

**FOREIGN TOURISTS' BEHAVIORAL INTENTION TO VISIT BOUTIQUE HOTELS IN
BANGKOK**

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**A Thesis Submitted in Partial Fulfillment of the Requirements
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IN ORIGINAL

Thesis Title: Foreign Tourists' Behavioral Intention to Visit Boutique Hotels in Bangkok

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ABSTRACT

The objectives of this study are threefold (1) to specify the level of agreement of foreign tourists' behavioral intention to visit boutique hotels in Bangkok with their attitude, behavioral belief, subjective norm, normative belief, perceived behavioral control, control belief, and past behavior, (2) to identify the effect of attitude, behavioral belief, subjective norm, normative belief, perceived behavioral control, control belief, and past behavior on foreign tourists' behavioral intention to visit boutique hotels in Bangkok, and (3) to rank the significant level of influence of each factor (attitude, behavioral belief, subjective norm, normative belief, perceived behavioral control, control belief, and past behavior) on the foreign tourists' behavioral intention to visit boutique hotels in Bangkok. The conceptual framework of this study is developed from Icek Ajzen's concept. The model is analyzed empirically by using 400 questionnaires which are collected from foreign tourists who visit boutique hotels in Bangkok. Linear Structural Relationship (LISREL) statistics is employed to test the model.

Result of the study revealed that the vast majority of foreign respondents were female, single, age between 25 – 35 years who came from Europe, hold the Bachelors degree most of them had experienced for any boutique hotels 2-3 times, and they had annual incomes more than \$40,001. Most of them have agree level about attitude, behavioral belief, and perceived behavioral control. The outcome of the empirical study discovered that every constructs have significant positive direct effect on foreign tourists' behavioral intention to visit boutique hotels in Bangkok. Moreover, past behavior is the most important significant direct effect on behavioral intention equivalent 0.55.

The findings of this study lead to the recommendation that foreign tourists' behavioral intention to visit boutique hotel in Bangkok depends on a variety of their planning behavior rely on the dimension of attitude, behavioral belief, perceived behavioral control, control belief, subjective norm, normative belief, and past behavior. The most importance is boutique hotels entrepreneur should understand foreign tourists' behavioral intention and concentrate on satisfy foreign tourists which can lead to an impressive for foreign tourist who come to visit boutique hotel. The Tourism Authority of Thailand (TAT) and Thailand Convention and Exhibition Bureau (TCEB) are necessarily take action in order to improve standards of boutique hotels especially in Bangkok area regarding with foreign tourists subjective norm toward behavioral intention. Moreover, TAT should required to set up policies and corporate with TCEB to reposition image of Bangkok to become a popular destination where combine with wide variety of boutique hotels. Ultimately, the researcher also suggests ideas for future research in this area.

ชื่อวิทยานิพนธ์: พฤติกรรมความตั้งใจของนักท่องเที่ยวชาวต่างประเทศต่อการ
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บทคัดย่อ

วัตถุประสงค์ของการศึกษานี้มี 3 ประการ (1) เพื่อระบุระดับความคิดเห็นของ
นักท่องเที่ยวชาวต่างประเทศที่มีต่อความตั้งใจในการเข้าพักในโรงแรมบูติคเขต
กรุงเทพมหานคร ในด้านทัศนคติ (attitude) ความเชื่อเกี่ยวกับพฤติกรรม (behavioral belief)
ความเชื่อเกี่ยวกับพฤติกรรม กลุ่มอ้างอิง (subjective norm) ความเชื่อเกี่ยวกับแนวปฏิบัติ
(normative belief) การรับรู้ความสามารถในการควบคุมพฤติกรรม (perceived behavioral
control) ความเชื่อเกี่ยวกับกลุ่มอ้างอิง (control belief) และพฤติกรรมในอดีต (past behavior)
(2) เพื่อระบุถึงระดับของผลกระทบจากทัศนคติ (attitude) ความเชื่อเกี่ยวกับพฤติกรรม
(behavioral belief) ความเชื่อเกี่ยวกับพฤติกรรม กลุ่มอ้างอิง (subjective norm) ความเชื่อ
เกี่ยวกับแนวปฏิบัติ (normative belief) การรับรู้ความสามารถในการควบคุมพฤติกรรม
(perceived behavioral control) ความเชื่อเกี่ยวกับกลุ่มอ้างอิง (control belief) และพฤติกรรม
ในอดีต (past behavior) ที่มีต่อพฤติกรรมความตั้งใจ (behavioral intention) ของนักท่องเที่ยว
ชาวต่างประเทศที่เข้าพักในโรงแรมบูติคในกรุงเทพฯ (3) เพื่อจัดอันดับปัจจัยต่าง ๆ ที่มีนัย
สำคัญต่อพฤติกรรมความตั้งใจของนักท่องเที่ยวชาวต่างประเทศที่เข้าพักในโรงแรมบูติคเขต

กรุงเทพมหานคร กรอบแนวคิดในการศึกษานี้ได้จากการพัฒนาแนวคิดจากไอแซค อาเซิน (Icek Ajzen) การวิเคราะห์โมเดลเชิงประจักษ์ได้จากการเก็บรวบรวมแบบสอบถามจำนวน 400 ชุด ที่ตอบโดยนักท่องเที่ยวชาวต่างประเทศที่เข้าพักในโรงแรมบูติคในกรุงเทพฯ สถิติที่ใช้ในการทดสอบโมเดล คือ สถิติโครงสร้างเชิงเส้นโดยใช้โปรแกรมสถิติ LISREL 8.7

ผลการศึกษาพบว่ากลุ่มตัวอย่างที่เป็นนักท่องเที่ยวชาวต่างประเทศที่ตอบแบบสอบถาม เป็นเพศหญิง สถานภาพโสด อายุอยู่ในระหว่าง 25 - 30 เดินทางมาจากทวีปยุโรป ระดับการศึกษาปริญญาตรี มีประสบการณ์ในการพักโรงแรมบูติค 2 - 3 ครั้ง มีระดับความเห็นด้วยในระดับมากต่อทัศนคติ (attitude) ความเชื่อเกี่ยวกับพฤติกรรม (behavioral belief) การรับรู้ความสามารถในการควบคุมพฤติกรรม (perceived behavioral control) ผลจากการทดสอบโมเดลเชิงประจักษ์พบว่าปัจจัยทุกตัวมีนัยสำคัญและส่งผลกระทบต่อพฤติกรรมความตั้งใจเข้าพักในโรงแรมบูติคในเขตกรุงเทพฯ โดยพฤติกรรมในอดีตมีค่าอิทธิพลสูงสุดคือ 0.55

ผลการศึกษามีข้อเสนอแนะสำหรับผู้ประกอบการว่าควรทำความเข้าใจพฤติกรรมความตั้งใจเข้าพัก และมุ่งเน้นการให้บริการต่าง ๆ เพื่อสร้างความประทับใจให้กับนักท่องเที่ยวที่เข้ามาพักในโรงแรมบูติค การท่องเที่ยวแห่งประเทศไทยและสำนักงานส่งเสริมการจัดประชุมและนิทรรศการ (สสปน.) ควรเข้ามามีบทบาทต่อการปรับปรุงมาตรฐานของโรงแรมบูติคโดยเฉพาะในเขตพื้นที่กรุงเทพมหานคร เพื่อสร้างความประทับใจให้กับผู้เข้าพัก สืบเนื่องจากผลการศึกษาพบว่ากลุ่มอ้างอิงจะมีอิทธิพลต่อพฤติกรรมความตั้งใจเข้าพักของนักท่องเที่ยว นอกจากนี้การท่องเที่ยวแห่งประเทศไทยควรมีการวางนโยบายต่าง ๆ และร่วมมือกับ สสปน. ในการปรับตำแหน่งของภาพลักษณ์ของกรุงเทพมหานคร ให้เป็นจุดหมายปลายทางยอดนิยมสำหรับสถานที่ที่มีความหลากหลายของโรงแรมบูติค การศึกษานี้ได้นำเสนอแนวคิดในการทำวิจัยในด้านนี้ต่อไป

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CHAPTER 1

INTRODUCTION

1.1 Background of the study

Thailand is the crucial tourism country in South-East Asia and the number of tourists have been increasing average 7.76% in each year since 2004 to 2009 (Pacific Asia Travel Association, 2008; Tourism Authority of Thailand: TAT, 2009). Tourism is one of the most important industries of Thailand and has generated a large portion of revenues, especially from international visitors. In addition, tourism benefits many groups in the society such as the government, local community, business inventors, and etc. because it can bring both direct and indirect benefits to the country's economy.

Thailand is a gorgeous country famous for its tourism among visitors from all over the world. The country was the 7th most visited country in the World Tourism rankings with 8.45 million visitors (Tourism Authority of Thailand, 2009). Moreover, Thailand also won the award of Best Tourist Country from Grand Travel Award 2010 (Ministry of Foreign Affairs, 2010). Thus, it empowers the Thai tourism industry to obtain a great amount of annual income to the country.

The statistic of foreign tourist from Ministry of Thailand Tourism and Sports, 2010 revealed that the amounts of foreign tourists who visit Thailand are about 12.7 million in 2009 and increasing to 16.1 million in 2010 (Immigration Bureau; Police Department, 2010). And the international travelers who visit Bangkok accommodation in

2009 and 2010 are approximately 3.7 million and 3.8 million respectively as depicted in table 2.2 (Ministry of Thailand Tourism and Sports, 2010). This number has been increase over a year and both tourists are the important tourists of Thailand who would love to visit especially in Bangkok.

Bangkok is the capital of Thailand, largest urban area and primary city of Thailand. Nowadays it is a bustling city with a population of some 10 millions as it is the centre of tourism supported area, administration, transportation, business, communications, education, entertainment, and so on. Bangkok is considered to be one of the world's tourist hotspots where is Thailand's major tourist gateway, which means that the majority of foreign tourists arrive in Bangkok. It is a metropolis where one can find old and new, East and West, traditional and fashionable, blended together in a harmonious way and the largest crocodile farm in the world is situated here. The city boasts some of the country's most visited historical venues such as the Grand Palace, Wat Pho, and Wat Arun. There are numerous projects to maintain Bangkok's historic sites in the Rattanakosin area and river districts.

The Tourism Authority of Thailand (TAT), a state agency responsible for marketing and promoting Thailand's tourism, regularly launches several marketing campaigns and travel activities to attract international tourists to Thailand. One of its objectives is to promote and develop proactive marketing strategies to approach new target markets with an aim to attract more tourists and to boost country's economy and revenues.

In existing, an increasing of the boutique hotel sector internationally is extensively reported (Caterer Search, 2005). A recent Key Note Market Report on hotels (Drewer, 2005) relates this growth to consumers inquiring for a more unique or special hotel, and reports rather than simply viewing the hotel as accommodation, clients are searching at the hotel to provide an experience in itself.

Anhar (2007) stated that boutique hotel is an intimate, usually luxurious or idiosyncratic hotel in the unique environment. It differentiate from larger chain or branded hotels by providing personalized level of accommodation and services or facilities, sometime known as design hotels or lifestyle hotels.

Boutique hotel is the new generation for Thailand's hospitality industry niche market and the number is now increasing. Boutique hotel is a kind of accommodation favored response by high-end visitors nowadays. With a beauty of architecture mixed with Thai cultural, luxury, and unique decorations, this will be able to distinguish the boutique hotels in Bangkok from other hotels such as Baan Pra Nond B&B, Howard Square Boutique Hotel, Bangkok Boutique Hotel, Boutique Sathorn Hotel, SilQ Bangkok Hotel, etc.

1.2 Problem Statement

At present, boutique hotel industry in Thailand has been experienced great competitions. This is due to changes of foreign tourist demanding such as high expectation for individually specific style. Boutique hotels have become one of the best

choices among tourists who would like to stay with the unique stylish of rooms with distinctive facilities. Not only do the hotels require to provides more available rooms to their customers, but they also have to differentiate themselves from others to attract customers in order to consolidate their market shares and enhance profitability. Thus, a study of foreign tourists' demanding becomes important for hotel management team to do systematic planning.

1.3 Research Objectives

Objectives of this study were explored as follows;

- 1.3.1 To specify the level of agreement of foreign tourists' behavioral intention to visit boutique hotels in Bangkok with their attitude, behavioral belief, subjective norm, normative belief, perceived behavioral control, control belief, and past behavior.
- 1.3.2 To identify the effect of attitude, behavioral belief, subjective norm, normative belief, perceived behavioral control, control belief, and past behavior on foreign tourists' behavioral intention to visit boutique hotels in Bangkok.
- 1.3.3 To rank the significant level of influence of each factor (attitude, behavioral belief, subjective norm, normative belief, perceived behavioral control, control belief, and past behavior) on the foreign tourists' behavioral intention to visit boutique hotels in Bangkok.

1.4 Research Questions

The research questions of this study were discovered as the following;

- 1.4.1 What is the agreement level of foreign tourists' behavioral intention to visit boutique hotels in Bangkok?
- 1.4.2 Is there positive effect among the attitude, subjective norm, perceived behavioral control, and past behavior on foreign tourists' behavioral intention?
- 1.4.3 What is the most significant factor among attitude, subjective norm, perceived behavioral control, and past behavior that affect behavioral intention of foreign tourist to visit boutique hotels in Bangkok?

1.5 Scope of the study

This research endeavors to study TPB of foreign tourist who choose to stay in boutique hotel in Bangkok. To overcome the area of this research, this study scope on boutique hotel located in the capital city of Thailand, Bangkok province. The participants of the study are the foreign tourists who visit boutique hotels in Bangkok.

1.6 Expected Benefits of the Research

- 1.6.1 Information in this study can be useful for boutique hotel's owners to set out their management plan more effectively in order to handle foreign tourists' demands regarding to their behavior.

1.6.2 This study will assist boutique hotel industry to understand behavior of foreign tourists.

1.6.3 This study provides information of foreign tourists' behavioral which can be used to assist individual or investors when they want to start up a new business in boutique hotel. Furthermore, TAT and Thailand Convention and Exhibition Bureau (TCEB) can make use of this research to set up the proper policy to contract foreign tourists to travel and choose boutique hotel in Thailand as an accommodation destination regarding with their behavioral intention.

1.6.4 Researchers can make use of the results in this study to be references and to conduct further studies.

1.7 Operational Definition

Boutique hotel is a combination of unique in style, historical or other interesting aspect, small luxurious, and highly individually sensation together with premium quality of service.

Foreign Tourist is foreign persons admitted under tourist visas (if required) for purposes of leisure, recreation, holiday who select to visit boutique hotels in Bangkok.

Behavioral intention is an intention of foreign tourists who willing to engage in staying at boutique hotels in Bangkok.

Past behavior is repeated performance of a behavior results in the staying at boutique hotels in Bangkok.

Attitude is the variation to foreign tourists who have the level of agreement based on pleasant, favorable, enjoyable, good, and positive which is predisposition to respond in a consistent way toward a behavioral intention to visit boutique hotels in Bangkok.

Subjective norm is the perceived social pressure from groups or individuals whose views might influence foreign tourists' selection of boutique hotels in Bangkok as an accommodation destination.

Perceived behavioral control (PBC) is a foreign tourists' perception of ease or difficulty to perform the behavioral intention of choosing boutique hotels in Bangkok.

CHAPTER 2

LITERATURE REVIEW

Relevant concepts, theories and other essential information will be reviewed in this chapter. This chapter consists of;

- 2.1 An Overview of Thailand Tourism Industry
- 2.2 An Overview of Boutique Hotel
- 2.3 An Overview of Boutique Hotel in Thailand
- 2.4 The Theory of Planned Behavior
 - 2.4.1 Behavioral Intention
 - 2.4.2 Attitude
 - 2.4.3 Subjective Norm
 - 2.4.4 Perceived Behavioral Control
- 2.5 Related Research
- 2.6 Conceptual Framework of the study

2.1 An Overview of Thailand Tourism Industry

Thailand is geographical heart of South-East Asia. Its shape and geography is divided into four natural regions which are the mountains and forests of the North, the vast rice fields of the Central Plains, the semi-arid farm lands of the Northeast plateau, and the tropical islands and long coastline of the south peninsula. The country

comprises 76 provinces where Bangkok is a capital city and centre of political, commercial, industrial and cultural activities. Thailand also has a tropical climate with three distinct seasons-hot and dry, rainy with plenty of sunshine, and cool.

The country is famous for its impressive historical sites, unique culture, beautiful scenery and friendliness of local people. It is one of the most favorite tourism destinations in Asia voted by many international media. Thus, It is been well known that Thailand is one of most beautiful country where many tourists pay attention to and intend to visit. This is due to a huge effort being spent by Tourism Authority of Thailand (TAT).

Furthermore, Thai government has started many projects to support the tourism industry in Thailand. For example, the project "Amazing Thailand" was launched for the years 1998 and 1999, the project "Unseen in Thailand" was launched for the years 2003 and 2004, the project "Thailand Happiness on Earth" was launched for the year 2005, etc. This is due to TAT has encouraged Thailand market as a high-end tourist destination on the basis that wealthier tourists will be less swayed by economic downturn considerations this has been only partially successful. Hence, TAT launches the new campaign of "50 years travel 50 Pra Nakorn areas" within Bangkok area and "Amazing Thailand, Amazing Value".

Tourism industry is regarded as one of the most important industries in Thailand, generating foreign revenue of more than US\$ 400,000 million a year. In 2008, there were 14.8 million international tourists came to Thailand which is 12.23 percent of

number of tourist increased in 2007. Most of international tourists (60%) come to Thailand as free individual travelers (FIT), while the rests are group travelers with tour companies. The average length of stay in Thailand is approximately 9 days as depicted in the table 2.1. A major tourism destination among foreign tourists is Bangkok. As being a tropical country, tourists usually visit Thailand throughout the year. However, the most occupy season in Thailand starts from November to April (Sangpikul, 2008).

Foreign Tourist

Foreign tourists are foreign persons admitted under tourist visas (if required) for purposes of leisure, recreation, holiday, visits to friends or relatives, health or medical treatment, or religious pilgrimage. They must spend at least a night in a collective or private accommodation in the receiving country and their duration of stay must not surpass 12 months (Organization for Economic Co-operation and Development, 2003).

Tourism makes a huge contribution to Thailand's economy typically about 6 percent of gross domestic product than that of any other Asian nation (Reuters, 2010). Most foreign tourists come to Thailand for various reasons, essentially for the beaches and relaxation, although with the ongoing insurgency in the deep South and then Bangkok has seen a large increase in tourism over the past years. In additional, a sharp increase in tourism from other Asian countries has contributed largely to Thailand's economy even though the Baht has gained strength compared to most other currencies in the year of 2008 to 2010 (TAT, 2009).

Table 2.1 Revenue from foreign tourists

Year	International						
	Tourists		Average	Average Expenditure		Revenue	
	Number	Change	Length of Sta	/person/day	Change	Million	Change
	(Million)	(%)	(Days)	(Baht)	(%)	(Baht)	(%)
1998	7.76	+7.53	8.40	3,712.93	+1.12	242,177	+9.70
1999	8.58	+10.50	7.96	3,704.54	-0.23	253,018	+4.48
2000	9.51	+10.82	7.77	3,861.19	+4.23	285,272	+12.75
2001	10.06	+5.82	7.93	3,748.00	-2.93	299,047	+4.83
2002	10.80	+7.33	7.98	3,753.74	+0.15	323,484	+8.17
2003	10.00	-7.36	8.19	3,774.50	+0.55	309,269	-4.39
2004	11.65	+16.46	8.13	4,057.85	+7.51	384,360	+24.28
2005	11.52	-1.51	8.20	3,890.13	-4.13	367,380	-4.42
2006	13.82	+20.01	8.62	4,048.22	+4.06	482,319	+31.29
2007	14.46	+4.65	9.19	4,120.95	+1.80	547,782	+13.57
2008	14.80	+2.23	9.00	N/A	N/A	490,000	+10.00

Source: Tourism Authority of Thailand, 2008

As indicated in the table 2.2 the amount of foreign tourists who visit Bangkok accommodation in 2007, 2008, 2009 and 2010 are approximately 3.2, 3.7, 3.7, and 3.8 million respectively (Ministry of Thailand Tourism and Sports, 2010). This number has been increase over a year and they are considered as the important tourists of Thailand who would love to visit especially boutique hotels in Bangkok.

Table 2.2 Foreign tourist accommodation and arrival for Bangkok

International Tourist Arrivals at Accommodation Establishments in Bangkok				
Nationality	2007	2008	2009	2010
Asia				
Brunei	1,440	4,945	3,816	2,842
Cambodia	4,430	8,687	7,110	7,073
Indonesia	20,182	26,170	38,272	43,520
Laos	4,422	4,564	5,874	9,896
Malaysia	69,433	118,375	117,780	95,596
Myanmar	6,417	5,699	10,157	14,589
Philippines	20,050	21,883	28,342	34,543
Singapore	87,273	139,892	125,037	95,840
Vietnam	23,877	54,323	137,680	53,327
China	286,716	257,549	325,875	423,730
Hong Kong	85,763	77,202	76,098	48,851
Japan	252,551	289,036	698,133	719,470
Korea	77,196	188,349	59,174	138,388
Taiwan	65,971	95,130	53,637	100,309
Europe				
Austria	21,897	27,862	33,003	31,875
Belgium	19,296	8,550	11,677	15,902
Denmark	36,726	34,761	33,177	32,969
Finland	13,880	12,583	13,500	15,029
France	76,305	116,366	177,116	189,018

Germany	117,822	145,635	235,740	143,384
Italy	34,014	23,870	29,587	41,382
Netherlands	42,770	23,687	45,760	55,337
Norway	15,054	17,194	15,316	17,917
Russia	52,305	47,364	56,220	38,458
Spain	12,864	11,443	20,312	33,905
Sweden	44,824	45,794	45,261	56,203
Switzerland	31,215	27,184	53,253	39,609
United Kingdom	153,498	106,301	122,777	251,343
East Europe	29,072	40,122	37,932	39,907
Canada	35,379	31,769	38,969	40,835
USA	178,412	138,974	191,017	176,823
India	84,908	91,218	281,087	176,549
Australia	104,664	119,593	125,317	163,258
New Zealand	12,714	18,604	17,534	23,289
Middle East	82,118	95,378	268,625	164,424
Israel	24,334	19,170	14,511	38,827
Africa	7,020	13,071	26,046	14,790
Others	155,023	128,878	162,466	302,848
Grand Total	3,204,441	3,704,778	3,743,187	3,891,855

Source: Ministry of Thailand Tourism and Sports, 2010

Anhar (2007) explained that foreign travelers currently prefer more than normally comfort and convenience. An expanding number of tourists favor to be surprised positively, needless to say. When planning trips, they seek properties that are

noticeably different in look and feel from branded hotels. Although many travelers claim to seek lodging facilities that coincide with the traditional hotel concept, boutique hotels are becoming more and more of a social manipulation. Likewise the boutique hotels in Thailand increasingly favorite in recent years and become more demanding among international tourists.

2.2 An Overview of Boutique Hotel

Boutique hotels were founded in early 1980s when Anouska Hempel designed Blake's in London (Callan and Fearon, 1997; Lea, 2002; Search, 2005; McDonnell, 2005; Brights, 2007). Another Boutique hotel, as well, namely Morgans Hotel in New York being responsible by Ian Schrager and Steve Rubell was founded in 1984 (The Independent, 2006).

A definition of boutique hotel is varied and difficult to state the exact size of the boutique hotel market because there is no official industrial definition (Teo et al., 1998; Gooday, 2006; Aggett, 2007).

The Chambers Dictionary (2003) defined the boutique hotels as a small hotel, with an intimate and individualistic atmosphere and style. The Concise Oxford Dictionary (2010) also describes boutique as a stylish small hotel, typically one situated in a fashionable urban location.

Anhar (2007) stated that the boutique hotels usually have a luxurious or quirky hotel environment and are differentiated from larger chain or branded hotels and motels

by providing personalized level accommodation, services and facilities, sometimes known as design hotels or lifestyle hotels. Typical boutique hotels are furnished in a themed, stylish and/or apparitional manner. Although the boutique hotels are considerably smaller than a mainstream hotel (often ranging from 3 to 100 guest rooms), but the hotels in major cities can often have hundreds of rooms. Yet guest rooms and suites are fitted with telephony and Wi-Fi Internet, air-conditioning, honesty bars and often cable/pay TV. Guest services are also attended to by 24 hour hotel staff. Many boutique hotels have on-site dining facilities, and the majority offer bars and lounges which may also be opened to the general public.

Consequently, Lim and Endean (2009) determined the boutique hotels as mainly smaller in size, with less than 100 rooms, not part of a large chain.

Boutique hotel lies in the personality of its own, attracting demanding customers or familiar with the unique atmosphere of some places that re-create the aristocratic style of past times or import items from other cultures (Rabontu and Niculescu, 2009).

Design feature of the boutique hotel is considered to be an important in the experience of the hotel stay (Klumbis, 2005). The design feature is also observed as an important aspect in gaining an advantage over competitors (Aggett, 2007; Callan and Fearon, 1997; and Search, 2005). Whilst Victorino et al. (2005) described the boutique hotel as typically feature a contemporary or minimalist decoration and also offering many additional lifestyle amenities.

Other explanations used to describe the feature of boutique hotels comprise of “town house hotels”, (Callan and Fearon, 1997; Caterer Search, 2005; Price water house Coopers, 2006) “hotels du charme” (Callan and Fearon, 1997), “lifestyle”, “designer” (Caterer Search, 2005; Forsgren and Franchetti, 2004; Klumbis, 2005; PricewaterhouseCoopers, 2006) and “hip” (Forsgren and Franchetti, 2004; Klumbis, 2005).

Moreover, PricewaterhouseCoopers (2005) explained that the additional characteristics of the boutique hotel include only size, personal service, individuality, design and style, but in 2006 the additional characteristics such as size, contemporary and specialized decoration (de’cor) and being able to make the guest feel special were included to describe the characteristics of the hotel. The Boutique hotels are also friendly, unpretentious, a little eccentric, and highly individual (Enjoy England, 2006).

Interestingly, Lim and Endean (2009) explained the characteristic of boutique hotel as generally located in urban or city centers generally have an historical or other interesting aspect associated with the building, individual in design with an emphasis on personal service, include a good quality restaurant as an integral feature, and three-, four- or five-star rated.

In summary, A definition of a boutique hotel can be seen as a combination of unique and historical style, interesting aspect, small luxurious, and highly individually sensation along with premium quality of service which is based on Lim and Endean, 2009.

2.3 An Overview of Boutique Hotel in Thailand

The boutique hotels have existed in Thailand for many years according to a report done by TAT positioning Thailand as a cultural, natural, and historical destination (Rittichainuwat and Qu, 2000). Besides many boutique hotels in Thailand have been built in natural environment and ancient cultural style, and provide Thai conventional services. These can be benefit for those hotels as being niche market and can create more attraction to foreign tourists who are interested in differentiating their sensation than other hotels around the world which offer only resemble formalism.

There has been numerous numbers of typical hotels and design hotels that are as stylish and comfortable. There are several boutique hotels in Thailand have won international acclaim for both design and services for example, The Sarojin Thailand is a winner of Asia leading boutique hotel in 2006, 2007, and 2008 and also a winner of World Luxury Hotel awards in 2007, 2009, and 2010. The Sarojin Thailand is charmingly ensconced in a garden setting with direct private access onto a secluded 11 kilometers white beach beside Andaman Sea in Kho Lak, Phang Nga province of Thailand. The amenities are complete which are neither frivolous nor spartan, the design is to relax and refresh senses both virtually and physically. The color palate is soft and modern

Many of the boutique hotels in Thailand have taken aspects of Thai culture into their design and provide Thailand's Land of smiles hospitality. An emergence of new forms of visitors demanding with high attention to the finest or slender details, and they

are not hesitate to find boutique hotel which excel by design and special attention to refinement, personalized sensation including with premium quality of service providing, which are translated by retention of demanding customers. Increasingly popular in recent years, boutique hotels become more demanding by foreign tourists.

At the present, foreign travelers expect more than a simply comfort and convenience. An increasing number of foreign tourists prefer to be surprised positively. When planning trips, they seek properties that are noticeably different in look and feel from branded hotels, namely the boutique hotel (Covelli, 2005). Likewise, the international travelers who visited Thailand attempts to find more different in senses of stay including specific and cultural style. Hence, they demanded to find the boutique hotel as a choice of their living in visiting Thailand.

2.4 The Theory of Planned Behavior

The Theory of Planned Behavior (TPB) was explored by Icek Ajzen in 1985 through his article of "From intentions to actions: A Theory of Planned Behavior". The theory was developed from the Theory of Reasoned Action (TRA), which was proposed by Martin Fishbein (psychologist at the University of California, Los Angeles) together with Icek Ajzen in 1975 (Ajzen and Fishbein, 1980).

Icek Ajzen is a Professor of Psychology at University of Massachusetts and held the position of head division of personality and Social Psychology in the University of Massachusetts at Amherst (1971–2001).

Ajzen (1985) the TPB extended the TRA by adding the perceived behavioral control because the TRA has difficulty in explaining behaviors in which a person does not have volitional control over it. The TPB postulates three conceptually independent determinants of intention. The first is the attitude toward the behavior refers to the degree to which person has a favorable or unfavorable evaluation of the behavior. The second predictor is a social factor termed subjective norm it refers to the perceived social pressure to perform or not perform the behavior. The third and novel antecedent of intention which was not part of the TRA is the degree of perceived behavioral control. As a general rule, the more favorable attitude and subjective norm, and the greater the perceived behavioral control, the stronger should be an individual's behavioral intention to perform under consideration.

Furthermore, the TPB is a cognitive model of human behavior, in which the central focus is the prediction and understanding of clearly defined behaviors. The theory states that people act in accordance with their intentions and perceptions of control over their behavior, while intentions are influenced by attitudes toward the behavior, subjective norms, and perceptions of behavior (Ajzen, 1985). The theory is an established theoretical model of explaining the relationship between consumers' beliefs, attitudes, intentions, and behaviors (Ajzen, 1991, 2001; Omondi et al., 2010).

Interestingly, Ajzen (1985) suggested that as a general rule, the more favorable the attitude and subjective norm with respect to a behavior, and the greater the perceived behavioral control, the stronger should be an individual's intention to perform

the behavior under consideration. The relative importance of attitude, subjective norm, and perceived behavioral control in the prediction of intention is expected to vary across behaviors and situations. Thus, in some applications it may be found that only attitudes have a significant impact on intentions, in others that attitudes and perceived behavioral control are sufficient to account for intentions, and in still others that all three predictors make independent contributions.

Ajzen (1991) showed that the TPB provides a useful conceptual framework for dealing with the complexities of human social behavior as depicted in Figure 2.1. The theory incorporates some of the central concepts in the social and behavior sciences, and it defines these concepts in a way that permits prediction and understanding of particular behaviors in specified contexts. Attitudes toward the behavior, subjective norms with respect to the behavior, and perceived control over the behavior are usually found to predict behavioral intentions with a high degree of accuracy. In turn, these intentions, in combination with perceived behavioral control, can account for a considerable proportion of variance in behavior. Interestingly, he was also found that The TPB traces attitudes, subjective norms, and perceived behavioral control to an underlying foundation of beliefs about the behavior.

Ajzen (2001) continued to magnify the research that has demonstrated the utility of the TPB to predict intentions, which in turn has been useful in predicting actual behavior.

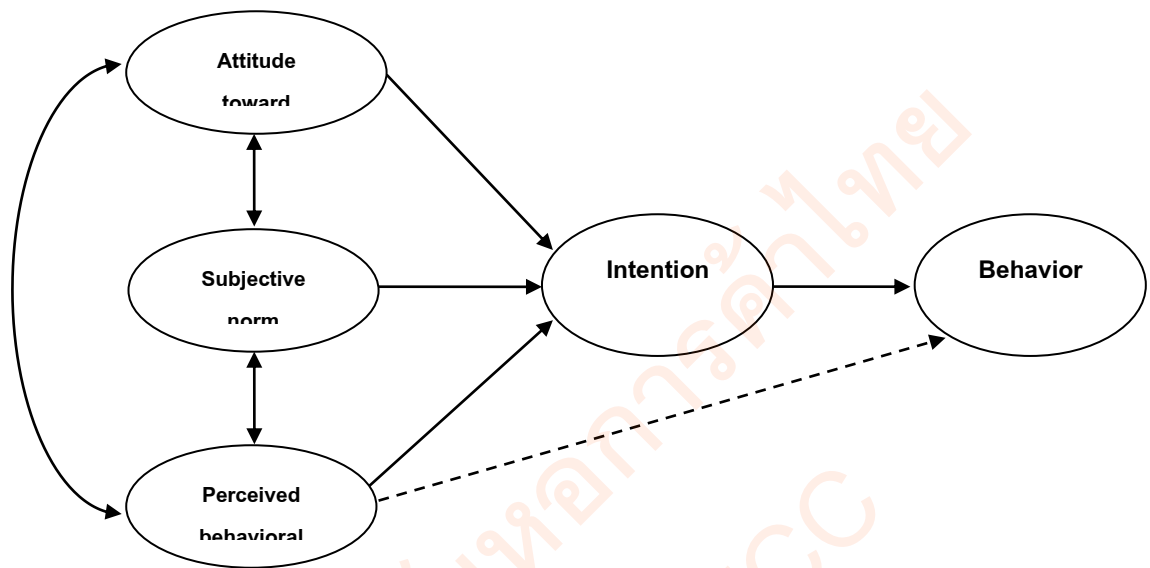


Figure 2.1 The Theory of Planned Behavior Framework

Source: Ajzen (1991) "The Theory of Planned Behavior"

While Theory of Planned Behavior have been studied and developed by Ajzen since 1985, the theory was applied in many recent studies by other researchers.

Most studies are now concentrating in the modification and extension of the TPB (Ouellette et al., 1998; Buchan, 2005; Kaiser, 2006; Conner and Armitage, 2002, 2006).

There appears to be a growing empirical evidence to support addition of variables such as past behavior, self efficacy, moral norms, self-identity, social support and affective beliefs to the TPB (Armitage and Conner, 1998).

Furthermore TPB model has been successfully tested in a wide range of contexts, disciplines and countries, including tourism and hospitality. Many researchers found that the results of theory which were applied with tourism is completely

effectiveness (Bamberg, Ajzen, and Schmidt, 2003; Lam and Hsu, 2006; Sparks, 2007; Sparks and Pan, 2009; Quintal et al., 2010; Han and Kim, 2010; Han et al., 2010).

Other related tourism research (Mitchell and Hall, 2004) provides some preliminary evidence of intended behavior and actual post wine visitation purchase behavior. Sparks and Pan (2009) found the subjective norm measure, which is based on social influences, had a strong association with behavioral intention. Similarly, perceived control was also correlated with, and predictive of, behavioral intention. In respect of information sources, the evidence obtained from the study suggests that television programs play an important role in how people learn about target destinations.

In this study, variables extraction of prediction behavioral intention to visit boutique hotel of foreign tourist are still based the Theory of Planned Behavior done by Ajzen in 1991.

Definition and measurement of each constructs in the TPB which is a combination of intention, attitude, subjective norm, and perceived behavioral control will be described on the following sub sections

2.4.1 Behavioral Intention

Behavioral intention combine with two words which is behavior and intention, sometimes called "Intention" or "Behavioral intention" depended on the author and context.

Behavior

Hsing (2002) defined behavior as the performance of an action at a certain time in a certain context and with a certain purpose. Later, Pelaez (2008) stated that behavior is an observable, measurable movement of some part of the body through space and time.

Perner (2010) gave the official definition of consumer behavior is The study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society.

Intention is defined as the perception of an individual towards performance of a particular behavior (Fishbein and Ajzen, 1975). Later, Ajzen (1991) was given a definition of intentions as the indication of how hard people are willing to try, how much effort they are planning to exert, in order to perform a behavior. It is assumed to capture the motivational factors that influence a behavior and to indicate how hard people are willing to try or how much effort they would exert to perform the behavior.

Behavioral Intention

Behavioral intention is defined as the degree to which a person has formulated conscious plans to perform or not perform some specified future

behavior (Warshaw and Davis, 1985). Shim et al., (2001) demonstrated that intention to perform a behavior is the proximal cause of such a behavior.

In 1991 Ajzen also stated a central factor in the TPB is an individual's intention to perform a given behavior. Intentions are assumed to capture the motivational factors that influence a behavior; they are indications of how hard people are willing to try, of how much of an effort they are planning to exert, in order to perform the behavior. As a general rule, the stronger the intention to engage in a behavior, the more likely should be its performance. It should be clear, however, that a behavioral intention can find expression in behavior only if the behavior in question is under volitional control.

Intention is viewed as one immediate antecedent of actual behavior. That is the stronger people intentions to engage in a behavior or to achieve their behavioral goals; the more successful they are predicted to be. However, the degree of success will depend not only on such party non-motivational factors as availability of requisite opportunities and resources. Collectively these factors represent people's actual control over the behavior he or she should success on doing so (Ajzen, 1992).

Afterwards, In 2006 Ajzen stated that intention is an indication of a person's readiness to perform a given behavior. The intention is based on attitude toward the behavior, subjective norm, and perceived behavioral control, with each

predictor weighted for its importance in relation to the behavior and population of interest.

Lam and Hsu (2004) found that attitude and perceived behavioral control were related to travel intention. According to the TPB, behavioral intention to act in a certain way is the immediate determinant of a behavior (Ajzen, 1985).

Interestingly, Lee (2005) suggested that behavioral intention in TPB is determined by the following equation:

$$\text{Behavioral Intention (BI)} = w_1\text{Attitude} + w_2\text{Subjective norm} + w_3\text{Perceived behavior control.}$$

According to TPB, behavioral intention is determined by relative weights given to attitude toward behavior, subjective norm, and perceived behavioral control (Park, 2003). Ajzen and Fishbein (1980) stated that the relative weights (w) of the determinants of behavioral intention should be reflected in explaining behavioral intention because the relative importance of attitudinal, normative, and perceived behavioral control factors may vary from person to person and across situations (Park, 2003).

In the TPB, behavioral intention is the most influential predictor of behavior. This was supported by Armitage and Conner (2001), who was found that the TPB accounted for 27 percent and 39 percent of the variance in behavior and

intention, respectively. Among the TPB constructs, intention was a better predictor of behavior.

In the study of leisure and recreation, behavioral intention refers to the intention of an individual to participate again within a year of having traveled and the willingness to expend more for travel (Baker and Crompton, 2000). Measuring behavioral intention is mainly conducted using such indicators as the intention to travel again, a positive word of mouth and the willingness to recommend (Woodside et al., 1989; Ross, 1993; Baker and Crompton, 2000; Bigné et al., 2001; Kozak, 2001).

Consequently, behavioral intention is an intention of foreign tourists who willing to engage again in visiting boutique hotels in Bangkok which is influenced by attitude, subjective norm and perceived behavioral control towards the behavior.

Past Behavior

Under the assumption of stable determinants, a measure of past behavior can be used to test the sufficiency of any model designed to predict future behavior. Some investigators (Bentler and Speckart, 1979; Fredricks and Dossett, 1983) have suggested that past behavior be included as a substantive.

Dillon and Kumar (1985) pointed out that structural modeling techniques, such as LISREL, can be used to test this idea by permitting correlated errors between prior and later behavior. Most of the data presented in the present article

could not be submitted to such analyses because of the absence of multiple indicators for the different constructs involved.

According to Ajzen (1987) predictor of later behavior is equivalent to the other independent variables in the model. According to these theorists, prior behavior has an impact on later behavior that is independent of the effects of beliefs, attitudes, subjective norms, and intentions. Specifically, the assumption usually made is that repeated performance of a behavior results in the establishment of a *habit*; behavior at a later time then occurs at least in part habitually, without the mediation of attitudes, subjective norms, perceptions of control, or intentions. It must be realized, however, that although past behavior may well reflect the impact of factors that influence later behavior, it can usually not be considered a causal factor in its own right. Nor it can simply assume that past behavior is a valid measure of habit; it may, and usually does, reflect the influence of many other internal and external factors. Only when habit is defined independently of (past) behavior can it legitimately be added as an explanatory variable to the theory of planned behavior.

Theories of human behavior hold that the best predictor of behavioral intention and future actual behavior is the frequency of past relevant behavior (Quellette and Wood, 1998; Sonmez and Graefe, 1998). One of the possible reasons is that people tend to maintain behavioral persistency and value consistency (Staw, 1981; Cialdini, 1988). Although TPB has been considered as a

valid model for predicting behavioral intention, Quellette and Wood (1998) found that the variance in explaining behavioral intention increased when past behavior was added into the TPB model. Interestingly, Lam and Hsu (2005) also found that past behavior was a significant predictor of travelers' intention of choosing a destination although the correlation was weak. Thus, it is reasonable to assume that the inclusion of past behavior in the study model should enhance the predictive ability of the original TPB.

2.4.2 Attitude

According to Ajzen and Fishbein (1980) defined attitude as an individual's positive or negative feelings evaluation about the target behavior. Furthermore, Ajzen (1991) attitude toward behavior is the person's favorable or unfavorable feeling of performing that behavior.

Attitude refers to a relatively persistent and consistent behavioral inclination of individuals based on their recognition and likes and dislikes of people, event objects and the environment (Olson and Zanna, 1993).

An individual's positive attitude toward a certain behavior strengthens his or her intention to perform the behavior. Attitude is the degree of favorableness and unfavorableness of an individual feeling towards a psychological object (Ajzen and Fishbein, 2000). Furthermore, it represents a summary evaluation of a

psychological object captured in attribute dimensions of good-bad, harmful-beneficial, pleasant-unpleasant, and likable-dislikable (Ajzen, 2001).

The two components of attitude are attitude towards physical object and attitude towards behavior or performing particular action (Ajzen, 1987; Ajzen and Fishbein, 2005).

An individual tends to occupy a favorable attitude when the outcomes are positively evaluated and, thus, he or she is likely to engage in that specific behavior (Ajzen, 1991; Lee, 2005; Lam and Hsu, 2006; Cheng et al., 2006).

Ajzen (1991) determined the attitude by behavioral beliefs about the outcome of the behavior and evaluation of the outcome. Behavioral beliefs (BB) refer to one's perceived probability of an expected outcome's occurrence by engaging in a particular behavior, and outcome evaluations involve the assessment of the possible consequences of a specific behavior (Ajzen and Fishbein, 1980). The strength of each behavioral belief (BB_i) is multiplied by the corresponding evaluation of the outcome (OE_i), and the products are aggregated to estimate attitude (sum of BB_iOE_i) (Ajzen and Fishbein, 1980; Ajzen, 1991, 2009). This works on the principle of Fishbein and Ajzen's (1975) Expectancy-value Model; the subjective value of a given outcome affects the attitude in direct proportion to the strength of the belief.

Attitude has long been identified as a construct that guides future behavior or the cause of intention that ultimately leads to a particular behavior (Ajzen and Fishbein, 2000).

The attitudes towards a behavioral intention reflect the degree of positive or negative evaluation the individual has towards performing the intention. The more positive attitude would lead to the greater the behavioral intention (Conner et al., 2007).

In the tourism research, attitude will be influenced by the evaluation of key tourism features (expectancy-value dimensions) and will, in turn, influence intention to engage in such behavior (Mitchell et al., 2000; Sparks, 2007; Gover et al., 2007; Sparks and Pan, 2009). The key destination attributes that are likely to be attractive to outbound tourists. The five top destinations attributes as safety, beautiful scenery, well equipped tourism facilities, different cultural or historical resources and good weather (Kim et al., 2005). In addition, the evaluation of the overall tourism product, pleasantness and arousal are likely to be central. In line with the expectancy-value approach it is assumed that the attitudes toward visiting will be determined by the key dimensions of wine tourism (Sparks, 2007).

Subsequently, attitude is the variation to foreign tourists who have a favorable or unfavorable predisposition to respond in a consistent way toward a behavioral intention to visit boutique hotels in Bangkok. This can be determining by behavioral beliefs.

2.4.3 Subjective Norm

In TPB, subjective norm is assumed as a second determinant of behavioral intention.

Ajzen and Fishbein (1975, 1980) stated that subjective norms mention to perceived pressures on a person to perform a given behavior and the person's motivation to comply with those pressures. It is also refers to the social pressure exerted to engage in a particular behavior. Subjective norms reflect how a person is affected by the perception of some significant referents (e.g., family, friends, and colleagues, among others) of his/her behavior (Schofield, 1975).

Ajzen and Fishbein (1991), Conner et al. (1999) identified subjective norm as the perceived social pressure to perform or not to perform the behavior. It is those beliefs held about what important others think that person should or should not do.

The role of subjective norm to predict intention has been successfully supported in many empirical studies (Phetvaroon, 2006). Numerous studies in psychology have theorized that subjective norms are an important determinant of perceived usefulness (Yi et al., 2006) and behavioral intention (Crespo and Rodríguez, 2008; Yi et al., 2006; Lin, 2007).

The subjective norm is believed to be a function of normative beliefs (NB) and motivation to comply. Normative beliefs are the perceived behavioral

expectations of one's important referents (e.g., family, relatives, friends, neighbors, or co-workers), and motivation to comply involves a person's desire to accommodate the opinions of his/her salient referents with regard to a behavior (Ajzen and Fishbein, 1980). The strength of each normative belief (NB_j) is weighted by the corresponding motivation to comply (MC_j), and the products are summed to determine the subjective norm (sum of NB_jMC_j) (Ajzen and Fishbein, 1980; Ajzen, 1991, 2009).

In the context of tourism (Moutinho, 1987; Lam and Hsu, 2006; Hsu et al., 2006; Sparks, 2007; Sparks and Pan, 2009) found subjective norms to be an important factor in influencing tourists' intentions according with Ajzen, 2001. Subsequently, Hee (2000) stated that subjective norm is social in nature. An individual considers whether he/she should perform an act based on the opinions of the people important to him/her and on perceived social pressure to behave in a particular way. Perceived social pressure refers to an individual's perception of how important others desire performance or non-performance of a specific behavior. The more an individual perceives that others think he/she should perform a behavior, the more he/she will intend to do so. Given its seeming robustness, Bagozzi et al. (2001), Chan and Lau (2001), Hsu et al., 2006, Sparks and Pan (2009), Quintal et al. (2010) found that subjective norms were significant positive predictor of intention.

Beerli and Martin (2004) has suggested the evidence that word of mouth derived from sources such as friends or family can be influential in the formation of some components of image perceptions of a destination. Furthermore, there is some evidence of the relevance of reference groups to wine tourism consumption (Mitchell and Hall, 2006). Thus, it can be expected that a tourist's reference group will influence intentions to engage in tourism activities.

Eventually, subjective norm is the perceived social pressure from groups or individuals whose views might influence respondents' selection of boutique hotels as an accommodation destination.

2.4.4 Perceived Behavioral Control

The third determinant of intentions is perceived behavioral control (PBC), along with attitudes and subjective norms.

Ajzen (1991) described that PBC as the perceived ease or difficulty of performing the behavior. It therefore became In particular, perceived behavioral control assesses the perception of how well one can control factors that may facilitate/constrain the actions needed to deal with a specific situation. The control beliefs can obstruct or facilitate a particular behavior.

Conner et al. (1999) identified as a represent of an individual's perception of whether the performance of the behavior is under one's control reflects whether

the behavior is, on the one hand, easily executed (control beliefs) and whether, on the other, the required resources, opportunities, and specialized skills are available.

Ajzen (1985) stated that PBC can be affected by both internal and external factors. Internal factors can include characteristics of the individual, their skills and abilities, their willpower and their emotions at the time of concern. Ajzen proved that external factors comprised two main factors: (a) time and opportunity and (b) dependence on others. Both internal and external factors that are not under the individual's control might impede the performance of a behavior. A measure of PBC gives individuals an opportunity to gauge the impact that these factors may have on their ability to carry out a behavior and thus may affect their intention to perform the behavior (Ajzen, 1991).

Perceived behavioral control is based on the function of control beliefs (CB). Control beliefs are the perceived presence (or absence) of resources. Numerically, perceived behavioral control can be predicted by using the summed index generated by multiplying each control belief (CB_k) to a corresponding perceived power (PP_k) (sum of CB_kPP_k) (Ajzen and Fishbein, 1980; Ajzen, 1991, 2009).

Applied PBC in the leisure research by Crawford et al. (1991) identified structural barriers such as time, financial resources, season, climate or family life cycle that can inhibit participation in certain activities. Madden et al. (1992) explored a person's perceived behavioral control in TPB should be greater when

he/she has significant resources and opportunities. According to Ajzen (2002) PBC can account for considerable variance in behavioral intentions and actions. It can be further divided into two components: perceived self-efficacy, which refers to ease or difficulty of performing the behavior, and perceived controllability, which refers to the extent to which performance is up to the actor.

PBC is a measurement of the difficulty people attach to the performance of a behavior, such as making holiday choices (Lam and Hsu, 2006). The construct of PBC strongly predicted intention (Sparks, 2007).

Lam and Hsu, (2004, 2006) has proved that perceived control is an important construct for predicting intention to visit a tourist destination. A consumer's perceptions of having or not having the resources (e.g. time or money) to engage in wine tourism will be vital to determining likelihood of taking a wine-related vacation in the near future. It is a measure of the difficulty people attach to the performance of a behavior, such as making holiday choices (Lam and Hsu, 2006).

Furthermore, Quintal et al. (2010) measured perceived behavioral control with two items anchored by very little control to complete the control. The result has found that PBC were significant positive predictor of intention to visit.

Ultimately, PBC is an individual's perception of ease or difficulty to perform the behavioral intention of choosing boutique hotels in Bangkok. It is the

factor that assesses the perception of how well foreign tourist can control factors that may facilitate or inhibit the behavioral intention to visit boutique hotels in Bangkok.

2.5 Related Research

Lam and Hsu (2006) studied the “Predicting behavioral intention of choosing a travel destination” the aims of this paper was to test the applicability of the TPB with the addition of the past behavior variable in the tourism context with a sample of potential 390 Taiwanese travelers who might choose Hong Kong as a travel destination. Structural equation modeling (SEM), using the LISREL 8 computer program was applied to test the causal relationships in the model. Results of this study demonstrated the partial utility of TPB as a conceptual framework for predicting behavioral intention of choosing a travel destination among Taiwanese potential visitors to Hong Kong. The various GFI indices (GFI, AGFI, and RMSEA) indicated that it is a moderately good fit for the model. Past behavior, subjective norm, and perceived behavioral control, but not attitude, had direct impact on behavioral intention. Future studies should be conducted to further examine this theoretical assumption in the travel discipline.

Sparks (2007) did a tourism research of “Planning a wine tourism vacation? Factors that help to predict tourist behavioral intentions” the aims of this paper were; to identify specific consumer wine tourism dimensions based on beliefs and values, and to test a model derived from TPB that predicts intentions to visit a wine region. The study has contributed to the body of research into wine tourism in two ways. First, the results

demonstrated the existence of three key wine tourism factors based upon expectancy-value beliefs. These three factors represent important aspects of the potential wine tourism experience. Second, a model based on TPB was tested in a wine tourism context and was shown to have utility in predicting wine-related vacations. The despondences were undertaken 1294 within Australia to investigate potential wine tourists' intentions to take a wine-based vacation. The result was found that the model based on TPB was shown to have relatively good predictive validity. It is acknowledged that greater correspondence between measures would, most probably, increase the effectiveness of the model. The construct of perceived behavioral control strongly predicted intention and is an area worthy of further research. The suggestion for the future research: (I) it would be desirable to have a more robust multiple-item scale measuring this construct and should extend the timeframe. (II) Other studies have started to investigate wine tourism from a longitudinal perspective. To determine causality it would be useful to undertake a longitudinal and/or experimental nature. (III) Compare the model with respondents who have never visited a wine region. (IV) It must be acknowledged that to imagine a holiday in a wine region may not represent a purely wine-motivated vacation.

Sparks and Pan (2009) completed the research in a context of "Chinese Outbound tourists: Understanding their attitudes, constraints and use of information sources" the study sought to gain a deeper awareness to how attitudes, constraints, influences and information sources are related to the intentions of potential Chinese

tourists to travel outside their homeland and, in particular, to Australia. The research helps to fill a gap in understanding outbound Chinese tourists while testing an attitudinal model. The study based on Theory of Planned Behavior (TPB) a survey used a convenience sample of 548 potential tourists from Mainland China. Conclusively, five destination attributes were rated as most important by this potential group of tourists and included the natural beauty and icons of a destination, quality infrastructure, autonomy, inspirational motives and social self-enhancement. In terms of predicting intentions to travel, social normative influences and perceived levels of personal control constraints were most influential based on TPB. The use of information sources in seeking information about a destination was also investigated. The evidence obtained suggests that television programs are an important source of information used by Chinese people to learn about target destinations. The role of the Internet as an information source was also shown to be substantial and stands to have a stronger impact over time. For the future directions (I) should attempt to obtain samples from other major cities that have the potential for outbound travel. (II) Could attempt to stratify the sample by age to obtain insight into the likely generational change in attitudes toward outbound travel. (III) Comparative studies using samples from a range of countries would also add to the findings so that the Chinese sample could be compared to other international samples.

Quintal et al. (2010) explored the title of “Risk, uncertainty and the theory of planned behavior: A tourism example” the aims of the study was to differential impacts

risk and uncertainty have on travel decision-making were explored by examining the constructs' influence on the antecedents of intentions to visit Australia using the theory of planned behavior. Respondents were obtained from online consumer panels with members of 400 for South Korea and China and 300 for Japan. The findings of this research are the subjective norms and perceived behavioral control significantly impacted on intentions in all country samples, whereas attitudes toward visiting Australia were only significant in Japan. Finally, perceived risk influenced attitudes toward visiting Australia in South Korea and Japan, while perceived uncertainty influenced attitudes toward visiting Australia in South Korea and China and perceived behavioral control in China and Japan. Future research would be interesting to examine the influence risk and uncertainty has on travel decisions for people from more individualist cultures. People from more individualist cultures are likely to act in a manner that is more consistent with their own preferences and feelings. More likely to be focus on attitudinally rather than normatively controlled. Should also examine whether people perceive risk and uncertainty consistently across situations that involve similar levels of objective risk or whether perceptions of risk and uncertainty are context-specific.

2.6 Conceptual Framework of the study

The theoretical framework of the study is constructed based on the basis of previously presented theories and according to the objective of the research. A crucial influence is drawn from the original theory of planned behavior model combine with

information sources, perceived risk and uncertainty, and individual foreign tourists' characteristic.

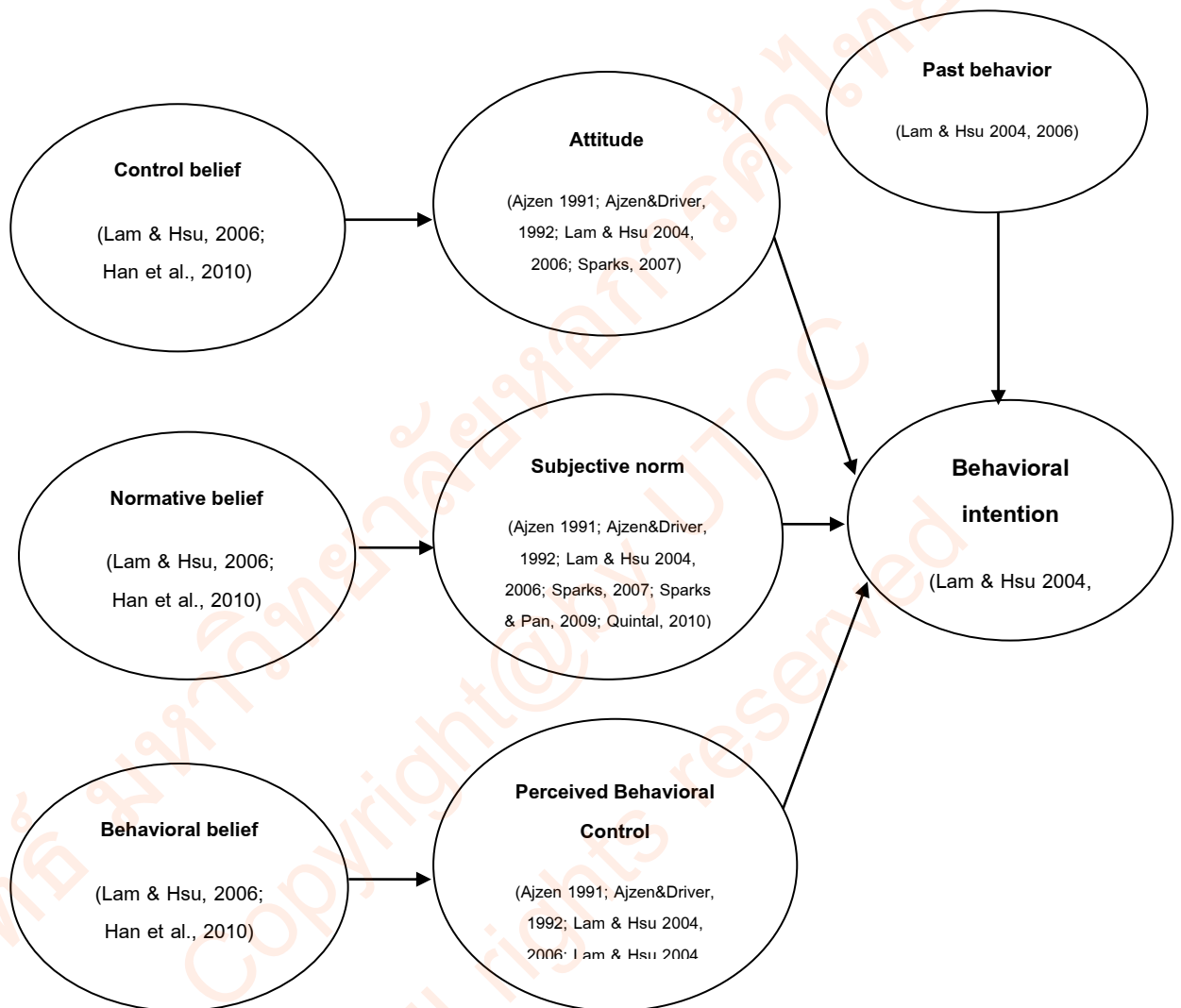


Figure 2.2 Proposed conceptual framework of the research

Source: Ajzen 1991; Ajzen and Driver, 1992; Lam and Hsu 2004, 2006; Sparks, 2007;

Sparks and Pan, 2009; Han et al., 2010; Quintal, 2010

The behavioral intention has been identified as dependent variable and attitude, subjective norm, perceived behavioral control and individual characteristic as independent variable. Thus, conceptual framework is integrated to study the TPB of

foreign tourist in Thailand boutique hotel. Figure 2.1 presents an illustration of the conceptual framework.

Hypotheses

The seven hypotheses of this study are explored as follows;

Hypothesis 1: Attitude toward a boutique hotel has a direct effect on behavioral intention to choosing a boutique hotel.

Hypothesis 2: Subjective norm has a direct effect on a tourist's behavioral intention to visit a boutique hotel.

Hypothesis 3: Perceived behavioral control has a direct effect on a tourist's behavioral intention to visit a boutique hotel.

Hypothesis 4: Behavioral belief has a direct effect on the overall attitude toward a boutique hotel.

Hypothesis 5: Normative belief has a direct effect on the subjective norm toward a boutique hotel.

Hypothesis 6: Control belief has a direct effect on the perceived behavioral control toward a boutique hotel.

Hypothesis 7: Past behavior has a direct effect on behavioral intention to visit a boutique hotel.

CHAPTER 3

RESEARCH METHODOLOGY

This chapter addresses the methodological part of the thesis which provides information on the selection of method and the approach taken in the questionnaire design stage. A plan outlining how information is to be gathered for an assessment or evaluation that includes identifying the data gathering methods, the instruments to be used, how instruments managed, and how the information organized and analyzed. In addition this section also describes how the sampling, collection and analysis of data were conducted to ensure the maximum quality for this study. In short, following items were illustrated in details:

3.1 Research Design

3.1.1 Population

3.1.2 Sample Size

3.2 Variables of the Research

3.3 Research Hypothesis

3.4 Questionnaire Design

3.5 Pretest of the Research

3.6 Reliability and Validity

3.6.1 Reliability Test

3.6.2 Validity Test

3.4 Data Collection

3.5 Data Analysis

3.1 Research Design

The study was completed using quantitative research method by collecting primary data according to objectives of the study. In order to conduct the research, the information was compiled from the foreign tourists who stay in boutique hotels in Bangkok by questionnaire survey.

The personal information data such as gender, age, marital status, levels of education, length of stay, nationality, and annual income are also collected.

3.1.1 Population

The random sampling was used in this study. The amount of foreign tourists was figured from the amount of international tourist arrival at accommodation establishment in Bangkok in the year 2009. In Bangkok it is approximately 3,743,187 tourists (Source: TAT, 2010) in table 2.2. The formula was illustrated as the following topic.

3.1.2 Sample Size

The sample size was calculated using Yamane (1993) formula;

$$n = \frac{N}{1 + Ne^2}$$

Where N = size of population

e = error of sampling

n = size of sample

Hence, the size of sample has been calculated as;

$$n = (3,743,187 / (1+3,743,187 (0.05)^2))$$

$$n = 399.95 \text{ rounded up to } 400$$

Consequently, according with $N = 3,743,187$, $e = 5\%$ (at 95% confidence level), the sample size comes to 400 respondents.

3.2 Variables of the Research

After reviewing various literatures and research journals, the following variables was utilized for the study:

Dependent Variable

A behavioral intention to visit a boutique hotel in Bangkok, the dependent variable, was measured by using one item that required responses on a seven-point scale (1 = strongly disagree and 7 = strongly agree). The item was expressed as follows: "I am more likely to stay in a boutique hotel in Bangkok".

Independent Variables:

Based on the literature review, the independent variables are classified as attitude, subjective norm, perceived behavioral control, and past behavior were measured by using one item that required responses on a seven-point scale (1 = strongly disagree and 7 = strongly agree).

3.3 Research Hypothesis

Base on the previous research, the following seven hypotheses were developed to analyze the dependency of behavioral intention to visit boutique hotels in Bangkok.

Hypothesis 1: Attitude toward a boutique hotel has a direct effect on behavioral intention to choosing a boutique hotel.

Hypothesis 2: Subjective norm has a direct effect on a tourist's behavioral intention to visit a boutique hotel.

Hypothesis 3: Perceived behavioral control has a direct effect on a tourist's behavioral intention to visit a boutique hotel.

Hypothesis 4: Behavioral belief has a direct effect on the overall attitude toward a boutique hotel.

Hypothesis 5: Normative belief has a direct effect on the subjective norm toward a boutique hotel.

Hypothesis 6: Control belief has a direct effect on the perceived behavioral control toward a boutique hotel.

Hypothesis 7: Past behavior has a direct effect on behavioral intention to visit a boutique hotel.

3.4 Questionnaire Design

The theory of Planned Behavior (Ajzen, 1991), and notions in Lam and Hsu, 2006; Spark, 2007; Spark and Pan, 2009 and Quintal et al., 2010 were used to be a fundamental to compose the questionnaire in order to fulfill the objectives of the study.

The purpose of the questionnaire is to collect information on decision making to choose a boutique hotel in Bangkok as a destination of target group (behavioral intention); likely outcomes of choosing boutique hotels in Bangkok as an accommodation destination (attitude and behavioral belief); groups or individuals whose views might influence respondents' selection of a boutique hotel as an accommodation destination (subjective norm and normative belief); factors that might facilitate or inhibit choosing a boutique hotel (perceived behavioral control and control belief); and frequency of past visit to boutique hotels (past experience).

The questionnaires were measure by using seven point Likert scale, ranking form 1 "strongly disagree", 2 "disagree", 3 "somewhat disagree", 4 "neither agree nor disagree", 5 "somewhat agree", 6 "agree", 7 "strongly agree". The seven point scale used in the research is to clarify that the higher score the higher agree level.

3.5 Pretest of the Research

A pretest was conducted in order to assess a quality, validity and reliability of instrument used in this study. It was divided into two parts;

The first part is IOC test, it was handed to three persons of the lecturers who helped making comments, giving scores, reviewing and making corrections out of IOC test.

The second part was tested by the pretest which composes of 30 foreign tourists who were a group of sample that visited boutique hotels in Bangkok. The pretest was conducted on December 2010. Purpose of the pretest is to find out simplicity and comprehensiveness of survey questionnaires in order to make a proper tool to collect required information. As well, the collected data will be initially analyzed in the pretest. Once the pretest is done, modification of questionnaires was done according to advice of experts and respondents.

The following is an index evaluation (Rovinelli and Hambleton, 1997):

Over 0.75 – the items are valid

Equal 0.75 – the items with item objective congruence

Below 0.75 – the items are invalid

The index of IOC was used as follows (Hair et al., 2006):

$$IOC = \frac{\sum_{n=1}^n R}{n}$$

Table 3.1 Item-Objective congruence result

Item	Variable	IOC results
1	Attitude	1
2	Behavioral belief	1
3	Subjective norm	.867
4	Normative belief	.847
5	Perceive behavioral control	1
6	Control belief	.885
7	Behavioral intention	.889
8	Past experience	1

The IOC based on the expert rating are itemize in table 3.2. The IOC result shows that the variables have rating greater than 0.75 cut-off index which rank from 0.847 to 1. Therefore, the questions are considered valid and it measures the research objectives.

3.6 Reliability and Validity

3.6.1 Reliability Test

Based on the empirical study measured the reliability of the questionnaires by using Cronbach's Alpha coefficient, it indicates the level of the items are correlated to each another. The reliability as the consistency and stability of the score from the measurement scale was defined by Hair et al., (2006) that the score of 0.70 or higher will be reliable enough used in the data collection. The score in

table 3.2 was ranked from 0.894 to 0.915; it can imply that the data were acceptable.

Table 3.2 Reliability test using Cronbach's alpha

Factor	Variables	Cronbach's alpha
Attitude (ATT)	ATT1	.899
	ATT2	.899
	ATT3	.902
	ATT4	.897
	ATT5	.898
Behavioral Belief (BB)	BB1	.903
	BB2	.903
	BB3	.902
	BB4	.900
	BB5	.897
	BB6	.900
Subjective Norm (SN)	SN1	.897
	SN2	.898
	SN3	.897
Normative Belief (NB)	NB1	.895
	NB2	.894
	NB3	.897
Perceived Behavioral Control (PBC)	PBC1	.902
	PBC2	.896
	PBC3	.902
Control Belief (CB)	CB1	.915
	CB2	.895
	CB3	.899
	CB4	.899
Behavioral Intention (BI)	BI1	.897
	BI2	.895
	BI3	.897

3.6.2 Validity Test

Validity concerns the test and assessment procedures and the extent to which these measure what they purport to measure. It refers to the degree to which evidence and theory support the interpretations of test scores entailed by proposed uses of tests. The validity of this instrument was checked by using index of Item-Objective Congruence (IOC) developed by Rovinelli and Hambleton, (1977).

The validity test was the items-Objective Congruence (IOC) > 0.75 (Hair et al., 2006). IOC is a process to content the experts' rate the individual items on the scale to the question which used to measure the exact objectives of the individual items on the scale. The content experts evaluated the validity of each research instruments, the items are done with a ranging of +1 (for congruence or for clearly measuring), 0 (for the measure with unclear), and -1 (for incongruence or not measuring) as pursues each objectives.

After the pretest, the questionnaires used in the thesis were modified according to latest information, opinions and recommendations given by foreign tourists who visited boutique hotels in Bangkok region.

3.7 Data Collection

This research used a multi-stage random sampling from the number of foreign tourists who arrival at accommodation establishment in Bangkok, according to the information from TAT. The group of tourists is random from foreign tourists who visit boutique hotels in Bangkok in order to the universalized the results.

The geographic was used to divide the areas for study. Through the purpose of this research will use a Central region of Thailand because it is the center of country where the number of boutique hotels are dramatically increase in the recent year, comprise with several interesting boutique hotels, and easy to accessible to many convenience things.

Bangkok is elected to study because it is a capital of Thailand. It is diffused with the various tourists and boutique hotels in Bangkok. That place provides easy access to BTS, underground MRT, shopping center, fantastic restaurants, outbound expressway, and national airport. Among the above reasons it can be attract many tourists to select Bangkok boutique hotel as a choice of intention to visit.

For the objective of this study, the respondent was sample from various foreign tourists who visit boutique hotels in Bangkok. All the questionnaires are distributed by boutique hotels receptionist, web – based and a researcher personally to respondents. The researchers distributed 1,200 sets of questionnaire to boutique hotel guests who stayed in boutique hotels within Bangkok area approximately 50 questionnaires per one destination. The survey was conducted within the time frame of two months, January 1,

2011 to March 1, 2011. A total of 400 usable responses were received from participants.

Questionnaire collection was planned as follows:

- 3.7.1 Making letters to ask for help and cooperation of boutique hotels in Bangkok area.
- 3.7.2 Preparing attractive questionnaires, brochure, and questionnaire containers with a pigeon hole in order to ease up returning process.
- 3.7.3 Placing questionnaires, brochure, and questionnaire containers to listed hotels.
- 3.7.4 Following up returned questionnaires from hotels every 2 weeks.

3.8 Data Analysis

Regarding with the hypotheses were developed to examine as the objective of the study "Foreign Tourists' Behavioral Intention to Visit Boutique Hotels in Bangkok", these analyzes the relationship of attitude, subjective norm, perceived behavioral control, and past behavior that affects behavioral intention of foreign tourist to visit boutique hotels in Bangkok.

Seven point Likert scale being one of the most reliable measurement scales and very popular in Thailand, this scale will be applied to the present study. Interval with seven point scale is calculated using the following formula,

$$(7 - 1) / 7 = 0.86$$

Based on the above calculation, the scores fall between the ranges of:

1.00 - 1.86 are considered as strongly disagree

1.87 - 2.73 are considered as disagree

2.74 - 3.60 are considered as somewhat disagree

3.61 - 4.47 are considered as neither agree nor disagree

4.48 - 5.34 are considered as somewhat agree

5.35 - 6.21 are considered as agree

6.22 - 7.08 are considered as strongly agree

According to the collecting data, the personal information was use descriptive statistic analysis. The confirmatory factor analysis (CFA) and correlations are conducted to evaluate the underlying structure follows the data using statistical program.

The LISREL 8.7 computer program (Joreskog and Sorbom, 1993) applied to test the causal relationships in the model. The purpose of LISREL 8.7 is to evaluate the goodness of fit, as the absolute fit indices like chi-square (χ^2 , minimum fit the function test), goodness of fit index (GFI), average goodness of fit index (AGFI), and root mean square error of approximation (RMSEA) were used. Furthermore, the goodness-of-fit also use the increment and decrement indices such as norm fit index (NFI), non-norm

index (NNFI), comparative fit index, comparative fit index (CFI), and norm chi-square are used to assess the goodness-of-fit.

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CHAPTER 4

DATA ANALYSIS AND RESULTS

This chapter presents the results of analysis and the interpretation of the data obtained from the research questionnaires, which has been designed base on the conceptual framework. Both descriptive and the statistical tools were used to analyze the findings of the study. The following matters have been discussed.

- 4.1 Demographic Characteristic
- 4.2 Analysis of the Level of Agreement
- 4.3 Data Analysis and Findings
 - 4.3.1 Correlation Analysis
 - 4.3.2 Factor Analysis
 - 4.3.3 Structural Equation Model (SEM)
 - 4.3.4 Hypothesis Testing

4.1 Demographic Characteristic

One thousand two hundred copies of questionnaires were placed at the targeted boutique hotels where foreign tourist visited. There are only 400 copies from respondents found to be usable for this study. The sample represented a diversity of age group, status, and other backgrounds. Numbers of respondents in each category are shown as in Table 4.1. In the first category, female participated in the survey by 50.5% whilst males participated by 49.5% which is slightly lower than that of female.

Under marital status category, there is 58.8% of respondents are single, 28.5% are married whilst only 12.8% are in other category. The most respondents for age category is in the range of 25 to 35 years old being 39.3% of the total number of respondents whilst respondents being less than 25 years old, 36 to 45 years old, and older than 46 years old being 24%, 21.5%, and 15.3%, respectively.

In terms of nationality, European was the largest group of responded sample responding by 38.8%. As for Asian, other nationalities, and American responded by 23.3%, 22%, and 16%, respectively. Besides, most tourists who got Bachelor degree participated by 47.8%, following by 27.8% of Master Degree holders, by 12.5% of other degrees holders, and by 12% of people whose education being below diploma. Considering annual incomes of respondents, most of respondents who have annual incomes more than \$40,001 participated by 32.3%, between \$20,001 – \$30,000 by 24.8%, less than \$20,000 by 23.5%, and between \$30,001 – 40,000 by 19.5%.

Most of tourist who had visited any boutique hotels for 2-3 times in the past participated by 32.5%, more than 5 times by 25.8%, only one time by 24.3%, and 4-5 times by 17.5%. There are 49.5% of respondents stayed in boutique hotels for 2-5 days, as for 19%, 18.5%, and 13% of respondents stayed for 8 days, less than 2 days, and between 6-8 days, respectively.

Table 4.1 Respondent characteristics

Characteristics		Number of Samples (400)	Percentage
Gender	Male	198	49.5%
	Female	202	50.5%
Age	Less than 25	96	24.0%
	25 - 35	157	39.3%
	36 - 45	86	21.5%
	46 and above	61	15.3%
Marital status	Single	235	58.8%
	Married	114	28.5%
	Others	51	12.8%
Education	Bachelors degree	191	47.8%
	Masters degree	111	27.8%
	Others	50	12.5%
	Below Diploma	48	12.0%
Length of stay	Less than 2 days	74	18.5%
	2 – 5 days	198	49.5%
	6 – 8 days	52	13.0%
	More than 8 days	76	19.0%
Nationality	European	155	38.8%
	Asian	93	23.3%
	Others	88	22.0%
	American	64	16.0%
Income	Less than \$20,000	94	23.5%
	\$20,001 - \$30,000	99	24.8%
	\$30,001 - \$40,000	78	19.5%
	More than \$40,001	129	32.3%

Past experience (visited to any boutique hotel)	1 time	97	24.3%
	2 – 3 times	130	32.5%
	4 – 5 times	70	17.5%
	More than 5 times	103	25.8%

4.2 Analysis of the Level of Agreement

An analysis demonstrates degree of agreement of the respondents on attitude, behavioral belief, subjective norm, normative belief, perceived behavioral control, control belief, and behavioral intention being shown in Table 4.2 to Table 4.8.

Table 4.2 Level of agreement of attitude

Factor	Mean	Std. Deviation	Level of Agreement
Pleasant	5.61	1.273	Agree
Preferable	5.44	1.283	Agree
Enjoyable	5.61	1.283	Agree
Good idea	5.46	1.301	Agree
Positive thinking	5.38	1.245	Agree
Attitude	5.501	1.277	Agree

The mean value of the attitude apparently turned out to be approximately 5.501 and standard deviation turned out to be approximately 1.277 which came from pleasant (mean=5.61; standard deviation=1.273), preferable (mean=5.44; standard deviation=1.283), enjoyable (mean=5.61; standard deviation=1.283), good idea (mean=5.46; standard deviation=1.301), and positive thinking (mean=5.38; standard

deviation=1.245). The result reveals the respondents totally agreed with all attitudes as listed in the Table 4.2.

Table 4.3 shows the mean value of the behavioral belief which apparently turns out to be approximately 5.357 and standard deviation turned out to be approximately 1.302 which consist of sightseeing (mean=5.32; standard deviation=1.233), shopping (mean=5.32; standard deviation=1.218), experience culture difference (mean=5.36; standard deviation=1.356), experience different lifestyle (mean=5.37; standard deviation=1.350). The level of agreement tends to be agree rather than somewhat agree.

Table 4.3 Level of agreement of behavioral belief

Factor	Mean	Std. Deviation	Level of Agreement
Sightseeing	5.32	1.233	Somewhat agree
Shopping	5.32	1.218	Somewhat agree
Experience culture difference	5.36	1.356	Agree
Experience different lifestyle	5.37	1.350	Agree
Feel private	5.66	1.282	Agree
Experience street foods	5.11	1.371	Somewhat agree
Behavioral Belief	5.357	1.302	Agree

Table 4.4 shows the mean value of subjective norm which apparently turns out to be approximately 3.918 and standard deviation turned out to be approximately 1.446 which comprises influence person recommend (mean=4.04; standard deviation=1.469), influence person want (mean=3.79; standard deviation=1.425), and influence person

approve (mean=3.92; standard deviation=1.444). The result in this category shows totally neither agree nor disagree for level of agreement of subjective norm.

Table 4.4 Level of agreement of subjective norm

Factor	Mean	Std. Deviation	Level of Agreement
Influence person recommend	4.04	1.469	Neither Agree nor Disagree
Influence person want	3.79	1.425	Neither Agree nor Disagree
Influence person approve	3.92	1.444	Neither Agree nor Disagree
Subjective Norm	3.918	1.446	Neither Agree nor Disagree

Table 4.5 shows the mean value of normative belief apparently turns out to be approximately 4.081 and standard deviation turned out to be approximately 1.457 which comprise of Information given by travel agency (mean=5.32; standard deviation=1.233), close friend (mean=5.32; standard deviation=1.218), and family (mean=5.36; standard deviation=1.356). These indicate that foreign tourists as well totally neither agree nor disagree with the normative belief.

Table 4.5 Level of agreement of normative belief

Factor	Mean	Std. Deviation	Level of Agreement
Information given by travel agency	4.16	1.460	Neither Agree nor Disagree
Close friend	4.10	1.445	Neither Agree nor Disagree
Family	3.99	1.466	Neither Agree nor Disagree
Normative Belief	4.081	1.457	Neither Agree nor Disagree

Table 4.6 Level of agreement of perceived behavioral control

Factor	Mean	Std. Deviation	Level of Agreement
Own decision	6.01	1.248	Agree
Easily to choose	5.64	1.239	Agree
Affordable	5.40	1.300	Agree
Perceived Behavioral Control	5.683	1.262	Agree

Table 4.6 shows the mean value of perceived behavioral control apparently turned out to be approximately 5.683 and standard deviation turns out to be approximately 1.262 which combine with own decision (mean=6.01; standard deviation=1.248), easily to choose (mean=5.64; standard deviation=1.239), and affordable (mean=5.40; standard deviation=1.300). The result exposes the respondents agree with the perceived behavioral control.

Table 4.7 Level of agreement of control belief

Factor	Mean	Std. Deviation	Level of Agreement
High risk in crime	3.41	1.484	Somewhat Disagree
Personal safety	5.50	1.263	Agree
Mandatory stop in a package tour	4.51	1.416	Somewhat Agree
Expensive	4.54	1.415	Somewhat Agree
Control Belief	4.488	1.395	Somewhat Agree

Table 4.7 shows the mean value of control belief apparently turns out to be approximately 4.488 and standard deviation turned out to be approximately 1.395 which

compose of personal safety (mean=5.50; standard deviation=1.263), mandatory stop in a package tour (mean=4.51; standard deviation=1.416), and expensive (mean=4.54; standard deviation=1.415). The control belief shows the somewhat agree level of agreement.

Table 4.8 Level of agreement of behavioral intention

Factor	Mean	Std. Deviation	Level of Agreement
More likely to stay	5.36	1.339	Agree
Intend to stay	5.35	1.325	Agree
Want to stay	5.34	1.345	Somewhat Agree
Behavioral Intention	5.348	1.336	Agree

The mean value of behavioral intention apparently turns out to be approximately 5.348 and standard deviation turned out to be approximately 1.336 which compose of more likely to stay (mean=5.36; standard deviation=1.339), intend to stay (mean=5.35; standard deviation=1.325), and want to stay (mean=5.34; standard deviation=1.345). The result turned out to be agree rather than somewhat agree.

4.3 Data Analysis and Findings

Data analysis and findings were based on the statistical analysis from correlation analysis, factor analysis, path analysis and hypothesis testing. Abbreviations used for analysis performed as the following data in the table 4.9.

Table 4.9 Definition of variables

Factor	Component	Definition
Attitude (ATT)	ATT1	Pleasant
	ATT2	Preferable
	ATT3	Enjoyable
	ATT4	Good idea
	ATT5	Positive thinking
Behavioral Belief (BB)	BB1	Sightseeing
	BB2	Shopping
	BB3	Experience culture difference
	BB4	Experience different lifestyle
	BB5	Feel private
	BB6	Experience street foods
Subjective Norm (SN)	SN1	Influence person recommend
	SN2	Influence person want
	SN3	Influence person approve
Normative Belief (NB)	NB1	Travel agency
	NB2	Close friend
	NB3	Family
Perceived Behavioral Control (PBC)	PBC1	Own decision
	PBC2	Easily to choose
	PBC3	Affordable
Control Belief (CB)	CB1	High risk in crime
	CB2	Personal safety
	CB3	Mandatory stop in a package tour
	CB4	Expensive
Behavioral Intention (BI)	BI1	More likely to stay
	BI2	Intend to stay
	BI3	Want to stay

4.3.1 Correlation Analysis

Correlation is a statistical tool used to measure strength of relationship between two variables. It can be used to measure a linear relation between two or more variables. A sign and an absolute value correlation coefficient r are used to describe a direction and a magnitude of the relationship between two variables. However, usages of correlation in this study are list as follows:

- 4.3.1.1 A value of the correlation coefficient r ranges between -1 to 1.
- 4.3.1.2 The greater the absolute value of correlation coefficient, the stronger the relationship.
- 4.3.1.3 The weakest relationship is indicated by correlation coefficient equal to 0.
- 4.3.1.4 The positive correlation means if one variable becomes bigger, the other variable tends to directly become bigger too (direct relation).
- 4.3.1.5 The negative correlation means if one variable becomes bigger, the other variable tends to inversely become smaller (inverse relation).

A correlation matrix in Table 4.10 shows relationship among the dependent variables, behavioral intention, and the independent variables comprising factors namely: attitude, behavioral belief, subjective norm, normative belief, perceived behavioral control, and control belief, and past experience. An

interpretation of the correlations is based on a significant of the correlation among the independent variables.

Table 4.10 Correlation matrix

	ATT	BB	SN	NB	PBC	CB	BI	PE
ATT	1.000							
BB	0.719**	1.000						
SN	0.293**	0.314**	1.000					
NB	0.255**	0.315**	0.721**	1.000				
PBC	0.524**	0.520**	0.029	0.064	1.000			
CB	0.366**	0.427**	0.354**	0.397**	0.128*	1.000		
BI	0.646**	0.637**	0.371**	0.386**	0.558**	0.347**	1.000	
PE	0.302**	0.279**	0.055	-0.012	0.313**	0.106*	0.279**	1.000

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

* Correlation is significant at the 0.05 level (2-tailed).

The attitude (ATT) based on the correlation matrix as tabulated in Table 4.10, and the correlation is significant at 0.01 levels. It has positive correlation with behavioral belief ($r=0.719$, $p=0.01$), subjective norm ($r=0.293$, $p=0.01$), normative belief ($r=0.255$, $p=0.01$), perceived behavioral control ($r=0.524$, $p=0.01$), control belief ($r=0.366$, $p=0.01$), behavioral intention ($r=0.646$, $p=0.01$), and past experience ($r=0.302$, $p=0.01$).

The behavioral belief (BB) has significant correlation at 0.01 levels. The behavioral belief has positive correlation with subjective norm ($r=0.314$, $p=0.01$), normative belief ($r=0.315$, $p=0.01$), perceived behavioral control ($r=0.520$, $p=0.01$),

control belief ($r=0.427$, $p=0.01$), behavioral intention ($r=0.637$, $p=0.01$), and past experience ($r=0.279$, $p=0.01$).

The subjective norm (SN) has significant correlation at 0.01 levels. The subjective norm has positive correlation with normative belief ($r=0.721$, $p=0.01$), control belief ($r=0.354$, $p=0.01$), and behavioral intention ($r=0.371$, $p=0.01$). However, it has no significant at 0.01 with perceived behavioral control ($r=0.029$, $p=0.01$) and past experience ($r=0.055$, $p=0.01$).

The normative belief (NB) has significant correlation at 0.01 levels. The normative belief has positive correlation with control belief ($r=0.397$, $p=0.01$), and behavioral intention ($r=0.386$, $p=0.01$). However, it has no significant at 0.01 with the perceived behavioral control ($r=0.064$, $p=0.01$) and past experience ($r=-0.012$, $p=0.01$).

The perceived behavioral control (PBC) has significant correlation at 0.01 levels. The perceived behavioral control has positive correlation with behavioral intention ($r=0.558$, $p=0.01$), and past experience ($r=0.313$, $p=0.01$).

The control belief (CB) has significant correlation at 0.01 levels. The control belief has positive correlation with behavioral intention ($r=0.347$, $p=0.01$).

The behavioral intention (BI) has significant correlation at 0.01 levels. The control belief has positive correlation with past experience ($r=0.279$, $p=0.01$).

The perceived behavioral control (PBC) has significant correlation at 0.05 levels. The perceived behavioral control has positive correlation with control belief ($r=0.128$, $p=0.05$). Also the control belief (CB) has positive correlation with past experience ($r=0.106$, $p=0.01$).

Conclusively, the correlation matrix revealed that all the variables specified above were related and significant with each other such as the attitude related with behavioral belief, subjective norm, normative belief, perceived behavioral control, control belief, behavioral intention, and past experience. While the behavioral belief related with subjective norm, normative belief, perceived behavioral control, control belief, behavioral intention, and past experience. Moreover, the subjective norm related with normative belief, control belief, and behavioral intention. Furthermore, the normative belief related with control belief, and behavioral intention. Also the perceived behavioral control related with behavioral intention, and past experience. In addition, the control belief related with behavioral intention. Lastly, the behavioral intention related with past experience.

Unless, the subjective norm with perceived behavioral control, and past experience. Similarly to the normative belief with perceived behavioral control and past experience that was not related between each other.

4.3.2 Factor Analysis

Factor analysis is the techniques use linear combinations of variables to explain sets of observations on many variables. It familiar to uncover the latent structure dimensions of a set of variables. It reduces attribute space from a larger number of variables to a smaller number of factors. In principal components, the intrinsic interest is in the observed variables. The combination of variables is primarily a tool for simplifying the interpretation of the observed variables. In factor analysis, the intrinsic interest is in the underlying factors, the observed variables are relatively of little interest. Linear combinations are formed to derive the factors.

The factor loadings are the correlation coefficients between the variables and factors. Factor loadings are the basis for imputing a label to different factors. Analogous to Pearson's r , the squared factor loading is the percentage of variance in the variable, explained by a factor.

The sum of the squared factor loadings for all factors for a given variable is the variance in that variable accounted for by all the factors, and this is called the communality. In complete principal components analysis, with no factors dropped, communality is equal to 1.0, or 100% of the variance of the given variable.

The factor analysis model does not extract all the variance; it extracts only that proportion of variance, which is due to the common factors and shared by

several items. The proportion of variance of a particular item that is due to common factors (shared with other items) is called communality. The proportion of variance that is unique to each item is then the respective item's total variance minus the communality.

Various rotation strategies are used as an instrument: Varimax, Oblimin, Quartimin, but the most common rotation strategy is the Varimax rotation. The goal of these rotation strategies is to obtain a clear pattern of loadings, such as the factors are somehow clearly marked by high loadings for some variables and low loadings for other variables. This general pattern is called Simple Structure.

Varimax rotation attempts to maximize the variances of the squared normalized factor loadings across variables for each factor. This is equivalent to maximizing the variances in the columns of the matrix of the squared normalized factor loadings.

The eigenvalue for a given factor reflects the variance in all the variables, which is accounted for by that factor. A factor's eigenvalue may be computed as the sum of its squared factor loadings for all the variables. If a factor has a low eigenvalue, then it is contributing little to the explanation of variances in the variables and may be ignored. Based on the study, the factor analysis is performing as mentioned above (see Table 4.10). The first variable to be tested by factor analysis is attitude which is consisting of five components; pleasant, preferable, enjoyable, good idea, and positive thinking. Second, Behavioral belief

comprises of six components which are sightseeing, shopping, experience culture difference, experience different lifestyle, feel private, and experience street foods. The third variable is subjective norm which is divided in three dimensions; influence person recommend, influence person want, and influence person approve. The fourth variable is normative belief consist of three components; travel agency, close friend, and family. Fifth, Perceived Behavioral Control contain with four components; own decision, easily to choose, and affordable. Sixth, compose of three components; high risk in crime, personal safety, mandatory stop in a package tour, and expensive. The last variable is behavioral intention which is consisting of three components; more likely to stay, intend to stay, and want to stay.

Table 4.11, it provides the information about how much the variance in items explained. The communities' value with less than 0.3, it is represent that the item does not fit well with other items in its components (Hair et al., 1998). The communities for this study in the table 4.11 range from 0.526 to 0.898. While components of ATT have values range from 0.699 to 0.796, BB components range from 0.699 to 0.769, SN components range from 0.699 to 0.815, NB components range from 0.664 to 0.740, PBC components range from 0.646 to 0.791, and CB components range from 0.526 to 0.719 where all the degree of confidence in the factor solution is permissible.

Table 4.11 Extraction of communalities

Variables	Components	Initial	Extraction
ATT	ATT1	1.000	.791
	ATT2	1.000	.699
	ATT3	1.000	.751
	ATT4	1.000	.796
	ATT5	1.000	.718
BB	BB1	1.000	.740
	BB2	1.000	.733
	BB3	1.000	.636
	BB4	1.000	.833
	BB5	1.000	.898
	BB6	1.000	.776
SN	SN1	1.000	.699
	SN2	1.000	.815
	SN3	1.000	.743
NB	NB1	1.000	.664
	NB2	1.000	.740
	NB3	1.000	.691
PBC	PBC1	1.000	.526
	PBC2	1.000	.791
	PBC3	1.000	.699
CB	CB1	1.000	.751
	CB2	1.000	.796
	CB3	1.000	.718
	CB4	1.000	.740

Table 4.12 Total variance explained

Model	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of variance	cumulative %	total	% of variance	cumulative %
ATT	7.030	39.057	39.057	3.747	20.817	20.817

BB	2.486	13.812	52.869	3.035	16.862	37.679
SN	1.391	7.725	60.594	2.531	14.061	51.740
NB	1.249	5.202	68.278	1.795	7.477	65.525
PBC	1.265	7.025	67.620	2.363	13.129	64.869
CB	1.076	5.977	73.597	1.571	8.728	73.597

Table 4.12 accomplishes the factor loadings of the rotated matrix and the percentage of variability explained by each factor of each variable ranked in order of Eigenvalue. The table describes the statistic for each factor before and after the components was extracted.

The cumulative percentage of variance before and after the rotation remains the same at 73.60% but the percentage accounted for each factor performs change. For example, the before rotation the first component, ATT accounted the percentage of variance for 39.057% while after rotation accounted the percentage of variance for 20.817%. The second component (BB), accounted for 13.812% before and after 16.862%. The third component (SN), accounted for 7.725% before and after 14.061%. The fourth component (PBC), accounted for 7.025% before and after 13.129%. The fifth component normative belief (NB), accounted for 5.202% before and after 7.477%. The final component (CB), accounted for 5.977% before and 8.728% after rotation.

The difference in factor loading before and after rotation was due to the redistribution of factor loading pattern and also the percentage change in variance for each factor variance is different.

Scree Plot

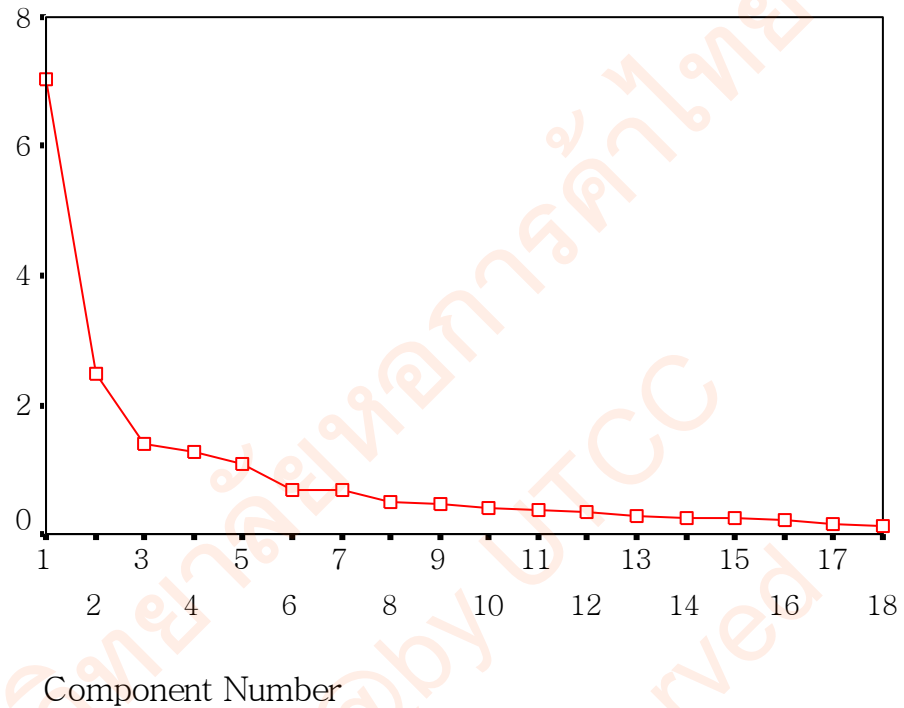


Figure 4.1 Scree plot

As a result of the extraction, all the factors with the Eigenvalue (latent root criterion) of greater than one (1) are considered significant (Hair et al., 2006). The six components can be extracted for interpreting the variables as the Scree plot shown in figure 4.1. The maximum number of components extracted is performing with the point which the curve first starts to straighten. All components explained about 73.60% of the variance. Consequently, the Scree plot which includes six components is fits the hypothesized model underlying the purpose of this study.

Table 4.13 Rotated component matrix

Variables	Component					
	1	2	3	4	5	6
Pleasant	0.815					
Preferable	0.713					
Enjoyable	0.807					
Good idea	0.812					
Positive thinking	0.678					
Sightseeing		0.921				
Shopping		0.514				
Experience culture		0.764				
Experience different		0.772				
Feel private		0.901				
Experience street		0.735				
Influence person			0.875			
Influence person			0.923			
Influence person			0.848			
Travel agency				0.771		
Close friend				0.783		
Family				0.796		
Own decision					0.771	
Easily to choose					0.855	
Affordable					0.709	
High risk in crime						0.532
Personal safety						0.582
Package tour						0.626
Expensive						0.817

Factor analysis with principal component and VARIMAX rotation methods was performed to ascertain that BB, NB, CB, direct measures of attitude, subjective norm, and perceived behavioral control, and behavioral intention are distinct constructs. The main purpose of the rotation is to make larger loading larger and smaller loadings smaller than their unrotated values. In addition, the rotated loadings are useful in naming the factors (see table 4.13). The rotation was performed as to redistribute the variances more evenly and to make the factor loading move meaningful and easier to interpret. The table 4.13 rotated component matrix had grouped have 24 variables into six components where the naming and grounding of the variables is made easier.

Table 4.14 Summarized result of rotated analysis

No.	Components	Variable	Factor loadings					
			Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6
1	Attitude	Att1	0.815	-	-	-	-	-
		Att2	0.713	-	-	-	-	-
		Att3	0.807	-	-	-	-	-
		Att4	0.812	-	-	-	-	-
		Att5	0.678	-	-	-	-	-
2	Behavioral Belief	BB1	-	0.921	-	-	-	-
		BB2	-	0.514	-	-	-	-
		BB3	-	0.764	-	-	-	-
		BB4	-	0.772	-	-	-	-
		BB5	-	0.901	-	-	-	-
		BB6	-	0.735	-	-	-	-

3	Subjective Norm	SN1	-	-	0.875	-	-	-
		SN2	-	-	0.923	-	-	-
		SN3	-	-	0.848	-	-	-
4	Normative Belief	NB1	-	-	-	0.771	-	-
		NB2	-	-	-	0.783	-	-
		NB3	-	-	-	0.796	-	-
5	Perceived Behavioral Control	PBC1	-	-	-	-	0.771	-
		PBC2	-	-	-	-	0.855	-
		PBC3	-	-	-	-	0.709	-
6	Control Belief	CB1	-	-	-	-	-	0.532
		CB2	-	-	-	-	-	0.582
		CB3	-	-	-	-	-	0.626
		CB4	-	-	-	-	-	0.817

Table 4.14 revealed that pleasant, preferable, enjoyable, good idea, and positive thinking are rotated significantly in component one and are grouped in attitude factor. The factor loading for attitude factor has loading of 0.815, 0.713, 0.807, 0.812, and 0.678 respectively for pleasant, preferable, enjoyable, good idea, and positive thinking.

Besides, the sightseeing, shopping, experience culture difference, experience different lifestyle, feel private, and experience street foods are rotated significantly in component two and are grouped in behavioral belief factor. The factor loading for behavioral belief factor has loading of 0.921, 0.514, 0.764, 0.772, 0.901, and 0.735 respectively for sightseeing, shopping,

experience culture difference, experience different lifestyle, feel private, and experience street food.

Moreover, the influence person recommends, influence person want, and influence person approve are loaded significantly in component three and are group in subjective norm. The factor loading for subjective norm has loading of 0.875, 0.923, and 0.848 respectively for influence person recommends, influence person want, and influence person approve.

Furthermore, the travel agency, close friend, and family are loaded significantly in component four and are group in normative belief. The factor loading for subjective norm has loading of 0.771, 0.783, and 0.796 respectively for travel agency, close friend, and family.

The own decision, easily to choose, and affordable are rotated significantly in component five and are grouped in perceived behavioral control factor. The factor loading for perceived behavioral control factor has loading of 0.771, 0.855, and 0.709 respectively for own decision, easily to choose, and affordable.

Lastly, the high risk in crime, personal safety, mandatory in a package tour, and expensive are rotated significantly in component six and are grouped in control belief factor. The factor loading for control belief factor has loading of

0.532, 0.582, 0.626, and 0.817 respectively for personal safety, mandatory in a package tour, and expensive.

4.3.3 Structural Equation Model (SEM)

For the purpose of testing the research model showed in Figure 2.2 the structural equation model (SEM) was performed to investigate the relationships between the criterion variable of behavioral intention and the respective predictor variables of attitude, subjective norm, perceived behavioral control, and past behavior.

The analysis was using LISREL8.72 (Jöreskog and Sörbom) to accomplish. The LISREL model assumes that casual structure among the set of dependent and independent variable are specified. There are set of observed variable and latent variables, that the latent variable appear the all of the observed variable. The straight arrows depict the effect of independent variables on the dependent variables.

The absolute fit measure which is a combination of increment fit measure and parsimonious fit measure are used to test the model. The absolute fit measure determines the degree to which the all model predicts the observed correlation or covariance matrix and the incremental fit measure compare the proposed measure to some baseline model referred to as the null model. The parsimonious fit measure relates the goodness of fit of the model into the number of estimated coefficient required to achieve the level of fit. The maximum

likelihood parameter estimate and the overall maximum goodness of fit for the model were used to determine the path of the variable. The maximum likelihood estimation (MLE) is ordinarily manipulated in structural equation models.

The researcher can develop a lot of structural equation to construct the structural model and can be used for testing the hypothesis. The structural equation of this study can be show in table 4.15.

Table 4.15 The Standardized total effect, direct effect and indirect effect.

Endogenous variable	Effect	Exogenous						
		BB	NB	CB	ATT	SN	PBC	PB
Attitude	DE	0.85						
	IE	0.04						
	TE	0.89						
Behavioral belief	DE							
	IE							
	TE							
Subjective norm	DE		0.96					
	IE		0.23					
	TE		1.19					
Normative belief	DE							
	IE							
	TE							
Perceived behavioral control	DE			0.81				
	IE			0.11				
	TE			0.92				
Control belief	DE							

	IE							
	TE							
Behavioral intention	DE				0.10	0.32	0.12	0.55
	IE	0.10	0.36	0.11	0.02	0.04	0.08	
	TE				0.12	0.36	0.20	0.55

Note: TE = total effect DE= direct effect ID = indirect effect

Table 4.15, the behavioral belief has positive direct effect to attitude at 0.85, and also has positive indirect effect to behavioral intention at 0.10, hence behavioral belief has significant in structural model.

The normative belief has a positive direct effect to subjective norm at 0.96, and also has positive indirect effect to behavioral intention at 0.36. It denotes that normative belief has significant in structural model.

In addition, control belief has a positive direct effect to perceived behavioral control at 0.81, and also has positive indirect effect to behavioral intention at 0.11. It can describe that control belief has a significant and direct effect to structural model.

The attitude, subjective norm, perceived behavioral control, and past behavior has a positive direct effect to behavioral intention at 0.10, 0.32, 0.12, and 0.55 consequently. It implies that attitude, subjective norm, perceived behavioral control, and past behavior has significant in structural model.

The full structural model shown in Figure 4.2 represent for the final model of the foreign tourists' behavioral intention to visit boutique hotel in Bangkok. It was derived from the seven hypotheses since the proposed measurement relationships were consistent with the data.

Figure 4.2 demonstrates the structural model parameters and summarizes the degree to which the data fit the model where abbreviations were defined as follows:

ATT1 = Pleasant, ATT2 = Favorable, ATT3 = Enjoyable, ATT4 = Good idea, ATT5 = Positive thinking, BB1 = Sightseeing, BB2 = Shopping, BB3 = Experience cultural difference, BB4 = Experience different lifestyle, BB5 = feel private, BB6=experience street food, SN1 = Influence person recommend, SN2 = Influence person want, SN3 = Influence person approve, NB1 = Travel agency, NB2 = Close friends, NB3 = Family, PBC1 = Own decision, PBC2 = Easily to choose, PBC3= Affordable, CB1 =High risk in crime, CB2 = Personal safety, CB3 = Mandatory stop in a package tour, CB4 = Expensive, BI1 = More likely to stay, BI2 = Intend to stay, and BI3 = Want to stay.

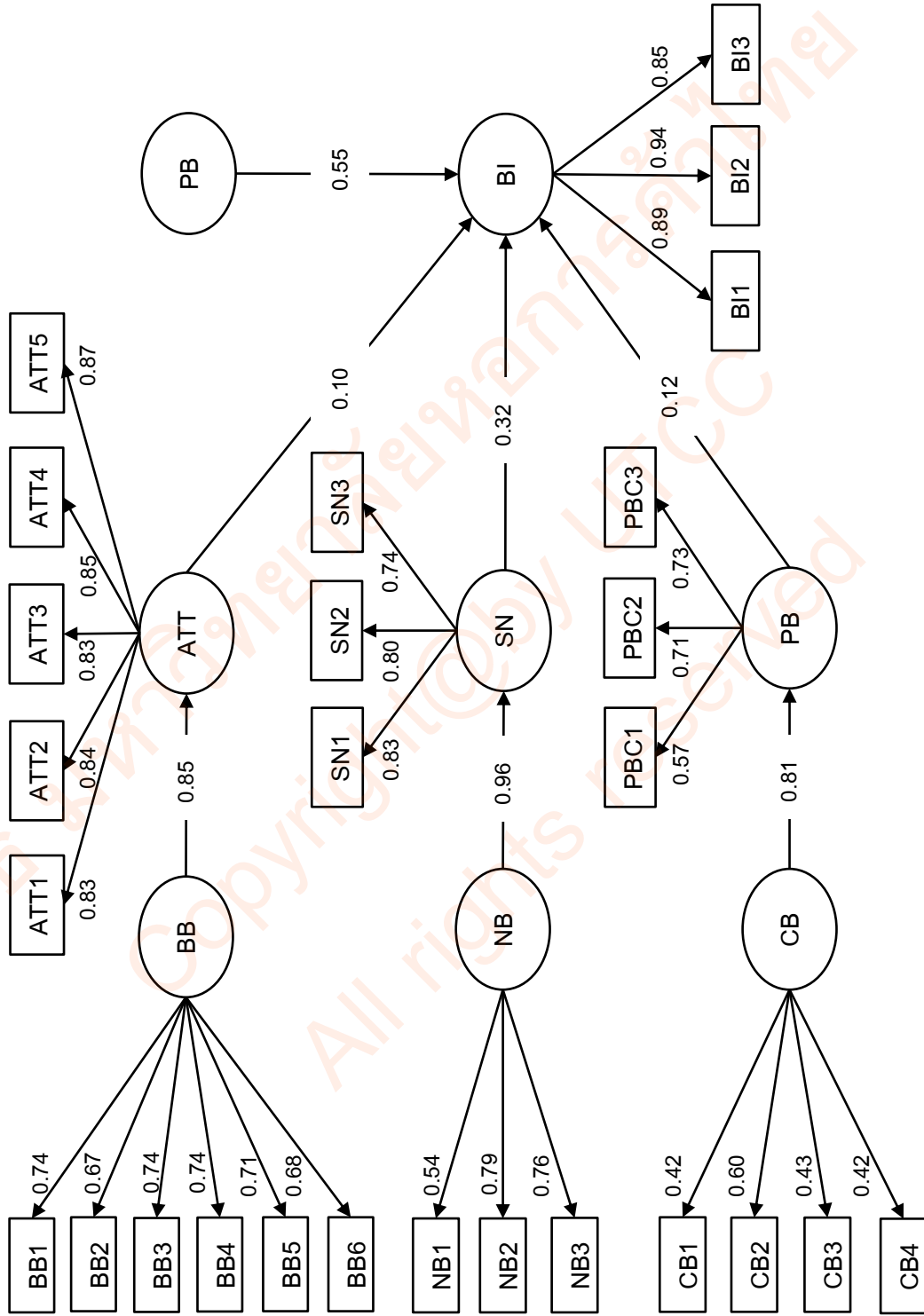


Figure 4.2 SEM: Standardized solution ($\chi^2 = 299.69$, $df = 222$, $P\text{-value} = 0.0639$, $RMSEA = 0.030$)

A confirmatory factor analysis for the multi-item scales was carried out using the maximum likelihood procedure in SEM. The fit between the structural model and data was evaluated by means of three standard indices: goodness-of-fit (GFI), adjusted goodness-of-fit (AGFI), and root mean square error of approximation (RMSEA) which will be discussed in the following point. Figure 4.2 also reveals that the model accounts for the standardized direct effects on behavioral intention were 0.55 for past behavior, 0.32 for subjective norm, 0.12 for perceived behavioral control, and 0.10 for attitude. Moreover, the standardized direct effect on attitude for behavioral belief was 0.85, on subjective norm for normative belief was 0.96, and on perceived behavioral control for control belief was 0.81. Therefore, the standardized path coefficient reflected in Figure 4.2 shows all the paths is significant and the model produces overall fit χ^2 of 303.73 with P-value 0.064. The entire coefficient has positive sign.

Table 4.16 Goodness of fit Statistic

Absolute Fit Measure	
Degree of Freedom (df)	222
Minimum Fit Function Chi-Square (χ^2)	303.73 (p = 0.022)
Normal Theory Weighted Least Square Chi-Square	299.69 (p = 0.064)
Goodness of Fit Index (GFI)	0.95
Root Mean Square Residual (RMR)	0.085
Standardized RMR (SRMR)	0.046
Root Mean Square Error of Approximation (RMSEA)	0.030

Incremental Fit Measure	
Adjusted Goodness of Fit Index (AGFI)	0.91
Normed Fit Index (NFI)	0.99
Non-Normed Fit Index (NNFI)	0.99
Comparative Fit Index (CFI)	1.00
Parsimonious Fit Measure	
Normed Chi-Square (Normed χ^2)	1.37

Minimum fit function chi-square (χ^2) is the fundamental measure used in SEM to quantify the differences between the observed and estimated covariance matrices (Hair et al, 2006). The probability value associated with χ^2 indicates the likelihood of obtaining a χ^2 value that exceeds the χ^2 value when hypothesis (specific matrices for the model under study is valid) is true (Byrne, 1998). Thus, the higher the probability associated with χ^2 , the closer the fit between the hypothesized models. Based on the absolute fit measure in the table 4.16 the χ^2 measure of the model fit is 304 which it is small to reject the hypothesis of a good fit ($p=0.022$) at the minimum acceptance level of 0.02. This indicates that the difference between the observed and predicted variance-covariance matrix is statistically significant.

The goodness of fit index (GFI) represents overall degree of fit without adjusting for degree of freedom. GFI values range from 0 to 1, with one for the best possible fit. The GFI values greater than or equal to 0.90 were used to justify the final model and considered acceptable and good fit. The goodness of

fit index of this research is 0.95 as depicted in table 4.16 more than 0.90 which represent a good fit of the model.

The standardized root mean square (SMR) is another absolute fit index. SRMR is the standardized difference between the observed covariance and predicted covariance. A value of zero indicates perfect fit. This measure tends to be smaller as sample size increases and as the number of parameters in the model increases. A value less than .08 is considered a good fit. In this study SRMR was 0.046 as depicted in table 4.16, which is demonstrative of good model fit. The SRMR is interpreted as the average absolute discrepancy between the predicted and observed correlations. Thus, the overall absolute fit of the model is good.

The root means square error approximation (RMSEA) is one of the most important fit indices and it attempts to correct the tendency of the χ^2 statistic to reject any specific model with sufficiently large. The RMSEA of this study is 0.030 as depicted in table 4.16, a popular criterion is to accept models that RMSEA less than 0.05 which represents a good fit.

The adjusted goodness of fit index (AGFI) is a variant of GFI which uses mean squares instead of total sums of squares. Equivalently, the AGFI is adjusted for the degrees of freedom a model relative to the number of variables (Schumacker and Lomax, 1996; Jöreskog and Sorbom, 1996). AGFI values range from zero to one, with one for the best possible fit. The AGFI values

greater than or equal to 0.90 were used to justify the final model and considered acceptable. The adjusted goodness of fit index (AGFI) of this research is 0.91 as depicted in table 4.16 above the 0.90 which explains an acceptable.

The normed fit index (NFI) is one of the original incremental measures of fit, the normed fit index represents a ratio of the difference in the χ^2 value for the fitted model and a null model divided by the χ^2 value for the null model. The index ranges between 0 and 1, and a model with perfect fit would produce an NFI of 1.00 (Bentler and Bonnet, 1980). The normed fit index (NFI) of this research is 0.99 as depicted in table 4.16 above the 0.90 which can determine that it is acceptable.

The non-normed fit index (NNFI) is a modification of NFI that rewards parsimonious models. NNFI values range from 0 to 1, with the values above 0.90 for the best possible fit (Dhuganna et al., 2007). This study NNFI is 0.99 as depicted in table 4.16 which can interpret that it is acceptable.

The comparative fit index (CFI) is a measure of relative non centrality between the tested model and the independence model, because it can rewrite as where λ represents an estimate of the non centrality for each model. The CFI values range from 0 to 1, with the values above 0.90 for the acceptable (Dhuganna et al., 2007). However, this study CFI equal 1.00 as depicted in table 4.16 which greatest that 0.90 which is acceptable.

The normed chi square (Normed χ^2) of the parsimonious fit measure is calculated by dividing the χ^2 by df. The Normed χ^2 assess the inappropriateness of the model. If the value of the Normed χ^2 is less than 1.0, the model can be termed as "OVER-FITTED" and fit the Normed χ^2 is greater than the upper threshold level of 2.0 or 3.0, than the model is not true representative of the observed data and needs improvement (Hooper et al., 2008).

Based on the table 4.12 condition the Normed χ^2 is calculated as follows;

$$\text{Normed } \chi^2 = \chi^2 / \text{df}$$

$$\text{Normed } \chi^2 = 303.73 / 222 = 1.37$$

Therefore, the Normed χ^2 of 1.37 is a good fit with the acceptable less than 2. The absolute fit measure indicate that the model is a good fit with χ^2 of 303.73 df of 222 (p=0.022); GFI =0.95; RMR = 0.085; SRMR= 0.046; RMSEA=0.030; all the Absolute fit Measure are within the acceptable level. The incremental fit measure that including AGFI, NNFI, NFI and CFI have greater than values more than or equal 0.90, however all the incremental fit values more than 0.90. Consequently, the absolute fit measure, the incremental fit measure and parsimonious fit measure indicated that the model is good fit. The detail of the goodness-of-fit statistic is referring in appendix C.

4.3.4 Hypothesis Testing

Since the proposed measurement relationships were consistent with the data, the structural model was evaluated. An examination of the structural model involves significance tests for the estimated coefficients (paths), which provide the basis for accepting or rejecting the proposed relationships between latent constructs. Table 4.17 shows the results of the model estimation with parameter estimates of the hypothesized paths and t-values. Where the t-value of each variable associated with each of the loading surpass the critical values of 1.96, it is significant for 0.05 significant levels, at 0.01 significant levels at critical value 2.576 and at 0.001 significant levels at critical value 3.28.

Table 4.17 Summary of path analysis for hypothesis testing

Path from	To	t-value	Results
Attitude	Behavioral intention	2.59**	Supported
Subjective norm	Behavioral intention	4.00***	Supported
Perceived behavioral	Behavioral intention	2.58**	Supported
Behavioral belief	Attitude	16.57***	Supported
Normative belief	Subjective norm	16.16***	Supported
Control belief	Perceived behavioral	9.01***	Supported
Past behavior	Behavioral intention	3.01**	Supported

Note: *significance at 0.05 level, $1.96 \leq p < 2.58$; **significance at 0.01 level, $2.58 \leq P < 3.28$; ***significance at 0.001 level, $P \geq 3.28$

Hypothesis 1: Attitude toward a boutique hotel has a direct effect on behavioral intention to choosing a boutique hotel.

Table 4.17 indicates that the attitude variable has significant level at 0.01 of t-value 2.59 which is a critical value of $2.58 \leq P < 3.28$ to accept the proposed hypothesis. The positive relation indication can imply that if the attitude toward a boutique hotel in Bangkok among foreign tourists become more positive, it due to a significant increase in behavioral intention to visit boutique hotel.

Hypothesis 2: Subjective norm has a direct effect on a tourist's behavioral intention to visit a boutique hotel.

Table 4.17 reveals that the subjective norm variable has significant level at 0.001 of t-value of 4.00 which is critical value of $P \geq 3.28$ to accept the proposed hypothesis. The positive relation indication can imply that if the subjective norm which is foreign tourists' perceived social pressure from influence person for selecting a boutique hotel in Bangkok becomes more positive or intensely impulsive, it due to a great significant increase in behavioral intention to visit boutique hotel.

Hypothesis 3: Perceived behavioral control has a direct effect on a tourist's behavioral intention to visit a boutique hotel.

Table 4.17 discloses that the perceived behavioral control variable has significant level at 0.01 of t-value of 2.58 which is critical value of $2.58 \leq P < 3.28$ to accept the proposed hypothesis. The positive relation indication can imply that if the perceived behavioral control of foreign tourists to selecting a boutique

hotel in Bangkok becomes more positive or they have some facilitate, it due to a significant increase in behavioral intention to visit boutique hotel.

Hypothesis 4: Behavioral belief has a direct effect on the overall attitude toward a boutique hotel.

Table 4.17 unveils that the behavioral belief variable has significant level at 0.001 of t-value of 16.57 which is critical value of $P \geq 3.28$ to accept the proposed hypothesis. The positive relation indication can imply that if the behavioral belief toward a boutique hotel in Bangkok among foreign tourists becomes more positive, it due to an immensely significant increase in positive attitude toward visiting a boutique hotel.

Hypothesis 5: Normative belief has a direct effect on the subjective norm toward a boutique hotel.

Table 4.17 unveils that the normative belief variable has significant level at 0.001 of t-value of 16.16 which is critical value of $P \geq 3.28$ to accept the proposed hypothesis. The positive relation indication can imply that if the normative belief toward a boutique hotel in Bangkok among foreign tourists becomes more positive, it due to an immensely significant increase in subjective norm toward visiting a boutique hotel.

Hypothesis 6: Control belief has a direct effect on the perceived behavioral control toward a boutique hotel.

Table 4.17 uncovers that the control belief variable has significant level at 0.001 of t-value of 9.01 which is critical value of $P \geq 3.28$ to accept the proposed hypothesis. The positive relation indication can imply that if the control belief toward a boutique hotel in Bangkok among foreign tourists becomes more positive, it due to an immensely significant increase in perceived behavioral control toward visiting a boutique hotel.

Hypothesis 7: Past behavior has a direct effect on behavioral intention to visit a boutique hotel.

Table 4.17 reveals that past behavior variable has significant level at 0.01 of t-value of 3.01 which is critical value of $2.58 \leq P < 3.28$ to accept the proposed hypothesis. The positive relation indication can imply that if the foreign tourists have experienced in visiting any boutique hotels more often, it due to a significant increase in behavioral intention to visit a boutique hotel in Bangkok.

CHAPTER 5

CONCLUSION, DISCUSSION, AND RECOMMENDATIONS

This chapter presents the summary, discussion of the findings, and recommendations. Once the summary, discussion, and theoretical implications of the hypotheses tested are reported, the practical implications and recommendations are discussed. Finally, the limitations of the study and suggestions for future research are presented. The main topics have been presented as the following;

5.1 Conclusion

5.2 Discussion

5.2.1 Attitude

5.2.2 Subjective Norm

5.2.3 Perceive Behavioral Control

5.2.4 Behavioral Intention

5.3 Implication of the study

5.3.1 Implication for owner of boutique hotels

5.3.2 Implication for the Tourism Authority of Thailand (TAT) and Thailand Convention and Exhibition Bureau (TCEB)

5.3.3 Implication for Academicians and Researchers

5.4 Limitation of the study

5.5 Future research

5.1 Conclusion

The main purpose of this study were are threefold (1) to specify the level of agreement of foreign tourists' behavioral intention to visit boutique hotels in Bangkok (2) to indentify the effect on foreign tourists' behavioral intention to visit boutique hotels in Bangkok, and (3) to rank the significant level of influence of each factor on the foreign tourists' behavioral intention to visit boutique hotels in Bangkok. The major findings reported in chapter 4 can summarized per below.

There were 400 copies collected from respondents were found to be usable for the study. The vast majority of the participants were female which represents 50.5% who arrived from Europe accounted for 38.8%. Furthermore, most of them had experienced for any boutique hotels 2-3 times in the past about 32.5%. Moreover, 58.8% of them are single while 28.5% who have age between 25 – 35 years approximately 39.3%, and they also hold the Bachelors degree by 47.8%. The greatest proportion of them had annual incomes more than \$40,001 around 32.3%.

The result was found that the behavioral intention which consists of attitude, behavioral belief, and perceived behavioral control has agree level of agreement. Likewise, the control belief has somewhat agree level of the agreement. However, the research also found that subjective norm and normative belief have neither agree nor disagree level of agreement it means that both variable was given the moderate result.

The research investigated the foreign tourists' behavioral intention to visit boutique hotel in Bangkok by using the attitude, behavioral belief, subjective norm,

normative belief, perceived behavioral control, and control belief, and past experience as the exogenous variables. Structural equation model (SEM) was used to analyze and define the path effect between factors.

Structural equation modeling revealed a good level of fit ($\chi^2 = 303.73$, $df = 222$, $p < .001$; GFI = .95; RMSEA = 0.030; CFI = 1.00; NFI = 0.99). An examination of the standardized path coefficients among variables showed that all the paths have statistically significant effects on behavioral intentions where past behavior, attitude, subjective norm, and perceived behavior control have direct effect equivalent 0.55, 0.10, 0.32, and 0.12 consequently. Additionally, significant direct effect on attitude for behavioral belief was 0.85, on subjective norm for normative belief was 0.96, and on perceived behavioral control for control belief was 0.81. The significant, positive signs of all structural paths also supported all seven hypotheses (H1, H2, H3, H4, H5, H6, and H7). These findings indicate that positive tourists' attitude, subjective norm, perceived behavioral control, and past behavior all positively affect foreign tourist behavioral intention.

5.2 Discussion

In this section, the outcomes of the survey are discussed in relation to the objectives of the study. A few researches have emphasized on boutique hotel guests' intention process. Hence, the current study sought to obtain a deeper understanding of hotel foreign tourists' behavioral intention to visit a boutique hotel in Bangkok by incorporating with the Theory of Planned Behavior model. The model was tested using

Structural Equation Model. Specifically, the study results indicated that the proposed model had a sufficient fit to the data and the inclusion among factors significantly increased the predictive of foreign tourists' behavioral intention to visit a boutique hotel. Overall, the current study achieved all study objectives.

Findings showed that past behavior, attitude, subjective norm, and perceived behavioral control, have direct effect on behavioral intention. According with, TPB which has been used to examine a wide variety of behaviors (Ajzen, 1991; Conner and Sparks, 1996; Armitage and Conner, 2001; and Lam and Hsu, 2006). The main point was discussed per below.

5.2.1 Attitude

Correspond with Ajzen and Fishbein (1980) who defined attitude as an individual's positive or negative feelings evaluation about the target behavior. Moreover, both of them also stated that behavioral belief is refer to one's perceived probability of an expected outcome's occurrence by engaging in a particular behavior, and outcome evaluations involve the assessment of the possible consequences of a specific behavior (Ajzen and Fishbein, 1980). Additionally, attitude has long been identified as a construct that is the cause of directly effect on the behavioral intention (Ajzen and Fishbein, 2000).

The outcome of this research reveals that the behavioral belief and attitude overall mean value of 5.357 and 5.501 which represented that it has agree for level of agreement. Moreover, the behavioral belief has positive correlation at 0.01 levels

with attitude ($r=0.719$, $p=0.01$). While, attitude has positive correlation at 0.01 levels with behavioral intention ($r=0.646$, $p=0.01$).

Additionally, attitude was found to be the fewest significant factor which has a direct effect on foreign tourists' behavioral intention to visit boutique hotel in Bangkok. Behavioral belief has significant positive direct effect on attitude equivalent 0.85 and attitude has positive direct effect on behavioral intention equivalent 0.10. This can signify that attitude is the last determinant of foreign tourists' behavioral intention to visit boutique hotel in Bangkok by the degree of foreign tourists' perception in terms of positive thinking toward choosing boutique hotels in Bangkok and also think that it is a good idea to perform the behavioral intention for select a boutique hotel in Bangkok. In other words, as the altitude of positive thinking over the target conditions and the level of propensity towards visiting boutique hotel become greater, the voluntary to engage in visiting boutique hotel becomes neutral increases.

Loosely speaking, foreign tourists' decision making to select boutique hotel as an accommodation destination when travelling Thailand is based on the positive thinking and the passion of good idea of choosing Likewise, the passion of a personal preference, the sensory of pleasant and enjoyment are the ensue variables which can interpret behavioral intention to visit boutique hotels in Thailand.

As mentioned earlier, attitude plays the fewest important role with foreign tourists' behavioral intention to visit boutique hotels in Bangkok. It reveals that this study tremendously conform to the previous study which adopted by Phetvaroon, 2006. The findings of this research also found that the result was in contrary with Mitchell et al., 2000; Tarkiainen and Sundqvist, 2006; Lam and Hsu, 2006; and Han et al., 2010.

5.2.2 Subjective Norm

Subjective norms mention to perceived pressures on a person to perform a given behavior (Ajzen and Fishbein, 1975, 1980). Subsequently, normative belief is individuals' beliefs about the extent to which other people who are important to them think they should or should not perform particular behaviors (Cialdin et al., 1991).

Harmonize with the previous researches the role of subjective norm can predict and determine behavioral intention. It has been successfully supported in supported in many previous studies (Phetvaroon, 2006) as well as both in term of psychology and tourism research (Moutinho, 1987; Yi et al., 2006; Lam and Hsu, 2006; Lin, 2007; and Crespo and Rodri'quez, 2008). Subjective norm's variables comprised with the items that measured among perceives social pressure from an influential person whose views might influence each tourist who has an interaction with boutique hotel.

The result of this study demonstrates that the normative belief and subjective norm overall mean value of 4.081 and 3.918 which represented that it has neither agree nor disagree for level of agreement. Moreover, the normative belief has positive correlation at 0.01 levels with subjective norm ($r=0.386$, $p=0.01$). While, subjective norm has positive correlation at 0.01 levels with behavioral intention ($r=0.371$, $p=0.01$).

Remarkably, this study also discovered that the normative belief has significant direct effect on subjective norm equivalent 0.96. Subjective norm has strongly significant direct effect on behavioral intention equivalent 0.32. This can implies that subjective norm is the first main determinant of foreign tourists' behavioral intention to visit boutique hotel in Bangkok. Foreign tourists' perception in terms of social pressure from an influential person whose views might influence each tourist is the greatest antecedent factor which can predict behavioral intention. In other words, as a degree of perception from influential person think that foreign tourists should desire to visit a boutique hotel become greater, the tendency to engage in visiting boutique hotel can dramatically increases.

Loosely speaking, foreign tourists' decision making to choose boutique hotel as an accommodation destination when travelling Thailand is rely heavily on an influential person recommend them to stay in a boutique hotel in Bangkok. Moreover, influence person want and approve them to stay in a boutique hotel in

Bangkok are the latter variables which can be interpret foreign tourists' behavioral intention.

Refer to the information above; subjective norm plays the first most important role with foreign tourists' behavioral intention to visit boutique hotels in Bangkok. It reveals that this study conform to the previous study which already done by Lam and hsu, 2006; Phetvaroon, 2006. As well, the results from the finding implies different concept which is contrast to what shown in Dawson and O'Connor, 1991; Crawley and Black, 1992; Butler, 1999; Conner and Armitage, 1998; Terry et al., 1999; Armitage and Conner, 2001; Sparks, 2007.

5.2.3 Perceive Behavioral Control

Similar to the other empirical studies in tourism research (Lam and Hsu, 2004, 2006; Sparks, 2007), the present study demonstrated the important role perceived control plays in predicting behavioral intention. Perceived behavioral control's variables comprised with the items that measured among self decision, money, and time control over each participant who has an interaction with travel destination. Meanwhile the notion of perceived control may not be unique to boutique hotel (that is, other tourists may feel similar constraints); it does highlight the engagement of various foreign tourists toward the boutique hotel.

The outcome of this study exposes that the control belief and perceived behavioral control overall mean value of 4.488 and 5.683 which represented that it

has somewhat agree and agree for level of agreement. Moreover, the control belief has positive correlation at 0.01 levels with perceived behavioral control ($r=0.128$, $p=0.01$). While, perceived behavioral control has positive correlation at 0.01 levels with behavioral intention ($r=0.558$, $p=0.01$).

Interestingly, this study also discovered that the control belief has significant direct effect on subjective norm equivalent 0.81. This indicates that subjective norm has temperate significant direct effect on behavioral intention equivalent 0.12. Perceived behavioral control is the second determinant of foreign tourists' behavioral intention to visit boutique hotel in Bangkok. Foreign tourists' behavioral intention to visit boutique hotel in Bangkok is subordinately determined by the degree of foreign tourists' perception in terms of ease or difficulty to perform the behavioral intention for choosing boutique hotels in Bangkok. In other words, as the degree of control over the objective conditions and the degree of propensity towards visiting boutique hotel become greater, the willingness to engage in visiting boutique hotel turns to moderately increases.

Loosely speaking, foreign tourists' decision making to choose boutique hotel as an accommodation destination when travelling Thailand is depends heavily on power of purchasing and opportunity. Moreover, external resources such as time and self decision are the latter variables which can interpret behavioral intention as well.

Based on the information above, perceived behavioral control plays the second important role with foreign tourists' behavioral intention to visit boutique hotels in Bangkok. It discloses that this study immensely conform to the previous study which already done by Hsu, 1998; Phetvaroon, 2006; Yang et al., 2007, and Tsai 2010. The finding of this research however, in contrary to Tarkiainen and Sundqvist, 2006.

5.2.4 Behavioral Intention

In conformity with Ajzen (1987, 1991, 1992, & 2006) who had explored the behavioral intention is affected by attitude, subjective norm and perceived behavioral control and past behavior. Interestingly, in the study of tourism, also found that behavioral intention is affected by attitude, subjective norm and perceived behavioral control and past behavior (Lam and Hsu, 2006; Spark, 2007; Spark and Pan, 2009; Quintal et al., 2010).

As a result of this research discovered that attitude, subjective norm, perceived behavioral control and past behavior all have significant direct effects on the behavioral intention to visit boutique hotels. Among these, subjective norm was found to be the greatest significant factor which has a direct effect on foreign tourists' behavioral intention to visit boutique hotels in Bangkok. Therefore, foreign tourists' behavioral intention to visit boutique hotels in Bangkok is determined by an extremely degree of foreign tourists' perception in terms of social pressure from an influential person whose views might recommend each foreign tourist.

Perceived behavioral control is the second factor which has significant direct effect on the behavioral intention. Foreign tourists' behavioral intention to visit boutique hotels in Bangkok is subordinately determined by the degree of foreign tourists' perception in terms of ease or difficulty to perform the behavioral intention for choosing boutique hotels in Bangkok.

Third, attitude is the fewest significant factor which has direct effects on foreign tourists' behavioral intention to visit boutique hotels in Bangkok. Hence foreign tourists' behavioral intention for choosing a boutique hotel affected by the positive thinking and a good idea for choosing boutique hotels in Bangkok that comes to the minds of foreign tourists.

Past Behavior

Large numbers of empirical studies have shown that past behavior can be used successfully as a predictor variable of behavioral intention and future behavior (Aarts, 1998; Ouellette and Wood, 1998; Sonmez and Graefe, 1998; Ajzen, 2002; Oh and Hsu, 2001; Yoo, 2004). This finding aligned with Ajzen's (1991) argument that when people deliberately form conscious intentions, past behavior are likely to be a contributing factor.

This study also found that past behavior has significant positive correlation at 0.01 levels with behavioral intention ($r=0.279$, $p=0.01$). While past behavior is has intensely significant factor which has a direct effect on behavioral intention

equivalent 0.55. This implies that foreign tourists' behavioral intention to visit boutique hotels in Bangkok is tremendously stipulated by past experience which is contributing to the future behavior. In other words, as the amount of past experience to visit any boutique hotels become more often, the willingness to engage in visiting boutique hotel in Bangkok turns to greatly increases.

Based on the information above, past behavior is an important factor which has a greatly significant direct effect on foreign tourists' behavioral intention to visit boutique hotels in Bangkok. It displays that this study immensely conform to the previous study which already done by Ajzen and Madden, 1986; Hsu, 1998; Lam and Hsu, 2006; Phetvaroon, 2006; Yang et al., 2007, Tsai 2010.

5.3 Implication of the study

The outcomes of this study demonstrated a successful utility of the Theory of Planned Behavior as a conceptual framework for predicting behavioral intention of choosing a boutique hotel among foreign tourists was examined by using LISREL 8.7 as shown in chapter 4.

Past behavior is the most important significant positive direct effect (0.55) on foreign tourists' behavioral intention to visit boutique hotels in Bangkok among four components. This indicates that, as the amount of time, if the foreign tourists had experienced toward any boutique hotels around the world become more often, the propensity of highly intention to visit a boutique hotels in Bangkok will become

immensely increase. Therefore, management team of boutique hotels, Thailand tourism authority (TAT), academician, and researcher should pay more attention on past behavior as the first component of predicting foreign tourists' behavior.

Subjective norm is the subordinate component having significant positive direct effect (0.32) on foreign tourists' behavioral intention to visit boutique hotels. It can imply as if foreign tourists' perception of recommendation to visit boutique hotels in Bangkok from influential person become intense, the propensity that foreign tourists will intend to stay in boutique hotels turns to highly increasing. This came from the predetermining of normative belief which foreign tourists originally perceive from their closed friends. Consequently, management team of boutique hotels, Thailand tourism authority (TAT), academician, and researcher should realize on subjective norm as the second component of predicting foreign tourists' behavior.

Perceived behavioral control is the latter component having a significant positive direct effect (0.12) on foreign tourists' behavioral intention to visit boutique hotels. This implies that the more purchasing power and opportunity to visit boutique hotels in Bangkok of foreign tourists, the higher the intension of the tourists to stay in the hotels. This is due to the predetermining of control belief which foreign tourists originally perceive from boutique hotel providing a reasonable price. Consequently, management team of Boutique hotels, Thailand tourism authority (TAT), academicians, and researchers should realize on perceived behavioral control as the third component of prognosticating foreign tourists' behavior.

The last component having significant positive direct effect (0.10) on foreign tourists' behavioral intention to visit boutique hotels is attitude. This implies that the more positive thinking of foreign tourists on boutique hotels, the slightly higher increasing of intention to stay in the hotels. This is due to predetermining of behavioral belief which foreign tourists originally expect about boutique hotel provide some aspect of sightseeing, experience different culture and lifestyle. Hence, management team of boutique hotels, Thailand tourism authority (TAT), academician, and researcher should realize on attitude as the last component of predicting foreign tourists' behavior.

A number of implications can be derived for identifying important aspects of foreign tourists' behavioral intention to visit boutique hotels in Bangkok shown as follows.

5.3.1 Implication for owner of boutique hotels

Knowledge from this study can be used to improve boutique hotel in many aspects which can be classified as follows.

1. Management team of boutique hotels should first concentrate on improving standardizes in order to upgrade their own hotels to become 5 star hotels and creating a competitive advantage among locals including international rivals. Model obtained from this study can be utilized to employ a multifaceted approach for hotel management team. Studied factors which are past behavior, subjective norm, perceived behavioral control, and attitude can be applied in

ordering of a level of important of each factor can be implement to improve strategy of the management team. The Past behavior and the Subjective norm are principle phase for consideration of strategic planning and execution of hotel customers in order to get more loyal customers. Whenever the hotels meet requirement of their guest especially foreign tourists with appropriate products and services, the guests will receive a great gratitude and unforgettable experience resulting in having more loyalty to the hotels. This also leads to more positive word of mouth from customers who satisfy such requirements. Yet, customer base of the hotels can be expanded. To be more specific on how to implement such way, those factors mentioned above should be taken into an account of new standard and strategy. Such strategy and standard will be able to keep customers to repeat their visits and to make first time customers become loyal customers. The strategic planning should also extend to providing more periodical training programs to every employee to ensure that everyone can perform in the same direction, clearly understand standard of their own task, strictly follow the standard, be more competent and provide consistency services to make their customers feel like staying in a haven of peace and tranquility. Moreover, motivation of employees to keep up good standardize of service by awarding the best employee of the month from hotel guests' voting should be included in a strategy plan. The standardize and systematize of service, however, should be based on a mixture of Thai traditional service such as Northern Thai and North-Eastern Thai Style of services

or Thai ancient style of service such as Lanna, Thavaravadee, Sukhothai, and Supannabhumbi.

2. Management team of boutique hotels should pay more attention to occupy international standardize by improving appearance of their hotels to become more specific characteristic such as art decoration, luxury combining with elegance and a welcoming atmosphere. For example, renovate the hotels to have an ancient style (Thai ancient villa, Thai ancient castle, etc.) and classical Thai design glamour with contemporary touch. Based on model in the study, this is due to foreign tourists more likely to pay their attention on any unique styling atmosphere rather than traditional style of other type of hotels. Thus, a unique and specific style hotel can easily impress and attract many foreign tourists.

3. Management team of boutique hotels should understand foreign tourists' behavioral intention more clearly. As can be seen from outcomes of this research being shown in previous chapter, behavioral intention of tourists has great effects on how tourists choose accommodation to stay. This can be done by creating a new marketing plan and implementation together with budgets and resources optimization concerning. The behaviors of diverse foreign tourists and their differentiated hotel destination intention should also be taken into the account of the planning by launching attractive packages to offer more unique events and special sensation together with a special price for foreign tourists. For example, such package may involve in religious ceremony such as food offering for monks in

the morning time and set birds and fishes free for merit. By doing this, a selected location such as riverside is another benefit to get more impression from tourists. More benefit gained from such package is to take advantage of Thai culture by promoting Thailand as land of smile and land of Buddhism. Besides management team can also take advantage from Thai national festival events such as Loy Krathong and Song Kran festivals by create relevant packages to serve their customers during the festivals and arrange activities within the hotels in order to let foreign tourist customers enjoy the diversity events. The said packages can be implemented by prepare a festivals or package schedule publish in either internet or media where foreign tourists being interested.

Next implication is to tie up hotel events activities with a long period staying package. For example, customers who choose to stay at the hotel for more than 5 consecutive days or second time visiting a hotel are entitled to attend events held within the hotels or hotels' alliance such as Pataravadee theater.

It can be clearly seen that studied model in this research can be applied in many aspects mentioned above. However, reasonable price of package is still play a great role in decision making of foreign tourists. Such mentioned packages with a reasonable price definitely make tourists become more impressive and having royalty to hotel.

4. Another way for management team of boutique hotels to improve their hotel is to corporate with travel agents to prepare for promotion and one whole

package with a single price. There are many benefits from such a corporation such as one whole package with a single reasonable price which help foreign tourists easily make their decision and minimize hotels marketing costs.

5.3.2 Implication for the Tourism Authority of Thailand (TAT) and Thailand Convention and Exhibition Bureau (TCEB)

1. It is important for TAT to necessarily take action in order to improve standards of boutique hotels especially in Bangkok area. To become a higher level in ranking of hotel such as 5 star. To promote and develop the operation on proactive marketing strategies for increasing the new markets as well as the niche markets like boutique hotels. In order to attract more quality of foreign tourists to visit Thailand. TAT should alliance with boutique hotels by providing an important information for such improving and restructuring within hotels. This can be done by giving more information regarding on how to handle foreign tourists' behavior. Particularly, subjective norm toward an impression of the hotels which can create a word of mouth among foreign tourists is the highlighted point that needs to be more concern. In addition to this, information on how to create more favor by Thai culture and Thai tradition services should be passed to boutique hotels' management teams.

2. TAT should provide attractive activities for foreign tourists in order to make them stay longer and visit Thailand again in the next future. This can be

done by exhibition about local Thai tradition along the street of downtown such as Khoasarn, Srilom and Sukhumvit road.

3. TAT should set up policies and cooperate with TCEB to reposition image of Bangkok to become a popular destination as one of ancient cities and to become a city where modern Thai lifestyle meets ancient Thai lifestyle. Furthermore, TCEB should promote meetings, incentive travel, conventions and exhibitions, known by the acronym "MICE", and to strongly develop this collective industry in order to make Thailand a regional hub for MICE events. And also encourage the incorporation of Thai culture into MICE events in Bangkok in order to make foreign tourists a quintessential Thai flavor. Such changes would make Bangkok turns to be a unique and an attractive place where most foreign tourists obviously look for. If foreign tourists experience favorably about Bangkok, they, as a referent to their friends and family members, will help promote this city with great experience and positive word of mouth communication.

4. TAT should make use of information technology in order to help distributing more information of each boutique hotels to public. This may be done by utilizing webpage on internet to centralize information of each hotel and making it as one stop service of booking. For example, the contents of centralizing webpage should contain boutique hotels directory combining with the general attribute, point of interests, point of differentiation, promotion and activities within each boutique hotel.

5.3.3 Implication for the academician and researcher

1. The empirical findings of the present research confirm that the TPB model is fitted for testing of foreign tourists' behavioral intention to visit boutique hotels in Thailand. TPB offers academician and other researchers who are interested in the field of consumer behavior and consumer decision making. This also includes application and adaption of the model based on the findings from this study. The model can be well used in the context of Thailand hospitality and tourism.

2. Academicians and researchers should focus on the use of past behavior and subjective norm factors along with perceived behavioral control and attitude. It can be extend more various variables into past behavior and subjective norm constructs which could help other researchers understand foreign tourists' behavioral intention ore clearly.

5.4 Limitation of the study

The present study has some limitations that need to be taken into account when considering the study and its contributions.

1. Samples for the present study were drawn from boutique hotel in Bangkok area. However, there might be accommodation destination and behavioral differences between foreign tourist who visit boutique hotel in Bangkok and urban.

2. The survey instrument used in this research was originally designed in English due to the fact that English is the language most commonly understood among foreign tourists. However, for practical reasons, some foreign tourists who are not familiar with the English language such as Japanese, Mandarin, Korean, Swedish, German, and French were unable to complete or misinterpret the survey, which could have resulted in response biases.

3. Lack of co-operation from each boutique hotel because they are extremely concerned with hotel guests' privacy. This could result in the difficulty to participate with hotel guests which can impact to the timeframe of conducted survey.

5.5 Future research

For the future research regarding to the result is recommended to extend to study more into other.

1. The research design suggested that constructs among attitude, subjective norm, perceived behavior control, and past behavior are study as antecedents to foreign tourists' behavioral intention in this study. Additional antecedents of tourist behavior intention should be investigated in future research. For instance, service quality of boutique hotel which could be antecedents to the attitude should be adding for extend the model of TPB which can help to predict the model more accuracy.

2. Samples of the future research should extend more area and number of respondents. Additionally, it could be more clearly if separate the group of foreign tourists into the country of region.

3. Researchers should provide the survey instrument in other languages such as Japanese, Mandarin, Korean, Swedish, German, and French. Furthermore, the questionnaire should be back-translated in other languages such as Japanese, Mandarin, Korean, Swedish, German, and French. Care must be taken, however, to insure that the meaning, future studies may include a more representative sample by conducting data collection in other areas.

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APPENDICES

APPENDIX A

ITEM-OBJECTIVE CONGRUENCE INDEX (IOC) FORM

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ITEM-OBJECTIVE CONGRUENCE INDEX (IOC) FORM

TOPIC: FOREIGN TOURISTS' BEHAVIORAL INTENTION TO VISIT

BOUTIQUE HOTELS IN BANGKOK

The Research Objectives

Objectives of this study were explored as follows;

1. To specify the level of agreement of foreign tourists' behavioral intention to visit boutique hotels in Bangkok with their attitude, behavioral belief, subjective norm, normative belief, perceived behavioral control, control belief, and past behavior.
2. To indentify the effect of attitude, behavioral belief, subjective norm, normative belief, perceived behavioral control, control belief, and past behavior on foreign tourists' behavioral intention to visit boutique hotels in Bangkok.
3. To rank the significant level of influence of each factor (attitude, behavioral belief, subjective norm, normative belief, perceived behavioral control, control belief, and past behavior) on the foreign tourists' behavioral intention to visit boutique hotels in Bangkok.

Please see whether the research questions match with the objective or not?

Kindly tick (✓) in the box against each question

+ 1 If the question match with my objective.

0 If you are not sure or cannot make a decision.

- 1 If the question do not match with my objective.

Part 2: Attitude and Behavioral Beliefs of visiting boutique hotels in Bangkok

1. The following statements concern how about your **Attitude** and **Behavioral Beliefs** of visiting the boutique hotels in Bangkok. Please indicate the extent of your agreement or disagreement with each of the statement by ticking (✓) one of the answers for each item in the cell below from the following scale: **1= strongly disagree, 2= disagree, 3= somewhat disagree, 4= neither agree or disagree, 5= somewhat agree, 6= Agree, 7= strongly agree**

1.1	Attitude	+1	0	-1	Suggestion
1.1.1	Staying at a boutique hotel in Bangkok when traveling is pleasant.				
1.1.2	Staying at a boutique hotel in Bangkok when traveling is favorable.				
1.1.3	Staying at a boutique hotel in Bangkok when traveling is enjoyable.				
1.1.4	Staying at a boutique hotel in Bangkok when traveling is good.				
1.1.5	Staying at a boutique hotel in Bangkok when traveling is positive.				
1.2	Behavioral Beliefs	+1	0	-1	
1.2.1	Staying at a boutique hotel in Bangkok when traveling to Thailand would enable me to sightseeing.				
1.2.2	Staying at a boutique hotel in Bangkok when traveling to Thailand would enable me to shopping.				
1.2.3	Staying at a boutique hotel in Bangkok when traveling to Thailand would enable me to experience culture different.				
1.2.4	Staying at a boutique hotel in Bangkok when traveling to Thailand would enable me to experience different lifestyle.				
1.2.5	Staying at a boutique hotel in Bangkok when traveling to Thailand would enable me to feel individually.				
1.2.6	Staying at a boutique hotel in Bangkok when traveling to Thailand would enable me to visit the temples.				

2. The following statements concern how about your **Subjective Norm** and **Normative Beliefs** of visiting the boutique hotels in Bangkok. Please indicate the extent of your agreement or disagreement with each of the statement by ticking (✓) one of the answers for each item in the cell below from the following scale: **1= strongly disagree, 2= disagree, 3= somewhat disagree, 4= neither agree or disagree, 5= somewhat agree, 6= agree, 7= strongly agree**

2.1	Subjective Norm	+1	0	-1	Suggestion
2.1.1	Most people who are important to me think I should stay at a boutique hotel in Bangkok when traveling.				
2.1.2	Most people who are important to me would want me to stay at a boutique hotel in Bangkok when traveling.				
2.1.3	People who are important to me approve that I can stay at a boutique hotel in Bangkok when traveling.				
2.2	Normative Beliefs	+1	0	-1	
2.2.1	The likelihood for me to listen to what travel agency says about stay at a boutique hotel in Bangkok when traveling.				
2.2.2	My close friends think I should stay at a boutique hotel in Bangkok when traveling.				
2.2.3	My family thinks I should stay at a boutique hotel in Bangkok when traveling.				

3. The following statements concern how about your **Perceived Behavioral Control** and **Control Beliefs** of visiting the boutique hotels in Bangkok. Please indicate the extent of your agreement or disagreement with each of the statement by ticking (✓) one of the answers for each item in the cell below from the following scale: **1= strongly disagree, 2= disagree, 3= somewhat disagree, 4= neither agree or disagree, 5= somewhat agree, 6= agree, 7= strongly agree**

3.1	Perceived Behavioral Control	+1	0	-1	Suggestion
3.1.1	Whether or not I stay at a boutique hotel in Bangkok when traveling is completely up to me.				
3.1.2	If I wanted, I could easily stay at a boutique hotel in Bangkok from now on.				
3.1.3	I have resources, time, and opportunities to stay at a boutique hotel in Bangkok when traveling.				
3.2	Control Beliefs	+1	0	-1	
3.2.1	Staying at a boutique hotel in Bangkok is high crime rate.				
3.2.2	Staying at a boutique hotel in Bangkok is personal safety.				
3.2.3	Staying at a boutique hotel in Bangkok is mandatory stop in the package tour.				
3.2.4	Staying at a boutique hotel in Bangkok is expensive.				

4. The following statements concerns how about your **Behavioral Intention** of visiting the boutique hotels in Bangkok. Please indicate the extent of your agreement or disagreement with each of the statement by ticking (✓) one of the answers for each item in the cell below from the following scale: **1= strongly disagree, 2= disagree, 3= somewhat disagree, 4= neither agree or disagree, 5= somewhat agree, 6= agree, 7= strongly agree**

4.1	Behavioral Intention	+1	0	-1	Suggestion
4.1.1	I likelihood to stay at a boutique hotel in Bangkok when traveling in Thailand.				
4.1.2	I intend to stay at a boutique hotel in Bangkok when traveling in Thailand.				
4.1.3	I want to stay at a boutique hotel in Bangkok when traveling in Thailand.				

APPENDIX B

QUESTIONNAIRES

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25 January 2011

To whom it may concern,

As part of MBA (Master of Business Administration) student in International Business program at the University of Thai Chamber of Commerce, Bangkok, Thailand, I am doing a research entitle "**Foreign Tourists' Behavioral Intention to Visit Boutique Hotels in Bangkok**".

I would be very grateful if you could participate in this study by doing this questionnaire. Your provided information will be very much helpful and be able to complete my thesis. Your given information will be treated as confidential and will not cause any trouble or tracing back to you. All information will be used for this research only.

If you find any difficulty or have any queries, please kindly contact me via emails: either chibijeeb@gmail.com or chibijeeb@hotmail.com.

Thank you for your valuable time and corporation.

Yours faithfully,

Vorrakamol Chintanavisit

MBA in International Business

How many times in your life have you ever stayed in any boutique hotels?

- | | |
|------------------------------------|--|
| <input type="checkbox"/> 1 time | <input type="checkbox"/> 2-3 times |
| <input type="checkbox"/> 4-5 times | <input type="checkbox"/> More than 5 times |

Part 1: Personal Information

Please tick (✓) appropriate box:

1. Your gender:

- | | |
|-------------------------------|---------------------------------|
| <input type="checkbox"/> Male | <input type="checkbox"/> Female |
|-------------------------------|---------------------------------|

2. Your age:

- | | |
|---------------------------------------|---------------------------------------|
| <input type="checkbox"/> Less than 25 | <input type="checkbox"/> 25-35 |
| <input type="checkbox"/> 36-45 | <input type="checkbox"/> 46 and above |

3. Your marital status:

- | | |
|--------------------------------------|----------------------------------|
| <input type="checkbox"/> Single | <input type="checkbox"/> Married |
| <input type="checkbox"/> Others..... | |

4. Your highest level of education:

- | | |
|---|---|
| <input type="checkbox"/> Below Diploma | <input type="checkbox"/> Bachelors Degree |
| <input type="checkbox"/> Masters Degree | <input type="checkbox"/> Others..... |

5. How long have you ever stayed in any boutique hotels?

- | | |
|---|---|
| <input type="checkbox"/> Less than 2 days | <input type="checkbox"/> 2 - 5 days |
| <input type="checkbox"/> 6 - 8 days | <input type="checkbox"/> More than 8 days |

6. Your nationality

- | | |
|--|--|
| <input type="checkbox"/> Asian..... | <input type="checkbox"/> American..... |
| <input type="checkbox"/> European..... | <input type="checkbox"/> Others..... |

7. Your annual income, including bonuses (US Dollars)

- | | |
|--|--|
| <input type="checkbox"/> Less than \$20,000 | <input type="checkbox"/> \$20,001 - \$30,000 |
| <input type="checkbox"/> \$30,001 - \$40,000 | <input type="checkbox"/> More than \$40,001..... |

Part 2: Attitude and Behavioral Beliefs of visiting boutique hotels in Bangkok

1. The following statements concern how your **Attitude** and **Behavioral Beliefs** of visiting the boutique hotels in Bangkok are. Please indicate the extent to which you agree or disagree with the following statements in terms of 1 “**strongly disagree**”, 2 “**disagree**”, 3 “**somewhat disagree**”, 4 “**neither agree nor disagree**”, 5 “**somewhat agree**”, 6 “**agree**”, 7 “**strongly agree**” by ticking (✓) an appropriate box in each statement.

1.1	Attitude	1	2	3	4	5	6	7
1.1.1	Choosing to stay in a boutique hotel in Bangkok when traveling is pleasant.							
1.1.2	Choosing to stay in a boutique hotel in Bangkok when traveling is preferable.							
1.1.3	Choosing to stay in a boutique hotel in Bangkok when traveling is enjoyable.							
1.1.4	It is a good idea for choosing to stay in Boutique Hotel when travelling in Bangkok.							
1.1.5	Choosing to stay in a boutique hotel when travelling in Bangkok is a positive thinking.							
1.2	Behavioral Beliefs	1	2	3	4	5	6	7
1.2.1	Staying in a boutique hotel in Bangkok makes me being able to go sightseeing, easily.							
1.2.2	Staying in a boutique hotel in Bangkok makes me being able to go shopping, easily.							
1.2.3	Staying in a boutique hotel in Bangkok makes me being able to experience culture difference.							
1.2.4	Staying in a boutique hotel in Bangkok makes me being able to experience different lifestyle.							
1.2.5	Staying in a boutique hotel in Bangkok makes me feel private.							
1.2.6	Staying in a boutique hotel in Bangkok makes me being able to experience street foods.							

2. The following statements concern how your **Subjective Norm*** and **Normative Beliefs**** of visiting the boutique hotels in Bangkok are. Please indicate the extent to which you agree or disagree with the following statements in terms of 1 “strongly disagree”, 2 “disagree”, 3 “somewhat disagree”, 4 “neither agree nor disagree”, 5 “somewhat agree”, 6 “agree”, 7 “strongly agree” by ticking (✓) an appropriate box in each statement.

* **Subjective norm** means the perceived social pressure from groups or individuals whose views might influence foreign tourists' selection of boutique hotels in Bangkok for accommodation.

** **Normative Beliefs** means perception of foreign tourists relating to particular behavior which is influenced by judgments of people around them such as family, relatives, friends, neighbors, and colleague).

2.1	Subjective Norm	1	2	3	4	5	6	7
2.1.1	People who can influence me always recommend me that I should choose to stay in a boutique hotel I Bangkok.							
2.1.2	People who can influence me always want me to stay in a boutique hotel in Bangkok.							
2.1.3	People who can influence me approve that I can stay in a boutique hotel in Bangkok.							
2.2	Normative Beliefs	1	2	3	4	5	6	7
2.2.1	Possibility of choosing to stay in a boutique hotel in Bangkok depends on information given by travel agency.							
2.2.2	My close friends think that I should stay in a boutique hotel in Bangkok.							
2.2.3	My family thinks that I should stay in a boutique hotel in Bangkok.							

3. The following statements concern how your **Perceived Behavioral Control*** and **Control Beliefs**** of visiting the boutique hotels in Bangkok are. Please indicate the extent to which you agree or disagree with the following statements in terms of 1 “strongly disagree”, 2 “disagree”, 3 “somewhat disagree”, 4 “neither agree nor disagree”, 5 “somewhat agree”, 6 “agree”, 7 “strongly agree” by ticking (✓) an appropriate box in each statement.

* **Perceived behavioral control** means a foreign tourists’ perception in terms of ease or difficulty to perform the behavioral intention for choosing boutique hotels in Bangkok.

** **Control Beliefs** means beliefs of foreign tourists relating to behavior factors that may facilitate and impede performance of the behavior.

3.1	Perceived Behavioral Control	1	2	3	4	5	6	7
3.1.1	Staying in a boutique hotel in Bangkok completely depends on my own decision.							
3.1.2	If I wanted, I could easily choose to stay in a boutique hotel in Bangkok from now on.							
3.1.3	Staying in a boutique hotel in Bangkok is affordable for me.							
3.2	Control Beliefs	1	2	3	4	5	6	7
3.2.1	Staying in a boutique hotel in Bangkok is high risk in crime.							
3.2.2	Staying in a boutique hotel in Bangkok makes me feel personal safety.							
3.2.3	Staying in a boutique hotel in Bangkok is mandatory stop in a package tour.							
3.2.4	Staying in a boutique hotel in Bangkok is expensive.							

4. The following statements concerns how your **Behavioral Intention** of visiting the boutique hotels in Bangkok are. Please indicate the extent to which you agree or disagree with the following statements in terms of 1 “strongly disagree”, 2 “disagree”, 3 “somewhat disagree”, 4 “neither agree nor disagree”, 5 “somewhat agree”, 6 “agree”, 7 “strongly agree” by ticking (✓) an appropriate box in each statement.

4.1	Behavioral Intention	1	2	3	4	5	6	7
4.1.1	I am more likely to stay in a boutique hotel in Bangkok.							
4.1.2	I intend to stay in a boutique hotel in Bangkok.							
4.1.3	I want to stay in a boutique hotel in Bangkok.							

...Please return this questionnaire at hotel's front...

Thank you for your time.

APPENDIX C

GOODNESS OF FIT STATISTICS

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Degrees of Freedom = 222

Minimum Fit Function Chi-Square = 303.73 (P = 0.022)

Normal Theory Weighted Least Squares Chi-Square = 299.69 (P = 0.064)

Estimated Non-centrality Parameter (NCP) = 77.69

90 Percent Confidence Interval for NCP = (36.50 ; 126.95)

Minimum Fit Function Value = 0.76

Population Discrepancy Function Value (F0) = 0.19

90 Percent Confidence Interval for F0 = (0.091 ; 0.32)

Root Mean Square Error of Approximation (RMSEA) = 0.030

90 Percent Confidence Interval for RMSEA = (0.020 ; 0.038)

P-Value for Test of Close Fit (RMSEA < 0.05) = 1.00

Expected Cross-Validation Index (ECVI) = 1.67

90 Percent Confidence Interval for ECVI = (1.57 ; 1.80)

ECVI for Saturated Model = 2.04

ECVI for Independence Model = 51.01

Chi-Square for Independence Model with 378 Degrees of Freedom = 20296.50

Independence AIC = 20352.50

Model AIC = 667.69

Saturated AIC = 812.00

Independence CAIC = 20492.27

Model CAIC = 1586.12

Saturated CAIC = 2838.53

Normed Fit Index (NFI) = 0.99

Non-Normed Fit Index (NNFI) = 0.99

Parsimony Normed Fit Index (PNFI) = 0.58

Comparative Fit Index (CFI) = 1.00

Incremental Fit Index (IFI) = 1.00

Relative Fit Index (RFI) = 0.97

Critical N (CN) = 360.86

Root Mean Square Residual (RMR) = 0.085

Standardized RMR = 0.046

Goodness of Fit Index (GFI) = 0.95

Adjusted Goodness of Fit Index (AGFI) = 0.91

Parsimony Goodness of Fit Index (PGFI) = 0.52

Fit Indices and Acceptable thresholds

FIT Index	Acceptable threshold levels	Description
Absolute Fit Indices		
χ^2	Low χ^2 relative to <i>df</i> with an significant p-value (0.05)	The small χ^2 and failure to reject the null hypothesis is a sign of a good model fit, while the large χ^2 and the rejection of null hypothesis is sign that model is not a good fit.
RMSEA	values < 0.05	<i>Root Mean Square Error of Approximation</i> < 0.05: represent excellent fit. 0.05-0.08: the model is match with the data. 0.08-0.10: the model is quite match with the data. 0.10 <: the model doesn't match with the data.
GFI	values > 0.95	<i>Goodness of Fit Index</i> The scale is range between 0 – 1. The higher values represent the model fit.
AGFI	values > 0.95	<i>Adjusted Goodness of Fit Index</i> Adjust the GFI based on the number of parameters in the model.
RMR	Good model have small RMR	<i>Root Mean Square Residual</i> The small of RMR indicates the goof fit of model
SRMR	values < 0.05	<i>Standardized version of the RMR</i> < 0.05: it indicates the good fit of model.
EVCI	value < EVC (SM,IM)	<i>Expected Cross-Validation Index</i> In order to test cross-validation index, EVCI should below EVCI for Standard Model, and EVCI for Independence Model.
AIC	value < Saturated AIC	<i>Akaike's information criterion</i> In order to test the model fit, the value of Model AIC should below Saturated AIC.
Incremental Fit Indices		

NFI	values > 0.95	<i>Normed Fit Index</i> The scale is range between 0 – 1. The higher values represent the model fit.
NNFI	values > 0.95	<i>Non-Normed Fit Index</i> The scale is range between 0 – 1. The higher values represent the model fit.
CFI	values > 0.95	<i>Comparative Fit Index</i> The scale is range between 0 – 1. The higher values represent the model fit.
Parsimony Fit Indices		
Normed χ^2 (χ^2/df)	values within 1-2 range	<i>The normed chi squared of the parsimonious fit measure</i> <1: it indicates over fitted model. >2: it indicates model required improvement.

BIOGRAPHY

Ms. Vorrakamol Chintanavisit was born on 19th April 1982. She received a Bachelor Degree in faculty of Economics major in Finance and Banking from The University of the Thai Chamber of Commerce in 2005.

She was worked for Jones Lang LaSalle Thailand Company Limited for 5 years. She is studying Master of Business Administration in International business area at The University of the Thai Chamber of Commerce.

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