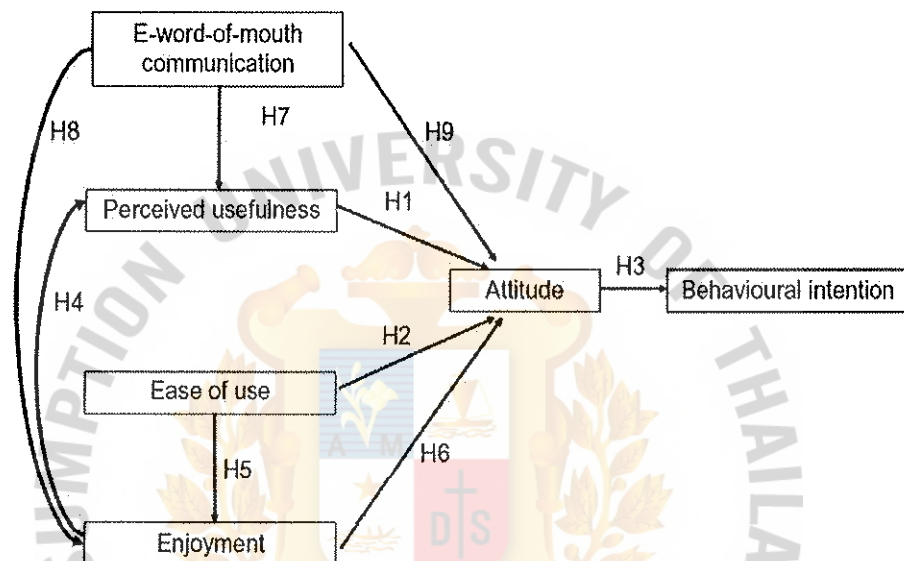
Source: Di Pierto, L., Di Virgilio, F., & Pantano, E. (2012). Social network for the choice
of tourist destination: attitude and behavioral intention. *Journal of Hospitality and Tourism Technology,* 3(1), 60-76.

Di Pierto et al. (2012) studied how tourists are able to collect information for selecting their destination by using social networks. These researchers also established how to promote tourism destination by better understanding the benefits and advantages of the social media in a global viewpoint. Moreover, they have investigated how marketers can select and improve their competitive marketing strategies. The study involved 1397 users and developing Technology Acceptance Model has been focused on

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in this research. The researchers stated the favorable influence of E-WOM communication and enjoyment on behavioral intention.

Figure 3.2: A research model of generalizing user behavior in online travel sites through the Travel 2.0 website acceptance model
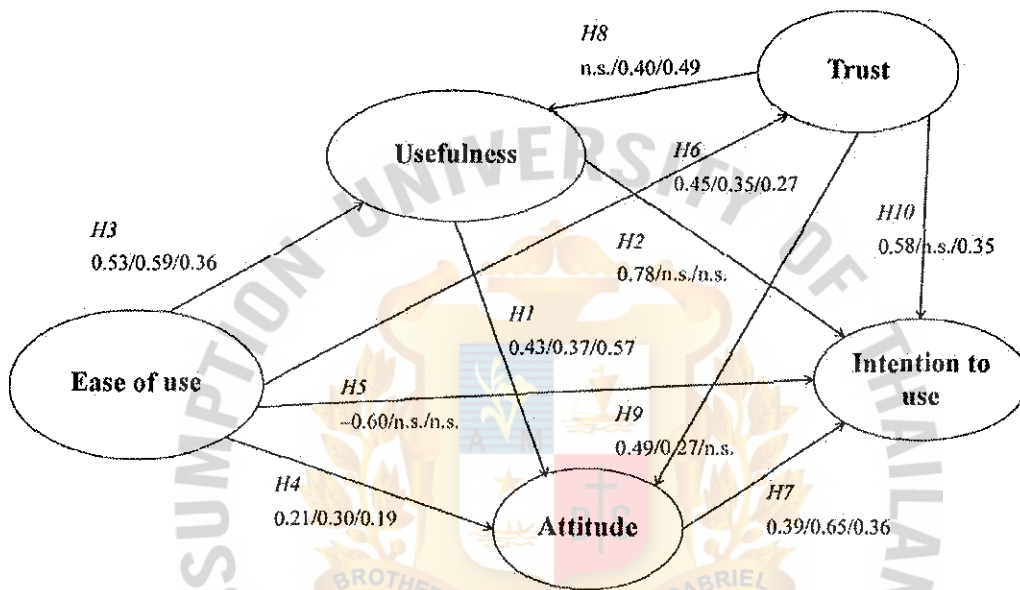
Source: Munoz-Leiva, F., Hernanzez-Mendez, J., & Sanchez-Fernandez, J. (2012).

Generalising user behavior in online travel sites through the Travel 2.0 website

acceptance model. *Online Information Review*, 36(6), 879-902.

Munoz-Leiva et al. (2012) studied the behaviors of tourists who used Travel 2.0 websites. In other word, the researchers investigated the effect of new Web 2.0 based sites on the behavior of tourists as well as the influence of some variables such as usefulness, ease of use and trust on attitude and tourists' intention to select tourism destination. About 300 females were asked to participate in this research in order for the

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researchers to construct and develop behavioral intention model with regard to using social networks.

Figure 3.3: A research model of acceptance of online customization for apparel shopping
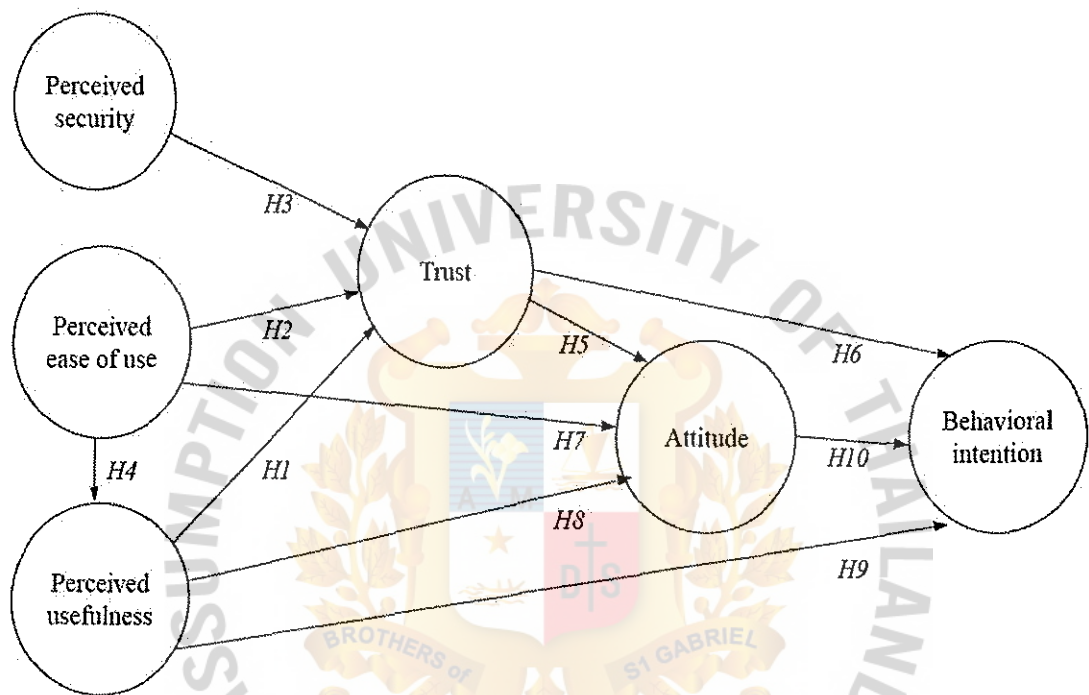
Source: Cho, H., & Fiorito, S. (2009). Acceptance of online customization for apparel shopping. *International Journal of Retail & Distribution Management,* 37(5), 389-407.

Cho & Fiorito (2009) recognized and analyzed how customers choose to purchase apparel in e-retailing. These researchers also provided managerial recommendation for marketing strategic planning in their research. About 300 females participated in this study in order to help researchers to investigate the advantages of online customization of clothes. The findings of this study indicated a positive relationship between high security of website for clients' personal information and their perceived usefulness.

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3.2 Conceptual Framework

Based on the theoretical background, this study model will evaluate a selection of independent variables, including e-WOM communication, perceived usefulness, perceived ease of use, trust, and attitude towards dependent variable that is behavioral intention. The three studies explored and assisted in the basic foundation to build up conceptual model of the study.

Di Pierto et al. (2012) studied the role of e-word of mouth communication on both the perception of usefulness and the attitude towards the use of social media as powerful tool for the choice of tourist destinations; as well as to represent a stronger predictor for consumer attitude and tourism behavior intention (Figure 3.1). Moreover, according to Munoz-Leiva et al. (2012), there is a positive relationship between trust, perception of use and attitude (Figure 3.2). In addition, the relationship between perceived usefulness and attitude was studied by Cho & Fiorito (2009) as a significant relationship(Figure 3.3).

Ye et al. (2011) studied the relationship of e-WOM and perceived usefulness indicating that tourists' perception of tourism services and products is affected by positive and favorable online recommendations and comments among potential users. As a consequence, online transactions of tourism services and products are highly influenced by other Internet users and their online recommendations and comments. In addition, the relationship between e-WOM and attitude expressed by Gruen et al. (2006) as a factor that influences users' attitude and makes them close to each other is joining to the social networks and sharing the information with other users. Moreover, according to Korvenmaa (2009), there is a favorable relationship between perceived usefulness and

attitude if clients understand the usefulness of networking websites. Korvenmaa (2009) also states that favorable relationship between attitude and online travel system interactivity is concluded if clients feel the ease of using Web 2.0 context and social networks. Furthermore, Luque et al. (2007) expressed the relationship of perceived ease of use and perceived usefulness in the tourism sector in accordance with travel and tourism information on the Internet and one of the most important variables of enhancing perceived credibility is perceived ease of use if the users perceived the trustworthy of websites (Fogg et al., 2001). Additionally, based on Koufaris and Hampton-Sosa (2004), perceived usefulness was a considerable background of basic trust among the crowd of people. As stated by Elliott et al. (2005), trust has a positive influence on attitude towards websites. Moreover, according to Tung & Chang (2008), there is a positive relationship between trust and behavioral intention. Eastlick at al. (2006) also stated the tendency of users to have an online transaction with companies because of trust and finally, Van Noort et al. (2008) studied the favorable influence of attitude on behavioral intention which is created by well- organized websites.

Hence, according to the above mentioned studies and arguments, the researcher created this conceptual framework for this study that is shown in figure 3.4.

Figure 3.4: A modified conceptual framework of factors affecting behavioral intention of tourists to select tourism destination through using social network
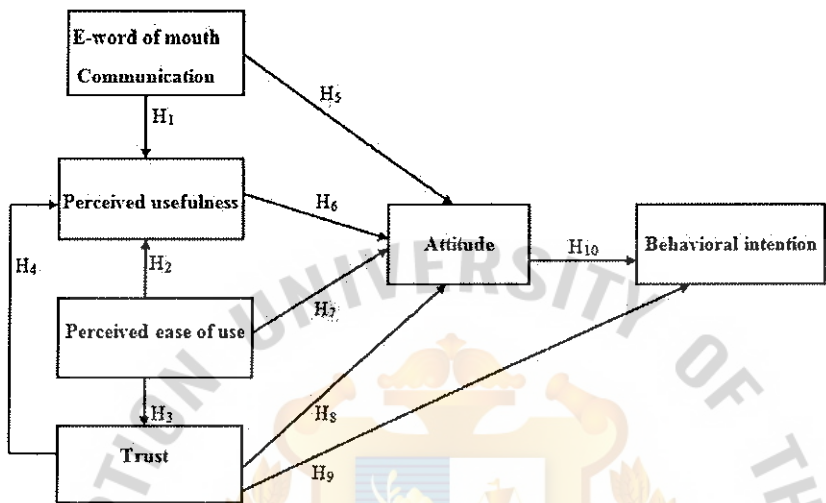
Source: modified by researcher based on three studies,

Di Pierto, L., Di Virgilio, F., & Pantano, E. (2012). Social network for the choice of tourist destination: attitude and behavioral intention. *Journal of Hospitality and Tourism Technology,* 3(1), 60-76;

Munoz-Leiva, F., Hernanzez-Mendez, J., & Sanchez-Fernandez, J. (2012). Generalising user behavior in online travel sites through the Travel 2.0 website acceptance model. *Online Information Review,* 36(6), 879-902; and

Cho, H., & Fiorito, S. (2009). Acceptance of online customization for apparel shopping. *International Journal of Retail & Distribution Management,* 37(5), 389-407.

As shown in Figure 3.4, five factors of services provided by social networking pages are important towards behavioral intention of potential visitors: e-word of mouth communication (e-WOM), perceived usefulness, perceived ease of use, trust and attitude. This study focuses on selecting tourism destination specifically by those tourists who have traveled to Bangkok. Therefore, the various opinions of tourists will be reviewed about using social networks to select this tourism destination.

3.3 Research Hypotheses

Ho1: There is no significant relationship between E-word of mouth communication (E-WOM) and perceived usefulness.

Ha1: There is a significant relationship between E-word of mouth communication (E-WOM) and perceived usefulness.

Ho2: There is no significant relationship between perceived ease of use and perceived usefulness.

Ha2: There is a significant relationship between perceived ease of use and perceived usefulness.

Ho3: There is no significant relationship between perceived ease of use and trust.

Ha3: There is a significant relationship between perceived ease of use and trust.

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Ho4: There is no significant relationship between trust and perceived usefulness.

Ha4: There is a significant relationship between trust and perceived usefulness.

Ho5: There is no significant relationship between E-word of mouth communication (E-WOM) and attitude.

Ha5: There is a significant relationship between E-word of mouth communication (E-WOM) and attitude.

Ho6: There is no significant relationship between perceived usefulness and attitude.

Ha6: There is a significant relationship between perceived usefulness and attitude.

Ho7: There is no significant relationship between perceived ease of use and attitude.

Ha7: There is a significant relationship between perceived ease of use and attitude.

Ho8: There is no significant relationship between trust and attitude.

Ha8: There is a significant relationship between trust and attitude.

Ho9: There is no significant relationship between trust and behavioral intention.

Ha9: There is a significant relationship between trust and behavioral intention.

Ho10: There is no significant relationship between attitude and behavioral intention.

Ha10: There is a significant relationship between attitude and behavioral intention.

3.4 Operationalization of the independent and dependent variables

Operational definition of a concept, in Zikmund's (2003) words, can be provided by considering the activities or essential operations to measure the variables under research. Tables 3.1 and 3.2 provide the operationalization of the independent variables, which are e-WOM, perceived ease of use, perceived usefulness, trust and attitude, as well as dependent variable that is behavioral intention.

Table 3.1 Operationalization of Independent Variables

Independent Variable	Conceptual definition	Operational components	Scale of measurement	Question number in the questionnaire
E-word of mouth	All positive and negative statements such as saying or writing like comments that have been made to very large number of users via Internet (Hennig-Thurau et al., 2004).	- Read other experiences before buying a products - Purchase travel products after the messages were passed by familiar people - Purchase tourism products after hearing about it from the Internet - Believe what others say in social networks - Purchase a product that friend/family recommended - Read other consumers' online reviews to find the lowest prices	Interval Scale	Part I, Q 1- 9

Table 3.1 Operationalization of Independent Variables (Continued)

Independent Variable	Conceptual definition	Operational components	Scale of measurement	Question number in the questionnaire
		- Read other consumers' online reviews to get the best value for money - Read other consumers' online reviews to get the highest quality available - Read other consumers' online reviews to benefit from others' experience before booking the hotel or select a product		
Perceived ease of use	The extent to which employing a proper and special system does not require much work and attempt is called Perceived ease of use (PEOU) (Saade and Bahli, 2005).	- Leaning to operate the social networks is easy - It is easy to get the social networks to do what I want it to do - Interaction with the social networks is clear and understandable - The social network is flexible to interact with	Interval scale	PartI, Q 10-15

Table 3.1 Operationalization of Independent Variables (Continued)

Independent Variable	Conceptual definition	Operational components	Scale of measurement	Question number in the questionnaire
		- It is easy to become skillful at using the social networks - The social networks are easy to use		
Perceived usefulness	The extent to which an individual believes that a special system would improve her/his proficiency is called perceived usefulness (Saade and Bahili, 2005)	- Using social media helps to select travel destination faster - Using social media improves performance in online booking for hotels or shopping any travel destination - Using the social networks increases the productivity of booking hotels online or purchasing travel products - Using the social networks makes it easier to book hotels or to demand travel products - Using the social networks are useful for booking hotels and buying tourism products	Interval scale	PartI, Q16-20

Table 3.1 Operationalization of Independent Variables (Continued)

Independent Variable	Conceptual definition	Operational components	Scale of measurement	Question number in the questionnaire
Trust	Trust can be defined as the extent to which one person accepts the actions of other people on the premise that they will act to the person's benefits no matter whether they are being observed or not. (Mayer et al., 1995, p. 712).	- Feeling that I am respected on the social networks - Practices on the social network are related to the customers' best interests -The social networks provide an efficient system for booking hotel or selecting travel products - Information from the social network is reliable - I believe promises on the social networks will be kept -Overall, the social networks are trustworthy	Interval scale	Part I, Q21-26

Table 3.1 Operationalization of Independent Variables (Continued)

Independent Variable	Conceptual definition	Operational components	Scale of measurement	Question number in the questionnaire
Attitude	Leonards (2004) claimed that judging whether a behavior is of high standard quality or poor is part of attitude and whether the clients use or do not use social networks. Furthermore, attitude can be agreement or disagreement with someone or something or an assessment which determins that someone or something is good or bad (Kotler et al., 2008).	-Using online customization in booking hotels or any travel destinations is a good idea -Using online customization in booking hotels or any travel destinations is a pleasant idea -Using online customization in booking hotels or any travel destinations is beneficial	Interval scale	Part I, Q27-29

Source: Developed by the researcher

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Table 3.2 Operationalization of Dependent Variable

Dependent Variable	Conceptual definition	Operational components	Scale of measurement	Question number in the questionnaire
Behavioral intention	Behavioral intention is described as a unit to measure each person's intention towards a specific behavior (Fishbein et al., 1975).	- I would book my destination - I intend to use social networks in the future to choose travel services - I will strongly recommend others to use social networks to find their travel destination When a comment is positive, - I am more likely to select a travel product/service when a comment is negative, I refrain from booking or purchasing that product - I often purchase tourism products/services online	Interval scale	Part II, Q30-35

Source: Developed by the researcher

CHAPTER 4

RESEARCH METHODOLOGY

The aim of this chapter, which includes six sections, is to describe research methodology and determine methods used in this study. The first section represents the methods of research which have been applied in this study. The second section introduces the respondents and the sampling procedures which indicate the population, sampling size and sampling procedure. The third section specifies the research instruments /questionnaire describing the main constituents of questionnaires. The fourth section presents data collection/gathering procedures illustrating the how, when and where of gathering data. The fifth section contains the pretest and testing the reliability of the questionnaires. And finally, the statistical treatment of the data that represents the statistical tools employed to analysis data.

4.1 Methods of Research Used

This research applies a descriptive research method in order to determine the variables which are behavioral intentions affect tourists to select tourism destination through using social networks such as E-word of mouth communication, perceived usefulness, perceived ease of use, trust and attitude. According to Veal (2006), there are two significant methods to conduct a research study, deductive and inductive. As Zikmund (2003) believes, descriptive research indicates population characteristics of study in details and is capable of discovering the answers to research questions regarding the who, what, when and how of phenomena. Furthermore, descriptive study is the most

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appropriate method to be employed in this study owing to the fact that it is a noteworthy tool to achieve data used for making hypotheses and presenting relation.

The researcher will exert the survey method to gather information from answers to the questionnaires distributed. The researcher developed a five-point Likert scale questionnaire and distributed it among the respondents who in turn marked the answer in each part of the questionnaire. The questionnaires will be used to collect information as a primary data which include the demographics as well as the opinions, attitudes and values of the respondents. Then, the researcher uses primary data in order to collect data and to evaluate all presented hypotheses and affecting factors that influence behavioral intention of tourists to select hotels in Bangkok, Thailand, through using social network.

4.2 Respondents and Sampling procedures

4.2.1 Population

Based on the definition of population provided by Kumar (2011), refers to collections of people with Interactive features such as living place, education, age and so forth to collect appropriate respondents.

According to Statistics obtained from Department of Tourism, Ministry of Tourism and Sports (2013) shows that the number of international tourists arriving in 2012 in Thailand was 22,353.91(in thousands). Moreover, conducting nationwide surveys of hotels shows the rate of hotel occupancy across Thailand has been 60.88% and the breakdown by region is as follows:

Central (including Bangkok) 63.88%, South 61.84%, North 51.19%, and Northeast 48.85%. Thus, the researcher has focused on Bangkok, the capital of Thailand, because of its highest percent of hotel occupancy. In addition, the population in this study consists of both international and domestic tourists, both male and female adults, who used websites and social networks as tools for supporting their decisions on staying in Bangkok, Thailand, hotels.

4.2.2 Sample Size

Zikmund (1994) defined the sampling size as a statistical sample of people who are selected for the interpretation of the study. To facilitate estimating sample size with 0.95 desired level of confidence, the researcher has determined the number of sample size from the population through using Zikmund's (1994) mathematical formula.

$$n = \frac{z^2 (p \cdot q)}{e^2} \qquad \text{EQUATION (1)}$$

Where:

p is the estimated proportion of success

e is the allowable error that is evaluated at 5 % or − 0.05 (desired accuracy 95%)

z is the standard error associated on desired level of confidence that is 95% .

q is the estimated proportion of failures, q= 1- p

n shows number of sample size

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The calculation of 95% accuracy at the 95% confidence level is as follows:

$$n = z^2(p{\times}q) / e^2 = 1.96^2 (0.5{\times}0.5)/0.05^2 = 384.16$$

Based on the calculation, the desired sample size turns out to be 385 respondents but the researcher chose the sample size to be 400 respondents to represent population in this research design because previous studies have used this sample size.

4.2.3 Sampling Procedure

Sample procedure in this study is based on non-probability technique in order to choose appropriate samples. According to Zikmund (2003), non-probability sampling method focuses on unknown population and is not a random sampling. Furthermore, the researcher does not have enough information about the population from which the sample is being selected and the sample size is not specified in advance. Two phases are intended for the sampling procedure of this research as following:

Phase 1: Quota sampling

Zikmund (2003) stated Quota sampling is a technique of non-probability sampling which is used for a researcher who has no background about number of population and who needs to ensure he can demonstrate various groups of population. Moreover, non-probability with quotas is as a fundamental operation that classifies respondents within each group. The sample size of this research is 400 respondents, therefore, 80 sets of questionnaires will be distributed in each location in Bangkok where chances of findings tourists is high, such as Bangkok international airport (Suvarnabhumi Airport), the old

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Bangkok airport (Don Muang international Airport), two most popular shopping malls including Siam Paragon and Central World in Siam area and finally, The Grand Palace as one of the major tourist attractions in Bangkok.

Table 4.1: Distribution of questionnaires

Distribution Locations	Number of Questionnaires
1. Suvarnabhumi Airport	80
2. Don Muang Airport	80
3. Siam Paragon shopping mall	80
4. Central World shopping mall	80
5. The Grand Palace	80
Total sample size	**400**

Source: developed by the researcher

Phase 2: Convenience sampling

According to Zikmund (2003), convenience sampling is a technique of non-probability sampling which consists of available population or those people who can participate in the study. In this research, the questionnaires will be distributed among available tourists who have free time to answer the questions and those who have planned their trip via an Internet connection and have selected their destination using the social network. Since some hotels may not give permission to distribute questionnaires among their guests, the researcher will try to distribute the questionnaires in locations in

Bangkok where chances of findings tourists are high. In addition, for the convenience of the researcher and to rapidly advance the research, three versions of the questionnaire will be prepared in English, Chinese and Thai for those Thai and Chinese tourists who do not speak English.

4.3 Research Instruments/Questionnaire Design

A self–administrated questionnaire designed based on selected studies are presented in Table 4.2. In addition, the researcher designed the questionnaire to gather data by dividing them in three parts. Before starting these three parts, there is a screening question that shows whether the respondents took advantage of using social networks to plan their travel. The first part is the factors affecting behavioral intention of tourists to select tourism destination by using social network, the second part of this division is behavioral intention and the last part is demographic factors. Hence, all details are as following:

Part I: The factors influencing behavioral intention of tourists to select tourism destination by using social network

This section includes questions covering all five independent variables for measuring participants' agreement and gathering their answers on factors influencing behavioral intention of tourists to select tourism destination by using social networks. The researcher completed the first part by questions that are related to e-word of mouth communication, the second part is about perceived usefulness, the third part is designed for perceived ease of use, part four is bout trust and the last part is about attitude. The questionnaire has 29 statements measured on a five-point Likert scale where 1 equals strongly disagree, 2

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equals disagree, 3 equals neither agree nor disagree, 4 equals agree and 5 equals strongly agree.

Part II: Behavioral intention of tourists towards selecting tourism destination by using social network

In this research the behavioral intention of tourists has been treated as a dependent variable to select tourism destination by using social networks. Six statements were measured on a five-point Likert scale where 1 equals strongly disagree, 2 equals disagree, 3 equals neither agree nor disagree, 4 equals agree and 5 equals strongly agree.

Part III: Personal Information or Demographic Factors

The researcher tried to use demographic questions and hence, designed and put those questions in part three as it was stated by Raoprasert and Islam (2010) that demographic factors are used for better understanding about characteristics and personality of each of the participants who are sample of the whole population. Thus, to gather information about each participant, the questionnaire in this part is prepared with eight different questions. Furthermore, to gather information about gender, status, region and marital status of all participants, the researcher used a check-list question, and to collect data about age, income and educational level of all participants in this part, the researcher used the category scale, and finally, to collect data and information about the occupation, the researcher designed questions by using both the open-ended questions and multiple-choice items.

Table 4.2 Questionnaire Sources - Factors Influencing Tourist' Behavioral Intention to Select Tourism Destination by Using Social Media

Main Variables	Sources
Perceived usefulness (PU)	Davis (1989) & Gefen et al. (2003)
Perceived ease of use (PEOU)	Davis (1989) & Gefen et al. (2003)
Trust (TRU)	Garbarino & Lee (2003), Koufaris & Hampton-Sosa (2004)
E-Word-of-mouth (EWM)	Garbarino & Lee (2003), Goldsmith & Horowitz (2006)
Attitude (ATT)	Moon & Kim (2001), Robinson, Marshall & Stamps (2005)
Behavioral intention (BIT)	Venkatesh, Speier & Morris (2002), Wang, Lin & Luarn (2006), Goldsmith & Horowitz (2006)

Source: developed by the researcher

4.4 Collection of data/Gather procedures

To collect information and data, the researcher obtained primary data and secondary data drawing on Kothari's (2004) opinion who expressed that researchers collect primary data directly by themselves and furthermore, former data which have been gathered by other researchers are called secondary data.

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4.4.1 Primary Data

In this study, the researcher applied the survey method to gather the primary data. A pre-test was conducted through distributing 30 questionnaires during 25-30 August, 2013. Then throughout October, 2013, around 400 questionnaires were distributed by the researcher among both male and female tourists in Bangkok international airport (Suvarnabhumi Airport), the old Bangkok airport (Don Muang international Airport), two most popular shopping malls in Bangkok including Siam Paragon and Central World in Siam area and finally, The Grand Palace as one of the major tourist attractions of Bangkok. Observing the ethical issues of conducting a research, the researcher asked each tourist before giving the questionnaire if they were willing to participate in the research and if they used social networks to plan their recent trip. Data collection was carried out quite simply in all areas of distribution, except in The Grand Palace where there were many reasons for the tourists' avoidance of answering the questionnaire such as visitors' time limitation, lack of places to sit and relax while answering the questions, questionnaires being distributed in outdoor space, and hot afternoon during the process of data collection. In addition, it is important to note that among the tourists intercepted to collect data in Bangkok, Asian tourists had better cooperation than other nationalities.

The researcher spent around 6 hours per day to cover all questionnaires in one month. Most data were collected at the departure area in both Suvarnabhumi Airport and Don Muang Airport since many passengers had enough time to answer the questionnaires because they were waiting to open check in gate. Moreover, the researcher distributed questionnaires among both domestic and international tourists who were sitting down in

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Cafés, Bars and the locations that are intended for visitors to relax during their shopping in Siam Paragon and Central World (See Table 4.3).

The researcher used the SPSS program (Statistical Package for the Social Sciences) to analyze data and to ensure the results are gained with great precision.

Table 4.3 Detailed of questionnaire distribution and collecting data

Number of location	Distribution Locations	Number of questionnaire collected	Duration of data collection
1	Suvarnabhumi Airport	80	From 1st to 5th October, 2013
2	Don Muang Airport	80	From 6th to 12th October, 2013
3	Siam Paragon shopping mall	80	From 13th to 17th October, 2013
4	Central World shopping mall	80	From 18th to 21st October, 2013
5	The Grand Palace	80	22nd to 30th October, 2013
Total sample size		**400**	

Source: developed by the researcher

4.4.2 Secondary Data

The researcher also made use of the secondary data in the form of journals, professional articles, academic textbooks, newspaper articles as well as the Internet to support this study.

4.5 Pre-test and Reliability

4.5.1 Pre-test

Zikmund (2003) stated that any researcher needs to use a pretest as a device to judge and deal with the realistic situations. Moreover, a questionnaire will be called reliable if the reliability value is above or equal to 0.6 (Sekaran, 1992). Hence, to ensure that the questionnaire is reliable, the researcher used a pretest after gathering data from the sample unit.

In order to evaluate the reliability of the study through SPSS 18.0, the researcher distributed 30 questionnaires during 25-30 August, 2013 as part of pre-test in Suvarnabhumi Airport among international and domestic tourists and screened by asking whether they use social networks as a source of information for choice of a destination. The questionnaires were handed over to English speaking and local Thai tourists. Researcher picked up all 30 questionnaires to conduct the reliability analysis.

4.5.2 Reliability test

In order to measure the reliability of the questionnaire, the researcher used Cronbach's Cofficient Alpha Scale. As the results in Table 4.4 show, Cronbach's alpha is

0.962 for the set of 35 items, which is above 0.6. Hence, the questionnaire is reliable and could help to reach the objective of this research.

Table 4.4 Reliability Statistics - Factors Influencing Tourist' Behavioral Intention to Select Tourism Destination by Using Social Media

Variables	Cronbach's Alpha	Number of items
E-word of mouth	0.799	9
Perceived ease of use	0.956	6
Perceived usefulness	0.859	6
Trust	0.862	6
Attitude	0.738	3
Behavioral intention	0.713	6
All items	0.962	35

Source: developed by the researcher

4.6 Statistical treatment of data

To analyze the data in details, the researcher used both descriptive and inferential analysis.

4.6.1 Descriptive analysis

Zikmund (2003) stated that any change in raw data which make them easier to perceive and understand is called descriptive analysis. The questionnaires were answered by 430 respondents and after refinement process, where questionnaires with unanswered questions or inconsistent response were removed, the researcher obtained 400 valid

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questionnaires. Moreover, researcher used descriptive analysis to present the distribution frequency and distribution percentage. Furthermore, to better interpret the results, standard deviation (SD) and mean ($\bar{x}$) are also used to analyze the variables.

4.6.2 Inferential analysis

Davis (1989) asserted that a researcher can use inferential analysis for each hypothesis to fulfill more statistical tests in each statistic business research. In addition, Kothari (2004) stated that using inferential analysis concentrate on testing and evaluating hypotheses. Hence, the researcher would be able to perform evaluating favorable relationships among variables which is Pearson product-moment correlation coefficient (Pearson's r). As Zikmund (2003) stated, to measure data on interval and ratio scale of measurement, Pearson's r is used. Moreover, it shows that to evaluate hypotheses when all variable are on interval scale of measurement, Pearson's r is the most useful and suitable way to test the correlation.

Hence, the researcher makes use of the following mathematical formula from Zikmund (2003) to test correlation.

$$r = \frac{n(\Sigma xy) - (\Sigma x)(\Sigma y)}{\sqrt{[n\Sigma x^2 - (\Sigma x)^2][n\Sigma y^2 - (\Sigma y)^2]}} \quad \text{EQUATION (2)}$$

Where

r = Correlation coefficient between x and y

Σx = Total sum of x

Σy = Total sum of y

Σx^2 = Total sum from power two of x

Σy^2 = Total sum from power two of y

Σxy = Total sum from x*y

n = Number of member each group

The value of r always lies inclusively between -1 and +1. If it is close to -1, it shows a strong negative correlation but if it is close to +1, it shows a strong positive correlation. Drawing an analogy between p-value or observed significance level with significance level is an essential step in testing a hypothesis. Researchers, traditionally, used to explicitly specify an adequate and reasonable significance level prior to the analysis of the study (Zikmund, 2003).

The most widely used levels of significance are .05 and .01. In some cases, other significance levels like .10, .025, or .001 are also used (Cooper & Schindler, 2006). When α equals 0.05, it means that the data is statistically significant and only 5% of the findings might be because of chance. In this case, the researcher can be at least 95% certain that the relationship among the variables is not due to chance. This certainty will be 99% when the probability level is 0.0 and will increase to 99.99% when the probability level is 0.001 (Saunders, Lewis & Thornhill, 2007).

In case that the observed p-value of a test is smaller than the significance level which has been specified prior to the data analysis, it can be said that the hypothesis about differences is supported (Zikmund, 2003).

Moreover, Saunders et al. (2007) stated that a researcher can conclude that there is not a significant relationship among the variables incase the probability of obtaining the

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test statistic by chance alone of a test is higher than 0.05. If this happens, the researcher can say the null hypothesis is accepted.

4.7 Summaries of hypothesis and statistical test

Table 4.5 Statistical method used for data analysis

No.	Hypotheses Statements	Statistical test
Ho1	There is no relationship between E-word of mouth communication (E-WOM) and perceived usefulness.	Pearson's r
Ha1	There is a relationship between E-word of mouth communication (E-WOM) and perceived usefulness.	
Ho2	There is no relationship between perceived ease of use and perceived usefulness.	Pearson's r
Ha2	There is a relationship between perceived ease of use and perceived usefulness.	
Ho3	There is no relationship between perceived ease of use and trust.	Pearson's r
Ha3	There is a relationship between perceived ease of use and trust.	
Ho4	There is no relationship between trust and perceived usefulness.	Pearson's r
Ha4	There is a relationship between trust and perceived usefulness.	
Ho5	There is no relationship between E-word of mouth communication (E-WOM) and attitude.	Pearson's r
Ha5	There is a relationship between E-word of mouth communication (E-WOM) and attitude.	
Ho6	There is no relationship between perceived usefulness and attitude.	Pearson's r
Ha6	There is a relationship between perceived usefulness and attitude.	

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Table 4.5 Statistical method used for data analysis (Continued)

No.	Hypothesis Statement	Statistical test
Ho7	There is no relationship between perceived ease of use and attitude.	Pearson's r
Ha7	There is a relationship between perceived ease of use and attitude.	
Ho8	There is no relationship between trust and attitude.	Pearson's r
Ha8	There is a relationship between trust and attitude.	
Ho9	There is no relationship between trust and behavioral intention.	Pearson's r
Ha9	There is a relationship between trust and behavioral intention.	
Ho10	There is no relationship between attitude and behavioral intention.	Pearson's r
Ha10	There is a relationship between attitude and behavioral intention.	

Source: Developed by the researcher

Chapter 5

DATA ANALYSIS

According to the discussion in chapter 4, the researcher applied SPSS 18 for descriptive analysis and hypothesis testing in this chapter. Not only are all data collected through distributing questionnaires summarized for better understanding the respondents' characteristics, but also some significant relationships have been found among variables based on the conceptual framework. Furthermore, the extent of relationships among variables is measured in this chapter.

5.1 Descriptive Analysis

Zikmund (2003) said that descriptive analysis is used to summarize gathered primary data for better interpretation. According to Bell (2009), summarizing collected raw data by mathematically transforming them to a few numbers is very helpful for both the researcher and the readers. Therefore, to analyze the demographic factors, the researcher applied frequency and percentage. Likewise, the dependent and independent variables are analyzed using mean and standard deviation.

5.1.1 Descriptive Analysis (Frequency and Percentage)

Table 5.1: Frequency and Percentage of Response by Gender

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	182	45.5	45.5	45.5
	Female	218	54.5	54.5	100.0
	Total	400	100.0	100.0	

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Figure 5.1: Bar Chart of Frequency of Response by Gender

Frequency of Response by Gender
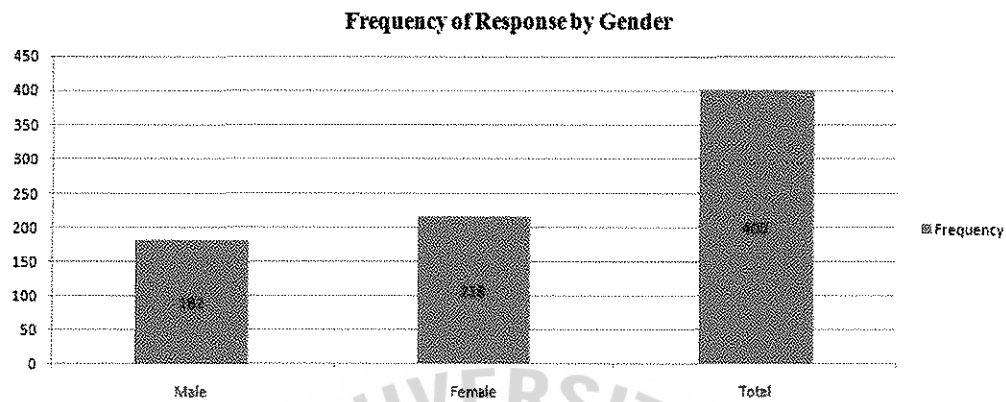
Table 5.1 shows that, 54.5 percent of respondents are female (218 respondents), 45.5 percent (182 respondents) of them are male. Therefore, it can be concluded that the majority of respondents in this study are females.

Table 5.2: Frequency and Percentage of Response by Status

Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	International Tourist	293	73.3	73.3	73.3
	Domestic Tourist	107	26.8	26.8	100.0
	Total	400	100.0	100.0	

Figure 5.2: Bar Chart of Frequency and Percentage of Response by Status

Frequency of Response by Status
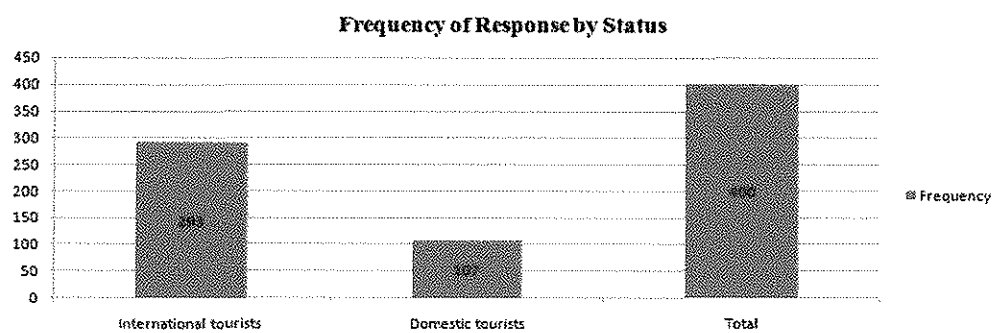
Table 5.2 represents that the majority of respondents are international tourists with 73.3 % of percentage (293 respondents), whereas 26.8 % of them (107 respondents) were domestic tourists. Thus, approximately three-forth of respondents (73.3%) in this research are international tourists.

Table 5.3: Frequency and Percentage of Response by Region

Region

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	North America	43	10.8	10.8	10.8
	Europe	46	11.5	11.5	22.3
	Asia	256	64.0	64.0	86.3
	Africa	24	6.0	6.0	92.3
	Australasia	31	7.8	7.8	100.0
	Total	400	100.0	100.0	

Figure 5.3: Bar Chart of Frequency of Response by Region
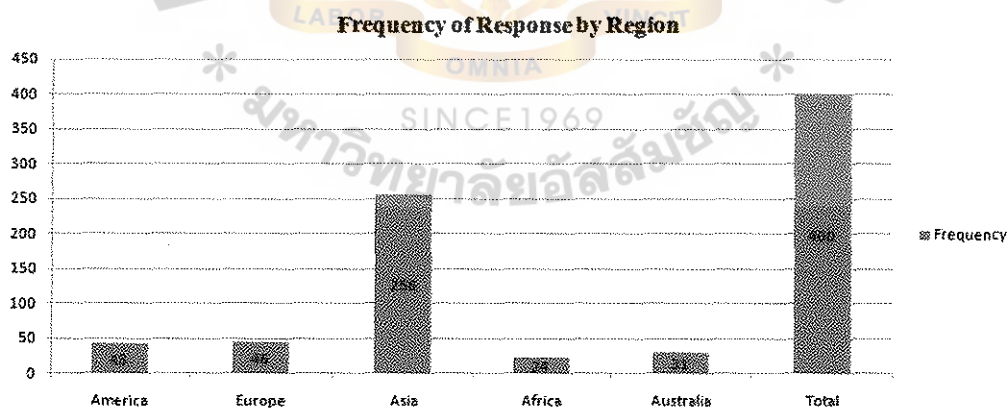
Based on the Table 5.3, 64.0% of respondents are from Asia (256 respondents), 11.5% from Europe (46 respondents), 10.8% from America (43 respondents), 7.8% from Australia (31 respondents), and 6.0% of respondents are from Africa (24 respondents).

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Hence, with respect to Figure 5.3, it is concluded that Asians are the majority of the respondents in this study.

Table 5.4: Frequency and Percentage of Response by Marital Status

Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	250	62.5	62.5	62.5
	Married	113	28.3	28.3	90.8
	Divorced/Widowed	37	9.3	9.3	100.0
	Total	400	100.0	100.0	

Figure 5.4: Bar Chart of Frequency of Response by Marital Status

Frequency of Response by Marital Status
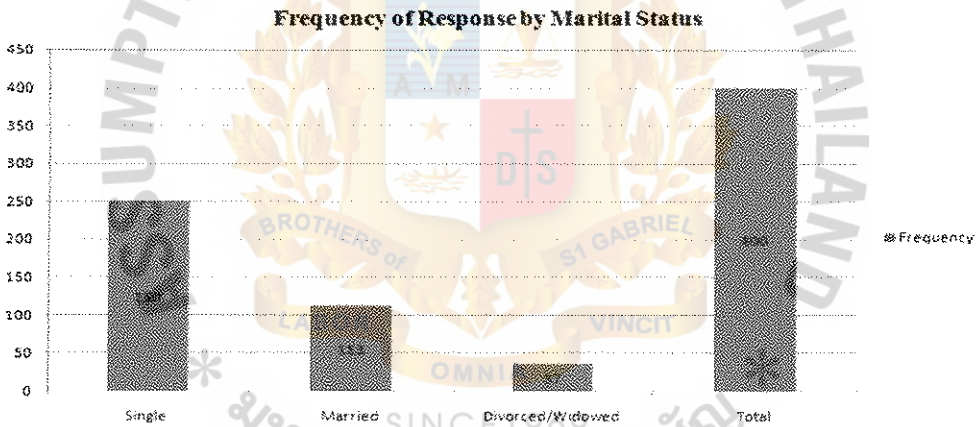
With respect to the Table 5.4, 62.5 % of respondents are single (250 respondents), 28.3 % of them are married (113 respondents), and 9.3 % of them (37 respondents) are divorced/widowed. Therefore, it is concluded that the majority of respondents who have taken part in this research are single.

Table 5.5: Frequency and Percentage of Response by Age

<div align="center">Age</div>

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 20	36	9.0	9.0	9.0
	Between 20-30	183	45.8	45.8	54.8
	Between 31-40	95	23.8	23.8	78.5
	Between 41-50	60	15.0	15.0	93.5
	over 50	26	6.5	6.5	100.0
	Total	400	100.0	100.0	

Figure 5.5: Bar Chart of Frequency of Response by Age

Frequency of Response by Age
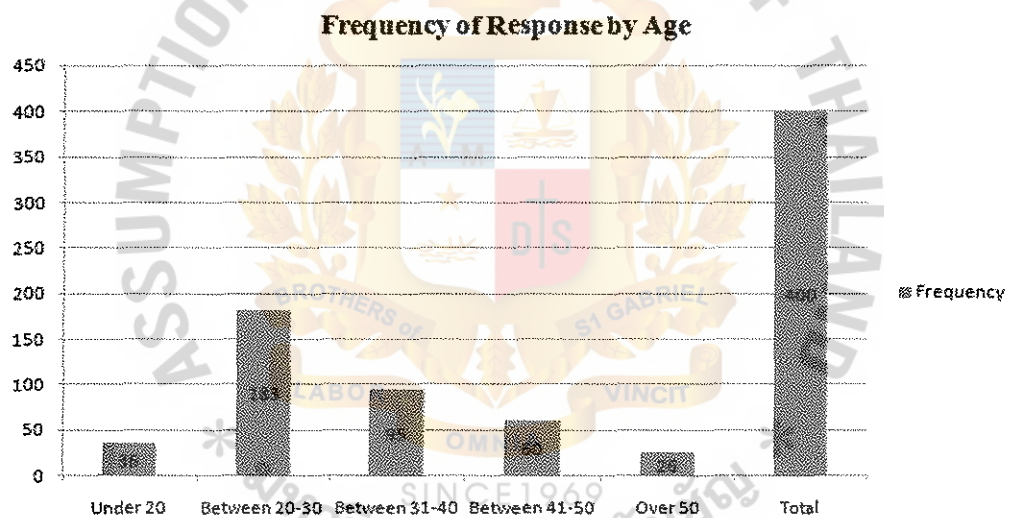
Table 5.5 shows that the majority of respondents are between 20 -30 years old, representing 45.8 % of the whole sample (183 respondents), 23.8 % of them are between 31 to 40 years old (95 respondents), 15.0 % are between 41- 50 (60 respondents), the percentage of under 20-year-old adults is 9.0 (36 respondents), and the minority of the respondents are over 50 years old which the percentage is 6.5 (26 respondents). Thus, it is concluded that the respondents between 20 to 30 years old are the majority in this study.

Table 5.6: Frequency and Percentage of Response by Highest Education Level

Highest education level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school or less	43	10.8	10.8	10.8
	Bachelor degree	235	58.8	58.8	69.5
	Master degree	96	24.0	24.0	93.5
	Doctoral degree	26	6.5	6.5	100.0
	Total	400	100.0	100.0	

Figure 5.6: Bar Chart of Frequency of Response by Highest Education Level

Frequency of Response by Highest Education Level
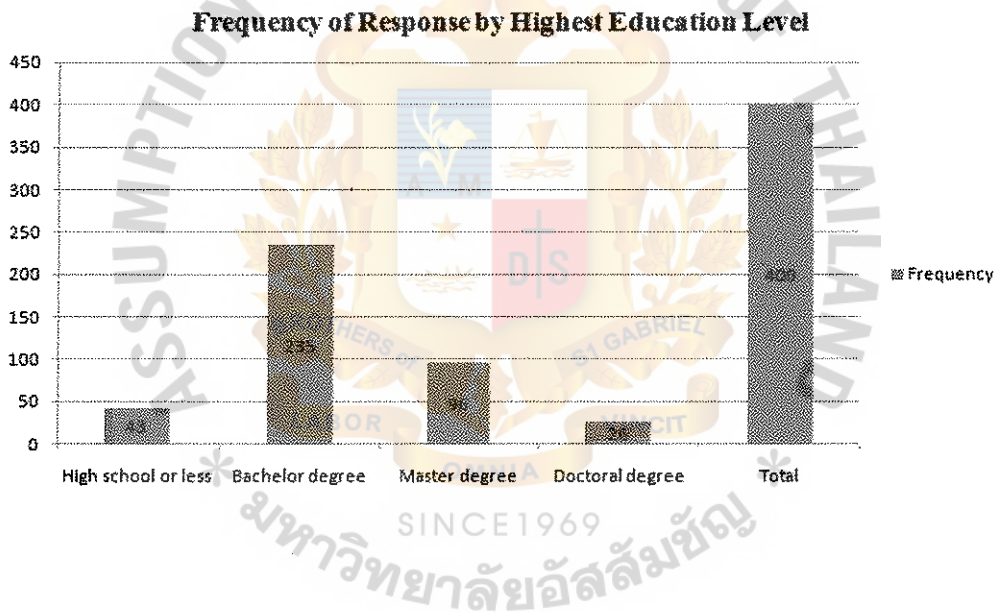
According to the Table 5.6, 58.8 % of the respondents taken part in this research have a bachelor degree (235 respondents), 24.0 % of the respondents have a master's degree (96 respondents), 10.8% of them (43 respondents) are high school graduates, and 6.5% of them (26 respondents) have a PhD degree. Therefore, regarding Figure 5.6, it is concluded that the participants with a bachelor degree constitute the majority in this study.

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Table 5.7: Frequency and Percentage of Response by Employment Category

Employment category

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	122	30.5	30.5	30.5
	Private sector employees	120	30.0	30.0	60.5
	Government employees	47	11.8	11.8	72.3
	Self-employees	59	14.8	14.8	87.0
	Other	52	13.0	13.0	100.0
	Total	400	100.0	100.0	

Figure 5.7: Bar Chart of Frequency of Response by Employment Category

Frequency of Response by Employment Category
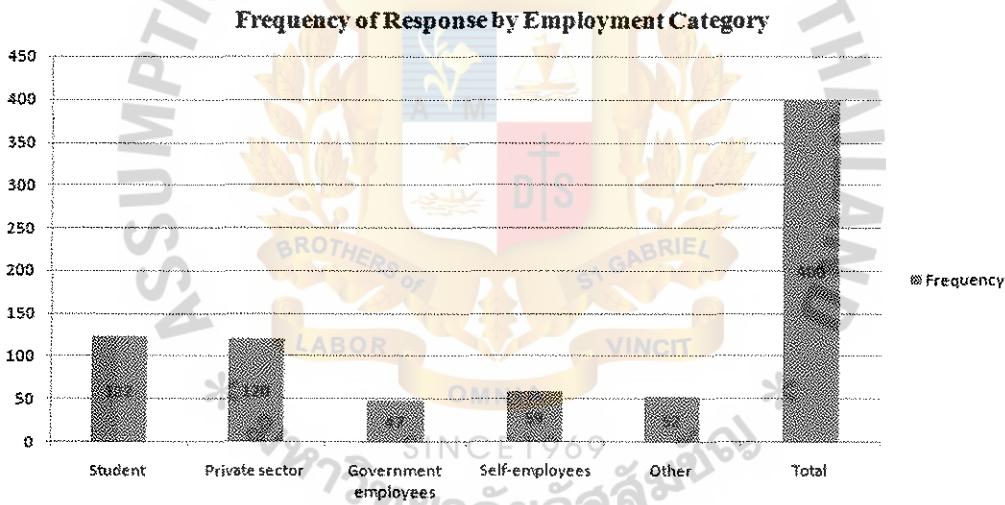
Based on the Table 5.7, the highest percentage in terms of the occupation belongs to the students with 30.5% (122 respondents); 30.0% of the sample (120 respondents) are working in private sectors; 14.8% (59 respondents) are self-employed; 11.8% of the respondents (47 respondents) are working for government; and the other occupations' percentage is 13.0% (52 respondents). Hence, it is concluded this study enjoys the highest density of students among all respondents who participated in this research.

Table 5.8: Summary of Respondents by Demographic Factors

Variables	Frequency (f)	Percentage (%)
Gender		
- Male	182	45.5
- Female	218	54.5
Total	400	100
Status		
- International Tourist	293	73.3
- Domestic Tourist	107	26.8
Total	400	100
Region		
- North America	43	10.8
- Europe	46	11.5
- Asia	256	64.0
- Africa	24	6.0
- Australia	31	7.8
Total	400	100
Marital Status		
- Single	250	62.5
- Married	113	28.3
- Divorced/Widowed	37	9.3
Total	400	100
Age		
- Under 20	36	9.0
- 20 - 30	183	45.8
- 31 – 40	95	23.8
- 41 – 50	60	15.0
- Over 50	26	6.5
Total	400	100
Highest Education	43	10.8
- High school or less	235	58.8
- Bachelor Degree	96	24.0
- Master Degree	26	6.5
- Doctoral Degree		
Total	400	100
Occupation		
- Student	122	30.5
- Private sector employees	120	30.0
- Government employees	47	11.8
- Self – employees	59	14.8
- Other	52	13.0
Total	400	100

Table 5.8 indicated a summary of descriptive analysis by calculating the frequency and percentage for a better understanding of demographic factors in this research. Moreover, in terms of region, 256 respondents from Asia includes 107 Thai nationals, 115 Chinese and the rest 34 respondents were from the other Asian countries such as Singapore, Taiwan, India, and Malaysia.

5.1.2 Descriptive analysis for variables

The researcher analyzes all dependent and independent variables using mean ($\bar{x}$) and standard deviation (SD) in this part.

Table 5.9: Mean and Standard Deviation of E-Word of Mouth Communication (N=400)

Descriptive Statistics

	Mean	Std. Deviation
It is important to me to hear about the experience of others	4.45	.674
I am more inclined to purchase when the messages were passed by people I know	4.08	.786
I have actually purchased after hearing about it from Internet	3.86	.904
I generally believe what other people say in social networks	3.49	.958
I have purchased a product that my family/friend recommended	4.02	.791
I read information from others to find the lowest prices	4.36	.823
I read information from others to get best value for my money	4.45	.821
I read information from others to get highest quality available	4.31	.777
I read information from others to get benefits before booking the hotel or purchasing the products	4.32	.735

Table 5.9 shows that, in terms of the E-word of mouth communication statements, the highest mean is 4.45 which belongs to two variables that are "It is important to me to hear about the experience of others" and "I read information from others to get best value

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for my money"; and the lowest mean is 3.49 which belongs to "I generally believe what other people say in social networks". Moreover, the mean of "I read information from others to find the lowest prices" is 4.36; the mean of "I read information from others to get benefits before booking the hotel or purchasing the products" is 4.32; the mean of "I read information from others to get highest quality available" is 4.31; the mean of "I am more inclined to purchase when the messages were passed by people I know" is 4.08; the mean of "I have purchased a product that my family/friend recommended" is 4.02; the mean of "I have actually purchased after hearing about it from Internet" is 3.86; and the mean of "I generally believe what other people say in social networks" is 3.49.

Table 5.10: Mean and Standard Deviation of Perceived Usefulness (N=400)

Descriptive Statistics

	Mean	Std. Deviation
Using social media enables me to select faster	4.06	.707
Using social media enables me to shop and book online	4.47	.738
Using social media increases my productivity in online purchasing	4.39	.771
Using social media makes it easier to book hotels online	4.09	.844
Using social media is useful for buying tourism products	4.12	.842

Table 5.10, shows that the highest mean in terms of perceived usefulness statements is 4.47 which belongs to "Using social media enables me to shop and book online" and the lowest mean is 4.06 which belongs to "Using social media enables me to select faster". Likewise, the mean of "Using social media increases my productivity in online purchasing" is 4.39; the mean of "Using social media is useful for buying tourism products" is 4.12; and the mean of the "Using social media makes it easier to book hotels online" is 4.09.

Table 5.11: Mean and Standard Deviation of Perceived Ease of Use (N=400)

Descriptive Statistics

	Mean	Std. Deviation
Learning to operate the social networks is easy	4.23	.814
It is easy to do what I want to do	4.38	.763
My interaction is clear and understandable	4.01	.729
The social network is flexible to interact with	4.03	.802
It is easy to become skillful at using the social networks	4.01	.764
I find the social networks easy to use	4.21	.744

Table 5.11, shows that the highest mean in terms of perceived ease of use statements is 4.38 which belongs to "It is easy to do what I want to do" and the lowest mean is 4.01 which belongs to two statements that are "My interaction is clear and understandable" and "It is easy to become skillful at using the social networks". Likewise, the mean of "Learning to operate the social networks is easy" is 4.23; the mean of "I find the social networks easy to use" is 4.21; and the mean of "The social network is flexible to interact with" is 4.03.

Table 5.12: Mean and Standard Deviation of Trust (N=400)

Descriptive Statistics

	Mean	Std. Deviation
I am respected on the social networks	4.10	.881
Practices on the social network are related to the customer's best interests	3.81	.857
Social networks provide an efficient system for booking hotels or selecting products	4.29	.898
Information from social networks is reliable	3.43	.907
I believe promises on the social networks will be kept	3.33	1.010
Overall, the social networks are trustworthy	3.53	.843

As shown in Table 5.12, in terms of trust statements, the highest mean is 4.29 which belongs to "Social networks provide an efficient system for booking hotels or selecting products", and the lowest mean is 3.33 which belongs to "I believe promises on the social networks will be kept". Additionally, the mean of "I am respected on the social networks" is 4.10; the mean of "Practices on the social network are related to the customer's best interests" is 3.81; the mean of "Overall, the social networks are trustworthy" is 3.53; and the mean of "Information from social networks is reliable" is 3.43.

Table 5.13: Mean and Standard Deviation of Attitude (N=400)

Descriptive Statistics

	Mean	Std. Deviation
Using online customization is a good idea	4.22	.810
Using online customization is a pleasant idea	4.12	.766
Using online customization is beneficial to me	4.21	.759

According to the Table ,5.13 in terms of attitudes statements, "Using online customization is a good idea" has the highest mean that is 4.22 and "Using online customization is a pleasant idea" has the lowest mean that is 4.12. The mean of "Using online customization is beneficial to me" is 4.21.

Table 5.14: Mean and Standard Deviation of Behavioral Intention (N=400)

Descriptive Statistics

	Mean	Std. Deviation
I would use to book online my tourism destination if the information be available	4.18	.724
I intend to use social networks in the future to choose travel services	4.01	.788
I would recommend others to use social networks to find their travel destination	4.09	.772
when a comment is positive, I am more likely to select a travel product/service	3.90	.855
when a comment is negative, I refrain from booking or purchasing that product	4.02	.890
I often purchase tourism products/services online	3.79	.891

According to the Table 5.14, in terms of behavioral intention statements, "I would like to book my destination if it was available" enjoys the highest mean which is 4.18, while the lowest mean belongs to the statement "I often purchase tourism products/services online" which is 3.79. Moreover, as the table 5.9 indicates, the mean of "I would recommend others to use social networks to find their travel destination" is 4.09, the mean of "when a comment is negative, I refrain from booking or purchasing that product" is 4.02, the mean of "I intend to use social networks in the future to choose travel services" is 4.01, and the mean of "when a comment is positive, I am more likely to select a travel product/service" is 3.90.

5.2 Reliability Analysis of research Instrument

Zikmund (2003) stated that pretest is very useful for researchers to find the problems of questionnaires while they can still be corrected. Therefore, the researcher did a reliability test to make sure about the reliability of the questionnaire after distributing 400

questionnaires. Table 5.8 represents the results of pretesting done by SPSS 18, which is indicated as follows:

Table 5.15: Reliability Statistics

Variables	Cronbach's Alpha	Number of statements
E-Word of Mouth Communication	0.867	9
Perceived Ease of Use	0.870	6
Perceived Usefulness	0.836	5
Trust	0.865	6
Attitude	0.891	3
Behavioral Intention	0.726	6

As it is represented by the table, the questionnaire is reliable because the Cronbach's Alpha for all of the variables is greater than 0.6 as it was explained in chapter four.

5.3 Inferential Analysis

To draw an accurate conclusion about the whole population through the sample, a researcher can apply inferential analysis (Crawford-Welch, 1991). As Zikmund (2003) expounded, inferential analysis helps the researchers to find out the any favorable correlation among variables and determine the strength and direction of association if there is a relationship between variables by inferential analysis. Furthermore, according to Copper & Schindler (2006), by calculating the correlation coefficient between two variables, the researcher will be able to measure the strength and direction of the relationship.

Table 5.16: The Correlation Coefficients in terms of Strength of Relationship

Strength of relatioship	Range of Coefficient
Very Weak	± 0.00 to ± 0.20
Weak	± 0.21 to ± 0.40
Moderate	± 0.41 to ± 0.60
Strong	± 0.61 to ± 0.80
Very Strong	± 0.81 to ± 1.00

Source: Cooper & Schindler (2006). Business Research Methods, 9th edition, Mc Graw-Hall International Edition, pp. 537-538.

Hence, the researcher tried to use inferential analysis to evaluate ten hypotheses as created according to conceptual framework, which is shown in chapter 3. The results of this analysis are shown as follows:

Hypothesis one (H1)

Ho1: There is no significant relationship between E-word of mouth communication and perceived usefulness.

Ha1: There is a significant relationship between E-word of mouth communication and perceived usefulness.

Table 5.17: The Analysis of Relationship between E-word of Mouth Communication and Perceived Usefulness by using Pearson Product Moment Coefficient Correlation

Correlations

		MeanEWM	MeanPUS
MeanEWM	Pearson Correlation	1	.579**
	Sig. (2-tailed)		.000
	N	400	400
MeanPUS	Pearson Correlation	.579**	1
	Sig. (2-tailed)	.000	
	N	400	400

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

According to the Table 5.17, the Sig. value equals .000, which is less than .01 (.000<.01). Therefore, the null hypothesis is rejected which means that there is a significant relationship between E-word of mouth communication and perceived usefulness. Likewise, Pearson Coefficient of Correlation shows .579, which means there is a moderate positive relationship between two variables.

Hypothesis two (H2)

Ho2: There is no significant relationship between perceived ease of use and perceived usefulness.

Ha2: There is a significant relationship between perceived ease of use and perceived usefulness.

Table 5.18: The Analysis of relationship between Perceived ease of use and Perceived usefulness by using Pearson Product Moment Coefficient Correlation

Correlations

		MeanPEU	MeanPUS
MeanPEU	Pearson Correlation	1	.725**
	Sig. (2-tailed)		.000
	N	400	400
MeanPUS	Pearson Correlation	.725**	1
	Sig. (2-tailed)	.000	
	N	400	400

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

According to the Table 5.18, the Sig. value equals .000, which is less than .01 (.000<.01). Therefore, the null hypothesis is rejected which means that there is a significant relationship between perceived ease of use and perceived usefulness. Likewise, Pearson Coefficient of Correlation shows .725, which means there is a strong positive relationship between two variables.

Hypothesis three (H3)

Ho3: There is no significant relationship between perceived ease of use and trust.

Ha3: There is a significant relationship between perceived ease of use and trust.

Table 5.19: The Analysis of Relationship between Perceived ease of use and Trust by using Pearson Product Moment Coefficient Correlation

Correlations

		MeanPEU	MeanTRU
MeanPEU	Pearson Correlation	1	.504[**]
	Sig. (2-tailed)		.000
	N	400	400
MeanTRU	Pearson Correlation	.504[**]	1
	Sig. (2-tailed)	.000	
	N	400	400

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

With respect to the Table 5.19, the Sig. value equals .000, which is less than .01 (.000<.01). Therefore, the null hypothesis is rejected which means that there is a significant relationship between perceived ease of use and trust. Likewise, Pearson Coefficient of Correlation shows .504, which means there is a moderate positive relationship between two variables.

Hypothesis four (H4)

Ho4: There is no significant relationship between trust and perceived usefulness.

Ha4: There is a significant relationship between trust and perceived usefulness.

Table 5.20: The Analysis of Relationship between Trust and Perceived usefulness by using Pearson Product Moment Coefficient Correlation

Correlations

		MeanTRU	MeanPUS
MeanTRU	Pearson Correlation	1	.607**
	Sig. (2-tailed)		.000
	N	400	400
MeanPUS	Pearson Correlation	.607**	1
	Sig. (2-tailed)	.000	
	N	400	400

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

As represented in the Table 5.20, the Sig. value equals .000, which is less than .01 (.000<.01). Therefore, the null hypothesis is rejected which means that there is a significant relationship between trust and perceived usefulness. Likewise, Pearson Coefficient of Correlation shows .607, which means there is a strong positive relationship between two variables.

Hypothesis five (H5)

Ho5: There is no significant relationship between E-word of mouth communication and attitude.

Ha5: There is a significant relationship between E-word of mouth communication and attitude.

Table 5.21: The Analysis of Relationship between E-word of Mouth communication and Attitude by using Pearson Product Moment Coefficient Correlation

Correlations

		MeanEWM	MeanATT
MeanEWM	Pearson Correlation	1	.654**
	Sig. (2-tailed)		.000
	N	400	400
MeanATT	Pearson Correlation	.654**	1
	Sig. (2-tailed)	.000	
	N	400	400

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

As indicated in the Table 5.21, the Sig. value equals .000, which is less than .01 (.000<.01). Therefore, the null hypothesis is rejected which means that there is a significant relationship between E-word of mouth communication and attitude. Likewise, Pearson Coffecient of Correlation shows .654, which means there is a strong positive relationship between two variables.

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Hypothesis six (H6)

Ho6: There is no significant relationship between perceived usefulness and attitude.

Ha6: There is a significant relationship between perceived usefulness and attitude.

Table 5.22: The Analysis of Relationship between Perceived usefulness and Attitude by using Pearson Product Moment Coefficient Correlation

Correlations

		MeanPUS	MeanATT
MeanPUS	Pearson Correlation	1	.507[**]
	Sig. (2-tailed)		.000
	N	400	400
MeanATT	Pearson Correlation	.507[**]	1
	Sig. (2-tailed)	.000	
	N	400	400

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

As indicated in the Table 5.22, the Sig. value equals .000, which is less than .01 (.000<.01). Therefore, the null hypothesis is rejected which means that there is a significant relationship between perceived usefulness and attitude. Likewise, Pearson Coefficient of Correlation shows .507, which means there is a moderate positive relationship between two variables.

Hypothesis seven (H7)

Ho7: There is no significant relationship between perceived ease of use and attitude.

Ha7: There is a significant relationship between perceived ease of use and attitude.

Table 5.23: The Analysis of Relationship between Perceived ease of use and Attitude by using Pearson Product Moment Coefficient Correlation

Correlations

		MeanPEU	MeanATT
MeanPEU	Pearson Correlation	1	.488[**]
	Sig. (2-tailed)		.000
	N	400	400
MeanATT	Pearson Correlation	.488[**]	1
	Sig. (2-tailed)	.000	
	N	400	400

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

According to the Table 5.23, the Sig. value equals .000, which is less than .01 (.000<.01). Therefore, the null hypothesis is rejected which means that there is a significant relationship between perceived ease of use and attitude. Likewise, Pearson Coefficient of Correlation shows .488, which means there is a moderate positive relationship between two variables.

Hypothesis eight (H8)

Ho8: There is no significant relationship between trust and attitude.

Ha8: There is a significant relationship between trust and attitude.

Table 5.24: The Analysis of Relationship between Trust and Attitude by using Pearson

Product Moment Coefficient Correlation

Correlations

		MeanTRU	MeanATT
MeanTRU	Pearson Correlation	1	.604**
	Sig. (2-tailed)		.000
	N	400	400
MeanATT	Pearson Correlation	.604**	1
	Sig. (2-tailed)	.000	
	N	400	400

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

With respect to the Table 5.24, the Sig. value equals .000, which is less than .01 (.000<.01). Therefore, the null hypothesis is rejected which means that there is a significant relationship between trust and attitude. Likewise, Pearson Coefficient of Correlation shows .604, which means there is a moderate positive relationship between two variables.

Hypothesis nine (H9)

Ho9: There is no significant relationship between trust and behavioral intention.

Ha9: There is a significant relationship between trust and behavioral intention.

Table 5.25: The Analysis of Relationship between Trust and Behavioral Intention by using Pearson Product Moment Coefficient Correlation

Correlations

		MeanTRU	MeanBIT
MeanTRU	Pearson Correlation	1	.588**
	Sig. (2-tailed)		.000
	N	400	400
MeanBIT	Pearson Correlation	.588**	1
	Sig. (2-tailed)	.000	
	N	400	400

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

With respect to the Table 5.25, the Sig. value equals .000, which is less than .01 (.000<.01). Therefore, the null hypothesis is rejected which means that there is a significant relationship between trust and behavioral intention. Likewise, Pearson Coefficient of Correlation shows .588, which means there is a moderate positive relationship between two variables.

Hypothesis ten (H10)

Ho10: There is no significant relationship between attitude and behavioral intention.

Ha10: There is a significant relationship between attitude and behavioral intention.

Table 5.26: The Analysis of Relationship between Attitude and Behavioral intention by using Pearson Product Moment Coefficient Correlation

Correlations

		MeanATT	MeanBIT
MeanATT	Pearson Correlation	1	.574**
	Sig. (2-tailed)		.000
	N	400	400
MeanBIT	Pearson Correlation	.574**	1
	Sig. (2-tailed)	.000	
	N	400	400

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

With respect to the Table 5.26, the Sig. value equals .000, which is less than .01 (.000<.01). Therefore, the null hypothesis is rejected which means that there is a significant relationship between attitude and behavioral intention. Likewise, Pearson Coefficient of Correlation shows .574, which means there is a moderate positive relationship between two variables.

CHAPTER 6

SUMMARY, CONCLUSION, AND RECOMMENDATIONS

Summary, conclusions, and recommendations are discussed in this chapter based on the findings in this study. Not only are the results of the hypotheses testing interpreted in this chapter, but also the conclusion will be discussed. Furthermore, recommendation will be discussed in another section and the last section includes suggestion for future study.

6.1 Summary of Findings

This study tries to investigate the influence of independent variables such as attitude, E-word of mouth communication, perceived ease of use, perceived usefulness, and trust on behavioral intention to select tourist destination in Bangkok, Thailand. In addition, for this study, 400 respondents from five selected areas which were mentioned in chapter four were asked to fill in questionnaires to help the researcher to gather raw data. The findings by descriptive analysis and inferential analysis are summarized as follows:

6.1.1 Summary of Demographic Factors

To become more familiar with the characteristic of respondents, the researcher selected some factors such as gender, status, region, marital status, age, highest level of education, and current occupation for this study.

Table 6.1: Sample Profile of Respondents

Demographic characteristics	The Highest Percentage
Gender	Female (54.5%)
Status	International Tourist (73.3%)
Region	Asia (64.0%)
Marital Status	Single (62.5%)
Age	Between 20-30 years old (45.8%)
Highest Education Level	Bachelor Degree (58.8%)
Employment Category	Student (30.5%)

According to table 6.1, in terms of gender, 54.5 % of respondents were females. The majority of all 400 respondents were international tourists constituting 73.3%. Additionally, most of the respondents were Asians (64.0%). Likewise, the majority of respondents were single (62.5%). In terms of age, 45.8% of the participants were between 20 and 30 years old and more than half of the respondents (58.8%) are with a bachelor degree as their highest education level. Finally, the highest percentage in terms of occupation belongs to student (30.5%). Moreover, all dependent and independents variables are summarized with highest and lowest mean in Table 6.2:

Table 6.2: Highest and lowest values of Mean ($\bar{x}$)

Variables	Highest mean ($\bar{x}$)	Lowest mean ($\bar{x}$)
Behavioral Intention	4.18 for "I would like to book my destination if it was available"	3.79 for "I often purchase tourism products/services online"
Attitude	4.22 for "Using online customization is a good idea"	4.12 for "Using online customization is a pleasant idea"
E-Word of Mouth Communication	4.45 for "It is important for me to hear about the experience of others"	3.49 for "I read information from others to get best value for my money"
Perceived Usefulness	4.47 for "Using social media enables me to book online"	4.06 for "Using social media enables me to select faster"
Perceived Ease of Use	4.38 for "It is easy to do what I want to do"	4.01 for "My interaction is clear and understandable"
Trust	4.29 for "social networks provide an efficient system for booking hotels or selecting products"	3.33 for "I believe promises on the social networks will be kept"

Based on table 6.2, the highest and the lowest means ($\bar{x}$) in terms of behavioral intention belong to "I would like to book my destination if it was available" and "I often purchase tourism products/services online" respectively, which are 4.18 and 3.79. Additionally, the highest mean in terms of attitude is 4.22 that belongs to "Using online customization is a good idea" and the lowest one is 4.12 that belongs to "Using online customization is a pleasant idea".

Accordingly, the highest mean in terms of E-word of mouth communication is 4.45 that belongs to "It is important for me to hear about the experience of others" and the lowest one is 3.49 that belongs to "I read information from others to get best value for my money". Furthermore, "Using social media enables me to book online" is the statement

with the highest mean in terms of perceived usefulness, which is 4.47; and "Using social media enables me to select faster" is the statement with the lowest mean that is 4.06.

As mentioned in Table 6.2, the highest mean in terms of perceived ease of use is 4.38 that belongs to "It is easy to do what I want to do" and the lowest mean is 4.01 that belongs to "My interaction is clear and understandable". Likewise, for the last variable in Table 6.2, the highest and lowest means are 4.29 and 3.33, which belong to "social networks provide an efficient system for booking hotels or selecting products" and "I believe promises on the social networks will be kept" respectively.

6.2 Summary of Hypotheses Testing

Using inferential analysis to draw correct conclusions, all null hypotheses were rejected in this study. Summaries of the results are as follows:

Hypothesis one (H1): There is a moderate positive significant relationship between E-word of mouth communication and perceived usefulness.

Hypothesis two (H2): There is a strong positive significant relationship between perceived ease of use and perceived usefulness.

Hypothesis three (H3): There is a moderate positive significant relationship between perceived ease of use and trust.

Hypothesis four (H4): There is a strong positive significant relationship between trust and perceived usefulness.

Hypothesis five (H5): There is a strong positive significant relationship between E-word of mouth communication and attitude.

Hypothesis six (H6): There is a moderate positive significant relationship between perceived usefulness and attitude.

Hypothesis seven (H7): There is a moderate positive significant relationship between perceived ease of use and attitude.

Hypothesis eight (H8): There is a moderate positive significant relationship between trust and attitude.

Hypothesis nine (H9): There is a moderate positive significant relationship between trust and behavioral intention.

Hypothesis ten (H10): There is a moderate positive significant relationship between attitude and behavioral intention.

6.3 Discussion and Implications

6.3.1 Relationship between E-Word-of-Mouth Communication and Perceived Usefulness

Jeong & Jang (2011) expressed that clients are not capable of evaluating products or services before buying, hence any online recommendation can help to reduce any risk involved during the process of buying products while Utz et al. (2012) stated that a sense of community and trust will be improved in the comments posted online like when they were talking face to face. Based on the result of testing hypothesis one in this study, there is a moderate positive relationship between E-word of mouth communication and perceived usefulness. The Sig. value of hypothesis equals .000 which is less than .01 (.000<.01) at .579 of Pearson Correlation.

6.3.2 Relationship between Perceived ease of use and Perceived Usefulness

Luque et al. (2007) studied and found the favorable correlation between perceived ease of use and perceived usefulness in the tourism sector by using social networks. Ryan & Rao (2008) also stated the impact of perceived ease of use on perceived usefulness in collecting information through the Internet. Based on the result of testing hypothesis two in this research, there is a strong positive relationship between perceived ease of use and perceived usefulness where the Sig. value of relationship equals .000 which is less than .01 (.000<.01) at .725 of Pearson Correlation.

6.3.3 Relationship between Perceived ease of use and Trust

Koufaris & Hampton-Sosa (2004) specified a positive relationship between perceived ease of use and trust. Likewise, Chow and Holden (1997) found that trust would be built when clients feel that the offered products or services by a firm meet their requirements. With respect to the result of testing hypothesis three in this study, there is a moderate positive relationship between perceived ease of use and trust where the Sig. value of relationship equals .000 which is less than .01 (.000<.01) at .504 of Pearson Correlation.

6.3.4 Relationship between Trust and Perceived Usefulness

The favorable correlation between trust and perceived usefulness was found out by Pavlou (2003) and Chircu et al. (2000) mentioned that trust grants clients the privilege to use social networks and feel that the interactions are more useful. As stated in hypothesis testing four in this research, there is a strong positive relationship between trust and perceived usefulness where the Sig. value of relationship equals .000 which is less than .01 (.000<.01) at .607 of Pearson Correlation.

6.3.5 Relationship between E-Word-of-Mouth Communication and Attitude

Ye et al. (2011) confirmed the importance of E-word of mouth communication for the improvement of efficient tourism destination. Additionally Utz et al. (2012) demonstrated the positive relationship between E-word of mouth communication and attitude. Based on the result of testing hypothesis five in this study, there is a strong relationship between E-word of mouth communication and attitude where the Sig. value of relationship equals .000 which is less than .01 (.000<.01) at .654 of Pearson Correlation.

6.3.6 Relationship between Perceived Usefulness and Attitude

Luque et al. (2007) expounded the relationship between perceived usefulness and attitude, and furthermore, Kim et al. (2008) and Hossain & De Silva (2009) found that perceived usefulness significantly influences attitude. Regarding hypothesis testing six in this study, there is a moderate positive relationship between perceived usefulness and attitude where the Sig. value of relationship equals .000 which is less than .01 (.000<.01) at .507 of Pearson Correlation.

6.3.7 Relationship between Perceived Ease of Use and Attitude

The favorable influence of perceived ease of use on attitude is studied and found by many researchers such as Hsu & Lin (2008) and Hossain & De Silva (2009). Likewise, Korvenmaa (2009) expressed that consumers are interested in interacting with social networks if they feel using social networks are not difficult. Moreover, Davis (1989) mentioned the influence of perceived ease of use on clients' behavior toward using technology and social networks. Based on hypothesis testing seven in this research, there is a moderate positive relation between perceived ease of use and attitude where the Sig.

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value of relationship equals .000 which is less than .01 (.000<.01) at .488 of Pearson Correlation.

6.3.8 Relationship between Trust and Attitude

Elliott et al. (2005) studied and found the positive relationship between trust and attitude. In the same way, this relationship has been explained by Jarvenpaa, Tractinsky and Vitale (2000). With respect to the result of testing hypothesis eight in this study, it was established that there is a moderate positive relationship between trust and attitude where the Sig. value of relationship equals .000 which is less than .01 (.000<.01) at .604 of Pearson Correlation.

6.3.9 Relationship between Trust and behavioral intention

Trust is a factor that has a positive effect on selecting the social networks to use by clients (Gefen et al., 2003). Several studies stated the positive relationship between trust and behavioral intention to use social networks (Ridings et al., 2002). Based on hypothesis testing nine in this research, the researcher found that there is a moderate positive relationship between trust and behavioral intention to use where the Sig. value of relationship equals .000 which is less than .01 (.000<.01) at .588 of Pearson Correlation.

6.3.10 Relationship between Attitude and behavioral intention

The favorable influence of attitude on behavioral intention to use social networks is found by several researchers (Hsu & Lin, 2008; Hossain & De Silva, 2009). According to hypothesis testing ten in this study, it can be concluded that there is a moderate positive relationship between attitude and behavioral intention to use social networks where the Sig. Value of relationship equals .000 which is less than .01 (.000<.01) at .574 of Pearson Correlation.

Figure 6.1: Conceptual Framework and Coefficient of Correlation
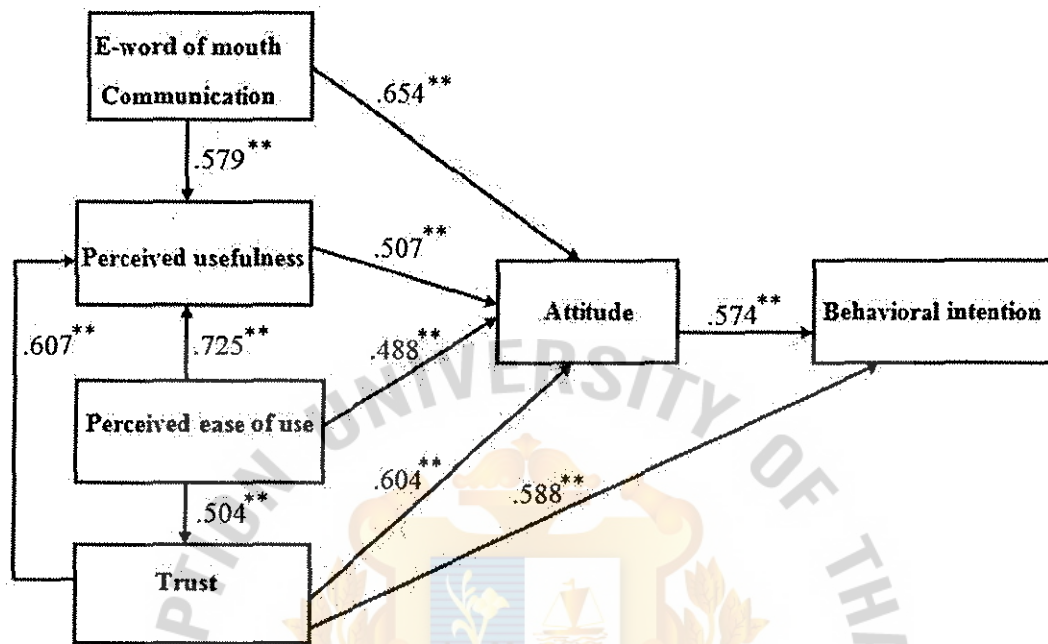
Figure 6.1 indicates the conceptual framework of this research and the amount of coefficient of correlation for each relationship.

6.4 Conclusions

This study aims at finding any factors which influence tourists' behavioral intentions to select tourism destination by using social media in Bangkok, Thailand. With respect to the research objectives of this study, which are mentioned in chapter one, any significant relationship between e-word-of-mouth communication and perceived usefulness was tested and the researcher found out a moderate positive significant relationship between e-word-of-mouth communication and perceived usefulness. Likewise, the researcher investigated any significant relationship between e-word-of-mouth communication and attitude and found a strong positive significant relationship between these two variables.

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According to the research objectives of this research, a moderate significant positive relationship is achieved by exploring the relationship between perceived usefulness and attitude. Furthermore, a strong positive significant relationship is achieved by examining a relationship between perceived ease of use and attitude. Further, by testing any significant relationship between perceived ease of use and perceived usefulness, a strong positive significant relationship is found between these two variables.

With respect to the research objectives of this study, the researcher tried to evaluate any significant relationship between perceived ease of use and trust and achieved the moderate positive significant relationship between these two variables. Furthermore, a moderate positive significant relationship is found between trust and perceived usefulness. Moreover, the researcher analyzed any significant relationship between trust and attitude and achieved a moderate significant influence of trust on attitude.

Additionally, a moderate positive significant relationship is achieved by examining any relationship between trust and behavioral intention. Finally, the researcher tested a significant relationship between attitude and behavioral intention according to the research objective of this research and achieved a moderate positive significant relationship between these two variables.

6.5 Recommendations

6.5.1 Encourage E-WOM Communication

Based on the result of testing hypothesis one of this research, a moderate positive significant relationship is found between e-word of mouth communication and perceived usefulness. Likewise, Yadav & Varadarajan (2005) confirmed the favourable influence of

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E-word of mouth communication on perceived usefulness. Therefore, since customers believe the reviews received from other consumers can be useful in their decision to buy a tourism product, it is recommended to tourism industry practitioners and marketers to match and incorporate different social networks, including Facebook, to their websites, blogs or other user-generated content platforms; to actively monitor customer input in real time; to focus on the online contexts (questions, comments, photos) as worthwhile factors influencing tourists' attitude; and consequently to increase behavioral intention to use social networks in a more efficient way. Moreover, the researcher would like to recommend to business managers and website operators to read every negative comment to identify the major factors for improving better customized marketing strategy.

6.5.2 Encourage E-friendly ways to use social media

Testing hypothesis two of this study, the researcher achieved a strong positive significant relationship between perceived ease of use and perceived usefulness. In the same way, Luque et al. (2007) found a positive significant relationship between these two variables in another research. Hence it is suggested that tourism industry practitioners be more creative in combining the ease of use, usefulness and fun factors in using the social media. For instance, to increase positive attitude and behavioral intention of customers to connect and use social media, nowadays many travel companies offer their customers to specify and design what they want through the company's website along with offering exciting promotions and packages. Moreover, the number of people who use social media and mobile phones for Internet access is sharply rising, therefore, the companies can recommend their customers to install company-specific applications on their own mobile phones to provide prompt and easier access to consumers in the future.

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6.5.3 Enhance and maintain E-users confidence surfing sites

By evaluating the hypothesis three, the researcher found a moderate positive significant relationship between perceived ease of use and trust. The findings of a study conducted by Flavian et al. (2005) also verified the positive impact of perceived ease of use on trust. A company will be successful in winning the trust of customers when its website is easy to use and includes the desired capabilities. Hence, the researcher suggests to website operators to create a well-designed website that is easy to access to increase costumers' understanding of the mode of use.

6.5.4 High trust to use web applications be linked with usefulness

Based on the findings of testing hypothesis four, the researcher achieved a strong positive significant relationship between trust and perceived usefulness. Likewise, Pavlou (2003) studied and found the positive favourable influence of trust on perceived usefulness. Basically, while trust is experimentally recognized as a motif of perceived usefulness and in turn, a motif of attitude, this has some effective ways to improve the attitude concerning using social media. Therefore, the researcher recommends to website operators to first expand creating trust mechanisms for consumers to attract the users to connect to social media and do online shopping. Online web application include statements of guarantees, growth familiarity through privacy, trust, providing incentives to use, and long-term customer service. Then, perceived usefulness of using social media appears as a significant subject to attract fresh members and should be carefully designed related to users' needs and demands to reflect perceived usefulness of this service.

6.5.5 E-WOM Communication to develop positive attitude

With respect to the findings of testing hypothesis five of this research, a strong positive significant relationship between e-word of mouth communication and attitude is confirmed. Similarly, the findings of the study by Gruen et al. (2006) have confirmed the significant effect of e-word of mouth communication on attitude. It is important to note that either positive or negative word of mouth determines intention to pre-purchase or post-purchase behavior. Though, marketers" are not able to directly influence word of mouth, but they can still monitor, manage the frequency, direction of the content and structure of their advertising campaigns. Hence, it is suggested that companies be aware of the influence of celebrities" endorsement in the advertising. To create an affirmative image attitude, it is important to learn control communications (advertising and promotional material by making offers as special price deals, off-peak promotions), uncontrolled communications (rewarding those who recommend the service brand like recommending a friend promotions) and brand names need to cooperate with each other for communicating favourable brand image since it effectively reflects the positioning of the brand in the minds of the intended audience and plays an important role in creating and managing repurchase intention of a brand.

6.5.6 User friendly surfing to develop positive attitude

By examining hypothesis six in this research, the researcher found a moderate positive significant relationship between perceived usefulness and attitude. This result can be further supported by that of a study by Korvenmaa (2009), which shows the favourable influence of perceived usefulness on attitude. Moreover, since finding and buying a product in a quick and easy way is considered as the most significant factor in

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customers' attitude towards using social media, the researcher suggests to tourism industry marketers and website operators to makes a clean web design layout and upload required information in accordance with users' expectations and diverse perception.

6.5.7 Ease of use of social media to develop positive attitude

Based on findings by investigating hypothesis seven of this study, a moderate positive significant relationship is found between perceived ease of use and attitude. In the same way, Lin et al. (2007) mentioned the positive relationship between these two variables in their study. Therefore, it is recommended to marketers or web operators to focus on offering a site map to their users with links that point to the important parts of their site, to think about the words users would type to find them, and also to provide the customers with the ability to navigate sites allowing them to purchase and find information to support the purchasing decision and process easily through innovative and creative ways.

6.5.8 Reliable social networking to enhance positive attitude

According to the result of testing hypothesis eight of this research, a moderate positive significant relationship between trust and attitude has been maintained. Regarding the findings of the research by Chen (2006), which support the positive effect of trust on attitude. The researcher recommends to the tourism industry marketers and managers to improve their customer focused business strategy in order to increase the number of online users and build trust among customers. Improving the customer focused business strategy can be accelerated in several ways including:

To ensure the customers strict confidentiality is maintained regarding their data and privacy;

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To provide the customers with comprehensive, clear, detailed, and specific information on the company and its investors;

To provide the customers with a mechanism for safe and secure online purchases;

To offer online services such as customer service or contact service in order to support customers before, during, and after the online purchases;

To design a space for the customers to have an account and be able of keeping track of a history of payment or the status of their current order, and finally;

To offer some Chat and Forum pages so that the customers can freely share their opinions with the company or other customers.

6.5.9 Trust building to encourage destination search and selection using social media

Based on the findings of analyzing hypothesis nine in this research, it is found that there is a moderate positive significant relationship between trust and behavioral intention. Moreover, Eastlick at al. (2006) reported the relationship between these two variables in another research. So, to speed up customer confidence in purchasing tourism product, it is useful to consider the following actions:

To increase the number of 'like' and positive comments of other customers by embedding social buttons within the site and within the marketing communications (this can be done by inserting obvious and easily recognizable buttons in the site to get the customers to share the article);

To build trust and develop an understanding of the products drawing on the tourism product reviews as an excellent way of maximizing sales;

To provide interesting leisure packages with reasonable prices;

To expand online marketplaces with social networking which are capable of establishing trust among trading partners and increasing user satisfaction to purchase;

To maximize the customers' engagement on social networks like Facebook by sharing videos or photos from their trips.

6.5.10 Online customization be linked with destination search and selection using social media

Finally, the findings of testing hypothesis ten of this research show a moderate positive significant relationship between attitude and behavioral intention. This result is in line with the findings of a study by Van Noort et al. (2008) which indicate the positive significant effects of attitude on behavioral intention. It is worth mentioning here that according to the findings in terms of attitude in the designed questionnaire, the statement " Using online customization is beneficial to me" the mean is 4.21. Moreover, in terms of behavioral intention in the designed questionnaire, the statement "I would like to book my destination if it is available" the mean is 4.18. Consequently, the researcher would like to recommend to tourism industry marketing managers and website operators to create websites with rich content and contexts capable of being consistently updated. They also need to create innovative and interesting ways in offering the customers their products and services in order to satisfy their customers and to elevate their inclination towards purchasing the company's products - even if they are faced with an increased cost of the products – and to persuade them to recommend the brand to others.

Therefore, based on the findings of this research as well as those of other studies, the researcher recommends that all marketing managers and other managers of each tourism firm or company - who are trying to sell their products online or attract Internet users'

attentions to their products or services — pay considerable attention to these variables which have great impact on tourists' behavioral intentions to select tourism destination by using social media in paying attention to customers' needs and demands.

6.6 Future study

Due to some limitations in this study such as time, the researcher emphasized only some important dimensions that have favorable influences on tourists' behavioral intentions to select tourism destination by using social media in Thailand. However, there are possibilities for studying the effect of some other independent variables such as enjoinment of using social networks and perceived security in this research. Therefore, other researchers might tend to study the relationships between enjoinment and attitude and the positive relationship between perceived security and trust which is the factor that has a positive significant relationship with attitude and behavioral intention to select tourism destination by using social media.

Furthermore, for future studies, researchers can investigate the effect of users' gender on perceived ease of use and perceived usefulness according to the study by Calisir et al. (2009).

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APPENDIX A

Questionnaire

Dear Respondents:

This questionnaire is designed in partial fulfillment of the requirements for the degree of Master of Business Administration in Tourism Management, Graduate School of Business, Assumption University, Thailand. It is developed for the purpose of education only and the information will be treated as confidential. Please spend a few minutes to respond to the following questionnaire. Thanks for your cooperation!

Screening Question:

Do you use social networks (such as Tripadvisor, Facebook, Youtube, Twitter, blogs and travel discussion forums) as a source of information for making recent travel arrangements?

☐ Yes   ☐ No

If yes continue, otherwise stop.

Part I: The factors influencing behavioral intention of tourists to select tourism destination by using social network

This part has 5 topics which consist of 29 statements. Please indicate your agreement or disagreement in each statement.

1 = strongly disagree   2 = disagree   3 = neither agree nor disagree

4 = agree   5 = strongly agree

Section 1: E-Word-Of-Mouth Communication

variable EWM	1	2	3	4	5
1. It is important for me to hear about the experiences of others before buying a tourism product/service					
2. I am more inclined to purchase travel products/services when the messages were passed by people I know					
3. I have actually purchased a tourism product/service after hearing about it from the Internet					
4. I generally believe what other people say in social networks					
5. I have purchased a product that my friend/family recommended					

variable EWM	1	2	3	4	5
6. I read information from the other consumers' online reviews in order to find the lowest prices					
7. I read information from the other consumers' online reviews in order to get the best value for my money					
8. I read information from the other consumers' online reviews in order to get the highest quality available					
9. I read information from the other consumers' online reviews in order to benefit from others' experience before I book the hotel or select a product					

1 = strongly disagree   2 = disagree   3 = neither agree nor disagree

4 = agree   5 = strongly agree

Section 2: Perceived ease of use

variable PEU	1	2	3	4	5
10. Learning to operate the social networks is easy					
11. I find it easy to get the social networks to do what I want it to do					
12. My interaction with the social networks is clear and understandable					
13. The social network is flexible to interact with					
14. It is easy to become skillful at using the social networks					
15. I find the social networks easy to use					

1 = strongly disagree　　　2 = disagree　　　3 = neither agree nor disagree

4 = agree　　　5 = strongly agree

Section 3: Perceived usefulness

variable PUS	1	2	3	4	5
16. Using social media enables me to select travel destination faster					
17. Using social media improves online booking for hotels or shopping any travel destination					
18. Using the social networks increases my productivity in online booking hotels or purchasing travel products					
19. Using the social networks makes it easier for me to book hotels or to demand travel products					
20. Using the social networks is useful for booking hotels and buying tourism products					

1 = strongly disagree　　　2 = disagree　　　3 = neither agree nor disagree
4 = agree　　　5 = strongly agree

Section 4: Trust

variable TRU	1	2	3	4	5
21. I feel that I am respected on the social networks					
22. Practices on the social network are related to the customers' best interests					
23. The social networks provide an efficient system for booking hotel or selecting travel products					
24. Information from the social network is reliable					
25. I believe promises on the social networks will be kept					
26. Overall, the social networks are trustworthy					

1 = strongly disagree   2 = disagree   3 = neither agree nor disagree

4 = agree   5 = strongly agree

Section 5: Attitude

variable ATT	1	2	3	4	5
27. Using online customization in booking hotels or any travel destinations is a good idea					
28. Using online customization in booking hotels any travel destinations is a pleasant idea					
29. Using online customization in booking hotels any travel destinations is beneficial to me					

Part II: Behavioral intention of tourists towards selecting tourism destination by using social network

This part has 6 statements. Please indicate your agreement or disagreement in each statement.

1 = strongly disagree   2 = disagree   3 = neither agree nor disagree

4 = agree   5 = strongly agree

variable BIT	1	2	3	4	5
30. I would use to book online my tourism destination if the information be available					
31. I intend to use social networks in the future to choice of travel services					
32. I will strongly recommend others to use social networks to find their travel destination					
33. When a comment is positive, I am more likely to select a travel product/service					
34. When a comment is negative, I refrain from booking or purchase that product					
35. I often purchase tourism products/services online					

Part III: Personal Information

Please indicate your answer with only one box for the following questions:

36. Gender

 ☐ Male   ☐ Female

37. Status

 ☐ International Tourist   ☐ Domestic Tourist

38. Region

 ☐ North America   ☐ Europe   ☐ Asia

 ☐ Africa   ☐ Australasia

39. Marital status

 ☐ Single   ☐ Married

 ☐ Divorced / Widowed

40. Age (years)

 ☐ Under 20   ☐ 20-30

 ☐ 31- 40   ☐ 41-50

 ☐ Over 50

41. What is your highest level of education? (Please check only one box)

 ☐ High school or less   ☐ Bachelor Degree

 ☐ Master Degree   ☐ Doctoral Degree

42. What is your current occupation? (Please check only one box)

 ☐ Student   ☐ Private sector employee

 ☐ Government employee   ☐ Self – Employee

 ☐ Other

ภาคผนวก

แบบสอบถาม

แด่ ท่านผู้มีเกียรติ

เนื่องด้วยแบบสอบถามนี้เป็นส่วนหนึ่งของวิชา ทีสิส (thesis) ปริญญาโท ณ. มหาวิทยาลัย
เอแบค วิชาเอก การโรงแรมและการท่องเที่ยวของข้าพเจ้า ซึ่งเป็นจุดประสงค์ของการศึกษา
ข้อมูลเท่านั้น ข้าพเจ้าใคร่ขอเวลาอันมีค่าของท่านช่วยตอบแบบสอบถามนี้ตามความคิดเห็น
ของ ท่านในแบบสอบถามนี้ ขอขอบพระคุณในความร่วมมือค่ะ

แบบสอบถามโดยรวม:

ในปัจจุบันคุณใช้ในโลกสังคมออนไลน์หรือไม่ (เช่น Tripadvisor, Facebook, YouTube,
Twitter, blogs and travel discussion forums) ซึ่งเป็นแหล่งข้อมูลการจัดการ การท่องเที่ยว
ของคุณ?

☐ ใช่   ☐ ไม่ใช่

ถ้าใช่กรุณาไปคำถามต่อไป ถ้าไม่ใช่ให้หยุดแค่นี้ ขอบคุณค่ะ

Part I: ในความเป็นจริงแล้วพฤติกรรมของนักท่องเที่ยวที่จะสนใจและใส่ใจที่จะใช้สังคมเชื่อมโยงเครือ ข่ายอินเทอเนตในการเลือกจุดหมายปลายทาง

ในส่วนแรกมี **5** หัวข้อใหญ่ ซึ่งประกอบด้วย **29** ข้อย่อย ได้โปรดแสดงความคิดเห็นในสิ่งที่ท่านเห็นด้วยหรือไมในแต่ละหัวข้อ

1 = ไม่เห็นด้วยอย่างมาก   2 = ไม่เห็นด้วย   3 = ไม่ค่อยจะเห็นด้วย

4 = เห็นด้วย   5 = เห็นด้วยอย่างมาก

หัวข้อที่ 1: การสื่อสารแบบปากต่อปาก

variable EWM	1	2	3	4	5
1. มันเป็นส่วนสำคัญอย่างมากสำหรับฉันในการตัดสินใจซื้อแพคเกจการท่องเที่ยวเมื่อฉันได้ยินคนที่มีประสบการณ์พูดถึงสถานที่นั้นๆ					
2. ฉันมีแนวโน้มที่จะจองแพคเกจการท่องเที่ยวเมื่อคนที่รู้จักได้รับข้อความนั้นๆ					
3. อันที่จริงแล้วฉันได้จองแพคเกจการท่องเที่ยวจากอินเทอเนต					
4. โดยปรกติแล้ว ฉันมักเชื่อในสิ่งที่คนพูดถึงในโลกสังคมออนไลน์					
5. ฉันได้จองแพคเกจการท่องเที่ยวตามที่เพื่อนหรือครอบครัวฉันได้แนะนำให้					
6. ฉันได้อ่านข้อมูลเหล่านั้นจากนักท่องเที่ยวคนอื่นๆเพื่อหาราคาที่ถูกที่สุด					
7. ฉันได้อ่านข้อมูลเหล่านั้นจากนักท่องเที่ยวคนอื่นๆเพื่อหาสิ่งที่คุ้มค่าแก่การใช้จ่าย					
8. ฉันได้อ่านข้อมูลเหล่านั้นจากนักท่องเที่ยวคนอื่นๆเพื่อหาสิ่งที่มีคุณภาพเพื่อที่จะใช้ประโยชน์สูงสุด					
9. ฉันได้อ่านข้อมูลเหล่านั้นจากนักท่องเที่ยวคนอื่นๆเพื่อหาประโยชน์จากประสบการณ์คนอื่นก่อนที.ฉันจะจองโรงแรมหรือแพคเกจการท่องเที่ยว					

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1 = ไม่เห็นด้วยอย่างมาก   2 = ไม่เห็นด้วย   3 = ไม่ค่อยจะเห็นด้วย

4 = เห็นด้วย   5 = เห็นด้วยอย่างมาก

หัวข้อที่ 2: รับรู้เพื่อความง่สยดายในการใช้

variable PEU	1	2	3	4	5
10. เรียนรู้การปฏิบัติในโลกสังคมออนไลน์นั้นง่ายมาก					
11. ฉันได้ค้นพบว่ามันง่ายมากที่จะทำในสิ่งที่อยากทำในโลกสังคมออนไลน์					
12. ฉันเข้าใจปฏิกริยาของฉันกับโลกสังคมออนไลน์เป็นอย่างดี					
13. โลกสังคมออนไลน์นั้นมักมีผลระทบและฉันปรับตัวเข้ากับสถานการณ์ได้ดี					
14. มันง่ายมากที่ฉันจะกลายเป็นผู้มีทักษะในการใช้โลกออนไลน์					
15. ฉันพบว่ามันง่ายมากที่จะใช้การเชื่อมโยงในโลกออนไลน์					

1 = ไม่เห็นด้วยอย่างมาก   2 = ไม่เห็นด้วย   3 = ไม่ค่อยจะเห็นด้วย

4 = เห็นด้วย   5 = เห็นด้วยอย่างมาก

หัวข้อที่ 3: ผลดี

variable PUS	1	2	3	4	5
16. การใช้สังคมของสื่อมวลชนนั้น ฉันสามารถที่จะเลือกจุดหมายปลายทางได้เร็วมาก					
17. การใช้สังคมของสื่อมวลชนนั้น ฉันสามารถจองโรงแรมหรือช็อปปิ้งออนไลน์ที่ไหนก็ได้					
18. การใช้สังคมของสื่อมวลชนนั้น ฉันสามารถจองออนไลน์ได้มากขึ้น					
19. การใช้สังคมของสื่อมวลชนนั้น ฉันสามารถจองโรงแรมหรือสินค้าได้ง่ายขึ้น					
20. การใช้สังคมของสื่อมวลชนนั้น มีประโยชน์มากในการจองโรงแรมหรือซื้อสินค้า					

1 = ไม่เห็นด้วยอย่างมาก   2 = ไม่เห็นด้วย   3 = ไม่ค่อยจะเห็นด้วย

4 = เห็นด้วย   5 = เห็นด้วยอย่างมาก

หัวข้อที่ 4: ความเชื่อใจหรือไว้วางใจ

variable TRU	1	2	3	4	5
21. ฉันรู้ว่าฉันเคารพกฎในโลกสังคมออนไลน์					
22. การที่มีทักษะฝึกฝนในโลกออนไลน์คือการเชื่อมโยง'ลูกค้า'คือสิ่งที่น่าสนใจที่สุด					
23. ในโลกสังคมออนไลน์ได้จัดระบบที่มีประสิทธิภาพสำหรับการจองโรงแรมหรือการเลือกสินค้าการท่องเที่ยวไว้ให้					
24. ข้อมูลจากโลกสังคมออนไลน์นั้นเชื่อถือได้					
25. ฉันเชื่อว่าคำสัญญาบนโลกออนไลน์นั้นเชื่อถือได้					
26. โดยรวมแล้วโลกสังคมออนไลน์นั้นสามารถไว้วางใจได้					

1 = ไม่เห็นด้วยอย่างมาก   2 = ไม่เห็นด้วย   3 = ไม่ค่อยจะเห็นด้วย

4 = เห็นด้วย   5 = เห็นด้วยอย่างมาก

หัวข้อที่ 5: ทัศนคติ

variable ATT	1	2	3	4	5
27. การใช้การปรับแต่งออนไลน์ในการจองโรงแรมหรือจุดหมายปลายทางได้คือความคิดที่ดี					
28. การใช้การปรับแต่งออนไลน์เป็นความคิดที่น่าพอใจ					
29. การใช้การปรับแต่งออนไลน์เป็นประโยชน์สำหรับฉัน					

Part II: พฤติกรรมการให้ความสนใจของนักท่องเที่ยวไปสู่การเลือกจุดหมายปลายทางโดยใช้สังคมออนไลน์

ในส่วนนี้มี 6 ข้อย่อย ได้โปรดแสดงความคิดเห็นว่าท่านเห็นด้วยหรือไม่ในแต่ละข้อ

1 = ไม่เห็นด้วยอย่างมาก   2 = ไม่เห็นด้วย   3 = ไม่ค่อยจะเห็นด้วย

4 = เห็นด้วย   5 = เห็นด้วยอย่างมาก

variable BIT	1	2	3	4	5
30. ฉันจะจองจุดหมายปลายทางของฉันก็ต่อเมื่อมันว่างเท่านั้น					
31. ฉันตั้งใจที่จะใช้สังคมออนไลน์เพื่อที่จะเป็นตัวเลือกในอนาคต					
32. ฉันจะแนะนำให้คนอื่นใช้สังคมออนไลน์เพื่อที่จะหาสถานที่เที่ยวของเขาเอง					
33. ฉันเลือกที่จะจองสินค้าหรือบริการเมื่อฉันเห็นข้อคิดเห็นที่ดี					
34. ฉันจะระงับการจองสินค้าหรือบริการเมื่อฉันเห็นข้อคิดที่ไม่ดี					
35. ฉันมักจะจองสินค้าหรือบริการออนไลน์เป็นประจำ					

Part III: ข้อมูลทั่วไป

ได้โปรดตอบคำถาม ต้องการเฉพาะ 1 คำตอบเท่านั้น

36. เพศ

☐ ชาย   ☐ หญิง

37. สถานะ

☐ นักท่องเที่ยวต่างประเทศ   ☐นักท่องเที่ยงในประเทศ

38. สัญชาติ

☐อเมริกา   ☐ ยุโรป   ☐ เอเซีย

☐ อัฟริกา   ☐ ออสเตรเลีย

39. สถานภาพ

☐ โสด ☐ สมรส

☐ หย่าร้าง / หม้าย

40. อายุ

☐ น้อยกว่า 20 ☐ 20-30

☐ 31-40 ☐ 41-50

☐ มากว่า 50

41. ระดับการศึกษาสูงสุด (Please check only one box)

☐ มัธยมหรือต่ำกว่า ☐ ปริญญาตรี

☐ ปริญาโท ☐ ด็อกเตอร์

42. อาชีพ (Please check only one box)

☐ นักเรียน ☐ พนักงานเอกชน

☐ พนักงานรัฐวิสาหกิจ ☐ ธุรกิจส่วนตัว

☐ อื่นๆ

调查问卷

亲爱的受访者：

这份调查问卷由泰国易三仓大学，工商管理研究生学院，旅游管理专业的学生所设计。所涉及的内容均以教学研究为目的，您所填写的所有信息也将受到严格保密。请您稍微花几分钟完成下列问题，同时非常感谢您对我们工作的支持！

问题筛选：

您是否使用社交网络（例如 Trip advisor（旅行顾问），Facebook（脸书），Youtube，Twitter（推特），blogs（博客）以及其他网络旅游论坛)

作为信息来源以协助您进行旅行安排？

☐　是　　　　　　　☐　否

如果选择"是"请继续回答下面的问题，如果选择"否"则不必继续。

第一部分：旅游社交网络对于旅游意向和旅游目的地选择的影响因素。

这一部分的问题一共包括5个大类，共计29个具体问题。请在各个问题后选择您对该问题的态度。

1 = 非常不同意　　　2 = 不同意　　　　3 = 既不赞同也不反对

4 = 同意　　　　　5 = 非常同意

类别一：网络上的交流分享和推荐

variable EWM	1	2	3	4	5
1、对于我来说，在购买旅游产品或服务前，听取别人的经验及经验十分重要。					
2、我更倾向于在购买旅游产品或服务前，通过我所认识的人得到相关信息。					
3、我有在网络上得到相关信息后便购买了相关旅游产品的经历。					
4、基本上我还是比较相信在社交网络上别人所分享的信息。					
5、我曾购买过家人或朋友所推荐的产品。					
6、我会通过阅读其他人在网络上的评论来找到最低的价格。					
7、我会通过阅读其他人在网络上的评论来帮助我花钱花得更物超所值。					
8、我会通过阅读其他人在网络上的评论来帮助我获得最高的产品品质。					
9、在预订酒店和选择旅游产品前，我通过阅读其他人在网络上的评论来帮助我从中有所获益。					

1 = 非常不同意　　　　2 = 不同意　　　　　　3 = 既不赞同也不反对

4 = 同意　　　　　　　5 = 非常同意

类别二：易用及便捷性

variable PEU	1	2	3	4	5
10、学习使用社交网络很容易。					
11、我觉得使用社交网络做我想做的事很容易。					
12、我和社交网络之间互动的内容是十分清晰和易于理解的。					
13、 社交网络上的互动非常灵活便捷。					
14、成为一个网络社交达人很容易。					
15、我觉得社交网络用起来很容易。					

1 = 非常不同意　　　2 = 不同意　　　　　3 = 既不赞同也不反对

4 = 同意　　　　　　5 = 非常同意

类别三：实用性

variable PUS	1	2	3	4	5
16、通过社会化媒体，能让我更快地选择旅游目的地。					
17、使用社交媒体能改善在线酒店预订或购买旅游目的地产品。					
18、社交网络能大大提高我预订酒店及购买旅游产品时的效率。					
19、社交网络的使用能让我更容易地预订酒店和确定旅游产品。					
20、使用旅游社交网络预订酒店和购买旅游产品十分有用。					

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1＝非常不同意　　　　2＝不同意　　　　　3＝既不赞同也不反对

4＝同意　　　　　　　5＝非常同意

类别四：信任性

variable TRU	1	2	3	4	5
21、我觉得，在社交网络上我受到了足够的尊重。					
22、社交网络上的活动符合顾客的最佳利益。					
23、社交网络提供了一个高效的酒店预订或旅游产品选择系统。					
24、社交网络上的信息真实可靠。					
25、我相信社交网络上的承诺。					
26、总是，社交网络值得信赖。					

1＝非常不同意　　　　2＝不同意　　　　　3＝既不赞同也不反对

4＝同意　　　　　　　5＝非常同意

类别五：态度

variable ATT	1	2	3	4	5
27、在线预订酒店或制定旅游行程是一个不错的主意。					
28、在线预订酒店或制定旅游行程轻松愉快。					
29、我从在线预订酒店或制定旅游行程中获益颇多。					

第二部分：使用社交网络对于选择旅游目的地意向的影响。

这一部分共有6个类别的问题。请在各个具体问题后，选择您对该问题的态度。

1＝非常不同意   2＝不同意   3＝既不赞同也不反对

4＝同意   5＝非常同意

variable BIT	1	2	3	4	5
30、如果可以，我会使用社交网络预订旅游行程。					
31、我打算在将来使用社交网络来选择旅游服务。					
32、我会极力推荐其他人使用社交网络来寻找合适的的旅行目的地					
33、当一个旅游产品或服务的网络回复比较积极时，我将很可能会选择该产品。					
34、当一个旅游产品或服务的网络回复比较消极时，我将不太可能会选择该产品。					
35、我经常购买在线的旅游产品或服务。					

第三不服：个人信息

请在下列各问题的选项中选择一个与您相关的选项：

36、性别

□ 男   □ 女

37、旅游形式

□ 国际旅游   □ 国内旅游

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38、所在国家和地区

☐ 美国   ☐ 欧洲   ☐ 亚洲

☐ 非洲   ☐ 大洋洲

39、婚姻状况

☐ 单身   ☐ 已婚

☐ 离异或丧偶

40、年龄（岁）

☐ 小于20   ☐ 20-30

☐ 31-40   ☐ 41-50

☐ 大于 50

41、受教育程度 (请仅选择一项)

☐ 高中或更低   ☐ 大学本科

☐ 研究生   ☐ 博士

42、您目前的职业 (请仅选择一项)

☐ 学生   ☐ 私企员工

☐ 政府雇员   ☐ 自由职业

☐ 其他

再次诚挚感谢您对本次调查给予的帮助！

調查問卷

親愛的受訪者：

這份調查問卷由泰國易三倉大學，工商管理研究生學院，旅遊管理專業的學生所設計。所涉及的內容均以教學研究為目的，您所填寫的所有資訊也將受到嚴格保密。請您稍微花幾分鐘完成下列問題，同時非常感謝您對我們工作的支持！

問題篩選:

您是否使用社交網路 (例如 Trip advisor（旅行顧問），Facebook（臉書），Youtube, Twitter（推特），blogs（博客）以及其他網路旅遊論壇)
作為資訊來源以協助您進行旅行安排？

☐　是　　　　　　☐　否

如果選擇"是"請繼續回答下面的問題，如果選擇"否"則不必繼續。

第一部分：旅遊社交網路對於旅遊意向和旅遊目的地選擇的影響因素。

這一部分的問題一共包括5個大類，共計29個具體問題。請在各個問題後選擇您對該問題的態度。

1 = 非常不同意　　　　2 = 不同意　　　　　3 = 既不贊同也不反對

4 = 同意　　　　　　　5 = 非常同意

類別一：　網路上的交流分享和推薦

variable EWM	1	2	3	4	5
1、對於我來說，在購買旅遊產品或服務前，聽取別人的經驗及經驗十分重要。					
2、我更傾向於在購買旅遊產品或服務前，通過我所認識的人得到相關資訊。					
3、我有在網路上得到相關資訊後便購買了相關旅遊產品的經歷。					
4、基本上我還是比較相信在社交網路上別人所分享的資訊。					
5、我曾購買過家人或朋友所推薦的產品。					
6、我會通過閱讀其他人在網路上的評論來找到最低的價格。					
7、我會通過閱讀其他人在網路上的評論來說明我花錢花得更物超所值。					
8、我會通過閱讀其他人在網路上的評論來說明我獲得最高的產品品質。					
9、在預訂酒店和選擇旅遊產品前，我通過閱讀其他人在網路上的評論來說明我從中有所獲益。					

1 = 非常不同意   2 = 不同意   3 = 既不贊同也不反對

4 = 同意   5 = 非常同意

類別二：易用及便捷性

variable PEU	1	2	3	4	5
10、學習使用社交網路很容易。					
11、我覺得使用社交網路做我想做的事很容易。					
12、我和社交網路之間互動的內容是十分清晰和易於理解的。					
13、 社交網路上的互動非常靈活便捷。					
14、成為一個網路社交達人很容易。					
15、我覺得社交網路用起來很容易。					

1 = 非常不同意   2 = 不同意   3 = 既不贊同也不反對

4 = 同意   5 = 非常同意

類別三: 實用性

variable PUS	1	2	3	4	5
16、通過社會化媒體，能讓我更快地選擇旅遊目的地。					
17、使用社交媒體能改善線上酒店預訂或購買旅遊目的地產品。					
18、社交網路能大大提高我預訂酒店及購買旅遊產品時的效率。					
19、社交網路的使用能讓我更容易地預訂酒店和確定旅遊產品。					
20、使用旅遊社交網路預訂酒店和購買旅遊產品十分有用。					

1＝非常不同意　　　2＝不同意　　　　3＝既不贊同也不反對

4＝同意　　　　　5＝非常同意

類別四： 信任性

variable TRU	1	2	3	4	5
21、我覺得，在社交網路上我受到了足夠的尊重。					
22、社交網路上的活動符合顧客的最佳利益。					
23、社交網路提供了一個高效的酒店預訂或旅遊產品選擇系統。					
24、社交網路上的資訊真實可靠。					
25、我相信社交網路上的承諾。					
26、總是，社交網路值得信賴。					

1＝非常不同意　　　2＝不同意　　　　3＝既不贊同也不反對

4＝同意　　　　　5＝非常同意

類別五： 態度

variable ATT	1	2	3	4	5
27、線上預訂酒店或制定旅遊行程是一個不錯的主意。					
28、線上預訂酒店或制定旅遊行程輕鬆愉快。					
29、我從線上預訂酒店或制定旅遊行程中獲益頗多。					

第二部分：使用社交網路對於選擇旅遊目的地意向的影響。

這一部分共有6個類別的問題。請在各個具體問題後，選擇您對該問題的態度。

1 = 非常不同意　　　　2 = 不同意　　　　　　3 = 既不贊同也不反對

4 = 同意　　　　　　　5 = 非常同意

variable BIT	1	2	3	4	5
30、如果可以，我會使用社交網路預訂旅遊行程。					
31、我打算在將來使用社交網路來選擇旅遊服務。					
32、我會極力推薦其他人使用社交網路來尋找合適的的旅行目的地					
33、當一個旅遊產品或服務的網路回復比較積極時，我將很可能會選擇該產品。					
34、當一個旅遊產品或服務的網路回復比較消極時，我將不太可能會選擇該產品。					
35、我經常購買線上的旅遊產品或服務。					

第三不服： 個人資訊

請在下列各問題的選項中選擇一個與您相關的選項：

36、性別

□ 男　　　　　　　□ 女

37、旅遊形式

□ 國際旅遊　　　　□ 國內旅遊

38、所在國家和地區

☐ 美國　　　　　☐ 歐洲　　　　　　　☐ 亞洲

☐ 非洲　　　　　☐ 大洋洲

39、婚姻狀況

☐ 單身　　　　　　　　　☐ 已婚

☐ 離異或喪偶

40、年齡（歲）

☐ 小於20　　　　　　　☐ 20-30

☐ 31-40　　　　　　　　☐ 41-50

☐ 大於 50

41、受教育程度 (請僅選擇一項)

☐ 高中或更低　　　　　☐ 大學本科

☐ 研究生　　　　　　　☐ 博士

42、您目前的職業 (請僅選擇一項)

☐ 學生　　　　　　　　☐ 私企員工

☐ 政府雇員　　　　　　☐ 自由職業

☐ 其他

再次誠摯感謝您對本次調查給予的幫助！

Appendix B

Reliability (Pretest Data for 30 Respondents)

Reliability of all Variables

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.962	35

Reliability of E-word of mouth

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.799	9

Reliability of perceived ease of use

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.956	6

Reliability of perceived usefulness

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.859	5

Reliability of Trust

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.862	6

Reliability of Attitude

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.738	3

Reliability of Behavioral intention

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.713	6

Reliability (Pretest Data for 400 Respondents)

Reliability of All items

Case Processing Summary

		N	%
Cases	Valid	400	100.0
	Excluded[a]	0	.0
	Total	400	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.948	35

Reliability of E-Word of Mouth Communication

Case Processing Summary

		N	%
Cases	Valid	400	100.0
	Excluded[a]	0	.0
	Total	400	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.867	9

Reliability of Perceived Ease of Use

Case Processing Summary

		N	%
Cases	Valid	400	100.0
	Excluded[a]	0	.0
	Total	400	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.870	6

Reliability of Perceived Usefulness

Case Processing Summary

		N	%
Cases	Valid	400	100.0
	Excluded[a]	0	.0
	Total	400	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.836	5

Reliability of Trust

Case Processing Summary

		N	%
Cases	Valid	400	100.0
	Excluded[a]	0	.0
	Total	400	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.865	6

Reliability of Attitude

Case Processing Summary

		N	%
Cases	Valid	400	100.0
	Excluded[a]	0	.0
	Total	400	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.891	3

Reliability of Behavioral Intention

Case Processing Summary

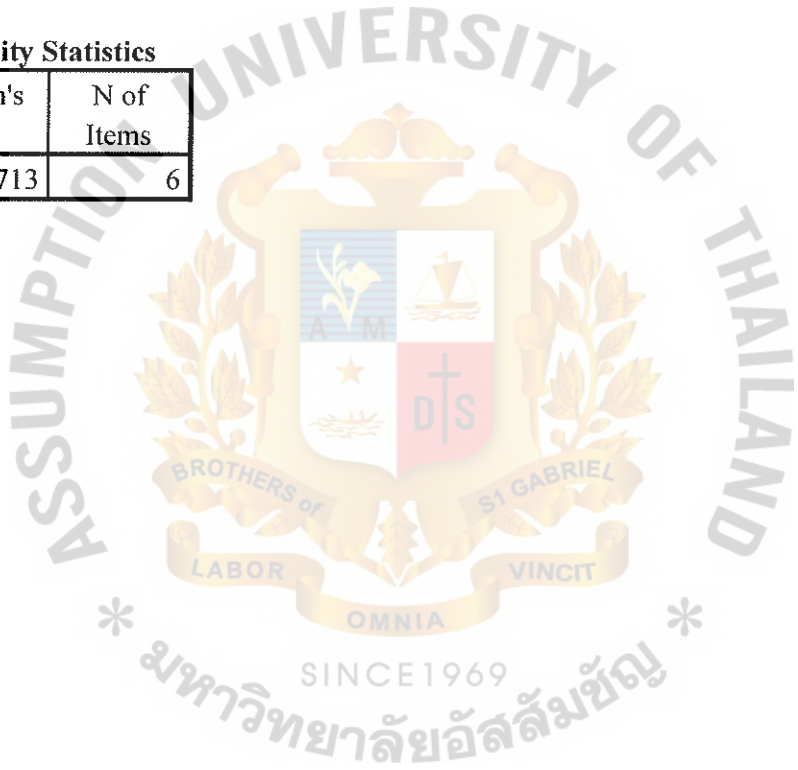|		N	%
Cases	Valid	400	100.0
	Excluded[a]	0	.0
	Total	400	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.726	6
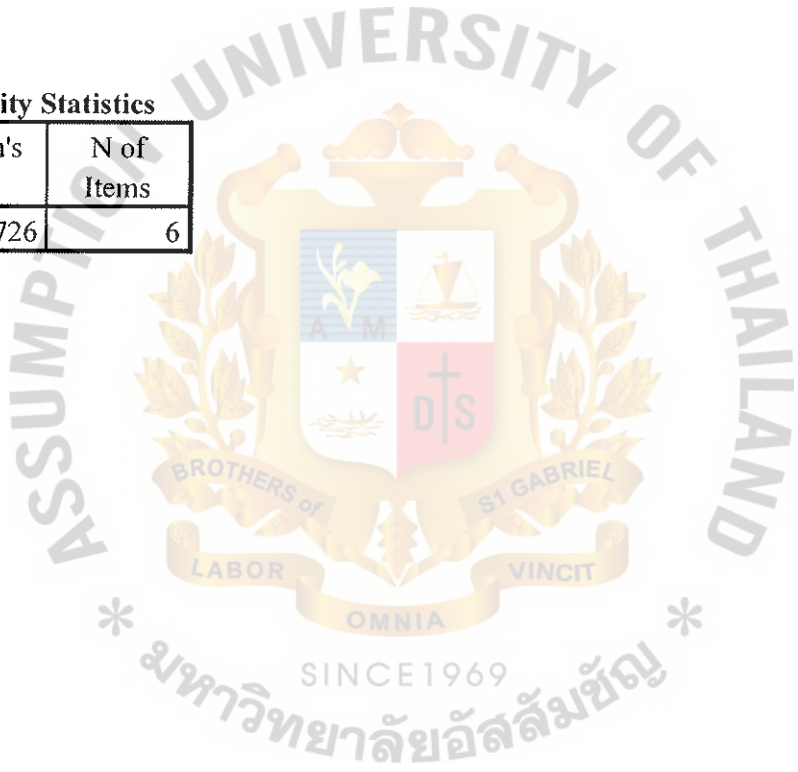
Appendix C

Descriptive Analysis for Demographic Factors

Gender

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	182	45.5	45.5	45.5
	Female	218	54.5	54.5	100.0
	Total	400	100.0	100.0	

Status

Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	International Tourist	293	73.3	73.3	73.3
	Domestic Tourist	107	26.8	26.8	100.0
	Total	400	100.0	100.0	

Region

Region

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	America	43	10.8	10.8	10.8
	Europe	46	11.5	11.5	22.3
	Asia	256	64.0	64.0	86.3
	Africa	24	6.0	6.0	92.3
	Australasia	31	7.8	7.8	100.0
	Total	400	100.0	100.0	

Marital Status

Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	250	62.5	62.5	62.5
	Married	113	28.3	28.3	90.8
	Divorced/Widowed	37	9.3	9.3	100.0
	Total	400	100.0	100.0	

Age

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 20	36	9.0	9.0	9.0
	Between 20-30	183	45.8	45.8	54.8
	Between 31-40	95	23.8	23.8	78.5
	Between 41-50	60	15.0	15.0	93.5
	over 50	26	6.5	6.5	100.0
	Total	400	100.0	100.0	

Highest education level

Highest education level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school or less	43	10.8	10.8	10.8
	Bachelor degree	235	58.8	58.8	69.5
	Master degree	96	24.0	24.0	93.5
	Doctoral degree	26	6.5	6.5	100.0
	Total	400	100.0	100.0	

Employment category

Employment category

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	122	30.5	30.5	30.5
	Private sector employees	120	30.0	30.0	60.5
	Government employees	47	11.8	11.8	72.3
	Self-employees	59	14.8	14.8	87.0
	Other	52	13.0	13.0	100.0
	Total	400	100.0	100.0	

Descriptive Analysis for Independent variables and Dependent Variable

E-Word of Mouths Communication

Descriptive Statistics

	N	Mean	Std. Deviation
It is important for me to hear about the experience of others	400	4.45	.674
I am more inclined to purchase when the messages were passe by people I know	400	4.08	.786
I have actually purchased after hearing about it from internet	400	3.86	.904
I generally believe what other people say in social networks	400	3.49	.958
I have purchase a product that my family/friend recommended	400	4.02	.791
I read information from others to find the lowest prices	400	4.36	.823
I read information from others to get best value for my money	400	4.45	.821
I read information from others to get highest quality available	400	4.31	.777
I read information from others to get benefits before booking the hotel or purchase products	400	4.32	.735
Valid N (listwise)	400		

Perceived Ease of Use

Descriptive Statistics

	N	Mean	Std. Deviation
Learning to operate the social networks is easy	400	4.23	.814
It is easy for doing what I want it to do	400	4.38	.763
My interaction is clear and understandable	400	4.01	.729
The social network is flexible to interact with	400	4.03	.802
It is easy to become skillful at using the social networks	400	4.01	.764
I find the social networks easy to use	400	4.21	.744
Valid N (listwise)	400		

Perceived Usefulness

Descriptive Statistics

	N	Mean	Std. Deviation
Using social media enable me for faster selecting	400	4.06	.707
Using social media enable me for online booking and shopping	400	4.47	.738
Using social media increase my productivity in online purchasing	400	4.39	.771
Using social media make online booking for hotels easier	400	4.09	.844
Using social media is useful for buying tourism products	400	4.12	.842
Valid N (listwise)	400		

Trust

<p align="center">**Descriptive Statistics**</p>

	N	Mean	Std. Deviation
I am respected on the social networks	400	4.10	.881
Practices on the social network are related to the customer's best interests	400	3.81	.857
Provide an efficient system for booking hotel or selecting products	400	4.29	.898
Information from social netwroks is reliable	400	3.43	.907
I will promises on the social networks will be kept	400	3.33	1.010
Overall, the social networks are trustworthy	400	3.53	.843
Valid N (listwise)	400		

Attitude

<p align="center">**Descriptive Statistics**</p>

	N	Mean	Std. Deviation
Using online customization is a good idea	400	4.22	.810
Using online customization is a pleasant idea	400	4.12	.766
Using online customization is beneficial to me	400	4.21	.759
Valid N (listwise)	400		

Behavioral Intention

Descriptive Statistics

	N	Mean	Std. Deviation
I would use to book my destination if it was available	400	4.18	.724
I intend to use social networks in the future to choice of travel services	400	4.01	.788
I would recommend others to use social networks to find their travel destination	400	4.09	.772
when a comment is positive, I am more likely to select a travel product/service	400	3.90	.855
when a comment is negative, I refrain from booking or purchase that product	400	4.02	.890
I often purchase tourism products/services online	400	3.79	.891
Valid N (listwise)	400		