Impact of digital marketing on consumer hotel booking intentions in Phuket hotels
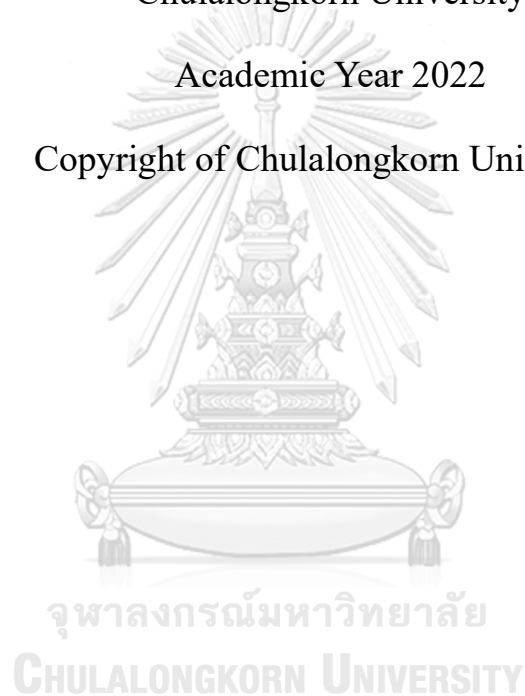
Miss Lingyu He

An   Independent Study Submitted in Partial Fulfillment of the

Requirements

for the Degree of Master of Arts in Business and Managerial Economics

Field of Study of Business and Managerial Economics

FACULTY OF ECONOMICS

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จุฬาลงกรณ์มหาวิทยาลัย

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Lingyu He : Impact of digital marketing on consumer hotel booking intentions in Phuket hotels. Advisor: Asst. Prof. SAN SAMPATTAVANIJA, Ph.D.

The hotel industry is an industry highly dependent on tourism. The pandemic outbreak has had a huge impact on the global economy, and the tourism industry has also been affected. As the largest tourist area in southern Thailand, Phuket, Thailand has made outstanding contributions to Thailand's GDP and employment rate. Due to the pandemic, many hotels in Phuket closed due to a lack of income resulting from the lack of tourists over the past three years, and there has also been a shift in consumer behavior from offline to online activities. This has resulted in a surge in the number of Internet users, many of whom accessed the Internet using smartphones. In addition to using social media to share life and meet friends, more and more people are using search engines to obtain information, and they account for more than half of Internet traffic. Digital marketing is crucial in the hospitality industry, as it leverages technology to enhance brand strength, attract new users, analyze loyal customers and foster relationships with potential customers. More and more consumers use digital channels for researching products and making purchasing decisions. In Thailand's tourism industry, the government also saw the potential of digital media. In order to help the tourism industry recover, it proposed digital tourism and collaborated with businesses. This paper uses quantitative research methods and questionnaires to investigate the impact of social media, search engines, and online travel agencies on hotel booking intentions in Phuket. Results show that these factors have a significant impact, and recommendations are made for Phuket hotels to focus on high-quality and efficient social media marketing strategies to attract more users.

Field of Study:	Business and Managerial Economics	Student's Signature ....
Academic Year:	2022	Advisor's Signature ....

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1.Introduction

(Chaiboonsri Chaiboonsri, C., & Chaitip, P) Thailand is a tourist destination with beautiful beaches, rich history and culture, value-for-money accommodation, and friendly culture, as well as a variety of attractions and entertainment nightlife, (Hatayakarn 2021), attracts a large number of tourists from all over the world, and the Thai tourism industry contributes to the country's economy with a huge annual gross domestic product (GDP) growth. (TATNewsroom July 3, 2022) The Tourism Authority of Thailand (TAT) announced in July 2022 that Bangkok was named the number one city in Southeast Asia, and Phuket was named the number one island in Southeast Asia in the inaugural Asia Awards 2022.

(WHO TEAM 2020) An outbreak of the Covid-19 virus occurred at the end of 2019 and has had a huge global impact. To reduce the infection of the population, governments have proposed international travel bans to restrict the movement of people. According to (Gössling, Scott et al. 2020), Globally, more than 90% of people are affected by the international travel ban, and the restrictions on population movement severely affected the tourism industry, which largely ceased activity in March 2020. As Thailand's largest economic contributor, tourism creates a large number of jobs in (Udomkerdmongkol 21 July 2020) with tourism revenues accounting for 11.5% of the GDP in 2019. According to a study by (Nichaphat Surawattananon 2021), Thailand welcomed nearly 40 million foreign tourists in 2019, which generated almost two trillion baht in revenue (11% of GDP) and employed almost seven million people (20% of total employment). The tourism industry was severely affected by Covid-19, as many hotels were unable to make ends meet, which led to the layoff of many employees, or even the decision to close hotels. This was also a significant blow to tourism, which provided a large number of jobs, pandemic resulted in about 100,000 people losing their jobs in tourism-related industries. However, the vibrant tourism industry has also brought hope to the hotel industry after the relaxation of immigration policies in various countries (Research 2022), in a study, pointed out that in the first five months of 2022, the number of international tourists entering Thailand has reached one million, and a large number of tourist demand has also provided the hotel industry with a large number of employment opportunities. From December 2021 to April 2022 for five consecutive months, monthly employment in the hospitality industry remained at about 60% of the 2019 employment level. According to (TourismSportsDepartment) data, tourism revenue by expenditure items accounted for 27.8% in 2019, As a result, hoteliers in major Thai cities that once relied on Chinese tourists will have to adapt their business

strategies to cope with the crisis. It is the result of the impact the international travel ban imposed by mainland China on Chinese citizens is having on their policy.

Tourism affects Thailand's economy and has created excellent economic benefits for the country, helping Thailand to solve some of its national employment problems. According to the (TourismAuthorityofThailand'sreport 2019) for the period January to December 2019, the total number of tourist arrivals in Thailand was 33,481,554, with 5,270,029 arrivals at Phuket International Airport, and (Nichaphat Surawattananon 2021) also suggests that tourism is an important economic engine for Thailand, with nearly forty million foreign tourists visiting Thailand in 2019, generating nearly two trillion baht in revenue accounting for 11% of the country's GDP and 20% of tourism employment. The prosperity of tourism naturally drives all tourism-related industries, such as hotels, travel, and food, which are essential in people's travels. Hotels are the most consumed part of the travel chain, and they not only provide accommodation but also some food and drinking water, which makes travelers stay longer in hotels in this service mode, according to (Lumkam 28 November 2022), which suggests that tourism is the main driver of Thailand's economy. A vital part of the tourism industry is the hotel business, but because they stay longer in hotels and they tend to spend more per capita, and hotels derive most of their revenue from room rates, which account for about 65%-70% of all hotel revenue, and 25% from food and beverage sales. As of 2020, 65% of Thailand's hotel rooms are located in the 11 most important provinces, with the highest concentration in Bangkok with 165,870 rooms (21% of the total), followed by Phuket, the subject of this study, with 93,348 rooms (12%).

A pandemic has stagnated or even reversed the global economy and tourism as a result, the mainstay industry of Thailand has also led to a decline in Thailand's economy because people are less likely to travel due to the importance of health (NESDC Feb 15, 2021) Pandemic-induced global economic recession, Thailand's GDP declined by 6.1% in 2020. In this global recession, Thailand observed during the pandemic a change in tourist preferences after the pandemic and this change represents an opportunity for Thailand to develop new areas of tourism, according to the report (Nichaphat Surawattananon 2021), covid-19 caused a prolonged period of near-zero tourist arrivals to Thailand's tourism industry, leaving attractions across the country cold, forcing businesses to close and lay off workers, and leaving Thailand's tourism industry with a huge setback. covid pandemic is followed by a sudden change in tourist behavior and preferences due to increased health and hygiene awareness, and a shift in tourist preferences towards the "familiar, predictable and trustworthy"

environment will affect the tourism industry. This change is an opportunity for Thailand as the introduction and development of the new normal under the influence of the pandemic are driving the development of digital tourism, which is crucial for non-contact and seamless travel, as the new normal of non-contact can outline itineraries for tourists and seamless travel is a travel supply chain that provides services for tourists' itineraries which also include The Pandemic is repositioning the Thai tourism industry and the emergence of new models is helping the industry to recover and revolutionize the entire tourism industry, As a result, the pandemic will also speed up the adoption of technology across the tourism industry.

Digital marketing has become an integral part of the hospitality industry, particularly for hotels looking to attract and engage with potential customers. As (Desai and Vidyapeeth 2019) highlights, digital marketing involves the use of various digital technologies, including the internet, cell phones, and display advertising, to promote products or services. This has been made possible by the continuous development of technology, which has opened doors to opportunities that never existed before. The ability to understand the reach of a product/service, promote it globally, and engage with customers in a personalized way, as apps can now push content based on preferences, has made digital marketing a game-changer. (Khmiadashvili 2019) notes that digital platforms are increasingly being incorporated into marketing plans, and the hospitality industry, particularly the hotel business, has recognized the importance of proper digital marketing campaigns in finding customers. (Chand 2022) highlights that online marketing has become very popular, with companies like Google, Yahoo, Amazon, and YouTube revolutionizing the way the internet is used for marketing. Therefore, for hotels to fully benefit from digital technology, they need to upgrade their marketing departments, create content for their products and services on social media, and attract new customers through the internet. Proper digital marketing campaigns have become a key determinant of success in the hospitality industry, making it imperative for hotels to embrace this phenomenon.

The hotel industry because of the three-year epidemic impact of digital marketing has been distinguished from traditional marketing, based on web 2.0 Internet information technology development, high-speed information dissemination affects modern people's lives, making life more convenient, faster, and more efficient, more and more digital platforms have become the carrier media of modern digital marketing, some companies have gradually reduced the investment in traditional marketing methods, and turn to digital media for promotion. Some companies have gradually reduced

their investment in traditional marketing methods and switched to digital media for promotion. Digital marketing can be more accurately placed to target groups and potential groups, so that companies can provide personalized and more accurate services, improving business efficiency and cost savings. This precision and personalization are what traditional marketing cannot achieve.

The primary objective of this study is to explore the effect of various forms of digital marketing on consumer hotel booking intentions. To achieve this, the study will make use of a well-constructed questionnaire, which will be distributed among a selected group of respondents. The questionnaire will be designed to gather relevant information from the participants about their booking behavior, travel preferences, and the impact of digital marketing on their decision-making process. Tourism is a significant contributor to Thailand's economy, and as such, the hotel industry is highly dependent on it. The rise and fall of tourism in Thailand have a direct impact on the hotel industry. Therefore, it is essential to investigate how digital marketing can be used to attract and retain tourists in the country.

The Thai government has recognized the importance of digitalization and has initiated a new expansion in this field to prepare for any future pandemics that could affect the country's economy. The government's efforts to promote digitalization in various sectors, including tourism, will have a significant impact on the hotel industry. The combination of non-contact and seamless travel, facilitated by digitalization, has emerged as a popular way to travel. This trend has created new opportunities for the hotel industry to enhance the customer experience and increase revenue through digital marketing. In conclusion, this study is a timely and relevant investigation into the impact of digital marketing on the hotel industry in Thailand. The results of the study will provide valuable insights into how hotels can leverage digital marketing to attract and retain tourists, particularly in the post-pandemic era, where non-contact and seamless travel is gaining popularity.

1.1 Objective

This study aims to delve into the impact of digital marketing on consumers' hotel booking intentions, with a focus on the hotel industry. The rise of digital technology has changed the way businesses do business, and the hospitality industry is no exception. Given that Thailand is the economic and tourism hub of Southeast Asia, it is an ideal location to explore this topic. In particular, the study will examine the impact of digital marketing on hotel bookings in Phuket, a city heavily dependent on foreign tourism. Phuket is the largest tourist region in the southern region of Thailand, making it an excellent case study for investigating the impact of digital marketing in the tourism industry. With the continuous advancement of digital technology, it has become an indispensable part of people's daily life. This has resulted in a major shift in consumer behavior, with more and more people turning to digital channels to research, evaluate and book travel-related services. The rise of digital marketing has given hotels the opportunity to reach a wider audience, create a more personalized experience, and improve their overall customer engagement. With this in mind, the study will examine how digital technologies driven by humans' digital lives affect marketing strategies in the hospitality industry and the subsequent impact on consumer behavior and hotel booking intentions., the findings of this paper can provide some existing digital marketing cases and suggestions for hotels in Phuket.

1.2 Research Question

1. Is there an influence of social media on consumers' intention to book a hotel?
2. Is there an influence of search engines on consumers' intention to book a hotel?
3. Is there an influence of Online travel agencies (OTAs) on consumers' intention to book a hotel?

The objective of this study is to analyze the impact of digital marketing on consumer hotel booking intention in the post-pandemic era and to provide insights that can contribute to the business development and improvement of the Phuket hospitality industry's digital marketing strategy. The study aims to identify effective digital marketing strategies that can help Phuket develop a more targeted approach to engaging with potential customers and attracting bookings. Ultimately, the research

seeks to provide recommendations that can help Phuket hotels develop a more effective digital marketing strategy and stay competitive in the market.

2. Literature review

2.1 Digital Marketing

Digital marketing has become an essential tool for businesses to connect with both existing and potential customers. According to (Desai and Vidyapeeth 2019), digital marketing encompasses all electronic devices and the Internet, including search engines, social media, email, websites, and mobile devices. This enables companies to reach a wider audience and personalize their marketing messages to specific groups of customers. (CHAFFEY 2013) highlights that the goal of digital marketing is to improve customer knowledge by matching their needs. This is achieved through the use of technology and data management, which allows companies to gain insights into customer preferences and provide personalized services. (Song 2001) adds that online advertising is a powerful tool for companies to build their brand and increase traffic to their websites. In the hospitality industry, digital marketing plays a crucial role in building brand strength, attracting new customers, and analyzing loyal customers.

(Hatayakarn 2021)emphasize that digital technology helps hotels establish strong relationships with potential customers, contributing to customer experience and satisfaction. Social media is a key platform for building hotel brand equity, promoting unique value propositions, and enhancing customer commitment. (Khmiadashvili 2019) asserts that proper digital marketing campaigns are crucial for the success of the travel industry, especially the hotel business. Digital marketing channels, such as social media and websites, provide opportunities to find and target potential customers. Additionally, digital technology allows hotel management systems to collect customer data, providing insights for personalized and high-quality services, leading to increased customer satisfaction. (Başer 2020) highlights that digital marketing is based on data management, which enables hotels to understand customer preferences and provide personalized services.

This leads to higher customer satisfaction and retention. (Kushwaha 2020) adds that personalization of content through digital media targeting leads to effective results, increasing the number of visitors in the hospitality industry. In conclusion, digital marketing has become an integral part of the hospitality industry, helping companies to build their brand, reach a wider audience, and provide personalized services. Digital marketing is essential for the success of businesses in the modern era.

2.2 SEO

As businesses become more digital, they are constantly seeking to improve their online visibility and attract more potential customers. The use of Search Engine Optimization (SEO) has become increasingly vital in achieving this goal. Search engine optimization involves optimizing a website's content, structure, and keywords to improve its ranking on search engines like Google, Bing, and Yahoo. Generally, the higher a website's ranking on search engine results pages (SERPs), the more traffic and clicks it will receive an effective SEO strategy involves a comprehensive approach that includes website optimization, keyword research, content creation, and link building. This means ensuring that the website is technically sound, has high-quality content that matches the user's search intent, and has relevant and authoritative links that enhance its credibility, According to (Desai and Vidyapeeth 2019), SEO is the process of optimizing a website to rank higher in search engine results pages, resulting in more organic traffic.

This includes optimizing websites, blogs, and infographics. (Gupta, Agrawal et al. 2016) note that search engines provide a large number of web pages as search results responses. Therefore, SEO is a technique that applies various web page ranking algorithms to give higher rankings for the right web pages and provides valuable data for internet users, SEO has become an essential part of online marketing, and businesses must invest in it to stay competitive in the digital marketplace. The benefits of SEO are significant and include increased online visibility, more website traffic, and improved revenue. By implementing an effective SEO strategy, businesses can ensure that their website is easily discoverable and appealing to their target audience, ultimately leading to a higher conversion rate and better return on investment (ROI).

Search engines play a vital role in presenting the right web pages to users, as noted by Firas (Almukhtar, Mahmoodd et al. 2021). Search engines use page ranking algorithms to rate web pages based on the nature of their content and presence in the world. The ultimate goal of SEO is to have a top result, which can be achieved through proper optimization. The importance of search engines in driving website traffic cannot be overemphasized in today's digital age. As (Pohjanen 2019) observes, more than 50% of all internet traffic starts with search engines. This underscores the critical role that search engines play in the success of any digital marketing campaign.

In the hospitality industry, SEO is an important tool for attracting potential customers and increasing website traffic. By optimizing hotel websites, blogs, and infographics, businesses can improve their search engine rankings and increase their visibility to potential customers. This is particularly important because people are increasingly using search engines to research, compare, and purchase hotel rooms. If a hotel's information does not appear within the search engine, it essentially does not exist, as noted by (Pohjanen 2019). Therefore, when users use search engines to search for hotel-related information, the information about the hotel can appear on the page, hotels must implement proper SEO strategies to remain competitive in the online marketplace.

2.3 OTA (Online Travel Agencies)

A significant amount of change has taken place in the hospitality industry in recent years due to technological advancements. The rise of online travel agencies (OTAs) and the impact they have had on the hospitality industry has been a major development. Affiliate marketing is an important component of online marketing methods, including online travel agencies. OTAs are web-based marketplaces where consumers can research and book travel products directly from travel suppliers, such as hotels, flights, cars, tours, cruises, etc. (Bostanshirin 2014) notes that affiliate marketing refers to the process of gaining a commission by promoting products or services of another company. (Stokes 2009) affirms that affiliate marketing is widely used to promote websites and that affiliates are compensated for attracting every "visitor, subscriber, or customer". In the context of OTAs, affiliates are considered an extended sales force at the service of the OTA. (Desai and Vidyapeeth 2019) adds that affiliate marketing is a type of performance-based advertising where affiliates receive a commission for promoting someone else's products or services on their website.

Affiliates can promote OTAs through various channels, including hosting video ads through the YouTube Partner Program and posting affiliate links from their social media accounts. The rise of the internet has made it common for people to use it to plan their trips, leading to the popularity of OTAs as an online booking method. (Ye, Yan et al. 2019) argue that OTAs have become an important distribution channel for the hospitality industry due to the rapid development of information technology, Through OTAs, hotels can reach potential guests in locations and in volumes they would be unable to reach on their own. (Khmiadashvili 2019) highlights that the most

effective digital marketing channel for the hospitality industry is Facebook, and that booking is the main online distribution channel. 80% of people think that booking is an excellent website that can help hotels tap more potential customers and bring in more bookings than other websites or social media. Aside from providing market insights and tools for targeting travelers, OTAs also handle bookings, communicate with guests, and manage reviews. Therefore, a hotel's digital marketing strategy should prioritize booking first, followed by Facebook. In conclusion, OTAs have become an important distribution channel for the hospitality industry, and affiliate marketing and digital marketing are important components of their strategies. Affiliate marketing is a performance-based advertising method that compensates affiliates for promoting products or services of another company. OTAs can use affiliate marketing through various channels, including social media and video hosting platforms. Furthermore, digital marketing channels, such as Facebook and booking, are crucial for the hospitality industry to attract potential customers and bring in more bookings.

2.4 Social media

The hospitality industry has undergone significant changes in recent years with the increasing role of social media marketing. Social media platforms provide a cost-effective and efficient way to communicate with consumers and build brand awareness. (Law, Buhalis et al. 2014) note that social media plays a crucial role in online marketing and visitor decision-making, where engagement and interaction influence not only consumer behavior but also strategy and operations management. Users are trusted more than official tourism websites, travel agencies, and mass media advertisements when using social media to plan the entire content generated by tourism. The COVID-19 pandemic has accelerated the importance of social media marketing in the hospitality industry. According to (Mason, Narcum et al. 2021), consumers have increased their use of social media as a tool to identify products, gather product information, evaluate products, and make product purchases. The pandemic has also made social distancing a common practice, which refers to the fact that social media provides a channel for consumers to interact with others without physical contact. Therefore, effective application of social media should be part of any business marketing strategy, and companies use appropriate social media marketing strategies to identify new opportunities and gain a competitive advantage.

(Mariani 2020)Web 2.0 technologies, led by social networks and social media, are increasingly being adopted by destination marketers as a cost-effective tool. These technologies enhance the interaction between destination management agencies and destination stakeholders, allowing quick and easy one-to-one and many-to-many communication with potential users, and significantly reducing the capital and marketing budgets of tourism destination management organizations. (Holliman and Rowley 2014) In terms of content, social media offers a range of options, from blog posts, white papers, case studies, videos, photos, or articles. (Maha 2015) Moreover, social media is a way of communication between hotels and consumers, enabling the hospitality industry to engage directly with consumers at a lower cost and with greater efficiency and to leverage "fan" networks to influence their potential consumers through word of mouth. (Nalinda and Caldera) To obtain useful knowledge and identify hidden patterns from the user activities of social media, qualitative and quantitative Big Data Social Network Analysis (BDSNA) is used to provide better services to the users of social media and meet their needs. Recommendation systems and real-time analytics play an important role in today's BDSNA and are an essential part of developing highly sophisticated intelligence tools.

In conclusion, social media marketing is an important strategy for the hospitality industry, particularly during the COVID-19 pandemic. Web 2.0 technologies and BDSNA can enhance the interaction between businesses and consumers and provide valuable insights for marketing strategies. The type of content published on social media can vary, from blog posts, white papers, case studies, videos, photos, or articles, and can be used to build brand awareness and engage with potential customers.

2.5 Hotel booking intention.

Digital marketing is a crucial aspect of online sales and is influenced by several factors that affect consumers' purchase intention. According to (Dastane 2020), purchase intention is a complex process that involves behavior, perception, and attitude. Consumers go through various stages, including experience, current knowledge, interest, preference, persuasiveness, and purchase influences. Several factors impact purchase intention, such as price comparison, perceived value, quality, external and internal motivations, and website attractiveness. Online product reviews play a crucial role in helping consumers make the right purchase decisions. Tourism

products are intangible, which means they do not leave the consumer with any idea of what they are going to get before they consume them. Therefore, they use the information to ensure the service before making their decision, as stated by (Park, Ha et al. 2017).

This highlights the importance of online reviews and branding, which can influence purchase intention and lead to repeated customer purchases, visits, and positive reviews. To attract customers around the world, online reservation systems and online customer reviews are essential components of digital marketing strategies for the hotel industry, as stated by (Faliha, Siti et al. 2021). They significantly affect hotel booking decisions, brand image, and trust. A positive impact of online reviews on hotel ratings is that they influence trust in third-party online booking sites and hotels, which positively affects individuals' willingness to book, as noted by (Kim, Kim et al. 2017). According to (Agag and El-Masry 2016), A consumer's intention to book a hotel online is determined by their commitment, trust, attitude, and antecedents. An analysis of 1431 Internet users' data was performed using SEM. In their study, they found that commitment, trust, and attitude were more likely to influence the intention to book hotels online for low-habitual travelers.

2.6 Conceptual Framework
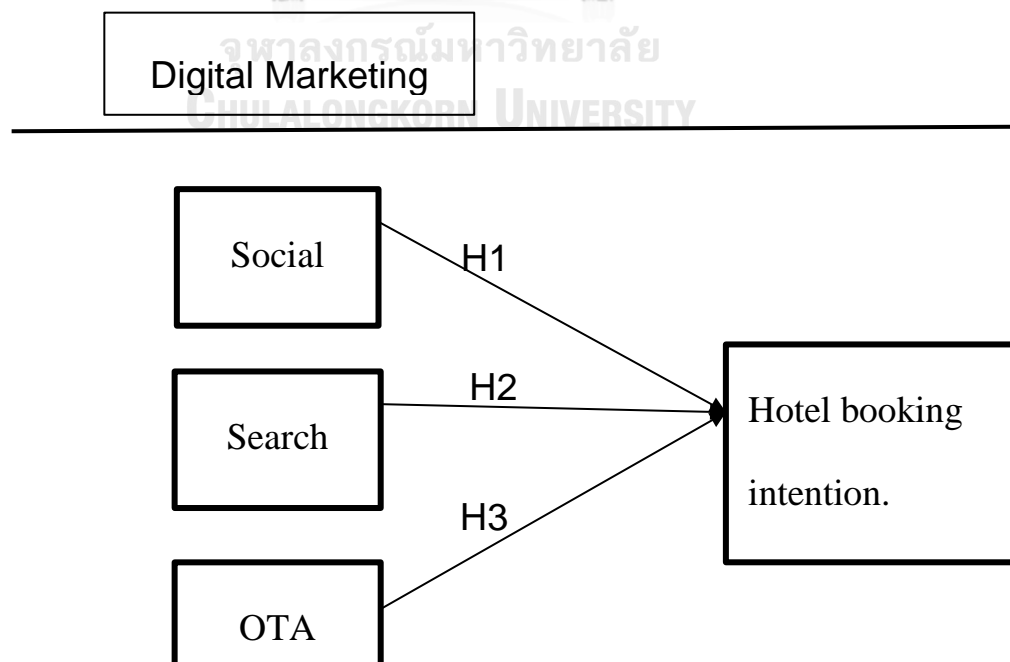
Hotel booking intention is the dependent variable, and social media, search engine, and OTA (online travel agency) are the independent variables.

Hypothesis 1: There is a correlation between social media and hotel booking intention.

Hypothesis 2: There is a correlation between the search engine and hotel booking intention.

Hypothesis 3: There is a correlation between OTA (online travel agency)   and hotel booking intention

3. Methodology

3.1 Research method

This article uses a literature review and quantitative research, using a questionnaire to collect primary data. Studying the impact of digital marketing on hotels is the purpose of this study. Therefore, a survey method was used to collect the data, and the purpose of this study was to determine whether three variables were causally related: social media, search engines, and online travel agencies. using SPSS tools Spearman and ANOVA to verify the relationship between the variables, in this study, a quantitative method was used in the questionnaire to collect data from a large number of participants.

According to (McDaniel and Gates 1998), it was deemed appropriate to involve as many participants as possible and obtain a larger number of responses when conducting this research. Additionally, when the targeted population comprises a larger number of individuals without requiring special skills to fill in the questionnaire, a quantitative survey methodology is the researchers' best choice., the use of quantitative surveys in research enables the gathering of numerical data, which can be analyzed statistically to generate results that apply to a specific context. We took measures to minimize response bias and sampling error, both of which contribute to the accuracy of our data collection. This was achieved by providing the respondents with a clear understanding of the research objectives, as well as assuring them that their responses would be kept confidential.

3.2 Data sources

The literature uses questionnaires to collect primary data, using questionnaire star to prepare the questionnaire, in which both languages, Chinese and English, are used, and the scope of the population in this survey is not limited to nationality. Collecting basic information about the respondents helped the researcher to better understand the sample characteristics, better analyze the data, better screen the respondents, and control the variables to ensure the reliability of the study results. There were 25 questions in the questionnaire, divided into 3 sections, demographic, digital marketing, and booking hotel purchase intention, which was answered online and distributed to people in Thailand for faster data collection. Before distribution, people were asked if they had been to Phuket, and if not, the survey did not encompass them, resulting in a collection of 294 responses. After the screening, 170 responses were

deemed valid. The survey was conducted using two primary methods: sharing a link to the questionnaire and providing a QR code for participants to scan and access the survey online, allowing for easy access and real-time results. A two-part questionnaire was developed. To reflect the study, the first part of the data collection involved demographic information, which captured information about participants, such as their gender, age, relationship status, and monthly income. There are two specific reasons why demographic questions are relevant: to determine the behavior of individuals within a given group and to generalize the accuracy of the sample to an entire target population. However, some participants were likely to be frustrated and not respond to this part of the questionnaire because it was considered sensitive. The second part of the questionnaire was respondents' perceptions of the impact of digital marketing and hotel booking intentions, In the second part of the questionnaire Using a Likert scale, strong disagreement to strong agreement (1-5) was assessed.

4. Model running & Result (Empirical results)

Questionnaire. Table-1

Item	Average		
Social Media			
1. social media helps you in searching for the right Phuket hotel online	3.76	3.76	(Sivasankaran 2013)
2. Social media can provide you with quality Phuket hotel information	3.74		
3. Detailed hotel information available on Social media when choosing a Phuket hotel online	3.62		
4. It's easy to compare with other hotels when selecting a Phuket hotel on Social media	3.85		
5. You can exchange information about Phuket hotels with others through Social media	3.90		
6. Social media enhances your experience of booking a Phuket hotel	3.7		

Questionnaire. Table-1.1

Item	Average		
Search Engines			
7. Search engines can help you search for suitable Phuket hotels online	3.86	3.89	(Sivasankaran 2013)
8. Search engines can provide you with quality Phuket hotel information	3.88		
9. When selecting a hotel in the Search engine you can get detailed information about the Phuket hotel	3.76		
10. It is easy to compare with other hotels when selecting a Phuket hotel in the Search engine	4.01		
11. You can exchange information about Phuket hotels with others through the Search engine	3.97		
12. Search engines enhance your experience of booking a hotel in Phuket	3.83		

Questionnaire. Table-1.2

Item	Average		
OTA (online travel agency)			
13. Online travel agencies (OTAs) help you search for suitable Phuket hotels online	3.63	3.73	(Sivasankaran 2013)
14. Online travel agencies (OTAs) can provide you with quality Phuket hotel information	3.75		
15. You can get detailed information about Phuket hotels when you choose a hotel from an online travel agency (OTAs)	3.57		
16. It is easy to compare with other Phuket hotels when selecting a hotel from an online travel agency (OTAs)	3.82		
17. You can exchange information about Phuket hotels with others through online travel agencies (OTAs)	3.88		
18. Online travel agencies (OTAs) enhance your shopping experience	3.76		

Questionnaire. Table-1.3

Item	Average		
Hotel booking Intention			
19. You will tend to book hotels searched on digital marketing media	4.15	4.15	(Laksamana 2018)

This study uses a Likert table to gather data on participants' perceptions of three independent variables (Search engine, Social media, and OTA) and their impact on hotel booking intention (dependent variable). The participants rated their agreement on a scale of 1 to 5, with 1 being strongly disagreed and 5 strongly agree.

The data analysis shows that the Search engine received the highest average value (3.89) among the three independent variables, followed by social media (3.76) and OTA (3.73). The highest-rated item under Social media was "You can exchange information about Phuket hotels with others through Social media" (3.90), whereas "It is easy to compare with other hotels when selecting a Phuket hotel in the Search

engine" (4.01) received the highest rating under the search engine. In OTA, "You can exchange information about Phuket hotels with others through Social media" received the highest average (3.88).

The average value of the dependent variable, hotel booking intention, was 4.15. This suggests that the participants had a relatively high intention to book a hotel in Phuket. Overall, the study indicates that Search engines are the most influential factor in participants' decision-making process, followed by social media and OTA. Additionally, Social media was found to be an effective platform for exchanging information about Phuket hotels.

Demographic. Table-2

	Number		**Percentage**
Gender			
Male	151		51.36%
Female	143		48.64%
Age			
18-25	79		26.87%
26-30	116		39.46%
31-40	64		21.77%
41-50	35		11.90%
Marital Status			
Single	81		27.55%
Married	213		72.45%
Monthly Income			
0k-15k	21		7.14%
16k-29k	84		28.57%
30k-44k	91		30.95%
45k-59k	55		18.71%
60k-80k	32		10.88%
100k+	11		3.74%

Demographic. Table-2.1

	Number		Percentage
Have you ever travel to Phuket?			
Yes	294		100%
No	0		
When did you decide to travel to Phuket, and which type of accommodation is your first choice?			
Hotel	170		57.82%
B&B	124		42.18%

Based on the collected data, a demographic analysis was conducted. 294 respondents were interviewed using the questionnaire Star, which included demographic information such as gender, age, and marital status. 151 males and 143 females responded to the survey out of a total of 294 respondents, representing 51.36% of the overall males and 48.64% of the females. 79 respondents (26.87%) were in the 18-25 age group, 116 respondents (39.46%) were in the 26-30 age group, 64 respondents (21.77%) were in the 31-40 age group, and 35 respondents (11.9%) were in the 41-50 age group. According to marital status, Married respondents made up the majority of respondents. 213 (72.45%) were married and 81 (27.55%) were unmarried. 21 respondents (7.14%) had 0-15k monthly income, 84 respondents (28.57%) had 16-29k monthly income, 91 respondents (30.95) had 30-44k monthly income, 55 respondents (18.71%) had 45- 59k monthly income, 32 respondents (10.88%) 60-80k monthly income, and 11 respondents (3.74%) 100k monthly income. Have you ever traveled to Phuket 294 of the respondents have traveled to Phuket? When did you decide to travel to Phuket, and which type of accommodation is your first choice? 170 respondents chose hotels (57.82%) and 124 respondents chose B&Bs (42.18%). When did you decide to travel to Phuket, and which type of accommodation is your first choice? 170 respondents chose hotel (57.82%) and 124 respondents chose B&B (42.18%), This article studies the customer's hotel booking intention of the hotel, so the recipients who do not choose the hotel will be removed, and 170 valid questionnaires will be left.

In the demographic part of the questionnaire, I collected basic information about the respondents, which included gender, age, marital status, and monthly income. There 294 of them had traveled to Phuket, but only 170 of them mainly chose the hotel as the residence for their trips, so we just used the data of these 170 people as my study.

Spearman Analysis. Table-3

Spearman		
		Hotel booking intention
Social media	Correlation	0.308**
	P value	0
Search engine	Correlation	0.166*
	P value	0.031
OTA (online travel agency)	Correlation	0.280**
	P value	0
* p<0.05 ** p<0.01		

From the above table, the correlation analysis was used to study the correlation between hotel booking intention and social media, search engine, and OTA (online travel agency) respectively, and the Spearman correlation coefficient was used to indicate the strength of the correlation.

After receiving the data, we preferred to calculate the average for social media, search engines, and OTAs (online travel agencies), After quantifying the respondents' data, I processed the data using Spearman's analysis, and we can see from the graph that social media, search engines, and OTAs (online travel agency) all have positive correlations with consumer hotel booking intention. Search engines significantly correlated with consumer hotel booking intention at a 95% confidence interval, however, social media and online travel agencies significantly correlated at a 99% confidence interval. Moreover, we can see from the data that social media has the

greatest impact on consumers' hotel booking intention, while search engine has the least impact among these three factors.

ANOVA Analysis. Table-4

Test of Homogeneity of Variances				
	Levene Statistic	df1	df2	Sig.
Gender	2.763	4	165	.029
Age	1.363	4	165	.249
Monthly Income (Baht)	2.315	4	165	.060
Your current marital status	3.436	4	165	.010

ANOVA Analysis. Table-4.1

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Gender	Between Groups	2.207	4	0.552	2.276	0.063
	Within Groups	40.004	165	0.242		
	Total	42.212	169			
Age	Between Groups	3.143	4	0.786	0.823	0.512
	Within Groups	157.446	165	0.954		
	Total	160.588	169			
Monthly Income (Baht)	Between Groups	4.35	4	1.088	0.674	0.611
	Within Groups	266.261	165	1.614		
	Total	270.612	169			
Your current marital status	Between Groups	0.335	4	0.084	0.415	0.797
	Within Groups	33.218	165	0.201		
	Total	33.553	169			

In ANOVA analysis, we ANOVA gender, age, income, and marital status with the dependent variable hotel booking intention, Within the data table of ANOVA it is shown that Sig.＞0.05 indicates that they do not have any significance. So, there is no difference in gender, age, income, and marital status in terms of intention to book a hotel.

4.1 Analyzing the impact of Social media on hotel booking intention.

The Spearman analysis indicates a statistically significant positive correlation between purchase intention and social media, as evidenced by a correlation coefficient value of 0.308 and a significance level of 0.01.

This result also verified the first hypothesis in this study, that social media is relevant and positive in terms of consumers' intention to book hotels.

4.2 Analyzing the impact of Search engine on hotel booking intention.

According to the spearman analysis: The correlation coefficient between hotel booking intention and search engine is 0.166, and this coefficient shows a significant level of 0.05, indicating that there is a significant positive correlation between hotel booking intention and search engine.

This result verifies the second hypothesis in this study, that search engines are relevant and positive in terms of consumers' intention to book hotels.

4.3 Analyzing the impact of OTA (online travel agency) on hotel booking intention.

The spearman analysis shows that: The correlation coefficient value between hotel booking intention and OTA (online travel agency) is 0.280, which indicates a

significant level of 0.01, implying that there is a significant positive correlation between hotel booking intention and OTA (online travel agency).

According to this result, the third hypothesis in this study is also verified, that online travel agencies are relevant and positively related to consumers' intention to book hotels.

5. Conclusion

The study concludes that there is a positive correlation between the three digital marketing tools (search engine, social media, and OTA) and hotel booking intentions. Spearman's correlation analysis shows that when digital marketing improves, the customer's intention to book a hotel will also significantly improve. Social media has the highest correlation coefficient, indicating that Phuket hotels should focus on developing a quality and efficient social media marketing strategy. However, the study also indicates that search engines and OTA also have a positive correlation with hotel booking intentions.

Based on the ANOVA analysis, the study found that gender, age, monthly income, and marital status do not significantly affect users' hotel reservation intentions in social media, search engines, and OTA. Therefore, Phuket hotels do not need to focus on marketing in this aspect and can instead concentrate on developing an overall digital marketing strategy, with a specific emphasis on social media. Overall, the study suggests that a well-developed digital marketing strategy that combines the three tools can significantly improve the hotel booking intention of customers. A quality and efficient social media marketing strategy is crucial for the hotel industry, and Phuket hotels should focus on this aspect in their digital marketing efforts.

6. Discussion

The results of this study suggest that digital marketing is an effective tool for increasing hotel booking intentions in the Phuket hotel industry. The positive correlation found between the three digital marketing tools - social media, search engines, and online travel agencies - and hotel booking intentions highlights the importance of a comprehensive digital marketing strategy in today's market. Of the three digital marketing tools studied, social media was found to have the highest correlation coefficient with hotel booking intentions. This finding suggests that hotels in Phuket should prioritize developing a quality and efficient social media marketing strategy to enhance their online presence and increase their visibility among potential customers. While all three digital marketing tools showed a positive correlation with hotel booking intentions, the study's results suggest that hotels should focus more on social media marketing as a key component of their overall digital marketing strategy. However, this does not discount the importance of search engines and online travel agencies, which should also be integrated into a comprehensive digital marketing strategy. Overall, these findings emphasize the critical role of digital marketing in the Phuket hotel industry. Hotels that prioritize developing an effective and comprehensive digital marketing strategy, with a particular focus on social media, are likely to see improved booking intentions and overall business success.

7. Limitation

Throughout the study, a significant number of questionnaires were received, and after careful evaluation, a substantial portion of them was deemed to be valid. However, it's possible that a larger sample size could have yielded even more insightful results. Due to limited data availability within the hotel industry, our analysis was focused on the broader impact of the industry. While this approach provided useful insights, the availability of relevant data would have allowed for a more precise and comprehensive analysis.

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Appendix

Questionnaire to study digital marketing strategy in Phuket hotel :

Gender
    Male   Female
Age
    18-25   26-30   31-40   41-50
Marital Status
    Single   Married
Monthly income
    0k-15k   16k-29k   30k-44k   45k-59k   60k-80k   100k+
Have you ever traveled to Phuket?
    Yes   No
When you decide to travel to Phuket, which type of accommodation is your first choice?
    Hotel   B&B

Evaluation of preference on hotel factors (1 = strongly disagree, 5 = strongly agree)
Weight the respondent's attitude towards question

Social media
1. Social media helps you in searching for the right Phuket hotel online.
2. Social media can provide you with quality Phuket hotel information.
3. Detailed hotel information is available on social media when choosing a Phuket hotel online.
4. It's easy to compare with other hotels when selecting a Phuket hotel on social media.
5. You can exchange information about Phuket hotels with others through social media.
6. Social media enhances your experience of booking a Phuket hotel.
Search engine
7. Search engines can help you search for suitable Phuket hotels online.
8. Search engines can provide you with quality Phuket hotel information.
9. When selecting a hotel in the search engine you can get detailed information about the Phuket hotel.
10. It is easy to compare with other hotels when selecting a Phuket hotel in the search engine.
11. You can exchange information about Phuket hotels with others through the search engine.
12. Search engines enhance your experience of booking a hotel in Phuket.
OTA (online travel agency)
13. Online travel agencies (OTAs) help you search for suitable Phuket hotels online.
14. Online travel agencies (OTAs) can provide you with quality Phuket hotel information.
15. You can get detailed information about Phuket hotels when you choose a hotel from an online travel agency (OTA).
16. It is easy to compare with other Phuket hotels when selecting a hotel from an online travel agency (OTA).
17. You can exchange information about Phuket hotels with others through online travel agencies (OTAs)
18. Online travel agencies (OTAs) enhance your shopping experience.
Hotel booking intention.
19. You will tend to book hotels searched on digital marketing media.

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