THE DETERMINANTS OF PURCHASE INTENTION OF HOTEL SERVICES

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Abstract

In Thailand, tourism and hospitality industry significantly contributed to the growth Thai economy. With growing number of hotel developments, understanding the purchase intention of the customers can directly help the hotel executives to improve their service performance. This paper aims to explore the relationship of demographic factors, including other determinants, and purchase intention of hotel services in Thailand. The findings indicated that gender, income and age had impacts on the purchase intention. Therefore, the result of this study offers several business implications for hotel marketing department to focus on the right social media channel and properly target to most relevant market segmentation.

Introduction

The internet changed the way people consume the information. Traditional advertising is shifting to digital adverting platform, which allows the customer to access to limitless information (Labrecque, Esche, Mathwick, Novak, & Hofacker, 2013). In June 2017, Worldwide internet user were 3,885,567,619 out of the total world population of 7,519,028,970 ("Internet World Stats," 2017). With 57 million of the total number of internet user in Thailand, 51 million are actively on social media in January 2018 ("We Are Social - Thailand Digital Index," 2018). Thailand Internet user in 2017 report conducted by Electronic Transactions Development Agency (ETDA) mentioned the rise of internet usage especially for social media applications with the average time spent on social media at 234 minutes per day. The most active social media platforms are Facebook (96.6%), LINE (95.8%), YouTube (97.1%), and Instagram (56%). Moreover, the research from DEI WorldWide on "The impact of social media on purchasing behavior. Engaging Consumers Online," explained that social media platforms increase brand presence and brand reputation. 70% of information searched first-happen on the social media platform, 49% made their purchase intention based on the information found on social media platforms, and 60% shared the information found on social media with their network (Kim & Ko, 2012) Digital marketing is a tool in promoting brands, products, and service on the digital platform in order to reach to right target customer in the real-time (Nagarathinam, 2017). Digital marketing is also considered to be another method of promoting products and service through digital platform, such as, hotel direct website, social media, email marketing, applications, and search engines; this creates a major impact to brands and businesses where it is the foremost effective and fastest tool to connect and interact with their customers ("Marketo," n.d.). Not only the digital era impact how businesses do their marketing, but it also affects the customer behavior as well. Many brands and businesses have shifted from using the traditional marketing to digital marketing to reach to their targeted customer more effectively. "Spending on digital advertising continues to rise over time. In 2016, the spending increases by 17%, reaching 9,477 million baht, and 2017 forecast is expected to increase by 24%," ("Digital Advertising Association of Thailand," 2017).

There are several research studies conducted on factor influencing customer purchase intention. The research conducted by Leung, Bai & Stahura (2015) found that customer experience on hotel social media (Facebook & Twitter) sites influence the attitude on hotel booking. The study indicated that eWOM affects customers' attitude on hotel booking. The research focuses on two social media platform; Twitter and Facebook by applying the Four Alternative Attitude-Toward-the-Ad Models in which this model does not cover the influence of eWOM trustworthiness, hotel information behavior, and purchase intention.

This study intends to examine the most influential factors on the purchase intention of consumers' perception

toward the social media of 3 - 5 star hotels in Bangkok. The social media, in this case, applies to LINE, Facebook, and Instagram. With the positive growth of tourism & hospitality sector, Bangkok now offers 909 hotels in all stars, 762 hotels contribute to 3-star to 5-star hotel. To be specific, 430 are 3-star, 241 are 4-star and 91 are 5-star. This includes international chains, local chains, and independent hotels (TripAdvisor, 2018).

Facebook becomes one of the most aggressive social media channels for hotels to make a presence of their brand among 2.1 billion active users globally on June 2017 and 57 million in Thailand ("Statista - Facebook Users by Country," 2017). Facebook ranks second of the most important influential tools for social media marketing (Peltier, 2016). Facebook becomes an engagement platform between users and brands. More than 1.8 billion people worldwide use Facebook to interact with brands, help brands to build its awareness and target the right customers that will drive up their bookings in the future (Wein, 2017). Lanz, Fischhof, & Lee (2010) claimed that hotels use Facebook to communicate and connect with their customers in five ways – 1) provide special promotions and information, 2. audience sourcing where their information will reach to the right group of people, 3. check-in at the location, 4. contest where certain type of post can go viral easily, 5. e-shopping via Facebook.

Literature reviews
Purchase intention

Leung, Law, Van Hoof, & Buhalis (2013) explains that customers' intention made on hospitality products can be divided into three phases of travel planning process: pre-trip phase, during-the-trip phase, and post-trip phase.

Pre-trip Phase: According to Peng, Xu, & Chen (2013), it is stated that tourists' online search behaviors prior to making any decision to book are motivated from their particular needs, such as, their innovative needs, functional needs, or their artistic needs. Normally, tourists usually spend time more than 60 days on researching for hotel room prior to their traveling period and making the decision to book just prior to their arrival, which has the likelihood to come across hotel social media platforms (Leung, Law, Van Hoof, & Buhalis, 2013). Research study on Trust in Travel-Related Consumer Generated Media

During-trip Phase: User-generated content (UGC) on social media becomes a crucial source of information for travelers when looking for additional information of the destination, destination awareness and selection (Leung, Law, Van Hoof, & Buhalis, 2013). Moreover, information exchanged which included visual uploading, tagging location, or even status posting at this stage by the travelers can be concluded as an eyewitness report in real time. This kind of activities allows travelers to interact with others that can lead to information enriching of the products (Fotis,Buhalis, & Rossides, 2012). The purpose of people visited hotel's social media page is to utilize other people' experiences which also influences the attitude toward the social media page, social media experiences, and an influential source for decision making (Yoo, Gretzel, Fesenmaier, 2009).

Post-trip Phase: Travelers primary use social media to share experiences on the social network among their friends and other travelers (Fotis, Buhalis, & Rossides, 2012). From previous studies explains the three indicators that travelers used to input information on hotel social media platform; for social benefits, hedonic benefits, and functional benefits (Leung, Law, Van Hoof, & Buhalis, 2013). Moreover, the information sharing at post-trip phase can influence the whole travel activities of others where travelers will collect, evaluate, and confirm the decision-making process through social media (Fotis, Buhalis, & Rossides, 2012).

Electronic word-of-mouth (eWOM) trustworthiness

Electronic Word-of-Mouth or eWOM is referred to as an approach of modern communication to convey the information via the internet, while such information may contain either positive or negative evidences to the audience (Litvin, Goldsmith, & Pan, 2008); Leung, Bai, & Stahura, 2015) and Mishra & Satish, 2016).

The perception of eWOM trustworthiness can be examined by the credibility of the source and the communication source of consumer-generated reviews. Furthermore, the rating of a particular review can influence how people perceived the trustworthiness of the information (Wu & Lin, 2017).

Information search behaviors

According to Wilson (2000), "Information search behavior is the 'micro-level' of behavior employed by

the searcher in interacting with information systems of all kinds." By seeking for information or activities to obtain and utilize information, a customer may interact with information sources such as computer-based system, newspapers, or books (Wilson, 2000).

Ramkissoon & Uysal, (2011); Fodness & Murray (1997) defines "tourist information search behavior as a process where travelers make use of various amount and types of information sources to facilitate trip planning." Ramkissoon & Uysal, (2011) describes information search for tourists is the first process where customers gather the amount of information and influence their decision-making process. According to Peng, Xu, & Chen (2013), it is stated that online search behaviors of tourists before making the decision to book are motivated from their particular needs such as their innovative needs, functional needs or their artistic needs. Furthermore, tourists search for information related to hotels, airports, casinos, beaches and map most frequently. Normally, tourists usually spend time on researching for hotel room prior to their traveling time in more than 60 days and make the decision to book just prior to their arrival (Peng, Xu, & Chen, 2013). Customers' experience while searching for destination and accommodation website also influence their behavior and decision making in relation to the length of stay and the number of attractions visited (Ramkissoon & Uysal, 2011).

In this study, information search behavior means the activity to obtain or gather information to fulfill the understanding from the lack of

knowledge. Customers usually gather information from the search engines.

Research method

This study adopts the 'quantitative approach' by distributing questionnaires as a tool to collected data. The questionnaires separated into three sections including general questions, identified factors affecting level of satisfaction towards social media and demographics questions. The questionnaires were distributed to both online and offline to group of people who engaged with hotel social media platform. The data was collected from both male and female who live in Bangkok and who are actively on social media platforms, which includes LINE, Facebook, and Instagram and those who interact with hotel social media accounts.

Data analysis

This study utilizes the descriptive statistics and inferential statistics. Trochim (2001) explains that descriptive statistics provide simple summaries of the sample and the measure. It is simply for describing the quantitative information. Inferential statistics is used to investigate the study models and examine the hypotheses (Trochim, 2001). All data collected was tested and analyzed through SPSS (Statistical Package for the Social Sciences) for an efficiently results. The reliability was tested for acceptable value of each items. Independent sample t-test is commonly used to determine the difference between two samples. An ANOVA test is used to examine the difference with two groups or more than two group of variables.

With reliability test, all the factors, ranging from 0.765 to 0.917, indicated acceptable levels because they are higher than the baseline of Cronbach's alpha greater than 0.6.

Results of study

Data collected from total of 403 respondents. The result of this study was analyzed by SPSS and showed the following results

Total respondent was 403. Total of 232 of respondents (57.6%) were female and the remaining 171 (42.4%) were male. Respondents of age between 31-40 has the highest frequency with total of 167. Follow by age between 20 -30 total of 163 frequency, age between 41 - 50 of 62 frequency, and age of 51 or more with 11 frequency. Regarding to the monthly income level of respondents. The highest income range is THB 35,001 - THB 55,000 with 167 respondents (41.4%). Followed by income between THB 15,000 - THB 35,000 at 152 respondents (37.7%), 75 respondents (18.6%) of income more than THB 55,000, and the lowest group is income less than THB 15,000 at 9 frequency (2.2%). Most of the respondents (75.9%) were an employee in private sector. Whereas, 17.9% of the respondents worked as a government official and other (business owner) were 5% and 5% were unemployed. Most of the respondents 70% were educated up to bachelor's degree level. Lesser number of respondents in master's degree level or higher at 25.6%. Only 4.5% were educated up to high school diploma.

Table 1 Social media usage frequency

	Frequency	Percent
Facebook	4	1.0
Facebook, Instagram	4	1.0
Facebook, Instagram, Line	195	48.4
Facebook, Instagram, Line,	1	.2
Facebook, Instagram, Line, Pantip	3	.7
Facebook, Instagram, Line, twitter	3	.7
Facebook, Instagram, Line, Twitter	70	17.4
Facebook, Line	108	26.8
Facebook, Line, Instagram	1	.2
Facebook, Line, Twitter	2	.5
Instagram, Line	6	1.5
Instagram, Line, Twitter	1	.2
Line	4	1.0
Line, Twitter	1	.2
Total	**403**	**100.0**

From table 1 shows that a large number of respondents 48% were an active users of all three social media platform (Facebook, Line, Instagram). Followed by frequency of respondents who only active on two social media platform (Facebook, Line) with 26.8%. Another 17.4% were active users of four social media platform (Facebook, Line, Instagram, Twitter). Only a few numbers of respondents activated in one social media platform, only Facebook 1% and only Line 1%. This can conclude that majority of respondents are an active user in more than one social media. Therefore, the common social media platform were Facebook, Instagram, and Line among all respondents

Daily time spent on social media platform from all respondents. Most respondents 74.2% spent at more than 1 - 6 hours per day on social media platform. While 87% of respondents spent 30 minutes - 1 hour on social media and 12% of respondents spent on social media more than 6 hours a day. Another 5% of respondents only spent time on social media less than 30 minutes per day. Therefore, this can be concluded that social media platforms were constantly used daily.

Test for relationship between gender and other variables

Independent Sample T-Test and ANOVA are applied to examine the differences between independent variable (gender; male & female) towards other variables (eWOM Trustworthiness, information search behavior, and purchase intention).

Table 2 T-test for gender difference towards **"I get hotel information/promotion from friends and relatives."**

Information search behavior	Mean		t	Sig (2-tailed)
I get hotel information/promotion from friends and relatives.	Male	Female		
	4.56	4.88	-2.910	0.004

Table 2 shows that there is a significant difference between male and female in term of "I get hotel information/ promotion from friends and relatives." As the Sig. (2-tailed) value at 0.004 which is less than 0.05. Means of male is 4.56 and female is 4.88. To concluded, female get hotel's information from their friends and relatives. As more female agree to that "I get hotel information/ promotion from friends and relatives" than male.

Table 3 T-test for gender difference towards **"I get hotel information/promotion from search engines."**

Information search behavior	Mean		t	Sig (2-tailed)
I get hotel information/promotion from search engines.	Male	Female		
	5.32	5.61	-2.454	0.015

Table 3 shows that there is a significant difference between male and female in term of "I get hotel information/ promotion from search engines." As the Sig. (2-tailed) value at 0.015 which is less than 0.05. Means of male is 5.32 and female is 5.40. From the table above find that female get hotel information/ promotion from search engines more than male.

Table 4 T-test for gender difference towards **"I get hotel information/promotion from brand social media."**

Information search behavior	Mean		t	Sig (2-tailed)
I get hotel information/ promotion from brand social media.	Male	Female		
	5.45	5.91	-4.191	0.000

Table 4 shows that there is a significant difference between male and female in term of "I get hotel information/ promotion from brand social media." As the Sig. (2-tailed) value at 0.000 which is less than 0.05. Since the means of male is 5.45 and female is 5.91. From the table above find that female get hotel information/ promotion from brand social media more than male.

Table 5 T-test for gender difference towards **"I get hotel information/promotion directly from typing hotel websites."**

Information search behavior	Mean		t	Sig (2-tailed)
I get hotel information/promotion directly from typing hotel websites.	Male	Female	-2.32	0.021
	5.08	5.40		

Table 5 shows that there is a significant difference between male and female in term of "I get hotel information/ promotion directly from typing hotel websites." As the Sig. (2-tailed) value at 0.021 which is less than 0.05. Since the

means of male is 5.08 and female is 5.40. From the table above find that female get hotel information/ promotion directly from typing hotel websites more than male.

Table 6 T-test for gender difference towards **"After reviewing the hotel social media, the likelihood of purchase this hotel is high."**

Purchase intention	Mean		t	Sig (2-tailed)
After reviewing the hotel social media, the likelihood of purchase this hotel is high.	Male	Female	-2.269	0.024
	5.13	5.39		

Table 6 shows that there is a significant difference between male and female in term of "After reviewing the hotel social media, the likelihood of purchase this hotel is high." As the Sig.(2-tailed) value at 0.024 which is less than 0.05.

The means of male is 5.13 and female is 5.39. Therefore, female agreed to that "After reviewing the hotel social media, the likelihood of purchase this hotel is high." more than male.

Table 7 T-test for gender difference towards **"The probability that I would consider purchasing hotel services is high"**

Purchase Intention	Mean		t	Sig (2-tailed)
The probability that I would consider purchasing hotel services is high.	Male	Female	-2.423	0.016
	4.98	5.22		

Table 7 shows that there is a significant difference between male and female in term of "The probability that I would consider purchasing hotel services is high." As the Sig.(2-tailed) value at 0.016 which is less than 0.05. The

means of male is 4.98 and female is 5.22. Therefore, female is agreeing to that "The probability that I would consider purchasing hotel services is high." more than male.

Table 8 T-test for gender difference towards **"If I am going to purchase the hotel services, I would consider purchasing the hotel I subscribe/like/follow on social media."**

Purchase Intention	Mean		t	Sig (2-tailed)
If I am going to purchase the hotel services, I would consider purchasing the hotel I subscribe/ like/ follow on social media.	Male	Female	-2.111	0.035
	5.06	5.30		

Table 8 shows that there is a significant difference between male and female in term of "The probability that I would consider purchasing hotel services is high." As the Sig.(2-tailed) value at 0.035 which is less than 0.05. The means of male is 5.30 and female is 5.06. Therefore, female is agreeing to that "If I am going to purchase the hotel services, I would consider purchasing the hotel I subscribe/like/follow on social media." more than male.

Test for relationship between demographics factors and other variables

This paper utilizes One Way ANOVA in order to compare means between salary range and age range whether it has statistically significantly on eWOM Trustworthiness, information search behavior, and purchase intention. Moreover, Post Hoc Multiple Comparison of Bonferroni is used to analyze differences between salary groups. This Post Hoc test set the significant value at 0.05.

Table 9 One Way ANOVA test result of salary toward **"The information shared on social media is highly credible information for my decision-making."**

Salary	N	Mean	Std. Deviation	F	Sig.
Less than THB 15,000	9	3.78	1.202		
THE 15,000 - 35,000	152	4.84	.973		
THB 35,001 - 55,000	167	4.72	1.236	2.724	0.044
More than THB 55,000	75	4.69	1.026		

Table 9 shows that there was a significant difference between salary range towards eWOM Trustworthiness in term of "The information shared on social media is highly credible information for my decision-making." As the significant value is 0.044 which is less than 0.05.

Based on Post-Hoc Bonferroni test, there are differences between salary range of less than THB 15,000 and THB 15,000 - 35,000 as their significant values is 0.033. From the mean value salary range of THB 15,000 - 35,000 agree more with the statement "The information shared on social media is highly credible information for my decision-making" than salary range less than THB 15,000. Since the mean value of THB 15,000 - 35,000 is 4.84 and salary range less than THB 15,000 is only 3.78.

Table 10 One Way ANOVA test result of salary toward **"I get hotel information/ promotions from brochures."**

Salary	N	Mean	Std. Deviation	F	Sig.
Less than THB 15,000	9	2.67	1.000		
THE 15,000 - 35,000	152	4.00	1.410		
THB 35,001 - 55,000	167	3.58	1.573	6.659	0.000
More than THB 55,000	75	3.21	1.318		

Table 10 shows that there was a significant difference between salary range towards hotel information search in term of "I get hotel information/ promotions from brochures." As the significant value is 0.000 which is less than 0.05.

There are differences between salary range of less than THB 15,000 and THB 15,000 - 35,000 as the significant value of 0.048. Salary range of THB 15,000 - 35,000 (mean value = 4.00) more agree with "I get hotel information/promotions from brochures." than salary range of less than THB 15,000 (mean value = 2.67).

Moreover, there also difference between salary range of THB 15,000 - 35,000 and more than THB 55,000 as the significant value of 0.001. Salary range of THB 15,000 - 35,000 (mean value = 4.00) more agree with "I get hotel information/ promotions from brochures." than more than THB 55,000 (mean value =3.21).

Table 11 One Way ANOVA test result of salary toward **"I get hotel information/ promotions from magazine, articles, and newspaper."**

Salary	N	Mean	Std. Deviation	F	Sig.
Less than THB 15,000	9	2.89	1.691		
THE 15,000 - 35,000	152	4.07	1.266		
THB 35,001 - 55,000	167	4.22	1.148	5.586	0.001
More than THB 55,000	75	3.73	1.178		

Table 11 show that there was a significant difference between salary range towards hotel information search in term of "I get hotel information/ promotions from magazine, articles, and newspaper" As the significant value is 0.001 which is less than 0.05.

Based on Post-Hoc Bonferroni test, there are differences between salary range of less than THB 15,000 and THB 15,000 - 35,000 as the significant value of 0.028. Salary range of THB 15,000 - 35,000 (mean value = 4.07) more agree with "I get hotel information/ promotions from magazine, articles, and newspaper." than salary range of less than THB 15,000 (mean value = 2.89).

There also difference between salary range of less than THB 15,000 and THB 35,001 - 55,000 as the significant value of 0.009. Salary range of THB 35,001 - 55,000 (mean value = 4.22) more agree

with "I get hotel information/promotions from magazine, articles, and newspaper." than salary range of less than THB 15,000 (mean value =2.89).

Furthermore, there also difference between salary range of THB 35,001 - 55,000 and salary range of more than

THB 55,000 as the significant value of 0.024. Salary range of more than THB 55,000 (mean value =4.22) more agree with "I get hotel information/promotions from magazine, articles, and newspaper." than salary range of more than THB 55,000 (mean value = 3.73).

Table 12 One Way ANOVA test result of salary toward **"My willingness to purchase the hotel service is high."**

Salary	N	Mean	Std. Deviation	F	Sig.
Less than THB 15,000	9	3.44	2.007		
THE 15,000 - 35,000	152	4.88	1.158		
THB 35,001 - 55,000	167	4.82	1.168	7.177	0.000
More than THB 55,000	75	5.25	1.079		

Table 12 show that there was a significant difference between salary range towards purchase intention in term of "My willingness to purchase the hotel service is high" As the significant value is 0.000 which is less than 0.05.

There are differences between salary range of less than THB 15,000 and THB 15,000 - 35,000 as the significant value of 0.002. Salary range of THB 15,000 - 35,000 (mean value = 4.88) more agree with "My willingness to purchase the hotel service is high" than salary range of less than THB 15,000 (mean value = 3.44).

There is also a difference between salary range of less than THB 15,000 and THB 35,001 - 55,000 as the significant value of 0.004. Salary range of THB 35,001 - 55,000 (mean value = 4.82) more agree with "My willingness to purchase the hotel service is high" than salary range

of less than THB 15,000 (mean value =3.44).

Furthermore, there is also a difference between salary range of less than THB 15,000 and salary range of more than THB 55,000 as the significant value of 0.000. Salary range of more than THB 55,000 (mean value =5.25) more agree with "My willingness to purchase the hotel service is high" than salary range of less than THB 15,000 (mean value = 3.44).

Lastly, there is a difference between salary range of THB 35,001 - 55,000 and salary range of more than THB 55,000 as the significant value at 0.049. Salary range of more than THB 55,000 (mean value =5.25) more agree with "My willingness to purchase the hotel service is high" than salary range of THB 35,001 - 55,000 (mean value = 4.82).

Table 13 One Way ANOVA test result of salary toward **"If I am going to purchase the hotel services, I would consider purchasing the hotel I subscribe/like/follow on social media."**

Salary	N	Mean	Std. Deviation	F	Sig.
Less than THB 15,000	9	4.33	0.500		
THE 15,000 - 35,000	152	5.16	1.124		
THB 35,001 - 55,000	167	5.12	1.080	4.847	0.003
More than THB 55,000	75	5.56	1.165		

Table 13 show that there was a significant difference between salary range towards purchase intention in term of "If I am going to purchase the hotel services, I would consider purchasing the hotel I subscribe/like/follow on social media." As the significant value is 0.003 which is less than 0.05.

Based on Post-Hoc Bonferroni test, there are differences between salary range of less than THB 15,000 and more than THB 55,000 as the significant value of 0.011. Salary range of more than THB 55,000 (mean value = 5.56) more agree with "If I am going to

purchase the hotel services, I would consider purchasing the hotel I subscribe/like/follow on social media." than salary range of less than THB 15,000 (mean value = 4.33).

There also difference between salary range of THB 35,001 - 55,000 and salary range of more than THB 55,000 as the significant value of 0.026. Salary range of more than THB 55,000 (mean value = 5.56) more agree with "My willingness to purchase the hotel service is high" than salary range of less than THB 35,001 - 55,000 (mean value =5.12).

Table 14 One Way ANOVA test result of age range toward **"I get hotel information/ promotions from brochures."**

Age	N	Mean	Std. Deviation	F	Sig.
20 - 30	163	3.50	1.517		
31 - 40	167	3.61	1.500		
41- 50	62	4.11	1.229	2.762	0.042
51 - more	11	3.91	1.814		

Table 14 show that there was a significant difference between age range towards hotel's information search in term of "I get hotel information/ promotions from brochures" As the significant value is 0.042 which is less than 0.05.

Based on Post-Hoc Bonferroni test, there are differences between age range

of 20 - 30 and 41 - 50 as the significant value of 0.033. Since the mean value of age 41 - 50 is 4.11 and the mean value of age 20 - 30 is 3.50. To concluded, age 41 - 50 is more agree with the following statement "I get hotel information/ promotions from brochures" than age 20 - 30.

Table 15 One Way ANOVA test result of age range toward **"My willingness to purchase the hotel services is high."**

Age	N	Mean	Std. Deviation	F	Sig.
20 - 30	163	4.87	1.001		
31 - 40	167	4.99	1.192		
41- 50	62	4.92	1.452	5.171	0.002
51 - more	11	3.55	1.695		

Table 15 show that there was a significant difference between age range towards purchase information in term of "My willingness to purchase the hotel services is high" As the significant value is 0.002 which is less than 0.05.

Based on Post-Hoc Bonferroni test, there are differences between age range of 20 - 30 and age range of 51 or more as the significant value of 0.002. Age of 20 - 30 has higher potential to purchase hotel services as age 20 - 30 (mean value = 4.87) is more agree to "My willingness to purchase the hotel services is high" than age 51 or more (mean value = 3.55).

Furthermore, there is a difference between age range of 31 - 40 and age range of 51 or more as the significant value of 0.001. Since the mean value of age 31 - 40 is 4.99 and age of 51 or more is 3.55. This can interpret that age 31 - 40 is more agree with "My willingness to purchase the hotel services is high" than age 51 or more.

Lastly, there is a difference between age range of 41 - 50 and age range of 51 or more as the significant value of 0.003. Age of 41 - 50 is more agree to "My willingness to purchase the hotel services is high" than age 51 or more" than age 51 or more. As the mean value of 41 - 50 is 4.92 and mean value of age 51 or more is 3.55.

Discussion

The profile of people who follow hotel social media. The majority tends to be female and the main respondent are aged between 31- 40. A bachelor's degree is the educational level that most obtained. In term of the monthly income, most of the respondents tend to earn around THB 35,001 - 55,000 per month and are an employee in a private sector. Moreover, the top three social media applications used are Facebook, LINE and Instagram respectively with time spent on social media per day at the range of 1 - 6 hours.

This study aims to examine the significant difference of demographic variables on the determinants. These demographic variables included gender, age and salary level. Based on the results of this study, it is indicated that there are variations in gender for the perception toward the determinants of purchase intention, including hotel information search and purchase intention which have greater impact on female rather than male. The results indicate that there is an age variation towards hotel information search, and purchase intention. Additionally, there are variation in salary range toward all determinants.

Firstly, the results of this study shown no alignment result with Fan & Miao (2012) that eWOM effect on purchase

intention has variation results in gender. Previous studies also suggest that providing product information and consumer reviews lead to eWOM credibility. Furthermore, Fan & Miao (2012) finds that reviews, specifically by female consumers, can increase intention to purchase among other females as it creates the same understanding among gender. This is likely because male and female develop trusts in different way. Male customers likely to use adopted eWOM factors when making purchase decisions.

For the age differences, based on the results, it is shown that purchase intention has significant impact on three age level. The results are consistent with prior study in finding age differences, information search behavior and hotel purchase information. Sorce & Widrick (2005) finds that young customers tend to search for product information through online channels than older consumers. In contrast, older consumers are likely to buy more online products than younger consumers. Thus, older consumers receive the products information through offline channels. Moreover, older consumers with higher income are more likely to purchase online product (Sorce & Widrick, 2005).

On the other hand, Joines, Scherer & Scherufele (2003) argues that the information search has no significant impact on age level but has an impact on purchase intention. Search information happening on the online platform has a positive influence to motivate consumers to purchase the product. Younger consumers are significantly likely to purchase products from online searching because they tend to spend more time on online searching (Joines, Scherer & Scherufele, 2003).

Conclusion

To conclude, the research study and highlights of the key findings. In addition, the limitations of the study and recommendations for further research in the scope of purchase intention particularly in hotel industry. In conclusion, this study can achieve the study objectives that were intended to 1) to identify factors affecting purchase intention of hotel services and 2) to identify the most influential factors affecting purchase intention. The scope of study aims at 3 - 5 star hotels in Bangkok.

Research implications

Regarding academic implication, this study contributes new results concerning the relationship between all independent variables toward purchase intention in 3-5 star hotels in Bangkok context. Moreover, the result of this study also finds the differences in gender, age range and salary range on the significant variables and the purchase intention that previous studies in this context did not focus on. The findings of this study can enhance further applied research conducted in this hospitality context.

For business implications, this research study finds the differences in hotel information search towards age. Young adults tend to search for product information through social media. Older generations are also now embracing social media channel. Therefore, social media platform become the main online communication channel for many hotels, but it does not mean that hotel should be

active in all of them. Hotels can limit their social media presence by defining their target audience and their marketing budget. From the finding, it is found that most Thais are active users of three channels included Facebook, Instagram, and LINE. Each platform serves different purpose and have different type of the user demographic. For example, Instagram is a place for delivering visual storytelling where users come to view high quality visual content. Young adults tend to engage on Instagram more than other age group. Facebook becomes a core marketing channel for hotel to create an advertisement campaigns in order maximize their brand awareness and reach a wider audience. Additionally, Facebook has more potentials to generate revenue than others social media platform. LINE@ application allows hotels to directly broadcast messages to customers who are friended with the brand account. Customers who follow brands on LINE are likely to learn about new products or services. In addition, understanding the preferences and patterns of young customers towards their search behaviors can help the practitioners improve the relationship with their target customers and provide the right offers or services for their customers.

Moreover, for eWOM's trustworthiness, as found in this study, maintaining a positive eWOM can increase attention for potential customers. Even though a hotel cannot confidentially avoid the bad review but having a person to monitor

the media regularly can help the hotel to solve the problem or improve guest experiences faster. . Therefore, hotel managers should have a long term plan to develop the human resources or systems for monitoring all the reviews from their customers and provide the right solutions to solve the problems for their customers as well as to manage customer relationship and customer loyalty To conclude for hotels, it is important for hotels to conduct a social media audit in order to evaluate their social media presence comparing with competitors and evaluate the performance to see what is working and what is not.

All in all, the impact of electronic word-of-mouth is significant to the hotel performance, including supporting two-way communications with their customers and providing promotional information to attract the customers to revisit the hotels. In the competitive hotel industry, the more effective the hotels can apply their social media tools, the more profitable they can generate from the repeat customers.

Furthermore, directions for future research included the followings. Qualitative research study should conduct to understand the in-depth information about the reasons for using social media. The researchers may explore other dimensions of social media usage, including the adoption of cross-platform social media and the other factors affecting their usage, such as influences from friends and relatives.

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