

**The effect of customer's perceived value on their purchase intention of
Chinese customer toward online tour packages in Thailand**

Sittichok Jalernkij

A large, light purple watermark of the Dhurakij Pundit University (DPU) logo is centered on the page. The logo consists of the letters 'DPU' in a stylized, serif font, with a circular emblem to the right containing a globe with blue and white stripes.

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ใบรับรองสารนิพนธ์

วิทยาลัยบริหารธุรกิจนวัตกรรมและการบัญชี มหาวิทยาลัยธุรกิจบัณฑิตย์


ปริญญา บริหารธุรกิจมหาบัณฑิต

หัวข้อสารนิพนธ์ Research on the effect of customer's perceived value on their purchase
intention of Chinese customer toward online tour packages in Thailand

เสนอโดย Mr.Sittichok Jalemkij

อาจารย์ที่ปรึกษาสารนิพนธ์ ผู้ช่วยศาสตราจารย์ ดร.ศิริเดช คำสุพรหม

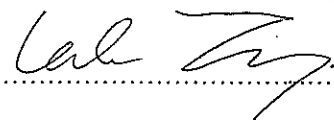
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.....กรรมการและอาจารย์ที่ปรึกษาสารนิพนธ์

(ผู้ช่วยศาสตราจารย์ ดร.ศิริเดช คำสุพรหม)

.....กรรมการ

(ผู้ช่วยศาสตราจารย์ ดร.ลีลา เต๋ยงสูงเนิน)

วิทยาลัยบริหารธุรกิจนวัตกรรมและการบัญชี รับรองแล้ว

.....คณบดีวิทยาลัยบริหารธุรกิจนวัตกรรมและการบัญชี

(ผู้ช่วยศาสตราจารย์ ดร.ศิริเดช คำสุพรหม)

วันที่ 18 เดือน ธันวาคม พ.ศ. 2563

Independent Study Title: The effect of customer's perceived value on their purchase intention of Chinese customer toward online tour packages in Thailand

Author: Mr. Sittichok Jalernkij

Supervisor: Asst.Prof. Dr. Siridech Kumsuprom

Department: Marketing in Digital Era

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ABSTRACT

Chinese and online services correspond to each other. Whether it's booking flights, booking hotels, booking rental cars, or everything the Chinese want to do online. Link its services to the Chinese market through various applications. This is one of the most important and necessary channels for your business. Because this method can guarantee that you will definitely hit Chinese tourists.

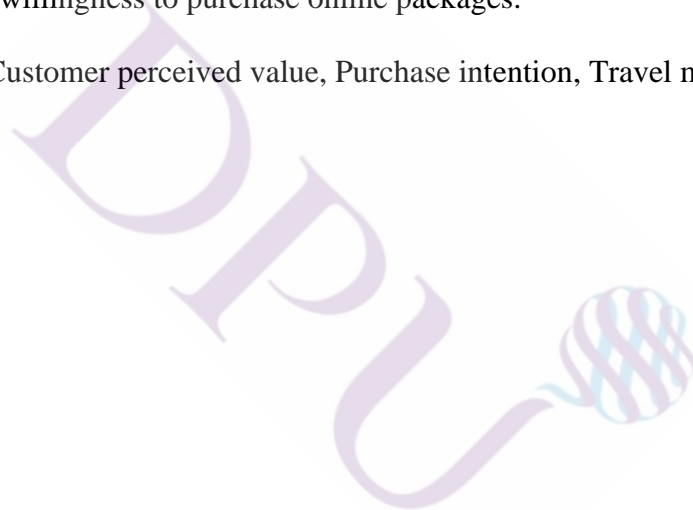
Due to many factors, such as cheap travel expenses, most Chinese choose to come to Thailand. During the cold period in China. Thailand, the temperature is suitable for travel, it is easy to apply for a visa, can apply for a visa when entering, not far away, eat well, live well, all kinds of travel world-class beautiful sea. Therefore, this topic must be selected to solve the problem and improve it better.

The starting point is to use tourism products as the research object, establish a model of factors that affect consumers' willingness to purchase tourism products online, and analyze the factors that affect consumers' choices of online tourism products. Conduct questionnaire surveys to identify the factors and characteristics of

tourism products, and evaluate the factors that influence consumers' willingness to purchase tourism products from online touch points.

This study draws the following conclusions through analysis: (1) The demographic data in the consumer perceived value model has a significant impact on consumers' attitudes and willingness to purchase online packages, while perceived ease of use has no effect on consumers' attitudes. Significant impact; (2) Perceived value also has an important impact on explaining consumers' willingness to purchase online packages; (3) Travel motivation is the most important factor affecting consumers' willingness to purchase online packages.

Keyword: Customer perceived value, Purchase intention, Travel motivation.



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CHAPTER 1

INTRODUCTION

1.1 Background to the Study

Traveling abroad is no longer a big deal, and more and more people are going abroad to see the world. Traveling to Southeast Asian countries is the first and most popular destination for Chinese tourists to travel abroad. Every year, a large number of tourists go to Thailand, Vietnam, Indonesia, Malaysia and Singapore. Among them, the most popular destination for Chinese tourists is Thailand.

Thailand tour prices are low compared with Singapore and Japan, Thailand tourism is very good and cheap. Thailand's prices are still much lower than those in China, and even lower than those in Singapore and Japan. One of the reasons that tourists like to travel to Thailand is that the cost of tour packages are not too high, in most cases tourists who visit Thailand for only a few days spend two to three thousand yuan. In contrast to traveling to other countries costing several thousand more, this means that it is more likely to save the cost of traveling.

No matter if you are traveling in Thailand, you don't have to worry about language problems, because English and Chinese are very popular in Thailand, and most people can communicate in basic Chinese. Also, Thais are very friendly to foreign tourists. Thais are very enthusiastic, and they are willing to help tourists solve various problems.

Thailand is rich in Southeast Asian folk customs, Buddhism prevails, and there are many ancient temples and palaces. Thailand's islands have beautiful

scenery, complete tourist facilities, and many attractions. There are also many specialties in Thailand, such as Tom Yum Goong soup, mango sticky rice, pineapple rice, cucumber shreds, etc. People who traveling to Thailand can also eat a lot of delicious and various fruits that are not available in the country.

In 2017, Thailand's international tourists reached a record 35.38 million, which is equivalent to more than half of Thailand's population. Chinese tourists accounted for more than 9.8 million out of the 35.38 million, bringing Thailand approximately 104.7 billion yuan in revenue. China has always been Thailand's main source of tourists.

There are many travel apps in China for the Chinese people because there are all-round preparations for travel things, such as booking air tickets, hotels, restaurants, cars, local pick-ups (tour guide), visa services, etc., so now Chinese tourists choose to use the online booking and also there are many Chinese people still buy the service from a local tour company to travel in a group because they don't need to prepare anything by their own.

There are many reason that Chinese people choosing the online tour packages, the number of Chinese Internet users reached 420 million, and the Internet penetration rate has further increased. The degree of Internet commerce has increased rapidly. The number of online shopping users nationwide has reached 140 million, and the half-year growth rate of online payment, online shopping and online banking users is about 30%, far exceeding other types of online applications. As the demand for tourism and leisure in people's lives continues to expand, online shopping will also have more and more room for development in the field of tourism. It will be one of the important ways for people to purchase tourism products in the future.

1.2 Research Problem

- What are customer perceived value effect to purchase intention
- What are Demographic profile effect to purchase intention
- What are Travel motivation effect to purchase intention

1.3 Research Objectives of the Study

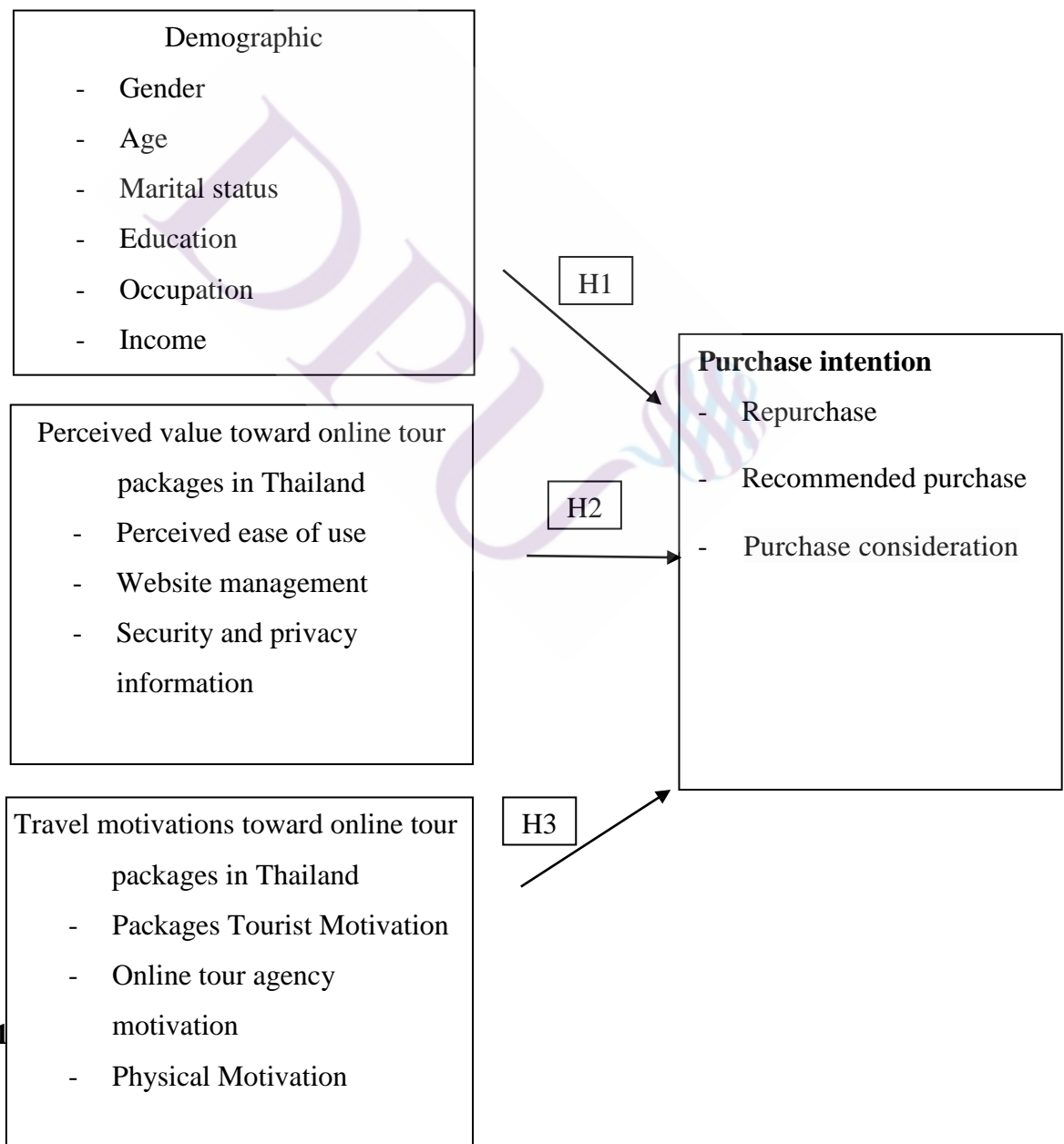
The aims of this study are as follows:

Research Objectives: Based on the theory of consumer behavior, analyze and explain the mechanism of Chinese online travel packages and the effect of customer perceived value on purchase intention. At the same time, a theoretical model is conducted for empirical research.



1.4 Conceptual Framework

Based on the objective of the study, for a conceptual framework is created and divided into dependent and independent variables. Purchase intention is a dependent variable in describing the purchasing behavior of Chinese tourists in Thailand. And Consumer perceived value, Demographic profile and Travel motivation are an independent variable.



According to the conceptual framework of the research study, the study hypotheses are listed as follow:

H1: Different demographic affect to the purchase intention toward online tour packages in Thailand of Chinese customers.

H2: the perceived value positively affect to purchase intention toward online tour packages in Thailand of Chinese customers.

H3: the travel motivations positively affect to purchase intention toward online tour packages in Thailand of Chinese customers.

1.6 Scope and Limitations of the Study

This research paper focuses on effects of consumer perceived value on purchase intention of Chinese customer only. Moreover, this study collected data from Chinese customer who is travelling in Thailand. Therefore, this will limit a generalization of the result to similar research domain.

1.7 Population and Sample

Population: Chinese

Sample: Representatives of Chinese populations who are travelling in Thailand

Sample size estimation: Due to the number of populations is unknown, the researcher uses Taro Yamane table to calculate by the approximately sample size for this study (Poldongnok 2009). The sample size is calculated based on 95% confidence level and 5% sampling error. The suggested using 384 samples, however the research is allowed to collect data from 400 samples due to limited 4 months' study period of this independent study course.

1.7.1 Sampling Method

The process of sampling method is as follows:

1.7.1.1 Sample quota sampling – by selecting sample from Chinese peoples who are traveling in Thailand 400 respondents.

1.7.1.2 Convenience sampling – self-administered questionnaires will be distributed to Chinese customer by online interview.

1.7.2 Study Variables:

Independent variables:

- Demographic
- Perceived value toward online tour
- Travel motivations

Dependent variables:

Purchase intention

- Repurchase
- Recommended purchase
- Consideration purchase

1.8 Definition of Terms

1.8.1 **Chinese customer** – travelers of visitors who are in China

- 1.8.2 **Customer perceived value** - is the notion that the success of a product or service is largely based on whether customers believe it can satisfy their wants and needs. In other words, when a company develops its brand and markets its products, customers ultimately determine how to interpret and react to marketing messages. There are Demographic, Perceived value, Travel motivations.

1.8.3 **Purchase intention** – is defined as a measure of the strength of one's intention to perform a specific behavior or make the decision to buy a product or service. There are Repurchase, Recommended purchase, Consideration purchase.

1.9 Significance of the Study

1) Through the review and summary of previous research., Deeply analyze the core issues involved in customer perceived value, provide reasonable theoretical explanations for each dimension of customer perceived value, and provide a theoretical basis for a comprehensive and in-depth understanding of customer perceived value

2) Private Sectors, especially tourism companies in Thailand, can also be Served as guideline to improve the marketing strategies of tourism business



CHAPTER 2

LITERATURE REVIEW

The purpose of this chapter is to review relevant and related literature as found in the purchase intention and customer perceived value literatures. The chapter is organized into sections which consist of:

1. Demographic profile
2. Customer perceived value
3. Travel motivations
4. Purchase intention

2.1 Demographic profile

Demographics are likely to play an important role in predicting online behavior just as it does in traditional marketplaces. For instance, in a recent study respondent with school aged children found travel websites often unable to provide the information needed or allow booking to accommodate a family (Conyette, 2010). And socio-demographic and behavioral characteristics influence to purchase decision, the consumers with more financial constraints are no more prone to promotions than consumers with a higher economic level (Martinez and Montaner, 2006)

Dae-Young Kim (2007) examined the gender differences in the context of online travel website content preferences and functionality. It was found that there were gender differences both in terms of attitudes to information channels and travel website functionality preferences, one of the studies by Marie Odile Richard (2010) indicated that men differ from women in web navigation behaviors with men engaging in less exploratory behaviors and developing less website involvement than women. When it comes to key drives of website attitudes, both men and women look for entertainment, challenge, and effectiveness of information content.

A study by Alejandro Gonzalez (2006) indicated that older consumers represent a sizable amount of market for travel products and services. It was indicated that older consumers have the greatest personal disposable income among the affluent segment and so online travel companies are required to study to capture the real marketing value. Related to this, Blanca Hernandez (2011) did analyze whether the socio-economic variables Age, Gender and Income have an influence on the experienced e-shoppers i.e., consumers who often purchase travel tickets online. It was found that these variables moderate neither the influence of previous use of the internet nor the perceptions of e-commerce.

2.2 Customer perceived value

The customer's subjective perception value of the product includes the quality value of the product and the customer's willingness to buy. In marketing, there are some aspects related to service quality and behavioral willingness.

Price is the general currency expression of a product or service, which has a certain impact on the customer's product experience and evaluation, and then affects the customer's purchase intention. After reading a large amount of literature, it is found that price perception has a certain relationship with customers' purchase intention. Whether the price positioning is within the customer's psychological expectation, if it exceeds the customer's choice of premium purchase or abandoning purchase is the key factor considered in this article. Scholar Zhou Jia (2014) analyzed online transactions and purchase intentions, and found that commodity prices have a negative impact on purchase intentions; Yang Yimiao (2009) studied the influence of shop image customer perception value on purchase intentions. There is a positive correlation between willingness. This article combines the current stage of dance

training institutions with stable market pricing, which has a positive impact on price value and purchase intention. (Murray & Howat, 2002; Paterson & Spreng, 1997; Theodorakis, 2001; Zeithaml & Bitner, 1996). Parasuraman et al. (1988) and Zeithaml et al. (1996) there is a positive correlation between the quality of service and the customer's purchase intention in the quality value. There is a certain connection, which is expressed as a positive correlation. Especially the word-of-mouth communication of mature guests and the high-quality teaching level and service attitude of the institution. The quality of service is mainly influenced by word of mouth and repeat purchase. Scholars Liu Yabing, Yu Hongliang and others (2018) analyzed the relationship between the subjective value of guests in the real estate sector and their purchase intentions. The survey shows that Chinese home buyers tend to have emotional value and quality value, which have a direct impact on customers' purchase intention; Hou Shuxia and Chen Jiaqi (2019) also proposed that the relationship between perceived quality value and purchase intention is positive.

The measurement of CPV is recognized both as unidimensional and multidimensional constructs (Fernandez and Bonillo, 2007) (see Appendix 1, Table AI). The unidimensional construct relates with utilitarian approach and identifies benefits and sacrifice/costs from economic and cognitive aspects. This approach is considered by number of marketing researchers such as Corbin *et al.*, 2001; Brady and Robertson, 2001; Grewal *et al.*, 1998 and Zeithaml, 1988. The multidimensional value construct is not much explored in the literature (Fernandez and Bonillo, 2007) but at the same time preferred over unidimensional construct (Gallarza and Saura, 2006). The multidimensional approach focuses on integrative aspect relating to different dimensions of value.

Different authors have defined perceived value from different perspectives. For instance, Grewal *et al.* (1998) consider transaction and acquisition values for measuring perceived value. Gronroos (1997) considers value in terms of emotional and cognitive features whereas Sweeney and Soutar (2001) find value as a compound of emotional, social, quality and price. Later Arnold and Reynolds (2003) consider aesthetic as important driver to enhance the perceived value of consumer. More recently Gounaris *et al.* (2007) consider CPV as a function of six elements, namely product value, procedural value, personnel value, emotional value, social value and perceived sacrifice.

We argue that the dimensions used by different researchers, in healthcare or other sectors, need to be modified to measure consumer perceived value in healthcare services sector. Among three studies in healthcare sector, Choi *et al.* (2004) and Cronin *et al.* (2000) have considered benefit and cost as significant dimensions of CPV while Ekrem and Fazil (2007) considered multiple approach focusing on functional value (installation, service quality, price, professionalism), emotional value (novelty, control, hedonics) and social value. We argue that these components need to be modified to measure more clearly the CPV in healthcare sector. We argue that hedonics and novelty are more relevant for merchandise than healthcare service sector. Similarly, in merchandise sector, Gounaris *et al.* (2007) conceive CPV as a function of product value, procedural value, personnel value, emotional value, social value and perceived sacrifice, which are suitable to measure CPV in automobile sector but not as such in service sector.

Among various dimensions, we argue that personnel value and procedural value are to be modified to suit to services sector. The personnel value is broader dimension and needs to be considered with more specific components such as efficiency, transaction and interaction values to evaluate CPV more appropriately. Similarly, procedural value is considered as part of transaction. Sheth *et al.* (1991) suggest five CPV dimensions that include functional value, social value, emotional value, epistemic value and conditional value. Among these epistemic values, reflect new innovative features and as such not suitable in healthcare sector where consumers focus more on health recovery and relief from the medical problem. Later Sweeney and Soutar (2001) advocate deconstruction of the functional dimension of value into price and quality value and suggest elimination of the epistemic and conditional values given by Sheth *et al.* (1991). They focus on five dimensions namely quality value, functional value, social value and emotional value to measure value. The quality and functional value dimensions used by Sweeney and Soutar (2001) are broader and again not suitable to provide clear insight about CPV in healthcare sector. These dimensions are deconstructed into efficiency, aesthetic, acquisition and transaction value dimensions in the present study

When studying the relationship between customer perception value and purchase intention, it is found that emotional value has an impact on the customer's purchase intention (consider purchase, recommended purchase and repeat purchase). Scholars Dong Dahai and Yang Yi (2008) believe that emotional value is the degree of preference and evaluation to satisfy customers' emotional needs. Customers pay more attention to their spiritual pleasure and personality realization, as well as high-level emotional satisfaction; researchers Chen Liqing and Li Wen (2016) Analyzed

the customer's perceived value of luxury luggage, and then found that there is a positive correlation between emotional value and customer purchase intention.

A previous study by Andreas Eggert, Wolfgang Ulaga et al., (2002) revealed that Customer perceived value is measuring the satisfaction customers have with a product or service

Ying – Feng kuo, Chi – Ming Wu and Wei – Jaw Deng et al., (2009) used customer perceive value including prospecting of money, quality, benefit, social psychology to The relationships among service quality, perceived value, customer satisfaction, and post-purchase intention in mobile value-added services.

Ching – Fu Chen, Fu Shian Chen et al., (2009) used quality and value to Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists.

Based on the previous studies, researcher found that there were so many customers perceived value factors to influence purchasing behavior. This study particularly to examine the purchasing intention of Chinese customer so that including Perspective of money, quality, benefit, social psychology was used to measure.

2.3 Travel motivations

Bizirgiannia & Dionysopouloub (2013) refer to tourists' travel motivations and behaviours are closely connected to the availability of information about destinations on the Internet and in social media, as well as the availability of suitable digital facilities at destinations. These include, for example, good, free Internet connectivity and new technological environments based on innovations. Bizirgiannia, I. & Dionysopoulou, P. (2013), "The influence of tourist trends of Youth Tourism through Social Media (SM) & Information and Communication Technologies", *Procedia - Social and Behavioral Sciences*.

Martinez and Montaner (2006) found that socio-demographic and behavioral characteristics influence to purchase decision, the consumers with more financial constraints are no more prone to promotions than consumers with a higher economic level.

Martinez, E., & Montaner, T. (2006). The effect of consumer's psychographic variables upon deal-proneness. *Journal of Retailing and Consumer Services*.

2.4 Purchase intention

Repurchase intentions have long been used by investigators to assist purchasing behavior prediction in the future. In recommendation context, the willingness of a user to purchase a certain product recommended by the recommender system is known as purchase intention. It has been shown that when the consumers trust the online store, she/he will be more likely to purchase in that store (Gefen et al., 2003). (Nilashi et al. 2016) also found that there is a relationship between customers' trust and purchase intention in e-commerce recommendation systems.

2.2.1 Definition of purchase intention

Purchase intentions can be used to test the implementation of a new distribution channel to help managers determine whether the concept deserves further development and decide which geographic markets and consumer segments to target through the channel (Morwitz et al., 2007)

The motivation of a person's effort to act in the sense of a conscious plan is a statement of purchase intention defined by Eagle and Chaiken (1993).

(Dodds et al. 1991), (Boulding et al. 1993), and Zhang Min et al. (2015) generally agree that the measurement dimensions of purchase intention include

repurchase intention, recommendation intention and premium purchase intention. The formation of purchase intention is an important part of consumers' purchase decision-making process.

Moreover, (Spears and Singh 2004) provide a succinct definition of purchase intention, because "purchase intention is a conscious plan of an individual's efforts to buy a brand.

Perceived value is an important topic for relationship marketing and has been conceptualized using two major approaches (Sanchez et al., 2006).

Lu et al. (2010) to refer that motivation is a state in which people will perform adaptive behaviors to options of expected goals.

Lu, Y., Zhao, L., & Wang, B. From virtual community members to C2Ce-Commerce buyers: Trust in virtual communities and its effect on consumers purchase intention. *Electronic Commerce Research and Applications*, 2010.

Chapter 3

Research Methodology

This study addresses on Chinese customers toward online tour packages in Thailand

3.1 Demographic: Gender, Age, Marital status, Education, Occupation, Income

3.2 Consumer perceived value: Perceived ease of use, Website management, Security and privacy information

3.3 Travel motivations: Packages Tourist Motivation, Online tour agency motivation, Physical Motivation

3.4 Purchase intention: Repurchase, Recommended purchase, Premium purchase.

This research survey research design that uses a self-administrative questionnaire to collect data from respondents (Malhotra2007). Several steps of research methodology were presented as follow:

1. Population
2. Measurement items
3. Data collection method
4. Data analysis

3.2.1 Identifying population and sample

Population: The population of this research is Chinese customer who toward online packages in Thailand.

Sample: Representatives of Chinese customer who are toward online package in Thailand.

Sample size

Due to inexplicitness of the sample' number, the research shall implement Taro Yamane's formula to calculate the appropriate sample size at 95% of confidence level, and sampling error of 0.05% based on following formula;

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

$$N = \text{Sample size}$$

$$Z = \text{Reliability of 95\% is 1.96}$$

$$e = \text{Not reliability is 0.05}$$

$$P = \text{Percentage (0.05)}$$

Calculation

$$\begin{aligned} N &= Z^2 \{P(1-P)\} / e^2 \\ &= (1.96)^2 \{(0.50)(1-0.05)\} / (0.05)^2 \\ &= 384 \end{aligned}$$

The sample size is 384 respondents. However, this study will collect data from around 400 samples due to the limited study period 3 months

Sampling Method

3.3 Measurement Items

The study provides measurement items for each variable. The findings of these variables are as follows:

- 12 items to measure the demographic profile of the respondents of the study (e.g. gender, age, monthly income, or occupation etc.)
- 22 items to measure the marketing mix strategy (4P's) (such as product, price, place and promotion).
- 7 items to measure the influencer factor.
- 5 items to measure the purchase intention of the customer.

Likert Scale was used to quantify level of agreement on items related to marketing mix strategy (4P's), influencer factor and purchase intention of the customer. The scale descriptions are as follows:

5 = Strongly agree with the statement

4 = Agree with the statement

3 = Feel neutral with the statement

2 = Disagree with the statement

1 = Strongly disagree with the statements

According to Sirirat (2005), each item is assigned a numerical score, ranging from 1 to 5 as follows:

- Calculate the cutting/interval score = $(5-1)/5 = 0.80$
- Thus, descriptions of the revised score are as follows:

Range of the Score Level of agreement

1.0 – 1.80 = strongly disagree with the statement

1.81 – 2.60 = disagree with the statement 2.61 – 3.40 = feel neutral with the statement.

3.41 – 4.20 = agree with the statement

4.21 – 5.00 = Strongly agree with the statement

3.3.1 Measurement Validation

There are 2 steps of validity tests for survey research questionnaires which are:

1.1 **Content validity** was assured by developing the study constructs based on relevant literature and suggestions of academician and practitioners

1.2 **Reliability Validity** Researcher conducted a pilot test with 41 respondents. The data had coefficient alpha, or Cronbac's Alpha, 0.6 which indicated a moderate – fair internal consistency of the study constructs (Malhotra 2007).

3.4 Data collection

This study collected 2 types of data which are:

(1) Document law:

According to the research problem, the related literature is reviewed, and the current research results of the academic community on this problem are summarized as the theoretical framework of this research. The sources of documents are mainly search engines such as CNKI, Baidu Library, Google, and Baidu, as well as libraries and related materials.

(2) Questionnaire method:

This article mainly takes the Chinese customer toward online purchasing as the subjects of investigation, and investigates the quality value, Epistemic value, emotional value and price value of Chinese customer toward online packages, as well as purchase intention (repetitive purchase, recommended purchase, consideration purchase) and other items. On the one hand, we can investigate and study the purchase intentions of Chinese customer toward online packages and collect first-hand data; on the other hand, we can also conduct research and analysis on the development of Chinese Customer. And through the questionnaire data, the current situation and influencing factors.

3.5 Data Analysis

Data was analyzed using the following statistics:

(1) Descriptive Statistic – Frequency, percentage, mean and standard deviation.

(2) Inferential Statistics;

Pearson's Chi-Square (X^2 -test) was used to test the relationship between demographic profiles, customer perceived value and purchasing intention of Chinese who toward online packages in Thailand.

The confidence level of 95% or $\alpha < 0.05$ was adopted to test the hypotheses of the study.

CHAPTER 4

Findings and Analysis

This research conducted this study “The effect of customer’s perceived value on their purchase intention of Chinese customer toward online tour packages in Thailand”. A total of 400 consumer questionnaires were coded and analyzed using SPSS to analyze the hypotheses. The research analysis is presented in the form of a 5 part as follows:

Part 1 Analysis the demographic variable frequencies include gender, age, marital status, education, income and occupation by using frequency and percentage analysis method.

Part 2 Analysis of the perceived value of Chinese customers toward online tour packages in Thailand includes perceived ease of use, website management, and security and privacy information by using the mean and standard deviation analysis method.

Part 3 Analysis of the travel motivations of Chinese customers toward online tour packages in Thailand includes packages tourist motivation online tour agency motivation and physical motivation by using the mean and standard deviation analysis method.

Part 4 Analysis of the purchase intention toward online tour packages in Thailand of Chinese customers by using the mean and standard deviation analysis method.

Part 5 Hypotheses testing

4.1 Analysis of demographic variable frequencies

	Demographic variable	Frequency	Percent
1. Gender	Male	154	38.50
	Female	246	61.50
	Total	400	100.00
2. Age	Less than 20-year-old	20	5.00
	20 - 30-year-old	247	61.75
	31 - 40-year-old	72	18.00
	41 - 50-year-old	20	5.00
	51 - 60-year-old	34	8.50
	More than 60-year-old	7	1.75
	Total	400	100.00
3. Education	Below a bachelor's degree	224	56.00
	Bachelor's degree	103	25.75
	Master's degree	50	12.50
	Doctorate degree	23	5.75
	Total	400	100.00
4. Marital status	Single	157	39.25
	Married	163	40.75
	Widowed	55	13.75
	Divorced	25	6.25
	Total	400	100.00
5. Occupation	Student	19	4.75
	Employee	200	50.00
	Freeland	98	24.50
	Business Owner	44	11.00
	Housewife	29	7.25
	Retired	10	2.50
	Total	400	100.00
6. Monthly	Less 3,000 CNY	110	27.50

Income (CNY)	3,000 - 5,000 CNY	149	37.25
	5,001 - 7,000 CNY	94	23.50
	7,001 - 9,000 CNY	18	4.50
	More than 9,000 CNY	29	7.25
	Total	400	100.00

This to studies analysis of demographic variable frequencies includes gender, age, marital status, education, income and occupation by using frequency and percentage analysis method.

Table 1 Frequency and percentage of respondent demographic variable

The results of the table show that the majority of the respondents were female 61.50% (246 people) and male 38.50% (154 people). Most of the respondents were age group 20 - 30 years old 61.75% (247 people), followed by those aged group 31 - 40 years old 18.00% (72 people), and age group 51 - 60 years old 8.50% (34 people). The minority age groups were less than 20 years old and 41 – 50-year-old 5.0% (20 people) and less more than 60 years old 1.72% (7 people). The largest group of respondents below a bachelor's degree of 56.00% (224 people). The second largest group bachelor's degree 25.75% (103 people), and a master's degree 12.50% (50 people). A small minority were doctorate degree of 5.75% (23 people).

In terms of marital status, most of them were married 40.72% (163 people), followed by single 39.25% (157 people). Some respondents were widowed 13.75% (55 people) and less divorced 6.25% (25 people). The occupations in the largest group of respondents were employees 50.00% (200 people). The second-largest group is Freeland 24.50% (98 people) and the third-largest group is business owner 11.00% (44 people). Small minority respondents are housewives 7.25% (29 people), students 4.75%, and less retired 2.50%. And the monthly income (CNY) of the largest group of respondents is in the range of 3,000 - 5,000 CNY per month 37.25% (149 people), , followed by income group less 3,000 CNY per month 27.50% (110 people) and 5,001 - 7,000 CNY per month 23.50% (94 people). The smallest income more than 9,000 CNY per month 7.25% (29 people) and less income group 7,001 - 9,000 CNY per month 4.50% (18 people).

4.2 Analysis of the perceived value of Chinese customers toward online tour packages in Thailand.

Table 2 Represents the mean and standard deviation the perceived value of Chinese customers toward online tour packages in Thailand.

Perceived value	\bar{x}	SD.	Meaning	Rank
Perceived ease of use				(3)
It is easy to download information from the website.	3.85	0.73	Agree	
The online tour packages agency website does not have broken links.	4.02	0.84	Agree	
Their online tour packages were detailed information on hotel location on this website.	3.82	0.82	Agree	
The online tour packages agency website provides back home button.	3.88	0.86	Agree	
The online tour packages agency provides links for relevant information on other websites.	3.91	0.81	Agree	
Average	3.89	0.69	Agree	
Website management				(1)
The information offered on the website is updated regularly	4.33	0.71	Strongly Agree	
The online tour packages agency website provides latest update time	4.13	0.77	Agree	
The information offered on the website is hard to find elsewhere.	4.17	0.76	Agree	
The website provides search engines for internal information.	4.00	0.86	Agree	
The website provides clear price information with no hidden costs	4.05	0.77	Agree	
Average	4.13	0.64	Agree	
Security and privacy information				(2)
The website provides privacy statement	3.94	0.79	Agree	

The website provides third-party security seals	3.93	0.77	Agree
The third-party security seals on site are clearly displayed on home page	3.94	0.77	Agree
This online tour packages website provided clearer statements assuring my privacy and security.	3.88	0.78	Agree
This online tour packages website provided sufficient information when I tried to make a transaction.	3.85	0.74	Agree
Average	3.91	0.67	Agree
Overall Average	3.98	0.57	Agree

The data revealed in the table show opinion towards important the perceived value of Chinese customers toward online tour packages in Thailand. The result shows the standard deviations are all less than 1.5 (30% of mean); therefore, the data is not widely dispersed from the mean. The overall average in agree level with the mean 3.98, standard deviation 0.57. Looking at specific factors, the results show that there is a higher degree of website management (mean of 4.13), the second were security and privacy information (mean of 3.91) and perceived ease of use (mean of 3.89), respectively. The results can be summarized as follows;

Perceived ease of use, the overall average in agrees level with the mean 3.89, standard deviation 0.69. When individual aspects were considered, an aspect with the highest level of opinion was "The online tour packages agency website does not have broken links" with a mean of 4.02, followed by "The online tour packages agency provides links for relevant information on other websites" (mean of 3.91), "The online tour packages agency website provides back home button " (mean of 3.88), " It is easy to download information from the website " (mean of 3.85) and " Their online tour packages were detailed information on hotel location on this website " (mean of 3.82), respectively.

Website management, the overall average in agrees level with the mean 4.13, standard deviation 0.64. When individual aspects were considered, an aspect with the highest in strongly agree level of opinion was "The information offered on the website is updated regularly "with a mean of 4.33. And in agree level 4 items were " The information offered on the website is hard to find elsewhere " (mean of 4.17),

followed by " The online tour packages agency website provides latest update time " (mean of 4.13), " The website provides clear price information with no hidden costs " (mean of 4.05) and "The website provides search engines for internal information " (mean of 4.00), respectively.

Security and privacy information, the overall average in agree level with the mean 3.91, standard deviation 0.67. When individual aspects were considered, an aspect with the highest level of opinion was "The website provides privacy statement " and "The third-party security seals on site are clearly displayed on home page" with a mean of 3.94, followed by " The website provides third-party security seals " (mean of 3.93), " This online tour packages website provided clearer statements assuring my privacy and security " (mean of 3.88) and " This online tour packages website provided sufficient information when I tried to make a transaction " (mean of 3.85), respectively.

4.3 Analysis of the travel motivations of Chinese customers toward online tour packages in Thailand.

Table 3 Represents the mean and standard deviation the travel motivations of Chinese customers toward online tour packages in Thailand.

Travel Motivations	\bar{x}	SD.	Meaning	Rank
Packages Tourist Motivation				(3)
Relative to online tour packages purchased had an acceptable level of quality.	4.09	0.74	Agree	
The quality of the online tour packages was maintained throughout.	3.99	0.72	Agree	
There were more hotel rooms available at this online tour packages agency for the region of destination Thailand.	4.04	0.72	Agree	
This online tour packages agency provided me one-stop shopping to fulfill my travel needs	4.01	0.82	Agree	

The proposed total cost of visiting the destination in Thailand	4.14	0.68	Agree
Average	4.05	0.61	Agree
<hr/>			
Online tour agency motivation			(1)
This online travel agency could provide more hotel choices in a popular location for tourists.	4.11	0.77	Agree
The online tour packages were credible and trustworthy.	4.11	0.69	Agree
The online tour packages agency was experienced and gave me a positive feeling.	4.11	0.76	Agree
I am comfortable with the online tour packages service purchased in Thailand.	4.13	0.75	Agree
The online tour packages agency didn't pressure me to decide quickly.	4.14	0.74	Agree
Average	4.12	0.63	Agree
<hr/>			

Table 3 (Continue)

Travel Motivations	\bar{x}	SD.	Meaning	Rank
Physical Motivation				(2)
This online tour packages provided better post-purchase service, e.g. confirmation email including detailed information like how to get to the hotel from the airport.	4.12	0.70	Agree	
This online tour packages agency replied to my inquiries within 24 hours.	4.10	0.69	Agree	
Infrastructure and the variety of activities at the online tour packages in Thailand.	3.99	0.70	Agree	
Efficient of the trip and guaranteed quality of the services provided for online tour packages in Thailand.	4.04	0.74	Agree	
The overall organization of the online tour packages in Thailand	4.07	0.73	Agree	
Average	4.06	0.58	Agree	
Overall Average	4.08	0.54	Agree	

The data revealed in the table show opinion towards important the travel motivations of Chinese customers toward online tour packages in Thailand. The result shows the standard deviations are all less than 1.5 (30% of mean); therefore, the data is not widely dispersed from the mean. The overall average in agree level with the mean 4.08, standard deviation 0.54. Looking at specific factors, the results show that there is a higher degree of online tour agency motivation (mean of 4.12), the second were physical motivation (mean of 4.06) and packages tourist motivation (mean of 4.08), respectively. The results can be summarized as follows;

Packages Tourist Motivation, the overall average in agrees level with the mean 4.05, standard deviation 0.61. When individual aspects were considered, an aspect with the highest level of opinion was “The proposed total cost of visiting the

destination in Thailand " with a mean of 4.14, followed by " Relative to online tour packages purchased had an acceptable level of quality " (mean of 4.09), " There were more hotel rooms available at this online tour packages agency for the region of destination Thailand" (mean of 4.04), " This online tour packages agency provided me one-stop shopping to fulfill my travel needs " (mean of 4.01) and " The quality of the online tour packages was maintained throughout " (mean of 3.99), respectively.

Online tour agency motivation, the overall average in agrees level with the mean 4.12, standard deviation 0.63. When individual aspects were considered, an aspect with the highest level of opinion was "The online tour packages agency didn't pressure me to decide quickly " with a mean of 4.14, followed by " I am comfortable with the online tour packages service purchased in Thailand " (mean of 4.13), " The online tour packages were credible and trustworthy " (mean of 4.11), "The online tour packages agency was experienced and gave me a positive feeling" (mean of 4.11) and "This online travel agency could provide more hotel choices in a popular location for tourists " (mean of 4.11), respectively.

Physical Motivation, the overall average in agrees level with the mean 4.06, standard deviation 0.58. When individual aspects were considered, an aspect with the highest level of opinion was "This online tour packages provided better post-purchase service, e.g. confirmation email including detailed information like how to get to the hotel from the airport " with a mean of 4.12, followed by " This online tour packages agency replied to my inquiries within 24 hours " (mean of 4.10), " The overall organization of the online tour packages in Thailand " (mean of 4.07), " Efficient of the trip and guaranteed quality of the services provided for online tour packages in Thailand " (mean of 4.04) and " Infrastructure and the variety of activities at the online tour packages in Thailand " (mean of 3.99), respectively.

4.4 Analysis of the purchase intention toward online tour packages in Thailand of Chinese customers.

Table 4 Represents the mean and standard deviation the purchase intention toward online tour packages in Thailand of Chinese customers.

(n = 400)

Purchase intention	\bar{x}	SD.	Meaning
It is likely to spread positive word of mouth about these online tour packages in Thailand.	4.06	0.71	Agree
This online tour packages agency is my first choice when I intend to purchase tourism services in Thailand.	4.00	0.70	Agree
This online tour packages website provided accurate information about the tourism service that I wanted to purchase.	3.94	0.76	Agree
The information on online tour packages provided by this website was helpful to me in purchasing tourism services in Thailand.	4.02	0.78	Agree
I expect to book online tour packages in Thailand in the near future.	3.90	0.86	Agree
Average	3.99	0.65	Agree

The data revealed in the table show opinion towards important the purchase intention toward online tour packages in Thailand of Chinese customers. The result shows the standard deviations are all less than 1.5 (30% of mean); therefore, the data is not widely dispersed from the mean. The overall average in agree level with the mean 3.99, standard deviation 0.65. When individual aspects were considered, an aspect with the highest level of opinion was "It is likely to spread positive word of mouth about these online tour packages in Thailand " with a mean of 4.06, followed by " The information on online tour packages provided by this website was helpful to

me in purchasing tourism services in Thailand " (mean of 4.02), " This online tour packages agency is my first choice when I intend to purchase tourism services in Thailand " (mean of 4.00), " This online tour packages website provided accurate information about the tourism service that I wanted to purchase " (mean of 3.94) and " I expect to book online tour packages in Thailand in the near future " (mean of 3.90), respectively.

4.5 Hypotheses testing

Hypotheses 1; Difference demographic affect to the purchase intention toward online tour packages in Thailand of Chinese customers.

Hypotheses H_0 = Difference demographic not affect to the purchase intention toward online tour packages in Thailand of Chinese customers.

Hypotheses H_1 = Difference demographic affect to the purchase intention toward online tour packages in Thailand of Chinese customers.

Hypotheses 1.1 Test differences between the demographic of gender and the purchase intention toward online tour packages in Thailand of Chinese customers.

Table 5 Hypothesis test between the demographic of gender and consumer the purchase intention toward online tour packages in Thailand of Chinese customers.

(n = 400)

Gender	N	\bar{x}	SD.	t.	Sig.
Male	154	4.24	0.58	6.371	0.000*
Female	246	3.83	0.65		
Total	400	3.99	0.65		

* Significant at or below the 0.05 level

The results of the table show test differences between the demographic of gender and the purchase intention toward online tour packages in Thailand of Chinese customers usage the T-test statistics, the results show t-test = 6.371, Sig. = 0.000 < 0.05.

Summary hypothesis decision: Accept H1 or the difference of gender effects to the purchase intention toward online tour packages in Thailand of Chinese customers, by result found the male genders have the purchase intention toward online tour packages in Thailand more than the female genders. This was significant at or below the 0.05 level.

Hypotheses 1.2 Test differences between demographic of age and the purchase intention toward online tour packages in Thailand of Chinese customers.

Table 6 Hypothesis test between demographic of age and the purchase intention toward online tour packages in Thailand of Chinese customers.

(n = 400)					
Sources of variance	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.627	5.0	0.925	2.205	0.053
Within Groups	165.385	394.0	0.420		
Total	170.012	399.0			

* Significant at or below the 0.05 level

The results of the table show test differences between the demographic of age and the purchase intention toward online tour packages in Thailand of Chinese customers usage the F-test statistics, the results found F. = 2.205, Sig. 0.053 > 0.05.

Summary hypothesis decision: Hypothesis Reject H1 or the difference of age not affects the purchase intention toward online tour packages in Thailand of Chinese customers; this was significant at or below the 0.05

Hypotheses 1.3 Test differences between demographic of educational and the purchase intention toward online tour packages in Thailand of Chinese customers.

Table 7 Hypothesis test between demographic of educational and the purchase intention toward online tour packages in Thailand of Chinese customers.

(n = 400)

Sources of variance	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	27.635	3.0	9.212	25.620	0.000*
Within Groups	142.378	396.0	0.360		
Total	170.012	399.0			

* Significant at or below the 0.05 level

The results of the table show test differences between the demographic of education and the purchase intention toward online tour packages in Thailand of Chinese customers usage the F-test statistics, the results found $F. = 25.620$, $Sig. 0.000 < 0.05$.

Summary hypothesis decision: Hypothesis Accept H1 or the difference of educational affects to consumer the purchase intention toward online tour packages in Thailand of Chinese customers; this was significant at or below the 0.05 level. A test for the least significant difference between educational and consumer to the purchase intention toward online tour packages in Thailand of Chinese customers is presented in table 8

Table 8 Test for least significant differences between demographic of educational and the purchase intention toward online tour packages in Thailand of Chinese customers.

(n = 400)

The purchase intention toward online tour packages in Thailand	\bar{x}	Below a bachelor's degree	Bachelor's degree	Master's degree	Doctorate degree
		3.77	4.16	4.29	4.64
Below a bachelor's degree	3.77		0.38*	0.52*	0.87*
Bachelor's degree	4.16				0.49*
Master's degree	4.29				0.35*
Doctorate degree	4.64				

*Significant at or below the 0.05 level

As presented in the table, a test for the least significant differences between the demographic of educational and the purchase intention toward online tour packages in Thailand of Chinese customers, significant at or below the 0.05 level. It shows that one pair of differences were 1) Chinese consumer groups education level of below a bachelor's degree will have important to the purchase intention toward online tour packages in Thailand lower than the Chinese customer's group of Bachelor's degree, Master's degree, and Doctorate degree. 2) Chinese consumer groups education level of Bachelor's degree will have important to the purchase intention toward online tour packages in Thailand lower than the Chinese customer's group of Doctorate degree. And 3) Chinese consumer groups education level of Master's degree will have important to the purchase intention toward online tour packages in Thailand lower than the Chinese customer's group of Doctorate degree.

Hypotheses 1.4 Test differences between demographic of marital status and the purchase intention toward online tour packages in Thailand of Chinese customers.

Table 9 Hypothesis test between demographic of marital status and the purchase intention toward online tour packages in Thailand of Chinese customers.

(n = 400)

Sources of variance	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.643	3.0	0.548	1.288	0.278
Within Groups	168.369	396.0	0.425		
Total	170.012	399.0			

* Significant at or below the 0.05 level

The results of the table show test differences between the demographic of marital status and the purchase intention toward online tour packages in Thailand of Chinese customers usage the F-test statistics, the results found $F = 1.288$, $Sig. 0.278 > 0.05$.

Summary hypothesis decision: Hypothesis Reject H1 or the difference of marital status not affects the purchase intention toward online tour packages in Thailand of Chinese customers; this was significant at or below the 0.05

Hypotheses 1.5 Test differences between demographic of occupation and the purchase intention toward online tour packages in Thailand of Chinese customers.

Table 10 Hypothesis test between demographic of occupation and the purchase intention toward online tour packages in Thailand of Chinese customers.

(n = 400)

Sources of variance	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.315	5.0	0.463	1.088	0.367
Within Groups	167.698	394.0	0.426		
Total	170.012	399.0			

* Significant at or below the 0.05 level

The results of the table show test differences between the demographic of occupation and the purchase intention toward online tour packages in Thailand of Chinese customers usage the F-test statistics, the results found $F. = 1.088$, $\text{Sig. } 0.367 > 0.05$.

Summary hypothesis decision: Hypothesis Reject H1 or the difference of occupation not affects the purchase intention toward online tour packages in Thailand of Chinese customers; this was significant at or below the 0.05

Hypotheses 1.6 Test differences between demographic of monthly income and the purchase intention toward online tour packages in Thailand of Chinese customers.

Table 11 Hypothesis test between demographic of monthly income and the purchase intention toward online tour packages in Thailand of Chinese customers.

(n = 400)

Sources of variance	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	21.015	4.0	5.254	13.928	0.000*
Within Groups	148.997	395.0	0.377		
Total	170.012	399.0			

*Significant at or below the 0.05 level

The results of the table show test differences between the demographic of education and the purchase intention toward online tour packages in Thailand of Chinese customers usage the F-test statistics, the results found $F. = 13.928$, $\text{Sig. } 0.000 < 0.05$.

Summary hypothesis decision: Hypothesis Accept H1 or the difference of monthly income affects to consumer the purchase intention toward online tour packages in Thailand of Chinese customers; this was significant at or below the 0.05 level. A test for the least significant difference between monthly income and consumer to the purchase intention toward online tour packages in Thailand of Chinese customers is presented in table 12

Table 12 Test for least significant differences between demographic of monthly income and the purchase intention toward online tour packages in Thailand of Chinese customers.

(n = 400)

The purchase intention toward online tour packages in Thailand	\bar{x}	Less	3,000 -	5,001 -	7,001 -	More than
		3,000	5,000	7,000	9,000	9,000
		CNY	CNY	CNY	CNY	CNY
		3.71	4.07	3.95	4.27	4.57
Less 3,000 CNY	3.71		0.36*	0.24*	0.56*	0.86*
3,000 - 5,000 CNY	4.07				0.20*	0.50*
5,001 - 7,000 CNY	3.95				0.32*	0.63*
7,001 - 9,000 CNY	4.27					0.31*
More than 9,000 CNY	4.57					

*Significant at or below the 0.05 level

As presented in the table, a test for the least significant differences between the demographic of monthly income and the purchase intention toward online tour packages in Thailand of Chinese customers, significant at or below the 0.05 level. It shows that one pair of differences were 1) Chinese consumer groups monthly income less 3,000 CNY will have important to the purchase intention toward online tour packages in Thailand lower than the Chinese customer's group of monthly income 3,000 - 5,000 CNY, 5,001 - 7,000 CNY, 7,001 - 9,000 CNY and more than 9,000 CNY. 2) Chinese consumer groups monthly income less 3,000 - 5,000 CNY will have important to the purchase intention toward online tour packages in Thailand lower than the Chinese customer's group of monthly income 7,001 - 9,000 CNY and More than 9,000 CNY. 3) Chinese consumer groups monthly income less 5,001 - 7,000 CNY will have important to the purchase intention toward online tour packages in Thailand lower than the Chinese customer's group of monthly income 7,001 - 9,000 CNY and more than 9,000 CNY. And 4) Chinese consumer groups monthly income less 7,001 - 9,000 CNY will have important to the purchase intention toward online

tour packages in Thailand lower than the Chinese customer's group of monthly income more than 9,000 CNY.

Hypotheses 2; the perceived value positively affect the purchase intention toward online tour packages in Thailand of Chinese customers.

Hypotheses H_0 = the perceived value not affect the purchase intention toward online tour packages in Thailand of Chinese customers.

Hypotheses H_1 = the perceived value affect the purchase intention toward online tour packages in Thailand of Chinese customers.

Table 13 Represents coefficients analysis of the model summary the perceived value affects the purchase intention toward online tour packages in Thailand of Chinese customers.

Model (Perceived value)	Coefficients(a)				Collinearity		
	Unstandardized		Standardized	t.	Sig.	Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	0.466	0.147		3.162	0.002		
Perceived ease of use	0.209	0.040	0.223	5.244	0.000*	0.561	1.783
Website management	0.321	0.043	0.316	7.410	0.000*	0.554	1.805
Security and privacy information	0.353	0.043	0.360	8.192	0.000*	0.523	1.912

R. = 0.774 R Square = 0.600 R² (Adjusted R Square) = 0.597 or 59.70%
 F. = 197.733 Sig. = 0.000 Durbin-Watson = 2.321

* Significant at the 0.05 level

Based on the table explaining, multiple regression analyses between the perceived value and the purchase intention toward online tour packages in Thailand of Chinese customers. Results found to have the relation between the variable in strong relationship level ($R = 0.774$) and the coefficient of determination or R-squared values 0.600. The result shows the perceived value have influenced changing the purchase intention toward online tour packages in Thailand of Chinese customers at the rate of 59.70% (Adjusted R Square = 0.706). The Durbin-Watson statistics tests that the residuals from a linear regression or multiple regression are independently result found $2.321 > 1.5$ does not autocorrelation between variables.

The Analysis of Variance (ANOVA) analysis of the model show $F = 197.733$, $\text{sig.} = 0.000 < 0.05$. And demonstrates that it is significant among all independent variables to predict the dependent variable. The result to explain the perceived value variables have a significant influence on the purchase intention toward online tour packages in Thailand of Chinese customers that at least one does variables. In statistics of multicollinearity result found tolerance rank between 0.523 – 0.561 of items are all quite acceptable above 0.10 and variance inflation factor (VIF) rank between 1.783 – 1.912 all values are lower than value 10.0, so multicollinearity strongly doesn't make a problem for assessment of the model by multiple regression.

The analysis show revealed constant unstandardized coefficients 0.466, standard error of the coefficients 0.147, The result shows multiple regression analysis the perceived value 3 items $\text{sig.} < 0.05$ are Perceived ease of use ($\text{sig.} = 0.000$), Website management ($\text{sig.} = 0.000$) and Security and privacy information ($\text{sig.} = 0.000$), the results explain are as follows;

Perceived ease of use, the result shows $t = 5.244$, $\text{sig.} = 0.000 > 0.05$, $\beta = 0.223$, the result can be described as the perceived ease of use have positive influence the purchase intention toward online tour packages in Thailand of Chinese customers, by the perceived ease of use change to increase one unit has the influence the purchase intention toward online tour packages in Thailand of Chinese customers change increases 0.233 units, significant at the 0.05 level.

Website management, the result shows $t = 7.410$, $\text{sig.} = 0.000 > 0.05$, $\beta = 0.316$, the result can be described as the website management have positive influence

the purchase intention toward online tour packages in Thailand of Chinese customers, by the website management change to increase one unit has the influence the purchase intention toward online tour packages in Thailand of Chinese customers change increases 0.316 units, significant at the 0.05 level.

Security and privacy information, the result shows $t. = 8.192$, $sig. = 0.000 > 0.05$, $beta = 0.360$, the result can be described as the security and privacy information have positive influence the purchase intention toward online tour packages in Thailand of Chinese customers, by the security and privacy information change to increase one unit has the influence the purchase intention toward online tour packages in Thailand of Chinese customers change increases 0.360 units, significant at the 0.05 level.

Summary testing accepts hypotheses or the perceived value including perceived ease of use, website management and security and privacy information have a positive influence the purchase intention toward online tour packages in Thailand of Chinese customers, significant at the 0.05 level. The result shows a higher influence on the security and privacy information followed by website management, and perceived ease of use, respectively. And the model of the perceived value affects to the purchase intention toward online tour packages in Thailand of Chinese customers at 59.70%, significant at the 0.05 level.

Hypotheses 3; the travel motivations positively affect the purchase intention toward online tour packages in Thailand of Chinese customers.

Hypotheses H₀ = the travel motivations not affect the purchase intention toward online tour packages in Thailand of Chinese customers.

Hypotheses H₁ = the travel motivations affect the purchase intention toward online tour packages in Thailand of Chinese customers.

Table 14 Represents coefficients analysis of the model summary the travel motivations affect the purchase intention toward online tour packages in Thailand of Chinese customers.

		Coefficients(a)					Collinearity	
Model (Trust of catering service)		Unstandardized		Standardized	t.	Sig.	Statistics	
		B	Std. Error	Beta			Tolerance	VIF
(Constant)		-0.023	0.143		-0.159	0.874		
Packages	Tourist	0.169	0.045	0.158	3.736	0.000*	0.458	2.184
Motivation	Online tour agency	0.397	0.051	0.381	7.770	0.000*	0.341	2.937
	motivation							
	Physical Motivation	0.416	0.048	0.371	8.648	0.000*	0.444	2.252
R. = 0.822 R Square = 0.676 R ² (Adjusted R Square) = 0.673 or 67.30%								
F. = 275.236 Sig. = 0.000 Durbin-Watson = 2.141								

* Significant at the 0.05 level

Based on the table explaining, multiple regression analyses between the travel motivations and the purchase intention toward online tour packages in Thailand of Chinese customers. Results found to have the relation between the variable in strong relationship level (R. = 0.822) and the coefficient of determination or R-squared values 0.676. The result shows the travel motivations have influenced changing the purchase intention toward online tour packages in Thailand of Chinese customers at

the rate of 67.30% (Adjusted R Square = 0.673). The Durbin-Watson statistics tests that the residuals from a linear regression or multiple regression are independently result found $2.141 > 1.5$ does not autocorrelation between variables.

The Analysis of Variance (ANOVA) analysis of the model show $F. = 275.236$, $sig. = 0.000 < 0.05$. And demonstrates that it is significant among all independent variables to predict the dependent variable. The result to explain the travel motivations variables have a significant influence on the purchase intention toward online tour packages in Thailand of Chinese customers that at least one does variables. In statistics of multicollinearity result found tolerance rank between 0.341 – 0.458 of items are all quite acceptable above 0.10 and variance inflation factor (VIF) rank between 2.184 – 2.937 all values are lower than value 10.0, so multicollinearity strongly doesn't make a problem for assessment of the model by multiple regression.

The analysis show revealed constant unstandardized coefficients -0.023, standard error of the coefficients 0.143, The result shows multiple regression analysis the trust of catering all items $sig. < 0.05$ are packages tourist motivation ($sig. = 0.000$), online tour agency motivation ($sig. = 0.000$), and physical motivation ($sig. = 0.000$), the results explain are as follows;

Packages Tourist Motivation, the result shows $t. = 3.736$, $sig. = 0.000 > 0.05$, $beta = 0.158$, the result can be described as the packages tourist motivation have positive influence the purchase intention toward online tour packages in Thailand of Chinese customers, by the packages tourist motivation change to increase one unit has the influence the purchase intention toward online tour packages in Thailand of Chinese customers change increases 0.158 units, significant at the 0.05 level.

Online tour agency motivation, the result shows $t. = 7.770$, $sig. = 0.000 > 0.05$, $beta = 0.381$, the result can be described as the online tour agency motivation have positive influence the purchase intention toward online tour packages in Thailand of Chinese customers, by the online tour agency motivation change to increase one unit has the influence the purchase intention toward online tour packages in Thailand of Chinese customers change increases 0.381 units, significant at the 0.05 level.

Physical Motivation, the result shows $t. = 8.648$, $sig. = 0.000 > 0.05$, $beta = 0.371$, the result can be described as the physical motivation have positive influence the purchase intention toward online tour packages in Thailand of Chinese customers,

by the physical motivation change to increase one unit has the influence the purchase intention toward online tour packages in Thailand of Chinese customers change increases 0.371 units, significant at the 0.05 level.

Summary testing accepts hypotheses or the travel motivations including packages tourist motivation, online tour agency motivation, and physical motivation have a positive influence the purchase intention toward online tour packages in Thailand of Chinese customers, significant at the 0.05 level. The result shows a higher influence on the online tour agency motivation followed by physical motivation and packages tourist motivation. And the model of the travel motivations affects to influence the purchase intention toward online tour packages in Thailand of Chinese customers at 67.30%, significant at the 0.05 level.



CHAPTER 5

Conclusions and Recommendation

This research conducted this study “The effect of customer’s perceived value on their purchase intention of Chinese customer toward online tour packages in Thailand”, objectives of the study were 1) to describe perceived value of Chinese customer on purchase decision of online tour package. And 2) to analyses the effect of purchase intention on purchase decision of online tour package of Chinese. The sample of survey was Chinese peoples who are traveling in Thailand a total of 400 consumer questionnaires. And the reliability test by using Cronbach’s alpha to analyze with each variable item in each factor, the reliability result is 0.969 over 0.7 of reliability value.

5.1 Summary of research findings

5.1.1 The Demographic

The majority of respondents are female (61.50%) more than male (38.50%) in age 20 – 30 years old range (61.75%) followed by those aged group 31 - 40 years old (18.00%) they are married (40.72%) and single (39.25%). The largest group of below a bachelor's degree of (56.00%) and the largest group were employees (50.00%) followed by Freeland (24.50%) and monthly income (CNY) in the range of 3,000 - 5,000 CNY (37.25%), followed by income group less 3,000 CNY per month (27.50%).

5.1.2 The perceived value of Chinese customers

The respondents’ opinion towards the perceived value of Chinese customers toward online tour packages in Thailand with the mean 3.98, standard deviation 57. It was found that the most commonly found opinion was the website management, followed by security and privacy information and perceived ease of use, respectively. In terms of a perceived ease of use found that the most was “The online tour packages

agency website does not have broken links ", In terms of website management the most was "The information offered on the website is updated regularly", and in terms of a security and privacy information the most was "The website provides privacy statement".

5.1.3 The travel motivations of Chinese customers

The respondents' opinion towards travel motivations of Chinese customers toward online tour packages in Thailand with the mean 4.08, standard deviation 54. It was found that the most commonly found opinion was the agency motivation, followed by physical motivation and packages tourist motivation, respectively. In terms of a packages Tourist Motivation found that the most was "The proposed total cost of visiting the destination in Thailand", In terms of online tour agency motivation the most was "The online tour packages agency didn't pressure me to decide quickly", and in terms of a physical Motivation the most was "This online tour packages provided better post-purchase service".

5.1.4 The purchase intention toward online tour packages in Thailand

The respondents' opinion towards the purchase intention toward online tour packages in Thailand of Chinese customers in agree level with the mean 3.99, standard deviation 0.65, an aspect with the highest level of opinion was "It is likely to spread positive word of mouth about these online tour packages in Thailand " with a mean of 4.06, followed by " The information on online tour packages provided by this website was helpful to me in purchasing tourism services in Thailand ", " This online tour packages agency is my first choice when I intend to purchase tourism services in Thailand ", " This online tour packages website provided accurate information about the tourism service that I wanted to purchase " and " I expect to book online tour packages in Thailand in the near future ", respectively.

5.1.5 Hypotheses testing

Hypotheses 1; Difference demographic affect to the purchase intention toward online tour packages in Thailand of Chinese customers.

Hypotheses 1.1 accepts hypotheses or the difference of gender effects to the purchase intention toward online tour packages in Thailand of Chinese customers, by result found the male genders have the purchase intention toward online tour packages in Thailand more than the female genders. This was significant at or below the 0.05 level.

Hypotheses 1.2 Reject hypotheses or the difference of age not affects the purchase intention toward online tour packages in Thailand of Chinese customers; this was significant at or below the 0.05

Hypotheses 1.3 Accept hypotheses or the difference of educational affects to consumer the purchase intention toward online tour packages in Thailand of Chinese customers; this was significant at or below the 0.05 level. It shows that one pair of differences were 1) Chinese consumer groups education level of below a bachelor's degree will have important to the purchase intention toward online tour packages in Thailand lower than the Chinese customer's group of Bachelor's degree, Master's degree, and Doctorate degree. 2) Chinese consumer groups education level of Bachelor's degree will have important to the purchase intention toward online tour packages in Thailand lower than the Chinese customer's group of Doctorate degree. And 3) Chinese consumer groups education level of Master's degree will have important to the purchase intention toward online tour packages in Thailand lower than the Chinese customer's group of Doctorate degree.

Hypotheses 1.4 Reject hypotheses or the difference of marital status not affects the purchase intention toward online tour packages in Thailand of Chinese customers; this was significant at or below the 0.05

Hypotheses 1.5 Reject hypotheses or the difference of occupation not affects the purchase intention toward online tour packages in Thailand of Chinese customers; this was significant at or below the 0.05

Hypotheses 1.6 Accept hypotheses or the difference of monthly income affects to consumer the purchase intention toward online tour packages in Thailand of Chinese customers; this was significant at or below the 0.05 level. It shows that one

pair of differences were 1) Chinese consumer groups monthly income less 3,000 CNY will have important to the purchase intention toward online tour packages in Thailand lower than the Chinese customer's group of monthly income 3,000 - 5,000 CNY, 5,001 - 7,000 CNY, 7,001 - 9,000 CNY and more than 9,000 CNY. 2) Chinese consumer groups monthly income less 3,000 - 5,000 CNY will have important to the purchase intention toward online tour packages in Thailand lower than the Chinese customer's group of monthly income 7,001 - 9,000 CNY and More than 9,000 CNY. 3) Chinese consumer groups monthly income less 5,001 - 7,000 CNY will have important to the purchase intention toward online tour packages in Thailand lower than the Chinese customer's group of monthly income 7,001 - 9,000 CNY and more than 9,000 CNY. And 4) Chinese consumer groups monthly income less 7,001 - 9,000 CNY will have important to the purchase intention toward online tour packages in Thailand lower than the Chinese customer's group of monthly income more than 9,000 CNY.

Hypotheses 2; the perceived value affect the purchase intention toward online tour packages in Thailand of Chinese customers.

Summary Accept hypotheses or the perceived value including perceived ease of use, website management and security and privacy information have a positive influence the purchase intention toward online tour packages in Thailand of Chinese customers, significant at the 0.05 level. The result shows a higher influence on the security and privacy information followed by website management, and perceived ease of use, respectively. And the model of the perceived value affects the increase in the purchasing behavior of consumers' catering industry during the epidemic at 59.70%, significant at the 0.05 level.

Hypotheses 3; the travel motivations affect the purchase intention toward online tour packages in Thailand of Chinese customers.

Summary Accept hypotheses or the travel motivations including packages tourist motivation, online tour agency motivation, and physical motivation have a positive influence the purchase intention toward online tour packages in Thailand of Chinese customers, significant at the 0.05 level. The result shows a higher influence on the online tour agency motivation followed by physical motivation and packages tourist motivation. And the model of the travel motivations affects the increase in the purchasing behavior of consumers' catering industry during the epidemic at 67.30%, significant at the 0.05 level.

Discussion

The research results from the analysis of the finding can be summarized as follows;

1) The objectives of the study describe perceived value of Chinese customer on purchase decision of online tour package. The result found difference demographic were gender, educational and monthly income affect to the increase the purchasing behavior of consumers' catering industry during the epidemic, in line with the concept of Martinez and Montaner (2006) found that socio-demographic and behavioral characteristics influence to purchase decision, the consumers with more financial constraints are no more prone to promotions than consumers with a higher economic level. The result shows the male genders have the purchase intention toward online tour packages more than the female genders. In terms of age found Chinese consumer groups education level of below a bachelor's degree will have important to the purchase intention toward online tour packages lower than the Chinese customer's group of Bachelor's degree, Master's degree, and Doctorate degree. Chinese consumer groups education level of Bachelor's degree and Master's degree will have important to the purchase intention toward online tour packages lower than the Chinese customer's group of Doctorate degree. In terms of monthly income shows Chinese consumer groups monthly income less 3,000 CNY will have

important to the purchase intention toward online tour packages lower than the Chinese customer's group of monthly income 3,000 - 5,000 CNY, 5,001 - 7,000 CNY, 7,001 - 9,000 CNY and more than 9,000 CNY, Chinese consumer groups monthly income less 3,000 - 5,000 CNY and income less 5,001 - 7,000 CNY will have important to the purchase intention toward online tour packages lower than the Chinese customer's group of monthly income 7,001 - 9,000 CNY and more than 9,000 CNY. And Chinese consumer groups monthly income less 7,001 - 9,000 CNY will have important to the purchase intention toward online tour packages lower than the Chinese customer's group of monthly income more than 9,000 CNY.

2) The objectives of study the effect of purchase intention on purchase decision of online tour package of Chinese. The result shows the perceived value including perceived ease of use, website management and security and privacy information have a positive influence the purchase intention toward online tour packages in Thailand of Chinese customers, in line with the concept perceived value is an important topic for relationship marketing and has been conceptualized using two major approaches (Sanchez et al., 2006). And the result shows a higher influence on the security and privacy information followed by website management, and perceived ease of use, respectively. In line with the research Liu & Zhang (2014) found website quality affecting customer selection of online hotel booking channels.

3) The objectives of the study were the impact of travel motivations on the purchase intention toward online tour packages in Thailand of Chinese customers. The result found the travel motivations including packages tourist motivation, online tour agency motivation, In line with the concept of Lu, Zhao, & Wang (2010) to refer that motivation is a state in which people will perform adaptive behaviors to options of expected goals. in addition to result shows a higher influence on the online tour agency motivation followed by physical motivation and packages tourist motivation, respectively, in line with the concept of Bizirgiannia & Dionysopouloub (2013) refer to tourists' travel motivations and behaviors are closely connected to the availability of information about destinations on the Internet and in social media, as well as the availability of suitable digital facilities at destinations. These include, for example, good, free Internet connectivity and new technological environments based on innovations.

Recommendation

Based on the findings respondents perceived to have a positive influence on the purchase intention toward online tour packages in Thailand of Chinese customers. Therefore, should the importance of website management of online tour packages in Thailand should support information offered on the website is updated regularly, provides the latest update time and information offered on the website is hard to find elsewhere. And should important to provides search engines with internal information and clear price information with no hidden costs. And the result shows a higher influence on security and privacy information. Thus, it should be important for the website of online tour packages in Thailand should provide a privacy statement and provides third-party security seals. And the online tour packages website provided clearer statements assuring privacy and security.

Furthermore, the result found travel motivations on the purchase intention toward online tour packages in Thailand of Chinese customers. Thus, should the importance of relative to online tour packages purchased had an acceptable level of quality, the quality of the online tour packages was maintained throughout, there were more hotel rooms available at this online tour packages agency for the region of destination Thailand. And support online tour packages agency provided one-stop shopping to fulfill my travel needs and the proposed total cost of visiting the destination in Thailand. And tourists attach great importance to the overall organization of the trip and the quality of the accommodation. Moreover, infrastructure and the variety of activities, the validity of the information provided, and pricing are considered equally important elements for the evaluation of organized online tour packages in Thailand for Chinese customers.

Recommendation for Future Application

This research has some limitations, namely the sample size. Although the best efforts to spread the questionnaire to the biggest number possible of from Chinese peoples who are traveling in Thailand 400 samples surveys, there was a clear limitation of access to them, so probably it is not representative from a statistical point of view, so for future study, if with more time and budget, future researchers may take random sampling that each member of that population has an equal probability of being selected, In addition, Further research could also use other methodologies for data collecting; such as qualitative methods that could provide a deeper understanding of the factor influence the purchase intention toward online tour packages in Thailand of Chinese customers.



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APENDEK A

QUESTIONNAIRE

Research on the effect of customer's perceived value on them
purchase intention of Chinese customer toward online tour packages in Thailand

MY NAME IS SITTICHOK JALERNKIJ. I AM STUDYING A MASTER OF BUSINESS ADMINISTRATION (MBA) AT COLLEGE OF INNOVATIVE BUSINESS AND ACCOUNTANCY (CIBA), DHURAKIJ PUNDIT UNIVERSITY. I WOULD LIKE TO ASK YOUR PERMISSION TO VOLUNTARILY PROVIDE YOUR INFORMATION IN THIS SURVEY. THIS RESEARCH AIMS TO IDENTIFY FACTORS WHICH HAVE INFLUENCE ON CUSTOMERS' PERCEIVED VALUE ON THEIR PURCHASE INTENTION OF CHINESE CUSTOMER TOWARD ONLINE TOUR PACKAGES IN THAILAND.

SITTICHOK JALERNKIJ
EMAIL:625151030040@DPU.AC.TH

PART I. DEMOGRAPHIC PROFILE

1. Gender

Male

Female

2. Age

Less than 20 year old

20 – 30 year old

31 – 40 year old

41 – 50 year old

51 – 60 year old

More than 60 year old

3. Education

Below a bachelor's degree

Bachelor's degree

Master's degree

Doctorate degree

4. Marital status

Single

Married

Widowed

Divorced

5. Occupation

Student

Housewife

Business Owner

Employee

Freelance

Retired

Other.....

6. Monthly Income (CNY)

Less 3,000

3,000 – 5,000

5,001 – 7,000

7,001 – 9,000

More than 9,000

Perceived value

Survey instruction: Please rank the followings by putting the number in the box.

No.1- Disagree No.2 - Disagree Somewhat No.3 - Neutral

No.4 – Agree No.5 - Strongly Agree

Consumer perceived value	1	2	3	4	5
<u>Perceived ease of use</u>					
It is easy to download information from the website.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The online tour packages agency website does not have broken links.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Their online tour packages were detailed information on hotel location on this website.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The online tour packages agency website provides back home button.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The online tour packages agency provides links for relevant information on other websites.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Website management</u>					
The information offered on the website is updated regularly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The online tour packages agency website provides latest update time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The information offered on the website is hard to find elsewhere.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The website provides search engines for internal information.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The website provides clear price information with no hidden costs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Perceived value

Consumer perceived value	1	2	3	4	5
<u>Security and privacy information</u>					
The website provides privacy statement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The website provides third-party security seals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The third-party security seals on site are clearly displayed on home page	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This online tour packages website provided clearer statements assuring my privacy and security.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This online tour packages website provided sufficient information when I tried to make a transaction.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Factor Travel motivations

Survey instruction: Please rank the followings by putting the number in the box.

No.1- Disagree No.2 - Disagree Somewhat No.3 - Neutral

No.4 – Agree No.5 - Strongly Agree

Factor Travel motivations	1	2	3	4	5
<u>Packages Tourist Motivation</u>					
Relative to online tour packages purchased had an acceptable level of quality.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The quality of the online tour packages was maintained throughout.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There were more hotel rooms available at this online tour packages agency for the region of destination Thailand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This online tour packages agency provided me one-stop shopping to fulfill my travel needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The proposed total cost of visiting the destination in Thailand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Factor Travel motivations

Factor Travel motivations	1	2	3	4	5
<u>Online tour agency motivation</u>					
This online travel agency could provide more hotel choices in a popular location for tourists.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The online tour packages were credible and trustworthy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The online tour packages agency was experienced and gave me a positive feeling.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am comfortable with the online tour packages service purchased in Thailand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The online tour packages agency didn't pressure me to decide quickly.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Physical Motivation</u>					
This online tour packages provided better post-purchase service, e.g. confirmation email including detailed information like how to get to the hotel from the airport.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This online tour packages agency replied to my inquiries within 24 hours.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Infrastructure and the variety of activities at the online tour packages in Thailand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Efficient of the trip and guaranteed quality of the services provided for online tour packages in Thailand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The overall organization of the online tour packages in Thailand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Purchase intention toward online tour packages in Thailand

Survey instruction: Please rank the followings by putting the number in the box.

No.1- Disagree No.2 - Disagree Somewhat No.3 - Neutral

No.4 – Agree No.5 - Strongly Agree

Purchase intention toward online tour packages in Thailand	1	2	3	4	5
It is likely to spread positive word of mouth about these online tour packages in Thailand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This online tour packages agency is my first choice when I intend to purchase tourism services in Thailand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This online tour packages website provided accurate information about the tourism service that I wanted to purchase.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The information on online tour packages provided by this website was helpful to me in purchasing tourism services in Thailand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I expect to book online tour packages in Thailand in the near future.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>