Significance of Hotel Facebook Page as Hotel Marketing Communication: The Facebook Users Perspective

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This is to certify that the work here submitted is the result of the candidate's own investigations. Due acknowledgement has been made of any assistance received.

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Candidate

I hereby certify that this work has not been accepted in substance for any other degree, and is not being currently submitted in candidature for any degree.

_____ Signature

(Miss Chayanapat Prom-aksorn)

Candidate

ชื่อวิทยานิพนธ์	ความจำเป็นของเฟซบุ๊คเพจของโรงแรมในฐานะช่องทางการสื่อสารถึงลูกค้าในมุมมองของกลุ่มประชากรผู้ใช้เฟซบุ๊ค
ผู้เขียน	นางสาวชญานภัส พรหมอักษร
สาขาวิชา	การจัดการการบริการและการท่องเที่ยว (หลักสูตรนานาชาติ)
ปีการศึกษา	2559

บทคัดย่อ

ในปัจจุบันนี้ เฟซบุ๊ค ถือเป็นสังคมออนไลน์ที่เติบโตอย่างรวดเร็ว และได้รับความนิยมในการใช้งานกันอย่างแพร่หลายทั่วโลก แม้แต่ในหน่วยงานธุรกิจต่างๆ ก็ยังมีการใช้ เฟซบุ๊ค เป็นช่องทางในการสื่อสารกับลูกค้า และมีแนวโน้มในการได้รับการตอบรับในทิศทางที่ดี การศึกษานี้จึงมีวัตถุประสงค์ในการสำรวจความสำคัญของ เฟซบุ๊คเพจ ของโรงแรม ในมุมมองของผู้ใช้ เฟซบุ๊ค จากหลายๆประเทศทั่วโลก การศึกษานี้ มีการมุ่งเน้นในการศึกษาถึงความสำคัญของ เฟซบุ๊คเพจ ของโรงแรมต่างๆ ที่จะมีส่วนช่วยในกระบวนการค้นหาข้อมูลและ การตัดสินใจจองการเข้าพักกับโรงแรมนั้นๆ ของประชากรที่ใช้เฟซบุ๊ค และยังมุ่งเน้นที่จะสำรวจมุมมองและความต้องการของประชากรผู้ใช้เฟซบุ๊ค ว่าต้องการข้อมูลส่วนใดบ้างจากเฟซบุ๊คเพจของโรงแรมต่างๆ

เครื่องมือในการสำรวจความคิดเห็นของประชากรผู้ใช้เฟซบุ๊คสำหรับการศึกษานี้คือแบบสอบถามแบบออนไลน์ และแบบสอบถามแบบกระดาษ เพื่อให้มีการเข้าถึงกลุ่มประชากรเป้าหมายได้อย่างกว้างขวางและทั่วถึง และไม่จำกัดอยู่แต่ในเฉพาะพื้นที่ใดพื้นที่หนึ่ง เนื่องจากการศึกษามุ่งเน้นที่จะได้รับความเห็นโดยรวมจากกลุ่มประชากรที่หลากหลายจากหลายประเทศทั่วโลก ในการเข้าไปศึกษาหาข้อมูลจากเฟซบุ๊คเพจของโรงแรม ซึ่งโรงแรมต่างๆใช้เป็นช่องทางในการประชาสัมพันธ์กับลูกค้า จากการศึกษาพบว่า มากกว่าร้อยละ 80 ของกลุ่มประชากรที่ตอบแบบสอบถาม ต่างมีความเห็นสอดคล้องไปในทิศทางเดียวกันว่า เฟซบุ๊คเพจของโรงแรมนั้นมีความจำเป็นที่จะต้องมีไว้เพื่อเป็นช่องทางให้ลูกค้าเข้าถึงข้อมูลของโรงแรมนั้นๆอีกช่องทางหนึ่ง หากแต่ความพึงพอใจต่อข้อมูลที่แสดงในหน้าเฟซบุ๊คเพจของโรงแรมต่างๆนั้น ถือว่าอยู่ในเกณฑ์ที่ต่ำ เมื่อเปรียบเทียบกับความคาดหวังของข้อมูลที่กลุ่มประชากรผู้ใช้เฟซบุ๊คคาดหวังว่าจะได้รับ

จากการศึกษาสามารถบ่งชี้ให้เห็นว่า ถึงแม้กลุ่มประชากรผู้ใช้เฟซบุ๊คส่วนใหญ่ต่างมีความเห็นไปในทิศทางเดียวกันว่า เฟซบุ๊คเพจของโรงแรมต่างๆนั้น มีความจำเป็นที่จะต้องมี แต่ประสิทธิภาพของข้อมูลข่าวสารที่สื่อประชาสัมพันธ์ผ่านทางช่องทางนี้ยังมีประสิทธิภาพในระดับต่ำ และยังไม่ตรงตามความต้องการของกลุ่มประชากรผู้ใช้เฟซบุ๊คส่วนใหญ่

คำสำคัญ : เฟซบุ๊ค เพจ โรงแรม การสื่อสาร

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ABSTRACT

Facebook is the fastest growing social media. And it is also being the broad using social media by people around the world. Many business sectors had been using this communication channels and gain positive feedback in their business. This study therefore seeks to investigate the Facebook user's perspective toward the significance of hotel Facebook. The study aims to determine the important of Hotel Facebook Page on hotel selection process of the Facebook users and also to identify what Facebook users' needs in participated in Hotel Facebook Page. The instruments for this study are questionnaires survey and online questionnaires survey to reach as various demographic and geographic areas as possible. The study is not limited to any region or area of Facebook use as it aims to identify the common opinion of the Facebook user around the world toward the effectiveness of hoteliers in using Facebook Page as their marketing communication channel. The finding shown that more than 80% of the respondents agreed that it is necessary for the hotel to have their Facebook page whereas the satisfaction toward hotel Facebook Page being display is quite low compare to their expectation. The finding can indicate that even though the Facebook users see that it is significance for the hotel to have their Facebook Page but the current effectiveness is not yet meet the Facebook user's expectation.

Keyword : Facebook, Page, Hotel, Commutations

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place where it has well portrayed my professional achievement and proved that I can do it. By having accomplished this task of particular research study, I can never thank enough to many of whom supported me. Thank you to my Stationary's Family, Whean (Ms Kotchakorn Chanakiat) and Andy (Mr. Andreas Bosslar). Without real sincerity and great support from you both, I can never achieve this far. I would like to also show my appreciation to Ms Wanthida Kamlai, the MBA program coordinator for her kind and prompt assistant.

My deepest gratitude to Dr. Prateep Wetprasit, my main advisor for his kindness and been really helpful and never got bore to push me up, follow up, giving an effective instruction from the start to the end in improving the quality of my work.

I extend my sincere thanks to all Facebook users who being kind and generous to respond to this research study. Finally, special thanks to my parent, my family, friends, and especially to Mr. Sarawuth Parnthon, whose affection and moral support encourage me to reach the goal, without them nothing would have been possible and beautiful.

Chayanapat Prom-aksorn

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CHAPTER 1

INTRODUCTION

In the present day, it is rarely seen hotel websites without their other social network site contact channels like Twitter, YouTube, Skype, Instagram and especially Facebook. These social network sites have become one of the necessary tools for the hotel's opinions to have a close contact point with their clients. Social media marketing has become a new movement for hoteliers. Furthermore there are an increasing numbers of hotel using social media to promote their business. However, the marketing effectiveness of social media is still a big challenge in both academic and business world. Since social media marketing is totally different from traditional marketing approaches, traditional marketing theories and practices may not be applicable to social media. Besides, very few studies have examined the effectiveness of social media marketing in the academic world. (Leung, 2012).

Although the hotel business mostly agreed to the significant of Facebook as one of a social network marketing communication channels and put a lot of efforts to add Facebook channel to stay connected to their consumers. Nevertheless, from the Facebook users point of view, they still not see Facebook as a significant tool in data searching or decision making on their trip because the Facebook users' still use the old channel like Google, website or travel agent to gather information and make decision on their trip.

Facebook is the fastest growing and widely used by people around the world in the present. It is a phenomenon that has grown exponentially in a very short time and continues to do so. Facebook was originally used mostly by college students to keep in touch with high school friends but the recent statistics prove that it has moved beyond its original use and has become an incredibly powerful business networking medium.

With the business review session by startupnation.com - business-articles (2013), toward the business section, one of the best things about Facebook is its unbeatable potential for publicity. If used regularly and cleverly, it will noticeably increase the company's visibility. On the other hand, Facebook can also improve Google Rank as Facebook offers a Page application, which allows the company to create a professional profile for their business, services, and products. Within these pages the company has the option to include a link to their website, or any other reference links or research they have done. Even though it is not the only thing the company need to do to improve Google rank, but it had been used broadly and

believed by business section that it certainly helps.

Facebook also provides a function for the user the possibility to create ads and target them to a specific age group, gender and location. The user can also track their ad's performance.

According to hotelmarketing.com (2010), one of the greatest aspects of Facebook is that the business sector can build loyalty among their customers. As per record from Hospitality E-Business Strategies 2011 indicated that users share over 30 billion pieces of information and spend over 700 billion minutes on Facebook each month, which can conclude that it is the reason for business sectors need to make their presence and utilize their marketing via this channel.

Whereas when it comes to the statistic information, it has been accepted that Social networking developed into an E-Marketing tool is able to empower the business firms to entry the market, learn about customer trends, and correspond to customers in a manner that could transform into market share and revenue (Albee, 2010). Facebook developed as a leading social networking site with 350 million active users in July 2009 (Treadaway and Smith, 2010), which has grown to 500 million active users in 2010 (Facebook, 2010) and today's active users increase to over 1,000 million. This denotes an amazing 42.86 percent increase in users that constitutes 7.35 percent of the world's 2010 population. The total number of Facebook users is bigger than the projected 310.2 million population of the United States in 2010. There are two associations for business firms. Facebook is a gathering place of a large pool of customers. This social networking site is also a source of consumer information and a means of distribution information to build market existence. (Hsu, 2012)

However, this is not to say that using Facebook ensures absolute marketing success. Similar to other online tools, implementation requires a strategic perspective to ensure the desired outcomes. Achieving results is a process involving preparation, resources, competencies, monitoring and evaluation (Silk, 2006; Stokes, 2009). It is important to keep realistic expectations about the marketing outcomes of using Facebook (Treadaway Smith, 2010) because the results depend on how well business firms utilize the website as a marketing tool.

1.1 Objective Of the Study

The objectives of the study are to investigate the Facebook users' point of view toward the effective current use of Facebook Page by hotels around the world as one of their marketing tool.

This is also to identify issues and to recommend ways for hotels to use Facebook Page in a way that widens their reach of international travelers and increases potential sales.

This study aims to answer the following questions,

1) How significant is Hotel Facebook Page toward the Facebook users' perspective?

2) What are Facebook users' needs for participating in Hotel Facebook Page?

1.2 Significance of the Study

1.2.1 The finding from this research contribute to literature on the effectiveness of Facebook Page used by hotels as hotels marketing communications

1.2.2 The finding can be used for hotel business sectors to improve their strategy in using Facebook Page effective and meet the needs of their target users.

1.2.7 The finding from the study can benefits the tourism organization in promoting the tourism via Facebook Page.

1.3 Scope of the Study

1.3.1 Scope of the Study Area:

This study is not limited to any region, or area of use. As the study aims to identify the common use of the Facebook user toward hotel business effectiveness in using Facebook Page as their marketing communication channel. Furthermore, the hotel business sector can adopt finding result to learn more about Facebook user behavior toward hotel and tourism sectors.

1.3.2 Scope of Time:

The research was take place from September 2013 to December 2013. Online questionnaires were post in different Facebook Hotel Pages, Groups and on the main Facebook Page, which target to Facebook users who tend to be interested in hotel and tourism and also Facebook user in general to avoid bias.

1.3.3 Scope of Demographics:

This study focuses on only one target population, which is Facebook users who searching the internet and use Facebook regularly. This research aims to identify the effectiveness of Hotel Facebook Page being used by hotel on the Facebook users' point of view.

1.3.4 Scope of Geographic:

As this study set out for the general hotel and tourism body of knowledge which is specific to the group of Facebook user who tend to/or participate in hotel and tourism, thus the study not limited to the geographic area to gather information.

1.4 Research Flow Chart

Figure 1.1 Research Flow Chart
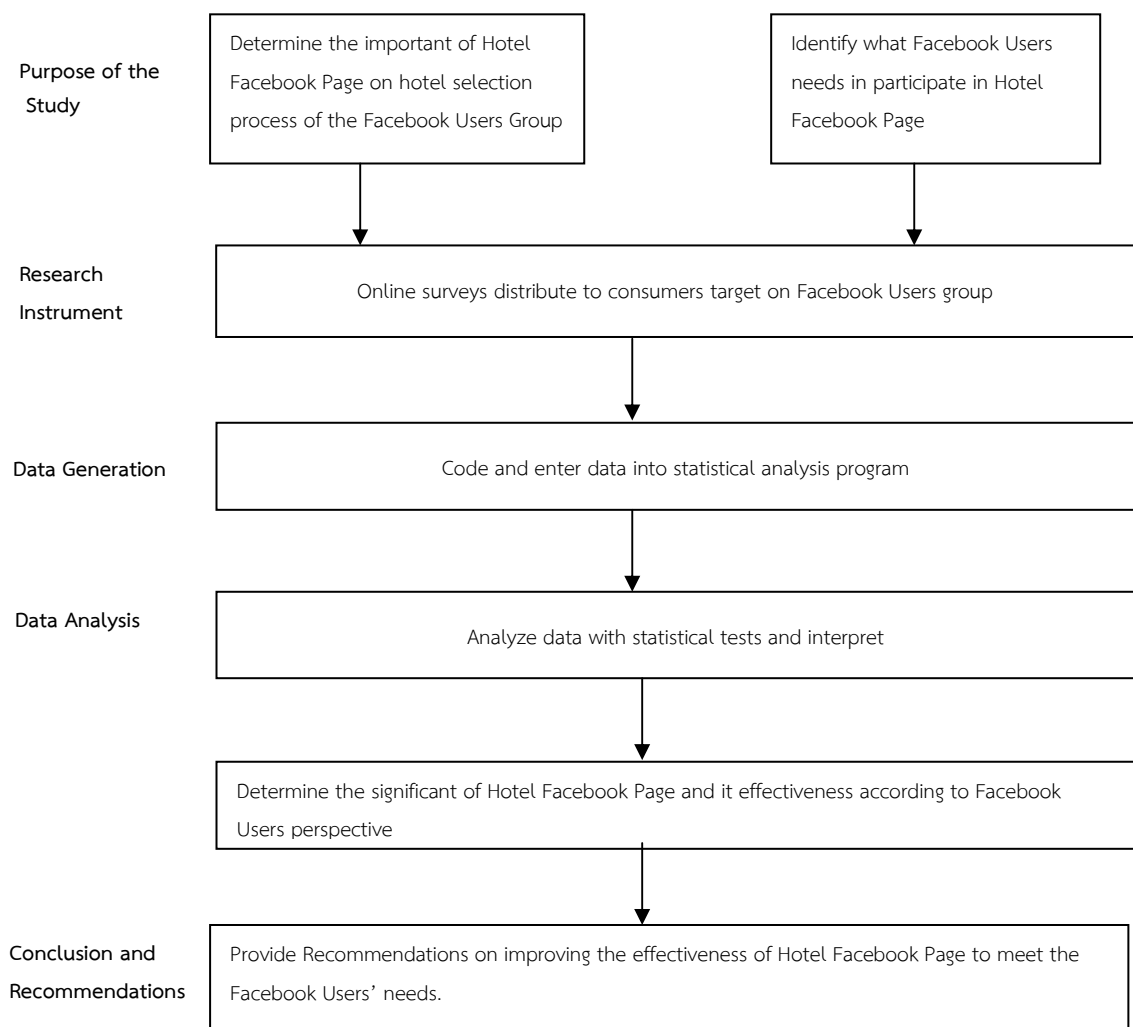
1.5 Conceptual Framework

Figure 1.2 Conceptual Frame Work

Tourism Supply (Hotel)	Consumers Decision Making Process

Integrated Marketing Communications - Social Media	- Information Gathering Process through Social Networking Site - Purchasing behavior - Social Media Usage

Hotel Facebook Page

Evaluating the Effectiveness of Information Delivered through Hotel Facebook Page according to Facebook users perspective

Suggested provided for improving the Effectiveness of Hotel Facebook Page
Understanding of Facebook Users Perspective toward Hotel Facebook Page

1.6 Definition of Key Terms

Hotel Facebook Page: Pages are for businesses, organizations and brands to share their stories and connect with people. The hotel can customize Pages by adding apps, posting stories, hosting events and more. Hotel can engage and grow the audience by posting regularly. People who like Hotel Page and their friends will get updates in News Feed.

Facebook Users: The Internet users, who registered as Facebook members, stay active and participate in Facebook activities.

Integrated Marketing Communication (IMC): The process for managing customer relationships, which drive brand value primarily through communication efforts. Social media is also considered as one of the IMC

Social Media: Internet base applications that carry consumer generated content and that is relevant to the past experiences or any source or online information issues. It is the media controlled by consumers itself.

E-marketing: the strategic process of establishing online connections with customers to understand their needs as well as employing online tools to create an interactive experience for customers to draw their interest, influence purchasing behavior, and affect voluntary sharing of the experience by satisfied consumers (Albee, 2010)

Social Networking Site: is the phrase used to describe any Web site that enables users to create public profiles within that Web site and form relationships with other users of the same Web site who access their profile. Social networking sites can be used to describe community-based Web sites, online discussions forums, chat rooms and other social spaces online.

Word of Mouth (WOM): Word of Mouth is a consumer-dominated channel of marketing communication where the sender is independent. It is perceived to be more reliable, credible and trustworthy by consumers compared to the Company-initiated communications.

CHAPTER 2

LITERARURE REVIEWS

2.1 Facebook

2.1.1 Facebook Background

Facebook was founded in 2004. The Facebook's mission is "to give people the power to share and make the world more open and connected". People use Facebook to stay connected with friends and family, to discover what's going on in the world, and to share and express what matters to them.

Headquarters

1601 Willow Road, Menlo Park, California, 94025

Employees

5,299 employees as of June 30, 2013

Statistics

819 million monthly active users who used Facebook mobile products as of June 30, 2013.699 million daily active users on average in June 2013. Approximately 80% of our daily active users are outside the U.S. and Canada.1.15 billion monthly active users as of June 2013.

Board Members

Mark Zuckerberg, Founder, Chairman and CEO, Facebook

Marc Andreessen, Co-founder and General Partner, Andreessen Horowitz

Susan Desmond-Hellmann, chancellor of the University of California, San Francisco (UCSF)

Donald E. Graham, Chairman and CEO, the Washington Post Company

Reed Hastings, Chairman and CEO, Netflix

Erskine Bowles, President Emeritus, the University of North Carolina

Peter Thiel, Partner, Founders Fund

Sheryl Sandberg, COO, Facebook

Offices:

U.S. offices include: Atlanta; Austin; Detroit; Chicago; Dallas; Los Angeles; Miami; New York; Seattle; Washington, DC; Prineville, Oregon.

International offices include: Amsterdam; Auckland; Brussels; Buenos Aires; Dubai; Dublin; Hamburg; Hong Kong; Hyderabad; London; Madrid; Melbourne;

Mexico City; Milan; Paris; Selangor; Sao Paulo; Seoul; Singapore; Stockholm; Sydney; Tokyo; Toronto; Warsaw.

2.2.2 Facebook Features

Facebook continuous develop the features to support effectiveness use to their members. The below information shows Facebook Features available via facebook.com;

User profile

At this feature, the Facebook members can construct their profiles with photos, lists of personal attentions, contact details, and other information. Users can interact with friends and other users through private or public messages and a chat feature. Facebook members can also create and join interest groups and "like pages" (It was called "fan pages" until April 2010), some of which are provided by organizations as a methods of organization advertising. Facebook has been driven to add a third gender in the gender option, which currently contains only male and female. Facebook refused and explained that individuals can still opt out of showing their sex on their profile. According to a 2012 Pew Internet and American Life study identified that between 20–30% of Facebook users are the power users who regularly link, poke, post and tag themselves and others. The member page is set up in a minimum fashion with blue as the main color.

According to information from June 13, 2009, Facebook introduced a Usernames feature, which the pages can be linked with easier URLs such as http://www.facebook.com/facebook instead of a long URLs like http://www.facebook.com/profile.php?id=7254316728. Many new smart phones also alerts and offer access to Facebook services through either their Web browsers or applications. On the other hand, an official Facebook application is available for the smartphone with operational system like Android, iOS, and web OS. More than 425 million active Facebook members access Facebook through mobile devices across 200 mobile operators over 60 countries.

Comparison with Myspace

Many media frequently compares Facebook with Myspace, but one important difference between the two websites is the ability of customization. Further differentiation is Facebook's requires users to give their true identity, which is MySpace, does not demand. MySpace permits users to enhance their profiles using HTML and Cascading Style Sheets (CSS), whereas Facebook permits only plain text. Facebook has many of features with which users are able to interact. Facebook

include the Wall, an area on every member's profile page that permits friends to write messages for the user to see; there is Pokes, which permits users to send an effective nudge to each other. The Photos, which members can create albums and upload photos; finally Status, a feature that permits members to show their friends of their location and actions. Conditional on privacy settings by members, anyone who can see a user's profile can also see that user's Wall. In July 2007, Facebook began permitting members to post the attachments to the Wall, although the Wall was previously limited to word-based content only.

News feed

On September 6, 2006, Facebook had been introduced the News feed to users, which shows on every member's homepage and features information including profile changes, upcoming events, and birthdays of the member's friends. This allowed spammers and other users to employ these features by creating dishonest events or posting false birthdays to catch responsiveness to their profile. Originally, the News Feed caused disappointment among Facebook members; some had been whined it was too messy and full of undesired details, others were concerned that it made it too easy for others to track individual activities.

In reaction to the News feeds issue, Zuckerberg released a confession for the site's failure to include appropriate customizable privacy features. Later on, members have been able to control what types of information are able to share automatically with their friends. Members are now also able to avoid user set classifications of friends from viewing updates information about certain types of events, including changing in profile information, Wall new posts, and newly added friends.

On February 23, 2010, Facebook was approved a patent on certain characteristics of its News Feed. The patent coverings News Feeds in which links are provided so that one user can share in the same activity of another user. The patent may support Facebook to follow action against websites that breach its patent, which could potentially include websites such as Twitter.

Photos application is one of the most popular applications on Facebook. It is the feature, which, Facebook members can, creates albums and upload photos to their page. Facebook permits members to upload the limitless number of photos, compared with other photos hosting services such as Flickr and Photobucket, which those site request limits to the number of photos that a user is permitted to upload. From the beginning, Facebook users were limited to 60 photos per album. Later on, this limit has been increased to 200 photos per album.

For individual albums, members can set privacy to it, which is limiting the groups of users that can view an album. For example, while the privacy of another album can be set so that all Facebook users can see it, the privacy of some album can be set so that only the user's friends or only the members themselves can see the album. Another feature of the Photos application is the ability to tag users in a photo. For example, if a photo comprises of a user's friend, then the user can use the tag feature to the friend in the photo. This directs a notification to the friend that they have been tagged, and delivers them a link to see the photo.

In June 7, 2012, Facebook announced the App Center to members. This will help the members in discovery games and other applications with easiness. Since the announced of the App Center, Facebook has seen 150 million monthly users with 2.4 times the installation of applications.

Facebook Notes

Facebook Notes was launched in August 22, 2006, a blogging piece that permitted tags and embeddable images. Which later the members are able to import blogs from Blogger, Xanga, and other blogging services. Throughout the week of April 7, 2008, Facebook released a Comet-base instant messaging application, which called Chat to numerous networks, this feature allows members to talk with friends and is related in functionality to desktop-based instant messengers.

On February 8, 2007, Facebook has announced Gifts, which permits members to send virtual gifts to their friends, which show on the recipient's profile. Each Gifts purchase cost $1.00, and a modified message can be attached to each gift. Facebook launched Marketplace on May 14, 2007, which lets members' post free classified advertising. Marketplace has been compared with Craigslist by CNET, which indicated that the major difference between the two is that listings posted by a member on Marketplace can be view only by member in the same network as that member, while listings posted on Craigslist can be seen by anyone.

Facebook launched Facebook Beta on July 20, a2008; it is a substantial restructure of its member interface on selected networks. The Mini-Feed and Wall were combined, profiles had been separated into tabbed sections, and an effort was made to create a better look of overall image. After initially giving members an alternative to control, Facebook began transferring all users to the new version starting in September 2008. Later on December 11 2008, it was declared that Facebook was trying to add a simpler signup process.

Messaging

A new Messaging program was introduced on November 15, 2010. Some publications explained this feature as a competitor to Gmail, the system permits member to directly correspond with their friend via Facebook using numerous different, no matter what way is used to deliver a message, they are confined within single threads in an integrated inbox. Similarly to other Facebook features, members can set the rule that from whom they can receive messages.

Voice calls

From the time of April 2011, Facebook member are able to make voice calls via Facebook Chat, permitting members to chat with others from all over the world. This feature provided free through T-Mobile's new Bobsled service, lets the user add voice to the present Facebook Chat together with leave voice messages on Facebook.

Video calling

Facebook had introduced the video calling services using Skype as Facebook's technology partner on July 6, 2011. It lets one-to-one calling by using a SkypeRestAPI.

Following

As of September 14, 2011, Facebook created the capability for member to provide a Subscribe button on their page; this feature permits members to subscribe to public postings by the user without demanding to add them as a friend. In conjunction, Facebook also launched a scheme in February 2012 to confirm the identity of definite accounts. This is a similar system being use by Twitter.

Later on in December 2012, Facebook explained that according to user confusion surrounding its purpose, the Subscribe button would be re-labeled as a Follow button which, making it more alike to other social networks with similar functions.

Privacy

To show concerns about privacy, Facebook allows users to choose their own privacy settings and choose who can see certain parts of their profile. The website is free to all members, whereas it makes revenue from advertising, such advertising. Facebook demands a user's name and profile picture to be view by everyone. Users can control who are able to see other details they have posted, together with who can search for them in searches, which all of these capabilities can be control via their privacy settings.

ComScore, is an Internet marketing research company, has reports

that Facebook gathers as much data from its guests same as Google and Microsoft, but significantly less than Yahoo! In 2010, the security team began increasing its powers to reduce the risks to members' privacy, but privacy concerns remain. On November 6, 2007, Facebook introduced Facebook Beacon, which was an eventually failed effort to advertise to friends of members using the information of what purchases friends made. Later on March 2012, Facebook's practice of its member's data is under close inspection.

FTC settlement

It had been report that on29 November 2011, Facebook decided to settle US Federal Trade Commission charges that it tricked consumers by not able to keep privacy assurances.

Technical features

Facebook is recognized as one uniform application. According to an interview with Chuck Rossi in 2012, an engineer at Facebook, Facebook compiles into a 1.5 GB binary blob, which is then circulated to the servers using a custom Bit Torrent-based production system. Rossi indicated that it takes about 15 minutes to build and 15 minutes to issue to the servers. The build and issue process is zero downtime and new conversions to Facebook are rolled out daily.

Facebook used a mixture program created on HB as to gather data thru distributed machines. Using a tracking architecture, new actions are stored in log files, and the logs then are tracked. The system moves these events up and composes them into storage. The User Interface then draws the data out and shows it to members. Facebook handles requests as AJAX behavior. These requirements are engraved to a log file using Scribe (developed by Facebook).Information is read from these log files using Ptail, an inside built tool to combined data from multiple Scribe stores. It tails the log files and draws data out. Ptail data is divided into three streams so they can finally be sent to their own bunches in different data centers. Puma is used to accomplish periods of high data flow. Data is handled in batches to lessen the amount of times requires to read and write under high demand interludes. Batches are removed every 1.5 seconds, limited by memory used when making a hash table.

Later on, data is output in PHP structure (assembled with Hip Hop for PHP). The backend is printed in Java and Thrift is used as the messaging structure so PHP programs can query Java services. Caching clarifications are used to generate the web pages display faster. The more and longer information is cached the fewer

real times it is. The data is then sent to Map Reduce servers so it can be inquired via Hive. This also serves as a backup plan as the data can be recovered from Hive. Raw logs had been removed later.

Like button

The like button is one of a social networking feature, it allowing members to express their appreciation of matter such as status comments, updates, advertisements, and photos. It is also a social plug-in of the Facebook Platform, which had been launched in April 21, 2010. The feature that allows sharing Internet websites to show a similar like button.

Lawsuit

Patents concerning to the Like button and other social features held by deceased Dutch programmer Joannes Jozef Everardus van Der Meer are subject of a lawsuit conveyed against Facebook by Rembrandt Social Media Reception.

According to comScore, Facebook is the leading social networking site based on monthly unique visitors, having passed main competitor like MySpace in April 2008. ComScore also reports that Facebook drew 130 million unique visitors in May 2010, the growth of 8.6 million people. As per report from Alexa, the website's ranking among all websites increased from 60th to 7th in worldwide movement, from September 2006 to September 2007, and is now ranked 2nd. Quant cast ranks the website 2nd in the U.S. in circulation, and Compete.com ranks it 2nd in the U.S. The website is the most popular for photos uploading, with 50 billion uploaded cumulatively. In 2010, Sophos's "Security Threat Report 2010" polled over 500 firms, 60% of which responded that they believed that Facebook was the social network that posed the biggest threat to security, well ahead of LinkedIn and Twitter.

Facebook is the trendiest site among social networking site in numerous English whereas in regional Internet markets, Facebook perception is highest in North America, then followed by Middle East-Africa, Latin America then Europe and Asia-Pacific.

Facebook has won many awards for example were appointed into the Top 100 Classic Websites awarded by *PC Magazine* in 2007, and won the People's Voice Award which awarded from the Webby Awards in 2008. In a 2006 research directed by Student Monitor, a New Jersey-based company specifying in research about the college student market, Facebook was appointed the second popular site among undergraduates, tied with beer and only ranked just a bit lower

than the iPod.

        In 2010, Facebook won the Crunchie Best Overall Startup Or Product for the third year consecutively and was acknowledged as one of the Hottest Silicon Valley Companies awarded by Lead411. Nevertheless, in a July 2010 survey performed by the American Customer Satisfaction Index, Facebook gained a score of 64 from the total 100, make it in the bottom 5% of all private-sector companies in terms of customer satisfaction, together with industries such as the file structure and airlines companies. The reasons why Facebook scored so low include privacy issue, numerous changes to the website's interface, the outcomes returned by the spam and News Feed.

Table 2.1 Total Facebook Active Users

Date	Users (in millions)	Days later	Monthly growth
August 26, 2008	100	1,665	178.38%
April 8, 2009	200	225	13.33%
September 15, 2009	300	160	9.38%
February 5, 2010	400	143	6.99%
July 21, 2010	500	166	4.52%
January 5, 2011	600	168	3.57%
May 30, 2011	700	145	3.45%
September 22, 2011	800	115	3.73%
April 24, 2012	900	215	1.74%
October 4, 2012	1,000	163	2.04%
March 31, 2013	1,110	178	1.67%

        In December 2008, the Supreme Court of the Australian Capital Territory directed that Facebook is an effective protocol to serve court notices to defendants. It is considered to be the world's first legal judgment that defines a summons posted on Facebook as lawfully mandatory. There is also indicated that in March 2009, the New Zealand High Court acquaintance justice David Gendall permitted for the serving of legal papers on Craig Axe by the company Axe Market Garden via Facebook. Employers have also used Facebook as a method to keep an eye on their employees and have even been known to fire them over posts they have made.

        The usage of Facebook had then turned to be so ubiquitous by

2005, which the generic verb Facebooking had been use to describe the method of surfing others' profiles or updating their own one. Later in 2008, dictionary announced that Facebook is a new Word of the Year. Later in December 2009 there had been reported that the dictionary announced its word of the year to be the verb "unfriend", which is means that the action to eliminate someone as a friend on a social networking site such as Facebook.

In the beginning of year 2010, the Open book was started, an affirmed parody website that enables text-based searches of those Wall posts that are available to everyone who uses the Internet.

Journalists for *The Wall Street Journal* discovered in 2010 that Facebook application was communicating identifying information to tons of advertising and Internet tracking firms. The application used an HTTP referrer, which showing the member's identity and occasionally their friends. Facebook explained that they have taken fast action to disable all applications that violate to their terms and conditions.

It was indicated that in January 2013, the countries with the most Facebook users were:

- United States with 168.8 million members
- Brazil with 64.6 million members
- India with 62.6 million members
- Indonesia with 51.4 million members
- Mexico with 40.2 million members

All of the above total 309 million members or about 38.6 percent of Facebook's 1 billion worldwide members.

As of March 2013, Facebook reported having 1.11 billion monthly active users, globally.

Facebook popularity: Active users of Facebook increased from just a million in 2004 to over 750 million in 2011 and over 1,100 million in 2013.

Figure 2.1 Facebook user by age

Facebook - popularity
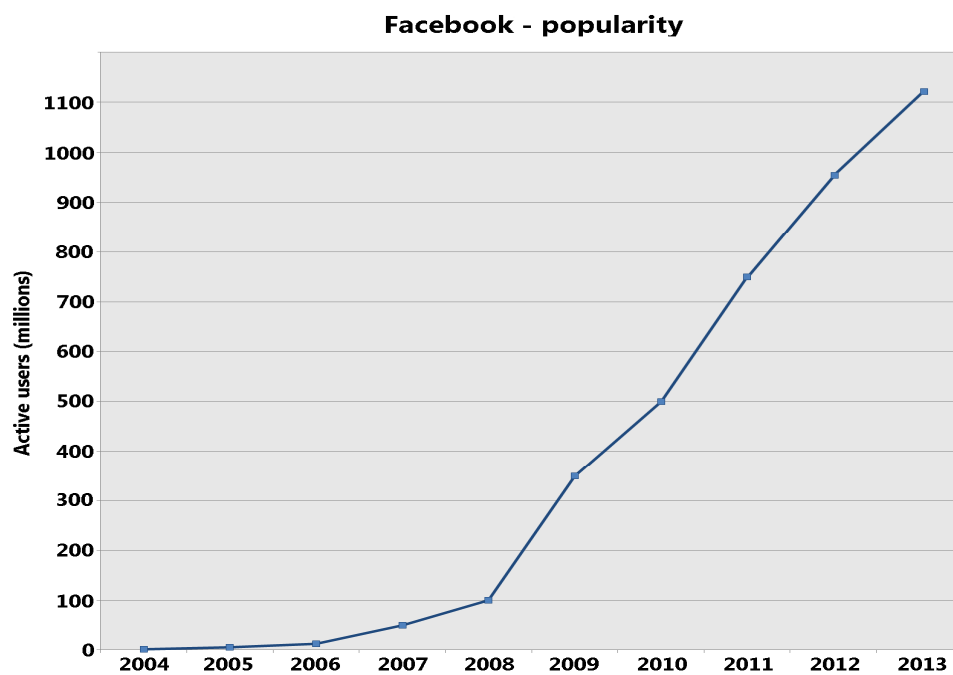
Figure 2.2 Facebook Popularity

Facebook - Users by Age
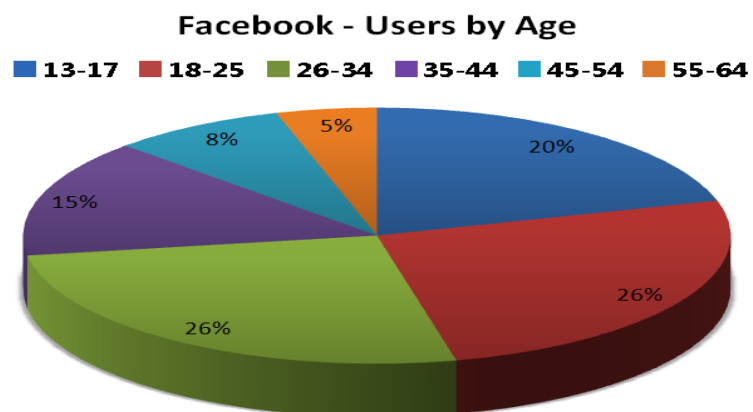
In concerns to Facebook's mobile usage, according to an analyst report in early 2013, there are 48 million iPad users, 56 million messenger users, 147 million iPhone users and 192 million Android users, and a total of 604 million mobile

Facebook users.

Facebook has encountered with arguments. It has been blocked recurrently in several countries including the People's Republic of China, Iran, Uzbekistan, Pakistan, Syria (unblocked now in Syria), and Bangladesh on different sources. For example, it was prohibited in many countries of the world on the basis of allowed content considered as anti-Islamic and containing religious discrimination. It has also been prohibited at many workplaces to avoid employees from using it through working hours. The Facebook Privacy Term has also been a matter, and the safety of user accounts has been negotiated many times. Facebook has faced a lawsuit concerning claims over source code and rational property. In May 2011 emails were sent to journalists and bloggers making critical accusations about Google's privacy policies; however it was later discovered that the anti-Google promotion, led by PR giant Burson-Marsteller, was paid for by Facebook in what CNN mentioned to as "a new level skullduggery" and which Daily Beast called a "clumsy smear".

It was reported that the German specialists began to debate the avoidance of events planned on Facebook in July 2011. People not initially invited base the result on several cases of congestion. In one occasion, 1,600 "guests" had attended the 16th birthday party for a Hamburg girl who unintentionally posted her invitation for the event as public. After the informed of overcapacity, more than a hundred police were organized for crowd control. A policeman was hurt and eleven participants were arrested for assault, property had been destroyed and fighting to authorities.

There is also in 2007, it was informed that 43% of British office workforces were blocked from opening Facebook at work, according to alarms including reduced efficiency and the potential for the firms.

Media impact

Facebook introduced a new portal for dealers and creative agencies in April 2011to help them improve their brand advertisings on Facebook. The company began its drive by welcoming a select group of British advertising managers to meet with Facebook's top executives at an influencer's conference in February 2010. Facebook has now been participated in campaigns for example American Idol which is an American reality-singing competition program, and an American television drama series created and produced by Alan Ball like True Blood. News and media channels such also accumulated Facebook fan data to create various info-graphics and projects to complement their articles. Also in year 2012, the

beauty show Miss was run entirely by Facebook.

Social impact

As per Social networking service Social impact and Social impact of the Internet Social networking and entertainment, it had been report that Facebook has impact the common life and activity of people in many ways. With its accessibility by many mobile devices, Facebook permits members to always stay in touch with friends, relatives and other connections wherever they are in the world, as long as they can be connected to the Internet. It can also bond people with the same interests or opinions via the groups and pages, and has been recognized the reunite loss of family members and friends because of the extensive spread of its network

According to a new edition of my World Map of Social Networks, showing the most popular social networking sites by country, according to Alexa traffic data (*Google Trends for Websites was shut down on September 2012*).

There was a small difference since December 2008 update but a lot since June 2009. Facebook has now 1.155 billion monthly active users. More than 100 million users in 6 months, Africa + Latam are the largest continents with 346 million users, Asia 339 million, Europe 272 million, US & Canada 198 million users (according to Q2 2013 Earnings). It's the dominant social network in in 127 out of 137 countries analyzed: in the latest months Zuckerberg's Army lost Latvia where Draugiem has 1.282.366 registered users, but won South Korea from QZone.

No significant movements in the rest of the world. In Russian territories V Kontakte and Odnoklassniki maintain the same positions. In China QZone still dominates the Asian landscape with 611 million users (+10%), followed by TencentWeibo and SinaWeibo.

Figure 2.3 World Map of Social Networks

WORLD MAP OF SOCIAL NETWORKS
June 2013

Facebook · V Kontakte · Odnoklassniki · QZone · Cloob · Draugiem

June 2009

Facebook · V Kontakte · Odnoklassniki · Lidè · Hyves · Zing · Hi5
Orkut · Nasza-Klasa · QZone · Iwiw · Maktoob · One · Mixi
Friendster · Wretch · Cyworld
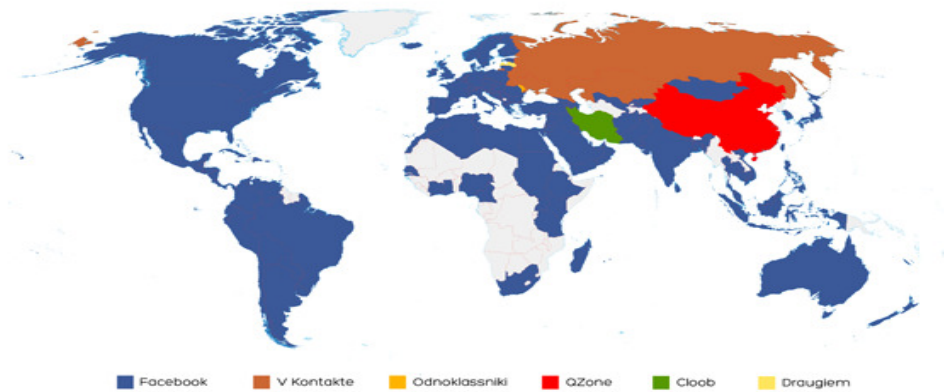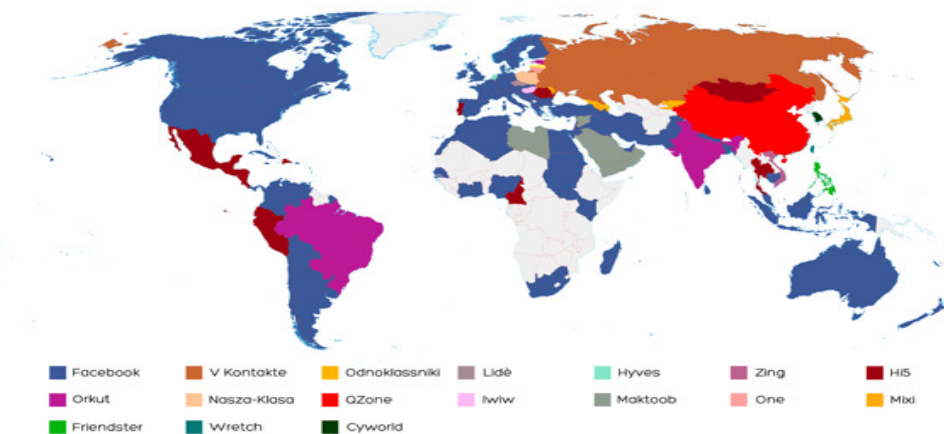
credits: Vincenzo Cosenza www.vincos.it   license: CC-BY-NC   sources: Google Trends for Websites/Alexa

Source: http://vincos.it/world-map-of-social-networks/

2.2 Facebook in Tourism and Hotel Business

Maria De Moya and Rajul Jain (2012) study about the brand personality of Mexico and Brazil on Facebook, which their findings indicated that Mexico and Brazil do indeed communicate distinctive brand personalities on each country's official Facebook page. As in previous research, findings showed that the most frequently observed brand personality trait was sincerity, followed by excitement (Ekinci&Hosany, 2006). By highlighting these traits on their Facebook messages, Mexico and Brazil aspire to enhance their attractiveness to prospective and returning tourists, communicating that they are cheerful, down-to-earth, imaginative and daring destinations (Aaker, 1997).

However, their findings showed that while friends of Mexico associated

it with distinct brand personality traits, such mentions were absent in the messages posted by Brazil's "friends." The brand personality trait, excitement, followed by sincerity, were the two most frequently associated traits with Mexico in both the promotional messages as well as the messages posted by its "friends." However, even though sophistication, sincerity, and excitement were the most often used brand personality traits in Brazil's promotional messages, its "friends" did not communicate these traits in their messages. These findings were substantiated through the correspondence analysis, which also showed significant distance in the personality traits communicated between Brazil's promotional messages and the messages of its "friends."

An important finding of this study is that Facebook "friends" showed an interest in engaging the destination promoters in dialog about the destination; supporting existing research regarding the importance of social media in obtaining information about tourism destinations (Xiang &Gretzel, 2010). In fact, for both countries, "friends" posted responses to messages and started conversations. However, these findings also suggested that the number of interactions between destination promoters and members of its public via Facebook do not necessarily lead to agreement in the messages. This is evidenced in the lack of correspondence in Brazil's promotional and "friends" messages, while for Mexico, even though friend messages outnumbered the postings from tourism promoters a greater agreement in the personality traits was observed. This finding suggested that Mexico was more successful in communicating brand personality traits and leading the conversation.

Their study has several theoretical and practical implications for public relations in tourism branding and promotion. First, it demonstrated the use of Aaker's (1997) brand personality traits as a theoretical framework for studying public relations tourism promotion efforts. Additionally, from a country reputation perspective, this study highlighted the value that Facebook "friends" gave to the country's emotional appeal, i.e. how much people like, admire, and respect the country (Passow et al., 2005), as evidenced in the salience of the sincerity and excitement traits in their Facebook postings.

The study not only contributed to the scholarly efforts in examining destination branding and public relations tourism promotion via social media sites, but also suggested new avenues of research in related areas of destination promotion and country reputation. For instance, future studies could analyze the bases for the personality traits being discussed through social media and other channels. Because country reputations are based at least in part on word of mouth

and the information that the members of the audience get from other audience members, future research could identify how pre-existing reputation influences conversations of social media users about a country, and the personality traits that they assign to that country.

Similarly, this type of analysis could also inform practice of public relations in the tourism industry, as it highlighted the use of correspondence analysis as an evaluation tool for messages from organizational senders and its recipients. In addition, this paper builds on the emerging interest in and importance of using social networking websites in public relations tourism branding and promotion efforts. Applying this analysis to "friends" messages for any given destination and/or competitors can provide key insights into how these publics view the nation's brand personalities, and how they may differentiate themselves from competing tourism destinations, which is a major concern in branding efforts (Aaker, 1997).

According to O Connor (2011) their study revealed that major hotel chains are present to a certain level on Facebook, overall their use of the system is quite basic. Most of the Hotel Facebook Page suffer from low levels of visibility, movement and visit and need to put more effort if they prefer a better interaction from their customers. In particular their level of visibility is low. At the time of the study, few companies have managed to acquire significant numbers of Fans. (The exceptions are Hilton, Sheraton, Embassy Suites and Best Western with over 47,000, 46,000, 31,000 and 20,000 Facebook Fans correspondingly). Having a presence is clearly just the first stage, and few hotel chains have moved outside their original investigation and build important visibility with their possible consumers. Given the network effect of Social Media, all Fan has the potential to further impact their social circle, and thus hotel chains should empower in developing this visibility by boosting more people to become Fans. For international hotel chains, developing a subscriber base measured in the tens of thousands is not difficult.

Once a community has been created, it must be energetic. By subscribing Fans are demonstrating their readiness to interact with the brand. The Activity for example the Wall postings are so very important in terms of constructing this communication. Nevertheless not many hotel chains have substantial amounts of activity on their Wall. Activity averaged approximately one per day over the three-month period considered which is quite low, and thus represents a lost opportunity. Having invested the time and effort to both develop a presence and raise a subscriber base, most are not successful to control this possible by stretching out and interactive in a real way with this audience.

Even when hotel chains are using Facebook actively, it is still have questions whether the display activity is right to their fan interest or not. One of a good measure of interaction is whether the fan responds to the content displayed. The fan reaction in the form of Likes and Comments, circulating that content to the Fan's network of Friends, thus increasing the brand's message to a broader users. Nevertheless in general the activity detected on hotel chains' Facebook indicated considered little reaction.

Generally it seems that hotel chains are not making successful use of Facebook Page. It had been shown low levels of visibility, action and commitment; some hotel seems to be leveraging the potential that this new customer interaction channel can offer. It is quite understandable that most businesses need to reconsider their present method and take significant act if they prefer to have a full use of Social Net Work in the future.

2.3 Integrated Marketing Communication

Integrated Marketing Communication (IMC) is a developing marketing method to creating a brand with messaging that transports a continuous tone and style across many social networking platforms and with direct to consumer email marketing newsletters. The goal is to integrate a firm's public relations and customer relationship management roles. Online communications in all its forms comes jointly as a unified power, which also advances marketing funds of both money and time consumed on promoting the predominant brand character.

The aspects of IMC are based on both a complete thoughtful of a product or service and the market that it operates. More often than not in this modern plugged in world of smartphones and tablets, customers understanding brands either positively or negatively by the core of corporate background. Social media marketing and email marketing help to describe that background for both customers and potential consumers with regular promotion and the core message of the brand.

IMC also needs the use of tracing analytics for any direct marketing effort to judge and evaluate customer responses. Some of these comprise social media marketing tools, web analytics, and also comprise a countless deal of marketing automation and is greater with an incoming marketing system.

According to the businessdictionary.com, it has defines the Integrated Marketing Communication as an methodology to succeeding the target of a marketing campaign, through a well-organized use of diverse promotional strategy

that are aimed to support each other.

The American Association of Advertising Agencies has defined IMC as combined marketing communications referred to a recognizes the value of a comprehensive plan that calculates the strategic roles of a mixture of public relations, communication disciplines advertising, sales promotion and personal selling, and chains them to provide clarity, consistency, and greatest communication impact.

According to the article from Manchester Metropolitan University Business School given the information that Integrated Marketing Communications is a simple model. It is the concept of marketing to ensure that all forms of communications and messages are carefully linked together.

At its most beginner level, Integrated Marketing Communications, or IMC can be defined as integrating all the promotional tools, so that they work together in harmony.

According to the Ps in marketing, the Promotion is one of the Ps in the marketing mix. All of the promotion communications instruments will perform much better if they work together in harmony rather than in isolation. Their sum is bigger than their parts - providing they speak steadily with one voice all the time and also considered every time. This is greater when combination goes beyond the basic communications instruments. There are also other levels of integration such as Vertical, Horizontal, External, Internal, and Data integration. Here is how they support to increase the Integrated Communications.

Horizontal Integration happens through the marketing mix and through business functions - for example finance, production, communications and distribution should work jointly and be aware that their decisions and actions send messages to consumers. Whereas different departments such as sales, direct mail and advertising can support each other via Data Integration. This needs a marketing information system that gathers and shares related data through different departments.

Vertical Integration refers to marketing and communications objectives must serve the higher-level corporate goals and corporate missions.
Furthermore, Internal Integration demands internal marketing - keeping all employees informed and encouraged about any new changes from new advertisements, new service standards, to new corporate identities, new strategic partners and more.

External Integration, on the other hand, needs external partners such

as advertising and PR agencies to work closely together with corporate to ensure it can deliver a single smooth solution - a consistent message - an incorporated message.

Benefits of IMC

Though Integrated Marketing Communications needs a lot of work to delivers various benefits. It can also enhance competitive advantage, improve sales and profits, while saving budget, time and hassle.

IMC binding's communications around consumers and supports them move through the many stages of the buying activity. The organization suddenly combines its image, develops a negotiation and encourages its relationship with consumers.

The Relationship Marketing strengthens a connection of loyalty with consumers, which can guard them from certain attack of competition. The power to maintain a customer for life is an influential competitive advantage.

IMC can generate more profits by increased effectiveness. At the basic level, a combined message has more influenced than a separated numerous of messages. In a high competitive world, a reliable, merged and clear message has a better chance of cutting through the blast of over five hundred commercial messages, which surround consumers every day.

At additional level, initial study recommends that images shared in advertising and direct mail can increase both advertising responsiveness and mail shot answers. So IMC can improve sales by enlarging messages across numerous communications instruments to produce more chances for consumers to become interested make a purchase

Carefully related messages also help customers by giving appropriate reminders, updated details and special promotion which, when open in a planned arrangement, advantage them to move easily throughout the stages of their buying process and this lowers their depression of choice in a complex world.

IMC also makes delivers information more consistent and consequently more reliable. This lowers risk in the buyer mind, which, in order, cuts the search process and helps to directive the result of brand comparisons.

Separated communications send fragmented messages, which reduce the power of the message. This may also make the customers get confusioned. Instead, integrated communications present a supportive logic of order. Steady images and related, advantageous, messages support encourage long-term relationships with consumers. Here, purchaser databases can categorize precisely

which consumers need what information when and through their complete buying life.

Lastly, IMC can help the organization to save the budget as it reduces duplication in regions such as graphics and photography as they can be combined and used in input, promotion, demonstrations and sales works. Agency fees are decreased by using only one agency for all communications and though there are many agencies, time is saved when conventions take all the agencies together thus, productive sessions, planned or considered planning. This can help to decrease workload and reduce stress levels, which is of the various benefits of IMC.

Barriers to IMC

Although Integrated Marketing Communications can provide a lot of benefits, Manchester Metropolitan University Business School point out that IMC also has many obstacles.

In addition to the usual resistance to change and the special problems of communicating with a wide variety of target audiences, there are many other obstacles, which limit IMC. These are including such information like Functional Silos; Subdued Creativity; Time Scale Conflicts and a lack of Management skills. Take functional silos. Rigid organizational structures are infested with managers who protect both their budgets and their power base.

Some organizational structures separate communications, data, and administrators from each other. For example the PR department is not report to marketing. The sales force hardly meets the advertising or sales promotion people.

And all of this can be serious by internal power fights where certain managers resist having some of their choices (and budgets) firm or even persuaded by someone from another department.

There are questions to what should an accurately integrated marketing department look like? And how will it influence creativity?

IMC can limit creativity. The manager cannot deliver crazy sales promotions unless they fit into the overall marketing communications strategy and the creative challenge may be better and more satisfying when operating within a tougher, integrated, creative short.

If there are different time scales in a creative brief then it will be Time Horizons, which is providing one more barrier to IMC. For example, image advertising had been designed to support the brand over the longer term, possible to conflict with shorter-term advertising or sales promotions planned to enhance quarterly

sales. Nevertheless the two purposes can be adjusted within an overall IMC if wisely planned.

Anyway, a survey in 1995 discovered that most managers' lack of knowledge in IMC further is not just managers, but also agencies. There is a production of single discipline agencies, which seem to be not many people who have real experience of all the marketing communications regulations. This lack of experience is then compounded by a lack of commitment.

Communications Theory

Simple communications models illustrate as a sender sending a message to a receiver who receives and understands it. Real life is less simple where there are many messages are unacknowledged, fail to arrive or, are simply unnoticed.

Full understanding of the receiver's needs, emotions, interests and activities is important to confirm the correct and importance of any message.

Instead of the advertisements that emphasize to have the buyers make immediate decision, many messages are often redesigned so that the tough sell becomes more soft sell. The sender creates the communication in a form that can be easily agreed or interpreted by the receiver.

Smart encoding also improves a message to stand out from the chaos of other advertisements. For the effective advertisement, the receivers will notice the message and then be able to understand it correctly. The message deliver then can get the feedback such as coupons resumed from advertisements; to see if the receiver has understands the message correctly.

The single step model is not a whole explanation. Many messages are received indirectly through a friend or through the message deliver. Communications are actually quite complicate. The messages deliver talk to each other. Customers talk to messages deliver and then customer talk to each other.

Understanding multiphase communications assistances marketers communicate directly through mass media and indirectly through targeting opinion leaders, opinion formers, style leaders, innovators, and other influential people.

It is hard to explain about how customer take and understand the information sent out. It has been study more than seventy years old, somewhat basic and too ranked, an AIDA message model was attempts to record the emotional processes across which a consumer passes end route to buy.

There are many models that try to explain each step. In fact, the procedure is not always a direct classification. The consumer often go back to revise again for more information.

For the real use, the message deliver must select communications strategy that is most appropriate for the event, which the target receiver has reached. For example, advertising may be very good at catching attention or creating interest, however free samples and sales promotions may be the way to make trial.

Technology can affect IMC from two sides, that is, from the marketing and consumer perspectives (Kitchen *et al*., 2004a; Schultz, 1993f). Today, integration is needed owing to globalization and the resulting interdependence between countries and marketplaces (Kitchen *et al*., 2004a; Schultz, 1996b). Thus, corporate and brand managers need to coordinate the actions of their global and even national brand(s) with the aim of integrating elements of promotional mix.

A global marketplace, which becomes more transitory through the Internet, may lead to a customer-driven and focused marketing environment. In such an environment, technology can enhance marketing communication strategies, that is, both traditional advertising techniques and also new, progressive marketing exercises may be applied, such as database marketing, one-to-one communication, or Marketing Public Relation. The social networking website Myspace, for example, has more than 17 million visitors each month in the United States. Marketing communication innovators propose the exploitation of such networks as a means of establishing an ongoing dialogue with customers and prospects. In conclusion, not only can technology help consumers to connect and communicate with each other but it can also act as a facilitator in establishing a relationship with individual consumers and companies (Kitchen & Burgmann, 2004).

Owing to disagreements about the emergence of IMC and the limited amount of research conducted with actual organizations, researchers have thus far been unable to agree upon a single definition of IMC. Kliatchko (2005), though, has examined the various definitions of IMC that have emerged over time and tried to explore their dimensions in the hope of unifying them. Table 1 is based on Kliatchko's (2005: 21) table of IMC definitions. So, his own definition and another recent definition by Schultz (2004b) have also been added.

Table 2.2 IMC Definitions

Author and Year	Concepts Introduced
Caywood, Schultz, and Wang (1991a) and Caywood, Schultz, and Wang (1991b)	Coordination and consistency of messages and communication channels (one sight, one sound)
	Use of a variety of communication disciplines to work in synergy based on a comprehensive plan

	IMC as a concept
Schultz (1991)	Inclusion of consumers, prospects
	Behavioral responses
	Nurture relationship and customer loyalty
	IMC as a process
Duncan and Everett (1993)	Profitable relationships expanded audience scope from customers to other stakeholders
Nowak and Phelps (1994)	Reinforced notions of consistency, coordination, and behavioral response
Schultz and Schultz (1998)	Strategic business process
	Expanded notion of brand communication
	Measurability
	Specified the multiple markets more explicitly, inclusive of external and internal audiences
Schultz (2004b) and American Marketing Association (2007)	Strategic business process
	Extensive brand communication
	Evaluation and measurement
	External and internal stakeholder groups
	Long-term brand value focus

Table 2.2 Continued

Author and Year	Concepts Introduced
	Process and concept
Kliatchko (2005)	Audience-focused
	Communication program
	Result-driven

Source : Kliatchko (2005)

       As it shown in Table 1, during the early 1990s IMC was referred to as the one sight, one sound or one voice or the seamless marketing communication approach (Beard, 1997; Nowak and Phelps, 1994; Duncan and Everett, 1993). However, the increasing interest in the subject of IMC led researchers to reevaluate the concept and the buzz words were soon set aside. These words only hinted at the many applications of IMC and, therefore, new concepts were added to the

earlier definitions of IMC.

2.4 Online Marketing (E-Marketing)

Nowadays, Internet became an important tool that has significant impact on economic and social life. The Internet can provide a lot of opportunities, like interaction and customization, and both consumers and organizations can use it. Should not be overlooked the fact that organization is no longer the only source of information for consumers, Internet provides them an enormous potential of information and communication and the possibility of interaction with each other. The Internet is the bridge between the organization and its business owners.

There are many definition define for the E-marketing. In this area, E-Marketing may considers as using the Internet to produce sales (Stokes, 2009). The advertising and selling online constitutes E-Marketing. The general definition can considers E-Marketing as the strategic process of establishing online connections with customers to understand their needs as well as employing online tools to create an interactive experience for customers to draw their interest, influence purchasing behavior, and affect voluntary sharing of the experience by satisfied consumers (Albee, 2010). Underlying successful E-Marketing is effective communication together with good consumer experience and positive impression of the company and its brands, products and services that emerges from responsiveness to consumer needs (Silk, 2006). Providing effective online mechanisms for interacting with consumers reinforces the positive experience to enhance their enthusiasm towards the company and its products or services to support further sales

2.5 Word of Mouth Communication (WOM)

As per the business dictionary, it has been defined the Word of Mouth Communication as an oral or written recommendation by a satisfied customer to the prospective customers of a good or service. Considered to be the most effective form of promotion, it is also called word which is incorrect because, by definition, advertising is a paid and non-personal communication. (businessdictionary.com)

This model has been defined and developed long before the beginning of the Internet, and is broadly pushed as the most successful form of marketing. A person tend to trust something that comes from someone that he or she knows or respects, instead of a well prepared information such as advertisements and print ads.

A marketingterms.com has indicated that a traditional promotion campaign for a concert tour would involve distribution of fliers, filming of TV commercials, and publishing print ads in newspapers. Nevertheless, Word of Mouth promotion has become even more powerful with the arrival of online social networks.

One of the most important competencies of the Internet relate to previous mass communication technologies is its bi-directionality. Throughout the Internet, not only the companies can reach consumers of unique scale at a small budget, but also personable to make their personal opinions, responses, and thoughts easily reachable to the worldwide community of Internet users.

Word of mouth is one of the earliest strategies in the history of human background and being given new influence by this exclusive point of the Internet. Online feedback strategies are using the Internet competences to artificially cause extensive, Word of Mouth networks in which persons share ideas and understandings on an extensive range of subjects, including businesses, goods, services, and even world events.

Online user reviews have become a necessary source of information to consumers, replacing and adding other forms of word of mouth communication about the quality of many products. Therefore, many executives believe that a Web site wants to provide community content in order to build brand loyalty. Nevertheless this common acknowledgment, to our information, there is no literature documenting that community content plays any role in buyer decision-making. Such a judgment it is a necessary essential for content prearrangement to be a beneficial approach.

There are many sensible disagreements as to why making investments in providing such content could possibly be a lowly approach. Firstly, it is cannot indicated why users would to take the time to write reviews where they are not getting anything in return. Secondly, though user reviews are provided, competitor stores can free ride on them; there is nothing to break a purchaser from utilizing the information provided by one place to tell purchases made elsewhere. Thirdly, by writing user reviews, a site yields control over the information shown; negative reviews post by either sincere users or by biased attentive parties may had effect to sales. Note that this may be less of a danger to a merchant that sells many diverse brands as different to a producer. Likewise, since writers and publishers can freely flourish positive reviews for their own products, positive reviews may not be reliable

and may not have power to motivate sales. Finally, online user reviews may not be beneficial, and may not motivate sales due to the sample choice bias that is essential in an incompetent review procedure. Namely, a buyer only chooses to make a purchasing if she recognizes that there is a great benefit. Currently, this denotes that the group of reviewers will have a positive prejudice in their evaluation compared to the overall population. Therefore, possible consumers may simply ignore positive reviews.

Word of Mouth (WOM) communications is a persistent and remarkable circumstance. It has been normally discovered that both satisfied and dissatisfied customers manage to post positive and negative Word of Mouth, correspondingly, concerning products and services which they buying and use (Anderson 1998). Broad understanding among experts and academics supports the important role of Word of Mouth in the spreading of market information. Diversities of academic scholarship, business market research and circumstantial evidence points to the significant effect of Word of Mouth on customer behavior and, consequently, on sales (e.g., Eliashberg, Jonker, Sawhney and Wierenga 2000; Kriderand Weinberg 1998; Buttle 1998). There are proofs also shows that customers' decision making is powerfully persuaded by Word of Mouth. Word of Mouth has also been discovered to form a major response to the deliberations of potential customers about the buying of new goods.

Recognition of the significance of Word of Mouth, together with growing reservations regarding the effectiveness of commonly used forms of marketing communications, such as advertising may explain the continual calls in the business press for managers to attend to the power of Word of Mouth. In the present, managers are trying to improved efforts to the management of Word of Mouth.

Furthermore, the increasing use of the Internet, enabling users to communicate quickly with friends and relations, has established the contemporary version of this phenomenon, known as Internet Word of Mouth or word of mouse, as a significant marketing tool. In what is sometimes marked as viral marketing, companies are currently investing extensive efforts to generate a word of mouse process and accelerate its distribution.

According to Sundaramet. Al 1998, their study shown that grouping the critical consumption experiences resulted in the following four categories: the product presentation, the reaction to product and purchase problems, the price and value opinions, and employee behavior. The below information explains briefly the

categories.

Product presentation, Aimed at Positive Word of Mouth, the consumption incidents that constituted this category included experiences of superior product performance and unique benefits. The improper consumption experiences, in which the product failed too soon, caused inconvenience, damaged other products, and delivered performance far below expectations, were a part of this category for negative Word of Mouth.

Reaction to problems, Consumers tended to speak satisfactorily to others when the company supported the customer by replacing the product, reimbursed the money, and made successful efforts to get the product repaired when a problem occurred. Aimed at negative Word of Mouth, this category included experiences such as delayed response, failure to honor the guarantee, improper reimbursement or trade policies, and failure to admit product problems or accusing customers for problems.

Cost and Value perceptions, the cost and value issues that caused positive Word of Mouth contained of buys, in which the product was perceived to be reasonably low priced, that were reflected good buys for the money spent, and that were at substantially cheap prices through sales, discounts, or coupons. Instead, the purchases causing in negative Word of Mouth messages were first those wherein the product was noticed to be priced too high compare to its quality, and secondly considered to provide lowly value for the money spent.

Finally, Employee behavior, Aimed at positive Word of Mouth, the experiences that created this category are those in which consumers perceived that staff were helpful, approachable, and friendly. Similarly, consumers tend to engage in negative Word of Mouth when they think the staff is rude, careless, and impolite.

2.6 Social Media

As per the definition defined in oxford dictionary, the social media had been explained as websites and applications that enable users to create and share content or to participate in social networking.

According to report from Forrester Research, 75% of Internet users used Social Media in the second quarter of 2008 by joining social networks, reading blogs, or adding reviews to shopping sites; this symbolizes an important rise from 56% in 2007. The increment numbers is not limited to teenagers; moreover members of Generation X, which is in the present 35 - 44 years old, gradually crowd the ranks of joiners, observers, and criticizers. It is therefore realistic to say that Social Media

denote an innovative new trend that should be of interest to companies operating in online space or social networking.

However, not very many companies seem to act easily in a world where customer can speak so freely with each other and businesses have gradually less control over the information available about them in the Internet. In the present, if an Internet user want to check the information of any important brand into the Google search, the results comes up including the top five results usually includes not only the company webpage, but also the matching entry in the online encyclopedia Wikipedia. Now, for example, the Internet users can read both positive and negative reviews and comments from others who had experienced in such brand. Previously, companies had abilities to control the information available about them through purposefully placed press broadcasts and good public relations managers. In the present, though, firms have been increasingly consigned to the sidelines as plain observers, having neither the knowledge nor the chance or, sometimes, even the right to modify publicly posted comments provided by their customers.

The Internet started out as nothing more than a huge Bulletin Board System (BBS) that permitted users to interchange software, data, messages, and news with each other. The late 1990s saw a recognition surge in homepages, whereby the Internet users could share information about their private life; today's similarity would be the weblog, or blog. The age of company web pages and e-commerce started moderately lately with the introduction of Amazon and eBay in 1995, and got a right commendation only 6 years later when the dot-com became popular in 2001. The present-day trend toward Social Media can consequently be seen as a development back to the Internet's origins, since it changes the World Wide Web to what it was primarily created for: a strategy to accelerate information exchange between users.

Examples of social media

- Social networking sites (MySpace, Facebook, Faceparty)
- Creativity works sharing sites:
    - Video sharing sites (YouTube)
    - Photo sharing sites (Flickr)
    - Music sharing sites (Jamendo.com)
    - Content sharing combined with assistance (Piczo.com)
    - General intellectual property sharing sites (Creative Commons) User-sponsored blogs (The Unofficial Apple

Weblog, Cnet.com)

- Company-sponsored websites/blogs (Apple.com, P&G's Vocal point)
- Company-sponsored cause/help sites (Dove's Campaign for Real Beauty, click2quit.com)
- Invitation-only social networks (ASmallWorld.net)
- Business networking sites (LinkedIn)
- Collaborative websites (Wikipedia)
- Virtual worlds (Second Life)
- Commerce communities (eBay, Amazon.com, Craig's List, iStockphoto, Threadless.com)
- Podcasts (''For Immediate Release: The Hobson and Holtz Report'')
- News delivery sites (Current TV)
- Educational materials sharing (MIT OpenCourseWare, MERLOT)
- Open Source Software communities (Mozilla's spreadfirefox.com, Linux.org)
- Social bookmarking sites allowing users to recommend online news stories, music, videos, etc. (Digg, del.icio.us, Newsvine, Mixx it, Reddit)

2.7 Social Network Site (SNS)

The development of social networking becomes a main communication between all people. The massive number of social networks exist in the present made people get confused with the use and needs of particular website. The actual number of categories social networks is unknown as it is constantly evolving and indirectly effect to the learning system. (Othman et. al. 2012)

People choose social network to get connected by many reasons. Through social networking, people are getting their friends and families 'updates very quickly and it allows them to get connected to thousands of people and at same the time allow them to socialize around with new friends with similar interest. Other than that, some people might use social network to join groups, find a job, fan page, and express their attitude and recognized business network. Currently, many discussion and debated about social network is unclear through the usages and its purposes. (Brown 2011)

Social networking is an environment generated by user and user

friendly. It is a medium that supports some cooperation and also teamwork, which are used in real education environment like boardroom and an online discussion room. Social networking is a grouping of individuals into specific group (Brown, 2011) with specific interest. In order to make the connection become easy, network is needed to achieve this goal. Network have been used for personal changing, solving problems, receiving feedback, getting expertise, learning process and also can be used to change the world view (Dulworth, 2008).

Social networking is selected due to the application itself is the fastest growing properties on the web. The Social Networks purpose is to connect people, and when that is due efficiently, it grows very quickly as a result. Social networking also offer some services that might allow people to introduce themselves individuals to virtual manner, expand their network, and establish or maintain the network relations with others. The usages become wide and benefited to the user. While some authors explored that there are many social networking established cater with particular needs (Ellison et al. 2007).

Based on Bandura (2007), social learning theory emphasizes the importance of observing and modeling the behaviors, attitude, and emotional reactions of others. Its learning processes focus on observing and modeling. Moreover social learning evolves from behavior and attitude wise into cognitive learning. Cognitive learning is the process of learning, absorbing knowledge through method of thinking, getting known, remembering, judging, and also problem-solving. The elements in social learning now want to absorb in online behavior so that this social learning can be born as social E-learning. This approach can be achieved if there are technologies used to perform. Vassile (2008) has listed three main roles as below:

The technologies will assist learners find the exact content covers the content itself, the audience, the objective of students and pedagogies.

The technologies will corroborate learners with the exact people includes the context, learners, objectives and educational goal

The technologies also will motivate and incentivize people to learn. ☐ Technologies will help a lot in achieving learning in online behavior.

Communication can be achieved with the existing of social network. While for education it will assist learners to acquire and receive the information and knowledge from anywhere, anytime and not limited as well as improve skill of searching information.

The phenomenon of online social interaction has evolved to include more than stereotypical teenagers looking to expand their network of online friends. People of all ages and backgrounds have discovered that they can enrich their lives through the contacts they make on social networking websites. There are the criteria used to evaluate the best social networking websites as per details set out below,

Networking Features **-** A good social network goes above and beyond simply allowing people to post a profile and update pictures. Additional features were including instant messaging, photo tagging and notifications. The best social network sites allow users to join and create groups based on their interests. The users are able to share music playlists and videos.

Profiles - The core of social networking sites is people's personal profile. Each one is its own online sanctuary. This is a place where people can express their thoughts and feelings, post their photographs and interact with their network of friends. The most popular social network websites put a strong emphasis on the user's profile, making it easy to use yet still reflective of each user's personality.

Search - The object of a social network is to find friends and expand relationships. Top social networking websites allows members to search for

other members in a safe and easy-to-use environment. Common search functions include the ability to search for people by name, city, school and email address.

Security – Internet can be a dangerous place to post personal information. Good social networks considers as the networks that are providing privacy customization and give users the ability to set their profile or parts of their profile to public or private. Furthermore, these sites also give users the ability to report inappropriate behavior and content and to block specific people entirely.

The popular social networking sites have become the most frequently visited pages on the Internet. It's important that users find the ones that best represent their personality and allow them to share their thoughts and feelings with the widest selection of friends.

Brown (2011) noted that social networking has many categories available in World Wide Web. Each category has their function and focus. In order to increase the knowledge sharing capabilities among people, one site is created to enable knowledge sharing.

CHAPTER 3

METHODOLOGY

This study focuses on identifying the significance and effectiveness of Hotel Facebook Pages from the Facebook user point of view.

The target group for this study consists of the Facebook users who have been involved in hotel Facebook pages' activity.

3.1 Target Population, Sampling Group and Sampling Methods

3.1.1 Target Population

The target groups involved in this study are as the following information. Facebook user: This group will also sampling from both Facebook user who has been participated in hotel Facebook pages' activities and Facebook user who is not selected from hotel Fan Page or hotel related page

3.1.2 Sampling Group

There is only one sampling group to be targeted on this study.

This group was further divided into two sub-divisions as follows:

1. The Facebook user who had been participated in any activities on the hotel's Facebook page. This group will be obtained by random selection from the Facebook user who participated in hotel's Facebook page such as asking question, leaving comment, posting pictures and so on.

2. The Facebook users interact with other groups or communities, which they may or may not use to participate in hotel's Facebook page.

3.1.3 Sampling Methods

The convenience sampling method had been designed and conducted on each sampling group as per details set out below:

Group 1: Online questionnaires were distributed to Facebook users who had been participated in some activities provided by hotel Facebook Pages and Facebook user who had been selected via another Facebook communities or groups, which may or may not use to participate in hotel's Facebook page. The purposive sampling applied as the online questionnaires were posted to the hotel's Facebook pages aiming to get responses from the Facebook user group who participating in hotel's Facebook pages and also to gain benefit from a convenience sampling method. The same method also applied to others Facebook communities, Fan pages and Facebook opened group. The researcher planned to achieve

Group 2: Paper Questionnaires. The 400 paper questionnaires will be conducted at Phuket International Airport. The sampling will not be focused on any specific group but distributed broadly to have the completed questionnaires from many nationality as possible.

3.2 Type of Research

This research is an exploratory study, which applied the quantitative data collecting method to accomplish the research objectives.

Quantitative data will be collected using the online questionnaires. As the total population of this study is unknown, so that the sampling techniques employed in this study were census and quota sampling. Online questionnaires were distributed to target population which is the Facebook users who had been participated in the hotels Facebook page activities. Total expected number was 400 which are within the recommended range suggested by Sekaran (2003). In term to obtain the target data collection within the limited time frame, hard copy of the same questionnaires had been distributed to tourist at Phuket international airport.

3.3 Research Instrument

This research adopts the use of quantitative data collecting method. The Online Questionnaires were utilized as research instruments for this study to collect data from the Facebook users and the same questionnaires printed out as hard copy had been distributed to obtain the target amount of data collection.

3.4 Data Collection

The data used includes both primary and secondary data for this research.

   Primary data:

The 400 questionnaires were distributed to Facebook users via two channels. First, the online questionnaires were posted to randomly select Facebook users who participated in hotel's Facebook page such as clicked like on the hotel's Facebook page posted, shared and posted pictures or sent messages to hotel's Facebook page. Some online questionnaire has been posted to some Communities' Facebook page which not target to only people who had been participated to hotel's Facebook page. This is aim to gain various source of opinion of Facebook users toward hotel Facebook page. Some questionnaires were distributed to

departure passengers' lounge at Phuket International Airport to obtain enough target quantity of the 400 questionnaires of the study time frame.

Secondary Data

The data were collected from internet website, related e-marketing articles, previous research, Interactive of Marketing journals papers, magazine, newsletter and books.

3.5 Data Analysis

The quantitative questionnaires

After collecting primary data from the target population through online questionnaires and hard copy distributed reach the target of 400 questionnaires. The 364 completed questionnaires were coded, computed and analyzed. The results are presented and illustrated through tables and figures. The collected data were analyzed by software package SPSS version 20. Data were analyzed by using descriptive statistics, independent sample t-test and One Way of Variance (ANOVA), and Chi-square were obtained.

Independent sample t-test was used for comparing the difference between two groups. It was further used to compare differences between females and males on important of Facebook users' perspective on hotel Facebook page. There was significant difference between two groups when the Sig. (2tailed) column is equal or less than 0.05, then there was a significant difference in the mean score on dependent variable for each of the two groups (Pallant, 2005).

Interpretation of the 5 interval scale was based on the following calculation

$$\text{Interval width} \quad = \frac{[Max - Min]}{n}$$

$$= \frac{[5 - 1]}{5}$$

$$= 0.8$$

Table 3.1 interval scale

Interval Scale	Mean Scores	Interpretation
5	4.21 – 5.00	Agree
4	3.41 – 4.20	Somewhat Agree
3	2.61 – 3.40	Neither Agree nor Disagree
2	1.81 – 2.60	Somewhat Disagree
1	1.00 – 1.80	Disagree

Pearson correlation was used to determine the strength and direction of linear relationship between two variables. The value of Pearson correlation can range from -1.00 to 1.00 and statistical significance at the traditional p<0.05 level. Moreover, Pallant (2005) cited the interpretations guidelines as following;

t = .10 to .29 or r = -.10 to -.29   small

t = .30 to .49 or r = -.30 to -.49   medium

t = .50 to 1.0 or r = -.50 to -1.0   large

One way between groups ANOVA with post-hoc tests was used there is one independent (grouping) variable with three or more level (groups) and one dependent continuous variable. Interpretation is analyzed at 95% confidence level.

The Chi-square test was further used to determine whether there is a significant difference between the expected frequencies and the observed frequencies in one or more categories. It is used to determine the probability that the two categorical variables are associated.

CHAPTER 4

FINDINGS

This chapter shows the result of the quantitative surveys of the study. The online questionnaires were randomly distributed to Facebook users who participated in hotel Facebook page. In order to obtain 400 questionnaires on the time frame scheduled, hard copies of the same questionnaires were distributed to tourists at Phuket International airport, the departure hall. The quantitative data was derived from 364 completed both hard copy questionnaires and online questionnaires that were returned. The results are presented and illustrated through tables and figures. The collected data were analyzed by software package SPSS version 20. Data were analyzed by using descriptive statistics, Independent sample t-test, One-Way ANOVA and Chi-square test. The result comprised with sections including demographic profile, Technological Model, Communication Model, Social Psychology Model and Attitude and attention.

The overall purpose of this study is to provide empirical evidence of attitude and attention of how the users see the significance and feel about the hotel Facebook page they visited. Subjective responses on the important of various attitude and attention sources about their opinions on hotel Facebook page were given a five-point Likert scale ranging from one (Disagree) to Five (Agree). The three competitive models were tested differently to measure the attitude and attention of the Facebook users toward to hotel Facebook page. The Technology Model to see easiness of using hotel Facebook page and information search via hotel Facebook page. The Communication model was to test the factor motivate Facebook users to join the hotel Facebook page they visited and engagement the Facebook users feel toward Hotel Facebook page. Social Psychological model to test how the Facebook users feel if joining the hotel Facebook page they visited and self-concept impacted by the hotel Facebook page. Finally the attitude and attention of the Facebook page as an overall opinions of how significance the hotel Facebook page toward hotel marketing communication.

4.1 Profile of Respondents

Group of respondents has 51.4 percent of female and 48.6 percent of male. Majority of the respondents are age 25-34 years follow by 35-44 years. The respondents were mostly having graduate or bachelor degree (47.3 percent), up to

20.1 percent of the respondents had master degree, and 15.9 percent of respondents had college degree. The majority groups of respondents were Australian follow by Thai and German. The respondent mostly had internet using experience more than 6 years (82.1 percent), and 12.6 percent had used internet for more than 5 years. Whereas when looking at their Facebook using experience, the majority of respondents had used Facebook about 3-4 years (27.2 percent) and 27.4 percent had used Facebook for more than 6 years.

Table 4.1 Profile of Respondents (N=364)

	Demographic Factors	Frequency	Percent (%)
Gender	Female	187	51.4
	Male	177	48.6
Aage	18-24 years	53	14.6
	25-34 years	183	50.3
	35-44 years	83	22.8
	45-54 years	39	10.7
	55-64 years	5	1.4
	65+ years	1	0.3
Education	less than High school	1	0.3
	High school	55	15.1
	College	58	15.9
	Bachelor's degree	172	47.3
	Master degree	73	20.1
	Ph.D.	5	1.4

Table 4.1 Continued

	Demographic Factors	Frequency	Percent (%)
Nationality	Asians	174	47.8
	Australians and Oceania	83	22.8
	European	76	20.9
	American	22	6
	Other (S.African, Egyptian, Saudi)	9	2.5

Length of internet using	Less than 1 year	2	0.5
	1-2 years	3	0.8
	3-4 years	14	3.8
	5-6 years	46	12.6
	More than 6 years	299	82.1
Length of Facebook Using	Less than 1 year	14	3.8
	1-2 years	42	11.5
	3-4 years	113	31.0
	5-6 years	99	27.2
	More than 6 years	96	27.4

Measurement Validity and Reliability

The construct validity of the tool was calculated by conducting factor analysis (Hair et al., 2010). Since this study has included three competing models, Technological Model, Communication Model and Social Psychology Model thus each models was tested individually.

Section 1 Technology Model

This section focuses on the analysis of the technological use of the Facebook users toward using hotel Facebook page. It is to measure the usefulness, easiness and information search of the hotel Facebook page. The respondents were asked to rate how much they agree or disagree with the statement of the usefulness, easiness and information search of hotel Facebook Page. The 5 point scale range from 1 (Disagree) to 5 (Agree) with a midpoint of 3 (Neither Agree nor Disagree). The interpretation was done based on the interpretation of the interval scales as shown in Table 4.2

Table 4.2 Interpretation of the interval scales

Mean Scores	Interpretation
Score 4.21 – 5.00	Agree
Score 3.41 – 4.20	Somewhat Agree
Score 2.61 – 3.40	Neither Agree nor Disagree
Score 1.81 – 2.60	Somewhat Disagree
Score 1.00 – 1.80	Disagree

Furthermore, a reliability analysis (Conbrach's alpha coefficients) was implemented to test the reliability and internal consistency of three competing

models. It was found that the alpha values were higher than .70 (Pallant, 2005). Then, grand mean of all components of Technology model, Communication model, Social Psychology model and attitude and attention to join hotel Facebook page were calculated and used for subsequent analysis.

Table 4.3 The results of the mean summary of overall significancde of User's perspective toward hotel Facebook page

Items	Cronbach's alpha	Mean	Std. Deviation
Usefulness of hotel Facebook page	.91		
Enable to make travel decision more quickly		3.32	1.16
Enhances effectiveness in making travel decisions.		3.32	1.15
Useful in travel decision making		3.34	1.16
Easiness of hotel Facebook page	.90		
Learning to use is easy		3.92	1.03
Easy to do what I want		3.69	1.02
Easy to become skillfu		3.77	1.04

Table 4.3 Continued

Items	Cronbach's alpha	Mean	Std. Deviation
Information search	.81		
View the destination hotel by using hotel Facebook page		3.13	1.25
Information displayed in a readable and ☐understandable		3.50	.98
convenient and ☐easy to get information		3.62	1.02
Information is timely and up to date.		3.64	1.84
Information is accurate		3.47	.92
Help to deal with unexpected situations.		3.27	1.69
Motivation to join the hotel Facebook page	.77		
Has useful hotel information		3.68	.98
Can improve travel decision		3.55	1.01
Convenient to use.		3.84	2.08
Can keep relationship with the hotel.		3.56	1.04
Feel affiliated with the hotel		3.40	1.06
Entertaining.		3.36	1.14
Usage of hotel Facebook page	.91		
part of my everyday activity		2.27	1.35
proud to tell people I'm on the hotel Facebook page		2.50	1.32

feel out of touch when I haven't logged onto		2.28	1.33
Feeling if joining the hotel Facebook page	.80		
What the hotel stands for is important		3.33	1.12
Express the right attitude to get reward		3.34	1.10
Private views about the hotel different than publicly		2.90	1.24
Involved linked to rewarded.		2.85	1.17
Self-concept impacted by the hotel Facebook page	.925		
Attached to hotel Facebook page		2.70	1.27
feelings of belonging to hotel Facebook page		2.58	1.27
valuable member of hotel Facebook page		2.57	1.30

Table 4.3 shows the significant level of components of Technology model, Communication model, Social Phycology model and Attitude and Attention. Most of the result on model were rated as moderately significant, the Easiness of hotel Facebook page in term of learning to use was rated highly (Mean = 3.92) which is part of Technology model, followed by the convenient to use of hotel Facebook page (Mean = 3.84) which is part of Communication model, and learning to use is easy which is also part of Technology model. On the other hand, hotel Facebook page is part of everyday activity (Mean= 2.27) and feel out of touch when not logged in to hotel Facebook page (Mean = 2.28) were rated as insignificance for the hotel Facebook page.

4.2 Technology Model

The Technology model tested to find out Facebook user perspective toward hotel Facebook page base on the usefulness, easiness and information search.

Table 4.4 Usefulness of the hotel Facebook page

Factors	Consent	Frequency	Percent (%)
Using the hotel Facebook page would enable me to make travel decision more quickly	Disagree	33	9.1
	Somewhat Disagree	51	14.0
	Neither Agree nor Disagree	102	28.0
	Somewhat Agree	120	33.0
	Agree	58	15.9
	Mean = 3.3		
Using the hotel Facebook page enhances my effectiveness in making	Disagree	29	7.4
	Somewhat Disagree	53	15.1
	Neither Agree nor Disagree	114	32.1

travel decisions	Somewhat Agree	107	25.8
	Agree	61	19.5
	Mean = 3.3		
I find the hotel Facebook page to be useful in travel decision making.	Disagree	27	7.4
	Somewhat Disagree	55	15.1
	Neither Agree nor Disagree	117	32.1
	Somewhat Agree	94	25.8
	Agree	71	19.5
	Mean = 3.3		

According to the result referred to in Table 4.4, it was found that more than half of respondents agreed they find the hotel Facebook page to be useful in travel decision making from others (Mean = 3.3), Using the hotel Facebook page would enable me to make travel decision more quickly (Mean = *3.3*) and Using the hotel Facebook page enhances my effectiveness in making travel decisions (Mean = 3.3) as the factor.

Table 4.5 Easiness of the hotel Facebook page

Factors	Consent	Frequency	Percent (%)
Learning to use the hotel Facebook page is easy to me.	Disagree	58	2.2
	Somewhat Disagree	24	6.6
	Neither Agree nor Disagree	91	25.0
	Somewhat Agree	106	29.1
	Agree	135	37.1
	Mean = 3.9		
I find it easy to use the hotel Facebook page to do what I want it to do.	Disagree	5	1.4
	Somewhat Disagree	40	11.0
	Neither Agree nor Disagree	112	30.8
	Somewhat Agree	110	30.2
	Agree	97	26.6
	Mean = 3.7		
It is easy for me to become skillful at using the hotel Facebook page.	Disagree	7	1.9
	Somewhat Disagree	35	9.6
	Neither Agree nor Disagree	103	28.3
	Somewhat Agree	107	29.4
	Agree	112	30.8

Mean = 3.7

According to the Table 4.5, the result shows that most of the respondents agreed that learning to use the hotel Facebook page is easy to them. (Mean = 3.9), then follow with It is easy for them to become skillful at using the hotel Facebook page (Mean = 3.7) and they find it easy to use the hotel Facebook page to do what they want it to do (Mean = 3.7).

Table 4.6 The hotel Facebook page toward information search

Factors	Consent	Frequency	Percent (%)
I preferred to view the destination hotel by using their hotel Facebook page.	Disagree	42	11.5
	Somewhat Disagree	77	21.2
	Neither Agree nor Disagree	98	26.9
	Somewhat Agree	85	23.4
	Agree	62	17.0
	Mean = 3.1		
Information on the hotel Facebook page is displayed in a readable and understandable form	Disagree	9	2.5
	Somewhat Disagree	40	11.0
	Neither Agree nor Disagree	137	37.6
	Somewhat Agree	114	31.3
	Agree	64	17.6
	Mean = 3.5		
Get information from the hotel Facebook page is convenient and easy	Disagree	11	3.0
	Somewhat Disagree	34	9.3
	Neither Agree nor Disagree	119	32.7
	Somewhat Agree	118	32.4
	Agree	82	22.5
	Mean = 3.6		
Information on the hotel Facebook page is timely and up to date.	Disagree	11	3.0
	Somewhat Disagree	33	9.1
	Neither Agree nor Disagree	138	37.9
	Somewhat Agree	103	28.3
	Agree	78	21.4
	Mean = 3.6		

Table 4.6 Continued

Factors	Consent	Frequency	Percent (%)
Information on the hotel	Disagree	8	2.2

Facebook page is accurate.	Somewhat Disagree	40	11.0
	Neither Agree nor Disagree	148	40.7
	Somewhat Agree	106	29.1
	Agree	62	17.0
	Mean = 3.4		
Information on the hotel	Disagree	18	4.9
Facebook page can help me	Somewhat Disagree	67	18.4
deal with unexpected	Neither Agree nor Disagree	136	37.4
situations.	Somewhat Agree	84	23.1
	Agree	59	16.2
	Mean = 3.2		

Base on Table 4.6, it is indicated that majority of the respondents did not rely much on the information search from hotel Facebook page. As the result shown that majority group of respondents tend to neither agree nor disagree that the information search on hotel Facebook page is preferable, readable and understandable, convenient and easy, timely and up to date, accurate or can help to deal with an unexpected situations.

4.3 Communication Model

The Communication model tested to find out Facebook user perspective toward hotel Facebook page base on the motivation to join hotel Facebook page and Usage of hotel Facebook page.

Table 4.7 Motivation to join hotel Facebook page

Factors	Consent	Frequency	Percent (%)
It has useful hotel	Disagree	10	2.7
information.	Somewhat Disagree	29	8.0
	Neither Agree nor Disagree	104	28.6
	Somewhat Agree	144	39.6
	Agree	77	21.9
	Mean = 3.6		

It can improve travel decision efficiency.	Disagree	12	3.3
	Somewhat Disagree	38	10.4
	Neither Agree nor Disagree	118	32.4
	Somewhat Agree	128	35.2
	Agree	67	18.4
	Mean = 3.5		
It is convenient for me to use.	Disagree	8	2.2
	Somewhat Disagree	29	8.0
	Neither Agree nor Disagree	103	28.3
	Somewhat Agree	135	37.1
	Agree	88	24.2
	Mean = 3.8		
I can keep relationship with the hotel.	Disagree	14	3.8
	Somewhat Disagree	34	9.3
	Neither Agree nor Disagree	125	34.3
	Somewhat Agree	114	31.3
	Agree	77	21.2
	Mean = 3.5		
I feel affiliated with the hotel.	Disagree	18	4.9
	Somewhat Disagree	46	12.6
	Neither Agree nor Disagree	133	36.5
	Somewhat Agree	104	28.6
	Agree	63	17.3
	Mean = 3.4		

Table 4.7 Continued

Factors	Consent	Frequency	Percent (%)
It is entertaining.	Disagree	28	7.7
	Somewhat Disagree	46	12.6
	Neither Agree nor Disagree	120	33.0
	Somewhat Agree	106	29.1
	Agree	64	17.6
	Mean = 3.3		

As it shows on Table 4.7, the respondents tend to agree that the hotel Facebook page contains useful information, convenience to use and it also helps them to improve their travel decisions. Where as in term of keeping

relationship, affiliation and entertainment, majority group of respondents neither agree nor disagree to the terms.

Table 4.8 Usage of hotel Facebook page

Factors	Consent	Frequency	Percent (%)
The hotel Facebook page is part of my everyday activity.	Disagree	149	40.9
	Somewhat Disagree	75	20.6
	Neither Agree nor Disagree	69	19.0
	Somewhat Agree	32	8.8
	Agree	39	10.7
	Mean = 2.2		
I am proud to tell people I'm on the hotel Facebook page.	Disagree	116	31.9
	Somewhat Disagree	66	18.1
	Neither Agree nor Disagree	103	28.3
	Somewhat Agree	41	11.3
	Agree	38	10.4
	Mean = 2.5		

Table 4.8 Continued

Factors	Consent	Frequency	Percent (%)
I feel out of touch when I haven't logged onto the hotel Facebook page for a while.	Disagree	153	42.0
	Somewhat Disagree	55	15.1
	Neither Agree nor Disagree	88	24.2
	Somewhat Agree	35	9.6
	Agree	33	9.1
	Mean = 2.2		

Base on Table 4.8, it is indicated that most of the respondents are not use hotel Facebook page as part of their normal social activities and not much concern about the movement of the hotel Facebook page. The result show high level of consent that the respondent disagreed to the term hotel Facebook page is part of their everyday activities (Mean = 2.2), followed with the term that the respondents disagree that they are out of touch if not logged in to hotel Facebook

page (Mean = 2.2) and finally they majority are disagree that they are proud to tell people that they are on hotel Facebook page (Mean=2.5).

4.4 Social Phycology Model

The Social Phycology model tested to find out Facebook user perspective toward hotel Facebook page base on the Facebook user's feeling if join hotel Facebook page and their self-concept impacted by hotel Facebook page.

Table 4.9 Facebook user's feeling if join hotel Facebook

Factors	Consent	Frequency	Percent (%)
What the hotel stands for is important to me.	Disagree	26	7.1
	Somewhat Disagree	50	13.7
	Neither Agree nor Disagree	125	34.3
	Somewhat Agree	101	27.7
	Agree	62	17.0
	Mean = 3.3		

Table 4.9 Continued

Factors	Consent	Frequency	Percent (%)
In order for me to get rewarded on the hotel Facebook page, it is necessary to express the right attitude.	Disagree	25	6.9
	Somewhat Disagree	42	11.5
	Neither Agree nor Disagree	142	39.0
	Somewhat Agree	91	25.0
	Agree	64	17.6
	Mean = 3.3		
My private views about the hotel are different than those I express publicly.	Disagree	64	17.6
	Somewhat Disagree	66	18.1
	Neither Agree nor Disagree	120	33.0
	Somewhat Agree	70	19.2
	Agree	44	12.1
	Mean = 2.9		
How much I am involved in the hotel Facebook page is directly linked to how much I am rewarded.	Disagree	59	16.2
	Somewhat Disagree	66	18.1
	Neither Agree nor Disagree	141	38.7
	Somewhat Agree	63	17.3
	Agree	35	9.6
	Mean = 2.8		

According to Table 4.9, most of the respondents are not much taking part on hotel Facebook page image and neither agree nor disagree in term of their involvement toward the feeling of joining hotel Facebook page. The result shows high level of consent that majority group of the respondents are neither agree nor disagree to the term that in order for them to get rewarded on the hotel Facebook page, it is necessary to express the right attitude (Mean = 3.3489) then follow with what the hotel stands for is important to them (3.3379).

Table 4.10 Facebook user's self-concept impacted by the hotel Facebook page
(group).

Factors	Consent	Frequency	Percent (%)
I am attached to the hotel Facebook page I just visited.	Disagree	91	25.0
	Somewhat Disagree	59	16.2
	Neither Agree nor Disagree	117	32.1
	Somewhat Agree	62	17.0
	Agree	35	9.6
	Mean = 2.7		
I have strong feelings of belonging to the hotel Facebook page I just visited.	Disagree	101	27.7
	Somewhat Disagree	66	18.1
	Neither Agree nor Disagree	111	30.5
	Somewhat Agree	55	15.1
	Agree	31	8.5
	Mean = 2.5		
I am a valuable member of the hotel Facebook page I just visited.	Disagree	110	30.2
	Somewhat Disagree	58	15.9
	Neither Agree nor Disagree	106	29.1
	Somewhat Agree	58	15.9
	Agree	32	8.8
	Mean = 2.5		

According to Table 4.10, it's indicated that majority groups of the respondents are neither agree nor disagree to the term self-impact by hotel Facebook page. Whereas up to 30.2 percent are disagreed that they are a valuable member of the hotel Facebook page they visited (Mean = 2.5).

Overall Attitude and Attention toward hotel Facebook page

Table 4.11 Overall feeling of the Facebook user toward hotel Facebook page they visited

Factors	Consent	Frequency	Percent (%)
The hotel Facebook page makes it easy for me to build a relationship with hotel.	Disagree	38	10.4
	Somewhat Disagree	30	8.2
	Neither Agree nor Disagree	102	28.0
	Somewhat Agree	133	36.5
	Agree	60	16.5
	Mean = 3.5		
I am satisfied with the information provided by the hotel Facebook page.	Disagree	19	5.2
	Somewhat Disagree	29	8.0
	Neither Agree nor Disagree	120	33.0
	Somewhat Agree	131	36.0
	Agree	65	17.9
	Mean = 3.5		
I feel comfortable in surfing the hotel Facebook page.	Disagree	12	3.3
	Somewhat Disagree	22	6.0
	Neither Agree nor Disagree	117	32.1
	Somewhat Agree	130	35.7
	Agree	83	22.8
	Mean = 3.6		
Overall, I think it is necessary for the hotel to have hotel Facebook page.	Disagree	20	5.5
	Somewhat Disagree	25	6.9
	Neither Agree nor Disagree	81	22.3
	Somewhat Agree	116	31.9
	Agree	122	33.5
	Mean = 3.8		

Base on the Table 4.11, most of the respondents tend to agree that it is easy for them to build relationship with hotel and also feels that the hotel Facebook page provide useful information and comfortable for them to serf the hotel Facebook page. Furthermore, the table show high level of consent that up to 33.5 percent of the respondents agreed that the hotel should have hotel Facebook page (Mean = 3.8). Following with 31.9 percent tend to agree that it is necessary for the hotel to have hotel Facebook page (Mean = 3.6).

Table 4.12 Future intention of joining the hotel Facebook page

Factors	Consent	Frequency	Percent (%)
I intend to join the hotel Facebook page I have visited.	Disagree	49	13.5
	Somewhat Disagree	41	11.3
	Neither Agree nor Disagree	101	27.7
	Somewhat Agree	105	28.8
	Agree	68	18.7
	Mean = 3.2		
I would like to visit the hotel Facebook page again in the future.	Disagree	28	7.7
	Somewhat Disagree	35	9.6
	Neither Agree nor Disagree	103	28.3
	Somewhat Agree	123	33.8
	Agree	75	20.6
	Mean = 3.5		
It is likely that I will join the hotel Facebook page.	Disagree	39	10.7
	Somewhat Disagree	42	11.5
	Neither Agree nor Disagree	106	29.1
	Somewhat Agree	101	27.7
	Agree	76	20.9
	Mean = 3.3		

The Table 4.12 shows that majority group of respondents would like to visit the hotel Facebook page again in the future (Mean = 3.5). Follows with the fact that they are likely to join the hotel Facebook page (Mean = 3.3) and they intend to join the hotel Facebook page they visited (Mean = 3.2).

4.5. Independent t-test, ANOVA analysis and Chi-square test

The t-test was in use to see possible associate between continuous outcome variables (mean score) and categorical determining variables, and chi-square statistic was used for investigation the statistical significant of attitude and attention in cross-tabulation

Up to 33.5% of the respondents agree that it is necessary for the hotel to have hotel Facebook page follow with 31.9% tend to agree that it is necessary for hotel to have hotel Facebook page whereas only 5.5% disagree to the term, indicated a high level of Facebook users perspective toward hotel Facebook page as significance marketing tool to maintain.

In table 16 Independent sample t-test was used for analysis. There are two statistically differences at p≤0.05 among genders in the overall attitude towards significance and effectiveness of hotel Facebook page.

Table 4.13 Independent t-test for differences between genders in the overall attitude towards significance and effectiveness of hotel Facebook page

Variables	Mean		t-test	
	Female	Male	t-stat	p-value
Relationship with hotel	3.5054	3.5311	-.099	.338
Satisfaction	3.3978	3.6723	-2.529	.308
Comfortable	3.5753	3.7966	-2.128	.360
Significance	3.8065	3.8079	-.012	.951

In table 4.13, the independent sample t-test was used to analyze data in which p-value of Significance of hotel Facebook page is 0.00. Thus there were no significant differences at p≤0.05 among gender and attitude toward significance of hotel Facebook page.

Analysis of Variance (ANOVA) was used to compare the means of different groups in which no statistically significant differences at p≤0.05 among the age groups in the overall attitude towards hotel Facebook page.

Table 4.14 One-Way ANOVA tests for different age groups in the overall attitude

towards significance and effectiveness of hotel Facebook page

In table 4.14. Analysis of variance (ANOVA) was used to compare the means of different groups in which no statistically significant differences at p≤0.05 among education level in the overall attitude towards hotel Facebook page.

Table 4.15 One-Way ANOVA tests for different age groups in the overall attitude

Attitude	Age groups						One-Way ANOVA	
	18-24	25-34	35-44	45-54	55-64	65+	F-Stat	p-value
Relationship with hotel	4.0943	3.3880	3.4578	3.5897	2.8000	3.0000	.784	.562
Satisfaction	3.5472	3.5027	3.6145	3.5897	2.8000	3.0000	.704	.620
Comfortable	3.8491	3.6885	3.5904	3.7436	2.8000	5.0000	1.616	.155
Significance	3.9623	3.8087	3.7229	3.8718	3.0000	5.0000	1.036	.396

towards significance and effectiveness of hotel Facebook page

Attitude	Education Level						One-Way ANOVA	
	Less than High school	High school	College	Bachelor's Degree	Master Degree	Ph.D.	F-Stat	p-value
Relationship with hotel	1	3.4	3.5	3.5	3.5	4.2	.3	.9
Satisfaction	1	3.6	3.6	3.4	3.6	4.4	2.8	.02
Comfortable	1	3.7	3.8	3.6	3.6	4.4	2.5	.03
Significance	1	3.7	4.1	3.6	3.9	4.4	3.4	.005

A chi square test was conducted to test the significant different of the overall attitude towards significance and effectiveness of hotel Facebook page between females and males. There are no significant different between female and male to the overall attitude towards hotel Facebook page. Both groups were tending to agree that it is necessary for hotel to have hotel Facebook page.

Table 4.16 Chi-Square, test for testing the overall attitude towards significance and effectiveness of hotel Facebook page between female and male

	Female	Male	Chi-Square

					Pearson Chi-Square = 3.896[a]
Attitude toward necessary for hotel to have hotel Facebook page	Disagree	6.5%	4.5%		
	Somewhat Disagree	5.4%	8.5%		P = .866 d.f. = 8
	Neither Agree nor Disagree	22.6%	22.0%		
	Somewhat Agree	32.3%	31.6%		
	Agree	33.3%	33.3%		

A chi square test was conducted to test the significant different of the overall attitude towards significance and effectiveness of hotel Facebook page between age groups. There are no significant different between age group to the overall attitude towards hotel Facebook page. Each group was tending to agree that it is necessary for hotel to have hotel Facebook page.

Table 4.17 Chi-square test for testing the overall attitude towards significance and effectiveness of hotel Facebook page among age groups

	18-24	25-34	35-44	45-54	55-64	65+	Chi-Square
Disagree	1.9%	6.6%	7.2%	0.0%	20.0%	0.0%	Pearson Chi-Square
Somewhat Disagree	3.8%	7.1%	8.4%	7.7%	0.0%	0.0%	= 15.666[a]
Neither Agree nor Disagree	26.4%	20.8%	21.7%	23.1%	40.0%	0.0%	P = .737 d.f. = 20
Somewhat Agree	32.1%	30.1%	30.1%	43.6%	40.0%	0.0%	
Agree	35.8%	35.5%	32.5%	25.6%	0.0%	100.0%	

CHAPTER 5

DISCUSSION AND CONCLUSION

This section is designed to conclude, discuss and provide recommendations base on the research finding of the survey. This study reveals the perspective of the Facebook users' toward significance of hotel Facebook page as their marketing tool or another channel to promote their hotel. Further is the discussion of the results based on the research objectives.

The presentation of the study will be presented into 4 parts, including of conclusions of main findings, discussions, recommendations and limitation of the study for further research.

5.1 Conclusions of main findings.

The study results indicated that the majority group of respondents who had been view or participated in hotel Facebook had been using Facebook for 3-4 years and among this group some are not familiar with hotel Facebook page.

According to the model tested, the Technology model reveals significant information that hotel Facebook page are easy to use whereas the information search result were low. Most of the Facebook users did not participate in hotel Facebook page to gather information. According to the information search, the Facebook users still use the internet search engine channel as priority choice.

The Communication Model reveals the information that hotel Facebook page has low level of consent in term of communication to their prospective customer via hotel Facebook page such as useful information provided, motivation for the Facebook users to join the page, entertaining and affiliation with the users.

The Social Psychology Model indicated the low level of consent toward the Facebook users' perspective on feeling if joining the hotel Facebook page and self-concept impact by hotel Facebook page. Anyway, when it came to the conclusion question, the overall attitude and attention toward the necessary for the hotel to have hotel Facebook page, the data indicated high level of consent. This information show that the Facebook users see it is important for the hotel to have hotel Facebook page. It can be concluding that the hotel Facebook page being use by hotel are low at effectiveness to motivate or get the Facebook users involve in. The hotel should pay more attention in term of information provide and attractiveness display of the page.

5.2 Discussion of the study

According to the study objectives, there are 2 main objectives to be discussed.

As indicated in chapter 2 that the study aim to answer the following questions

1. How significant is Hotel Facebook Page toward the Facebook user perspective?

2. What the Facebook users' needs are for participate in Hotel Facebook page?

5.2.1 How significant is Hotel Facebook Page toward the Facebook user perspective?

This is to identify further findings of the study. The discussion will use the finding of the study compare to previous related research topics did by others. According to Hsu, 2012, their study mentioned that Facebook is a place to gather a large numbers of customers. The social network site is also source of consumer information and a means of distribution information to build market experience. From the study result, it was found that more than half of the respondents agreed that they find the Hotel Facebook Page to be useful in travel decision making. This can show that the findings from the study supported the study did earlier by Hsu.

According to O Connor (2011) their study revealed that major hotel chains are present to a certain level on Facebook, overall their use of the system is quite basic. Most of the Hotel Facebook Page suffer from low levels of visibility, movement and visit and need to put more effort if they prefer a better interaction from their customers. This information support the finding from this study as it's shown that majority of the respondents did not rely much on the information search from Hotel Facebook Page. The respondents tend to neither agree nor disagree that the information search on the Hotel Facebook Page is preferable, readable and understandable, convenient and easy, timely and up to date, accurate or can help them to deal with an unexpected situations. This is can also show the low level of effectiveness information provided by the hotel via Hotel Facebook Page. Thus it make Facebook users preferred to connect with Hotel Facebook Page but when came to information search; the Facebook users are not use it as a main source of information finding. This is also support the idea that Facebook user prefers to see

Hotel Facebook Page as a channel to promote the visibility rather than a source of information toward decision making.

5.2.2 What the Facebook users' needs are for participate in Hotel Facebook page?

The result from Social Psychology Model tested can explain on this part. The result shows high level of consent that majority group of the respondents are neither agree nor disagree to the term that in order for them to get rewarded on the hotel Facebook page, it is necessary to express the right attitude then follow with what the hotel stands for is important to them. Kitchen and Burgman (2004), stated that only technology can help consumers to connect and communicate with each other but it can also act as a facilitator in establishing a relationship with individual consumers and companies. The Facebook User as a customer need just a place to get closer to establish relationship with hotel rather than for information finding or be rewarded.

Also as Othman et. al. (2012), indicated that the massive number of social networks exist in the present made people get confused the use and needs of particular website. This is can also support this study in the way of confusing of using Hotel Facebook Page. It is not a particular place where Facebook User can say that it is a place for information search or create relationship with hotel or even a place to get direct booking to the hotel. It is not clear to Facebook User to what are Hotel Facebook Page is for. Anyway, when it came to the conclusion of the importance of the Hotel Facebook Page, most of the respondents are highly agreed that it is necessary for the hotel to have their own Hotel Facebook Page visible.

5.3 Recommendations

Recommendations for hotel on improving the effectiveness of Hotel Facebook Page as it is one of a communication channel to their focus group of customer.

According to the research finding, the important of the Hotel Facebook Page is high but the attraction of the Page or the information provided is not as per Facebook User expected.

The following topics are recommended in term to improve the effectiveness of Hotel Facebook Page

5.3.1 Monitoring and Responsive

As Facebook is a social communication channel that needs quick response. The hotel should provide staff who can monitoring the comment and

suggestion from their client as fast as they can. The hotel should create proper standard of effective staff to manage on this part. The staff who can handle with the questions, requests and comments from Facebook User effectively. This will create a good posture for the hotel toward Facebook User and lead them to positively visit the page again or even lead to decision making to stay with the hotel.

5.3.2 Improve the visibility of the Hotel Facebook Page

The information provided on the Hotel Facebook page should be up to date. As some hotel do not pay much attention to their Facebook Page. Or on the other hand, they not exactly know what information should be provide via Hotel Facebook Page. Some are having duplicate information as on their webpage. So to make the Hotel Facebook Page invisibly to Facebook User, the hotel should create attractive information and also up to date to make the page look fresh and interesting.

5.3.3 Measuring Effectiveness

It is important to measure the effectiveness of the information or campaign provided via Hotel Facebook Page. This can help to improve the visibility and traffic of the Page. The effectiveness can be measured in many ways. The hotel should create the tools to measure the effectiveness of their page from Facebook User to gain more attention in the future and understand the needs of the Facebook User as one of the hotel's target customer. The campaign with rewarded may be provide in term to exchange with hotel short questionnaires.

5.3.4 Develop Marketing Campaign

The marketing campaign can be promoted via Hotel Facebook Page as another communication channel to reach their target market customer. Thus to make the Page more attractive and up to date, the campaign on each occasion such as Christmas, New Year, Valentine, Chinese New Year and so on should be promoted. This is also can help the hotel to measure the effectiveness of the campaign launched and also get feedback of their target customer.

5.4 Limitation and Suggestions for Further Study
5.4.1 Limitations

There are many limitation to this study. The main limitation is the sample group. As indicated in the research objective that this study designed to gain a common point of view of how Facebook User see the important of the Hotel Facebook Page. The online questionnaires got less response than expected so the

paper questionnaire need to be distributed. The paper questionnaires only distributed at Phuket International Airport. So the respondent may limited to many nationality.

5.4.2 Suggestions for Further Study

Beside the limitation for the sampling group of the study, the research gather many useful information to Hotel Facebook Page to understand the Facebook User point of view toward the significant of Hotel Facebook Page. In the near future, people will understand and use more Facebook in merchant way. The further study of finding about how to make Hotel Facebook Page attractive to Facebook User should help the hotelier improve their business by using Facebook as their marketing communication channel.

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Appendix A
Questionnaires for Facebook User worldwide

Dear Respondents,

I am an MBA student in Business Administration, Faculty of Hospitality and Tourism Management (International Program), Prince of Songkla University, Phuket Campus, Thailand. The purpose of this survey is to collect data for my MBA thesis on **"Significant of Hotel Facebook Page toward Hotel Marketing Communication: The Facebook Users Perspective"**. Please kindly assist in filling out this survey. I would really appreciate your help for participating in this survey. The data collected will be used for academic purpose and will surely be kept confidential.

Thank you very much for your kind participation.

MS Chayanapat Prom-aksorn

Student Id. 5530120008

Section 1 Demographic Profile

1. Do you have Facebook account?

2 Yes   (You are qualify to continue answering the questionnaires)

2 No   (You are not qualify to answer this questionnaires, thank you for your kind attention.)

2. Your gender.   **2** Female   **2** Male

3. Your Age.

2 18-24   **2** 25-34   **2** 35-44   **2** 45-54   **2** 55-64

2 65+

4.Your Nationality _____

5. You education level.

2 less than High school   **2** High school   **2** College

2 Bachelor's degree   **2** Master degree   **2** Ph.D.

6.Have you stayed in any hotel in the past 12 months?

2 Yes   **2** No

7.How long have you been using the Internet?

2 Less than 1 year **2** 1-2 years **2** 3-4 years **2** 5-6 years
2 over 6 years

8.How long have you been using Facebook?

2 Less than 1 year **2** 1-2 years **2** 3-4 years **2** 5-6 years
2 over 6 year

Section 2 Technology Model

1. Please indicate how much you agree or disagree with each statement about the usefulness of the hotel Facebook page using the 5-point scale below (1= disagree, 5= agree).

1	2	3	4	5
Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree

1.1) Using the hotel Facebook page would enable me to make travel decisions more quickly.	1	2	3	4	5
1.2) Using the hotel Facebook page enhances my effectiveness in making travel decisions.	1	2	3	4	5
1.3) I find the hotel Facebook page to be useful in travel decisions making.	1	2	3	4	5

2. Please indicate how much you agree or disagree with each statement about the **easiness of using the hotel Facebook page.**

2.1) Learning to use the hotel Facebook page is easy to me.	1	2	3	4	5
2.2) I find it easy to use the hotel Facebook page to do what I want it to do.	1	2	3	4	5
2.3) It is easy for me to become skillful at using the hotel Facebook page.	1	2	3	4	5

3. Please indicate how much you agree or disagree with each statement about using **Facebook in hotel information search.**

3.1) I preferred to view the destination hotel by using their hotel Facebook page.	1	2	3	4	5
3.2) Information on the hotel Facebook page is displayed in a readable and understandable form.	1	2	3	4	5
3.3) Get information from the hotel Facebook page is convenient and easy.	1	2	3	4	5
3.4) Information on the hotel Facebook page is timely and up to date.	1	2	3	4	5
3.5) Information on the hotel Facebook page is accurate.	1	2	3	4	5

3.6) Information on the hotel Facebook page can help me deal with unexpected situations.	1	2	3	4	5

Section 3 Communication Model

1. Please indicate how much you agree or disagree with each statement about your **motivation to join the hotel Facebook page (group) you visited.**

1.1) It has useful hotel information.	1	2	3	4	5
1.2) It can improve travel decision efficiency.	1	2	3	4	5
1.3) It is convenient for me to use.	1	2	3	4	5
1.4) I can keep relationship with the hotel.	1	2	3	4	5
1.5) I feel affiliated with the hotel.	1	2	3	4	5
1.6) It is entertaining.	1	2	3	4	5

2. Please indicate how much you agree or disagree with each statement about your **usage of hotel Facebook page.**

2.1) The hotel Facebook page is part of my everyday activity.	1	2	3	4	5
2.2) I am proud to tell people I'm on the hotel Facebook page.	1	2	3	4	5
2.3) I feel out of touch when I haven't logged onto the hotel Facebook page for a while.	1	2	3	4	5

Section 4 Social Psychology Model

1. Please indicate how much you agree or disagree with each statement about **how you feel if joining the hotel Facebook page you visited.**

1	2	3	4	5
Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree

1.1) What the hotel stands for is important to me.	1	2	3	4	5
1.2) In order for me to get rewarded on the hotel Facebook page, it is necessary to express the right attitude.	1	2	3	4	5
1.3) My private views about the hotel are different than those I express publicly.	1	2	3	4	5
1.4) How much I am involved in the hotel Facebook page is directly linked to how much I am rewarded.	1	2	3	4	5

2. Please indicate the degree to which you agree or disagree with each statement about **your self-concept impacted by the hotel Facebook page (group).**

2.1) I am attached to the hotel Facebook page I just visited.	1	2	3	4	5
2.2) I have strong feelings of belonging to the hotel Facebook page I just visited.	1	2	3	4	5
2.3) I am a valuable member of the hotel Facebook page I just visited.	1	2	3	4	5

Section 5 Attitudes and Attention

1. Overall, how do you feel about the hotel Facebook page you visited?

1.1) The hotel Facebook page makes it easy for me to build a relationship with hotel.	1	2	3	4	5
1.2) I am satisfied with the information provided by the hotel Facebook page.	1	2	3	4	5
1.3) I feel comfortable in surfing the hotel Facebook page.	1	2	3	4	5
1.4) Overall, I think it is necessary for the hotel to have hotel Facebook page.	1	2	3	4	5

2. Please indicate how much you agree or disagree with each statement about **your future intention of joining the hotel Facebook page you visited.**

2.1) I intend to join the hotel Facebook page I have visited.	1	2	3	4	5
2.2) I would like to visit the hotel Facebook page again in the future.	1	2	3	4	5
2.3) It is likely that I will join the hotel Facebook page.	1	2	3	4	5

Thank you very much

VITAE

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Student ID   5530120008

Educational Attainment

Degree	Name of Institution	Year of graduation
Bachelor of Business Management	Prince of Songkla University	2002

Work Position and Address

Asst. Unit Manager	AIA Thailand Limited, Thailand	Feb 2014 - Present
Sales Manager	The Charm Resort Phuket, Thailannd	Jan 2013 – Feb 2014
Sales Manager	Laguna Grand Limited, Thailand	Dec 2011 – June 2012
Sales Manager	Banyan Tree Bangkok, Thailand	Mar 2011 – Dec 2011
Sales Manager	Banyan Tree Bintan, Indonesia	Sep 2009 – Feb 2011
Sales Executive	Laguna Holiday Club Limited, Thailand	Aug 2006 – Aug 2009
Sales Manager	Ocean Breeze Estate Limited, Thailand	Aug 2005 – Sep 2006
Asst. Project Manager	Phuket Property Show, Phuket, Thailand	Mar 2005 – Aug2005
Executive Secretary	Khaolak Merlin Resort, Thailand	Oct 2004 – Feb 2005
Guest Service Attendant	TwinPalms Phuket, Thailand	Feb 2004 – Sep 2004
Spa Receptionist	Banyan Tree Spa, Australia	Apr 2002 – Nov 2003

List of Publishing and Proceeding

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