

ABSTRACT

The purpose of this project is to study the factors attracting customers' selection of elementary hotels and investigate sources of information for factors attracting customers' decision.

We distributed and collected data through 207 sets of questionnaires. Our target groups were people whose age were over 20 years old who resided in Bangkok because this is the group who have an opportunity to select a hotel for their customers. The questionnaire applied in this project has been used and analyzed by SPSS (Statistical Package for Social Science).

After studying this project, we found that environment and easy admission to a hotel are the most important factors for customers on their selecting hotel. Mostly, customers need a good hotel for making decision. Moreover, the results show that exhibition is the interesting media.

The author, believe that this research can provide even more or less necessary information which can be used as a guideline for the future research on the consumer attitude toward The Hotels