FACTORS INFLUENCING THAI CONSUMER BUYING BEHAVIOR TOWARDS ONLINE ROOM RESERVATIONS THROUGH ONLINE TRAVEL AGENCIES

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ABSTRACT

This study aimed to understand consumer buying behaviors, towards online room reservations, through online travel agencies in Thailand. It proposed that technology acceptance, trust and perception of 4Ps, have a relationship with consumer buying behaviors in using online room reservations. A questionnaire was used as an instrument and four hundred respondents, who have used online room reservation participated in the study. The result indicated that technology acceptance, trust factor and perceived product quality are related to consumer buying behaviors. The study revealed that the consumers perceivedease of use, perception of usefulness and the compatibility and decision to adopt innovation. In addition, it revealed that the consumers perceived integrity and trust before making a decision to buy from a website. Moreover, the study found that the consumers always look for product that is value for money.

KEY WORDS: ONLINE ROOM RESERVATIONS/CONSUMER BUYING BEHAVIORS/TECHNOLOGY ACCEPTANCE MODEL/ TRUST/MARKETING MIX

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ปัจจัยที่มีผลต่อพฤติกรรมการใช้บริการจองห้องพักออนไลน์ของผู้บริโภคคนไทยผ่านตัวแทนรับจองห้องพักออนไลน์

FACTORS INFLUENCING THAI CONSUMER BUYING BEHAVIOR TOWARDS ONLINE ROOM RESERVATIONS THROUGH ONLINE TRAVEL AGENCIES

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บทคัดย่อ

งานวิจัยชิ้นนี้มีวัตถุประสงค์เพื่อเข้าใจถึงปัจจัยที่มีผลต่อพฤติกรรมการใช้บริการจองห้องพักออนไลน์ของผู้บริโภคผ่านตัวแทนรับจองห้องพักออนไลน์ในประเทศไทยปัจจัยที่ใช้ในการศึกษานี้คือปัจจัยด้านเทคโนโลยีสารสนเทศปัจจัยด้านความเชื่อใจและไว้วางใจและปัจจัยทางการตลาดที่เกี่ยวข้องกับพฤติกรรมการใช้บริการจองห้องพักออนไลน์ของผู้บริโภคผ่านตัวแทนรับจองห้องพักออนไลน์การศึกษานี้ใช้แบบสอบถามเพื่อเก็บข้อมูลจากกลุ่มตัวอย่าง400คนที่เคยใช้บริการจองห้องพักออนไลน์ผ่านตัวแทนรับจองห้องพักออนไลน์โดยผลการศึกษาพบว่าปัจจัยด้านเทคโนโลยีสารสนเทศ,ปัจจัยด้านความเชื่อใจและไว้วางใจและปัจจัยทางการตลาด(สินค้า)มีผลต่อพฤติกรรมการใช้บริการจองห้องพักออนไลน์ผลการศึกษาพบว่าผู้บริโภคมีความเข้าใจและยอมรับในเทคโนโลยีสารสนเทศที่ใช้ในงานของระบบรับจองห้องพักออนไลน์และผู้บริโภคยังมีการรับรู้ในมาตราการสร้างความมั่นใจและมีความไว้ใจต่อผู้ให้บริการระบบการจองห้องพักออนไลน์ในการซื้อสินค้าผ่านระบบออนไลน์นอกจากนี้ผลการศึกษายังพบว่าผู้บริโภคจะเลือกซื้อสินค้าที่มีราคาที่เหมาะสมและคุ้มค่ากับเงินที่จ่ายไป

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CHAPTER I
INTRODUCTION

1.1 Background

Since the explosion of the World Wide Web in the 1990's, the Internet has become an increasingly important information source for consumers (Kumar, Lang and Peng, 2005). The Internet has become to consumers' lifestyles and plays as important a role in business, satisfying the need for information about the selling of both goods and services. Innovation and communication technologies affect consumers' lifestyles and provide them with the ability to find and awarding quality information products and services by means of their fingers.

Information technology is empowering consumers, and their role is shifting from being passive recipients of information to becoming active generators of information (Stewart and Pavlou, 2002). In addition, in recent years, there have been some profound changes in consumer lifestyles. A growing number of people are time constrained by obligations to work and family (Schor, 1991 as cited in Ahmad, Omar and Ramayah, 2010). This is because people nowadays are living in an era of quite hectic and busy working lifestyles, and thus it has become very difficult for most people to go shopping outside their homes. Assael (2005, as cited in Ahmad et al., 2010) stated that heavy users of the Internet are somewhat younger, growing up in the age of technology and taking advantage of it, and more likely to be workaholics, at their jobs for more than 50 hours a week. All of these conditions create new market tendency.

According to Internet World Stats (2012), the Internet population has increased more than two-fold in the five years from 2007 to 2012. The world's Internet users' statistics are classified by region, as demonstrated by Table 1.1.

Table 1.1 World Region Statistics Internet Users, 2007 and 2012.

Region	Internet users (millions)		Rate of Increase
	2007	2012	
Africa	34	140	317%
Asia	418	>1 billion	143%
Europe	322	501	56%
The Middle East	20	77	294%
North America	233	273	17%
Latin America (South & Central America)	110	236	114%
Oceania (including Australia)	19	24	27%

Source: www.internetworldstats.com

In addition, Cui, Trent, Sullivan and Matiru (2003) indicated that Generation Y, children, born to baby-boomers, are widely considered to be the next big generation. Businesses are, therefore, struggling to find ways to capture a piece of this market. Bakewell and Mitchell (2003) mentioned that since environmental factors have influenced Generation Y shoppers, those born after 1977, to make them different from older groups. Athiyaman (2002) explained that Generation Y, Echo Boomers or Millennium Generation are forcing marketers to rethink their strategies. The brands that were popular with their parents are being rejected by this generation. It is believed that behind the shift in Gen Y labels lies a shift in values on the part of Gen Y consumers. Generation Y is a major factor contributing to the reshaping of the online experience.

New Media Trend Watch, Online Travel Market (2010) has investigated the type of website used by online business and leisure travelers worldwide to research their last trip, as displayed in Table 1.2.

Table 1.2 Type of website used by online business and leisure travelers, 2010.

Websites	Among Business Travelers	Among Leisure Travelers
Search engine	59%	66%
Airline website	40%	40%

Table 1.2 Type of Website used by online business and leisure travelers, 2010 (continued)

Websites	Among Business Travelers	Among Leisure Travelers
Hotel website	36%	36%
Search engine	59%	66%
Airline website	40%	40%
Hotel website	36%	36%
Websites of the destination	32%	40%
Travel websites (e.g. TripAdvisor, Lonely Planet)	29%	31%
Online travel agency	26%	25%
Website of a high street travel agent	16%	15%
Car rental website	14%	11%
Social networking website	11%	10%

Source: www.newmediatrendwatch.com

Basis: 12,000 Internet users of 12 countries around the world in early 2010.

Changes in consumers' lifestyles are impacting on the hospitality industry. One of the world's fastest growing industries is the hospitality industry (Davidson, McPhail, and Barry, 2011). Hospitality is a broad field, involving a variety of service sectors such as tourism, food services and hotels. During the past decade, the hospitality industry has grown rapidly, largely due to economic, demographic and social changes (Malhotra, 1997). It has affected the trend of the world market. The world's market trends have shifted from a manufacturing-based economy to a service economy (Dewettinck and Ameijde, 2011). Tourism is not only one of important industries related to economic conditions, but it is also an industry that has an importance relationship with the commercial hospitality and tourism business. It is another group that included the use of Internet in business development. Incorporate technology and enhance the interactivity with the marketplace in order to satisfy tourism demand and survive in the long term (Buhalis, 1998).

In tourism, the Online Travel Agency (OTA) is a third-party agency that performs as a middleman between consumers and businesses (Berry, 1991). The Online Travel Agency provides numerous online services, for instance online air ticket reservations and online room reservations (ORR), widely called- Online Booking. There are various OTAs in the world market, including International OTAs, Expedia.com, Priceline.com, Travelocity.com, Orbitz.com, Booking.com and Thai

Local OTAs, Agoda.com, Hotelsthailand.com, Sawasdee.com and Asia Web Direct.com. In addition, online booking services are extremely important selling channels that consumers can use as one-stop shops for travel needs. Many retail businesses have attempted to gain an online presence, with or without any guidance as to its effectiveness as a channel for their particular business. The result of these attempts has been the increasing importance of multi-channel marketers who offer products through one or more channels to customers (Schoenbachler and Gordon, 2002). As a result, online booking is changing tourism and global trends.

Consumer personality traits is another essential factor that results in different behaviors. Several researchers have observed that it is essential to underst and consumer behavior in relation to marketing. Consumer behavior has changed greatly over the last 25 years (Kar, 2010 as cited in Voinea and Filip, 2011). It is essential factor that result in different individual behaviors. Therefore, understanding consumer behavior is beneficial not only for retailers increasing sales volumes but also for customers to obtain special deals on their purchases.

Nowadays, online consumers play a role as both shoppers and computer users. They are interacting with a system, for instance, a commercial website. In online commercials, information technology used for operations remains mostly in the background, invisible to the consumer (Koufaris, 2002). Brohan (1991, as cited in Dawson and Kim, 2010) indicates that a typical online shopper spends about 30 seconds viewing a website before deciding to click away or view the merchandise on a different website. The power to attract online shoppers lies in the technology's usability and usefulness. Many studies have reported that technology users have to perceive the system as being useful for them, otherwise they will not use that particular system regardless of how easy or difficult it is to use. Users' perception on ease of use is less important because difficulty in using a system can be solved if they think that the system will be useful to them (Davis et al., 1989; Pikkarainen et al., 2004; Lai and Li, 2004; Gardner and Amoroso, 2004 as cited in Klomsiri, 2011).

Trust is a critical factor in stimulating purchases over the Internet, especially at the early stage of commercial development (Quelch and Klein, 1996). However, the most significant long-term barrier to the realization of the potential of Internet marketing to consumers will be the lack of *consumer trust*, both in the

merchant's honesty and in the merchant's competence to fill Internet orders (Keen, 1997).Trust has been found to affect the behavior of consumers (Schurr and Ozanne, 1985, as cited in Jarvenpaa, Tractinsky and Vitale, 2000) as well as that of industrial buyers, even in situations where the buyer's switching costs are low (Chow and Holden, 1997). Moorman, Deshpande and Zaltman (1993, as cited in Morgan and Hunt, 1994) pointed out that trust is a willingness to rely on an exchange partner on whom one has confidence. Therefore, trust is one of the most important factors that affect the relationship between consumers and online vendors.

Berthon, Pitt and Campble (2008) stated that consumers' online behavior is developing at a fast rate. In particular, consumers are participating in a variety of activities, ranging from consuming content, participating in discussions, and sharing knowledge with other consumers to contributing to other consumers' activities. Cova and Dalli, (2009) claimed that various signs from the market and the literature reveal that the consumer role is changing. Multi-channel retailing has been recognized as a new, key marketing program for retailers (Kim and Park, 2005). The multi-channel retail format includes not only physical stores and catalogs, but also online stores, kiosks, and wireless channels.

According to Marketing Mix (4Ps), Ivy (2008) described marketing mix as a marketing tool that should be planned and implemented for various target markets. Marketing mix (4Ps) are set of marketing tools (product, price, place, and promotion) that can be controlled and which the firm blends to produce the response it wants in the target market. In general, a study of the key factors that affect the consumers' purchasing process would be helpful and beneficial to understanding the consumer buying behaviors in this industry. In addition, Reid (1988) stated that the strategic marketing application to the service businesses is significant for the total success of performance. Ride added that the impact of the strategic marketing mix implementation can affect business. Thus, regarding tourism businesses, especially the online market, it is crucial that the marketing mix factors are realized to support an increase in sales and brand image.

Marketing-mix standardization is important when marketing is considered as a global concept (Kreutzer, 1988). To be able to judge the significance of a standardization strategy, the importance of similar preference systems supported by a

corresponding purchasing power as to be ascertained in the branch or in the market considered (Kreutzer, 1988). Without a clear and accurate understanding of consumer behavior, organizations would be incapable of fulfilling the needs and demands of the consumers (Taghizadeh and Fesghandis, 2011).

This study attempts to examine consumer behavior and factors affecting consumer behavior - consumers' perceived ease of use and perceived usefulness by using Technology Acceptance Model, consumers' trust, and marketing mix (4Ps).

1.2 Significance of the problem

Because of the high level of competition in OTA, the company needs to consider the consumers' needs and expectations from perceiving services that the company will be able to respond to their behaviors and intentions. In addition, the OTA needs to maintain a brand image of being an agency with a good service quality in order to retain customers' loyalty.

This study should benefit the OTA. The company will understand specific factors that need improvement. As a result, the marketing mix strategies should developed. Moreover, the company should create marketing plans and marketing strategies that are related to consumers' needs and satisfaction.

1.3 Research Questions

Based on the purposes of this study, the following four research questions were addressed:

1. Do demographic factors have an impact on consumer buying behavior of online consumers?

2. Does the Technology Acceptance Model influence the buying behavior of online consumers?

3. Do trust factors have an impact on the buying behavior of online consumers?

4. Do marketing mix (4Ps) factors influence the buying behavior of online consumers?

1.4 Research Objective

Consumer buying behavior is a significant factor in the progress and development of online marketing. It can predict a service market trend. However, there are many factors that are related to customer buying behavior. This study focuses on factors affecting consumer behavior: consumers' perceived ease of use and perceived usefulness based on the Technology Acceptance Model, and consumers' trust. Furthermore, the study of marketing mix (4Ps) is significant in the development of the marketing mix strategies that influence consumer buying behavior. The objectives of this research are summarized as follows:

1. To examine the buying behavior of consumers who use online room reservations towards OTA.

2. To examine online users' perceived ease of use and perceived usefulness of the OTA.

3. To examine online users' trust in the OTA.

4. To examine consumer buying behavior e.g. the frequency of using online room reservation per year according to the marketing mix (4Ps) that affects online users' buying behavior toward the OTA.

1.5 Expected Benefits

The present study will help increase the understanding of factors influencing consumer buying behaviors in relation to online room reservation. For the marketers, the results may be used in their marketing plans and their selection of marketing strategies in accordance with consumer buying behaviors so that consumers will buy products over a long period of time.

Furthermore, this study should benefit the OTA in developing appropriate strategic marketing programs. Results will assist marketers to understand the factors affecting consumer buying behaviors. Therefore, this study should be useful to any OTA as an analysis of consumer buying behavior.

CHAPTER II
LITERATURE REVIEW

The purpose of the present study is to investigate the factors influencing consumer buying behavior. This chapter reviews consumer buying behaviors, technology acceptance model - perceived ease of use and perceived usefulness, trust and marketing mix (4Ps).

2.1 Consumer Behavior

The term "consumer behavior" is defined in various ways. Schiffman and Kanuk (2007) define consumer behavior as "the behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs". The official definition of consumer behavior given by Belch (1998, as cited in Abdallat and Emam, 2011) is "the process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires". Therefore, consumer behavior can be referred to as an act of people involved in consuming products and services (Mathur, 1998).

Consumer behavior captures all the aspects of purchase, utility and disposal of products and services. However, there is no single standard of behavior. Individual consumers behave differently based on psychological factors like motivation, and also due to environmental and situational forces (www.managementstudyguide.com/ consumer-buying-behaviour.htm [4 December, 2012]). Therefore, consumer buying behavior is influenced by individual's own personality traits. The personality traits do not remain the same but change with the life cycle.

Consumer buying behavior can be defined as the way in which consumers or buyers of goods and services tend to react or behave when purchasing products that they like (http://kenyaentrepreneur.hubpages.com/hub/Types-Of-Consumer-Buying-Behaviour

[4 December 2012]). Kotler, Bowen and Makens (2003) define consumer buying behavior as "the buying behavior of final consumer - individuals and households who buy goods and services for personal consumption". The definition of consumer buying behavior is explained by Ride (2010, as cited in www. scribd.com/doc/39098874/ Consumer-Buying-Behavior [4 December, 2012]) as "the buying behavior of the ultimate consumer".

Based on the above definitions, consumer buying behavior can be referred to as the multi-step decision-making process people engage in and the actions they take to satisfy their needs and wants in the marketplace.

Consumer behavior is the behaviors the consumers exhibit while searching, purchasing, using and evaluating the new products, services and ideas that they need (Taghizadeh and Fesghandis, 2011). Therefore, consumer behavior is an uncontrolled factor. Consumer behavior not only comes from internal factors such as attitude and perception, but it also involves external factors. The online of travel agency,and the service features of a website, such as the interactivity, convenience, informativeness, reliability of the payment process, brand and reputation are important factors affecting consumer buying behavior. Similarly, Ooncharoen (2011) stated that the characteristics of tourism agencies are considered to be the primary requirement for the customers, who are serious about the reliability, credibility, and validity of the brand in the tourism agencies. Therefore, analyzing consumer behavior is an important way to study and identify consumers' attitudes toward the buying and consumption of products and services. As a result, marketers are able to create marketing strategies in order to serve the consumer needs and satisfaction. Kotler (2003) noted that the personal and external uncontrollable factors influencing the buying behavior, exposure of customers to the company's marketing can affect the decision-making by providing inputs for the consumer's black box where information is processed before the consumer's final decision is made.

It is essential to note that the most well-known and widely cited buyer behavior model in marketing is that of Kotler. Kotler (2000) explains that the starting point for understanding buyer behavior is the stimulus-response model as illustrated in Figure 2.1.

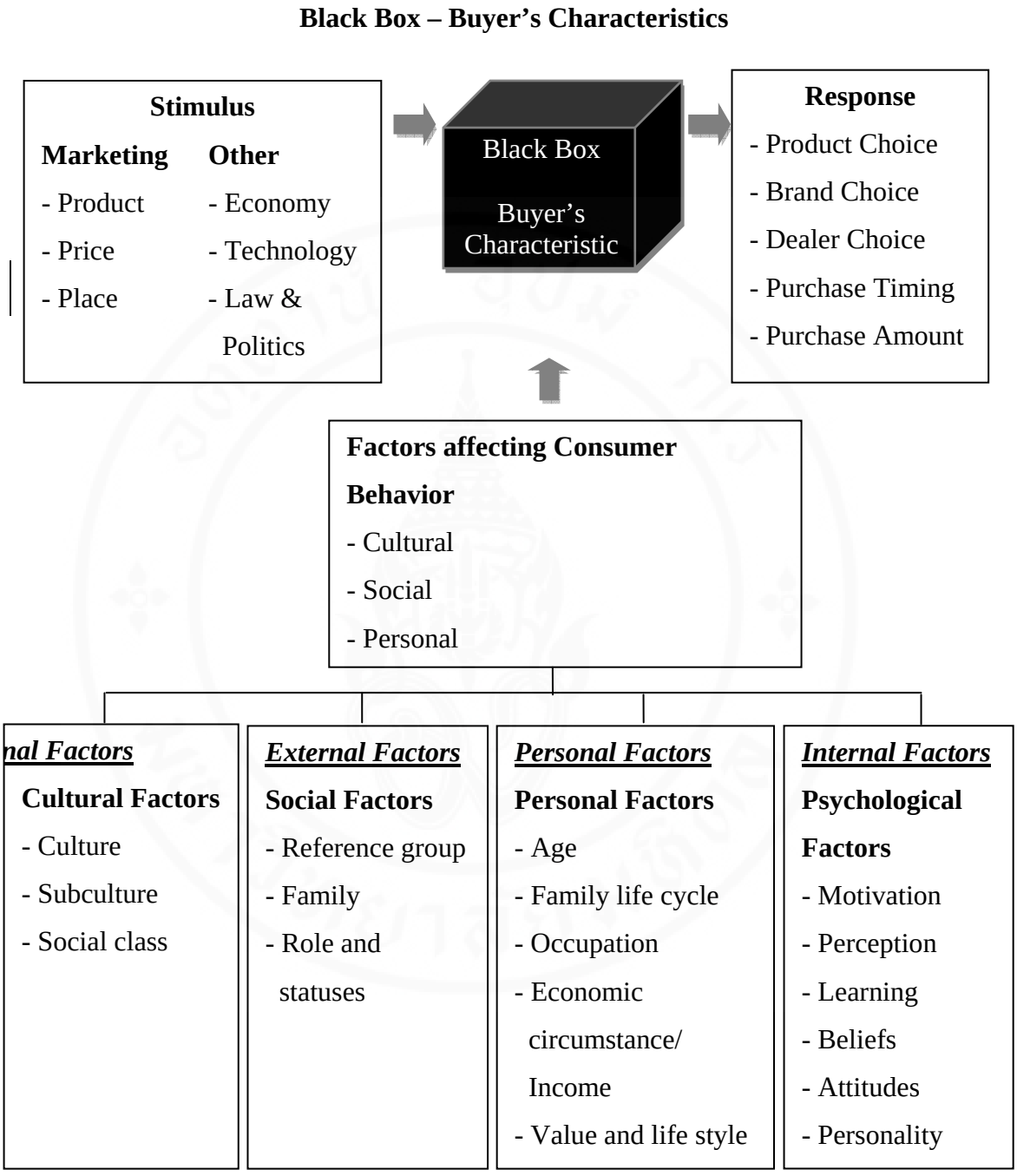

Figure 2.1 Consumer Behavior Model, (based on Kotler).

Most academics and practitioners agree that demographic, social, economic, cultural, psychological and other personal factors, largely beyond the control and influence of the marketer, have a major effect on consumer behavior and purchasing decisions (Harrell and Frazier, 1999; Czinkota et al., 2000; Czinkota and Kotabe; 2001; Dibb et al., 2001; Jobber, 2001; Boyd et al., 2002, Solomon and Stuart,

2003; as cited in Constantinides, 2004). Horská and Sparke (2007, as cited in Stávková, Stejskal and Toufarová, 2008) stated that personal factors refer to those factors that are unique to each consumer. They consist of age, sex, place of domicile, occupational and economic conditions, personality and self-consciousness. They added that *personality* is created by inner characteristics and by behavior. This makes a person unique. Personal characteristics influence the way people behave.

According to Kotler (2000), a person's buying choices are influenced by four major psychological factors, namely motivation, perception, learning, and beliefs and attitudes. The first, *motivation*, is the inner driving force that orients human/consumers' activities towards meeting the needs or achievements of a definite aim. Arnould, Price and Zinkhan (2004) identified motivation as "an inner drive that reflects goal-oriented arousal". It differs from personality in that it is a deeper and more abstract concept. In every decision-making process several motives play roles, not only one. In the case of need of measuring or analyzing, there is one questionable thing that motives often work only on the subconscious level (Stávková, et al., 2008). Secondly, *perception* is the process by which an individual selects, organizes, and interprets information inputs to create a meaningful picture of the world. In addition, perception depends not only on physical stimuli but also on the stimuli's relation to the surrounding field and on conditions within the individual. The third factor, *learning*, involves changes in an individual's behavior arising from experience. Consumers' skills and knowledge are connected to learning and predestinate changes of behavior. Learning process can come through a simple association between the impulse and the reaction to it, or through the complicated set of rational activities. Finally, as regards *belief and attitude*, Kotler (2000) explains that a belief is a descriptive thought that a person holds about something. In addition, beliefs may be based on knowledge, opinion, or faith. He also explains that an attitude is a person's enduring favorable or unfavorable evaluations, emotional feelings, and action tendencies toward some object or idea. The term "attitude" encompasses preferences, feelings, emotions, beliefs, expectations, judgments, appraisals, values, principles, opinions, and intentions (Ajzen, 2001). Thus "attitude" can be summarized as the evaluation of an object or thought.

Consumer attitude is an important factor in consumer buying behavior. Consumer attitudes toward marketing and interactions have significant effects on

consumer satisfaction. Leigh and Gabel (1992) pointed out that consumers would decide to purchase a product or service because of a personal problem, not for its primary functional performance. Therefore, consumer behavior is a very important variable that marketers need to keep an eye on in order to access information directly from consumers.

2.2 Types of Consumer Buying Behavior

According to Assael (1987, as cited in Kotler, 2000), consumer decision making varies with the type of buying decision. He distinguished four types of consumer buying behavior based on the degree of buyer involvement and the degree of differences among brands types of buying behavior, as shown in Figure 2.2.

		High Involvement	**Low Involvement**
Significant Differences Between Brands	High	Complex Buying Behavior	Variety-seeking Buying Behavior
Few Differences Between Brands	Low	Dissonance-reducing Buying Behavior	Habitual Buying Behavior

Figure 2.2 Types of consumer buying behavior, based on Kotler, 2000.

The four types of consumer buying behavior are Complex Buying Behavior, Dissonance-reducing Buying Behavior, Variety-seeking Buying Behavior and Habitual Buying Behavior. The first, *Complex buying behavior*, involves a three-step process. In the first step, the buyer develops beliefs about the product. In the second step, the buyer develops attitudes about the product. The third step is when the buyer makes a thoughtful choice. Consumers engage in complex buying behavior when they are highly involved in a purchase and are aware of significant differences among brands. For instance, a person buying a personal computer may not know what attributes to look for. Many product features carry no meaning unless the buyer has done some research. Therefore, the consumer will tend to be very careful in

purchasing the product, learn about the good and bad sides of the product, evaluate it, and exercise thoughtful choice in whether to buy it or not. The second type, *Dissonance-Reducing buying behavior*, is that in which the consumer is highly involved in the purchase but there are few differences between brands. The high involvement is based on the fact that the purchase is expensive, infrequent, and risky. For instance, carpet buying is a high-involvement decision because carpeting is expensive and self-expressive; the buyer may consider most carpet brands in a given price range to be the same. *Variety seeking behavior* is the third type of consumer buying behavior, and occurs when buying situations are characterized by low involvement but there are significant brand differences. Consumers often do a great deal of brand switching. The purchase of cookies provides an example. The consumer has some beliefs about cookies, chooses a brand of cookies without much evaluation, and evaluates the product during consumption. The next time, the consumer may reach for a different brand out of a wish for a different taste. The final type, *Habitual buying behavior*, is when many products are bought under condition of low involvement and in the absence of significant brand differences. When consumers buy salt, for example, they are likely to have little involvement in this product category. They probably go to the store and reach for a brand. If they keep reaching for the same brand, it is out of habit, not strong brand loyalty.

The researcher is of the opinion that the online consumers in this study are of the habitual buying behavior type -since the consumers have little involvement in this product category. They visit the Online Travel Agency Website and search for the best price. If they keep searching and identify the lowest price, then the buying decision occurs. This type of buying behavior involves frequently purchased products with low consumer involvement and the lowest cost.

2.3 Technology Acceptance Model (TAM)

There is a strong consensus among scholars and practitioners that developments in information technology will affect several aspects of marketing in significant ways (Sheth et al., 2000; Oliva, 1999; Kalakota et al., 1999, as cited in Roy and Sivakumar, 2007). Pikarainen, Pikarainen, Karjaluoto, Pahnila (2004) stated that

the Technology Acceptance Model (TAM) is a model explaining the factors influencing the acceptance of new technologies. The model was adopted from the Theory of Reasoned Action (TRA) and Technology Planned Behavior (TPB), specifically created to demonstrate the process of technological acceptance related to information systems. The TAM better explains intention to use because it specifies more variance than TPB does (Mathieson, 1991).

The Technology Acceptance Model (TAM) is a model that demonstrates the benefits of applying information technology to understanding the use and behavior of the system. In addition, the model can be used to predict or explain the behavior of the user's computer. Moreover, Gardner and Amoroso (2004) agree with the TAM assumption that perceptions about ease of use and usefulness are always primary determinants of a user's decision. Thus, the TAM is a reliable model for predicting the intention to use technology among consumers.

Moreover, in a review of academic research on the adoption and use of technology to support the TAM model were found to be of paramount importance to research in information technology field. For instance, Agarwal and Prasad (1999) stated that the TAM focuses on perception of technology usefulness and ease of use based on the notion that individual innovativeness positively moderates the relationship between perception of relative advantage, ease of use, and compatibility and decision to adopt innovation.

According to Davis (1989), the Technology Acceptance Model (TAM) is the determinants of user acceptance of a wide range of end-user computing technologies. In addition, the model points out that perceived usefulness and perceived ease of use affect the intention to use. Moreover, the model specifies the causal relationship between system design features: perceived usefulness and perceived ease of use, attitude toward using, and actual usage behavior. Finally, the model provides a basis for an indication of how external factors have influenced internal beliefs, attitudes, and intention.

David (1989) classified two focal points of the TAM: perceived ease of use and perceived usefulness. Both have an effect on behavioral intention. The first, perceived ease of use, is defined as "the degree to which a person believes that using a particular system would be free from effort". The second, perceived usefulness, is

defined as “the degree to which a person believes that using a particular system would enhance his or her job performance”. Perceived ease of use also affects perceived usefulness. The intention to use affects real usage behavior. Mathieson (1991) suggested that the TAM’s ease of use construct encompasses behavioral control only for internal control and it is also quick and inexpensive, providing more general information. The Technology Acceptance Model is illustrated in Figure 2.3.

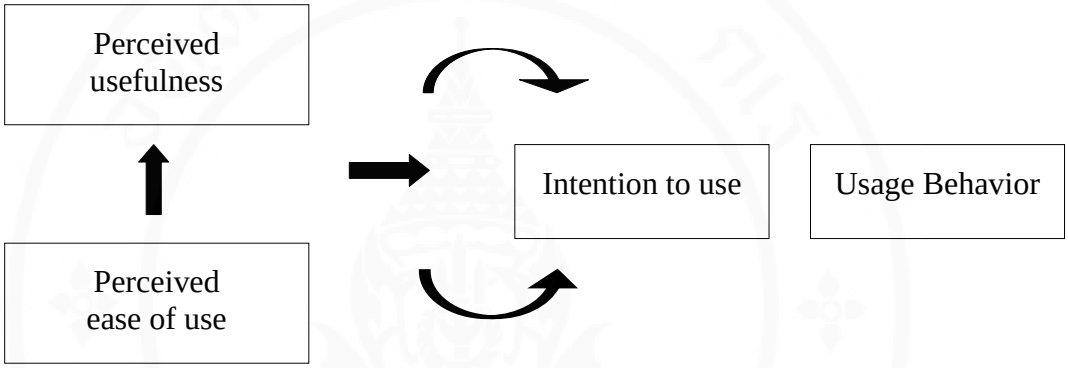

Figure 2.3 The original Technology Acceptance Model by Davis (1989).

The researcher thinks that perceived ease of use and perceived usefulness are important factors, which influence consumer buying behavior. Thus, this study focuses on these two factors guided by the Technology Acceptance Model.

2.4 Trust

One of the most salient factors in the present complex social is the willingness of one or more individuals in a social unit to trust others. Many researchers define trust in a similar way. Rotter (1967, as cited in Poon, Albaum, and Chan, 2012) defines trust as “a generalized expectancy held by and individual the word of another”. Trust is explained by Foa and Foa (1976, as cited in Wagner and Rydstrom, 2001) as “an individual’s belief that an exchange partner will deliver desirable resources in a predictable manner”. However, one of the most frequently used definitions of trust is that of Rousseau, Sitkin, Burt and Camerer (1998): “Trust is a psychological state comprising the intention to accept vulnerability based upon

positive expectations of the intention or behavior of another under conditions of risk and interdependence". Therefore, trust is not a behavior; it is a psychological state in terms of beliefs and positive expectations.

According to Joseph and Winston (2005), trust is a kind of confidence that people are deserved and their performances are predictable and rely on ethics. Trust can be categorized into different types: while interpersonal trust is established between merchants and online consumers, institutional trust is established between the consumer and information technology, Technology Application and System. Therefore, both types are taken into consideration in online shopping (Aghdaie, Piraman and Fathi, 2011). Jarvenpaa and Trctinsky (1999) pointed out that one of the challenges that online merchants face is consumer trust. They continued that when consumers spread throughout the world, controllable, trusted sources are not readily available to merchants.

In addition, online trust, or trust on the Internet, differs from offline trust in important ways. Unlike offline trust, the objects of online trust are the Website, the Internet, or the Technology (Prompongsatorn, Sakthong, Chaipoopirutana and Combs, 2012). Affective trust is characterized by feelings of security and perceived strength of the relationship between the consumer and the online merchants. However, affective trust is found to have an impact only on consumers' willingness to meet with a service provider in the future, not on sales effectiveness.

Online shopping is a channel for buying products and services for everyone. Online shopping is characterized by uncertainty, anonymity, and lack of control and potential opportunism (Prompongsatorn et al., 2012). How can an Internet site evoke trust in the eyes of the consumer? (Jarvenpaa et al., 2000). Online trust consists of consumer perception of how the site would deliver on expectation, how believable the site's information is and the level of confidence in the site. Online shopping is the process whereby the consumers can buy goods and services directly from a vendor interactively in real-time over the Internet. Poon et al. (2012), described trust as the relationship status between individuals or between individuals and organization. Therefore, consumers' interaction with the website and they do develop perceptions of trust in a website based on their interactions with the site.

Extensive theoretical research has explained that privacy, as perceived by online customers, includes the protection of personal information they provide, including credit card security (Fram and Grady, 1995; Hofman, Novak, and Peralta 1999, as cited in Wagner and Rydstrom, 2001). The definition of privacy is "the claim of individuals, groups or institutions to determine for themselves when, how, and to what extent information about them is communicated to others". Therefore, trust can be viewed from a privacy standpoint as the consumer's expectation that an online business will treat the consumer's information fairly.

The term "security", which involves the use of technical advancements like cryptography, digital signatures and certificates aimed at protecting users from the risk of fraud, hacking or "phishing", has a positive influence on the intention to purchase online. Nevertheless, what is relevant for the acceptance of e-commerce is not the objective security of the electronic channel as a transaction medium but the subjective risk perception of the customer (Prompongsatorn et al., 2012). Kim, Tao, Shin and Kim (2010) indicate that payment systems can affect trust in others. Electronic payment systems can be categorized as digital cash, debit cards, credit cards and pre-paid cards. Thus, trust is an important factor in facilitating online transactions.

The researcher believes that consumers' trust is considered factor. It should of benefit to an online vendor to understand how the site would deliver on expectation, how believable the site's information is, and the level of confidence in the site.

2.5 Marketing Mix

The term "marketing mix" was first used by Professor Neil Borden of the Harvard Business School in 1964 and is defined as "a related group of activities designated to influence buyer behavior". Since then it has probably become the most widely used term in marketing literature (Knillans, 2008). Kotler and Armstrong (2006) define marketing mix as the 4Ps, namely the product, price, promotion and place. Marketing mixes are the sets of marketing tools a firm utilizes to pursue its marketing objectives in the target market (Borden, 1984).They are often designed to influence consumer decision-making and lead to profitable exchanges. Each element of the marketing mix can affect consumers in many ways (Peter and Donnelly, 2007).

Kotler and Armstrong (2006) define a product as anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need. They further define a consumer product as the product bought by the final consumer for personal consumption. Consumers buy products frequently, with careful planning, and by comparing brands based on price, quality and style. Pricing is one of the 4 Ps outlined in the marketing mix. The price of products and services often influences whether consumers will purchase them at all and, if so, which competitive offering is selected. However, many of today's value-conscious consumers may buy products more on the basis of price than of other attributes (Peter and Donnelly, 2007). Promotion is defined as sales promotion, advertising, personal selling, public relations and direct marketing (Borden, 1984). According to Duncan (2005), promotion is the key to the market exchange process that communicates with present and potential stakeholders, and the general public. Every firm or store must cast itself in the role of communicator and promoter. Promotion appears as an issue of how to create an optimal mix of marketing communication tools in order to convey a product's message and brand from the producer to the consumer (Hakansson and Waluszewski, 2005). Place or distribution is defined by Kotler and Armstrong (2006) as a set of interdependent organizations involved in the process of making a product available for use or consumption by consumers. Place can refer to the location where a product can be purchased. It is often referred to as the distribution channel as well as virtual stores (e-markets) on the Internet. This is crucial as it provides the place utility to the consumer, which often becomes a deciding factor in a purchase.

The channels of product, pricing, promotion and place are considered to be the tactical marketing toolkit manipulated by most marketing practitioners (Dibb and Simkin, 1997, as cited in Simkin, L., 2000). The 4P components of the marketing mix are shown in Figure 2.4.

The Four P Components of the Marketing Mix

Figure 2.4 The Four P Components of Marketing Mix, based on Kotler, 2000.

In addition, the 4Ps as the tools that can influence the consumer's behavior and the final outcome of the buyer-seller interaction (Kotler and Armstrong, 2001; Kotler, 2003; Brassington and Pettitt, 2003, as cited in Constantinides, 2004). It is possible for the performance of the marketing mix to be measured by market share and profitability (Brownlie and Saren, 1992). The best composition of marketing mix will enable the increment of customer satisfaction, which leads to financial success (Chen and Green, 2009).

Moreover, Kreutzer (1993) indicated that marketing mix standardization is the outcome of implementing the marketing mix standardization is crucial for the

strategic factors of accomplishment. As the different functions of the marketing mix can foster what the consumers need and want, the effect of marketing mix standardization is influential in the performance of the organization or brand. Therefore, the marketing mix (4Ps) is a beneficial tool in the creation of an appropriate productivity for each consumer level. In searching for purchasing, using, evaluating, and disposing of products and services, consumers show that they expect satisfaction of their needs.

2.6 Empirical and Related Study

The literature review studies the results of the connection between conceptualization and operationalization in order to measure the validity and reliability of each variable. A summary is shown in Table 2.1.

Table 2.1 The conceptualization and operationalization of this study.

Variable	Conceptualization	Operationalization	Source
Demographics	Personal Characteristics, including age, gender, occupation, income level, and educational level. The characteristics are used to evaluate and analyze in consumer buying behavior.	Age, Gender, Occupation, Income level and Educational level.	Sorce, Perotti&Widrick (2005); Herstein&Tifferet (2007).

Table 2.1 The conceptualization and operationalization of this study (continued)

Variable	Conceptualization	Operationalization	Source
Technology Acceptance Model	Technology Acceptance Model (TAM), Perceived ease of use refers to users' belief that using a particular system is without difficulty and effort. Perceived usefulness affects users' attitude through usefulness.	Technology Acceptance Model (TAM), Perceived ease of use and perceived usefulness contributed in commercial Website adoption. TAM is applied in the context of online consumer behavior. The use of online stores by consumers up until the transactional stage of purchasing.	Koufaris (2002); Aghdaie, Piraman&Fathi (2011); Johar&Awalluddin(2011).
Trust	Majority of consumers have tried online shopping, in which they expect to receive convenient and safe services from the vendor.	Contents of Trust: consumer's trust, consumer's information privacy and security.	Klomsiri (2011); Prompongsatorn, Sakthong, Chaipoopirutana& Combs (2012).
Marketing Mix	The relationship between Marketing Mix strategies and consumer buying behavior.	The four components of Marketing Mix; product, price, place (channel) and promotion influence to consumer buying behavior.	Munusamy&Hoo (2008); Sadic (2012).

2.7 Conceptual Model

This study aims to determine the factors influencing consumer buying behavior in the use of online room reservations through the OTA. These factors are displayed in Figure 2.5.

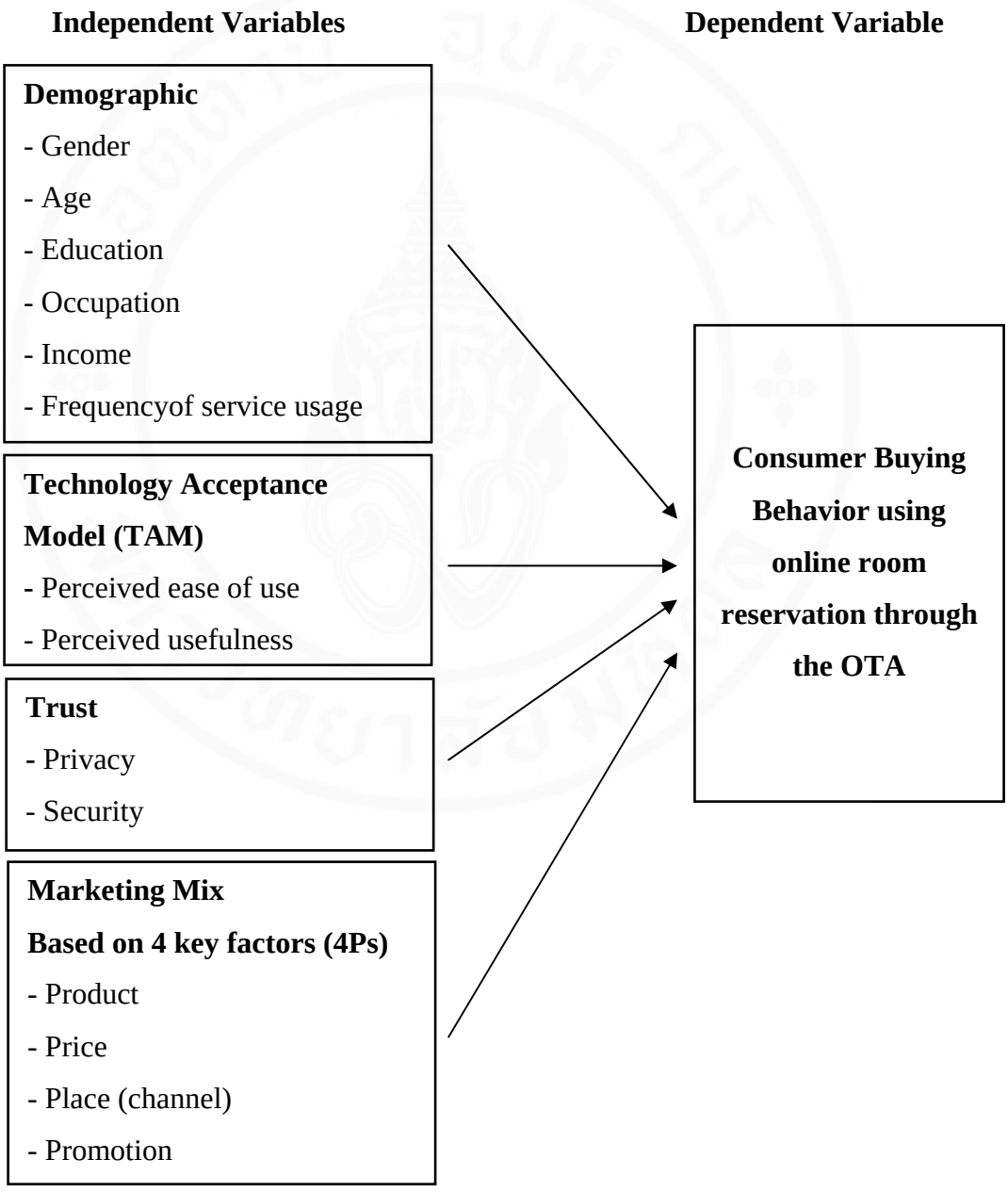

Figure 2.5 Theoretical Framework

2.8 Hypotheses

Hypothesis 1: There is a relationship between genders and consumer buying behavior in using online room reservation through online travel agencies.

Hypothesis 2: There is a relationship between age groups and consumer buying behavior in using online room reservation through online travel agencies.

Hypothesis 3: There is a relationship between education levels and consumer buying behavior in using online room reservation through online travel agencies.

Hypothesis 4: There is a relationship between employment and consumer buying behavior in using online room reservation through online travel agencies.

Hypothesis 5: There is a relationship between monthly income and consumer buying behavior in using online room reservation through online travel agencies.

Hypothesis 6: There is a relationship between frequency of using online room reservation per year and consumer buying behavior in using online room reservation through online travel agencies.

Hypothesis 7 There is a relationship between languages used when booking online, and technology acceptance model factors in using online room reservation through online travel agencies.

Hypothesis 8 There is a relationship between regularity of web site use when booking online and technology acceptance model factors in using online room reservation through online travel agencies.

Hypothesis 9 There is a relationship between the hotel class selected on the last booking online and technology acceptance model factors in using online room reservation through online travel agencies.

Hypothesis 10 There is a relationship between an average length room reservation in advance when booking online and technology acceptance model factors in using online room reservation through online travel agencies.

Hypothesis 11 There is a relationship between an average price of accommodation per night when booking online and technology acceptance model factors in using online room reservation through online travel agencies.

Hypothesis 12 There is a relationship between an average length stay when booking online and technology acceptance model factors in using online room reservation through online travel agencies.

Hypothesis 13 There is a relationship between payment method when booking online and technology acceptance model factors in using online room reservation through online travel agencies.

Hypothesis 14 There is a relationship between languages used when booking online and the trust factor in using online room reservation through online travel agencies.

Hypothesis 15 There is a relationship between regularity of web site use when booking online and the trust factor in using online room reservation through online travel agencies.

Hypothesis 16 There is a relationship between the hotel class selected on the last booking online and the trust factor in using online room reservation through online travel agencies.

Hypothesis 17 There is a relationship between average length room reservation in advance when booking online and the trust factor in using online room reservation through online travel agencies.

Hypothesis 18 There is a relationship between average price of accommodation per night when booking online and the trust factor in using online room reservation through online travel agencies.

Hypothesis 19 There is a relationship between average length stay when booking online and the trust factor in using online room reservation through online travel agencies.

Hypothesis 20 There is a relationship between payment method when booking online and the trust factor in using online room reservation through online travel agencies.

Hypothesis 21 There is a relationship between languages used when booking online and marketing mix factors in using online room reservation through online travel agencies.

Hypothesis 22 There is a relationship between languages used when booking online and marketing mix factors in using online room reservation through online travel agencies.

Hypothesis 23 There is a relationship among the hotel class selected on last booking online and marketing mix factors in using online room reservation through online travel agencies.

Hypothesis 24 There is a relationship among average length room reservation in advance when booking online and marketing mix factors in using online room reservation through online travel agencies.

Hypothesis 25 There is a relationship among average price of accommodation per night when booking online and marketing mix factors in using online room reservation through online travel agencies.

Hypothesis 26 There is a relationship among length of stay when booking online and marketing mix factors in using online room reservation through online travel agencies.

Hypothesis 27 There is a relationship among payment method when booking online and marketing mix factors in using online room reservation through online travel agencies.

Hypothesis 28 There is a relationship between gender and technology acceptance model factors in using online room reservation through online travel agencies.

Hypothesis 29 There is a relationship between age groups and technology acceptance model factors in using online room reservation through online travel agencies.

Hypothesis 30 There is a relationship between education levels and technology acceptance model factors in using online room reservation through online travel agencies.

Hypothesis 31 There is a relationship between employment and technology acceptance model factors in using online room reservation through online travel agencies.

Hypothesis 32 There is a relationship between monthly income levels and technology acceptance model factors in using online room reservation through online travel agencies.

Hypothesis 33 There is a relationship between frequency of using online room reservation per year and technology acceptance model factors in using online room reservation through online travel agencies.

Hypothesis 34 There is a relationship between gender and the trust factor in using online room reservation through online travel agencies.

Hypothesis 35 There is a relationship between age groups and the trust factor in using online room reservation through online travel agencies.

Hypothesis 36 There is a relationship between education levels and the trust factor in using online room reservation through online travel agencies.

Hypothesis 37 There is a relationship between employment and the trust factor in using online room reservation through online travel agencies.

Hypothesis 38 There is a relationship between monthly income levels and the trust factor in using online room reservation through online travel agencies.

Hypothesis 39 There is a relationship between frequency of using online room reservation per year and the trust factor in using online room reservation through online travel agencies.

Hypothesis 40 There is a relationship between gender and marketing mix factors in using online room reservation through online travel agencies.

Hypothesis 41 There is a relationship between age groups and marketing mix factors in using online room reservation through online travel agencies.

Hypothesis 42 There is a relationship between education levels and marketing mix factors in using online room reservation through online travel agencies.

Hypothesis 43 There is a relationship between employment and marketing mix factors in using online room reservation through online travel agencies.

Hypothesis 44 There is a relationship between monthly income levels and marketing mix factors in using online room reservation through online travel agencies.

Hypothesis 45 There is a relationship between frequency of using online room reservation per year and marketing mix factors in using online room reservation through online travel agencies.

Hypothesis 46 Regression analysis among the trust factor and the perceived ease of use, perceived usefulness, product, price, place (channel), and the promotion factor in using online room reservation through online travel agencies.

CHAPTER III
RESEARCH METHODOLOGY

The main purpose of this chapter is to describe the details of the methodology employed in all the processes of gathering both primary data and secondary data. This chapter shows the method of this study as follows:

1. Study Design
2. Population and Sample size
3. Study Instrument
4. Data Collection
5. Data Analysis
6. Statistical Analysis

3.1 Study Design

This study is a survey research design and attempts to investigate consumer buying behavior by using a questionnaire as a research instrument to collect data.

3.2 Population and Sample Size

3.2.1 Population

The population of this study was focused on online consumers who have used online room reservation.

3.2.2 Sample Size

The sampling method in this study is convenience sampling. The sample size of the study is 400 consumers who have used a room reservation service through the OTA. The requirements of this sample size are the specification of the acceptable

level of sampling error (e), the specification of the acceptable level of confidence in standard error (Z values) and an estimate of the true proportion of the population. This sample size is calculated for an interval estimate of the population proportion by using the following formulae (Cochran, 1963).

In addition, the sample size of this study is the selected customers from total populations because it was not possible to process the survey from all populations. Therefore, the determination of sample size for infinite populations with an acceptable magnitude of error at 5% is shown in;

$$n = \frac{Z^2 (pq)}{E^2}$$

Where: n = Number of sample size

Z^2 = the confidence interval at the confidence level 95% in standard error units ($Z = 1.96$)

p = the estimated proportion of expectation ($p = 0.5$)

q = $(1 - p)$, or estimated proportion of failures

E = the acceptable of margin error that plus or minus an error factor ($E = 5\%$)

In this study, the precision, confidence level, and margin of error are designed as follows: the value of p is equal to 0.50, which provided the largest sample size. The margin of error for estimate population proportion is 0.05 (normally, it is 0.10 or less).

Calculation:

$$n = \frac{(1.96)^2 \times (0.5 \times 0.5)}{0.05^2}$$

$$n = 384.16$$

The result from calculating the sample size is 384.16 samples, which means that the appropriate sample size for this study should be at least 385 samples (Yamane, 1967). However, 400 sets of questionnaires were distributed, since this was expected to obtain higher reliability.

3.3 Study Instrument

The research instrument used in this study was the questionnaire, which was designed to fit the objectives and hypotheses testing under the conceptual framework of the study. The details of the questionnaire are divided into three parts, as follows:

3.3.1 Demographic characteristics of respondents

The questionnaire was designed to collect information about the respondents' demographic characteristics, composed of six questions. The format of the questions in this part was a check-list. Questions were used to ask the respondents regarding to about their gender, age, education, occupation, monthly income, and frequency of service usage. The respondents had to choose only the one answer to each question that was the most perfectly matched for them.

3.3.2 Customers buying behavior in using online room reservation.

The questionnaire was designed to determine customers' buying behavior in using online room reservation. The question format was a check-list of questions and this part of the questionnaire consisted of atotal of seven questions, including the language used when booking online, the regularity of web site use when booking online, the hotel class selected on the last booking online, the average length room reserve in advance when booking online, the average price of accommodation per night when booking online, the average length of stay when booking online, and the payment method when booking online.

3.3.3 Agreement levels of factors (perceived ease of use and perceived usefulness of consumer, consumer's trust and marketing mix (4Ps) affecting consumer buying behavior in using online room reservation).

The questions were designed to determine the rating of the agreement level on certain factors, which were the technology acceptance model, trust and marketing mix, affecting consumer buying behavior in using online room reservation. This part comprised 35 questions. In addition to a measurement tool, the Likert Scale was the selected technique by which respondents could indicate their opinions on the degree of agreement among factors affecting their buying behavior in using online room

reservation through online travel agencies by rating the attitudinal object from the "strongly disagree" level to the "strongly agree".

The order of ratings was determined as follows:

Level of Agreement		**Score**
Strongly disagree	=	1
Disagree	=	2
Somewhat disagree	=	3
Neither agree nor disagree	=	4
Somewhat agree	=	5
Agree	=	6
Strongly agree	=	7

3.4 Data Collection

3.4.1 Primary Data

Primary data were collected by using questionnaires, 400 sets of which were distributed to online consumers who had used online room reservation. The survey conducted at Suvarnabhumi Airport in Bangkok, Thailand, and all questionnaires were handed to respondents who were Thai and who had used online room reservation. However, since the Airports Authority of Thailand (AOT) granted the researcher a limited time to distribute the questionnaires, five days (April 22 to May 5, 2013) were spent on the data collection. The primary data was collected from 400 respondents at Suvarnabhumi Airport, Bangkok.

3.4.2 Secondary Data

Secondary data contributed significantly to this study as information resources. That information was collected from related independent studies, textbooks, articles, Internet websites, and journals and reports issued by government organizations and other corporate institutions.

3.5 Data Analysis

After the data from the completed 400 questionnaires were gathered, they were rechecked and processed by the editing approach and the coding approach, after which all the data were analyzed by statistical methods. The data analysis in this study was classified into three parts, as follows:

3.5.1 Demographic characteristics of respondents

This part consisted of six questions about personal characteristics, namely gender, age, education, occupation, monthly income, and frequency of service usage. Descriptive statistics was the method used for analyzing the data. Therefore, this part had to use frequency and percentage to analyze the differences in the personal information of the respondents.

3.5.2 Customers' buying behavior in using online room reservation.

In this part, the information related to customers' buying behavior in using online room reservation, including the language used when booking online, the regularity of web-site use when booking online, the hotel class selected on the last booking online, the average length room reserve in advance when booking online, the average price of accommodation per night when booking online, the average length stay when booking online, and the payment method when booking online. Descriptive statistics, composed of frequency and percentage, was used to analyze the data in this part for the purpose of interpretation.

3.5.3 Agreement level of factors (perceived ease of use and perceived usefulness of consumer, consumer's trust and marketing mix (4Ps) affecting consumer buying behavior in using online room reservation.

The questions in this part used rating scale questions. The Likert Scale was used to determine seven levels of answers, rating from the "strongly agree to the "strongly disagree" levels. Descriptive statistics, which comprised mean and standard deviation, were used to analyze the data.

3.6 Statistical Analysis

The data from all questionnaires were coded and analyzed by using the SPSS program (Statistical Package for the Social Sciences for Windows). The descriptive analysis was analyzed by using frequency, percentage, and mean. Furthermore, the data were analyzed by using inferential statistics, including the T-test and F-test (one-way analysis of variance, or ANOVA) and Least Significant Difference (LSD).

3.7 Descriptive Statistics

Descriptive analysis refers to the transformation of raw data into a form that would provide information to describe a set of factors in a situation. Descriptive statistics are provided by frequencies, measures of central tendency, and dispersion (Sekaran, 2003). For this research, it was used to explain the personal and general data of sample size as well as consumer buying behavior in using online room reservation through online travel agencies. Describing responses or observations was typically the first form of analysis. The calculation of average, frequency distributions, and percentage distributions was the most common form of summarizing data.

Frequencies refer to the number of times various subcategories of a certain phenomenon occurs, from which the percentage and the cumulative percentage of their occurrence can easily be calculated (Sekaran, 2003). Frequency distribution tables are easy to read and provide a great deal of basic information from questionnaires. The mean, median, and mode are measures of central tendency (Sekaran, 2003).

3.8 Inferential Statistics

In this study, a difference of means employed the T-test to examine the difference between two groups, while one-way ANOVA was utilized among multiple groups. The difference of mean score between groups in the same factor will be described by using multiple comparisons Least Significant Difference (LSD); 0.05 level of confidence is the probability level.

3.8.1 Significant Mean Difference between two groups: t-test

The t-test is used to determine if there are any significant differences on the means for two groups in the variable of interest. That is, a nominal variable which was split into two subgroups was tested to see if there is a significant mean difference between them on dependent variables. The t-test takes into consideration the means and standard deviation of the two groups on the variable and examines if the numerical difference in the means is significantly different from zero as postulated in the null hypothesis.

The t-test is adjusted to take into account that correlation between the two scores, if any. In other words, the adjusted t-test for the matched sample or other type of dependent sample reflects the true mean differences.

3.8.2 Significant Mean Difference among Multiple Groups: ANOVA or F-test

ANOVA stands for Analysis of Variance, which tests for significant mean differences in variables among multiple groups (Sekaran, 2003). Analysis of variance helps examine the significant mean differences among more than two groups. The significant mean differences among the group are indicated by the F statistic. The F statistic shows whether two samples variances differ from each other or are from the same population (Sekaran, 2003).

When the observed statistic is greater than the test value for some level of significance, the hypothesis that there is no significance in the mean of the sample groups may be rejected.

3.8.3 Least Significant Difference: LSD

Fisher's least significant difference (LSD) is a method for making pair-wise comparisons of population means if the ANOVA null hypothesis of equal means has been rejected (Anderson, Sweeney, and Williams, 2009). Significant testing was used to check differences between groups of variables by setting the confidence level at 95% ($\alpha = 0.05$). Accordingly, LSD was applied to test the difference between each pair that had a level of signify cancel ower than 0.05.

3.9 Multicollinearity

Multicollinearity is a high degree of correlation (linear dependency) among several independent variables. It commonly occurs when a large number of independent variables areincorporated in a regression model. It is because some of them may measure the same concepts or phenomena (Jeeshim and KUCC625, 2003). Symptoms of mulitcollinearity may be observed in situations: (1) small changes in the data produce wide swings in the parameter estimates; (2) coefficients may have very high standard errors and low significance levels even though they are jointly significant and the 2 R for the regression is quite high; (3) coefficients may have the "wrong" sign or implausible magnitude (Greene 2000).

VIF shows how multicollinearity has increased the instability of the coefficient estimates (Freund and Littell, 2000). However, Jeeshim and KUCC625 (2003) argued that there is no formal criterion for determining the bottom line of the tolerance value or VIF. Some argue that a tolerance value less than .1 or VIF greater than 10 roughly indicates significant multicollinearity. Others insist that magnitude of model's 2 R be considered determining significance of multicollinearity.

3.10 Discriminant analysis

Discriminant Function Analysis (DA) undertakes the same task as multiple linear regression by predicting an outcome. However, multiple linear regression is limited to cases where the dependent variable on the Y axis is an interval variable so that the combination of predictors will, through the regression equation, produce estimated mean population numerical Y values for given values of weighted combinations of X values (www.uk.sagepub.com). DA is used when: 1).The dependent is categorical with the predictor IV's at interval level such as age, income, attitudes, perceptions, and years of education, although dummy variables can be used as predictors as in multiple regression. Logistic regression IV's can be of any level of measurement. 2) There are more than two DV categories, unlike logistic regression, which is limited to a dichotomous dependent variable.

The main purpose of a discriminant function analysis is to predict group membership based on a linear combination of the interval variables. The procedure begins with a set of observations where both group membership and the values of the interval variables are known. The end result of the procedure is a model that allows prediction of group membership when only the interval variables are known. A second purpose of discriminant function analysis is an understanding of the data set, as a careful examination of the prediction model that results from the procedure can give insight into the relationship between group membership and the variables used to predict group membership.

CHAPTER IV
RESULTS AND FINDING

This chapter presents the results of the data that were gathered from 400 questionnaires. The data were analyzed by the SPSS program, including descriptive statistics (frequency, percentage, mean, and standard deviation) and inferential statistics (t-test and F-test). The results of the study were processed and are demonstrated in the following four parts:

Part 1 Demographics of respondents.

Part 2 Consumers' buying behavior in using online room reservation through online travel agencies.

Part 3 Factors (perceived ease of use and perceived usefulness of consumer, consumer's trust and marketing mix (4Ps) affecting consumer buying behavior in using online room reservation.

Part 4 Hypothesis testing factors influencing buying behavior in using online room reservation through online travel agencies.

4.1 Respondents' demographic characteristics

This section focuses on the demographic characteristics of the respondents, which were classified by gender, age, education level, employment background, monthly income, and frequency of using online room reservation per year. Percentage and frequency were used to analyze the data.

Table 4.1 Frequency and percent of respondents classified by gender

Gender	**Frequency**	**Percent**
Male	153	38.20
Female	247	61.80
Total	**400**	**100.00**

From table 4.1, there were 400 respondents in this study. The respondents of this study were both males and females who used online room reservation.

According to this survey, most respondents were females (247 respondents, or 61.80 %) while the remaining 153 respondents were males (38.20 %).

Table 4.2 Frequency and percent of respondents classified by age

Age	Frequency	Percent
< 25 years old	50	12.50
25 – 35 years old	215	53.80
36 – 45 years old	73	18.20
46 – 55 years old	39	9.80
> 55 years old	23	5.80
Total	**400**	**100.00**

Table 4.2 illustrates the age groups of respondents classified into five groups. Most of the respondents were aged 25–35 years, which accounted for 215 respondents (or 53.80%) while 73 respondents (or 18.20%) were in the age group 36–45 years. In addition, there were 50, 39, and 23 respondents (or 12.50%, 9.80 %, and 5.80 %) in the age groups of less than 25 years, 46–55 years, and more than 55 years respectively.

Table 4.3 Frequency and percent of respondents classified by education level

Education Level	Frequency	Percent
Below Bachelor's Degree	44	11.00
Bachelor's Degree	274	69.80
Over Bachelor's Degree	77	19.20
Total	**400**	**100.00**

Table 4.3 presents the education levels of the respondents. The results indicate that the majority of respondents held Bachelor's degrees, which accounted for 274 respondents, or 69.80%. The second group of 77 respondents (or 19.20%) had an education level above that of a Bachelor's degree. The last group was the respondents who had an education level below a Bachelor's degree, which accounted for 44 respondents (or 11%).

Table 4.4 Frequency and percent of respondents classified by employment background

Employment background	Frequency	Percent
Student	29	7.20
Government officer / State enterprise officer	77	19.20
Business owner	35	8.80
Company's employee	241	60.20
Freelance	13	3.20
Retired	5	1.20
Total	**400**	**100.00**

Table 4.4 shows the employment backgrounds of the respondents, with most respondents (241 respondents or 60.20%) being company employees. There were 77 respondents (or 19.20%) and 35 respondents (or 8.80%) who were government officers or state enterprise officers and business owners respectively. In addition, there were 29, 13 and 5 respondents (or 7.20%, 3.20%, and 1.20%) who were students, freelancers and retirees respectively.

Table 4.5 Frequency and percent of respondents classified by monthly income

Monthly Income	Frequency	Percent
<=15,000 baht	85	21.20
15,001 – 30,000 baht	163	40.80
30,001 – 45,000 baht	98	24.50
45,001 – 60,000 baht	41	10.20
> 60,000 baht	13	3.20
Total	**400**	**100.00**

From table 4.5, the majority of respondents earned a monthly income of 15,001-30,000 baht, which was equal to 163 respondents (or 40.80%). The second group was the respondents who had a monthly income of 30,001–45,000 baht, which accounted for 98 respondents (or 24.50%). There were 85 respondents (or 21.20%) who had a monthly income of less than or equal to 15,000 baht. Moreover, there were 41 and 13 respondents (or 10.20% and 3.20%) who had a monthly income of 45,001-60,000 baht and more than 60,000 baht respectively.

Table 4.6 Frequency and percent of respondents classified by frequency of using online room reservation per year

Frequency of using online room reservation per year	Frequency	Percent
1 – 2 times	246	61.50
3 – 4 times	122	30.50
5 – 6 times	25	6.20
>6 times	7	1.80
Total	**400**	**100.00**

Table 4.6 illustrates the frequency of using online room reservation per year from the total of 400 respondents. The majority of the respondents had frequency of using online room reservation 1 – 2 times per year, with 246 respondents (or 61.50%). There were 122 respondents (or 30.50%) who had a frequency of using online room reservation 3 – 4 times per year. In addition, 25 respondents (or 6.20%) had a frequency of using online room reservation 5 – 6 times per year. Furthermore, 7 respondents (or 1.80%) had a frequency of using online room reservation more than 6 times per year.

4.2 Consumers' buying behavior in using online room reservation through online travel agencies

This second part aims to present the behavior of consumers who use online room reservation through online travel agencies in terms of the language used when booking online, website regularity of use when booking online, the hotel class selected on last booking online, the average length room reserve in advance when booking online, the average price of accommodation per night when booking online, the average length stay when booking online, and the payment method when booking online. Percentage and frequency were used to analyze the data.Conclusions of all these behaviors of using online room reservation through online travel agenciesare given below:

Table 4.7 Frequency and percent of respondents classified by language used when booking online

Language used when booking online	Frequency	Percent
Thai	294	73.50
English	106	26.50
Other	0	0.00
Total	**400**	**100.00**

Table 4.7 indicatesthat 294 respondents (or 73.50%) of the total of 400 respondents preferred to use the Thai language when booking online. There were 106 respondents (or 26.50%) who preferred to use the English language when booking online.

Table 4.8 Frequency and percent of respondents classified by web site on regular basis used when booking online

Web site on regular basis used when booking online	Frequency	Percent
Only one web site	320	80.00
>1 web sites	80	20.00
Total	**400**	**100.00**

From table 4.8, 320 respondents (or 80%) in this study used only one website on a regular basis when booking online while the remaining 80 respondents (or 20.00 %) used more than one website on a regular basis when booking online.

Table 4.9 Frequency and percent of respondents classified by the hotel class is selected on last booking online

The hotel class is selected on last booking online	Frequency	Percent
3-stars hotel or below	208	52.00
4-stars hotel	155	38.80
5-stars hotel	37	9.20
Total	**400**	**100.00**

According to table 4.9, 208 respondents (or 52.00 %) had selected 3-star hotels or below on their last booking online. Next, 155 respondents (or 38.80 %) had selected 4-star hotels on their last booking online. In addition, 5-star hotelswere selected by 37 respondents (or 9.20 %) on their last booking online.

Table 4.10 Frequency and percent of respondents classified by an average length room reserve in advance when booking online

Average length room reserve in advance when booking online	Frequency	Percent
0 – 2 days	53	13.20
3 – 7 days	131	32.80
8 – 14 days	75	18.80
15 days – 1 month	87	21.80
> 1 month – 3 months	34	8.50
> 3 months – 6 months	20	5.00
> 6 months	0	0.00
Total	**400**	**100.00**

Table 4.10 showsthe average length room reservation in advance when booking online. Most of the respondents (131 respondents, or 32.80%) had an average length room reservation in advanceof 3 – 7 days. There were 87 and 75 respondents (or 21.80% and 18.80%) that had an average length room reservation in advance of 15 days – 1 month and 8 – 14 days respectively. In addition, there were 53, 34, and 20 respondents (or 13.20%, 8.50%, and 5.00%) that had an average length room reservation in advance of 0 – 2 days, more than 1 month – 3 months, and more than 3 months – 6 months respectively.

Table 4.11 Frequency and percent of respondents classified by an average price of accommodation per night when booking online

Average price of accommodation per night when booking online	Frequency	Percent
<=2,000 Baht	96	24.00
2,001 – 4,000 Baht	246	61.50
4,001 – 6,000 Baht	50	12.50
> 6,000 Baht	8	2.00
Total	**400**	**100.00**

Table 4.11 presentsthe average price of accommodation per night when booking online. Most of the respondents (246 respondents, or 61.50%) had an average price of accommodation per night of 2,001 – 4,000 baht. In addition, there were 96 respondents (or 24.00%) and 50 respondents (or 12.50%) who had an average price of accommodation per night of less than or equal to 2,000 baht and 4,001 – 6,000 baht

respectively. The last group was the respondents who had an average price of accommodation per night of more than 6,000 baht, which was equal to 8 respondents (or 2.00%).

Table 4.12 Frequency and percent of respondents classified by an average length stay when booking online

Average length stay when booking online	Frequency	Percent
1 night	85	21.20
2 - 3 nights	264	66.00
4 - 5 nights	43	10.80
> 5 nights - 1 month	8	2.00
> 1 month	0	0.00
Total	**400**	**100.00**

According to table 4.12, the results reveal that the majority of the respondents had an average length of stay when booking online of2 - 3 nights, which accounted for 264 respondents or (66.00%). There were 85 respondents (or 21.20%) and 43 respondents (or 10.80%) who had an average length of stay when booking online of1 night and 4 - 5 night srespectively. And there were 8 respondents (or 2.00%) who had an average length of stay when booking online of more than 5 nights - 1 month.

Table 4.13 Frequency and percent of respondents classified by payment method when booking online

Payment method when booking online	Frequency	Percent
Credit Card	205	51.20
Cash transfer	112	28.00
Cash on arrival	83	20.80
Total	**400**	**100.00**

From table 4.13, it can be seen that half of the respondents (205 respondents or 51.20%) preferred paying by credit card when booking online. There were 112 respondents (or 28.00%) that preferred the paying by cash transfer when booking online. Finally, there were 83 respondents (or 20.80%) that preferred a payment method of cash on arrival when booking online.

4.3 Factors affecting consumers' buying behavior in using online room reservation through online travel agencies

This part identifies the level of agreement among the factors that influence the buying behavior in using online room reservation through online travel agencies in seven aspects: perceived ease of use, perceived usefulness, trust, product, price, place (channel), and promotion. This part was analyzed by using mean and standard deviation for descriptive analysis.

Table 4.14 Mean, standard deviation, and level of agreement toward perceived ease of use factor

Perceived ease of use factors	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree	Mean	SD.	Level of agreement
1.Usability and interactivity of booking online system	88 (22.00%)	114 (28.50%)	89 (22.20%)	77 (19.20%)	29 (7.20%)	2 (0.50%)	1 (0.20%)	5.36	1.26	Somewhat agree
2.Convenience andquickaccess to booking online system	61 (15.20%)	146 (36.50%)	100 (25.00%)	75 (18.80%)	15 (3.80%)	3 (0.80%)		5.38	1.11	Somewhat agree
3.Convenience in ordering/ payment process of booking online system	84 (21.00%)	121 (30.20%)	106 (26.50%)	66 (16.50%)	19 (4.80%)	4 (1.00%)		5.43	1.18	Somewhat agree
4.Easy-to-use website contentof booking online system	78 (19.50%)	124 (31.00%)	105 (26.20%)	76 (19.00%)	15 (3.80%)	2 (0.50%)		5.42	1.14	Somewhat agree
5.Convenience and quick access to check booking confirmation of booking online system	81 (20.20%)	122 (30.50%)	99 (24.80%)	84 (21.00%)	13 (3.20%)	1 (0.20%)		5.43	1.13	Somewhat agree
Total								**5.40**	**1.00**	**Somewhat agree**

According to table 4.14, the total average of the overall perceived ease of use factor was rated at the "somewhat agree" level, with its mean score equal to 5.40. All items in terms of perceived ease of use influenced the respondents' buying behavior in using online room reservation through online travel agencies as the follows; usability and interactivity of the online booking system, convenience and quick access to the online booking system, convenience in the ordering/payment process of the online booking system, easy-to-use website content of the online

booking system, andconvenience and quick access to checking booking confirmation of the online booking system, with mean scores of 5.36, 5.38, 5.43, 5.42, and 5.43 respectively.

Table 4.15 Mean, standard deviation, and level of agreement toward perceived usefulness factor

Perceived usefulness factors	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree	Mean	SD.	Level of agreement
1. Booking online system provides accurate information of accommodation, room type, room price and others facilities	58 (14.50%)	126 (31.50%)	101 (25.20%)	81 (20.20%)	28 (7.00%)	5 (1.20%)	1 (0.20%)	5.22	1.22	Somewhat agree
2. Booking online system saves you more time	110 (27.50%)	117 (29.20%)	74 (18.50%)	66 (16.50%)	30 (7.50%)	3 (0.80%)		5.50	1.29	Somewhat agree
3. Booking online system saves your money, get a cheaper price	69 (17.20%)	96 (24.00%)	85 (21.20%)	104 (26.00%)	36 (9.00%)	5 (1.20%)	5 (1.20%)	5.06	1.36	Somewhat agree
4. Booking online system saves you more expenditure	75 (18.80%)	92 (23.00%)	97 (24.20%)	101 (25.20%)	27 (6.80%)	4 (1.00%)	4 (1.00%)	5.15	1.31	Somewhat agree
5. Booking online system helps you can compare the details of each accommodation (price, location, service)	98 (24.50%)	115 (28.80%)	84 (21.00%)	77 (19.20%)	23 (5.80%)	3 (0.80%)		5.45	1.24	Somewhat agree
Total								**5.27**	**1.01**	**Somewhat agree**

Regarding table 4.15, the respondents rated the overall perceived usefulness factor at a “somewhat agree” level, which influenced the respondents’ buying behavior in using online room reservation through online travel agencies with the average mean score at 5.27. In addition, all 5 items in terms of perceived usefulness factor were indicated at the “somewhat agree” level, including the online booking system providing accurate information of accommodation, room type, room price and others facilities, the online booking system saving time, the online booking system saving money (by obtaining a cheaper price, the online booking system saves on expenditure), and the online booking system facilitates the comparison of details of each accommodation (price, location, service), with mean scores equal to 5.22, 5.50, 5.06, 5.15, and 5.45 respectively.

Table 4.16 Mean, standard deviation, and level of agreement toward trust factor

Trust factors	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree	Mean	SD.	Level of agreement
1. Booking online system offers consumer data safety system	50 (12.50%)	85 (21.20%)	104 (26.00%)	128 (32.00%)	30 (7.50%)	2 (0.50%)	1 (0.20%)	4.97	1.19	Somewhat agree
2. Booking online system offers transaction security	55 (13.80%)	89 (22.20%)	107 (26.80%)	104 (26.00%)	41 (10.20%)	3 (0.80%)	1 (0.20%)	5.00	1.24	Somewhat agree
3. Booking online system offers guarantee money refund policy	39 (9.80%)	75 (18.80%)	103 (25.80%)	122 (30.50%)	49 (12.20%)	8 (2.00%)	4 (1.00%)	4.73	1.28	Somewhat agree
4. The reliability of website on booking online system	55 (13.80%)	89 (22.20%)	110 (27.50%)	119 (29.80%)	25 (6.20%)	2 (0.50%)		5.06	1.16	Somewhat agree
5. The reputation of website on booking online system	62 (15.50%)	106 (26.50%)	117 (29.20%)	91 (22.80%)	22 (5.50%)	2 (0.50%)		5.22	1.15	Somewhat agree
Total								**4.99**	**1.03**	**Somewhat agree**

Table 4.16 shows that the total average of the trust factor was rated at the "some what agree" level, with its mean score equal to 4.99, which influenced the respondents' buying behavior in using online room reservation through online travel agencies. In terms of the trust factor, the five items are that the online booking system offers consumer data safety (mean = 4.97), the online booking system offers transaction security (mean = 5.00), the online booking system offers a guaranteed money refund policy (mean = 4.73), the reliability of the online booking website (mean = 5.06), and the reputation of the online booking website (mean = 5.22).

Table 4.17 Mean, standard deviation, and level of agreement toward product factor

Product factors	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree	Mean	SD.	Level of agreement
1. Booking online syste offers accurate accommodation information	37 (9.20%)	96 (24.00%)	125 (31.20%)	100 (25.00%)	34 (8.50%)	8 (2.00%)		4.94	1.17	Somewhat agree
2. Booking online system offers class variety of hotel (3 – 5 starts hotel)	51 (12.80%)	124 (31.00%)	93 (23.20%)	98 (24.50%)	26 (6.50%)	7 (1.80%)	1 (0.20%)	5.13	1.22	Somewhat agree
3. Booking online system offers variety type of accommodation (e.g. hotels, resorts, bungalows)	56 (14.00%)	118 (29.50%)	127 (31.80%)	56 (14.00%)	34 (8.50%)	9 (2.20%)		5.20	1.22	Somewhat agree
4. Booking online system offers variety location of accommodation worldwide (e.g. countries)	65 (16.20%)	110 (27.50%)	108 (27.00%)	82 (20.50%)	29 (7.20%)	6 (1.50%)		5.20	1.23	Somewhat agree
5. Booking online system helps you can plan a trip (room booking) easily	79 (19.80%)	119 (29.80%)	113 (28.20%)	65 (16.20%)	23 (5.80%)	1 (0.20%)		5.41	1.15	Somewhat agree
Total								**5.17**	**0.99**	**Somewhat agree**

From table 4.17, the total respondents rated the overall product factor at a “somewhat agree” levelas influencing the respondents’ buying behavior when using online room reservation through online travel agencies, an average mean score equal to 5.17. The product factors consisted of the online booking system offering accurate accommodation information, the online booking system offering a variety of hotel classes (3 – 5 star hotels), the online booking system offering a variety of accommodation types (e.g. hotels, resorts, bungalows), the online booking system offering a variety of locations worldwide, and the online booking system helping the easy planning of a trip (room booking), all being rated at the “somewhat agree” level, with mean scores of 4.94, 5.13, 5.20, 5.20, and 5.41 respectively.

Table 4.18 Mean, standard deviation, and level of agreement toward price factor

Price factors	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree	Mean	SD.	Level of agreement
1. Booking online system that you used offers reasonable price (worthwhile the price you paid)	52 (13.00%)	105 (26.20 %)	100 (25.00%)	108 (27.00%)	31 (7.80%)	4 (1.00%)		5.07	1.20	Somewhat agree
2. Booking online system that you used offers lower price than hotel direct booking	48 (12.00%)	86 (21.50 %)	114 (28.50%)	101 (25.20%)	40 (10.00%)	7 (1.80%)	4 (1.00%)	4.91	1.28	Somewhat agree
3. Booking online system that you used offers lower price than others online travel agencies	41 (10.20%)	91 (22.80 %)	107 (26.80%)	105 (26.20%)	44 (11.00%)	10 (2.50%)	2 (0.50%)	4.86	1.27	Somewhat agree
4. Booking online system that you used offers various price levels	68 (17.00%)	124 (31.00 %)	103 (25.80%)	84 (21.00%)	21 (5.20%)			5.34	1.14	Somewhat agree
5. Booking online system that you used offers more discounts on top only for membership	41 (10.20%)	123 (30.80 %)	89 (22.20%)	112 (28.00%)	30 (7.50%)	3 (0.80%)	2 (0.50%)	5.04	1.20	Somewhat agree
Total								**5.04**	**0.97**	**Somewhat agree**

Regarding table 4.18, the results show that the total average of the price factor was rated at the “somewhat agree” level, with its mean score equal to 5.04, influencing the respondents’ buying behavior of using online room reservation through online travel agencies. In terms of the price factor, the five items were that the online booking system offered a reasonable price (worth the money paid) (mean = 5.07), the online booking system offered a lower price than a direct hotel booking (mean = 4.91),the online booking system offered a lower price than that offered by other online travel agencies (mean = 4.86),the online booking system offered various price levels (mean = 5.34), and the online booking system offered more discounts on top only for membership (mean = 5.04).

Table 4.19 Mean, standard deviation, and level of agreement toward place (channel) factor

Place (channel) factors	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree	Mean	SD.	Level of agreement
1. You can use booking online service via Online Travel Agencies Website	61 (15.20%)	101 (25.20%)	123 (30.80%)	88 (22.00%)	20 (5.00%)	6 (1.50%)	1 (0.20%)	5.18	1.19	Somewhat agree
2. You can use booking online service via E-mail	47 (11.80%)	84 (21.00%)	114 (28.50%)	100 (25.00%)	41 (10.20%)	10 (2.50%)	4 (1.00%)	4.88	1.30	Somewhat agree
3. You can use booking online service via online advertising on online travel site	53 (13.20%)	88 (22.00%)	132 (33.00%)	91 (22.80%)	25 (6.20%)	10 (2.50%)	1 (0.20%)	5.05	1.22	Somewhat agree
4. You can use booking online service via Smart Phone Application	58 (14.50%)	79 (19.80%)	119 (29.80%)	92 (23.00%)	36 (9.00%)	11 (2.80%)	5 (1.20%)	4.94	1.34	Somewhat agree
5. You can use booking online service in tourist exhibition booth	59 (14.80%)	85 (21.20%)	107 (26.80%)	104 (26.00%)	31 (7.80%)	10 (2.50%)	4 (1.00%)	4.98	1.32	Somewhat agree
Total								**5.00**	**1.02**	**Somewhat agree**

The results in table 4.19 show that the overall place (channel) factor was rated at a “somewhat agree” level as an influence on the respondents’ buying behavior in the use of online room reservation through online travel agencies, with its average mean score at 5.00. In terms of the place factor, the five items were that the online booking service could be used via an online travel agencies website, that the online booking service could be used via e-mail, that the online booking service could be used via online advertising on an online travel site, that the online booking service could be used via a smart phone application, and that the online booking service could be used in tourist exhibition booths. All were rated at the “somewhat agree” level in influencing the buying behavior to use online room reservation through online travel agencies, with mean scores of 5.18, 4.88, 5.05, 4.94 and 4.98 respectively.

Table 4.20 Mean, standard deviation, and level of agreement toward promotion factor

Promotion factors	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree	Mean	SD.	Level of agreement
1. Booking online system always offers sales activities promotions	68 (17.00%)	88 (22.00%)	110 (27.50%)	94 (23.50%)	33 (8.20%)	7 (1.80%)		5.11	1.27	Somewhat agree
2. Booking online system offers special discounts in seasonal promotion	53 (13.20%)	98 (24.50%)	99 (24.80%)	99 (24.80%)	39 (9.80%)	11 (2.80%)	1 (0.20%)	4.98	1.30	Somewhat agree
3. Booking online system offers more discounts promotion has better discount than the promotion of the hotel	41 (10.20%)	96 (24.00%)	113 (28.20%)	105 (26.20%)	35 (8.80%)	10 (2.50%)		4.93	1.21	Somewhat agree
4. Booking online system offers early bird promotion (e.g. online booking at least 15 days in advance get 50% off and minimum 1 night stay)	63 (15.80%)	83 (20.80%)	103 (25.80%)	99 (24.80%)	44 (11.00%)	7 (1.80%)	1 (0.20%)	4.99	1.31	Somewhat agree
5. Booking online system offers special promotion on special event (Songkran Festival, New Year Festival, Father's Day, and Mother's Day)	45 (11.20%)	68 (17.00%)	106 (26.50%)	106 (26.50%)	53 (13.20%)	15 (3.80%)	7 (1.80%)	4.68	1.39	Neither agree nor disagree
Total								**4.93**	**1.04**	**Somewhat agree**

According to table 4.20, the overall promotion factor was rated at a "somewhat agree" level in influencing the respondents' buying behavior in using online room reservation through online travel agencies, with an average mean score equal to 4.93. In terms of the constituent parts of the promotion factor, the results indicate that the online booking system always offers sales activities promotions, the online booking system offers special discounts in seasonal promotions, the online booking system offers more discount promotions and has better discounts than the promotion of the hotel, and that the online booking system offers early-bird promotions (e.g. online booking at least 15 days in advance receive 50% off and a minimum one-night stay) were all rated at the "somewhat agree" level, influencing respondents' buying behavior in using online room reservation through online travel agencies, with its mean scores at 5.11, 4.98, 4.93, and 4.99 respectively. Meanwhile,

the online booking system offering special promotions on special occasions (Songkran Festival, New Year Festival, Father's Day, and Mother's Day)was the only ingredient of the promotion factor that was rated at the neither the "agree" nor the "disagree" level of influencing respondents' buying behavior in using online room reservation through online travel agencies, with its mean score of 4.68.

Table 4.21 Summary of factors influencing consumers' buying behavior in using online room reservation through online travel agencies

Factors	Mean	SD.	Level of agreement
Perceived ease of use	5.40	1.00	Somewhat agree
Perceived usefulness	5.27	1.01	Somewhat agree
Trust	4.99	1.03	Somewhat agree
Product	5.17	0.99	Somewhat agree
Price	5.04	0.97	Somewhat agree
Place	5.00	1.02	Somewhat agree
Promotion	4.93	1.04	Somewhat agree

Table 4.21 represents the "somewhat agree" level of factors influencing buying behavior in using online room reservation through online travel agencies. All the factors were considered to be at the "somewhat agree" leves, which included perceived ease of use, perceived usefulness, trust, product, price, place (channel), and promotion factor, with mean scores at 5.40, 5.27, 4.99, 5.17, 5.04, 5.00, and 4.93 respectively. As a result, the perceived ease of use factor was awarded the highest mean score among seven factors, influencing respondents' buying behavior in using online room reservation through online travel agencies.

4.4 Hypothesis testing factors influencing buying behavior in using online room reservation through online travel agencies.

In this section, the hypotheses of this research were tested on the variables, which included demographics, consumer buying behavior, and technology acceptance model: perceived ease of use and perceived usefulness of consumer, trust and marketing mix (4Ps): product, price, place (channel), and promotion. Therefore, the statistical techniques were inferential statistics by using t-test and the analysis of

variance (ANOVA) methods with a significant level of 0.05 in order to compare mean differences in each demographic factor of respondents with each factor.

According to the applied statistical approach, Chi-Square was used to execute the relationship between gender age, education levels, employment, monthly income, and frequency of using online room reservation per year and consumer buying behavior (language used when booking online, website regularity of use when booking online, the hotel class selected on last booking online, average length of room reservation in advance when booking online, average price of accommodation per night when booking online, and payment method when booking online). In addition, gender was analyzed by T-test whereas age, education level, employment, monthly income, and frequency of using online room reservation through online travel agencies were processed by the analysis of variance (ANOVA) or F-test with least significant difference (LSD).

Hypothesis 1 There is a relationship between gender and consumer buying behavior in using online room reservation through online travel agencies.

Table 4.22 Chi-square for relationship between gender and consumer buying behavior

Consumer Buying Behavior			**Gender**		**Total**
			Male	**Female**	
Language used when booking online.	Thai	Count	114	180	294
		% within Gender	74.5%	72.9%	73.5%
	English	Count	39	67	106
		% within Gender	25.5%	27.1%	26.5%
Web site on regular basis use when booking online.	Only one web site	Count	123	197	320
		% within Gender	80.4%	79.8%	80.0%
	More than 1 web sites	Count	30	50	80
		% within Gender	19.6%	20.2%	20.0%
The hotel class is selected on last booking online.*	3 stars hotel	Count	67	140	207
		% within Gender	43.8%	56.7%	51.7%
	4 stars hotel	Count	71	84	155
		% within Gender	46.4%	34%	38.8%
	5 stars hotel	Count	14	23	37
		% within Gender	9.2%	9.3%	9.2%
	Others	Count	1	0	1
		% within Gender	0.7%	0.0%	0.2%

Table 4.22 Chi-square for relationship between gender and consumer buying behavior (Continued)

Consumer Buying Behavior			Gender		Total
			Male	Female	
Average length room reserve in advance when booking online.	0 - 2 days	Count	18	35	53
		% within Gender	11.8%	14.2%	13.2%
	3 - 7 days	Count	47	84	131
		% within Gender	30.7%	34.0%	32.8%
	8 - 14 days	Count	32	43	75
		% within Gender	20.9%	17.4%	18.8%
	15 days - 1 month	Count	40	47	87
		% within Gender	26.1%	19.0%	21.8%
	> 1 month - 3 months	Count	10	24	34
		% within Gender	6.5%	9.7%	8.5%
	> 3 months - 6 months	Count	6	14	20
		% within Gender	3.9%	5.7%	5.0%
Average price of accommodation per night when booking online.	<=2,000 Baht	Count	42	54	96
		% within Gender	27.5%	21.9%	24.0%
	2,001 - 4,000 Baht	Count	91	155	246
		% within Gender	59.5%	62.8%	61.5%
	4,001 - 6,000 Baht	Count	20	30	50
		% within Gender	13.1%	12.1%	12.5%
	> 6,000 Baht	Count	0	8	8
		% within Gender	0.0%	3.2%	2.0%
Average length stay when booking online.	1 night	Count	26	59	85
		% within Gender	17.0%	23.9%	21.2%
	2 - 3 nights	Count	109	155	264
		% within Gender	71.2%	62.8%	66.0%
	4 - 5 nights	Count	16	27	43
		% within Gender	10.5%	10.9%	10.8%
	> 5 nights -1 month	Count	2	6	8
		% within Gender	1.3%	2.4%	2.0%
Payment method when booking online.	Credit Card	Count	77	128	205
		% within Gender	50.3%	51.8%	51.2%
	Cash transfer	Count	48	64	112
		% within Gender	31.4%	25.9%	28.0%
	Cash on arrival	Count	28	55	83
		% within Gender	18.3%	22.3%	20.8%
Total		Count	153	247	400
		% within Gender	100.0%	100.0%	100.0%

*Significant difference at 0.05 significant levels.

Table 4.22 shows the relationship between gender and consumer buying behavior in using online room reservation through online travel agencies. The results indicate that there were significant differences in the relationship between gender and consumer buying behavior considering 'the hotel class selected on last booking online' with the value of Person Chi-Square 8.397 and significant values of 0.038.

The results show that there were differences among gender considering 'the hotel class selected on last booking online', the female respondents at 56.7 % in relation to '3-star hotels', more than males at 43.8%. The male respondents at 46.4%

in relation to '4-star hotels' were more than females at 34%. In addition, the female respondents were at 9.3% in relation to '5-star hotels', more than males at 9.2%.

Hypothesis 2 There is a relationship between age groups and consumer buying behavior in using online room reservation through online travel agencies.

Table 4.23 Chi-square for relationship between age groups and consumer buying behavior

Consumer Buying Behavior			Age					Total
			< 25 years	25 - 35 years	36 - 45 years	46 - 55 years	> 55 years	
Language used when booking online.*	Thai	Count	41	145	56	32	20	294
		% within Age	82.0%	67.4%	76.7%	82.1%	87.0%	73.5%
	English	Count	9	70	17	7	3	106
		% within Age	18.0%	32.6%	23.3%	17.9%	13.0%	26.5%
Web site on regular basis use when booking online.	Only one web site	Count	36	167	65	33	19	320
		% within Age	72.0%	77.7%	89.0%	84.6%	82.6%	80.0%
	More than 1 web sites	Count	14	48	8	6	4	80
		% within Age	28.0%	22.3%	11.0%	15.4%	17.4%	20.0%
The hotel class is selected on last booking online.	3 stars hotel	Count	29	110	35	21	12	207
		% within Age	58.0%	51.2%	47.9%	53.8%	52.2%	51.7%
	4 stars hotel	Count	18	88	32	10	7	155
		% within Age	36.0%	40.9%	43.8%	25.6%	30.4%	38.8%
	5 stars hotel	Count	2	17	6	8	4	37
		% within Age	4.0%	7.9%	8.2%	20.5%	17.4%	9.2%
	Others	Count	1	0	0	0	0	1
		% within Age	2.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Average length room reserve in advance when booking online.	0 - 2 days	Count	9	31	6	6	1	53
		% within Age	18.0%	14.4%	8.2%	15.4%	4.3%	13.2%
	3 - 7 days	Count	18	68	23	13	9	131
		% within Age	36.0%	31.6%	31.5%	33.3%	39.1%	32.8%
	8 - 14 days	Count	6	41	20	3	5	75
		% within Age	12.0%	19.1%	27.4%	7.7%	21.7%	18.8%
	15 days - 1 month	Count	12	40	18	12	5	87
		% within Age	24.0%	18.6%	24.7%	30.8%	21.7%	21.8%
	> 1 month - 3 months	Count	3	23	6	2	0	34
		% within Age	6.0%	10.7%	8.2%	5.1%	0.0%	8.5%
	> 3 months - 6 months	Count	2	12	0	3	3	20
		% within Age	4.0%	5.6%	0.0%	7.7%	13.0%	5.0%
Average price of accommodation per night when booking online.	<=2,000 Baht	Count	16	49	23	4	4	96
		% within Age	32.0%	22.8%	31.5%	10.3%	17.4%	24.0%
	2,001 - 4,000 Baht	Count	25	134	44	27	16	246
		% within Age	50.0%	62.3%	60.3%	69.2%	69.6%	61.5%
	4,001 - 6,000 Baht	Count	7	30	5	5	3	50
		% within Age	14.0%	14.0%	6.8%	12.8%	13.0%	12.5%
	> 6,000 Baht	Count	2	2	1	3	0	8
		% within Age	4.0%	0.9%	1.4%	7.7%	0.0%	2.0%

Table 4.23 Chi-square for relationship between age groups and consumer buying behavior (Continue)

Consumer Buying Behavior			Age					Total
			< 25 years	25 - 35 years	36 - 45 years	46 - 55 years	> 55 years	
Average length stay when booking online.	1 night	Count	9	46	19	5	6	85
		% within Age	18.0%	21.4%	26.0%	12.8%	26.1%	21.2%
	2 - 3 nights	Count	36	140	48	23	17	264
		% within Age	72.0%	65.1%	65.8%	59.0%	73.9%	66.0%
	4 - 5 nights	Count	5	25	5	8	0	43
		% within Age	10.0%	11.6%	6.8%	20.5%	0.0%	10.8%
	> 5 nights -1 month	Count	0	4	1	3	0	8
		% within Age	0.0%	1.9%	1.4%	7.7%	0.0%	2.0%
Payment method when booking online.	Credit Card	Count	22	116	35	21	11	205
		% within Age	44.0%	54.0%	47.9%	53.8%	47.8%	51.2%
	Cash transfer	Count	11	60	25	10	6	112
		% within Age	22.0%	27.9%	34.2%	25.6%	26.1%	28.0%
	Cash on arrival	Count	17	39	13	8	6	83
		% within Age	34.0%	18.1%	17.8%	20.5%	26.1%	20.8%
Total		Count	50	215	73	39	23	400
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

*Significant difference at 0.05 significant levels.

Table 4.23 shows the relationship between age groups and consumer buying behavior in using online room reservation through online travel agencies. The results indicate a significant relationship between age groups and consumer buying behavior considering ‘language used when booking online’, with a value of Person Chi-Square 9.895 and a significant level of 0.042.

The results show that there were differences among age groups considering ‘language used when booking online’. The respondent saged less than 25 years at 82.0%, 25-35 years at 67.4%, 36-45 years at 76.7%, 46-55 years at 82.1% and more than 55 years at 87.0% in their preference for the Thai language when booking online, more than the English language use when booking online.

Hypothesis 3 There is a relationship between education levels and consumer buying behavior in using online room reservation through online travel agencies.

Table 4.24 Chi-square for relationship between education levels and consumer buying behavior

Consumer Buying Behavior			Education			Total
			Below Bachelor’s Degree	Bachelor’s Degree	Over Bachelor’s Degree	
Language used when booking online.*	Thai	Count	39	217	38	294
		% within Education	88.6%	77.8%	49.4%	73.5%

Table 4.24 Chi-square for relationship between education levels and consumer buying behavior (Continue)

Consumer Buying Behavior			Education			Total
			Below Bachelor's Degree	Bachelor's Degree	Over Bachelor's Degree	
	English	Count	5	62	39	106
		% within Education	11.4%	22.2%	50.6%	26.5%
Web site on regular basis use when booking online.*	Only one web site	Count	38	230	52	320
		% within Education	86.4%	82.4%	67.5%	80.0%
	More than 1 web sites	Count	6	49	25	80
		% within Education	13.6%	17.6%	32.5%	20.0%
The hotel class is selected on last booking online.	3 stars hotel	Count	23	144	40	207
		% within Education	52.3%	51.6%	51.9%	51.7%
	4 stars hotel	Count	18	108	29	155
		% within Education	40.9%	38.7%	37.7%	38.8%
	5 stars hotel	Count	3	26	8	37
		% within Education	6.8%	9.3%	10.4%	9.2%
	Others	Count	0	1	0	1
		% within Education	0.0%	0.4%	0.0%	0.2%
Average length room reserve in advance when booking online.	0 - 2 days	Count	3	41	9	53
		% within Education	6.8%	14.7%	11.7%	13.2%
	3 - 7 days	Count	9	102	20	131
		% within Education	20.5%	36.6%	26.0%	32.8%
	8 - 14 days	Count	8	52	15	75
		% within Education	18.2%	18.6%	19.5%	18.8%
	15 days - 1 month	Count	15	55	17	87
		% within Education	34.1%	19.7%	22.1%	21.8%
	> 1 month - 3 months	Count	5	18	11	34
		% within Education	11.4%	6.5%	14.3%	8.5%
	> 3 months - 6 months	Count	4	11	5	20
		% within Education	9.1%	3.9%	6.5%	5.0%
Average price of accommodation per night when booking online.	<=2,000 Baht	Count	9	67	20	96
		% within Education	20.5%	24.0%	26.0%	24.0%
	2,001 - 4,000 Baht	Count	27	173	46	246
		% within Education	61.4%	62.0%	59.7%	61.5%
	4,001 - 6,000 Baht	Count	6	34	10	50
		% within Education	13.6%	12.2%	13.0%	12.5%
	> 6,000 Baht	Count	2	5	1	8
		% within Education	4.5%	1.8%	1.3%	2.0%

Table 4.24 Chi-square for relationship between education levels and consumer buying behavior (Continue)

Consumer Buying Behavior			Education			Total
			Below Bachelor's Degree	Bachelor's Degree	Over Bachelor's Degree	
Average length stay when booking online.	1 night	Count	9	61	15	85
		% within Education	20.5%	21.9%	19.5%	21.2%
	2 - 3 nights	Count	34	178	52	264
		% within Education	77.3%	63.8%	67.5%	66.0%
	4 - 5 nights	Count	1	32	10	43
		% within Education	2.3%	11.5%	13.0%	10.8%
	> 5 nights -1 month	Count	0	8	0	8
		% within Education	0.0%	2.9%	0.0%	2.0%
Payment method when booking online.	Credit Card	Count	20	143	42	205
		% within Education	45.5%	51.3%	54.5%	51.2%
	Cash transfer	Count	13	77	22	112
		% within Education	29.5%	27.6%	28.6%	28.0%
	Cash on arrival	Count	11	59	13	83
		% within Education	25.0%	21.1%	16.9%	20.8%
Total		Count	44	279	77	400
		% within Education	100.0%	100.0%	100.0%	100.0%

*Significant difference at 0.05 significant levels.

Table 4.24 shows the relationship between education levels and consumer buying behavior in using online room reservation through online travel agencies.The results indicate that there was a significant relationship between education levels and consumer buying behavior considering 'language used when booking online' and 'website regularity of use when booking online' at the Person Chi-Square of 30.852 and 9.630 and the significant level of 0.000 and 0.008 respectively.

The results show that there were differences among education levels considering 'language used when booking online'. The respondents who had education levels below a bachelor's degree rated at 88.6% and those with bachelor's degree at 77.8% concerning the Thai language used when booking online, more than those who used the English language when booking online. The respondents who had education levels above a bachelor's degree were at 50.6% concerning the English language used when booking online, more than those who used the Thai language when booking online.

In addition, the results show that there were differences among education levels considering “website regularity used when booking online . The respondents who had education levels below a bachelor’s degree were at 86.4% and those with bachelor’s degree were at 82.4% concerning the ‘only one website’ used when booking online, more than those who used ‘more than 1 website’ used when booking online. The respondents who had education levels a bachelor’s degree were at 32.5% concerning ‘more than 1 website’ used when booking online, more than ‘only one website’ used when booking online.

Hypothesis 4 There is a relationship between employment and consumer buying behavior in using online room reservation through online travel agencies.

Table 4.25 Chi-square for relationship between employment and consumer buying behavior

Consumer Buying Behavior			Employment						Total
			Student	Government officer / State enterprise officer	Business owner	Company’s Employee	Freelance	Retired	
Language used when booking online.*	Thai	Count	23	71	19	167	9	5	294
		% within Employment	79.3%	92.2%	54.3%	69.3%	69.2%	100.0%	73.5%
	English	Count	6	6	16	74	4	0	106
		% within Employment	20.7%	7.8%	45.7%	30.7%	30.8%	0.0%	26.5%
Web site on regular basis use when booking online.	Only one web site	Count	25	64	24	191	11	5	320
		% within Employment	86.2%	83.1%	68.6%	79.3%	84.6%	100.0%	80.0%
	More than 1 web sites	Count	4	13	11	50	2	0	80
		% within Employment	13.8%	16.9%	31.4%	20.7%	15.4%	0.0%	20.0%
The hotel class is selected on last booking online.*	3 stars hotel	Count	12	44	18	126	6	1	207
		% within Employment	41.4%	57.1%	51.4%	52.3%	46.2%	20.0%	51.7%
	4 stars hotel	Count	16	27	14	91	5	2	155
		% within Employment	55.2%	35.1%	40.0%	37.8%	38.5%	40.0%	38.8%
	5 stars hotel	Count	0	6	3	24	2	2	37
		% within Employment	0.0%	7.8%	8.6%	10.0%	15.4%	40.0%	9.2%
	Others	Count	1	0	0	0	0	0	1
		% within Employment	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%

Table 4.25 Chi-square for relationship between employment and consumer buying behavior (Continue)

Consumer Buying Behavior			Employment						Total
			Student	Government officer / State enterprise officer	Business owner	Company's Employee	Freelance	Retired	
Average length room reserve in advance when booking online.	0 - 2 days	Count	4	13	4	32	0	0	53
		% within Employment	13.8%	16.9%	11.4%	13.3%	0.0%	0.0%	13.2%
	3 - 7 days	Count	11	25	16	73	5	1	131
		% within Employment	37.9%	32.5%	45.7%	30.3%	38.5%	20.0%	32.8%
	8 - 14 days	Count	5	12	6	50	1	1	75
		% within Employment	17.2%	15.6%	17.1%	20.7%	7.7%	20.0%	18.8%
	15 days - 1 month	Count	6	16	4	53	5	3	87
		% within Employment	20.7%	20.8%	11.4%	22.0%	38.5%	60.0%	21.8%
	> 1 month - 3 months	Count	3	8	3	19	1	0	34
		% within Employment	10.3%	10.4%	8.6%	7.9%	7.7%	0.0%	8.5%
	> 3 months - 6 months	Count	0	3	2	14	1	0	20
		% within Employment	0.0%	3.9%	5.7%	5.8%	7.7%	0.0%	5.0%
Average price of accommodation per night when booking online.*	<=2,000 Baht	Count	10	29	5	48	3	1	96
		% within Employment	34.5%	37.7%	14.3%	19.9%	23.1%	20.0%	24.0%
	2,001 - 4,000 Baht	Count	12	39	21	163	8	3	246
		% within Employment	41.4%	50.6%	60.0%	67.6%	61.5%	60.0%	61.5%
	4,001 - 6,000 Baht	Count	7	7	9	24	2	1	50
		% within Employment	24.1%	9.1%	25.7%	10.0%	15.4%	20.0%	12.5%
	> 6,000 Baht	Count	0	2	0	6	0	0	8
		% within Employment	0.0%	2.6%	0.0%	2.5%	0.0%	0.0%	2.0%
Average length stay when booking online.	1 night	Count	7	16	8	47	5	2	85
		% within Employment	24.1%	20.8%	22.9%	19.5%	38.5%	40.0%	21.2%
	2 – 3 nights	Count	19	56	21	161	5	2	264
		% within Employment	65.5%	72.7%	60.0%	66.8%	38.5%	40.0%	21.2%
	4 - 5 nights	Count	3	4	5	27	3	1	43
		% within Employment	10.3%	5.2%	14.3%	11.2%	23.1%	20.0%	10.8%
	>5 nights – 1 month	Count	0	1	1	6	0	0	8
		% within Employment	0.0%	1.3%	2.9%	2.5%	0.0%	0.0%	2.0%

Table 4.25 Chi-square for relationship between employment and consumer buying behavior (Continue)

Consumer Buying Behavior			Employment						Total
			Student	Government officer / State enterprise officer	Business owner	Company's Employee	Freelance	Retired	
Payment method when booking online.*	Credit Card	Count	17	29	15	132	8	4	205
		% within Employment	58.6%	37.7%	42.9%	54.8%	61.5%	80.0%	51.2%
	Cash transfer	Count	2	20	11	73	5	1	112
		% within Employment	6.9%	26.0%	31.4%	30.3%	38.5%	20.0%	28.0%
	Cash on arrival	Count	10	28	9	36	0	0	83
		% within Employment	34.5%	36.4%	25.7%	14.9%	0.0%	0.0%	20.8%
Total		Count	29	77	35	241	13	5	400
		% within Employment	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

*Significant difference at 0.05 significant levels.

Table 4.25 displays the relationship between employment and consumer buying behavior in using online room reservation through online travel agencies. The result indicate that there was a significant relationship between employment and consumer buying behavior considering the 'language used when booking online', 'the hotel class selected on last booking', the 'average price of accommodation per night when booking online' and the 'payment method when booking online' with the Person Chi-Square of 25.085, 25.908, 27.648 and 30.923 and the significant level of 0.000, 0.039, 0.024 and 0.001.

The results show that there were differences among employment considering the 'language used when booking online', the respondents who were students being at 79.3%, government officers/state enterprise officers at 92.2%, business owners at 54.3%, company employees at 69.3%, freelancers at 69.2% and retirees at 100% concerning the Thai language being used when booking online, more than those using the English language when booking online.

In 'the hotel class selected on last booking' category, the respondents who were working as government officers/state enterprise officers were at 57.1%, business owners at 51.4%, company employees at 52.3% and freelancers at 46.2% concerning '3-star hotels' and the respondents who were student were at 55.2% and retirees were at 40% concerning '4-star hotels'; also the respondents who were retired were at 40% concerning '5-star hotels'.

In the ‘average price of accommodation per night when booking online’ category, the respondents who were students stood at 41.4%, government officers/state enterprise officers at 50.6%, business owners at 60%, company employees at 67.6%, freelancers at 61.5% and retirees at 60% concerning ‘2,001-4,000 Baht’ as the average price of accommodation per night when booking online.

In addition, the results show that there were differences among employment considering the ‘payment method when booking online’ category. The respondents who were students were at 58.6%, government officers/state enterprise officers at 37.7%, business owners at 42.9%, company employees at 54.8%, freelancers at 61.5% and retirees at 80% concerning ‘credit card’ as the payment method when booking online.

Hypothesis 5 There is a relationship between monthly income and consumer buying behavior in using online room reservation through online travel agencies.

Table 4.26 Chi-square for relationship between monthly income and consumer buying behavior

Consumer Buying Behavior			**Monthly income**					**Total**
			<= 15,000 Baht	**15,001 - 30,000 Baht**	**30,001 - 45,000 Baht**	**45,001 - 60,000 Baht**	**> 60,000 Baht**	
Language used when booking online.*	Thai	Count	73	126	64	24	7	294
		% within Monthly income	85.9%	77.3%	65.3%	58.5%	53.8%	73.5%
	English	Count	12	37	34	17	6	106
		% within Monthly income	14.1%	22.7%	34.7%	41.5%	46.2%	26.5%
Web site on regular basis use when booking online.*	Only one web site	Count	68	139	78	25	10	320
		% within Monthly income	80.0%	85.3%	79.6%	61.0%	76.9%	80.0%
	More than 1 web sites	Count	17	24	20	16	3	80
		% within Monthly income	20.0%	14.7%	20.4%	39.0%	23.1%	20.0%

Table 4.26 Chi-square for relationship between monthly income and consumer buying behavior (Continue)

Consumer Buying Behavior			Monthly income					Total
			<=15,0000 Baht	15,001 - 30,000 Baht	30,001 - 45,000 Baht	45,001 - 60,000 Baht	> 60,000 Baht	
The hotel class is selected on last booking online.	3 stars hotel	Count	44	88	54	16	5	207
		% within Monthly income	51.8%	54.0%	55.1%	39.0%	38.5%	51.7%
	4 stars hotel	Count	36	62	35	16	6	155
		% within Monthly income	42.4%	38.0%	35.7%	39.0%	46.2%	38.8%
	5 stars hotel	Count	4	13	9	9	2	37
		% within Monthly income	4.7%	8.0%	9.2%	22.0%	15.4%	9.2%
	Others	Count	1	0	0	0	0	1
		% within Monthly income	1.2%	0.0%	0.0%	0.0%	0.0%	0.2%
Average length room reserve in advance when booking online.	0 - 2 days	Count	15	22	9	5	2	53
		% within Monthly income	17.6%	13.5%	9.2%	12.2%	15.4%	13.2%
	3 - 7 days	Count	22	63	31	12	3	131
		% within Monthly income	25.9%	38.7%	31.6%	29.3%	23.1%	32.8%
	8 - 14 days	Count	16	32	20	5	2	75
		% within Monthly income	18.8%	19.6%	20.4%	12.2%	15.4%	18.8%
	15 days - 1 month	Count	20	27	24	11	5	87
		% within Monthly income	23.5%	16.6%	24.5%	26.8%	38.5%	21.8%
	> 1 month - 3 months	Count	8	13	8	4	1	34
		% within Monthly income	9.4%	8.0%	8.2%	9.8%	7.7%	8.5%
	> 3 months - 6 months	Count	4	6	6	4	0	20
		% within Monthly income	4.7%	3.7%	6.1%	9.8%	0.0%	5.0%
Average price of accommodation per night when booking online.*	<=2,000 Baht	Count	26	41	14	11	4	96
		% within Monthly income	30.6%	25.2%	14.3%	26.8%	30.8%	24.0%
	2,001 - 4,000 Baht	Count	46	101	74	17	8	246
		% within Monthly income	54.1%	62.0%	75.5%	41.5%	61.5%	61.5%
	4,001 - 6,000 Baht	Count	11	19	10	10	0	50
		% within Monthly income	12.9%	11.7%	10.2%	24.4%	0.0%	12.5%
	> 6,000 Baht	Count	2	2	0	3	1	8
		% within Monthly income	2.4%	1.2%	0.0%	7.3%	7.7%	2.0%
Average length stay when booking online.	1 night	Count	16	41	19	7	2	85
		% within Monthly income	18.8%	25.2%	19.4%	17.1%	15.4%	21.2%
	2 -3 nights	Count	65	96	64	28	11	264
		% within Monthly income	76.5%	58.9%	65.3%	68.3%	84.6%	66.0%
	4 - 5 nights	Count	4	22	12	5	0	43
		% within Monthly income	4.7%	13.5%	12.2%	12.2%	0.0%	10.8%
	> 5 nights - 1 month	Count	0	4	3	1	0	8
		% within Monthly income	0.0%	2.5%	3.1%	2.4%	0.0%	2.0%

Table 4.26 Chi-square for relationship between monthly income and consumer buying behavior (Continue)

Consumer Buying Behavior			Monthly income					Total
			<= 15,000 Baht	15,001 - 30,000 Baht	30,001 - 45,000 Baht	45,001 - 60,000 Baht	> 60,000 Baht	
Payment method when booking online.	Credit Card	Count	44	77	49	29	6	205
		% within Monthly income	51.8%	47.2%	50.0%	70.7%	46.2%	51.2%
	Cash transfer	Count	20	46	31	9	6	112
		% within Monthly income	23.5%	28.2%	31.6%	22.0%	46.2%	28.0%
	Cash on arrival	Count	21	40	18	3	1	83
		% within Monthly income	24.7%	24.5%	18.4%	7.3%	7.7%	20.8%
Total		Count	85	163	98	41	13	400
		% within Monthly income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

*Significant difference at 0.05 significant levels.

Table 4.26 displays the relationship between monthly income levels and consumer buying behavior in using online room reservation through online travel agencies. The results indicate that there was a significant relationship between monthly income levels and consumer buying behavior considering the ‘language used when booking online’, ‘website regularity used when booking online’ and ‘average price of accommodation per night when booking online’ with the value of Person Chi-Square 18.569, 12.197 and 29.612 and at significant level of 0.001, 0.016 and 0.003.

The results show that there were differences among monthly income levels considering the ‘language used when booking online’, the respondents who had a monthly income of less than 15,000 Baht were at 85.9%, a monthly income of 15,000-30,000 Baht at 77.3%, a monthly income of 30,001-45,000 Baht at 65.3%, a monthly income of 45,001-60,000 Baht at 58.5% and a monthly income of more than 60,000 Baht at 53.8% concerning the Thai language being used when booking online, more than those who used the English language when booking online.

In the ‘website regularity used when booking online’ category, the respondents who had a monthly income of less than 15,000 Baht were at 80.0%, a monthly income of 15,000-30,000 Baht at 85.3%, a monthly income of 30,001-45,000 Baht at 79.6%, a monthly income of 45,001-60,000 Baht at 61.0% and a monthly income of more than 60,000 Baht at 76.9% concerning ‘only one website’ used when booking online, more than ‘more than 1 web site’ used when booking online.

In addition, the results show that there were differences among monthly income levels considering the “average price of accommodation per night when booking online” .The respondents who had a monthly income of less than 15,000 Baht stood at 54.1%, a monthly income of 15,000-30,000 Baht at 62.0%, a monthly income of 30,001-45,000 Baht at 75.5%, a monthly income of 45,001-60,000 Baht at 41.5% and a monthly income of more than 60,000 Baht at 61.5% concerning ‘2,001-4,000 Baht’ as the average price of accommodation per night when booking online.

Hypothesis 6 There is a relationship between frequency of using online room reservation per year and consumer buying behavior in using online room reservation through online travel agencies.

Table 4.27 Chi-square for relationship between frequency of using online room reservation per year and consumer buying behavior

Consumer Buying Behavior			**Frequency of using online room reservation per year.**				**Total**
			1 - 2 times	**3 - 4 times**	**5 - 6 times**	**> 6 times**	
Language used when booking online.*	Thai	Count	216	64	11	3	294
		% within Frequency of using online room reservation per year.	87.8%	52.5%	44.0%	42.9%	73.5%
	English	Count	30	58	14	4	106
		% within Frequency of using online room reservation per year.	12.2%	47.5%	56.0%	57.1%	26.5%
Web site on regular basis use when booking online.*	Only one web site	Count	206	96	15	3	320
		% within Frequency of using online room reservation per year.	83.7%	78.7%	60.0%	42.9%	80.0%
	More than 1 web sites	Count	40	26	10	4	80
		% within Frequency of using online room reservation per year.	16.3%	21.3%	40.0%	57.1%	20.0%
The hotel class is selected on last booking online.	3 stars hotel	Count	134	58	11	4	207
		% within Frequency of using online room reservation per year.	54.5%	47.5%	44.0%	57.1%	51.7%
	4 stars hotel	Count	90	51	11	3	155
		% within Frequency of using online room reservation per year.	36.6%	41.8%	44.0%	42.9%	38.8%
	5 stars hotel	Count	22	12	3	0	37
		% within Frequency of using online room reservation per year.	8.9%	9.8%	12.0%	0.0%	9.2%
	Others	Count	0	1	0	0	1
		% within Frequency of using online room reservation per year.	0.0%	0.8%	0.0%	0.0%	0.2%

Table 4.27 Chi-square for relationship between frequency of using online room reservation per year and consumer buying behavior (Continue)

Consumer Buying Behavior			Frequency of using online room reservation per year.				Total
			1 - 2 times	3 - 4 times	5 - 6 times	> 6 times	
Average length room reserve in advance when booking online.	0 - 2 days	Count	34	17	2	0	53
		% within Frequency of using online room reservation per year.	13.8%	13.9%	8.0%	0.0%	13.2%
	3 - 7 days	Count	89	37	4	1	131
		% within Frequency of using online room reservation per year.	36.2%	30.3%	16.0%	14.3%	32.8%
	8 - 14 days	Count	39	27	7	2	75
		% within Frequency of using online room reservation per year.	15.9%	22.1%	28.0%	28.6%	18.8%
	15 days - 1 month	Count	54	26	5	2	87
		% within Frequency of using online room reservation per year.	22.0%	21.3%	20.0%	28.6%	21.8%
	> 1 month - 3 months	Count	19	9	4	2	34
		% within Frequency of using online room reservation per year.	7.7%	7.4%	16.0%	28.6%	8.5%
	> 3 months - 6 months	Count	11	6	3	0	20
		% within Frequency of using online room reservation per year.	4.5%	4.9%	12.0%	0.0%	5.0%
Average price of accommodation per night when booking online.	<=2,000 Baht	Count	63	26	5	2	96
		% within Frequency of using online room reservation per year.	25.6%	21.3%	20.0%	28.6%	24.0%
	2,001 - 4,000 Baht	Count	153	74	14	5	246
		% within Frequency of using online room reservation per year.	62.2%	60.7%	56.0%	71.4%	61.5%
	4,001 - 6,000 Baht	Count	23	21	6	0	50
		% within Frequency of using online room reservation per year.	9.3%	17.2%	24.0%	0.0%	12.5%
	> 6,000 Baht	Count	7	1	0	0	8
		% within Frequency of using online room reservation per year.	2.8%	0.8%	0.0%	0.0%	2.0%
Average length stay when booking online.*	1 night	Count	56	26	2	1	85
		% within Frequency of using online room reservation per year.	22.8%	21.3%	8.0%	14.3%	21.2%
	2 – 3 nights	Count	166	78	14	6	264
		% within Frequency of using online room reservation per year.	67.5%	63.9%	56.0%	85.7%	66.0%
	4 – 5 nights	Count	19	16	8	0	43
		% within Frequency of using online room reservation per year.	7.7%	13.1%	32.0%	0.0%	10.8%
	> 5 nights -1 month	Count	5	2	1	0	8
		% within Frequency of using online room reservation per year.	2.0%	1.6%	4.0%	0.0%	2.0%
Payment method when booking online.	Credit Card	Count	118	69	14	4	205
		% within Frequency of using online room reservation per year.	48.0%	56.6%	56.0%	57.1%	51.2%
	Cash Transfer	Count	78	28	3	3	112
		% within Frequency of using online room reservation per year.	31.7%	23.0%	12.0%	42.9%	28.0%
	Cash on arrival	Count	50	25	8	0	83
		% within Frequency of using online room reservation per year.	20.3%	20.5%	32.0%	0.0%	20.8%
Total		Count	264	122	25	7	400
		% within Frequency of using online room reservation per year.	100.0%	100.0%	100.0%	100.0%	100.0%

*Significant difference at 0.05 significant levels.

Table 4.27 displays the relationship between frequency of using online room reservation per year and consumer buying behavior in using online room reservation through online travel agencies. The results indicate that there was a significant relationship between frequency of using online room reservation per year and consumer buying behavior considering the ‘language used when booking online’, the ‘website regularity used when booking online’ and the ‘average length of stay when booking online’ at the value of Person Chi-Square 68.120, 14.567 and 18.148 and the significant level at 0.000, 0.002 and 0.033 respectively.

The results show that there were differences among frequency of using online room reservation per year considering the ‘language used when booking online’. The respondents who used online room reservation 1-2 times per year stood at 87.8% and 3-4 times per year at 52.5% concerning the Thai language used when booking online and the respondents who used online room reservation 5-6 times per year at 56.0% and more than 6 times per year at 57.1% concerning the English language used when booking online.

In the ‘website regularity used when booking online’ category, the respondents who used online room reservation 1-2 times per year were at 83.7%, 3-4 times per year at 78.8% and 5-6 times per year at 60% concerning ‘only one website’ used when booking online. Meanwhile, the respondents who used online room reservation more than 6 times per year stood at 57.1% concerning ‘more than 1 web site’ used when booking online.

In addition, the results show that there were differences among frequency of using online room reservation per year considering the ‘average length of stay when booking online’. The respondents who used online room reservation 1-2 times per year was at 67.5%, 3-4 times per year at 63.9%, 5-6 times per year at 56% and more than 6 times per year at 85.7% concerning ‘2-3 nights’ as average length of stay when booking online.

Hypothesis 7 There is a relationship between languages used when booking online, and technology acceptance model factors in using online room reservation through online travel agencies.

Table 4.28 T-test for relationship among languages used when booking online and technology acceptance model factor, perceived ease of use and perceived usefulness

n = 400

Technology Acceptance Model Factor	Language used when booking online				t	Sig. (2-tailed)
	Thai (n = 294)		English (n = 106)			
	Mean	SD.	Mean	SD.		
Perceived ease of use						
1.Usability and interactivity of booking online system	5.30	1.269	5.53	1.251	-1.575	.116
2.Convenience and quick access to booking online system	5.38	1.101	5.40	1.144	-.121	.904
3.Convenience in ordering/ payment process of booking online system	5.40	1.166	5.52	1.236	-.875	.382
4.Easy-to-use website content of booking online system	5.36	1.133	5.58	1.154	-1.640	.102
5.Convenience and quick access to check booking confirmation of booking online system	5.34	1.148	5.66	1.086	-2.470	.014*
Perceived usefulness						
6.Booking online system provides accurate information of accommodation, room type, room price and others facilities	5.22	1.201	5.20	1.276	.166	.868
7.Booking online system saves you more time	5.50	1.287	5.51	1.318	-.041	.967
8.Booking online system saves your money, get a cheaper price	5.05	1.350	5.08	1.412	-.158	.875
9.Booking online system saves you more expenditure	5.16	1.293	5.11	1.389	.312	.755
10.Booking online system helps you can compare the details of each accommodation (price, location, service)	5.51	1.199	5.28	1.372	1.487	.139

*Significant difference at 0.05 significant levels.

According to table 4.28, hypothesis testing found that different languages used when booking online in levels of influence on using online room reservation through online travel agencies towards technology acceptance model factor. There were differences among languages used when booking online in the levels of influence on using online room reservation through online travel agencies toward perceived ease of use items; convenience and quick access to checking booking confirmation of booking online system, its significant levels being less than 0.05.

Hypothesis 8 There is a relationship between regularity of web site use when booking online and technology acceptance model factors in using online room reservation through online travel agencies.

Table 4.29 T-test for relationship among web site on regular basis use when booking online and technology acceptance model factor, perceived ease of use and perceived usefulness

n = 400

Technology Acceptance Model Factor	Web site on regular basis use when booking online. Only one web site (n = 294)		More than 1 web sites (n = 106)		t	Sig. (2-tailed)
	Mean	SD.	Mean	SD.		
Perceived ease of use						
1.Usability and interactivity of booking online system	5.27	1.295	5.73	1.079	-3.221	.002*
2.Convenience andquickaccess to booking online system	5.34	1.158	5.56	.884	-1.878	.062
3.Convenience in ordering/ payment process of booking online system	5.37	1.191	5.68	1.134	-2.055	.041*
4.Easy-to-use website contentof booking online system	5.38	1.139	5.58	1.145	-1.360	.175
5.Convenience and quick access to check booking confirmation of booking online system	5.33	1.132	5.81	1.092	-3.424	.001*
Perceived usefulness						
6.Booking online system provides accurate information of accommodation, room type, room price and others facilities	5.13	1.222	5.55	1.157	-2.770	.006*
7.Booking online system saves you more time	5.44	1.316	5.76	1.172	-2.142	.034*
8.Booking online system saves your money, get a cheaper price	5.03	1.346	5.19	1.442	-.952	.342
9.Booking online system saves you more expenditure	5.14	1.282	5.19	1.459	-.303	.762
10.Booking online system helps you can compare the details of each accommodation (price, location, service)	5.42	1.229	5.58	1.329	-1.020	.308

*Significant difference at 0.05 significant levels.

According to table 4.29, hypothesis testing found that there was differences among website regularity use when booking online in levels of influence on using online room reservation through online travel agencies towards technology acceptance model factor. There were differences among website regularity use when booking online in the levels of influence on using online room reservation through online travel agencies toward perceived ease of use items; usability and interactivity of booking online system, convenience in ordering/payment process of booking online

system, convenience and quick access to check booking confirmation of booking online system and perceived usefulness items; booking online system provides accurate information of accommodation, room type, room price and others facilities, booking online system saves time, with significant levels of less than 0.05.

Hypothesis 9 There is a relationship between the hotel class selected on the last booking online and technology acceptance model factors in using online room reservation through online travel agencies.

Table 4.30 F-test for relationship among the hotel class is selected on last booking online and technology acceptance model factor in using online room reservation through online travel agencies

n = 400

Technology Acceptance Model Factor	The hotel class is selected on last booking online.	N	Mean	Std. Deviation	F	Sig.
Perceived ease of use						
Usability and interactivity of booking online system	3 stars hotel or below	208	5.49	1.224	2.650	.072
	4 stars hotel	155	5.28	1.267		
	5 stars hotel	37	5.03	1.443		
Convenience and quick access to booking online system	3 stars hotel or below	208	5.45	1.030	1.127	.325
	4 stars hotel	155	5.35	1.155		
	5 stars hotel	37	5.16	1.344		
Convenience in ordering/ payment process of booking online system	3 stars hotel or below	208	5.48	1.138	.471	.625
	4 stars hotel	155	5.40	1.204		
	5 stars hotel	37	5.30	1.372		
Easy-to-use website content of booking online system	3 stars hotel or below	208	5.44	1.071	.084	.919
	4 stars hotel	155	5.39	1.182		
	5 stars hotel	37	5.41	1.363		
Convenience and quick access to check booking confirmation of booking online system	3 stars hotel or below	208	5.45	1.102	.958	.384
	4 stars hotel	155	5.35	1.132		
	5 stars hotel	37	5.62	1.361		
Perceived usefulness						
Booking online system provides accurate information of accommodation, room type, room price and others facilities	3 stars hotel or below	208	5.15	1.178	.547	.579
	4 stars hotel	155	5.28	1.261		
	5 stars hotel	37	5.30	1.288		
Booking online system saves you more time	3 stars hotel or below	208	5.53	1.239	.412	.663
	4 stars hotel	155	5.51	1.383		
	5 stars hotel	37	5.32	1.226		
Booking online system saves your money, get a cheaper price	3 stars hotel or below	208	5.11	1.285	1.611	.201
	4 stars hotel	155	5.08	1.477		
	5 stars hotel	37	4.68	1.292		
Booking online system saves you more expenditure	3 stars hotel or below	208	5.22	1.226	.619	.539
	4 stars hotel	155	5.08	1.464		
	5 stars hotel	37	5.03	1.166		

Table 4.30 F-test for relationship among the hotel class is selected on last booking online and technology acceptance model factor in using online room reservation through online travel agencies (Continue)

n = 400

Technology Acceptance Model Factor	The hotel class is selected on last booking online.	N	Mean	Std. Deviation	F	Sig.
Booking online system helps you can compare the details of each accommodation (price, location, service)	3 stars hotel or below	208	5.45	1.235	.076	.927
	4 stars hotel	155	5.43	1.294		
	5 stars hotel	37	5.51	1.170		

*Significant difference at 0.05 significant levels.

According to the results of hypothesis testing in table 4.30, the researcher found that there were no significant differences among the hotel class selected on last booking online toward the technology acceptance model affecting the respondents' buying behavior in using online room reservation through online travel agencies, including perceived ease of use; usability and interactivity of booking online system, convenience and quick access to booking online system, convenience in ordering/payment process of booking online system, easy-to-use website content of booking online system, convenience and quick access to check booking confirmation of booking online system and perceived usefulness; booking online system provides accurate information of accommodation, room type, room price and others facilities, booking online system saves time, booking online system saves money, gets a cheaper price, booking online system saves expenditure, booking online system helps comparison of the details of each accommodation type (price, location, service). Therefore, the significant values of all items of the trust factor were higher than the significant level of the mean difference at 0.05.

Hypothesis 10 There is a relationship between an average length room reservation in advance when booking online and technology acceptance model factors in using online room reservation through online travel agencies.

Table 4.31 F-test for relationship among an average length room reserve in advance when booking online and technology acceptance model factor in using online room reservation through online travel agencies

n = 400

Technology Acceptance Model Factor	Average length room reserve in advance when booking online.	N	Mean	Std. Deviation	F	Sig.
Perceived ease of use						
Usability and interactivity of booking online system	0-2 days	53	4.58	1.292	7.255	.000*
	3-7 days	131	5.24	1.258		
	8-14 days	75	5.63	1.228		
	15 days-1 month	87	5.51	1.190		
	> 1 month- 3 months	34	5.74	1.024		
	> 3 months-6 months or > 6 months	20	6.00	1.170		
Convenience and quick access to booking online system	0-2 days	53	5.11	1.068	2.605	.025*
	3- 7 days	131	5.24	1.137		
	8- 14 days	75	5.48	1.005		
	15 days- 1 month	87	5.44	1.178		
	> 1 month-3 months	34	5.76	1.075		
	> 3 months- 6 months or > 6 months	20	5.80	.951		
Convenience in ordering/ payment process of booking online system	0-2 days	53	5.11	1.121	4.317	.001*
	3-7 days	131	5.30	1.194		
	8-14 days	75	5.56	.948		
	15 days-1 month	87	5.36	1.347		
	> 1 month- 3 months	34	5.91	1.026		
	> 3 months-6 months or > 6 months	20	6.20	1.105		
Easy-to-use website content of booking online system	0-2 days	53	5.13	1.127	5.248	.000*
	3-7 days	131	5.24	1.075		
	8-14 days	75	5.49	1.070		
	15 days-1 month	87	5.46	1.189		
	> 1 month- 3 months	34	5.68	1.249		
	> 3 months-6 months or > 6 months	20	6.45	.826		
Convenience and quick access to check booking confirmation of booking online system	0-2 days	53	5.04	1.192	5.911	.000*
	3-7 days	131	5.26	1.085		
	8-14 days	75	5.44	1.093		
	15 days-1 month	87	5.49	1.190		
	> 1 month- 3 months	34	6.06	.919		
	> 3 months-6 months or > 6 months	20	6.15	.933		
Perceived usefulness						
Booking online system provides accurate information of accommodation, room type, room price and others facilities	0-2 days	53	4.92	1.238	3.816	.002*
	3-7 days	131	5.00	1.301		
	8-14 days	75	5.25	1.092		
	15 days-1 month	87	5.36	1.171		
	> 1 month- 3 months	34	5.71	1.031		
	> 3 months-6 months or > 6 months	20	5.80	1.152		
Booking online system saves you more time	0-2 days	53	5.08	1.328	3.195	.008*
	3-7 days	131	5.34	1.424		
	8-14 days	75	5.64	1.170		
	15 days-1 month	87	5.63	1.163		
	> 1 month- 3 months	34	5.85	1.209		
	> 3 months-6 months or > 6 months	20	6.05	1.050		

Table 4.31 F-test for relationship among t an average length room reserve in advance when booking online and technology acceptance model factor in using online room reservation through online travel agencies (Continue)

n = 400

Technology Acceptance Model Factor	Average length room reserve in advance when booking online.	N	Mean	Std. Deviation	F	Sig.
Booking online system saves your money, get a cheaper price	0-2 days	53	4.74	1.361	2.742	.019*
	3-7 days	131	4.89	1.429		
	8-14 days	75	5.31	1.315		
	15 days-1 month	87	5.02	1.239		
	> 1 month- 3 months	34	5.44	1.375		
	> 3 months-6 months or > 6 months	20	5.60	1.353		
Booking online system saves you more expenditure	0-2 days	53	4.91	1.431	2.892	.014*
	3-7 days	131	4.93	1.254		
	8-14 days	75	5.37	1.260		
	15 days-1 month	87	5.16	1.354		
	> 1 month- 3 months	34	5.44	1.307		
Booking online system helps you can compare the details of each accommodation (price, location, service)	> 3 months-6 months or > 6 months	20	5.80	1.152		
	0-2 days	53	5.30	1.249	3.151	.008*
	3-7 days	131	5.16	1.335		
	8-14 days	75	5.56	1.188		
	15 days-1 month	87	5.66	1.139		
	> 1 month- 3 months	34	5.71	1.142		
	> 3 months-6 months or > 6 months	20	5.95	1.191		

*Significant difference at 0.05 significant levels.

The results in table 4.31 illustrate that there were significant differences among average length room reservations in advance when booking online in levels affecting the respondents' buying behavior in using online room reservation through online travel agencies. The results show that there were differences among average length room reservations in advance when booking online, considering perceived ease of use items; usability and interactivity of booking online system, convenience and quick access to booking online system, convenience in the ordering/payment process of booking online system, easy-to-use website content of booking online system, convenience and quick access to check booking confirmation of booking online system, with significant levels of 0.000, 0.025, 0.001, 0.000, and 0.000 respectively.

In addition, there were differences among average length room reservation in advance when booking online, considering perceived usefulness; booking online system provides accurate information of accommodation, room type, room price and others facilities, booking online system saves time, booking online system saves money, gets a cheaper price, booking online system saves expenditure, booking online system helps comparison of the details of each accommodation type (price, location, service). The significant values of all items of perceived usefulness were at the

significant levels of 0.002, 0.008, 0.019, 0.014, and 0.008 respectively. However, the researcher performed LSD analysis to discover more information about whether differences in average length of room reservation in advance when booking online were different in terms of technology acceptance model affecting on consumer buying behavior.

Table 4.32 Least Significant Difference (LSD) testing on an average length room reserve in advance when booking online and technology acceptance model factor in using online room reservation through online travel agencies

n = 400

Technology acceptance Model Factor	(I) Average length room reserve in advance when booking online.	(J) Average length room reserve in advance when booking online.	Mean Difference (I-J)	Sig.
Perceived ease of use				
Usability and interactivity of booking online system	0- 2 days	3-7 days	-.652*	.001*
		8- 14 days	-1.042*	.000*
		15 days-1 month	-.921*	.000*
		> 1 month-3 months	-1.150*	.000*
		> 3 months- 6 months or > 6 months	-1.415*	.000*
	3- 7 days	0-2 days	.652*	.001*
		8-14 days	-.390*	.028*
		15 days-1 month	-.269	.112
		> 1 month-3 months	-.499*	.034*
		> 3 months-6 months or > 6 months	-.763*	.009*
	8- 14 days	0-2 days	1.042*	.000*
		3-7 days	.390*	.028*
		15 days-1 month	.121	.530
		> 1 month-3 months	-.109	.667
		> 3 months-6 months or > 6 months	-.373	.225
	15 days-1 month	0-2 days	.921*	.000*
		3-7 days	.269	.112
		8-14 days	-.121	.530
		> 1 month-3 months	-.230	.353
		> 3 months-6 months or > 6 months	-.494	.103
	> 1 month-3 months	0-2 days	1.150*	.000*
		3-7 days	.499*	.034*
		8-14 days	.109*	.667
		15 days- 1 month	.230*	.353
		> 3 months-6 months or > 6 months	-.265*	.442
	> 3 months-6 months or > 6 months	0- 2 days	1.415*	.000*
		3- 7 days	.763*	.009*
		8- 14 days	.373*	.225
		15 days- 1 month	.494*	.103
		> 1 month- 3 months	.265	.442

Table 4.32 Least Significant Difference (LSD) testing on an average length room reserve in advance when booking online and technology acceptance model factor in using online room reservation through online travel agencies (Continue)

n = 400

Technology acceptance Model Factor	(I) Average length room reserve in advance when booking online.	(J) Average length room reserve in advance when booking online.	Mean Difference (I-J)	Sig.
Convenience and quick access to booking online system	0-2 days	3-7 days	-.131*	.465
		8- 14 days	-.367*	.064
		15 days-1 month	-.324*	.092
		> 1 month-3 months	-.651*	.007*
		> 3 months- 6 months or > 6 months	-.687	.018*
	3-7 days	0-2 days	.131	.465
		8-14 days	-.236	.140
		15 days-1 month	-.193*	.207
		> 1 month-3 months	-.520	.014*
		> 3 months-6 months or > 6 months	-.556	.036*
	8-14 days	0-2 days	.367	.064
		3-7 days	.236	.140
		15 days-1 month	.043*	.803
		> 1 month-3 months	-.285*	.211
		> 3 months-6 months or > 6 months	-.320*	.249
	15 days-1 month	0-2 days	.324*	.092
		3-7 days	.193*	.207
		8-14 days	-.043*	.803
		> 1 month-3 months	-.328*	.141
		> 3 months-6 months or > 6 months	-.363*	.184
	> 1 month-3 months	0-2 days	.651*	.007*
		3-7 days	.520	.014*
		8-14 days	.285*	.211
		15 days- 1 month	.328*	.141
		> 3 months-6 months or > 6 months	-.035*	.909
	> 3 months-6 months or > 6 months	0- 2 days	.687*	.018*
		3- 7 days	.556	.036*
		8- 14 days	.320	.249
		15 days- 1 month	.363	.184
		> 1 month- 3 months	.035*	.909
Convenience in ordering/ payment process of booking online system	0-2 days	3-7 days	-.185	.330
		8- 14 days	-.447	.033*
		15 days-1 month	-.243	.230
		> 1 month-3 months	-.799	.002*
		> 3 months- 6 months or > 6 months	-1.087*	.000*
	3 – 7 days	0-2 days	.185*	.330
		8-14 days	-.262*	.120
		15 days-1 month	-.059*	.715
		> 1 month-3 months	-.614*	.006*
		> 3 months-6 months or > 6 months	-.902*	.001*
	8 – 14 days	0 – 2 days	.447*	.033*
		3 – 7 days	.262*	.120
		15 days – 1 month	.204*	.266
		> 1 month – 3 months	-.352	.144
		> 3 months – 6 months or > 6 months	-.640*	.029*

Table 4.32 Least Significant Difference (LSD) testing on an average length room reserve in advance when booking online and technology acceptance model factor in using online room reservation through online travel agencies (Continue)

n = 400

Technology acceptance Model Factor	(I) Average length room reserve in advance when booking online.	(J) Average length room reserve in advance when booking online.	Mean Difference (I-J)	Sig.
	15 days – 1 month	0 – 2 days	.243*	.230
		3 – 7 days	.059*	.715
		8 – 14 days	-.204*	.266
		> 1 month – 3 months	-.555	.018*
		> 3 months – 6 months or > 6 months	-.844	.004*
	> 1 month – 3 months	0 – 2 days	.799	.002*
		3 – 7 days	.614*	.006*
		8 – 14 days	.352	.144
		15 days – 1 month	.555	.018*
		> 3 months – 6 months or > 6 months	-.288	.379
	> 3 months – 6 months or > 6 months	0 – 2 days	1.087	.000*
		3 – 7 days	.902*	.001*
		8 – 14 days	.640*	.029*
		15 days – 1 month	.844*	.004*
		> 1 month – 3 months	.288*	.379
Easy-to-use website content of booking online system	0 – 2 days	3 – 7 days	-.112*	.536
		8 – 14 days	-.361*	.071
		15 days – 1 month	-.328*	.092
		> 1 month – 3 months	-.544*	.026*
		> 3 months – 6 months or > 6 months	-1.318*	.000*
	3 – 7 days	0 – 2 days	.112	.536
		8 – 14 days	-.249*	.123
		15 days – 1 month	-.215*	.162
		> 1 month – 3 months	-.432*	.044*
		> 3 months – 6 months or > 6 months	-1.206*	.000*
	8 – 14 days	0 – 2 days	.361	.071
		3 – 7 days	.249	.123
		15 days – 1 month	.034	.848
		> 1 month – 3 months	-.183*	.426
		> 3 months – 6 months or > 6 months	-.957	.001*
	15 days – 1 month	0 – 2 days	.328	.092
		3 – 7 days	.215	.162
		8 – 14 days	-.034	.848
		> 1 month – 3 months	-.217*	.336
		> 3 months – 6 months or > 6 months	-.990*	.000*
	> 1 month – 3 months	0 – 2 days	.544*	.026*
		3 – 7 days	.432*	.044*
		8 – 14 days	.183*	.426
		15 days – 1 month	.217*	.336
		> 3 months – 6 months or > 6 months	-.774*	.014*

Table 4.32 Least Significant Difference (LSD) testing on an average length room reserve in advance when booking online and technology acceptance model factor in using online room reservation through online travel agencies (Continue)

n = 400

Technology acceptance Model Factor	(I) Average length room reserve in advance when booking online.	(J) Average length room reserve in advance when booking online.	Mean Difference (I-J)	Sig.
	> 3 months – 6 months or > 6 months	0 – 2 days	1.318*	.000*
		3 – 7 days	1.206*	.000*
		8 – 14 days	.957	.001*
		15 days – 1 month	.990*	.000*
		> 1 month – 3 months	.774*	.014*
Convenience and quick access to check booking confirmation of booking online system	0 – 2 days	3 – 7 days	-.222*	.219
		8 – 14 days	-.402*	.043*
		15 days – 1 month	-.457	.018*
		> 1 month – 3 months	-1.021	.000*
		> 3 months – 6 months or > 6 months	-1.112	.000*
	3 – 7 days	0 – 2 days	.222*	.219
		8 – 14 days	-.180	.260
		15 days – 1 month	-.235	.126
		> 1 month – 3 months	-.799	.000*
		> 3 months – 6 months or > 6 months	-.890	.001*
	8 – 14 days	0 – 2 days	.402*	.043*
		3 – 7 days	.180*	.260
		15 days – 1 month	-.054	.756
		> 1 month – 3 months	-.619*	.007*
		> 3 months – 6 months or > 6 months	-.710*	.011*
	15 days – 1 month	0 – 2 days	.457*	.018*
		3 – 7 days	.235*	.126
		8 – 14 days	.054*	.756
		> 1 month – 3 months	-.565*	.012*
		> 3 months – 6 months or > 6 months	-.656*	.017*
	> 1 month – 3 months	0 – 2 days	1.021	.000*
		3 – 7 days	.799*	.000*
		8 – 14 days	.619*	.007*
		15 days – 1 month	.565*	.012*
		> 3 months – 6 months or > 6 months	-.091*	.770
	> 3 months – 6 months or > 6 months	0 – 2 days	1.112	.000*
		3 – 7 days	.890	.001*
		8 – 14 days	.710	.011*
		15 days – 1 month	.656*	.017*
		> 1 month – 3 months	.091	.770
Perceived usefulness				
Booking online system provides accurate information of accommodation, room type, room price and others facilities	0 – 2 days	3 – 7 days	-.075	.699
		8 – 14 days	-.329	.127
		15 days – 1 month	-.432	.039*
		> 1 month – 3 months	-.781*	.003*
		> 3 months – 6 months or > 6 months	-.875*	.006*

Table 4.32 Least Significant Difference (LSD) testing on an average length room reserve in advance when booking online and technology acceptance model factor in using online room reservation through online travel agencies (Continue)

n = 400

Technology acceptance Model Factor	(I) Average length room reserve in advance when booking online.	(J) Average length room reserve in advance when booking online.	Mean Difference (I-J)	Sig.
	3 – 7 days	0 – 2 days	.075*	.699
		8 – 14 days	-.253*	.145
		15 days – 1 month	-.356*	.032*
		> 1 month – 3 months	-.706*	.002*
		> 3 months – 6 months or > 6 months	-.800*	.006*
	8 – 14 days	0 – 2 days	.329*	.127
		3 – 7 days	.253*	.145
		15 days – 1 month	-.103	.586
		> 1 month – 3 months	-.453*	.069
		> 3 months – 6 months or > 6 months	-.547*	.071
	15 days – 1 month	0 – 2 days	.432*	.039*
		3 – 7 days	.356*	.032*
		8 – 14 days	.103	.586
		> 1 month – 3 months	-.350	.150
		> 3 months – 6 months or > 6 months	-.444	.136
	> 1 month – 3 months	0 – 2 days	.781*	.003*
		3 – 7 days	.706	.002*
		8 – 14 days	.453	.069
		15 days – 1 month	.350	.150
		> 3 months – 6 months or > 6 months	-.094	.781
	> 3 months – 6 months or > 6 months	0 – 2 days	.875*	.006*
		3 – 7 days	.800*	.006*
		8 – 14 days	.547*	.071
		15 days – 1 month	.444*	.136
		> 1 month – 3 months	.094*	.781
Booking online system saves you more time	0 – 2 days	3 – 7 days	-.268*	.198
		8 – 14 days	-.565*	.014*
		15 days – 1 month	-.557*	.013*
		> 1 month – 3 months	-.777*	.006*
		> 3 months – 6 months or > 6 months	-.975	.004*
	3 – 7 days	0 – 2 days	.268*	.198
		8 – 14 days	-.296*	.109
		15 days – 1 month	-.289*	.103
		> 1 month – 3 months	-.509*	.039*
		> 3 months – 6 months or > 6 months	-.706	.022*
	8 – 14 days	0 – 2 days	.565	.014*
		3 – 7 days	.296	.109
		15 days – 1 month	.008*	.969
		> 1 month – 3 months	-.213	.420
		> 3 months – 6 months or > 6 months	-.410	.203

Table 4.32 Least Significant Difference (LSD) testing on an average length room reserve in advance when booking online and technology acceptance model factor in using online room reservation through online travel agencies (Continue)

n = 400

Technology acceptance Model Factor	(I) Average length room reserve in advance when booking online.	(J) Average length room reserve in advance when booking online.	Mean Difference (I-J)	Sig.
	> 3 months – 6 months or > 6 months	0 – 2 days	.864	.015*
		3 – 7 days	.715*	.028*
		8 – 14 days	.293	.389
		15 days – 1 month	.577	.086
		> 1 month – 3 months	.159	.677
Booking online system saves you more expenditure perceived usefulness9	0 – 2 days	3 – 7 days	-.026	.904
		8 – 14 days	-.468*	.046*
		15 days – 1 month	-.255*	.261
		> 1 month – 3 months	-.536	.062
		> 3 months – 6 months or > 6 months	-.894*	.009*
	3 – 7 days	0 – 2 days	.026*	.904
		8 – 14 days	-.442*	.020*
		15 days – 1 month	-.230*	.203
		> 1 month – 3 months	-.510*	.043*
		> 3 months – 6 months or > 6 months	-.869*	.006*
	8 – 14 days	0 – 2 days	.468*	.046*
		3 – 7 days	.442	.020*
		15 days – 1 month	.212*	.301
		> 1 month – 3 months	-.068*	.801
		> 3 months – 6 months or > 6 months	-.427*	.194
	15 days – 1 month	0 – 2 days	.255*	.261
		3 – 7 days	.230	.203
		8 – 14 days	-.212	.301
		> 1 month – 3 months	-.280	.288
		> 3 months – 6 months or > 6 months	-.639*	.048*
	> 1 month – 3 months	0 – 2 days	.536	.062
		3 – 7 days	.510	.043*
		8 – 14 days	.068	.801
		15 days – 1 month	.280	.288
		> 3 months – 6 months or > 6 months	-.359*	.329
	> 3 months – 6 months or > 6 months	0 – 2 days	.894*	.009*
		3 – 7 days	.869*	.006*
		8 – 14 days	.427*	.194
		15 days – 1 month	.639*	.048*
		> 1 month – 3 months	.359*	.329
Booking online system helps you can compare the details of each accommodation (price, location, service)	0 – 2 days	3 – 7 days	.142*	.481
		8 – 14 days	-.258*	.244
		15 days – 1 month	-.353*	.101
		> 1 month – 3 months	-.404	.137
		> 3 months – 6 months or > 6 months	-.648*	.046*

Table 4.32 Least Significant Difference (LSD) testing on an average length room reserve in advance when booking online and technology acceptance model factor in using online room reservation through online travel agencies (Continue)

n = 400

Technology acceptance Model Factor	(I) Average length room reserve in advance when booking online.	(J) Average length room reserve in advance when booking online.	Mean Difference (I-J)	Sig.
	3 – 7 days	0 – 2 days	-.142*	.481
		8 – 14 days	-.400*	.026*
		15 days – 1 month	-.495*	.004*
		> 1 month – 3 months	-.546	.022*
		> 3 months – 6 months or > 6 months	-.790	.008*
	8 – 14 days	0 – 2 days	.258	.244
		3 – 7 days	.400*	.026*
		15 days – 1 month	-.095	.624
		> 1 month – 3 months	-.146	.567
		> 3 months – 6 months or > 6 months	-.390	.210
	15 days – 1 month	0 – 2 days	.353	.101
		3 – 7 days	.495*	.004*
		8 – 14 days	.095*	.624
		> 1 month – 3 months	-.051	.839
		> 3 months – 6 months or > 6 months	-.295*	.335
	> 1 month – 3 months	0 – 2 days	.404*	.137
		3 – 7 days	.546*	.022*
		8 – 14 days	.146*	.567
		15 days – 1 month	.051*	.839
		> 3 months – 6 months or > 6 months	-.244*	.483
	> 3 months – 6 months or > 6 months	0 – 2 days	.648*	.046*
		3 – 7 days	.790	.008*
		8 – 14 days	.390*	.210
		15 days – 1 month	.295*	.335
		> 1 month – 3 months	.244*	.483

*Significant difference at 0.05 significant levels.

The LSD comparison in table 4.32 represents the difference among average length room reservations in advance when booking online and technology acceptance model factor in using online room reservation through online travel agencies. The results show that there were differences among average length room reservations in advance, considering 'usability and interactivity of booking online system'. The respondents who had an average length room reservation in advance of 3 – 7 days were more affected in their buying behavior of using online room reservation than the respondents who had an average length room reservation in advance of 0 – 2 days, with the significant level of 0.01. The respondents who had an average length

room reservation in advance of 8 – 14 days were more affected in their buying behavior in using online room reservation than the respondents who had an average length room reservation in advance of 0-2 days and 3-7 days, with the significant levels of 0.000 and 0.028 respectively. The respondents who had an average length room reservation in advance of 15 days – 1 month were more affected in their buying behavior in using online room reservation than the respondents who had an average length room reservation in advance of 0-2 days, with the significant level of 0.000. The respondents who had an average length room reservation in advance of 1 month – 3 months were more affected in their buying behavior in using online room reservation than the respondents who had an average length room reservation in advance of 0-2 days and 3-7 days, with the significant levels of 0.000 and 0.034 respectively. The respondents who had an average length room reservation in advance of more than 3 months – 6 months or more than 6 months were more affected in their buying behavior in using online room reservation than the respondents who had an average length room reservation in advance of 0-2 days and 3-7 days, with the significant level of 0.000 and 0.009 respectively.

In the 'convenience and quick access to booking online system' category, the respondents who had an average length room reservation in advance of more than 1 month – 3 months were more affected in their buying behavior in using online room reservation than the respondents who had an average length room reservation in advance of 0-2 days and 3-7 days, with the significant levels of 0.007 and 0.014 respectively. For the respondents who had an average length room reservation in advance of more than 3 months – 6 months or more than 6 months were more affected in their buying behavior in using online room reservation than the respondents who had an average length room reservation in advance of 0-2 days and 3-7 days, with the significant levels of 0.018 and 0.036 respectively.

In the 'convenience in ordering/payment process of booking online system' category, the respondents who had an average length room reservation in advance of 8 – 14 days were more affected in their buying behavior in using online room reservation than the respondents who had an average length room reservation in advance of 0-2 days, with the significant level of 0.033. For the respondents who had an average length room reservation in advance of 1 month – 3 months were more

affected in their buying behavior in using online room reservation than the respondents who had an average length room reservation in advance of 0-2 days and 3-7 days, with the significant levels of 0.002 and 0.006rfespectively, and the respondents who had an average length room reservation in advance of 3 months – 6 months or more than 6 months were more affected in their buying behavior in using online room reservation than the respondents who had an average length room reservation in advance of 0-2 days, 3-7 days, 8 – 14 daysand15 days – 1 month, with the significant levels of 0.000, 0.001, 0.029 and 0.004 respectively.

In the 'easy-to-use website content of booking online system' category, the respondents who had an average length room reservation in advance of 1 month – 3 months were more affected in their buying behavior in using online room reservation than the respondents who had an average length room reservation in advance of 0-2 days and 3-7 days, with the significant levels of 0.026 and 0.044 respectively, and the respondents who had an average length room reservation in advance of 3 months – 6 months or more than 6 months were more affected in their buying behavior in using online room reservation than the respondents who had an average length room reservation in advance of 0-2 days, 3-7 days, 8 – 14 days, 15 days – 1 month and more than 1 month – 3 months, with the significant levels of 0.000, 0.000, 0.001, 0.000 and 0.014 respectively.

In the 'convenience and quick access to check booking confirmation of booking online system' category, the respondents who had an average length room reservation in advance of 8 – 14 days were more affected in their buying behavior in using online room reservation than the respondents who had an average length room reservation in advance of 0 – 2 days, with the significant level of 0.043. For the respondents who had an average length room reservation in advance of 15 days – 1 month were more affected in their buying behavior in using online room reservation than the respondents who had an average length room reservation in advance of 0 – 2 days, more than 1 month – 3 months and more than 3 months – 6 months or more than 6 months, with the significant levels of 0.018, 0.012, and 0.017 respectively. In addition, the respondents who had an average length room reservation in advance of more than 1 month – 3 months were more affected in their buying behavior in using online room reservation than the respondents who had an average length room

reservation in advance of 0-2 days, 3-7 days, 8 – 14 days, and 15 days – 1 month, with the significant levels of 0.000, 0.000, 0.007, and 0.012.respectively.Moreover, the respondents who had an average length room reservation in advance of more than 3 months – 6 months or more than 6 months were more affected in their buying behavior in using online room reservation than the respondents who had an average length room reservation in advance of 0-2 days, 3-7 days, 8 – 14 days, and 15 days – 1 month, with the significant levels of 0.000, 0.001, 0.011, and 0.017 respectively.

In the 'booking online system provides accurate information of accommodation, room type, room price and others facilities' category, the respondents who had an average length room reservation in advance of 15 days – 1 month were more affected in their buying behavior in using online room reservation than the respondents who had an average length room reservation in advance of 0 – 2 days and 3 – 7 days, with the significant levels of 0.039 and 0.032 respectively. For the respondents who had an average length room reservation in advance of more than 1 month – 3 months were more affected in their buying behavior in using online room reservation than the respondents who had an average length room reservation in advance of 0 – 2 days and 3 – 7 days, with the significant levels of 0.003 and 0.002 respectively. The respondents who had an average length room reservation in advance of more than 3 months – 6 months or more than 6 months were more affected in their buying behavior in using online room reservation than the respondents who had an average length room reservation in advance of 0 – 2 days and 3 – 7 days, with the significant levels of 0.006 and 0.006 respectively.

In the 'booking online system saves you more time' category, the respondents who had an average length room reservation in advance of 8 – 14 days concerned were more affected in their buying behavior in using online room reservation than the respondents who had an average length room reservation in advance of 0 – 2 days, with the significant level of 0.014. For the respondents who had an average length room reservation in advance of 15 days – 1 month were more affected in their buying behavior in using online room reservation than the respondents who had an average length room reservation in advance of 0 – 2 days, with the significant level of 0.013. In addition, the respondents who had an average length room reservation in advance of more than 1 month – 3 months were more affected in

their buying behavior in using online room reservation than the respondents who had an average length room reservation in advance of 0 – 2 days and 3 – 7 days, with the significant levels of 0.006 and 0.039 respectively. Moreover, the respondents who had an average length room reservation in advance of more than 3 months – 6 months or more than 6 months were more affected in their buying behavior in using online room reservation than the respondents who had an average length room reservation in advance of 0 – 2 days and 3 – 7 days, with the significant levels of 0.004 and 0.022 respectively.

In the 'booking online system saves money, gets a cheaper price' category, the respondents who had an average length room reservation in advance of 8 – 14 days were more affected in their buying behavior in using online room reservation than the respondents who had an average length room reservation in advance of 0 – 2 days and 3 – 7 days, with the significant levels of 0.019 and 0.032 respectively. For the respondents who had an average length room reservation in advance of more than 1 month – 3 months were more affected in their buying behavior in using online room reservation than the respondents who had an average length room reservation in advance of 0 – 2 days and 3 – 7 days, with the significant levels of 0.018 and 0.033 respectively. The respondents who had an average length room reservation in advance of more than 3 months – 6 months or more than 6 months were more affected in their buying behavior in using online room reservation than the respondents who had an average length room reservation in advance of 0 – 2 days and 3 – 7 days,with the significant levels of 0.015 and 0.028 respectively.

In the 'booking online system saves expenditure' category, the respondents who had an average length room reservation in advance of 8 – 14 days were more affected in their buying behavior in using online room reservation than the respondents who had an average length room reservation in advance of 0 – 2 days and 3 – 7 days, with the significant levels of 0.046 and 0.020 respectively. For the respondents who had an average length room reservation in advance of more than 1 month – 3 months were more affected in their buying behavior in using online room reservation than the respondents who had an average length room reservation in advance of 3 – 7 days, with the significant level of 0.043, and the respondents who had an average length room reservation in advance of more than 3 months – 6 months or more than 6 months

were more affected in their buying behavior in using online room reservation than the respondents who had an average length room reservation in advance of 0 – 2 days, 3 – 7 days and 15 days – 1 month, with the significant levels of 0.009, 0.006 and 0.048 respectively.

In the 'booking online system helps comparison of the details of each accommodation type (price, location, service)' category, the respondents who had an average length room reservation in advance of 8 – 14 days were more affected in their buying behavior in using online room reservation than the respondents who had an average length room reservation in advance of 3 – 7 days, with the significant level of 0.026. For the respondents who had an average length room reservation in advance of 15 days – 1 month were more affected in their buying behavior in using online room reservation than the respondents who had an average length room reservation in advance of 3 – 7 days, with the significant level of 0.004. In addition, the respondents who had an average length room reservation in advance of more than 1 month – 3 months were more affected in their buying behavior in using online room reservation than the respondents who had an average length room reservation in advance of 3 – 7 days, with the significant level of 0.022. Moreover, the respondents who had an average length room reservation in advance of more than 3 months – 6 months or more than 6 months were more affected in their buying behavior in using online room reservation than the respondents who had an average length room reservation in advance of 0 – 2 days and 3 – 7 days, with the significant levels of 0.046 and 0.008 respectively.

Hypothesis 11 There is a relationship between an average price of accommodation per night when booking online and technology acceptance model factors in using online room reservation through online travel agencies.

Table 4.33 F-test for relationship among an average price of accommodation per night when booking online and technology acceptance model factor in using online room reservation through online travel agencies

n = 400

Technology acceptance Model Factor	Average price of accommodation per night when booking online.	N	Mean	Std. Deviation	F	Sig.
Perceived ease of use						
Usability and interactivity of booking online system	<=2,000 Baht	96	4.89	1.313	6.930	.000*
	2,001- 4,000 Baht	246	5.46	1.224		
	4,001- 6,000 Baht	50	5.72	1.196		
	> 6,000 Baht	8	5.75	1.035		
Convenience and quick access to booking online system	<=2,000 Baht	96	5.11	1.004	3.285	.021*
	2,001- 4,000 Baht	246	5.44	1.111		
	4,001- 6,000 Baht	50	5.54	1.249		
	> 6,000 Baht	8	6.00	.926		
Convenience in ordering/ payment process of booking online system	<=2,000 Baht	96	5.25	1.076	1.012	.387
	2,001- 4,000 Baht	246	5.50	1.191		
	4,001- 6,000 Baht	50	5.46	1.343		
	> 6,000 Baht	8	5.50	1.195		
Easy-to-use website content of booking online system	<=2,000 Baht	96	5.11	1.113	3.454	.017*
	2,001- 4,000 Baht	246	5.48	1.142		
	4,001- 6,000 Baht	50	5.64	1.083		
	> 6,000 Baht	8	5.75	1.282		
Convenience and quick access to check booking confirmation of booking online system	<=2,000 Baht	96	5.16	1.199	3.131	.026*
	2,001- 4,000 Baht	246	5.47	1.120		
	4,001- 6,000 Baht	50	5.70	1.074		
	> 6,000 Baht	8	5.75	.886		
Perceived usefulness						
Booking online system provides accurate information of accommodation, room type, room price and others facilities	<=2,000 Baht	96	4.92	1.158	3.294	.021*
	2,001- 4,000 Baht	246	5.26	1.264		
	4,001- 6,000 Baht	50	5.50	1.074		
	> 6,000 Baht	8	5.63	.744		
Booking online system saves you more time	<=2,000 Baht	96	5.26	1.332	1.704	.166
	2,001- 4,000 Baht	246	5.59	1.264		
	4,001- 6,000 Baht	50	5.62	1.369		
	> 6,000 Baht	8	5.25	1.035		
Booking online system saves your money, get a cheaper price	<=2,000 Baht	96	4.77	1.365	2.808	.039*
	2,001- 4,000 Baht	246	5.09	1.364		
	4,001- 6,000 Baht	50	5.44	1.296		
	> 6,000 Baht	8	5.13	1.356		
Booking online system saves you more expenditure	<=2,000 Baht	96	4.91	1.298	2.361	.071
	2,001- 4,000 Baht	246	5.16	1.327		
	4,001- 6,000 Baht	50	5.48	1.297		
	> 6,000 Baht	8	5.50	.926		
Booking online system helps you can compare the details of each accommodation (price, location, service)	<=2,000 Baht	96	5.38	1.190	.649	.584
	2,001- 4,000 Baht	246	5.46	1.270		
	4,001- 6,000 Baht	50	5.42	1.326		
	> 6,000 Baht	8	6.00	.756		

*Significant difference at 0.05 significant levels.

The results in table 4.33 illustrated that there were significant differences among average price of accommodation per night when booking online in levels of affecting the respondents' buying behavior in using online room reservation through online travel agencies. The result shows that there were differences among average price of accommodation per night when booking online considering in *perceived ease of use items*; usability and interactivity of booking online system, convenience and quick access to booking online system, easy-to-use website content of booking online system, convenience and quick access to check booking confirmation of booking online system which the significant level of 0.000, 0.021, 0.017, and 0.026 respectively.

In addition, there were differences among average price of accommodation per night when booking online considering in *perceived usefulness items*; booking online system provides accurate information of accommodation, room type, room price and others facilities and booking online system saves you more time, booking online system saves your money, get a cheaper price, The significant values of all items of perceived usefulness were at the significant level of 0.021 and 0.039. However, the researcher performed LSD analysis to find out more information whether differences in average price of accommodation per night when booking online had different in terms of technology acceptance model affecting on consumer buying behavior. The results in table 4.33 illustrate that there were significant differences among average price of accommodation per night when booking online in levels of affecting the respondents' buying behavior in using online room reservation through online travel agencies. The results show that there were differences among average price of accommodation per night when booking online considering in perceived ease of use items; usability and interactivity of booking online system, convenience and quick access to booking online system, easy-to-use website content of booking online system, convenience and quick access to check booking confirmation of booking online system, with the significant levels of 0.000, 0.021, 0.017, and 0.026 respectively.

In addition, there were differences among average price of accommodation per night when booking online considering perceived usefulness items; booking online system provides accurate information of accommodation, room type, room price and others facilities and booking online system saves time, booking online system saves

money, gets a cheaper price, The significant values of all items of perceived usefulness were at the significant levels of 0.021 and 0.039. However, the researcher performed LSD analysis to find out more information about whether differences in average price of accommodation per night when booking online were different in terms of technology acceptance model affecting on consumer buying behavior.

Table 4.34 Least Significant Difference (LSD) testing on an average price of accommodation per night when booking online and technology acceptance model factor in using online room reservation through online travel agencies

n = 400

Technology acceptance Model Factor	(I) Average price of accommodation per night when booking online.	(J) Average price of accommodation per night when booking online.	Mean Difference (I-J)	Sig.
Perceived ease of use				
Usability and interactivity of booking online system	<=2,000 Baht	2,001 – 4,000 Baht	-.578*	.000*
		4,001 – 6,000 Baht	-.835*	.000*
		> 6,000 Baht	-.865	.059
	2,001- 4,000 Baht	<=2,000 Baht	.578*	.000*
		4,001 - 6,000 Baht	-.257	.183
		> 6,000 Baht	-.287	.520
	4,001- 6,000 Baht	<=2,000 Baht	.835*	.000*
		2,001 –4,000 Baht	.257	.183
		> 6,000 Baht	-.030	.949
	> 6,000 Baht	<=2,000 Baht	.865	.059
		2,001 –4,000 Baht	.287	.520
		4,001 –6,000 Baht	.030	.949
Convenience and quick access to booking online system	<=2,000 Baht	2,001 –4,000 Baht	-.324*	.015*
		4,001 –6,000 Baht	-.425*	.027*
		> 6,000 Baht	-.885*	.030*
	2,001- 4,000 Baht	<=2,000 Baht	.324*	.015*
		4,001 –6,000 Baht	-.101	.555
		> 6,000 Baht	-.561	.157
	4,001- 6,000 Baht	<=2,000 Baht	.425*	.027*
		2,001 –4,000 Baht	.101	.555
		> 6,000 Baht	-.460	.274
	> 6,000 Baht	<=2,000 Baht	.885*	.030*
		2,001 –4,000 Baht	.561	.157
		4,001 –6,000 Baht	.460	.274
Easy-to-use website content of booking online system	<=2,000 Baht	2,001 –4,000 Baht	-.369	.007*
		4,001 –6,000 Baht	-.525*	.008*
		> 6,000 Baht	-.635*	.127
	2,001- 4,000 Baht	<=2,000 Baht	.369*	.007*
		4,001 –6,000 Baht	-.156*	.374
		> 6,000 Baht	-.266	.513

Table 4.34 Least Significant Difference (LSD) testing on an average price of accommodation per night when booking online and technology acceptance model factor in using online room reservation through online travel agencies (Continue)

n = 400

Technology acceptance Model Factor	(I) Average price of accommodation per night when booking online.	(J) Average price of accommodation per night when booking online.	Mean Difference (I-J)	Sig.
	4,001- 6,000 Baht	<=2,000 Baht	.525	.008*
		2,001 –4,000 Baht	.156*	.374
		> 6,000 Baht	-.110	.798
	> 6,000 Baht	<=2,000 Baht	.635	.127
		2,001 – 4,000 Baht	.266*	.513
		4,001 – 6,000 Baht	.110	.798
Convenience and quick access to check booking confirmation of booking online system	<=2,000 Baht	2,001 – 4,000 Baht	-.311	.023*
		4,001 – 6,000 Baht	-.544	.006*
		> 6,000 Baht	-.594*	.154
	2,001- 4,000 Baht	<=2,000 Baht	.311*	.023*
		4,001 – 6,000 Baht	-.233	.186
		> 6,000 Baht	-.283*	.487
	4,001- 6,000 Baht	<=2,000 Baht	.544	.006*
		2,001 – 4,000 Baht	.233	.186
		> 6,000 Baht	-.050*	.908
	> 6,000 Baht	<=2,000 Baht	.594	.154
		2,001 – 4,000 Baht	.283	.487
		4,001 – 6,000 Baht	.050	.908
Booking online system provides accurate information of accommodation, room type, room price and others facilities	<=2,000 Baht	2,001 – 4,000 Baht	-.343	.019*
		4,001 – 6,000 Baht	-.583	.006*
		> 6,000 Baht	-.708*	.112
	2,001- 4,000 Baht	<=2,000 Baht	.343*	.019*
		4,001 – 6,000 Baht	-.240*	.202
		> 6,000 Baht	-.365*	.402
	4,001- 6,000 Baht	<=2,000 Baht	.583	.006*
		2,001 – 4,000 Baht	.240	.202
		> 6,000 Baht	-.125*	.786
	> 6,000 Baht	<=2,000 Baht	.708	.112
		2,001 – 4,000 Baht	.365	.402
		4,001 – 6,000 Baht	.125*	.786
Booking online system saves your money, get a cheaper price	<=2,000 Baht	2,001 – 4,000 Baht	-.319	.052
		4,001 – 6,000 Baht	-.669	.005*
		> 6,000 Baht	-.354	.478
	2,001- 4,000 Baht	<=2,000 Baht	.319*	.052
		4,001 – 6,000 Baht	-.351*	.096
		> 6,000 Baht	-.036*	.942
	4,001- 6,000 Baht	<=2,000 Baht	.669*	.005*
		2,001 – 4,000 Baht	.351	.096
		> 6,000 Baht	.315	.542
	> 6,000 Baht	<=2,000 Baht	.354*	.478
		2,001 – 4,000 Baht	.036	.942
		4,001 – 6,000 Baht	-.315	.542

*Significant difference at 0.05 significant levels.

The LSD comparison in table 4.34 represents the difference among average price of accommodation per night when booking online and technology acceptance model factor in using online room reservation through online travel agencies. The results show that there were differences among average price of

accommodation per night when booking online, considering ‘usability and interactivity of booking online system’. The respondents who had selected an average price of accommodation per night of 2,001 – 4,000 Baht were more affected in their buying behavior in using online room reservation than the respondents who had selected an average price of accommodation per night of less than or equal to 2,000 Baht, with the significant level of 0.000. For the respondents who had selected an average price of accommodation per night of 4,001 – 6,000 Baht were more affected in their buying behavior in using online room reservation than the respondents who had selected an average price of accommodation per night of less than or equal to 2,000 Baht, with the significant level of 0.000.

In the ‘convenience and quick access to booking online system’ category, the respondents who had selected an average price of accommodation per night of 2,001 – 4,000 Baht were more affected in their buying behavior in using online room reservation than the respondents who had selected an average price of accommodation per night of less than or equal to 2,000 Baht, with the significant level of 0.015. The respondents who had selected an average price of accommodation per night of 4,001 – 6,000 Baht were more affected in their buying behavior in using online room reservation than the respondents who had selected an average price of accommodation per night of less than or equal to 2,000 Baht, with the significant level of 0.027. In addition, the respondents who had selected an average price of accommodation per night of more than 6,000 Baht were more affected in their buying behavior in using online room reservation than the respondents who had selected an average price of accommodation per night at less than or equal to 2,000 Baht, with the significant level of 0.030.

In the ‘easy-to-use website content of booking online system’ category, the respondents who had selected an average price of accommodation per night of 2,001 – 4,000 Baht were more affected in their buying behavior in using online room reservation than the respondents who had selected an average price of accommodation per night of less than or equal to 2,000 Baht, with the significant level of 0.007. The respondents who had selected an average price of accommodation per night of 4,001 – 6,000 Baht were more affected in their buying behavior in using online room

reservation than the respondents who had selected an average price of accommodation per night of less than or equal to 2,000 Baht, with the significant level of 0.008.

In the 'convenience and quick access to check booking confirmation of booking online system' category, the respondents who had selected an average price of accommodation per night of 2,001 – 4,000 Baht were more affected in their buying behavior in using online room reservation than the respondents who had selected an average price of accommodation per night of less than or equal to 2,000 Baht, with the significant level of 0.023. The respondents who had selected an average price of accommodation per night of 4,001 – 6,000 Baht were more affected in their buying behavior in using online room reservation than the respondents who had selected an average price of accommodation per night of less than or equal to 2,000 Baht, with the significant level of 0.006.

In the 'booking online system provides accurate information of accommodation, room type, room price and others facilities' category, the respondents who had selected an average price of accommodation per night of 2,001 – 4,000 Baht were more affected in their buying behavior in using online room reservation than the respondents who had selected an average price of accommodation per night of less than or equal to 2,000 Baht, with the significant level of 0.019. The respondents who had selected an average price of accommodation per night of 4,001 – 6,000 Baht were more affected in their buying behavior in using online room reservation than the respondents who had selected an average price of accommodation per night of less than or equal to 2,000 Baht, with the significant level of 0.006.

In the 'booking online system saves money, gets a cheaper price' category, the respondents who had selected an average price of accommodation per night of 4,001 – 6,000 Baht were more affected in their buying behavior in using online room reservation than the respondents who had selected an average price of accommodation per night of less than or equal to 2,000 Baht, with the significant level of 0.005.

Hypothesis 12 There is a relationship between an average length stay when booking online and technology acceptance model factors in using online room reservation through online travel agencies.

Table 4.35 F-test for relationship among an average length stay when booking online and technology acceptance model factor in using online room reservation through online travel agencies

n = 400

Technology acceptance Model Factor	Average length stay when booking online.	N	Mean	Std. Deviation	F	Sig.
Perceived ease of use						
Usability and interactivity of booking online system	1 night	85	4.93	1.370	8.839	.000*
	2 - 3 nights	264	5.38	1.189		
	4 - 5 nights	43	5.93	1.261		
	> 5 nights - 1 month > 1 month	8	6.50	.756		
Convenience and quick access to booking online system	1 night	85	5.08	1.136	4.184	.006*
	2 - 3 nights	264	5.44	1.044		
	4 - 5 nights	43	5.51	1.369		
	> 5 nights - 1 month > 1 month	8	6.25	.707		
Convenience in ordering/ payment process of booking online system	1 night	85	5.07	1.173	3.919	.009*
	2 - 3 nights	264	5.51	1.127		
	4 - 5 nights	43	5.58	1.451		
	> 5 nights - 1 month > 1 month	8	6.00	.926		
Easy-to-use website content of booking online system	1 night	85	5.14	1.236	2.485	.060
	2 - 3 nights	264	5.47	1.099		
	4 - 5 nights	43	5.60	1.198		
	> 5 nights - 1 month > 1 month	8	5.75	.707		
Convenience and quick access to check booking confirmation of booking online system	1 night	85	5.12	1.257	3.417	.017*
	2 - 3 nights	264	5.54	1.074		
	4 - 5 nights	43	5.42	1.220		
	> 5 nights - 1 month > 1 month	8	5.00	.926		
Perceived usefulness						
Booking online system provides accurate information of accommodation, room type, room price and others facilities	1 night	85	4.78	1.238	5.558	.001*
	2 - 3 nights	264	5.36	1.194		
	4 - 5 nights	43	5.26	1.157		
	> 5 nights - 1 month > 1 month	8	4.75	1.165		
Booking online system saves you more time	1 night	85	5.06	1.257	5.700	.001*
	2 - 3 nights	264	5.66	1.251		
	4 - 5 nights	43	5.33	1.459		
	> 5 nights - 1 month > 1 month	8	6.13	.991		
Booking online system saves your money, get a cheaper price	1 night	85	4.75	1.299	2.217	.086
	2 - 3 nights	264	5.11	1.404		
	4 - 5 nights	43	5.21	1.245		
	> 5 nights - 1 month > 1 month	8	5.63	.916		
Booking online system saves you more expenditure	1 night	85	4.81	1.286	2.790	.040*
	2 - 3 nights	264	5.23	1.346		
	4 - 5 nights	43	5.21	1.146		
	> 5 nights - 1 month > 1 month	8	5.75	1.035		
Booking online system helps you can compare the details of each accommodation (price, location, service)	1 night	85	5.19	1.190	4.813	.003*
	2 - 3 nights	264	5.59	1.218		
	4 - 5 nights	43	5.00	1.397		
	> 5 nights - 1 month > 1 month	8	6.00	1.195		

*Significant difference at 0.05 significant levels.

The results in table 4.35 illustrate that there were significant differences among average length of stay when booking online in levels of affecting the respondents' buying behavior in using online room reservation through online travel

agencies. The result shows that there were differences among average length of stay when booking online, considering perceived ease of use items; usability and interactivity of booking online system, convenience and quick access to booking online system, convenience in ordering/ payment process of booking online system, and convenience and quick access to check booking confirmation of booking online system, with the significant levels of 0.000, 0.006, 0.009, and 0.017 respectively.

In addition, there were differences among average length of stay when booking online, considering perceived usefulness; booking online system provides accurate information of accommodation, room type, room price and others facilities, booking online system saves time, booking online system saves expenditure, and booking online system helps comparison of the details of each accommodation type (price, location, service). The significant values of all items of perceived usefulness were at the significant levels of 0.001, 0.001, 0.040 and 0.003. However, the researcher performed LSD analysis to find out more information about whether differences in average length stay when booking online had differences in terms of technology acceptance model affecting on consumer buying behavior.

Table 4.36 Least Significant Difference (LSD) testing on an average length stay when booking online and technology acceptance model factor in using online room reservation through online travel agencies

n = 400

Technology acceptance Model Factor	(I) Average length stay when booking online.	(J) Average length stay when booking online.	Mean Difference (I-J)	Sig.
Perceived ease of use				
Usability and interactivity of booking online system	1 night	2 - 3 nights	-.446*	.004*
		4 - 5 nights	-1.001*	.000*
		> 5 nights - 1 month > 1 month	-1.571*	.001*
	2 - 3 nights	1 night	.446*	.004*
		4 - 5 nights	-.555*	.006*
		> 5 nights - 1 month > 1 month	-1.125*	.011*
	4 - 5 nights	1 night	1.001*	.000*
		2 - 3 nights	.555*	.006*
		> 5 nights - 1 month > 1 month	-.570	.230

Table 4.36 Least Significant Difference (LSD) testing on an average length stay when booking online and technology acceptance model factor in using online room reservation through online travel agencies (Continue)

n = 400

Technology acceptance Model Factor	(I) Average length stay when booking online.	(J) Average length stay when booking online.	Mean Difference (I-J)	Sig.
	> 5 nights - 1 month > 1 month	1 night	1.571*	.001*
		2 - 3 nights	1.125*	.011*
		4 - 5 nights	.570	.230
Convenience and quick access to booking online system	1 night	2 - 3 nights	-.353*	.010*
		4 - 5 nights	-.429*	.037*
		> 5 nights - 1 month > 1 month	-1.168*	.004*
	2 - 3 nights	1 night	.353*	.010*
		4 - 5 nights	-.076	.674
		> 5 nights - 1 month > 1 month	-.814*	.039*
	4 - 5 nights	1 night	.429*	.037*
		2 - 3 nights	.076	.674
		> 5 nights - 1 month > 1 month	-.738	.082
	> 5 nights - 1 month > 1 month	1 night	1.168*	.004*
		2 - 3 nights	.814*	.039*
		4 - 5 nights	.738*	.082
Convenience in ordering/ payment process of booking online system	1 night	2 - 3 nights	-.437*	.003*
		4 - 5 nights	-.511*	.020*
		> 5 nights - 1 month > 1 month	-.929*	.033*
	2 - 3 nights	1 night	.437*	.003*
		4 - 5 nights	-.074*	.702
		> 5 nights - 1 month > 1 month	-.492	.242
	4 - 5 nights	1 night	.511*	.020*
		2 - 3 nights	.074*	.702
		> 5 nights - 1 month > 1 month	-.419	.354
	> 5 nights - 1 month > 1 month	1 night	.929*	.033*
		2 - 3 nights	.492*	.242
		4 - 5 nights	.419*	.354
Convenience and quick access to check booking confirmation of booking online system	1 night	2 - 3 nights	-.424*	.003*
		4 - 5 nights	-.301*	.155
		> 5 nights - 1 month > 1 month	.118*	.778
	2 - 3 nights	1 night	.424	.003*
		4 - 5 nights	.123*	.508
		> 5 nights - 1 month > 1 month	.542*	.182
	4 - 5 nights	1 night	.301	.155
		2 - 3 nights	-.123*	.508
		> 5 nights - 1 month > 1 month	.419*	.336
	> 5 nights - 1 month > 1 month	1 night	-.118*	.778
		2 - 3 nights	-.542*	.182
		4 - 5 nights	-.419	.336
Perceived usefulness				
Booking online system provides accurate information of accommodation, room type, room price and others facilities	1 night	2 - 3 nights	-.587*	.000*
		4 - 5 nights	-.479*	.033*
		> 5 nights - 1 month > 1 month	.026	.952
	2 - 3 nights	1 night	.587	.000*
		4 - 5 nights	.108*	.585
		> 5 nights - 1 month > 1 month	.614*	.155
	4 - 5 nights	1 night	.479*	.033*
		2 - 3 nights	-.108*	.585
		> 5 nights - 1 month > 1 month	.506*	.274
	> 5 nights - 1 month > 1 month	1 night	-.026*	.952
		2 - 3 nights	-.614*	.155
		4 - 5 nights	-.506*	.274

Table 4.36 Least Significant Difference (LSD) testing on an average length stay when booking online and technology acceptance model factor in using online room reservation through online travel agencies (Continue)

n = 400

Technology acceptance Model Factor	(I) Average length stay when booking online.	(J) Average length stay when booking online.	Mean Difference (I-J)	Sig.
Booking online system saves you more time	1 night	2 - 3 nights	-.600*	.000*
		4 - 5 nights	-.267	.263
		> 5 nights - 1 month > 1 month	-1.066*	.024*
	2 - 3 nights	1 night	.600*	.000*
		4 - 5 nights	.334	.112
		> 5 nights - 1 month > 1 month	-.466*	.308
	4 - 5 nights	1 night	.267*	.263
		2 - 3 nights	-.334*	.112
		> 5 nights - 1 month > 1 month	-.799*	.103
	> 5 nights - 1 month > 1 month	1 night	1.066	.024*
		2 - 3 nights	.466*	.308
		4 - 5 nights	.799*	.103
Booking online system saves you more expenditure	1 night	2 - 3 nights	-.416*	.011*
		4 - 5 nights	-.398	.105
		> 5 nights - 1 month > 1 month	-.938*	.053
	2 - 3 nights	1 night	.416*	.011*
		4 - 5 nights	.018*	.933
		> 5 nights - 1 month > 1 month	-.523*	.266
	4 - 5 nights	1 night	.398	.105
		2 - 3 nights	-.018*	.933
		> 5 nights - 1 month > 1 month	-.541*	.284
	> 5 nights - 1 month > 1 month	1 night	.938	.053
		2 - 3 nights	.523	.266
		4 - 5 nights	.541*	.284
Booking online system helps you can compare the details of each accommodation (price, location, service)	1 night	2 - 3 nights	-.399*	.010*
		4 - 5 nights	.188*	.415
		> 5 nights - 1 month > 1 month	-.812*	.076
	2 - 3 nights	1 night	.399*	.010*
		4 - 5 nights	.587*	.004*
		> 5 nights - 1 month > 1 month	-.413*	.351
	4 - 5 nights	1 night	-.188*	.415
		2 - 3 nights	-.587	.004*
		> 5 nights - 1 month > 1 month	-1.000*	.036*
	> 5 nights - 1 month > 1 month	1 night	.812*	.076
		2 - 3 nights	.413	.351
		4 - 5 nights	1.000*	.036*

*Significant difference at 0.05 significant levels.

The LSD comparison in table 4.36 represents the difference among average length of stay when booking online and technology acceptance model factor in using online room reservation through online travel agencies. The results show that there were differences among average length of stay when booking online, considering 'usability and interactivity of booking online system'. The respondents who had an average length of stay when booking online of 4 - 5 nights were more affected in their buying behavior in using online room reservation than the respondents who had an length of stay when booking online of 1 night and 2 - 3 nights, with the significant

levels of 0.000 and 0.006 respectively. The respondents who had an average length of stay when booking online of more than 5 nights - 1 month and more than 1 month were more affected in their buying behavior in using online room reservation than the respondents who had a length of stay when booking online of 1 night and 2 - 3 nights, with the significant levels of 0.001 and 0.011 respectively.

In the 'convenience and quick access to booking online system' category, the respondents who had an average length of stay when booking online of 2 - 3 nights were more affected in their buying behavior in using online room reservation than the respondents who had a length of stay when booking online of 1 night, with the significant level of 0.010. In addition, the respondents who had an average length of stay when booking online of 4 - 5 nights were more affected in their buying behavior in using online room reservation than the respondents who had a length of stay when booking online of 1 night, with the significant level of 0.037. Moreover, the respondents who had an average length of stay when booking online of more than 5 nights - 1 month and more than 1 month were more affected in their buying behavior in using online room reservation than the respondents who had a length of stay when booking online of 1 night and 2 - 3 nights, with the significant levels of 0.004 and 0.039 respectively.

In the 'convenience in ordering/payment process of booking online system' category, the respondents who had an average length of stay when booking online of 2 - 3 nights were more affected in their buying behavior in using online room reservation than the respondents who had a length of stay when booking online of 1 night, with the significant level of 0.003. In addition, the respondents who had an average length of stay when booking online of 4 - 5 nights were more affected in their buying behavior in using online room reservation than the respondents who had an length of stay when booking online of 1 night, with the significant level of 0.020. Moreover, the respondents who had an average length of stay when booking online of more than 5 nights - 1 month and more than 1 month were more affected in their buying behavior in using online room reservation than the respondents who had an length of stay when booking online of 1 night, with the significant level of 0.033.

In the 'convenience and quick access to check booking confirmation of booking online system' category, the respondents who had an average length of stay

when booking online of 2 - 3 nights were more affected in their buying behavior in using online room reservation than the respondents who had a length of stay when booking online of 1 night, with the significant level of 0.003.

In the 'booking online system provides accurate information of accommodation, room type, room price and others facilities' category, the respondents who had an average length of stay when booking online of 2 - 3 nights were more affected in their buying behavior in using online room reservation than the respondents who had a length of stay when booking online of 1 night, with the significant level of 0.000. In addition, the respondents who had an average length of stay when booking online of 4 - 5 nights were more affected in their buying behavior in using online room reservation than the respondents who had a length of stay when booking online of 1 night, with the significant level of 0.033.

In the 'booking online system saves time' category, the respondents who had an average length of stay when booking online of 2 - 3 nights were more affected in their buying behavior in using online room reservation than the respondents who had a length of stay when booking online of 1 night, with the significant level of 0.000. In addition, the respondents who had an average length of stay when booking online of more than 5 nights - 1 month and more than 1 month were more affected in their buying behavior in using online room reservation than the respondents who had a length of stay when booking online of 1 night, with the significant level of 0.024.

In the 'booking online system saves expenditure' category, the respondents who had an average length of stay when booking online of 2 - 3 nights were more affected in their buying behavior in using online room reservation than the respondents who had a length of stay when booking online of 1 night, with the significant level of 0.011.

In the 'booking online system helps comparison of the details of each accommodation type (price, location, service)' category, the respondents who had an average length of stay when booking online of 2 - 3 nights were more affected in their buying behavior in using online room reservation than the respondents who had a length of stay when booking online of 1 night and 4 - 5 nights, with the significant levels of 0.010 and 0.004 respectively. In addition, the respondents who had an average length of stay when booking online of more than 5 nights - 1 month and more

than 1 month were more affected in their buying behavior in using online room reservation than the respondents who had a length of stay when booking online of 4 - 5 nights, with the significant level of 0.036.

Hypothesis 13 There is a relationship between payment methodwhen booking online and technology acceptance model factors in using online room reservation through online travel agencies.

Table 4.37 F-test for relationship payment methodwhen booking online and technology acceptance model factor in using online room reservation through online travel agencies

n = 400

Technology acceptance Model Factor	Payment method when booking online.	N	Mean	Std. Deviation	F	Sig.
Perceived ease of use						
Usability and interactivity of booking online system	Credit Card	205	5.57	1.193	12.665	.000*
	Cash transfer	112	4.87	1.227		
	Cash on arrival	83	5.53	1.328		
Convenience and quick access to booking online system	Credit Card	205	5.55	1.148	12.840	.000*
	Cash transfer	112	4.95	.976		
	Cash on arrival	83	5.57	1.038		
Convenience in ordering/ payment process of booking online system	Credit Card	205	5.62	1.213	13.939	.000*
	Cash transfer	112	4.95	1.056		
	Cash on arrival	83	5.63	1.101		
Easy-to-use website content of booking online system	Credit Card	205	5.61	1.108	12.272	.000*
	Cash transfer	112	4.98	1.013		
	Cash on arrival	83	5.53	1.233		
Convenience and quick access to check booking confirmation of booking online system	Credit Card	205	5.62	1.098	12.272	.000*
	Cash transfer	112	4.99	1.070		
	Cash on arrival	83	5.53	1.183		
Perceived usefulness						
Booking online system provides accurate information of accommodation, room type, room price and others facilities	Credit Card	205	5.40	1.174	6.407	.002*
	Cash transfer	112	4.90	1.170		
	Cash on arrival	83	5.17	1.314		
Booking online system saves you more time	Credit Card	205	5.62	1.233	2.961	.053
	Cash transfer	112	5.26	1.367		
	Cash on arrival	83	5.54	1.309		
Booking online system saves your money, get a cheaper price	Credit Card	205	5.32	1.276	11.371	.000*
	Cash transfer	112	4.57	1.292		
	Cash on arrival	83	5.07	1.504		
Booking online system saves you more expenditure	Credit Card	205	5.32	1.258	4.796	.009*
	Cash transfer	112	4.85	1.337		
	Cash on arrival	83	5.12	1.374		

Table 4.37 F-test for relationship payment methodwhen booking online and technology acceptance model factor in using online room reservation through online travel agencies (Continue)

n = 400

Technology acceptance Model Factor	Payment method when booking online.	N	Mean	Std. Deviation	F	Sig.
Booking online system helps you can compare the details of each accommodation (price, location, service)	Credit Card	205	5.52	1.274	1.075	.342
	Cash transfer	112	5.30	1.286		
	Cash on arrival	83	5.47	1.130		

*Significant difference at 0.05 significant levels.

The results in table 4.37 illustrate that there were significant differences among payment methods when booking online in levels of affecting the respondents' buying behavior in using online room reservation through online travel agencies. The results show that there were differences among payment methods when booking online, considering perceived ease of use items; usability and interactivity of booking online system, convenience and quick access to booking online system, convenience in ordering/payment process of booking online system, easy-to-use website content of booking online system and convenience and quick access to check booking confirmation of booking online system. The significant values of all items of perceived ease of use were at the significant level of 0.000.

In addition, there were differences among payment methods when booking online, considering perceived usefulness; booking online system provides accurate information of accommodation, room type, room price and others facilities, booking online system saves money, gets a cheaper price, and booking online system saves expenditure. The significant values of all items of perceived usefulness were at the significant levels of 0.002, 0.000 and 0.009 respectively. However, the researcher performed LSD analysis to find out more information about whether differences in average length of stay when booking online had differences in terms of technology acceptance model affecting on consumer buying behavior.

Table 4.38 Least Significant Difference (LSD) testing on payment method when booking online and technology acceptance model factor in using online room reservation through online travel agencies

n = 400

Technology acceptance Model Factor	(I) Payment method when booking online.	(J) Payment method when booking online.	Mean Difference (I-J)	Sig.
Perceived ease of use				
Usability and interactivity of booking online system	Credit Card	Cash transfer	.700*	.000*
		Cash on arrival	.036	.824
	Cash transfer	Credit Card	-.700*	.000*
		Cash on arrival	-.664*	.000*
	Cash on arrival	Credit Card	-.036	.824
		Cash transfer	.664*	.000*
Convenience and quick access to booking online system	Credit Card	Cash transfer	.605*	.000*
		Cash on arrival	-.015	.915
	Cash transfer	Credit Card	-.605*	.000*
		Cash on arrival	-.620*	.000*
	Cash on arrival	Credit Card	.015	.915
		Cash transfer	.620*	.000*
Convenience in ordering/ payment process of booking online system	Credit Card	Cash transfer	.673*	.000*
		Cash on arrival	-.007	.963
	Cash transfer	Credit Card	-.673*	.000*
		Cash on arrival	-.680*	.000*
	Cash on arrival	Credit Card	.007	.963
		Cash transfer	.680*	.000*
Easy-to-use website content of booking online system	Credit Card	Cash transfer	.632*	.000*
		Cash on arrival	.085	.559
	Cash transfer	Credit Card	-.632*	.000*
		Cash on arrival	-.548*	.001*
	Cash on arrival	Credit Card	-.085	.559
		Cash transfer	.548*	.001*
Convenience and quick access to check booking confirmation of booking online system	Credit Card	Cash transfer	.633*	.000*
		Cash on arrival	.094*	.514
	Cash transfer	Credit Card	-.633	.000*
		Cash on arrival	-.539*	.001*
	Cash on arrival	Credit Card	-.094*	.514
		Cash transfer	.539	.001*
Booking online system provides accurate information of accommodation, room type, room price and others facilities	Credit Card	Cash transfer	.503*	.000*
		Cash on arrival	.236*	.132
	Cash transfer	Credit Card	-.503	.000*
		Cash on arrival	-.267*	.127
	Cash on arrival	Credit Card	-.236*	.132
		Cash transfer	.267	.127
Booking online system saves your money, get a cheaper price	Credit Card	Cash transfer	.746*	.000*
		Cash on arrival	.245*	.158
	Cash transfer	Credit Card	-.746	.000*
		Cash on arrival	-.501*	.010*
	Cash on arrival	Credit Card	-.245*	.158
		Cash transfer	.501	.010*
Booking online system saves you more expenditure	Credit Card	Cash transfer	.474*	.002*
		Cash on arrival	.201*	.236
	Cash transfer	Credit Card	-.474*	.002*
		Cash on arrival	-.272	.150
	Cash on arrival	Credit Card	-.201*	.236
		Cash transfer	.272*	.150

*Significant difference at 0.05 significant levels.

The LSD comparison in table 4.38 represents the differences among payment methods when booking online and technology acceptance model factor in using online room reservation through online travel agencies. The results show that there were differences among payment methods when booking online, considering 'usability and interactivity of booking online system'. The respondents who had selected payment method by credit card were more affected in their buying behavior in using online room reservation than the respondents who had selected payment method by cash transfer, with the significant level of 0.000. rThe respondents who had selected payment method by cash on arrival were more affected in their buying behavior in using online room reservation than the respondents who had selected payment method by cash transfer, with the significant level of 0.000.

In the 'convenience and quick access to booking online system' category, the respondents who had selected payment method by credit card were more affected in their buying behavior in using online room reservation than the respondents who had selected payment method by cash transfer, with the significant level of 0.000. The respondents who had selected payment method by cash on arrival were more affected in their buying behavior in using online room reservation than the respondents who had selected payment method by cash transfer, with the significant level of 0.000.

In the 'convenience in ordering/payment process of booking online system' category, the respondents who had selected payment method by credit card were more affected in their buying behavior in using online room reservation than the respondents who had selected payment method by cash transfer, with the significant level of 0.000. The respondents who had selected payment method by cash on arrival were more affected in their buying behavior in using online room reservation than the respondents who had selected payment method by cash transfer, with the significant level of 0.000.

In the 'easy-to-use website content of booking online system' category, the respondents who had selected payment method by credit card were more affected in their buying behavior in using online room reservation than the respondents who had selected payment method by cash transfer, with the significant level of 0.000. The respondents who had selected payment method by cash on arrival were more affected

in their buying behavior in using online room reservation than the respondents who had selected payment method by cash transfer, with the significant level of 0.001.

In the ‘convenience and quick access to check booking confirmation of booking online system’ category, the respondents who had selected payment method by credit card were more affected in their buying behavior in using online room reservation than the respondents who had selected payment method by cash transfer, with the significant level of 0.000. The respondents who had selected payment method by cash on arrival were more affected in their buying behavior in using online room reservation than the respondents who had selected payment method by cash transfer, with the significant level of 0.001.

In the ‘booking online system provides accurate information of accommodation, room type, room price and others facilities’ category, the respondents who had selected payment method by credit card were more affected in their buying behavior in using online room reservation than the respondents who had selected payment method by cash transfer, with the significant level of 0.000.

In the ‘booking online system saves money, gets a cheaper price’ category, the respondents who had selected payment method by credit card were more affected in their buying behavior in using online room reservation than the respondents who had selected payment method by cash transfer, with the significant level of 0.000. The respondents who had selected payment method by cash on arrival were more affected in their buying behavior in using online room reservation than the respondents who had selected payment method by cash transfer, with the significant level of 0.010.

In the ‘booking online system saves expenditure’ category, the respondents who had selected payment method by credit card were more affected in their buying behavior in using online room reservation than the respondents who had selected payment method by cash transfer, with the significant level of 0.002.

Hypothesis 14 There is a relationship between languages used when booking online and the trust factor in using online room reservation through online travel agencies.

Table 4.39 T-test for relationship between languages used when booking online and trust factor

n = 400

Trust	Language used when booking online.				t	Sig. (2-tailed)
	Thai (n = 294)		English (n = 106)			
	Mean	SD.	Mean	SD.		
1. Booking online system offers consumer data safety system.	4.89	1.153	5.19	1.273	-2.240	.026*
2. Booking online system offers transaction security.	4.91	1.205	5.25	1.330	-2.270	.024*
3. Booking online system offers guarantee money refund policy.	4.76	1.213	4.65	1.461	.700	.485
4. The reliability of website on booking online system.	4.97	1.153	5.30	1.181	-2.503	.013*
5. The reputation of website on booking online system.	5.15	1.126	5.42	1.211	-2.112	.035*

*Significant difference at 0.05 significant levels.

According to table 4.39, hypothesis testing found that there was a difference of language used when booking online in levels of influence on using online room reservation through online travel agencies towards the trust factor. There was a difference between the language used when booking online in the levels of influence on using online room reservation through online travel agencies toward booking online system offers consumer data safety system, booking online system offers transaction security, the reliability of website on booking online system, and the reputation of website on booking online system, with a significant level at less than 0.05.

Hypothesis 15 There is a relationship between regularity of web site use when booking online and the trust factor in using online room reservation through online travel agencies.

Table 4.40 T-test for relationship between web site on regular basis use when booking online and trust factor

n = 400

Trust	Web site on regular basis use when booking online.				t	Sig. (2-tailed)
	Thai (n = 320)		English (n = 80)			
	Mean	SD.	Mean	SD.		
1. Booking online system offers consumer data safety system.	4.88	1.163	5.31	1.249	-2.922	.004*
2. Booking online system offers transaction security.	4.94	1.212	5.25	1.355	-2.013	.045*
3. Booking online system offers guarantee money refund policy.	4.77	1.212	4.59	1.532	.984	.327
4. The reliability of website on booking online system.	4.99	1.111	5.33	1.348	-2.032	.045*
5. The reputation of website on booking online system.	5.15	1.113	5.50	1.273	-2.420	.016*

*Significant difference at 0.05 significant levels.

According to table 4.40, hypothesis testing found that there was a difference in the regularity of website use when booking online in levels of influence on using online room reservation through online travel agencies towards trust factor. There were differences the regularity of website use when booking online in the levels of influence on using online room reservation through online travel agencies toward online booking system offering consumer data safety system, online booking system offering transaction security, the reliability of website on online booking system, and the reputation of website on online booking system, with its significant level at less than 0.05.

Hypothesis 16 There is a relationship between the hotel class selected on the last booking online and the trust factor in using online room reservation through online travel agencies.

Table 4.41 F-test for relationship among the hotel class is selected on last booking online and trust factor

n = 400

Trust Factor	The hotel class is selected on last booking online.	N	Mean	Std. Deviation	F	Sig.
Booking online system offers consumer data safety system.	3 stars hotel or below	208	5.07	1.208	2.023	.134
	4 stars hotel	155	4.82	1.148		
	5 stars hotel	37	5.00	1.247		
Booking online system offers transaction security.	3 stars hotel or below	208	5.09	1.250	1.241	.290
	4 stars hotel	155	4.88	1.200		
	5 stars hotel	37	4.97	1.404		
Booking online system offers guarantee money refund policy.	3 stars hotel or below	208	4.89	1.270	3.712	.025*
	4 stars hotel	155	4.59	1.247		
	5 stars hotel	37	4.43	1.405		
The reliability of website on booking online system.	3 stars hotel or below	208	5.10	1.161	.290	.748
	4 stars hotel	155	5.01	1.165		
	5 stars hotel	37	5.05	1.246		
The reputation of website on booking online system.	3 stars hotel or below	208	5.26	1.116	.318	.728
	4 stars hotel	155	5.20	1.176		
	5 stars hotel	37	5.11	1.286		

*Significant difference at 0.05 significant levels.

According to the results of hypothesis testing in table 4.41, the researcher found that there were significant differences among the hotel class selected on last booking online toward the trust factor affected the respondents' buying behavior in using online room reservation through online travel agencies towards booking online system offering guaranteed money refund policy, with its significant levels at less than 0.05. However, the researcher performed LSD analysis to find out more information about whether differences in the hotel class selected on last booking online had differences in terms of the trust factor affecting consumer buying behavior.

Table 4.42 Least Significant Difference (LSD) testing on the hotel class is selected on last booking online and trust factor in using online room reservation through online travel agencies

n = 400

Trust	(I) The hotel class is selected on last booking online.	(J) The hotel class is selected on last booking online.	Mean Difference (I-J)	Sig.
Booking online system offers guarantee money refund policy.	3 stars hotel or below	4 stars hotel	.307*	.024*
		5 stars hotel	.462*	.043*
	4 stars hotel	3 stars hotel or below	-.307*	.024*
		5 stars hotel	.155	.507
	5 stars hotel	3 stars hotel or below	-.462*	.043*
		4 stars hotel	-.155	.507

*Significant difference at 0.05 significant levels

The LSD comparison in table 4.42 represents the differences among the hotel class selected on last online booking and the trust factor in using online room reservation through online travel agencies. The results show that there were differences among the hotel class selected on last online booking, considering 'online booking system offers guaranteed money refund policy' The respondents who had selected 3-star hotels or below were more affected in their buying behavior in using online room reservation than the respondents who had selected 4-star hotels and 5-star hotels, with the significant levels of 0.024 and 0.043 respectively.

Hypothesis 17 There is a relationship between average length room reservation in advance when booking online and the trust factor in using online room reservation through online travel agencies.

Table 4.43 F-test for relationship among average length room reserves in advance when booking online and trust factor

n = 400

Trust Factor	Average length room reserve in advance when booking online.	N	Mean	Std. Deviation	F	Sig.
Booking online system offers consumer data safety system.	0-2 days	53	4.85	1.231	2.730	.019*
	3-7 days	131	4.76	1.169		
	8- 14 days	75	5.04	1.132		
	15 days-1 month	87	5.10	1.152		
	> 1 month- 3 months	34	5.00	1.326		
	> 3 months- 6 months or > 6 months	20	5.70	1.129		

Table 4.43 F-test for relationship among average length room reserves in advance when booking online and trust factor (Continue)

n = 400

Trust Factor	Average length room reserve in advance when booking online.	N	Mean	Std. Deviation	F	Sig.
Booking online system offers transaction security.	0-2 days	53	4.85	1.215	1.918	.090
	3-7 days	131	4.81	1.229		
	8- 14 days	75	5.12	1.139		
	15 days-1 month	87	5.08	1.232		
	> 1 month- 3 months	34	5.18	1.424		
	> 3 months- 6 months or > 6 months	20	5.55	1.432		
Booking online system offers guarantee money refund policy.	0-2 days	53	4.55	1.084	1.631	.151
	3-7 days	131	4.60	1.220		
	8- 14 days	75	4.87	1.119		
	15 days-1 month	87	4.69	1.433		
	> 1 month- 3 months	34	5.09	1.357		
	> 3 months- 6 months or > 6 months	20	5.15	1.755		
The reliability of website on booking online system.	0-2 days	53	4.85	1.116	2.661	.022*
	3-7 days	131	4.88	1.067		
	8- 14 days	75	5.01	1.109		
	15 days-1 month	87	5.30	1.268		
	> 1 month- 3 months	34	5.35	1.203		
	> 3 months- 6 months or > 6 months	20	5.45	1.395		
The reputation of website on booking online system.	0-2 days	53	5.11	1.155	2.703	.020*
	3-7 days	131	4.98	1.150		
	8- 14 days	75	5.25	1.041		
	15 days-1 month	87	5.40	1.125		
	> 1 month- 3 months	34	5.56	1.236		
	> 3 months- 6 months or > 6 months	20	5.60	1.314		

*Significant difference at 0.05 significant levels.

According to the results of hypothesis testing in table 4.43, the researcher found that there were significant differences among average length of room reservation in advance when booking online toward the trust factor affecting the respondents' buying behavior in using online room reservation through online travel agencies towards online booking system offering consumer data safety system, the reliability of website on online booking system, and the reputation of website on online booking system, with its significant level at less than 0.05. However, the researcher performed LSD analysis to find out more information about whether differences in average length of room reservation in advance when booking online had differences in terms of the trust factor affecting consumer buying behavior.

Table 4.44 Least Significant Difference (LSD) testing on average length room reserve in advance when booking online and trust factor in using online room reservation through online travel agencies

n = 400

Trust Factor	(I) Average length room reserve in advance when booking online.	(J) Average length room reserve in advance when booking online.	Mean Difference (I-J)	Sig.
Booking online system offers consumer data safety system.	0 – 2 days	3 – 7 days	.086	.655
		8 – 14 days	-.191	.367
		15 days – 1 month	-.254	.216
		> 1 month – 3 months	-.151	.560
		> 3 months – 6 months or > 6 months	-.851*	.006*
	3 – 7 days	0 – 2 days	-.086	.655
		8 – 14 days	-.277	.106
		15 days – 1 month	-.340*	.038*
		> 1 month – 3 months	-.237	.298
		> 3 months – 6 months or > 6 months	-.937*	.001*
	8 – 14 days	0 – 2 days	.191	.367
		3 – 7 days	.277	.106
		15 days – 1 month	-.063	.733
		> 1 month – 3 months	.040	.870
		> 3 months – 6 months or > 6 months	-.660*	.027*
	15 days – 1 month	0 – 2 days	.254	.216
		3 – 7 days	.340*	.038*
		8 – 14 days	.063	.733
		> 1 month – 3 months	.103	.665
		> 3 months – 6 months or > 6 months	-.597*	.042*
	> 1 month – 3 months	0 – 2 days	.151	.560
		3 – 7 days	.237	.298
		8 – 14 days	-.040	.870
		15 days – 1 month	-.103	.665
		> 3 months – 6 months or > 6 months	-.700	.036*
	> 3 months – 6 months or > 6 months	0 – 2 days	.851	.006*
		3 – 7 days	.937*	.001*
		8 – 14 days	.660	.027*
		15 days – 1 month	.597	.042*
		> 1 month – 3 months	.700*	.036*
The reliability of website on booking online system.	0 – 2 days	3 – 7 days	-.029	.878
		8 – 14 days	-.164	.429
		15 days – 1 month	-.450*	.026*
		> 1 month – 3 months	-.504	.048*
		> 3 months – 6 months or > 6 months	-.601	.048*
	3 – 7 days	0 – 2 days	.029*	.878
		8 – 14 days	-.135	.419
		15 days – 1 month	-.421*	.009*
		> 1 month – 3 months	-.475	.033*
		> 3 months – 6 months or > 6 months	-.572	.040*
	8 – 14 days	0 – 2 days	.164	.429
		3 – 7 days	.135	.419
		15 days – 1 month	-.286*	.118
		> 1 month – 3 months	-.340	.156
		> 3 months – 6 months or > 6 months	-.437*	.134
	15 days – 1 month	0 – 2 days	.450	.026*
		3 – 7 days	.421	.009*
		8 – 14 days	.286*	.118
		> 1 month – 3 months	-.054	.817
		> 3 months – 6 months or > 6 months	-.151	.598

Table 4.44 Least Significant Difference (LSD) testing on average length room reserve in advance when booking online and trust factor in using online room reservation through online travel agencies (Continue)

n = 400

Trust Factor	(I) Average length room reserve in advance when booking online.	(J) Average length room reserve in advance when booking online.	Mean Difference (I-J)	Sig.
	> 1 month – 3 months	0 – 2 days	.504	.048*
		3 – 7 days	.475	.033*
		8 – 14 days	.340	.156
		15 days – 1 month	.054	.817
		> 3 months – 6 months or > 6 months	-.097*	.766
	> 3 months – 6 months or > 6 months	0 – 2 days	.601	.048*
		3 – 7 days	.572	.040*
		8 – 14 days	.437*	.134
		15 days – 1 month	.151	.598
		> 1 month – 3 months	.097*	.766
The reputation of website on booking online system.	0 – 2 days	3 – 7 days	.128	.490
		8 – 14 days	-.140	.494
		15 days – 1 month	-.289	.147
		> 1 month – 3 months	-.446	.076
		> 3 months – 6 months or > 6 months	-.487*	.105
	3 – 7 days	0 – 2 days	-.128	.490
		8 – 14 days	-.269*	.105
		15 days – 1 month	-.418	.009*
		> 1 month – 3 months	-.574	.009*
		> 3 months – 6 months or > 6 months	-.615*	.025*
	8 – 14 days	0 – 2 days	.140	.494
		3 – 7 days	.269	.105
		15 days – 1 month	-.149	.408
		> 1 month – 3 months	-.305	.196
		> 3 months – 6 months or > 6 months	-.347	.228
	15 days – 1 month	0 – 2 days	.289	.147
		3 – 7 days	.418	.009*
		8 – 14 days	.149*	.408
		> 1 month – 3 months	-.157	.498
		> 3 months – 6 months or > 6 months	-.198	.485
	> 1 month – 3 months	0 – 2 days	.446*	.076
		3 – 7 days	.574	.009*
		8 – 14 days	.305*	.196
		15 days – 1 month	.157	.498
		> 3 months – 6 months or > 6 months	-.041	.898
	> 3 months – 6 months or > 6 months	0 – 2 days	.487	.105
		3 – 7 days	.615	.025*
		8 – 14 days	.347*	.228
		15 days – 1 month	.198	.485
		> 1 month – 3 months	.041*	.898

*Significant difference at 0.05 significant levels.

The LSD comparison in table 4.44 represents the differences among average length of room reservation in advance when booking online and the trust factor in using online room reservation through online travel agencies. The results show that there were differences among average lengths of room reservation in advance when booking online, considering ‘online booking system offers consumer

data safety system'. The respondents who had an average length of room reservation in advance of 15 days – 1 month were more affected in their buying behavior in using online room reservation than the respondents who had an average length of room reservation in advance of 3 – 7 days, with the significant level of 0.038. The respondents who had an average length of room reservation in advance of more than 3 months – 6 months or more than 6 months were more affected in their buying behavior in using online room reservation than the respondents who had an average length of room reservation in advance of 0-2 days, 3-7 days, 8 – 14 days, 15 days – 1 month, and more than 1 month – 3 months, with the significant levels of 0.006, 0.001, 0.027, 0.042, and 0.036 respectively.

In the 'the reliability of website on online booking system' category, the respondents who had an average length of room reservation in advance of 15 days – 1 month were more affected in their buying behavior in using online room reservation than the respondents who had an average length of room reservation in advance of 0-2 days and 3 – 7 days, with the significant levels of 0.026 and 0.009 respectively. In addition, the respondents who had an average length of room reservation in advance of more than 1 month – 3 months were more affected in their buying behavior in using online room reservation than the respondents who had an average length of room reservation in advance of 0-2 days and 3-7 days, with the significant levels of 0.048 and 0.033 respectively. Moreover, the respondents who had an average length of room reservation in advance of more than 3 months – 6 months or more than 6 months were more affected in their buying behavior in using online room reservation than the respondents who had an average length of room reservation in advance of 0-2 days and 3-7 days, with the significant levels of 0.048 and 0.040 respectively.

In the 'the reputation of website on online booking system' category, the respondents who had an average length of room reservation in advance of 3 – 7 days were more affected in their buying behavior in using online room reservation than the respondents who had an average length of room reservation in advance of 15 days – 1 month, more than 1 month – 3 months, and more than 3 months – 6 months or more than 6 months, with the significant levels of 0.009, 0.009 and 0.025 respectively. In addition, the respondents who had an average length of room reservation in advance of 15 days – 1 month were more affected in their buying behavior in using online room

reservation than the respondents who had an average length of room reservation in advance of 3-7 days, with the significant level of 0.009. The respondents who had an average length of room reservation in advance of more than 1 month – 3 months were more affected in their buying behavior in using online room reservation than the respondents who had an average length of room reservation in advance of 3-7 days, with the significant level of 0.009. Moreover, the respondents who had an average length of room reservation in advance of more than 3 months – 6 months or more than 6 months were more affected in their buying behavior in using online room reservation than the respondents who had an average length of room reservation in advance of 3-7 days, with the significant level of 0.025.

Hypothesis 18 There is a relationship between average price of accommodation per night when booking online and the trust factor in using online room reservation through online travel agencies.

Table 4.45 F-test for relationship among average price of accommodation per night when booking online and trust factor

n = 400

Trust Factor	Average price of accommodation per night when booking online.	N	Mean	Std. Deviation	F	Sig.
Booking online system offers consumer data safety system.	<=2,000 Baht	96	4.74	1.107	3.698	.012*
	2,001 – 4,000 Baht	246	4.96	1.188		
	4,001 – 6,000 Baht	50	5.42	1.311		
	> 6,000 Baht	8	5.13	.835		
Booking online system offers transaction security.	<=2,000 Baht	96	4.78	1.181	2.512	.058
	2,001 – 4,000 Baht	246	5.00	1.240		
	4,001 – 6,000 Baht	50	5.36	1.382		
	> 6,000 Baht	8	5.25	.886		
Booking online system offers guarantee money refund policy.	<=2,000 Baht	96	4.72	1.185	.063	.979
	2,001 – 4,000 Baht	246	4.72	1.273		
	4,001 – 6,000 Baht	50	4.78	1.556		
	> 6,000 Baht	8	4.88	.991		
The reliability of website on booking online system.	<=2,000 Baht	96	4.89	1.160	1.345	.259
	2,001 – 4,000 Baht	246	5.08	1.136		
	4,001 – 6,000 Baht	50	5.28	1.325		
	> 6,000 Baht	8	5.13	1.126		

Table 4.45 F-test for relationship among average price of accommodation per night when booking online and trust factor (Continued)

n = 400

Trust Factor	Average price of accommodation per night when booking online.	N	Mean	Std. Deviation	F	Sig.
The reputation of website on booking online system.	<=2,000 Baht	96	5.08	1.185	.840	.472
	2,001 – 4,000 Baht	246	5.24	1.137		
	4,001 – 6,000 Baht	50	5.38	1.210		
	> 6,000 Baht	8	5.38	.916		

*Significant difference at 0.05 significant levels.

According to the results of hypothesis testing in table 4.45, the researcher found that there were significant differences among average prices of accommodation per night when booking online toward the trust factor affecting the respondents' buying behavior in using online room reservation through online travel agencies towards booking online system offering consumer data safety system, with its significant levels at less than 0.05. However, the researcher performed LSD analysis to find out more information about whether differences in average price of accommodation per night when booking online had differences in terms of the trust factor affecting consumer buying behavior.

Table 4.46 Least Significant Difference (LSD) testing on average price of accommodation per night when booking online and trust factor in using online room reservation through online travel agencies

n = 400

Trust Factor	(I) Average price of accommodation per night when booking online.	(J) Average price of accommodation per night when booking online.	Mean Difference (I-J)	Sig.
Booking online system offers consumer data safety system.	<=2,000 Baht	2,001 – 4,000 Baht	-.220	.122
		4,001 – 6,000 Baht	-.680*	.001*
		> 6,000 Baht	-.385	.375
	2,001 – 4,000 Baht	<=2,000 Baht	.220	.122
		4,001 – 6,000 Baht	-.461*	.012*
		> 6,000 Baht	-.166	.696
	4,001 – 6,000 Baht	<=2,000 Baht	.680*	.001*
		2,001 – 4,000 Baht	.461*	.012*
		> 6,000 Baht	.295	.512
	> 6,000 Baht	<=2,000 Baht	.385	.375
		2,001 – 4,000 Baht	.166	.696
		4,001 – 6,000 Baht	-.295	.512

*Significant difference at 0.05 significant levels.

The LSD comparison in table 4.46 represents the differences among average prices of accommodation per night when booking online and the trust factor in using online room reservation through online travel agencies. The results show that there were differences among average prices of accommodation per night when booking online, considering 'online booking system offers consumer data safety system'. The respondents who had selected an average price of accommodation per night at 4,001 – 6,000 Baht were more affected in their buying behavior in using online room reservation than the respondents who had selected an average price of accommodation per night at less than or equal to 2,000 Baht and 2,001 – 4,000 Baht, with the significant levels of 0.001 and 0.012 respectively.

Hypothesis 19 There is a relationship between average length staywhen booking online and the trust factor in using online room reservation through online travel agencies.

Table 4.47 F-test for relationship among average length staywhen booking online and trust factor

n = 400

Trust Factor	Average length stay when booking online.	N	Mean	Std. Deviation	F	Sig.
Booking online system offers consumer data safety system.	1 night	85	4.71	1.153	2.067	.104
	2 - 3 nights	264	5.06	1.160		
	4 - 5 nights	43	4.93	1.421		
	> 5 nights - 1 month > 1 month	8	4.75	1.035		
Booking online system offers transaction security.	1 night	85	4.73	1.238	2.439	.064
	2 - 3 nights	264	5.11	1.187		
	4 - 5 nights	43	4.81	1.562		
	> 5 nights - 1 month > 1 month	8	5.13	.991		
Booking online system offers guarantee money refund policy.	1 night	85	4.66	1.181	.357	.784
	2 - 3 nights	264	4.77	1.298		
	4 - 5 nights	43	4.74	1.465		
	> 5 nights - 1 month > 1 month	8	4.38	.744		
The reliability of website on booking online system.	1 night	85	4.86	1.037	2.334	.073
	2 - 3 nights	264	5.15	1.157		
	4 - 5 nights	43	5.02	1.389		
	> 5 nights - 1 month > 1 month	8	4.38	1.302		
The reputation of website on booking online system.	1 night	85	5.06	1.106	1.856	.136
	2 - 3 nights	264	5.32	1.132		
	4 - 5 nights	43	4.98	1.371		
	> 5 nights - 1 month > 1 month	8	5.13	.835		

*Significant difference at 0.05 significant levels.

According to the results of hypothesis testing in table 4.47, the researcher found that there were no significant differences among average lengths of stay when booking online toward the trust factor affecting the respondents' buying behavior in using online room reservation through online travel, with its significant levels greater than 0.05.

Hypothesis 20 There is a relationship between payment method when booking online and the trust factor in using online room reservation through online travel agencies.

Table 4.48 F-test for relationship among payment method when booking online and trust factor

n = 400

Trust Factor	Payment method when booking online.	N	Mean	Std. Deviation	F	Sig.
Booking online system offers consumer data safety system.	Credit Card	205	5.17	1.233	7.101	.001*
	Cash transfer	112	4.65	1.046		
	Cash on arrival	83	4.90	1.185		
Booking online system offers transaction security.	Credit Card	205	5.20	1.310	5.840	.003*
	Cash transfer	112	4.71	1.077		
	Cash on arrival	83	4.90	1.226		
Booking online system offers guarantee money refund policy.	Credit Card	205	4.81	1.388	1.692	.185
	Cash transfer	112	4.54	1.130		
	Cash on arrival	83	4.78	1.190		
The reliability of website on booking online system.	Credit Card	205	5.26	1.192	8.347	.000*
	Cash transfer	112	4.71	1.035		
	Cash on arrival	83	5.02	1.179		
The reputation of website on booking online system.	Credit Card	205	5.48	1.131	18.327	.000*
	Cash transfer	112	4.70	1.114		
	Cash on arrival	83	5.30	1.033		

*Significant difference at 0.05 significant levels.

According to the results of hypothesis testing in table 4.48, the researcher found that there were significant differences among payment methods when booking online toward the trust factor affecting the respondents' buying behavior in using online room reservation through online travel agencies towards the online booking system offering consumer data safety system, the online booking system offering transaction security., the reliability of website on online booking system, and the reputation of website on online booking system, with its significant levels at less than 0.05. However, the researcher performed LSD analysis to find out more information about whether differences in average prices of accommodation per night when booking online had differences in terms of the trust factor affecting consumer buying behavior.

Table 4.49 Least Significant Difference (LSD) testing on payment method when booking online and trust factor in using online room reservation through online travel agencies

n = 400

Dependent Variable	(I) Payment method when booking online.	(J) Payment method when booking online.	Mean Difference (I-J)	Sig.
Booking online system offers consumer data safety system.	Credit Card	Cash transfer	.514*	.000*
		Cash on arrival	.262	.087
	Cash transfer	Credit Card	-.514*	.000*
		Cash on arrival	-.252	.139
	Cash on arrival	Credit Card	-.262	.087
		Cash transfer	.252	.139
Booking online system offers transaction security.	Credit Card	Cash transfer	.481*	.001*
		Cash on arrival	.292	.070
	Cash transfer	Credit Card	-.481*	.001*
		Cash on arrival	-.189	.289
	Cash on arrival	Credit Card	-.292	.070
		Cash transfer	.189	.289
The reliability of website on booking online system.	Credit Card	Cash transfer	.549*	.000*
		Cash on arrival	.239	.110
	Cash transfer	Credit Card	-.549*	.000*
		Cash on arrival	-.310	.063
	Cash on arrival	Credit Card	-.239	.110
		Cash transfer	.310	.063
The reputation of website on booking online system.	Credit Card	Cash transfer	.782*	.000*
		Cash on arrival	.177*	.220
	Cash transfer	Credit Card	-.782	.000*
		Cash on arrival	-.605*	.000*
	Cash on arrival	Credit Card	-.177	.220
		Cash transfer	.605	.000*

*Significant difference at 0.05 significant levels.

The comparison in table 4.49 represents the differences among payment methods when booking online and the trust factor in using online room reservation through online travel agencies. The results show that there were differences among payment methods when booking online, considering ‘online booking system offers consumer data safety system’. The respondents who had selected payment method by credit card were more affected in their buying behavior in using online room reservation than the respondents who had who had selected payment method by cash transfer, with the significant level of 0.000.

In the ‘booking system offers transaction security’ category, the respondents who had selected payment method by credit card were more affected in their buying behavior in using online room reservation than the respondents who had selected payment method by cash transfer, with the significant level of 0.001.

In the ‘the reliability of website on online booking system’ category, the respondents who had selected payment method by credit card were more affected in their buying behavior in using online room reservation than the respondents who had selected payment method by cash transfer, with the significant level of 0.000.

In the ‘the reputation of website on online booking system’ category, the respondents who had selected payment method by credit card were more affected in their buying behavior in using online room reservation than the respondents who had selected payment method by cash transfer, with the significant level of 0.000.

The respondents who had selected payment method by credit card were more affected in their buying behavior in using online room reservation than the respondents who had selected payment method by cash transfer, with the significant level of 0.000. The respondents who had selected payment method by cash on arrival were more affected in their buying behavior in using online room reservation than the respondents who had selected payment method by cash transfer, with the significant level of 0.000.

Hypothesis 21 There is a relationship between languages used when booking online and marketing mix factors in using online room reservation through online travel agencies.

Table 4.50 T-test for relationship between languages used when booking online and marketing mix factor

n = 400

Marketing Mix Factor	Language used when booking online. Thai (n = 294)		English (n = 106)		t	Sig. (2-tailed)
	Mean	SD.	Mean	SD.		
Product						
1. Booking online system offers accurate accommodation information	4.98	1.114	4.85	1.329	.903	.368
2. Booking online system offers class variety of hotel (3 – 5 starts hotel)	5.10	1.228	5.21	1.232	-.782	.435
3. Booking online system offers variety type of accommodation (e.g. hotels, resorts, bungalows)	5.17	1.197	5.27	1.306	-.745	.457
4. Booking online system offers variety location of accommodation worldwide (e.g. countries)	5.15	1.225	5.36	1.244	-1.499	.135
5. Booking online system helps you can plan a trip (room booking) easily	5.43	1.130	5.36	1.236	.508	.612
Price						
6. Booking online system that you used offers reasonable price (worthwhile the price you paid)	5.03	1.174	5.18	1.286	-1.114	.266
7. Booking online system that you used offers lower price than hotel direct booking	4.85	1.252	5.08	1.378	-1.545	.123
8. Booking online system that you used offers lower price than others online travel agencies	4.85	1.226	4.88	1.412	-.210	.834
9. Booking online system that you used offers various price levels	5.30	1.126	5.43	1.179	-1.042	.298
10. Booking online system that you used offers more discounts on top only for membership	5.04	1.169	5.05	1.297	-.071	.943
Place (channel)						
11. You can use booking online service via Online Travel Agencies Website	5.14	1.147	5.30	1.318	-1.125	.262
12. You can use booking online service via E-mail	4.89	1.272	4.82	1.413	.473	.637
13. You can use booking online service via online advertising on online travel site	4.99	1.165	5.20	1.362	-1.378	.170
14. You can use booking online service via Smart Phone Application	4.88	1.315	5.12	1.426	-1.586	.114
15. You can use booking online service in tourist exhibition booth	4.96	1.256	5.04	1.511	-.500	.618
Promotion						
16. Booking online system always offers sales activities promotions	5.03	1.236	5.33	1.343	-2.114	.035*
17. Booking online system offers special discounts in seasonal promotion	4.94	1.262	5.08	1.419	-.875	.383
18. Booking online system offers more discounts promotion has better discount than the promotion of the hotel	4.98	1.151	4.80	1.390	1.179	.240

Table 4.50 T-test for relationship between languages used when booking online and marketing mix factor (Continued)

n = 400

Marketing Mix Factor	Language used when booking online. Thai (n = 294)		English (n = 106)		t	Sig. (2-tailed)
	Mean	SD.	Mean	SD.		
19. Booking online system offers early bird promotion (e.g. online booking at least 15 days in advance get 50% off and minimum 1 night stay)	4.98	1.218	5.04	1.555	-.369	.713
20. Booking online system offers special promotion on special event (Songkran Festival, New Year Festival, Father's Day, and Mother's Day)	4.80	1.276	4.36	1.634	2.515	.013*

*Significant difference at 0.05 significant levels.

According to table 4.50, hypothesis testing found that different languages were used when booking online in levels of influence on using online room reservation through online travel agencies towards marketing mix factor. There were differences between language used when booking online in the levels of influence on using online room reservation through online travel agencies toward promotion items; Online booking system always offers sales activities, promotions and special promotions on special events (Songkran Festival, New Year Festival, Father's Day, and Mother's Day), with its significant levels at less than 0.05.

Hypothesis 22 There is a relationship between web site on regular basis use when booking online and marketing mix factors in using online room reservation through online travel agencies.

Table 4.51 T-test for relationship between web site on regular basis use and marketing mix factor

n = 400

Marketing Mix Factor	Web site on regular basis use when booking online.				t	Sig. (2-tailed)
	Only one web site (n = 320)		More than 1 web sites (n = 80)			
	Mean	SD.	Mean	SD.		
Product						
1. Booking online system offers accurate accommodation information	4.93	1.128	4.99	1.355	-.324	.747
2. Booking online system offers class variety of hotel (3 – 5 starts hotel)	5.10	1.211	5.23	1.302	-.793	.428
3. Booking online system offers variety type of accommodation (e.g. hotels, resorts, bungalows)	5.16	1.189	5.35	1.360	-1.245	.214
4. Booking online system offers variety location of accommodation worldwide (e.g. countries)	5.14	1.203	5.45	1.321	-1.997	.047*
5. Booking online system helps you can plan a trip (room booking) easily	5.32	1.133	5.75	1.196	-2.988	.003*
Price						
6. Booking online system that you used offers reasonable price (worthwhile the price you paid)	4.98	1.178	5.40	1.259	-2.783	.006*
7. Booking online system that you used offers lower price than hotel direct booking	4.83	1.265	5.21	1.347	-2.361	.019*
8. Booking online system that you used offers lower price than others online travel agencies	4.84	1.231	4.93	1.448	-.548	.584
9. Booking online system that you used offers various price levels	5.28	1.148	5.55	1.090	-1.891	.059
10. Booking online system that you used offers more discounts on top only for membership	4.98	1.166	5.28	1.321	-1.961	.051
Place (channel)						
11. You can use booking online service via Online Travel Agencies Website	5.10	1.203	5.53	1.102	-2.893	.004*
12. You can use booking online service via E-mail	4.88	1.247	4.86	1.541	.084	.933
13. You can use booking online service via online advertising on online travel site	4.98	1.195	5.31	1.298	-2.178	.030*
14. You can use booking online service via Smart Phone Application	4.92	1.275	5.06	1.610	-.759	.450
15. You can use booking online service in tourist exhibition booth	4.97	1.279	5.01	1.514	-.238	.812
Promotion						
16. Booking online system always offers sales activities promotions	5.03	1.230	5.43	1.385	-2.342	.021*
17. Booking online system offers special discounts in seasonal promotion	4.92	1.252	5.20	1.488	-1.559	.122

Table 4.51 T-test for relationship between web site on regular basis use and marketing mix factor (Continued)

n = 400

Marketing Mix Factor	Web site on regular basis use when booking online.				t	Sig. (2-tailed)
	Only one web site (n = 320)		More than 1 web sites (n = 80)			
	Mean	SD.	Mean	SD.		
18. Booking online system offers more discounts promotion has better discount than the promotion of the hotel	4.91	1.155	5.04	1.453	-.751	.455
19. Booking online system offers early bird promotion (e.g. online booking at least 15 days in advance get 50% off and minimum 1 night stay)	4.92	1.240	5.30	1.546	-2.064	.041*
20. Booking online system offers special promotion on special event (Songkran Festival, New Year Festival, Father's Day, and Mother's Day)	4.77	1.253	4.34	1.814	2.010	.047*

*Significant difference at 0.05 significant levels.

According to table 4.51, hypothesis testing found that there were differences in regularity of website use when booking online in levels of influence on using online room reservation through online travel agencies towards marketing mix factor. There were differences between languages used when booking online in the levels of influence on using online room reservation through online travel agencies toward product items; online booking system offers variety of locations of accommodation worldwide (e.g. countries) and online booking system helps planning of a trip (room booking) easily. Price items; online booking system used offers reasonable price (worth the price paid) and online booking system used offers lower prices than direct hotel booking. Place (channel) items; online booking service available via online travel agencies' website and online booking service available via online advertising on online travel site. Promotion items; online system always offers sales activities promotions, online booking system offers early-bird promotions (e.g. online booking at least 15 days in advance gets 50% off and minimum 1 night stay) and online booking system offers special promotions on special events (Songkran Festival, New Year Festival, Father's Day, and Mother's Day), with its significant levels at less than 0.05.

Hypothesis 23 There is a relationship among the hotel class selected on last booking online and marketing mix factors in using online room reservation through online travel agencies.

Table 4.52 F-test for relationship among the hotel class is selected on last booking online and marketing mix factor

n = 400

Marketing Mix Factor	The hotel class is selected on last booking online.	N	Mean	Std. Deviation	F	Sig.
Product						
Booking online system offers accurate accommodation information	3 stars hotel or below	208	4.85	1.140	1.552	.213
	4 stars hotel	155	5.05	1.197		
	5 stars hotel	37	5.08	1.256		
Booking online system offers class variety of hotel (3 – 5 starts hotel)	3 stars hotel or below	208	5.08	1.148	.672	.511
	4 stars hotel	155	5.15	1.308		
	5 stars hotel	37	5.32	1.334		
Booking online system offers variety type of accommodation (e.g. hotels, resorts, bungalows)	3 stars hotel or below	208	5.25	1.085	1.186	.307
	4 stars hotel	155	5.08	1.348		
	5 stars hotel	37	5.35	1.418		
Booking online system offers variety location of accommodation worldwide (e.g. countries)	3 stars hotel or below	208	5.27	1.105	1.931	.146
	4 stars hotel	155	5.06	1.342		
	5 stars hotel	37	5.43	1.385		
Booking online system helps you can plan a trip (room booking) easily	3 stars hotel or below	208	5.42	1.096	.114	.892
	4 stars hotel	155	5.41	1.177		
	5 stars hotel	37	5.32	1.415		
Price						
Booking online system that you used offers reasonable price (worthwhile the price you paid)	3 stars hotel or below	208	5.05	1.176	.032	.969
	4 stars hotel	155	5.08	1.253		
	5 stars hotel	37	5.08	1.187		

Table 4.52 F-test for relationship among the hotel class is selected on last booking online and marketing mix factor (Continue)

n = 400

Marketing Mix Factor	The hotel class is selected on last booking online.	N	Mean	Std. Deviation	F	Sig.
Booking online system that you used offers lower price than hotel direct booking	3 stars hotel or below	208	4.94	1.198	.137	.872
	4 stars hotel	155	4.88	1.383		
	5 stars hotel	37	4.86	1.398		
Booking online system that you used offers lower price than others online travel agencies	3 stars hotel or below	208	4.92	1.229	.999	.369
	4 stars hotel	155	4.74	1.304		
	5 stars hotel	37	4.95	1.413		
Booking online system that you used offers various price levels	3 stars hotel or below	208	5.38	1.127	.605	.546
	4 stars hotel	155	5.32	1.166		
	5 stars hotel	37	5.16	1.118		
Booking online system that you used offers more discounts on top only for membership	3 stars hotel or below	208	5.13	1.080	2.353	.096
	4 stars hotel	155	5.01	1.272		
	5 stars hotel	37	4.68	1.492		
Place (channel)						
You can use booking online service via Online Travel Agencies Website	3 stars hotel or below	208	5.26	1.164	1.021	.361
	4 stars hotel	155	5.10	1.216		
	5 stars hotel	37	5.08	1.278		
You can use booking online service via E-mail	3 stars hotel or below	208	4.98	1.202	1.423	.242
	4 stars hotel	155	4.74	1.441		
	5 stars hotel	37	4.86	1.294		
You can use booking online service via online advertising on online travel site	3 stars hotel or below	208	5.13	1.104	1.102	.333
	4 stars hotel	155	4.95	1.374		
	5 stars hotel	37	4.95	1.177		
You can use booking online service via Smart Phone Application	3 stars hotel or below	208	4.95	1.215	.497	.609
	4 stars hotel	155	4.89	1.493		
	5 stars hotel	37	5.14	1.437		
You can use booking online service in tourist exhibition booth	3 stars hotel or below	208	4.95	1.174	.299	.742
	4 stars hotel	155	4.97	1.481		
	5 stars hotel	37	5.14	1.475		
Promotion						
Booking online system always offers sales activities promotions	3 stars hotel or below	208	5.10	1.169	.084	.919
	4 stars hotel	155	5.10	1.342		
	5 stars hotel	37	5.19	1.525		
Booking online system offers special discounts in seasonal promotion	3 stars hotel or below	208	4.97	1.181	.074	.928
	4 stars hotel	155	4.97	1.388		
	5 stars hotel	37	5.05	1.615		
Booking online system offers more discounts promotion has better discount than the promotion of the hotel	3 stars hotel or below	208	4.86	1.144	.817	.442
	4 stars hotel	155	5.03	1.269		
	5 stars hotel	37	4.95	1.413		
Booking online system offers early bird promotion (e.g. online booking at least 15 days in advance get 50% off and minimum 1 night stay)	3 stars hotel or below	208	4.94	1.244	.864	.422
	4 stars hotel	155	5.01	1.403		
	5 stars hotel	37	5.24	1.321		
Booking online system offers special promotion on special event (Songkran Festival, New Year Festival, Father's Day, and Mother's Day)	3 stars hotel or below	208	4.69	1.316	.318	.728
	4 stars hotel	155	4.72	1.440		
	5 stars hotel	37	4.51	1.609		

*Significant difference at 0.05 significant levels.

According to the results of hypothesis testing in table 4.52, the researcher found that there were no significant differences among the hotel class selected on last online booking and marketing mix factor affecting the respondents' buying behavior in using online room reservation through online travel, with its significant levels greater than 0.05.

Hypothesis 24 There is a relationship among average length room reservation in advance when booking online and marketing mix factors in using online room reservation through online travel agencies.

Table 4.53 F-test for relationship among average length room reserve in advance when booking online and marketing mix factor

n = 400

Marketing Mix Factor	Average length room reserve in advance when booking online.	N	Mean	Std. Deviation	F	Sig.
Product						
Booking online system offers accurate accommodation information	0-2 days	53	4.60	1.182	2.456	.033*
	3-7 days	131	4.92	1.157		
	8- 14 days	75	4.80	1.151		
	15 days- 1 month	87	5.15	1.147		
	> 1 month- 3 months	34	5.12	1.066		
	> 3 months-6 months or > 6 months	20	5.40	1.429		
Booking online system offers class variety of hotel (3 – 5 starts hotel)	0-2 days	53	4.83	1.205	2.865	.015*
	3-7 days	131	5.02	1.218		
	8- 14 days	75	5.03	1.162		
	15 days- 1 month	87	5.47	1.150		
	> 1 month- 3 months	34	5.44	.991		
	> 3 months-6 months or > 6 months	20	4.95	1.877		
Booking online system offers variety type of accommodation (e.g. hotels, resorts, bungalows)	0-2 days	53	4.79	1.276	3.067	.010*
	3-7 days	131	5.13	1.205		
	8- 14 days	75	5.19	1.111		
	15 days- 1 month	87	5.51	1.238		
	> 1 month- 3 months	34	5.50	.961		
	> 3 months-6 months or > 6 months	20	4.90	1.619		
Booking online system offers variety location of accommodation worldwide (e.g. countries)	0-2 days	53	4.75	1.223	4.585	.000*
	3-7 days	131	5.00	1.196		
	8- 14 days	75	5.43	1.153		
	15 days- 1 month	87	5.48	1.130		
	> 1 month- 3 months	34	5.62	1.129		
	> 3 months-6 months or > 6 months	20	5.00	1.747		
Booking online system helps you can plan a trip (room booking) easily	0-2 days	53	4.89	1.121	6.035	.000*
	3-7 days	131	5.22	1.159		
	8- 14 days	75	5.56	1.068		
	15 days- 1 month	87	5.78	1.072		
	> 1 month- 3 months	34	5.76	.987		
	> 3 months-6 months or > 6 months	20	5.20	1.473		

Table 4.53 F-test for relationship among average length room reserve in advance when booking online and marketing mix factor (Continue)

n = 400

Marketing Mix Factor	Average length room reserve in advance when booking online.	N	Mean	Std. Deviation	F	Sig.
Price						
Booking online system that you used offers reasonable price (worthwhile the price you paid)	0-2 days	53	4.60	1.198	5.183	.000*
	3-7 days	131	4.90	1.143		
	8- 14 days	75	5.11	1.158		
	15 days- 1 month	87	5.22	1.224		
	> 1 month- 3 months	34	5.50	1.135		
	> 3 months-6 months or > 6 months	20	5.85	1.226		
Booking online system that you used offers lower price than hotel direct booking	0-2 days	53	4.60	1.044	2.439	.034*
	3-7 days	131	4.78	1.291		
	8- 14 days	75	5.03	1.315		
	15 days- 1 month	87	4.91	1.317		
	> 1 month- 3 months	34	5.32	1.199		
	> 3 months-6 months or > 6 months	20	5.45	1.538		
Booking online system that you used offers lower price than others online travel agencies	0-2 days	53	4.77	1.203	1.021	.405
	3-7 days	131	4.74	1.262		
	8- 14 days	75	4.95	1.345		
	15 days- 1 month	87	4.80	1.345		
	> 1 month- 3 months	34	5.21	1.095		
	> 3 months-6 months or > 6 months	20	5.10	1.252		
Booking online system that you used offers various price levels	0-2 days	53	4.92	1.124	4.711	.000*
	3-7 days	131	5.26	1.181		
	8- 14 days	75	5.28	1.169		
	15 days- 1 month	87	5.46	1.065		
	> 1 month- 3 months	34	5.53	1.022		
	> 3 months-6 months or > 6 months	20	6.25	.716		
Booking online system that you used offers more discounts on top only for membership	0-2 days	53	4.64	1.210	3.972	.002*
	3-7 days	131	5.02	1.196		
	8- 14 days	75	4.93	1.178		
	15 days- 1 month	87	5.09	1.235		
	> 1 month- 3 months	34	5.35	1.098		
	> 3 months-6 months or > 6 months	20	5.90	.852		
Place (channel)						
You can use booking online service via Online Travel Agencies Website	0-2 days	53	4.96	1.255	2.726	.019*
	3-7 days	131	5.08	1.216		
	8- 14 days	75	5.19	1.087		
	15 days- 1 month	87	5.15	1.136		
	> 1 month- 3 months	34	5.56	1.211		
	> 3 months-6 months or > 6 months	20	5.90	1.252		
You can use booking online service via E-mail	0-2 days	53	4.87	1.373	.528	.755
	3-7 days	131	4.86	1.214		
	8- 14 days	75	4.77	1.448		
	15 days- 1 month	87	4.86	1.091		
	> 1 month- 3 months	34	5.21	1.343		
	> 3 months-6 months or > 6 months	20	4.85	1.954		
You can use booking online service via online advertising on online travel site	0-2 days	53	5.00	1.177	.558	.732
	3-7 days	131	5.00	1.183		
	8- 14 days	75	5.01	1.257		
	15 days- 1 month	87	5.02	1.131		
	> 1 month- 3 months	34	5.35	1.125		
	> 3 months-6 months or > 6 months	20	5.20	1.908		

Table 4.53 F-test for relationship among average length room reserve in advance when booking online and marketing mix factor (Continue)

n = 400

Marketing Mix Factor	Average length room reserve in advance when booking online.	N	Mean	Std. Deviation	F	Sig.
You can use booking online service via Smart Phone Application	0-2 days	53	4.70	1.102	.972	.435
	3-7 days	131	4.98	1.225		
	8- 14 days	75	4.87	1.501		
	15 days- 1 month	87	4.98	1.312		
	> 1 month- 3 months	34	5.32	1.296		
	> 3 months-6 months or > 6 months	20	4.90	2.150		
You can use booking online service in tourist exhibition booth	0-2 days	53	4.77	1.296	1.168	.324
	3-7 days	131	4.92	1.281		
	8- 14 days	75	5.13	1.427		
	15 days- 1 month	87	4.87	1.301		
	> 1 month- 3 months	34	5.18	1.114		
	> 3 months-6 months or > 6 months	20	5.40	1.698		
Promotion						
Booking online system always offers sales activities promotions	0-2 days	53	4.72	1.166	1.649	.146
	3-7 days	131	5.09	1.212		
	8- 14 days	75	5.15	1.238		
	15 days- 1 month	87	5.18	1.443		
	> 1 month- 3 months	34	5.24	1.208		
	> 3 months-6 months or > 6 months	20	5.55	1.234		
Booking online system offers special discounts in seasonal promotion	0-2 days	53	4.58	1.232	2.048	.071
	3-7 days	131	4.92	1.228		
	8- 14 days	75	5.17	1.309		
	15 days- 1 month	87	4.98	1.447		
	> 1 month- 3 months	34	5.06	1.301		
	> 3 months-6 months or > 6 months	20	5.50	1.147		
Booking online system offers more discounts promotion has better discount than the promotion of the hotel	0-2 days	53	4.60	1.098	3.034	.011*
	3-7 days	131	4.89	1.168		
	8- 14 days	75	4.77	1.361		
	15 days- 1 month	87	5.09	1.207		
	> 1 month- 3 months	34	5.15	1.077		
	> 3 months-6 months or > 6 months	20	5.65	1.268		
Booking online system offers early bird promotion (e.g. online booking at least 15 days in advance get 50% off and minimum 1 night stay)	0-2 days	53	4.60	1.246	3.208	.007*
	3-7 days	131	4.96	1.237		
	8- 14 days	75	4.85	1.468		
	15 days- 1 month	87	5.05	1.337		
	> 1 month- 3 months	34	5.56	1.186		
	> 3 months-6 months or > 6 months	20	5.55	1.099		
Booking online system offers special promotion on special event (Songkran Festival, New Year Festival, Father's Day, and Mother's Day)	0-2 days	53	4.36	1.226	2.045	.072
	3-7 days	131	4.76	1.282		
	8- 14 days	75	4.63	1.487		
	15 days- 1 month	87	4.56	1.538		
	> 1 month- 3 months	34	4.88	1.320		
	> 3 months-6 months or > 6 months	20	5.40	1.392		

*Significant difference at 0.05 significant levels.

According to the results of hypothesis testing in table 4.53, the researcher found that there were significant differences among average lengths of room reservation in advance when booking online toward marketing mix factor affecting the respondents' buying behavior in using online room reservation through online travel

agencies toward product items; online booking system offers accurate accommodation information, online booking system offers variety of hotel class (3 – 5-start hotels), online booking system offers a variety of types of accommodation (e.g. hotels, resorts, bungalows), online booking system offers a variety of locations of accommodation worldwide (e.g. countries), and online booking system helps planninj a trip (room booking) easily. Price items; online booking system used offers reasonable price (worth the price paid), online booking system used offers lower price than direct hotel booking, online booking system used offers various price levels, and online booking system used offers more discounts on top only for membership. Place (channel) items; online booking service available via online travel agencies Website. Promotion items; online booking system offers more discounts promotion and has better discount than the promotion of the hotel, and online booking system offers early bird promotion (e.g. online booking at least 15 days in advance gets 50% off and minimum 1 night stay), with significant levels of less than 0.05. However, the researcher performed LSD analysis to find out more information about whether differences in average length of room reservation in advance when booking online had differences in terms of marketing mix factor affecting consumer buying behavior.

Table 4.54 Least Significant Difference (LSD) testing on average length room reserve in advance when booking online and marketing mix factor in using online room reservation through online travel agencies

n = 400

Marketing Mix Factor	(I) Average length room reserve in advance when booking online.	(J) Average length room reserve in advance when booking online.	Mean Difference (I-J)	Sig.
Product				
Booking online system offers accurate accommodation information	0-2 days	3 – 7 days	-.312	.100
		8 – 14 days	-.196	.348
		15 days – 1 month	-.546*	.007*
		> 1 month – 3 months	-.514*	.045*
		> 3 months – 6 months or > 6 months	-.796*	.010*

Table 4.54 Least Significant Difference (LSD) testing on average length room reserve in advance when booking online and marketing mix factor in using online room reservation through online travel agencies (Continue)

n = 400

Marketing Mix Factor	(I) Average length room reserve in advance when booking online.	(J) Average length room reserve in advance when booking online.	Mean Difference (I-J)	Sig.
	3- 7 days	0 – 2 days	.312	.100
		8 – 14 days	.116	.492
		15 days – 1 month	-.233	.148
		> 1 month – 3 months	-.202	.369
		> 3 months – 6 months or > 6 months	-.484	.084
	8- 14 days	0 – 2 days	.196	.348
		3 – 7 days	-.116	.492
		15 days – 1 month	-.349	.058
		> 1 month – 3 months	-.318	.188
		> 3 months – 6 months or > 6 months	-.600*	.041*
	15 days-1 month	0 – 2 days	.546*	.007*
		3 – 7 days	.233	.148
		8 – 14 days	.349	.058
		> 1 month – 3 months	.032	.893
		> 3 months – 6 months or > 6 months	-.251	.386
	> 1 month- 3 months	0 – 2 days	.514*	.045*
		3 – 7 days	.202	.369
		8 – 14 days	.318	.188
		15 days – 1 month	-.032	.893
		> 3 months – 6 months or > 6 months	-.282*	.390
	> 3 months – 6 months or > 6 months	0 – 2 days	.796*	.010*
		3 – 7 days	.484*	.084
		8 – 14 days	.600	.041*
		15 days – 1 month	.251	.386
		> 1 month – 3 months	.282	.390
Booking online system offers class variety of hotel (3 – 5 starts hotel)	0 – 2 days	3 – 7 days	-.193	.330
		8 – 14 days	-.196	.368
		15 days – 1 month	-.641	.003*
		> 1 month – 3 months	-.611	.023*
		> 3 months – 6 months or > 6 months	-.120	.707
	3 – 7 days	0 – 2 days	.193	.330
		8 – 14 days	-.004*	.983
		15 days – 1 month	-.448*	.008*
		> 1 month – 3 months	-.418	.074
		> 3 months – 6 months or > 6 months	.073	.803
	8 – 14 days	0 – 2 days	.196	.368
		3 – 7 days	.004	.983
		15 days – 1 month	-.445*	.021*
		> 1 month – 3 months	-.415	.100
		> 3 months – 6 months or > 6 months	.077	.802
	15 days – 1 month	0 – 2 days	.641	.003*
		3 – 7 days	.448*	.008*
		8 – 14 days	.445*	.021*
		> 1 month – 3 months	.030*	.903
		> 3 months – 6 months or > 6 months	.521	.084

Table 4.54 Least Significant Difference (LSD) testing on average length room reserve in advance when booking online and marketing mix factor in using online room reservation through online travel agencies (Continue)

n = 400

Marketing Mix Factor	(I) Average length room reserve in advance when booking online.	(J) Average length room reserve in advance when booking online.	Mean Difference (I-J)	Sig.
	> 1 month – 3 months	0 – 2 days	.611	.023*
		3 – 7 days	.418	.074
		8 – 14 days	.415	.100
		15 days – 1 month	-.030	.903
		> 3 months – 6 months or > 6 months	.491	.152
	> 3 months – 6 months or > 6 months	0 – 2 days	.120	.707
		3 – 7 days	-.073	.803
		8 – 14 days	-.077	.802
		15 days – 1 month	-.521*	.084
		> 1 month – 3 months	-.491*	.152
Booking online system offers variety type of accommodation (e.g. hotels, resorts, bungalows)	0 – 2 days	3 – 7 days	-.337	.088
		8 – 14 days	-.394	.070
		15 days – 1 month	-.713	.001*
		> 1 month – 3 months	-.708	.008*
		> 3 months – 6 months or > 6 months	-.108*	.735
	3 – 7 days	0 – 2 days	.337	.088
		8 – 14 days	-.057	.746
		15 days – 1 month	-.376	.025*
		> 1 month – 3 months	-.370*	.113
		> 3 months – 6 months or > 6 months	.230*	.429
	8 – 14 days	0 – 2 days	.394*	.070
		3 – 7 days	.057	.746
		15 days – 1 month	-.319	.095
		> 1 month – 3 months	-.313	.211
		> 3 months – 6 months or > 6 months	.287	.347
	15 days – 1 month	0 – 2 days	.713	.001*
		3 – 7 days	.376	.025*
		8 – 14 days	.319	.095
		> 1 month – 3 months	.006	.981
		> 3 months – 6 months or > 6 months	.606	.044*
	> 1 month – 3 months	0 – 2 days	.708*	.008*
		3 – 7 days	.370*	.113
		8 – 14 days	.313	.211
		15 days – 1 month	-.006	.981
		> 3 months – 6 months or > 6 months	.600	.079
	> 3 months – 6 months or > 6 months	0 – 2 days	.108	.735
		3 – 7 days	-.230*	.429
		8 – 14 days	-.287	.347
		15 days – 1 month	-.606	.044*
		> 1 month – 3 months	-.600	.079
Booking online system offers variety location of accommodation worldwide (e.g. countries)	0 – 2 days	3 – 7 days	-.245*	.212
		8 – 14 days	-.672*	.002*
		15 days – 1 month	-.728*	.001*
		> 1 month – 3 months	-.863	.001*
		> 3 months – 6 months or > 6 months	-.245	.438
	3 – 7 days	0 – 2 days	.245	.212
		8 – 14 days	-.427	.015*
		15 days – 1 month	-.483	.004*
		> 1 month – 3 months	-.618	.008*
		> 3 months – 6 months or > 6 months	.000	1.000

Table 4.54 Least Significant Difference (LSD) testing on average length room reserve in advance when booking online and marketing mix factor in using online room reservation through online travel agencies (Continue)

n = 400

Marketing Mix Factor	(I) Average length room reserve in advance when booking online.	(J) Average length room reserve in advance when booking online.	Mean Difference (I-J)	Sig.
	8 – 14 days	0 – 2 days	.672	.002*
		3 – 7 days	.427	.015*
		15 days – 1 month	-.056*	.768
		> 1 month – 3 months	-.191*	.444
		> 3 months – 6 months or > 6 months	.427	.160
	15 days – 1 month	0 – 2 days	.728	.001*
		3 – 7 days	.483	.004*
		8 – 14 days	.056	.768
		> 1 month – 3 months	-.135*	.580
		> 3 months – 6 months or > 6 months	.483	.107
	> 1 month – 3 months	0 – 2 days	.863	.001*
		3 – 7 days	.618	.008*
		8 – 14 days	.191*	.444
		15 days – 1 month	.135*	.580
		> 3 months – 6 months or > 6 months	.618*	.070
	> 3 months – 6 months or > 6 months	0 – 2 days	.245	.438
		3 – 7 days	.000	1.000
		8 – 14 days	-.427	.160
		15 days – 1 month	-.483	.107
		> 1 month – 3 months	-.618	.070
Booking online system helps you can plan a trip (room booking) easily	0 – 2 days	3 – 7 days	-.335	.068
		8 – 14 days	-.673	.001*
		15 days – 1 month	-.895	.000*
		> 1 month – 3 months	-.878	.000*
		> 3 months – 6 months or > 6 months	-.313*	.288
	3 – 7 days	0 – 2 days	.335*	.068
		8 – 14 days	-.339	.038*
		15 days – 1 month	-.560	.000*
		> 1 month – 3 months	-.543	.012*
		> 3 months – 6 months or > 6 months	.021	.937
	8 – 14 days	0 – 2 days	.673*	.001*
		3 – 7 days	.339	.038*
		15 days – 1 month	-.222	.211
		> 1 month – 3 months	-.205	.378
		> 3 months – 6 months or > 6 months	.360	.203
	15 days – 1 month	0 – 2 days	.895*	.000*
		3 – 7 days	.560*	.000*
		8 – 14 days	.222*	.211
		> 1 month – 3 months	.017	.941
		> 3 months – 6 months or > 6 months	.582	.037*
	> 1 month – 3 months	0 – 2 days	.878	.000*
		3 – 7 days	.543	.012*
		8 – 14 days	.205	.378
		15 days – 1 month	-.017	.941
		> 3 months – 6 months or > 6 months	.565	.075
	> 3 months – 6 months or > 6 months	0 – 2 days	.313	.288
		3 – 7 days	-.021	.937
		8 – 14 days	-.360*	.203
		15 days – 1 month	-.582*	.037*
		> 1 month – 3 months	-.565	.075

Table 4.54 Least Significant Difference (LSD) testing on average length room reserve in advance when booking online and marketing mix factor in using online room reservation through online travel agencies (Continue)

n = 400

Marketing Mix Factor	(I) Average length room reserve in advance when booking online.	(J) Average length room reserve in advance when booking online.	Mean Difference (I-J)	Sig.
Price				
Booking online system that you used offers reasonable price (worthwhile the price you paid)	0 – 2 days	3 – 7 days	-.297	.121
		8 – 14 days	-.503	.017*
		15 days – 1 month	-.615	.003*
		> 1 month – 3 months	-.896*	.001*
		> 3 months – 6 months or > 6 months	-1.246	.000*
	3 – 7 days	0 – 2 days	.297	.121
		8 – 14 days	-.206	.227
		15 days – 1 month	-.318*	.051
		> 1 month – 3 months	-.599*	.008*
		> 3 months – 6 months or > 6 months	-.949*	.001*
	8 – 14 days	0 – 2 days	.503	.017*
		3 – 7 days	.206	.227
		15 days – 1 month	-.112	.546
		> 1 month – 3 months	-.393	.106
		> 3 months – 6 months or > 6 months	-.743	.012*
	15 days – 1 month	0 – 2 days	.615	.003*
		3 – 7 days	.318	.051
		8 – 14 days	.112	.546
		> 1 month – 3 months	-.282	.237
		> 3 months – 6 months or > 6 months	-.632*	.031*
	> 1 month – 3 months	0 – 2 days	.896*	.001*
		3 – 7 days	.599	.008*
		8 – 14 days	.393	.106
		15 days – 1 month	.282	.237
		> 3 months – 6 months or > 6 months	-.350	.291
	> 3 months – 6 months or > 6 months	0 – 2 days	1.246*	.000*
		3 – 7 days	.949	.001*
		8 – 14 days	.743	.012*
		15 days – 1 month	.632	.031*
		> 1 month – 3 months	.350*	.291
Booking online system that you used offers lower price than hotel direct booking	0 – 2 days	3 – 7 days	-.175*	.401
		8 – 14 days	-.423*	.066
		15 days – 1 month	-.304	.172
		> 1 month – 3 months	-.720	.011*
		> 3 months – 6 months or > 6 months	-.846	.012*
	3 – 7 days	0 – 2 days	.175	.401
		8 – 14 days	-.248	.181
		15 days – 1 month	-.129	.464
		> 1 month – 3 months	-.545	.027*
		> 3 months – 6 months or > 6 months	-.671	.029*
	8 – 14 days	0 – 2 days	.423	.066
		3 – 7 days	.248*	.181
		15 days – 1 month	.119*	.556
		> 1 month – 3 months	-.297	.262
		> 3 months – 6 months or > 6 months	-.423	.189

Table 4.54 Least Significant Difference (LSD) testing on average length room reserve in advance when booking online and marketing mix factor in using online room reservation through online travel agencies (Continue)

n = 400

Marketing Mix Factor	(I) Average length room reserve in advance when booking online.	(J) Average length room reserve in advance when booking online.	Mean Difference (I-J)	Sig.
	15 days – 1 month	0 – 2 days	.304	.172
		3 – 7 days	.129	.464
		8 – 14 days	-.119*	.556
		> 1 month – 3 months	-.415	.109
		> 3 months – 6 months or > 6 months	-.542	.088
	> 1 month – 3 months	0 – 2 days	.720	.011*
		3 – 7 days	.545*	.027*
		8 – 14 days	.297*	.262
		15 days – 1 month	.415*	.109
		> 3 months – 6 months or > 6 months	-.126	.726
	> 3 months – 6 months or > 6 months	0 – 2 days	.846	.012*
		3 – 7 days	.671	.029*
		8 – 14 days	.423	.189
		15 days – 1 month	.542	.088
		> 1 month – 3 months	.126	.726
Booking online system that you used offers various price levels	0 – 2 days	3 – 7 days	-.335	.066
		8 – 14 days	-.355*	.076
		15 days – 1 month	-.535	.006*
		> 1 month – 3 months	-.605	.014*
		> 3 months – 6 months or > 6 months	-1.325	.000*
	3 – 7 days	0 – 2 days	.335	.066
		8 – 14 days	-.020*	.899
		15 days – 1 month	-.200*	.195
		> 1 month – 3 months	-.270*	.209
		> 3 months – 6 months or > 6 months	-.990	.000*
	8 – 14 days	0 – 2 days	.355	.076
		3 – 7 days	.020	.899
		15 days – 1 month	-.180	.307
		> 1 month – 3 months	-.249	.280
		> 3 months – 6 months or > 6 months	-.970	.001*
	15 days – 1 month	0 – 2 days	.535	.006*
		3 – 7 days	.200	.195
		8 – 14 days	.180	.307
		> 1 month – 3 months	-.070*	.758
		> 3 months – 6 months or > 6 months	-.790*	.004*
	> 1 month – 3 months	0 – 2 days	.605	.014*
		3 – 7 days	.270	.209
		8 – 14 days	.249	.280
		15 days – 1 month	.070	.758
		> 3 months – 6 months or > 6 months	-.721*	.022*
	> 3 months – 6 months or > 6 months	0 – 2 days	1.325	.000*
		3 – 7 days	.990	.000*
		8 – 14 days	.970	.001*
		15 days – 1 month	.790*	.004*
		> 1 month – 3 months	.721*	.022*
Booking online system that you used offers more discounts on top only for membership	0 – 2 days	3 – 7 days	-.374*	.053
		8 – 14 days	-.292	.169
		15 days – 1 month	-.450	.029*
		> 1 month – 3 months	-.711	.006*
		> 3 months – 6 months or > 6 months	-1.258	.000*

Table 4.54 Least Significant Difference (LSD) testing on average length room reserve in advance when booking online and marketing mix factor in using online room reservation through online travel agencies (Continue)

n = 400

Marketing Mix Factor	(I) Average length room reserve in advance when booking online.	(J) Average length room reserve in advance when booking online.	Mean Difference (I-J)	Sig.
	3 – 7 days	0 – 2 days	.374	.053
		8 – 14 days	.082	.632
		15 days – 1 month	-.077	.639
		> 1 month – 3 months	-.338	.138
		> 3 months – 6 months or > 6 months	-.885	.002*
	8 – 14 days	0 – 2 days	.292*	.169
		3 – 7 days	-.082*	.632
		15 days – 1 month	-.159	.395
		> 1 month – 3 months	-.420	.087
		> 3 months – 6 months or > 6 months	-.967	.001*
	15 days – 1 month	0 – 2 days	.450	.029*
		3 – 7 days	.077*	.639
		8 – 14 days	.159	.395
		> 1 month – 3 months	-.261	.275
		> 3 months – 6 months or > 6 months	-.808	.006*
	> 1 month – 3 months	0 – 2 days	.711	.006*
		3 – 7 days	.338*	.138
		8 – 14 days	.420*	.087
		15 days – 1 month	.261*	.275
		> 3 months – 6 months or > 6 months	-.547	.101
	> 3 months – 6 months or > 6 months	0 – 2 days	1.258	.000*
		3 – 7 days	.885	.002*
		8 – 14 days	.967	.001*
		15 days – 1 month	.808	.006*
		> 1 month – 3 months	.547	.101
Place (channel)				
You can use booking online service via Online Travel Agencies Website	0 – 2 days	3 – 7 days	-.122	.527
		8 – 14 days	-.224	.291
		15 days – 1 month	-.187	.364
		> 1 month – 3 months	-.597*	.022*
		> 3 months – 6 months or > 6 months	-.938*	.003*
	3 – 7 days	0 – 2 days	.122	.527
		8 – 14 days	-.103	.549
		15 days – 1 month	-.065	.689
		> 1 month – 3 months	-.475	.038*
		> 3 months – 6 months or > 6 months	-.816*	.004*
	8 – 14 days	0 – 2 days	.224	.291
		3 – 7 days	.103	.549
		15 days – 1 month	.037	.842
		> 1 month – 3 months	-.372*	.129
		> 3 months – 6 months or > 6 months	-.713*	.017*
	15 days – 1 month	0 – 2 days	.187*	.364
		3 – 7 days	.065	.689
		8 – 14 days	-.037	.842
		> 1 month – 3 months	-.409	.088
		> 3 months – 6 months or > 6 months	-.751	.011*

Table 4.54 Least Significant Difference (LSD) testing on average length room reserve in advance when booking online and marketing mix factor in using online room reservation through online travel agencies (Continue)

n = 400

Marketing Mix Factor	(I) Average length room reserve in advance when booking online.	(J) Average length room reserve in advance when booking online.	Mean Difference (I-J)	Sig.
	> 1 month – 3 months	0 – 2 days	.597	.022*
		3 – 7 days	.475	.038*
		8 – 14 days	.372	.129
		15 days – 1 month	.409	.088
		> 3 months – 6 months or > 6 months	-.341	.306
	> 3 months – 6 months or > 6 months	0 – 2 days	.938*	.003*
		3 – 7 days	.816*	.004*
		8 – 14 days	.713	.017*
		15 days – 1 month	.751	.011*
		> 1 month – 3 months	.341	.306
Promotion				
Booking online system offers more discounts promotion has better discount than the promotion of the hotel	0 – 2 days	3 – 7 days	-.282	.151
		8 – 14 days	-.170*	.433
		15 days – 1 month	-.488	.020*
		> 1 month – 3 months	-.543	.041*
		> 3 months – 6 months or > 6 months	-1.046	.001*
	3 – 7 days	0 – 2 days	.282	.151
		8 – 14 days	.112*	.520
		15 days – 1 month	-.206*	.216
		> 1 month – 3 months	-.262*	.260
		> 3 months – 6 months or > 6 months	-.765	.008*
	8 – 14 days	0 – 2 days	.170	.433
		3 – 7 days	-.112	.520
		15 days – 1 month	-.319	.094
		> 1 month – 3 months	-.374	.134
		> 3 months – 6 months or > 6 months	-.877	.004*
	15 days – 1 month	0 – 2 days	.488	.020*
		3 – 7 days	.206	.216
		8 – 14 days	.319	.094
		> 1 month – 3 months	-.055*	.821
		> 3 months – 6 months or > 6 months	-.558*	.062
	> 1 month – 3 months	0 – 2 days	.543	.041*
		3 – 7 days	.262	.260
		8 – 14 days	.374	.134
		15 days – 1 month	.055	.821
		> 3 months – 6 months or > 6 months	-.503*	.139
	> 3 months – 6 months or > 6 months	0 – 2 days	1.046	.001*
		3 – 7 days	.765	.008*
		8 – 14 days	.877	.004*
		15 days – 1 month	.558*	.062
		> 1 month – 3 months	.503*	.139
Booking online system offers early bird promotion (e.g. online booking at least 15 days in advance get 50% off and minimum 1 night stay)	0 – 2 days	3 – 7 days	-.358*	.091
		8 – 14 days	-.250	.284
		15 days – 1 month	-.442	.051
		> 1 month – 3 months	-.955	.001*
		> 3 months – 6 months or > 6 months	-.946	.006*

Table 4.54 Least Significant Difference (LSD) testing on average length room reserve in advance when booking online and marketing mix factor in using online room reservation through online travel agencies (Continue)

n = 400

Marketing Mix Factor	(I) Average length room reserve in advance when booking online.	(J) Average length room reserve in advance when booking online.	Mean Difference (I-J)	Sig.
	3 – 7 days	0 – 2 days	.358	.091
		8 – 14 days	.108	.564
		15 days – 1 month	-.084	.639
		> 1 month – 3 months	-.597	.017*
		> 3 months – 6 months or > 6 months	-.588	.059
	8 – 14 days	0 – 2 days	.250*	.284
		3 – 7 days	-.108*	.564
		15 days – 1 month	-.193	.346
		> 1 month – 3 months	-.705	.009*
		> 3 months – 6 months or > 6 months	-.697	.033*
	15 days – 1 month	0 – 2 days	.442	.051
		3 – 7 days	.084*	.639
		8 – 14 days	.193	.346
		> 1 month – 3 months	-.513	.051
		> 3 months – 6 months or > 6 months	-.504	.118
	> 1 month – 3 months	0 – 2 days	.955	.001*
		3 – 7 days	.597*	.017*
		8 – 14 days	.705*	.009*
		15 days – 1 month	.513*	.051
		> 3 months – 6 months or > 6 months	.009	.981
	> 3 months – 6 months or > 6 months	0 – 2 days	.946	.006*
		3 – 7 days	.588	.059
		8 – 14 days	.697	.033*
		15 days – 1 month	.504	.118
		> 1 month – 3 months	-.009	.981

*Significant difference at 0.05 significant levels.

The LSD comparison in table 4.54 represents the differences among average lengths of room reservation in advance when booking online and marketing mix factor in using online room reservation through online travel agencies. The results show that there were differences among average lengths of room reservation in advance when booking online, considering in Product items; ‘online booking system offers accurate accommodation information’, the respondents who had an average length room reserve in advance of 15 days – 1 month were more affected in their buying behavior in using online room reservation than the respondents who had an average length of room reservation in advance of 0 – 2 days, with the significant level of 0.007. In addition, the respondents who had an average length of room reservation in advance of more than 1 month – 3 months were more affected in their buying

behavior in using online room reservation than the respondents who had an average length of room reservation in advance of 0 – 2 days, with the significant level of 0.045. Moreover, the respondents who had an average length of room reservation in advance of more than 3 months – 6 months or more than 6 months were more affected in their buying behavior in using online room reservation than the respondents who had an average length of room reservation in advance of 0 – 2 days and 8 – 14 days, with the significant level of 0.010 and 0.041 respectively.

In the 'online booking system offers class variety of hotel (3 – 5-star hotel)' category, the respondents who had an average length of room reservation in advance of 15 days – 1 month were more affected in their buying behavior in using online room reservation than the respondents who had an average length of room reservation in advance of 0 – 2 days, 3 – 7 days, and 8 – 14 days, with the significant levels of 0.003, 0.008, and 0.021 respectively. In addition, the respondents who had an average length of room reservation in advance of more than 1 month – 3 months were more affected in their buying behavior in using online room reservation than the respondents who had an average length of room reservation in advance of 0 – 2 days, with the significant level of 0.023.

In the 'online booking system offers a variety of types of accommodation (e.g. hotels, resorts, bungalows)' category, the respondents who had an average length of room reservation in advance of 15 days – 1 month were more affected in their buying behavior in using online room reservation than the respondents who had an average length of room reservation in advance of 0 – 2 days, 3 – 7 days, and more than 3 months – 6 months or more than 6 months, with the significant levels of 0.001, 0.025, and 0.044 respectively. In addition, the respondents who had an average length of room reservation in advance of more than 1 month – 3 months were more affected in their buying behavior in using online room reservation than the respondents who had an average length of room reservation in advance of 0 – 2 days, with the significant level of 0.008. Moreover, the respondents who had an average length of room reservation in advance of more than 3 months – 6 months or more than 6 months were more affected in their buying behavior in using online room reservation than the respondents who had an average length of room reservation in advance of 15 days – 1 month, with the significant level of 0.044.

In the ‘online booking system offers a variety of locations of accommodation worldwide (e.g. countries)’, the respondents who had an average length of room reservation in advance of 8 – 14 days were more affected in their buying behavior in using online room reservation than the respondents who had an average length of room reservation in advance of 0 – 2 days and 3 – 7 days, with the significant levels of 0.002 and 0.015 respectively. In addition, the respondents who had an average length of room reservation in advance of 15 days – 1 month were more affected in their buying behavior in using online room reservation than the respondents who had an average length of room reservation in advance of 0 – 2 days and 3 – 7 days, with the significant levels of 0.001 and 0.004 respectively. Moreover, the respondents who had an average length of room reservation in advance of more than 1 month – 3 months were more affected in their buying behavior in using online room reservation than the respondents who had an average length of room reservation in advance of 0 – 2 days and 3 – 7 days, with the significant levels of 0.001 and 0.008 respectively.

In the ‘online booking system helps plan a trip (room booking) easily’ category, the respondents who had an average length of room reservation in advance of 8 – 14 days were more affected in their buying behavior in using online room reservation than the respondents who had an average length of room reservation in advance of 0 – 2 days and 3 – 7 days, with the significant levels of 0.001 and 0.038 respectively. In addition, the respondents who had an average length of room reservation in advance of 15 days – 1 month were more affected in their buying behavior in using online room reservation than the respondents who had an average length of room reservation in advance of 0 – 2 days, 3 – 7 days, and more than 3 months – 6 months or more than 6 months, with the significant levels of 0.000, 0.000, and 0.037 respectively. Moreover, the respondents who had an average length of room reservation in advance of more than 1 month – 3 months were more affected in their buying behavior in using online room reservation than the respondents who had an average length of room reservation in advance of 0 – 2 days and 3 – 7 days, with the significant levels of 0.000 and 0.012 respectively.

In Price items; ‘booking online system used offers reasonable price (worth the price paid)’, the respondents who had an average length of room reservation in

advance of 8 – 14 days were more affected in their buying behavior in using online room reservation than the respondents who had an average length of room reservation in advance of 0 – 2 days, with the significant level of 0.017. For the respondents who had an average length of room reservation in advance of 15 days – 1 month were more affected in their buying behavior in using online room reservation than the respondents who had an average length of room reservation in advance of 0 – 2 days, with the significant level of 0.003. In addition, the respondents who had an average length of room reservation in advance of more than 1 month – 3 months were more affected in their buying behavior in using online room reservation than the respondents who had an average length of room reservation in advance of 0 – 2 days and 3 – 7 days, with the significant levels of 0.001 and 0.008 respectively. Moreover, the respondents who had an average length of room reservation in advance of more than 3 months – 6 months or more than 6 months were more affected in their buying behavior in using online room reservation than the respondents who had an average length of room reservation in advance of 0 – 2 days, 3 – 7 days, 8 – 14 days, and 15 days – 1 month, with the significant levels of 0.000, 0.001, 0.012 and 0.031 respectively.

In the 'booking online system used offers lower price than hotel direct booking' category, the respondents who had an average length of room reservation in advance of more than 1 month – 3 months were more affected in their buying behavior in using online room reservation than the respondents who had an average length of room reservation in advance 0 – 2 days and 3 – 7 days, with the significant levels of 0.011 and 0.027 respectively. The respondents who had an average length of room reservation in advance of more than 3 months – 6 months or more than 6 months were more affected in their buying behavior in using online room reservation than the respondents who had an average length of room reservation in advance of 0 – 2 days and 3 – 7 days, which the significant levels of 0.012 and 0.029 respectively.

In the 'booking online system used offers various price levels' category, the respondents who had an average length of room reservation in advance of 15 days – 1 month were more affected their buying behavior in using online room reservation than the respondents who had an average length of room reservation in advance of 0 – 2 days, with the significant level of 0.006. In addition, the respondents who had an average length of room reservation in advance of more than 1 month – 3 months were

more affected in their buying behavior in using online room reservation than the respondents who had an average length of room reservation in advance of 0 – 2 days, with the significant level of 0.014. Moreover, the respondents who had an average length of room reservation in advance of more than 3 months – 6 months or more than 6 months were more affected in their buying behavior in using online room reservation than the respondents who had an average length of room reservation in advance of 0 – 2 days, 3 – 7 days, 8 – 14 days, 15 days – 1 month, and more than 1 month – 3 months, with the significant levels of 0.000, 0.000, 0.001, 0.004 and 0.022 respectively.

In the 'booking online system used offers more discounts on top only for membership', the respondents who had an average length of room reservation in advance of 15 days – 1 month were more affected in their buying behavior in using online room reservation than the respondents who had an average length of room reservation in advance of 0 – 2 days, with the significant level of 0.029. In addition, the respondents who had an average length of room reservation in advance of more than 1 month – 3 months were more affected in their buying behavior in using online room reservation than the respondents who had an average length of room reservation in advance of 0 – 2 days, with the significant level of 0.006. Moreover, the respondents who had an average length of room reservation in advance of more than 3 months – 6 months or more than 6 months were more affected in their buying behavior in using online room reservation than the respondents who had an average length of room reservation in advance of 0 – 2 days, 3 – 7 days, 8 – 14 days, and 15 days – 1 month, with the significant levels of 0.000, 0.002, 0.001, and 0.006 respectively.

In Place (channel) item; 'online booking service available via Online Travel Agencies website', the respondents who had an average length of room reservation in advance of more than 1 month – 3 months were more affected in their buying behavior in using online room reservation than the respondents who had an average length of room reservation in advance of 0 – 2 days and 3 – 7 days, with the significant levels of 0.022 and 0.038 respectively. The respondents who had an average length of room reservation in advance of more than 3 months – 6 months or more than 6 months were more affected in their buying behavior in using online room reservation than the respondents who had an average length of room reservation in

advance of 0 – 2 days, 3 – 7 days, 8 – 14 days, and 15 days – 1 month, with the significant levels of 0.003, 0.004, 0.017 and 0.011 respectively.

In Promotion items; 'online booking system offers more discounts promotion and has better discount than the promotion of the hotel' category, the respondents who had an average length of room reservation in advance of 15 days – 1 month were more affected in their buying behavior in using online room reservation than the respondents who had an average length of room reservation in advance of 0 – 2 days, with the significant level of 0.020. The respondents who had an average length of room reservation in advance of more than 1 month – 3 months were more affected in their buying behavior in using online room reservation than the respondents who had an average length of room reservation in advance of 0 – 2 days, with the significant level of 0.041. In addition, the respondents who had an average length of room reservation in advance of more than 3 months – 6 months or more than 6 months were more affected in their buying behavior in using online room reservation than the respondents who had an average length of room reservation in advance of 0 – 2 days, 3 – 7 days, and 8 – 14 days, with the significant levels of 0.001, 0.008, and 0.004 respectively.

In the 'booking online system offers early bird promotion (e.g. online booking at least 15 days in advance get 50% off and minimum 1 night stay)' category, the respondents who had an average length of room reservation in advance of more than 1 month – 3 months were more affected in their buying behavior in using online room reservation than the respondents who had an average length of room reservation in advance of 0 – 2 days and 8 – 14 days, with the significant levels of 0.001 and 0.009 respectively. In addition, the respondents who had an average length of room reservation in advance of more than 3 months – 6 months or more than 6 months were more affected in their buying behavior in using online room reservation than the respondents who had an average length of room reservation in advance of 0 – 2 days and 8 – 14 days, with the significant levels of 0.006 and 0.033 respectively.

Hypothesis 25 There is a relationship among average price of accommodation per night when booking online and marketing mix factors in using online room reservation through online travel agencies.

Table 4.55 F-test for relationship among average price of accommodation per night when booking online and marketing mix factor

n = 400

Marketing Mix Factor	Average price of accommodation per night when booking online	N	Mean	Std. Deviation	F	Sig.
Product						
Booking online system offers accurate accommodation information	<=2,000 Baht	96	4.74	1.163	2.000	.113
	2,001- 4,000 Baht	246	4.94	1.152		
	4,001- 6,000 Baht	50	5.28	1.262		
	> 6,000 Baht	8	5.38	1.061		
Booking online system offers class variety of hotel (3 – 5 starts hotel)	<=2,000 Baht	96	5.05	1.070	2.313	.076
	2,001- 4,000 Baht	246	5.14	1.290		
	4,001- 6,000 Baht	50	5.14	1.262		
	> 6,000 Baht	8	5.50	.926		
Booking online system offers variety type of accommodation (e.g. hotels, resorts, bungalows)	<=2,000 Baht	96	5.09	1.197	.705	.550
	2,001- 4,000 Baht	246	5.22	1.239		
	4,001- 6,000 Baht	50	5.22	1.282		
	> 6,000 Baht	8	5.63	.744		
Booking online system offers variety location of accommodation worldwide (e.g. countries)	<=2,000 Baht	96	4.98	1.187	2.442	.064
	2,001- 4,000 Baht	246	5.24	1.243		
	4,001- 6,000 Baht	50	5.42	1.279		
	> 6,000 Baht	8	5.63	.744		
Booking online system helps you can plan a trip (room booking) easily	<=2,000 Baht	96	5.23	1.138	1.537	.204
	2,001- 4,000 Baht	246	5.42	1.154		
	4,001- 6,000 Baht	50	5.66	1.222		
	> 6,000 Baht	8	5.50	.926		
Price						
Booking online system that you used offers reasonable price (worthwhile the price you paid)	<=2,000 Baht	96	4.85	1.142	2.557	.055
	2,001- 4,000 Baht	246	5.07	1.196		
	4,001- 6,000 Baht	50	5.40	1.309		
	> 6,000 Baht	8	5.38	1.188		
Booking online system that you used offers lower price than hotel direct booking	<=2,000 Baht	96	4.71	1.085	.536	.658
	2,001- 4,000 Baht	246	4.92	1.316		
	4,001- 6,000 Baht	50	5.20	1.498		
	> 6,000 Baht	8	5.25	1.035		
Booking online system that you used offers lower price than others online travel agencies	<=2,000 Baht	96	4.69	1.089	1.173	.320
	2,001- 4,000 Baht	246	4.89	1.296		
	4,001- 6,000 Baht	50	4.88	1.507		
	> 6,000 Baht	8	5.50	1.069		

Table 4.55 F-test for relationship among average price of accommodation per night when booking online and marketing mix factor (Continue)

n = 400

Marketing Mix Factor	Average price of accommodation per night when booking online	N	Mean	Std. Deviation	F	Sig.
Place (channel)						
Booking online system that you used offers various price levels	<=2,000 Baht	96	5.03	1.061	4.821	.003*
	2,001- 4,000 Baht	246	5.45	1.141		
	4,001- 6,000 Baht	50	5.32	1.236		
	> 6,000 Baht	8	5.63	.916		
Booking online system that you used offers more discounts on top only for membership	<=2,000 Baht	96	4.70	1.116	3.715	.012*
	2,001- 4,000 Baht	246	5.16	1.201		
	4,001- 6,000 Baht	50	5.04	1.293		
	> 6,000 Baht	8	5.38	1.061		
You can use booking online service via Online Travel Agencies Website	<=2,000 Baht	96	4.85	1.142	2.180	.090
	2,001- 4,000 Baht	246	5.29	1.236		
	4,001- 6,000 Baht	50	5.26	1.026		
	> 6,000 Baht	8	5.38	.916		
You can use booking online service via E-mail	<=2,000 Baht	96	4.60	1.365	3.612	.013*
	2,001- 4,000 Baht	246	4.92	1.277		
	4,001- 6,000 Baht	50	5.08	1.338		
	> 6,000 Baht	8	5.38	1.061		
You can use booking online service via online advertising on online travel site	<=2,000 Baht	96	4.80	1.092	.013	.101
	2,001- 4,000 Baht	246	5.07	1.257		
	4,001- 6,000 Baht	50	5.36	1.274		
	> 6,000 Baht	8	5.50	.756		
You can use booking online service via Smart Phone Application	<=2,000 Baht	96	4.64	1.274	3.779	.011*
	2,001- 4,000 Baht	246	4.96	1.350		
	4,001- 6,000 Baht	50	5.42	1.401		
	> 6,000 Baht	8	5.38	.916		
You can use booking online service in tourist exhibition booth	<=2,000 Baht	96	4.69	1.059	1.584	.193
	2,001- 4,000 Baht	246	4.98	1.373		
	4,001- 6,000 Baht	50	5.44	1.459		
	> 6,000 Baht	8	5.63	1.061		
Promotion						
Booking online system always offers sales activities promotions	<=2,000 Baht	96	4.79	1.142	2.813	.039*
	2,001- 4,000 Baht	246	5.22	1.269		
	4,001- 6,000 Baht	50	5.12	1.452		
	> 6,000 Baht	8	5.25	1.165		
Booking online system offers special discounts in seasonal promotion	<=2,000 Baht	96	4.69	1.284	2.990	.031*
	2,001- 4,000 Baht	246	5.11	1.254		
	4,001- 6,000 Baht	50	4.82	1.508		
	> 6,000 Baht	8	5.38	1.302		
Booking online system offers more discounts promotion has better discount than the promotion of the hotel	<=2,000 Baht	96	4.83	1.176	.592	.620
	2,001- 4,000 Baht	246	4.96	1.188		
	4,001- 6,000 Baht	50	4.96	1.484		
	> 6,000 Baht	8	5.13	.991		
Booking online system offers early bird promotion (e.g. online booking at least 15 days in advance get 50% off and minimum 1 night stay)	<=2,000 Baht	96	4.79	1.264	1.340	.261
	2,001- 4,000 Baht	246	5.09	1.273		
	4,001- 6,000 Baht	50	4.78	1.582		
	> 6,000 Baht	8	5.63	.916		
Booking online system offers special promotion on special event (Songkran Festival, New Year Festival, Father's Day, and Mother's Day)	<=2,000 Baht	96	4.56	1.263	1.715	.163
	2,001- 4,000 Baht	246	4.76	1.397		
	4,001- 6,000 Baht	50	4.42	1.592		
	> 6,000 Baht	8	5.25	1.165		

*Significant difference at 0.05 significant levels.

According to the results of hypothesis testing in table 4.55, the researcher found that there were significant differences among average prices of accommodation per night when booking online toward marketing mix factor affecting the respondents' buying behavior in using online room reservation through online travel agencies toward Price items; online booking system used offers various price levels and online booking system used offers more discounts on top only for membership. Place (channel) items; online booking service available via E-mail and online booking service available via Smart Phone Application. Promotion items; online booking system always offers sales activities promotions and online booking system offers special discounts in seasonal promotions, with its significant levels less than 0.05. However, the researcher performed LSD analysis to find out more information about whether differences in average price of accommodation per night when booking online had different in terms of marketing mix factor affecting consumer buying behavior.

Table 4.56 Least Significant Difference (LSD) testing on average price of accommodation per night when booking online and marketing mix factor in using online room reservation through online travel agencies

n = 400

Marketing Mix Factor	(I) Average price of accommodation per night when booking online.	(J) Average price of accommodation per night when booking online.	Mean Difference (I-J)	Sig.
Price				
Booking online system that you used offers various price levels	<=2,000 Baht	2,001 – 4,000 Baht	-.416	.002*
		4,001 – 6,000 Baht	-.289	.144
		> 6,000 Baht	-.594	.154
	2,001-4,000 Baht	<=2,000 Baht	.416	.002*
		4,001 – 6,000 Baht	.127	.469
		> 6,000 Baht	-.178*	.662
	4,001- 6,000 Baht	<=2,000 Baht	.289	.144
		2,001 – 4,000 Baht	-.127	.469
		> 6,000 Baht	-.305	.479
	> 6,000 Baht	<=2,000 Baht	.594	.154
		2,001 – 4,000 Baht	.178*	.662
		4,001 – 6,000 Baht	.305	.479
Booking online system that you used offers more discounts on top only for membership	<=2,000 Baht	2,001 – 4,000 Baht	-.465	.001*
		4,001 – 6,000 Baht	-.342	.100
		> 6,000 Baht	-.677	.123

Table 4.56 Least Significant Difference (LSD) testing on average price of accommodation per night when booking online and marketing mix factor in using online room reservation through online travel agencies (Continue)

n = 400

Marketing Mix Factor	(I) Average price of accommodation per night when booking online.	(J) Average price of accommodation per night when booking online.	Mean Difference (I-J)	Sig.
	2,001-4,000 Baht	<=2,000 Baht	.465	.001*
		4,001 – 6,000 Baht	.123	.507
		> 6,000 Baht	-.212	.620
	4,001- 6,000 Baht	<=2,000 Baht	.342	.100
		2,001 – 4,000 Baht	-.123	.507
		> 6,000 Baht	-.335	.460
	> 6,000 Baht	<=2,000 Baht	.677	.123
		2,001 – 4,000 Baht	.212	.620
		4,001 – 6,000 Baht	.335	.460
Place (channel)				
You can use booking online service via E-mail	<=2,000 Baht	2,001 – 4,000 Baht	-.319	.043*
		4,001 – 6,000 Baht	-.476	.037*
		> 6,000 Baht	-.771	.109
	2,001- 4,000 Baht	<=2,000 Baht	.319	.043*
		4,001 – 6,000 Baht	-.157	.437
		> 6,000 Baht	-.452	.334
	4,001- 6,000 Baht	<=2,000 Baht	.476	.037*
		2,001 – 4,000 Baht	.157	.437
		> 6,000 Baht	-.295	.552
	> 6,000 Baht	<=2,000 Baht	.771	.109
		2,001 – 4,000 Baht	.452	.334
		4,001 – 6,000 Baht	.295	.552
You can use booking online service via Smart Phone Application	<=2,000 Baht	2,001 – 4,000 Baht	-.320*	.047*
		4,001 – 6,000 Baht	-.785	.001*
		> 6,000 Baht	-.740	.132
	2,001-4,000 Baht	<=2,000 Baht	.320	.047*
		4,001 – 6,000 Baht	-.465	.025*
		> 6,000 Baht	-.420	.381
	4,001- 6,000 Baht	<=2,000 Baht	.785	.001*
		2,001 – 4,000 Baht	.465	.025*
		> 6,000 Baht	.045	.929
	> 6,000 Baht	<=2,000 Baht	.740	.132
		2,001 – 4,000 Baht	.420	.381
		4,001 – 6,000 Baht	-.045	.929
Promotion				
Booking online system always offers sales activities promotions	<=2,000 Baht	2,001 – 4,000 Baht	-.432	.005*
		4,001 – 6,000 Baht	-.328*	.137
		> 6,000 Baht	-.458	.325
	2,001-4,000 Baht	<=2,000 Baht	.432	.005*
		4,001 – 6,000 Baht	.104	.597
		> 6,000 Baht	-.026	.954
	4,001-6,000 Baht	<=2,000 Baht	.328	.137
		2,001 – 4,000 Baht	-.104	.597
		> 6,000 Baht	-.130	.787
	> 6,000 Baht	<=2,000 Baht	.458	.325
		2,001 – 4,000 Baht	.026	.954
		4,001 – 6,000 Baht	.130	.787

Table 4.56 Least Significant Difference (LSD) testing on average price of accommodation per night when booking online and marketing mix factor in using online room reservation through online travel agencies (Continue)

n = 400

Marketing Mix Factor	(I) Average price of accommodation per night when booking online.	(J) Average price of accommodation per night when booking online.	Mean Difference (I-J)	Sig.
Booking online system offers special discounts in seasonal promotion	<=2,000 Baht	2,001 – 4,000 Baht	-.418	.008*
		4,001 – 6,000 Baht	-.133	.558
		> 6,000 Baht	-.688	.150
	2,001-4,000 Baht	<=2,000 Baht	.418	.008*
		4,001 – 6,000 Baht	.286	.156
		> 6,000 Baht	-.269	.563
	4,001- 6,000 Baht	<=2,000 Baht	.133	.558
		2,001 – 4,000 Baht	-.286	.156
		> 6,000 Baht	-.555	.261
	> 6,000 Baht	<=2,000 Baht	.688*	.150
		2,001 – 4,000 Baht	.269	.563
		4,001 – 6,000 Baht	.555	.261

*Significant difference at 0.05 significant levels.

The LSD comparison in table 4.56 represents the differences among average price of accommodation per night when booking online and marketing mix factor in using online room reservation through online travel agencies. The results show that there were differences among average price of accommodation per night when booking online considering in Price items; ‘online booking system used offers various price levels’, the respondents who had selected an average price of accommodation per night at 2,001 – 4,000 Baht were more affected in their buying behavior in using online room reservation than the respondents who had selected an average price of accommodation per night at less than or equal 2,000 Baht, with the significant level of 0.002.

In the ‘online booking system used offers more discounts on top only for membership’ category, the respondents who had selected an average price of accommodation per night at 2,001 – 4,000 Baht were more affected in their buying behavior in using online room reservation than the respondents who had selected an average price of accommodation per night at less than or equal to 2,000 Baht, with the significant level of 0.001.

In the Place (channel) items; ‘online booking service available via E-mail’ category, the respondents who had selected an average price of accommodation per night at 2,001 – 4,000 Baht were more affected in their buying behavior in using online room reservation than the respondents who had selected an average price of accommodation per night at less than or equal to 2,000 Baht, with the significant level of 0.043. The respondents who had selected an average price of accommodation per night at 4,001 – 6,000 Baht were more affected in their buying behavior in using online room reservation than the respondents who had selected an average price of accommodation per night at less than or equal to 2,000 Baht, with the significant level of 0.037.

In the ‘online booking service available via Smart Phone Application’ category, the respondents who had selected an average price of accommodation per night at 2,001 – 4,000 Baht were more affected in their buying behavior in using online room reservation than the respondents who had selected an average price of accommodation per night at less than or equal to 2,000 Baht, with the significant level of 0.047. The respondents who had selected an average price of accommodation per night at 4,001 – 6,000 Baht were more affected in their buying behavior in using online room reservation than the respondents who had selected an average price of accommodation per night at less than or equal to 2,000 Baht and 2,001 – 4,000 Baht, with the significant levels of 0.001 and 0.025 respectively.

In the Promotion items; ‘online booking system always offers sales activities promotions’, the respondents who had selected an average price of accommodation per night at 2,001 – 4,000 Baht were more affected in their buying behavior in using online room reservation than the respondents who had selected an average price of accommodation per night at less than or equal to 2,000 Baht, with the significant level of 0.005.

In the ‘online booking system offers special discounts in seasonal promotions’, the respondents who had selected an average price of accommodation per night at 2,001 – 4,000 Baht were more affected in their buying behavior in using online room reservation than the respondents who had selected an average price of accommodation per night at less than or equal to 2,000 Baht, with the significant level of 0.008.

Hypothesis 26 There is a relationship among length of stay when booking online and marketing mix factors in using online room reservation through online travel agencies.

Table 4.57 F-test for relationship among average length stay when booking online and marketing mix factor

n = 400

Marketing Mix Factor	Average length stay when booking online.	N	Mean	Std. Deviation	F	Sig.
Product						
Booking online system offers accurate accommodation information	1 night	85	4.67	1.179	2.000	.113
	2 - 3 nights	264	5.02	1.170		
	4 - 5 nights	43	5.02	1.244		
	> 5 nights - 1 month > 1 month	8	5.13	.354		
Booking online system offers class variety of hotel (3 – 5 starts hotel)	1 night	85	4.86	1.167	2.313	.076
	2 - 3 nights	264	5.24	1.236		
	4 - 5 nights	43	4.98	1.282		
	> 5 nights - 1 month > 1 month	8	5.13	.991		
Booking online system offers variety type of accommodation (e.g. hotels, resorts, bungalows)	1 night	85	5.05	1.281	.705	.550
	2 - 3 nights	264	5.26	1.228		
	4 - 5 nights	43	5.12	1.199		
	> 5 nights - 1 month > 1 month	8	5.25	.463		
Booking online system offers variety location of accommodation worldwide (e.g. countries)	1 night	85	4.92	1.293	2.442	.064
	2 - 3 nights	264	5.32	1.185		
	4 - 5 nights	43	5.09	1.324		
	> 5 nights - 1 month > 1 month	8	5.13	1.246		
Booking online system helps you can plan a trip (room booking) easily	1 night	85	5.19	1.200	1.537	.204
	2 - 3 nights	264	5.48	1.123		
	4 - 5 nights	43	5.47	1.279		
	> 5 nights - 1 month > 1 month	8	5.13	.991		
Price						
Booking online system that you used offers reasonable price (worthwhile the price you paid)	1 night	85	4.76	1.212	2.557	.055
	2 - 3 nights	264	5.14	1.192		
	4 - 5 nights	43	5.26	1.274		
	> 5 nights - 1 month > 1 month	8	4.88	.641		
Booking online system that you used offers lower price than hotel direct booking	1 night	85	4.75	1.112	.536	.658
	2 - 3 nights	264	4.95	1.340		
	4 - 5 nights	43	4.95	1.396		
	> 5 nights - 1 month > 1 month	8	5.00	.535		
Booking online system that you used offers lower price than others online travel agencies	1 night	85	4.65	1.202	1.173	.320
	2 - 3 nights	264	4.94	1.276		
	4 - 5 nights	43	4.77	1.445		
	> 5 nights - 1 month > 1 month	8	4.88	.991		
Booking online system that you used offers various price levels	1 night	85	4.94	1.148	4.821	.003*
	2 - 3 nights	264	5.43	1.097		
	4 - 5 nights	43	5.44	1.161		
	> 5 nights - 1 month > 1 month	8	5.88	1.553		

Table 4.57 F-test for relationship among average length stay when booking online and marketing mix factor (Continue)

n = 400

Marketing Mix Factor	Average length stay when booking online.	N	Mean	Std. Deviation	F	Sig.
Booking online system that you used offers more discounts on top only for membership	1 night	85	4.66	1.140	3.715	.012*
	2 - 3 nights	264	5.14	1.219		
	4 - 5 nights	43	5.16	1.153		
	> 5 nights - 1 month > 1 month	8	5.25	.886		
Place (channel)						
You can use booking online service via Online Travel Agencies Website	1 night	85	4.89	1.113	2.180	.090
	2 - 3 nights	264	5.27	1.246		
	4 - 5 nights	43	5.19	1.052		
	> 5 nights - 1 month > 1 month	8	5.25	.463		
You can use booking online service via E-mail	1 night	85	4.62	1.175	3.612	.013*
	2 - 3 nights	264	4.87	1.367		
	4 - 5 nights	43	5.42	1.118		
	> 5 nights - 1 month > 1 month	8	4.75	.886		
You can use booking online service via online advertising on online travel site	1 night	85	4.80	1.067	2.091	.101
	2 - 3 nights	264	5.09	1.268		
	4 - 5 nights	43	5.30	1.225		
	> 5 nights - 1 month > 1 month	8	4.75	.886		
You can use booking online service via Smart Phone Application	1 night	85	4.71	1.163	3.779	.011*
	2 - 3 nights	264	4.93	1.394		
	4 - 5 nights	43	5.53	1.351		
	> 5 nights - 1 month > 1 month	8	4.75	.707		
You can use booking online service in tourist exhibition booth	1 night	85	4.75	1.133	1.584	.193
	2 - 3 nights	264	5.01	1.386		
	4 - 5 nights	43	5.26	1.329		
	> 5 nights - 1 month > 1 month	8	4.75	1.035		
Promotion						
Booking online system always offers sales activities promotions	1 night	85	4.81	1.086	2.813	.039*
	2 - 3 nights	264	5.23	1.290		
	4 - 5 nights	43	4.91	1.428		
	> 5 nights - 1 month > 1 month	8	5.13	1.126		
Booking online system offers special discounts in seasonal promotion	1 night	85	4.62	1.185	2.990	.031*
	2 - 3 nights	264	5.10	1.348		
	4 - 5 nights	43	4.91	1.211		
	> 5 nights - 1 month > 1 month	8	4.88	.991		
Booking online system offers more discounts promotion has better discount than the promotion of the hotel	1 night	85	4.79	1.048	.592	.620
	2 - 3 nights	264	4.98	1.270		
	4 - 5 nights	43	4.98	1.282		
	> 5 nights - 1 month > 1 month	8	4.75	.886		
Booking online system offers early bird promotion (e.g. online booking at least 15 days in advance get 50% off and minimum 1 night stay)	1 night	85	4.74	1.197	1.340	.261
	2 - 3 nights	264	5.07	1.344		
	4 - 5 nights	43	5.02	1.406		
	> 5 nights - 1 month > 1 month	8	5.00	.756		
Booking online system offers special promotion on special event (Songkran Festival, New Year Festival, Father's Day, and Mother's Day)	1 night	85	4.45	1.139	1.715	.163
	2 - 3 nights	264	4.70	1.456		
	4 - 5 nights	43	5.00	1.480		
	> 5 nights - 1 month > 1 month	8	5.00	.756		

*Significant difference at 0.05 significant levels.

According to the results of hypothesis testing in table 4.57, the researcher found that there were significant differences among average length of stay when booking online toward marketing mix factor affecting the respondents' buying behavior in using online room reservation through online travel agencies toward Price items; online booking system used offers various price levels and online booking system used offers more discounts on top only for membership.Place (channel) items; online booking service available via E-mail and online booking service available via Smart Phone Application. Promotion items; online booking system always offers sales activities promotions and online booking system offers special discounts in seasonal promotion, with its significant levels less than 0.05. However, the researcher performed LSD analysis to find out more information about whether differences in average length of stay when booking online had different in terms of marketing mix factor affecting on consumer buying behavior.

Table 4.58 Least Significant Difference (LSD) testing on average length stay when booking online and marketing mix factor in using online room reservation through online travel agencies

n = 400

Marketing Mix Factor	(I) Average length stay when booking online.	(J) Average length stay when booking online.	Mean Difference (I-J)	Sig.
Price				
Booking online system that you used offers various price levels	1 night	2 - 3 nights	-.487	.001*
		4 - 5 nights	-.501	.018*
		> 5 nights - 1 month > 1 month	-.934*	.025*
	2 - 3 nights	1 night	.487	.001*
		4 - 5 nights	-.014	.940
		> 5 nights - 1 month > 1 month	-.447*	.269
	4 - 5 nights	1 night	.501	.018*
		2 - 3 nights	.014	.940
		> 5 nights - 1 month > 1 month	-.433	.318
	> 5 nights - 1 month > 1 month	1 night	.934	.025*
		2 - 3 nights	.447	.269
		4 - 5 nights	.433*	.318
Booking online system that you used offers more discounts on top only for membership	1 night	2 - 3 nights	-.478	.001*
		4 - 5 nights	-.504	.024*
		> 5 nights - 1 month > 1 month	-.591*	.180
	2 - 3 nights	1 night	.478	.001*
		4 - 5 nights	-.026	.893
		> 5 nights - 1 month > 1 month	-.114	.790

Table 4.58 Least Significant Difference (LSD) testing on average length stay when booking online and marketing mix factor in using online room reservation through online travel agencies (Continue)

n = 400

Marketing Mix Factor	(I) Average length stay when booking online.	(J) Average length stay when booking online.	Mean Difference (I-J)	Sig.
	4 - 5 nights	1 night	.504	.024*
		2 - 3 nights	.026	.893
		> 5 nights - 1 month > 1 month	-.087	.849
	> 5 nights - 1 month > 1 month	1 night	.591	.180
		2 - 3 nights	.114	.790
		4 - 5 nights	.087*	.849
Place (channel)				
You can use booking online service via E-mail	1 night	2 - 3 nights	-.248	.126
		4 - 5 nights	-.795	.001*
		> 5 nights - 1 month > 1 month	-.126	.792
	2 - 3 nights	1 night	.248	.126
		4 - 5 nights	-.547	.011*
		> 5 nights - 1 month > 1 month	.121	.795
	4 - 5 nights	1 night	.795	.001*
		2 - 3 nights	.547	.011*
		> 5 nights - 1 month > 1 month	.669*	.181
	> 5 nights - 1 month > 1 month	1 night	.126	.792
		2 - 3 nights	-.121	.795
		4 - 5 nights	-.669*	.181
You can use booking online service via Smart Phone Application	1 night	2 - 3 nights	-.226	.175
		4 - 5 nights	-.829	.001*
		> 5 nights - 1 month > 1 month	-.044	.929
	2 - 3 nights	1 night	.226	.175
		4 - 5 nights	-.603	.006*
		> 5 nights - 1 month > 1 month	.182*	.704
	4 - 5 nights	1 night	.829	.001*
		2 - 3 nights	.603	.006*
		> 5 nights - 1 month > 1 month	.785*	.127
	> 5 nights - 1 month > 1 month	1 night	.044	.929
		2 - 3 nights	-.182	.704
		4 - 5 nights	-.785	.127
Promotion				
Booking online system always offers sales activities promotions	1 night	2 - 3 nights	-.423	.007*
		4 - 5 nights	-.095	.687
		> 5 nights - 1 month > 1 month	-.313*	.503
	2 - 3 nights	1 night	.423	.007*
		4 - 5 nights	.328	.115
		> 5 nights - 1 month > 1 month	.110*	.809
	4 - 5 nights	1 night	.095	.687
		2 - 3 nights	-.328	.115
		> 5 nights - 1 month > 1 month	-.218	.654
	> 5 nights - 1 month > 1 month	1 night	.313	.503
		2 - 3 nights	-.110	.809
		4 - 5 nights	.218*	.654
Booking online system offers special discounts in seasonal promotion	1 night	2 - 3 nights	-.479	.003*
		4 - 5 nights	-.283	.243
		> 5 nights - 1 month > 1 month	-.251*	.600
	2 - 3 nights	1 night	.479	.003*
		4 - 5 nights	.195	.360
		> 5 nights - 1 month > 1 month	.227	.625

Table 4.58 Least Significant Difference (LSD) testing on average length stay when booking online and marketing mix factor in using online room reservation through online travel agencies (Continue)

n = 400

Marketing Mix Factor	(I) Average length stay when booking online.	(J) Average length stay when booking online.	Mean Difference (I-J)	Sig.
	4 - 5 nights	1 night	.283	.243
		2 - 3 nights	-.195	.360
		> 5 nights - 1 month > 1 month	.032	.949
	> 5 nights - 1 month > 1 month	1 night	.251	.600
		2 - 3 nights	-.227	.625
		4 - 5 nights	-.032*	.949

*Significant difference at 0.05 significant levels.

The LSD comparison in table 4.58 represents the differences among length of stay when booking online and marketing mix factor in using online room reservation through online travel agencies. The results show that there were differences among length of stay when booking online considering in Price items; 'online booking system used offers various price levels', the respondents who had an average length of stay when booking online of 2 - 3 nights were more affected in their buying behavior in using online room reservation than the respondents who had a length of stay when booking online of 1 night, with the significant level of 0.000. In addition, the respondents who had an average length of stay when booking online of 4 - 5 nights were more affected in their buying behavior in using online room reservation than the respondents who had a length of stay when booking online of 1 night, with the significant level of 0.018. Moreover, the respondents who had an average length of stay when booking online of more than 5 nights - 1 month and more than 1 month wee more affected in their buying behavior in using online room reservation than the respondents who had a length of stay when booking online of 1 night, with the significant level of 0.025.

In the 'online booking system used offers more discounts on top only for membership', the respondents who had an average length of stay when booking online of 2 - 3 nights were more affected in their buying behavior in using online room reservation than the respondents who had a length of stay when booking online of 1 night, with the significant level of 0.001. In addition, the respondents who had an

average length of stay when booking online of 4 - 5 nights were more affected in their buying behavior in using online room reservation than the respondents who had a length of stay when booking online of 1 night, with the significant level of 0.024

In the Place (channel) items; 'online booking service available via E-mail', the respondents who had an average length of stay when booking online of 4 - 5 nights were more affected in their buying behavior in using online room reservation than the respondents who had a length of stay when booking online of 1 night and 2 - 3 nights, with the significant levels of 0.001 and 0.011 respectively.

In the 'online booking service available via Smart Phone Application' category, the respondents who had an average length of stay when booking online of 4 - 5 nights were more affected in their buying behavior in using online room reservation than the respondents who had a length of stay when booking online of 1 night and 2 - 3 nights, with the significant levels of 0.001 and 0.006 respectively.

In Promotion items; 'online booking system always offers sales activities promotions', the respondents who had an average length of stay when booking online of 2 - 3 nights were more affected in their buying behavior in using online room reservation than the respondents who had a length of stay when booking online of 1 night, with the significant level of 0.007.

In the 'online booking system offers special discounts in seasonal promotions' category, the respondents who had an average length of stay when booking online of 2 - 3 nights were more affected in their buying behavior in using online room reservation than the respondents who had a length of stay when booking online of 1 night, with the significant level of 0.003.

Hypothesis 27 There is a relationship among payment method when booking online and marketing mix factors in using online room reservation through online travel agencies.

Table 4.59 F-test for relationship among payment method when booking online and marketing mix factor

n = 400

Marketing Mix Factor	Payment method when booking online.	N	Mean	Std. Deviation	F	Sig.
Product						
Booking online system offers accurate accommodation information	Credit Card	205	5.15	1.213	11.650	.000*
	Cash transfer	112	4.51	1.040		
	Cash on arrival	83	5.02	1.104		
Booking online system offers class variety of hotel (3 – 5 starts hotel)	Credit Card	205	5.22	1.270	1.388	.251
	Cash transfer	112	4.98	1.208		
	Cash on arrival	83	5.10	1.144		
Booking online system offers variety type of accommodation (e.g. hotels, resorts, bungalows)	Credit Card	205	5.33	1.262	3.055	.048*
	Cash transfer	112	4.97	1.234		
	Cash on arrival	83	5.18	1.084		
Booking online system offers variety location of accommodation worldwide (e.g. countries)	Credit Card	205	5.43	1.280	7.785	.000*
	Cash transfer	112	5.02	1.162		
	Cash on arrival	83	4.89	1.093		
Booking online system helps you can plan a trip (room booking) easily	Credit Card	205	5.49	1.203	1.870	.156
	Cash transfer	112	5.23	1.155		
	Cash on arrival	83	5.43	1.026		
Price						
Booking online system that you used offers reasonable price (worthwhile the price you paid)	Credit Card	205	5.28	1.228	13.230	.000*
	Cash transfer	112	4.59	1.135		
	Cash on arrival	83	5.18	1.061		
Booking online system that you used offers lower price than hotel direct booking	Credit Card	205	5.17	1.344	10.110	.000*
	Cash transfer	112	4.51	1.185		
	Cash on arrival	83	4.82	1.139		
Booking online system that you used offers lower price than others online travel agencies	Credit Card	205	5.02	1.325	5.811	.003*
	Cash transfer	112	4.52	1.170		
	Cash on arrival	83	4.90	1.216		
Booking online system that you used offers various price levels	Credit Card	205	5.42	1.180	6.502	.002*
	Cash transfer	112	5.02	1.099		
	Cash on arrival	83	5.54	1.016		
Booking online system that you used offers more discounts on top only for membership	Credit Card	205	5.26	1.251	9.348	.000*
	Cash transfer	112	4.66	1.119		
	Cash on arrival	83	5.01	1.065		
Place (channel)						
You can use booking online service via Online Travel Agencies Website	Credit Card	205	5.39	1.214	11.934	.000*
	Cash transfer	112	4.73	1.131		
	Cash on arrival	83	5.28	1.074		
You can use booking online service via E-mail	Credit Card	205	4.90	1.414	.096	.909
	Cash transfer	112	4.84	1.220		
	Cash on arrival	83	4.86	1.160		
You can use booking online service via online advertising on online travel site	Credit Card	205	5.12	1.313	2.497	.084
	Cash transfer	112	4.83	1.154		
	Cash on arrival	83	5.16	1.042		
You can use booking online service via Smart Phone Application	Credit Card	205	5.04	1.496	5.525	.004*
	Cash transfer	112	4.60	1.135		
	Cash on arrival	83	5.17	1.135		

Table 4.59 F-test for relationship among payment method when booking online and marketing mix factor (Continue)

n = 400

Marketing Mix Factor	Payment method when booking online.	N	Mean	Std. Deviation	F	Sig.
You can use booking online service in tourist exhibition booth	Credit Card	205	5.11	1.439	6.563	.002*
	Cash transfer	112	4.60	1.158		
	Cash on arrival	83	5.16	1.153		
Promotion						
Booking online system always offers sales activities promotions	Credit Card	205	5.49	1.255	31.243	.000*
	Cash transfer	112	4.39	1.102		
	Cash on arrival	83	5.12	1.109		
Booking online system offers special discounts in seasonal promotion	Credit Card	205	5.33	1.330	19.922	.000*
	Cash transfer	112	4.41	1.220		
	Cash on arrival	83	4.87	1.057		
Booking online system offers more discounts promotion has better discount than the promotion of the hotel	Credit Card	205	5.15	1.290	8.412	.000*
	Cash transfer	112	4.57	1.129		
	Cash on arrival	83	4.89	1.036		
Booking online system offers early bird promotion (e.g. online booking at least 15 days in advance get 50% off and minimum 1 night stay)	Credit Card	205	5.19	1.417	7.390	.001*
	Cash transfer	112	4.61	1.085		
	Cash on arrival	83	5.02	1.229		
Booking online system offers special promotion on special event (Songkran Festival, New Year Festival, Father's Day, and Mother's Day)	Credit Card	205	4.72	1.580	.350	.705
	Cash transfer	112	4.59	1.197		
	Cash on arrival	83	4.71	1.121		

*Significant difference at 0.05 significant levels.

According to the results of hypothesis testing in table 4.59, the researcher found that there were significant differences among payment methods when booking online toward marketing mix factor affecting the respondents' buying behavior in using online room reservation through online travel agencies toward Product items; online booking system offers accurate accommodation information, online booking system offers a variety of types of accommodation (e.g. hotels, resorts, bungalows), and online booking system offers a variety of locations of accommodation worldwide (e.g. countries). Price items; online booking system used offers reasonable price (worthwhile the price you paid), online booking system used offers lower price than hotel direct booking, online booking system used offers lower price than others online travel agencies, online booking system used offers various price levels, and online booking system used offers more discounts on top only for membership. Place (channel) items; online booking service available via Online Travel Agencies Website,

online booking service available via Smart Phone Application, and online booking service available in tourist exhibition booths. Promotion items; online booking system always offers sales activities promotions, online booking system offers special discounts in seasonal promotion, online booking system offers more discounts promotion has better discount than the promotion of the hotel, and online booking system offers early bird promotions (e.g. online booking at least 15 days in advance gets 50% off and minimum 1 night stay), with its significant levels less than 0.05. However, the researcher performed LSD analysis to find out more information about whether differences in payment method when booking online had different in terms of marketing mix factor affecting on consumer buying behavior.

Table 4.60 Least Significant Difference (LSD) testing on payment method when booking online and marketing mix factor in using online room reservation through online travel agencies

n = 400

Marketing Mix Factor	(I) Payment method when booking online.	(J) Payment method when booking online.	Mean Difference (I-J)	Sig.
Product				
Booking online system offers accurate accommodation information	Credit Card	Cash transfer	.642*	.000*
		Cash on arrival	.127	.394
	Cash transfer	Credit Card	-.642*	.000*
		Cash on arrival	-.515*	.002*
	Cash on arrival	Credit Card	-.127	.394
		Cash transfer	.515*	.002*
Booking online system offers variety type of accommodation (e.g. hotels, resorts, bungalows)	Credit Card	Cash transfer	.354*	.014*
		Cash on arrival	.146	.358
	Cash transfer	Credit Card	-.354*	.014*
		Cash on arrival	-.208	.241
	Cash on arrival	Credit Card	-.146	.358
		Cash transfer	.208	.241
Booking online system offers variety location of accommodation worldwide (e.g. countries)	Credit Card	Cash transfer	.416*	.004*
		Cash on arrival	.543*	.001*
	Cash transfer	Credit Card	-.416*	.004*
		Cash on arrival	.126	.472
	Cash on arrival	Credit Card	-.543*	.001*
		Cash transfer	-.126	.472
Price				
Booking online system that you used offers reasonable price (worthwhile the price you paid)	Credit Card	Cash transfer	.694*	.000*
		Cash on arrival	.102	.502
	Cash transfer	Credit Card	-.694	.000*
		Cash on arrival	-.591	.001*

Table 4.60 Least Significant Difference (LSD) testing on payment method when booking online and marketing mix factor in using online room reservation through online travel agencies (Continue)

n = 400

Marketing Mix Factor	(I) Payment method when booking online.	(J) Payment method when booking online.	Mean Difference (I-J)	Sig.
	Cash on arrival	Credit Card	-.102	.502
		Cash transfer	.591	.001*
Booking online system that you used offers lower price than hotel direct booking	Credit Card	Cash transfer	.657	.000*
		Cash on arrival	.347*	.035*
	Cash transfer	Credit Card	-.657	.000*
		Cash on arrival	-.310*	.090
	Cash on arrival	Credit Card	-.347	.035*
		Cash transfer	.310	.090
Booking online system that you used offers lower price than others online travel agencies	Credit Card	Cash transfer	.502	.001*
		Cash on arrival	.116*	.480
	Cash transfer	Credit Card	-.502*	.001*
		Cash on arrival	-.386*	.035*
	Cash on arrival	Credit Card	-.116	.480
		Cash transfer	.386*	.035*
Booking online system that you used offers various price levels	Credit Card	Cash transfer	.407	.002*
		Cash on arrival	-.118	.422
	Cash transfer	Credit Card	-.407*	.002*
		Cash on arrival	-.524	.001*
	Cash on arrival	Credit Card	.118*	.422
		Cash transfer	.524*	.001*
Booking online system that you used offers more discounts on top only for membership	Credit Card	Cash transfer	.598	.000*
		Cash on arrival	.246*	.109
	Cash transfer	Credit Card	-.598	.000*
		Cash on arrival	-.351	.040*
	Cash on arrival	Credit Card	-.246	.109
		Cash transfer	.351	.040*
Place (channel)				
You can use booking online service via Online Travel Agencies Website	Credit Card	Cash transfer	.658	.000*
		Cash on arrival	.113	.455
	Cash transfer	Credit Card	-.658*	.000*
		Cash on arrival	-.545	.001*
	Cash on arrival	Credit Card	-.113*	.455
		Cash transfer	.545	.001*
You can use booking online service via Smart Phone Application	Credit Card	Cash transfer	.446*	.005*
		Cash on arrival	-.125	.472
	Cash transfer	Credit Card	-.446*	.005*
		Cash on arrival	-.570	.003*
	Cash on arrival	Credit Card	.125	.472
		Cash transfer	.570	.003*
You can use booking online service in tourist exhibition booth	Credit Card	Cash transfer	.514	.001*
		Cash on arrival	-.044	.794
	Cash transfer	Credit Card	-.514	.001*
		Cash on arrival	-.558*	.003*
	Cash on arrival	Credit Card	.044	.794
		Cash transfer	.558*	.003*
Promotion				
Booking online system always offers sales activities promotions	Credit Card	Cash transfer	1.100	.000*
		Cash on arrival	.372	.016*
	Cash transfer	Credit Card	-1.100	.000*
		Cash on arrival	-.728*	.000*

Table 4.60 Least Significant Difference (LSD) testing on payment method when booking online and marketing mix factor in using online room reservation through online travel agencies (Continue)

n = 400

Marketing Mix Factor	(I) Payment method when booking online.	(J) Payment method when booking online.	Mean Difference (I-J)	Sig.
	Cash on arrival	Credit Card	-.372*	.016*
		Cash transfer	.728*	.000*
Booking online system offers special discounts in seasonal promotion	Credit Card	Cash transfer	.916	.000*
		Cash on arrival	.459*	.005*
	Cash transfer	Credit Card	-.916	.000*
		Cash on arrival	-.457	.012*
	Cash on arrival	Credit Card	-.459*	.005*
		Cash transfer	.457	.012*
Booking online system offers more discounts promotion has better discount than the promotion of the hotel	Credit Card	Cash transfer	.575*	.000*
		Cash on arrival	.255*	.103
	Cash transfer	Credit Card	-.575	.000*
		Cash on arrival	-.320*	.066
	Cash on arrival	Credit Card	-.255	.103
		Cash transfer	.320	.066
Booking online system offers early bird promotion (e.g. online booking at least 15 days in advance get 50% off and minimum 1 night stay)	Credit Card	Cash transfer	.583	.000*
		Cash on arrival	.166	.324
	Cash transfer	Credit Card	-.583	.000*
		Cash on arrival	-.417	.027*
	Cash on arrival	Credit Card	-.166*	.324
		Cash transfer	.417	.027*

*Significant difference at 0.05 significant levels.

The LSD comparison in table 4.60 represents the differences among payment methods when booking online and marketing mix factor in using online room reservation through online travel agencies. The results show that there were differences among payment methods when booking online considering in Product items; ‘online booking system offers accurate accommodation information’. Tthe respondents who had selected payment method by credit card were more affected in their buying behavior in using online room reservation than the respondents who had selected payment method by cash transfer, with the significant level of 0.000. The respondents who had selected payment method by cash on arrival were more affected in their buying behavior in using online room reservation than the respondents who had selected payment method by cash transfer, with the significant level of 0.002.

In the ‘booking online system offers variety type of accommodation (e.g. hotels, resorts, bungalows)’ category, the respondents who had selected payment method by credit card were more affected in their buying behavior in using online

room reservation than the respondents who had selected payment method by cash transfer, with the significant level of 0.014.

In the 'booking online system offers variety location of accommodation worldwide (e.g. countries)' category, the respondents who had selected payment method by credit card were more affected in their buying behavior in using online room reservation than the respondents who had selected payment method by cash transfer and by cash on arrival, with the significant levels of 0.004 and 0.001 respectively.

In Price items; 'online booking system used offers reasonable price (worthwhile the price you paid)', the respondents who had selected payment method by credit card were more affected in their buying behavior in using online room reservation than the respondents who had selected payment method by cash transfer, with the significant level of 0.000. The respondents who had selected payment method by cash on arrival were more affected in their buying behavior in using online room reservation than the respondents who had selected payment method by cash transfer, with the significant level of 0.001.

In the 'booking online system used offers lower price than direct hotel booking' category, the respondents who had selected payment method by credit card were more affected in their buying behavior in using online room reservation than the respondents who had selected payment method by cash transfer and by cash on arrival, with the significant levels of 0.000 and 0.35 respectively.

In the 'booking online system used offers lower price than others online travel agencies' category, the respondents who had selected payment method by credit card were more affected in their buying behavior in using online room reservation than the respondents who had selected payment method by cash transfer, with the significant level of 0.001. The respondents who had selected payment method by cash on arrival were more affected in their buying behavior in using online room reservation than the respondents who had selected payment method by cash transfer, with the significant level of 0.035.

In the 'booking online system used offers various price levels' category, the respondents who had selected payment method by credit card were more affected in their buying behavior in using online room reservation than the respondents who

had selected payment method by cash transfer, with the significant level of 0.002. The respondents who had selected payment method by cash on arrival were more affected in their buying behavior in using online room reservation than the respondents who had selected payment method by cash transfer, with the significant level of 0.001.

In the 'booking online system used offers more discounts on top only for membership' category, the respondents who had selected payment method by credit card were more affected in their buying behavior in using online room reservation than the respondents who had selected payment method by cash transfer, with the significant level of 0.000. The respondents who had selected payment method by cash on arrival were more affected in their buying behavior in using online room reservation than the respondents who had selected payment method by cash transfer, with the significant level of 0.040.

In Place (channel) items; 'booking online service available via Online Travel Agencies Website', the respondents who had selected payment method by credit card were more affected in their buying behavior in using online room reservation than the respondents who had selected payment method by cash transfer, with the significant level of 0.000. The respondents who had selected payment method by cash on arrival were more affected in their buying behavior in using online room reservation than the respondents who had selected payment method by cash transfer, with the significant level of 0.001.

In the 'booking online service available via Smart Phone Application' category, the respondents who had selected payment method by credit card were more affected in their buying behavior in using online room reservation than the respondents who had selected payment method by cash transfer, with the significant level of 0.005. The respondents who had selected payment method by cash on arrival were more affected in their buying behavior in using online room reservation than the respondents who had selected payment method by cash transfer, with the significant level of 0.003.

In the 'booking online service available in tourist exhibition booths' category, the respondents who had selected payment method by credit card were more affected in their buying behavior in using online room reservation than the respondents who had selected payment method by cash transfer, with the significant level of 0.001. The respondents who had selected payment method by cash on arrival were more

affected in their buying behavior in using online room reservation than the respondents who had selected payment method by cash transfer, with the significant level of 0.003.

In Promotion items; 'booking online system always offers sales activities promotions', the respondents who had selected payment method by credit card were more affected in their buying behavior in using online room reservation than the respondents who had selected payment method by cash transfer and by cash on arrival, with the significant levels of 0.000 and 0.016 respectively. The respondents who had selected payment method by cash on arrival were more affected in their buying behavior in using online room reservation than the respondents who had selected payment method by cash transfer, with the significant level of 0.000.

In the 'booking online system offers special discounts in seasonal promotions' category, the respondents who had selected payment method by credit card were more affected in their buying behavior in using online room reservation than the respondents who had selected payment method by cash transfer and by cash on arrival, with the significant levels of 0.000 and 0.005 respectively. The respondents who had selected payment method by cash on arrival were more affected in their buying behavior in using online room reservation than the respondents who had selected payment method by cash transfer, with the significant level of 0.012.

In the 'booking online system offers more discount promotions has better discount than the promotion of the hotel' category, the respondents who had selected payment method by credit card were more affected in their buying behavior in using online room reservation than the respondents who had selected payment method by cash transfer, with the significant level of 0.000.

In the 'booking online system offers early bird promotion (e.g. online booking at least 15 days in advance gets 50% off and minimum 1 night stay)' category, the respondents who had selected payment method by credit card were more affected in their buying behavior in using online room reservation than the respondents who had selected payment method by cash transfer, with the significant level of 0.000. The respondents who had selected payment method by cash on arrival were more affected in their buying behavior in using online room reservation than the respondents who had selected payment method by cash transfer, with the significant level of 0.027.

Hypothesis 28 There is a relationship between gender and technology acceptance model factors in using online room reservation through online travel agencies.

Table 4.61 T-test for relationship between gender and technology acceptance model factor, perceived ease of use and perceived usefulness

n = 400

Technology Acceptance Model Factor	Gender				t	Sig. (2-tailed)
	Male (n = 153)		Female (n = 247)			
	Mean	SD.	Mean	SD.		
Perceived ease of use						
1.Usability and interactivity of booking online system	5.34	1.263	5.38	1.272	-.281	.779
2.Convenience andquickaccess to booking online system	5.37	1.117	5.40	1.110	-.269	.788
3.Convenience in ordering/ payment process of booking online system	5.41	1.139	5.45	1.215	-.275	.783
4.Easy-to-use website contentof booking online system	5.36	1127	5.46	1.150	-.835	.404
5.Convenience and quick access to check booking confirmation of booking online system	5.41	1.079	5.44	1.177	-.217	.828
Perceived usefulness						
6.Booking online system provides accurate information of accommodation, room type, room price and others facilities	5.33	1.229	5.15	1.211	1.445	.149
7.Booking online system saves you more time	5.62	1.313	5.43	1.279	1.412	.159
8.Booking online system saves your money, get a cheaper price	5.12	1.425	5.02	1.328	.768	.443
9.Booking online system saves you more expenditure	5.25	1.406	5.09	1.58	1.206	.241
10.Booking online system helps you can compare the details of each accommodation (price, location, service)	5.56	1.282	5.38	1.227	1.363	.174

*Significant difference at 0.05 significant levels.

According to table 4.61, hypothesis testing found that there were no gender differences in levels of influence on using online room reservation through online travel agencies towards technology acceptance model factor. There were no differences between gender in the levels of influence on using online room reservation through online travel agencies toward perceived ease of use items; usability and interactivity of booking online system, convenience and quick access to booking online system, convenience in ordering/payment process of booking online system, easy-to-use website content of booking online system, convenience and quick access to check booking confirmation of booking online system and perceived usefulness items; booking online system provides accurate information of accommodation, room type, room price and others facilities, booking online system saves time, booking online system saves money, gets a cheaper price, booking online system saves expenditure, and booking online system helps comparison of the details of each accommodation (price, location, service), with its significant levels were greater than 0.05.

Hypothesis 29 There is a relationship between age groups and technology acceptance model factors in using online room reservation through online travel agencies.

Table 4.62 F-test for relationship between age groups and technology acceptance model factor in using online room reservation through online travel agencies

n = 400

Technology Acceptance Model Factor	Age	N	Mean	Std. Deviation	F	Sig.
Perceived ease of use						
Usability and interactivity of booking online system.	< 25 years	50	5.70	1.035	2.755	.028*
	25 – 35 years	215	5.45	1.259		
	36 – 45 years	73	5.08	1.288		
	46 – 55 years	39	5.05	1.356		
	> 55 years	23	5.22	1.380		
Convenience and quick access to booking online system.	< 25 years	50	5.56	.951	2.126	.077
	25 – 35 years	215	5.47	1.089		
	36 – 45 years	73	5.11	1.061		
	46 – 55 years	39	5.33	1.305		
	> 55 years	23	5.13	1.325		
Convenience in ordering/ payment process of booking online system.	< 25 years	50	5.76	1.080	2.915	.021*
	25 – 35 years	215	5.50	1.135		
	36 – 45 years	73	5.19	1.126		
	46 – 55 years	39	5.36	1.460		
	> 55 years	23	4.96	1.331		
Easy-to-use website content of booking online system.	< 25 years	50	5.50	1.182	1.504	.200
	25 – 35 years	215	5.51	1.097		
	36 – 45 years	73	5.18	1.206		
	46 – 55 years	39	5.41	1.117		
	> 55 years	23	5.17	1.230		
Convenience and quick access to check booking confirmation of booking online system.	< 25 years	50	5.56	1.128	.976	.420
	25 – 35 years	215	5.49	1.151		
	36 – 45 years	73	5.29	.993		
	46 – 55 years	39	5.28	1.255		
	> 55 years	23	5.22	1.278		
Perceived usefulness						
Booking online system provides accurate information of accommodation, room type, room price and others facilities.	< 25 years	50	5.30	1.233	.597	.665
	25 - 35 years	215	5.22	1.210		
	36 - 45 years	73	5.29	1.196		
	46 – 55 years	39	4.95	1.169		
	> 55 years	23	5.17	1.466		
Booking online system saves you more time.	< 25 years	50	5.56	1.312	.483	.748
	25 - 35 years	215	5.50	1.329		
	36 - 45 years	73	5.41	1.211		
	46 – 55 years	39	5.46	1.315		
	> 55 years	23	5.83	1.193		
Booking online system saves your money, get a cheaper price.	< 25 years	50	4.72	1.642	1.798	.128
	25 - 35 years	215	5.21	1.347		
	36 - 45 years	73	4.95	1.224		
	46 – 55 years	39	4.87	1.260		
	> 55 years	23	5.00	1.382		
Booking online system saves you more expenditure.	< 25 years	50	4.88	1.547	1.332	.257
	25 - 35 years	215	5.23	1.330		
	36 - 45 years	73	5.21	1.178		
	46 – 55 years	39	4.85	1.226		
	> 55 years	23	5.26	1.176		

Table 4.62 F-test for relationship between age groups and technology acceptance model factor in using online room reservation through online travel agencies (Continued)

n = 400

Technology Acceptance Model Factor	Age	N	Mean	Std. Deviation	F	Sig.
Booking online system helps you can compare the details of each accommodation (price, location, service).	< 25 years	50	5.34	1.222	1.775	.133
	25 - 35 years	215	5.46	1.263		
	36 - 45 years	73	5.56	1.202		
	46 – 55 years	39	5.08	1.244		
	> 55 years	23	5.87	1.254		

*Significant difference at 0.05 significant levels.

The results in table 4.62 illustrate that there were significant differences among age groups in levels of affect on the respondents' buying behavior in using online room reservation through online travel agencies. As can be seen, the results show that there were differences among age groups considering 'perceived ease of use items; usability and interactivity of booking online system' and 'convenience and quick access to booking online system'. The significant values of all items of technology acceptance model factor were 0.028 and 0.021. However, the researcher performed LSD analysis to find out more information about whether differences in age groups had differences in terms of technology acceptance model affect on consumer buying behavior.

Table 4.63 Least Significant Difference (LSD) testing on age groups and technology acceptance model factor in using online room reservation through online travel agencies

n = 400

Technology acceptance Model Factor	Age (I)	Age (J)	Mean Difference (I-J)	Sig
Perceived ease of use				
Usability and interactivity of booking online system	< 25 years	25 - 35 years	.249	.208
		36 - 45 years	.618*	.008*
		46 - 55 years	.649*	.016*
		> 55 years	.483	.128
	25 - 35 years	< 25 years	-.249	.208
		36 - 45 years	.369*	.031*
		46 - 55 years	.400	.068
		> 55 years	.234	.397
	36 - 45 years	< 25 years	-.618*	.008*
		25 - 35 years	-.369*	.031*
		46 - 55 years	.031	.901
		> 55 years	-.135	.653

Table 4.63 Least Significant Difference (LSD) testing on age groups and technology acceptance model factor in using online room reservation through online travel agencies

n = 400

Technology acceptance Model Factor	Age (I)	Age (J)	Mean Difference (I-J)	Sig
	46 – 55 years	< 25 years	-.649*	.016*
		25 - 35 years	-.400	.068
		36 - 45 years	-.031	.901
		> 55 years	-.166	.615
	> 55 years	< 25 years	-.483	.128
		25 - 35 years	-.234	.397
		36 - 45 years	.135	.653
		46 - 55 years	.166	.615
Convenience in ordering/ payment process of booking online system	< 25 years	25 - 35 years	.258	.163
		36 - 45 years	.568*	.009*
		46 - 55 years	.401	.111
		> 55 years	.803*	.007*
	25 - 35 years	< 25 years	-.258	.163
		36 - 45 years	.311	.051
		46 - 55 years	.143	.483
		> 55 years	.546*	.035*
	36 - 45 years	< 25 years	-.568*	.009*
		25 - 35 years	-.311	.051
		46 - 55 years	-.167	.473
		> 55 years	.235	.402
	46 – 55 years	< 25 years	-.401	.111
		25 - 35 years	-.143	.483
		36 - 45 years	.167	.473
		> 55 years	.402	.193
	> 55 years	< 25 years	-.803*	.007*
		25 - 35 years	-.546*	.035*
		36 - 45 years	-.235	.402
		46 - 55 years	-.402	.193

*Significant difference at 0.05 significant levels.

The LSD comparison in table 4.63 represents the differences among age groups affecting buying behavior in using online room reservation and technology acceptance model factor through online travel agencies. The results show that there were differences among age groups considering ‘usability and interactivity of booking online system’. The respondents aged less than 25 years were more affected in their buying behavior in using online room reservation than the respondents ages 36-45 years and aged 46-55 years, with the significant levels of 0.008 and 0.016 respectively. The respondents aged 25-35 years were more affected in their buying behavior in using online room reservation than the respondents aged 36-45 years, with the significant level of 0.031.

In addition, the results show that there were differences among age groups considering ‘convenience and quick access to booking online system’ category. The respondents aged less than 25 years were more affected in their buying behavior in using online room reservation than the respondents aged 36-45 years and aged more than 55 years. with the significant levels of 0.009 and 0.007 respectively. The respondents aged 25-35 years were more affected in their buying behavior in using online room reservation than the respondents aged more than 55 years, with the significant level of 0.035.

Hypothesis 30 There is a relationship between education levels and technology acceptance model factors in using online room reservation through online travel agencies.

Table 4.64 F-test for relationship between education levels and technology acceptance model factor, perceived ease of use and perceived usefulness, for using online room reservation through online travel agencies

Technology Acceptance Model Factor	Education	N	Mean	Std. Deviation	F	Sig.
Perceived ease of use						
Usability and interactivity of booking online system.	Below Bachelor’s Degree	44	5.32	1.157	.032	.968
	Bachelor’s Degree	279	5.37	1.301		
	Over Bachelor’s Degree	77	5.38	1.214		
Convenience andquickaccess to booking online system.	Below Bachelor’s Degree	44	5.41	1.019	.505	.604
	Bachelor’s Degree	279	5.35	1.140		
	Over Bachelor’s Degree	77	5.49	1.059		
Convenience in ordering/payment process of booking online system.	Below Bachelor’s Degree	44	5.23	1.327	1.304	.273
	Bachelor’s Degree	279	5.42	1.160		
	Over Bachelor’s Degree	77	5.58	1.185		
Easy-to-use website contentof booking online system.	Below Bachelor’s Degree	44	5.27	1.188	.746	.475
	Bachelor’s Degree	279	5.41	1.153		
	Over Bachelor’s Degree	77	5.53	1.071		
Convenience and quick access to check booking confirmation of booking online system.	Below Bachelor’s Degree	44	5.43	1.129	.029	.971
	Bachelor’s Degree	279	5.42	1.135		
	Over Bachelor’s Degree	77	5.45	1.176		

Table 4.64 F-test for relationship between education levels and technology acceptance model factor, perceived ease of use and perceived usefulness, for using online room reservation through online travel agencies (Continued)

n = 400

Technology Acceptance Model Factor	Education	N	Mean	Std. Deviation	F	Sig.
Perceived usefulness						
Booking online system provides accurate information of accommodation, room type, room price and others facilities.	Below Bachelor's Degree	44	5.39	1.298	.491	.612
	Bachelor's Degree	279	5.20	1.215		
	Over Bachelor's Degree	77	5.18	1.200		
Booking online system saves time.	Below Bachelor's Degree	44	5.80	1.268	3.237	.040*
	Bachelor's Degree	279	5.40	1.329		
	Over Bachelor's Degree	77	5.73	1.131		
Booking online system saves money; gets a cheaper price.	Below Bachelor's Degree	44	5.25	1.433	.819	.442
	Bachelor's Degree	279	5.06	1.369		
	Over Bachelor's Degree	77	4.92	1.316		
Booking online system saves expenditure.	Below Bachelor's Degree	44	5.52	1.303	2.179	.115
	Bachelor's Degree	279	5.12	1.297		
	Over Bachelor's Degree	77	5.03	1.376		
Booking online system helps comparison of the details of each accommodation (price, location, service) .	Below Bachelor's Degree	44	5.68	1.360	1.113	.329
	Bachelor's Degree	279	5.39	1.224		
	Over Bachelor's Degree	77	5.51	1.273		

*Significant difference at 0.05 significant levels.

From table 4.64, the result indicate that there were significant differences among education levels in levels of affect on the respondents' buying behavior in using online room reservation through online travel agencies. The results show that there were differences among education levels considering in '*perceived usefulness items;* booking online system saves time', with the significant level of 0.040. However, the researcher performed LSD analysis to find out more information about whether differences in education levels had different in terms of technology acceptance model affecting on consumer buying behavior.

Table 4.65 Least Significant Difference (LSD) testing on education levels and technology acceptance model factor, perceived ease of use and perceived usefulness, for using online room reservation through online travel agencies

n = 400

Technology acceptance Model Factor	Education (I)	Education (J)	Mean Difference (I-J)	Sig
Perceived usefulness				
Booking online system saves you more time	Below Bachelor's Degree	Bachelor's Degree	.398	.057
		Over Bachelor's Degree	.068	.779
	Bachelor's Degree	Below Bachelor's Degree	-.398	.057
		Over Bachelor's Degree	-.329	.047*
	Over Bachelor's Degree	Below Bachelor's Degree	-.068	.779
		Bachelor's Degree	.329	.047*

*Significant difference at 0.05 significant levels.

The LSD comparison in table 4.65represents the differences among education levels of affect on buying behavior in using online room reservation and technology acceptance model factor through online travel agencies.The results show that there were differences among education level considering 'booking online system saves time'.The respondents who had education level abovebachelor's degree were more affected in their buying behavior in using online room reservation than the respondents who had education level ofbachelor's degree,with the significant level of 0.047.

Hypothesis 31 There is a relationship between employment and technology acceptance model factors in using online room reservation through online travel agencies.

Table 4.66 F-test for relationship between employment and technology acceptance model factor, perceived ease of use and perceived usefulness, for using online room reservation through online travel agencies

n = 400

Technology Acceptance Model Factor	Employment	N	Mean	Std. Deviation	F	Sig.
Perceived ease of use						
Usability and interactivity of booking online system.	Student	29	5.79	1.146	1.069	.377
	Government officer / State enterprise officer	77	5.47	1.273		
	Business owner	35	5.20	1.279		
	Company's Employee	241	5.32	1.278		
	Freelance	13	5.23	1.235		
	Retired	5	5.00	1.225		

Table 4.66 F-test for relationship between employment and technology acceptance model factor, perceived ease of use and perceived usefulness, for using online room reservation through online travel agencies (Continue)

n = 400

Technology Acceptance Model Factor	Employment	N	Mean	Std. Deviation	F	Sig.
Convenience andquickaccess to booking online system.	Student	29	5.62	1.015	1.368	.235
	Government officer / State enterprise officer	77	5.57	1.057		
	Business owner	35	5.23	1.031		
	Company's Employee	241	5.35	1.119		
	Freelance	13	5.08	1.498		
	Retired	5	4.80	1.304		
Convenience in ordering/ payment process of booking online system.	Student	29	6.07	.998	3.161	.008*
	Government officer / State enterprise officer	77	5.58	1.104		
	Business owner	35	5.23	1.140		
	Company's Employee	241	5.38	1.195		
	Freelance	13	5.00	1.581		
	Retired	5	4.60	.548		
Easy-to-use website contentof booking online system.	Student	29	5.83	1.136	2.525	.029*
	Government officer / State enterprise officer	77	5.68	1.117		
	Business owner	35	5.26	1.172		
	Company's Employee	241	5.34	1.129		
	Freelance	13	5.23	1.166		
	Retired	5	4.60	.894		
Convenience and quick access to check booking confirmation of booking online system.	Student	29	5.72	1.162	4.052	.001*
	Government officer / State enterprise officer	77	5.78	1.177		
	Business owner	35	5.54	1.039		
	Company's Employee	241	5.28	1.112		
	Freelance	13	5.54	1.127		
	Retired	5	4.20	.447		
Perceived usefulness						
Booking online system provides accurate information of accommodation, room type, room price and others facilities.	Student	29	5.55	1.352	1.958	.084
	Government officer / State enterprise officer	77	5.51	1.096		
	Business owner	35	5.23	1.087		
	Company's Employee	241	5.10	1.231		
	Freelance	13	4.92	1.553		
	Retired	5	5.00	1.000		
Booking online system saves you more time.	Student	29	5.93	.961	1.753	.122
	Government officer / State enterprise officer	77	5.75	1.248		
	Business owner	35	5.31	1.231		
	Company's Employee	241	5.41	1.342		
	Freelance	13	5.46	1.450		
	Retired	5	5.00	.000		
Booking online system saves your money, get a cheaper price.	Student	29	5.31	1.466	.778	.566
	Government officer / State enterprise officer	77	5.26	1.427		
	Business owner	35	4.97	1.403		
	Company's Employee	241	4.98	1.338		
	Freelance	13	4.85	1.405		
	Retired	5	5.20	.447		
Booking online system saves you more expenditure.	Student	29	5.28	1.412	.999	.418
	Government officer / State enterprise officer	77	5.42	1.260		
	Business owner	35	5.00	1.414		
	Company's Employee	241	5.08	1.311		
	Freelance	13	5.00	1.472		
	Retired	5	4.80	.447		

Table 4.66 F-test for relationship between employment and technology acceptance model factor, perceived ease of use and perceived usefulness, for using online room reservation through online travel agencies (Continue)

n = 400

Technology Acceptance Model Factor	Employment	N	Mean	Std. Deviation	F	Sig.
Booking online system helps you can compare the details of each accommodation (price, location, service).	Student	29	5.28	1.486	1.255	.283
	Government officer / State enterprise officer	77	5.74	1.069		
	Business owner	35	5.29	1.226		
	Company's Employee	241	5.39	1.273		
	Freelance	13	5.62	1.325		
	Retired	5	5.60	.894		

*Significant difference at 0.05 significant levels.

From table 4.66, the result indicate that there were significant differences among employment in levels of affect on the respondents' buying behavior in using online room reservation through online travel agencies. The result shows that there were differences among employment considering *perceived ease of use items;*' convenience in ordering/ payment process of booking online system', 'easy-to-use website content of booking online system' and 'convenience and quick access to check booking confirmation of booking online system'. The significant values of all items of technology acceptance model factor were of 0.008, 0.029 and 0.001 respectively. However, the researcher performed LSD analysis to find out more information about whether differences in employment had differences in terms of technology acceptance model affecting consumer buying behavior.

Table 4.67 Least Significant Difference (LSD) testing on employment and technology acceptance model factor, perceived ease of use and perceived usefulness, for using online room reservation through online travel agencies

n = 400

Technology Acceptance Model Factor	Employment (I)	Employments (J)	Mean Difference (I-J)	Sig
Perceived ease of use				
Convenience in ordering/ payment process of booking online system	Student	Government officer / State enterprise officer	.485	.058
		Business owner	.840	.004*
		Company's Employee	.691	.003*
		Freelance	1.069	.006*
		Retired	1.469	.010*

Table 4.67 Least Significant Difference (LSD) testing on employment and technology acceptance model factor, perceived ease of use and perceived usefulness, for using online room reservation through online travel agencies (Continue)

n = 400

Technology Acceptance Model Factor	Employment (I)	Employments (J)	Mean Difference (I-J)	Sig
	Government officer / State enterprise officer	Student	-.485	.058
		Business owner	.356	.136
		Company's Employee	.207	.177
		Freelance	.584	.096
		Retired	.984	.069
	Business owner	Student	-.840	.004*
		Government officer / State enterprise officer	-.356	.136
		Company's Employee	-.149	.481
		Freelance	.229	.548
		Retired	.629	.261
	Company's Employee	Student	-.691	.003*
		Government officer / State enterprise officer	-.207	.177
		Business owner	.149	.481
		Freelance	.378	.257
		Retired	.778	.142
	Freelance	Student	-1.069	.006*
		Government officer / State enterprise officer	-.584	.096
		Business owner	-.229	.548
		Company's Employee	-.378	.257
		Retired	.400	.516
	Retired	Student	-1.469	.010*
		Government officer / State enterprise officer	-.984	.069
		Business owner	-.629	.261
		Company's Employee	-.778	.142
		Freelance	-.400	.516
Easy-to-use website contentof booking online system	Student	Government officer / State enterprise officer	.152	.537
		Business owner	.570	.045*
		Company's Employee	.487	.029*
		Freelance	.597	.114
		Retired	1.228	.025*
	Government officer / State enterprise officer	Student	-.152	.537
		Business owner	.418	.070
		Company's Employee	.335	.024*
		Freelance	.445	.190
		Retired	1.075	.040*
	Business owner	Student	-.570	.045*
		Government officer / State enterprise officer	-.418	.070
		Company's Employee	-.083	.685
		Freelance	.026	.943
		Retired	.657	.225

Table 4.67 Least Significant Difference (LSD) testing on employment and technology acceptance model factor, perceived ease of use and perceived usefulness, for using online room reservation through online travel agencies (Continue)

n = 400

Technology Acceptance Model Factor	Employment (I)	Employments (J)	Mean Difference (I-J)	Sig
Company's Employee		Student	-.487	.029*
		Government officer / State enterprise officer	-.335	.024*
		Business owner	.083	.685
		Freelance	.109	.734
		Retired	.740	.148
	Freelance	Student	-.597	.114
		Government officer / State enterprise officer	-.445	.190
		Business owner	-.026	.943
		Company's Employee	-.109	.734
		Retired	.631	.290
	Retired	Student	-1.228	.025*
		Government officer / State enterprise officer	-1.075	.040*
		Business owner	-.657	.225
		Company's Employee	-.740	.148
		Freelance	-.631	.290
Convenience and quick access to check booking confirmation of booking online system	Student	Government officer / State enterprise officer	-.055	.821
		Business owner	.181	.519
		Company's Employee	.442	.045*
		Freelance	.186	.619
		Retired	1.524	.005*
	Government officer / State enterprise officer	Student	.055	.821
		Business owner	.236	.300
		Company's Employee	.497	.001*
		Freelance	.241	.473
		Retired	1.579	.002*
	Business owner	Student	-.181	.519
		Government officer / State enterprise officer	-.236	.300
		Company's Employee	.261	.198
		Freelance	.004	.990
		Retired	1.343	.012*
	Company's Employee	Student	-.442	.045*
		Government officer / State enterprise officer	-.497	.001*
		Business owner	-.261	.198
		Freelance	-.256	.421
		Retired	1.082	.033*
	Freelance	Student	-.186	.619
		Government officer / State enterprise officer	-.241	.473
		Business owner	-.004	.990
		Company's Employee	.256	.421
		Retired	1.338	.023*
	Retired	Student	-1.524	.005*
		Government officer / State enterprise officer	-1.579	.002*
		Business owner	-1.343	.012*
		Company's Employee	-1.082	.033*
		Freelance	-1.338	.023*

*Significant difference at 0.05 significant levels.

The LSD comparison in table 4.67 represents the differences in employment affecting buying behavior in using online room reservation and technology acceptance model factor through online travel agencies. The results show that there were differences among employment types, considering‘convenience in ordering/payment process of booking online system’. The respondents who were students were more affected in their buying behavior in using online room reservation than the respondents who were working as business owners, company employees, freelancers and retirees, with the significant levels of 0.004, 0.003, 0.006 and 0.010 respectively.

In the ‘easy-to-use website content of booking online system’ category, the respondents who were students were more affected in their buying behavior in using online room reservation than the respondents who were working as business owners, company employees and retirees, with the significant levels of 0.045, 0.029 and 0.025 respectively. The respondents who were working as government officers/state enterprise officers were more affected in their buying behavior in using online room reservation than the respondents who were working as company employees and retirees, with the significant levels of 0.024 and 0.040 respectively.

In addition, the results show that there were differences among employment types considering ‘convenience and quick access to check booking confirmation of booking online system’. The respondents who were students were more affected in their buying behavior in using online room reservation than the respondents who were working as company employees and retirees, with the significant levels of 0.045 and 0.005 respectively. The respondents who were working as government officers/state enterprise officers were more affected in their buying behavior in using online room reservation than the respondents who were working as company employees and retirees, with the significant levels of 0.001 and 0.002 respectively. The respondents who were working as business owners were more affected in their buying behavior in using online room reservation than the respondents who were retired, with the significant level of 0.012. In addition, the respondents who were working as freelancers were more affected in their buying behavior in using online room reservation than the respondents who were retired, with the significant level of 0.023.

Hypothesis 32 There is a relationship between monthly income levels and technology acceptance model factors in using online room reservation through online travel agencies.

Table 4.68 F-test for relationship between monthly income levels and technology acceptance model factor in perceived ease of use and perceived usefulness

n = 400

Technology Acceptance Model Factor	Monthly Income	N	Mean	Std. Deviation	F	Sig.
Perceived ease of use						
Usability and interactivity of booking online system.	<= 15,000 Baht	85	5.53	1.150	2.223	.066
	15,001 - 30,000 Baht	163	5.48	1.312		
	30,001 - 45,000 Baht	98	5.06	1.322		
	45,001 - 60,000 Baht	41	5.27	1.073		
	> 60,000 Baht	13	5.31	1.316		
Convenience andquickaccess to booking online system.	<= 15,000 Baht	85	5.61	1.025	2.862	.023*
	15,001 - 30,000 Baht	163	5.45	1.150		
	30,001 - 45,000 Baht	98	5.09	1.085		
	45,001 - 60,000 Baht	41	5.39	1.070		
	> 60,000 Baht	13	5.23	1.166		
Convenience in ordering/ payment process of booking online system.	<= 15,000 Baht	85	5.66	1.140	1.630	.166
	15,001 - 30,000 Baht	163	5.37	1.213		
	30,001 - 45,000 Baht	98	5.26	1.195		
	45,001 - 60,000 Baht	41	5.59	1.117		
	> 60,000 Baht	13	5.54	1.127		
Easy-to-use website contentof booking online system.	<= 15,000 Baht	85	5.55	1.190	1.463	.213
	15,001 - 30,000 Baht	163	5.47	1.102		
	30,001 - 45,000 Baht	98	5.19	1.232		
	45,001 - 60,000 Baht	41	5.54	.897		
	> 60,000 Baht	13	5.31	1.182		
Convenience and quick access to check booking confirmation of booking online system.	<= 15,000 Baht	85	5.53	1.181	.870	.482
	15,001 – 30,000 Baht	163	5.47	1.177		
	30,001 – 45,000 Baht	98	5.26	1.143		
	45,001 – 60,000 Baht	41	5.51	.898		
	> 60,000 Baht	13	5.31	1.032		
Perceived usefulness						
Booking online system provides accurate information of accommodation, room type, room price and others facilities.	<= 15,000 Baht	85	5.34	1.211	.551	.699
	15,001 - 30,000 Baht	163	5.17	1.317		
	30,001 - 45,000 Baht	98	5.15	1.087		
	45,001 - 60,000 Baht	41	5.34	1.175		
	> 60,000 Baht	13	5.00	1.155		
Booking online system saves you more time.	<= 15,000 Baht	85	5.64	1.271	1.821	.124
	15,001 - 30,000 Baht	163	5.50	1.358		
	30,001 - 45,000 Baht	98	5.24	1.277		
	45,001 - 60,000 Baht	41	5.78	1.151		
	> 60,000 Baht	13	5.77	.927		
Booking online system saves your money, get a cheaper price.	<= 15,000 Baht	85	5.18	1.612	.412	.800
	15,001 - 30,000 Baht	163	5.03	1.363		
	30,001 - 45,000 Baht	98	4.96	1.218		
	45,001 - 60,000 Baht	41	5.07	1.273		
	> 60,000 Baht	13	5.31	1.032		

Table 4.68 F-test for relationship between monthly income levels and technology acceptance model factor in perceived ease of use and perceived usefulness (Continue)

n = 400

Technology Acceptance Model Factor	Monthly Income	N	Mean	Std. Deviation	F	Sig.
Booking online system saves you more expenditure.	<= 15,000 Baht	85	5.28	1.493	.818	.514
	15,001 - 30,000 Baht	163	5.14	1.356		
	30,001 - 45,000 Baht	98	4.98	1.166		
	45,001 - 60,000 Baht	41	5.20	1.145		
	> 60,000 Baht	13	5.46	1.198		
Booking online system helps you can compare the details of each accommodation (price, location, service).	<= 15,000 Baht	85	5.52	1.250	1.283	.276
	15,001 - 30,000 Baht	163	5.49	1.288		
	30,001 - 45,000 Baht	98	5.22	1.231		
	45,001 - 60,000 Baht	41	5.54	1.185		
	> 60,000 Baht	13	5.85	.987		

*Significant difference at 0.05 significant levels.

The results in table 4.68 illustrate that there were significant differences among monthly income levels in levels of affecting the respondents' buying behavior in using online room reservation through online travel agencies. The results show that there were differences among monthly income considering 'perceived ease of use items; convenience and quick access to booking online system', with the significant level of 0.023. However, the researcher performed LSD analysis to find out more information about whether differences in monthly income levels had different in terms of technology acceptance model affecting on consumer buying behavior.

Table 4.69 Least Significant Difference (LSD) testing on monthly income levels and technology acceptance model factor in perceived ease of use and perceived usefulness

n = 400

Technology Acceptance Model Factor	(I) Monthly income	(J) Monthly income	Mean Difference (I-J)	Sig.
Perceived ease of use				
Convenience and quick access to booking online system.	<= 15,000 Baht	15,001 - 30,000 Baht	.158	.285
		30,001 - 45,000 Baht	.520*	.002*
		45,001 - 60,000 Baht	.222	.291
		> 60,000 Baht	.381	.246
	15,001 - 30,000 Baht	<= 15,000 Baht	-.158	.285
		30,001 - 45,000 Baht	.362	.010*
		45,001 - 60,000 Baht	.064*	.741
		> 60,000 Baht	.223	.482
	30,001 - 45,000 Baht	<= 15,000 Baht	-.520	.002*
		15,001 - 30,000 Baht	-.362	.010*
		45,001 - 60,000 Baht	-.298*	.146
		> 60,000 Baht	-.139	.669

Table 4.69 Least Significant Difference (LSD) testing on monthly income levels and technology acceptance model factor in perceived ease of use and perceived usefulness (Continue)

n = 400

Technology Acceptance Model Factor	(I) Monthly income	(J) Monthly income	Mean Difference (I-J)	Sig.
	45,001 - 60,000 Baht	<= 15,000 Baht	-.222	.291
		15,001 - 30,000 Baht	-.064*	.741
		30,001 - 45,000 Baht	.298*	.146
		> 60,000 Baht	.159	.649
	> 60,000 Baht	<= 15,000 Baht	-.381	.246
		15,001 - 30,000 Baht	-.223	.482
		30,001 - 45,000 Baht	.139	.669
		45,001 - 60,000 Baht	-.159	.649

*Significant difference at 0.05 significant levels.

The LSD comparison in table 4.69represents the differences among monthly income levels affecting buying behavior in using online room reservation and technology acceptance model through online travel agencies. The results show that there were differences among monthly income levels considering ‘convenience and quick access to booking online system’. The respondents who had a monthly income of less than or equal to 15,000 Baht were more affected in their buying behavior in using online room reservation than the respondents who had a monthly income of 30,001-45,000 Baht, with the significant level of 0.002, and the respondents who had a monthly income of 15,001-30,000 Baht were more affected in their buying behavior in using online room reservation than the respondents who had a monthly income of 30,001-45,000 Baht, with the significant level of 0.010.

Hypothesis 33 There is a relationship between frequency of using online room reservation per year and technology acceptance model factors in using online room reservation through online travel agencies.

Table 4.70 F-test for relationship between frequency of using online room reservation per year and technology acceptance model factor, perceived ease of use and perceived usefulness, for using online room reservation through online travel agencies

n = 400

Technology Acceptance Model Factor	Frequency of using online room reservation per year	N	Mean	Std. Deviation	F	Sig.
Perceived ease of use						
Usability and interactivity of booking online system.	1 - 2 times	246	5.29	1.233	1.937	.123
	3 - 4 times	122	5.39	1.382		
	5 - 6 times	25	5.92	.997		
	> 6 times	7	5.43	.787		
Convenience andquickaccess to booking online system.	1 - 2 times	246	5.35	1.110	.605	.612
	3 - 4 times	122	5.47	1.122		
	5 - 6 times	25	5.44	1.158		
	> 6 times	7	5.00	.816		
Convenience in ordering/ payment process of booking online system.	1 - 2 times	246	5.35	1.174	1.212	.305
	3 - 4 times	122	5.57	1.143		
	5 - 6 times	25	5.64	1.469		
	> 6 times	7	5.43	1.134		
Easy-to-use website contentof booking online system.	1 - 2 times	246	5.30	1.150	2.524	.057
	3 - 4 times	122	5.65	1.075		
	5 - 6 times	25	5.40	1.323		
	> 6 times	7	5.57	.787		
Convenience and quick access to check booking confirmation of booking online system.	1 - 2 times	246	5.28	1.145	3.939	.009*
	3 - 4 times	122	5.68	1.047		
	5 - 6 times	25	5.68	1.314		
	> 6 times	7	5.43	1.134		
Perceived usefulness						
Booking online system provides accurate information of accommodation, room type, room price and others facilities.	1 - 2 times	246	5.11	1.240	2.366	.070
	3 - 4 times	122	5.30	1.238		
	5 - 6 times	25	5.68	.852		
	> 6 times	7	5.71	.756		
Booking online system saves you more time.	1 - 2 times	246	5.48	1.324	1.059	.366
	3 - 4 times	122	5.47	1.261		
	5 - 6 times	25	5.68	1.180		
	> 6 times	7	6.29	1.113		
Booking online system saves your money, get a cheaper price.	1 - 2 times	246	5.06	1.355	.507	.678
	3 - 4 times	122	5.11	1.362		
	5 -6 times	25	4.88	1.394		
	> 6 times	7	4.57	1.813		
Booking online system saves you more expenditure.	1 - 2 times	246	5.14	1.293	1.691	.168
	3 - 4 times	122	5.28	1.287		
	5 - 6 times	25	4.80	1.528		
	> 6 times	7	4.43	1.718		
Booking online system helps you can compare the details of each accommodation (price, location, service).	1 - 2 times	246	5.46	1.264	.272	.845
	3 - 4 times	122	5.43	1.240		
	5 - 6 times	25	5.28	1.275		
	> 6 times	7	5.71	.951		

*Significant difference at 0.05 significant levels.

The results in table 4.70 illustrate that there were significant differences among frequencies of using online room reservation per year in levels affecting the

respondents' buying behavior in using online room reservation through online travel agencies. The results show that there were differences among frequencies of using online room reservation per year considering 'perceived ease of use items; convenience and quick access to check booking confirmation of booking online system', with the significant value of 0.009. However, the researcher performed LSD analysis to find out more information about whether differences in frequency of using online room reservation per year had differences in terms of technology acceptance model factor affecting consumer buying behavior.

Table 4.71 Least Significant Difference (LSD) testing on frequency of using online room reservation per year and technology acceptance model factor, perceived ease of use and perceived usefulness, for using online room reservation through online travel agencies

n = 400

Technology Acceptance Model Factor	Frequency of using online room reservation per year (I)	Frequency of using online room reservation per year (J)	Mean Difference (I-J)	Sig
Convenience and quick access to check booking confirmation of booking online system	1 – 2 times	3 – 4 times	-.404	.001*
		5 – 6 times	-.404	.089
		> 6 times	-.152	.725
	3 – 4 times	1 – 2 times	.404	.001*
		5 – 6 times	.000	.999
		> 6 times	.252	.566
	5 – 6 times	1 – 2 times	.404	.089
		3 – 4 times	.000	.999
		> 6 times	.251	.602
	> 6 times	1 – 2 times	.152	.725
		3 – 4 times	-.252	.566
		5 – 6 times	-.251	.602

*Significant difference at 0.05 significant levels.

The LSD comparison in table 4.71 represents the differences among frequency of using online room reservation per year affecting buying behavior in using online room reservation and technology acceptance model through online travel agencies. The results show that there were differences in frequency of using online room reservation per year considering 'convenience and quick access to check booking confirmation of booking online system'. The respondents who used online room reservation 3-4 times per year were more affected in their buying behavior in using online room reservation than the respondents who used online room reservation 1-2 times per years, with the significant level of 0.001.

Hypothesis 34 There is a relationship between gender and the trust factor in using online room reservation through online travel agencies.

Table 4.72 T-test for relationship between gender and trust in using online room reservation through online travel agencies

n = 400

Trust Factor	Gender				t	Sig. (2-tailed)
	Male (n = 153)		Female (n = 247)			
	Mean	SD.	Mean	SD.		
1.Booking online system offers consumer data safety system	5.11	1.195	4.88	1.183	1.903	.058
2.Booking online system offers transaction security	5.07	1.257	4.96	1.240	.908	.365
3.Booking online system offers guarantee money refund policy	4.76	1.293	4.72	1.279	.315	.753
4.The reliability of website on booking online system	5.08	1.164	5.04	1.173	.336	.737
5.The reputation of website on booking online system	5.18	1.170	5.25	1.145	-.627	.531

*Significant difference at 0.05 significant levels.

According to table 4.72, hypothesis testing found that there were no differences among genders in levels of influence on using online room reservation through online travel agencies towards trust factor. The results show that the respondents of different gender had no different buying behavior in using online room reservation through online travel agencies towards booking online system offering consumer data safety system, booking online system offering transaction security, booking online system offering guarantee money refund policy, the reliability of websites on booking online system, and the reputation of websites on booking online system, with its significant levels greater than 0.05.

Hypothesis 35 There is a relationship between age groups and the trust factor in using online room reservation through online travel agencies.

Table 4.73 F-test for relationship between age groups and trust factor for using online room reservation through online travel agencies

n = 400

Trust Factor	Age	N	Mean	Std. Deviation	F	Sig.
Booking online system offers consumer data safety system.	< 25 years	50	5.04	1.293	.771	.544
	25 - 35 years	215	5.04	1.175		
	36 - 45 years	73	4.82	1.045		
	46 - 55 years	39	4.77	1.245		
	> 55 years	23	4.96	1.461		
Booking online system offers transaction security.	< 25 years	50	5.06	1.284	.754	.556
	25 - 35 years	215	5.07	1.273		
	36 - 45 years	73	4.85	1.163		
	46 - 55 years	39	4.95	1.099		
	> 55 years	23	4.74	1.421		
Booking online system offers guarantee money refund policy.	< 25 years	50	4.98	1.332	.844	.498
	25 - 35 years	215	4.75	1.382		
	36 - 45 years	73	4.66	.975		
	46 - 55 years	39	4.51	1.048		
	> 55 years	23	4.65	1.434		
The reliability of website on booking online system.	< 25 years	50	5.06	1.268	1.038	.387
	25 - 35 years	215	5.15	1.242		
	36 - 45 years	73	4.95	.984		
	46 - 55 years	39	4.79	1.031		
	> 55 years	23	5.00	.953		
The reputation of website on booking online system.	< 25 years	50	5.30	1.129	.376	.826
	25 - 35 years	215	5.27	1.215		
	36 - 45 years	73	5.12	1.053		
	46 - 55 years	39	5.15	1.089		
	> 55 years	23	5.09	1.083		

*Significant difference at 0.05 significant levels.

According to the results of hypothesis testing in table 4.73, the researcher found that there were no significant differences among age groups toward the trust factor affecting the respondents' buying behavior in using online room reservation through online travel agencies, including booking online system offering consumer data safety system, booking online system offering transaction security, booking online system offering guarantee money refund policy, the reliability of websites on booking online system, and the reputation of websites on booking online system. Therefore, the significant values of all items of the trust factor were higher than the significant level of the mean difference, at 0.05.

Hypothesis 36 There is a relationship between education levels and the trust factor in using online room reservation through online travel agencies.

Table 4.74 F-test for relationship between education levels and trust factor for using online room reservation through online travel agencies

n = 400

Trust Factor	Education	N	Mean	Std. Deviation	F	Sig.
Booking online system offers consumer data safety system.	Below Bachelor's Degree	44	5.18	1.263	1.333	.265
	Bachelor's Degree	279	4.91	1.175		
	Over Bachelor's Degree	77	5.06	1.207		
Booking online system offers transaction security.	Below Bachelor's Degree	44	5.14	1.357	1.103	.333
	Bachelor's Degree	279	4.94	1.211		
	Over Bachelor's Degree	77	5.14	1.305		
Booking online system offers guarantee money refund policy.	Below Bachelor's Degree	44	4.98	1.355	1.414	.244
	Bachelor's Degree	279	4.74	1.226		
	Over Bachelor's Degree	77	4.57	1.427		
The reliability of website on booking online system.	Below Bachelor's Degree	44	5.18	1.187	.943	.390
	Bachelor's Degree	279	5.01	1.151		
	Over Bachelor's Degree	77	5.18	1.222		
The reputation of website on booking online system.	Below Bachelor's Degree	44	5.32	1.095	.455	.635
	Bachelor's Degree	279	5.19	1.163		
	Over Bachelor's Degree	77	5.30	1.159		

*Significant difference at 0.05 significant levels.

According to the results of hypothesis testing in table 4.74, the researcher found that there were no significant differences among education levels toward the trust factor affecting the respondents' buying behavior in using online room reservation through online travel agencies, including booking online system offering consumer data safety system, booking online system offering transaction security, booking online system offering guarantee money refund policy, the reliability of websites on booking online system, and the reputation of websites on booking online system. Therefore, the significant values of all items of the trust factor were higher than the significant level of the mean difference, at 0.05.

Hypothesis 37 There is a relationship between employment and the trust factor in using online room reservation through online travel agencies.

Table 4.75 F-test for relationship between employment and trust factor for using online room reservation through online travel agencies

n = 400

Trust Factor	Employment	N	Mean	Std. Deviation	F	Sig.
Booking online system offers consumer data safety system.	Student	29	5.21	1.346	1.707	.132
	Government officer / State enterprise officer	77	5.26	1.163		
	Business owner	35	4.94	1.110		
	Company's Employee	241	4.85	1.174		
	Freelance	13	4.85	1.405		
	Retired	5	5.20	1.095		
Booking online system offers transaction security.	Student	29	5.41	1.240	1.811	.110
	Government officer / State enterprise officer	77	5.22	1.143		
	Business owner	35	5.11	1.157		
	Company's Employee	241	4.87	1.271		
	Freelance	13	4.85	1.463		
	Retired	5	5.20	1.095		
Booking online system offers guarantee money refund policy.	Student	29	5.10	1.175	3.122	.009*
	Government officer / State enterprise officer	77	5.14	1.167		
	Business owner	35	4.63	1.308		
	Company's Employee	241	4.56	1.300		
	Freelance	13	4.85	1.405		
	Retired	5	5.00	.707		
The reliability of website on booking online system.	Student	29	5.28	1.222	1.517	.184
	Government officer / State enterprise officer	77	5.31	1.150		
	Business owner	35	5.06	1.162		
	Company's Employee	241	4.94	1.164		
	Freelance	13	5.15	1.144		
	Retired	5	5.40	1.140		
The reputation of website on booking online system.	Student	29	5.59	1.119	2.369	.039*
	Government officer / State enterprise officer	77	5.51	1.119		
	Business owner	35	5.29	1.073		
	Company's Employee	241	5.08	1.172		
	Freelance	13	5.31	1.109		
	Retired	5	5.00	.707		

*Significant difference at 0.05 significant levels.

From table 4.75, the results indicate that there were significant differences among employment types in levels of affecting the respondents' buying behavior in using online room reservation through online travel agencies. The results show that there were differences among employment types considering 'booking online system offers guarantee money refund policy' and 'the reputation of websites on booking online system'. The significant values of all items of the trust factor were at the significant levels of 0.009 and 0.039 respectively. However, the researcher performed LSD analysis to find out more information about whether differences in employment types had differences in terms of the trust factor affecting consumer buying behavior.

Table 4.76 Least Significant Difference (LSD) testing on employment and trust factor for using online room reservation through online travel agencies

n = 400

Trust Factor	Employment (I)	Employment (J)	Mean Difference (I-J)	Sig
Booking online system offers guarantee money refund policy	Student	Government officer / State enterprise officer	-.039	.886
		Business owner	.475	.136
		Company's Employee	.543	.030*
		Freelance	.257	.543
		Retired	.103	.866
	Government officer / State enterprise officer	Student	.039	.886
		Business owner	.514	.047*
		Company's Employee	.583	.000*
		Freelance	.297	.435
		Retired	.143	.807
	Business owner	Student	-.475	.136
		Government officer / State enterprise officer	-.514	.047*
		Company's Employee	.068	.765
		Freelance	-.218	.597
		Retired	-.371	.540
	Company's Employee	Student	-.543	.030*
		Government officer / State enterprise officer	-.583	.000*
		Business owner	-.068	.765
		Freelance	-.286	.428
		Retired	-.440	.442
	Freelance	Student	-.257	.543
		Government officer / State enterprise officer	-.297	.435
		Business owner	.218	.597
		Company's Employee	.286	.428
		Retired	-.154	.817
	Retired	Student	-.103	.866
		Government officer / State enterprise officer	-.143	.807
		Business owner	.371	.540
		Company's Employee	.440	.442
		Freelance	.154	.817
The reputation of website on booking online system	Student	Government officer / State enterprise officer	.080	.749
		Business owner	.300	.296
		Company's Employee	.507	.025*
		Freelance	.279	.466
		Retired	.586	.291
	Government officer / State enterprise officer	Student	-.080	.749
		Business owner	.221	.344
		Company's Employee	.428	.005*
		Freelance	.199	.563
		Retired	.506	.338
	Business owner	Student	-.300	.296
		Government officer / State enterprise officer	-.221	.344
		Company's Employee	.207	.318
		Freelance	-.022	.953
		Retired	.286	.602

Table 4.76 Least Significant Difference (LSD) testing on employment and trust factor for using online room reservation through online travel agencies (Continue)

n = 400

Trust Factor	Employment (I)	Employment (J)	Mean Difference (I-J)	Sig
	Company's Employee	Student	-.507	.025*
		Government officer / State enterprise officer	-.428	.005*
		Business owner	-.207	.318
		Freelance	-.229	.483
		Retired	.079	.879
	Freelance	Student	-.279	.466
		Government officer / State enterprise officer	-.199	.563
		Business owner	.022	.953
		Company's Employee	.229	.483
		Retired	.308	.610
	Retired	Student	-.586	.291
		Government officer / State enterprise officer	-.506	.338
		Business owner	-.286	.602
		Company's Employee	-.079	.879
		Freelance	-.308	.610

*Significant difference at 0.05 significant levels.

The LSD comparison in table 4.76 represents the differences among employment types affecting buying behavior in using online room reservation and trust factor through online travel agencies. The results show that there were differences among employment types considering 'booking online system offers guarantee money refund policy'. The respondents who were students were more affected in their buying behavior in using online room reservation than the respondents who were working as company employees, with the significant level of 0.030, and the respondents who were government officers/state enterprise officers were more affected in their buying behavior in using online room reservation than the respondents who were working as business owners and company employees, with the significant levels of 0.047 and 0.000 respectively.

In addition, the results show that there were differences among employment types considering 'the reputation of websites on booking online system'. The respondents who were students were more affected in their buying behavior in using online room reservation than the respondents who were working as company employees, with the significant level of 0.025, and the respondents who were government officers/state enterprise officers were more affected in their buying

behavior in using online room reservation than the respondents who were working as company employees, with the significant level of 0.005.

Hypothesis 38 There is a relationship between monthly income levels and the trust factor in using online room reservation through online travel agencies.

Table 4.77 F-test for relationship between monthly income levels and trust factor for using online room reservation through online travel agencies

n = 400

Trust Factor	Monthly Income	N	Mean	Std. Deviation	F	Sig.
Booking online system offers consumer data safety system.	<= 15,000 Baht	85	5.01	1.220	1.598	.174
	15,001 - 30,000 Baht	163	4.94	1.188		
	30,001 - 45,000 Baht	98	4.80	1.157		
	45,001 - 60,000 Baht	41	5.34	1.196		
	> 60,000 Baht	13	5.08	1.188		
Booking online system offers transaction security.	<= 15,000 Baht	85	5.14	1.226	1.398	.234
	15,001 - 30,000 Baht	163	4.92	1.291		
	30,001 - 45,000 Baht	98	4.87	1.198		
	45,001 - 60,000 Baht	41	5.32	1.150		
	> 60,000 Baht	13	5.08	1.382		
Booking online system offers guarantee money refund policy.	<= 15,000 Baht	85	5.13	1.270	3.377	.010*
	15,001 - 30,000 Baht	163	4.51	1.298		
	30,001 - 45,000 Baht	98	4.74	1.124		
	45,001 - 60,000 Baht	41	4.73	1.432		
	> 60,000 Baht	13	4.85	1.345		
The reliability of website on booking online system.	<= 15,000 Baht	85	5.22	1.179	.761	.551
	15,001 - 30,000 Baht	163	4.98	1.220		
	30,001 - 45,000 Baht	98	5.00	1.140		
	45,001 - 60,000 Baht	41	5.12	1.053		
	> 60,000 Baht	13	5.23	1.013		
The reputation of website on booking online system.	<= 15,000 Baht	85	5.39	1.103	.893	.468
	15,001 - 30,000 Baht	163	5.17	1.229		
	30,001 - 45,000 Baht	98	5.11	1.092		
	45,001 - 60,000 Baht	41	5.32	1.059		
	> 60,000 Baht	13	5.38	1.261		

*Significant difference at 0.05 significant levels.

The results in table 4.77 illustrate that there were significant differences among monthly income levels in levels of affecting the respondents' buying behavior in using online room reservation through online travel agencies. The results show that there were differences among monthly incomes considering 'booking online system offers guarantee money refund policy', with the significant value of 0.010. However, the researcher performed LSD analysis to find out more information about whether differences in monthly income levels had differences in terms of the trust factor affecting consumer buying behavior.

Table 4.78 Least Significant Difference (LSD) testing on monthly income levels and trust factor for using online room reservation through online travel agencies

n = 400

Trust Factor	Monthly Income (I)	Monthly income (J)	Mean Difference (I-J)	Sig
Booking online system offers guarantee money refund policy	<= 15,000 Baht	15,001 - 30,000 Baht	.620	.000*
		30,001 - 45,000 Baht	.385	.041*
		45,001 - 60,000 Baht	.398	.100
		> 60,000 Baht	.283	.453
	15,001 - 30,000 Baht	<= 15,000 Baht	-.620	.000*
		30,001 - 45,000 Baht	-.236	.147
		45,001 - 60,000 Baht	-.223	.316
		> 60,000 Baht	-.337	.357
	30,001 - 45,000 Baht	<= 15,000 Baht	-.385	.041*
		15,001 - 30,000 Baht	.236	.147
		45,001 - 60,000 Baht	.013	.955
		> 60,000 Baht	-.101	.787
	45,001 - 60,000 Baht	<= 15,000 Baht	-.398	.100
		15,001 - 30,000 Baht	.223	.316
		30,001 - 45,000 Baht	-.013	.955
		> 60,000 Baht	-.114	.777
	> 60,000 Baht	<= 15,000 Baht	-.283	.453
		15,001 - 30,000 Baht	.337	.357
		30,001 - 45,000 Baht	.101	.787
		45,001 - 60,000 Baht	.114	.777

*Significant difference at 0.05 significant levels.

The LSD comparison in table 4.78 represents the differences among monthly income levels affecting buying behavior in using online room reservation and the trust factor through online travel agencies. The results show that there were differences among monthly income levels considering ‘booking online system offers guarantee money refund policy’. The respondents who had a monthly income of less than or equal to 15,000 Baht were more affected in their buying behavior in using online room reservation than the respondents who had a monthly income of 15,001-30,000 Baht and 30,001-45,000 Baht, with the significant levels of 0.000 and 0.041 respectively.

Hypothesis 39 There is a relationship between frequency of using online room reservation per year and the trust factor in using online room reservation through online travel agencies.

Table 4.79 F-test for relationship among frequency of using online room reservation per year and trust factor for using online room reservation through online travel agencies

n = 400

Trust	Frequency of using online room reservation per year	N	Mean	Std. Deviation	F	Sig.
Booking online system offers consumer data safety system.	1 - 2 times	246	4.86	1.129	2.156	.093
	3 - 4 times	122	5.12	1.276		
	5 - 6 times	25	5.32	1.282		
	> 6 times	7	4.86	1.215		
Booking online system offers transaction security.	1 - 2 times	246	4.88	1.201	2.111	.098
	3 - 4 times	122	5.16	1.292		
	5 - 6 times	25	5.36	1.381		
	> 6 times	7	5.14	1.215		
Booking online system offers guarantee money refund policy.	1 - 2 times	246	4.73	1.213	.308	.819
	3 - 4 times	122	4.76	1.355		
	5 - 6 times	25	4.76	1.562		
	> 6 times	7	4.29	1.496		
The reliability of website on booking online system.	1 - 2 times	246	4.94	1.145	2.984	.031*
	3 - 4 times	122	5.25	1.152		
	5 - 6 times	25	5.08	1.256		
	> 6 times	7	5.86	1.464		
The reputation of website on booking online system.	1 - 2 times	246	5.13	1.120	2.216	.086
	3 - 4 times	122	5.39	1.154		
	5 - 6 times	25	5.16	1.313		
	> 6 times	7	5.86	1.464		

*Significant difference at 0.05 significant levels.

The results in table 4.79 illustrate that there were significant differences among frequency of using online room reservation per year in levels of affecting the respondents' buying behavior in using online room reservation through online travel agencies. The results show that there were differences among frequency of using online room reservation per year considering the reliability of websites on booking online system, with the significant value of 0.031. However, the researcher performed LSD analysis to find out more information about whether differences among frequency of using online room reservation per year had differences in terms of the trust factor affecting consumer buying behavior.

Table 4.80 Least Significant Difference (LSD) testing on frequency of using online room reservation per year and trust factor for using online room reservation through online travel agencies

n = 400

Trust Factor	Frequency of using online room reservation per year (I)	Frequency of using online room reservation per year (J)	Mean Difference (I-J)	Sig
The reliability of website on booking online system	1 – 2 times	3 – 4 times	-.303	.019*
		5 – 6 times	-.137	.574
		> 6 times	-.914	.040*
	3 – 4 times	1 – 2 times	.303	.019*
		5 – 6 times	.166	.515
		> 6 times	-.611	.176
	5 – 6 times	1 – 2 times	.137	.574
		3 – 4 times	-.166	.515
		> 6 times	-.777	.118
	> 6 times	1 – 2 times	.914	.040*
		3 – 4 times	.611	.176
		5 – 6 times	.777	.118

*Significant difference at 0.05 significant levels.

The LSD comparison in table 4.80 represents the differences among frequency of using online room reservation per year affecting buying behavior in using online room reservation and the trust factor through online travel agencies. The results show that there were differences among frequency of using online room reservation per year considering 'the reliability of website on booking online system'. The respondents who had used online room reservation through online travel agencies 3-4 times per year were more affected in their buying behavior in using online room reservation than the respondents who had used online room reservation 1-2 times through online travel agencies, with the significant level of 0.019, and the respondents who had used online room reservation through online travel agencies more than 6 times per year were more affected in their buying behavior in using online room reservation than the respondents who had used online room reservation 1-2 times through online travel agencies, with the significant level of 0.40.

Hypothesis 40 There is a relationship between gender and marketing mix factors in using online room reservation through online travel agencies.

Table 4.81 T-test for relationship between gender and marketing mix factor, product, price, place (channel), and promotion, in using online room reservation through online travel agencies

n = 400

Marketing Mix Factor	Gender				t	Sig. (2-tailed)
	Male (n = 153)		Female (n = 247)			
	Mean	SD.	Mean	SD.		
Product						
1. Booking online system offers accurate accommodation information	5.00	1.158	4.91	1.186	.736	.462
2. Booking online system offers class variety of hotel (3 – 5 starts hotel)	5.17	1.174	5.10	1.263	.543	.587
3. Booking online system offers variety type of accommodation (e.g. hotels, resorts, bungalows)	5.25	1.259	5.16	1.206	.737	.462
4. Booking online system offers variety location of accommodation worldwide (e.g. countries)	5.27	1.210	5.16	1.245	.888	.375
5. Booking online system helps you can plan a trip (room booking) easily	5.44	1.180	5.38	1.145	.502	.616
Price						
6. Booking online system that you used offers reasonable price (worthwhile the price you paid)	5.07	1.231	5.06	1.191	.057	.954
7. Booking online system that you used offers lower price than hotel direct booking	4.95	1.380	4.89	1.231	.460	.646
8. Booking online system that you used offers lower price than others online travel agencies	4.86	1.364	4.85	1.221	.015	.988
9. Booking online system that you used offers various price levels	5.38	1.170	5.31	1.124	.608	.544
10. Booking online system that you used offers more discounts on top only for membership	5.01	1.290	5.06	1.148	-.437	.662
Place (channel)						
11. You can use booking online service via Online Travel Agencies Website	5.08	1.178	5.25	1.203	-1.372	.171
12. You can use booking online service via E-mail	4.90	1.273	4.86	1.333	.245	.806
13. You can use booking online service via online advertising on online travel site	5.05	1.213	5.04	1.231	.062	.951
14. You can use booking online service via Smart Phone Application	4.95	1.320	4.94	1.368	.108	.914
15. You can use booking online service in tourist exhibition booth	4.90	1.396	5.03	1.283	-.973	.331
Promotion						
16. Booking online system always offers sales activities promotions	5.10	1.353	5.11	1.229	-.036	.971
17. Booking online system offers special discounts in seasonal promotion	4.95	1.371	4.99	1.266	-.329	.743
18. Booking online system offers more discounts promotion has better discount than the promotion of the hotel	4.97	1.292	4.91	1.174	.533	.594
19. Booking online system offers early bird promotion (e.g. online booking at least 15 days in advance get 50% off and minimum 1 night stay)	5.03	1.347	4.97	1.295	.403	.687
20. Booking online system offers special promotion on special event (Songkran Festival, New Year Festival, Father's Day, and Mother's Day)	4.75	1.431	4.64	1.368	.708	.480

*Significant difference at 0.05 significant levels.

According to table 4.81, hypothesis testing found that there were no differences among genders in levels of influencing using online room reservation through online travel agencies towards marketing mix factor. The results show that the respondents of different genders had no different buying behavior on using online room reservation through online travel agencies towards product items; booking online system offering accurate accommodation information, booking online system offering class variety of hotel (3-5 star hotels), booking online system offering a variety of types of accommodation (e.g. hotels, resorts, bungalows), booking online system offering a variety of locations of accommodation worldwide (e.g. countries), and booking online system helping to plan a trip (room booking) easily. Price items; booking online system used offers reasonable price (worth the price paid), booking online system used offers lower price than hotel direct booking, booking online system used offers lower price than others online travel agencies, booking online system used offers various price levels, and booking online system used offers more discounts on top only for membership. Place (channel) items; booking online service available via online travel agencies Website, booking online service available via e-mail, booking online service available via online advertising on online travel site, booking online service available via smart phone application, and booking online service available in tourist exhibition booths. Promotion items; booking online system always offers sales activities promotions, booking online system offers special discounts in seasonal promotions, booking online system offers more discounts promotion has better discount than the promotion of the hotel, booking online system offers early bird promotion (e.g. online booking at least 15 days in advance gets 50% off and minimum 1 night stay), and booking online system offers special promotions on special events (Songkran Festival, New Year Festival, Father’s Day, and Mother’s Day), with its significant levels greater than 0.05.

Hypothesis 41 There is a relationship between age groups and marketing mix factors in using online room reservation through online travel agencies.

Table 4.82 F-test for relationship between age groups and marketing mix factor for using online room reservation through online travel agencies

n = 400

Marketing Mix Factor	Age	N	Mean	Std. Deviation	F	Sig.
Product						
Booking online system offers accurate accommodation information.	< 25 years	50	4.82	1.224	.841	.500
	25 - 35 years	215	4.90	1.187		
	36 - 45 years	73	5.10	1.095		
	46 - 55 years	39	4.92	1.133		
	> 55 years	23	5.22	1.278		
Booking online system offers class variety of hotel (3 – 5 starts hotel).	< 25 years	50	5.04	1.228	.972	.423
	25 - 35 years	215	5.10	1.270		
	36 - 45 years	73	5.23	1.074		
	46 - 55 years	39	4.97	1.203		
	> 55 years	23	5.52	1.344		
Booking online system offers variety type of accommodation (e.g. hotels, resorts, bungalows).	< 25 years	50	5.22	1.298	1.909	.108
	25 - 35 years	215	5.11	1.270		
	36 - 45 years	73	5.38	1.022		
	46 - 55 years	39	5.00	1.192		
	> 55 years	23	5.70	1.185		
Booking online system offers variety location of accommodation worldwide (e.g. countries).	< 25 years	50	5.22	1.200	1.059	.376
	25 - 35 years	215	5.18	1.264		
	36 - 45 years	73	5.32	1.079		
	46 - 55 years	39	4.92	1.178		
	> 55 years	23	5.52	1.504		
Booking online system helps you can plan a trip (room booking) easily.	< 25 years	50	5.58	1.126	2.262	.062
	25 - 35 years	215	5.40	1.183		
	36 - 45 years	73	5.34	1.070		
	46 - 55 years	39	5.08	1.085		
	> 55 years	23	5.91	1.240		
Price						
Booking online system that you used offers reasonable price (worthwhile the price you paid).	< 25 years	50	5.24	1.205	.845	.497
	25 - 35 years	215	5.08	1.258		
	36 - 45 years	73	5.01	1.112		
	46 - 55 years	39	4.79	1.105		
	> 55 years	23	5.17	1.154		
Booking online system that you used offers lower price than hotel direct booking.	< 25 years	50	4.94	1.316	.545	.703
	25 - 35 years	215	4.97	1.357		
	36 - 45 years	73	4.86	1.134		
	46 - 55 years	39	4.79	1.080		
	> 55 years	23	4.61	1.406		
Booking online system that you used offers lower price than others online travel agencies.	< 25 years	50	4.96	1.293	.299	.879
	25 - 35 years	215	4.86	1.332		
	36 - 45 years	73	4.85	1.186		
	46 - 55 years	39	4.85	1.136		
	> 55 years	23	4.61	1.270		
Booking online system that you used offers various price levels.	< 25 years	50	5.50	1.055	1.232	.297
	25 - 35 years	215	5.32	1.154		
	36 - 45 years	73	5.30	1.114		
	46 - 55 years	39	5.08	1.109		
	> 55 years	23	5.65	1.301		

Table 4.82 F-test for relationship between age groups and marketing mix factor for using online room reservation through online travel agencies (Continue)

n = 400

Marketing Mix Factor	Age	N	Mean	Std. Deviation	F	Sig.
Booking online system that you used offers more discounts on top only for membership.	< 25 years	50	5.12	1.350	.392	.814
	25 - 35 years	215	5.07	1.200		
	36 - 45 years	73	4.96	1.207		
	46 - 55 years	39	4.87	1.056		
	> 55 years	23	5.13	1.180		
Place						
You can use booking online service via Online Travel Agencies Website.	< 25 years	50	5.18	1.155	1.547	.188
	25 - 35 years	215	5.28	1.237		
	36 - 45 years	73	4.96	1.098		
	46 - 55 years	39	4.95	1.099		
	> 55 years	23	5.39	1.270		
You can use booking online service E-mail.	< 25 years	50	4.64	1.321	1.164	.326
	25 - 35 years	215	4.98	1.346		
	36 - 45 years	73	4.79	1.166		
	46 - 55 years	39	4.92	1.244		
	> 55 years	23	4.57	1.441		
You can use booking online service via online advertising on online travel site.	< 25 years	50	5.10	1.313	.047	.996
	25 - 35 years	215	5.05	1.243		
	36 - 45 years	73	5.04	1.111		
	46 - 55 years	39	5.00	1.170		
	> 55 years	23	5.00	1.348		
You can use booking online service via Smart Phone Application.	< 25 years	50	4.98	1.286	1.353	.250
	25 - 35 years	215	4.95	1.358		
	36 - 45 years	73	5.00	1.291		
	46 - 55 years	39	5.13	1.080		
	> 55 years	23	4.35	1.849		
You can use booking online service in tourist exhibition booth.	< 25 years	50	5.06	1.476	.262	.902
	25 - 35 years	215	4.98	1.357		
	36 - 45 years	73	5.01	1.136		
	46 - 55 years	39	4.92	1.244		
	> 55 years	23	4.74	1.484		
Promotion						
Booking online system always offers sales activities promotions.	< 25 years	50	5.30	1.266	.585	.674
	25 - 35 years	215	5.13	1.305		
	36 - 45 years	73	4.96	1.136		
	46 - 55 years	39	5.05	1.276		
	> 55 years	23	5.04	1.397		
Booking online system offers special discounts in seasonal promotion.	< 25 years	50	5.22	1.166	.757	.554
	25 - 35 years	215	4.89	1.344		
	36 - 45 years	73	5.07	1.194		
	46 - 55 years	39	4.97	1.287		
	> 55 years	23	4.91	1.593		
Booking online system offers more discounts promotion has better discount than the promotion of the hotel.	< 25 years	50	4.98	1.270	.129	.972
	25 - 35 years	215	4.95	1.241		
	36 - 45 years	73	4.92	1.051		
	46 - 55 years	39	4.85	1.159		
	> 55 years	23	4.83	1.557		
Booking online system offers early bird promotion (e.g. online booking at least 15 days in advance get 50% off and minimum 1 night stay).	< 25 years	50	5.26	1.382	.618	.650
	25 - 35 years	215	4.95	1.363		
	36 - 45 years	73	4.97	1.247		
	46 - 55 years	39	4.90	1.095		
	> 55 years	23	5.00	1.279		

Table 4.82 F-test for relationship between age groups and marketing mix factor for using online room reservation through online travel agencies (Continue)

n = 400

Marketing Mix Factor	Age	N	Mean	Std. Deviation	F	Sig.
Booking online system offers special promotion on special event (Songkran Festival, New Year Festival, Father's Day, and Mother's Day).	< 25 years	50	4.74	1.440	.752	.557
	25 - 35 years	215	4.60	1.452		
	36 – 45 years	73	4.92	1.199		
	46 – 55 years	39	4.67	1.305		
	>55 years	23	4.57	1.441		

*Significant difference at 0.05 significant levels.

Table 4.82 shows the relationship between age groups and marketing mix factor for using online room reservation through online travel agencies. The results illustrate that there were no significant differences among age groups in levels of affecting the respondents' buying behavior in using online room reservation through online travel agencies, with the significant level of the mean difference at 0.05.

Hypothesis 42 There is a relationship between education levels and marketing mix factors in using online room reservation through online travel agencies.

Table 4.83 F-test for relationship between education levels and marketing mix factor for using online room reservation through online travel agencies

n = 400

Marketing Mix Factor	Education	N	Mean	Std. Deviation	F	Sig.
Product						
Booking online system offers accurate accommodation information.	Below Bachelor's Degree	44	5.18	1.244	1.042	.354
	Bachelor's Degree	279	4.91	1.134		
	Over Bachelor's Degree	77	4.95	1.276		
Booking online system offers class variety of hotel (3 – 5 starts hotel).	Below Bachelor's Degree	44	5.25	1.260	1.542	.215
	Bachelor's Degree	279	5.06	1.228		
	Over Bachelor's Degree	77	5.31	1.206		
Booking online system offers variety type of accommodation (e.g. hotels, resorts, bungalows).	Below Bachelor's Degree	44	5.43	1.169	2.161	.117
	Bachelor's Degree	279	5.11	1.215		
	Over Bachelor's Degree	77	5.36	1.276		
Booking online system offers variety location of accommodation worldwide (e.g. countries).	Below Bachelor's Degree	44	5.14	1.322	1.082	.340
	Bachelor's Degree	279	5.16	1.209		
	Over Bachelor's Degree	77	5.39	1.258		
Booking online system helps you can plan a trip (room booking) easily.	Below Bachelor's Degree	44	5.84	1.119	3.893	.021*
	Bachelor's Degree	279	5.33	1.137		
	Over Bachelor's Degree	77	5.45	1.209		
Price						
Booking online system that you used offers reasonable price (worthwhile the price you paid).	Below Bachelor's Degree	44	5.39	1.146	1.738	.177
	Bachelor's Degree	279	5.03	1.199		
	Over Bachelor's Degree	77	5.03	1.246		
Booking online system that you used offers lower price than hotel direct booking.	Below Bachelor's Degree	44	5.09	1.291	.552	.576
	Bachelor's Degree	279	4.87	1.267		
	Over Bachelor's Degree	77	4.94	1.370		

Table 4.83 F-test for relationship between education levels and marketing mix factor for using online room reservation through online travel agencies (Continue)

n = 400

Marketing Mix Factor	Education	N	Mean	Std. Deviation	F	Sig.
Booking online system that you used offers lower price than others online travel agencies.	Below Bachelor's Degree	44	4.89	1.185	.303	.739
	Bachelor's Degree	279	4.88	1.266		
	Over Bachelor's Degree	77	4.75	1.368		
Booking online system that you used offers various price levels.	Below Bachelor's Degree	44	5.48	1.191	1.095	.335
	Bachelor's Degree	279	5.28	1.154		
	Over Bachelor's Degree	77	5.45	1.058		
Booking online system that you used offers more discounts on top only for membership.	Below Bachelor's Degree	44	4.93	1.246	.286	.752
	Bachelor's Degree	279	5.04	1.221		
	Over Bachelor's Degree	77	5.10	1.119		
Place						
You can use booking online service via Online Travel Agencies Website.	Below Bachelor's Degree	44	5.43	1.108	1.108	.331
	Bachelor's Degree	279	5.14	1.212		
	Over Bachelor's Degree	77	5.18	1.178		
You can use booking online service E-mail.	Below Bachelor's Degree	44	4.82	1.334	.171	.843
	Bachelor's Degree	279	4.86	1.315		
	Over Bachelor's Degree	77	4.95	1.287		
You can use booking online service via online advertising on online travel site.	Below Bachelor's Degree	44	5.16	1.238	.432	.649
	Bachelor's Degree	279	5.01	1.233		
	Over Bachelor's Degree	77	5.12	1.181		
You can use booking online service via Smart Phone Application.	Below Bachelor's Degree	44	4.89	1.450	.079	.924
	Bachelor's Degree	279	4.94	1.348		
	Over Bachelor's Degree	77	4.99	1.303		
You can use booking online service in tourist exhibition booth.	Below Bachelor's Degree	44	5.11	1.401	.264	.768
	Bachelor's Degree	279	4.96	1.346		
	Over Bachelor's Degree	77	4.97	1.224		
Promotion						
Booking online system always offers sales activities promotions.	Below Bachelor's Degree	44	5.18	1.299	.895	.410
	Bachelor's Degree	279	5.14	1.270		
	Over Bachelor's Degree	77	4.94	1.260		
Booking online system offers special discounts in seasonal promotion.	Below Bachelor's Degree	44	4.98	1.320	.314	.730
	Bachelor's Degree	279	5.00	1.315		
	Over Bachelor's Degree	77	4.87	1.271		
Booking online system offers more discounts promotion has better discount than the promotion of the hotel.	Below Bachelor's Degree	44	4.82	1.498	.762	.468
	Bachelor's Degree	279	4.98	1.186		
	Over Bachelor's Degree	77	4.82	1.167		
Booking online system offers early bird promotion (e.g. online booking at least 15 days in advance get 50% off and minimum 1 night stay).	Below Bachelor's Degree	44	5.02	1.438	.095	.910
	Bachelor's Degree	279	5.00	1.282		
	Over Bachelor's Degree	77	4.94	1.370		
Booking online system offers special promotion on special event (Songkran Festival, New Year Festival, Father's Day, and Mother's Day).	Below Bachelor's Degree	44	4.68	1.475	.390	.677
	Bachelor's Degree	279	4.72	1.384		
	Over Bachelor's Degree	77	4.56	1.381		

*Significant difference at 0.05 significant levels.

From table 4.83, the results indicate that there were significant differences among education levels in levels of affecting the respondents' buying behavior in using online room reservation through online travel agencies. The results show that there were differences among education levels considering '*product item;* booking online system plan a trip (room

booking) easily', with the significant level of 0.021. However, the researcher performed LSD analysis to find out more information about whether differences in education levels had differences in terms of product item affecting consumer buying behavior.

Table 4.84 Least Significant Difference (LSD) testing on education levels and marketing mix factor for using online room reservation through online travel agencies

n = 400

Marketing Mix Factor	Education (I)	Education (J)	Mean Difference (I-J)	Sig
Product				
Booking online system helps you can plan a trip (room booking) easily	Below Bachelor's Degree	Bachelor's Degree	.515	.006*
		Over Bachelor's Degree	.386	.076
	Bachelor's Degree	Below Bachelor's Degree	-.515	.006*
		Over Bachelor's Degree	-.128	.386
	Over Bachelor's Degree	Below Bachelor's Degree	-.386	.076
		Bachelor's Degree	.128	.386

*Significant difference at 0.05 significant levels.

The LSD comparison in table 4.84represents the differences among education levels of affecting buying behavior in using online room reservation and marketing mix factor through online travel agencies. The results show that there were differences among education levels considering 'booking online system helps plan a trip (room booking) easily'. The respondents who had an education level below bachelor's degree were more affected in their buying behavior in using online room reservation than the respondents who had an education level of bachelor's degree, with the significant level of 0.006.

Hypothesis 43 There is a relationship between employment and marketing mix factors in using online room reservation through online travel agencies.

Table 4.85 F-test for relationship between employment and marketing mix factor, product, price, place (channel), and promotion, for using online room reservation through online travel agencies

n = 400

Marketing Mix Factor	Employment	N	Mean	Std. Deviation	F	Sig.
Product						
Booking online system offers accurate accommodation information.	Student	29	5.03	1.322	.551	.738
	Government officer / State enterprise officer	77	5.08	1.097		
	Business owner	35	4.83	1.014		
	Company's Employee	241	4.91	1.211		

Table 4.85 F-test for relationship between employment and marketing mix factor, product, price, place (channel), and promotion, for using online room reservation through online travel agencies (Continue)

n = 400

Marketing Mix Factor	Employment	N	Mean	Std. Deviation	F	Sig.
	Freelance	13	4.77	1.166		
	Retired	5	5.40	.894		
Booking online system offers class variety of hotel (3 – 5 starts hotel).	Student	29	5.28	1.222	.960	.442
	Government officer / State enterprise officer	77	5.21	1.239		
	Business owner	35	4.77	1.031		
	Company's Employee	241	5.14	1.252		
	Freelance	13	4.92	1.188		
	Retired	5	5.60	1.342		
Booking online system offers variety type of accommodation (e.g. hotels, resorts, bungalows).	Student	29	5.45	1.270	.851	.514
	Government officer / State enterprise officer	77	5.14	1.315		
	Business owner	35	4.94	1.259		
	Company's Employee	241	5.22	1.178		
	Freelance	13	5.08	1.382		
	Retired	5	5.80	1.304		
Booking online system offers variety location of accommodation worldwide (e.g. countries).	Student	29	5.31	1.198	.461	.805
	Government officer / State enterprise officer	77	5.08	1.254		
	Business owner	35	5.09	1.197		
	Company's Employee	241	5.25	1.230		
	Freelance	13	5.08	1.382		
	Retired	5	5.60	1.342		
Booking online system helps you can plan a trip (room booking) easily.	Student	29	5.79	1.082	.905	.477
	Government officer / State enterprise officer	77	5.34	1.143		
	Business owner	35	5.26	1.094		
	Company's Employee	241	5.41	1.155		
	Freelance	13	5.23	1.423		
	Retired	5	5.60	1.673		
Price						
Booking online system that you used offers reasonable price (worthwhile the price you paid).	Student	29	5.66	1.173	2.587	.026*
	Government officer / State enterprise officer	77	5.25	1.002		
	Business owner	35	4.83	1.317		
	Company's Employee	241	4.99	1.223		
	Freelance	13	4.69	1.316		
	Retired	5	5.40	1.342		
Booking online system that you used offers lower price than hotel direct booking.	Student	29	5.38	1.237	1.823	.107
	Government officer / State enterprise officer	77	5.04	1.081		
	Business owner	35	4.54	1.502		
	Company's Employee	241	4.86	1.327		
	Freelance	13	5.15	.987		
	Retired	5	4.40	1.140		
Booking online system that you used offers lower price than others online travel agencies.	Student	29	5.14	1.329	2.251	.049*
	Government officer / State enterprise officer	77	5.09	1.090		
	Business owner	35	4.34	1.434		
	Company's Employee	241	4.83	1.293		
	Freelance	13	4.85	1.214		
	Retired	5	4.20	.837		
Booking online system that you used offers various price levels.	Student	29	5.66	1.045	1.900	.093
	Government officer / State enterprise officer	77	5.56	1.070		
	Business owner	35	5.11	1.207		
	Company's Employee	241	5.27	1.153		
	Freelance	13	5.00	1.291		
	Retired	5	5.80	.447		

Table 4.85 F-test for relationship between employment and marketing mix factor, product, price, place (channel), and promotion, for using online room reservation through online travel agencies (Continue)

n = 400

Marketing Mix Factor	Employment	N	Mean	Std. Deviation	F	Sig.
Booking online system that you used offers more discounts on top only for membership.	Student	29	5.41	1.240	1.950	.085
	Government officer / State enterprise officer	77	5.25	1.258		
	Business owner	35	4.71	1.152		
	Company's Employee	241	4.99	1.174		
	Freelance	13	4.69	1.316		
	Retired	5	5.40	.894		
Place						
You can use booking online service via Online Travel Agencies Website.	Student	29	5.34	1.233	1.826	.107
	Government officer / State enterprise officer	77	5.49	1.008		
	Business owner	35	4.97	1.200		
	Company's Employee	241	5.10	1.236		
	Freelance	13	5.00	1.225		
	Retired	5	5.60	.894		
You can use booking online service E-mail.	Student	29	4.86	1.505	2.289	.045*
	Government officer / State enterprise officer	77	5.27	1.021		
	Business owner	35	4.91	1.197		
	Company's Employee	241	4.76	1.352		
	Freelance	13	4.46	1.506		
	Retired	5	5.40	1.342		
You can use booking online service via online advertising on online travel site.	Student	29	5.55	1.270	2.860	.015*
	Government officer / State enterprise officer	77	5.31	.950		
	Business owner	35	5.06	1.187		
	Company's Employee	241	4.88	1.286		
	Freelance	13	5.15	.987		
	Retired	5	5.60	1.140		
You can use booking online service via Smart Phone Application.	Student	29	5.52	1.056	3.251	.007*
	Government officer / State enterprise officer	77	5.23	1.266		
	Business owner	35	5.06	1.110		
	Company's Employee	241	4.76	1.393		
	Freelance	13	4.77	1.363		
	Retired	5	5.80	1.789		
You can use booking online service in tourist exhibition booth.	Student	29	5.52	1.405	3.406	.005*
	Government officer / State enterprise officer	77	5.23	1.134		
	Business owner	35	5.06	1.282		
	Company's Employee	241	4.80	1.365		
	Freelance	13	4.92	1.038		
	Retired	5	6.20	1.095		
Promotion						
Booking online system always offers sales activities promotions.	Student	29	5.76	1.215	2.352	.040*
	Government officer / State enterprise officer	77	5.12	1.192		
	Business owner	35	4.71	1.384		
	Company's Employee	241	5.10	1.256		
	Freelance	13	4.85	1.281		
	Retired	5	5.20	1.789		
Booking online system offers special discounts in seasonal promotion.	Student	29	5.48	1.184	2.070	.068
	Government officer / State enterprise officer	77	5.09	1.172		
	Business owner	35	4.60	1.265		
	Company's Employee	241	4.94	1.317		
	Freelance	13	4.62	1.758		
	Retired	5	5.60	1.673		

Table 4.85 F-test for relationship between employment and marketing mix factor, product, price, place (channel), and promotion, for using online room reservation through online travel agencies (Continue)

n = 400

Marketing Mix Factor	Employment	N	Mean	Std. Deviation	F	Sig.
Booking online system offers more discounts promotion has better discount than the promotion of the hotel.	Student	29	5.21	1.320	1.296	.265
	Government officer / State enterprise officer	77	5.14	1.097		
	Business owner	35	4.66	1.162		
	Company's Employee	241	4.87	1.243		
	Freelance	13	4.85	1.281		
	Retired	5	5.20	1.304		
Booking online system offers early bird promotion (e.g. online booking at least 15 days in advance get 50% off and minimum 1 night stay).	Student	29	5.45	1.549	1.359	.239
	Government officer / State enterprise officer	77	5.18	1.254		
	Business owner	35	4.97	1.294		
	Company's Employee	241	4.89	1.307		
	Freelance	13	4.92	1.188		
	Retired	5	4.80	1.304		
Booking online system offers special promotion on special event (Songkran Festival, New Year Festival, Father's Day, and Mother's Day).	Student	29	4.79	1.567	1.070	.376
	Government officer / State enterprise officer	77	4.99	1.333		
	Business owner	35	4.60	1.288		
	Company's Employee	241	4.58	1.406		
	Freelance	13	4.77	1.301		
	Retired	5	4.60	1.342		

*Significant difference at 0.05 significant levels.

The results in table 4.85 illustrate that there were significant differences among employment in levels of affecting the respondents' buying behavior in using online room reservation through online travel agencies. The results show that there were differences among employment considering *price items;* booking online system used offers reasonable price (worth the price paid) and booking online system used offers lower price than other online travel agencies, with the significant values at 0.026 and 0.049 respectively. There were differences among employment considering in *place (channel) items;* booking online service available via e-mail, booking online service available via online advertising on online travel site, booking online service available via smart phone application and booking online service available in tourist exhibition booths, with the significant values at 0.045, 0.015, 0.007 and 0.005 respectively. In addition, there were differences among employment considering in *promotion items;* booking online system always offers sales activities promotions, with the significant value at 0.040. However, the researcher performed LSD analysis

to find out more information about whether differences in employment had differences in terms of marketing mix factor affecting consumer buying behavior and the results are presented in table 4.86.

Table 4.86 Least Significant Difference (LSD) testing on employment and marketing mix factor, product, price, place (channel), and promotion, for using online room reservation through online travel agencies

n = 400

Marketing Mix Factor	Employment (I)	Employment (J)	Mean Difference (I-J)	Sig
Price				
Booking online system that you used offers reasonable price (worthwhile the price you paid)	Student	Government officer / State enterprise officer	.408	.117
		Business owner	.827	.006*
		Company's Employee	.668	.005*
		Freelance	.963	.016*
		Retired	.255	.659
	Government officer / State enterprise officer	Student	-.408	.117
		Business owner	.418	.086
		Company's Employee	.259	.098
		Freelance	.554	.122
		Retired	-.153	.781
	Business owner	Student	-.827	.006*
		Government officer / State enterprise officer	-.418	.086
		Company's Employee	-.159	.462
		Freelance	.136	.725
		Retired	-.571	.317
	Company's Employee	Student	-.668	.005*
		Government officer / State enterprise officer	-.259	.098
		Business owner	.159	.462
		Freelance	.295	.385
		Retired	-.412	.445
	Freelance	Student	-.963	.016*
		Government officer / State enterprise officer	-.554	.122
		Business owner	-.136	.725
		Company's Employee	-.295	.385
		Retired	-.708	.260
	Retired	Student	-.255	.659
		Government officer / State enterprise officer	.153	.781
		Business owner	.571	.317
		Company's Employee	.412	.445
		Freelance	.708	.260
Booking online system that you used offers lower price than others online travel agencies	Student	Government officer / State enterprise officer	.047	.865
		Business owner	.795	.013*
		Company's Employee	.304	.223
		Freelance	.292	.490
		Retired	.938	.127

Table 4.86 Least Significant Difference (LSD) testing on employment and marketing mix factor, product, price, place (channel), and promotion, for using online room reservation through online travel agencies (Continue)

n = 400

Marketing Mix Factor	Employment (I)	Employment (J)	Mean Difference (I-J)	Sig
	Government officer / State enterprise officer	Student	-.047	.865
		Business owner	.748	.004*
		Company's Employee	.257	.122
		Freelance	.245	.519
		Retired	.891	.128
	Business owner	Student	-.795	.013*
		Government officer / State enterprise officer	-.748	.004*
		Company's Employee	-.491	.033*
		Freelance	-.503	.222
		Retired	.143	.814
	Company's Employee	Student	-.304	.223
		Government officer / State enterprise officer	-.257	.122
		Business owner	.491	.033*
		Freelance	-.012	.973
		Retired	.634	.268
	Freelance	Student	-.292	.490
		Government officer / State enterprise officer	-.245	.519
		Business owner	.503	.222
		Company's Employee	.012	.973
		Retired	.646	.333
	Retired	Student	-.938	.127
		Government officer / State enterprise officer	-.891	.128
		Business owner	-.143	.814
		Company's Employee	-.634	.268
		Freelance	-.646	.333
Place				
You can use booking online service via E-mail	Student	Government officer / State enterprise officer	-.411	.147
		Business owner	-.052	.873
		Company's Employee	.107	.676
		Freelance	.401	.356
		Retired	-.538	.393
	Government officer / State enterprise officer	Student	.411	.147
		Business owner	.358	.177
		Company's Employee	.518	.002*
		Freelance	.811	.038*
		Retired	-.127	.832
	Business owner	Student	.052	.873
		Government officer / State enterprise officer	-.358	.177
		Company's Employee	.159	.499
		Freelance	.453	.284
		Retired	-.486	.434
	Company's Employee	Student	-.107	.676
		Government officer / State enterprise officer	-.518	.002*
		Business owner	-.159	.499
		Freelance	.294	.428
		Retired	-.645	.272

Table 4.86 Least Significant Difference (LSD) testing on employment and marketing mix factor, product, price, place (channel), and promotion, for using online room reservation through online travel agencies (Continue)

n = 400

Marketing Mix Factor	Employment (I)	Employment (J)	Mean Difference (I-J)	Sig
	Government officer / State enterprise officer	Student	-.047	.865
		Business owner	.748	.004*
		Company's Employee	.257	.122
		Freelance	.245	.519
		Retired	.891	.128
	Business owner	Student	-.795	.013*
		Government officer / State enterprise officer	-.748	.004*
		Company's Employee	-.491	.033*
		Freelance	-.503	.222
		Retired	.143	.814
	Company's Employee	Student	-.304	.223
		Government officer / State enterprise officer	-.257	.122
		Business owner	.491	.033*
		Freelance	-.012	.973
		Retired	.634	.268
	Freelance	Student	-.292	.490
		Government officer / State enterprise officer	-.245	.519
		Business owner	.503	.222
		Company's Employee	.012	.973
		Retired	.646	.333
	Retired	Student	-.938	.127
		Government officer / State enterprise officer	-.891	.128
		Business owner	-.143	.814
		Company's Employee	-.634	.268
		Freelance	-.646	.333
Place				
You can use booking online service via E-mail	Student	Government officer / State enterprise officer	-.411	.147
		Business owner	-.052	.873
		Company's Employee	.107	.676
		Freelance	.401	.356
		Retired	-.538	.393
	Government officer / State enterprise officer	Student	.411	.147
		Business owner	.358	.177
		Company's Employee	.518	.002*
		Freelance	.811	.038*
		Retired	-.127	.832
	Business owner	Student	.052	.873
		Government officer / State enterprise officer	-.358	.177
		Company's Employee	.159	.499
		Freelance	.453	.284
		Retired	-.486	.434
	Company's Employee	Student	-.107	.676
		Government officer / State enterprise officer	-.518	.002*
		Business owner	-.159	.499
		Freelance	.294	.428
		Retired	-.645	.272

Table 4.86 Least Significant Difference (LSD) testing on employment and marketing mix factor, product, price, place (channel), and promotion, for using online room reservation through online travel agencies (Continue)

n = 400

Marketing Mix Factor	Employment (I)	Employment (J)	Mean Difference (I-J)	Sig
	Freelance	Student	-.401	.356
		Government officer / State enterprise officer	-.811	.038*
		Business owner	-.453	.284
		Company's Employee	-.294	.428
		Retired	-.938	.170
	Retired	Student	.538	.393
		Government officer / State enterprise officer	.127	.832
		Business owner	.486	.434
		Company's Employee	.645	.272
		Freelance	.938	.170
You can use booking online service via online advertising on online travel site	Student	Government officer / State enterprise officer	.240	.362
		Business owner	.495	.104
		Company's Employee	.668	.005*
		Freelance	.398	.324
		Retired	-.048	.934
	Government officer / State enterprise officer	Student	-.240	.362
		Business owner	.255	.302
		Company's Employee	.428	.007*
		Freelance	.158	.663
		Retired	-.288	.605
	Business owner	Student	-.495	.104
		Government officer / State enterprise officer	-.255	.302
		Company's Employee	.173	.428
		Freelance	-.097	.805
		Retired	-.543	.348
	Company's Employee	Student	-.668	.005*
		Government officer / State enterprise officer	-.428	.007*
		Business owner	-.173	.428
		Freelance	-.270	.433
		Retired	-.716	.190
	Freelance	Student	-.398	.324
		Government officer / State enterprise officer	-.158	.663
		Business owner	.097	.805
		Company's Employee	.270	.433
		Retired	-.446	.483
	Retired	Student	.048	.934
		Government officer / State enterprise officer	.288	.605
		Business owner	.543	.348
		Company's Employee	.716	.190
		Freelance	.446	.483

Table 4.86 Least Significant Difference (LSD) testing on employment and marketing mix factor, product, price, place (channel), and promotion, for using online room reservation through online travel agencies (Continue)

n = 400

Marketing Mix Factor	Employment (I)	Employment (J)	Mean Difference (I-J)	Sig
You can use booking online service via Smart Phone Application	Student	Government officer / State enterprise officer	.283	.328
		Business owner	.460	.169
		Company's Employee	.758	.004*
		Freelance	.748	.093
		Retired	-.283	.661
	Government officer / State enterprise officer	Student	-.283	.328
		Business owner	.177	.515
		Company's Employee	.474	.007*
		Freelance	.465	.244
		Retired	-.566	.357
	Business owner	Student	-.460	.169
		Government officer / State enterprise officer	-.177	.515
		Company's Employee	.298	.216
		Freelance	.288	.505
		Retired	-.743	.243
	Company's Employee	Student	-.758	.004*
		Government officer / State enterprise officer	-.474	.007*
		Business owner	-.298	.216
		Freelance	-.010	.979
		Retired	-1.041	.084
	Freelance	Student	-.748	.093
		Government officer / State enterprise officer	-.465	.244
		Business owner	-.288	.505
		Company's Employee	.010	.979
		Retired	-1.031	.141
	Retired	Student	.283	.661
		Government officer / State enterprise officer	.566	.357
		Business owner	.743	.243
		Company's Employee	1.041	.084
		Freelance	1.031	.141
You can use booking online service in tourist exhibition booth	Student	Government officer / State enterprise officer	.283	.320
		Business owner	.460	.162
		Company's Employee	.721	.005*
		Freelance	.594	.174
		Retired	-.683	.282
	Government officer / State enterprise officer	Student	-.283	.320
		Business owner	.177	.508
		Company's Employee	.437	.011*
		Freelance	.311	.429
		Retired	-.966	.110
	Business owner	Student	-.460	.162
		Government officer / State enterprise officer	-.177	.508
		Company's Employee	.260	.271
		Freelance	.134	.752
		Retired	-1.143	.068

Table 4.86 Least Significant Difference (LSD) testing on employment and marketing mix factor, product, price, place (channel), and promotion, for using online room reservation through online travel agencies (Continue)

n = 400

Marketing Mix Factor	Employment (I)	Employment (J)	Mean Difference (I-J)	Sig
	Company's Employee	Student	-.721	.005*
		Government officer / State enterprise officer	-.437	.011*
		Business owner	-.260	.271
		Freelance	-.126	.734
		Retired	-1.403	.018*
	Freelance	Student	-.594	.174
		Government officer / State enterprise officer	-.311	.429
		Business owner	-.134	.752
		Company's Employee	.126	.734
		Retired	-1.277	.064
	Retired	Student	.683	.282
		Government officer / State enterprise officer	.966	.110
		Business owner	1.143	.068
		Company's Employee	1.403	.018*
		Freelance	1.277	.064
Promotion				
Booking online system always offers sales activities promotions	Student	Government officer / State enterprise officer	.642	.020*
		Business owner	1.044	.001*
		Company's Employee	.663	.008*
		Freelance	.912	.031*
		Retired	.559	.361
	Government officer / State enterprise officer	Student	-.642	.020*
		Business owner	.403	.118
		Company's Employee	.021	.897
		Freelance	.271	.474
		Retired	-.083	.886
	Business owner	Student	-1.044	.001*
		Government officer / State enterprise officer	-.403	.118
		Company's Employee	-.381	.095
		Freelance	-.132	.747
		Retired	-.486	.421
	Company's Employee	Student	-.663	.008*
		Government officer / State enterprise officer	-.021	.897
		Business owner	.381	.095
		Freelance	.249	.488
		Retired	-.105	.854
	Freelance	Student	-.912	.031*
		Government officer / State enterprise officer	-.271	.474
		Business owner	.132	.747
		Company's Employee	-.249	.488
		Retired	-.354	.594

Table 4.86 Least Significant Difference (LSD) testing on employment and marketing mix factor, product, price, place (channel), and promotion, for using online room reservation through online travel agencies (Continue)

n = 400

Marketing Mix Factor	Employment (I)	Employment (J)	Mean Difference (I-J)	Sig
	Retired	Student	-.559	.361
		Government officer / State enterprise officer	.083	.886
		Business owner	.486	.421
		Company's Employee	.105	.854
		Freelance	.354	.594

*Significant difference at 0.05 significant levels.

The LSD comparison in table 4.86represents the differences among employment types affecting buying behavior in using online room reservation and marketing mix factor through online travel agencies. The results show that there were differences among employment types considering 'booking online system used offers reasonable price (worth the price paid)', the respondents who were students were more affected in their buying behavior in using online room reservation than the respondents who were working as business owners, company employees and freelancers, with the significant levels of 0.006, 0.005 and 0.016 respectively.

In the 'booking online system used offers lower price than other online travel agencies' category. The respondents who were students were more affected in their buying behavior in using online room reservation than the respondents who were working as business owners, with the significant level of 0.013. The respondents who were government officers/state enterprise officers were more affected in their buying behavior in using online room reservation than the respondents who were working as business owners, with the significant level of 0.004, and the respondents who were company employees were more affected in their buying behavior in using online room reservation than the respondents who were working as business owners, with the significant level of 0.033.

In the 'booking online service available via E-mail' category, the respondents who were working as government officers/state enterprise officers were more affected in their buying behavior in using online room reservation than the

respondents who were working as company employees and freelancers, with the significant levels of 0.002 and 0.038 respectively.

In the ‘booking online service available via online advertising on online travel sites’ category, the respondents who were students were more affected in their buying behavior in using online room reservation than the respondents who were working as company employees, with the significant level of 0.005. For the respondents who were government officers/state enterprise officers were more affected in their buying behavior in using online room reservation than the respondents who were working as company employees, with the significant level of 0.007.

In the ‘booking online service available via Smart Phone Application’ category, the respondents who were students were more affected in their buying behavior in using online room reservation than the respondents who were working as company employees, with the significant level of 0.004, and the respondents who were government officers/state enterprise officers were more affected in their buying behavior in using online room reservation than the respondents who were working as company employees, with the significant level of 0.007.

In the ‘booking online service available in tourist exhibition booths’ category, the respondents who were students were more affected in their buying behavior in using online room reservation than the respondents who were working as company employees, with the significant level of 0.005. The respondents who were government officers/state enterprise officers were more affected in their buying behavior in using online room reservation than the respondents who were working as company employees, with the significant level of 0.011, and the respondents who were retired were more affected in their buying behavior in using online room reservation than the respondents who were company employees, with the significant level of 0.018.

In addition, the results show that there were differences among employment types considering ‘booking online system always offers sales activities promotions’. The respondents who were students were more affected in their buying behavior in using online room reservation than the respondents who were working as government officers/state enterprise officers, business owners, company employees and freelancers, with the significant levels of 0.020, 0.001, 0.008 and 0.031 respectively.

Hypothesis 44 There is a relationship between monthly income levels and marketing mix factors in using online room reservation through online travel agencies.

Table 4.87 F-test for relationship between monthly income levels and marketing mix factor, product, price, place (channel), and promotion, for using online room reservation through online travel agencies

n = 400

Marketing Mix Factor	Monthly Income	N	Mean	Std. Deviation	F	Sig.
Product						
Booking online system offers accurate accommodation information.	<= 15,000 Baht	85	4.95	1.143	.756	.555
	15,001 - 30,000 Baht	163	4.87	1.163		
	30,001 - 45,000 Baht	98	4.94	1.191		
	45,001 - 60,000 Baht	41	5.20	1.249		
	> 60,000 Baht	13	5.15	1.214		
Booking online system offers class variety of hotel (3 – 5 starts hotel).	<= 15,000 Baht	85	5.06	1.238	1.348	.251
	15,001 - 30,000 Baht	163	5.15	1.230		
	30,001 - 45,000 Baht	98	4.98	1.324		
	45,001 - 60,000 Baht	41	5.49	.978		
	> 60,000 Baht	13	5.23	1.013		
Booking online system offers variety type of accommodation (e.g. hotels, resorts, bungalows).	<= 15,000 Baht	85	5.11	1.354	1.194	.313
	15,001 - 30,000 Baht	163	5.19	1.220		
	30,001 - 45,000 Baht	98	5.11	1.200		
	45,001 - 60,000 Baht	41	5.49	1.003		
	> 60,000 Baht	13	5.62	1.193		
Booking online system offers variety location of accommodation worldwide (e.g. countries).	<= 15,000 Baht	85	5.18	1.329	1.178	.320
	15,001 - 30,000 Baht	163	5.21	1.216		
	30,001 - 45,000 Baht	98	5.05	1.170		
	45,001 - 60,000 Baht	41	5.49	1.227		
	> 60,000 Baht	13	5.54	1.198		
Booking online system helps you can plan a trip (room booking) easily.	<= 15,000 Baht	85	5.49	1.221	.241	.915
	15,001 - 30,000 Baht	163	5.39	1.146		
	30,001 - 45,000 Baht	98	5.34	1.130		
	45,001 - 60,000 Baht	41	5.46	1.120		
	> 60,000 Baht	13	5.38	1.325		
Price						
Booking online system that you used offers reasonable price (worthwhile the price you paid).	<= 15,000 Baht	85	5.28	1.231	1.458	.214
	15,001 - 30,000 Baht	163	4.93	1.215		
	30,001 - 45,000 Baht	98	5.04	1.148		
	45,001 - 60,000 Baht	41	5.17	1.243		
	> 60,000 Baht	13	5.31	1.109		
Booking online system that you used offers lower price than hotel direct booking.	<= 15,000 Baht	85	5.11	1.165	1.416	.228
	15,001 - 30,000 Baht	163	4.85	1.325		
	30,001 - 45,000 Baht	98	4.72	1.345		
	45,001 - 60,000 Baht	41	5.12	1.229		
	> 60,000 Baht	13	5.08	1.256		
Booking online system that you used offers lower price than others online travel agencies.	<= 15,000 Baht	85	5.05	1.234	1.803	.127
	15,001 - 30,000 Baht	163	4.80	1.334		
	30,001 - 45,000 Baht	98	4.64	1.237		
	45,001 - 60,000 Baht	41	5.12	1.208		
	> 60,000 Baht	13	5.08	1.115		

Table 4.87 F-test for relationship between monthly income levels and marketing mix factor, product, price, place (channel), and promotion, for using online room reservation through online travel agencies (Continue)

n = 400

Marketing Mix Factor	Monthly Income	N	Mean	Std. Deviation	F	Sig.
Booking online system that you used offers various price levels.	<= 15,000 Baht	85	5.33	1.159	.166	.956
	15,001 - 30,000 Baht	163	5.37	1.171		
	30,001 - 45,000 Baht	98	5.33	1.101		
	45,001 - 60,000 Baht	41	5.27	1.141		
	> 60,000 Baht	13	5.15	1.068		
Booking online system offers special promotion on special event (Songkran Festival, New Year Festival, Father's Day, and Mother's Day).	<= 15,000 Baht	85	4.71	1.413	.231	.921
	15,001 - 30,000 Baht	163	4.74	1.421		
	30,001 - 45,000 Baht	98	4.63	1.432		
	45,001 - 60,000 Baht	41	4.54	1.227		
	> 60,000 Baht	13	4.62	1.193		
Place						
You can use booking online service via Online Travel Agencies Website.	<= 15,000 Baht	85	5.32	1.115	.587	.672
	15,001 - 30,000 Baht	163	5.14	1.305		
	30,001 - 45,000 Baht	98	5.19	1.118		
	45,001 - 60,000 Baht	41	5.15	1.085		
	> 60,000 Baht	13	4.85	1.214		
You can use booking online service E-mail.	<= 15,000 Baht	85	4.92	1.347	.041	.997
	15,001 - 30,000 Baht	163	4.87	1.325		
	30,001 - 45,000 Baht	98	4.85	1.263		
	45,001 - 60,000 Baht	41	4.85	1.315		
	> 60,000 Baht	13	4.92	1.382		
You can use booking online service via online advertising on online travel site.	<= 15,000 Baht	85	5.11	1.244	.305	.875
	15,001 - 30,000 Baht	163	5.03	1.234		
	30,001 - 45,000 Baht	98	5.10	1.231		
	45,001 - 60,000 Baht	41	4.88	1.208		
	> 60,000 Baht	13	5.00	1.000		
You can use booking online service via Smart Phone Application.	<= 15,000 Baht	85	4.98	1.397	.216	.930
	15,001 - 30,000 Baht	163	4.95	1.300		
	30,001 - 45,000 Baht	98	4.90	1.403		
	45,001 - 60,000 Baht	41	5.05	1.359		
	> 60,000 Baht	13	4.69	1.316		
You can use booking online service in tourist exhibition booth.	<= 15,000 Baht	85	5.12	1.276	1.955	.101
	15,001 - 30,000 Baht	163	5.01	1.379		
	30,001 - 45,000 Baht	98	4.99	1.304		
	45,001 - 60,000 Baht	41	4.80	1.229		
	> 60,000 Baht	13	4.08	1.256		
Promotion						
Booking online system always offers sales activities promotions.	<= 15,000 Baht	85	5.21	1.264	1.252	.289
	15,001 - 30,000 Baht	163	5.16	1.271		
	30,001 - 45,000 Baht	98	4.94	1.267		
	45,001 - 60,000 Baht	41	5.24	1.220		
	> 60,000 Baht	13	4.62	1.446		
Booking online system offers special discounts in seasonal promotion.	<= 15,000 Baht	85	5.13	1.252	.635	.638
	15,001 - 30,000 Baht	163	4.97	1.345		
	30,001 - 45,000 Baht	98	4.84	1.345		
	45,001 - 60,000 Baht	41	5.05	1.161		
	> 60,000 Baht	13	4.85	1.345		
Booking online system offers more discounts promotion has better discount than the promotion of the hotel.	<= 15,000 Baht	85	4.96	1.267	.722	.577
	15,001 - 30,000 Baht	163	5.02	1.202		
	30,001 - 45,000 Baht	98	4.77	1.208		
	45,001 - 60,000 Baht	41	4.93	1.273		
	> 60,000 Baht	13	4.85	1.068		

Table 4.87 F-test for relationship between monthly income levels and marketing mix factor, product, price, place (channel), and promotion, for using online room reservation through online travel agencies (Continue)

n = 400

Marketing Mix Factor	Monthly Income	N	Mean	Std. Deviation	F	Sig.
Booking online system offers early bird promotion (e.g. online booking at least 15 days in advance get 50% off and minimum 1 night stay).	<= 15,000 Baht	85	4.98	1.354	.061	.993
	15,001 - 30,000 Baht	163	5.02	1.372		
	30,001 - 45,000 Baht	98	4.99	1.248		
	45,001 - 60,000 Baht	41	4.98	1.214		
	> 60,000 Baht	13	4.85	1.281		

*Significant difference at 0.05 significant levels.

The results in table 4.87 illustrate that there were no significant differences among monthly income levels in levels of affecting the respondents' buying behavior in using online room reservation through online travel agencies, which the significant level of the mean difference at 0.05.

Hypothesis 45 There is a relationship between frequency of using online room reservation per year and marketing mix factors in using online room reservation through online travel agencies.

Table 4.88 F-test for relationship among frequency of using online room reservation per year and marketing mix factor, product, price, place (channel), and promotion, for using online room reservation through online travel agencies

n = 400

Marketing Mix Factor	Frequency of using online room reservation per year	N	Mean	Std. Deviation	F	Sig.
Product						
Booking online system offers accurate accommodation information	1 - 2 times	246	4.97	1.144	.149	.930
	3 - 4 times	122	4.91	1.247		
	5 - 6 times	25	4.84	1.068		
	> 6 times	7	5.00	1.528		
Booking online system offers class variety of hotel (3 – 5 starts hotel)	1 - 2 times	246	5.10	1.251	.627	.598
	3 - 4 times	122	5.16	1.236		
	5 - 6 times	25	5.08	.997		
	> 6 times	7	5.71	1.113		
Booking online system offers variety type of accommodation (e.g. hotels, resorts, bungalows)	1 - 2 times	246	5.17	1.232	.384	.764
	3 - 4 times	122	5.27	1.179		
	5 - 6 times	25	5.24	1.332		
	> 6 times	7	4.86	1.574		
Booking online system offers variety location of accommodation worldwide (e.g. countries)	1 - 2 times	246	5.13	1.243	.808	.490
	3 - 4 times	122	5.30	1.246		
	5 - 6 times	25	5.32	1.108		
	> 6 times	7	5.57	.976		

Table 4.88 F-test for relationship among frequency of using online room reservation per year and marketing mix factor, product, price, place (channel), and promotion, for using online room reservation through online travel agencies (Continue)

n = 400

Marketing Mix Factor	Frequency of using online room reservation per year	N	Mean	Std. Deviation	F	Sig.
Booking online system helps you can plan a trip (room booking) easily	1 - 2 times	246	5.40	1.159	.049	.986
	3 - 4 times	122	5.41	1.134		
	5 - 6 times	25	5.40	1.291		
	> 6 times	7	5.57	1.272		
Price						
Booking online system that you used offers reasonable price (worthwhile the price you paid)	1 - 2 times	246	5.04	1.162	.646	.586
	3 - 4 times	122	5.10	1.229		
	5 - 6 times	25	5.32	1.435		
	> 6 times	7	4.71	1.496		
Booking online system that you used offers lower price than hotel direct booking	1 - 2 times	246	4.90	1.240	.257	.856
	3 - 4 times	122	4.93	1.318		
	5 - 6 times	25	5.04	1.513		
	> 6 times	7	4.57	1.813		
Booking online system that you used offers lower price than others online travel agencies	1 - 2 times	246	4.85	1.177	.803	.493
	3 - 4 times	122	4.91	1.385		
	5 - 6 times	25	4.84	1.491		
	> 6 times	7	4.14	1.864		
Booking online system that you used offers various price levels	1 - 2 times	246	5.29	1.126	1.311	.270
	3 - 4 times	122	5.34	1.210		
	5 - 6 times	25	5.76	.879		
	> 6 times	7	5.43	1.134		
Booking online system that you used offers more discounts on top only for membership	1 - 2 times	246	5.03	1.141	.168	.918
	3 - 4 times	122	5.09	1.247		
	5 - 6 times	25	4.96	1.485		
	> 6 times	7	4.86	1.676		
Place						
You can use booking online service via Online Travel Agencies Website	1 - 2 times	246	5.10	1.140	1.334	.263
	3 - 4 times	122	5.34	1.231		
	5 - 6 times	25	5.32	1.406		
	> 6 times	7	4.86	1.574		
You can use booking online service via E-mail	1 - 2 times	246	4.84	1.269	.368	.776
	3 - 4 times	122	4.89	1.380		
	5 - 6 times	25	5.12	1.364		
	> 6 times	7	5.00	1.414		
You can use booking online service via online advertising on online travel site	1 - 2 times	246	5.03	1.142	.777	.507
	3 - 4 times	122	5.12	1.346		
	5 - 6 times	25	5.00	1.354		
	> 6 times	7	4.43	1.272		
You can use booking online service via Smart Phone Application	1 - 2 times	246	4.89	1.349	.862	.461
	3 - 4 times	122	5.07	1.368		
	5 - 6 times	25	5.00	1.323		
	> 6 times	7	4.43	.976		
You can use booking online service in tourist exhibition booth	1 - 2 times	246	4.97	1.238	.566	.638
	3 - 4 times	122	5.05	1.448		
	5 - 6 times	25	4.88	1.536		
	> 6 times	7	4.43	1.512		
Promotion						
Booking online system always offers sales activities promotions	1 - 2 times	246	5.06	1.218	2.007	.112
	3 - 4 times	122	5.24	1.330		
	5 - 6 times	25	5.24	1.332		
	> 6 times	7	4.14	1.574		

Table 4.88 F-test for relationship among frequency of using online room reservation per year and marketing mix factor, product, price, place (channel), and promotion, for using online room reservation through online travel agencies (Continue)

n = 400

Marketing Mix Factor	Frequency of using online room reservation per year	N	Mean	Std. Deviation	F	Sig.
Booking online system offers special discounts in seasonal promotion	1 - 2 times	246	4.94	1.297	1.894	.130
	3 - 4 times	122	5.14	1.281		
	5 - 6 times	25	4.76	1.300		
	> 6 times	7	4.14	1.773		
Booking online system offers more discounts promotion has better discount than the promotion of the hotel	1 - 2 times	246	4.96	1.179	.202	.895
	3 - 4 times	122	4.93	1.241		
	5 - 6 times	25	4.80	1.472		
	> 6 times	7	4.71	1.496		
Booking online system offers early bird promotion (e.g. online booking at least 15 days in advance get 50% off and minimum 1 night stay)	1 - 2 times	246	5.00	1.258	.010	.999
	3 - 4 times	122	4.98	1.405		
	5 - 6 times	25	5.00	1.500		
	> 6 times	7	5.00	1.155		
Booking online system offers special promotion on special event (Songkran Festival, New Year Festival, Father's Day, and Mother's Day)	1 - 2 times	246	4.75	1.347	.782	.505
	3 - 4 times	122	4.62	1.439		
	5 - 6 times	25	4.48	1.558		
	> 6 times	7	4.14	1.574		

*Significant difference at 0.05 significant levels.

The results in table 4.88 illustrate that there were significant differences among frequency of using online room reservation per year in levels of affecting the respondents' buying behavior in using online room reservation through online travel agencies. The result shows that there were no differences among frequency of using online room reservation per year, with its significant levels greater than 0.05.

Hypothesis 46 Regression analysis among the trust factor and the perceived ease of use, perceived usefulness, product, price, place (channel), and the promotion factor in using online room reservation through online travel agencies.

Table 4.89 Model Summary for the coefficients among trust factor and perceived ease of use, perceived usefulness, product, price, place (channel), and promotion factor in using online room reservation through online travel agencies.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
Summary	.697[a]	.486	.479	.74481	1.889

The results in table 4.89 illustrate the model summary for the coefficients among the trust factor and perceived ease of use, perceived usefulness, product, price, place (channel), and promotion factor in using online room reservation through online travel agencies. Results showed that independent variables can explain dependent variable at R square 48.6%.

Table 4.90 F-Test for the coefficients among trust factor and perceived ease of use, perceived usefulness, product, price, place (channel), and promotion factor in using online room reservation through online travel agencies.

ANOVA

Model	F	Sig.
Regression	62.041	.000

The results in table 4.90 display the coefficients among the trust factor and perceived ease of use, perceived usefulness, product, price, place (channel), and promotion factor in using online room reservation through online travel agencies. Results showed that coefficients were found at the significant level of 0.000.

Table 4.91 Regression Analysis among trust factor and perceived ease of use, perceived usefulness, product, price, place (channel), and promotion factor in using online room reservation through online travel agencies.

Coefficients

Factors	Standardized Coefficients	t	Sig.	Collinearity Statistics	
	Beta			Tolerance	VIF
Constant		2.786	.006		
Perceived ease of use	.137	2.586	.010*	.464	2.157
Perceived usefulness	.077	1.386	.167	.418	2.391
Product	.043	.845	.399	.503	1.989
Price	.406	6.553	.000*	.341	2.932
Place (channel)	.143	2.906	.004*	.540	1.851
Promotion	.007	.133	.894	.451	2.215

The results in table 4.91 illustrated those coefficients among trust factor and perceived ease of use, perceived usefulness, product, price, place (channel), and promotion factor in using online room reservation through online travel agencies. The result shows multicollinearity analysis that VIF of perceived ease of use factor at 2.157, VIF of perceived usefulness factor at 2.391, VIF of product factor at 1.989, VIF of price factor at 2.932, VIF of place (channel) factor at 1.851, VIF of price factor at 2.932, VIF of promotion factor at 2.215. In addition, the result shows regression analysis of perceived ease of use factor at Beta = .137, t = 2.586, sig. = .010, regression analysis of perceived usefulness factor at Beta = .077, t = 1.386, sig. = .167, regression analysis of product factor at Beta = .043, t = .845, sig. = .399, regression analysis of price factor at Beta = .406, t = 6.553, sig. = .000, regression analysis of place (channel) factor at Beta = .143, t = 2.906, sig. = .004, regression analysis of promotion factor at Beta = .007, t = .133, sig. = .894.

The researcher found that there were significant differences toward trust factor affected the respondents' buying behavior in using online room reservation through online travel agencies, including price factor, place (channel) factor, and perceived ease of use factor. The results could be interpreted that the price factor is the most influential factor affecting buying behavior in using online room reservation towards trust factor through online travel agencies which the significant level at 0.000. In addition, the place (channel) factor, and perceived ease of use factor are also influential factor affecting buying behavior in using online room reservation toward

trust factor through online travel agencies which the significant level at, 0.004, and 0.010 respectively.

Discriminant analysis among payment method when booking online toward perceived ease of use, perceived usefulness, trust, product, price, place, and promotion factor in using online room reservation through online travel agencies.

Table 4.92 Test Results

Box's M		107.006
F	Approx.	3.751
	df1	28
	df2	549110.274
	Sig.	.000

Tests null hypothesis of equal population covariance matrices.

The results in table 4.92 illustrated that there were significant differences among payment method when booking online and perceived ease of use, perceived usefulness, trust, product, price, place, and promotion in levels of affecting the respondents' buying behavior in using online room reservation through online travel agencies, which its significant levels at 0.000.

Table 4.93 Test of equality of group means

	Wilks' Lambda	**F**	**df1**	**df2**	**Sig.**
Mpereaseuse	.962	15.654	1	398	.000*
Mperuseful	.973	10.980	1	398	.001*
Mtrust	.965	14.268	1	398	.000*
Mprod	.977	9.548	1	398	.002*
Mprice	.961	16.299	1	398	.000*
Mplace	.988	4.774	1	398	.029*
Mprom	.945	23.038	1	398	.000*

According to table 4.93 tests of equality of group means was found that there was differences payment method when booking online in levels of influencing on using online room reservation through online travel agencies towards perceived ease of use, perceived usefulness, trust, product, price, place, and promotion factor, which its significant levels of 0.000, 0.001, 0.000, 0.002, 0.000, 0.029 and 0.000 respectively.

Table 4.93 Wilks'Lambda

Test of Function(s)	Wilks' Lambda	Chi-square	df	Sig.
dimension0 1	.929	29.053	7	.000

According to the results of Wilks'Lambda in table 4.93, the researcher found that Wilks'Lambda of function 1 through 2 was 0.929 and the significant levels were less than 0.05, so this function is usable, while function 2 is not usable.

Table 4.94 Standardized Canonical Discriminant Function Coefficients

	Function
	1
Mpereaseuse	.332
Mperuseful	-.054
Mtrust	.315
Mprod	-.046
Mprice	.134
Mplace	-.453
Mprom	.788

The results in table 4.94 illustrated Standardized Canonical Discriminant Function Coefficients among payment method when booking online and perceived ease of use, perceived usefulness, trust, product, price, place, and promotion factor in using online room reservation through online travel agencies. The result shows that the three highest score were promotion at 0.788, perceived ease of use at 0.332, and trust at 0.315. The results could be interpreted that the promotion factor is affecting buying behavior in using online room reservation since prices in promotion package can help consumers decided easily by choosing payment method by credit card. For perceived ease of use, it is affecting buying behavior in using online room reservation since consumers have to perceived the system as being useful for them related to convenience in ordering/ payment process of booking online system. Therefore, credit card payment is a convenience way for consumers. For trust, which affecting buying behavior in using online room reservation since consumers trust is feelings of privacy and security so that consumers have confident when payment by credit card.

Table 4.95 Classification Results

		Payment method when booking online.	Predicted Group Membership		
			Credit Card	Cash transfer and Cash on arrival	Total
Original	Count	Credit Card	128	77	205
		Cash transfer and Cash on arrival	76	119	195
	%	Credit Card	62.4	37.6	100.0
		Cash transfer and Cash on arrival	39.0	61.0	100.0

a. 61.8% of original grouped cases correctly classified.

From table 4.95, the classification results showed that the cross-validated accuracy rate computed by SPSS was 61.8%. The criteria for classification accuracy are satisfied.

Discriminant analysis among average length stay when booking online toward perceived ease of use, perceived usefulness, trust, product, price, place, and promotion factor in using online room reservation through online travel agencies.

Table 4.96 Test Results

Box's M		187.961
F	Approx.	3.200
	df1	56
	df2	49923.050
	Sig.	.000

Tests null hypothesis of equal population covariance matrices.

a. Some covariance matrices are singular and the usual procedure will not work. The non-singular groups will be tested against their own pooled within-groups covariance matrix. The log of its determinant is -3.807.

The results in table 4.96 illustrated that there were significant differences among average length stay when booking online and perceived ease of use, perceived usefulness, trust, product, price, place, and promotion in levels of affecting the respondents' buying behavior in using online room reservation through online travel agencies, which its significant levels at 0.000.

Table 4.97 Test of equality of group means

	Wilks' Lambda	F	df1	df2	Sig.
Mpereaseuse	.964	4.926	3	396	.002
Mperuseful	.962	5.211	3	396	.002
Mtrust	.986	1.914	3	396	.127
Mprod	.983	2.338	3	396	.073
Mprice	.976	3.200	3	396	.023
Mplace	.975	3.416	3	396	.017
Mprom	.983	2.223	3	396	.085

According to table 4.97 tests of equality of group means was found that there was differences average length stay when booking online in levels of influencing on using online room reservation through online travel agencies towards perceived ease of use, perceived usefulness, price, and place factor, which its significant levels of 0.002, 0.002, 0.023 and 0.017 respectively.

Table 4.98 Wilks'Lambda

Test of Function(s)	Wilks' Lambda	Chi-square	df	Sig.
1 through 3	.903	39.946	21	.008*
dimension02 through 3	.949	20.620	12	.056
3	.988	4.644	5	.461

According to the results of Wilks' Lambda in table 4.98, the researcher found that Wilks' Lambda of function 1 through 3 was 0.903 and the significant levels were less than 0.05, so this function is usable, while function 2 and function 3 are not usable.

Table 4.99 Standardized Canonical Discriminant Function Coefficients

	Function		
	1	2	3
Mpereaseuse	.870	-.157	-.605
Mperuseful	.011	1.010	-.263
Mtrust	-.697	.271	.602
Mprod	-.199	.154	.396
Mprice	.414	-.196	-.100
Mplace	.545	-.755	.736

The results in table 4.99 illustrated Standardized Canonical Discriminant Function Coefficients among average length stay when booking online and perceived ease of use, perceived usefulness, trust, product, price, place, and promotion factor in using online room reservation through online travel agencies. The result shows that the three highest score were perceived ease of use at 0.870, place at 0.545, and price at 0.414. The results could be interpreted that perceived ease of use factor, usability and interactivity of booking online system, convenience and quick access to booking online system, convenience in ordering/ payment process of booking online system, easy-to-use website content of booking online system and convenience and quick access to check booking confirmation of booking online, is affecting buying behavior in using online room reservation in order to increased consumers length stay. For place, it is affecting buying behavior in using online room reservation since consumers can use booking online service through various channels, for instance, online travel agencies website, e-mail, online advertising on online travel site, smart phone application, and tourist exhibition booth. Therefore, consumers easily to extend their length stay. For price, it is affecting buying behavior in using online room reservation. Consumers think that it is a reasonable price or worthwhile the price for them. Thus consumers will make room reserve for more length stay.

Table 4.100 Classification Results[a]

Average length stay when booking online.	**Predicted Group Membership**				
	1 night	**2 - 3 nights**	**4 - 5 nights**	**> 5 nights - 1 month > 1 month**	**Total**
1 night	43	17	9	16	85
2 - 3 nights	74	78	52	60	264
4 - 5 nights	12	11	12	8	43
> 5 nights - 1 month > 1 month	0	2	1	5	8
1 night	50.6	20.0	10.6	18.8	100.0
2 - 3 nights	28.0	29.5	19.7	22.7	100.0
4 - 5 nights	27.9	25.6	27.9	18.6	100.0
> 5 nights - 1 month > 1 month	.0	25.0	12.5	62.5	100.0

a. 34.5% of original grouped cases correctly classified.

From table 4.100, the classification results showed that the cross-validated accuracy rate computed by SPSS was 34.5%. The criteria for classification accuracy are satisfied.

Discriminant analysis among average price of accommodation per night when booking online toward perceived ease of use, perceived usefulness, trust, product, price, place, and promotion factor in using online room reservation through online travel agencies.

Table 4.101 Test Results

Box's M		170.465
F	Approx.	2.920
	df1	56
	df2	70083.484
	Sig.	.000

Tests null hypothesis of equal population covariance matrices.

a.Some covariance matrices are singular and the usual procedure will not work. The non-singular groups will be tested against their own pooled within-groups covariance matrix. The log of its determinant is -3.825.

The results in table 4.101 illustrated that there were significant differences among average price of accommodation per night when booking online and perceived ease of use, perceived usefulness, trust, product, price, place, and promotion in levels of affecting the respondents' buying behavior in using online room reservation through online travel agencies, which its significant levels at 0.000.

Table 4.102 Test of equality of group means

	Wilks' Lambda	**F**	**df1**	**df2**	**Sig.**
Mpereaseuse	.968	4.376	3	396	.005*
Mperuseful	.980	2.648	3	396	.049*
Mtrust	.987	1.752	3	396	.156
Mprod	.988	1.633	3	396	.181
Mprice	.977	3.046	3	396	.029*
Mplace	.965	4.770	3	396	.003*
Mprom	.982	2.468	3	396	.062

According to table 4.102 tests of equality of group means was found that there was differences price of accommodation per night when booking online in levels

of influencing on using online room reservation through online travel agencies towards perceived ease of use, perceived usefulness, price, and place factor, which its significant levels of 0.005, 0.049, 0.029 and 0.003 respectively.

Table 4.103 Wilks'Lambda

Test of Function(s)	Wilks' Lambda	Chi-square	df	Sig.
1 through 3	.916	34.728	21	.030
dimension02 through 3	.969	12.341	12	.419
3	.998	.621	5	.987

According to the results of Wilks' Lambda in table 4.103, the researcher found that Wilks' Lambda of function 1 through 3 was 0.916 and the significant levels were less than 0.05, so this function is usable, while function 2 and function 3 are not usable.

Table 4.104 Standardized Canonical Discriminant Function Coefficients

	Function		
	1	2	3
Mpereaseuse	.444	.461	-.514
Mperuseful	.151	-.279	-.749
Mtrust	.042	-.649	-.280
Mprod	.140	-.368	.994
Mprice	.085	.603	.200
Mplace	.862	-.149	.464
Mprom	-.886	.895	.035

The results in table 4.104 illustrated Standardized Canonical Discriminant Function Coefficients among price of accommodation per night and perceived ease of use, perceived usefulness, trust, product, price, place, and promotion factor in using online room reservation through online travel agencies. The result shows that the three highest score were place at 0.862, perceived ease of use at 0.444, and perceived usefulness at 0.151. The results could be interpreted that place factor is affecting buying behavior in using online room reservation since consumers can check room price from online service through various channels, for instance, online travel agencies website, e-mail, online advertising on online travel site, smart phone application, and tourist exhibition booth. All channels offer in different price levels, therefore, consumers can reach to a lowest price. For perceived ease of use factor, Usability and interactivity of booking online system, Convenience and quick access to booking

online system, Convenience in ordering/ payment process of booking online system, easy-to-use website content of booking online system and Convenience and quick access to check booking confirmation of booking online, is affecting buying behavior in using online room reservation in order to select room price level. Consumers can compare pricing from online vendors services. As a result, consumers can be made a prompt decision on room reservation. For perceived usefulness is affecting buying behavior in using online room reservation in term of accurate information of accommodation, room type, room price and others facilities, saves more time, saves more money, saves more expenditure, and can compare the details of each accommodation (price, location, service).

Table 4.105 Classification Results

Average price of accommodation per night when booking online.			**Predicted Group Membership**				
			<=2,000 Baht	**2,001 – 4,000 Baht**	**4,001 – 6,000 Baht**	**> 6,000 Baht**	**Total**
Original	Count	dimension2 <=2,000 Baht	50	10	17	19	96
		dimension2 2,001 – 4,000 Baht	88	39	48	71	246
		dimension2 4,001 – 6,000 Baht	12	5	19	14	50
		dimension2 > 6,000 Baht	1	2	3	2	8
	%	dimension2 <=2,000 Baht	52.1	10.4	17.7	19.8	100.0
		dimension2 2,001 – 4,000 Baht	35.8	15.9	19.5	28.9	100.0
		dimension2 4,001 – 6,000 Baht	24.0	10.0	38.0	28.0	100.0
		dimension2 > 6,000 Baht	12.5	25.0	37.5	25.0	100.0

a. 27.5% of original grouped cases correctly classified

From table 4.105, the classification results showed that the cross-validated accuracy rate computed by SPSS was 27.5 %.The criteria for classification accuracy are satisfied.

CHAPTER V
DISCUSSION

This chapter presents the discussion based on the finding on the earlier chapter. Results of the study showed that the relationship between gender, age, education levels, employment, monthly income, and frequency of using online room reservation per year and consumer buying behavior (language used when booking online, web site on regular basis used when booking online, the hotel class is selected on last booking online, average length room reserve in advance when booking online, average price of accommodation per night when booking online, and payment method when booking online). In addition, results of the study also showed the relationship of variables which included demographic, consumer buying behavior, technology acceptance model: perceived ease of use and perceived usefulness of consumer, trust and marketing mix (4Ps): product, price, place (channel), and promotion.

5.1 Demographic factor

In this study, it is found that there is a relationship between consumer buying behavior and demographic factor which included gender age groups, education levels, employment, monthly income, and frequency of using online room reservation per year.

In gender, the study found a relationship between gender and consumer buying behavior considered in ‘the hotel class is selected on last booking online’. The majority of respondents were female at 56.7 % ;selected ‘3 stars hotels’, at 9.3% selected ‘5 stars hotel’ and at 34% selected ‘4 starts hotel’ respectively.

In age groups, the study found a relationship between age groups and consumer buying behavior considered in ‘language used when booking online’. The respondents in the level of age less than 25 years old at 82.0%, 25-35 years old at

67.4%, 36-45 years old at 76.7%, 46-55 years old at 82.1% and more than 55 years old at 87.0% most selected ‘Thai’ language used when booking online.

In education levels, the study found a relationship between education levels and consumer buying behavior considered in ‘language used when booking online’, the respondents in the level of below bachelor’s degree at 88.6% and bachelor’s degree at 77.8% preferred in using ‘Thai’ language when booking online while the respondents in the level of over bachelor’s degree at 50.6% preferred in using ‘English’ language when booking online. In addition, the study also found a relationship between education levels and consumer buying behavior considered in ‘web site on regular basis used when booking online’, the respondents in the level of below bachelor’s degree at 86.4% and bachelor’s degree at 82.4% used ‘only one web site’ when booking online while the respondents in the level of over bachelor’s degree at 32.5% used ‘more than 1 web sites’ when booking online.

In employment , the study found a relationship between employment and consumer buying behavior considered in ‘language used when booking online’, student at 79.3%, government officer/ state enterprise officer at 92.2%, business owner at 54.3%, company’s employee at 69.3%, freelance at 69.2% and retired at 100% preferred in using ‘Thai’ language when booking online. In addition, the study found a relationship between employment and consumer buying behavior considered in ‘the hotel class is selected on last booking’, the respondents who were working as government officer/ state enterprise officer at 57.1%, business owner at 51.4%, company’s employee at 52.3% and freelance at 46.2% selected ‘3 stars hotel’, the respondents who were student at 55.2% and retired at 40% selected ‘4 stars hotel’, and the respondents who were retired at 40% selected ‘5 stars hotel’. Next, the study found a relationship between employment and consumer buying behavior considered in ‘average price of accommodation per night when booking online’, the respondents who were student at 41.4%, government officer/ state enterprise officer at 50.6%, business owner at 60%, company’s employee at 67.6%, freelance at 61.5% and retired at 60% chose accommodation rate per night at ‘2,001-4,000 Baht’. Moreover, the study also found a relationship between employment and consumer buying behavior considered in ‘payment method when booking online’, the respondents who were student at 58.6%, government officer/ state enterprise officer at 37.7%, business owner

at 42.9%, company's employee at 54.8%, freelance at 61.5% and retired at 80% preferred to make a payment by using 'credit card'.

In monthly income, the study found a relationship between monthly income levels and consumer buying behavior considered in 'language used when booking online', the respondents who had monthly income less than 15,000 Baht at 85.9%, monthly income between 15,000-30,000 Baht at 77.3%, monthly income between 30,001-45,000 Baht at 65.3%, monthly income between 45,001-60,000 Baht at 58.5% and monthly income more than 60,000 Baht at 53.8% preferred in using 'Thai' language when booking online. Next, the study found a relationship between monthly income levels and consumer buying behavior considered in web site on regular basis used when booking online', the respondents who had monthly income less than 15,000 Baht at 80.0%, monthly income between 15,000-30,000 Baht at 85.3%, monthly income between 30,001-45,000 Baht at 79.6%, monthly income between 45,001-60,000 Baht at 61.0% and monthly income more than 60,000 Baht at 76.9% used 'only one web site' when booking online. Lastly, the study found a relationship between monthly income levels and consumer buying behavior considered in 'average price of accommodation per night when booking online', the respondents who had monthly income less than 15,000 Baht at 54.1%, monthly income between 15,000-30,000 Baht at 62.0%, monthly income between 30,001-45,000 Baht at 75.5%, monthly income between 45,001-60,000 Baht at 41.5% and monthly income more than 60,000 Baht at 61.5% chose accommodation rate per night at '2,001-4,000 Baht'.

In frequency of using online room reservation per year, the study found a relationship between frequency of using online room reservation per year and consumer buying behavior considered in 'language used when booking online', the respondents who were used online room reservation 1-2 times per year at 87.8% and 3-4 times per year at 52.5%, 5-6 times per year at 56.0% and more than 6 times per year at 57.1% preferred in using 'Thai' language when booking online. Further, the study found a relationship between frequency of using online room reservation per year and consumer buying behavior considered in 'web site on regular basis used when booking online', the respondents who were used online room reservation 1-2 times per year at 83.7%, 3-4 times per year at 78.8% and 5-6 times per year at 60%

used ‘only one web site’ when booking online while the respondents who were used online room reservation more than 6 times per year at 57.1% used ‘more than 1 web sites’ when booking online. Besides, the study found a relationship between frequency of using online room reservation per year and consumer buying behavior considered in ‘average length stay when booking online’, the respondents who were used online room reservation 1-2 times per years at 67.5%, 3-4 times per year at 63.9%, 5-6 times per year at 56% and more than 6 times per year at 85.7% selected in ‘2-3 nights’ as average length stay when booking online.

The result was in the same direction of the study of Sorce, Perotti and Widrick (2005). It provided that younger consumers searched for more products online than did older consumers and younger consumers were more likely to agree that online shopping was more convenient than older consumers. According to Akpinar (2012), the result of the study indicated that there is a significant relationship between gender and preference of outlet. It can be interpreted that males and females prefer different outlets for purchasing products and services. The result also found that there is a statistically significant relationship between the level of education and consumer preference which are related with purchasing habits. In addition, the study showed that there is a significant relationship between level of income and outlets that offer products and services depend on consumer income.

5.2 Technology acceptance model factor

Results of the study found the significant differences in levels of influencing on buying behavior towards technology acceptance model factor among education levels considered in ‘perceived usefulness items’. In addition, the results of the study found the significant differences in levels of influencing on buying behavior towards technology acceptance model factor among age groups, employment, monthly income and frequency of using online room reservation per year considered in ‘perceived ease of use items’. However, the result also found that there were no significant differences in levels of influencing on buying behavior towards technology acceptance model factor in gender. The findings in this study were supported by past studies in that technology acceptance model shows significant of age result is lead to

the same direction as the statement of Koufaris (2002). It provided that the age group less than 25 years old were more considered about their buying behavior in using online room reservation than the older age groups because they have the perception ease of use, perception usefulness and compatibility and decision to adopt innovation. According to Paopan (2006), the result of the study found that there are a relationship between consumers and technology acceptance model, perceived ease of use and perceived usefulness related to intention to purchase online products and services. It can be interpreted that technology acceptance model is most influence on online consumers decision buying products and services.

5.3 Trust factor

Results of the study found that the significant differences in levels of influencing on buying behavior towards trust factor among employment, monthly income and frequency of using online room reservation. However, the result also found that there were no significant differences in levels of influencing on buying behavior towards trust factor in gender, age groups and education levels. The result was in the same direction of the study of Prompongsatorn, Sakthong, Chaipoopirutana, and Combs (2012). The significant of education levels may be interpreted that consumers in all education levels concerned about their buying behavior in using online room reservation. They have perception of integrity and consumer trust before making a decision to buy from a website. . The result of the study of Aghdaie, Piraman and Fathi (2011), indicated that ease of use, information quality, assurance and payment methods are the main influencing factors of trust attitude.

5.4 Marketing Mix factor

Results of the study found that the significant differences in levels of influencing on buying behavior towards marketing mix factor among education levels considered in product items. In addition, there were no significant differences in levels of influencing on buying behavior towards marketing mix factor among education levels considered in price items, place (channel) items and promotion items.

However, the result also found that there were no significant differences in levels of influencing on buying behavior towards marketing mix factor in gender, age groups, monthly income and frequency of using online room reservation. The result was in the same direction of the study of Munusamy and Hoo (2008). The study indicated that price consideration has a significant positive impact on the purchase. The consumers always look for products that offer value for money. According to Akpinar (2012) the study found that product quality has an important role in the consumer's purchasing decision. Moreover, the study of Taghizadeh and Fesghandis (2011), the results identified the factors affecting consumer behavior toward product value which included product and price.

The regression analysis among trust factor and perceived ease of use, perceived usefulness, product, price, place (channel), and promotion factor in using online room reservation through online travel agencies. Results showed that coefficients of all independent variable found at R Square at 0.486. The results of the study found that there were significant differences toward trust factor affected the respondents' buying behavior in using online room reservation through online travel agencies, including price factor, place (channel) factor, and perceived ease of use factor. It means that when price increase, trust will also increase since there are more security and privacy of online system while perceived ease of use increase, trust will also increase since there are convenience and quick access to booking online system. The results could be interpreted that the price factor is the most influential factor affecting buying behavior in using online room reservation towards trust factor through online travel agencies which the significant level at 0.000. In addition, the place (channel) factor, and perceived ease of use factor are also influential factor affecting buying behavior in using online room reservation toward trust factor through online travel agencies which the significant level at, 0.004, and 0.010 respectively.

CHAPTER VI
CONCLUSION AND RECOMMENDATIONS

6.1 Conclusion

This study was the study of factors influencing consumer buying behavior towards online room reservations through online travel agencies (OTA) in Thailand. The objectives of this study were to study online consumers who have used online room reservation, to study factors - consumers' perceived ease of use and perceived usefulness by using technology acceptance model, consumers' trust, and marketing mix (4Ps) – affecting consumers buying behavior toward online room reservations, and to study the differences of demographic characteristics among factors affecting consumers buying behavior toward online room reservations. The methodology applied in this study was derived from primary data and secondary data. The primary data were collected from the completed questionnaires of 400 respondents that were Thai online consumers who have used online room reservation at Suvarnabhumi Airport. The secondary data were mainly gathered from other research studies related to this study and more other information from internet searching. The analysis of this study composed of descriptive statistics; frequency, percentage, and mean and inferential statistics; t-test, F-test (One Way Analysis of Variance: ANOVA), and Least Significant Difference (LSD) and Discriminant Analysis.

This section summarized the results from the analysis, which included respondents' demographic characteristics, consumer buying behavior towards online room reservations through OTA in Thailand, and the results of hypotheses testing. According to this part of respondents' demographic characteristics, the results indicated that 61.80 % of the respondents were females and 38.20% were males. Most of the respondents were in the age group between 25-35 years old, which was equal to 53.80%. Nonetheless, 69.80% of total respondents had an education level at bachelor's degree while the majority of the respondents were working mainly as

company's employee which accounted for 60.20%. Moreover, it was found that the largest proportion of monthly income level was in range of 15,001-30,000 baht with 40.80 % of total 400 respondents. At last, the majority of the respondents had a frequency of using an online room reservation by 1 – 2 times per year, which was equal to 61.50%.

The researcher achieved 4 objectives; the first objective of this study was to examine consumer buying behavior that uses online room reservation towards OTA. The finding could be summarized that 73.50% of totally 400 respondents preferred to use Thai language as their favorite language when booking online. Most respondents were use only one web site on regular basis when booking online, which was equal to 80.00%. There were 51.80% of the respondents resulted that had selected 3-stars hotel on their last booking online. Most of the respondent 32.80% had an average length room reserve in advance by 3 – 7 days. Most of the respondents 61.50% had an average price of accommodation per night by 2,001 – 4,000 baht. The majority of the respondents had an average length stay when booking online 2 - 3 nights which accounted for 66.00%. Meanwhile 51.20% of the respondents preferred the payment method when booking online by credit card.

The second objective of this study was to examine technology acceptance model, perceived ease of use and perceived usefulness of online users toward OTA. The hypothesis testing on *perceived ease of use items*, the finding found that the significant differences between demographic characteristic of respondents in levels of influencing on buying behavior among age groups, employment categories, monthly income, and frequency of using online room reservation per year. However, the result also found that there were no significant differences in levels of influencing on buying behavior towards gender and education levels.

In addition, the finding found that the significant differences between consumer buying behavior in levels of influencing on buying behavior towards languages used when booking online, web site on regular basis use when booking online, average length room reserve in advance when booking online, average price of accommodation per night when booking online, average length stay when booking online and payment method when booking online. However, the result also found that

there were no significant differences in levels of influencing on buying behavior towards the hotel class is selected on last booking online.

Next, the hypothesis testing on *perceived usefulness items*, the finding found that the significant differences between demographic characteristic of respondents in levels of influencing on buying behavior among education levels. However, the result also found that there were no significant differences in levels of influencing on buying behavior towards gender, age groups, employment, monthly income and frequency of using online room reservation per year. Moreover, the finding found that the significant differences between consumer buying behavior in levels of influencing on buying behavior towards web site on regular basis use when booking online, average length room reserve in advance when booking online, average price of accommodation per night when booking online, average length stay when booking online and payment method when booking online. However, the result also found that there were no significant differences in levels of influencing on buying behavior towards languages used when booking online, and the hotel class is selected on last booking online.

The third objective of this study was to examine online users' trust toward OTA. The finding found that there were significant differences between demographic characteristic of respondents in levels of influencing on buying behavior towards trust factor in employment, monthly income, and frequency of using online room reservation per year. However, the result also found that there were no significant differences in levels of influencing on buying behavior towards gender, age groups, and education levels.

Besides, the finding found that the significant differences between consumer buying behavior in levels of influencing on buying behavior towards languages used when booking online, web site on regular basis use when booking online, the hotel class is selected on last booking online, average length room reserve in advance when booking online, average price of accommodation per night when booking online, and payment method when booking online. However, the result also found that there were no significant differences in levels of influencing on buying behavior towards average length stay when booking online.

The last objective of this study was to examine consumer buying behavior e.g. frequency of using online room reservation per year according to marketing mix factor. Firstly, the hypothesis testing on *product items,* the finding found that the significant differences between demographic characteristic of respondents in levels of influencing on buying behavior among education levels. However, the result also found that there were no significant differences in levels of influencing on buying behavior towards gender, age groups, employment, monthly income and frequency of using online room reservation per year.

In addition, the finding found that the significant differences between consumer buying behavior in levels of influencing on buying behavior towards web site on regular basis use when booking online, the hotel class is selected on last booking online, and payment method when booking online. However, the result also found that there were no significant differences in levels of influencing on buying behavior towards languages used when booking online, average length room reserve in advance when booking online, average price of accommodation per night when booking online and average length stay when booking online.

Secondly, the hypothesis testing on *price items*, the finding found that the significant differences between demographic characteristic of respondents in levels of influencing on buying behavior among employment. However, the result also found that there were no significant differences in levels of influencing on buying behavior towards gender, age groups, education levels, monthly income and frequency of using online room reservation per year.

Moreover, the finding found that the significant differences between consumer buying behavior in levels of influencing on buying behavior towards web site on regular basis use when booking online, the hotel class is selected on last booking online, average price of accommodation per night when booking online, average length stay when booking online and payment method when booking online. However, the result also found that there were no significant differences in levels of influencing on buying behavior towards languages used_when booking online and average length room reserve in advance when booking online.

Thirdly, the hypothesis testing on *place (channel) items,* the finding found that the significant differences between demographic characteristic of respondents in levels of influencing on buying behavior among employment. However, the result also found that there were no significant differences in levels of influencing on buying behavior towards gender, age groups, education levels, monthly income and frequency of using online room reservation per year.

Besides, the finding found that the significant differences between consumer buying behavior in levels of influencing on buying behavior towards web site on regular_basis use when booking online, the hotel class is selected on last booking online, average price of accommodation per night when booking online, average length stay when booking online and payment method when booking online. However, the result also found that there were no significant differences in levels of influencing on buying behavior towards languages used when booking online and average length room reserve in advance when booking online.

Finally, the hypothesis testing on *promotion items*, the finding found that the significant differences between demographic characteristic of respondents in levels of influencing on buying behavior among employment. However, the result also found that there were no significant differences in levels of influencing on buying behavior towards gender, age groups, education levels, monthly income and frequency of using online room reservation per year.

In addition, the finding found that the significant differences between consumer buying behavior in levels of influencing on buying behavior towards languages used when booking online, web site on regular basis use when booking online, the hotel class is selected on last booking online, average price of accommodation per night when booking online, average length stay when booking online and payment method when booking online. However, the result also found that there were no significant differences in levels of influencing on buying behavior towards average length room reserve in advance when booking online.

The last section summarized the results of Standardized Canonical Discriminant Function Coefficients, which included payment method when booking online, average length stay when booking online and average price of accommodation

per night when booking online toward perceived ease of use, perceived usefulness, trust, product, price, place, and promotion factor in levels of affecting the respondents' buying behavior in using online room reservation through online travel agencies

According to the part of payment method when booking online, the finding found the three highest score were promotion at 0.788, perceived ease of use at 0.332, and trust at 0.315. The finding could be summarized that promotion package (reasonable price), perceived of using the system (convenience in ordering/ payment process) and consumers trust (private and security) are influence that consumers decided to make payment by credit card.

Next, the part of average length stay when booking online, the finding found the three highest score were perceived ease of use at 0.870, place at 0.545, and price at 0.414. The finding could be summarized that perceived of using the system (convenience in ordering/ payment process and convenience and quick access to check booking confirmation of booking), booking online services through various channels (online travel agencies website, e-mail, and smart phone application), and a reasonable price level (worthwhile the price of paid) are influence that consumers decided to extend more length stay.

Lastly, the part of price of accommodation per night when booking online, the finding found the three highest score were place at 0.862, perceived ease of use at 0.444, and perceived usefulness at 0.151. The finding could be summarized that booking online services through various channels (online travel agencies website, e-mail, online advertising on online travel site, smart phone application, and tourist exhibition booth), perceived of using the system (usability and interactivity of system, convenience and quick access, convenience in ordering/ payment process, easy-to-use website content and convenience and quick access to check booking confirmation), the usefulness of using the system (accurate information of accommodation (room type, room price and others facilities), saves more time, saves more money, saves more expenditure are influence that consumers can compare a different price level and can selected an appropriate room price.

6.2 Research implications and Recommendations

This study helps online vendors and marketers decide how best they can manage their products and services to meet the expectation of online consumers. The results should yield advantages to the OTA in Thailand and the marketing teams. OTA can use the results of the study in developing appropriate strategic marketing program. The results will assist marketers understand the factors affect online consumer buying behaviors. The marketers can be created an effective marketing plan and select of marketing strategies that can be responds to the online consumers' buying behavior. For pricing, the marketer can be created an appropriate price level that can be responded for difference consumers in gender, age groups, and income. For promotion, the marketer can be launched an attractive promotion that can be increased frequency of service usage and increased length of stay from consumers. For booking online system, OTA should develop the level of confidence in the site and should provide various payment methods that convenience for consumers.

The study benefits government, especially Thai Hotel Association, to understand Thai consumers. The most consumers' interested are 2-stars and 3-stars hotel class, and level price of accommodation per night at 2001-4000 Baht. In addition, The Association should develop the site more modern.

In addition, the study benefits web designer that can be developed and designed an attractive web page for variety education levels consumers. The web page should be easy-to-use content and language used. The web page should be also convenience and safety for all consumers' age groups.

Moreover, the study benefits the hotels that can offer a reasonable price of accommodation in order to response consumers' need. The hotels should create sales activities promotions that increase online hotel direct booking.

6.3 Further study

This research may become the basis of further research on the search and purchase intentions of online consumers. The research also provides valuable information for online marketers who are interested in exploring the developing online market.

The researcher recommends that future work on this topic should be conducted on both Thai and foreigners who had use online room reservation through online travel agencies. Moreover, future work should examine the factors affecting the consumer buying behaviors in regional areas of Thailand. The researcher recommends that further research should work on online consumer satisfaction and online consumer loyalty and the topics should conduct in qualitative.

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APPENDICES

APPENDIX A

Documentary Proof of The Committee for Research Ethics (Social Sciences)

This document is a record of review and approval/acceptance of a study protocol

* * * * * * * * * * *

Protocol Title: **FACTORS INFLUENCING CONSUMER BUYING BEHAVIOR TOWARDS ONLINE ROOM RESERVATIONS THROUGH ONLINE TRAVEL AGENCY IN THAILAND**

Principal Investigator: **Miss Sabaijom Chitpanorak**

Protocol No.: **MU-SSIRB: 2013/190.3105 (B2)**

Type of approval/acceptance: Protocol Amendment:

A. Protocol Title change to 'FACTORS INFLUENCING THAI CONSUMER BUYING BEHAVIOR TOWARDS ONLINE ROOM RESERVATIONS THROUGH ONLINE TRAVEL AGENCY'

B. MU-SSIRB Submission form version received date 6 June 2013

C. Participant Information sheet version date 6 June 2013

D. Informed Consent form version date 6 June 2013

E. Questionnaire Guideline version received date 6 June 2013

Date of Approval: **16 August 2013**

The Committee for Research Ethics (Social Sciences) is in full compliance with International Guidelines for Human Research Protection such as Declaration of Helsinki, The Belmont Report, CIOMS Guidelines and the International Conference on Harmonization in Good Clinical Practice (ICH-GCP)

(Emeritus Professor Santhat Sermsri)

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APPENDIX B

Part 1: Demographic of respondents
Please put √ mark in [ ] to your selected answer. They are truth about you as follows.
ส่วนที่1 ข้อมูลส่วนบุคคลของผู้ตอบแบบสอบถาม
โปรดใส่เครื่องหมาย √ ลงใน [ ] หน้าคำตอบที่ท่านเลือก ที่ตรงกับความที่เป็นจริงเกี่ยวกับตัวท่าน ดังต่อไปนี้

1.1 Gender / เพศ
[ ] Male / ชาย [ ] Female / หญิง

1.2 Age / อายุ
[ ] < 25 years / ต่ำกว่า 25 ปี [ ] 25 - 35 years / 25 – 35 ปี [ ] 36 - 45 years / 36 – 45 ปี
[ ] 46 – 55 years / 46 – 55 ปี [ ] > 55 years / มากกว่า 55 ปี

1.3 Education / ระดับการศึกษา
[ ] Below Bachelor's Degree / ต่ำกว่าปริญญาตรี [ ] Bachelor's Degree / ปริญญาตรี [ ] Over Bachelor's Degree / สูงกว่าปริญญาตรี

1.4 Employment / อาชีพ
[ ] Student / นักเรียน/ นักศึกษา [ ] Government officer / State enterprise officer / รับราชการ/ พนักงานรัฐวิสาหกิจ
[ ] Business owner / ประกอบธุรกิจส่วนตัว [ ] Company's Employee / พนักงานบริษัทเอกชน
[ ] Freelance / รับจ้างอิสระ [ ] Retired / เกษียณ [ ] Others ..... / อื่นๆ .....

1.5 Monthly income / รายได้ต่อเดือน
[ ] <= 15,000 Baht / น้อยกว่าหรือเท่ากับ 15,000 บาท [ ] 15,001 - 30,000 Baht / 15,001 - 30,000 บาท [ ] 30,001 - 45,000 Baht / 30,001 - 45,000 บาท
[ ] 45,001 - 60,000 Baht / 4,001 - 60,000 บาท [ ] > 60,000 Baht / มากกว่า 60,000 บาทขึ้นไป

1.6 Frequency of using online room reservation per year.
ความถี่ในการใช้บริการจองห้องพักออนไลน์ต่อปี
[ ] 1 – 2 times / 1 – 2 ครั้ง [ ] 3 – 4 times / 3 – 4 ครั้ง [ ] 5 – 6 times / 5 – 6 ครั้ง [ ] > 6 times / มากกว่า 6 ครั้ง

Part 2: Customers buying behavior in using booking online.
Please put √ mark in [ ] to your selected answer. They are truth about you as follows.
ส่วนที่ 2 พฤติกรรมการใช้บริการจองห้องพักออนไลน์
โปรดใส่เครื่องหมาย √ ลงใน [ ] หน้าคำตอบที่ท่านเลือก ที่ตรงกับความที่เป็นจริงเกี่ยวกับตัวท่าน ดังต่อไปนี้

2.1 Language used when booking online.
ภาษาที่ใช้ในการจองห้องพักออนไลน์
[ ] Thai / ภาษาไทย [ ] English / อังกฤษ [ ] Others ..... / อื่นๆ .....

2.2 Web site on regular basis used when booking online.
ท่านมีเว็บไซต์ที่ใช้จองห้องพักเป็นประจำและสม่ำเสมอกี่เว็บไซต์
[ ] Only one web site (please specify) ..... เว็บไซต์เดียว (โปรดระบุ) .....
[ ] More than 1 web sites (please specify) ..... มากกว่า 1 เว็บไซต์ (โปรดระบุ) .....

2.3 The hotel class is selected on last booking online (choose only 1 answer)
ระดับของโรงแรมที่เลือกจองห้องพัก เมื่อทำการจองออนไลน์ครั้งล่าสุด (เลือกคำตอบได้ 1 ข้อ)
[ ] 3 stars hotel / 3 ดาว [ ] 4 stars hotel / 4 ดาว [ ] 5 starts hotel / 5 ดาว [ ] Others ..... / อื่นๆ .....

2.4 Average length room reserve in advance when booking online.
ระยะเวลาในการจองห้องพักล่วงหน้าเมื่อทำการจองออนไลน์
[ ] 0 – 2 days / 0 – 2 วัน [ ] 3 – 7 days / 3 – 7 วัน [ ] 8 – 14 days / 8 – 14 วัน [ ] 15 days – 1 month / 15 วัน - 1 เดือน
[ ] > 1 month – 3 months / มากกว่า 1 เดือน - 3 เดือน [ ] > 3 months – 6 months / มากกว่า 3 เดือน – 6 เดือน [ ] > 6 months / มากกว่า 6 เดือน

2.5 Average price of accommodation per night when booking online.
ราคาของห้องพักต่อคืน โดยเฉลี่ย เมื่อทำการจองออนไลน์
[ ] <=2,000 Baht น้อยกว่าหรือเท่ากับ 2,000 บาท
[ ] 2,001 – 4,000 Baht 2,001 – 4,000 บาท
[ ] 4,001 – 6,000 Baht 4,001 – 6,000 บาท
[ ] > 6,000 Baht มากกว่า 6,000 บาท

2.6 Average length stay when booking online.
ระยะเวลาเฉลี่ยในการพักเมื่อทำการจองห้องพักออนไลน์
[ ] 1 night 1 คืน
[ ] 2 - 3 nights 2 - 3 คืน
[ ] 4 - 5 nights 4 - 5 คืน
[ ] > 5 nights - 1 month มากกว่า 5 คืน - 1 เดือน
[ ] > 1 months มากกว่า 1 เดือน

2.7 Payment method when booking online.
วิธีการชำระเงิน เมื่อทำการจองห้องพักออนไลน์
[ ] Credit Card บัตรเครดิต
[ ] Cash transfer โอนเงิน
[ ] Cash on arrival เงินสด ชำระที่โรงแรม

Part 3: Factors affect consumer buying behavior in using online room reservation through online travel agencies.
Please put √ mark on the level of agreement of the factors that affecting online booking.
The rating scale from 1 to 7 is 1 = strongly disagree, 2 = disagree, 3 = somewhat disagree, 4 = neither agree nor disagree, 5 = somewhat agree, 6 = agree, 7 = strongly agree

ส่วนที่ 3 ปัจจัยที่ส่งผลต่อพฤติกรรมการใช้บริการจองห้องพักผ่านตัวแทนรับจองห้องพักออนไลน์
โปรดใส่เครื่องหมาย √ ปัจจัยที่มีผลต่อการใช้บริการจองห้องพักออนไลน์ที่ตรงกับความคิดเห็นของท่านมากที่สุด
ระดับคะแนน 1-7 คือ 1 = ไม่เห็นด้วยอย่างยิ่ง, 2 = ไม่เห็นด้วย, 3 = ค่อนข้างไม่เห็นด้วย, 4 = ปานกลาง, 5 = ค่อนข้างเห็นด้วย, 6 = เห็นด้วย, 7 = เห็นด้วยอย่างยิ่ง

No. ลำดับ	Factors influencing consumer buying behavior ปัจจัยที่มีผลต่อพฤติกรรมผู้บริโภค	Level of agreement ระดับความคิดเห็น						
		1	2	3	4	5	6	7
Perceived ease of use								
3.1	Usability and interactivity of booking online system. ความง่ายในการใช้งานและการติดต่อสื่อสารในการจองห้องพักผ่านระบบออนไลน์							
3.2	Convenience and quick access to booking online system. ความสะดวกและรวดเร็วในการเข้าใช้บริการการจองห้องพักผ่านระบบออนไลน์							
3.3	Convenience in ordering/ payment process of booking online system. ความสะดวกในการสั่งซื้อ/ การชำระเงินในการจองห้องพักผ่านระบบออนไลน์							
3.4	Easy-to-use website content of booking online system. ความง่ายในการใช้งานเนื้อหาของเว็บไซต์ในการจองห้องพักผ่านระบบออนไลน์							
3.5	Convenience and quick access to check booking confirmation of booking online system. ความสะดวกสบายและการเข้าถึงที่รวดเร็วในการตรวจสอบการยืนยันการจองห้องพักผ่านระบบออนไลน์							
Perceived usefulness								
3.6	Booking online system provides accurate information of accommodation, room type, room price and others facilities. การจองห้องพักผ่านระบบออนไลน์ทำให้ได้รับข้อมูลที่ถูกต้องของโรงแรม, ประเภทห้องพัก, ราคาห้องพักและสิ่งอำนวยความสะดวกอื่นๆ							
3.7	Booking online system saves you more time. การจองห้องพักผ่านระบบออนไลน์ทำให้ประหยัดเวลาได้มากกว่า							
3.8	Booking online system saves your money, get a cheaper price. การจองห้องพักผ่านระบบออนไลน์ทำให้ท่านได้ราคาที่ถูกกว่า							
3.9	Booking online system saves you more expenditure. การจองห้องพักผ่านระบบออนไลน์ช่วยให้คุณประหยัดค่าใช้จ่ายมากขึ้น							
3.10	Booking online system helps you can compare the details of each accommodation (price, location, service). การจองห้องพักผ่านระบบออนไลน์จะช่วยให้คุณสามารถเปรียบเทียบรายละเอียดของแต่ละโรงแรมได้ (ราคา, สถานที่, การบริการ)							

No. ลำดับ	Factors influencing consumer buying behavior ปัจจัยที่มีผลต่อพฤติกรรมผู้บริโภค	Level of agreement ระดับความคิดเห็น						
		1	2	3	4	5	6	7
Trust								
3.11	Booking online system offers consumer data safety system. การจองห้องพักผ่านระบบออนไลน์มีระบบรักษาความปลอดภัยข้อมูลของผู้บริโภค							
3.12	Booking online system offers transaction security. การจองห้องพักผ่านระบบออนไลน์มีการรักษาความปลอดภัยในการทำธุรกรรมออนไลน์							
3.13	Booking online system offers guarantee money refund policy. การจองห้องพักผ่านระบบออนไลน์มีนโยบายการรับประกัน/ การคืนเงิน							
3.14	The reliability of website on booking online system. ความน่าเชื่อถือของเว็บไซต์ในการจองห้องพักผ่านระบบออนไลน์							
3.15	The reputation of website on booking online system. ความมีชื่อเสียงของเว็บไซต์ในการจองห้องพักผ่านระบบออนไลน์							
Product								
3.16	Booking online system offers accurate accommodation information. ระบบการจองห้องพักออนไลน์มีข้อมูลของโรงแรมที่พักถูกต้อง ครบถ้วน							
3.17	Booking online system offers class variety of hotel (3 – 5 starts hotel). ระบบการจองห้องพักออนไลน์มีโรงแรมหลายระดับให้เลือก (3- 5 ดาว)							
3.18	Booking online system offers variety type of accommodation (e.g. hotels, resorts, bungalows). ระบบการจองห้องพักออนไลน์มีประเภทที่พักให้เลือกหลายประเภท (เช่น โรงแรม, รีสอร์ท, บังกะโล)							
3.19	Booking online system offers variety location of accommodation worldwide (e.g. countries). ระบบการจองห้องพักออนไลน์มีสถานที่พักจากหลายประเทศทั่วโลกให้เลือก							
3.20	Booking online system helps you can plan a trip (room booking) easily. ระบบการจองห้องพักออนไลน์ช่วยให้คุณสามารถวางแผนการเดินทาง (จองห้องพัก)ได้อย่างง่ายดาย							
Price								
3.21	Booking online system that you used offers reasonable price (worthwhile the price you paid). ระบบการจองห้องพักออนไลน์ที่คุณใช้บริการอยู่มีราคาที่เหมาะสม (คุ้มค่าราคาที่คุณจ่าย)							
3.22	Booking online system that you used offers lower price than hotel direct booking. ระบบการจองห้องพักออนไลน์ที่คุณใช้บริการอยู่มีราคาที่ต่ำกว่าการจองห้องพักกับโรงแรมโดยตรง							
3.23	Booking online system that you used offers lower price than others online travel agencies. ระบบการจองห้องพักออนไลน์ที่คุณใช้บริการอยู่มีราคาที่ต่ำกว่าการจองกับตัวแทนรับจองห้องพักออนไลน์อื่นๆ							
3.24	Booking online system that you used offers various price levels. ระบบการจองห้องพักออนไลน์ที่คุณใช้บริการอยู่มีหลากหลายระดับราคาห้องพักให้เลือก							
3.25	Booking online system that you used offers more discounts on top only for membership. ระบบการจองห้องพักออนไลน์ที่คุณใช้บริการอยู่ให้ส่วนลดเพิ่ม พิเศษจากราคาขายในระบบออนไลน์ เฉพาะสมาชิกของตัวแทนรับจองห้องพักออนไลน์							
Place (channel)								
3.26	You can use booking online service via Online Travel Agencies Website. คุณสามารถใช้บริการจองห้องพักออนไลน์จากเว็บไซต์ของตัวแทนรับจองห้องพักออนไลน์							
3.27	You can use booking online service E-mail. คุณสามารถใช้บริการจองห้องพักออนไลน์จากอีเมล์							
3.28	You can use booking online service via online advertising on online travel site. คุณสามารถใช้บริการการจองห้องพักออนไลน์จากโฆษณาบนเว็บไซต์การท่องเที่ยว							
3.29	You can use booking online service via Smart Phone Application. คุณสามารถใช้บริการจองห้องพักออนไลน์จากสมาร์ทโฟน แอพพลิเคชั่น							
3.30	You can use booking online service in tourist exhibition booth. คุณสามารถใช้บริการจองห้องพักออนไลน์จากบูธในนิทรรศการท่องเที่ยว							

4

No. ลำดับ	Factors influencing consumer buying behavior ปัจจัยที่มีผลต่อพฤติกรรมผู้บริโภค	Level of agreement ระดับความคิดเห็น						
		1	2	3	4	5	6	7
Promotion								
3.31	Booking online system always offers sales activities promotions. การจองห้องพักผ่านระบบออนไลน์มีโปรโมชั่นสนับสนุนการขายอยู่เสมอ							
3.32	Booking online system offers special discounts in seasonal promotion. การจองห้องพักผ่านระบบออนไลน์มีส่วนลดราคาพิเศษในฤดูกาลท่องเที่ยว							
3.33	Booking online system offers more discounts promotion has better discount than the promotion of the hotel. การจองห้องพักผ่านระบบออนไลน์มีส่วนลดมากกว่าราคาปกติสำหรับสมาชิกระบบจองห้องพักออนไลน์							
3.34	Booking online system offers early bird promotion (e.g. online booking at least 15 days in advance get 50% off and minimum 1 night stay). การจองห้องพักผ่านระบบออนไลน์มีโปรโมชั่นการจองห้องพักล่วงหน้า (เช่นจองห้องพักผ่านระบบออนไลน์ล่วงหน้าอย่างน้อย 15 วันรับส่วนลด 50% ระยะเวลาในการเข้าพักอย่างน้อย 1 คืน)							
3.35	Booking online system offers special promotion on special event (Songkran Festival, New Year Festival, Father's Day, and Mother's Day). การจองห้องพักผ่านระบบออนไลน์มีโปรโมชั่นพิเศษในเทศกาลพิเศษ (วันสงกรานต์, วันปีใหม่, วันพ่อ, วันแม่)							

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APPENDIX C

CERTIFICATE OF CONTRIBUTIONS

Sabaijom Chitpanorak

FACTORS INFLUENCING CONSUMER BUYING BEHAVIOR TOWARDS ONLINE ROOM RESERVATIONS THROUGH ONLINE TRAVEL AGENCY IN THAILAND

has contributed to

Burapha University International Conference
"Global Change: Human and Social Impacts"

July 4-5, 2013
Jomtien Palm Beach Hotel & Resort, Pattaya, Thailand

Professor Sompol Pongthai, FRTCOG, MPH, LLB
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