



Consumer decision making styles in Hotel Selection in Phuket

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ABSTRACT

The main aims of this study, firstly to examine the relationship between personal characteristics and the consumer decision making styles and secondly, to examine the relationship between hotel attributions and consumer decision making styles of the hotels in Phuket. The objectives were to identify the consumer decision making styles in selecting hotels, to examine the relationship between personal characteristics and the consumer decision making styles and to examine the relationship between hotel attributions and consumer decision making styles of the hotels in Phuket.

This study used a non probability sample and selected quota sampling method. This research surveyed a sample of 300 international tourists and 100 domestic tourists in Phuket. Questionnaires were adopted based on the Consumer Styles Inventory (CSI) adopted from Sproles & Kendall (1986).

The results suggest that the key decision making styles of the samples were “Price conscious”, Perfectionist conscious”, “Confused by over choice conscious”, and “Novelty conscious”. Nevertheless most of the domestic tourist’s respondents tend to be “Price conscious consumer” more than international tourists’ respondents. In addition, the decision making styles were found to be altered in different types of tourists.

The results also found that in all seven consumer decision making styles “Habitual conscious” had a highest relationship between consumer decision making styles and important hotel attributes.

From the findings, this research recommends that hotel industry needs to understand that tourists behavior is not certain, it always changes and hotels need to follow up on tourist trends. Therefore the findings of this research will help hotels to understand more about the consumer decision making styles when tourists are selecting a hotel and will help hotels to respond to target

customer's needs. Overall, the researcher suggests that hotel operators in Phuket should not assume that consumers may have similar decision making styles.

Keywords: Consumer decision making styles, Consumer Styles Inventory (CSI), Hotel selection

ชื่อวิทยานิพนธ์ การศึกษารูปแบบการตัดสินใจของผู้บริโภคในการเลือกโรงแรมในจังหวัดภูเก็ต

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บทคัดย่อ

การวิจัยในครั้งนี้เพื่อศึกษารูปแบบการตัดสินใจของผู้บริโภคในการเลือกโรงแรมในจังหวัดภูเก็ต โดยมีวัตถุประสงค์เพื่อศึกษารูปแบบการตัดสินใจของผู้บริโภคในการเลือกโรงแรมและเพื่อเปรียบเทียบรูปแบบการตัดสินใจของผู้บริโภคกับนักท่องเที่ยวกลุ่มต่างๆ รวมถึงการศึกษาความสัมพันธ์ระหว่างรูปแบบการตัดสินใจของผู้บริโภคและคุณลักษณะที่สำคัญของโรงแรม

การศึกษาในครั้งนี้เป็นการศึกษาในเชิงปริมาณ โดยใช้แบบสอบถามเป็นเครื่องมือในการเก็บข้อมูล โดยใช้วิธีการแบบการสุ่มตัวอย่างโดยไม่ใช้ความน่าจะเป็น (Nonprobability sampling) ด้วยวิธีการเลือกกลุ่มตัวอย่างแบบโควตา (Quota sampling) การแจกแบบสอบถามแบ่งโดยสำหรับนักท่องเที่ยวชาวต่างชาติจำนวน 300 ชุดและสำหรับนักท่องเที่ยวชาวไทยจำนวน 100 ชุด ซึ่งแบบสอบถามที่ใช้ในการวิจัยได้ทำการศึกษาและปรับปรุงมาจาก Sproles & Kendall (1986)

ผลจากการศึกษาในครั้งนี้พบว่า รูปแบบการตัดสินใจของผู้บริโภคที่พบในการวิจัยคือรูปแบบการตัดสินใจของผู้บริโภคที่ให้ความสำคัญในเรื่องราคา “Price conscious” ตามมาด้วยรูปแบบการตัดสินใจของผู้บริโภคที่ให้ความสำคัญในเรื่องความสมบูรณ์แบบ “Perfectionist conscious” ตามมาด้วยรูปแบบการตัดสินใจของผู้บริโภคที่มีความสับสนในการตัดสินใจ “Confused by over choice conscious” และรูปแบบการตัดสินใจของผู้บริโภคที่สนใจในเรื่องความทันสมัยเป็นหลัก “Novelty conscious” อย่างไรก็ตามผลการศึกษายังพบอีกว่านักท่องเที่ยวชาวไทยมีแนวโน้มที่มีรูปแบบการตัดสินใจของผู้บริโภคที่ให้ความสำคัญในเรื่องราคา หรือ “Price conscious” มากกว่านักท่องเที่ยวต่างชาติ

นอกจากนี้ผลจากการศึกษาในครั้งนี้ยังพบอีกว่า ในส่วนของคุณลักษณะที่สำคัญของโรงแรมนั้นมีความสัมพันธ์กับรูปแบบการตัดสินใจของผู้บริโภคที่ชอบอะไรแบบเดิมๆ หรือ “Habitual conscious” มากที่สุด กล่าวคือ ในภาพรวมนักท่องเที่ยวจะเป็นกลุ่มที่มักจะเลือกอะไรซ้ำๆเดิมๆหรือมีความภักดีต่อแบรนด์นั้นๆนั่นเอง

จากผลการศึกษาผู้วิจัยแนะนำว่าอุตสาหกรรมการโรงแรมควรทำความเข้าใจว่าพฤติกรรมของผู้บริโภคมีการเปลี่ยนแปลงอยู่เสมอ จึงควรมีการติดตามและศึกษาถึงแนวโน้มของการเปลี่ยนแปลงไปของผู้บริโภค ซึ่งผลการศึกษาในครั้งนี้จะช่วยให้อุตสาหกรรมโรงแรมได้เข้าใจถึงพฤติกรรมการเลือกที่พักของนักท่องเที่ยวในยุคปัจจุบัน นอกจากนี้ผู้วิจัยก็ยังมีข้อเสนอแนะอีกว่า อุตสาหกรรมโรงแรมไม่ควรคิดไปเองว่านักท่องเที่ยวจะมีรูปแบบการตัดสินใจที่เหมือนกัน แม้เป็นนักท่องเที่ยวที่มาจากที่เดียวกันแต่อาจมีความชอบที่แตกต่างกันก็เป็นได้

คำสำคัญ:รูปแบบการตัดสินใจของผู้บริโภค, มาตรฐานวัดรูปแบบการตัดสินใจผู้บริโภค,
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CHAPTER 1

INTRODUCTION

1.1 Introduction and background

The World Tourism Organization (UNWTO) states that 2012 was the first time ever that 1,035 million international tourist arrivals (overnight visitors) worldwide travelled across borders. This increased from 995 million in 2011. Furthermore, Asia and the Pacific had the strongest growth with a 7% increase, followed by Africa (+6%) and the Americas (+5%). The number one source market in the world in 2012 was China, spending US\$ 102 billion on international tourism.

Despite the uncertainty of the global economy, worldwide natural disasters along with political and social unrest in many countries 1,035 million International tourists still travelled with a growth rate of 4% (UNWTO, 2013).

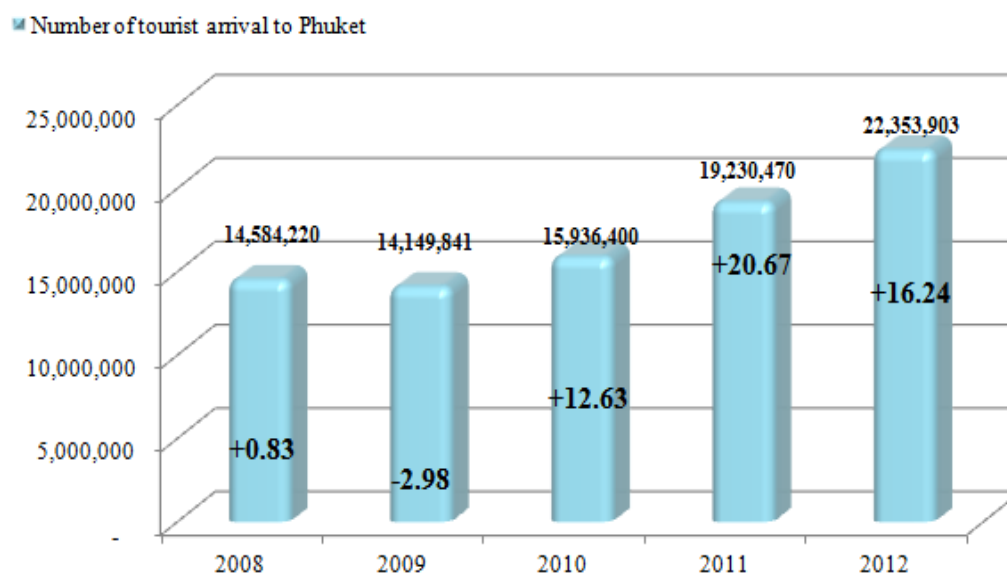
Furthermore UNWTO forecast that in 2020 the number of International travelers will be 1,600 million. East Asia and Pacific tends to be a popular tourist attraction. The countries in Southeast Asia will be a new popular tourist destination with arrivals increasing steadily.

The number of international tourist arrivals to Thailand will change depending on the number of world tourists. From the past 5 years the number of international tourists at its highest increased 30.94% in 2011.

Due to the worldwide economic crisis, the number of international tourist arrivals slowed in 2008. Moreover, In 2009 Thailand faced many internal and external problems. Internal problems such as, Political conflict, the seizing and control of Suvarnabhumi International Airport had a great impact on the image of tourism in Thailand. External problems i.e. the Global Financial Crisis (GFC) and the Hamburger crisis in the United States and Europe also caused the decline in the number of tourists' arrival to Thailand.

In accordance with the increase in the number of international tourist arrivals (overnight visitors) worldwide, 1,035 million in 2012, up from 995 million in 2011, the number of international tourist arrivals to Thailand also increased from 19.2 million to 22.3, an increase of 16%. Although Thailand is experiencing many problems the number of international tourist arrivals has not been affected and did not decrease. In fact 2012 showed the highest ever number of international tourist's arrivals to Thailand.

Figure 1.1 Numbers of Tourist arrival to Thailand in 2008-2012

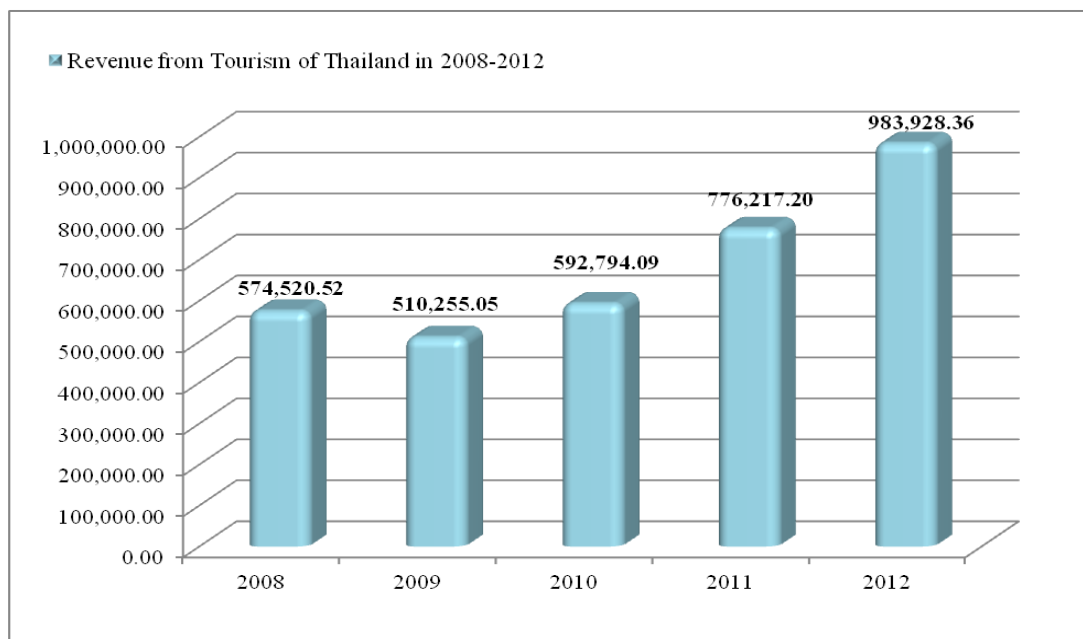


Source: Ministry of Tourism and Sports, Department of Tourism (2013)

Figure 1.1 reveals the number of tourist arrivals to Thailand and shows a continued increase from 2008-2012, except in 2009, due to the global economic crisis' and political unrest in Thailand. These issues caused a decrease in tourists from America, Oceania, Africa and East Asia or 2.98 % of the total or 434,379 passengers. Whereas in 2012 an increase in tourists' arrivals of 16.24% was a result of an increase of worldwide tourists, a better situation in the global economy and the operations of the Ministry of Tourism and Sports and the tourism authority of Thailand to instill confidence and motivate tourists to visit. Activities such as visa fee exemption, tourist help centers and public relations helped. Since 2009 Asian tourists remain the highest main market segment for tourism in Thailand by a high proportion of 65% in 2012. Mostly coming from the countries in North East Asia and South East Asia.

The tourism industry in Thailand is growing rapidly and has become the main revenue sources of the country, especially for the hospitality industry which takes up a major portion of this income by supporting the accommodation needs of International and Domestic tourists.

Figure 1.2 Revenue from Tourism of Thailand in 2008-2012



Source: Ministry of Tourism and Sports, Department of Tourism (2013)

Figure 1.2 shows the revenue from tourism in Thailand from 2008 to 2012. It is evident that the revenue from tourism has increased from 547,781.81 million Baht in 2008 to 983,928.36 million Baht in 2012, which demonstrates the highest revenue ever from tourism in Thailand. Due to the higher revenue from tourism in Thailand during 2012, East Asia was the main region of this income growth with 387,573.78 or 39.39%. This is followed by Europe (36.96%), The Americas (7.26%), Oceania (7.13), South Asia (4.78%), Middle East (3.55%) and Africa (0.92%). This presents clear evidence of the continued growth of tourism and its ability to contribute to the economy of the country. When considering between an increasing of tourists and revenue from tourism in 2011 and 2012 was found that an increased rate of revenue from tourism was higher than the increase in number of tourists.

Overview of the Hotel industry situation in 2012. The National statistical office reported that the total number of accommodations in Thailand in 2012 was 9,865 or 457,976 rooms with 37.5% or 145,728 rooms located in the South follow by the Central areas with 24.4% or 120,414 rooms.

From the information presented by STR Global at the Thailand Tourism Forum (Feb 2013) it was shown that in 2012 Thailand's growth rate by proportion between total revenue and

number of room was the highest in Asia by 15.4%. Nevertheless Singapore has the highest revenue per room in Asia which is 233.97 USD per room. Meanwhile Bangkok's revenue per room is 90.46 USD per room. Moreover Thailand was ranked number 1 as value for money, ranked number 9 as nightlife, ranked number 10 for food and beach, ranked number 11 for shopping. Furthermore STR Global also presented that approximately 42.5% of all hotels in Thailand during planning/developing were investments in Bangkok and 25% were investments in Phuket. (Tourismkm-asean.org, 2013)

1.2 Tourism situation and hotel industry in Phuket

Phuket, Thailand's most touristic destination has a variety of tourism attractions, natural as well as cultural which appeals to both Domestic tourists and International tourists alike. As a recent poll by daodao.com, 2013 the leading global travel site ranked Phuket as a second top destination for Chinese travelers after Hong Kong (Bangkok post, 2013). Furthermore one of the world's more popular travel sites, Trip advisor (2013) released Nai Harn beach has been ranked in fifth place in a list of the top 10 beaches in Asia. A poll by Condé Nast Traveler magazine, 2012 ranked Phuket as second in the Asia's Top Ten Island. Therefore Phuket was ranked third after Aegean and Iberian sun as one of the World's top ten most romantic islands (xinhuanet, 2010).

Phuket's tourism situation in the first quarter of 2012 slowed down. The number of tourists through immigration in Phuket by 791,091 increased from the same quarter in 2011 by 30% particularly the arrival of Chinese and Russia tourists, while a decline of Europe's tourists was because of the debt crisis spreading over the Euro zone. The top source markets of Phuket consists of China (22%), Russia (15%), Australia (10%), South Korea (9%) and Malaysia (4%). In addition the government and private sectors continually promoted tourism by Road Shows (Phuket Road Show & Table Top Sales), in country and abroad this may cause of an increasing of tourist from Asia (China and Korea). Furthermore the opening of new routes and direct flights and charter flights to Phuket from international airlines such as China, India, Korea, Australia, Middle East and Russia or domestic airlines such as Air Asia also increased tourist's arrivals. At the end of 2012 the number of tourist to arrive on Phuket expanded to 10,211,885 (As show in table 1.1). The positive situation of the global economy helped to increase tourists' arrivals because they had more confidence to travel to Thailand.

In terms of the hotel industry in Phuket the first quarter of 2012, this sector slowed down due to a decrease in tourist arrivals. The overall occupancy rate in the first quarter of 2012 averaged 75%, the same as last year. Despite numbers of tourists increasing the total income from tourism actually increased from the same period of last year. (Phuket Provincial Governor's office, 2013)

Table 1.1 Numbers of tourist arrivals to Phuket, Number of guest arrivals to accommodation, Average length of stay and revenue in Phuket in 2011 – 2012

Tourist arrival to Phuket, Average length of stay and revenue	January – December		Δ(%)
	2012	2011	
Domestic tourist	2,994,910	2,600,462	+14.86
International tourist	7,216,975	6,290,577	+15.17
Total	10,211,885	8,891,039	+14.73
Number of guest arrivals to accommodation			
Domestic tourists	2,780,374	2,375,725	+17.03
International tourists	6,789,412	5,895,997	+15.15
Total	9,569,786	8,271,722	+15.69
Number of accommodation establishments at tourist attraction			
Number of Accommodation	895	843	-5.81
Rooms	53,814	57,679	-6.70
Occupancy Rate (%)	61.41	56.47	+4.94
Average Length of Stay (Day)	4.46	4.33	+0.13
Revenue (Million Baht)	228,984.88	188,822.46	+21.27

Source: Ministry of Tourism and Sports, Department of Tourism. (2013)

Table 1.1 shows tourism statistics of Phuket. Tourist arrivals to Phuket have also increased from 2011 to 2012, the number of tourist arrivals to accommodation establishments in Phuket added 15.69% or 8,271,722 on 2011 figures to 9,569,786 in 2012. An increase in average length of stay by 0.13% as well as increased revenue, by 21.27%. This indicates that tourists are coming to Phuket; they are longer staying and spending more and that this spending could be in

any one of the many touristic areas of Phuket. This increase can however be contributed to many other factors i.e. that tourist has more activities and increased satisfaction to staying longer in Phuket. The largest spend for a tourist to Phuket is accommodation, accounting 30% of the total, followed by shopping at 24%. What is of concern though is even though there is an increase in the number of tourists coming to Phuket, more longer staying tourists and they are spending more money, the number of accommodations in Phuket has decrease by 5.81%. This may be because of current tourist arrivals being mainly the mass market and that most travel by package tour, therefore the income might fall into only some hotels not to the industry in general.

According to this the title makes for interesting research when identifying and understanding customer decision making when selecting hotels.

1.3 Hotel selection criteria

Accommodation is a one factors that is directly associated with tourism and gaining enormous revenue for the country. There are many types of business accommodation such as hotels, resort, guesthouses, bungalows etc. Each category will provide a difference of facilities and services depending on type of accommodation. Pricing also depends on the type of accommodation, facilities, service and location. When a tourist selects an accommodation to stay in they base this on personal preferences, income, location, price, facilities, value for money etc.

Figure 1.3 below shows the results of the study from Market Metrix, (2013) their study was based on results from the Market Metrix Hospitality Index (MMHI) and includes data from 40,000 America, European and Asian tourists during 2012 and found that Location was the primary factor that determines hotel choice and the most important factor to leisure guests as well as older travelers (over 50 years old). The next most important factor in hotel selection is “Price” followed by “Past Experience”.

Figure 1.3 Factors affecting to selection accommodation of tourist in 2012



Source:Marketmetrix. (2013)

Today hotel industry trends are changing and uncertain, many researchers have tried to study what goes into the thinking process of consumers when they are selecting a hotel and indicated that when customers choose a hotel the customer considered, hotel location, price or value for money, cleanliness, quality of service, security and hotel reputation as important attributions.

Failure to pay attention to hotel attributes such as cleanliness, price, location, facilities and service quality could decrease return guests. Hotel attributes are important to hotel operators to better understand their customer Chu and Choi, (2000). This is a challenge for the hospitality industry to ensure that the customer is provided with the best quality.

Yavas and Babacus, (2005). When identifying the hotel attributions important to business travelers it was found that business travelers consider the following factors when selecting a hotel.

- Access to computer
- Entertainment lounges
- Exercise facilities/Fitness center
- Express check-in and check-out

Yusoff & Abdullah, (2010) investigated hotel selection attributes of Middle East tourists in Kuala Lumpur. From their study they found that Middle East tourists consider cleanliness as the

most important hotel selection attribute followed by the following factors: service attribute, location attribute and facilities attribute

Therefore, it is necessary and very important to accommodation industry to better understand the needs of tourist or the factors affecting the selection of accommodation for better planning and developing the hotel's plan to respond to the target customer's needs.

1.4 Consumer decision making styles

Consumer decision making involves a number of constructs. Several attitudes of 4th consumers decision making have been determined by researchers. Consumer decision making is defined as the behavioral patterns of consumers that proceed, determine and follow the decision making process for the acquisition of need satisfying products, ideas or services (Boonlertvanish, 2009). Some researcher has suggested that consumers are "value driven" (Zeithaml, 1988).

Since the 1950's, researchers in the field of consumer behavior have been interested in identifying the underlying decision styles of consumers, (Mishra, 2010). Consumer decision-making styles as defined by Sproles & Kendall (1986) as "mental orientation characterizing a consumer's approach to making choices". Based on basic characteristics of consumer decision making styles scale (CSI-Consumer Style Inventory), Sproles and Kendall (1986) developed the CSI to determine the characteristics of consumer decision-making styles among young consumers in the United States. They identified the following as the most basic mental characteristics of consumer decision-making:

1) Perfectionist and High-Quality-Conscious Consumers: decision styles of consumers who seeking for the best quality product.

2) Brand-Conscious and Price-equals-Quality Consumers: Consumers with this characteristic believe that the higher the price of a product, the better the quality.

3) Novelty and Fashion-Conscious Consumers: They have motivation to keep up-to-date with styles and fashion trends. They also show variety seeking behavior.

4) Recreational and Hedonistic Consumers: who having recreational and hedonistic shopping motivation find shopping pleasant and shop just for the fun of it.

5) Price-Conscious and Value-for-Money Consumers: consumers with this look for sale prices. They aim to get the best value for their money and also they compare the products.

6) Impulsive and Careless Consumers: these consumers do not plan their buy. Besides, they are not concerned about how much they spend or about the best buys.

7) Confused-by-Over choice Consumers: they have difficulty in deciding which one to choose when they perceive many brands and stores. Those consumers experience information overload.

8) Habitual and Brand-Loyal Consumers: who repetitively choose the same favorite brands all the time. They have favorite brands and hotel and form habits in choosing these.

This model has been use by many researchers, however there have been few studies conducted specifically on consumer decision making styles in the hospitality field.

Many researchers have conducted studies about consumer decision making styles in many diverse ways, however there have been few studies conducted specifically on consumer decision making styles in the hospitality field.

1.5 Problem statement

Consumer styles inventory or CSI developed by Sproles & Kendall (1986). This model has been acknowledged as the most widely studied topic in consumer behavior research and many researchers have conducted studies about consumer decision making styles in many diverse ways. For example they have examined advantage of the CSI for market segmentation, shopping mall behavior, clothing purchases, souvenir shopping and the behavior of buying a digital camera. However there have been few studies conducted specifically on consumer decision making styles in the hospitality field. Therefore this makes researchers interested to adopt this model to investigate the consumer decision making styles in hotel selection behavior.

This study may be a benefit to the hospitality industry in order to understand more about the consumer decision making styles when tourists are selecting a hotel and will help hotels to respond to target customer's needs. Moreover this research would help marketing departments to offer promotions or create special events to prove effective at persuading guests to increase their length of stay or pay for additional services.

Although there have been many studies conducted in the Phuket area in a diverse way, such as Sustainable tourism development, the Longstay market, Souvenir purchasing behavior,

hotel selection and marine tourism etc. Nevertheless there have not been any studies adopting this CSI model to use for the hospitality industry.

The purpose of this study is to investigate the relevant factors of consumer decision making in selecting hotels and consumer decision making styles. This study also attempts to identify these customers' decision making styles and their applicability to the hospitality industry.

1.6 Aim and objectives of the study

Aim

The main aims of this study, are firstly to examine the relationship between personal characteristics and the consumer decision making styles and secondly, to examine the relationship between hotel attributions and consumer decision making styles of the hotels in Phuket.

Research questions

1. What are the consumers' decision making styles in selecting hotels to stay?
2. Are these decisions making styles contingent upon the consumer demographic factors?
3. What are the relationships between the consumer decision making styles and hotel attributes used by consumers in selecting hotels to stay?

Research objectives

1. To identify the consumer decision making styles in selecting hotels
2. To examine the relationship between personal characteristics and the consumer decision making styles
3. To examine the relationship between hotel attributions and consumer decision making styles of the hotels in Phuket

1.7 Hypothesis of the study

Hypothesis 1: There is a relationship between gender and consumer decision making styles.

Hypothesis 2: There is a relationship between age and consumer decision making styles.

Hypothesis 3: There is a relationship between monthly household income and consumer decision making styles.

Hypothesis 4: There is a relationship between education level and consumer decision making styles.

Hypothesis 5: There is a relationship between culture and consumer decision making styles.

Hypothesis 6: There are relationships between decision making styles and hotel attributes in consumer's hotel selection.

1.8 Significance of the study

There have been several researches done on consumer decision making styles in Thailand in other fields but there is little research conducted specifically on hotel selection. Therefore the finding of this study will be useful for the government and the business sector to better understand about the consumer decision making styles and customer behavior.

For the government; to enable it to put control measures in place for improving hotel standards, limit the number of hotels that can be built in an area and make sure that all hotel establishments are registered regardless of how small they are for future statistics and information.

Secondly for the business sector; better understanding consumer decision making styles will help them to create the desired environments and products for their guests with the needed amenities.

1.9 Scope of the study

1.9.1 Scope of time

The questionnaires were distributed to International and Domestic tourists from July - August 2012.

1.9.2 Scope of geography

This research was conducted in Phuket Province, Southern Thailand.

1.9.3 Area of research

This area focuses on the consumer decision making styles in selecting hotels in Phuket and aims to identify the main factors that customers use to select hotels, by embarking on a quantitative method of research.

1.9.4 Scope of demography

The distribution of questionnaires was directly conducted with Domestic tourists and International tourist who stay overnight in Phuket. A total of 400 questionnaires were disseminated as follows:

1. 100 questionnaires for Domestic tourists
2. 300 questionnaires for International tourists

1.10 Definition of key terms

Consumer behavior: The process by which individuals search for, select, purchase, use, and dispose of goods and services, in satisfaction of their needs and wants.

Consumer decision making: Process by which (1) consumers identify their needs, (2) collect information, (3) evaluate alternatives, and (4) make the purchase decision. These actions are determined by psychological and economical factors, and are influenced by environmental factors such as cultural, group, and social values.

Consumer styles inventory (CSI): is a comprehensive instrument developed by Sproles and Kendall (1986) to measure consumer decision making styles with eight mental characteristics of consumer's decision making: perfectionism, brand consciousness, Novelty-fashion consciousness, recreational, price-value consciousness, impulsiveness, confused by over choice, and brand-loyal/habitual. (Mitchell et al, 2001).

Tourist (or overnight visitor): Tourists are people who are "travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited" (UNWTO).

Domestic tourist: Comprises the activities of a resident visitor within the country of reference, either as part of a domestic tourism trip or part of an outbound tourism trip (UNWTO).

International tourist: comprises inbound tourism plus outbound tourism, that is to say, the activities of resident visitors outside the country of reference, either as part of domestic or outbound tourism trips and the activities of non-resident visitors within the country of reference on inbound tourism trips (UNWTO).

Accommodation: Resolving conflict by placing other party's concerns above one's own. Such responses are considered suitable when stakes are relatively low, and mutual relations and long-term association is more important.

CHAPTER 2

LITERATURE REVIEW

This research aims to study consumer decision making styles in hotel selection in Phuket. The main objective of this study is to examine consumer decision making in hotel selection. Therefore the literature review and theory to support this study will consist of as the following:

2.1 Consumer behavior

2.1.1 Definition of Consumer behavior

2.2 Consumer selection process

2.2.1 Model of consumer selection process

2.3 Consumer decision making (CDM)

2.3.1 General decision making styles (GDMS)

2.3.2 Consumer Styles Inventory (CSI)

2.4 Hotel attributions in the hotel selection decision

2.1 Consumer behavior

2.1.1 Definition of consumer behavior

Blackwell, Engel and Miniard (2006) defined consumer behavior as “those activities directly involved in obtaining, consuming, and disposing of products and service, including the decision processes that precede and follow these actions”. Furthermore, Schiffman and Kanuk (2007) stated that consumer behavior is “the behavior that consumers display in searching for purchasing, using, evaluating and disposing of product, service and idea which they expect will satisfy their needs”. Therefore, knowing the factors which influence the buying behavior could increase the sales volume.

Consumer Buying Behavior is “the decision processes and acts of people involved in buying and using products” (Brown, 2006). Wayne and Deborah, (2008) defined consumer behavior as “the totally of the consumer’ decision with respect to the acquisition, consumption, and disposition of goods, serviced, activities, experiences, people, and ideas by (human) decision making units”. In other words Kotler (2003) mentioned that consumer behavior is individuals and households who buy goods and services for personal consumption.

Over the past consumer behavior has always changed and the study of consumer behavior is the most researched to analyze customer behavior.

Customer behavior rapidly changes due to various factors which are difficult to identify. Anyway it is necessary to continuously study this to understand more with consumer behavior, to understand consumer behavior, and to know what a consumer needs and have more chance to meet these needs.

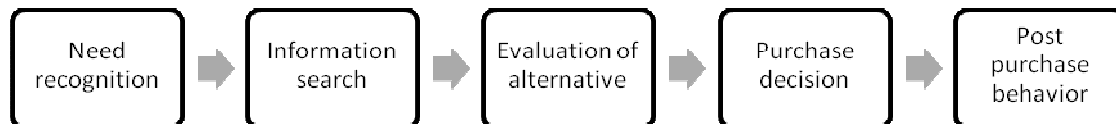
2.2 Consumer selection process

2.2.1 Model of consumer selection process

There are plenty of factors influencing consumer decision making process.

The buyer decision process passes through five stages (Kotler, 2003) which is show in Figure 2.1

Figure 2.1 Buyer decision process



Source: Kotler. (2003)

This model starts with the buyer recognizing a need which can be inspired by internal or external stimuli and consumer decision processes will pass all stages, however there are some routine purchase that consumer skip or reverse on that stages (Kotler, 2003).

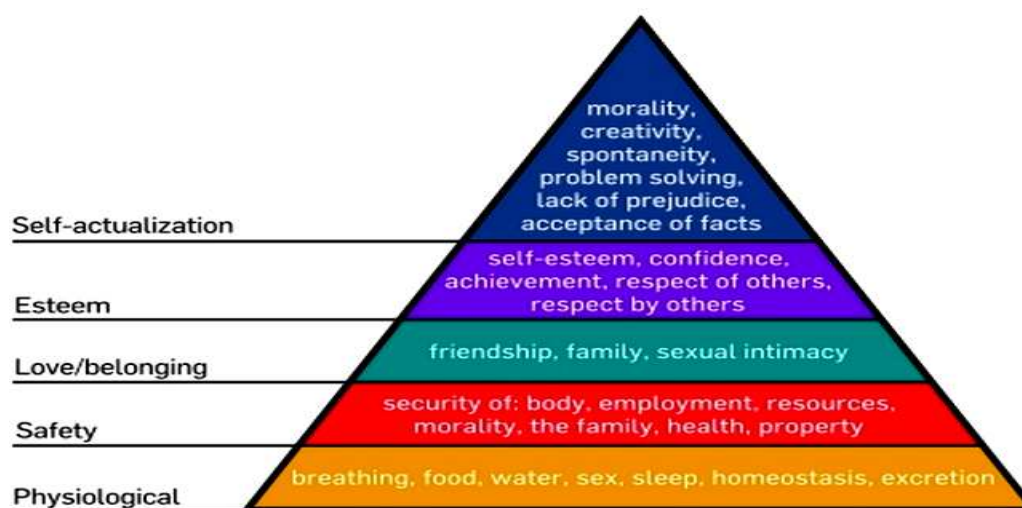
Brown (2005) mention that a consumer decision making process to purchase goods or services will be affected by the following three factors: personal, psychological and social.

1. Personal factors are the ones unique for each consumer. Like sex, age, race etc.
2. Psychological factors include perception, motivation, knowledge and skill, personality, positions and styles of life

- Perception means the process of selecting, organizing and interpreting information inputs to produce meaning.

- Motives are an internal energizing force that orients a person's activities toward satisfying a need or achieving a goal. Actions are effected by a set of motives, not just one.

Figure 2.2 The Maslow's Hierarchy of Needs



Source: Brown (2005)

Figure 2.2 show The Maslow's Hierarchy of Needs five-stage model above which he called the Hierarchy of Needs is a pyramid depicting the levels of human needs, psychological and physical. Abraham Maslow wanted to explain why people are motivated by particular needs at particular times. When a human being ascends the steps of the pyramid he reaches self actualization. At the bottom of the pyramid are the “Basic needs or Physiological needs” of a human being, food and water and sex. The next level is “Safety Needs: Security, Order, and Stability.” These two steps are important to the physical survival of the person. Once individuals have basic nutrition, shelter and safety, they attempt to accomplish more. The third level of need is “Love and Belonging, The fourth level is achieved when individuals feel comfortable with what they have accomplished. This is the “Esteem” level, the level of success and status. The top of the pyramid, “Need for Self-actualization,” occurs when individuals reach a state of harmony and understanding (Brown, 2005).

3. Social: Consumer wants, learning, motives etc. are influenced by opinion leaders, person's family, reference groups, social class and culture (Brown, 2005).

Brown (2005) defines stages of the Consumer Buying Process that actual purchasing is only one stage of the process. Not all decision processes lead to a purchase. All consumer decisions do not always include all 6 stages, determined by the degree of complexity.

The 6 stages are:

1. Problem Recognition (Awareness of need) difference between the desired state and the actual condition. Deficit in assortment of products. Hunger-food. Hunger stimulates your need to eat. Can be stimulated by the marketer through product information, did not know you were deficient? See a commercial for a new pair of shoes, stimulates your recognition that you need a new pair of shoes.

2. Information search

- Internal search, memory
- External searches if you need more information. Friends and relatives (word of mouth). Marketer dominated sources; comparison shopping; public sources etc.

3. Evaluation of Alternatives, need to establish criteria for evaluation, features the buyer wants or does not want. Rank/weight alternatives or resume search. May decided that you want to eat something spicy, Indian gets highest rank etc.

4. Purchase decision Choose buying alternative, includes product, package, store, method of purchase etc.

5. Purchase may differ from decision, time lapse between 4 & 5, product availability.

6. Post Purchase Evaluation outcome: Satisfaction or Dissatisfaction. Cognitive Dissonance, have you made the right decision. This can be reduced by warranties, after sales communication etc.

2.3 Consumer decision making styles

Over the past year several researchers have designed models of customer decision making styles and the famous models are as follow:

2.3.1.1 General decision making style (GDMS)

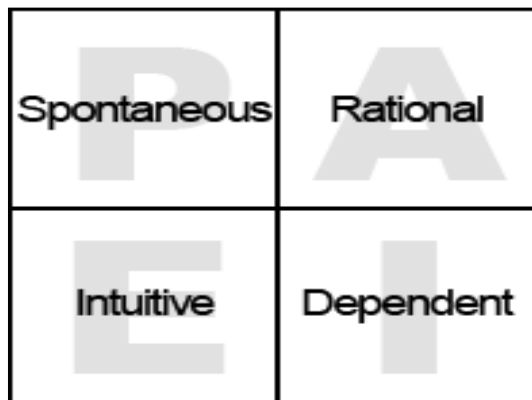
Scott and Bruce (1995) developed a psychological instrument called “The General Decision Making Style test” for two reasons:

1) Their goal was to typify individual differences in decision making habits and practices, in the domain of career development and vocational behavior studies.

2) The model also emerged inductively out of research plus reviews of the relevant literature, and was subsequently supported by further empirical studies and independent factor analyses. In a sense the model “suggested itself”.

In their conception, decision making style is a learned habitual response, resulting in “a habit-based propensity to react a certain way in a specific decision context.” It has been found that people use more than one decision making style, but one is dominant.

Figure 2.3 the General decision making style (GDMS)



Source: Scott & Bruce, (1995)

The GDMS underwent a cycle of validation and revision, resulting in the following four decision making styles:

P – Spontaneous: Sense of immediacy and persistent desire to always finalize decisions as quickly as possible.

A – Rational: comprehensive info search, explicit inventory of alternatives and logical evaluation of options.

E – Intuitive: Alerted by salient details in the flow of information rather than following systematic procedures, more reliance on implicit learning and tacit awareness (“hunches” or “feelings”) as a basis for decisions.

I – Dependent: Resolves uncertainty through consultation, more interested in advice and guidance from others than other styles are.

2.3.1.2 Consumer styles inventory (CSI)

In general, consumer educators and those involved with consumer interest studies agree that the decisions made by a consumer to purchase products or services are based on a certain process of learning. Even though one might assume that consumers' learning and decision making are related phenomenon, this relationship has not been systematically explored in consumer research (Sproles & Sproles, 1986).

Sproles & Kendall (1986) defined consumer decision making style as "a mental orientation characterizing a consumer's approach to making choices". These studies have further suggested that external factors such as culture may influence the way consumers develop those styles. Sproles and Kendall (1986) view this construct as "basic consumer personality" that is analogous to the concept of personality in psychology. Based on a sample of 482 US youngsters, their study developed a Scale named Consumer Style Inventory (CSI) to determine the basic characteristics of consumer decision making styles among young consumers in the United States. They identified the following eight consumer styles:

1) Perfectionist and High-Quality-Conscious Consumers: decision styles of consumers who seeking for the best quality product. Those consumers shop carefully and more systematically and also make comparisons in order to buy the product with the highest quality.

2) Brand-Conscious and Price-equals-Quality Consumers: Consumers with this characteristic believe that the higher the price of a product, the better the quality. These consumers prefer best selling, advertised brands. They appear to have positive attitudes toward department and specialty stores, where brand names and higher prices are prevalent.

3) Novelty and Fashion-Conscious Consumers: decision styles of consumers who are likely to gain excitement and pleasure from seeking out new things. They have motivation to keep up-to-date with styles and fashion trends. They also show variety seeking behavior.

4) Recreational and Hedonistic Consumers: decision styles of consumers who having recreational and hedonistic shopping motivation find shopping pleasant and shop just for the fun of it. Consumers with this trait enjoy the stimulation of looking for and choosing products focus on pleasure, especially to the pleasures of the senses.

5) Price-Conscious and Value-for-Money Consumers: decision styles of consumers who look for sale prices and appear conscious of lower prices in general. They aim to get the best value for their money and also they compare the products.

6) Impulsive and Careless Consumers: decision styles of consumers who these consumers do not plan their buy. Besides, they are not concerned about how much they spend or about the best buys. Consumers with this style can regret their decisions later.

7) Confused-by-Over choice Consumers: decision styles of consumers who having that kind of decision making style perceive many brands and stores and they have difficulty in deciding which one to choose. Those consumers experience information overload.

8) Habitual and Brand-Loyal Consumers: decision styles of consumers who repetitively choose the same favorite brands all the time. They have favorite brands and hotel and form habits in choosing these.

This model has been acknowledged to be some of the most widely studied topics in consumer behavior research and many researchers have conducted studies about consumer decision making styles in many diverse ways. Omar, Ali, Hussinn, and Rahim, (2009) in Malaysia, studied about Decision Orientations towards Shopping and Buying among Young-Adults in Malay Universities, they found that all eight characteristics were related to Young-Adults in Malay Universities' decision making. In China: Kwan, Yeung, and Au, (2004) studied about Decision-Making Behavior towards Casual Wear Buying: A Study of Young Consumers in Mainland China. The results show that six decision-making styles (recreational and hedonistic consciousness, perfectionism consciousness, confused by over choice, habitual and brand loyalty, price and value consciousness, and brand and fashion consciousness) were found in the Mainland. Recently study conducted by Fu and Luarn, (2011) to explore the differences between consumer decision making styles (CDS) in the traditional and new type 3C malls for cross regions (China, Taiwan) and consumers with different genders and found that consumer purchasing 3C products varies between regions, types of malls and genders, and it shows both utilitarian and hedonic shopping styles.

Several researchers in the field of consumer behavior have been identifying consumer decision making. Mishra (2010) mentioned that "A view of previous research has revealed a large

number of studies that have studied some or the other aspect of the consumer decision making behavior and these studies moved from the general to specific as shown in Table 2.1.

Table 2.1 Historical researches in consumer decision making

Authors	Year	Consumer Classification
Stone	1954	Economic Shoppers
Darden and Reynolds	1971	Personalizing Shoppers
Bellenger and Korgaonkar	1980	Ethical Shoppers Apathetic Shoppers
Stephenson and Willett	1969	Store-loyal Shoppers
Moschis	1976	
Stephenson and Willett	1969	Recreational Shoppers
Bellenger and Korgaonkar	1980	
Stephenson and Willett	1969	Convenience Shoppers
William, Painter and Nicholas Korgaonkar	1978 1984	Price-oriented Shoppers
Moschis	1976	Brand-loyal Shoppers
Jocoby and Chestnut	1978	
Darden and Ashton	1974	Name-conscious Shoppers
Lumpkin	1985	Fashion Shoppers
Korgaonkar	1984	Brand-Conscious Shoppers
Gehrt and Carter	1992	Impulse Shoppers

Source: Mishra (2010)

Table 2.2 shown this model has been used internationally by many great researchers to identify the different shopping characteristics or decision making styles of consumers. There have been a substantial number of studies designed to investigate consumer behavior. However there have been few studies conducted specifically on consumer decision making styles in the hospitality field.

Table 2.2 Previous researches on Consumer styles inventory

Authors	Study	Findings	Sample/ instrument
Sproles and Kendall, (1986)	Presented a method for measure characteristic of consumer decision making styles.	Consumer styles inventory (CSI)	501 high school in US
Walsh, Mitchell, and Thureau, (2001)	Examined advantage of the CSI for market segmentation.	7 dimensions were found as most appropriate representation of a German decision making styles.	455 German consumers
Wesley, Lehew, and Woodside, (2006)	How consumer' decision making styles relate to their shopping mall behavior and their global evaluations of shopping malls.	Gender is the demographic variables that associates most strongly with consumer decision making styles	527 adult consumer in US
Bakewell & Mitchell, (2006)	Male versus female consumer decision making styles	The study confirms all 8 CDM styles especially for female and 9 CDM styles were common to both genders.	480 young male and female in UK
Radder, Li, & Pietersen, (2006)	Consumer decision making styles associated with clothing purchases of young Chinese, Motswana and Caucasian consumer	3 cultural groups seem to be perfectionist shoppers	300, Chinese 100, Motswana 100 and Caucasian 100
Boonlertvanich, (2009)	Consumer buying and decision making behavior of a digital camera in Thailand	10 CDM styles found to be the most appropriate representation of Thai CDM styles	400 undergraduate university in Bangkok

Table 2.2 Previous researches on Consumer styles inventory

Authors	Study	Findings	Sample/ instrument
Mokhlis & Salleh, (2009)	Consumer decision making styles in Malaysia: An exploratory study of gender differences	Eight male factors and nine female factors, six were similar for both genders	386 Malaysian males and females
Kamaruddin & Kamaruddin, (2009)	Malay culture and consumer decision making styles: an investigation on religious and ethnic dimensions	Religion factor alone is not sufficient to influence the Malay' decision making styles	419 undergraduate students in Malaysia
Chen, Chen, & Lin, (2009)	Examined the Taiwan and US consumer decision making styles-using TV shopping format	Taiwan students were more novel, habitual and confused by over choices than US students	363 college/ university graduate Taiwan and US student
Zhou, Arnold, Pereira & Yu, (2010)	Studied Chinese consumer decision making styles of inland and coastal shoppers	2 religions did not differ in utilitarian shopping styles, they do in hedonic shopping styles	440, Coastal 195 and Inland 245.
Park & Gretzel, (2010)	Influence of consumers' online decision making style on comparison shopping proneness and perceived usefulness of comparison shopping tools	Significant relationship between consumers' online decision making styles and comparison shopping proneness	355 internet user

Previous researchers found that there were several factors to be used in research. Nevertheless this study aims to study how demographics affected to the consumer decision making styles. Therefore demographics related to this study were as follow:

Gender

Bakewell and Mitchell (2006) studied male and female consumer decision making styles and found that nine decision making styles were common to both genders. Furthermore three new male traits (store-loyal/low price seeking, confused time-restricted and store-promiscuity) also has been identified in the study of them and found that retailers should focus on loyalty creation programs, price related appeals and method for improving shopping efficiencies when targeting young male shoppers.

Wesley et al., (2006) examined demographics that affect consumer decision making styles and found that gender is the demographic variable that associates most strongly with consumer decision making styles. Moreover, the findings of Boonlertvanich (2009) state that gender were not different in their price, impulse, media, quality, confusion and recreation styles. At the same time genders were different in their fashion, social, habit/brand loyalty, lifestyle and consciousness styles of consumer.

Mokhlis & Salleh (2009) study the differing approaches of male and female Malaysian consumers toward shopping and buying activities, the results found that there were six factors similar for both male and female: quality conscious, brand conscious, fashion conscious, confusion by over choice conscious, satisfying and value seeking. Furthermore both tend to be quality conscious.

As well Yasin (2009) studied about consumer decision-making styles in Turkey and found that female consumers have a higher score than males on Novelty-Fashion Conscious Consumer, Confused by over choice Consumer, Brand Conscious Consumer and Recreational Consumer styles. On the other hand, Anic & Suleska, (2010) investigates decision making styles of young adult consumers in The Republic of Macedonia and results showed that genders were significantly different on four consumer decision making styles: Brand conscious, Novelty-fashion conscious, recreational-hedonistic conscious and Brand loyal consumer. Lastly, males appear to be Brand conscious and Brand loyal more than females. In contrast females appear to be Novelty-fashion conscious and recreational-hedonistic conscious more than males.

According to Shahriar & Vahid (2012) their study found that females are more fashion conscious consumers than males. Nevertheless Fu & Luarn (2011) state that different

genders of Chinese and Taiwanese consumers have different consumer decision making styles. From previous research, a hypothesis is developed:

Hypothesis 1: There is a relationship between gender and consumer decision making styles.

Age

Gordon, Slade and Schmitt, (1986) state that consumer styles inventory (CSI) could not be generalized to all consumers, particularly to adults, as student samples are not representative of the general population. Moreover Wesley et al., (2006) found that there was no significant relationship between age and consumer decision making styles. In contrast Walsh et al, (2001) stated that young customers might have less experience with many kinds of products and might be confused by over choice. Furthermore, Omar et al., (2009) study decision orientation towards shopping and buying among young-adult Malays in the universities and found that the similarities that exist among consumers from 5 different universities were "Brand conscious and Price equal quality consumers".

Shahriar & Vahid (2012) studied consumer decision making styles: The case of Iranian Young consumers, in terms of age they found that age has effects on five factors: Behavioral perfectionist, Brand consciousness, Fashion conscious, Economic-hedonism and Variety seeking. Consumers at the age of 26-30 years old has a high degree for behavioral perfectionist than other consumers except consumers older than 35 years old and younger Iranian consumers are more variety seekers than older consumers. Mokhlis (2009) investigation of consumer decision making styles of young adults in Malaysia found that seven reliable factors of consumer decision-making styles were identified in this study: Novelty, Brand Conscious Consumer; Perfectionistic, High-Quality Conscious Consumer; Confused by Over choice; Recreational, Hedonistic Conscious Consumer; Impulsive, Careless Consumer; Variety-Seeking and Habitual, Brand-Loyal. From previous research, a hypothesis is developed:

Hypothesis 2: There is a relationship between age and consumer decision making styles.

Income

Boonlertvanich (2009) studied consumer buying and decision making behavior of a digital camera in Thailand: the result show that there is a difference among income groups and decision making styles. Whereas Wesley et al., (2006) indicated that no significant difference

with the consumer decision making styles. In other words, Shahriar & Vahid (2012) found that income has effect on four factors: Brand conscious, Economic-hedonism, Hate from shopping and Undemanding. Furthermore consumers with 600 – 900 US dollars monthly income has more score than consumers with under 300 US dollars monthly income. From previous research, a hypothesis is developed:

Hypothesis 3: There is a relationship between income and consumer decision making styles.

Education level

Wesley et al., (2006) study consumer decision making styles and mall shopping behavior. Their research stated that there is no significant difference between education level and consumer decision making styles. The decision making styles of tourist might be different from other consumers. Sirirak (2011) studied decision making styles and souvenir shopping attitudes of International Tourists in Bangkok and found that confusion by over choice conscious represents high school tourists. The tourists who had bachelor degrees tend to be novelty and fashion conscious and tourists with above bachelor degree represents perfectionist on their shopping behavior for souvenir. From previous research, a hypothesis is developed:

Hypothesis 4: There is a relationship between education level and consumer decision making styles.

Nationality/Cultural

Different cultures might result in different decision making styles. However, cross-cultural consumer style inventory is still being discussed. To better understanding consumer decision making across different cultures, consumer decision making styles has been tested in many countries.

Halstrom et al., (1992) examined the cross-cultural applicability of the instrument developed by Sproles and Kendall (1986) using a sample of Korean students. They found that five of the styles, brand consciousness, quality consciousness, recreational shopping consciousness, Impulsiveness, and confusion by over choice were common in both Korean and U.S. cultures. However, an additional factor of time/energy conserving was suggested. Moreover Lyonski, Durvasula & Zotos (1996) tests the consumer styles inventory with a sample of students in Newzealand, Greece, India and the USA and found that CSI was more applicable to the

developed countries than to the developing countries. Abdul & Kamarulzaman (2009) found that only a religious factor is not enough to influence the Malay's decision-making. Furthermore they also found that there are three decision-making styles involved in the Malay ethic: Perfectionistic, confusion by over choice and impulsive purchase.

Chen et al., (2009) examined the Taiwan and US consumer decision making styles- using TV shopping format. Their study found that Taiwan students were more novelty, habitual and confused by over choice than US students. In other words Zhou et al., (2010) found that their initial study conducted of Chinese consumer decision making styles between the coastal and inland regions did not differ in useful shopping styles but they do differ in hedonic shopping styles with Coastal consumers more loyal than inland consumers. From previous research, a hypothesis is developed:

Hypothesis 5: There is a relationship between culture and consumer decision making styles.

2.4 Hotel attributions in the hotel selection decision

The second issue related to hotel attributions, the researcher aim to study how hotel attributions affected to the consumer decision making styles.

Now a days hotel industry trends are changing and uncertain, Many researchers have tried to study what goes into the thinking process of consumers when they are selecting a hotel and indicated that when customers choose a hotel the customer considered, hotel location, price or value for money, cleanliness, quality of service, security and hotel reputation as important attributions (Chu & Choi, 2000; O'Neill & Mattila, 2004; Fawzy, 2010; Yusoff & Abdullah, 2010; Crnojevac, Gugic, & Karlovcan, 2010; Jones & Chen, 2011; Sohrabi, Vanani, Tahmasebipur & Fazli, 2011 and Tsai & Yim, 2011).

Several researchers have investigated between the different types of customer. Chu & Choi (2000) examined business and leisure traveler' perceived importance and performance of six hotel selection factors in the Hong Kong hotel industry, and found that both business and leisure travelers considered service quality, room and front desk and security as their needs. Suhartanto (2011) reported that there are several studies, mostly conducted in developed countries, which examined service quality as the determinant of customers' brand loyalty in the hotel industry.

Failure to pay attention to hotel attributes such as cleanliness, price, location, facilities and service quality could decrease return guests, hotel attributes are important for hotel operators to better understand their customers (Chu & Choi, 2000). It is a challenge for the hospitality industry to ensure that customers are provided with the best quality.

In other words, brands with higher guest satisfaction levels seem to achieve not only greater revenues per guest room but also achieve higher growth rates in room revenues than brands with lower satisfaction (O'Neill & Mattila, 2004). Which Aaker (1996) suggests that customers are willing to pay a premium price for their preferred brand. Meanwhile business travelers at the 5 star hotel assigned "accuracy of wakeup call" as top important attribution, whereas business travelers at the 4 star hotels identified top importance to the attribution "security and safety of room" (Fawzy, 2010). Nevertheless Mainland Chinese visitors also concerned about room rates and the hotel's value for money. (Tsai et al., 2011)

Based on the previous literature reviews and research (O'Neill & Mattila, 2004; Tsai et al., 2011; Yusoff & Abdullah, 2010; Fawzy, 2010) the researcher found that important hotel attributions had been identified to be used for this research were: Brand image, Hotel location, Service quality, Hotel facilities, Cleanliness, Price and value for money. Therefore, Hotel attributions in customer decision making when selecting a hotel related to this study were as follows:

Brand Image

O'Neill & Mattila (2004) studied on hotel branding strategy. Their study indicates that brands with higher guest satisfaction levels seem to achieve not only greater revenues per guest room but also achieve higher growth rates in room revenues than brands with lower satisfaction. Moreover, Kayaman & Arasli (2007) explore interrelations of the four brand equity components; brand awareness, brand loyalty, perceived quality and brand image in the hotel industry and found that one of the first steps in maintaining customer brand loyalty is to build and sustain a positive brand image or vice versa in the hotel industry.

Suhartanto (2011) clarified an issue related to the service differences of brand origin in the Indonesian hotel industry. Results revealed that international hotel guests are more loyal in both an attitudinal and behavioral sense than domestic hotel guests.

Hotel location

Tsai et al., (2011) examines differences in the important ratings of hotel selection criteria between Mainland Chinese and foreign individual travelers to Hong Kong. The results indicate that for the Mainland Chinese, hotel convenience to tourist attractions was most important. In other words Yusoff & Abdullah (2010) found that in the content of location attribution items, “convenient location” has highest voted for by Middle East tourists. Shoval, McKercher, Ng, & Birenboim (2011), study on hotel location and tourist activity in cities in Hong Kong. Their study revealed hotel location has a profound impact on tourist movements, with a large share of the total tourist time budget spent in the immediate vicinity of the hotel.

Service quality

Service quality is complicated, hard to understand, personal and difficult to measure. Fawzy (2010) examined business travelers’ accommodation selection: a comparative study of two international hotels in Cairo. The results showed that business travelers at five-star hotels assigned most important to the attributes “accuracy of wakeup call”. Suhartanto (2011) suggested that guests in international hotels perceive or require a higher level of service quality than guests in domestic hotels.

Facilities

Fawzy (2010) examined business travelers’ accommodation selection and found that business travelers at the four-star hotel rated “security and safety of room” as the most important factor. According to Tsai et al., (2011) examines that for foreign travelers, safety and security was ranked as the most important attributes. In other words Yusoff & Abdullah (2010) found that in the content of facilities attribution items, Middle Eastern tourists voted highest for “Bathroom, furniture and amenities”. They also preferred to stay at five-star city hotels and probably expected to receive five-star facilities. In contrast, access to computers, entertainment lounge, exercise facilities/fitness center, express check-in and check-out, were important for business travelers in the hotel selection. (Yavas & Babacus, 2005).

Cleanliness

Yusoff & Abdullah (2010) identified four main dominant variables of hotel attributes based on previous research. These were location, services, cleanliness and facilities. When examining Middle East tourists’ hotel selection attributes in Kuala Lumpur they found that

“cleanliness attributes” is the most hotel selection attributes for Middle Eastern tourists. This was supported by Lockyer (2003) who identified cleanliness as a strong indicator in selection of accommodation, agree with Dolnicar (2002) that most often mentioned was the attribution of cleanliness, followed by friendliness, good food, a television set in the room and service. Nash, Thyne, & Davies (2006) investigation into customer satisfaction levels in the budget accommodation sector in Scotland: a case study of backpacker tourists and the Scottish Youth Hostels Association. The findings indicated that in terms of levels of importance and satisfaction cleanliness of rooms was considered to be one of the most important factors for backpackers in their study.

Price

From the results of Tsai et al., (2011) it shows that for the Mainland Chinese visitors most important is a hotel convenient to tourist attractions whilst at the same time they were also concerned about room rates, whether the hotel was near to MRT station, and the hotel's value for money.

Sellers (1991) mention that since the 1990s, travelers have appeared to be more practical, taking a cautious approach to discretionary spending by cutting back their travel budgets and looking for ways to pay less for more. Meanwhile, Nash et al., (2006) found that the most important factors for backpackers were price, location and being a member of the Youth Hostel Association.

Value for money

Ramanathan & Ramanathan (2011) found that “Value for money” is a critical attribute, while “Customer service”, “Room quality” and “Quality of food” are dissatisfies. Business guests and guests of independent hotels, exhibit similar behavior, but for leisure guests, and guests of chain hotels, “Value for money” is dissatisfies.

Nash et al., (2006) indicated that in terms of levels of importance and satisfaction value for money was considered to be one of the most important factors for backpackers in their study.

According to these hotel attributes, key factors may affect the consumer decision making styles and can be assumed to have relationships with the types of consumer decision making styles. From previous research, a hypothesis is developed:

Hypothesis 6: There are relationships between decision making styles and hotel attributes in consumer's hotel selection.

From previous research it can be concluded that tourists who differ culturally may have different characteristics and may have different hotel selection behavior. This caused the researcher to focus on consumer decision making styles in hotel selection.

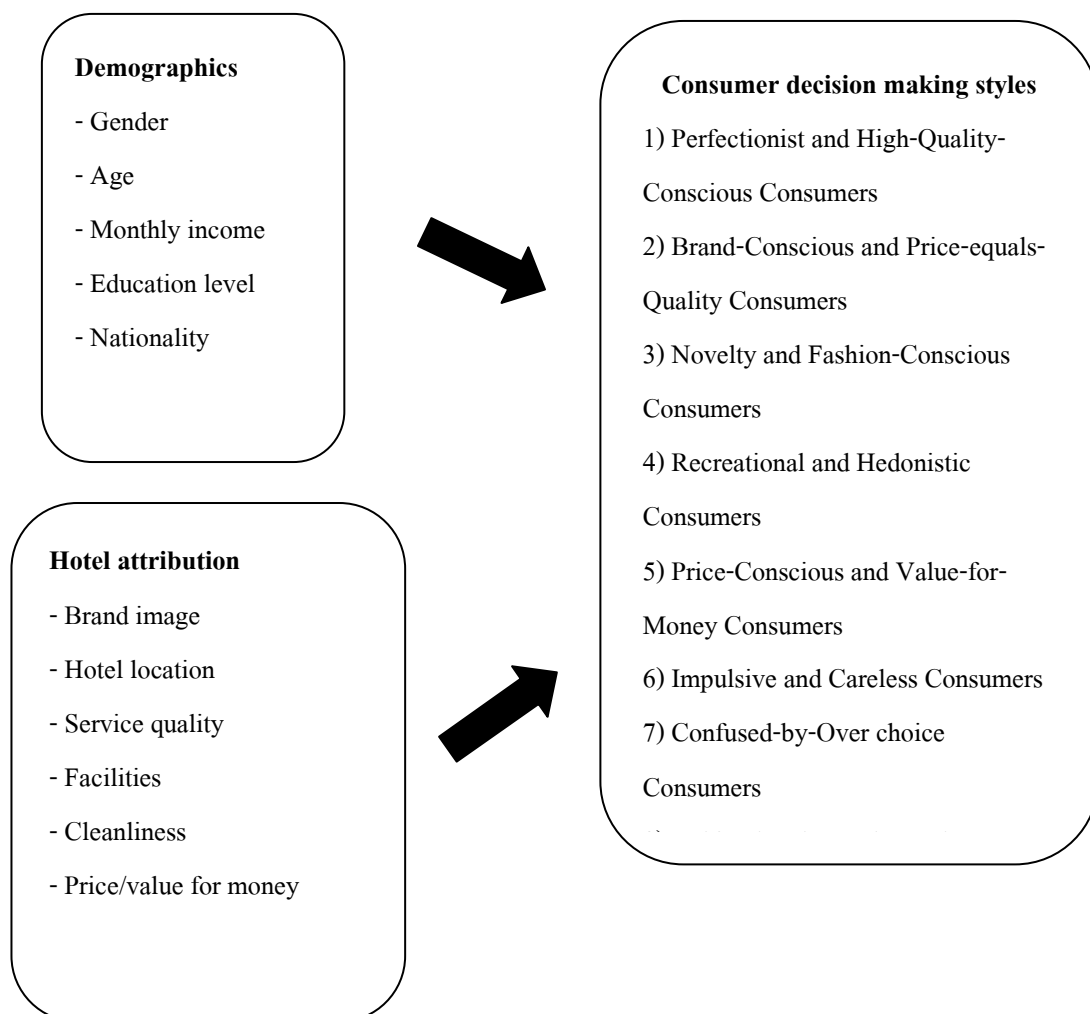
This study adopted a Consumer Styles Inventory (CSI) model from Sproles & Kendall (1986) and previous research such as Walsh et al., (2001), Wesley et al., (2006) Radder & Pietersen, (2006), Bakewell & Mitchell (2006), Park (2007), Mokhlis & Salleh (2009), Anic, Suleska, & Rajh (2010) to study consumer decision making styles in the hospitality field to determine what are the consumers' decision making styles in selecting hotels and what are the hotel attributes that tourists consider as most important when selecting the hotel.

As shown in figure 2.4 below, firstly the researcher aimed to identify how this decision making style is contingent upon the consumer demographic factors by adopting a model from Sproles & Kendall (1986) which consists of eight characteristics of consumer decision making styles.

Secondly, hotel attribution variables research that might be involved in the consumers' decision making to select a hotel, they would opt to stay in.

Lastly, the researcher aimed to investigate what the relationships between the consumer decision making styles and hotel attributes used by consumers in selecting hotels to stay are. Therefore the conceptual framework of this study was designed as follows:

Figure 2.4 Conceptual framework



CHAPTER 3

METHODOLOGY

This chapter describes: What is the population of this research? How the researcher developed the questionnaires? When this study was collected? And how this research was analyzed?

3.1 Population and Sampling group

The population of this research was tourists who stayed overnight in Phuket hotels. In the year 2010 from statistics of the Ministry of Tourism and Sports, the number of guest arrivals to Phuket was 2.8 million tourists and divided in two groups as; 2,385,215 international tourists and 472,658 domestic tourists.

3.2 Sampling

3.2.1 Sample size

The sample size was calculated by using the Yamane Taro, (1967):

$$n = \frac{N}{1 + N(e)^2}$$

$$n = \frac{2,853,367}{1 + 2,853,367(0.05)^2}$$

$$n = 399.94$$

n = sample size

N = population size

e = the level of precision (a 95 % confidence level and 5% precisions levels are assumed)

If the size of population (N) is more than 100,000 at a 95 % confidence level and 5% precisions, the sample size (n) will be 400.

Therefore the sample size of this research will be 400.

3.2.2 Sampling method

This study used a non probability sample and selected quota sampling method. According to number of tourists' arrival to Phuket in 2010 can be adjusted as table 3.1

Table 3.1 Adjusting quota sampling method

Population	Number of tourists' arrival to Phuket	Quota sampling	Adjusted quota sampling
International tourists	2,385,215	333	300
Domestic tourists	472,658	67	100
Total	2,857,873	400	400

Since there was a great difference between international tourist (333) and domestic tourists (67) the non-proportional quota sampling was use as suggested by Morrow, Vargas, Rosen, Christensen, Salomon, Shulman, Barroso, & Fava, (2007) in order to ensure that a number of sub-groups in the field of study are well-coverd. Therefore the number was adjusted from 67 to 100 for domestic tourists and from 333 to 300 for international tourists. Adjusted quota sampling enables sufficient sample size of different groups of tourists for comparative analysis.

According to the adjusted quota sampling method questionnaires were distributed by 100 for domestic tourists and 300 for international tourist, in total 400 with international and domestic tourists who stayed overnight at a hotel in Phuket during July – August 2012.

One of the hypotheses to be test was nationality; this is international and domestic tourists.

3.4 Type of research

This research was use quantitative methods by using questionnaire to survey international and domestic tourists who stay overnight at the hotel in Phuket.

3.5 Research instrument

Questionnaires development

The questionnaires for this study adopted from Sproles & Kendall (1986) and previous research such as Walsh et al., (2001), Wesley et al., (2006) Radder & Pietersen, (2006), Bakewell & Mitchell (2006), Park (2007), Mokhlis & Salleh (2009), Anic, Suleska, & Rajh (2010).

Face validity

Before carrying out questionnaires, face validity was conducted in order to test for validity and reliability of questionnaires with two professional MBA Lecturers that related to this research. Then 4-items were deleted according to their suggestions that the questions were quite similar. (item1 Getting a very good quality, item12 I enjoy staying at a hotel just for the fun of it, item14 the more I learn about hotels, item25 I like to change frequently the hotel I stay). Finally there are 24 items left.

Pilot test

Afterward, the pilot test was also conducted to pretest the format and suitability of questionnaires as well as eliminate ambiguity (Wesley et al., 2006).

The pilot test was used to examine the validity of words of question, continuity and flow and timing. The sample size for the pilot test was determined from previous research. The researcher used 30 for this pilot test for a sample size of 400.

These questionnaires have 3 pages and consisted of three parts as follow:

Part 1 contained 7 questions; in this part the questions will ask about respondent's information such as gender, age, monthly household income, education level, marital status, purpose to visit Phuket and nationality to capture demographic information.

Part 2 included 24 Likert-type questions. As a research instrument to study consumer decision making styles in selecting hotels in Phuket by using the five-point Likert-type scale ranging from 1 (Strongly Disagree), 2 (Disagree), 3 (Neutral), 4 (Agree) and 5 (Strongly Agree). This was used for measured eight consumer decision making styles as follows:

Table 3.2 The mean range levels of variables

Interval Scale	Mean Scores	Levels of variables
5	4.21 – 5.0	Strongly Agree
4	3.41 – 4.20	Agree
3	2.61 – 3.40	Neutral
2	1.81 – 2.60	Disagree
1	1.00 – 1.80	Strongly Disagree

The variables measured were developed from previous literature and theories to collect the related information. The questions in this part was about eight characteristics of the consumer decision making styles and is called the CSI (Consumer styles Inventory), adopted from Sproles & Kendall (1986) that show in Fig 2.4

The researcher adopted questionnaires from many previous research studies which study the characteristics of consumer decision making styles. There are eight dimensions in this research and each dimension has its own items that were adopted from 40 items and some items were cut off as they are not relevant to this study:

Perfectionists/high quality conscious consumer: consisted of 3-items (i=item)

- i1 When selecting a hotel, I try to get the very best or perfect choice was adopted from Wesley et al., (2006).Item 2 and 3 were adopted from Anic & Suleska (2010) as:
- i2 My standards and expectations for the hotel I stay are very high.
- i3 A hotel does not have to be perfect, or the best, to satisfy me.

Brand conscious consumer, “Price Equals Quality”: consisted of 4-items (i=item)

- i4 I prefer choosing the best hotel brands was adopted from Park (2007)
- i5 The most advertised hotel brand is usually a very good choice was adopted from Radder & Pietersen (2006)
- i6 The more expensive brands are usually my choices was adopted from An & Suleska (2010)

- i7 The higher the price of a hotel, the better its quality was adopted from Mokhlis & Salleh (2009).

Recreational-Hedonistic conscious consumer: consisted of 3-items (i=item)

- i8 Selecting a hotel to stay is not a pleasant activity to me was adopted from Wesley et al., (2006)
- i9 Staying at a hotel is one of the enjoyable activities of my life was adopted from Walsh et al., (2001)
- i10 I prefer to take my time when choosing a hotel to stay was adopted from Park (2007).

Confused by over choice consumer: consisted of 2-items (i=item)

- i11 sometimes it is hard to choose which hotel to stay was adopted from Park (2007).
- i12 There are so many hotels to choose from that I often feel confused was adopted from Mokhlis & Salleh (2009).

Price conscious consumer "value for money: consisted of 4-items (i=item)

- i13 I look carefully to find the best value for money when choosing a hotel to stay was adopted from Bakewell & Mitchell (2006)
- i14 I am willing to spend time to compare prices among hotels in order to buy some lower priced was adopted from Park (2007).
- i15 The lower priced hotels are usually my choice was adopted from Anic & Suleska (2010).

Impulsive/careless conscious consumer: consisted of 4-items (i=item)

- i16 I should spend more time deciding on the hotel I choose was adopted from Bakewell & Mitchell (2006)
- i17 I should plan more carefully than I do when I select a hotel was adopted from Radder & Pietersen (2006)
- i18 I usually select a hotel without hesitation was adopted from Park (2007).
- i19 I carefully watch how much I spend when I select a hotel was adopted from Walsh et al., (2001)

Habitual/brand loyal conscious consumer: consisted of 4-items (i=item)

- i20 I have favorite hotel brands which I choose over and over was adopted from Radder & Pietersen (2006)
- i21 Once I find a hotel I like, I choose it regularly was adopted from Bakewell& Mitchell (2006).

Novelty/Fashion conscious consumer: consisted of 3-items (i=item)

- i22 It's fun and exciting to choose a new hotel was adopted from Radder & Pietersen (2006)
- i23 To get variety, I stay a different hotels and different brands was adopted from Wesley et al., (2006)
- i24 I don't mind staying at a hotel which I have never been to before was adopted from Park (2007).

Finally there were totally 24 items left in this study that adopted from CSI and aiming to find out the consumer decision making styles of tourists in hotel selection.

Part 3 relates to factors influencing consumer decision making on hotel selection and consisted of 5 questions regarding the hotel in Phuket where customers stayed during this trip. And the question number 5 contained seven important hotel attribution factors, namely brand image, hotel location, service quality, facilities, cleanliness, price and value for money which the researcher concluded from a previous study to examined the relationship between hotel attributions and consumer decision making styles of the hotels in Phuket. These was a Likert-type questions on a 5-point scale ranging from 1 (Not important at all), 2 (Not important), 3 (Neutral), 4 (Important) and 5 (Very important)

This study was divided the man scores into 5 interval as the interval width = $[\text{Max} - \text{Min}] / 5 = 0.80$. As table 3.3 show the mean range levels of 5 point Likert Scales as follows:

Table 3.3 The mean range levels of variables

Interval Scale	Mean Scores	Levels of variables
5	4.21 – 5.00	Very Important
4	3.41 – 4.20	Important
3	2.61 – 3.40	Neutral
2	1.81 – 2.60	Not important
1	1.00 – 1.80	Not important at all

The questionnaires were designed in two versions, a Thai version for domestic tourist respondents and an English version for international tourist respondents.

3.5 Data collection

3.5.1 Primary data

The source of data was collected questionnaires with domestic tourists and international tourist who were stay overnight in hotel in Phuket during July – August 2012.

The purpose of the questionnaires is to study consumer decision making styles in hotel selection in Phuket.

3.5.2 Secondary data

The relevant theories, concepts, ideas and researches were taken from different sources. Those were from journals, books, old thesis and web site.

3.6 Data analysis

The data was analyzed as follow:

Firstly Descriptive statistic was generate to analyze the respondents' demographic.

Secondly One-way ANOVA and Independent Sample T-test was used to test hypothesis which aim to examine the relationship between demographic variables and the characteristics of the consumer decision making styles.

Lastly, Pearson Product Moment Correlation analysis was used to explore the relationship between consumer decision making styles and hotel attributions.

CHAPTER 4

RESULTS

This chapter reveals results of the study. All the data has been analyzed though a statistical analysis program to measure consumer decision making styles in the hotel selection in Phuket both with international tourists and domestic tourists by adopting a CSI or Consumer Styles Inventory developed by Sproles & Kendall (1986).

This study was conducted using a quantitative study: quota sampling of 300 questionnaires for international tourists and 100 questionnaires for domestic tourists who stayed overnight at hotel during July - August 2012. The questionnaires were collected at the PhuketInternationalAirport.

According to the objectives of this study, descriptive statistics were used in order to identify the consumer decision making styles in selecting hotels. An independent sample t-test was used to measure factors related to the consumer decision making styles. Lastly, Correlation analysis was used to investigate hotel attributions relating to consumer decision making styles.

4.1 The findings of Respondents

For all demographic data's namely gender, age, monthly household income, education level, marital status, purpose to visit Phuket and nationality. All this data was analyzed by using frequency analysis and the findings are shown in Table 4.1

Table 4.1 below shows the demographic profile of respondents. It shows that international tourists who visit Phuket, almost half are male and half female. In terms of age, 32% of the respondents were at the age of 35-44, 27% were 25-34, 19% were 45-54, 12% were 18-24, 9% were 55-64 and 2% were 65 years old and above. According to the monthly household income, 33% had a monthly household income between \$3001-5000 followed by \$5001-10000 23% and \$1001-3000 18%. Education level, the majority of respondents 41% had a bachelor degree, 26% had a diploma and 24% had a high school education. Regarding marital status 66% were married and 25% were single. In terms of purpose to visit Phuket, most of respondents 91% visited Phuket for pleasure/leisure reason. Almost half of the respondents 43% were from Oceania followed by Europe 28% and Asia 16%.

Meanwhile the demographic profile of domestic' respondents reveal that 59% were female and 41% were male. In terms of age, 44% of the respondents were at the age of 25-34, 28% were 35-44 and 14% were 18-24 years old. According to the monthly household income, 40% had monthly household income below that of \$1000 followed by \$1001-3000 32% and \$3001-5000 and 12%. Education level, more than half of the respondents, 64% had a bachelor degree and 30% had master degree education. Marital status, 49% was single and 44% were married. Regarding to the purpose to visit Phuket, most of respondents 65% visited Phuket for pleasure/leisure reason and 20% visited for business.

Table 4.1 Respondent's profiles

Demographic profile		Internationals tourists		Domestic tourists	
		Frequency	Percentage	Frequency	Percentage
Gender	Male	151	50.33	41	41.00
	Female	149	49.77	59	59.00
Age	18-24	36	12.00	14	14.00
	25-34	82	27.33	44	44.00
	35-44	95	31.67	28	28.00
	45-54	56	18.67	9	9.00
	55-64	26	8.67	5	5.00
	65 above	5	1.67	-	-
Monthly household income	Less than\$1,000	17	5.67	40	40.00
	\$1,001-\$3,000	54	18.00	32	32.00
	\$3,001-\$5,000	99	33.00	12	12.00
	\$5,001-10,000	69	23.00	10	10.00
	\$10,001 and above	61	20.33	6	6.00
Education level	High school	72	24.00	2	2.00
	Diploma	77	25.67	3	3.00
	Bachelor degree	124	41.33	64	64.00
	Master degree	27	9.00	30	30.00
	Ph.D.	-	-	1	1.00

Table 4.1 (Continued)

Demographic profile		Internationals tourists		Domestic tourists	
		Frequency	Percentage	Frequency	Percentage
Marital status	Single(Never married)	74	24.67	49	49.00
	Married	199	66.33	44	44.00
	Divorced	13	4.33	5	5.00
	Separated	3	1.00	-	-
	Widowed	5	1.67	2	2.00
	Others	6	2.00	-	-
Education level	High school	72	24.00	2	2.00
	Diploma	77	25.67	3	3.00
	Bachelor degree	124	41.33	64	64.00
	Master degree	27	9.00	30	30.00
	Ph.D.	-	-	1	1.00
Marital status	Single(Never married)	74	24.67	49	49.00
	Married	199	66.33	44	44.00
	Divorced	13	4.33	5	5.00
	Separated	3	1.00	-	-
	Widowed	5	1.67	2	2.00
	Others	6	2.00	-	-
Purpose to visit Phuket	Pleasure/Leisure	272	90.67	65	65.00
	Business	2	0.67	20	20.00
	Visiting relatives and friends	9	3.00	3	3.00
	Health	4	1.33	-	-
	Meeting	5	1.67	8	8.00
	Others	8	2.67	4	4.00
Area coming from	America	23	7.67	100	100.0
	Africa	15	5.00		
	Europe	85	28.33		
	Asia	49	16.33		
	Oceania	128	42.67		
Total (N)		300	100%	100	100%

4.2 Measurement scale on reliability analysis

Cronbach's alpha is a reliability coefficient that indicates how the factor in a set are positively correlated to another. Hair, Black, Babin, Anderson, & Tatham, (2006) state that The Cronbach's alpha higher than 0.7 is considered good and acceptable.

As table 4.2 show the summarize of reliabilities.

Table 4.2 Rules of thumb about Cronbach's alpha coefficient

AlphaCoefficientRange	Strength of Association
0 < 0.6	Poor
0.6 to <0.7	Moderate
0.7 to <0.8	Good
0.8 to <0.9	Very Good
0.9	Excellent

Source: Hair, Black, Babin, Anderson, & Tatham, (2006)

In Table 4.3 shows the reliability of scale of characteristics of consumer decision making styles adopted from Sproles & Kendall (1986) and the results as follow;

Table 4.3 Reliability analysis

Variables	Number of items	Cronbah's Alpha value	Strength of Association
Perfectionists conscious	2	.73	Good
Brands conscious	4	.72	Good
*Recreational conscious	2	.52	Poor
Confuse by over choice conscious	2	.73	Good
Price conscious	2	.67	Moderate
Impulsive conscious	3	.69	Moderate
Habitual conscious	2	.65	Moderate
Novelty conscious	3	.69	Moderate

Remark: *According to Cronbah's Alpha value lower than .7, therefore Recreational conscious was removed from this study

The first dimension is: “Perfectionists/ High quality conscious consumer”. This dimension consists of three items and the reliability is .40 and it has one item with corrected item – total correlation lower than three. According to the statistical analysis programs survival manual, it indicates that an item measuring something different from the scale as a whole and if the scale’s over all Cronbach alpha is too low, may need to consider removing items with low item – total correlation. Therefore the researcher deleted one items in this dimension which is item 3 A hotel does not have to be perfect, or the best to satisfy me. Afterwards the Cronbah’s Alpha value increased from .40 to .73, which is considered acceptable.

The second dimension is: “Brand conscious consumer, Price equal quality” and this consists of four items. The Cronbah’s Alpha value is .72 and this is considered acceptable.

The third dimension is: “Recreational – Hedonistic conscious consumer” which consists of three items. The researcher deleted one item in this dimension which is item 8 I usually select a hotel without hesitation which has an item – total correlation lower than three. After deleted this item the Cronbah’s Alpha value increased from .37 to .52, nevertheless the Cronbah’s Alpha value was still lower than .7 therefore the researcher decided to remove this dimension from the study.

The fourth dimension is: “Confuse by over choice conscious consumer”, which includes two items. The Cronbah’s Alpha value is .73, considered as acceptable.

The fifth dimension is: “Price conscious consumer, Value for money” which includes three items. The researcher removed one item in this dimension which is item 15 The lower priced hotels are usually my choice with a corrected Item-total correlation lower than three, afterwards the Cronbah’s Alpha value increased from .49 to .67 and this is considered moderate.

The sixth dimension is: “Impulsive/Careless conscious consumer” which comprises four items. The researcher removed one item in this dimension which is item 18 I usually select hotel without hesitation with the corrected Item-total correlation lower than three. After deleted those item the Cronbah’s Alpha value then increased from .34 to .70, which is considered moderate.

The seventh dimension is: “Habitual/Brand loyal conscious consumer”, which consists of two items and has a Cronbah’s Alpha value of .66 which can be consider moderate.

Lastly, the eighth dimension is: “Novelty/Fashion conscious consumer”, which consists of three items. The Cronbah’s Alpha value is .69 which is considered moderate.

Finally, there were seven factors in this research i.e. Perfectionist conscious, Brand conscious, Confused by over choices conscious, Price conscious, Impulsive/careless conscious, Habitual/brand loyal conscious and Novelty conscious.

4.3 Comparing mean values of consumer decision making styles of international tourists, domestic tourists and both international and domestic tourists.

Table 4.4 shows the combine results of comparing mean values of consumer decision making styles of international tourists, domestic tourists and both international and domestic tourists. The results are in the table 4.4 below;

Table 4.4 below shows the descriptive statistics of consumer decision making styles of international tourists in hotel selection in Phuket. The findings show that there are four dimensions that can be defined as high level; these are Price conscious (3.93), Confused by over choice conscious (3.86), Perfectionist conscious (3.75) and Novelty conscious (3.72).

The other three dimensions can be categorized as a moderate level; these are Impulsive conscious (3.49), Habitual conscious (3.10) and Brand conscious (2.95).

From the findings we can conclude that in their hotel selecting behavior most of the international tourists were “Price conscious consumers” followed by “Confused by over choice conscious consumers”, “Perfectionist conscious consumers” and “Novelty conscious consumers”

The descriptive statistics of consumer decision making styles of domestic tourists in hotel selection in Phuket. The results show that there are four dimensions that can be defined as high level; these are Perfectionist conscious (4.02), Price conscious (4.00), Novelty conscious (3.87) and Confused by over choice conscious (3.69).

The other three dimensions can be categorized as a moderate level; these are Impulsive conscious (3.66), Habitual conscious (3.46) and Brand conscious (3.17).

From the results it can be concluded that in their hotel selecting behavior most domestic tourists were “Perfectionist conscious consumers” followed by “Price conscious consumers”, “Novelty conscious consumers” and “Confused by over choice conscious consumers”

Comparing mean values of consumer decision making styles in hotel selection in Phuket between international tourists and domestic tourists, shows that there is a high level on four dimensions; these are Price conscious (3.94) followed by Perfectionist conscious and Confused

by over choice conscious (3.82), and Novelty conscious (3.76) and a moderate level of three dimensions; these are Impulsive conscious (3.53), Habitual conscious (3.19) and Brand conscious (3.00).

Table 4.4 Combine results of Comparing mean values of consumer decision making styles of international tourists, domestic tourists and both international tourists and domestic tourists.

Consumer decision making styles	International tourists		Rank	Domestic tourists		Rank	Intl. and domestic tourists.		Rank
	Mean	S.D.		Mean	S.D.		Mean	S.D.	
	Perfectionist conscious	3.75	0.72	3	4.02	0.80	1	3.82	0.75
Brand conscious	2.95	0.66	7	3.17	0.80	7	3.00	0.70	6
Confused by over choice conscious	3.86	0.65	2	3.69	0.79	4	3.82	0.69	2
Price conscious	3.93	0.57	1	4.00	0.76	2	3.94	0.62	1
Impulsive conscious	3.49	0.66	5	3.66	0.74	5	3.53	0.68	4
Habitual conscious	3.10	0.68	6	3.46	0.87	6	3.19	0.75	5
Novelty conscious	3.72	0.56	4	3.87	0.69	3	3.76	0.60	3

* Note: - S.D. is Standard Deviation.

- Variables ranking were base on mean scores measure on a Likert scale from 1 to 5 as 1(Strongly Disagree), 2 (Disagree), 3 (Neutral), 4 (Agree) and 5 (Strongly Agree).

From that result it can be summarize that in their hotel selection behavior most of the respondents were “Price conscious consumers” followed by “Perfectionist conscious consumers”, “Confused by over choice conscious consumers” and “Novelty conscious consumers”. Nevertheless most of the domestic tourist’s respondents tend to be “Price conscious consumers” more than international tourist respondents.

4.4 Descriptive statistics

Descriptive statistics provide us with summary statistics such as mean, median and standard deviation to measure the level of variables. All seven dimensions of consumer decision making styles, namely; “Perfectionist/high quality conscious, Brand conscious, Confused by over choice, Price conscious, Impulsive conscious, Habitual conscious and Novelty conscious” were measured by using Five Points Likert Scales. Where 1 represents strongly disagree, 2 represents disagree, 3 represents neutral, 4 represents agree and 5 represents strongly agree. Therefore the results of descriptive statistics among international tourists and domestic tourists were as table 4.5 below.

Table 4.5 Descriptive statistics among international tourists and domestic tourists

Items	Factors	International		Rank	Domestic tourists		Rank
		tourists			Mean	S.D.	
		Mean	S.D.		Mean	S.D.	
	Factor 1: Perfectionist conscious	3.75	0.72	3	4.02	0.8	1
1	When selecting a hotel, I try to get the very best or perfect choice.	4.02	0.72		4.12	0.91	
2	My standards and expectations for the hotel I stay are very high.	3.49	0.86		3.92	0.87	
	Factor 2: Brand conscious	2.95	0.66	7	3.17	0.8	7
3	I prefer choosing the best hotel brands.	2.84	0.81		3.01	1.02	
4	The most advertised hotel brand is usually very good choice.	3.19	0.96		3.08	0.99	
5	The more expensive brands are usually my choices.	2.56	0.88		2.84	1.03	
6	The higher the price of a hotel, the better its quality.	3.19	1.01		3.75	0.89	

Table 4.4 Continued

Items	Factors	International		Rank	Domestic tourists		Rank
		tourists			Mean	S.D.	
		Mean	S.D.		Mean	S.D.	
	Factor 3: Confused by over choices conscious	3.86	0.65	2	3.7	0.79	4
7	Sometimes it is hard to choose which hotel to stay.	3.92	0.66		3.66	0.82	
8	There are so many hotels to choose from that I often feel confused.	3.8	0.84		3.73	0.87	
	Factor 4: Price conscious	3.93	0.57	1	4	0.76	2
9	I look carefully to find the best value for money when choosing a hotel to stay.	4.07	0.62		4.11	0.7	
10	I am willing to spend time to compare prices among hotels in order to buy some lower priced.	3.79	0.7		3.88	1	
	Factor 5: Impulsive/careless conscious	3.49	0.66	5	3.66	0.74	5
11	I should spend more time deciding on the hotel I choose	3.35	0.9		3.36	0.91	
12	I should plan more carefully than I do when I select a hotel.	3.28	0.9		3.48	1.02	
13	I carefully watch how much I spend when I select a hotel.	3.84	0.75		4.13	0.76	
	Factor 6: Habitual/brand loyal conscious	3.11	0.68	6	3.47	0.87	6
14	I have favorite hotel brands which I choose over and over.	2.91	0.86		3.41	0.95	
15	Once I find a hotel I like, I choose it regularly.	3.3	0.95		3.52	0.94	

Table 4.4 Continued

Items	Factors	International			Domestic tourists		Rank
		tourists		Rank	Rank		
		Mean	S.D.		Mean	S.D.	
	Factor 7: Novelty conscious	3.72	0.56	4	3.87	0.7	3
16	To get variety, I stay at different hotels and different brands.	3.55	0.78		3.73	0.9	
17	It's fun and exciting to choose a new hotel.	3.68	0.73		3.81	0.8	
18	I don't mind staying at a hotel which I have never been to before.	3.92	0.68		4.06	0.83	

* Note: Variables ranking were base on mean scores measure on a Likert scale from 1 to 5 as 1(Strongly Disagree), 2 (Disagree), 3 (Neutral), 4 (Agree) and 5 (Strongly Agree).

Table 4.5 shows the comparing mean values among international tourists and domestic tourists and the results shown that the scores of domestic tourists were higher than international tourists in six factors except factor 3: Confused by over choices conscious.

Domestic tourists had the highest score on factor 1: Perfectionist conscious, followed by factor 4: Price conscious. Meanwhile international tourists had the highest score on factor 4: Price conscious, followed by factor 3: Confused by over choices conscious. The overall results can be concluded as follows:

Factor 1: Perfectionist/ high quality conscious consumer

In terms of Perfectionist/ high quality conscious the results show that the scores of domestic tourists were higher than international tourists on both items; items 1 "When selecting a hotel, I try to get the very best or perfect choice" and items 2 "My standards and expectations for the hotel I stay are very high". Therefore it can indicate that domestic tourists are more "Perfectionist/ high quality conscious consumers in their decision making styles in hotel selection than international tourists.

Factor 2: Brand conscious consumer

Regarding to the scores on Brand conscious can be found that international tourists had the higher scores on items 4 “The most advertised hotel brand is usually very good choice”. Nevertheless domestic tourists had the higher average score and can be assumed that domestic tourists tend to be a “Brand conscious consumer” more than international tourists, especially on items 6 “The higher the price of a hotel, the better its quality” domestic tourists had the highest average score. Therefore this confirms they are a brand conscious consumer.

Factor 3: Confused by over choices conscious consumer

International tourists had the highest scores on all the items in this factor. These can indicate that international tourists seem to be confused by over choice conscious consumers when selecting a hotel to stay at more than domestic tourists.

Factor 4: Price conscious consumer

In terms of the price conscious factor the researcher found that domestic tourists had the highest scores on all the items in this factor, It’s mean that domestic tourists will look carefully to find the best value for money when choosing a hotel to stay in and they’re willing to spend time to compare prices among hotels in order to buy some lower priced much more than international tourists. From these findings we can concluded that domestic tourists appears to be “Price conscious consumers” more than international tourists.

Factor 5: Impulsive/careless conscious consumer

Based on the mean score on items 11 “I should spend more time deciding on the hotel I choose” and items 12 “I should plan more carefully than I do when I select a hotel”, both had a similar score. Nevertheless domestic tourists had higher scores on both items; it can assume that domestic tourists seem to be “Impulsive/careless conscious consumers” more than international tourists when selecting a hotel.

Factor 6: Habitual/brand loyal conscious consumer

According to the mean scores on this factor it was found that domestic tourists had a higher score on all items. It can indicate that domestic tourists tend to be “Habitual/brand loyal conscious consumers” more than international tourists. These results can explain that once domestic tourists have found their favorite hotels they will choose it regularly or they would stay there again and again.

Factor 7: Novelty conscious consumer

International tourists and Domestic tourists appear to be “Novelty conscious consumers” the base score on all items almost similar, namely 3.72 and 3.87. Especially on items 18 “I don’t mind staying at a hotel which I have never been to before” both tourists had a highest scores on these items. The results could clarify that hotel selection behavior on both tourists suggests they would like to stay in a new hotel that they never before and they feel fun and exciting when doing so.

Summary of factor mean values

The mean value for the “Price conscious consumer style” was the highest in the list of factor for the international tourists and was the second highest for the domestic tourists. Meanwhile “Perfectionist conscious consumer style” was the highest mean in the list of factors for the domestic tourists and was the third highest mean for the international tourists. The second highest mean for the international tourists was “Confused by over choices conscious consumer style” and was the fourth highest mean for the domestic tourists. “Novelty conscious consumer style” had the third highest mean in the list of factors for the domestic tourists and fourth highest mean for the international tourists.

The other three factors were similarly ranked for both international tourists and domestic tourists. “Impulsive/careless conscious consumer style” was the fifth highest mean followed by “Habitual/brand loyal conscious consumer style” and “Brand conscious consumer style”.

From the results it can concluded that international tourists and domestic tourists had a similar consumer decisions making styles in hotel selecting in terms of “Price conscious consumer style”, “Perfectionist conscious consumer style”, “Confused by over choices conscious consumer style” and “Novelty conscious consumer style”. Also this has the highest mean value in terms of four factors. Nevertheless international tourists tend to be “Price conscious consumer style” meanwhile domestic tourists tend to be “Perfectionist conscious consumer style” in hotel selecting.

4.5 Hypothesis testing

An Independent T-test was conducted to test the hypotheses which aim to examine the relationship between demographic variables and consumer decision making styles. The results of the hypothesis testing are as follows;

Table 4.6 Independent T-test comparing between gender and consumer decision making styles

Decision making styles	Male			Female			F-value	P-value
	N	Mean	S.D.	N	Mean	S.D.		
Perfectionist conscious	192	3.73	0.75	208	3.90	0.74	0.01	0.02*
Brand conscious	192	3.06	0.70	208	2.95	0.71	0.29	0.11
Confused by over choice conscious	192	3.82	0.69	208	3.82	0.70	0.02	0.95
Price conscious	192	3.97	0.62	208	3.92	0.62	0.01	0.35
Impulsive conscious	192	3.65	0.65	208	3.42	0.70	2.94	0.00*
Habitual conscious	192	3.25	0.71	208	3.14	0.78	0.43	0.16
Novelty conscious	192	3.69	0.62	208	3.81	0.58	1.37	0.05*

Remark: *indicated statistically significant difference $p \leq 0.05$

From table 4.6 Independent T-test comparing between gender and consumer decision making styles found that there is a significant differences relation at $p \leq 0.05$ in three consumer decision making styles, Perfectionist conscious, Impulsive conscious and Novelty conscious. When comparing the mean value amongst these three consumer decision making styles, the highest mean score of both male and female fell into “Perfectionist conscious”. However the mean value of females is higher than males.

The results indicate that female respondents were more “Perfectionist conscious” than males (mean value for female=3.90, mean value for male=3.73; $p < 0.05$). Meanwhile in terms of “Impulsive conscious”, it was found that males were more conscious on “Impulsive/Careless” than females (mean value for male=3.65, mean value for female=3.42; $p < 0.05$). Lastly, in terms of “Novelty conscious” it was found that females were more conscious on “Novelty/Fashion” than males (mean value for male=3.81, mean value for female=3.69; $p < 0.05$).

Hypothesis 1: There is a relationship between gender and consumer decision making styles.

From the t-test conducted in order to test the relationship between gender and consumer decision making styles, it was found that only three consumer decision making styles were accepted, there was a relationship between gender in term of “Perfectionist conscious”, “Impulsive conscious” and “Novelty conscious”. Moreover, when comparing the mean value among these three consumer decision making styles it was found that the highest mean of both male and female was “Perfectionist conscious”. According to the results it reveals that male and female tend to be a perfectionist when they are selecting hotel. Nevertheless, females are more perfectionist conscious, less impulsive conscious and more novelty conscious than males.

Further analysis was One-way ANOVA conducted in order to test the relationship between consumer decision making styles and other demographics such as age, monthly household income and education and the findings were as table 4.7

Table 4.7 show the findings of One-way ANOVA analysis between age and consumer decision making styles and the results show that there is a significant different among age and consumer decision making styles at $p \leq 0.05$ in terms of “Brand conscious” “Impulsive conscious” and “Novelty conscious”.

Table 4.7 One-way ANOVA analysis between age and consumer decision making styles

Dependent variables	Ranging	N		Sum of squares	df	Mean Square	F	Sig.
Perfectionist conscious	18-24	50.00	Between Groups	4.72	5	.94	1.70	.13
	25-34	126.00	Within Groups	219.32	394	.56		
	35-44	123	Total	224.04	399			
	45-54	65						
	55-64	31						
	Above65	5						
	Total	400						
Brand conscious	18-24	50	Between Groups	10.01	5	2.00	4.20	.00*
	25-34	126	Within Groups	187.86	394	.48		
	35-44	123	Total	197.87	399			
	45-54	65						
	55-64	31						
	65above	5						
	Total	400						
Confused by over choice conscious	18-24	50	Between Groups	2.13	5	.43	.89	.49
	25-34	126	Within Groups	189.54	394	.48		
	35-44	123	Total	191.68	399			
	45-54	65						
	55-64	31						
	Above65	5						
	Total	400						

Table 4.7 Continued

Dependent variables	Ranging	N		Sum of squares	df	Mean Square	F	Sig.
Price conscious	18-24	50	Between Groups	.41	5	.08	.21	.96
	25-34	126	Within Groups	153.57	394	.39		
	35-44	123	Total	153.98	399			
	45-54	65						
	55-64	31						
	Above65	5						
	Total	400						
Impulsive conscious	18-24	50	Between Groups	11.57	5	2.31	5.20	.00*
	25-34	126	Within Groups	175.40	394	.45		
	35-44	123	Total	186.97	399			
	45-54	65						
	55-64	31						
	Above65	5						
	Total	400						
Habitual conscious	18-24	50	Between Groups	4.67	5	.93	1.68	.14
	25-34	126	Within Groups	218.62	394	.55		
	35-44	123	Total	223.29	399			
	45-54	65						
	55-64	31						
	Above65	5						
	Total	400						

Table 4.7 Continued

Dependent variables	Ranging	N		Sum of squares	df	Mean Square	F	Sig.
Novelty conscious	18-24	50	Between Groups	4.27	5	.85	2.41	.04*
	25-34	126	Within Groups	139.28	394	.35		
	35-44	123	Total	143.55	399			
	45-54	65						
	55-64	31						
	Above65	5						
	Total	400						

Note: The mean difference is significant at the 0.05 level.

Hypothesis 2: There is a relationship between age and consumer decision making styles.

From the One-way ANOVA conducted in order to test a relationship between age and consumer decision making styles the findings support Hypothesis 2 as it indicated a statistically significant relationship at $p < 0.05$ level of significance in terms of three dimension this are “Brand conscious” “Impulsive conscious” and “Novelty conscious”.

Table 4.8 show the findings of One-way ANOVA analysis between monthly household income and consumer decision making styles and the results were as follows:

Table 4.8 One-way ANOVA analysis between monthly household income and consumer decision making styles

Dependent variables	Ranging	N		Sum of squares	df	Mean Square	F	Sig.
Perfectionist conscious	<1000	57	Between Groups	3.32	4	.83	1.48	.21
	1001-3000	86	Within Groups	220.72	395	.56		
	3001-5000	111	Total	224.04	399			
	5001-10000	79						
	>10001	67						
	Total	400						
Brand conscious	<1001	57	Between Groups	5.79	4	1.45	2.98	.02*
	1001-3001	86	Within Groups	192.09	395	.49		
	3001-5001	111	Total	197.87	399			
	5001-10001	79						
	>10002	67						
	Total	400						
Confused by over choice conscious	<1002	57	Between Groups	12.73	4	3.18	7.03	.00*
	1001-3002	86	Within Groups	178.94	395	.45		
	3001-5002	111	Total	191.68	399			
	5001-10002	79						
	>10003	67						
	Total	400						
Price conscious	<1003	57	Between Groups	1.94	4	.49	1.26	.28
	1001-3003	86	Within Groups	152.04	395	.38		
	3001-5003	111	Total	153.98	399			
	5001-10003	79						
	>10004	67						
	Total	400						

Table 4.8 Continued

Dependent variables	Ranging	N		Sum of squares	df	Mean Square	F	Sig.
Impulsive conscious	<1004	57	Between Groups	10.92	4	2.73	6.12	.00*
	1001-3004	86	Within Groups	176.06	395	.45		
	3001-5004	111	Total	186.97	399			
	5001-10004	79						
	>10005	67						
	Total	400						
Habitual conscious	<1005	57	Between Groups	8.20	4	2.05	3.77	.01*
	1001-3005	86	Within Groups	215.09	395	.54		
	3001-5005	111	Total	223.29	399			
	5001-10005	79						
	>10006	67						
	Total	400						
Novelty conscious	<1006	57	Between Groups	2.50	4	.62	1.75	.14
	1001-3006	86	Within Groups	141.05	395	.36		
	3001-5006	111	Total	143.55	399			
	5001-10006	79						
	>10007	67						
	Total	400						

Note: The mean difference is significant at the 0.05 level.

From table 4.8 the findings show that there is a significant relationship at $p \leq 0.05$ in terms of “Brand conscious”, “Confused by over choice conscious”, “Impulsive Conscious” and “Habitual conscious”.

Hypothesis 3: There is a relationship between monthly household income and consumer decision making styles.

From the One-way ANOVA which was conducted in order to test the relationship between monthly household income and consumer decision making styles it was found that the

findings is supported H_3 as it indicated a statistically significant relationship at $p < 0.05$ level of significance in terms of. There was a significant relationship between monthly household income and consumer decision making styles in four dimensions this are “Brand conscious” “Confused by over choice conscious”, “Impulsive Conscious” and “Habitual conscious”.

Table 4.9 reveal the findings of One-way ANOVA analysis between education level and consumer decision making styles and the results were as table 4.9:

Table 4.9 One-way ANOVA analysis between education level and consumer decision making styles

Dependent variables	Ranging	N		Sum of squares	df	Mean Square	F	Sig.
Perfectionist conscious	High school	74	Between Groups	12.78	4	3.20	5.98	.00*
	Diploma degree	80	Within Groups	211.26	395	.53		
	Bachelor Degree	188	Total	224.04	399			
	Master	57						
	Ph.D	1						
	Total	400						
Brand conscious	High school	74	Between Groups	3.89	4	.97	1.98	.10
	Diploma degree	80	Within Groups	193.99	395	.49		
	Bachelor Degree	188	Total	197.87	399			
	Master	57						
	Ph.D	1						
	Total	400						

Table 4.9 Continued

Dependent variables	Ranging	N		Sum of squares	df	Mean Square	F	Sig.
Confused by over choice conscious	High school	74	Between Groups	1.72	4	.43	.90	.47
	Diploma degree	80	Within Groups	189.95	395	.48		
	Bachelor Degree	188	Total	191.68	399			
	Master	57						
	Ph.D	1						
	Total	400						
Price conscious	High school	74	Between Groups	2.01	4	.50	1.31	.27
	Diploma degree	80	Within Groups	151.97	395	.38		
	Bachelor Degree	188	Total	153.98	399			
	Master	57						
	Ph.D	1						
	Total	400						
Impulsive conscious	High school	74	Between Groups	21.50	4	5.37	12.83	.00*
	Diploma degree	80	Within Groups	165.48	395	.42		
	Bachelor Degree	188	Total	186.97	399			
	Master	57						
	Ph.D	1						
	Total	400						

Table 4.9 Continued

Dependent variables	Ranging	N		Sum of squares	df	Mean Square	F	Sig.
Habitual conscious	High school	74	Between Groups	5.25	4	1.31	2.38	.05*
	Diploma degree	80	Within Groups	218.04	395	.55		
	Bachelor Degree	188	Total	223.29	399			
	Master	57						
	Ph.D	1						
	Total	400						
Novelty conscious	High school	74	Between Groups	5.41	4	1.35	3.87	.00*
	Diploma degree	80	Within Groups	138.13	395	.35		
	Bachelor Degree	188	Total	143.55	399			
	Master	57						
	Ph.D	1						
	Total	400						

Note: The mean difference is significant at the 0.05 level.

From table 4.9 the results reveal that there is a significant relationship at $p \leq 0.05$ in terms of “Perfectionist conscious”, “Impulsive/Careless conscious”, “Habitual conscious” and “Novelty conscious”.

Hypothesis 4: There is a relationship between education level and consumer decision making styles.

The conducted in order to test the relationship between education level and consumer decision making styles the findings support H_4 as it indicated a statistically significant relationship at $p < 0.05$ level of significance in terms of “Perfectionist conscious”, “Impulsive/Careless conscious”, “Habitual conscious” and “Novelty conscious”.

Table 4.10 provides the findings of Independent T-test comparing between international/domestic tourists and consumer decision making styles and results as follow:

Table 4.10 Independent T-test comparing between international/domestic tourists and consumer decision making styles

Decision making styles	International tourists			Domestic tourists			F-value	P-value
	N	Mean	S.D.	N	Mean	S.D.		
	Perfectionist conscious	300	3.75	0.72	100	4.02		
Brand conscious	300	2.95	0.66	100	3.17	0.80	9.76	0.01*
Confused by over choice conscious	300	3.86	0.65	100	3.70	0.79	8.98	0.06
Price conscious	300	3.93	0.57	100	4.00	0.76	15.71	0.41
Impulsive conscious	300	3.49	0.66	100	3.66	0.74	1.46	0.03*
Habitual conscious	300	3.11	0.68	100	3.47	0.87	13.53	0.00*
Novelty conscious	300	3.72	0.56	100	3.87	0.69	8.80	0.05*

Remark: *indicated statistically significant difference $p \leq 0.05$

From table 4.10 the results shown that there is a significant at $p \leq 0.05$ in term of “Perfectionist conscious”, “Brand conscious”, “Impulsive/Careless conscious”, “Habitual conscious” and “Novelty conscious” and when compare the mean score it can implied that domestic tourists were more “Perfectionist conscious” than international tourists. (Mean value for domestic tourists =4.02, mean value for international tourists =3.75; $p < 0.05$). Regarding to “Brand conscious” it was also found that domestic tourists were more conscious on “Brand/Price equals quality” than international tourists. (Mean value for domestic tourists =3.17, mean value for international tourists =2.95; $p < 0.05$). As well as “Impulsive conscious”, it was found that domestic tourists were more conscious on “Impulsive/Careless” than international tourists. (Mean value for domestic tourists =3.66, mean value for international tourists =3.49; $p < 0.05$). “Habitual conscious”, it was found that domestic tourists were more conscious on “Habitual/Brand loyal” than international tourists. (Mean value for domestic tourists =3.47, mean value for international

tourists =3.11; $p<0.05$). Lastly, in “Novelty conscious” it was also found that domestic tourists were more conscious on Novelty than international tourists. (Mean value for domestic tourists =3.87, mean value for international tourists =3.72; $p<0.05$). However, when comparing the mean value among these five consumer decision making styles, the highest mean of international tourist and domestic tourist fell into “Perfectionist conscious”. Nevertheless the mean of domestic tourists is higher than international tourists.

Hypothesis 5: There is a relationship between culture/nationality and consumer decision making styles.

The t-test conducted in order to test a relationship between culture/nationality and consumer decision making styles found that the findings support H_5 as it indicated a statistically significant relationship at $p<0.05$ level of significance in term of “Perfectionist conscious”, “Brand conscious”, “Impulsive conscious” and “Habitual conscious” were accepted.

According to the results it can be assumed that Domestic tourists are more Perfectionist conscious, Brand conscious, Impulsive conscious and Habitual conscious than International tourists in their hotel selection behavior.

4.6 Hotel information of tourists on hotel selection

The majority of international tourists 55.00% stayed at 4 star hotels, followed by 5 star hotels 27.33%, 3 star hotel 12.67%, 3.5 star hotel 3%, 2 star hotel 1.00%, 2.5 star hotel 0.67% and 4.5 star hotel 0.33%. Meanwhile, the most of domestic tourist 37.00% stayed at 3 star hotel, followed by 4 star hotel 27.00%, 5 star hotel 19.00%, 3.5 star hotel 8.00%, 2 star and 2.5 star hotel are the same 4.00% and 4.5 star hotel 1.00%.

The summary for both international tourists and domestic tourists found that most of the respondents stayed at 4 star hotels (48.00%), followed by 5 star hotel 25.25% and 3 star hotel 18.75%.

Table 4.11 General information of tourists on hotel selection

		International tourist		Domestic tourist	
		Frequency	%	Frequency	%
Type of tourists	- First visitor	257	85.7	74	74.0
	- Repeater	43	14.3	26	26.0
How did they booked hotel	- Hotel reservation/ website	37	12.3	55	55.0
	- Online travel agent	59	19.7	38	38.0
	- Travel agencies	172	57.3	1	1.0
	- Others	32	10.7	6	6.0
Most important source of information	- Hotel reservation/ website	28	9.3	37	37.0
	- Online information website	52	17.3	40	40.0
	- Travel agencies	153	51.0		
	- Television	2	0.7		
	- Magazine	1	0.3		
	- Friend/relatives	56	18.7	23	23.0
	- Others	8	2.7		
Total (N)		300	100%	100	100%

From table 4.11, in terms of Type of tourists it reveals that most of the International tourist's respondents were first visitor, only 14% were repeaters. Half of the respondents booked hotels by travel agencies, who were also the most important source of information for them. 51% of the respondents got information from travel agencies, followed by friend/relatives 19% and online information website 17%.

In term of domestic tourist's respondents decision making when they selecting hotel, it shown that 74% of respondents were first visitor and 26% were repeater. Half o the respondents booked a hotel by the hotels reservation/website followed by online travel agents 38%. The most important source of information was the internet, 40% of respondents got information from online information websites, 37% got from hotel reservation/website and 23% from friend/relatives.

4.7 Important hotel attributes in hotel selection between international tourist and domestic tourist by using Comparing mean value

Further analysis was aim to find out what is the most important factor influencing consumer decision making on hotel selection when comparing international tourists and domestic tourists by comparing the mean value.

Table 4.12 below presents important hotel attributes that influence respondents when selecting hotels, the results show that most important hotel attributes for both international tourists and domestic tourists was “Cleanliness” (mean value for international tourists=4.53, mean value for domestic tourists 4.62). “Value for money” was the second most important hotel attribute for international tourists (mean value 4.32), meanwhile the second most important hotel attribute for domestic tourists was “Service quality” (mean value 4.23). The third most important hotel attribute for the international tourists was “Hotel location” (mean value 4.23) and “Value for money” was the third most important hotel attribute for the domestic tourists (mean value 4.19). “Price” was the fourth most important hotel attribute for both international tourists and domestic tourists (mean value for international tourists=4.19, mean value for domestic tourists 4.16). In terms of “Service quality” this was the fifth most important hotel attribute for international tourists (mean value 4.15), but the fifth most important hotel attribute for domestic tourists was “Facilities” (mean value 4.15), meanwhile “Facilities” was the sixth most important hotel attribute for international tourists (mean value 4.07) and the sixth most important hotel attribute for domestic tourists was “Hotel location” (mean value 4.02). Lastly, “Brand image” was the least important for both international tourists and domestic tourists (mean value for international tourists=3.15, mean value for domestic tourists 3.45)

From the results it can be concluded that a Hotel’s cleanliness is the most important hotel attribute for both international tourists and domestic tourists when selecting hotels. However, when comparing the mean value among international tourists and domestic tourists ti was found that domestic tourists were more concern about the Hotel’s cleanliness than international tourist.

Table 4.12 Comparing mean value of important hotel attributes among International tourists and Domestic tourists

Hotel attributes	International tourists			Domestic tourists		
	N	Mean	S.D.	N	Mean	S.D.
Brand image	300	3.15	1.12	100	3.45	1.08
Hotel location	300	4.22	0.61	100	4.02	0.68
Service quality	300	4.15	0.62	100	4.23	0.63
Facilities	300	4.07	0.64	100	4.15	0.64
Cleanliness	300	4.53	0.56	100	4.62	0.51
Price	300	4.19	0.57	100	4.16	0.61
Value for money	300	4.32	0.55	100	4.19	0.65

* Note: S.D. is Standard Deviation.

Variables ranking were base on mean scores measure on a Likert scale from 1 to 5 as from 1 (Not important at all), 2 (Not important), 3 (Neutral), 4 (Important) and 5 (Very important)

4.8 Explore the relationship between consumer decision making styles and hotel attributes by using Correlation analysis

Pearson Product Moment Correlation analysis is used to describe the strength and direction of the linear relationship between two variables and direction of the relationship can be positive or negative and the negative sign refers only to the direction of the relationship, not the strength. The strength of the relation can see from r value, high values indicate high relationship. Cohen (1988) suggest the interpret values of Correlation analysis as following:

Small r = .10 to .29

Medium r = .30 to .49

Large r = .50 to 1.0

This research used Correlation analysis in order to explore the relationship between consumer decision making styles and hotel attributions and the results as table 4.13

Table 4.13 Results of Pearson Correlation analysis between consumer decision making styles and hotel attributions

Consumer decision making styles	Brand image	Hotel location	Service Quality	Facilities	Clean liness	Price	Value for money
Perfectionist conscious	.202**	.161**	.287**	.278**	.161**	-.017	.010
Brand conscious	.590**	.171**	.337**	.236**	.228**	.051	.067
Confused by over choice conscious	.036	-.002	-.048	-.109*	.029	.181**	.129**
Price conscious	-.057	.062	.089	.089	.110*	.222**	.259**
Impulsive conscious	.223**	-.039	.001	-.068	.095	.173**	.151**
Habitual conscious	.420**	.063	.311**	.182**	.217**	.147**	.178**
Novelty conscious	.163**	.184**	.168**	.177**	.096	.105*	.093

Remark: ** Correlation is significant at the 0.01 level (2-tailed)

* Correlation is significant at the 0.03 level (2-tailed)

Table 4.14, below reveals the summary of the relationship between hotel attributions and consumer decision making styles. Mostly all represent a low relationship, except for the relationships between Brand conscious and Brand image which indicated a high relationship. Brand conscious and Service Quality was indicated as a medium relationship as well as Habitual conscious and Brand image, Habitual conscious and Service Quality.

Table 4.14 Summary of Pearson Correlation analysis between consumer decision making styles and hotel attributions

Consumer decision making styles	Brand image	Hotel location	Service Quality	Facilities	Cleanliness	Price	Value for money
Perfectionist conscious	Small	Small	Small	Small	Small		
Brand conscious	Large	Small	Medium	Small	Small		
Confused by over choice conscious				Small (Negative)		Small	Small
Price conscious					Small	Small	Small
Impulsive conscious	Small					Small	Small
Habitual conscious	Medium		Medium	Small	Small	Small	Small
Novelty conscious	Small	Small	Small	Small		Small	

The summary of the Correlation analysis between consumer decision making styles and hotel attributions was as follow:

Perfectionist conscious

In terms of Perfectionist conscious there was a low relationship in five hotel attributes, namely; brand image, hotel location, service quality, facilities and cleanliness. According to the results it can be concluded that when Perfectionist conscious consumers select a hotel they considered five hotels attributes as a important factors but not much.

Brand conscious

In term of Brand conscious there was a relationship in five hotel attributes namely; brand image, hotel location, service quality, facilities and cleanliness, the relationships are as follows:

- Brand conscious and brand image were correlated in the same direction as a high relationship, this means that when Brand conscious consumers select a hotel they put emphasis on brand image as a high priority.
- Brand conscious and hotel location were correlated in the same direction as a low relationship, this means that when Brand conscious consumers select a hotel they consider hotel location as an important factor, but not much.

- Brand conscious and service quality were correlated in the same direction as a medium relationship, it can be assumed that when Brand conscious consumers select a hotel they think about service quality as a moderate important factor.

- Brand conscious and facilities were correlated in the same direction as a low relationship and it can be summarized that when Brand conscious consumers select a hotel they focus on facilities, but this is quite low.

- Brand conscious and cleanliness were correlated in the same direction as a low relationship; the conclusion is that when Brand conscious consumers select a hotel they put emphasis on cleanliness but not too much.

Confused by over choice conscious

In terms of Confused by over choice conscious there was a relationship in three hotel attributes, namely; Facilities, Price and Value for money, the relationships were as follows:

- Confused by over choice conscious and Facilities there were correlated in a different direction as a low relationship. This means that the more tourists were confused by over choice conscious consumer the less important the facilities.

- Confused by over choice conscious and Price were correlated in the same direction as a low relationship and it can be concluded that when confused by over choice conscious consumer selecting a hotel they put less emphasis on hotel price.

- Confused by over choice conscious and Value for money were correlated in the same direction as a low relationship and the conclusion is that when confused by over choice conscious consumer select a hotel they don't much consider value for money.

Price conscious

In terms of Price conscious there was a relationship in three hotel attributes namely; Cleanliness, Price and Value for money, The relationship between Price conscious and cleanliness, Price and Value for money were correlated in the same direction as a low relationship this means that when Price conscious consumers select a hotel they consider Cleanliness, Price and Value for money as a less important hotel attribute.

Impulsive conscious

In terms of Impulsive conscious there was a relationship in three hotel attributes, namely; Brand image, Price and Value for money. According to the results the conclusion is that

when Impulsive conscious consumer selects a hotel they put emphasis on Brand image, Price and Value for money as important hotel attributes but not much.

Habitual conscious

In terms of Habitual conscious there was a relationship in six hotel attributes namely, Brand image, Service quality, Facilities, Cleanliness, Price and Value for money and the relationships were as follow:

- The relationship between Habitual conscious and Brand image and Service quality were correlated in the same direction as a medium relationship, it means that when Habitual conscious consumer select a hotel they put emphasis on Brand image and Service quality as a moderate important hotel attribute. Furthermore Habitual conscious were correlated in the same direction as a low relationship in terms of, Facilities, Cleanliness, Price and Value for money. The conclusion is that when a Habitual conscious consumer selects a hotel they consider Facilities, Cleanliness, Price and Value for money as a less important hotel attributes.

Novelty conscious

In terms of Novelty conscious there was a low relationship in five hotel attributes namely; Brand image, Hotel location, Service quality, Facilities and Price. According to the results it can be summarized that when Novelty conscious consumers select a hotel they put less emphasis on these five hotels attributes.

Hypothesis 6: There are relationships between consumer decision making styles and hotel attributes in consumer's hotel selection.

The findings partially support Hypothesis 6, there was a relationship between consumer decision making styles and hotel attributes in consumer's hotel selection.

Summary of Correlation analysis

Regarding the findings above it can be summarized that in all seven consumer decision making styles "Habitual conscious" had a relationship in six of seven hotel attributes except hotel location only. Moreover it was a moderate relationship in two hotel attributes as well as a low relationship in four hotel attributes. Therefore it might be concluded that the "Habitual conscious" had the highest relationship between consumer decision making styles and important hotel attributes.

CHAPTER 5

CONCLUSION AND RECCOMENDATIONS

This chapter concludes the overall findings of the research. The content consists of Conclusion, Discussion, Recommendations and Limitations and suggestions for the future researches.

The purpose of this study is to identify the consumer decision making styles in selecting hotels in Phuket by adapting eight dimensions of Consumer Style Inventory (CSI) model from Sproles and Kendall (1986). The seven dimensions were include “Perfectionists/high quality conscious consumer”, “Brand conscious consumer, Price Equals Quality”, “Confused by over choice consumer”, “Price conscious consumer, value for money”, “Habitual/brand loyal conscious consumer” and “Novelty/Fashion conscious consumer”.

The aim of the study is twofold:

1. To examine the relationship between personal characteristics and the consumer decision making styles.
2. To examine the relationship between hotel attributions and consumer decision making styles of the hotels in Phuket.

5.1 Conclusion

The questionnaires were distributed to international tourists and domestic tourists who stay overnight at hotels in Phuket between July – August 2012. The main area to distribute questionnaires was at the Phuket International Airport. There were 400 valid questionnaires through a convenience sampling method.

The demographic profile of international tourists. It was found that the majority of the respondents were male (50.33%) and 31.67% were between the age of 35-44 years old. Most of the respondents 33.00% had monthly household income between \$3,001-\$5,000 followed by 23.00%, \$5,001-10,000. In terms of education level, the most of respondents 41.33% had bachelor degrees and 66.33% are married. 90.67% visited Phuket for pleasure/leisure and most of the respondents came from Europe.

The demographics profile of domestic tourists. It was found that the majority of the respondents were female (59.00%) and 44.00% were between the age of 25-34 years old. 40.00% of respondents had monthly household incomes less than \$1,000. Followed by \$1,001- \$3,000, 32.00%. The majority of respondents had bachelor degrees (64.00%) and 49.00% are single. 65.00% of respondents indicated that the main purpose for visiting Phuket was for pleasure/leisure.

5.1.1 Descriptive statistics of consumer decision making styles

Objectives 1: To identify the consumer decision making styles in selecting hotels

The majority of international respondents more emphasis on “Price conscious” followed by “Confused by over choice conscious”, “Perfectionist conscious” and “Novelty conscious” on their decision making in hotel selection in Phuket. These four dimensions can be defined as higher level than 3.67 on Five Points Likert Scale. The other three dimensions can be categorized as a moderate level, these are “Brand conscious”, “Impulsive conscious” and “Habitual conscious”

Most of domestic tourists were “Perfectionist conscious” followed by “Price conscious”, “Confused by over choice conscious” and “Novelty conscious”. These four dimensions can be defined as higher level than 3.67 on Five Points Likert Scale. The other three dimensions can be categorized as a moderate level; these are Impulsive conscious, Habitual conscious and Brand conscious.

International tourists and domestic tourists have same high level on four dimensions; these are Price conscious followed by Perfectionist conscious, Confused by over choice conscious and Novelty conscious and moderate level on three dimensions; these are Impulsive conscious, Habitual conscious and Brand conscious. Nevertheless most of the domestic tourist’s respondents tend to be “Price conscious consumer” more than international tourists’ respondents.

5.1.2 Discussion and hypothesis testing

Objectives 2: To examine the relationship between personal characteristics and the consumer decision making styles

One-way ANOVA and independent T-test was conducted to test the hypothesis which aimed to examine the relationship between demographic variables and consumer decision making styles. The results of the hypothesis testing are as follows:

Gender

Hypothesis 1: There is a relationship between gender and consumer decision making styles.

Independent T-test comparison between gender and consumer decision making styles found that there was a significant relationship at $p \leq 0.05$ in three consumer decision making styles, “Perfectionist conscious”, “Impulsive conscious” and “Novelty conscious”.

From the results it was revealed that both male and female tourists tend to be a “perfectionist conscious consumer” when selecting hotel. However, Female were more perfectionist conscious than male tourists. In contrast, Rehan (2012) found that males are more perfectionists for their consumption style toward shopping behavior. In terms of “Impulsive conscious”, it was found that male tourists were more conscious on “Impulsive/Careless” than female tourists and females were more conscious on “Novelty/Fashion” than males. This was confirmed by Yasin (2009) that female consumers had a higher score than male consumers on Novelty-Fashion Conscious. As well, Anic, I.D., & Suleska, A.G. (2010) found that female consumers appear to be Novelty-fashion conscious more than males. Lastly, Shahriar, A., & Vahid, M. (2012) found that female consumers were more fashion conscious consumers than male.

Age

Hypothesis 2: There is a relationship between age and consumer decision making styles.

The results show that there is a significant relationship at $p \leq 0.05$ in terms of “Brand conscious” “Impulsive conscious” and “Novelty conscious”.

In terms of the “Brand conscious” findings indicate that the tourists who belonged to the 35 - 54 years age group were more “Brand conscious” than the tourists who belonged to the age group of 18-34 when selecting a hotel. In contrast Omar.W.M., et al (2009) found that consumers from 5 different universities, had the same consumer decision making styles which were “Brand conscious and Price equal quality” in their shopping behavior. Meanwhile Shahriar, A., & Vahid, M. (2012) found that Consumer at the age of 26-30 years old had a high degree for behavioral perfectionist than other consumers except consumers older than 35 years old while younger Iranian consumers are more variety seekers than older consumers.

Impulsive conscious, the findings indicate that the tourists who belonged to the 25-54 years age group were more “Impulsive conscious” than the tourists who belonged to the age group of 18-24 and above 55.

In terms of Novelty conscious the results reveal that the tourists who belonged to the age group 18-54 were more “Novelty conscious” than the tourists who belonged to the age group above 55.

Monthly household income

Hypothesis 3: There is a relationship between monthly household income and consumer decision making styles.

The results show that “Brand conscious”, “Confused by over choice conscious”, “Impulsive Conscious” and “Habitual conscious” showed a significant relationship at $p \leq 0.05$.

When selecting a hotel the tourists with income levels of over above \$10,001 tend to be “Brand conscious; Price equal quality” more than the tourists with income levels less than \$1,000. Moreover the tourists with income levels of over above \$10,001 tend to “Habitual conscious” than other age groups as well. This is also supported by Shahriar, A., & Vahid, M. (2012) who found that consumers with 600 – 900 US dollars monthly income are more brand conscious than consumers with under 300 US dollars monthly income. In other words, Wesley et al., (2006) indicated that no significant difference with the consumer decision making styles. In contrast, Boonlertvanich, K. (2009) stated that there is a different among income group and decision making styles.

“Confused by over choice conscious” the results indicate that the tourists with income levels between \$3001-5000 were the most “Confused by over choice conscious” than other age groups. Furthermore the tourists with income levels between \$3001-5000 were more “Impulsive Conscious” than other age groups as well.

Education level

Hypothesis 4: There is a relationship between education level and consumer decision making styles.

The results reveal that there is a significant relationship at $p \leq 0.05$ in terms of four consumer decision making styles: “Perfectionist conscious”, “Impulsive/Careless conscious”, “Habitual conscious” and “Novelty conscious”.

The results reveal that the tourists tend to be “Novelty Conscious” when selecting a hotel and the tourists who had education levels between Bachelor’s degree and Master degree are more “Novelty Conscious” than the tourists who had education levels between High school and Diploma. This confirmed by Sirirak. A., (2011) who stated that the tourists who had bachelor degrees tended to be novelty and fashion conscious. In contrast, Wesley et al., (2006) stated that there were no significant differences between education level and consumer decision making styles.

Culture/nationality

Hypothesis 5: There is a relationship between culture/nationality and consumer decision making styles.

The results show that there was a significant relationship at $p \leq 0.05$ in terms of “Perfectionist conscious”, “Brand conscious”, “Impulsive/Careless conscious”, “Habitual conscious” and “Novelty conscious”

From the results it can be indicated that tourists tend to be “Perfectionist conscious” when selecting a hotel and Domestic tourists are more “Perfectionist conscious” than international tourist. This was also confirmed by Radder & Pietersen, (2006) who stated that Chinese, Motswana and Caucasian were represented in the same “Perfectionist” consumer decision making style. Meanwhile, Chen et al, (2009) state that Taiwanese students were more novelty, habitual and confuse by over choices than US students.

5.1.3 Hotel information of tourists on hotel selection

This issue is related to Where is the hotel that tourist stayed while travel in Phuket? Next question is what type of tourist they are? How they booked the hotel? And what is the most important source of information when selecting a hotel?

The majority of international tourists 55.00% stayed at 4 star hotels, followed by 5 star hotels 27.33%, 3 star hotel 12.67%, 3.5 star hotel 3%, 2 star hotel 1.00%, 2.5 star hotel 0.67% and 4.5 star hotel 0.33%. Meanwhile, most domestic tourist 37.00% stayed at 3 star hotels, followed by 4 star hotels 27.00%, 5 star hotels 19.00%, 3.5 star hotels 8.00%, 2 star and 2.5 star hotels are the same 4.00% and 4.5 star hotels 1.00%.

The summary for both international tourists and domestic tourist found that most of the respondents stayed at 4 star hotels (48.00%), followed by 5 star hotels 25.25% and 3 star hotels 18.75%.

From the results it shows that when selecting a hotel, in term of International tourists it reveals that almost all respondents were first visitors and only 14% were repeaters. Half of the respondents booked hotel by travel agencies as well as this being the most important source of information for them, 51% of respondents got information from travel agencies, followed by friend/relatives 19% and online information website 17%. In terms of domestic tourist's respondents decision making when they selecting hotels, it shows that 74% of respondents were first visitors and 26% were repeaters. Half of respondents booked hotels by hotel reservation/website followed by online travel agent 38%. The most important source of information was the internet, 40% of respondents got information from online information website, 37% got from hotel reservation/website and 23% from friend/relatives.

5.1.4 Important hotel attributes in hotel selection between international tourist and domestic tourist by using Comparing mean value

Further analyze was aim to find out what are the most important factors influencing consumer decision making on hotel selection comparing between international tourist and domestic tourist by comparing mean value.

The findings represented important hotel attributes that influenced respondents when selecting hotels. The results shown that the most important hotel attributes for both international tourists and domestic tourists was "Cleanliness" (mean value for international tourists=4.53, mean

value for domestic tourists 4.62). “Value for money” was second most important hotel attributes for international tourists (mean value 4.32), meanwhile the second most important hotel attributes for domestic tourists was “Service quality” (mean value 4.23). The third most important hotel attributes for the international tourists was “Hotel location” (mean value 4.23) and “Value for money” was the third most important hotel attributes for the domestic tourists (mean value 4.19). “Price” was the fourth most important hotel attribute for both international tourists and domestic tourists (mean value for international tourists=4.19, mean value for domestic tourists 4.16). In terms of “Service quality” this was the fifth most important hotel attribute for international tourists (mean value 4.15), but the fifth most important hotel attributes for domestic tourists was “Facilities” (mean value 4.15). Meanwhile “Facilities” was the sixth most important hotel attributes for international tourists (mean value 4.07) and the sixth most important hotel attributes for domestic tourists was “Hotel location” (mean value 4.02). Lastly, “Brand image” was less a important hotel attribute for both international tourists and domestic tourists (mean value for international tourists=3.15, mean value for domestic tourists 3.45)

From the results it can concluded that Hotel’s cleanliness is the most important hotel attribute for both international tourists and domestic tourists when selecting hotel. However, when comparing mean value among international tourists and domestic tourists it was found that domestic tourists were more concerned about the Hotel’s cleanliness than international tourists.

5.1.5 Explore the relationship between consumer decision making styles and hotel attributes by using Correlation analysis

Objectives 3: To examine the relationship between hotel attributions and consumer decision making styles of the hotels in Phuket

Correlation analysis was conducted to identify the hotel attributes that were important to tourists when selecting a hotel by using seven important hotel attributes as dependent variables and seven consumer decision making styles as independent variables.

The relationship between hotel attributes and consumer decision making styles, most of all was represented as a low relationship except in the relationships between Brand conscious and Brand image, which was indicated as a high relationship. Brand conscious and Service Quality was indicated as a medium relationship as well as Habitual conscious and Brand image, Habitual conscious and Service Quality.

Hypothesis 6: There are relationships between consumer decision making styles and hotel attributes in consumer's hotel selection.

The findings partially support hypothesis 6, there was a relationship between consumer decision making styles and hotel attributes in consumer's hotel selection. From the findings can conclude as follow:

Perfectionist conscious

In terms of Perfectionist conscious there was a low relationship in five hotel attributes, namely; brand image, hotel location, service quality, facilities and cleanliness. According to the results it can be concluded that when Perfectionist conscious consumers select a hotel they considered five hotel attributes as important factor but not much.

Brand conscious

In terms of Brand conscious there was a relationship in five hotel attributes, namely; brand image, hotel location, service quality, facilities and cleanliness, the relationship were as follows:

- Brand conscious and brand image there were correlated in the same direction as a high relationship, this means that when Brand conscious consumers select a hotel they put emphasis on brand image as a high priority.

- Brand conscious and service quality were correlated in the same direction as a medium relationship, it can be assumed that when Brand conscious consumers select a hotel they think about service quality as a moderately important factor.

- The relationship between Brand conscious and hotel location, facilities and cleanliness, there was a correlated in the same direction as a low relationship and it can be conclude that when Brand conscious consumers select a hotel they consider hotel location, facilities and cleanliness as a less important factor.

Confused by over choice conscious

In terms of Confused by over choice conscious there was a relationship in three hotel attributes, namely; Facilities, Price and Value for money, the relationship between Confused by over choice conscious and Facilities there were correlated in difference direction as a low relationship it means that the more tourists were confused by over choice conscious consumer the less important facilities were. Moreover, Price and Value for money were correlated

in the same direction as a low relationship with Confused by over choice conscious and can conclude that when Confused by over choice conscious consumer select a hotel they put less emphasis on price and Value for money.

Price conscious

In terms of Price conscious there was a relationship in three hotel attributes, namely; Cleanliness, Price and Value for money, The relationship between Price conscious and cleanliness, Price and Value for money were correlated in the same direction and as a low relationship it means that when Price conscious consumer select a hotel they consider Cleanliness, Price and Value for money as a less important hotel attribute.

Impulsive conscious

In terms of Impulsive conscious there was a relationship in three hotel attributes namely; Brand image, Price and Value for money. According to the results the conclusion is when Impulsive conscious consumer select a hotel they put emphasis on Brand image, Price and Value for money as an important hotel attribute but not much.

Habitual conscious

In terms of Habitual conscious there was a relationship in six hotel attributes, namely; Brand image, Service quality, Facilities, Cleanliness, Price and Value for money and the relationship between Habitual conscious and Brand image and Service quality were correlated in the same direction as a medium relationship. It means that when Habitual conscious consumers select a hotel they put emphasis on Brand image and Service quality as a moderately important hotel attribute. Furthermore Habitual conscious was a correlated in the same direction as a low relationship in terms of Facilities, Cleanliness, Price and Value for money and the conclusion is that when Habitual conscious consumer select a hotel they consider Facilities, Cleanliness, Price and Value for money as a less important hotel attribute.

Novelty conscious

In terms of Novelty conscious there was a low relationship in five hotel attributes namely; Brand image, Hotel location, Service quality, Facilities and Price. According to the results it can be summarized that when Novelty conscious consumer select a hotel they put less emphasis on these five hotel attributes.

Regarding to the findings it can be summarized that in all seven consumer decision making styles, the results show that Habitual conscious had a relationship in six of seven hotel attributes except hotel location only. Moreover it was a moderate relationship in two hotel attributes as well as a low relationship in four hotel attributes. Therefore it might be concluded that the “Habitual conscious” had a highest relationship between consumer decision making styles and important hotel attributes.

5.2 Recommendations

This research explores the consumer decision making styles in selecting hotels in Phuket. The findings reveal the consumer decision making styles in hotel selection, indicating consumer decision making styles among different groups of customers. As well as the relationships between consumer decision making styles and hotel attributes.

In the highly competitive world of hospitality this study may benefit this industry as follows:

First of all the hospitality industry needs to understand that tourists behavior is not certain, it always changes and hotels need to follow up on tourist trends. Therefore the findings of this research will help hotels to understand more about the consumer decision making styles when tourists are selecting a hotel and will help hotels to respond to target customer’s needs. This study found that both males and females tend to be perfectionists when they are selecting a hotel. Nevertheless, female are more perfection conscious than male. From these findings, hotels should put emphasis on female tourists who prefer perfect hotels to stay in. This study also found that tourists who had been aged from between 35 years and above were more “Brand conscious” than the tourists who had the age group of 18-34 years of age. Tourists with income levels of \$3,001 and above tend to be “Brand conscious; Price equal quality” more so than the tourists with income levels less than \$3,000. From these results it will help hotels to focus on their target market and consider that these consumers prefer “Price equal quality”, best selling, advertised brands and brand named products. They believe that the higher the price of a product, the better the quality.

In terms of the differences of consumer decision making styles between international tourists and domestic tourists, the findings show that when selecting a hotel

international tourists tend to be “Price conscious consumer” meanwhile domestic tourists tend to be “Perfectionist conscious consumer”. From the results hotels need to understand that domestic tourists are consumers who are more careful and more systematic and also make comparisons in order to choose the product with the highest quality. From these findings the hotel industry should consider “how to provide perfection to the customer”. In other words international tourists are consumers who put emphasis on price or value for money, they aim to get the best value for their money and also they compare the products.

Furthermore this research also found that the “Hotel’s cleanliness” is the most important hotel attribute for both international tourists and domestic tourists when selecting hotels. Nevertheless, domestic tourists are more concerned about the Hotel’s cleanliness than international tourists. From these findings, hotels should consider the Hotel’s cleanliness as the most important hotel attribute.

Moreover this research would help marketing departments to offer promotions or create special events to prove effective at persuading guests to increase their length of stay or pay for additional services.

The last finding reveals that “Habitual conscious” had the highest relationship between consumer decision making styles and important hotel attributes. From these results hotels need to understand that there are Brand-Loyal Consumers who repetitively choose the same favorite brands all the time. They have favorite brands and hotels and form habits in choosing these. If hotels can make tourists impressed they will absolutely come back.

Overall, the researcher suggests that hotel operators in Phuket should not assume that consumers may have similar decision making styles.

5.2.1 Limitations and suggestions

This study has some limitations. Firstly, this study does not focus on different types of hotel. Thus, future research should attempt to investigate consumer decision making styles across different categories of hotel operating in Phuket to compare between different hotel products.

Secondly, as these research questionnaires were distributed by convenience which was selected to be at the Airport. Further research may use quota sampling of hotels.

Thirdly, this study was conducted during July - August 2012 which is in the low season period. Therefore, future research should be conducted in the high season during November – April. If this is the case, maybe the results will differ from this study.

Fourthly, this research studied the consumer decision making styles only on hotel selection, therefore a future study might consider other sections within the tourism industry.

Lastly, this study was conducted in Phuket province only. Thus, further research may be conducted in other areas.

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APPENDICES

APPENDIX A : Questionnaire (English Version)



“Consumer decision making styles in hotel selection in Phuket”

Dear Respondents,

I am studying toward Master Degree of International Program in Hospitality and Tourism Management at the Prince of Songkla University, Phuket Campus. As part of my studies, I am investigating consumer decision making styles in hotel selection in Phuket.

Kindly assist me by spending your time on completing these questionnaires. The information you provide will be kept confidential.

Thank you for your time and your valuable contribution to this research.

Yours sincerely

Ms. Witchulada Chaithanee

Part I Personal information

Please tick the appropriate box or complete the answer.

1. Gender

Male Female

2. Age

18-24 25-34 35-44 45-54
 55-64 65 or above

3. Monthly household income

Less than \$1,000 \$1,001-\$3,000 \$3,001-\$5,000
 \$5,001-10,000 \$10,001 and above

4. Education level

- High school Diploma Bachelor degree
 Master degree Ph.D.

5. Marital status?

- Single, Never married Married Divorced
 Separated Widowed
 Others (Please specify)

6. Purpose to visit Phuket?

- Pleasure/Leisure Business Visiting relatives and friends
 Health Meeting
 Others (Please specify)

7. What is your nationality?

- Thai Others (Please specify.....)

Part II Factors in consumer decision making styles

Please select the choice ranked from 1 strongly disagree to 5 strongly agree to describes yourself when select hotel to stay.

In general how would you describe yourself when selecting hotel	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
1. When selecting a hotel, I try to get the very best or perfect choice.					
2. My standards and expectations for the hotel I stay are very high.					
3. A hotel does not have to be perfect, or the best, to satisfy me.					
4. I prefer choosing the best hotel brands.					
5. The most advertised hotel brand is usually very good choice.					
6. The more expensive brands are usually my choices.					

In general how would you describe yourself when selecting hotel	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
7. The higher the price of a hotel, the better its quality.					
8. Selecting hotel to stay is not a pleasant activity to me.					
9. Staying at a hotel is one of the enjoyable activities of my life.					
10. I prefer to take my time when choosing a hotel to stay.					
11. Sometimes it is hard to choose which hotel to stay.					
12. There are so many hotels to choose from that I often feel confused.					
13. I look carefully to find the best value for money when choosing a hotel to stay.					
14. I am willing to spend time to compare prices among hotels in order to buy some lower priced.					
15. The lower priced hotels are usually my choice.					
16. I should spend more time deciding on the hotel I choose.					
17. I should plan more carefully than I do when I select a hotel.					
18. I usually select a hotel without hesitation.					

In general how would you describe yourself when selecting hotel	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
19.I carefully watch how much I spend when I select a hotel.					
20.I have favorite hotel brands which I choose over and over.					
21.Once I find a hotel I like, I choose it regularly.					
22. To get variety, I stay at different hotels and different brands.					
23. It's fun and exciting to choose a new hotel.					
24. I don't mind staying at a hotel which I have never been to before.					

Part III Factors influencing consumer decision making on hotel selection

Please answer the following questions regarding the hotel in Phuket where you stayed during this trip.

1. What was the name of the hotel where you currently staying for the longest period during this trip?

2. Was this your first visit to this hotel (mark the appropriate answer)?

___ 1. Yes.

___ 2. No. (How many times have you visited this hotel in the past? _____)

3. How did you book this hotel?

Hotel reservation/website Online travel agent (Agoda, Asiatewebdirect, etc.)

Travel agencies

Others (Please specify.....)

4. What was the most important source of information that influenced your decision in choosing this hotel? (Please select only one)

- Hotel reservation/website Online information website e.g trip advisor
 Travel agencies Television Magazine
 Friend/relatives
 Others (Please specify.....)

5. How important were the following hotel attributes to you when selecting this hotel?

Please tick the appropriate box.

Factors	Not important at all	Not Important	Neutral	Important	Very important
1. Brand image	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Hotel location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Service quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Cleanliness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. Value for money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

****Thank you for participation in this research****

APPENDIX B : Questionnaire (Thai Version)



แบบสอบถาม

“รูปแบบการตัดสินใจของผู้บริโภคในการเลือกที่พักในจังหวัดภูเก็ต”

เรียนผู้ตอบแบบสอบถาม

ดิฉันกำลังศึกษาอยู่ในระดับปริญญาโท สาขาการจัดการการบริการและการท่องเที่ยว มหาวิทยาลัยสงขลานครินทร์ วิทยาเขตภูเก็ต เนื่องด้วยดิฉันกำลังทำการศึกษาเกี่ยวกับรูปแบบการตัดสินใจของผู้บริโภคในการเลือกที่พักในจังหวัดภูเก็ต

ดังนั้นดิฉันจึงใคร่ขอความกรุณาท่านในการตอบแบบสอบถามและข้อมูลที่ท่านให้มาจะไม่ถูกนำไปเผยแพร่ที่ใด

ขอขอบคุณที่สละเวลาอันมีค่าและข้อคิดเห็นของท่านในการตอบแบบสอบถาม

ขอแสดงความนับถือ

นางสาววิชชุดา ไชยธานี

ส่วนที่ ๑ ข้อมูลส่วนตัวของผู้กรอกแบบสอบถาม

โปรดทำเครื่องหมาย ✓ ในแบบสอบถามต่อไปนี้ตามความเป็นจริงหรือตามความคิดเห็นของท่าน

1. เพศ

ชาย หญิง

2. อายุ

18-24 25-34 35-44
 45-54 55-64 65 ขึ้นไป

3. รายได้ต่อเดือน

น้อยกว่า 31,000 31,001-93,000 93,001-155,000
 155,001-310,000 310,001 ขึ้นไป

4. ระดับการศึกษา

- มัธยมศึกษา อนุปริญญา ปริญญาตรี
ปริญญาโท ปริญญาเอก

5. สถานภาพ

- โสด(ไม่เคยแต่งงาน) แต่งงาน หย่าร้าง
แยกกันอยู่ ม่าย
อื่นๆ (โปรดระบุ

6. วัตถุประสงค์ในการเดินทางมาที่จังหวัดภูเก็ตในครั้งนี้

- เพื่อความเพลิดเพลิน/พักผ่อน ต่อต่อธุรกิจ เยี่ยมญาติ/เพื่อน
สุขภาพ ประชุม/สัมมนา
อื่นๆ (โปรดระบุ

7. สัญชาติ

- ไทย อื่นๆ (โปรดระบุ

ส่วนที่ 2 ปัจจัยที่เกี่ยวกับรูปแบบการตัดสินใจของผู้บริโภค

โปรดตอบแบบสอบถามต่อไปนี้ตามความเป็นจริงหรือตามความคิดเห็นของท่าน โดยกาเครื่องหมาย \surd ลงในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุด

คุณอธิบายตัวคุณในการเลือกโรงแรมอย่างไร	ไม่เห็น ด้วยอย่าง ยิ่ง (1)	ไม่เห็น ด้วย (2)	เฉยๆ (3)	เห็น ด้วย (4)	เห็นด้วย อย่างยิ่ง (5)
1. เวลาเลือกโรงแรม ฉันจะมองหาตัวเลือกที่ ดีที่สุดหรือตัวเลือกที่สมบูรณ์แบบ					
2. มาตรฐานและความคาดหวังของฉัน สำหรับโรงแรมที่พักมีสูงมาก					
3. โรงแรมที่ไม่สมบูรณ์แบบหรือดีที่สุดก็ทำ ให้ฉันพึงพอใจได้					
4. ฉันชอบที่จะเลือกโรงแรมที่เป็นแบรนด์ที่ดี สุด					
5. โรงแรมที่มีการโฆษณามากที่สุด จะเป็น ตัวเลือกที่ดี					

6. แบนด์ที่ราคาแพงกว่ามักจะเป็นเลือกของ ฉัน					
7. โรงแรมที่มีราคาสูงกว่ามักจะมีคุณภาพที่ ดีกว่า					
8. การเลือกโรงแรมที่จะพักไม่ได้เป็น กิจกรรมที่น่ารื่นรมย์ของฉัน					
9. การได้เข้าพักในโรงแรมเป็นอีกหนึ่ง กิจกรรมที่เพลิดเพลินในชีวิตของฉัน					
10. ฉันชอบที่จะใช้เวลาของฉันในการเลือก โรงแรมที่จะพัก					
11. บางครั้งก็เป็นการยากในการเลือกโรงแรม ที่จะพัก					
12. มีโรงแรมหลายแห่งให้เลือกและฉันมักจะ รู้สึกสับสน					
13. ฉันมักจะพิจารณาอย่างถี่ถ้วนเพื่อให้คุ้มค่า แก่เงินที่เสียไปในการเลือกที่พัก					
14. ฉันยินดีที่จะใช้เวลาในการเปรียบเทียบ ราคาระหว่างโรงแรมเพื่อที่จะได้ราคาที่ต่ำ กว่า					
15. โรงแรมที่ราคาต่ำกว่ามักจะเป็นตัวเลือก ของฉัน					
16. ฉันควรจะใช้เวลามากกว่านี้ในการ ตัดสินใจกับโรงแรมที่ฉันเลือก					
17. ฉันควรวางแผนอย่างรอบคอบมากขึ้น กว่าที่ฉันทำเมื่อฉันเลือกโรงแรม					
18. ฉันมักจะเลือกโรงแรมโดยไม่ลังเล					
19. ฉันจะพิจารณาอย่างระมัดระวังว่าฉันใช้ จ่ายเท่าไรในการเลือกที่พัก					
20. ฉันมีโรงแรมที่ฉันชื่นชอบซึ่งฉันเลือกพัก ครั้งแล้วครั้งเล่า					

21.เมื่อนั้นเจอโรงแรมที่ฉันชอบ ฉันจะกลับมาพักเป็นประจำ					
22.เพื่อให้ได้ความหลากหลายฉันจะเข้าพักหลากหลายโรงแรมและแบรนด์ที่แตกต่างกัน					
23.มันสนุกและตื่นเต้นที่จะเลือกโรงแรมใหม่ๆ					
24.ฉันไม่ขัดข้องเข้าพักที่โรงแรมที่ฉันไม่เคยไปมาก่อน					

ส่วนที่ 3 ปัจจัยที่มีอิทธิพลต่อการตัดสินใจของผู้บริโภคในการเลือกที่พัก

กรุณาตอบคำถามต่อไปนี้เกี่ยวกับโรงแรมในจังหวัดภูเก็ตซึ่งคุณเข้าพักในระหว่างการเดินทางในครั้งนี้

1. โรงแรมที่คุณเข้าพักที่ระยะเวลายาวนานที่สุดของการเดินทางในครั้งนี้คือโรงแรม?

.....

2. ครั้งนี้เป็นครั้งแรกในการพักโรงแรมนี้ใช่หรือไม่

ใช่

ไม่ใช่ (ที่ผ่านมากคุณมาพักโรงแรมนี้กี่ครั้ง? _____)

3. คุณจองโรงแรมนี้ด้วยวิธีไหน?

จองผ่านโรงแรม/เวปไซต์

จองผ่านเว็บไซต์รับจอง (agoda, asiawebdirect eg.)

จองผ่านบริษัทนำเที่ยว

อื่นๆ (โปรดระบุ

4. อะไรเป็นแหล่งข้อมูลสำคัญที่สุดที่มีอิทธิพลต่อการตัดสินใจของคุณในการเลือกพักที่โรงแรมนี้

(กรุณาเลือกตอบเพียงข้อเดียว)

การรับจองของโรงแรม/เวปไซต์

โทรทัศน์

เว็บไซต์ข้อมูลออนไลน์ เช่น trip advisor

แมกกาซีน

บริษัทนำเที่ยว

เพื่อน/ญาติ

อื่นๆ (โปรดระบุ

5. คุณลักษณะของโรงแรมต่อไปนี้มีสำคัญต่อท่านอย่างไรในการเลือกที่พัก?
 กรุณาทำเครื่องหมาย ✓ ลงในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุด

คุณลักษณะของโรงแรม	ไม่สำคัญเลย	ไม่สำคัญ	เฉยๆ	สำคัญ	สำคัญที่สุด
1. ภาพลักษณ์ของแบรนด์	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. ที่ตั้งของโรงแรม	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. คุณภาพการบริการ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. สิ่งอำนวยความสะดวก	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. ความสะอาด	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. ราคา	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. ความคุ้มค่าเงิน	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

****ขอขอบคุณที่ให้ความร่วมมือในการทำวิจัยในครั้งนี้****

APPENDIX C

Certificate of Attendance



THE 2nd ANNUAL PSU PHUKET INTERNATIONAL CONFERENCE 2013

PRESENTS THIS

CERTIFICATE OF PRESENTATION

TO

WITCHULADA CHAITHANEE

PAPER TITLED

CONSUMER DECISION MAKING STYLES IN HOTEL
SELECTION: A STUDY OF THE INDUSTRY IN PHUKET

(DR. WADCHARAWADEE LIMSAKUL)
CONFERENCE CHAIR

(ASSOC. PROF. PUWADON BUTRAT)
VICE PRESIDENT FOR PHUKET CAMPUS

14 - 15 November 2013
Prince of Songkla University, Phuket Campus



VITAE

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MBA: Prince of Songkla University (PSU); Phuket; Thailand; 2014; (Specialized in Hospitality & Tourism)

BBA: Khon Kaen University; Khon Kaen; Thailand; (Hotel & Tourism, 2004-2008)

List of Publication and Proceeding:

Chaithanee, W. & Promsivapallop, P. (2014). "Consumer decision making styles in Hotel Selection in Phuket". *International Conference on "The 2ND Annual PSU Phuket International Conference 2013"* (PSU, November 14-15, 2013. Phuket, Thailand) ISBN 978-616-271-149-7.