

IMPACTS OF SOCIAL MEDIA AND DESTINATION IMAGE ON TRAVEL INTENTION IN THAILAND

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Abstract

Thailand is one of the most popular tourist destinations in recent years. Tourists/travelers have recently been envisioned as people who manage their journeys directly on the Internet. While social media plays an important role in tourists' intentions to travel, most current research, particularly in the context of Thailand, has largely ignored the effects of variables such as Facebook, Twitter, YouTube, and destination image on visitors' intentions to travel. The current study created and evaluated the aforementioned theoretical framework, which illustrates the link between social media use, destination image, and travel intention. Quantitative research was done online and offline in this study to examine the travelers' behavior, with the strategy of this study being to obtain data, information, and ways to collect the essential information. The study findings demonstrated that social media use positively and significantly predicted travel intention. Moreover, destination image positively and significantly predicted travel intention. Therefore, social media is an excellent medium for influencing people's travel intention and destination image, with regular users of social media for travel information having a better destination image and greater travel intention.

Key words: social media, destination image, travel intention

Introduction

People, as well as the planet, have evolved over the centuries. The advancement of new information and communication technologies (ITC) has had a profound impact on how various world cultures work. It has resulted in fast economic change as well as a shift in the competitive landscape. The tourism business is one of the important industries that grows practically every

year, and tourist sites strive to attract the greatest number of tourists each year (Team-Statista, 2015; UNWTO, 2015). Traditionally, tourism was only interested in sites with high diffusion and a large number of tourists, or places that satisfied specific acceptability criteria and were of sufficient quality to meet the requirements and wishes of westerners. Tourism, on the other hand, has been compelled to develop in order to meet new consumer demands and other



activities such as sports, adventure, and nature. The tourism business is distinguished by the interconnectedness of the numerous economic sectors that contribute to its growth. It usually entails actions such as the exporting of an area or nation to another desirable or receptive location, which normally results in the creation of new employment as well as the stabilization of the economy through the use of foreign currencies.

As evidenced by a large number of foreign travelers, the tourism sector plays a critical role in the global economy. International travelers and tourists pay costs for lodging in foreign countries, such as renting rooms and motels. They also cover the costs of goods like food, transportation, entertainment, and other recreational activities (Klein et al., 1999). They also pay levies at the locations they visit. Parks and sanctuaries are examples of such areas. The funds raised are intended to help the country's economy thrive. Thailand's tourist industry is one of the country's most important sources of revenue (Bloom Consulting, 2015; UNWTO, 2015). Today, tourism is mostly conducted to satisfy new consumers, with the number of customers at an all-time high. Due to a large number of enterprises, there is a lot of rivalry in the market. Most organizations strive to provide the greatest services in order to gain client loyalty and happiness, which is currently seen as one of the most essential components in generating considerable long-term profits.

Thailand continues to draw millions of visitors each year from all over the world and now as well despite Covid and after opening the country up. The existence of a diversified environment, including

beaches, historical monuments, and temples, aids the appeal of various tourism sectors. Tourism development has revolutionized a number of businesses from their production systems to product commercialization while also maintaining customer interactions, resulting in new prospects for innovation that are nearly constant and business channel exchanges that were previously non-existent (Kotler, 1987; Quelch and Klein, 1996).

The advancement of information and communication technology (ICT) has made it easier for many businesses to start and thrive. Some essential goods and services, on the other hand, rely heavily on their users to develop. Several researchers have identified tourism as one of these services (Devis, 2010; Mariani and Felice, 2016). ITC has increased not just tourist consultation but also reservations. The tourist industry's rapid growth necessitates a continual development of its administration and marketing services, which must be fulfilled using ICT.

Today, social media sites encourage people to utilize the internet. Social media platforms make it easier to collaborate on content that improves customers' purchasing experiences on a company's online platform. Facebook is now the most popular social network, followed by twitter.

While social media plays an important role in tourists' want to travel, most current literature, particularly in the context of Thailand, has largely ignored the effects of Facebook, Twitter, YouTube, and destination image on visitors' desire to travel. Furthermore, the Covid-19 epidemic has had enormous financial consequences for Thailand's



tourism industry, necessitating new approaches to attracting and maintaining visitors. As the travel industry adjusts to the new normal, the current research will be useful in understanding the effects of social media and destination image on travel intent.

This study looks at how people use social media and how it affects their travel plans in Thailand. The study's findings might aid in meeting the demands of the tourist industry, particularly in terms of obtaining the necessary number of visitors via social media. The current study emphasizes the relevance of using social media as a tool for tourist promotion and internet-based decision-making. As a result, the current study's findings may aid in positioning the tourist industry to meet the demands of the twenty-first century.

The present study's findings also add to the existing body of information about the effects of social media and destination image on travel intention in Thailand. As a result, future researchers may find the findings of the study useful as a reference point.

Specific objectives

The specific objectives include:

1. What is the influence of Social media use on Travel Intention in Thailand?
2. What is the influence of Destination Image on Travel Intention in Thailand?

Literature review

Travel intention

The attitude or travel intention is significant since it has the capability to predict certain behaviors (Kraus, 1995).

Coming to selecting vacation places, the main purpose of the trip is critical. The level that is symbolizing how people are feeling has been characterized as a human's attitude toward particular behaviors (Ajzen, 1991). Lam and Hsu (2006) investigated how travel intentions are developed and adjusted in order to reap the benefits of tourism. Tourist travel inclinations are heavily influenced by consumer variables (also known as motives). Consumer factors are defined by Crompton (1979) as the level of enjoyment that an individual anticipates from travel. The motivations of travelers impact their choice of travel location, and these may be divided into two categories: socio-psychological and cultural factors (Crompton, 1979).

The willingness of a visitor to visit and suggest a certain place to family and friends is referred to as tourist intentions (Andreassen et al., 1998). Apart from motivations, the destination image, which is used as a mediator to explain the impact of various tourism promotion strategies, has an impact on visitor intentions (Jalilvand et al., 2000). Despite some people's negative sentiments of destination loyalty, according to Opperman (2000), some individuals continue to buy from the same places. As a result, revisit and other behavioral intentions can be effective predictors of future behavior. For potential visitors, relatives and friends' recommendations are the most dependable source of information, demonstrating the positive impact of a favorable WOM (Yoon et al., 2005).

Destination image

Before visiting a certain place, travelers acquire a significant quantity of



information about their journey from several sources. The knowledge has an impact on travel intention, either directly or indirectly. The image of a destination has a favorable impact on travel intention since it stimulates potential visitors (Kim, Hwang & Fesenmaier, 2005). Destination pictures are a person's thoughts, beliefs, and impressions about a specific location (Crompton, 1979). It is regarded as one of the most crucial factors for vacationers when selecting a destination (Buhalis, 2000). Tourist pleasure is boosted by the destination's image (Chi et al., 2008). As a result, destination ads must be more cautious in developing positive views in order to sustain customer loyalty (Liu & Kim 2005).

Social media in tourism

Kaplan-Haenlein (2010) described social media as a collection of Internet apps that provide the ideological and technological underpinning of a web 2.0 that enables the interchange of User Generated Content. The importance of digital purchasers was investigated by Capgemini (2012). This study looked at user patterns and divided online users into six groups. First, there's the social digital shopper, who spends much of their time on social media, sharing their personal thoughts and prior experiences, and who relies on mobile phone apps to purchase and analyze things on their behalf. Second, there are the digital shopaholics, who are early adopters who like exploring and purchasing products in the examined categories (food, health, personal care, fashion, electronics, and so on) via digital applications and other forms of technology. Third, there are the occasional online shoppers, who are

mostly over 45 years old and are unfamiliar with online shopping, but when they do, they utilize social media to compare items. Fourth, sensible online shoppers are the second most active online shoppers, since they frequently use social media when purchasing but have little interest in social media. The value searchers, who are price sensitive and buy primarily to discover the greatest deals on the things they want, are the fifth group. The majority of them are women who are uninterested in shopping online or using new technology. Finally, the techno-averse buyer, who might be young or elderly and is largely situated in Europe, is sometimes uncomfortable purchasing using modern technologies. Recognition of unmet requirements, search for information, analysis, and assessment of alternatives, buy choice, behavior, and attitudes after the purchase are all factors that impact online purchasing decisions (Kotler et al., 2008).

Travel planning was proposed by Engel, Blackwell, and Miniard (1990) and Kotler, Bowen, and Makens (1999). Jeng et al. (2002) discovered that before purchasing a vacation plan, travelers frequently recall and identify several sources of travel information when deciding on a location. Tourist sites' information, in the form of ratings and comments left by other users, might be regarded as a restricted source of information. This is attributable to a number of factors. The comments presented are only the preferences of other users and do not constitute an in-depth examination of the product or service under consideration. The information's writers are likewise not drawn from a representative sample of users. Users are often highly happy or



unsatisfied, and they are more active in analyzing and commenting on their experiences (Andreassen & Lindestad, 1998). However, Dellarocas and Narayan (2006) discovered that one must consider the possibility of interested parties altering and extolling the traits and virtues of their products.

When making a purchasing choice on the internet, the consumer is confronted with a large volume of data that might be difficult to digest. As a result, the numerical evaluations (scores on a 5- or 10-point scale) and the volume of comments (which indicates the number of people who support the choice) give easy-to-understand data and quick processing, allowing for faster decision-making. The information stated in numbers aids in the screening and/or profiling of offers and/or alternatives. Nielsen (2012) deemed numerical evaluations to be valid information in this regard. Consumers are ready to pay more for items with a "excellent" rating (numerically 5) than for products with a "good" rating (numerically 4), which does not go unnoticed by firms that sell them, resulting in prices that are higher than the average premium (ComScore, 2007).

However, in order to comprehend the social media effect exerted by evaluations and comments, the subject's vulnerability to this type of social influence must also be taken into account. It is a personality feature that differs across individuals (Bearden, Netemeyer, & Teel, 1989), and it describes the user's higher or reduced sensitivity to pay attention to and depend on the views and behavior of other users (numerical evaluations and comments) in their buying decisions.

According to Gretzel, Yoo, and Purifoy (2007), social media has a considerable effect and involvement in buying decisions. The authors discovered that some online evaluations provided by other travelers in a travel-related consumer review and on the rate website boost travelers' confidence throughout the decision-making process. The client also stated that before the trip, he studied multiple postings and evaluations from other travelers about various areas and their lodgings (Gretzel et al., 2007). This serves as a source of information for the traveler, allowing them to limit their alternatives. Travelers frequently publish their hotel ratings and preferences while on the road. During or after the trip, they generally submit their evaluations, comparisons, and personal experiences on social networking platforms.

Ristova and Angelkova (2018) performed a study on students to investigate the impact of social media on Millennials' tourism destination preferences. The poll was done online and distributed to the email accounts of their students. A total of 100 students from Gevgelija's Faculty of Tourism and Business Logistics took part in the poll. According to the conclusions of the survey, Facebook and Instagram are the most popular social media platforms, mostly for uploading images of tourist destinations and travel, but also for assisting in the selection of a tourist destination. The good influence of photos uploaded online from a tourist site on social media is enough to entice them to go there. Visitors consider the link between national image and their decision to come utilizing social media as a medium. The study found that the more positive a destination's image is, the more



likely people are to want to visit it (Nevena, 2016).

Damanik et al. (2019) did a study to determine the social media platforms utilized by the Kota Tua tourism area manager to promote his business and to compare the performance of each platform. The study used an accidental sampling approach and enlisted the help of 100 people. The findings of the data analysis reveal that there is a link between social media variables and tourist motivation to visit Kota Tua Jakarta. As a result, social media and travel motivation have a favorable impact on a person's desire to travel. It was also discovered that a favorable association between social media and the destination image is a significant aspect that has a direct beneficial impact on travel intention (Chun-Pei, 2018).

Methodology

Research design

The goal of this study was to establish and evaluate the previously indicated theoretical framework, which depicts the link between Social Media Use, e-Word of Mouth, Destination Image, and Travel Intention. Quantitative research was not undertaken online or offline to measure traveler behavior in this study. To obtain the needed data, this study gathered data, information, and methodologies. The purpose of the survey is to test the hypothesis and, as a result, respond to the research question. To gather data from this survey online, a questionnaire is disseminated by mail, social media sites, and mobile applications.

The current research created and evaluated the previously indicated

theoretical framework, which depicts the link between Social Media Use, e-Word of Mouth, Destination Image, and Travel Intention. A quantitative study was undertaken online and offline in order to examine the travelers' behavior, with the strategy to this study being to collect data, information, and ways to get the essential information. The purpose of the survey was to test the hypothesis and, as a result, to respond to the research question. A questionnaire is disseminated by mail, social media sites, and mobile applications in order to collect data from this survey online.

Data collection procedure

The English questionnaire was sent to people who were on vacation or residing in Thailand, and it was distributed online. They were recruited from Thailand's tourism hotspots and from people working in a variety of enterprises. Emails and other social media sites such as Facebook and Twitter were used to distribute the surveys. Individuals who are actively working, tourists, self-employed, and non-Thai citizens who are now vacationing in Thailand make up the population. This research was confined to Thailand's geographical region. Thailand was picked because it attracts a significant number of tourists each year from all around the world.

In this section, the questionnaire was addressed for tourists, and the sample size was measured with the Cochran formula. This formula was used to identify and determine the sample size for this study. The Cochran equation was used to determine the sample size; the size of this study was 384 individuals, with a 5% margin of error and a



confidence level of 95% and P=.5. The formula below is used.

$$N = \frac{P(1-P)(Z)^2}{e^2}$$

$$N = \frac{(0.50)(1-0.50)(1.96)^2}{0.05^2}$$

$$N = \frac{(0.50)(1-0.50)(3.8416)^2}{0.0025}$$

$$N = \frac{0.9604}{0.0025} = 384.16 = 384$$

Hence, the sample population = 384

Statistical test for the analysis of the data

After collecting the answers, travelers' data was exported to SPSS Statistics for inferential analysis. The first step was to describe the statistics to define the sample and determine what attributes are the most influential and what functionalities and benefits tested the hypothesis. The second step aimed to determine the hypothesis and if the independent variable affects directly the

dependent variable. Regression analysis was employed to determine the strengths of the predictors of travel intention, which include the destination image and social media usage. It was also used to predict the forecast of travel intentions in Thailand.

Results and discussion

Influence of social media use on travel intention

The study examined the impacts of social media on Thailand as a destination image and travel intention. The study findings demonstrated in Table 1 shows there were higher rates on the use of social media to search travel information. In this regard, the respondents indicated that they would use Facebook to get traveling information to Thailand (M = 4.11; SD = 1.29), use Instagram to get traveling information to Thailand (M = 3.43; SD = 1.25), use Twitter to get traveling information to Thailand (M = 4.28; SD = 1.43), and use YouTube to get traveling information to Thailand (M = 3.93; SD = 1.45).

Table 1 The respondents' views on the impacts social media use

Item	Mean	Std. Dev. ¹
I will use Facebook to get traveling information to Thailand	4.11	1.29
I will use Instagram to get traveling information to Thailand	3.43	1.25
I will use Twitter to get traveling information to Thailand	4.28	1.43
I will use YouTube to get traveling information to Thailand	3.93	1.45

The study further sought to determine the relationship between social media usage and travel intention in Thailand. The study further found that social media use positively and significantly predicted travel intention ($\beta = .803$, $t = 9.639$, $p < .05$), as demonstrated in Table 2. The beta values, the t-test, the p-values, as well as the variance inflation factors are presented Table 2. In this regard, a unit

increase in social media usage leads to 0.803 increase in the respondents' travel intention. Moreover, the greater the magnitude of T ($T = 9.639$) the greater the evidence against the null hypothesis. The p-value ($p < 0.05$) shows the null hypothesis is rejected conclude that there's a statistically significant difference between social media usage and travel intention.

Table 2 Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	collinearity statistics	
	B	Std. Error	Beta			tolerance	VIF ²
(Constant)	-.239	.127		7.888	.000		
social media	4.306	.054	.803	9.639	.000	0.020	5.010

a. *Dependent Variable: travel intention*

The study findings demonstrated that to a greater extent, facebook, Instagram, twitter, and youtube influenced the travel intention of the respondents. The findings from regression analysis further indicated that social media use positively and significantly predicted the respondents' level of travel intention. These study findings are similar to the study conducted by Engel et al. (1990), and Kotler et al. (1999) who found that when making decisions on a travel destination, the tourists usually recollect and identify many sources for travel information before purchasing the travel plan. Similarly, Dellarocas and Narayan (2006) found that one must consider the possibility of the interested parties manipulating and praising the contents of their products' qualities and virtues through online platforms.

Influence of destination image on travel intention

The study aimed to examine the respondents' opinion on Thailand as a destination image. The study findings demonstrated in Table 3 indicate that there was a higher mean and lower standard deviations on the attributes associated with the destination image. These factors include the fact that information from social media would depict Thailand as an absolutely a good place ($M = 4.11$; $SD = 1.29$), and many tourists on social media would recommend Thailand as a favorite climate ($M = 3.43$; $SD = 1.67$). In addition, the respondents would communicate with each other about their travel experiences to Thailand to show good impressions ($M = 4.25$; $SD = 1.45$), and that they would see people on social demonstrating that the quality of products and services as well as the quality of stay in Thailand would be good ($M = 3.93$; $SD = 1.47$).

Table 3 The respondents' view on the destination image

Item	Mean	Std. Dev.
Information from social media will depict Thailand as an absolutely a good place	4.11	1.29
Many tourists on social media will recommend Thailand as a favourite climate	3.43	1.67
We will communicate with each other about our travel experiences to Thailand, which will show a good impression	4.25	1.45
I will see people on social demonstrating that the quality of products and services as well as the quality of stay in Thailand will be good	3.93	1.45

The study further examined the relationship between destination image and travel intention in Thailand. The study findings demonstrated that the destination image positively and significantly predicted travel intention ($\beta = .544$, $t = 8.068$, $p < .05$). The beta values, the t-test, the p-values, as well as the variance inflation factors are presented Table 4. In this regard, a unit

increase in destination image leads to 0.544 increase in the respondents' travel intention. Moreover, the greater the magnitude of T ($T = 9.088$) the greater the evidence against the null hypothesis. The p-value ($p < 0.05$) shows the null hypothesis is rejected conclude that there's a statistically significant difference between social media usage and travel intention.

Table 4 Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	collinearity statistics	
	B	Std. Error	Beta			tolerance	VIF
(Constant)	-.239	.127		7.888	.000		
destination image	.807	.029	.544	8.068	.000	0.020	5.010

a. Dependent Variable: travel intention

The majority of respondents described Thailand as a nice destination with a positive impression, and the quality of items and services was good, according to the data. The regression analysis revealed that destination image affected travel intention in a favorable and substantial way. Before visiting a certain place, travelers obtain a significant quantity of information about their journey from several sources. These

findings are comparable to those of Kim et al. (2005), who found that the picture of a location has a favorable impact on travel intention because it motivates potential. Tourist pleasure is boosted by the destination's image (Chi et al., 2008). As a result, destination ads must be more cautious in developing positive views in order to sustain customer loyalty.



Conclusion and recommendations

Conclusion

The goal of the study was to see how social media influenced travel intentions in Thailand. According to the findings, respondents' degree of travel intention was positively and significantly predicted by their usage of social media. According to the findings, social media is an effective tool for influencing people's travel intentions and destination perceptions, with regular users of social media for travel information having a more positive perception of their destination and higher travel intention. The study also found that the image of a location affects travel intention in a favorable and substantial way. Tourist visit intention is influenced by both cognitive and emotive destination representations, according to the findings.

Recommendation

According to the study's findings, Thailand's tourism attractions should engage more in social media marketing and other digital platforms in order to boost visitor numbers. The government and the national tourism sector may play an active role in the construction of an online forum for communicating with visitors as well as a platform for ongoing interaction and information exchange between tourists. Tourist input, whether positive or negative, may assist Thailand's government and tourism industry improve tourist destinations.

This paper presents the main practical implications of our research work for

destination image management. Thailand's social media content strategy might be better controlled and distinguished by providing useful information, and reinforcing destination iconography can help with image building. Similarly, a destination's competitive advantage may be increased based on experiences and connections between a style of travel and the type of content. User-generated content is essential for promotional and marketing activities since it is a potent tool for gaining tourist confidence. However, in order to achieve a positive image promotion outcome, all stakeholders' involvement should be recognized and taken into account.

Limitations

Although the study's findings may be generalized in terms of travel intentions in Thailand, such generalizations should be made with caution due to various limitations in the current study. First, due to the dynamic nature of the tourist business, the data gathering exercise was only undertaken at one moment in time, and it may no longer be relevant in the future. Furthermore, because the study primarily used quantitative research, it was unable to obtain information on the respondents' sentiments and emotions. Furthermore, no SEM³ was employed in this investigation.

Future studies

In this study, the effects of social media and destination image on travel intention in Thailand were investigated. Because the study only included people who planned to visit Thailand, additional research in other countries is needed to acquire comparable results. Furthermore,



while the current study focused only on the impact of social media, future research should include additional variables, such as the impact of information intensity on the moderating

process. Furthermore, because the results of this study were derived from a longitudinal study, cross-sectional studies might be useful in future research.

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Appendices

Appendix 1: Research Questionnaire

SCREENING QUESTION

Are you planning to come to Thailand in the near future?

yes

no

If yes, continue the questionnaire. If no, stop and submit the questionnaire

Dear respondent,

This study aims to examine the use and impact of social media on travellers on travel planning in Thailand. You are humbly requested to give your honest opinion that will help this study. Your participation is voluntary and you can withdraw from the study at any time. There are no right or wrong responses in your responses. Thank you once for agreeing to participate in this study.

SECTION A: BACKGROUND INFORMATION

1. Gender:

Male

Female

2. Age:

Under 15

15-25

26-35

36-45

46-55

56-65

66 and above



3. Level of Education

- Primary School
- High School
- Bachelor’s Degree
- Master’s Degree
- Doctoral Degree

4. How many countries have you visited before?

- None
- 1-5
- 6-10
- More than 10

5. What is your monthly income?

- Less than 15 000
- 15001 - 20000THB
- 20 001-25 000THB
- 25 001-30 000THB
- 30 001-35 000THB
- 35 001-40 000THB
- More than 40 001THB

SECTION B: PERSONAL INTEREST AND EFFECT (POSITIVE OR NEGATIVE) ON E-WOM

1. Personal Interest

The following statements relate to personal interest and measures the level of e-WoM. A five-point Linkert scale (1 = strongly disagree; 2 = disagree; 3 = neither disagree nor agree; 4 = agree; and 5 = strongly agree) is used. Kindly select one that best represents your agreement with the statements.

Statement	1	2	3	4	5
When I will consider travelling to Thailand, I will ask other people face-to-face for opinions and advice					
I will feel more comfortable travelling to Thailand when I get opinions from people I know face-to-face					



Face-to-face communication with people I know will influences my choice of travel to Thailand					
I will feel more comfortable travelling to Thailand when I get opinions from people I know electronically					
Electronic communication with people I know will influence my choice of travel to Thailand					
When I will consider traveling to Thailand, I will seek opinions and advice online from commercial and independent sources					
I will feel more comfortable traveling to Thailand when I get other people’s online travel opinions					
Online opinions will influence my choice of travel to Thailand					
I will not need to talk to others when before I travel to Thailand					
When I will be choosing to travel to Thailand, talking to other people will not be important to me					
I will rarely seek online opinions when traveling to Thailand					
When I will be making travel opinions to Thailand, other people’s online will NOT important to me					

2. e-word of mouth

Statement	1	2	3	4	5
To me other people’s online travel opinion will be important					
To me other people’s online travel opinion will be boring					
To me other people’s online travel opinion will be relevant					
To me other people’s online travel opinion will be exciting					
To me other people’s online travel opinion will mean nothing					
To me other people’s online travel opinion will be appealing					
To me other people’s online travel opinion will be fascinating					
To me other people’s online travel opinion will be worthless					
To me other people’s online travel opinion will be involving					
To me other people’s online travel opinion will not be needed					



SECTION C: DESTINATION IMAGE

The following statement assesses your perception of Branson as a travel destination. A five-point Linkert scale (1 = strongly disagree; 2 = disagree; 3 = neither disagree nor agree; 4 = agree; and 5 = strongly agree) is used. Kindly select one that best represents your agreement with the statements.

Statement	1	2	3	4	5
Information from social media will depict Thailand as an absolutely a good place					
Many tourists on social media will recommend Thailand as a favourite climate					
We will communicate with each other about our travel experiences to Thailand, which will show a good impression					
I will see people on social demonstrating that the quality of products and services as well as the quality of stay in Thailand will be good					

SECTION D: SOCIAL MEDIA USE

In this section, four social network platforms are selected, that is Facebook, YouTube, Instagram, and Twitter. The section aims at determining the effects of social media on travel intention. Declarations on statements used will also reveal the frequency of your social media usage as your source of information before planning a trip, A five-point Linkert scale (1 = never use; 2 = rarely use; 3 = sometimes use; 4 = use very often, and 5 = always use) is used. Kindly select one that best represents your usage of the platforms.

Items/statements for social media use	1	2	3	4	5
I will use Facebook to get traveling information to Thailand					
I will use Instagram to get traveling information to Thailand					
I will use Twitter to get traveling information to Thailand					
I will use YouTube to get traveling information to Thailand					

SECTION E: TRAVEL INTENTION

For each of the following statements on a five-point Linkert scale (1 = strongly disagree; 2 = disagree; 3 = neither disagree nor agree; 4 = agree; and 5 = strongly agree) is used. Kindly select one that best represents your agreement with the statements.

Travel intention statements	1	2	3	4	5
I expect I will visit Thailand in future					
I will visit Thailand rather than any other tourism destination					
If everything goes as I think, I will plan to visit Thailand in the future					