

CHAPTER IV

RESULTS AND DISCUSSION

This chapter includes the data analysis and findings of the study. The first section presents the data analysis summarized from the collection of 400 valid questionnaires.

Data Processing and Analysis

During the process of analyzing the data in this research, quantitative methods were adopted. In addition, the data will be processed by a statistical computer program to summarize information from many variables in the conceptual model. Descriptive statistics was used to summarize and describe data.

Respondent's General Information of Online Social Network Usage

Table 2 Summary of respondents being member of Online Social Network

Member of Online Social Network	Frequency	Percent
Yes	100	100.0
No	0	0.0
Total	400	100.0

From Table 2, 100% of respondents are member of Online Social Network

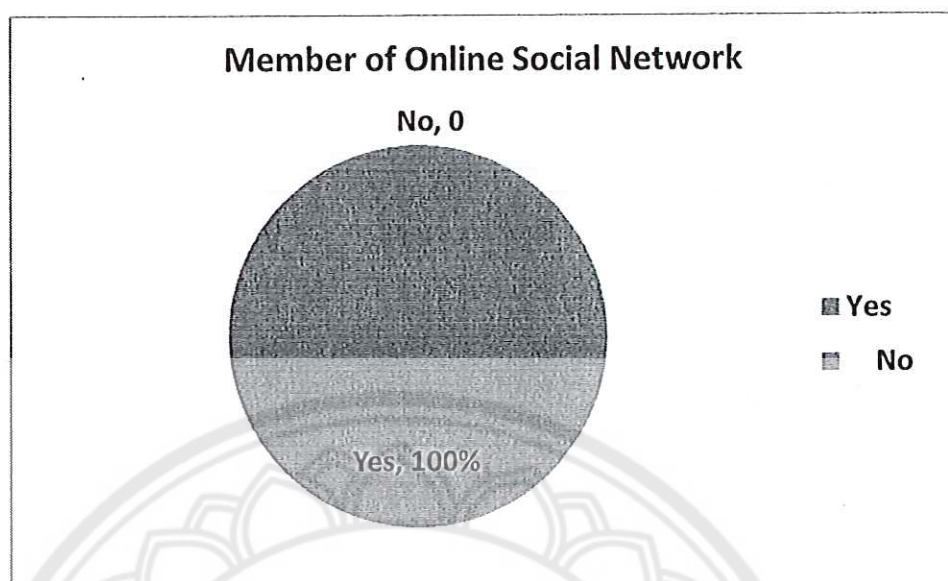


Figure 3 Summary of respondents being member of Online Social Network

Table 3 Summary of respondents traveling out of Bangkok in past 12 months

Traveled out of Bangkok in past 12 month	Frequency	Percent
Yes	398	99.5
No	2	0.5
Total	400	100.0

From Table 3, in the past 12 months, 398 respondents have traveled out of Bangkok. Only 2 respondents didn't travel out of Bangkok in the past 12 months (0.5%)

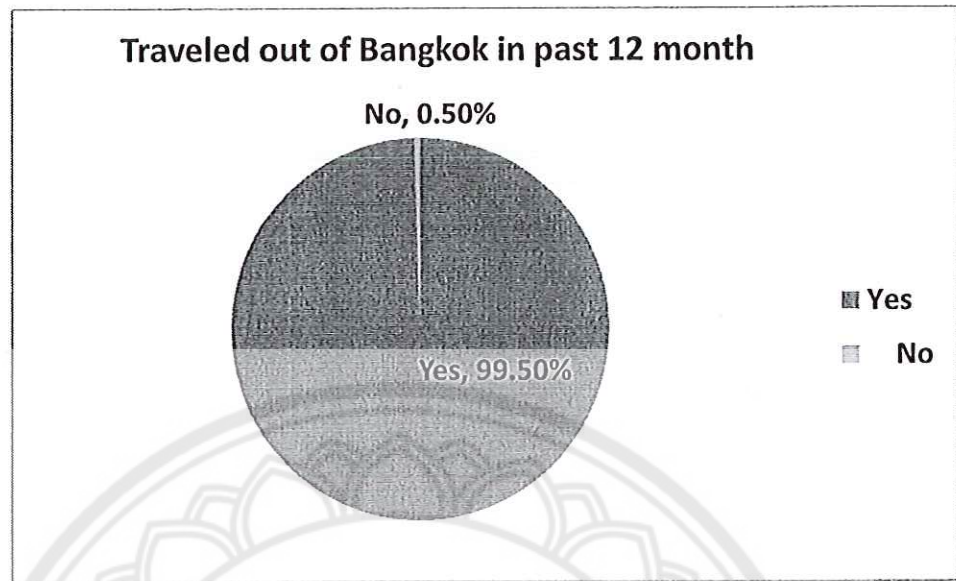


Figure 4 Summary of respondents traveling out of Bangkok in past 12 months

Table 4 Summary of respondents using Online Social Network for travel in the past 12 months

Used Online Social Networks for travel in the past 12 months	Frequency	Percent
Yes	392	98.0
No	8	2.0
Total	400	100.0

From Table 4, in the past 12 months, 392 respondents have used Online Social Networks for travel. Only 8 respondents didn't used OSNs (2%)

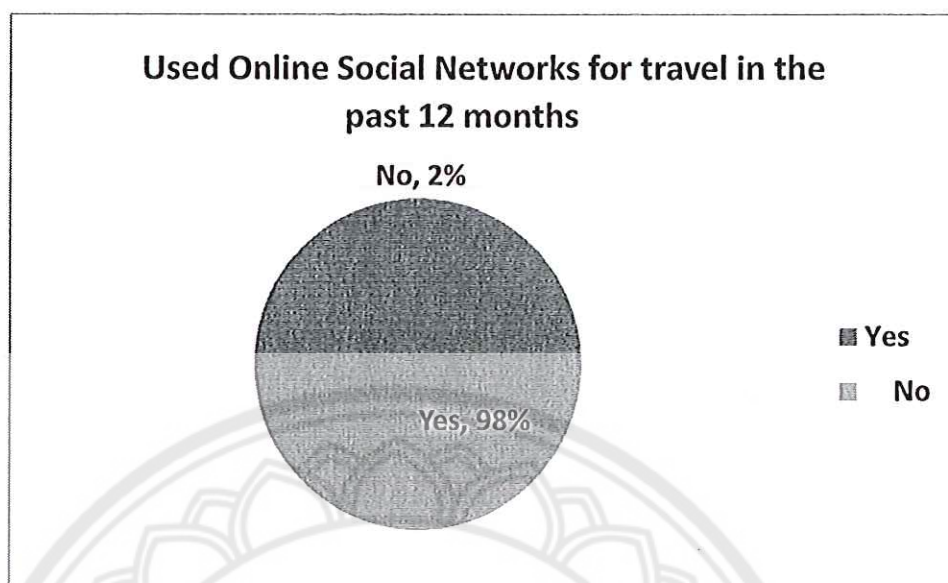


Figure 5 Summary of respondents using Online Social Network for travel in the past 12 months

Table 5 Summary of Social Networking Sites Most Frequently Visited by Respondents

Social Networking Sites	Frequency	Percent
Facebook	285	71.3
Youtube	68	17.0
Twitter	22	5.5
Hi5	16	4.0
TripAdvisor	8	2.0
MySpace	1	0.3
Total	400	100.0

From Table 5, Facebook is the most favorite social networking sites, visited by 285 respondents (71.3%) Other social networking sites are visited by fewer respondents, which are 68 respondents for YouTube (17.0%), 22 respondents for Twitter (5.5%), 16 respondents of Hi5 (4.0%), 8 respondents for TripAdvisor (2.0%), and 1 respondent for MySpace (0.3%)

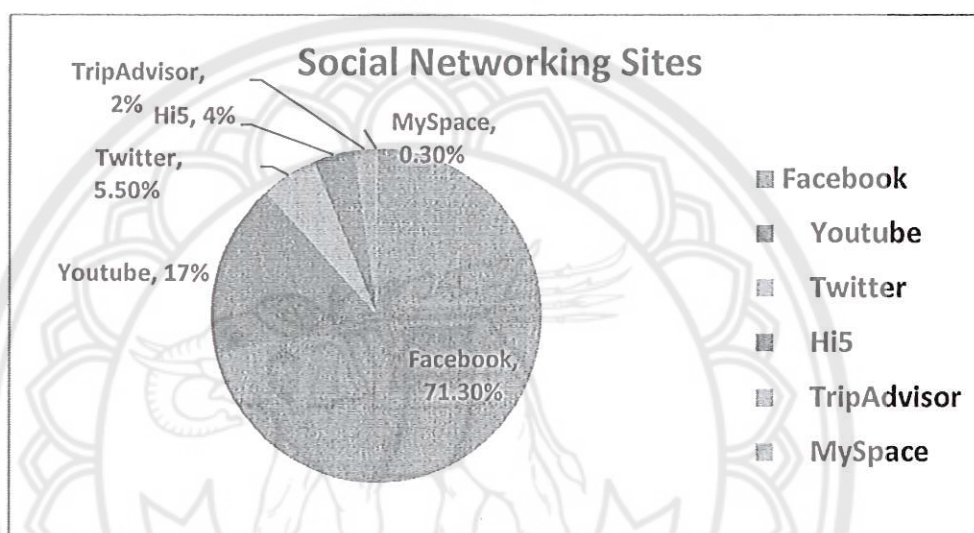


Figure 6 Summary of Social Networking Sites Most Frequently Visited by Respondents

Table 6 Summary of Frequency of Use by Respondents

Frequency	Frequency	Percent
Daily	230	57.5
Several times per week	103	25.8
Weekly	59	14.8
Monthly	6	1.5
Once a semester	2	0.5
Total	400	100.0

From Table 6, 230 respondents (57.5%) visit social networking sites daily. 103 respondents (25.8%) visit social networking sites several time per week, followed by 59 respondents (14.8%) for weekly visit. Both monthly and once a semester visit is picked up by fewer respondents.

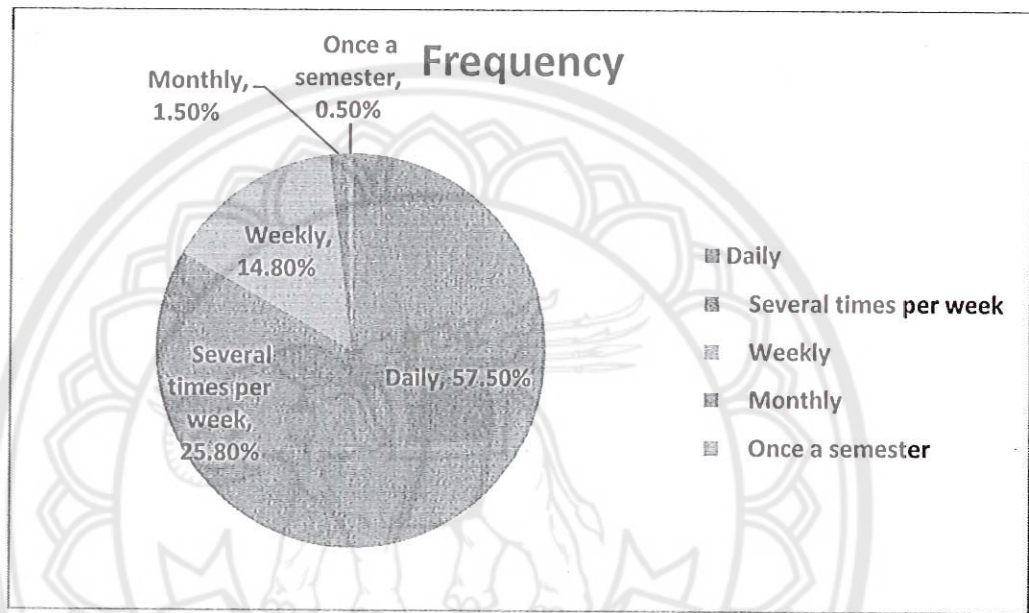


Figure 7 Summary of Frequency of Use by Respondents

Demographic Profile

Table 7 Summary of nationality

Nationality	Frequency	Percent
Thai	313	78.3
Other non-Thai Asian	77	19.3
European & American	10	2.5
Total	400	100.0

From Table 7, 313 respondents are Thai, which is accounted for 78.3%. 77 respondents (19.3%) are non-Thai Asian. The rest are European and American (10 respondents, 2.5%)

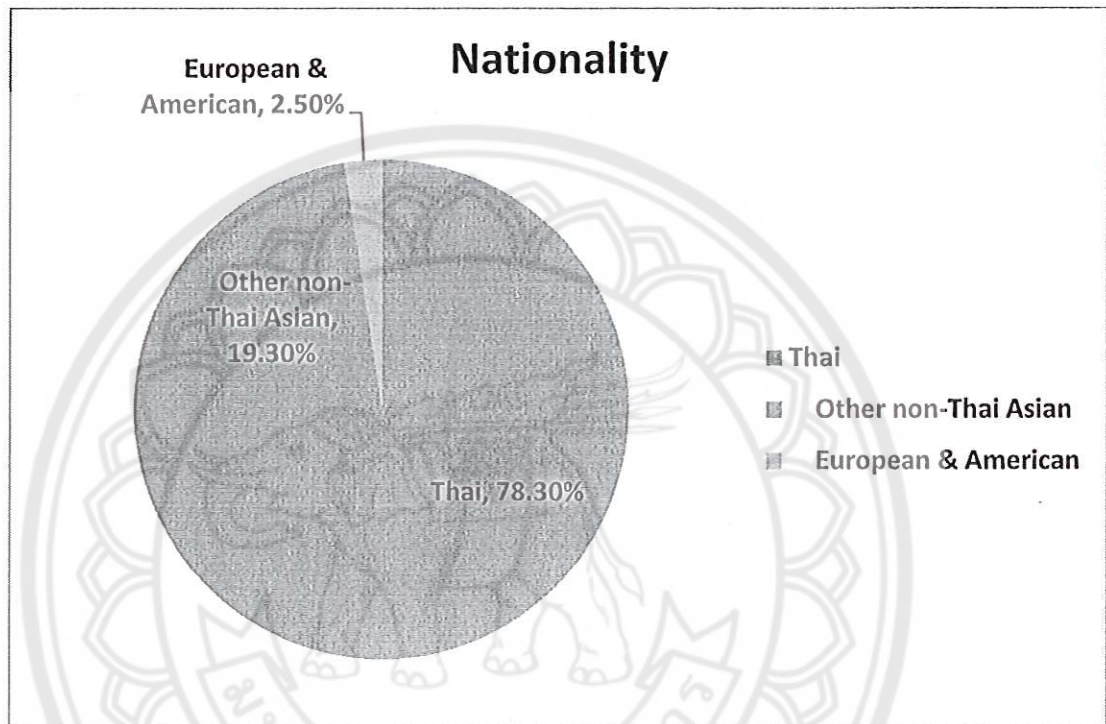


Figure 8 Summary of nationality

Table 8 Summary of gender

Gender	Frequency	Percent
Female	253	63.3
Male	147	36.8
Total	400	100.0

From Table 8, 253 respondents are female (63.3%) and 147 respondents are male (36.8%)

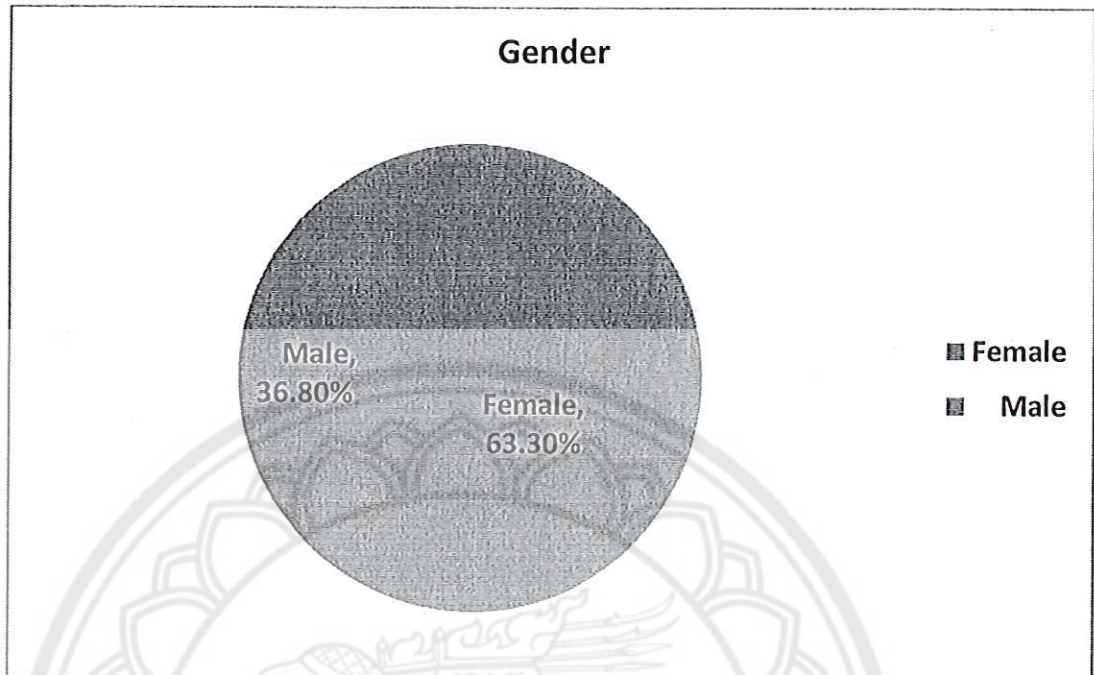


Figure 9 Summary of gender

Table 9 Summary of disposable money per month

Disposable money	Frequency	Percent
Less than 5,000 Baht	128	32.0
5,000-10,000 Baht	178	44.5
10,000-25,000 Baht	82	21.0
25,001-50,000 Baht	8	2.0
More than 50,000 Baht	2	0.5
Total	400	100.0

From Table 9, 178 respondents (44.5%) have the disposable spending of Baht5,000-10,000 per month. 128 respondents (32.0%) have spent less than Baht5,000 while 82 respondents' disposable spending is Baht10,000-25,000 per month. Fewer respondents have the disposable money of Baht25,001-50,000 and more than Baht50,000.

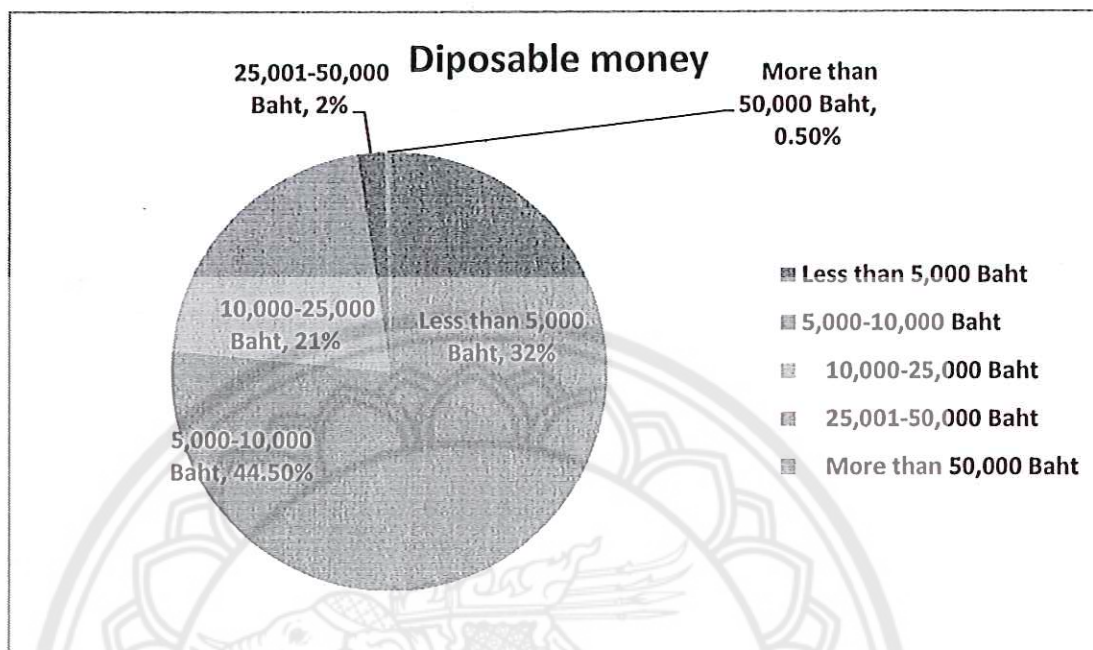


Figure 10 Summary of disposable money per month

Perception of the Use of OSNs with regard to Travel Decision Making

1. Benefits of use

Table 10 Summary of functional benefits

Functional benefits	\bar{x}	S.D.	Interpretation
It's much more convenient for me to receive or to share information about travel destination.	4.03	.725	High Benefit
Online Social Networks enable me to access up-to-date on travel information and activities of interest.	3.68	.617	High Benefit
Average	3.85	.507	High Benefit

Interpretation

4.21 – 5.00 = Very High Benefit

3.41 – 4.20 = High Benefit

2.61 – 3.40 = Neutral

1.81 - 2.60 = Low Benefit

1.00 – 1.80 = Very low Benefit

From Table 10, overall, respondents' perception of Functional Benefit of Online Social Network is in "High Benefit" level ($\bar{x} = 3.85$). When looking into specific question, "It's much more convenient for me to receive or to share information about destination" scores $\bar{x} = 4.03$, and "Online Social Network enable me to be up-to-date on travel information and activities of interest" scores ($\bar{x} = 3.68$), both are in "High Benefit" level

Table 11 Summary of social benefits

Social benefits	\bar{x}	S.D.	Interpretation
This is a better way of establishing or keeping relationship with others who share the same interests regarding vacation trips.	3.97	.775	High Benefit
It's very efficient to communicate with my friends who have visited or lived in that city and ask them to join my trip.	3.50	.864	High Benefit
Average	3.73	.709	High Benefit

Interpretation

4.21 – 5.00 = Very High Benefit

3.41 – 4.20 = High Benefit

2.61 – 3.40 = Neutral

1.81 - 2.60 = Low Benefit

1.00 – 1.80 = Very low Benefit

From Table 11, overall, respondents' perception of Social Benefit of Online Social Network is in "High Benefit" level ($\bar{x} = 3.73$). When looking into specific question, "This is a better way of establishing or keeping relationship with others who share the same interests regarding vacation trips" scores $\bar{x} = 3.97$, and "It's very efficient to communicate with my friends who have visited or lived in that city and ask them to join my trip" scores $\bar{x} = 3.50$, both are in "High Benefit" level

Table 12 Summary of hedonic benefits

Hedonic benefits	(\bar{x})	S.D.	Interpretation
I was interested with the travel photos, videos and stories on Social Networking Sites.	3.82	.804	High Benefit
The use of Online Social Network in the process of organizing and taking vacation trips is both pleasing and fun.	3.75	.725	High Benefit
It's fun to share my travel experience with others on Social Networking Sites.	3.62	.792	High Benefit
Average	3.73	.567	High Benefit

Interpretation

4.21 – 5.00 = Very High Benefit

3.41 – 4.20 = High Benefit

2.61 – 3.40 = Neutral

1.81 - 2.60 = Low Benefit

1.00 – 1.80 = Very low Benefit

From Table 12, overall, respondents' perception of Hedonic Benefit of Online Social Network is in "High Benefit" level ($\bar{x} = 3.73$). When looking into specific question, "I was interested with the travel photos, videos and stories on Social Networking Sites" scores $\bar{x} = 3.82$, "The use of Online Social Network in the process of organizing and taking vacation trips is both pleasing and fun" scores $\bar{x} = 3.75$, and "It's fun to share my travel experience with others on Social Networking Sites" scores $\bar{x} = 3.62$, all three are in "High Benefit" level

2. Incentives to use**Table 13 Summary of trust incentives**

Trust incentives	(\bar{x})	S.D.	Interpretation
The travel information on Social Networking Sites is more trustworthy than in magazines, TV and from other sources.	3.36	.700	Neutral
I think tourists' comments and suggestions on the Social Networking Sites are to be trusted.	3.36	.714	Neutral
I trust information from Online Social Network to make travel decision.	3.06	.693	Neutral
Average	3.26	.527	Neutral

Interpretation

4.21 – 5.00 = Very High Incentive

3.41 – 4.20 = High Incentive

2.61 – 3.40 = Neutral

1.81 - 2.60 = Low Incentive

1.00 – 1.80 = Very low Incentive

From Table 13, overall, respondents' perception of Trust Incentive of Online Social Network is in "Neutral" level ($\bar{x} = 3.26$). When looking into specific question, "The travel information on Social Networking Sites is more trustworthy than in magazines, TV and from other sources" scores $\bar{x} = 3.36$, "I think tourists' comments and suggestions on the Social Networking Sites are to be trusted." scores $\bar{x} = 3.36$, and "I trust information from Online Social Network to make travel decision." scores $\bar{x} = 3.06$, all three are in "Neutral" level

Table 14 Summary of altruism incentives

Altruism incentives	\bar{x}	S.D.	Interpretation
My comments about trips and destinations may be of interest to others.	3.70	.741	High Incentive
I always share with friends and classmates what I know and the new things that I discover about places to visit. I am anxious to explain what I know	3.64	.807	High Incentive
I use others' contributions and comments about trips and destinations and, to some extent, feel an obligation to contribute as well.	3.48	.629	High Incentive
Average	3.61	.544	High Incentive

Interpretation

4.21 – 5.00 = Very High Incentive

3.41 – 4.20 = High Incentive

2.61 – 3.40 = Neutral

1.81 - 2.60 = Low Incentive

1.00 – 1.80 = Very low Incentive

From Table 14, overall, respondents' perception of Altruism Incentive of Online Social Network is in "High Incentive" level ($\bar{x} = 3.61$). When looking into specific question, "My comments about trips and destinations may be of interest to others." scores $\bar{x} = 3.70$, "I always share with friends and classmates what I know and the new things that I discover about places to visit. I am anxious to explain what I know." scores $\bar{x} = 3.64$, and "I use others' contributions and comments about trips and destinations and, to some extent, feel an obligation to contribute as well." scores $\bar{x} = 3.48$, all three are in "High Incentive" level

Table 15 Summary of socio-technical environment

Socio-technical environment	\bar{x}	S.D.	Interpretation
Online Social Network usage in my region (in schools, services, businesses, travel, etc.) is high.	4.14	.698	High Incentive
Using Online Social Network is trendy and makes me compatible with my friends and classmates.	3.88	.767	High Incentive
Some personal referents (friend, classmate, relative etc.) use Online Social Network in the process of organizing trip and sharing travel information has to a certain extent, influenced my use.	3.63	.797	High Incentive
Average	3.88	.525	High Incentive

Interpretation

4.21 – 5.00 = Very High Incentive

3.41 – 4.20 = High Incentive

2.61 – 3.40 = Neutral

1.81 - 2.60 = Low Incentive

1.00 – 1.80 = Very low Incentive

From Table 15, overall, respondents' perception of Incentive of Online Social Network in Socio-Technical Environment is in "High Incentive" level ($\bar{x} = 3.88$). When looking into specific question, "Online Social Network usage in my region (in schools, services, businesses, travel, etc.) is high." scores $\bar{x} = 4.14$, "Using Online Social Network is trendy and makes me compatible with my friends and classmates." scores $\bar{x} = 3.88$, and "Some personal referents (friend, classmate, relative etc.) use Online Social Network in the process of organizing trip and sharing travel information has to a certain extent, influenced my use." scores $\bar{x} = 3.63$, all three are in "High Incentive" level

Intention to use Online Social Network in travel**1. Intention to Use****Table 16 Summary of intention to use**

Intention to use	(\bar{x})	S.D.	Interpretation
In the future, I will encourage or recommend my friends to use Online Social Networks for travel purposes.	4.19	.761	High Intention
I am sure that I will use these Online Social Network tools again to organize	4.15	.751	High Intention

Table 16 (Cont.)

Intention to use	(\bar{x})	S.D.	Interpretation
and develop vacation trips.			
I will use Online Social Networks to comment on certain aspects of trips, upload travel photos or videos, and contribute my travel experiences and knowledge.	3.91	.749	High Intention
Average	4.08	.643	High Intention

Interpretation

4.21 – 5.00 = Very High Intention

3.41 – 4.20 = High Intention

2.61 – 3.40 = Neutral

1.81 – 2.60 = Low Intention

1.00 – 1.80 = Very low Intention

From Table 16, overall, respondents' Intention to use Online Social Networkings in travel is in "High Intention" level ($\bar{x} = 4.08$). When looking into specific question, "In the future, I will encourage or recommend my friends to use Online Social Networks for travel purposes." scores $\bar{x} = 4.19$, "I am sure that I will use these Online Social Network tools again to organize and develop vacation trips." scores $\bar{x} = 4.15$, and "I will use Online Social Networks to comment on certain aspects of trips, upload travel photos or videos, and contribute my travel experiences and knowledge." scores $\bar{x} = 3.91$, all three are in "High Intention" level.

Testing Hypotheses

Table 17 Result of the significant differences between respondents' nationality and their perception of the use of Online Social Network with regard to traveling

		SS	df	MS	F	P
Perception of the use of Online Social Network with regard to traveling	Between Groups	1.195	3	.398	1.710	.164
	Within Groups	92.282	396	.233		
	Total	93.477	399			

*F-test is significant at the level 0.05

From Table 17, Applying F-test statistics, the results show that the significance level is $F_{3,396}=1.710$, $P=.164$, which is above 0.05, therefore, the researcher concludes that there is no significant difference in Perception of the use of Online Social Network with regard to travel decision making between the different respondents' nationality.

Table 18 Result of the significant differences between respondents' gender and their perception of the use of Online Social Network with regard to traveling

		(\bar{x})	S.D.	t	df	Sig (2-tailed)
Perception of the use of Online Social Network with regard to traveling	Female	.33	.234			
	Male	92.64	.111	.474	3	.700

*t-test is significant at the level 0.05

From Table 18, Applying t-test statistics, the results show that the significance level is $t(3)=.474$, $P=.700$, which is above 0.05, therefore, the researcher concludes that there is no significant difference in Perception of the use of Online Social Network with regard to travel decision making between the different respondents' gender.

Table 19 Result of the significant differences between respondents' disposable money and their perception of the use of Online Social Network with regard to traveling

		SS	df	MS	F	P
Perception of the use of Online Social Network with regard to traveling	Between Groups	3.188	3	1.063	1.633	.181
	Within Groups	257.602	396	.651		
	Total	260.790	399			

*F-test is significant at the level 0.05

From Table 19, Applying F-test statistics, the results show that the significance level is $F_{3,396}=1.633$, $P=.181$, which is above 0.05, therefore, the researcher concludes that there is no significant difference in Perception of the use of Online Social Network with regard to travel decision making between the different respondents' disposable money.

Table 20 Result of relationships between the respondents' perception using Online Social Network and their intention to use them with regard to traveling

The respondents' perception using Online Social Network	Intention to use Online Social Network with regard to traveling		
	r	Sig.	Interpretation
	.726	.000*	High

*Correlation is significant at the level 0.05

Table 20 yields the value of Pearson's correlation coefficient at 0.726 or and significance level at 0.000 ($r=.726$, $n=400$, $P=0.000$), which is below 0.05, therefore, "the correlation is statistically significant" which is in the high level. The researcher concludes that there is positive relationship between the respondents' perception using OSNs and their intention to use them with regard to traveling travel decision making.