

The Relationship between Social Media Influencers and travel
intention of Thai people during Covid-19

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ความสัมพันธ์ระหว่างผู้มีอิทธิพลในโซเชียลมีเดียและความตั้งใจในการเดินทางท่องเที่ยวของคน
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ธีราพร โรจนศิริพงษ์ : ความสัมพันธ์ระหว่างผู้มีอิทธิพลในโซเชียลมีเดียและความตั้งใจในการเดินทางท่องเที่ยวของคนไทยในช่วงโควิด -19. (The Relationship between Social Media Influencers and travel intention of Thai people during Covid-19) อ.ที่ปรึกษาหลัก : ผศ. ดร.รติคนัย หุ่นสวัสดิ์

การระบาดของโคโรนาไวรัสทำให้จำนวนนักท่องเที่ยวของคนไทยลดลง ในส่วนของการตลาดเพื่อช่วยอุตสาหกรรมการท่องเที่ยว ผู้มีอิทธิพลในโซเชียลมีเดียกลายเป็นเครื่องมือทางการตลาดที่สำคัญในภาคส่วนการท่องเที่ยว เพื่อเพิ่มการรับรู้แบรนด์และเพิ่มจำนวนผู้เดินทางในประเทศ งานวิจัยนี้ต้องการศึกษาความสัมพันธ์ที่มีต่อผู้มีอิทธิพลในโซเชียลมีเดียและตัวแปรอื่นๆ ที่เกี่ยวข้องกับความตั้งใจในการเดินทางของคนไทยในช่วงโควิด-19

การสำรวจรวบรวมผู้ตอบแบบสอบถาม 322 คนจากคนไทยที่สนใจจะเดินทางภายในประเทศไทย วิธีการวิจัยใช้การวิจัยเชิงปริมาณรวบรวมข้อมูลเบื้องต้นโดยใช้แบบสำรวจออนไลน์ การวิเคราะห์ข้อมูลใช้ SPSS และ excel นอกจากนี้ โมเดลนี้ใช้การถดถอยพหุเพื่อตรวจสอบความสัมพันธ์ระหว่างตัวแปรอิสระและตัวแปรตาม ผลการวิจัยพบว่า ตัวแปรที่นำไปสู่ความตั้งใจเดินทางมี 2 ตัวแปร ได้แก่ ผู้มีอิทธิพลในโซเชียลมีเดียในช่วงโควิด-19 และความเสียหายทางกายภาพต่อการรับรู้ความเสี่ยง ตัวแปรทั้งสองนี้แสดงให้เห็นถึงนัยสำคัญ 99 เปอร์เซ็นต์ ซึ่งส่งผลกระทบต่อความตั้งใจในการเดินทางของคนไทย



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The coronavirus pandemic has decreased the number of traveler of Thai people. As a part of marketing to help tourism industry, social media influencers become an important marketing tools on tourism segment to raise brand awareness and increase the number of people to travel. This research would like to study the relationship on social media influencers and other variable that relate to the travel intention of Thai people during the Covid-19.

The survey collects 322 respondents from four generations of Thai people who intend to travel within Thailand. The method of research uses quantitative research collecting primary data by using an online survey. The data analysis is calculated using SPSS and excel. Also, this model uses the multi-regression to examine the relationship between independent and dependent variables.

The result shows there are two variables that lead to the travel intention which are social media influencers during the Covid-19 and physical risk on perceived risk. Both of the variables illustrate the significance of level 0.01 which is strongly impact to travel intention.



Field of Study:	Business and Managerial Economics	Student's Signature
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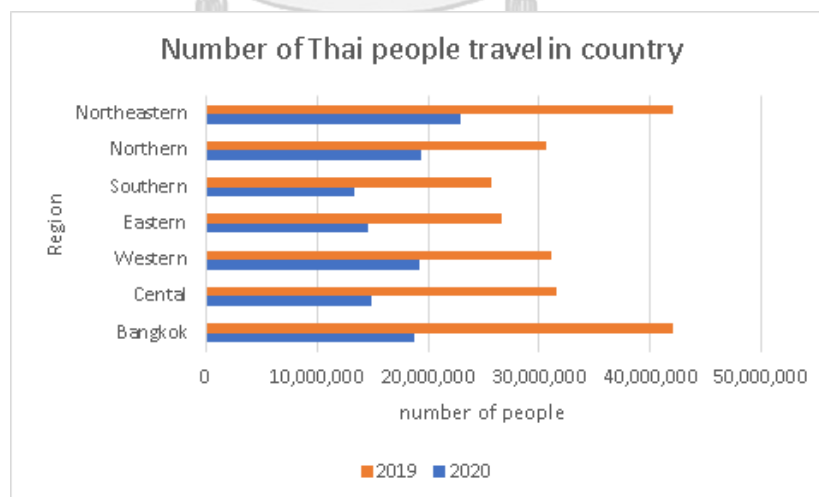
Chapter1

Introduction

Background

Tourism industry has been one of the main businesses in Thailand. In 2019, according to information from the ministry of tourism and sport, the total number of Thai people traveling within the country shows 166.84 million/ time (Y-o-Y) created income 1.08 trillion baht (Y-o-Y). A major turning point of the tourism sector has changed when the coronavirus spread around the world in the first quarter of 2020. Many businesses cannot open in full capacity work hours, due to limited open hours and the order from government to stop spreading of Covid-19. Data in 2020 from the ministry of tourism and sport shows the total number of Thai people traveling within the country decreased from 166.84 million/time to 90.53 million/ time (Y-o-Y). Figure 1 illustrates the decreasing number of Thai people traveling in each region of Thailand in 2019 and 2020. In north eastern Thailand, in 2019 approximately 41 million people decreased to 22 million people which decreased half the number of people (Ministry of tourism and sports, 2021). Without the travellers, the tourist industry cannot drive. The marketing is a tool to help promote the tourism industry.

Figure 1: Number of Thai people travel within country



Source: Ministry of Tourism and Sport 2020

Nowadays, most businesses use social media channels to promote products and services. We cannot deny that social media plays a very important role in our daily lives. Despite Coronavirus disease (Covid-19), there is a lockdown in the cities, less and less people are leaving home and part of workers need to work from home. In 2020, the average of using social networks increased to 43 percent of age 16 to 64 from the past year. Meanwhile, the average of Thai people during Covid-19 situation spent on social media is 2.49 hour on a daily basis from age 16 to 64 (We are social & Hootsuite, 2020). However, the research showed that about 56 percent of Thai population who use social media have been using social media as a source of information before making any decision on purchasing products (We are social & Hootsuite, 2020). Hence, every business should pay more attention to promoting brand awareness or provide a good realistic review on social media platforms.

In a part of marketing, one of the famous marketing tools is called social media Influencer marketing which reaches engagement of people, brand awareness, and purchasing decisions (Brown & Hayes, 2018). The content can be divided in many sectors such as travel, food, beauty, kids and so on. The purpose of an influencer is to build a positive brand experience through individual experience. Influencer is someone who has a certain number of followers in social media and the follower also has the same common following. Influencers is defined as people who build a large network of followers, and are counted as trustworthy people in a specific field or in niches ability (De Veirman et al., 2016). Influencers use Word-of-Mouth (WOM) to explain their own experiences which are more reliable than usual commercials. Especially, Tourism sector, which is an intangible product, Word-of-Mouth can help consumers make an easy decision (Litvin et al., 2008.). Recently, the growth of technology in communication on social media has transferred from Word-of-Mouth (WOM) to electronic Word-of-Mouth (eWOM). Electronic Word-of-Mouth (eWOM) uses a platform in internet channels such as social media, blogs where people can interact with other people by commenting or sharing ideas and experiences (Brown et al., 2007). In Thailand, the famous platforms for social media influencers are Youtube, Instagram, Facebook, and Twitter were 41.17 percent, 26.66 percent, 26.12 percent, and 6.05 percent, respectively (Infoquest Limited, 2021). The travel content was the highest number of followers interest the most, it shows 61.2 percent of respondents (prachachat, 2019). Nowadays, not only friends and relatives but also the influencer on social media has an impact on travel plans. People are searching for information about destination travel through social media (Xiang & Gretzel, 2010). The positive relationships in social media influencers were able to demonstrate consumer attitude and purchase intentions (Lim et al., 2017). Meanwhile, the research shows that travel influencers in social media can inspire their followers to go to the same place (Magno & Cassia, 2018). Similarly, Xu & Pratt (2018) said there was a significant on visit intention throughout the social media influencers destination commercial.

Address with the tourist sector, risk perspective impact to the decision-making in travel (Maser & Weiermair, 1998). There are various risk categories in the tourism area such as functional risk, psychological risk, social risk, financial risk, time risk, and physical risk (Stone and Grønhaug, 1993). Law (2006) defines risk in the tourism sector as disaster, shock, and threats. Coronavirus disease or called Covid-19 identified as one of the risk perspectives in the tourism sector. The definition of Covid-19 stands from the coronavirus disease that happened in 2019 (WHO, 2020). The side-effect of Covid-19 pandemic spread out over the world has affected the travel sector the most. Many countries have locked down their cities, also Thailand locked down at the end of March 2020. While staying at home, people who are vacation-hungry travel in the research said 68 percent of Thai people spend time once a week looking for travel inspiration (Booking.com, 2020).

This study aims to focus on the relationship of social media influencers on travel content and travel intention during Covid-19. Social media influencer also divided into two periods which before Covid-19 and during Covid-19 to test during Covid-19 to test during Covid-19 has increased the intention or not. Also, this research tests other variables that can relate to the travel intention. According to, Covid-19 pandemic is continuing to stay with us for a long while which will be more affected to the tourism industry. The study would give an idea for readers who are interested in this topic. Moreover, it would give an idea for the owner of the travel business to decide about using influencer marketing during this pandemic in the future.

The method in this paper uses quantitative research collecting primary data by using a survey online questionnaire to collect the simple data. Regarding the data analysis process, this process is calculated by Social Science (SPSS) and Excel. The proposal of the model by using a multi regression method to examine data relationships between independent variables and dependent variables.

The research is divided into six chapters, the first chapter is an introduction that describes the overall background of the research, research question and partly of methodology, and research structure. The second chapter is a literature review which reviews previous research related to this research. The third chapter is a theoretical framework which details theory research. The fourth chapter is an empirical model of this research. The fifth chapter is presenting the result from the collecting data and analysis. The last chapter is a summary and discussion for the conclusion of this research.

Chapter 2

Literature review

In this section put forward to the previous literature, theories, and the result. The overall literature relates to the hypothesis on electronics Word-of-Mouth communication (eWOM), social media influencer, and risk perceived in pandemics.

The traditional Word-of-Mouth (WOM) usually received information from friends and relatives (Fodness & Murray, 1999). With the change of technology, the new form of word-of-mouth (WOM) called electronic Word-of-Mouth communication (eWOM). Social media helps to spread electronic Word-of-Mouth communication (eWOM). In the travel industry, eWOM helps to explain the individual's behavioural intentions. Jalilvand et al. (2012) put on the concept of eWOM examine relationship in destination image, tourist attitude toward destination and travel intention in Isfahan, Iran. The measurement model uses structural equation modelling (SEM) to research relationships among the variables and variables of socio-demographic was analyzed by one-way analysis of variance (ANOVA). The outcome showed the SEM model fit with the data and all of them were significant and positive. Socio-demographic results also relate to the eWOM. Likewise, Liang et al. (2013) apply the concept of eWOM to travel attitude as the test of hypothesis of relationship among electronic communication technology (Facebook, blogs), consumer dis/satisfaction with travel consumption experience, subjective norm, and attitude towards eWOM communication. The result, collected from international travelers in the United Kingdom (UK), showed that electronic communication and subjective norms were strongly significant to travelers toward eWOM communication. Also, the result consumer dis/satisfaction with travel experience and attitude toward showed positive to eWOM. This present model by using structural equation modelling (SEM), confirmatory factor analysis (CFA), and chi-square statistics which allow to stimulate the best result. Since the eWOM in social media has a significant on travel attitude toward subject norms. Moreover, the researcher shows eWOM in both positive and negative ways in social media has an impact on travel attitudes. Social media influencers use eWOM to spread the positive and encourage others to visit places in the future. The eWOM needs to be examined in this paper.

Meanwhile, Kuo and Nakhata (2019) express the impact of eWOM on client satisfaction in Amazon's Mechanical Turk (MTurk), United States. The hypothesis tests the impact of eWOM among consumer satisfaction, consumption goal, actual experience and includes anchoring effect. As a result, eWOM, consumption goal, and real experience were significant.

When customers read the positive or negative comment from eWOM about a hotel, the outcome of satisfaction positive(negative) relates through the comment could lead to the anchoring effect which relates to the previous research (Lee et al., 2008). The key shows when task investment was low, it utilized the strong anchoring effect of eWOM on customer satisfaction. This research was conducted by analysis of ANOVA and analysis of covariance (ANCOVA). In this paper, electronic Word-of-Mouth (eWOM) in social media in both positive and negative comments has an effect on the decision making in travel. It will be studied in this paper whether the content of social media influencers dominate travel intentions in Thailand.

There was a lot of research utilizing the relationship between social media influencers (SMIs) and travel intention (Magno & Cassia, 2018; Lim et al., 2017; Zhang & Huang, 2021). At the same time, the credibility of influencers were the source of an effective message to customers (McGuire 1985). Similarly, the research from Lou & Yuan (2019), collecting data from Amazon's Mechanical Turk (MTurk) in the United States, about how credibility on influencer marketing content on social media affects customer trust in brands. They focused on social media value models which were advertising content value, perceived trust, influencer credibility, brand awareness, and purchase intention. Influencer credibility consists of expertise, trust worthiness, attractive, and similarity. The respondent of this survey regularly uses social media at least one account. The authors used Partial least squares (PLS) path and structural equation modelling (SEM) to analyse the sources. PLS and SEM (PLS-SEM) are able to be used in both small and large sample sizes. It positively affects the follower on trust in Influencer credibility and other variables. As stated in the credibility and trust would be the main concern to follow on social media influencers to receive the message. This needs to be included in this paper since the research relates to social media influencers.

Besides, Cholprasertsuk et al. (2020) utilize travel intention and social media influencer in Thai tourism segment. Also, they examine the trust in SMI. The authors use tourists' behavior, travel motivation, and influencing factors as a variable to examine Thai people by using both qualitative and quantitative data. The research questions about travel decision and effect influence by SMIs, the social platform for following SMIs, and information quality from SMIs. Mixed method analysis analyses that they were influenced by social media influencers on Thai people's decision of travel. Some of the interviewees said "influencers in social media give more detail of destinations better than friends and family". Moreover, the factor of trust in SMIs, quality of content, relationship with influencer and product, and customer involvement were important for the decision.

According to the social media influencer has an impact on the customer's decision. This variable needs to be examined. Based on this paper is also able to be used as the role model about SMIs, quality of content, and travel motivation in Thailand. Similarly, Pop et al., (2021) also examine travel motivation on trust and customer decision in social media influencers (SMI). The role of customer decision or customer decision journey consist of demand on travel, information search, evaluation alternatives, and purchase decision. Also, this research includes satisfaction and experience sharing after travel. Collecting data in two generations are generation Y and generation Z in Romania. Romania is an emerging market and fast growing in internet users. The researcher used a reflective and structural model to analyse the result. Sum up the positive result of trust in SMI on decision making in the stage of demand travel and information search.

One of the key factors related to the travel decision-making was risk perception and information search (Maser & Weiermair, 1998). Stone and Grønhaug (1993) described the risk categories as functional risk, psychological risk, social risk, financial risk, time risk, and physical risk. Sönmez and Graefe (1998) have added three more risk for concerning in travel which were health, terrorism, and political instability. The study from An et al. (2010) which adapted research from Sönmez and Graefe (1998) by choosing physical risk, political risk, and performance risk and added natural disaster risk. Physical risk is defined as physical during travel from accident, disease (HIV, SARS), and so on. Performance risk defined as travel cost and opportunity cost. This research finds a relationship between perceived risk, travel satisfaction, and travelers' keep purchase intention on air traveller satisfaction in South Korea. Regression analysis investigates risk and travel satisfaction and repurchase. As a result, performance risk and physical risk has significant travel satisfaction. Meanwhile, repurchase intention was affected by disaster risk, performance risk, and political risk, respectively but not impact on physical risk.

According to, Khan et al. (2019) research perceived risk and visit intention in young women travelers in Malaysia by partial least squares (PLS) and structural equation modelling (SEM). The data collected only from women aged between 18 to 35 years old. The outcome reveals that even a high perceived risk of physical risk but higher travel motivation can drive force to the travel destination which does not care about the risk. Even these two researchers were not examined during the pandemic. But, the two research papers were related to the perceived risk in travel which relate to this paper question.

With the exposed coronavirus pandemic (Covid-19), Similarly, Sánchez-Cañizares et al. (2020) research resident the travel intention impact from perceived risk during Covid-19 pandemic in Spanish. This study examines the travel plan behavior (TPB), willingness to pay (WTP), and perceived behavioral control (PBC). The model for testing hypotheses using the Partial Least Squares (PLS) and structural equation modelling (SEM). The result showed even during the Covid-19 screen if they have a positive attitude on travel, people intention to travel in this period but only limited to influence on intention. There are limited decision-making processes and intentions during the travel pandemic. Hence, this research paper needs to take perceived risk into the experiment to see how the relation of travel intention and perceived risk change during the pandemic screen.



Chapter 3

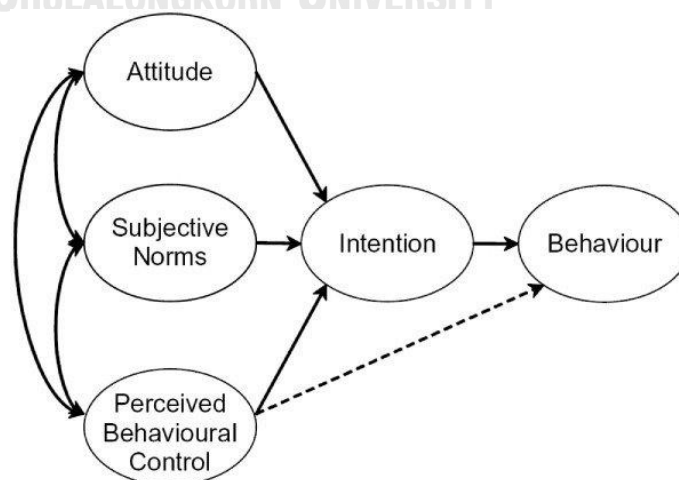
Theoretical Framework

3.1 Theory of planned behavior (TPB)

To find out the factor of customer intention in travel the previous studies give the information of customer behavior which relate to the theory of planned behavior. Theory of planned behavior (TPB) is a framework which is used in marketing to predict and describe individual behaviors. Lam & Hsu (2006) argued the TPB model is fitted well to predict the travel intention of customers. Many researchers have shown that theory of planned behavior (TPB) relates to travel intention (Lam & Hsu, 2004; Quintal et al., 2010; Sánchez-Cañizares et al.,2020).

Theory of planned behavior (TPB) is the social psychology theory that links belief to human behaviors (Ajzen, 1987; 1991). This theory model is adapted from the theory of reasoned action (TRA). Theory of reasoned action (TRA) explains the relationship between attitude and behaviors in human reaction (Ajzen & Fishbein, 1977). TRA is not the best to predict human behaviors. Ajzen (1991) formed the new theory from TRA by adding perceived behavioral control which is called the Theory of planned behavior (TPB). Ajzen (1991) described perceived behavioral control as actual behavior and impact on intentions and actions. The main core variables of TPB theory divided into three variables are attitude, subjective norm, and perceived behavior leading to the behavioral intentions.

Figure 2: Theory of planned behavior (TPB)



Source: Theory of planned behaviour (Ajzen, 1991)

Figure 2 shows the real behavior occurring when combining attitude, subjective norm, perceived behavioural control, and intention. The arrow from attitude links between subjective norm and perceived behavioural control. All three variables directly lead to the intention and then show the behavior of that intention. Meanwhile, perceived behavioural control can be a direct variable leading to the behavior without passing through the intention.

The first process is attitude or a self-expression of positive or negative thoughts that can express favorable and unfavorable evaluation of the behavior interest (Eagly & Chaiken, 1998). The performance of the behavior can be influenced by behavioral belief and outcome evaluation. Behavioral belief is a consequence of carry out behavior. Outcome evaluation is considered the outcome of behaviour. The attitude toward behaviour refers to the degree of behavioral belief toward a person. The positive attitude in travel can lead to travel intention (Sánchez-Cañizares et al., 2020)

Second, subjective norms (SN) or perceived social pressure refer to the expectation from other people who have influenced the individual perspective such as someone who you admire, friends, families, and so on. This is related to the perspective of injunctive norms and descriptive norms. Injunctive norms are the sense of what other people want him/her to do. Descriptive norm is the individual perspective of how most people will react in the situation. Social influence in subjective norms has an influence in the behavior intention (Sparks & Pan, 2009).

Third, perceived behavioural control (PBC) or self-efficacy is a function of people's perception of their ability to perform a given behavior. Perform could be easy or difficult of performing behavior which is across different situations. Also, Conner & Armitage (1998) support the idea that PBC is the same as self-efficacy.

Behavioral Intention (BI) refers to the individual's motivation factors that influence behavior where it is strongly to perform or react in that action. Behavioral intention which is affected by attitude and subject norm (Ajzen & Fishbein, 1977).

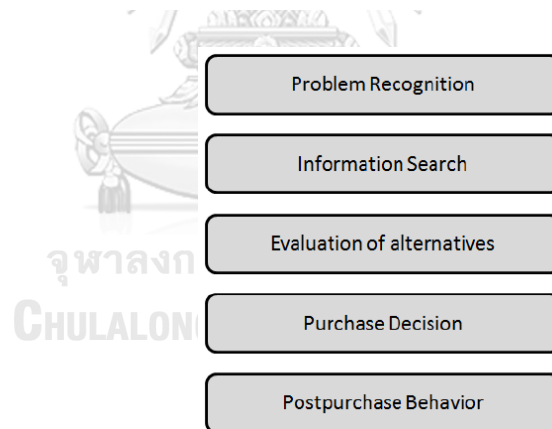
From the theory, it is clear that attitude, subjective norms, and perceived behavioral control lead to an intention (travel intention) and later lead to the behavior. For example, if someone believed that travel is a good way to relax (attitude). The customer also believes that everyone thinks it is a good idea too (subjective norms). Moreover, customers are able to handle or have the ability to have time and money for travel (perceived behavioural control), and it leads to behavioral intention. In order to use the theory of planned behavior is an appropriate conceptual framework for finding the intent of travel in Thailand

3.2 Consumer decision process

According to, find out the relationship of eWOM and social media influencers on customer intention of travel. Chen et al., (2015) found that the customer decision process on the stage of information search, evaluation, and purchase decision has related to the online holiday purchase. Also, Chen et al. show the result of eWOM on decision making has an impact on the travel segment. These also have a similar model called customer decision journey. Customer decision journey or customer purchase journey consist of four states which are awareness, evaluation, purchase, and post purchase experience (Lemon & Verhoef, 2016). But the step of the customer decision process in information search is more strongly related to the research question.

The consumer decision process is the transaction before, during, and after the purchase of goods and services (Kotler & Keller ,2016). The buying decision model also can be used in the travel segment (purchase in services). Guerreiro et al. (2019) to find that the information search step was related to the travel intention.

Figure 3: Five stage Model of the customer decision model



Source: Kotler & Keller (2016)

First stage is problem recognition (awareness). This stage happens when customers recognize their need or want from product and service. Need recognition can be caused from internal or external factors which can drive the step of purchasing (Kotler & Keller, 2016). The internal factors cause an emotional need such as hunger, sleepiness, and so on. The external factor is from the advertising.

Second stage is information search (research) after the customer recognizes their need, its drive to the searching stage. Customers search for the information that they want from various sources such as the website, social media, family, friends, and so on. According to Xiang & Gretzel (2010), social media is one of the sources that people look for information about travel plans.

Third stage is evaluation of alternatives (consideration), after the customer recognises all the information from searching. This step customers choose the best option of product or service to match their needs. The two major types of evaluation are objective and subjective. Objective can be the price, feature, and function of products and services. On the other hand, subjective is about feeling or past experience of products and services.

Fourth stage is the purchase decision, since receiving all the information and comparing the best option for the customer needs to make a purchase process. It could have an unexpected situation factor that cannot lead to the actual purchase (Kotler & Armstrong, 2017).

Fifth stage is post purchase behavior or step of re-purchase. Last stage, consumers are either satisfied or dissatisfied after receiving products or services. If customers are satisfied with it, it will lead to the repurchase step. Besides, it also depends on the level of satisfaction after services (Pizam & Mansfeld, 1999).

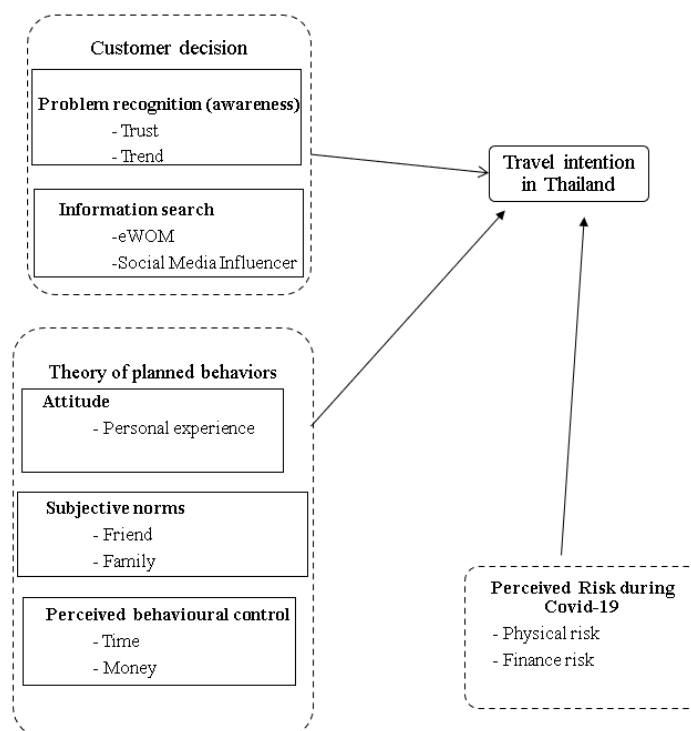
Customer decision process models support the theory of planned behavior, however, without the problem recognition or customer need cannot lead to the intention. From the model, it is clearly on the information search stage related to the influence not only from social media but also people surrounding customers which is a subjective norm. Furthermore, travel is a service product which is intangible, people need to search information for the decision process and make a plan before travel. Customer decision process has relevant travel intentions.

Chapter 4

Empirical Model

4.1 Concept framework

Figure 4: Conceptual framework



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In order to provide the factor of travel intention in Thailand, this research uses two main theories which are theory of planned behavior and customer decision process. Theory of planned behavior and customer decision process, perceived risk, eWOM, and social media influencer are independent variables. Dependent variable is the intention to travel in Thailand. Theory of planned behavior consists of personal attitude, subjective norms, and perceived behavioral control. Each variable is able to break into sub-variables. Attitude is linked to personal experience. Subjective norms consisting of friends and family who have influence in our individual perception. Perceived behavioural control divides into time and money. Customer decision process chooses only two stages to link to travel intentions: problem recognition and information research. Problem recognition consists of trust and trend of social media influencers. eWOM and social media influencer links to the channel of information search. Perceived risk in Covid- 19 divides into physical risk and finance risk.

The variable can indicate the result in positive and negative ways. In this research focus on social media influencers and perceived risk because the researcher expects there are the main travel intentions in both positive and negative.

Table 1: The variable in research

Variables	Positive /Negative	Source
Problem/need recognition on SMI		The measurement use Likert scale 1- 5 (strongly agree – strongly disagree)
- Trust	Positive	Trust is related to positive SMI trust to lead to the travel intention (Cholprasertsuk et al.,2020).
- Trend		The information of SMI in Trend is expected to be positive because it comes and goes very quickly. Nowadays, trends are driving the intention to do something.
Information search		The measurement use Likert scale 1- 5 (strongly agree – strongly disagree)
- eWOM	Positive	eWOM is expecting to be positive because in the research from Jalilvand et al. (2012) shows that there is an relation between eWOM and travel intention
- Social media influencer (SMI)		Social media influencers are expected to be positive to travel intentions (Magno & Cassia., 2018 and Lim et al.,2017).
Theory of planned behavior during Covid- 19		
Attitude		The measurement use Likert scale 1- 5 (strongly agree – strongly disagree)
- Personal experience	Positive	Personal experience assumes positive because customers receive a good experience. It is related to the emotional experience (enjoy, interest) on travel which was able to use the ranging (Hsieh et al., 2016).

Subjective norm		The measurement use Likert scale 1- 5 (strongly agree – strongly disagree)
<ul style="list-style-type: none"> - Friends - Family 	Positive	Friends and family positive variables are assumed positive. Questionnaire adapted from Sánchez-Cañizares et al. (2020)
Perceived behavioural control		The measurement use Likert scale 1- 5 (strongly agree – strongly disagree)
<ul style="list-style-type: none"> - Time - Money 	Positive	Both variables expect to have a positive relationship on travel intention. As the travel needs to have time and money to spend on.
Intention travel in Thailand during Covid-19	Positive	Intent is expected to be positive to intend Thai people to travel in Thailand by using the 5 point scale to measure.
Perceived Risk during Covid-19		The measurement use Likert scale 1- 5 (strongly agree – strongly disagree)
<ul style="list-style-type: none"> - Physical risk is defined as disease from Sánchez-Cañizares et al. (2020) - Finance risk is defined as the cost of travel 	Positive	Both variables are defined as positive variables. The research from Khan et al. (2019), Sönmez and Graefe (1998) and Sánchez-Cañizares et al. (2020) found that they have a positive effect on travel intention.

The survey is separated into five sections and the questionnaire is a closed ended question and snowball sampling. The measure scale used the Likert scale divided into five -point (strongly agree (5), agree (4), neural (3), disagree (2), and strongly disagree (1)). Also, the measurement uses a dummy variable for the multiple-choice question.

First part is the question screening using a yes-and-no question (nominal scale). The question asks about whether the respondent is using information from online reviewers or influencers to help you make decisions in travel or not. Another question is whether the respondent's intention is to travel soon or not. If both of the questions answer no, it means the respondents cannot continue to do the questionnaire. This part will help to prevent the error answer.

Second part is demographic and general information by answering multiple choice questions. Demographic consisting of gender, age, level education, income (per month), occupation, and status. Demographic question followed by the previous research (Cholprasertsuk et al.,2020; Tsao et al.,2015). In Thailand, the general asks the salary per month, not in the annual year. The range of income is divided into five scales; less or equal to 15,000 baht, 15,001 – 35,000 baht, 35,001 – 55,000 baht, 55,001 – 75,000 baht, and more than 75,000 baht per month. The first range starts from lower to minimum income in Thailand. Other ranges refer to the Techsauce (2020). This part uses descriptive statistics which consist of minimum, mean, standard deviation to generate information. Age section is divided into five generations which are the silent generation (above 77 age), baby boomers (57-75 years), generation X (41-56 years), generation Y (25- 40 years), and generation Z (under 25 years old). The general question is the frequency travel in Thailand during the past one year, and the channel of following social media influencers.

Third part is about the customer decision process on social media influencer problem recognition and information search to the travel intention. The questionnaire generates quests before and after having Covid-19. This part uses five scales from the Likert scale.

Fourth part is the planned behavior related to attitude, subjective norm, perceived behavioral control, and intention during the Covid- 19. This part uses five scales from the Likert scale to measure the answer.

Last part is about perceived risk on physical risk and performance risk during the travel in Covid -19 situation. This part uses five scales from the Likert scale. The survey format has been attached in the appendix.

4.2 Multiple Regression Model

This study uses multiple regression analysis to analyse and predict the relationship of all variables to the intention to travel in Thailand.

Multiple regression of this research:

$$\gamma = \beta_0 + \beta_1 Trust + \beta_2 Trend + \beta_3 eWOM + \beta_4 SMI_befo + \beta_5 SMI_Co + \beta_6 Person + \beta_7 Fri + \beta_8 Fam + \beta_9 Time + \beta_{10} Mon + \beta_{11} Phy + \beta_{12} Fin + \varepsilon$$

In the model, the dependent variable, γ is denoted as the travel intention in Thailand. β (beta) is regression coefficient. β_1 to β_{12} is the coefficient of each variable that effect to intention to travel in Thailand. ε is an error.

The 12 independent variables that factor to the travel intention can be expected as the follow:

Trust is the trust of the information from the social media influencers in travel content.

Trend is denoted as the tourism trend in this period the social media influencers presented.

eWOM denoted as electronic word of mouth which is found in social media which is from other customer written information or suggestions on the internet such as comments in Facebook.

SMI_befo is denoted as social media influencers before covid.

SMI_co is a social media influencer during Covid-19 situation.

Person is denoted as Personal experience on travel which causes travel intention.

Friends is denoted as the friend's opinion that affects travel intention.

Fam is denoted as a family's opinion that affects travel intention.

Time is the ability of respondents to have time to travel.

Mon is denoted as money that respondents have the ability to spend during the trip.

Phy is denoted as a physical risk which is an accident or disease during the travel.

Fin denoted as finance risk which is the cost of travel.

Chapter 5

Data Analysis

5.1 Data collected

All the respondents were selected from the Thai people who intend to travel in Thailand. The formula for finding the sample size from Cochran's formula for the large populations (Cochran, 1963).

$$n_0 = \frac{Z^2 pq}{e^2} = \frac{(1.96)^2 (0.5)(0.5)}{(0.05)^2} = 385$$

Formula explained N is the population of sample size. Z or z-value is the standard score (1.96). p is estimated as the proportion of the population (0.5). q is from 1-p (0.5). e is the margin error 5 percent or 0.05. The sample size is equal to 385 people. However, it would be better to have a sample size equal to 400 people to prevent mistakes in the survey. The total data from the collecting form is 412 samples but can use only 322 to analyse. According to the screening part, there are 90 samples that do not fit the scope of population and data.

The author conducts the survey through the Google form because there is no charge fee, easy to use, and many designs of questionnaires suitable for the survey (Travis, 2010). The fact that researchers choose to distribute the questionnaire online, due to the abnormal situation of the coronavirus pandemic. During the pandemic people need to do social distance and stay home rather than go out. Applying the questionnaire online is safe for respondents which is suitable for this situation. Moreover, collecting data online is more convenient than other forms. The questionnaire is distributed through the online platform via Facebook, Line, Instagram, and other social media platforms which are able to spread to various groups of respondents

The measurement of Likert Scale divides into 5 levels which shows in the below

Table 2: The measurement of Likert Scale and score interval

Levels	Score	Score interval
Strongly agree	5	4.21 - 5.00
Agree	4	3.41 – 4.20
Neural	3	2.61 – 3.40
Disagree	2	1.81 – 2.60
Strongly disagree	1	1.00 – 1.80

5.2 Basic statistic

The basic statistic collecting data from the google form. Data analysis shows the statistics in minimum(min), maximum (mix), mean, standard divination (S.D), and percentage. The basic statistics are divided into 5 parts which are the screening question, demographic and general information in travel, customer decision process, theory of planned behavior, and perceived risk.

Part1: The screening questions

This part displayed the amount and percentage in the table, bar chart or pie chart to show in each questionnaire.

Table 3:Shows the amount and proportion of people who use social media influencers on travel content (tourism blogger and reviewer) for travel decisions.

	Amount	Percentage
Yes	366	88.8%
No	46	11.2%
Total	412	100

It shows that most of the people from respondents use social media influencers on travel content to make a decision plan. There is 88.8 percent answered “Yes” and only 11.2 percent answered “No”.

Table 4:Show the amount and proportion of people who intend to travel soon.

	Amount	Percentage
Yes	342	83 %
No	70	17 %
Total	412	100

From this part, it shows that there are some people who are not intent on traveling soon (17 percent). There are only 322 respondents who answer “Yes” on both questions which are fit to this research question. This research used only 322 respondents to do the statistics.

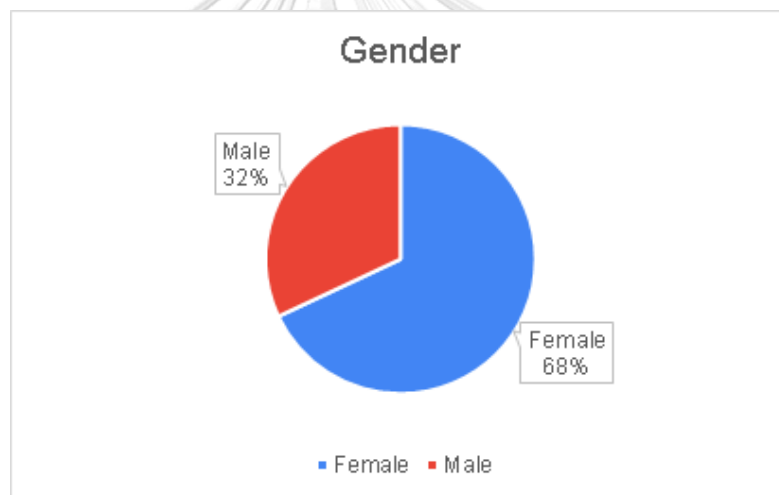
Part 2: The demographic and general information in travel.

Demographic information consists of five questions and general information in travel compose with three questions.

Table 5: Respondent' Gender

Gender	Amount	Percentage
Female	219	68.01%
Male	103	31.99%
Total	322	100%

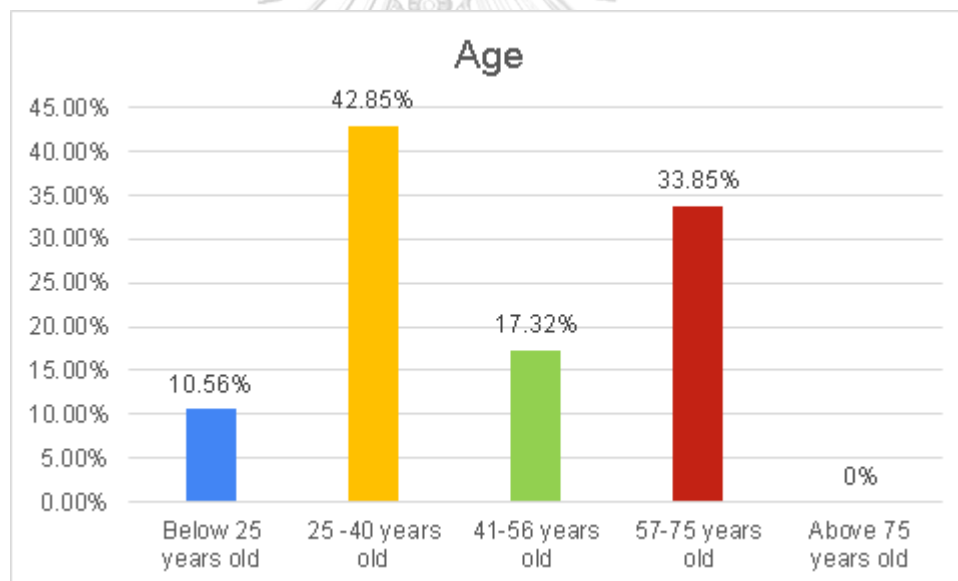
Figure 5: Percentage of respondents' Gender.



In table 5 and figure 5 illustrates the percentage of respondents in gender that the percentage of females greater than male respondents more than one time, amount 68 percent and 32 percent, respectively.

Table 6: Respondent's Age

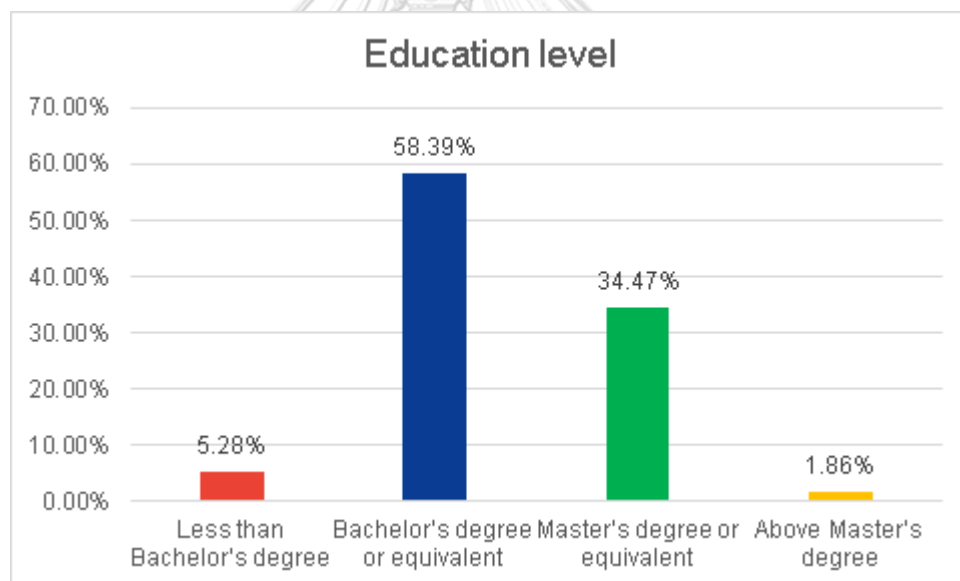
Age	Amount	Percentage
Below 25 years old	34	10.56%
25 -40 years old	138	42.85%
41-56 years old	41	17.32%
57-75 years old	109	33.85%
Above 75 years old	0	0%
Total	322	100%

Figure 6: Percentage of respondents' age.

Above show the respondents age divided into five group which were generation Z (below 25 years old), generation Y (25-40 years old), generation X (41-56 years old), baby boomer (57-75 years), and silent generation (above 77 age), accounted 10.56 percent, 42.85 percent, 17.32 percent, 33.85 percent, 0 percent, respectively. There was no response from the silent generation. Most of the responses were from 25- 40 years old in generation Y.

Table 7: Education Level

Education level	Amount	Percentage
Less than Bachelor's degree	17	5.28%
Bachelor's degree or equivalent	188	58.39%
Master's degree or equivalent	111	34.47%
Above Master's degree	6	1.86%
Total	322	100%

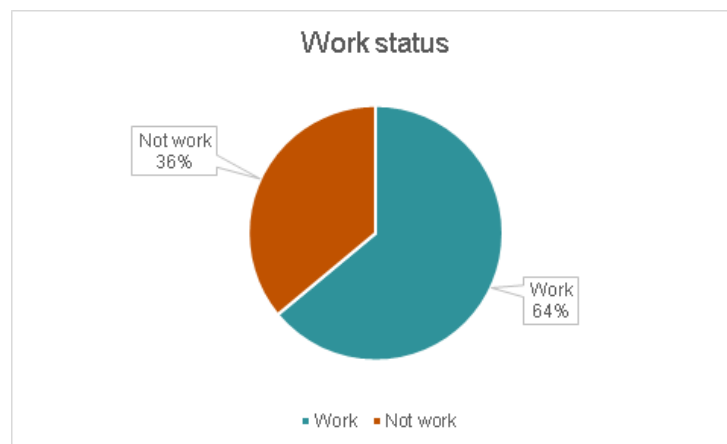
Figure 7: Percentage of respondents' education level

From the above table and bar graph, most of the respondents were educated. More than half of respondents have a bachelor's degree (55.39 percent). There were 34.47 percent in master's degree or equivalent. Next, the number of degrees less than bachelor' degree was 5.28 percent. Last above master degrees were only 1.86 percent.

Table 8: Work status

	Amount	Percentage
Work	206	63.98%
Not work	116	36.02%
Total	322	100%

Figure 8: Percentage of respondents work status



In figure 8 and table 8 shows work status between work and not work, there were half of the number who were not working (36 percent). Compare with the figure 9 below to illustrate between work status and age generation. It illustrates the high number of not workers who were at age 57 -57 years old in the age of retirement. The high number of workers was 25-40 years old.

Figure 9: Number of respondents in each group of work status classify by age generation

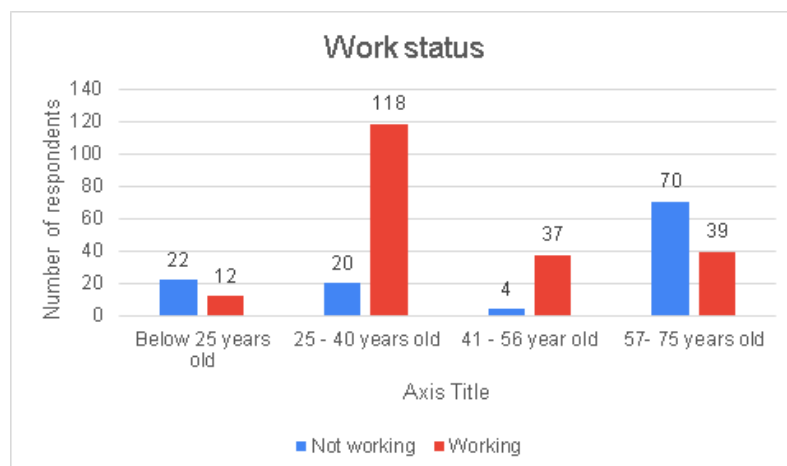
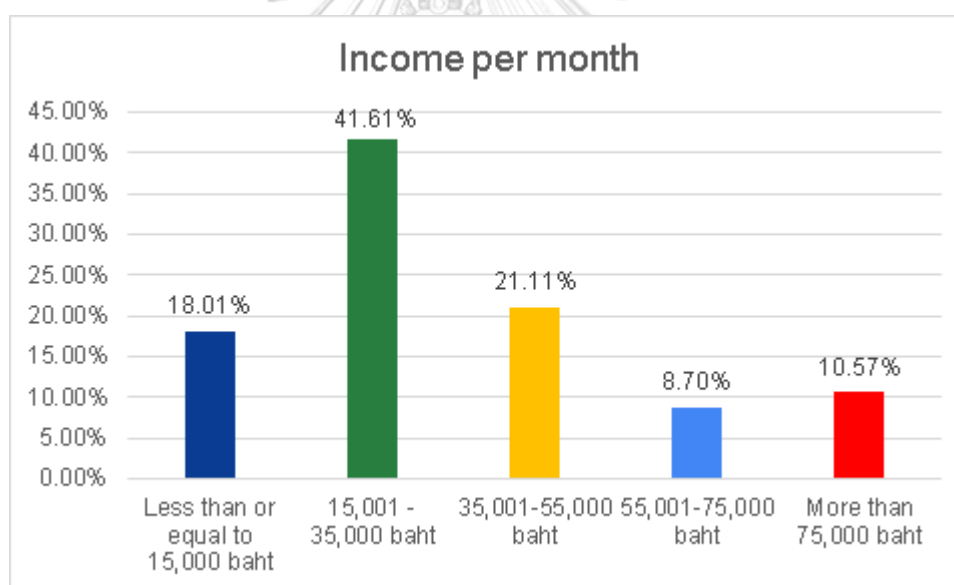


Table 9: Income per month

	Amount	Percentage
Less than or equal to 15,000 baht	58	18.01%
15,001 - 35,000 baht	134	41.61%
35,001-55,000 baht	68	21.11%
55,001-75,000 baht	28	8.7%
More than 75,000 baht	34	10.57%
Total	322	100%

Figure 10: Percentage of respondents' income per month

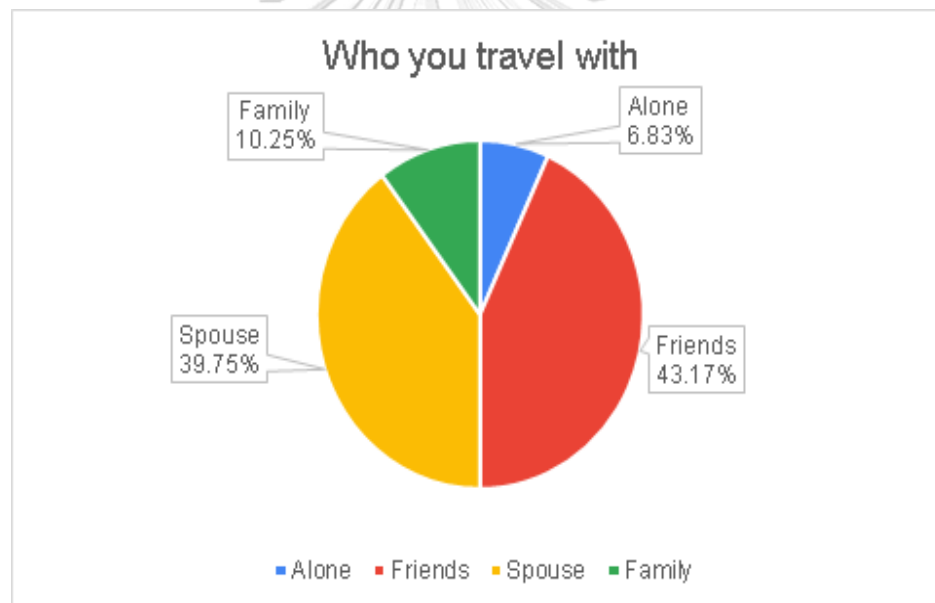


The data shows that the highest monthly income was in the range of 15,001 to 35,000 baht (41.61 percent). In Thailand, the minimum payment of the bachelor degree is in 15,000 baht which is in this range. The second monthly income is in the range of 35,001 to 55,000 baht shows 21.11 percent. Monthly income less than or equal to 15,000 baht, more than 75,000 baht, and 55,001 75,000 baht, accounted for 18.01 percent, 10.57 percent, and 8.70 percent, respectively.

Table 10: Who you travel with.

	Amount	Percentage
Alone	22	6.83%
Friends	139	43.17%
Spouse	128	39.75%
Family	33	10.25%
Total	322	100%

Figure 11: Percentage of respondents' who you travel with.

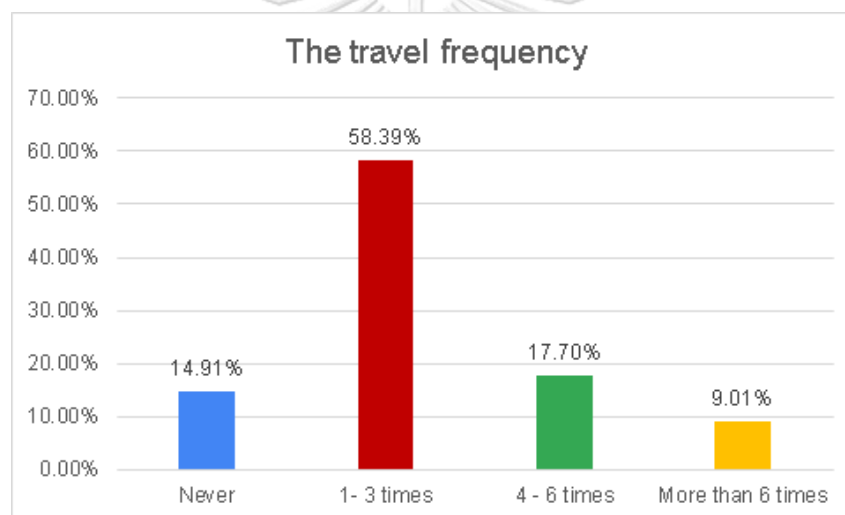


In terms of travel with whom, 43.17 percent of respondents travel with friends in the first place. Secondly, traveling with a spouse shows 39.75 percent. The least were family and alone shows 10.25 percent and 6.83 percent, respectively.

Table 11: The travel frequency during the past one year.

	Amount	Percentage
Never	48	14.91%
1- 3 times	188	58.39%
4 - 6 times	57	17.70
More than 6 times	29	9.01%
Total	322	100%

Figure 12: Percentage of respondents' travel frequency during the past one year.



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In figure 11, More than half of the respondents traveled 1-3 times in the past one year (58.39 percent). Travel 4-6 times accounted for 17.70 percent. It showed only 14.91 percent never traveled during the past one year. Also, there was only 9 percent who traveled more than 6 times. Compare with the below figure 12 between travel frequency and age generation. It illustrated that the ages 57 - 75 years old (generation baby boomers) have a higher number of never traveling than other generations (19 people). The highest number of 1-3 times was at the age of 25 -40 years old (88 people). Even at the age 57 - 75 years old shows the highest in never travel, but also a group of this age travel nearly to the age of 25- 40 years old on travel 4-6 times (22 people) and more than 6 times (11 people).

Figure 13: Number of respondents in travel frequency classify by age generation.

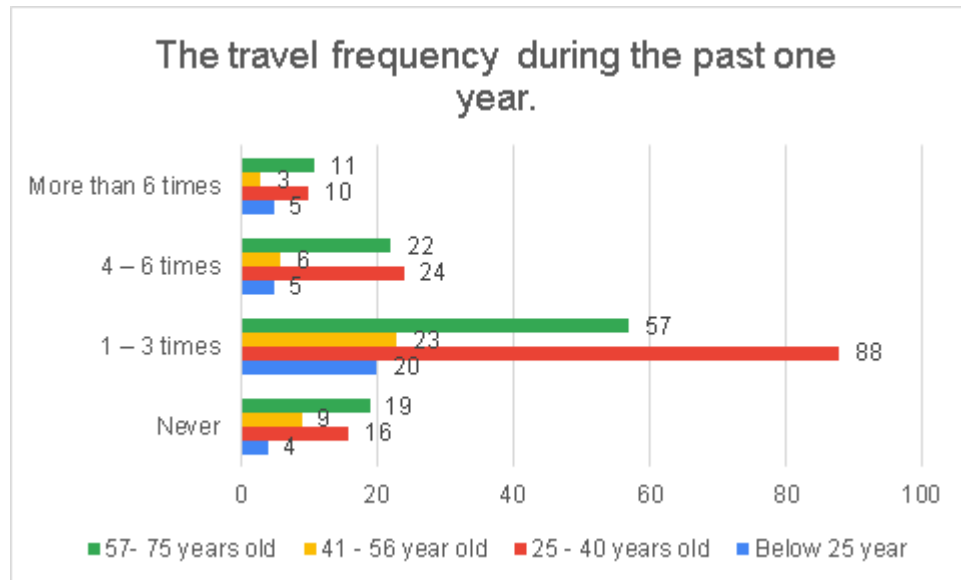
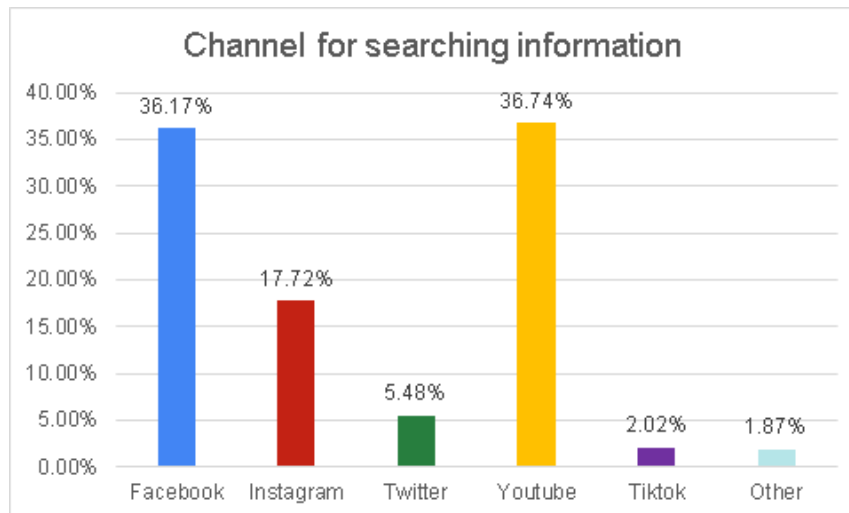


Table 12: The channel for searching information or follow social media influencers in travel content (able to choose more than 1 answer)

Channel	Amount	Percentage
Facebook	251	36.17%
Instagram	123	17.72%
Twitter	38	5.48%
Youtube	255	36.74%
Tiktok	14	2.02%
Other	13	1.87%
Total	694	100%

Figure 14: Percentage of respondents' use to follow or searching information



From data on above table 12 and figure 14 illustrated that the highest channel that respondents use to search and follow the social influence was in Youtube channel (36.74 percent). Facebook, Instagram, Twitter, and Tiktok, shows 36.17 percent, 17.72 percent, 5.48 percent, and 2.02 percent, respectively. Other channels from respondents mean Google and Pantip. From the data show respondents have more than one channel to follow or search.

Part 3: Customer decision process

This part focuses on customer decisions on travel through the social media influencer before and during Covid-19 appears.

Table 13: Need recognition

Variables	Min	Max	Mean	SD
Need recognition	1	5	3.75	0.86
Trust	1.67	5	3.74	0.65
Before Covid-19	2	5	3.90	0.67
The information that travels influencers offer is reliable.	1	5	3.92	0.74
You want to go to the attractions as suggested by the influencer.	1	5	3.88	0.78
In Covid-19 situation				
In the Covid-19 situation, you think the information that the influencer offers is more reliable.	1	5	3.43	0.87
Trend	1	5	3.76	0.63
The information that travel influencers offer is interesting and trendy.	2	5	4.17	0.71
In Covid-19 situation				
In the Covid-19 situation, you think the attractions that influencers offer are safe and trendy.	1	5	3.34	0.90

As the data from table 13, the overall trust was 3.74 in the level of agreement. Before the Covid-19, it shows overall in 3.90 which is higher than during Covid-19 in 3.43. The over all of Trend is 3.76. Before Covid-19, it shows 4.17 which is strongly agreed. On the other hand, in Covid situation it shows 3.34 which was neural.

Table 14: Information search

Variables	Min	Max	Mean	SD
Information search	1	5	3.93	0.93
eWOM	1	5	4.16	0.63
Before Covid-19	1.5	5	4.32	0.68
You use social media to find information about your next trip.	2	5	4.39	0.72
You read comments on social media in order to make decisions.	1	5	4.26	0.79
In covid-19 situation	1	5	3.73	0.98
In the Covid-19 situation, reading social media comments Build more confidence in traveling.	1	5	3.84	0.91
Social media influencer (SMI)	1.25	5	3.74	0.77
Before Covid-19	1	5	3.92	0.78
You use information that influencers offer as options in the next trip.	1	5	3.92	0.78
In covid-19 situation	1	5	3.69	0.85
In the Covid-19 situation, the information that influencers offer makes you want to travel more.	1	5	3.79	0.97
In the Covid-19 situation, you think social media influencers can provide better travel information than friends or family.	1	5	3.64	0.96
In the Covid-19 situation, you have to follow more influencers.	1	5	3.65	1.05

The statistic shown in table 14 about information search overall was agreed (3.93). This part divided into 2 main variables were eWOM and social media influencer by divided before and during Covid-19. The overall of eWOM shows 4.16 which was strongly agreed. Before Covid-19 illustrated 4.32 which was higher than during Covid-19 in 3.73 (agree). For the overall social media influencer (SMI) shows 3.74 which was in agreement level. Also, during the Covid-19(3.69) shows less than before Covid-19 (3.92).

Part 4: Theory of planned behavior to predict the intention to travel within the country.

Table 15: The statistic on attitude, Subjective norms, and perceived behavior control during Covid-19 pandemic.

Variables	Min	Max	Mean	SD
Attitude (personal experience)	1	5	3.75	1.17
In the Covid-19 situation, travel helps you to release stress.	1	5	3.75	1.08
In the Covid-19 situation, tourism is more interesting than the normal situation.	1	5	3.25	1.22
In the Covid-19 situation, tourism is peaceful because of a few tourists.	1	5	4.25	0.96
Subjective norm	1	5	3.74	0.96
Family				
In the Covid-19 situation, you are influenced by the opinions of your family when making travel decisions.	1	5	3.78	0.97
Friend				
In the Covid-19 situation, you are influenced by your friends' opinions when making travel decisions.	1	5	3.69	0.95

Perceived behavior control	1	5	3.83	1.12
Time				
In the Covid-19 situation, if you have time or vacation, you choose to travel within Thailand.	1	5	3.80	1.13
Money				
In the Covid-19 situation, if you have money, you will choose to travel within Thailand.	1	5	3.85	1.11

Information from table 15 shows that the overall from perceived behavior control is the highest agreement in 3.83. The respondents agree for having money (3.85) higher than time (3.80) to choose travel within Thailand. In attitude, the strong agreement to travel during Covid-19 is peaceful (4.25). For subjective norms, family shows 3.78 has affected the opinion more than a friend for making travel decisions.

Table 16: Intention to travel during Covid-19 pandemic.

Variables	Min	Max	Mean	SD
Intention	1	5	3.83	1.16
You intend to travel within the country soon.	1	5	4.09	0.95
You intend to travel in the country only after receiving the vaccine.	1	5	3.87	1.15
You only intend to travel in the country after the Covid situation disappears.	1	5	3.53	1.28

From the statistic table 16 illustrate that the overall intention was 3.83 which was in the level of agreement. The intent to travel within the country was to agree (4.09). Intent to travel after receiving the vaccine and intent to travel after Covid disappears shows 3.87 and 3.53, respectively.

Part 5: Perceived risk analysis

Table 17: Analysis perceived risk during the Covid-19

Variables	Min	Max	Mean	SD
Physical risk	1	5	3.59	1.16
During travel in Covid-19 situation, it causes more theft than normal situations.	1	5	3.07	1.19
During travel in Covid-19 situation, you think that wearing a mask and washing your hands frequently can avoid infection.	1	5	4.10	0.88
Financial risk	1	5	4.08	0.89
You think the cost of travel during the COVID-19 pandemic is less than the normal situation.	1	5	4.06	0.90
You think there is a chance that there is a risk of losing money or being canceled during your trip during the coronavirus situation.	1	5	4.09	0.87

From table 17 shows that the perceived risk on average in financial risk was higher than physical risk on 4.08. The highest mean was on physical risk by people who believe that wearing masks and washing hands frequently is able to protect from Covid-19 disease.

The conclusion of the basic information shows that the high number of respondents are from age 25-40 years old. Nearly half of respondents mostly travel with friends and then with spouses. In the past one year, more than half of people have traveled within countries 1-3 times.

The overall trust and trend from social media influencers are in the level of agreement to reach travel intention. Information search from eWOM and social media influencers, the result shows the number of eWOM has higher than social media influencers. The overall attitude in personal experience is at the level of average. Family slightly has a greater number than friends to intend the travel. Time and money for travel is not much different in average agreement. The intention of the respondent is to travel soon within the country. The perceived variables, financial risk has a greater number of on agreement than physical risk.

5.3 Empirical Result

Table 18:Regression result

Model		
Variables	OLS1	OLS2
Trust	0.076 (0.927)	
Trend	0.005 (0.060)	
eWOM	-0.014 (-0.210)	
SMI_ before	0.023 (0.311)	
SMI_Co	0.124 * (1.682)	0.200*** (3.804)
Personal experience	-0.017 (-0.263)	
Family	-0.020 (-0.298)	
Friend	0.065 (0.993)	
Time	0.074 (0.880)	
Money	0.023 (0.278)	
Physical	0.314*** (5.478)	0.355 *** (6.749)
Finance	0.019 (0.335)	
Observation	322	322
R squared	0.230	0.213
Adjust R-squared	0.200	0.208

Notice: * indicates $p < 0.1$ significance level

** indicates $p < 0.05$ significance level

*** indicates at $p < 0.01$ significance level

The regression result from the table 18 divided into two models. The first model shows only 2 variables out of 12 variables are significant, which are social media during the Covid-19 and physical risk from the perceived risk. Physical risk shows 1 percent significance level and coefficient at 0.314 which is in the highest number from variables. But the financial risk is not significant. Social media influencer during the Covid-19 shows significant at level 0.1 and coefficient at 0.124. Physical risk has strongly related to travel intention in Thailand and second is social media influence during Covid-19. Family and friends' option is not significant to the travel intention. The adjusted R-square of OLS 1 shows 0.20 or 20 percent of two independent variables can be explained to the dependent variable on travel intention. The least of variables cannot be explained.

In the regression model number two, run only the variable that is significant from the model one which are social media influencers during Covid-19 and physical risk. The significant level of social media influencers shows at the level of 0.001 and coefficient at 0.355. It means that if the number of variables increases one unit which the travel intention will increase 0.355 unites. Physical risk shows significance at level of 0.001 which is the same as model one and coefficient shows at 0.355. The adjusted R-square of OLS 2 is a little bit higher than the OLS 1 at 0.208 which can explain the relationship of independent variable to dependent variable only 20.8 percent and 79.2 percent cannot be explained.



Chapter 6

Conclusion and Policy implication

This part concludes all information from the online survey. From the online questionnaire it was able to collect 412 respondents but only 322 respondents fit into this survey. The online survey divided into five parts which were screening question, general information and travel information, customer decision process, theory of planned behavior, and perceived risk

First part, the total number of respondents were 412 people, only 322 people responded by using social media influencers to make a travel plan and intend to travel within the country soon. Second part, general information and travel information, the number of respondents of females higher than male, 68 percent and 32 percent, respectively. The respondent from four generations, generation Y (25-40 years old) has answered the most in 42.85 percent. The second highest number is 33.85 percent of generation baby boomers (57-75 years old). There were 63.98 percent still working and 36.02 percent were not working. During the part one year, most ages 25-40 years olds travel 1-3 times. The respondents mostly spend time traveling with friends (43.17 percent), spouse (39.75 percent), family (10.25 percent), and travel alone (6.83 percent). According to the search information about travel, mostly people use Youtube (36.74 percent) and Facebook (36.17 percent).

Third part to fifth part question measurement by Likert scale level 1 to 5 (strongly agree – strongly disagree). It illustrated the strong agreement on using social media to find the travel place for the next trip. Also, social media influencers are another way to find the information for the travel plan. People strongly agree that traveling during a coronavirus pandemic is peaceful because not many people. For travel decisions, family has a stronger opinion than friends. People tend to spend a little bit of money worrying about travel more than time. Most of the respondents tend to intend to travel soon, but some people are concerned about getting vaccines before they start to travel. Physical risk, the respondent strongly agrees on protecting themselves enough to avoid infecting the disease during the travel. Financial risk, people think travel during this period is cheaper than the normal situation. On the other hand, they are also concerned that they could have a chance to lose money from cancelling the trips.

Sum up the result, social media influencers have an impact on travel intentions more than friends and family. From the result of regression, there were only two variables from all variables that have an significance to the travel intention of Thai people to travel within the country. There are social media influence during Covid-19 and physical risk

The clear policy implication of this research is social media influencer is important to the business. Without using the social media tool they are not able to reach business to the customers. During the Covid-19, people are spending more time on social media. Social media influencers are still an important marketing tool to raise brand awareness, engage the relationship with customers and so on. It clearly shows that social media influencer has an effect on customer decisions on travel plans during the coronavirus pandemic. Choosing the right social media influencer to create the content that fits the company may help the company. The tourism business needs to use this marketing tool as a strategy to promote their business such as hotels and restaurants. For travel content, people tend to look on Youtube and Facebook the most. This can be the channel to focus, promote and present the content.

In the situation of a coronavirus pandemic, people are concerned mostly on hygiene and health during the trip. The tourism segment needs to prevent Covid-19 methods, such as in hotels, the employees need to wear a face mask, cleaning every hour in the public area and preparing the alcohol hand sanitizer in each area. In the new normal life in Covid-19, there is a social distance and avoid touching. Technology can build up confidence such as the sensor on an elevator without the push the button to avoid touching. After Covid-19 passed, hygiene and health were still an important condition in the tourism industry.

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Appendix

แบบสอบถาม

แบบสอบถามความสัมพันธ์ระหว่างผู้มีอิทธิพลในโซเชียลมีเดียและความตั้งใจในการเดินทางท่องเที่ยวในประเทศไทย ในช่วงโควิด-19 กลุ่มตัวอย่างของงานวิจัยในครั้งนี้คือกลุ่มคนที่ใช้ Social media ในการสืบค้นข้อมูล และกลุ่มคนที่ตั้งใจจะเดินทางท่องเที่ยวในประเทศไทย แบบสอบถามชุดนี้ แบ่งออกเป็น 5 ส่วน ดังต่อไปนี้

ส่วนที่หนึ่ง: คำถามคัดกรอง (Screening question)

ส่วนที่สอง: คำถามข้อมูลทั่วไปเกี่ยวกับประชากรศาสตร์

ส่วนที่สาม: คำถามกระบวนการตัดสินใจข้อมูลเกี่ยวกับผู้มีอิทธิพลในโซเชียลมีเดียหรืออินฟลูเอนเซอร์

ส่วนที่สี่: คำถามเกี่ยวกับพฤติกรรมแบบแผนในช่วงโควิด-19

ส่วนที่ห้า: คำถามการรับรู้ความเสี่ยงในช่วงโควิด-19

คำศัพท์เฉพาะ :

1) สื่อสังคมออนไลน์หรือโซเชียลมีเดีย(Social media)คือเป็นสื่อกลางที่ให้ผู้คนที่ไม่มีส่วนร่วมสร้างและแลกเปลี่ยนความคิดเห็นต่าง ๆ ผ่านอินเทอร์เน็ตได้ ผ่านทาง เฟซบุ๊ก(Facebook) ทวิตเตอร์(Twitter) เป็นต้น.

2) Social media influencer คือ

บุคคลที่มีอิทธิพลต่อการตัดสินใจซื้อหรือบริการของลูกค้าเนื่องจากเป็นที่รู้จักในวงกว้างมีแฟนคลับจำนวนมากจึงช่วยให้สินค้าเป็นที่รู้จักเร็ว บุคคลที่มีอิทธิพลในแบบสอบถามนี้ประกอบด้วย เหล่า blogger ด้านท่องเที่ยว นักเขียนรีวิว หรือบุคคลธรรมดาที่มีผู้ติดตาม ที่เขียนเกี่ยวกับด้านการท่องเที่ยว

หมายเหตุ: ในแบบสอบถามชุดนี้จะใช้คำว่า อินฟลูเอนเซอร์(Influencer) เพื่อเป็นการย่อคำ จากคำว่า Social media influencer

ส่วนที่ 1: คำถามคัดกรอง (Screening question)

1.ท่านเคยใช้ข้อมูล ความคิดเห็นจาก Social media influencer ด้านการท่องเที่ยว (blogger นักเขียนรีวิว ด้านการท่องเที่ยว) ในการตัดสินใจก่อนการท่องเที่ยวหรือไม่ (ถ้าไม่เคย จบแบบสอบถาม)

ใช่

ไม่ใช่

2.ท่านมีความตั้งใจที่จะท่องเที่ยวในประเทศเร็ว ๆ นี้หรือไม่ (ถ้าไม่มีความตั้งใจ จบแบบสอบถาม)

ใช่

ไม่ใช่

ส่วนที่ 2: คำถามเกี่ยวกับข้อมูลทั่วไป

คำชี้แจง กรุณาเขียนเครื่องหมาย ลงใน ที่ตรงกับคำตอบของท่านเพียงข้อเดียว

1.1 เพศ

ชาย

หญิง

- 1.2. อายุ อายุต่ำกว่า 25 ปี
 25 - 40 ปี
 41 - 56 ปี
 57- 75 ปี
 อายุมากกว่า 75 ปี

1.3. การศึกษา

- ต่ำกว่าปริญญาตรี ปริญญาตรี / เทียบเท่า ปริญญาโท / เทียบเท่า
 สูงกว่าปริญญาโท

1.4 กำลังทำงานอยู่หรือไม่

- ทำงานอยู่ ไม่ทำงาน

1.5 รายได้เฉลี่ยต่อเดือน

- น้อยกว่า หรือเทียบเท่า 15,000 บาท
 15,001 – 35,000 บาท
 35,001 – 55,000 บาท
 55,001 – 75,000 บาท.
 มากกว่า 75,000 บาท

1.6 วิธีการท่องเที่ยว

- คนเดียว คู่สมรส ครอบครัว เพื่อน

1.7 ความถี่ในการเดินทางท่องเที่ยวต่างจังหวัดในระยะ 1 ปีที่ผ่านมา

- ไม่ท่องเที่ยวเลย 1 – 3 ครั้ง 4 – 6 ครั้ง มากกว่า 6 ครั้ง ขึ้นไป

1.8 : ช่องทางในการค้นหาข้อมูล หรือติดตาม อินฟลูเอนเซอร์ด้านท่องเที่ยว (สามารถเลือกได้หลายคำตอบ)

- Facebook Instagram Twitter Youtube
 Tiktok Others

ส่วนที่ 3:

คำถามกระบวนการตัดสินใจข้อมูลเกี่ยวกับผู้มีอิทธิพลในโซเชียลมีเดียหรืออินฟลูเอนเซอร์ในด้านท่องเที่ยวก่อน
และหลังเกิดโรคระบาดโควิด - 19

ระดับความคิดเห็น: 5 = มากที่สุด 4 = มาก 3 = ปานกลาง 2 = น้อย 1 = น้อยที่สุด

No.	คำถาม	มากที่สุด (5)	มาก (4)	ปานกลาง (3)	น้อย (2)	น้อยที่สุด (1)
3.1	การรับรู้ความต้องการ (Need recognition)					
	ข้อมูลที่อินฟลูเอนเซอร์ (Influencer)ด้านการท่องเที่ยว เสนอมีความน่าเชื่อถือ					
	ข้อมูลที่อินฟลูเอนเซอร์ (Influencer)ด้านการท่องเที่ยว เสนอมีความน่าสนใจและตาม เทรนด์					
	ท่านต้องการไปยังสถานที่ท่องเที่ยว ตามที่อินฟลูเอนเซอร์ (Influencer) เสนอ					
	ในช่วงโควิดท่านคิดว่าข้อมูลที่ อินฟลูเอนเซอร์(Influencer)เสนอ มีความน่าเชื่อถือมากกว่า เดิม					
	ท่านคิดว่าสถานที่ท่องเที่ยวที่ อินฟลูเอนเซอร์(Influencer) นำเสนอในช่วงโควิดมีความ ปลอดภัยและตามเทรนด์					

No	คำถาม	มากที่สุด (5)	มาก (4)	ปานกลาง (3)	น้อย (2)	น้อยที่สุด (1)
3.2	การค้นหาข้อมูล (Information search)					
	ท่านอ่านความคิดเห็นทาง Social media เพื่อใช้ในการตัดสินใจข้อมูล					
	ท่านใช้โซเชียลมีเดีย social media ในการหาข้อมูลการเดินทางครั้งถัดไป					
	ท่านใช้ข้อมูลที่อินฟลูเอนเซอร์ (Influencer) นำเสนอเป็นตัวเลือก ในการเดินทางครั้งถัดไป					
	ในช่วงโควิดการอ่านความคิดเห็นทางโซเชียลมีเดียสร้างความมั่นใจในการเดินทางมากขึ้น					
	ในช่วงโควิดข้อมูลที่อินฟลูเอนเซอร์ (Influencer) เสนอทำให้ท่านอยากท่องเที่ยวมากกว่าเดิม					
	ในช่วงโควิดท่านคิดว่าอินฟลูเอนเซอร์ (Influencer) สามารถให้ข้อมูลการท่องเที่ยวได้ดีกว่าเพื่อน หรือครอบครัว					
	ในช่วงโควิด ท่านติดตามหรือดูอินฟลูเอนเซอร์ (Influencer) มากขึ้น					

ส่วนที่ 4: ทฤษฎีพฤติกรรมตามแบบแผนช่วง โควิด -19 (Theory of planned behavior)

No	คำถาม	มากที่สุด (5)	มาก (4)	ปานกลาง (3)	น้อย (2)	น้อยที่สุด (1)
4.1	ทัศนคติ (Attitude)					
	การท่องเที่ยวในช่วงโควิดช่วยให้ผ่อนคลายจากปัญหาต่างๆ					
	การท่องเที่ยวในช่วงโควิด น่าสนใจกว่าสถานการณ์ปกติ					
	การท่องเที่ยวในช่วงโควิดเสียเปรียบเนื่องจากคนน้อย					
4.2	การคล้อยตามกลุ่มอ้างอิง (Subject norm)					
	ท่านได้รับอิทธิพลจากความคิดเห็นของครอบครัวหรือญาติเมื่อต้องตัดสินใจเดินทางในสถานการณ์ปัจจุบัน					
	ท่านได้รับอิทธิพลจากความคิดเห็นของเพื่อนเมื่อต้องตัดสินใจเดินทางในสถานการณ์ปัจจุบัน					
4.3	การรับรู้การควบคุมพฤติกรรม (Perceived behavior control)					
	ในสถานการณ์โควิดถ้าท่านมีเวลาหรือวันหยุดพักผ่อน ท่านเลือกที่จะท่องเที่ยวภายในประเทศไทย					
	ในสถานการณ์โควิด ถ้าท่านมีเงินท่านเลือกที่จะท่องเที่ยวภายในประเทศไทย					

4.4	ความตั้งใจ (Intention)					
	ท่านมีความตั้งใจที่จะท่องเที่ยวในประเทศเร็วๆนี้					
	ท่านมีความตั้งใจที่จะท่องเที่ยวในประเทศหลังฉีดวัคซีนครบเท่านั้น					
	ท่านมีความตั้งใจที่จะท่องเที่ยวในประเทศหลังสถานการณ์โควิดหายไปเท่านั้น					

ส่วนที่ 5: การรับรู้ความเสี่ยงในช่วงโควิด-19 (Perceived risk)

No.	คำถาม	มากที่สุด (5)	มาก (4)	ปานกลาง (3)	น้อย (2)	น้อยที่สุด (1)
5.1	ความเสี่ยงทางด้านร่างกาย (Physical risk)					
	ท่านคิดว่าเส้นทางช่วงโควิดก่อให้เกิดการโดนขโมยของได้ง่ายกว่าสถานการณ์ปกติ					
	ท่านคิดว่าการใช้หน้ากากและการล้างมือบ่อยๆสามารถหลีกเลี่ยงการติดเชื้อได้ในการเดินทางท่องเที่ยวช่วงโควิด					
5.2	ความเสี่ยงทางการเงิน (Financial risk)					
	ท่านคิดว่าค่าใช้จ่ายในการท่องเที่ยวช่วงโควิดน้อยกว่าสถานการณ์ปกติ					
	ท่านคิดว่ามีโอกาสที่จะเกิดความเสียหายทางการเงินหรือโดนขโมยระหว่างเที่ยวในช่วงสถานการณ์โควิดมากกว่าสถานการณ์ปกติ					

VITA

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