

**EAST ASIAN TOURISTS' EXPOSURE TO SOCIAL MEDIA  
ADVERTISING, ATTITUDE, AND THEIR PURCHASING  
BEHAVIOR WITH HOTELS IN BANGKOK**

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Requirements  
for the Degree of Master of Arts (Communication Arts) in Strategic  
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การเปิดรับเนื้อหาโฆษณาบนสื่อสังคมออนไลน์ ทัศนคติ และพฤติกรรมการซื้อของนักท่องเที่ยว  
ชาวเอเชียตะวันออกเฉียงใต้กับธุรกิจโรงแรมในกรุงเทพมหานคร.



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BANGKOK  
By                                      Mr. Chaitach Sirisachdecha  
Field of Study                      Strategic Communication Management  
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Accepted by the FACULTY OF COMMUNICATION ARTS,  
Chulalongkorn University in Partial Fulfillment of the Requirement for the Master of  
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ชัยรัช ศิริสังคะธา : การเปิดรับเนื้อหาโฆษณาบนสื่อสังคมออนไลน์ ทักษะคิด และพฤติกรรมการซื้อของ  
 นักท่องเที่ยวชาวเอเชียตะวันออกกับธุรกิจโรงแรมในกรุงเทพมหานคร.. ( EAST ASIAN  
 TOURISTS' EXPOSURE TO SOCIAL MEDIA ADVERTISING,  
 ATTITUDE, AND THEIR PURCHASING BEHAVIOR WITH HOTELS  
 IN BANGKOK) อ.ที่ปรึกษาหลัก : ผศ. ดร.กฤษณะ พันธุ์เพ็ง

เป้าหมายสูงสุดของการวิจัยนี้คือการศึกษความสัมพันธ์ระหว่างการเปิดรับสื่อโฆษณาของโรงแรมในกรุงเทพฯ บนสื่อสังคมออนไลน์ของนักท่องเที่ยวชาวเอเชียตะวันออก ทักษะคิดที่มีต่อโฆษณาและพฤติกรรมการซื้อของนักท่องเที่ยว เหตุผลหลักในการทำวิจัยนี้คือผลกระทบของการระบาดใหญ่ของ โควิด-19 ต่ออุตสาหกรรมโรงแรมในกรุงเทพฯ และการคาดการณ์ของการเพิ่มจำนวนประชากรนักท่องเที่ยวที่จะมาเยือนกรุงเทพฯ ในสิ้นปี 2565 และสิ้นปี 2566 ผู้ตอบแบบสอบถามหลักที่เป็นเป้าหมายสำหรับการวิจัยนี้คือนักท่องเที่ยวชาวเอเชียตะวันออก เพราะในอดีตนักท่องเที่ยวชาวเอเชียตะวันออกถือเป็นกลุ่มประชากรนักท่องเที่ยวที่เคยมาประเทศไทยมากที่สุด ในวิจัยครั้งนี้มีนักท่องเที่ยวชาวเอเชียตะวันออกทั้งหมด 200 คนที่ได้กรอกแบบสอบถามออนไลน์ ซึ่งได้มีการแจกจ่ายโดยการวางใบปลิวที่เคาน์เตอร์โรงแรมระดับไฮเอนด์ในกรุงเทพฯ โดยมีคิวอาร์โค้ดบนใบปลิวซึ่งนำไปสู่แบบสอบถาม แบบสอบถามนั้นถูกแบ่งออกเป็นห้าส่วน โดยมีโมเดล KAP ทำหน้าที่เป็นกรอบทฤษฎีของการศึกษา: คำถามคัดกรอง ข้อมูลประชากร การเปิดรับโฆษณาบนสื่อสังคมออนไลน์ ทักษะคิดต่อโฆษณา และพฤติกรรมการซื้อ โดยการวิจัยครั้งนี้ได้ถามถึงคำถามเกี่ยวกับปัจจัยที่ส่งผลต่อการตัดสินใจซื้อของนักท่องเที่ยวชาวเอเชียตะวันออกก่อนการเข้าเยี่ยมชมกรุงเทพฯ ซึ่งผลการวิจัยได้พบว่ามีความสัมพันธ์เชิงบวกที่สำคัญระหว่างการเปิดรับโฆษณาบนสื่อสังคมออนไลน์ของโรงแรมในกรุงเทพฯ และทัศนคติของนักท่องเที่ยวชาวเอเชียตะวันออกที่มีต่อโฆษณา นอกเหนือจากนี้ ผลการวิจัยก็ได้พบว่ามีความสัมพันธ์เชิงบวกที่สำคัญระหว่างพฤติกรรมการซื้อและทัศนคติที่มีต่อโฆษณาด้วยเช่นกัน นอกจากนี้ยังได้พบว่าสื่อสังคมออนไลน์ทั้งหมดที่เกี่ยวข้องกับการวิจัยนี้สามารถเทียบเคียงกันได้ในเรื่องของการเปิดรับของนักท่องเที่ยวชาวเอเชียตะวันออก โดยมีชื่อย่อว่าเป็น WeChat แต่เพียงผู้เดียว



สาขาวิชา            การจัดการการสื่อสารเชิงกลยุทธ์  
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ลายมือชื่อนิสิต .....  
 ลายมือชื่อ อ.ที่ปรึกษาหลัก .....

# # 6488006928 : MAJOR STRATEGIC COMMUNICATION MANAGEMENT

KEYWORD Exposure to Advertisement, Social Media Advertisement, Consumer Attitude, Purchasing Behavior, Bangkok, Hotel Industry

D: Chaitach Sirisachdecha : EAST ASIAN TOURISTS' EXPOSURE TO SOCIAL MEDIA ADVERTISING, ATTITUDE, AND THEIR PURCHASING BEHAVIOR WITH HOTELS IN BANGKOK. Advisor: Asst. Prof. GRISANA PUNPENG, Ph.D.

The ultimate goal of this research was to study the correlations between East Asian tourists' exposure to social media advertisements by hotels in Bangkok, their attitude toward the advertisements, and their purchasing behavior. The primary reason for conducting this study is the COVID-19 pandemic's effect on the hospitality industry within Bangkok and the expectation of an increase in the tourist population visiting Bangkok at the end of 2022 and the beginning of 2023. East Asian tourists were targeted for this study because they have historically been the demographic that had most visited Thailand. Two hundred respondents were requested to complete the online questionnaire, which was disseminated via flyers at high-end hotel counters in Bangkok with a QR code leading to the questionnaire. The questionnaire was split into five segments, with the KAP model serving as the study's theoretical framework: screening questions, demographics, exposure to advertisements on social media, attitudes toward these advertisements, and purchasing behavior. The respondents were requested to fill out a questionnaire that contained questions regarding the factors that impacted their purchase decisions preceding the visit. The findings of this study reveal that there is a substantial positive correlation between exposure to social media advertisements of Bangkok hotels and East Asian tourists' attitudes toward the advertisements in addition to the relationships between the respondents' purchasing behavior and their attitudes toward the advertisements. With the exception of WeChat, it has also been determined that all of the platforms examined in this research are almost comparable in terms of exposure.

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Field of Study:	Strategic Communication Management	Student's Signature .....
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Chaitach Sirisachdecha

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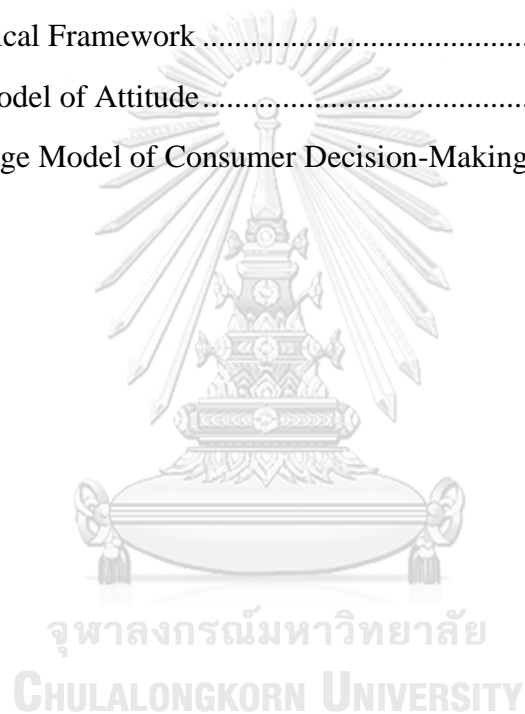


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# CHAPTER 1

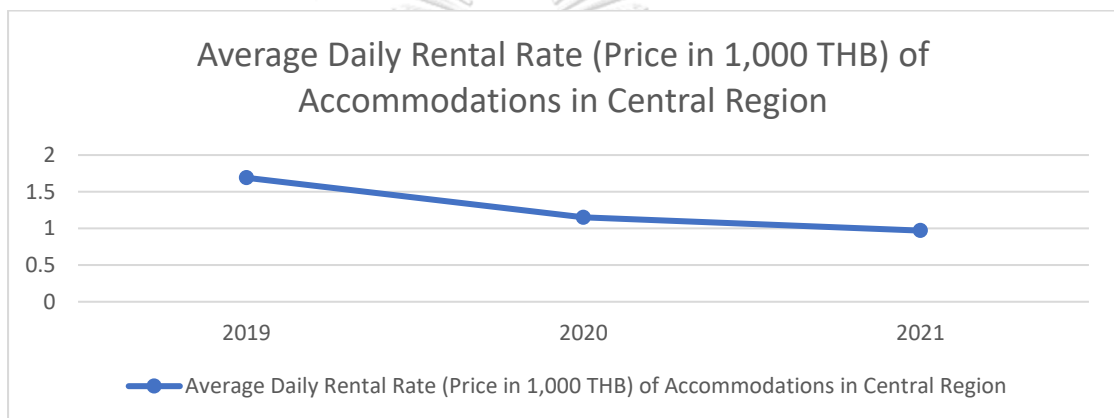
## INTRODUCTION

### 1.1 Significance of the Research

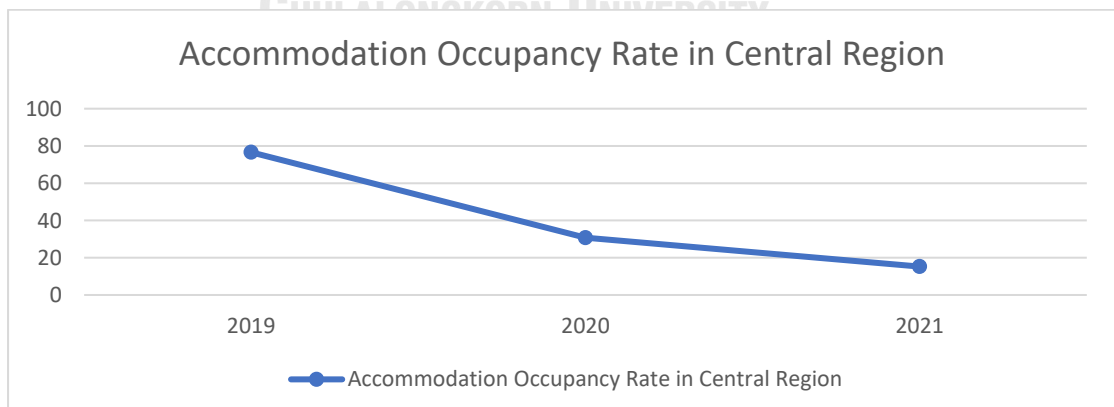
The COVID-19 pandemic severely affected many operational aspects of the world. Thailand, a country that is heavily reliant on tourism, was also affected by this major disaster. This can be seen from the data provided by the Bank of Thailand, which stated that the tourist population had dropped from an estimate of 39.9 million people in 2019 to just over 427,000 people in the year 2021 (Economic Tourism and Sports Division, 2022). Additionally, it is also evident that this had a massive effect on Thailand's hotel industry, as the daily rental rate (price) of accommodations within the central region had also decreased by an estimate of 43% from 2019 to 2021 (Manakitsomboon, 2022). It can also be seen from the data provided by the Bank of Thailand that the accommodation occupancy rate in the central region had decreased from an estimate of 77% occupancy in 2019 to just 15% occupancy in 2021 (Economic Tourism and Sports Division, 2022), which correlates to the drop in tourist population mentioned earlier. Figures 1, 2, and 3 illustrate the recent situation of Thailand's hotel and tourism industry throughout the COVID-19 pandemic.



*Figure 1: Number of foreign tourists visiting Thailand (in thousands)*



*Figure 2: Average daily rental rate of accommodations in the central region in Thailand from 2019 to 2021 (in 1,000 Thai baht)*



*Figure 3: Accommodation occupancy rate in the central region of Thailand (percent)*

The Tourism Minister of Thailand specifically stated that despite the industry's negative trajectory, Thailand expects to welcome 7 to 10 million tourists by end of the year 2022 (Reuters/Ik., 2022). At the time when this research was proposed, information regarding the expected tourist population and demographics weren't available, however, it is possible to refer to the past regarding what we can expect. We may infer from historical data that a large portion of visitors who travel to Thailand are from East Asia, with over 16.8 million tourists from this region overall, making up 42% percent of the total tourist population visiting Thailand (Tourism, 2019).

The digital population in East Asia offers vital demographic information and crucial information about their behavior. According to Simon Kemp, CEO of Kepios, approximately 73% of the East Asian population has adopted the internet, accounting for around 24.8% of the world's internet users. This exceeds the combined population of Northern and Central America. More impressively, East Asian social media users make up 27.5% of the global total, outnumbering any other region (Kemp, 2022). With this knowledge, many businesses, regardless of size, are beginning to rely more on social media ads to acquire greater visibility and produce bigger sales volume. Some of the most popular platforms in East Asian nations may include Facebook, Instagram, Weixin (WeChat), and Line.

According to research conducted by representatives of the Universiti Malaysia Sabah's School of Business and Economics, online marketing communications, specifically EWOM, online communities, and online advertisements, are effective in

promoting brand loyalty and product purchase intention via the company website and social media platforms (Balakrishnan, 2014). It can be inferred from the research conducted by these representatives of the Universiti Malaysia Sabah's School of Business and Economics that social media advertisements, which is part of online advertisements, has a correlation with purchase intention, a variable under purchasing behavior. A study on the effectiveness of social media ads on purchase decisions in Nigeria, on the other hand, found that, despite considerable exposure, social media commercials are ineffectual in influencing purchase decisions among its respondents (O., 2017). However, there may be several factors to consider when comparing both of these studies, such as the type of advertisements, the social media platform used as an example in conducting these studies, and many more. This research aims to further explore the effectiveness of social media advertisements through the relationship between the exposure to these advertisements, the target respondents' attitude, and purchasing behavior, in the context of advertisements of hotels in Bangkok and East Asian tourists.



The research titled “The Effects of Travel Motivation, Satisfaction, and Attitude on Revisit Intention: A Case Study of East Asian Tourists in Thailand” by Naraporn Thammadee and Apichart Intravisit from Huachiew Chalermprakiet University can be explored in regard to research that is more closely related to the aspect of visitation by East Asian tourists in Bangkok. The findings showed that travel motivation, satisfaction, and attitude had an effect on revisit intention, with satisfaction serving as the primary motivator for travelers to visit Thailand repeatedly (Thammadee, 2018). It can be inferred from this research that attitude as a variable

has an effect on the visitation of East Asian tourists in Bangkok, which is part of purchasing behavior.

Similarly, this research aims to discover whether attitude, as a variable, has a correlation with purchasing behavior when East Asian tourists are exposed to advertisements by hotels in Bangkok. As hotels in Bangkok want to attract more international clients, it is beneficial to investigate the link between social media advertising, Chinese visitors' attitudes toward it, and their purchasing behavior.



## 1.2 Research Objectives

- To examine the relationship between exposure to social media advertising and attitude among East Asian tourists within the hotel industry in Bangkok.
- To examine the relationship between attitude and purchasing behavior among East Asian tourists within the hotel industry in Bangkok.

## 1.3 Research Questions

- What is the relationship between exposure to social media advertising and attitude among East Asian tourists within the hotel industry in Bangkok?
- What is the relationship between attitude and purchasing behavior among East Asian tourists within the hotel industry in Bangkok?



### 1.4 Research Hypothesis

- Exposure to social media advertisements has a positive and significant relationship with consumers' attitude towards the social media advertisements of hotels in Bangkok.
- Consumers' attitude towards the social media advertisements of hotels in Bangkok has a positive and significant relationship with their purchasing behavior.

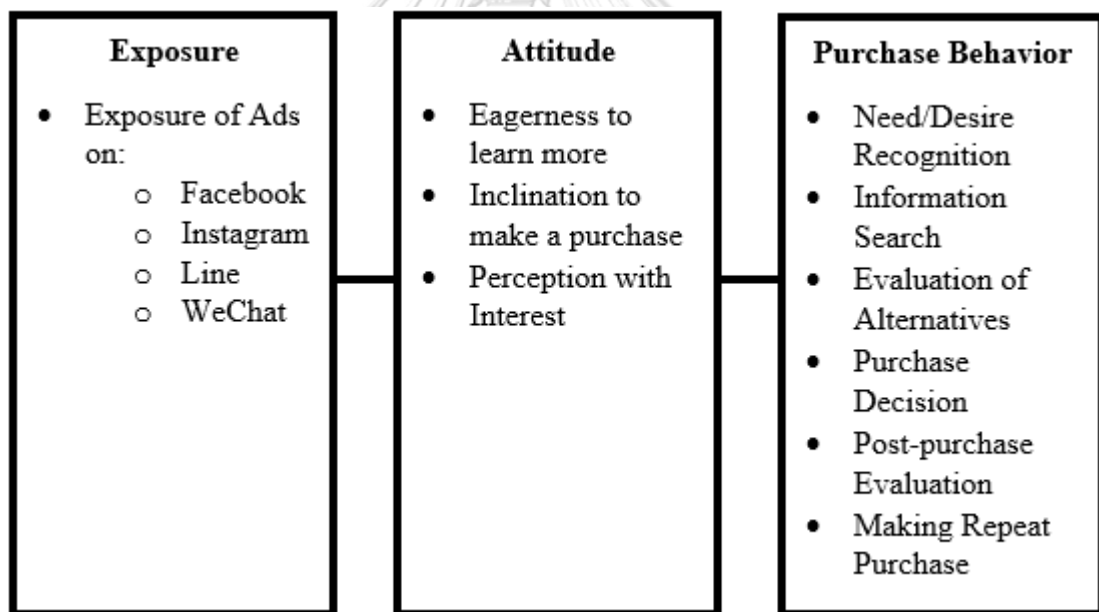


Figure 4: Theoretical Framework

### **1.5 Scope of the Research**

This study aims to investigate the link between exposure to social media advertisements, attitudes regarding the advertisements, and purchasing behavior among East Asian tourists in Bangkok's hotel industry. Based on the KAP model (Knowledge, Attitude, Practice), the ABC model of attitude (Affective, Behavioral, Cognition), and theories on consumer purchasing behavior, this study uses exposure to social media advertisements as the independent variable, and attitude along with purchasing behavior as the dependent variables. The research is conducted between October and November 2022, with the target respondents being both male and female East Asian tourists in Bangkok, having that their age is above 18 years. A standardized digital questionnaire has been employed to obtain quantitative data from 200 respondents in Bangkok via flyer distribution at 3 to 5-star hotel counters. Questions within the questionnaire asked respondents about the elements that impacted their purchasing behavior prior to the visitation.

### **1.6 Terminologies**

#### *Social Media Advertisements*

In this study, social media advertising is a sort of digital marketing that uses social networks to send paid advertisements to the target audience. Social media advertisements are a quick and efficient approach to engage with the audience and enhance marketing efforts. Social media may be utilized to assist and drive the

consumers' purchase journey at every level, providing the opportunity to enhance the experience while also promoting sales and bonding (Atherton, 2020). In this study, the social media platforms that have been studied are Facebook, Instagram, Line, and WeChat, based on information gathered from literature review, suggesting that these platforms are the most used platforms among East Asians.

### *Consumers' Attitude*

In this study, consumer attitude is defined as an individual's sentiment of favorability or unfavorability toward an object. A person with a positive attitude is more inclined to purchase, which increases the likelihood of enjoying or hating the product. This term can be further elaborated using the ABC model (Affect, Behavior, Cognition) (Jain, 2014). Within this research, consumers' attitude is studied under the context of the respondents' attitude towards social media advertisements of hotels in Bangkok. Therefore, this research studies on the sentiment of favorability or unfavorability towards social media advertisements of hotels in Bangkok on East Asian tourists according to the ABC model.

### *Purchasing Behavior*

In this study, purchasing behavior is defined through the consumers' decision-making process. Consumers' decision-making process can be defined as the process that a consumer goes through when purchasing a product or service. This may include recognizing their needs, searching for information, evaluating alternatives, making the decision to purchase or not, as well as the post-purchase evaluation (Sydorenko, 2022).

This research uses the consumers' decision-making process to define the purchasing behavior of East Asian tourists on hotels in Bangkok.

#### *East Asian Tourists*

East Asian tourists, in this study, are defined as visiting foreigners originating from East Asian countries or holding a passport belonging to the nations within the region of East Asia according to the data provided by Thailand's Ministry of Tourism & Sports, proving that they are citizens from those nations with the intent of visiting Thailand for a short period. It was indicated by the ministry that, excluding nations from ASEAN, East Asians consist of populations from China, Hong Kong, Japan, Korea, and Taiwan. Although included in the dataset, a minority group of other East Asians will not be included in this research due to its minuscule visiting population (Tourism, 2019).

#### *Bangkok's Hotel Industry*

Bangkok is a major tourist destination, attracting millions of people from all over the world. Prior to the COVID-19 outbreak, Bangkok experienced an increase in tourist visits since 2015. The hotel industry, which includes enterprises that rent out daily accommodations, has consequently benefited from the increase in tourists.

However, ever since the COVID-19 pandemic had occurred, it is evident that there has been a massive downtrend in this industry.

### **1.7 The Benefits of the Study**

The outcome of this research may contribute new insights to understanding the relationship between exposure to social media advertisements, consumer attitude, and purchasing behavior. This research may also provide crucial information on East Asian tourists visiting Thailand and Bangkok's hotel industry. Marketers in the hotel industry, as well as other essential members of organizations, may find the implications of this study useful. Academically, this research may provide useful information on the implementation of the KAP model, which is more often used in psychology and nutrition. This study may also pave the way for future studies on the behaviors of East Asian tourists, the general hotel industry, and purchasing behavior.

Social media has evidently disrupted the marketing industry in the past decade. With several research done in this field, as well as the tremendous growth in the demand for skillful members in numerous organizations, this research plays a part by further expanding the knowledge in this industry and providing crucial insight for practitioners.

## CHAPTER 2

### LITERATURE REVIEW

This chapter focuses on elaborating on the essential factors that will be included in this study, which are used in the framework of the research. The first two parts of this chapter talk about the East Asian digital population and its relationship with Bangkok's hotel industry, which lays the foundation for this research. The next part talks about exposure to social media advertisements, the definition of exposure to advertisements, its elements, and the factors that affect it. The following parts talk about consumers' attitudes and purchasing behavior, which are all essential factors used in the research framework.

#### 2.1 East Asian Digital Population

Asia is home to the majority of the world's social network users. More than 3.5 billion individuals are predicted to use a social network at least once a month by 2022, with over 60% of those people, or around 2.13 billion, living in the enormous expanse of the globe known as the Asia-Pacific. In comparison, Europe, the second largest area, will have just 511 million social network consumers (*Social network users in Asia-Pacific by platform (2020-2025)*, 2022). Three of the world's greatest economies and most important countries, China, Japan, and South Korea, as well as Hong Kong, Macau, Mongolia, North Korea, and Taiwan, are located in East Asia, which is a crucial center of gravity for the Asia-Pacific region (*East Asia*).

With a total estimated population of 1.45 billion in January 2022, China has seen a population growth of 3% from the previous year. Among the massive population in China, about 1.02 billion individuals are internet users, which amounts to an estimated 70.9 percent of the total population at the beginning of 2022. Comparing the total internet user population in China to its population in the previous year, there has been an estimated 3.6% growth. Comparing the growth of the total internet users in China to the growth in the total population, it is evident that the Chinese population is increasingly adopting the internet. However, not all internet users in China have been using social media. It has been reported that the amount of social media users in China at the beginning of this year was estimated to be around 68% of the total population, 2.9% fewer than the total internet users in China (Kemp, 2022). WeChat retains its social media supremacy in China due to its enormous user base of over a billion people and its inclusion in ordinary daily activities. Its usage is a necessity for many organizations. More than half of Chinese social media users are active on Sina Weibo, which remains a crucial player. Despite competition from the upstart Xiaohongshu, which currently occupies around 27% of the market, Baidu Tieba continues to be used by half of all social media users in China (Chernavina, 2022).

Despite having over 7.5 million people in the region at the beginning of this year, Hong Kong's population only grew a mere 0.7% from the previous year. However, 93% of Hong Kong's population, or an estimate of over 7 million people are internet users. Among the 7 million internet users, it is estimated that 6.68 million of them are social media users, which is equivalent to around 88% of the entire

population, an increase of 3.7% from the previous year (Kemp, 2022). An article on the type of social platforms that Hong Kong's population use for brand research indicated that Facebook had the most traffic from the Hong Kong population, which is followed by Twitter and Pinterest (Yuen, 2022).

Having 3 times the population of Hong Kong, Taiwan's population amounts to an estimated 23.87 million people at the beginning of 2022, which has an even smaller growth than Hong Kong's population with just 0.2% growth from the previous year. However, just like Hong Kong, Taiwan also had a large portion of its population using the internet. Taiwan's total internet users amount to an estimated 91% of the entire population, an increase of 1.3% from the previous year. Among the 91% that used the internet, 21.35 million people were social media users, which is equivalent to 89.4% of the entire population (Kemp, 2022). An article by Taipei Times in 2020 indicated that "Facebook remains the most commonly used social media website in Taiwan, at 98.9 percent of all Taiwanese Internet users, vastly outstripping second-placed Instagram, at 38.8 percent of all users, a Taiwan Network Information Center report showed. Facebook is popular across all age groups in Taiwan, although younger users are beginning to use it less often, the annual report found. Users under the age of 30 rarely frequent Facebook, although they form the majority of users of other social media sites, it found." (Ching-Chun, 2020).

The total population of Japan is 125.8 million at the beginning of 2022. Contrasting the previous nations, Japan's population is on the decline. It has been reported that Japan's population had decreased by 0.4% from the previous year.



However, Japan has more people on the internet compared to the size of its population than all the previous nations. Approximately 94% of Japan's entire population are internet users, which is equivalent to 118.3 million individuals. This is an increase of 0.7% compared to the previous year. Among the 118.3 million individuals, 102 million people are social media users, which is about 81.1% of Japan's total population, an increase of 8.7% compared to the previous year (Kemp, 2022). Plus Alpha Digital, a marketing agency based in Tokyo has reported in 2020 that it is possible that Japan is the only country where Twitter is more popular than Facebook. Twitter claims to have up to 35 million active users in Japan each month (Kyle, 2020).

South Korea's total population as of January 2022 is approximately 51.32 million, which is an increase of 0.06% from the previous year. Exceeding Japan's internet user population when compared to the nation's population, South Korea's digital population amounts to 98% of the nation's total population, or around 50.29 million individuals, an increase of 1.1% from the previous year. Among the 50.29 million people, 46.81 million use social media, which is equivalent to 91.2% of the population (Kemp, 2022). According to an article in The Korea Herald, in a March 2020 Opensurvey poll, 90% of respondents claimed to have accessed YouTube within the previous month, followed by 78% for Naver Blog and 58% for Instagram (Hyeong-woo, 2020).

## 2.2 Bangkok's Hotel Industry

Bangkok Metropolis, with an area of 1,500 square kilometers, clearly qualifies as a "large city." With an approximate population of 10 million people, over 30,000 taxis, and a constantly rising volume of tourists, traversing such a massive city is no easy chore, notably for first-time visitors (Tourism, 2019). The city saw an economic boom during the 1980s, which was tempered by the Asian economic crisis in the late 1990s. Despite this, the city has retained its status as one of Asia's most prominent tourism, financial, and commercial centers (Sternstein, 2021). Bangkok is a well-known and consistently popular tourist destination, as evident by the numerous tourism awards it receives. Other well-known seashores and beach sites may be found in the South and East, as well as eco-tourism alternatives in the North. Furthermore, the city has affordable hotel rates and an inexpensive cost of living, making it a better cost-effective option compared to numerous other big cities in neighboring countries. Aside from that, the travel industry benefits from the country's vast transport system, continuously enhanced national infrastructure, and an increasing number of budget airlines supporting the domestic market (Lunkam, 2021).

However, in the past recent years, disaster had struck due to the COVID-19 crisis. Globally, tourism and hospitality had suffered tremendously. The COVID-19 issue has been expected to continually have an impact on the hotel sector, Mr. Carlos Martinez, Director of Research and Consultancy at Knight Frank Thailand, claims in 2021, leading to a significant reduction in travelers visiting Bangkok since March 2020. As a first move toward loosening travel restrictions and recovering Thailand's

devastated tourism industry, the Thai government initiated an experimental program called "Phuket Sandbox" in the second half of 2021. Thailand's infections skyrocketed a few months later in August 2021, with over 20,000 cases each day, hampering the country's recovery and affecting visitor confidence. In November 2021, Thailand launched the "Test & Go" program, a more comprehensive quarantine-free endeavor. There had been 346,763 overseas visitors under this initiative prior to the government temporarily halting it on December 21 due to worries about the transmission of the Omicron strain. The hotel occupancy rates have increased to 22% in the latter half of 2021, owing to a surge in domestic demand backed by the sponsored tourism promotional campaign titled 'We Travel Together,' as well as the loosening of entrance criteria for international tourists under the 'test & go' initiative in November 2021 (Martinez, 2022). Hotel operators have restructured their businesses in response to this drastically changed circumstance. For instance, they reduced accommodation prices, changed the assortment of services they provided, shifted their attention to domestic customers, reduced overheads, and explored other revenue streams in related sectors. Several hotels also introduced 'Work From Hotel' initiatives to capitalize on the work-from-home policy, as well as partnerships with mobile food delivery apps to increase utilization of their in-house dining services. Hotel operators have suffered a severely reduced market in 2021, however, the sector will begin to rebound in 2022 and 2023, although it could require a minimum of four years for visitor arrivals to revert to pre-COVID volumes of 38-40 million (Lunkam, 2021).

### 2.3 The KAP Model

In the health sciences, knowledge, attitude, and practice (KAP) surveys are common. Such surveys may evaluate health-related attitudes and behaviors in the context of particular diseases or specific treatments, for instance, in the field of mental health. In order to conduct research on population and family planning, KAP surveys were initially utilized in the 1950s. These surveys—also called knowledge, attitude, behavior, and practice surveys—are increasingly commonly used to look at habits and practices that are important to health. A KAP survey aims to identify what people know, think, and do on the topic at hand. It is meant to be a targeted audience representative assessment. Using self-administered or interviewer-administered semi structured or structured questionnaires, one could obtain both qualitative and quantitative data (Andrade, 2020). However, because of the model's clarity and simplicity, it has been used in this study to better understand the connections between East Asian tourists' exposure to social media hotel advertisements, their attitudes toward it, and the potential influence those attitudes may have on their purchasing behavior. According to the findings within this study, marketers, business managers, and other associated roles may build more effective strategic plans to increase sales in this sector with the use of this information.

## 2.4 Concepts on Exposure to Social Media Advertisements

### Definition of Exposure to Advertisements

According to Monash University, Australia, exposure to advertisements or advertising exposure can be defined as a single presentation of an advertisement to an audience. It was also indicated that advertising managers must determine the amount of these exposures that will be necessary to achieve their goal or objective (*Advertising Exposure*, 2018). To better understand what this means, we can first look at the description of the term ‘advertisement.’ In a book written by Patrick De Pelsmacker, professor of marketing in the faculty of business and economics of the University of Antwerp, Belgium, it was indicated that “The definition of advertising by the American Marketing Association is any paid form of non-personal presentation and promotion of ideas, goods, and services by an identified sponsor.” (Pelsmacker, 2022). However, it was also argued in the book that this does not reflect today’s method of advertising, due to the reason that advertising does not necessarily have to be paid for directly. Today’s advertising practices may also involve ‘earned media,’ which was elaborated in the book with the example of social media. The example suggests that “when social media users share branded content on these platforms (called “earned media” resulting in “organic reach,” see hereafter), that can indirectly also be regarded as advertising.” (Pelsmacker, 2022). Ultimately, Pelsmacker defined advertising as “any (mostly) paid and mediated form of promotion of products, brands, companies or ideas in offline or online mass media by an identified source, designed to inform and persuade target groups and/or stimulate them to take some action, now or in the future.” (Pelsmacker, 2022). In addition to its definition, it was also

suggested in the book that marketers try to reach their target audience through as many touch points as possible, with the use of different instruments of the communication mix. Definitively determining the implication of ‘advertising exposure,’ it can be suggested that advertising exposure is the frequency at which a single audience is presented with any, but mostly, paid form of promotion of products, brands, companies, or ideas through all touch points of offline or online mass media by an identifiable source.

### **Elements of Exposure to Advertisements**

As mentioned previously, exposure to advertisements can be defined as the frequency that a single audience is presented with promotional content through an array of touch points. To further understand the elements that define exposure to an advertisement, it is important to state the definition of the term frequency, promotional content, and touchpoints. The number of times someone within a key demographic sees promotional messages throughout the promotion timeframe is referred to as frequency. According to studies, most individuals need to receive a message numerous times before responding to it. As per additional studies, it might take up to 10 or more exposures for a message to gain traction; Facebook, for example, suggests one to two exposures each week for ten weeks for the greatest outcomes (Hutchinson, 2022). A more definitive definition that specifically leans more toward online advertising can be seen in a book written by Julie Atherton, founder of Small Wonder, a social media transformation advisory and marketing consultancy. The term ‘frequency’ was defined as “the number of times the same person sees your post.” (Atherton, 2020). It was also suggested that “If the frequency is too high it can cause

people to become annoyed and unfollow your page or hide your posts.” (Atherton, 2020) Applying Atherton’s definition to offline advertising could imply that frequency is the number of times that a person sees a specific promotional content. To define promotional content, it is necessary to first understand the term ‘promotion’. According to Neil Patel, co-founder of NP Digital and one of the top ten marketers according to Forbes, promotion is defined as how a business, organization, or individual wants their customers to find out about them (Patel, 2021). This could be referred to as the method a business, organization, or individual uses to communicate with their customers about themselves. Applying this definition to the term ‘promotional content,’ it can be concluded that promotional contents are contents that businesses, organizations, and individuals communicate with their customers through a chosen method. Pelsmacker’s *Advanced Introduction to Advertising* book stated that “Most communication campaigns do not only use different advertising media and channels, but also other instruments of the communication mix to reach out to consumers.

Nowadays, marketers try to reach (potential) consumers by means of as many touch points as possible.” (Pelsmacker, 2022). In his book, it was also implied that this is known as ‘360-degree communication.’ A further explanation of what he meant by ‘other instruments of the communication mix’ can be found in a journal written by G. Todorova, a Ph.D. student in the faculty of economics, Trakia University, Bulgaria. It was stated in Todorova’s *Marketing Communication Mix* journal that “McCarthy (1998) determined the mix of marketing communications as a specific combination of elements: advertising, personal selling, sales promotion, public relations and direct

marketing that companies use to implement their targets for advertising and marketing.” (Todorova, 2015). It was also highlighted that each of the elements needs to be integrated to communicate effectively. Briefly said, the integration of different instruments in advertising, personal selling, sales promotion, public relations, and direct marketing in various media and channels define the touch points that are used to communicate with customers.

### **Social Media Advertising**

For many firms, social media marketing complements the firm's marketing mix while playing a separate function. It can also be seen as a low-cost enhancement that may replace conventional press release distribution, email newsletter subscriptions, loyalty schemes, and perhaps other marketing techniques (Diamond, 2019). In an online article on the Forbes website with the topic of ‘Three Reasons You Should Be Advertising On Social Media In 2021,’ the reasons why organizations should advertise on social media were suggested as hyper-targeting customers, building audiences, and tracking ROIs (Durante, 2021).

Expanding more on these reasons, hyper-targeting customers was described as the ability of an organization or individual on these social networks to specifically target their communication based on precise demographics. Being able to communicate effectively and efficiently is an important process that organizations and individuals can practice to avoid unnecessary spending. In addition to being able to specifically target audiences on social networks, practitioners may also build an audience base, where they can use data from their audiences to retarget them in the



future. Another crucial tool on these platforms is the ability to track ROIs (Return on Investments). An example that was provided by Durante was Facebook's Ads Manager platform, where it is possible to track the performance of a boosted communication. ROAS (Return On Ad Spend), cost per web purchase, and cost per lead are some of the key performance indicators that can be used to track the performance of a boosted communication (Durante, 2021).

Key performance indicators are important tools that are used to evaluate the performance of communication via social network platforms. However, not all KPIs are necessary, and selecting certain KPIs based on specific goals is optimal for organizations and individuals who want to promote their communication on these platforms. It was suggested by Stephanie Diamond, author of Digital Marketing all-in-one For Dummies, that KPIs should not be used to measure against business goals. However, it should be used to measure against marketing goals. Some of the marketing goals that practitioners may want to measure are:

- Increasing Brand Awareness
- Lead Generation
- Increasing Engagement
- Growing Sales Revenue
- Improving Customer Retention
- Encouraging Customer Evangelism
- Increasing Upsells

(Diamond, 2019)

Ultimately, social media advertising in the context of this research is the communication and promotion of ideas, goods, and services through social media platforms by an identified sponsor, in this case, hotels in Bangkok.

### **Factors Affecting Exposure to Advertisements**

An explanation of the factors that affect advertising exposure can be referred to Pelsmacker's evaluation of the factors that affect how advertising works. It was indicated in his book that "Many factors have an impact on how advertising works: consumer goals, product type, the situation the customer is in (hurried or distracted by others, for example), involvement in the product category, and social, psychological or cultural factors." (Pelsmacker, 2022) However, it was also indicated in his book that "No single theory can explain it all. Some models are applicable in some situations for some kinds of people and for some categories of products." (Pelsmacker, 2022) Therefore it is safe to assume that there are no fixed models or explanations of the factors that affect advertising exposure, or even advertising by itself. However, it is possible to further explain the factors that he mentioned within the book: consumer goals, product type, the situation of the customer, involvement in the product category, social, psychological, and cultural factors.

- **Consumer Goals**

When consumers undertake actions in order to attain the desired end state, they are pursuing goals. Recent goal pursuit studies may be divided into two categories: conscious goal pursuit and unconscious goal pursuit.

In contrast to unconscious goal pursuit, which happens when consumers engage in actions to attain a goal despite being unaware of it, conscious goal pursuit occurs when consumers are aware of the objective. It may be concluded that future studies shouldn't focus on the conscious and unconscious processes independently, after examining current studies on when each type is more beneficial for assisting consumers in accomplishing their objectives. Instead, future research ought to take a collaborative perspective that focuses on how these systems interact to affect consumers' acquisition of goals (Laran, 2016).

Furthermore, consumer goals can also be described on the basis of needs and wants. An unmet need could motivate a consumer to pursue the achievement of the goal to fulfill the need for a certain objective. Need can be described as the lack of an important object in an individual's life. On the other hand, want can be described as the insertion of particular personal criteria to how a need can be satisfied. An example that was provided by Andrea Niosi, in her Introduction to Consumer Behavior book, elaborated on needs and wants in the act of fulfilling hunger. The need to fulfill hunger may lead an individual to explore food in general. However, placing criteria on the type of food an individual prefers can be described as a want (Niosi, 2021).

- Product Type

Product types may be categorized based on the different needs a consumer is looking to fulfill. Generally, needs can be categorized into two different variants, utilitarian needs, and hedonic needs. Utilitarian needs, as its name suggests, are

needs for goods that are practical and useful. These types of products are often times used in a consumer's daily life and are purchased regularly. On the contrary, hedonic needs are the needs for luxury products (Niosi, 2021).

- The Situation of the Customer

In a study on situational factors that influence boomers' travel intentions by representatives from Widener University, situational factors were described as physical surroundings, social surroundings, temporal surroundings, task definition, and antecedent states.

Physical surroundings include apparent qualities such as institutional location, geographic region, decorations, acoustics, illumination, and destination congestion, all of which have a significant impact on assembling a corporate image. Social surroundings, an important variable in a person's behavior, can be described as the impact of other individuals on a consumer during a purchasing situation.

Temporal surroundings refer to the time variable, which expands on the time of a day, week, month, or year at which a consumption event occurs. Task definition can be referred to a consumer's goal and objective of fulfilling a need. Antecedent states are referred to as momentary conditions, such as a consumer's feelings at the time of consumption (Chen).

- Social

As mentioned in the situation of the consumer, social aspects that may affect an individual can be described as the impact of other individuals on a consumer

during an event. It is considered as a crucial variable in a person's behavior (Chen).

- Psychological

According to an article on the 7 Psychological Factors in Marketing That Influence Consumer Behavior by Indeed's Editorial Team in April 2021, the 7 psychological factors are motivation, learning, reinforcement, socialization, modeling, perception, and attitude & beliefs.

Motivation can be described as an individual's intrinsic desire to take the initiative to meet a certain need. Learning is the acquisition of new knowledge that alters an individual's behavior based on prior encounters. Reinforcement is a psychological component that is part of the learning process. It is the system through which a person's learning is recognized or affirmed through incentives or penalties. Socialization, or the practice through which people acquire information and ideas, is a psychological element that integrates learning and social interaction. Modeling, or a person's mimicry of the conduct of another individual, is a psychological element that is constructed on the basis of socialization. Perception, or what a person believes or knows about an item, can influence whether or not they acquire it or how they interact with a label at all. Beliefs, preconceived notions that individuals have about things they deal with, and emotional responses constitute attitudes or a person's persistent opinions about anything (7 *Psychological Factors in Marketing That Influence Consumer Behavior*, 2021).

- Cultural

Several culture-related elements might have an impact on a business's promotional campaign. Language, personal beliefs, cultural norms, and diversion are some of the important aspects.

Language relates to how individuals convey and perceive messages in terms of cultural impacts on advertising exposure. Personal beliefs are the values that people prioritize, and they may influence design, positioning, and advertising. Customs, often known as cultural norms, relate to the distinct method of doing things in different regions. The means by which a person entertains oneself is referred to as diversion (Gordon, 2021).

All these factors that have been mentioned may be taken into consideration as additional variables to further study upon, as this research studies only the relationships between exposure to advertisement with the respondents' attitude, as well as the correlation between attitude and purchasing behavior. Factors that affect the respondents' exposure to the advertisements of hotels in Bangkok are not further explored.

## 2.5 Consumers' Attitude

### Definition of Consumers' Attitude

Consumers are individuals who have preferences and dislikes. When the majority of individuals in a given community have a strong opinion about a product, service, entity, individual, location, or object, it is referred to as a generalized consumer attitude, which can influence the promotion of that person, product, or entity in favorable or unfavorable ways. Marketers work hard to impact consumer attitudes, and recognizing the current attitude is the initial move toward altering it if necessary (Currie, 2019).

Considering attitude influences a person's behavior, studying attitude is becoming increasingly essential. One explanation for the popularity of the attitude notion is social psychologists' assumption that attitudes are in any way connected to social behavior. It is believed that attitudes have a direct impact on conduct. As a broad term, attitude refers to notions such as preferences, feelings, emotions, beliefs, expectations, judgments, and appraisals, as well as values, principles, perspectives, and intentions (Jain, 2014).

Attitudes are formed nearly from infancy. Certain attitudes are likely learned from parents. A respected person's influence may be a potent and lengthy attitude influencer. These learned attitudes are detrimental to marketers as they may influence product receptivity. Despite marketers' great attempts, there may be nothing that can be done to change such a deeply embedded perception. However, positive

learned attitudes among customers are a valuable resource for marketers. They are more inclined to be loyal and continually make repeat purchases, in addition to defending the product or service against critics. The majority of consumer attitudes are shaped through their interactions with goods and services. Consumers may have a generalized unfavorable opinion of entire classes of goods and services, or even of people and towns. Good experience, on the other hand, correlates with a positive attitude. Marketers want to promote as many favorable experiential attitudes as feasible (Currie, 2019).

### Elements of Consumers' Attitude

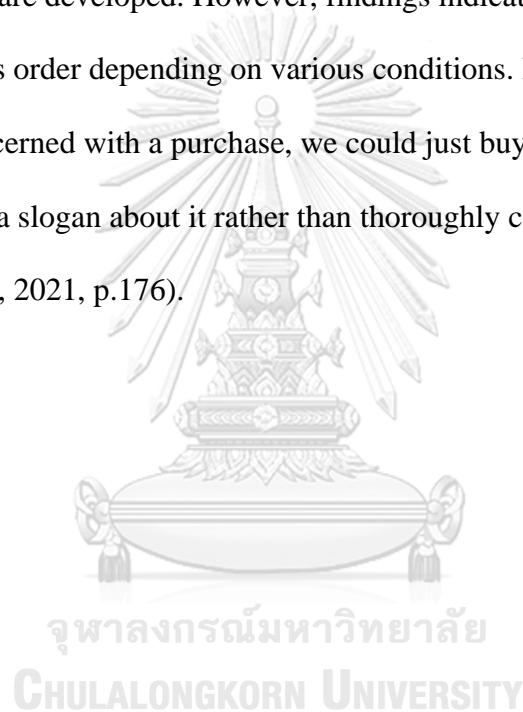
Attitudes are influenced by cognitive, affective, and behavioral aspects based on the ABC model of Attitudes shown in figure 7. Affection is described as the feelings and emotions that allow us to express how we feel about a person, an event, or an object. What we want to do or how we intend to act in regard to another person, event, or object is referred to as behavior. Cognition refers to our thoughts and perceptions about a person, an event, or an object (Niosi, 2021)

Attitude		
<b>Affective</b> <ul style="list-style-type: none"> <li>• Feelings</li> <li>• Emotions</li> </ul>	<b>Behavioral</b> <ul style="list-style-type: none"> <li>• Inert intention on an activity or event.</li> </ul>	<b>Cognition</b> <ul style="list-style-type: none"> <li>• Thoughts</li> <li>• Perceptions</li> </ul>

Figure 5: ABC Model of Attitude



Even while affection, behavior, and cognition account for the bulk of attitudes, there is still diversity in this area among individuals and within attitudes. Some attitudes are more likely to be motivated by emotions, while others are motivated by behaviors, and yet others are motivated by ideas. Any sequence of thinking, feeling, and doing is possible. Initially, psychologists believed that these three steps—thinking about the item, assessing our feelings about it, and lastly acting—formed the order in which attitudes are developed. However, findings indicate that humans develop attitudes in various order depending on various conditions. If we're not extremely invested in or concerned with a purchase, we could just buy something on a whim or because we recall a slogan about it rather than thoroughly comparing it to other alternatives (Niosi, 2021, p.176).



## 2.6 Consumers' Purchasing Behavior

### Definition of Consumers' Purchasing Behaviour

Consumer purchasing behavior describes the choices and conduct that people take while purchasing goods or services. Consumer purchasing behavior is the primary driver behind all promotional activities. Identifying why and how people choose to purchase a particular item or the reasons they are so committed to one label is the most significant issue for businesses that want to enhance their core business and attract new clients. There may be various aspects of consumer purchasing behavior that can be taken for research purposes, such as the four classification of consumer purchasing behavior and purchasing behavior pattern. However, in this study, the consumer decision-making process has been chosen as the main aspect to study upon. The reason why this is chosen is because consumers go through a complex decision-making process that spans all stages, from issue identification through post-purchase practices. Most authors who have written about consumer behavior have established ways to address the framework of the consumer decision-making process. Relying on the essentials they require for daily living; each consumer makes a distinct selection. One of the most widely used frameworks of the customer decision-making process has five different phases and is termed the "Five Stage Model." (Dudovskiy, 2022).

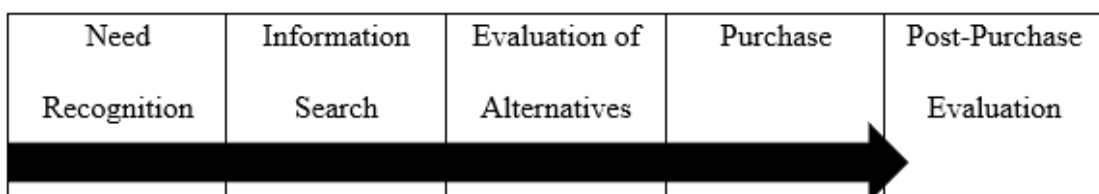


Figure 6: Five Stage Model of Consumer Decision-Making Process

The consumer recognizes the demand for a good or service at the beginning of the purchase process. When a buyer becomes aware of the need for a commodity or service, they begin looking for information. After acquiring all essential facts, the buyer begins analyzing each option. After careful analysis, the consumer decides whether or not they'll purchase. After making a purchase, the customer examines whether the product or service fulfilled their expectations.

## **2.7 Related Research**

The following two studies can be referred to, in terms of research that is related to exposure to social media advertising in correlation with attitude, purchasing behavior or purchase intention. The research titled “The Effect of Consumer Perceptions on Their Attitude, Behavior, and Purchase Intention in Social Media Advertising” by representatives from Marmara University in 2017 aims to study the effects of perception toward social media advertisements on attitudes, behaviors, and purchase intention. The research's findings indicate that attitudes toward social media advertising are influenced by variables that provide information, provide amusement, and favor economic considerations. The attitude individuals feel about advertising influences their behavior and intention to buy. Conclusively, behavioral variables were found to have a positive impact on purchasing intention (AKKAYA, 2017).

Another research titled “Decoding the Social Media Advertising Influence on Consumer Attitude and Intention” by Meghna Rana and Nilesh Arora from Chandigarh University in 2022 also studied the interrelationship between social media

advertisements, attitude, and purchase intention. They have acquired responses from over 300 respondents, using a questionnaire. The study's findings show that all of the predictors—perceived utility, perceived ease of use, privacy concerns, and peer influence—are legitimate precursors that affect how consumers feel about social media advertising and their motivation to make purchases (Rana, 2022).

Another research mentioned earlier in chapter 1, by Naraporn Thammadee and Apichart Intravisit from Huachiew Chalermprakiet University can also be referred to, in terms of the correlation between attitude and intention of visitation among East Asian tourists in Bangkok (Thammadee, 2018). The findings suggest that there is a strong positive correlation between the variables, suggesting that attitude is an important factor in influencing intention, which may refer to an aspect of purchasing behavior.

## **CHAPTER 3**

### **METHODOLOGY**

This section will provide an overview of the research technique used to carry out this study, including the target population, sampling procedure, data collecting, research variables, and research tools. The study takes a quantitative approach, collecting data from East Asian visitors using online questionnaires in order to obtain a better comprehension of their purchasing behavior in conjunction with their attitude and exposure to hotel social media advertising. Screening questions, demographics, exposure to social media marketing, and three critical variables centered on the KAP model are all included in the questionnaire's six parts.

#### **3.1 Research Sample**

Male and female East Asian tourists over the age of 18 who were short-term visitors to Bangkok participated in this study, which was based on the purposive sampling technique. A total of 200 participants were anticipated to complete the questionnaires for this study between the months of October and November 2022. An online form with a structured questionnaire that was disseminated online as well as flyers with a QR code were used in this study, which adopts a quantitative research approach.

### 3.2 Sampling Method

The distribution of questionnaires via online methods and leaflets with a QR code at hotel counters provide a convenient solution to the acquisition of data since this research aimed to study the exposure and attitude of East Asian tourists toward social media advertisements in relation to their purchasing behavior in Bangkok's hotel industry prior to visiting the city. Joining social network groups pertaining to Bangkok's tourism could serve as a component in the online distribution of the questionnaire that selects respondents who are interested in visiting Bangkok. The placement of flyers at the counters of 3- to 5-star hotels also significantly filters responders. Screening questions were built into the survey itself to screen out respondents who fail to meet the requirements of an eligible participant.

### 3.3 Questionnaire Format

As previously stated, a suitable technique for this research is an online questionnaire survey disseminated through social networking sites and handouts with a QR code. The questionnaire is intended towards East Asian visitors who are visiting or planning to visit Bangkok. They will be questioned on their experiences prior to traveling to Bangkok in the form. The research instrument in this study intends to collect important data and insights from East Asians who are exposed to hotel advertisements on social media, with the goal of analyzing their exposure and attitudes toward the advertisement and its influence on their purchasing behavior. This

survey's design is critically derived from several literature reviews. For the respondents' convenience, the questionnaire comes in 4 major languages governing the region: English, Chinese, Japanese, and Korean.

The questions are broken down into five sections: screening questions, demographics, exposure to various sorts of social media advertisements on a range of platforms, attitude toward social media advertisements by Bangkok hotels, and purchasing behavior. The completion of the questionnaire by respondents is self-administered. Close-ended questions and Likert scales were employed in the questionnaire's inquiries, which allowed respondents to rate their level of agreement with various statements.

#### *Screening Questions*

Three screening questions in the first section are intended to filter out responders who are ineligible for this study. Asking if the responder is from one of the East Asian nations or not, as well as whether they are a guest or have short-term travel plans to Bangkok and having that their age is over 18 years are included. Those who don't fit the criteria of being an East Asian traveler who is now in Bangkok or plans to come will be forwarded to the survey's end.

#### *Demographics*

Demographic data will be gathered from the respondents for the validity of this study and any prospective future research. Age, gender, and income will all be queried in this segment.

### *Exposure to Social Media Advertisements*

The frequency and length of social media use, as well as the frequency of exposure to hotel marketing on various social media platforms, will all be investigated in this section using a Likert scale. The adverts are shown using illustrations from several platforms. Based on the literature research, the platforms that will be presented to the respondents may include Facebook, Instagram, WeChat, and Line.

### *Consumers' Attitude*

In this part, the level of favorability in terms of sentiments, emotions, thoughts, and perceptions as well as their inert intention to carry out an action based on the social media advertisement presented by Bangkok hotels will be examined using a Likert scale.

### *Consumers' Purchasing Behavior*

The possibility that the respondent would make a purchase at a certain location, using a specific procedure, and the likelihood of making a repeat purchase in the future will all be gauged using a Likert scale in this section. Respondents will also be questioned about the likelihood that the advertisement motivated them to identify their demands, look for additional information, weigh their options, make a purchase, and assess a previous purchase.



### 3.4 Measurement of the Variables

The variables were examined in this study: exposure to social media advertisements of hotels in Bangkok prior to visitors' arrivals, attitudes regarding the adverts, and visitors' purchasing behavior. The dependent variables comprise attitude and purchasing behavior, with exposure to advertising serving as the primary independent variable. A five-point Likert scale with ranges as shown in table 1 is employed to gauge participants' levels of agreement with the statements they were inquired on.

5-Point Likert Scale	Scoring Scale with Interval for Inferential	
Level of Value	Score	Scoring Range
Very High	5.00	5.00 – 4.50
High	4.00	4.49 – 3.50
Neutral	3.00	3.49 – 2.50
Low	2.00	2.49 – 1.50
Very Low	1.00	1.49 – 1.00

*Table 1: Likert Scale Calculation*

### 3.5 Hypothesis Testing

- *Hypothesis 1:*
  - H0: Exposure to social media advertisements has no relationship with consumers' attitude towards the social media advertisements of hotels in Bangkok.
  - Ha: Exposure to social media advertisements has a positive and significant relationship with consumers' attitude towards the social media advertisements of hotels in Bangkok.
  - Independent Variable: Exposure to Social Media Advertisement
  - Dependent Variable: Consumers' Attitude
  
- *Hypothesis 2:*
  - H0: Consumers' attitude towards the social media advertisements of hotels in Bangkok has no relationship with their purchasing behavior.
  - Ha: Consumers' attitude towards the social media advertisements of hotels in Bangkok has a positive and significant relationship with their purchasing behavior.
  - Independent Variable: Consumers' Attitude
  - Dependent Variable: Purchasing Behavior

### 3.6 Data Collection and Analysis

Several books, papers, and relevant research were evaluated for this study. An online questionnaire was employed to gather data for this study, which was then disseminated via social media groups and pamphlets with a QR code at hotel counters. After receiving data from over 200 respondents, the data set is processed and quantified using the SPSS software (Statistical Package for the Social Science). To offer a general perspective on the information acquired, descriptive statistics of frequency, percentage, and means were generated. Pearson's correlation coefficient was employed to assess the nature and strength of the association between variables.

### 3.7 Reliability Test

The Cronbach's alpha has been used to determine the reliability of the results in this study. A Cronbach's alpha value of 0.7 and above is considered good. In testing the reliability of the findings in terms of social media consumption, a Cronbach's alpha value of 0.854 determines that it is reliable. The results of the Cronbach's alpha coefficient of reliability on the respondents' exposure to social media advertisements is valued at 0.742. The attitude section has been tested, and a Cronbach's alpha value of 0.772 shows that it is also reliable. In terms of purchasing behavior, it had also scored at 0.854, which determines that it is reliable.

## CHAPTER 4

### FINDINGS

This chapter will expand more on the findings of the questionnaires that have been disseminated throughout October and November 2022.

#### 4.1 Pearson's Correlation and Hypothesis Testing

According to a journal from Malawi Medical Journal, with the topic 'Statistics Corner: A guide to appropriate use of Correlation coefficient in medical research,' by M.M Mukaka, the most crucial rule for interpreting the level of a correlation coefficient can be seen in table \* (Mukaka, 2012).

Correlation Size	Definition
.90 to 1.00 (-.90 to -1.00)	Very high positive (negative) correlation
.70 to 0.90 (-.70 to -0.90)	High positive (negative) correlation
.50 to 0.70 (-.50 to -0.70)	Moderate positive (negative) correlation
.30 to 0.50 (-.30 to -0.50)	Low positive (negative) correlation
.00 to 0.30 (.00 to -0.30)	Negligible correlation

*Table 2: M. M Mukaka's Interpretation of the Level of a Correlation*

**Relationship Between Exposure to Social Media Advertisement and Attitude  
Towards Social Media Advertisements of Hotels in Bangkok among Visiting East  
Asian Tourists**

<b>Pearson's Correlation: Exposure to Social Media Advertisements of Hotels in Bangkok &amp; Attitude of Visiting East Asian Tourists</b>			
	<b>Eagerness to Learn More</b>	<b>Inclination to Purchase</b>	<b>Perceiving as Interesting</b>
<b>Exposure to Facebook Advertisements more than once a day.</b>	.344**	.312**	.350**
<b>Exposure to Instagram Advertisements more than once a day.</b>	.360**	.353**	.364**
<b>Exposure to Line Advertisements more than once a day.</b>	.346**	.381**	.348**
<b>Exposure to WeChat Advertisements more than once a day.</b>	.312**	.255*	.248**
** . Correlation is significant at the 0.01 level (2-tailed)			

*Table 3: Pearson's Correlation: Exposure & Attitude in Detail*

A Pearson exposure-attitude correlation has been conducted to examine the relationships among exposure to social media advertisements of hotels in Bangkok on several platforms and attitude towards the social media advertisements on said platforms. Exposure to Facebook advertisements of hotels in Bangkok has a low positive correlation with the eagerness to learn more about the advertisements,  $r(198)$

= .344,  $p < .001$ . The exposure to Facebook advertisements also has a low positive correlation with the inclination to purchase,  $r(198) = .312$ ,  $p < .001$ . In terms of perceiving that the advertisements are interesting, its correlation with the exposure to Facebook advertisements also has a low positive relationship,  $r(198) = .350$ ,  $p < .001$ .

Exposure to Instagram advertisements of hotels in Bangkok has a low positive correlation with the eagerness to learn more about the advertisements,  $r(198) = .360$ ,  $p < .001$ . The exposure to Instagram advertisements also has a low positive correlation with the inclination to purchase,  $r(198) = .353$ ,  $p < .001$ . Exposure to Instagram advertisements of hotels in Bangkok has a low positive correlation with perceiving that the advertisements are interesting,  $r(198) = .364$ ,  $p < .001$ .

Exposure to Line advertisements of hotels in Bangkok has a low positive correlation with the eagerness to learn more about the advertisements,  $r(198) = .346$ ,  $p < .001$ . The exposure to Line advertisements also has a low positive correlation with the inclination to purchase,  $r(198) = .381$ ,  $p < .001$ . Exposure to Line advertisements of hotels in Bangkok has a low positive correlation with perceiving that the advertisements are interesting,  $r(198) = .348$ ,  $p < .001$ .

Exposure to WeChat advertisements of hotels in Bangkok has a low positive correlation with the eagerness to learn more about the advertisements,  $r(198) = .312$ ,  $p < .001$ . However, the exposure to WeChat advertisements also has negligible correlation with the inclination to purchase,  $r(198) = .255$ ,  $p < .001$ . Similarly, exposure to WeChat advertisements of hotels in Bangkok also has a negligible

correlation with perceiving that the advertisements are interesting,  $r(198) = .248$ ,  $p < .001$ .

Briefly said, exposure to the advertisements on the majority of the platforms studied in this research has a low positive correlation with the elements of East Asian tourists' attitude towards social media advertisements of hotels in Bangkok. However, it is important to note that exposure to the advertisements on WeChat has a negligible correlation with two of the elements of East Asian tourists' attitude towards social media advertisements of hotels in Bangkok, which are the inclination to purchase and perceiving the advertisement as interesting.

Pearson's Correlation	r
<b>Exposure to Social Media Advertisements of Hotels in Bangkok &amp; Attitude of Visiting East Asian Tourists</b>	.504**
**. Correlation is significant at the 0.01 level (2-tailed)	

*Table 4: Pearson's Correlation: Exposure & Attitude*

Table 4 illustrates the result for the correlation between the average scores among the elements in the exposure to social media advertisements of hotels in Bangkok and attitude of each respondent. By utilizing Pearson's correlation, the findings implied that the exposure to social media advertisements of hotels in Bangkok has a positive-moderate correlation to the attitude of visiting East Asian tourists on the advertisements,  $r(198) = .504$ ,  $p < .001$ .

## Hypothesis Testing 1

The first hypothesis in this research states that “there is a positive significant relationship between social media advertising and East Asian tourists’ attitude within Bangkok’s hotel industry.” Considering the findings of this research using Pearson’s correlation, it is safe to assume that we can reject the null hypothesis, due to the fact that the result for the correlation between the average scores among the elements in the exposure to social media advertisements of hotels in Bangkok has a positive-moderate correlation to the attitude of visiting East Asian tourists on the advertisements.

### Relationship Between Visiting East Asian Tourists’ Attitude Towards Social Media Advertisements of Hotels in Bangkok and Purchasing Behavior

<b>Pearson’s Correlation: Attitude of Visiting East Asian Tourists on Social Media Advertisements of Hotels in Bangkok and Purchasing Behavior</b>			
	<b>Eagerness to Learn More</b>	<b>Inclination to Purchase</b>	<b>Perceiving as Interesting</b>
<b>Identify Needs</b>	.446**	.634**	.680**
<b>Search for More Information</b>	.351**	.382**	.438**
<b>Compare Alternatives</b>	.388**	.419**	.389**
<b>Motivated to Make Purchase</b>	.384**	.433**	.402**
<b>Provide Feedback</b>	.314**	.360**	.390**
<b>Purchase by Suggested Means</b>	.455**	.456**	.387**
<b>Repeat Purchase</b>	.368**	.373**	.307**

\*\* . Correlation is significant at the 0.01 level (2-tailed)

*Table 5: Pearson’s Correlation: Attitude & Purchasing Behavior in Detail*



A Pearson attitude-purchasing behavior correlation has been conducted to examine the relationships among attitude towards the social media advertisements of hotels in Bangkok among East Asian tourists and their purchasing behavior. Eagerness to learn more about the advertisements has a low positive correlation with the identification of needs,  $r(198) = .446, p < .001$ . It also has a low positive correlation with the respondents' searching for more information regarding the subject of the advertisement,  $r(198) = .351, p < .001$ . It also maintains a low positive correlation with the respondents' comparison of alternatives,  $r(198) = .388, p < .001$ , a low positive correlation with the motivation to make a purchase,  $r(198) = .384, p < .001$ , a low positive correlation with the providing of feedback,  $r(198) = .314, p < .001$ , as well as a low positive correlation with purchasing through the suggested means,  $r(198) = .455, p < .001$ , and it also has a low positive correlation with the respondents' decision to make a repeat purchase,  $r(198) = .368, p < .001$ .

Inclination to make a purchase has a notably moderate positive correlation with the identification of needs,  $r(198) = .634, p < .001$ . It has a low positive correlation with the respondents' searching for more information regarding the subject of the advertisement,  $r(198) = .382, p < .001$ . It also has a low positive correlation with the respondents' comparison of alternatives,  $r(198) = .419, p < .001$ , a low positive correlation with the motivation to make a purchase,  $r(198) = .433, p < .001$ , a low positive correlation with the providing of feedback,  $r(198) = .360, p < .001$ , as well as a low positive correlation with purchasing through the suggested means,

$r(198) = .456, p < .001$ , and it also has a low positive correlation with the respondents' decision to make a repeat purchase,  $r(198) = .373, p < .001$ .

Perceiving the advertisement as being interesting also has a notably moderate positive correlation with the identification of needs,  $r(198) = .680, p < .001$ . However, similar to the previous factor of attitude, it has a low positive correlation with the respondents' searching for more information regarding the subject of the advertisement,  $r(198) = .438, p < .001$ . It also has a low positive correlation with the respondents' comparison of alternatives,  $r(198) = .389, p < .001$ , a low positive correlation with the motivation to make a purchase,  $r(198) = .402, p < .001$ , a low positive correlation with the providing of feedback,  $r(198) = .390, p < .001$ , as well as a low positive correlation with purchasing through the suggested means,  $r(198) = .387, p < .001$ , and it also has a low positive correlation with the respondents' decision to make a repeat purchase,  $r(198) = .307, p < .001$ .

Conclusively, the visiting East Asian tourists' attitude towards social media advertisement of hotels in Bangkok has a low positive correlation with the different elements of their purchasing behavior. However, it is important to note that there is a notably stronger relationship between the respondents' inclination to make a purchase, along with perceiving the advertisements as being interesting, with the respondents' identification of their needs.

<b>Pearson's Correlation</b>	<b>r</b>
<b>Attitude of Visiting East Asian Tourists on Social Media Advertisements of Hotels in Bangkok &amp; Purchasing Behavior</b>	.687**
**. Correlation is significant at the 0.01 level (2-tailed)	

*Table 6: Pearson's Correlation: Attitude & Purchasing Behavior*

Table 6 shows the findings for the correlation among the average scores of the elements in the attitude towards social media advertisements of hotels in Bangkok and purchasing behavior of each respondent. Through the use of Pearson's correlation, the results indicated that the attitude towards social media advertisements of hotels in Bangkok has a positive-moderate correlation to the purchasing behavior of East Asian tourists on the advertisements,  $r(198) = .687, p < .001$ .

## **Hypothesis Testing 2**

The second hypothesis in this research states that “there is a positive significant relationship between East Asian tourists' attitudes toward social media advertisements and their purchasing behavior within Bangkok's hotel industry.” The findings of this research, using Pearson's correlation, suggests that we can reject the null hypothesis, due to the reason that there is a moderate-positive relationship between attitude towards Bangkok hotel advertisements on social media and the respondents' purchasing behavior.

## 4.2 Descriptive Analysis

### Demographic Profile of the Sample

<b>Demographic: Age</b>		
<b>Age</b>	<b>n</b>	<b>Percentage</b>
18 – 25	115	57.5
26 – 35	76	38
36 – 45	9	4.5
<b>Total</b>	<b>200</b>	<b>100</b>

*Table 7: Demographic: Age*

<b>Demographic: Gender</b>		
<b>Gender</b>	<b>n</b>	<b>Percentage</b>
Male	95	47.5
Female	105	52.5
<b>Total</b>	<b>200</b>	<b>100</b>

*Table 8: Demographic: Gender*

<b>Demographic: Income</b>		
<b>Age</b>	<b>n</b>	<b>Percentage</b>
<b>Lesser than 400USD</b>	78	39
<b>400 – 800USD</b>	41	20.5
<b>800 – 1,300USD</b>	40	20
<b>1,300 – 2,600USD</b>	30	15
<b>More than 2,600USD</b>	11	5.5
<b>Total</b>	200	100

*Table 9: Demographic: Income*

Majority of the respondents who participated in this survey were female, with a percentage of 52.5%. The other 47.5% were male, indicating that the ratio between male and female respondents within this study are almost equal. In terms of age, majority of the respondents were 18 – 25 years of age, having that they make up 57.5% of the total respondents. This is followed by the age group of 26 – 35 years, which makes up 38%, and lastly 36 – 45 years, which only makes up 4.5%. In terms of income, respondents who earn lesser than \$400 US a month makes up 39% of the total respondents, \$400 - \$800 US makes up 20.5%, \$800 – \$1,300 US makes up 20%, \$1,300 – \$2,600 US makes up 15%, while the remaining 5.5% are respondents who earn more than \$2,600 US a month.

## Social Media Consumption

The following parts of the questionnaire uses a Likert scale to evaluate the level of agreement to the statements mentioned in the questionnaire, relative to the variables mentioned in the earlier parts.

This part of the descriptive analysis will cover the social media consumption behavior of the respondents in this study. Information gained from this part may be useful in expanding on the parts following. The first three questions within the ‘Exposure to Social Media’ section asks at which level the respondents agree that they access social media more than once a day, spend more than 2.5 hours a day on social media, and see advertisements by hotels in Bangkok more than once a day.

<b>Social Media Consumption</b>		
<b>Statement</b>	<b>Mean</b>	<b>SD</b>
Access social media more than once a day.	4.1	0.9511
Spend more than 2.5 hours a day on social media.	4.14	0.8913
See advertisements of hotels in Bangkok more than once a day on social media.	4.085	0.9708

*Table 10: Descriptive Analysis: Social Media Consumption*

Table 10 illustrates that most of the respondents have a high level of agreement that they access social media more than once (Mean = 4.1, SD = .9511), spend more than 2.5 hours a day on social media (Mean = 4.14, SD = .8913), and see

advertisements of hotels in Bangkok more than once a day (Mean = 4.085, SD = 0.9708), according to the Likert scale calculation in Table 1.

### **Exposure to Social Media Advertisements of Hotels in Bangkok**

This section of the descriptive analysis encompasses the exposure to social media advertisements of hotels in Bangkok, which the respondents have experienced prior to the visitation. The respondents were asked to select the level of agreement to the statements that were mentioned, using a Likert scale, just like the prior section. The statements stated that the respondents have seen social media advertisements of hotels in Bangkok at least once a day on each platform. The results are as follows.

<b>Exposure to Social Media Advertisements of Hotels in Bangkok</b>		
<b>Statement</b>	<b>Mean</b>	<b>SD</b>
See advertisements of hotels in Bangkok on Facebook more than once a day.	4.055	0.8577
See advertisements of hotels in Bangkok on Instagram more than once a day.	4.005	0.8417
See advertisements of hotels in Bangkok on Line more than once a day.	4.160	0.8935
See advertisements of hotels in Bangkok on WeChat more than once a day.	3.410	1.3753

*Table 11: Descriptive Analysis: Exposure to Social Media Advertisements of Hotels in Bangkok*

Table 11 shows the level of agreement to the statements at which they are exposed to advertisements of hotels in Bangkok on different social media platforms. When asked on their exposure to the advertisements on Facebook, the respondents generally have a high level of agreement that they have been exposed to Bangkok hotel advertisements on Facebook at least once a day (Mean = 4.055, SD = .8577). Around 51.5% of the respondents have a high level of agreement on the statement that they have seen Bangkok hotel advertisements on Facebook at least once a day. The respondents have also highly agreed on average that they have been exposed to Bangkok hotel advertisements on Instagram at least once a day, where 52.5% of them have a high level of agreement (Mean = 4.005, SD = .8417). Similarly, the respondents also highly agreed that they have been exposed to Bangkok hotel advertisements on Line at least once a day, where 44.5% of them stated that they highly agree (Mean = 4.160, SD = .8935). However, when asked on their exposure to the advertisements on WeChat, a drop in the respondents' level of agreement can be noticed. The respondents, on average, have a neutral agreement on their exposure to Bangkok hotel advertisements on WeChat, where only 32.5% highly agree, 10.5% are neutral, 18.5% highly disagree, and 12.5% very highly disagree (Mean = 3.410, SD = 1.3753).



### Attitude towards Social Media Advertisements of Hotels in Bangkok

Consumers are individuals with preferences and disapprovals. A generalized consumer attitude is when the majority of people in a specific community have strong opinions about a certain commodity, service, institution, human, region, or item. This attitude can affect how well or poorly that person, thing, or organization is presented. The respondents were asked to rate if they agree or disagree and at what level they do so, according to the elements of attitude in the ABC model, using a Likert scale. The statements included factors like feelings, behavior, and perception, which equivalates to affect, behavior, and cognition, in the ABC model.

<b>Attitude</b>		
<b>Statement</b>	<b>Mean</b>	<b>SD</b>
Eager to learn more.	4.230	0.7747
Inclined to make a purchase.	3.860	0.9670
Perceived to be interesting.	4.200	0.8327

*Table 12: Attitude towards Social Media Advertisements of Hotels in Bangkok*

When asked if the respondents were eager to learn more about the advertisements, the respondents highly agreed on average that they are eager to learn more, where 45% of the respondents highly agreed that they are eager to learn more (Mean = 4.230, SD = .7747). When asked if the advertisements make them more inclined to make a purchase, they had also highly agreed on average, where 41.5% stated that they highly agreed (Mean = 3.860, SD = .9670). Lastly, when the

respondents were asked if they perceive the advertisement as interesting, they highly agreed that the advertisements seemed interesting, where 45% of the respondents stated that they highly agreed (Mean = 4.20, SD = .8327). Although the motivation to make a purchase scored lower than the other factors, which leans more towards neutral in terms of agreement, it is still considered that the respondents agree with the statement according to the scoring chart in Table 1.

### **Purchasing Behavior**

This section of the covers the purchasing behavior of East Asian tourists when exposed to social media advertisements of hotels in Bangkok. Just like the prior sections, the respondents were asked to select the level of agreement to the statements that were mentioned, using a Likert scale.

<b>Purchasing Behavior</b>		
<b>Statement</b>	<b>Mean</b>	<b>SD</b>
The advertisements made me identify my needs.	4.135	0.8836
The advertisements made me search for more information.	4.115	0.8458
The advertisements lead me to compare alternatives.	4.035	0.8932
The advertisements motivated me to purchase.	3.855	0.9584
The advertisements made me provide feedback	3.990	0.9188
The advertisements lead me to purchase through suggested means.	4.075	0.9347
The advertisements lead me to make a repeat purchase	3.875	0.9819

*Table 13: East Asian Tourists' Purchasing Behavior when Exposed to Social Media Advertisements of Hotels in Bangkok*

On average, the respondents have highly agreed that the social media advertisements of hotels in Bangkok have made them identify their needs, search for more information, lead them to compare alternatives, motivated them to make a purchase, as well as it made them provide a feedback, lead them to purchase through suggested means, and lead them to make a repeat purchase.

When asked to state the level of agreement on if the advertisements made them identify their needs, 48.5% of the respondents have highly agreed that it did (Mean = 4.135, SD = .8836). When asked to state the level of agreement on if the advertisements made them search for more information, 50% of the respondents stated that they highly agree (Mean = 4.115, SD = .8458). When asked to state their

level of agreement on if the advertisements lead them to compare alternatives, 49.5% of the respondents have highly agreed (Mean = 4.035, SD = .8932). When asked to state their level of agreement on if the advertisements motivated them to purchase, 38.5% of the respondents stated that they highly agreed (Mean = 3.855, SD = .9584). When asked to state their level of agreement on if the advertisements made them provide feedback, 38.5% of the respondents have also highly agreed (Mean = 3.990, SD = .9188). When asked to state their level of agreement on if the advertisements lead them to purchase through the suggested means, 37% of the respondents claimed that they highly agreed (Mean = 4.075, SD = .9347). Lastly, when the respondents were asked to state their level of agreement on if the advertisements lead them to make a repeat purchase, 34.5% of the respondents have agreed (Mean = 3.875, SD = .9819). Although the average level of agreement on some of the factors in purchasing behavior have shown to be lower than the others, such as being motivated to make a purchase, provide feedback, and inclination to make a repeat purchase, the scores of those factors have shown to be sufficient to be classified as high level of agreement, according to Table 1.

## **CHAPTER 5**

### **SUMMARY & DISCUSSION**

This chapter encompasses the extensive summary and discussion of this research. The summary of the results in this research will first be presented, which will be followed by the discussion of the research questions and objectives.

#### **5.1 Summary of the Research**

The COVID-19 pandemic had a significant effect on Thailand, a nation heavily dependent on tourism. The daily rental rate of accommodations in Thailand's central region decreased tremendously, indicating that this had a significant influence on the hotel business in Bangkok. According to historical data, East Asians make up the majority of visitors who travel to Thailand. The digital population of East Asians provide crucial information about the behavior of the region's people. With this realization, many companies are beginning to rely more on social media advertising to increase brand awareness and drive sales. It is beneficial to investigate the connection between social media advertising, East Asian tourists' attitudes, and their spending behavior as hotels in Bangkok attempt to draw in more tourists.

The methodology used in this study is quantitative. 200 respondents, gained with the assistance of Bangkok hotels from October to November 2022, were surveyed using an online structured questionnaire. Purposive sampling was used in

this study's sampling strategy, which focused on male and female East Asian tourists in Bangkok. With the KAP model acting as the foundation of this research, the survey was broken down into five sections: screening questions, demographics, exposure to social media ads, attitudes regarding these advertisements, and purchase behavior. The respondents were asked to complete a questionnaire that included questions about the variables influencing their purchasing decisions prior to the visitation.

Two hypotheses were developed during this research. The first hypothesis states that there is a significant positive relationship between social media advertising and East Asian tourists' attitude within Bangkok's hotel industry. The second hypothesis states that there is a significant positive relationship between East Asian tourists' attitudes toward social media advertisements and their purchasing behavior within Bangkok's hotel industry. Both hypotheses were tested, and the findings of this research suggest that the null hypothesis among these hypotheses can be rejected, for the reason that there is a significant positive relationship between exposure to social media advertisements by hotels in Bangkok and East Asian tourists' attitude towards the advertisements, as well as the attitudes towards the advertisements with the respondents' purchasing behavior.

## **5.2 Discussion on Pearson's Correlation & Hypothesis Testing**

East Asian visitors' attitudes regarding social media advertisements for Bangkok hotels are only moderately positively correlated with exposure to the advertisements on the majority of the platforms examined in this study. This could

signify that there may be other factors that influences the respondents' attitude other than being exposed to the advertisements on different social media platforms. Notably, there are two aspects of East Asian visitors' attitudes towards social media advertisements of hotels in Bangkok, which are the inclination to buy and the impression of the advertisement as being interesting, that have an insignificant link with exposure to the advertisements on WeChat. Briefly expanding on this, it could imply that being exposed to the advertisements of hotels in Bangkok on WeChat barely has any effect on the respondents' attitude, in terms of their tendency to purchase and building the respondents' interest.

According to the research's first premise, "there is a positive association between social media advertising and East Asian visitors' attitude toward the advertisements within Bangkok's hotel industry." Given the fact that exposure to a large percentage of the platforms examined in this research has a low-positive correlation with East Asian tourists' attitudes toward social media advertisements for hotels in Bangkok, in addition to the fact that the result for the correlation between the average scores among the elements in the exposure to social media advertisements of hotels in Bangkok has a positive-moderate correlation to the attitude of visiting East Asian tourists on the advertisements, it is reasonable to conclude that we can reject the null hypothesis in light of the research's findings using Pearson's correlation.

For the reason that there is merely a low to moderate-positive relationship between exposure to the advertisements of hotels in Bangkok on different social media platforms with the attitude towards the advertisements of East Asian tourists,

other factors that may influence the attitude of the tourists is recommended to be explored, as it may contribute to the general success of utilizing social media as a channel to advertise about hotels in Bangkok.

To examine the relationships among attitude towards the social media advertisements of hotels in Bangkok among East Asian tourists and their purchasing behavior, a Pearson attitude-purchasing behavior correlation has been utilized in order to study the relationship. Generally, the attitude of East Asian tourists towards social media advertisement of hotels in Bangkok has a low-positive correlation with purchasing behavior along with the majority of the factors that determine the behavior. It is crucial to point out that there is a considerably larger association between the respondents' purchasing behavior, in terms of the identification of their needs, and their inclination to make a purchase as well as their assessment that the advertisements are interesting. Briefly said, this means that if a person finds the advertisement interesting, or if they are inclined to purchase the product or service that is being advertised, it is likely that there would be an effect on the person's purchasing behavior, in terms of leading them to recognize their needs or desires for the product or service that is being advertised. In this case, if an East Asian tourist is interested in an advertisement of a hotel in Bangkok, or if they are already inclined to make a purchase, it would have an effect on the recognition of their need and desires to book a hotel in Bangkok. However, the findings for the correlation among the average scores of the elements in the attitude towards social media advertisements of hotels in Bangkok and purchasing behavior of each respondent indicated that attitude



has a positive-moderate correlation to the purchasing behavior of East Asian tourists on the advertisements, despite the low-positive relationships mentioned earlier.

According to the second premise of this study, "there is a favorable association between East Asian visitors' attitudes toward social media advertising and their purchasing behavior within Bangkok's hotel business." Using Pearson's correlation, the research's findings indicate that we can reject the null hypothesis, as a result of the moderate-positive association between respondents' attitudes toward social media advertisements for Bangkok hotels and their purchasing behavior.

The research objectives in this study are to examine the relationship between exposure to social media advertising, East Asian tourists' attitude, and their purchasing behavior within the hotel industry in Bangkok. The objectives have been studied upon according to the research hypothesis, which is proven that there is a significant positive correlation among the variables. It has also been concluded that all the platforms studied in this research are almost equal in terms of exposure, with the sole exception of WeChat.

### **5.3 Discussion on Descriptive Analysis**

52.5% of the survey participants were women, making up the majority of the sample. The remaining respondents were men, showing that there were nearly as many men as women in this research. The bulk of respondents were between the ages

of 18 and 25, and respondents who earned less than \$400 US make up 39% of the total respondents.

On average, respondents used social media more than once per day. It can also be observed that survey participants spent more than 2.5 hours per day on social media. Respondents had seen hotel advertisements from Bangkok hotels on social media more than once per day. When questioned about their exposure to Facebook advertising, the respondents often strongly agree that they had seen at least one advertisement for a Bangkok hotel per day. On average, the respondents also strongly agreed that they had seen advertising for Bangkok hotels on Instagram at least once each day. The respondents furthermore strongly concurred that they regularly encounter Line advertisements for Bangkok hotels. However, there is a decline in the respondents' degree of agreement when questioned about their exposure to the WeChat commercials. Regarding their exposure to WeChat hotel marketing for Bangkok, the respondents are, on the whole, in neutral agreement. This can be due to multiple reasons, such as the amount of advertisement on the platform by hotels in Bangkok, or the utility of the platform in general.

Using a Likert scale, the respondents were asked to assess how much they agreed or disagreed with the attitude-related components of the ABC model. Respondents who were asked if they were interested to learn more about the commercials, on average, strongly agreed that they are. On average, they also strongly agreed when asked if seeing advertisements makes them more likely to buy anything. When asked if they thought the advertising was interesting, the respondents strongly

agreed that they thought it was. Generally, it seemed that the respondents have a positive attitude towards the social media advertisements.

The majority of respondents strongly concur that social media advertisements for hotels in Bangkok have motivated them to identify their needs, look for more information, compare alternatives, and make purchases as well as motivated them to provide feedback, make a repeat purchase, and purchase through suggested means. Ultimately, the descriptive findings of their purchasing behavior suggests that social media does have a positive influence on the different aspects of their purchasing behavior, throughout the consumer decision-making process.

#### **5.4 Suggestions for Further Research**

Further research on this topic may involve a more extensive study on specific tourist groups that visit Bangkok or Thailand. A qualitative study could also be employed to gain a deeper insight into the behavior, logic, or perspectives of certain tourist groups. Conducting research along a longer time span may also contribute to more detailed study on this matter. Ultimately, this research is limited to the short time span and low budget. Therefore, setting aside a decent financial budget for more extensive research, and scheduling the research in a longer time span is highly suggested.

The summer months in Bangkok may also introduce more tourists into the city, and probably different groups of tourists as well. Therefore, a comparative study

among different seasons may also be conducted to gain deeper understanding into the attitudes and behaviors of tourists, in terms of social media advertising and Bangkok's hospitality industry.

### **5.5 Suggestions for Implementation of Findings**

The findings of this study may provide essential knowledge regarding East Asian tourists' exposure and attitude towards social media advertising, as well as their purchasing behavior with hotels in Bangkok. According to these findings, a number of practical implications can be concluded.

The findings of this research suggests that there is a positive correlation between East Asian tourists' exposure towards social media advertisements of hotels in Bangkok and their attitude towards it, as well as the correlation between their attitude and their purchasing behavior. Therefore, it can be implied that social media advertising in Bangkok's hotel industry has an influence on East Asian tourists' purchasing behavior. It can also be implied that maintaining a positive attitude among these tourists will correlate to a positive purchasing behavior, favorable to businesses in the hospitality sector in Bangkok.

The overall attitude of East Asian tourists towards social media advertisements by hotels in Bangkok is positive, according to the findings of this study. It is also shown that all the social media platforms used in this study are almost equal, in terms of influence on purchasing behavior. Having this knowledge, businesses may try to

expand their communication channels across all platforms, to effectively communicate with existing and potential customers.



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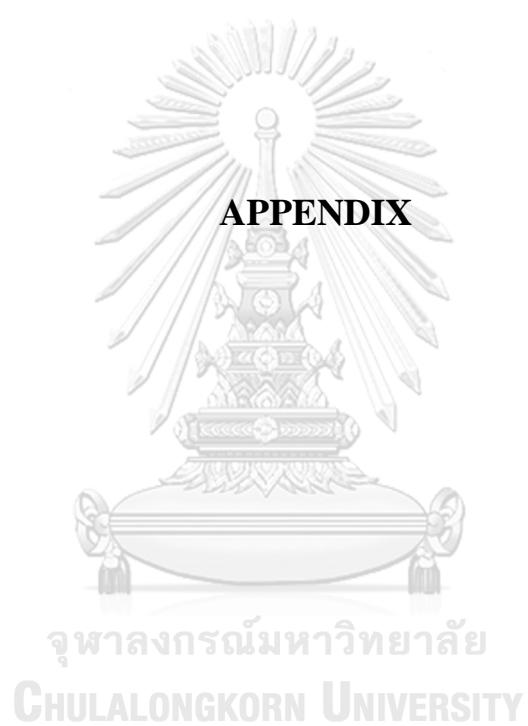
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## APPENDIX A

### Research Questionnaire English Version

Dear Participants,

My name is Chaitach Sirisachdecha, student ID 6488006928, from the Master of Arts (Communication Arts) in Strategic Communication Management program at the Faculty of Communication Arts, Chulalongkorn University. The purpose of this questionnaire is to study the relationship between attitude towards social media advertisements and purchasing behavior with hotels in Bangkok among East Asian tourists. My adviser for this study is Asst. Prof. Dr. Grisana Pungpeng.

I would like to kindly ask you to spend 5-10 minutes in completing this questionnaire, which consists of 5 parts:

- Screening Questions
- Demographics
- Exposure to Social Media Advertisements
- Attitude towards Social Media Advertisements
- Purchasing Behavior

I sincerely thank you for your precious time in completing this questionnaire for educational purposes. The information collected will be kept confidentially for academic purposes. If you have any concerns or inquiries, please contact [6488006928@student.chula.ac.th](mailto:6488006928@student.chula.ac.th)

***Part 1: Screening Questions***

Please fill the answers in the questions below by placing a check mark in the space provided beside your preferable answer.

1. Do you reside in/hold a nationality in any of these locations: China, Hong Kong, Japan, Korea, Taiwan
  - a. Yes, I do reside in/hold a nationality in one of the locations mentioned.
  - b. No, I do not reside in/hold a nationality in any of the locations mentioned.
2. Please fill the answers in the questions below by placing a check mark in the space provided beside your preferable answer.
  - a. Yes, I am planning to visit/are visiting Bangkok as a tourist for a short period.
  - b. No, I am not planning to visit/are not visiting Bangkok as a tourist for a short period.

***Part 2: Demographics***

Please fill the answers in the questions below by placing a check mark in the space provided beside your preferable answer.

## 1. Age

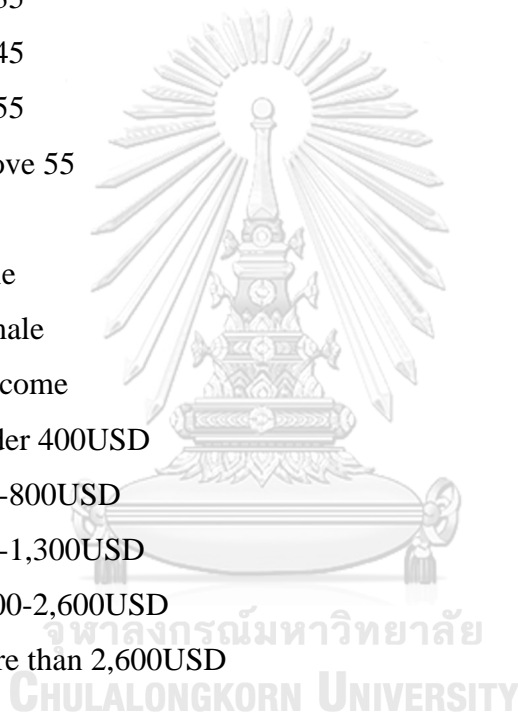
- a. 18-25
- b. 26-35
- c. 36-45
- d. 46-55
- e. Above 55

## 2. Gender

- a. Male
- b. Female

## 3. Monthly Income

- a. Under 400USD
- b. 400-800USD
- c. 800-1,300USD
- d. 1,300-2,600USD
- e. More than 2,600USD



***Part 3: Exposure to Social Media Advertisements***

This section aims to study the behavior of social media consumption and exposure to advertisements by hotels in Bangkok through specified platforms. Please fill the answers in the questions below by placing a check mark in the space provided beside your preferable answer on a scale of 1 to 5.

	Highly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Highly Agree (5)
You access social media more than once a day.					
You spend more than 2.5 hours on social media in each day.					
You see advertisements by hotels in Bangkok on social media more than once a day.					
You have seen advertisements by hotels in Bangkok on Facebook more than once a day.					
You have seen advertisements by hotels in Bangkok on Instagram more than once a day.					
You have seen advertisements by hotels in Bangkok on Line more than once a day.					
You have seen advertisements by hotels in Bangkok on WeChat more than once a day.					



***Part 4: Attitude towards Social Media Advertisements***

This section aims to study the level of favorability in terms of sentiments, emotions, thoughts, and perceptions as well as inert intention to carry out an action based on the social media advertisement presented by Bangkok hotels. Please fill the answers in the questions below by placing a check mark in the space provided beside the statement you mostly agree with on a scale of 1 to 5.

	Highly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Highly Agree (5)
You feel eager to learn more about the advertisements presented by hotels in Bangkok on social media.					
You are motivated to make a purchase when presented by advertisements of hotels in Bangkok on social media.					
You perceive that advertisements on social media by hotels in Bangkok are interesting.					

**Part 5: Purchasing Behavior**

This section aims to study the pattern of purchasing location & method, the possibility of making a repeat purchase in the future, the likelihood that the advertisement aided in identifying demands, motivated information search, helped in comparing alternatives, as well as triggering a purchase, and leading to the assessment of a previous purchase. Please fill the answers in the questions below by placing a check mark in the space provided beside the statement you mostly agree with on a scale of 1 to 5.

	Highly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Highly Agree (5)
The advertisements on social media by hotels in Bangkok helped you identify your need to make a purchase.					
The advertisements on social media by hotels in Bangkok led me to search for more information.					
The advertisements on social media by hotels in Bangkok helped me compare different hotel options.					
The advertisements on social media by hotels in Bangkok motivated me to make a purchase.					
The advertisements on social media by hotels in Bangkok led me to provide feedback on a previous purchase.					

	Highly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Highly Agree (5)
You make purchases through the suggested method from the advertisements on social media by hotels in Bangkok.					
You are more likely to make another purchase when presented with advertisements by hotels in Bangkok on social media.					



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