IMPROVING CUSTOMER COMMUNICATIONS AND CUSTOMER

RELATIONSHIP MANAGEMENT THROUGH

SEARCH ENGINE OPTIMIZATION

By

Thanida Jomyim

An Independent Study Submitted in Partial Fulfillment of the Requirements for the Degree

Master of Business Administration Program in Hotel and Tourism Management

Program of Hotel and Tourism Management International program

Graduate School, Silpakorn University

Academic Year 2011

Copyright of Graduate School, Silpakorn University

IMPROVING CUSTOMER COMMUNICATIONS AND CUSTOMER

RELATIONSHIP MANAGEMENT THROUGH

SEARCH ENGINE OPTIMIZATION

By

Thanida   Jomyim

An Independent Study Submitted in Partial Fulfillment of the Requirements for the Degree

Master of Business Administration Program in Hotel and Tourism Management

Program of Hotel and Tourism Management International program

Graduate School, Silpakorn University

Academic Year 2011

The Graduate School, Silpakorn University has approved and accredited the independent study title of "Improving Communication and Customer Relationship Management Through Search Engine Optimization" submitted by Miss Thanida Jomyim as a partial fulfillment of the requirements for the degree of Master of Business Administration in Hotel and Tourism Management.

……...
(Assistant Professor Panjai Tantatsanawong,Ph.D.)
Dean of Graduate School
........../...................../..........

The Independent Study Advisor

Ardiporn Khemarangsan, Ph.D

The Independent Study Examination Committee

.... Chairman
(Sudawadee Chanpiwat, Ph.D)
............/......................./.............

.... Member
(Ardiporn Khemarangsan, Ph.D)
............/......................./.............

.... Member
(Mr. Henri Magne)
............/......................./.............

53501302　　　: MAJOR: HOTEL AND TOURISM MANAGEMENT
KEY WORD　　: E – MARKETING, ONLINE MARKETING, INTERNET MARKETING,
　　　　　　　SEARCH ENGINE OPTIMIZATION, SEARCH ENGINE MARKETING

THANIDA JOMYIM : IMPROVING COMMUNICATIONS AND CUSTOMER
RELATIONSHIP MANAGEMENT THROUGH SEARCH ENGINE OPTIMIZATION.
INDEPENDENT STUDY ADVISOR : ARDIPORN KHEMARANGSAN, PH.D. PP.85.

　　　　　Internet marketing, also known as web marketing, online marketing, webvertising, or e-marketing, is referred to as the marketing (generally promotion) of products or services over the Internet. iMarketing is used as an abbreviated form for Internet Marketing. Internet marketing is considered to be broad in scope because it not only refers to marketing on the Internet, but also includes marketing done via e-mail and wireless media. Digital customer data and electronic customer relationship management (ECRM) systems are also often grouped together under internet marketing. Internet marketing ties together the creative and technical aspects of the Internet, including design, development, advertising and sales. Internet marketing also refers to the placement of media along many different stages of the customer engagement cycle through search engine marketing (SEM), search engine optimization (SEO), banner ads on specific websites, email marketing, mobile advertising, and Web 2.0 strategies.

　　　　　The objective of this study is to investigate and identify the important factors that impact the customer's satisfaction, to identify the most frequent used e- marketing tools, and to investigate the customer preference between SEO and SEM. The aim is to study the influence factor involving a section of sale and marketing to increase the tour agency's revenue.

　　　　　The findings in this project are considered as a useful result to travel agency and also the other business in the tourism industry to provide an effective customer communication in online marketing. Improving the company website with clear and easy understanding information is the way make web site more interesting and help attracting more customers. This is because the research revealed that most of customers satisfied to find the information and purchasing package tour through search engine website rather than other E – marketing tools because Search Engine is very popular and easy for everyone to reach. Customer could find information from anywhere in the world and in anytime they need. It's very comfortable and no limit for them.

_____

Student's signature...

Independent Study Advisor's signature…..

ACKNOWLEDGEMENT

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

CHAPTER 1

INTRODUCTION

1.1 Company Profile

Smart Connect Co,.Ltd. an online dynamic provider of travel services in Thailand and worldwide. We are experience in travel operation more 15 years. Now we operate 2 websites.

1. www.asiashoppingtour.com

   Domestics

   Inbound

   Outbound

   Incentive Group

   Training

   Ticketing

2. www.checkroomrate.com

   Hotel Online Booking

   Hotel Coupons

   Hotel Vouchers

1.2 Mission

To enchant traveler with unforgettable travel experience

To provide a wide range of countries, cities, packages and activities

To provide the customizable packages with value for the money that you spend

To ensure that clients can contact us any time with hotline call center and a live chat service

1.3 Service

Worldwide air ticket booking service for more than 30,000 routings with over 80 leading airlines.

Corporate Air Ticket (Special Fare)

VC Fabric Co., Ltd.

Scancorp Co.,Ltd.

NCH (Thailand) Co. Ltd.

Sigma Solutions Co., Ltd.

Zigma Act Co., Ltd.

Performance Tour Co.,Ltd

Legend Film Co., Ltd

Worldwide hotels, resorts and accommodation booking service.

Worldwide corporate hotel service

Easy to access any time

Get the best rate from over 30 wholesalers of hotel booking service provider

Visa Application

China

Japan

Europe

Australia

New Zealand

Car Rental: Traveling, Seminar, Staff Transfer.

Package tour for Inbound, Outbound, Domestic and Organize Service.

Incentive Group

Traveling, Training

Seminar: Government, Company, education institution

Organigation Chart
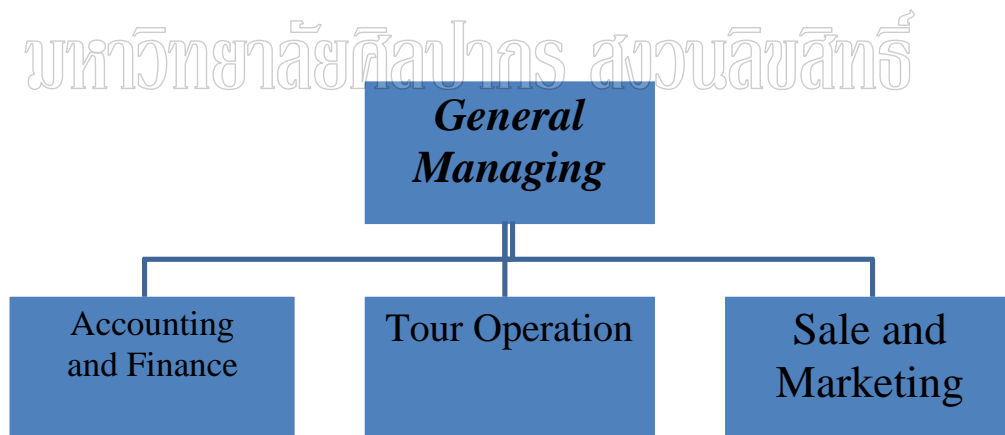
Job Description

General Managing

Setting the culture of the company.

Developing strategy and direction for the company.

Leading the executive/senior management of the company (including firing and hiring).

Managing Financial and Physical Resources.

Accounting and Finance

Compile and analyze financial information to prepare financial statements including monthly and annual accounts.

Ensure financial records are maintained in compliance with accepted policies and procedures.

Ensure all financial reporting deadlines are met.

Prepare financial management reports.

Ensure accurate and timely monthly, quarterly and year end close.

Establish and monitor the implementation and maintenance of accounting control procedures.

Tour Operation

Deciding how many holidays to sell each season and the resorts/countries to use.

Visiting resorts to ascertain accommodation quality and suitability.

Liaising with coach operators, airlines, hoteliers and resort.

Agreeing service levels, contracts and costs.

Confirming customer names with airlines/hotels.

Collecting, evaluating and responding (as appropriate) to customer feedback.

Using market research information to guide decisions.

Producing brochures and Internet-based information.

Providing pricing information.

Sale and Marketing

Assisting Marketing Manager in coordinating various integrated communication and marketing activities.

Interfacing with counterparts and building up relationships with them at marketing suppliers.

Coordinating in production of a wide range of marketing communications.

Developing and maintaining sales proposals and collateral, desktop publishing, rate cards, newsletters, brochures, and many other materials related to marketing.

Supervising the production or implementation of marketing materials.

Executing a wide variety of details that involve direct mail, email broadcast campaigns, outbound calls, marketing trade shows and events, public relations, customer communications, media advertisements, promotions, and other marketing plans.

1.4 SWOT Analysis

Strengths

This company is a family business. It's an entrepreneur with flexible management system. There is only one manager who has full power in making decision.

It is one of travel agencies that concern with sale and marketing through online media.

Long term experience in organizing and providing package tour for more than 10 years. It is well known to the customers.

Weakness

It is a high competitive environment for the business to operate in.

There is not enough tour officers for handling all the job descriptions.

Hiring freelance staff tour in case by case of tour event. If there is any urgent case, the company might lose the opportunity to accept it due to not enough staff tour.

Opportunities

There is an increasing online dynamic providers in travel industry.

There is increasing number of people using internet to search for information and to purchase the products online. It is a good opportunity for the company to invest more on the new e-marketing tools to attract more customers.

Threats

New travel agencies enter the market as competitors.

Natural disaster such as flooding, earthquake, and Tsunami, can cause the slow growth of tourism industry in Thailand. Due to the last flooding, people spend less money on traveling to reconstruct their properties.

Problem Identification

From the company policy is related to online marketing. Most of customer comes from people who use the Internet to find information from the search engine website. Nowadays, search engine is become a popular tool of e – marketing. Many people use it to find any information with including package tour. The customer find information and study with all details before make a decision to purchase package tour. So the reason of it is inspired to do this research. Furthermore, this company only focuses on SEO advertising to the customer related search engine website. There is no other e – marketing tools to promote or sale package tour. Our problem with SEO is that it does not

promote our website in top ranking of search engine website. Therefore, the company can increase their sales if they could use other e-marketing tools to attract the customers to the company's website. Researcher would like to know the satisfaction level of customer in getting information through SEO and SEM working with search engine website by wording of searching and to find out the effectiveness of the other e-marketing tools in attracting customers in purchasing the tour package.

CHAPTER 2

LITERATURE REVIEW

In this modern age of internet almost every progressive business have web presence, some of people think that website is just a commercial requirement but others think that it is mandatory to run their company activities (Hoge, 1993). These different theories about internet have been discussed a lot in recent marketing literature. In the past decade marketers have been arguing about the role of internet in marketing. In the start marketers used internet as communication tool but as time passed they realized the true potential of internet and the idea of Internet marketing evolved. Smith and Chaffey (2005) give a short and basic definition of Internet marketing as "Achieving marketing objectives through use of electronic communication technology". According to Hoge (1993), Internet marketing is the transfer of goods or services from seller to buyer that involves one or more electronic methods or media. Internet Marketing began with the use of telegraphs in the nineteenth century. With the advent and mass acceptance of the telephone, radio, television, and then cable, electronic media have become the dominant marketing force.

Hoge's (1993) idea of Internet marketing is simple but it does not touch the important aspect of customer relationship. Strauss and Ansary (2006) defined Internet marketing in their latest book as the use of information technology in the process of creating, communicating, and delivering value to customers, and for managing customer relationships in ways that benefit the organization and its stakeholders. This explanation tells that e-marketing is not only about selling products or providing services through IT but it is lot more than that. It is not just traditional marketing using the information technology tools but it's a strategic model to achieve brand value and provide customer satisfaction. On marketconscious.com (2006), the author simply

stress on having a website URL in marketing effort, he recognize that even a conventional marketing effort.

International Electronic Network began in 1968 by the Advance Research Projects Agency of the Department of Defense. Originally, known as the ARPAnet, the Internet was started as an experimental network connecting different university computer centers. ARPAnet was broke into district networks called Milnet and NSFnet net, funded by the National Science Foundation (NSF), was used to support education and research. The NSF promoted NSFnet's use within the realm of higher education institutions and succeeded in establishing more than 3,000 institutional inter – networks by 1991. However, its beginning as a not – for – profit intended to support the educational community has evolved into a global enterprise. The NSF continues to fund and promote the academic backbone which is now managed by Advanced Network Service, a consortium comprised of IBM, MCI, and Merit (Pallab Paul).

2.1 Perception internet marketing and e – commerce influence on marketing

Internet marketing, also known as web marketing, online marketing, webvertising, or e-marketing, is referred to as the marketing (generally promotion) of products or services over the Internet. iMarketing is used as an abbreviated form for Internet Marketing. Internet marketing is considered to be broad in scope because it not only refers to marketing on the Internet, but also includes marketing done via e-mail and wireless media. Digital customer data and electronic customer relationship management (ECRM) systems are also often grouped together under internet marketing. Internet marketing ties together the creative and technical aspects of the Internet, including design, development, advertising and sales. Internet marketing also refers to the placement of media along many different stages of the customer engagement cycle through search engine marketing (SEM), search engine optimization (SEO), banner ads on specific websites, email marketing, mobile advertising, and Web 2.0 strategies. In 2008, The New York Times, working with comScore, published an initial estimate to quantify the user data collected by large Internet-based companies. Counting four types of interactions with company websites in addition to the hits from

advertisements served from advertising networks, the authors found that the potential for collecting data was up to 2,500 times per user per month (Ward Hanson and Kirthi Kalayanam, 2007).

Internet marketing is broadly divided in to the following types:

Display Advertising: the use of web banners or banner ads placed on a third-party website to drive traffic to a company's own website and increase product awareness.

Search Engine Marketing (SEM): a form of marketing that seeks to promote websites by increasing their visibility in search engine result pages (SERPs) through the use of either paid placement, contextual advertising, and paid inclusion, or through the use of free search engine optimization techniques.

Search Engine Optimization (SEO): the process of improving the visibility of a website or a web page in search engines via the "natural" or un-paid ("organic" or "algorithmic") search results.

Social Media Marketing: the process of gaining traffic or attention through social media sites.

Email Marketing (landing page): involves directly marketing a commercial message to a group of people using electronic mail.

Referral Marketing: a method of promoting products or services to new customers through referrals, usually word of mouth.

Affiliate Marketing: a marketing practice in which a business rewards one or more affiliates for each visitor or customer brought about by the affiliate's own marketing efforts.

Content Marketing: involves creating and freely sharing informative content as a means of converting prospects into customers and customers into repeat buyers.

Electronic commerce, commonly known as e-commerce, ecommerce, eCommerce or e-comm, refers to the buying and selling of products or services over electronic systems such as the Internet and other computer networks (Ward Hanson and Kirthi Kalayanam, 2007). Electronic commerce draws on such technologies as electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, (Ward Hanson and Kirthi Kalayanam, 2007) and automated data collection systems. Modern electronic commerce typically uses the World Wide Web at least at one point in the transaction's life-cycle, although it may encompass a wider range of technologies such as e-mail, mobile devices and telephones as well. A large percentage of electronic commerce is conducted entirely in electronic form for virtual items such as access to premium content on a website, but mostly electronic commerce involves the transportation of physical items in some way. Online retailers are sometimes known as e-tailers and online retail is sometimes known as e-tail (Ward Hanson and Kirthi Kalayanam, 2007). Almost all big retailers are now electronically present on the World Wide Web. Electronic commerce that takes place between businesses is referred to as business-to-business or B2B. B2B can be open to all interested parties (e.g. commodity exchange) or limited to specific, pre-qualified participants (private electronic market). Electronic commerce that takes place between businesses and consumers, on the other hand, is referred to as business-to-consumer or B2C (Ward Hanson and Kirthi Kalayanam, 2007). This is the type of electronic commerce conducted by companies such as Amazon.com. Online shopping is a form of electronic commerce where the buyer is directly online to the seller's computer usually via the internet. There is often no intermediary service involved, and the sale or purchase transaction is completed electronically and interactively in real-time. However in some cases, an intermediary may be present in a sale or purchase transaction, or handling recurring or one-time purchase transactions for online games. It is generally considered to be the sales aspect of e-business. It also consists of the exchange of data to facilitate the financing and payment aspects of business transactions (Ward Hanson and Kirthi Kalayanam, 2007).

Pallab (1996) argues that the Internet facilities the ease by which organizations can conduct global marketing campaigns with particular relevance to smaller organizations that previously have been unable to complete on a global scale. With the growth in its user base and its inability to be constrained by either time or location, the Internet has the potential for mass communication and advertising with negligible variable cost per customer (Deightom, 1997). The marketing potential of the Internet has been by organizations over the past few years with its popularity as a medium to target consumers increasing. In prediction it will raise up of consumers for using as well. Furthermore, the rapid adoption of the Internet as a commercial medium has resulted in more innovative ways of marketing to consumers in computer mediated environments (Ainsough and Lockett, 1996). The Internet has facilitated the ability of firm to reach target audiences more efficiently, displacing undifferentiated mass marketing techniques for more customized practices. Strauss and Frost (1999) state that C/net a Web computer news service is able to change advertisement on its site dependent on the registered user's reported behavior. The ability of such actions is facilitated by the emergence of web communities consisting of similar people with like interests and the increasing sophistication of technological developments. Although inherently enabling firm to reach a global audiences the Internet simultaneously facilitates the ability of an organization to customize its interaction between its customers on previously unprecedented level.

2.2 Perception and importance of SEO on internet marketing and e – commerce

Search engine optimization (SEO) is the process of improving the visibility of a website or a web page in search engines via the "natural or un-paid ("organic" or "algorithmic"), search results. In general, the earlier (or higher ranked on the search results page), and more frequently a site appears in the search results list, the more visitors it will receive from the search engine's users. SEO may target different kinds of search, including image search, local search, video search, academic search, news search and industry-specific vertical search engines.

As an Internet marketing strategy, SEO considers how search engines work, what people search for, the actual search terms or keywords typed into search engines and which search engines are preferred by their targeted audience. Optimizing a website may involve editing its content and HTML and associated coding to both increase its relevance to specific keywords and to remove barriers to the indexing activities of search engines. Promoting a site to increase the number of back links, or inbound links, is another SEO tactic.

The acronym "SEOs" can refer to "search engine optimizers," a term adopted by an industry of consultants who carry out optimization projects on behalf of clients, and by employees who perform SEO services in-house. Search engine optimizers may offer SEO as a stand-alone service or as a part of a broader marketing campaign. Because effective SEO may require changes to the HTML source code of a site and site content, SEO tactics may be incorporated into website development and design. The term "search engine friendly" may be used to describe website designs, menus, content management systems, images, videos, shopping carts, and other elements that have been optimized for the purpose of search engine exposure.

Methods of SEO working

Getting indexed

The leading search engines, such as Google, Bing and Yahoo!, use crawlers to find pages for their algorithmic search results. Pages that are linked from other search engine indexed pages do not need to be submitted because they are found automatically. Some search engines, notably Yahoo!, operate a paid submission service that guarantee crawling for either a set fee or cost per click. Such programs usually guarantee inclusion in the database, but do not guarantee specific ranking within the search results.[dead link Two major directories, the Yahoo Directory and the Open Directory Project both require manual submission and human editorial review. Google offers Google Webmaster Tools, for which an XML Sitemap feed can be created and submitted for free to ensure that all pages are found, especially pages that aren't discoverable by automatically following links.

Search engine crawlers may look at a number of different factors when crawling a site. Not every page is indexed by the search engines. Distance of pages from the root directory of a site may also be a factor in whether or not pages get crawled.

Preventing crawling (Main article: Robots Exclusion Standard)

To avoid undesirable content in the search indexes, webmasters can instruct spiders not to crawl certain files or directories through the standard robots.txt file in the root directory of the domain. Additionally, a page can be explicitly excluded from a search engine's database by using a Meta tag specific to robots. When a search engine visits a site, the robots.txt located in the root directory is the first file crawled. The robots.txt file is then parsed, and will instruct the robot as to which pages are not to be crawled. As a search engine crawler may keep a cached copy of this file, it may on occasion crawl pages a webmaster does not wish crawled. Pages typically prevented from being crawled include login specific pages such as shopping carts and user-specific content such as search results from internal searches. In March 2007, Google warned webmasters that they should prevent indexing of internal search results because those pages are considered search spam.

Increasing prominence

A variety of methods can increase the prominence of a webpage within the search results. Cross linking between pages of the same website to provide more links to most important pages may improve its visibility. Writing content that includes frequently searched keyword phrase, so as to be relevant to a wide variety of search queries will tend to increase traffic. Updating content so as to keep search engines crawling back frequently can give additional weight to a site. Adding relevant keywords to a web page's Meta data, including the title tag and meta description, will tend to improve the relevancy of a site's search listings, thus increasing traffic. URL normalization of web pages accessible via multiple urls, using the "canonical" meta tag or via 301 redirects can help make

sure links to different versions of the url all count towards the page's link popularity score.

Image search optimization

Image search optimization is the process of organizing the content of a webpage to increase relevance to a specific keyword on image search engines. Like search engine optimization, the aim is to achieve a higher organic search listing and thus increasing the volume of traffic from search engines.

Image search optimization techniques can be viewed as a subset of search engine optimization techniques that focuses on gaining high ranks on image search engine results.

Unlike normal SEO process, there is not much to do for ISO. Making high quality images accessible to search engines and providing some description about images is almost all that can be done for ISO.

White hat versus black hat

SEO techniques can be classified into two broad categories: techniques that search engines recommend as part of good design, and those techniques of which search engines do not approve. The search engines attempt to minimize the effect of the latter, among them spamdexing. Industry commentators have classified these methods, and the practitioners who employ them, as either white hat SEO, or black hat SEO. White hats tend to produce results that last a long time, whereas black hats anticipate that their sites may eventually be banned either temporarily or permanently once the search engines discover what they are doing.

An SEO technique is considered white hat if it conforms to the search engines' guidelines and involves no deception. As the search engine guidelines are not written as a series of rules or commandments, this is an important distinction to note. White hat SEO is not just about following guidelines, but is about ensuring that the content a search engine indexes and subsequently ranks is the same content a user will see. White hat advice is generally summed up as creating content for users, not for search

engines, and then making that content easily accessible to the spiders, rather than attempting to trick the algorithm from its intended purpose. White hat SEO is in many ways similar to web development that promotes accessibility, although the two are not identical.

Black hat SEO attempts to improve rankings in ways that are disapproved of by the search engines, or involve deception. One black hat technique uses text that is hidden, either as text colored similar to the background, in an invisible div, or positioned off screen. Another method gives a different page depending on whether the page is being requested by a human visitor or a search engine, a technique known as cloaking.

Search engines may penalize sites they discover using black hat methods, either by reducing their rankings or eliminating their listings from their databases altogether. Such penalties can be applied either automatically by the search engines' algorithms, or by a manual site review. One example was the February 2006 Google removal of both BMW Germany and Ricoh Germany for use of deceptive practices. Both companies, however, quickly apologized, fixed the offending pages, and were restored to Google's list.

The difference between SEO and SEM
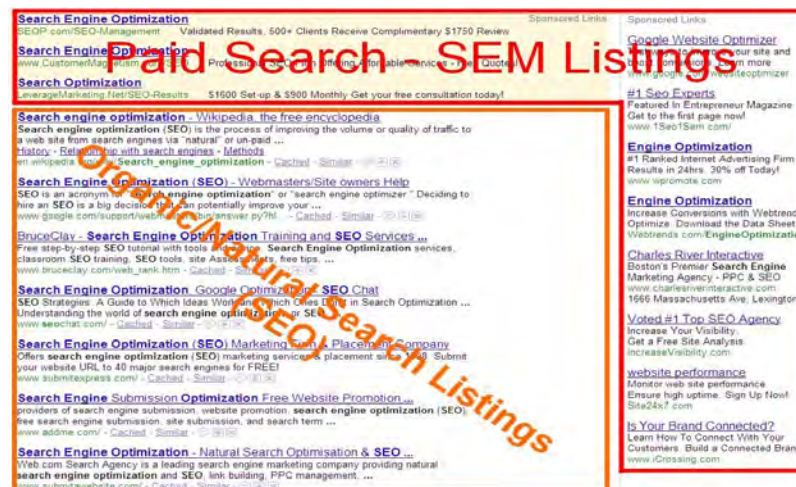
Figure 2.1 The difference of working between SEO and SEM

Search Engine Optimization (SEO) is a process of adjusting both on-site and off-site elements that are known to impact the search engine's ranking algorithms. The ranking algorithms give the search engines the ability to evaluate websites for their relevancy to a user search query. Now, there are some $200 - 300$ different factors that make up the ranking algorithms and no one individual knows them all. However, experienced SEO professionals will have a solid understand of the key ranking factors and what will positively impact them. Also, with SEO, will commonly hear people say that SEO is free. Well, it's not. When a search engine user clicks on listing in the organic/natural results that click does not directly cost of money but with SEO all of costs will be associated with the work it took to achieve that position in the listings and the cost it will take to maintain that position. SEO is a continual process of trying to improve or maintain your positions as the search engines will commonly change their ranking algorithms.

Search Engine Marketing (SEM) which people often interchange with the PPC (pay-per-click) acronym or often referred to as Paid Search, is the method of utilizing a search engine advertising program to get ads for website included in the SERP for key phrases in the Sponsored Link/Listings area. These ads are specifically controlled by owner (or an account manager) to say exactly what their want.

The difference here with SEM and SEO is that when ads are clicked in SEM with paying per click. So, each time of ad appears there is a money value on placed on that ad is willing to pay if a qualified search engine user clicks it. This cost varies greatly depending on the competition in niche, ad, the keywords is bidding on and website (to name a few). With SEM, the amount of traffic can drive to a website is directly proportional to the budget have allocated to pay for clicks. (Matthew Dieh, Search Engine Optimization Analysis, October 21.2011)

2.3 Perception of SEO with relationship on marketing strategy and revenue increasing

SEO is not an appropriate strategy for every website, and other Internet marketing strategies can be more effective, depending on the site operator's goals. A successful Internet marketing campaign may also depend upon building high quality web pages to engage and persuade, setting up analytics programs to enable site owners to measure results, and improving a site's conversion rate.

SEO may generate an adequate return on investment. However, search engines are not paid for organic search traffic, their algorithms change, and there are no guarantees of continued referrals. Due to this lack of guarantees and certainty, a business that relies heavily on search engine traffic can suffer major losses if the search engines stop sending visitors. Search engines can change their algorithms, impacting a website's placement, possibly resulting in a serious loss of traffic. According to Google's CEO, Erick Schmidt, in 2010, Google made over 500 algorithm changes - almost 1.5 per day. It is considered wise business practice for website operators to liberate themselves from dependence on search engine traffic. Seomoz.org has suggested that "search marketers, in a twist of irony, receive a very small share of their traffic from search engines." Instead, their main sources of traffic are links from other websites.

The Most Effective of E – Marketing Tools

Search Engine Marketing: is the one advertising tool that recommendation would be to bid on key search terms at Google, and also Overture.com (owned by Yahoo, and provides search ads on Yahoo, MSN, AOL, and others). It works to open an account and deposit a minimum budget of $50. Then "bid" on keywords related to website content (ie. "Gift Baskets", if that's what you're selling, etc.). The bid is for how much money are willing to pay per click when someone who is actively searching for an item by entering those search words, then clicking on the listings that come up. It might pay anywhere from .15 cents to .99 cents a click, depending on how many other advertisers are bidding on the same terms. But, you know that people clicking on your terms

want what you have and are motivated enough to be searching for it. And, you can easily track the sales that result and do a simple calculation of advertising cost to resulting sales. An emerging method of advertising/journalism that we think is also not a Fad — "RSS" feeds, which is a simple way to syndicate stories and ads online. (Chris Carpenter, Google Cash eBook,2010)

What about simply getting a site to rank high on the first page of search returns? This effort is called "SEO", standing for Search Engine Optimization, it has seen a number of smart business people pay companies thousands of dollars to SEO services who cannot guarantee when a site will increase ranking (within 6 months, they say in the fine print), and how high (within the top 20 they "project", which puts you off the front page if you are not within the top 10), a site will attain. It's a waste of time and money to only focus on this SEO technique. DO make sure that your keywords and copy on at least your front page is optimized the search engines. (Chris Carpenter, Google Cash eBook, 2010)

E – Newsletter: it will find that all eMarketing experts agree the eNewsletters are not only an excellent way to obtain new customers and boost sales, but also to maintain and grow the relationship with existing customer base. There are also find that while most astute web business people nod their heads at this conventional wisdom on eNewsletter, they do not discipline themselves to use them. Newsletters take time and deserve a quality editing process. A business people, put off by the time to write and produce a newsletter, forget to calculate the reward of increased sales from this form of customer relationship marketing. A newsletter has written, develops a sort of bond with customers. This valuable bond leads to increased sales when informed of a product they either missed at website, or just didn't have the time to go see and they buy it (Online Marketing and Sales Solution,2010).

"Smart" Auto Responders / E – mail letter or Landing page: can use a smart auto responder to automatically follow up with leads and send them a series of emails with prewritten sales and promotional messages. Use this

same tool to preload your eNewsletter and then relax as responder sends them out at preset intervals no more work to do. By the way, they are called "smart" because it allow customization including clients name, birthday, the date, and more in the content of message. A capture and store this information when prospect signs up using a form at a website. All studies show that customer loyalty is developed with resulting sales from this type of personalization (Online Marketing and Sales Solution, 2010).

Affiliate Programs: Amazon.com. Period. That's right, one of the major emarketing strategies that led to the growth of Amazon.com was a smart and innovative method known as the Affiliate Program. Simply put, an Affiliate Program involves installing software that allows another web marketer to sign-up to receive commissions from you for sales they drive to your site by advertising your products and services elsewhere on the internet. It's easy, because a computer program tracks traffic and resulting sales using a unique code you give to each of your "Affiliates." It's very cost effective marketing, because we don't pay a single penny for it **until** have a sale. A good shopping cart programs today are building in this function. But, like eNewsletters, there is some time involved in letting people know an Affiliate Program. It has need to have a plan to reach out to other webmasters, and businesses, who offer allied products and services and would make a good Affiliate for own. Of course, having an eNewsletter is one way to get the word out about new Affiliate Program (Online Marketing and Sales Solution, 2010).

International markets

Optimization techniques are highly tuned to the dominant search engines in the target market. The search engines' market shares vary from market to market, as does competition. In 2003, Danny Sullivan stated that Google represented about 75% of all searches. In markets outside the United States, Google's share is often larger, and Google remains the dominant search engine worldwide as of 2007.[51] As of 2006, Google had an 85-90% market share in Germany. While there were hundreds of SEO firms in the US at that time, there were only about five in Germany. As of June 2008, the marketshare of Google in the UK was close to 90% according to Hitwise. That

market share is achieved in a number of countries. As of 2009, there are only a few large markets where Google is not the leading search engine. In most cases, when Google is not leading in a given market, it is lagging behind a local player. The most notable markets where this is the case are China, Japan, South Korea, Russia and the Czech Republic where respectively Baidu, Yahoo! Japan, Naver, Yandex and Seznam are market leaders.

Successful search optimization for international markets may require professional translation of web pages, registration of a domain name with a top level domain in the target market, and web hosting that provides a local IP address. Otherwise, the fundamental elements of search optimization are essentially the same, regardless of language.

The reasons why people choose to shop online department store

The main advantage of online shopping is that it allows people to browse through many items and categories without leaving their house, to compare the prices of as many shops as they want, and also to order as many items as they can afford without having to worry about how they will transport them, because the online shopping websites also deliver the things to the buyer's home (Groshan Fabiola, The many advantages and benefit of online shopping).

Online merchant communication with shoppers is streamlined with automatic responses to questions and follow-up, often times with more professional and corporately trained employees than what is found in brick and mortar operations. Customer services are clearly stated on reputable sites to lessen any consumer confusion. Well-trained 'live' sales representatives are made available to those who have questions without waiting in long lines or searching.

Online customer therefore have certain expectations with online shopping and are looking for a different shopping experience. This experience include convenience, value, service, and flexibility.

Incredible convenience: In comparison to a brick and mortar store with fixed hours, online shoppers can choose any time of the day or night to get

on the Web and shop. This is especially useful for moms with small children, people that are home-bound, or simply in times of inclement weather. The customer can book or purchase by online booking. It is the process of rapidly filling the minimum of pages in order to submit a storybook to the relevant NPCs. This is a commonly-used method of promotion-farming, reputation-farming, or Survivor power-leveling. Typically, you obtain several of the books and use teams designed to speed through each mission repeatedly. After each mission, you cycle the books until all have the same page filled in, the team adjusts builds (and perhaps heroes) for the next mission and follows the same process until the book can be turned in for reputation. In theory, if you are efficient enough at repeating missions, this accumulates reputation (and gold) faster than filling out an entire book.

Price comparisons: When you visit a store, you most likely have to settle for whatever price the vendor has placed on a particular item. Not so with online shopping - you have the ability to compare prices from hundreds of different vendors.

Infinite choice: Shelf space in a brick and mortar store is limited, which means that your variety of goods is limited. Not so with an online store. Plus, if you don't see what you want in one store online, you can simply move on to the next one - you've got the power to do that. A customer will have an expectation of service determined by factors such as recommendations, personal needs and past experiences. The expectation of service and the perceived service result may not be equal, thus leaving a gap. Communication informing customers in a language able to understand and also listening to customers. A company may need to adjust its language for the varying needs of its customers. Information might include for example, explanation of the service and its cost, the relationship between services and costs and assurances as to the way any problems are effectively managed.

Table 2.1 The average of mostly use with search engine in the United States.

2008	Google	Yahoo!	MSN / Live	Ask
2008 12	72.07%	17.79%	4.10%	3.15%
2008 11	71.97%	17.70%	4.10%	3.35%
2008 10	71.86%	17.74%	4.16%	3.53%
2008 09	71.16%	18.06%	4.22%	3.63%
2008 08	71.01%	18.26%	5.32%	3.45%
2008 07	71.07%	18.65%	5.36%	3.53%
2008 06	69.17%	19.62%	5.46%	4.17%
2008 05	68.29%	19.15%	5.89%	4.23%
2008 04	67.90%	20.28%	6.26%	4.17%
2008 03	67.25%	20.29%	6.65%	4.09%
2008 02	66.44%	20.59%	6.95%	4.16%
2008 01	65.98%	20.94%	6.90%	4.21%

From the above of all information of search engine optimization (SEO) are effected to increase of sale and marketing of travel agent. Nowadays, internet and social network are important to routine of people. Hence, the objective of this research would like to present how is SEO in process with online marketing and can help to increase for travel agent revenue. For this research methodology will collect the data from a group of 50 people of customer that bought tour package from a company. Within a questionnaire to collect the raw data and analyze the information. All the access in a process must be showing how is SEO and SEM make a relationship between travel agency and customer. SEO and SEM can improve travel agency website, increase customer visibility, and customer satisfaction of travel agency service.

CHAPTER 3

METHODOLOGY

3.1 Research Instrument

Quantitative method by surveying is chosen to collect the data. The advantage of this method is classified with in deeply to total of population usage online marketing and search engine. The questionnaire for this study includes 3 parts. The first part was design to gather the data that concern with profile of sampling group such as gender, age group, education level, marital status, and occupation. It is to identify demographic characteristics of people who have an experience with decision making on e − marketing in travel agency. The second part includes questions about consumer behavior of people that make a decision before purchase package tour through e − marketing tools. It is used to verify the effectiveness of marketing tool to customers. The last past of questionnaire includes with 5 questions measuring the expectation and satisfaction of consumers after finishing a trip

3.2 The sampling method

The target population for this study is a group of people who have ever experienced with e − marketing tools for purchasing or booking package tour through online method. The data will be collected from 50 samples.

3.3 Data Analysis

After, the questionnaires are being distributed and collected. It will be analyzed with statistical techniques to find out 1) the important factors in creating the customers satisfaction, 2) the most frequent used e-marketing tools, 3) the customer expectation factors for using online to purchase a package tour and 4) the consumer preference of SEO and SEM. The techniques include descriptive statistic and regression.

CHAPTER 4

RESULT AND DISCUSSION

4.1 Result and Data Analysis

This chapter presents and discusses the research finding. Details of the data obtain from the completed questionnaires are divided into three parts: the major factors influencing the relationship between search engine optimization and customers that use it for finding important factors, profile of the respondents. Table and figures are drawn to display the findings with discussion.

Hypothesis

Hypothesis 1: The expectation factor has an impact on level of satisfaction in getting information online

Hypothesis 2: The SEM and SEO have an impact of level of satisfaction in getting information online

Hypothesis 3: Enews Letter, Smart Auto Responder and Affiliate e-marketing tools has impact on level of satisfaction in getting information online

Hypothesis 4: Search engine website has an impact on level of satisfaction in getting information online

4.1.1 Section 1: General Information (Personal Data)

Used as samples in this study a total of 50 people.

Section 1: General Information (Personal Data)

Used as samples in this study a total of 50 people.

Table 4.1 Overview of sample by gender (N=50)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	20	40.0	40.0	40.0
	2.00	30	60.0	60.0	100.0
	Total	50	100.0	100.0	

Gender, the sample was female with the number of 30 people, representing 60% and male 20 people, representing 40% respectively.

Table 4.2 Overview of sample by marital status (N=50)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	27	54.0	54.0	54.0
	2.00	22	44.0	44.0	98.0
	3.00	1	2.0	2.0	100.0
	Total	50	100.0	100.0	

Marital status is the most of samples are from single status a total of 27 people, representing 54% of general people. The married status is 22 people, representing with 44% and divorce status is 1 person in a sample, representing 2%.

Table 4.3 Overview of sample by age (N=50)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	6.0	6.0	6.0
	2.00	27	54.0	54.0	60.0
	3.00	13	26.0	26.0	86.0
	4.00	3	6.0	6.0	92.0
	5.00	3	6.0	6.0	98.0
	6.00	1	2.0	2.0	100.0
	Total	50	100.0	100.0	

The overview age group is shown. Most of samples are from 21 − 30 years old (the total number of people 27, representing 54%). Include the second number of sample is 31 − 40 years old with 13 samples (representing 26%), less than 20 years old with the total number of samples is 3, (representing 6%), 41 − 50 years old with 3 samples, (representing 6%), 51 − 60 years old with 3 samples, (representing 6%), and the age more than 61 years old the total of people is 1 person, representing 2% of the sample group.

Table 4.4 Overview of sample by education (N=50)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	6.0	6.0	6.0
	3.00	29	58.0	58.0	64.0
	4.00	18	36.0	36.0	100.0
	Total	50	100.0	100.0	

The overview of samples by education is shown on table 4. The most samples are from Bachelor degree a total number 29 people, representing 58%, master degree a total number 18 people, representing 36%, high school a total number 3 people, representing 6%, diploma and doctor degree are not finding from sample.

Table 4.5 Overview of sample by occupation (N=50)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	8	16.0	16.0	16.0
	2.00	28	56.0	56.0	72.0
	3.00	3	6.0	6.0	78.0
	4.00	8	16.0	16.0	94.0
	5.00	2	4.0	4.0	98.0
	6.00	1	2.0	2.0	100.0
	Total	50	100.0	100.0	

According to overview of samples' occupations, most of samples are from employed with the total number of 28 people, representing 56%, following by students with the total number of 8 people, representing 16%, following by government officer with the total number of 3 people, representing 6%, following by business owner with a total number of 8 people, representing 16%, and lastly unemployed status with the total number of 2 people, representing 4%. There is 1 person who did not specify the employment, representing 2% respectively.

Table 4.6 Overview of sample by salary (N=50)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	7	14.0	14.0	14.0
	2.00	12	24.0	24.0	38.0
	3.00	14	28.0	28.0	66.0
	4.00	7	14.0	14.0	80.0
	5.00	4	8.0	8.0	88.0
	6.00	6	12.0	12.0	100.0
	Total	50	100.0	100.0	

According to overview of samples' salary, most of samples earn from 15,001 − 20,000 Baht per month, representing 28%, following by "less than 10,000 Baht per month" with the total number of 7 people, representing 14%, following by "10,001 − 15,000 Baht per month" with the total number of 12 people, representing 24%, following by "20,000 − 25,000 Baht per month" with the total number of 7 people, representing 14%, "25,000 -30,001 Baht per month" with the total number of 4 people, representing 8%, and lastly "more than 30,001 Baht per month" with the total number of 6 people, representing 12% respectively

Table 4.7 Number of sample using internet (N=50)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	50	100.0	100.0	100.0

By the internet usage, all of samples using internet, representing 100% respectively.

Table 4.8 Type of online product is being purchased by customer (N=50)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	16	32.0	32.0	32.0
	2.00	8	16.0	16.0	48.0
	3.00	16	32.0	32.0	80.0
	4.00	10	20.0	20.0	100.0
	Total	50	100.0	100.0	

By product of buying from internet, 16 samples bought cosmetic and clothes, representing 32% and package tour with the total number of 16 people, representing 32%, electronic appliances with the total number of 8 people, representing 16%, and followed by reservation service with the total number of 10 people, representing 20% respectively.

Table 4.9 The frequency of internet using (N=50)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	39	78.0	78.0	78.0
	2.00	9	18.0	18.0	96.0
	3.00	2	4.0	4.0	100.0
	Total	50	100.0	100.0	

By frequent usage of internet, 39 samples use internet every day, representing 78%, following by 2 − 3 times in a week with the total number of 9 people, representing 18%, following by once a month with the total of number 2 people, representing 4% respectively.

Table 4.10 How long of internet average using (N=50)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	6.0	6.0	6.0
	2.00	9	18.0	18.0	24.0
	3.00	11	22.0	22.0	46.0
	4.00	27	54.0	54.0	100.0
	Total	50	100.0	100.0	

By Time of internet using, 24 samples used internet more than 5 hours, representing 54%, following by "under 1 hour" with the total number of 3 people, representing 6%, following by "1 – 2 hours" with the total of number 9 people, representing 18%, followed by "3 – 4 hours" with the total of number 11 people, representing 22% respectively.

4.1.2 Section 2: Consumer decision making to buy package tour through online marketing.

Table 4.11 Number of using booking and purchasing package tour from online marketing (N=50)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	50	100.0	100.0	100.0

By Purchase 100% of samples, 50 people, ever used online marketing to purchase a package tour.

Table 4.12 Wording of the last destination of traveling that find by search engine (N=50)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	กระบี่	3	6.0	6.0	6.0
	กาญจน์	1	2.0	2.0	8.0
	จันทบุรี	1	2.0	2.0	10.0
	จีน	1	2.0	2.0	12.0
	ปากช่อง	1	2.0	2.0	14.0
	ทะเล	1	2.0	2.0	16.0
	พม่า	1	2.0	2.0	18.0
	พัทยา	1	2.0	2.0	20.0
	เกาหลี	1	2.0	2.0	22.0
	เขาใหญ่	1	2.0	2.0	24.0
	เชียงใหม่	6	12.0	12.0	36.0
	ไหว้พระ	4	8.0	8.0	44.0
	มาเลเซีย	1	2.0	2.0	46.0
	ภูเก็ต	4	8.0	8.0	54.0
	วังน้ำเข	2	4.0	4.0	58.0
	หลวงพระบาง	1	2.0	2.0	60.0
	สิมิลัน	1	2.0	2.0	62.0
	EUR	2	4.0	4.0	66.0
	HKG	3	6.0	6.0	72.0
	อ.ปาย	2	4.0	4.0	76.0
	อิตาลี	1	2.0	2.0	78.0
	JAP	1	2.0	2.0	80.0
	Japan	1	2.0	2.0	82.0

Table 4.12 Wording of the last destination of traveling that find by search engine (N=50) (continued)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	KRE	1	2.0	2.0	84.0
	SIN	4	8.0	8.0	92.0
	THA	1	2.0	2.0	94.0
	USA	3	6.0	6.0	100.0
	Total	50	100.0	100.0	

By the last destination of traveling by samples, both domestics and aboard destination are chosen by the samples. Examples of domestic destinations are Chiang – Mai, Phuket, Krabi, Pattaya, Kanjanaburi. For examples of aboard destination are South Korea, The Unites States, Hong Kong, Singapore and Japan.

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

Table 4.13 Wording that use to search for destination of travelling (N=50)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	กระบี่	3	6.0	6.0	6.0
	ปากช่อง	1	2.0	2.0	8.0
	ทะเล	1	2.0	2.0	10.0
	ท่องเที่	1	2.0	2.0	12.0
	ทัวร์	9	18.0	18.0	30.0
	ที่พัก	3	6.0	6.0	36.0
	ผจญภัย	2	4.0	4.0	40.0
	เกาหลี	2	4.0	4.0	44.0
	เที่ยว	2	4.0	4.0	48.0

Table 4.13 Wording that use to search for destination of travelling (N=50) (continued)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	เชียงใหม่	5	10.0	10.0	58.0
	ไหว้พระ	3	6.0	6.0	64.0
	มาเลเซีย	1	2.0	2.0	66.0
	ภูเก็ต	2	4.0	4.0	70.0
	สถานที่	1	2.0	2.0	72.0
	สิมิลัน	1	2.0	2.0	74.0
	EUR	1	2.0	2.0	76.0
	HKG	2	4.0	4.0	80.0
	อ.ปาย	1	2.0	2.0	82.0
	อิตาลี	1	2.0	2.0	84.0
	JAP	1	2.0	2.0	86.0
	Place	1	2.0	2.0	88.0
	SIN	3	6.0	6.0	94.0
	tour	1	2.0	2.0	96.0
	travel	1	2.0	2.0	98.0
	USA	1	2.0	2.0	100.0
	Total	50	100.0	100.0	

By wording that sample use search engine to find information or package tour are relate to their last destination both domestic and aboard.

Table 4.14 Total number of Enews letter using (N=50)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	9	18.0	100.0	100.0
Missing	System	41	82.0		
Total		50	100.0		

By Enews letter is one of e – marketing tool, only 9 samples use to buy package tour through Enews letter, representing 18% respectively.

Table 4.15 Total number of search engine using (N=50)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	44	88.0	100.0	100.0
Missing	System	6	12.0		
Total		50	100.0		

By Search engine, 44 samples use to search engine to search for information to find package tour, representing 88% respectively.

Table 4.16 Total number of affiliate using (N=50)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	5	10.0	100.0	100.0
Missing	System	45	90.0		
Total		50	100.0		

By Affiliate program, there is a total of 5 people in sample who bought a tour package from affiliates, representing 10%.

Table 4.17 Total number of search engine used (N=50)
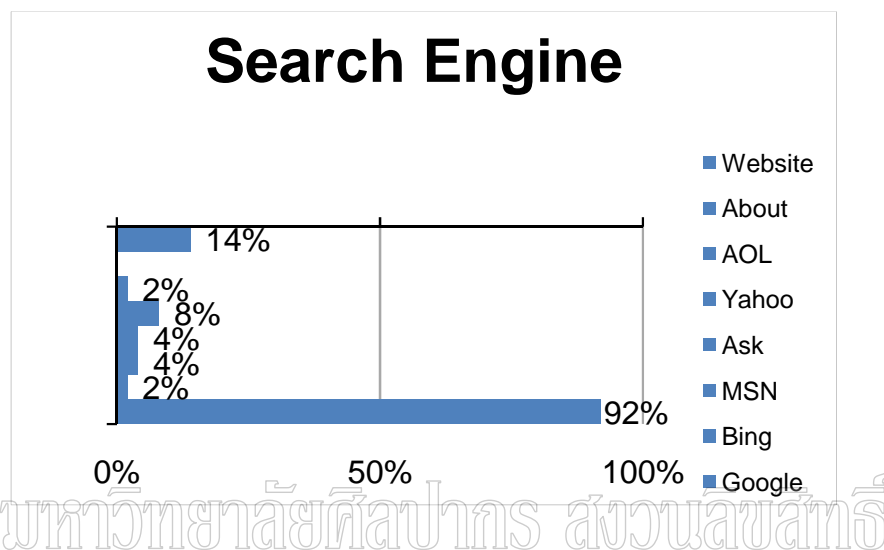
By Search engine website, Google is mostly used by samples with a total number of 46 people, representing 92%. Only 1 sample use Bing and AOL, representing 2% each. There are 2 samples using MSN, representing 4%. There are also 2 samples using Ask, representing 4%. 8 samples use Yahoo, representing 8%. 7 samples use representing of agency, representing 14%.

Table 4.18 Total number of SEO and SEM used to search package tour (N=50)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	11	22.0	22.0	22.0
	2.00	17	34.0	34.0	56.0
	3.00	22	44.0	44.0	100.0
	Total	50	100.0	100.0	

By preference of SEO and SEM, 22 samples use both SEO and SEM to read information, representing 44%, read on a part of SEM the total number 11 people, representing 22%, and read on apart of SEO the total number 17 people, representing 34%.

Table 4.19 Total number of SEO or SEM gain fully information (N=50)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	17	34.0	34.0	34.0
	2.00	33	66.0	66.0	100.0
	Total	50	100.0	100.0	

By a part of SEO and SEM, 33 samples that gain full of package tour information in SEO section, representing 66%. 17 samples use SEM section to gain information, representing 34%

Table 4.20 Total number of SEO used to find information (N=50)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	45	90.0	90.0	90.0
	2.00	5	10.0	10.0	100.0
	Total	50	100.0	100.0	

45 samples have ever clicked to read information in SEO section, representing 90%. 5 samples are never clicked to read information in this section, representing 10%.

Table 4.21 Total number of SEO or SEM that has enough information of package tour information (N=50)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	16	32.0	32.0	32.0
	2.00	34	68.0	68.0	100.0
	Total	50	100.0	100.0	

The table results indicate the opinion regarding thus preference of SEO or SEM is gaining enough information for the tour package. 34 samples make purchasing with SEO part that get enough package tour information, representing 68%. 16 samples chose SEM section in finding information to make a purchased decision, representing 32%.

Table 4.22 Total number of SEO or SEM that make purchasing with package tour (N=50)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	49	98.0	98.0	98.0
	2.00	1	2.0	2.0	100.0
	Total	50	100.0	100.0	

35 samples ever clicked in section of SEO to purchase package tour, representing 70%. 15 people is never used this part to make purchasing.

Table 4.23 Total number of customer find information in every page (N=50)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	15	30.0	30.0	30.0
	2.00	35	70.0	70.0	100.0
	Total	50	100.0	100.0	

49 samples used to read next page of search results to gain information, representing 98%. Only 1 person, representing 2% read only first page of search engine and left it when they cannot find information.

Table 4.24 Satisfaction of search engine used (N=50)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ข้อมูล	1	2.0	2.0	2.0
	ข้อมูลมา	1	2.0	2.0	4.0
	ค้นหาง่า	1	2.0	2.0	6.0
	ง่าย	1	2.0	2.0	8.0
	ทันสมัย	1	2.0	2.0	10.0
	รวดเร็ว	4	8.0	8.0	18.0
	easy	1	2.0	2.0	20.0
	สะดวก	39	78.0	78.0	98.0
	หาง่าย	1	2.0	2.0	100.0
	Total	50	100.0	100.0	

The table indicates the reason of using search engine to find the package tour. 39 samples stated that due to conveniences, representing 78%, following by "fast to search information" with the total number of 4 people, representing 8%. It is following

by many reasons such as "easy to find information, a lot of detail to understanding, easy, new trend".

Table 4.25 Total number of customer received Enews letter advertising (N=50)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	31	62.0	62.0	62.0
	2.00	19	38.0	38.0	100.0
	Total	50	100.0	100.0	

The table shows number of samples receiving Enews letter information. 31 samples use to receive Enews advertising from travel agency, representing 62%. 19 people is never received it, representing 38% respectively.

Table 4.26 Total number of customer ever read information in Enews letter or Landing page (N-50)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	25	50.0	50.0	50.0
	2.00	25	50.0	50.0	100.0
	Total	50	100.0	100.0	

The table shows the number of samples actually reading the Enews. 25 samples ever read information from travel agency advertising, representing 50%. 25 samples also never read Enews letter, representing 25%, respectively.

Table 4.27 Total number of purchased package tour form Enews letter

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	13	26.0	26.0	26.0
	2.00	37	74.0	74.0	100.0
	Total	50	100.0	100.0	

The table above showed that 37 samples never bought package tour from this advertising, representing 74% and 13 samples ever purchased package tour from it, representing 13% respectively.

Table 4.28 Total number of customer ever seen smart auto responder advertising (N=50)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	29	58.0	58.0	58.0
	2.00	21	42.0	42.0	100.0
	Total	50	100.0	100.0	

By Smart auto responder, 29 samples have ever seen and received it from travel agency before, representing 58%. 21 samples have never seen it, representing 42%.

Table 4.29 Total number of customer visit Go Holiday tour website (N=50)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	29	58.0	58.0	58.0
	2.00	21	42.0	42.0	100.0
	Total	50	100.0	100.0	

The table shows number of samples using Go Holiday Tour website. 29 samples ever seen or used it before, representing 58%. The total number of 21 samples, representing 42% never seen this website before.

Table 4.30 Total number of customer purchased package tour from Go Holiday website (N=50)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	13	26.0	26.0	26.0
	2.00	37	74.0	74.0	100.0
	Total	50	100.0	100.0	

With Go Holiday Tour website, a total number of 37 samples have never purchased package tour from this website, representing 74%. Only 13 samples have used this website to purchase package tour from it, representing 26% respectively.

Table 4.31 Total number of purchases decision making (N=50)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	34	68.0	68.0	68.0
	2.00	1	2.0	2.0	70.0
	3.00	15	30.0	30.0	100.0
	Total	50	100.0	100.0	

By Purchases decision making, 34 samples call back to travel agency and ask for more information about the website detail, representing 68%. Only one sample ever booked and purchased package tour on travel agency website online, representing 2%. Lastly, 15 samples ask friends or a person who had ever been in the same travel routing, representing 30% respectively.

Table 4.32 Favorite of destination traveling (N=50)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	18	36.0	36.0	36.0
	2.00	32	64.0	64.0	100.0
	Total	50	100.0	100.0	

By favorite of travel destination, 32 samples chose outbound / oversea destination, representing 64%, and 18 samples chose domestic destination, representing 36% respectively.

4.1.3 Section 3: Expectation of customer satisfaction after booking package tour from e – marketing tools. (Hypothesis)

Table 33: Relationship between customer and factor SEO and SEM by Multiple regression (N=50)

**P<0.1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.034(a)	.001	-.041	.67250	.001	.026	2	47	.974
2	.703(b)	.494	.423	.50043	.493	10.469	4	43	.000
3	.744(c)	.553	.424	.50007	.059	1.012	5	38	.424
4	.771(d)	.595	.380	.51905	.041	.545	6	32	.770
5	.904(e)	.818	.643	.39357	.223	4.380	7	25	.003

ANOVA(f)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.024	2	.012	.026	.974(a)
	Residual	21.256	47	.452		
	Total	21.280	49			
2	Regression	10.511	6	1.752	6.995	**.000(b)**
	Residual	10.769	43	.250		
	Total	21.280	49			
3	Regression	11.777	11	1.071	4.281	**.000(c)**
	Residual	9.503	38	.250		
	Total	21.280	49			
4	Regression	12.659	17	.745	2.764	**.006(d)**
	Residual	8.621	32	.269		
	Total	21.280	49			
5	Regression	17.408	24	.725	4.683	**.000(e)**
	Residual	3.872	25	.155		
	Total	21.280	49			

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.848	.505		7.618	.000
	TIME	-.005	.108	-.007	-.044	.965
	FERQUENT	.038	.196	.030	.194	.847
2	(Constant)	.153	.748		.204	.839
	TIME	-.035	.081	-.052	-.438	.664
	FERQUENT	-.042	.149	-.034	-.283	.779
	SPEED	**.294**	**.138**	**.249**	**2.132**	**.039**
	CLEARLY	.148	.132	.138	1.119	.269
	PRICE	.036	.117	.042	.310	.758
	STAFF	**.471**	**.112**	**.520**	**4.211**	**.000**
3	(Constant)	.315	.927		.339	.736
	TIME	.009	.088	.012	.097	.924
	FERQUENT	.060	.159	.048	.376	.709
	SPEED	.245	.146	.207	1.682	.101
	CLEARLY	.146	.136	.136	1.073	.290
	PRICE	.046	.121	.053	.380	.706
	STAFF	**.434**	**.122**	**.479**	**3.569**	**.001**
	CLICK1	-.136	.108	-.162	-1.251	.219
	CLICK2	.035	.256	.025	.137	.892
	CLICK3	.242	.272	.111	.891	.379
	CLICK4	**-.491**	**.262**	**-.351**	**-1.874**	**.069**
	CLICK5	.412	.290	.289	1.421	.164
4	(Constant)	.795	1.524		.522	.605

	TIME	.042	.097	.061	.429	.671
	FERQUENT	.044	.176	.035	.252	.803
	SPEED	.252	.206	.213	1.226	.229
	CLEARLY	.090	.172	.084	.524	.604
	PRICE	.006	.138	.007	.042	.966
	STAFF	**.430**	**.134**	**.475**	**3.205**	**.003**
	CLICK1	-.104	.144	-.124	-.718	.478
	CLICK2	.155	.297	.112	.521	.606
	CLICK3	.152	.395	.070	.384	.704
	CLICK4	-.444	.377	-.317	-1.176	.248
	CLICK5	.260	.346	.182	.751	.458
	ENEWS1	.187	.315	.139	.592	.558
	ENEWS2	.163	.254	.125	.643	.525
	ENEWS3	-.027	.411	-.018	-.066	.948
	SMART	-.127	.239	-.096	-.531	.599
	GO1	-.276	.198	-.209	-1.397	.172
	GO2	-.039	.228	-.026	-.172	.864
5	(Constant)	2.425	1.645		1.474	.153
	TIME	.070	.093	.102	.754	.458
	FERQUENT	.163	.146	.130	1.116	.275
	SPEED	.128	.199	.108	.643	.526
	CLEARLY	.082	.157	.077	.523	.605
	PRICE	.018	.115	.020	.154	.879
	STAFF	**.478**	**.114**	**.528**	**4.191**	**.000**
	CLICK1	**-.287**	**.123**	**-.344**	**-2.325**	**.028**

CLICK2	.095	.271	.069	.350	.730
CLICK3	.065	.363	.030	.179	.859
CLICK4	-.429	.350	-.307	-1.228	.231
CLICK5	.345	.362	.242	.953	.350
ENEWS1	-.230	.298	-.171	-.770	.448
ENEWS2	.343	.219	.263	1.569	.129
ENEWS3	.225	.401	.151	.560	.580
SMART	-.170	.214	-.129	-.795	.434
GO1	-.124	.171	-.094	-.727	.474
GO2	-.198	.190	-.133	-1.043	.307
GOOGLE	-1.110	.773	-.462	-1.435	.164
BING	**-1.279**	**.620**	**-.275**	**-2.062**	**.050**
MSN	**-2.193**	**.507**	**-.659**	**-4.322**	**.000**
ASK	.462	.927	.139	.498	.623
YAHOO	**.755**	**.381**	**.314**	**1.979**	**.059**
AOL	-.927	.979	-.199	-.947	.353
WEBSITE	-.297	.262	-.158	-1.135	.267

a Dependent Variable: SATISFAC

From the model summary, time and frequency of internet usage explains 0.1% of the customer satisfaction level. The customer expectation with booking or purchase package tour from e − marketing, (i.e. a speed of booking, clearly in information of tour itinerary, affordable price, and quality of staff service), able to explain 49.3% of the customer satisfaction with significant level of 0.00. The result shows that factor is important for travel agency to gain more customers in purchasing a package tour. Search engine optimization (SEO) and search engine marketing (SEM) are able to

explain the 5.9% of satisfaction level with insignificant level. Both parts on search engines are important to improve company website by adding keywords to increase the ranking of the company's website on search engine. The travel agency should make sure with package tour information by constant updating and by creating it more user-friendly and more visible. The factor of E-news letter, Smart auto responder, and Affiliate able to explain 4.1% of the satisfaction level. The last factor is search-engine website that customer use to find information. Search engine website is presented by Google, Yahoo, Bing, and MSN able to explain 22.3% of satisfaction level with significant level of 0.003.

The results can be concluded that the important factors to increase satisfaction level are customer expectation and search-engines. The other factors are not significant. However, the ANOVA table from regression result further showed that if all factors are used together, it can increase the satisfaction level with significant level of 0.000.

The factors that customer expect from online purchase after booking or purchasing package tour from e – marketing tool are speed of booking, clear information, affordable price and quality of staff service. Result from coefficient table show that quality of staff service in travel agency is significant with confidence level of 99%. As for SEO and SEM, the beta coefficient shows negative correlation of -0.344 with significant level of 0.028. It can be explained that customer's satisfaction level will increase when he/she use SEM to find his/her information. Search engine website if the company would like to increase of customer satisfaction they should use Yahoo the beta coefficient shows correlation of 0.314 and do not use Bing the beta coefficient shows negative correlation of -0.275 and MSN the beta coefficient shows negative correlation of -0.659.

To answer the hypothesis based on the results:

Hypothesis 1: The expectation factor has an impact on level of satisfaction in getting information online. The data from the regression showed that the customer expectation factors has an impact on level of satisfaction in getting information online as it can explain 49% of the satisfaction level with significant level of 0.000. Hence, this hypothesis is fully supported.

Hypothesis 2: The SEM and SEO have an impact of level of satisfaction in getting information online. The data from the regression showed that the SEO and SEM have no impact on level of satisfaction in getting information online as it can only explain 5.9% of the satisfaction level with insignificant level. Hence, this hypothesis is not supported.

Hypothesis 3: Enews, Smart Auto and Affiliate e-marketing tools has impact on level of satisfaction in getting information online. The data from the regression showed that the Enews, smart auto and affiliate e-marketing tools have no impact on level of satisfaction in getting information online as it can only explain 4.1% of the satisfaction level with insignificant level. Hence, this hypothesis is not supported.

Hypothesis 4: Search engine has an impact on level of satisfaction in getting information online. The data from the regression showed that the customer expectation factors has an impact on level of satisfaction in getting information online as it can explain 22% of the satisfaction level with significant level of 0.003. Hence, this hypothesis is fully supported.

From the result of data analysis show the expectation of customer impact to satisfaction level of the customer. They appreciated with a speed of booking, affordable price, clearly in information, and quality of staff service with significant level 0.00. The search engine website is impact to satisfaction level of customer. The customer would like search engine website to find information of package tour with significant level 0.03.

In hypothesis of study the expectation of customer would like the travel agency support their fulfillment of a full service. All services are concern with the basic of consumer needs. The first thing that customer emphasize on is a speed of booking. They need to book package tour as fast as possible after understanding and clearing in information and decide to purchase it. Second, the customers expect to a quality of staff service that the reason support to relationship between travel agency and customer in positive thinking. The customer would like to receive a polite and mindful of service from staff when they call to ask information that makes them confusing. The

search engine website is correlation between travel agency and customer because of internet is important to customer in online global network. Search engine become a friend usage of the customer with access to find information from online network instead of asking or meeting.

CHAPTER 5
CONCLUSION

5.1 Conclusion

This study has verified with four hypotheses in proving the impact of each factor on satisfaction level of customer. The four factors are defend to "The expectation factor has an impact on level of satisfaction in getting information online", "E-news letter, Smart auto responder, and Affiliate e–marketing tools have no impact of satisfaction in getting information online", "Search engine website has an impact of satisfaction in getting information online", and "SEO and SEM have no impact of satisfaction in getting information online".

The findings in this project are considered as a useful result to travel agency and also the other business in the tourism industry to provide an effective customer communication in online marketing. Improving the company website with clear and easy understanding information is the way make web site more interesting and help attracting more customers. This is because the research revealed that most of customers satisfied to find the information and purchasing package tour through search engine website rather than other E – marketing tools because Search Engine is very popular and easy for everyone to reach. Customer could find information from anywhere in the world and in anytime they need. It's very comfortable and no limit for them. While for E-Marketing tools such as E-news letter or Smart Auto Respond have more limitation in term of the amount of customer and very difficult to find the proper time to promote. Amount of customer caused the problem because in the E – marketing the name of customer who will be sent the package to, or customer who will contact direct to the company is mostly base on the name list of old customer record who known the company or they had used our service before. This is considered as limited amount if we compare with the new customers who search via Search Engine. This is because they can be anyone who is interested in finding information regarding

tour package. They can click from anywhere and anytime they need. This is much bigger target group of customer.

The other limitation of E − marketing is the difficulty to find the proper time to present the package because sometime we cannot perceive that when is the best time to sent the news or package to the customer. Therefore, Search Engine is another customer choice, to find the information. They will find out and see the package whenever they want which give them more flexible. These are the reasons why Search Engine is getting very more popular than E-marketing everyday.

In the Search Engine consists of 2 factors which are Search engine optimization (SEO) and search engine marketing (SEM). Both of them are popular with using keyword to find information in online marketing. It is related to travel agency website that set their objective to increase in revenue on sale and marketing. The result of research showed that between 2 factors of SEM and SEO, most of the customers understands and satisfied with the information from SEM part more than SEO when they read a detail from it.

For E-marketing tools which are E-news letter, Smart auto responder, and Affiliate that travel agencies post their advertisement of the package tour to customer by their e − mail address. Even it might be less popular than Search Engine in this present day but it's still being as one of the good way to promote the package tour because all the advertising we sent will go direct to the customers who are our target. They will get the right, reliable and sincere message from the company. But the research also showed that using that e − marketing tools alone can not motivate to purchasing package tour. However, data from regression showed that when used all factors together (Enews letter, Smart auto responder, and Affiliate), this factor can achieved satisfaction level with significant level of 0.000. Company should combine e − marketing tools in achieving the satisfied level.

But the very outstanding outcome from research imply that quality of staff service and speed booking of travel agency are the most important factors that customer expect from purchasing product from the website. All reason of those point view are supported to help customer make a decision to purchase package tour. Even online purchasing, the data implied that in this tourism industry, it still requires a good customer service from the employees of the tour agency to promote the sales. This

might be because the customers might gain more information before the actual purchase of the package through asking the staffs. Therefore, it is essential for the tour agency to train staffs to provide fast, accurate and reliable information with good service mind to close the sale.

5.2 Recommendation

According to the research of customer communication improvement through social e – marketing. Researcher would like to recommend the travel agency to improve company website. It need to be always update and reliable. Search engine website is also the very important and the company needs to think about especially the keyword that company key in the system and expect that the customer will mostly use to search in search engine website. The keyword will help company website get in top ten or in a higher ranking of search engine website such as Google, Yahoo, Bing, and MSN, so on.

Search engine optimization (SEO) and Search engine marketing (SEM) are the places where the customer usually clicks to read information of package tour and make decision of purchasing with it. Even from the data showed that SEO was being used widely than search engine marketing (SEM) by the consumers but most of the customer will satisfied with SEM must more than SEO, then for travel agent should invest in SEM because it might be able to produce more chance to create the customer satisfaction level and sale value.

Lastly company need to emphasize strictly to the quality of staff service and speed booking because this is the real important factors for the customer to purchase the package. All staff must be very well training, being professional and able to satisfy customer who contact with the company. This is the real key to success of the business.

5.3 Implication

This research illustrates with the satisfaction level of customer to use search engine website such as Google, Yahoo, Bing, MSN, so on. It is related to SEO and

SEM that important with a keyword to searching. The e — marketing tools such as Enews letter, Smart auto responder, and Affiliate its advertising that company chose to promote package tour to customer by e — mail address. The expectation of customer with speed of booking, affordable price, quality of staff service, and clearly in information are participate with all above of factors can help company to set up the policy to offer customer satisfaction. These result can indicate that company, who wants to pursue online as a way to communicate it's product to consumer, requires a good combination of e-marketing tools that easy and fast to use. Nonetheless, the company still must have staffs with good service- mind to provide further information for consumers.

5.4 Limitation

A major limitation of this study in limited with sampling size. The researcher is collecting the data from sample with 50 people of general. Due to time pressure and the internship finished on 31 October 2011, the researcher could not contact the sample group for further information regarding the results. Further study should collect more samples to confirm the results.

APPENDIX A

REGRESSION AND CORRELATION ANALYSIS

Regression

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	STAFF, SPEED, CLEARLY, PRICE(a)	.	Enter

a All requested variables entered.

b Dependent Variable: SATISFAC

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.701(a)	.491	.446	.49039

a Predictors: (Constant), STAFF, SPEED, CLEARLY, PRICE

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.458	4	2.615	10.873	.000(a)
	Residual	10.822	45	.240		
	Total	21.280	49			

a Predictors: (Constant), STAFF, SPEED, CLEARLY, PRICE

b Dependent Variable: SATISFAC

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.019	.675		.028	.978
	SPEED	.292	.135	.247	2.161	.036
	CLEARLY	.142	.128	.132	1.111	.273
	PRICE	.037	.112	.042	.327	.745
	STAFF	.472	.109	.521	4.309	.000

a Dependent Variable: SATISFAC

Regression

บทาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	CLICK5, CLICK3, CLICK1, CLICK2, CLICK4(a)	.	Enter

a All requested variables entered.

b Dependent Variable: SATISFAC

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.423(a)	.179	.085	.63029

a Predictors: (Constant), CLICK5, CLICK3, CLICK1, CLICK2, CLICK4

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.801	5	.760	1.913	.111(a)
	Residual	17.479	44	.397		
	Total	21.280	49			

a Predictors: (Constant), CLICK5, CLICK3, CLICK1, CLICK2, CLICK4

b Dependent Variable: SATISFAC

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.311	.520		8.290	.000
	CLICK1	-.235	.121	-.282	-1.939	.059
	CLICK2	.445	.295	.323	1.510	.138
	CLICK3	.128	.312	.059	.409	.685
	CLICK4	-.747	.315	-.534	-2.372	.022
	CLICK5	.275	.354	.193	.777	.441

a Dependent Variable: SATISFAC

Regression

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	CLICK5, CLICK3, CLICK1, CLICK2, CLICK4(a)	.	Enter
2	SPEED, CLEARLY, STAFF, PRICE(a)	.	Enter

a All requested variables entered.

b Dependent Variable: SATISFAC

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.423(a)	.179	.085	.63029
2	.743(b)	.552	.451	.48835

a Predictors: (Constant), CLICK5, CLICK3, CLICK1, CLICK2, CLICK4

b Predictors: (Constant), CLICK5, CLICK3, CLICK1, CLICK2, CLICK4, SPEED, CLEARLY, STAFF, PRICE

ANOVA(c)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.801	5	.760	1.913	.111(a)
	Residual	17.479	44	.397		
	Total	21.280	49			
2	Regression	11.741	9	1.305	5.470	.000(b)
	Residual	9.539	40	.238		
	Total	21.280	49			

a Predictors: (Constant), CLICK5, CLICK3, CLICK1, CLICK2, CLICK4

b Predictors: (Constant), CLICK5, CLICK3, CLICK1, CLICK2, CLICK4, SPEED, CLEARLY, STAFF, PRICE

c Dependent Variable: SATISFAC

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.311	.520		8.290	.000
	CLICK1	-.235	.121	-.282	-1.939	.059
	CLICK2	.445	.295	.323	1.510	.138
	CLICK3	.128	.312	.059	.409	.685
	CLICK4	-.747	.315	-.534	-2.372	.022
	CLICK5	.275	.354	.193	.777	.441
2	(Constant)	.383	.868		.442	.661
	CLICK1	-.128	.100	-.153	-1.280	.208
	CLICK2	.040	.249	.029	.160	.873
	CLICK3	.217	.252	.100	.863	.393
	CLICK4	-.477	.253	-.341	-1.882	.067
	CLICK5	.396	.280	.278	1.415	.165
	SPEED	.253	.141	.214	1.797	.080
	CLEARLY	.141	.130	.132	1.085	.284
	PRICE	.053	.116	.061	.462	.647
	STAFF	.433	.119	.477	3.648	.001

a Dependent Variable: SATISFAC

Excluded Variables(b)

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	SPEED	.369(a)	2.767	.008	.389	.911
	CLEARLY	.343(a)	2.528	.015	.360	.903
	PRICE	.381(a)	2.814	.007	.394	.878
	STAFF	.597(a)	4.973	.000	.604	.842

a Predictors in the Model: (Constant), CLICK5, CLICK3, CLICK1, CLICK2, CLICK4

b Dependent Variable: SATISFAC

Regression

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	TIME, FERQUENT(a)	.	Enter
2	STAFF, SPEED, CLEARLY, PRICE(a)	.	Enter
3	CLICK2, CLICK3, CLICK1, CLICK4, CLICK5(a)	.	Enter

a All requested variables entered.

b Dependent Variable: SATISFAC

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.034(a)	.001	-.041	.67250	.001	.026	2	47	.974
2	.703(b)	.494	.423	.50043	.493	10.469	4	43	.000
3	.744(c)	.553	.424	.50007	.059	1.012	5	38	.424

a Predictors: (Constant), TIME, FERQUENT

b Predictors: (Constant), TIME, FERQUENT, STAFF, SPEED, CLEARLY, PRICE

c Predictors: (Constant), TIME, FERQUENT, STAFF, SPEED, CLEARLY, PRICE, CLICK2, CLICK3, CLICK1, CLICK4, CLICK5

ANOVA(d)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.024	2	.012	.026	.974(a)
	Residual	21.256	47	.452		
	Total	21.280	49			
2	Regression	10.511	6	1.752	6.995	.000(b)
	Residual	10.769	43	.250		
	Total	21.280	49			
3	Regression	11.777	11	1.071	4.281	.000(c)
	Residual	9.503	38	.250		
	Total	21.280	49			

a Predictors: (Constant), TIME, FERQUENT

b Predictors: (Constant), TIME, FERQUENT, STAFF, SPEED, CLEARLY, PRICE

c Predictors: (Constant), TIME, FERQUENT, STAFF, SPEED, CLEARLY, PRICE, CLICK2, CLICK3, CLICK1, CLICK4, CLICK5

d Dependent Variable: SATISFAC

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.848	.505		7.618	.000
	FERQUENT	.038	.196	.030	.194	.847
	TIME	-.005	.108	-.007	-.044	.965
2	(Constant)	.153	.748		.204	.839
	FERQUENT	-.042	.149	-.034	-.283	.779
	TIME	-.035	.081	-.052	-.438	.664
	SPEED	.294	.138	.249	2.132	.039
	CLEARLY	.148	.132	.138	1.119	.269
	PRICE	.036	.117	.042	.310	.758
	STAFF	.471	.112	.520	4.211	.000
3	(Constant)	.315	.927		.339	.736
	FERQUENT	.060	.159	.048	.376	.709
	TIME	.009	.088	.012	.097	.924
	SPEED	.245	.146	.207	1.682	.101
	CLEARLY	.146	.136	.136	1.073	.290
	PRICE	.046	.121	.053	.380	.706
	STAFF	.434	.122	.479	3.569	.001
	CLICK1	-.136	.108	-.162	-1.251	.219
	CLICK2	.035	.256	.025	.137	.892
	CLICK3	.242	.272	.111	.891	.379
	CLICK4	-.491	.262	-.351	-1.874	.069
	CLICK5	.412	.290	.289	1.421	.164

a Dependent Variable: SATISFAC

Excluded Variables(c)

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	SPEED	.393(a)	2.879	.006	.391	.986
	CLEARLY	.392(a)	2.858	.006	.388	.982
	PRICE	.421(a)	3.065	.004	.412	.958
	STAFF	.629(a)	5.481	.000	.629	.999
	CLICK1	-.235(a)	-1.591	.118	-.228	.940
	CLICK2	.061(a)	.416	.679	.061	.999
	CLICK3	.071(a)	.463	.645	.068	.919
	CLICK4	-.198(a)	-1.357	.182	-.196	.985
	CLICK5	-.053(a)	-.359	.721	-.053	.984
2	CLICK1	-.094(b)	-.768	.447	-.118	.798
	CLICK2	-.020(b)	-.180	.858	-.028	.962
	CLICK3	.069(b)	.585	.562	.090	.857
	CLICK4	-.123(b)	-1.111	.273	-.169	.947
	CLICK5	.001(b)	.007	.994	.001	.960

a Predictors in the Model: (Constant), TIME, FERQUENT

b Predictors in the Model: (Constant), TIME, FERQUENT, STAFF, SPEED, CLEARLY, PRICE

c Dependent Variable: SATISFAC

Regression

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	FERQUENT, TIME(a)	.	Enter
2	STAFF, SPEED, CLEARLY, PRICE(a)	.	Enter
3	CLICK2, CLICK3, CLICK1, CLICK4, CLICK5(a)	.	Enter
4	SMART, GO2, GO1, ENEWS1, ENEWS2, ENEWS3(a)	.	Enter

a All requested variables entered.

b Dependent Variable: SATISFAC

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.034(a)	.001	-.041	.67250	.001	.026	2	47	.974
2	.703(b)	.494	.423	.50043	.493	10.469	4	43	.000
3	.744(c)	.553	.424	.50007	.059	1.012	5	38	.424
4	.771(d)	.595	.380	.51905	.041	.545	6	32	.770

a Predictors: (Constant), FERQUENT, TIME

b Predictors: (Constant), FERQUENT, TIME, STAFF, SPEED, CLEARLY, PRICE

c Predictors: (Constant), FERQUENT, TIME, STAFF, SPEED, CLEARLY, PRICE, CLICK2, CLICK3, CLICK1, CLICK4, CLICK5

d Predictors: (Constant), FERQUENT, TIME, STAFF, SPEED, CLEARLY, PRICE, CLICK2, CLICK3, CLICK1, CLICK4, CLICK5, SMART, GO2, GO1, ENEWS1, ENEWS2, ENEWS3

ANOVA(e)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.024	2	.012	.026	.974(a)
	Residual	21.256	47	.452		
	Total	21.280	49			
2	Regression	10.511	6	1.752	6.995	.000(b)
	Residual	10.769	43	.250		
	Total	21.280	49			
3	Regression	11.777	11	1.071	4.281	.000(c)
	Residual	9.503	38	.250		
	Total	21.280	49			
4	Regression	12.659	17	.745	2.764	.006(d)
	Residual	8.621	32	.269		
	Total	21.280	49			

a Predictors: (Constant), FERQUENT, TIME

b Predictors: (Constant), FERQUENT, TIME, STAFF, SPEED, CLEARLY, PRICE

c Predictors: (Constant), FERQUENT, TIME, STAFF, SPEED, CLEARLY, PRICE, CLICK2, CLICK3, CLICK1, CLICK4, CLICK5

d Predictors: (Constant), FERQUENT, TIME, STAFF, SPEED, CLEARLY, PRICE, CLICK2, CLICK3, CLICK1, CLICK4, CLICK5, SMART, GO2, GO1, ENEWS1, ENEWS2, ENEWS3

e Dependent Variable: SATISFAC

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.848	.505		7.618	.000
	TIME	-.005	.108	-.007	-.044	.965
	FERQUENT	.038	.196	.030	.194	.847
2	(Constant)	.153	.748		.204	.839
	TIME	-.035	.081	-.052	-.438	.664
	FERQUENT	-.042	.149	-.034	-.283	.779
	SPEED	.294	.138	.249	2.132	.039
	CLEARLY	.148	.132	.138	1.119	.269
	PRICE	.036	.117	.042	.310	.758
	STAFF	.471	.112	.520	4.211	.000
3	(Constant)	.315	.927		.339	.736
	TIME	.009	.088	.012	.097	.924
	FERQUENT	.060	.159	.048	.376	.709
	SPEED	.245	.146	.207	1.682	.101
	CLEARLY	.146	.136	.136	1.073	.290
	PRICE	.046	.121	.053	.380	.706
	STAFF	.434	.122	.479	3.569	.001
	CLICK1	-.136	.108	-.162	-1.251	.219
	CLICK2	.035	.256	.025	.137	.892
	CLICK3	.242	.272	.111	.891	.379
	CLICK4	-.491	.262	-.351	-1.874	.069

	CLICK5	.412	.290	.289	1.421	.164
4	(Constant)	.795	1.524		.522	.605
	TIME	.042	.097	.061	.429	.671
	FERQUENT	.044	.176	.035	.252	.803
	SPEED	.252	.206	.213	1.226	.229
	CLEARLY	.090	.172	.084	.524	.604
	PRICE	.006	.138	.007	.042	.966
	STAFF	.430	.134	.475	3.205	.003
	CLICK1	-.104	.144	-.124	-.718	.478
	CLICK2	.155	.297	.112	.521	.606
	CLICK3	.152	.395	.070	.384	.704
	CLICK4	-.444	.377	-.317	-1.176	.248
	CLICK5	.260	.346	.182	.751	.458
	ENEWS1	.187	.315	.139	.592	.558
	ENEWS2	.163	.254	.125	.643	.525
	ENEWS3	-.027	.411	-.018	-.066	.948
	SMART	-.127	.239	-.096	-.531	.599
	GO1	-.276	.198	-.209	-1.397	.172
	GO2	-.039	.228	-.026	-.172	.864

a Dependent Variable: SATISFAC

Excluded Variables(d)

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	SPEED	.393(a)	2.879	.006	.391	.986
	CLEARLY	.392(a)	2.858	.006	.388	.982
	PRICE	.421(a)	3.065	.004	.412	.958
	STAFF	.629(a)	5.481	.000	.629	.999
	CLICK1	-.235(a)	-1.591	.118	-.228	.940
	CLICK2	.061(a)	.416	.679	.061	.999
	CLICK3	.071(a)	.463	.645	.068	.919
	CLICK4	-.198(a)	-1.357	.182	-.196	.985
	CLICK5	-.053(a)	-.359	.721	-.053	.984
	ENEWS1	.145(a)	.960	.342	.140	.937
	ENEWS2	-.002(a)	-.014	.989	-.002	.984
	ENEWS3	-.330(a)	-2.342	.024	-.326	.974
	SMART	-.103(a)	-.689	.494	-.101	.957
	GO1	-.218(a)	-1.501	.140	-.216	.984
	GO2	-.321(a)	-2.295	.026	-.321	.994
2	CLICK1	-.094(b)	-.768	.447	-.118	.798
	CLICK2	-.020(b)	-.180	.858	-.028	.962
	CLICK3	.069(b)	.585	.562	.090	.857
	CLICK4	-.123(b)	-1.111	.273	-.169	.947
	CLICK5	.001(b)	.007	.994	.001	.960
	ENEWS1	.052(b)	.443	.660	.068	.883
	ENEWS2	-.029(b)	-.246	.807	-.038	.845

	ENEWS3	-.093(b)	-.749	.458	-.115	.762
	SMART	-.090(b)	-.797	.430	-.122	.941
	GO1	-.193(b)	-1.769	.084	-.263	.941
	GO2	-.094(b)	-.754	.455	-.116	.764
3	ENEWS1	.108(c)	.778	.441	.127	.619
	ENEWS2	.053(c)	.366	.717	.060	.578
	ENEWS3	.113(c)	.624	.536	.102	.364
	SMART	-.015(c)	-.122	.904	-.020	.796
	GO1	-.186(c)	-1.445	.157	-.231	.689
	GO2	-.068(c)	-.505	.617	-.083	.665

a Predictors in the Model: (Constant), FERQUENT, TIME

b Predictors in the Model: (Constant), FERQUENT, TIME, STAFF, SPEED, CLEARLY, PRICE

c Predictors in the Model: (Constant), FERQUENT, TIME, STAFF, SPEED, CLEARLY, PRICE, CLICK2, CLICK3, CLICK1, CLICK4, CLICK5

d Dependent Variable: SATISFAC

APPENDIX B

QUESTIONNAIR

Appendix B

Questionnaire

This questionnaire is a part of Master's Project, Silpakorn University International College (SUIC), Faculty of Hotel and Tourism Management.

The objective of research to understanding with the relationship between customer communication improvement by social relationship management through e – marketing. Your answer would be a very valuable contribution to my research.

The questionnaire is divided into three parts.

Part 1: General Information

Part 2: Consumer decision making to buy package tour through online marketing.

Part 3: Expectation of customer satisfaction after booking package tour from

Questionnaire : Buying behavior of consumer through online marketing

พฤติกรรมการซื้อโปรแกรมการท่องเที่ยวของผู้บริโภคโดยผ่านตัวแทนจำหน่ายทางอินเตอร์เน็ต

Part 1 : General Information

    1.1   **Gender** (เพศ)

    ☐Male (ชาย)   ☐Female (หญิง)

    1.2   **Marital Status** (สถานภาพ)

    ☐Single (โสด)   ☐Married (สมรส)

    ☐Divorced (หย่า)

1.3   Age (อายุ)

◯Less than 20   ◯21 – 30

◯31 – 40   ◯41 – 50

◯51 – 60   ◯More than 61

1.4   Education (การศึกษา)

◯High School (มัธยมศึกษา)   ◯Diploma (อนุปริญญา)

◯Bachelor Degree (ปริญญาตรี)   ◯Master Degree (ปริญญาโท)

◯Doctor Degree (ปริญญาเอก)   ◯Other (...................)

1.5   Occupation (อาชีพ)

☐Student (นักเรียน / นักศึกษา)   ☐Employed (ลูกจ้าง)

☐Government Officer (ข้าราชการ)   ☐Business owner (เจ้าของธุรกิจ)

☐Unemployed (ว่างงาน / ระหว่างรอเข้าทำงาน)   ☐Other (...................)

1.6   Salary (รายได้)

☐Less than 10,000   ☐10,001 – 15,000

☐15,001 – 20,000   ☐20,001 – 25,000

☐25,001 – 30,000   ☐More than 30,001

1.7   Have you ever used internet to purchased any product?

คุณเคยใช้อินเตอร์เน็ตในการซื้อสินค้าหรือไม่

☐Yes (เคย)   ☐No (ไม่เคย)

1.8   What kind of product or service that you bought?

☐Cosmetics / Clothes (เครื่องสำอาง, เสื้อผ้า)

☐Electronic : computer, mobile, ipad, tablet, etc,…

(อุปกรณ์อิเลคทรอนิกส์ เช่น คอมพิวเตอร์, โทรศัพท์มือถือ, ไอแพด, แทบเล็ต)

☐Package tour (โปรแกรมท่องเที่ยว)

☐Reservation : movie ticket, hotel, airline, etc,…

(การจองต่างๆ เช่น ตั๋วภาพยนตร์, โรงแรม, ตั๋วเครื่องบิน)

1.9   How frequent do you use internet? คุณใช้อินเตอร์เน็ตบ่อยเท่าไหร่

☐Everyday (ทุกวัน)   ☐2 − 3 times in a week (2 − 3 ครั้ง / อาทิตย์)

☐Once a month (เดือนละครั้ง)   ☐2 − 3 times in a month (2 − 3 ครั้ง / เดือน)

1.10   When you spend time on the internet, how long on average do you

spend on the internet? คุณใช้อินเตอร์เน็ตในแต่ละครั้งนานเท่าไหร่

☐Under 1 hour   ☐1-2 hours

☐3-4 hours   ☐More than 5 hours

Part 2 : Consumer decision making to buy package tour through online marketing.

2.1 **Have you ever booked and purchased package tour from online marketing website?** คุณเคยทำการจองหรือซื้อโปรแกรมท่องเที่ยวจากเว็บไซด์หรือไม่

    0Yes (เคย)   0No (ไม่เคย)

2.2 **Where is the last destination of your travelling that find by search engine?**

สถานที่ไหนที่คุณไปเที่ยวเป็นที่สุดท้ายโดนการค้นหาข้อมูลแบบออนไลน์ก่อนทำแบบสอบถามนี้.............................

....

2.3 **Which word do you use to search?**

วลีใดที่ใช้ในการค้นหาโปรแกรมท่องเที่ยว..

....

2.4 **What is e – marketing tool that you ever used to booked or purchased package tour?** สื่อโฆษณาอะไรที่คุณได้รับหรือใช้ค้นหาข้อมูลก่อนที่จะทำการจองหรือซื้อโปรแกรมท่องเที่ยว

(สามารถเลือกได้มากกว่า 1 ข้อ)

0eNewsletter / landing page (จดหมายอิเลคทรอนิกส์)

0Search engine : Google, Yahoo, Bing, etc. (เครื่องมือค้นหาข้อมูลออนไลน์)

0Smart auto responder (เครื่องมือตอบกลับแบบอัตโนมัติ)

0Affiliate program : Amazon.com, Ebay.com, orbite.com

  (เว็บไซด์ที่มีการซื้อ – ขาย สินค้าโดยตรง)

2.5 **What website or search engine** **...tly use to find for package tour?**

เครื่องค้นหาข้อมูลออนไลน์ตัวไหนที่คุณใช้ค้นหาข้อมูลมากที่สุด (สามารถเลือกได้มากกว่า **1** ข้อ)

0Google 0Bing

0MSN / Live 0Ask

0Yahoo 0AOL

0About 0Website of tour agency

Please look at the picture before answer the question number 2.6 – 2.10

(โปรดดูรูปภาพด้านล่างเพื่อตอบคำถามในข้อ 2.6 – 2.10)

2.6 **Which part of this picture is normally clicked after search package tour?**

หลังจากที่หาข้อมูลโปรแกรมท่องเที่ยวได้แล้วคุณคลิกในส่วนใดของรูปภาพมากที่สุดเพื่ออ่านเนื้อหา
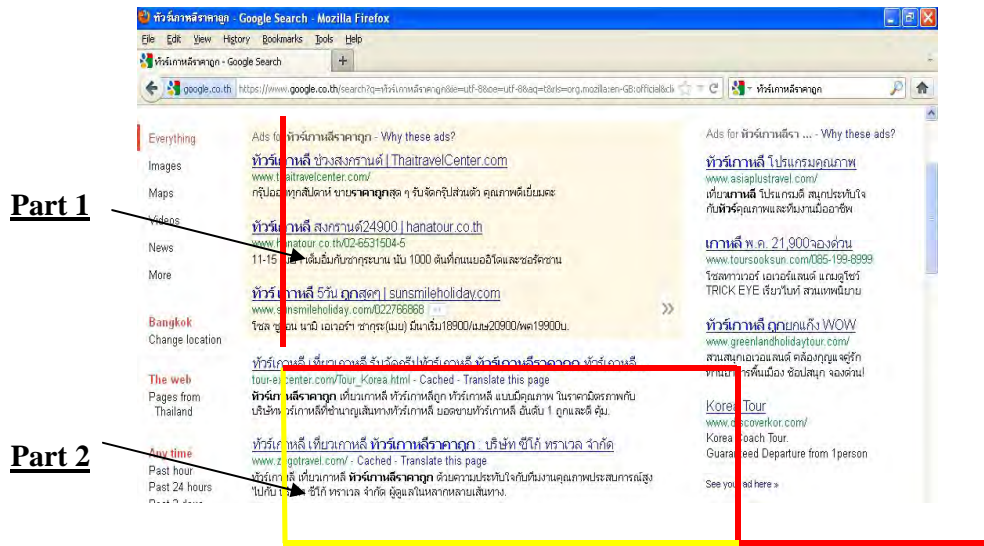
0Part 1 (ส่วนที่ 1) 0Part 2 (ส่วนที่ 2)

0Both (ทั้ง 2 ส่วน)

2.7 **Which part of this picture that you gain fully information of package tour?**

☐Part 1 (ส่วนที่ 1)   ☐Part 2 (ส่วนที่ 2)

2.8 **Have you ever clicked part 2 of this picture to find information?**

คุณเคยคลิกในส่วนที่ 2 ของรูปภาพเพื่อค้นหาข้อมูลหรือไม่

☐Yes (เคย)   ☐No (ไม่เคย)

2.9 **Which part of picture that you normally have enough information of package tour to make a purchasing after you search it from online?**

ส่วนใดของรูปภาพที่คุณได้รับข้อมูลโปรแกรมท่องเที่ยวเพียงพอเพื่อทำการตัดสินใจซื้อ

☐Part 1 (ส่วนที่ 1)   ☐Part 2 (ส่วนที่ 2)

2.10 **Which part of picture that you normally clicked and make a purchasing with package tour?**

ส่วนใจของรูปภาพที่คุณคลิกเป็นประจำและทำการตัดสินใจเพื่อซื้อ

☐Part 1 (ส่วนที่ 1)   ☐Part 2 (ส่วนที่ 2)

2.11 **If on the first page of search engine has no information for your searching, will you find it to next page?** ถ้าข้อมูลที่คุณหาไม่เจอในหน้าแรก

คุณจะหาข้อมูลต่อในหน้าถัดไปอีกหรือไม่

0Yes   0No

2.12 **Why you use search engine to find package tour?**

ทำไมคุณถึงเลือกที่จะค้นหาข้อมูลของโปรแกรมท่องเที่ยวแบบออนไลน์

…………………………………………………………………………………………

2.13 **Have you ever received Enewsletter advertising from travel agency?**

คุณเคยได้รับโฆษณาด้วยจดหมายอิเลคทรอนิกส์จากบริษัททัวร์หรือไม่

0Yes (เคย)   0No (ไม่เคย)

2.14 **Have you ever clicked to read information on travel agency website after received Enewsletter / Landing page?**

คุณเคยเข้าไปอ่านข้อมูลท่องเที่ยวหลังจากที่ได้รับจดหมายอิเลคทรอนิกส์หรือไม่

0Yes (เคย)   0No (ไม่เคย)

2.15 **Have you ever purchased package tour through Enewsletter?**

คุณเคยซื้อโปรแกรมท่องเที่ยวจากโฆษณาด้วยจดหมายอิเลคทรอนิกส์หรือไม่

0Yes (เคย)   0No (ไม่เคย)

2.16 **Have you ever seen smart auto responder advertising from travel agency?**

คุณเคยเห็นโฆษณาของบริษัททัวร์จากจดหมายตอบกลับอัตโนมัติ

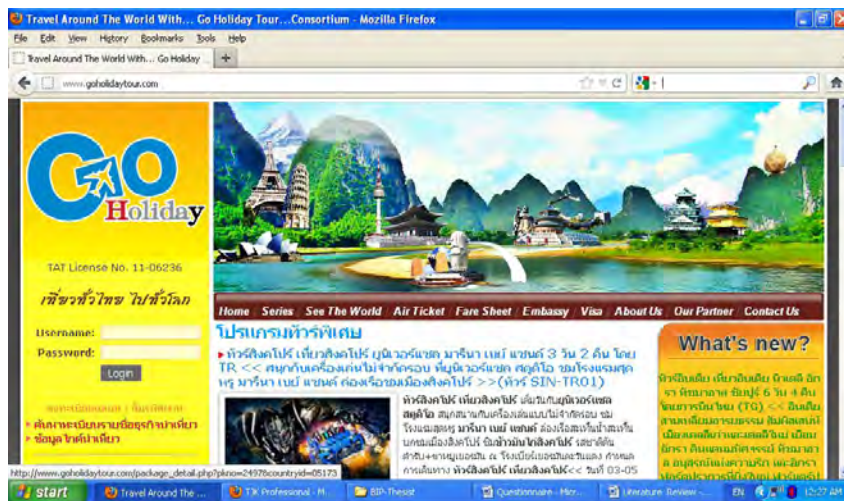
0Yes (เคย)   0No (ไม่เคย)

2.17 Have you ever seen Go Holiday Tour website?

คุณเคยเห็นเว็บไซต์ของบริษัทโกฮอลิเดย์ทัวร์มาก่อนหรือไม่

0Yes (เคย)   0No (ไม่เคย)

2.18 Have you ever purchased package tour form this website?

คุณเคยซื้อโปรแกรมท่องเที่ยวจากเว็บไซต์ดังกล่าวหรือไม่

0Yes (เคย)   0No (ไม่เคย)

2.19 What is next step for your purchases decision making after find package tour?

ขั้นตอนต่อไปหลังจากที่พบโปรแกรมแกรมเที่ยวของคุณคืออะไร

0Call back to travel agent and make sure with information: program tour, accommodation, meals, weather, transportation, departure and arrival date, so on.

(โทรศัพท์ไปสอบถามจากบริษัททัวร์ที่เป็นเจ้าของโปรแกรมท่องเที่ยว)

0Booking and purchase package tour on travel agent website

(ทำการจองหรือซื้อโปรแกรมท่องเที่ยวหลังจากอ่านข้อมูลทันที)

0Ask friend or person who has ever been in the same travel routing

(สอบถามเพื่อนสนิทหรือบุคคลใกล้ชิดที่เคยไปเที่ยวเดียวกันมาก่อนหน้านี้)

2.20 **Where is your favorite travel destination?** จุดหมายในการท่องเที่ยวของคุณคือที่ไหน

0Domestic Destination (ท่องเที่ยวในประเทศ)

0Outbound /Oversea Destination (ท่องเที่ยวต่างประเทศ)

2.21 **What kind of package tour is very interesting to find from search engine?**

การท่องเที่ยวในรูปแบบใดที่คุณสนใจที่จะหาข้อมูล (สามารถเลือกได้มากกว่า **1** ข้อ)

0Adventure (ทัวร์ผจญภัย)   0Medical / Healthy / Spa (ทัวร์เพื่อสุขภาพ)

0Meditation (ทัวร์เพื่อการทำสมาธิ)   0Luxury (ทัวร์ไฮคลาส)

0Pilgrimage (ทัวร์ไหว้พระ ทำบุญ)   0Eco / Community base

                                          (ทัวร์เพื่ออนุรักษ์สิ่งแวดล้อม)

0Culture (ทัวร์วัฒนธรรม)   0Education (ทัวร์การศึกษา)

0Gambling / Casino (ทัวร์การพนัน)   0Dining / Shopping (ทัวร์ชิมอาหาร / ทัวร์ช้อปปิ้ง)

2.22   What is the most important factor in choosing to purchase package tour?

เหตุผลสำคัญในการเลือกซื้อโปรแกรมท่องเที่ยวคืออะไร (สามารถเลือกได้มากกว่า **1** ข้อ)

0 Interesting destination (โปรแกรมท่องเที่ยวน่าสนใจ)

0 Pricing (ราคา)

0 Promotion (ส่วนลด)

0 Travel agent reputation (ความมีชื่อเสียงของบริษัททัวร์)

0 Tour leader (ความน่าเชื่อของหัวหน้าทัวร์)

0 Airline (สายการบินชั้นนำ)

0 Accommodation (โรงแรม / รีสอร์ท มีชื่อเสียง)

0 Transportation (ยานพาหนะ)

0 Security / Insurance / Safety (ความปลอดภัย และ การทำประกันชีวิต)

0 Relevant information on internet (ข้อมูลท่องเที่ยวหาง่ายจากอินเตอร์เน็ต)

0 Word of mouth (จากคำบอกเล่าของเพื่อนสนิทหรือบุคคลที่น่าเชื่อถือได้)

Part 3 : Expectation of customer satisfaction after booking package tour from

e - marketing tool.

Please choose the appropriate of your satisfaction to indicate our tour service.

5 = Excellent (ดีมาก)　　　　**4 = Good** (ดี)　　　**3 = Satisfy** (ปานกลาง)

2 = Fair (พอใช้)　　　**1 = Poor** (ควรปรับปรุง)

Topic	5	4	3	2	1
3.1 Speed of booking. การจองโปรแกรมท่องเที่ยวมีความรวดเร็ว					
3.2 Clearly of information : travel itinerary, accommodation, **airline, meal, so on.** ข้อมูลเกี่ยวกับโปรแกรมท่องเที่ยวมีความชัดเจน					
3.3 Affordable of price. ราคาของโปรแกรมท่องเที่ยวเหมาะสมกับสถานที่ท่องเที่ยว					
3.4 Staff service mind. พนักงานในการทำการจองโปรแกรมทัวร์มีความเต็มใจให้บริการ					
3.5 Satisfaction. คุณพอใจมากน้อยแค่ไหนจากการซื้อโปรแกรมท่องเที่ยวจากค้นหาข้อมูลออนไลน์					

REFERENCES

Book and Periodical Source

Pallab Paul, (1996). Marketing on the internet. Journal of consumer marketing.

Ward Hanson and Kirthi Kalayanam, (2007). Internet Marketing & E-Commerce

Chris Carpenter, (2010). Google Cash eBook.

Matthew Dieh, (October 21,2011). Search Engine Optimization Analysis.

Stefan Lagrosen, Effect of the internet on the marketing communication of service companies. Journal of services marketing.

E.W.T.Ngai, (1987-2000). Commentary internet marketing research. European journal of marketing.

T.C.Melewar and Nichola Smith, (2003). The internet revolution: some global marketing implication. Marketing intelligence and planning.

Fred Palumbo and Paul Herbig, (1998). International marketing tool: the Internet.

Anna Morgan – Thomas, Marian V. Jones, and Junzhe Ji. Global online entrepreneurship: the review of empirical literature.

Online Marketing and Sales Solution, 2010.

William C. Johnson and Richard J. Chavala, (1996). Total quality in marketing.

Anucha Leeworakul, (2009). How to complete SEO.

Thitikran Nithi-uthai, (December, 2010). How to find money from Ebay website.

Thitikarn Nithi-uthai, (2011). Facebook marketing.

Groshan Fabiola, The many advantages and benefit of online shopping.

Online Source

Pricing Strategy. www.netmba.com/marketing/price

The Role of Advertising in Marketing. http://advetising.blurtit.com/q93740

Customer satisfaction. www.en.wikipedia.org/wiki/customer_satisfaction

BIOGRAPHICAL INFORMATION

Name: Miss Thanida   Jomyim

Date of Birth: June 22, 1984

Place of Birth: Phisanulok, Thailand

Current Address: 1773 / 400 Phahonyothin 34 Ladyao Chatuchak,

                               Bangkok 10900 Thailand.

Position: Tour Operation and Tourist Guide

Company: Smart Connect Co,.Ltd.

Educational Background

2002   Chalermkwanstree School, Phitsanulok, Thailand

2005   Diploma Program, Hotel and Tourism Management,

                               International Hotel and Tourism Industry

                               Management School (I-Tim), Bangkok, Thailand

2007   Bachelor Degree (BBA), International Business

                               Administration of Hotel Management, Sripatum

                               International College, Bangkok, Thailand

2012   Master Degree (MBA), Hotel and Tourism Business

                               Administration Management, Silpakorn University

                               International College, Bangkok, Thailand