

The Comparison Study of Consumer behavior towards Online Travel Agents (OTAs) between Baby Boomers, X Generation and Y Generation in Purchasing Tourism Related Products and Services

การศึกษาเปรียบเทียบเกี่ยวกับพฤติกรรมผู้บริโภคที่มีต่อตัวแทนการท่องเที่ยวออนไลน์ระหว่างเบบี้บูมเมอร์, เจนเนอเรชั่นเอ็กซ์และเจนเนอเรชั่นวายในการซื้อผลิตภัณฑ์การท่องเที่ยวและบริการ

*ถนอมขวัญ ทองโปร่ง, ดร. ชมพูนช จิตติถาวร***

บทคัดย่อ

การวิจัยครั้งนี้มีวัตถุประสงค์เพื่อศึกษาปัจจัยต่าง ๆ เพื่อ (1) เพื่อศึกษาพฤติกรรมผู้บริโภคของเบบี้บูมเมอร์, เจนเนอเรชั่นเอ็กซ์และเจนเนอเรชั่นวายที่มีต่อการซื้อผลิตภัณฑ์การท่องเที่ยวและบริการผ่านตัวแทนการท่องเที่ยวออนไลน์; (2) เพื่อเปรียบเทียบพฤติกรรมผู้บริโภคระหว่างเบบี้บูมเมอร์, เจนเนอเรชั่นเอ็กซ์และเจนเนอเรชั่นวายที่มีต่อการซื้อผลิตภัณฑ์การท่องเที่ยวและบริการผ่านตัวแทนการท่องเที่ยวออนไลน์

สถิติที่ใช้ประกอบวิธีการวิจัยคือสถิติพรรณนากลุ่มตัวอย่างที่ใช้ในการวิจัยครั้งนี้คือ ผู้ใช้อินเทอร์เน็ต

ของไทยที่มีการใช้อินเทอร์เน็ตซื้อผลิตภัณฑ์การท่องเที่ยวและบริการผ่านตัวแทนการท่องเที่ยวออนไลน์จำนวน 400 คนในห้าเขตของกรุงเทพมหานครโดยใช้การสุ่มตัวอย่างแบบตามความสะดวกรวมทั้งวิเคราะห์ข้อมูลโดยใช้สถิติร้อยละความถี่ค่าเฉลี่ยและค่าเบี่ยงเบนมาตรฐานสมมติฐานที่ได้รับการทดสอบโดยตัวอย่างการทดสอบความแตกต่างระหว่างค่าเฉลี่ยที่กลุ่มตัวอย่างสัมพันธ์กัน, การวิเคราะห์ความแปรปรวนทางเดียวและสถิติความสัมพันธ์

ผลการวิจัยสรุปได้ดังนี้ (1) ปัจจัยที่มีอิทธิพลในการซื้อของผู้บริโภคและพฤติกรรมของผู้บริโภคมีผลกระทบอย่างมีนัยยะสำคัญต่อกระบวนการตัดสินใจในการซื้อของผู้บริโภคต่อการซื้อผลิตภัณฑ์ การท่องเที่ยวและบริการผ่านตัวแทนการท่องเที่ยวออนไลน์; (2) พฤติกรรมของผู้บริโภคทั้งสามรุ่นคือเบบี้บูมเมอร์, เจนเนอเรชั่นเอ็กซ์และเจนเนอเรชั่นวายต่อ

*นักศึกษาระดับปริญญาโทสาขาวิชาการบริหารการโรงแรมและการท่องเที่ยว

มหาวิทยาลัยนานาชาติสแตมฟอร์ด

**มหาวิทยาลัยนานาชาติสแตมฟอร์ด

การซื้อผลิตภัณฑ์การท่องเที่ยวและบริการผ่านตัวแทนการท่องเที่ยวออนไลน์มีความแตกต่างกัน

Abstract

The objectives of this study were (1) To study the consumer behavior of the Baby boomers, the X generation and the Y generation towards Online Travel Agents (OTAs) in purchasing tourism related products and services (2) To compare the consumer behavior between the Baby boomers, the X generation and the Y generation towards Online Travel Agents (OTAs) in purchasing tourism related products and services.

The methodology in this study is quantitative research and the data collective with questionnaires there are 400 papers in five districts of Bangkok. Data analysis with frequency, percentage, mean and standard deviation including One-Way ANOVA and Pearson-Correlation statistics.

The research result showed that) There were significant affected to the purchasing decision making process towards purchasing tourism related bot with products and services via OTAs 2) There were different consumer behaviors from the Baby boomers, the X generation and the Y generation towards purchasing tourism related products and services via OTAs.

Keywords: Online travel agents, Tourism related products and services, Consumer Buying Behavior

Introduction

Currently, the expanded use of the internet has changed the way of consumers towards their online shopping (Card et al., 2003). It is noticeable that the use of the internet has been also playing an important role in the tourism industry both tourists and tourism travel agents to gain advantages in terms of finding more tourist information and promote effective marketing for the tourism travel agent. Nowadays, the Online Travel Agents (OTAs) are the interesting alternative distribution channel because of its fast loaded information; better prices and more convenience for the tourists who usually use the internet to plan for their trip. However, it is important that study about the consumer behavior in terms of generational differences will assist predicting and developing the OTA website designs in order to gain more understanding of the consumers. The baby boomers, the X generation and Y generation who are young internet users will be studied concerning their consumer behavior to clarify and use this information in further studies about online travel agency developments.

Research Objectives

1. To study the consumer behavior of baby boomers, X generation and Y generation towards Online Travel Agents (OTAs) in purchasing tourism related products and services.

2. To compare the consumer behavior between baby boomers, X generation and Y generation towards Online Travel Agents (OTAs) in purchasing tourism related products and services.

Scope of the study

1. Areas of the study
 - Consumer behavior
 - Travel agents
 - Tourism products
 - Generational Definitions
2. Population and sample

This research project aimed to study the difference of consumer behavior of baby boomers, the X generation and Y generation who live in Bangkok and use the online travel agencies to explore and purchase the tourism related products and services.

Literature Review

1. Definitions of Consumer Behavior

The explanation of the relationship between consumer behavior and marketing

strategy from Rogan (2007), is about buyer behavior. This is about how they buy and how often they buy. However, the marketers should understand this in the first hand.

Similarly, Chisnall (1994), explained that the needs and motives of human are related to each other. Therefore the relationship between them is so close to each other, as it can be seen, it is not very easy to give a exact difference of their characteristic. The consumer may buy the new costume because of to protect themselves from the weather, but they might just need to follow the fashion trend.

Kotler and Armstrong (2007) mentioned consumer's characteristics are the important theories. The theory explains that the consumers have their own way to interpret and receives stimuli from the advertisement. Moreover, the consumers' decision is influenced by the individual characteristic that relate to their specific needs (Kotler&Armstrong, 2007). In addition, Kotler and Armstrong (1999), explained that the mental, emotional and physical activity that they use while they select, purchase, use and dispose the products to satisfy their needs are also included in the consumer behavior (Kotler, 1999).

As it can be seen, from above, the researcher would like to summarize that consumers behavior is about the needs and

wants of the consumers who can make themselves reach to the satisfactory point.

The consumer characteristics will be demonstrated below to make more understand about how they influence to the consumers for purchasing products and service via OTAs.

Tourism products

According to Swarbrooke and Horner (1999), the tourism products can be defined as follows:

- The product is complex and multi-layered in that:

- Tangible elements for example, hotel, accommodation, food.

- The experiences that tourist buy as follows:

- Before the trip commences
- The situation during the trip
- The memory after the trip has ended.

Travel Agent

In this part, the research will divided the type of travel agent into 2 parts: Online Travel Agent (OTAs) and Offline Travel Agent to clarify the different between them.

- Online Travel Agents (OTAs)

OTA websites provide the live availability and pricing and booking engine on their page to the consumers. Moreover, Online Travel Agents are also act as the sellers the example of OTAs are expedia.com, agoda.com etc. (tourism, 2011).

The list of online travel agents is shown below as an example:

- Voyages-sncf.com
- Expedia, Inc. including Expedia.com, Hotels.com, Hotwire.com,

- Sarbre Holding, including lastminute.com

- Opodo

- Priceline.com

- Orbitz Worldwide, Inc. including Orbitz, Cheap Tickets, Ebookers

- Travelgenio

Generational definition

Baby Boomers

This generation is the people who were born during the year 1946 to 1964 or during the post-world war II. This new generation of Baby Boomers experienced an unprecedented level of economic growth and prosperity throughout their lifetime. Many baby boomers are now settling into retirement (talentedheads, 2013).

X generation

This generation is the people who were born between the year 1965-1980. X generation is the next generation from Baby boomers and they are the group of people who are more open to the situation changes and diversity (talentedheads, 2013).

Y generation

This group of people were born between the year 1980-2000. They are known as

a Millennial generation. They have been growing with the technological revolution throughout their life. They are more familiar with the technology and internet access more than Baby boomers and X generation (talentedheads, 2013).

2. Related research

Parment (2013), studied about “Generation Y and Baby Boomers: shopping behavior, buyer involvement and implications for retailing” and the results shown that, there are different pattern of consumer behavior between 2 generations that make the retailer understand more of consumers’ need and improve their marketing strategies to deal with different group of the consumers.

Patricea Elena Berteau, (2011) studied “the perceived risk, price and online travel agencies: does price always matter?” that the result shown that the price is not influencer on every kind of perceived risk but its influence is on the brand awareness component.

Li et al., (2013), studied about “the application of generational theory to tourism consumer behavior: an American perspective” and the results shown that the difference between

generation can affect the consumers behavior on tourism.

Methodology

1. Population and Sample Size Population

The target populations for this study are the consumers who are in 3 different generations: Baby Boomers, X generations, and Y generations, who are internet users. The survey will be conducted in 5 business areas in Bangkok because of the diversity of generations mentioned above. To find the population of the study, using the statistic from National statistical office (2015), is the most appropriate way for this study (National statistical office, 2015). To calculate the sample size of the study, Convenience Sampling is used according to Taro Yamane’s (1967 as cited in Shrestha, 2014).

Moreover, the table below will be shown that the proportion of each generation that need to be collected:

Generations	Percentage (100%)	400 sample size
Baby Boomers	8.55%	34
X generation	22.20%	89
Y generation	69.25%	277
Total	100%	400

The study of this research is by collecting the questionnaires in order to apply the instrument of the research to the sampling, the population are in 3 different generations in 5 districts in Bangkok will be selected which are Ladkrabang, Huamark, Bangna, Praram IV and Silom. This process is called the sampling process (Shrestha, 2014).

The researcher pick the research sample by calculating the population and classify them into 3 generation and get the proportion in accordance with the information from National statistical office as shown in table 3.2 (National statistical office, 2015). After that, the questionnaires were sent out by the researcher and collected all the questionnaires by her. However, the researcher use screening question(verbal) to screen the target population who are the internet user and used to use OTAs for their shopping.

2. Research Instrument

To acquire information and data from the respondents, the researcher used the quantitative method by writing a questionnaire to collect data from the respondents. The questions were related to the relevant concepts and theories. Therefore, the questions were divided into four parts which gives the answer of all questions to analyze and describe the objective of study.

Part 1: General information

This part consists of 1 question to know the age and respondents behavior about purchasing tourism products via OTAs. The question will ask about the age of respondent to classify their generation.

Part 2: Consumers behavior (Cultural, Social, Personal, Psychological characteristics)

The questionnaire in this part will use the multiple choices to measure the answers of the respondent by using the choice from 1 – 5. The questions in this part are adapted from the previous study of consumer behavior in online shopping by Hasslinger et al, 2007.

Part 3: Identified Factors Price, Trust and Convenience

This part is also adapted from Hasslinger et al., 2007 and it can be separated into 3 parts: Price, Trust and Convenience. The questionnaire uses Likertscale(1970, as cited inShrestha, 2014) to measure the answers of the respondents.

Part 4: Consumer purchase decision-making online.

This part will ask about the consumer purchase decision-making online process which consists of 5 processes: Need recognition, Information search, Evaluation of alternatives, Purchase decision, and Post-purchase evaluation to find the level of consumer purchase decision-

making on tourism related products and services
online via OTAs.

Research Results

Factors	Y generation	X generation	Baby Boomers
1. Frequency of using internet per day	No affect	Affect on information need and purchase alternatives.	No affect
2. Reasons of using internet	No affect	No affect	No affect
3. Expenses spending on OTAs	Affect on information need and evaluation of alternatives process.	Affect on purchase decision and post purchase behavior.	No affect
4. Previous experiences with OTAs	Affect on need recognition, information need and Evaluation of alternatives.	Affect only purchase decision behavior	Affect only purchase decision process.
5. Future expectation with OTAs	No affect	No affect	No affect
6. Influences from family	No affect	Affect on information need and evaluation of alternatives	No affect
7. Influences from friends	Affect on every purchasing decision making process.	Affect on only information need	No affect
8. Influences from Online forums	Affect on every purchasing decision making process.	No affect on need recognition and post purchase behavior.	No affect only information need and post purchase behavior.
9. Price factors	Affect on every purchasing decision making process.	Affect on every purchasing decision making process.	No affect only need recognition and purchase decision.
10. Trust factors	Affect on every purchasing decision making process.	Affect on every purchasing decision making process.	Affect only evaluation of alternatives behavior.
11. Convenience factors	Affect on every purchasing decision making process.	Affect on every purchasing decision making process.	No affect only purchase decision process.

According to the table above, it shows that there are a significant different consumer purchasing decision-making that been influenced by the different consumer behavior and the influencing purchasing factors via OTAs in different generations.

Firstly, the cultural characteristics of consumer (Frequency of using internet per day and Reasons of using internet), there is the similarity of Y generation and baby boomers that they are not influenced on how often they use internet per day. However, X generation are affected by the frequency of using internet on purchasing tourism related products and services via OTAs in term of information search and purchase decision in the process of purchasing decision making of consumers via OTAs. Moreover, there is no effects on reasons of using internet in all generation toward purchasing tourism related products and services via OTAs in every process of purchasing decision making of consumers via OTAs.

Secondly, in the expenses spending via OTAs, the baby boomers have no attention on this factor in every process of purchasing decision making of consumers via OTAs. While, the X generation focuses on their expenses in term of purchase decision and post purchase in the process of purchasing decision making of consumer via OTAs. Differently, the Y generation

have different view on spending via OTAs in term of information need and evaluation of alternatives.

Thirdly, there is the similarity Previous experiences that have no effect to Baby boomers and X generation on purchasing tourism related products and services via OTAs in every process of purchasing decision making except the process of purchase decision in both generations. However, Y generation are effected by their previous experiences on purchasing tourism related products and services via OTAs in every process of purchasing decision making of consumer via OTAs.

Next, Future expectation has no effect to Baby boomers, X generation and Y generation on purchasing tourism related products and services via OTAs in every process of purchasing decision making of consumer via OTAs.

Additionally, similarity to the future expectation, the social characteristics(Family) has no effects to Baby boomers and Y generation in every process of purchasing decision making of consumer via OTAs. However, for X generation, the family has effects on them in term of information search evaluation of alternative in the process of purchasing decision making of consumers.

Moreover, Friends factor has no effect to baby boomers in every process of purchasing decision making of consumers. But Y generation are influenced significantly by their friends in

every process of purchasing decision making of consumers. However, X generation are not influenced by their friends only in the process of need recognition of purchasing decision-making.

Moreover, another social characteristics (online forum), obviously, Y generation are influenced by the online forum toward purchasing tourism related products and services via OTAs in every process of purchasing decision making of consumer. While, the baby boomers and X generation are influenced by the online forum on the purchasing tourism related products and services via OTAs in term of need recognition and purchase decision in the process of purchasing decision making of consumer.

Furthermore, the influencing factors, which are Price, Trust and Convenience factors will be explained in the following paragraphs.

X generation and Y generation have similar attention on the Price factors as the results show that the Price factors have significant effects on both generations toward purchasing tourism related products and services via OTAs in every process of purchasing decision making of consumer. While Baby boomers are influenced by the Price factors in term of information search, evaluation of alternative and post purchase on purchasing tourism related products and services via OTAs.

Lastly, in the last two factors, which are Trust and Convenience factors, the X generation

and Y generation have similar attention on both factors as the results show that the Trust and Convenience factors have significant effects on purchasing tourism related products and services via OTAs in every process of purchasing decision making of consumers. However, there are some differences effects in Baby boomers. The Trust factors have effects to the Baby boomers only in term of Evaluation of alternatives. Finally, the Baby boomers pay attention on convenience factors in term of need recognition, information search, evaluation of alternative and post purchase except the purchase decision in purchasing decision making process of consumer via OTAs.

Research Recommendations

1. Recommendation from this study

Recommendation from Online Travel Agents

- To make better design and website development, it should developed the marketing strategic in the future in tourism industry, especially to better OTAs and website development, it is necessary to learn what tourists buy and why, where, and how they make their purchases and other factors influencing the consumers' purchasing. This research will examine the differences of baby boomers, X generation and Y generation consumer behavior toward Online Travel Agents (OTAs) in

purchasing tourism related products and services to get more understanding in each generation's buying behavior to develop business marketing and promotion in the future.

Recommendations for Hotels

- The hotel owner or hotel business can be the journeyman who can take the advantage from this research. In order to know the consumers behavior of purchasing decision making via OTAs, the hotel themselves would know to make promotion via OTAs to get the right market segmentation because OTAs is one of important online distribution channel.

2. Recommendation for future research

- The future research could study more in the specific tourism related products and services to find more about consumers' attention and the interests towards purchasing the products and services via OTAs.

- Focusing of studying each generation's consumer behavior might be more interesting to use qualitative research method to find consumers perception and opinion about the consumers attitude about OTAs and what exactly they want from purchasing tourism related products and services from OTAs.

- To compare with 3 generations deeper and more convenience, the multiple-regression is recommended to use in the future research to make more understanding about each generation's perception and consumer's behavior.

- To increase the efficiency of the research, there should be studied in both Thai and foreigners who have been using online purchasing of hospitality and tourism related products and services.

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