

Factors Influencing International Consumers' Online Hotel Booking Behavior in Bangkok

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Abstract: The study seeks to determine the perspective of the hotel managers and the hotel guests about international consumer's hotel online booking behavior in Bangkok. The qualitative method with the semi-structured interview was chosen by the researcher to gather information from the hotel managers and international tourists who had stayed or were staying in the hotel in Bangkok. The result revealed that both hotel managers and hotel guests have almost the same understanding about the definitions of consumer online hotel booking behavior in Bangkok, yet they used different ways to describe their opinion about it. The finding also showed that the hotel managers in Bangkok seem to understand a lot about their customer needs and wants. However, the misunderstanding between them is still there, so the improvement is still required for the hotel to take into account, such as investing more on human resource development and focusing more on hotel online booking system.

Keywords: Hotel, Consumer Behavior, Online Hotel Booking, Factor.

1. INTRODUCTION

The first chapter discusses the introduction of the study. In the introduction part, background, statement of the problem, limitations of the study, significance of the study is discussed further to give a clear understanding of the research area. The research questions, research objectives and scope of the study are discussed.

The tourism trade has gradually increased and promoted the development of the Thai economy. Tourism service trade is an essential component of Thailand's service trade, and its scale of development is constantly expanding.

With the rapid advancement of high-tech such as the mobile Internet, big data, and Internet of things, the scale of Thailand's tourism market is growing and maturing in the context of the optimization of tourism development policy environment and the improvement of national living standards. With the rapid development of the Internet and the innovation and development of related technologies, users' demand for the Internet is increasing. At the same time, the tourism industry is constantly merging with new network technologies under the influence of the Internet, allowing consumers to make reservations and purchases of travel products online.

Increasingly consumers have abandoned the way of travelling in the past, "getting in the car, getting off the camera, shopping in the store". Now I am paying more attention to a kind of enjoyable vacation trip, especially focusing on accommodation. For example, the convenience of booking, accommodation, etc. This shows that in addition to the beauty experience, the accommodation has become an essential factor affecting consumer travel. Therefore, improving the overall service quality of the hotel is conducive to enhancing the attractiveness of tourism in Thailand, and thus expanding the scale of the tourism trade in Thailand is of great significance.

In the Internet age, word of mouth has not been limited to the traditional word of mouth of friends and family but has begun to have the electronic word of mouth, becoming one of the most concerned sources of information for online shoppers before shopping. With the gradual evolution of electronic word-of-mouth, it has become a valuable reference source for consumers to make online hotel reservations and affects the online booking behavior of this consumer. In the case of the proliferation of commodity information and the uneven quality of goods, compared with the consumption of physical stores, consumers can not understand the situation of goods when shopping online. Therefore, if consumers want to purchase goods that they are satisfied with online, they need to obtain more online sources of information related to the

products. As an important platform for consumers to obtain product information, electronic word-of-mouth has both functions of comment and reference, which truly reflects the customer's service perception and also affects consumers' online booking behavior.

In view of the intangibility and unpredictability of hotel service products, hotel online bookings are not accepted at first. With the development of the tourism market and the expansion of hotel online bookings, this system has gradually matured, and this has begun to slowly become a new trend in society.

Research Objectives (RO)

RO 1: To investigate hotel managers and guests understanding about consumer online hotel booking behavior in Bangkok.

RO 2: To investigate the reasons why some tourists do not cancel their online booking when they do not wish to come.

RO 3: To identify the factors influence consumer choice of hotel selection via online in Bangkok.

RO 4: To identify the challenges that hotels in Bangkok have faced in relation with online hotel booking.

2. LITERATURE REVIEW

Definition of Consumer behavior

Consumer behavior is an interdisciplinary social science that integrates elements of psychology, sociology, social anthropology, anthropology, ethnography, marketing and economics (especially behavioral economics). It studies how emotions, attitudes and preferences affect buying behavior. The characteristics of individual consumers, such as demographics, personality, lifestyle and behavioral variables, such as usage rate, occasion of use, loyalty, brand support, willingness to provide recommendations, aiming at understanding people's needs and consumption, have been investigated in formal studies of consumer behavior. Consumer behavior research also investigated the impact of family, friends, sports, reference groups and the whole society on consumers.

"Consumer behaviour is the study of the process involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires (Solomon et al, 2006). "

Blackwell Miniard and Engel defined consumer behavior as "consumer behavior is those activities directly involved in obtaining, consuming, and disposing product and services including the decision processes that precedes and follow these actions" This definition gives an importance to psychological process during pre-purchase and post-purchase stages.

There are several meanings of consumer behavior provide in many researches, but the interesting one was from

Consumer behavior in tourism

Consumer behavior functions as a foundation for marketing enterprises. It is a crucial part of understanding why people tend to choose a certain destination and what sort of factors influences them (Lee &Wu, 2011). The decision process of buying tourism products or services such as hotels takes time because they are mostly intangible and there are many risks involved in the buying process (Morosan & Jeong, 2008).

The decision to spend non-refundable money on hotel versus purchasing tangible

products involve psychological determinants (Morosan & Jeong, 2008). The most important variables are cultural, demographics and lifestyles among others that are prestige, escape, sexual opportunity, education, social interaction, family bonding, relaxation, and self-discovery (Kotler et al. 2003) Therefore, in order to understand comprehensively customer behaviour in tourism, various models have been developed to describe and generalize consumer behaviour patterns. The models attempt to show the important role of different elements affecting the decision-making process (Swarbrooke et al., 2007).

Hotel buying behaviour or in others words booking for a hotel, just like the overall buying behaviour, includes passing the five stages of decision-making process; first feeling the need for hotel accommodation or travel desire, then information collection and evaluation image, decision to use hotel services, experience and satisfaction of hotel services, and finally outcome and evaluation (Gilani nia, 2010).

3. METHODOLOGY

The qualitative method was used in this research for gathering data. The semi-structured interview was chosen by the researcher to gather information from the hotel managers and international tourists who had stayed or were staying in the boutique hotels in Bangkok. twenty open-ended questions were prepared for the interview, which was divided into two parts – For hotel managers (ten questions) and tourists (six questions). For the sample size of this study, the researcher chose to interview four hotels managers and twelve international tourists, which took place in Bangkok between October to November, 2019.

Furthermore, twelve international tourists have been selected for the interview in Suvarnabhumi International Airport, Khao San Road, China Town, Nana Road and selected hotels. The reason why the researcher chose the airport as the place for collecting information because the airport is the best place where most of the international tourists gather there, especially they have much time for answering every question in details. In addition to this, Khao San road, Central World, and Siam Paragon are the best places to find international tourists who stay in the boutique hotels because of the huge numbers of boutique hotels within that area and the popularity of these places among tourists. Besides, the constant comparison analysis method is used to analyse the necessary data collected from the interviews.

4. FINDINGS

To investigate hotel managers and guests understanding about consumer online hotel booking behavior in Bangkok.

Based on the above literature review, the consumer hotel online booking behavior have been defined by many authors around the world. In the study, The researcher got different answers from hotel managers and hotel guests.

In this study, hotel managers can certainly describe the definition of consumer hotel online booking behavior based on their current knowledge and experience, but they try to emphasize service delivery rather than other factors. Almost all of them make service delivery a top priority for hotels and describe service delivery as a key point of hotel industry success.

For the hotel guests, plenty of them seem to distinguish the definition of consumer hotel online booking behavior based on their common sense. Most of them described it as a responsiveness, decision-making purchasing process based on consumer attitude.

To investigate the reasons why some tourists do not cancel their online booking of the room when they do not wish to come.

It's a complicated situation. There are lots of reasons for that. According to the fact, hotel managers and the guests agree that the reason are careless, unfriendly, functional, time limited, payment completed and so on.

To identify factors influence consumer choice of hotel selection via online in Bangkok.

There are many factors influence consumer online hotel booking behavior as follows: price, location, e-WOM, culture, budget, health; security, service and so on.

Most of hotel managers and guests insist that service is the key factor.

To identify the challenges that hotels in Bangkok have faced in relation with online hotel booking.

For hotel managers, they believe that imperfection, casual attitude; language barrier, intense competition, IT are really challenge them a lot.

For hotel guests, they think challenges are less facilities, old building, lower rate, negative feedbacks, location problem, costly, language barrier, over booking, payment problem.

5. CONCLUSION AND IMPLICATION

The hotel industry is a competitive space When booking a place to stay, there are countless options The fierce competition makes the hotel face the risk of being unable to meet its room demand That's why it's so important to stay ahead of the game and take steps to ensure that guests find you.

For hotel guests, they sometime careless, unfriendly, functional, time limited, payment completed and so on. Then hotel managers, they often clam down first, ask employees and tourists for details, then show caring to hotel guests, explain to them and solve it properly.

The most important thing is service in hotel industry by hotel managers. That's the key factor.

The challenge for the hotel is to be different and to attract guests on a regular basis. It's also important for these customers to be loyal customers and advocates, and they have to go out and tell others how great your business is. Check out four ways the hotel can improve its hotel visibility.

Limitations

This study has limitations.

Firstly, this research does not focus on various types of hotel. Thus, future study should attempt to investigate furthermore. The effect estimates in the model are based on interventional and prospect observational studies.

Secondly, as these research method. Future research may use mixed method.

Thirdly, this research was conducted during September-December 2019. Because of limited time. Therefore, future research might consider other time period.

Fourthly, this study investigated the factors influencing international consumers' online hotel booking behavior. Therefore, a future research might consider other sections within the tourism industry.

Last but not least, the study was carried out in accordance with university guidelines because of limited time and limited knowledge and experience covering all aspects of the subject. Just try to identify different aspects of factors influencing international consumers' online hotel booking behavior in Bangkok.

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