

Behavior of Social Media and Tourism of Thai adolescents in Bangkok.

Case studies of adolescents aged 15-30 years.

Ms.Bua Srikos*, e-mail : bua.sri@ssru.ac.th
Mr. Techin kesornrach**, e-mail : Tle_pepo02@hotmail.com

ABSTRACT

Abstract—The aim of this research was to study behavior of Social Media and Tourism of Thai adolescents in Bangkok, Case studies of adolescents aged 15-30 years. In Bangkok. The contemporary society emphasizes individuality. It has become a globalization society. That is the boundless society. Due to the continuous development of technology and communication equipment. Including network signal. Communication is so easy. And more convenient. The influence of these new technologies. It is important to live. In addition, Social media also plays a role in everyday life. In education, entertainment. Including business. To develop competitiveness. And to be accepted to others in society. Social media has become a part of everyday life in today's society

INTRODUCTION

In the field of tourism, social media has contributed to the change in tourism patterns in a new way, namely, search for information, travel, social conversation. Photo publishing Activities related to business services. And the tourism industry. The tourism business has brought social media to use successfully. Because it is a service business that does not have to transport goods is a substance, but customers are tourists. To be a party. And use the service as agreed on the Internet. For example, Flight Ticket Every airline creates a website and an app. To accommodate the passengers. Customers do not have to travel to the airport. But check flight schedules. Prices are available when you book tickets.

In addition to the reservation. Compare prices, such as price review website Agoda. And when tourists need information on tourism, such as study of tourist information, preparation of travel in each area of interest, as well as planning travel routes. Travelers can search on the Internet.(Wipada Chiawchan,2015) And the forums are published. Comments are in the social network. And another channel is to publish photos. Tell the story Facebook, Instagram, twitter, which are very popular among teenagers. Social media is a part of effective tourism business. And to make tourism business grows.

OBJECTIVES

A survey research of behavior of Social Media and Tourism of Thai adolescents in Bangkok having objectives of this research as follows:

1. In order to benefit the new tourism business.
2. To make plans as well as expanding the market in tourism.
3. To study travel needs. By the way, the sympathizers have a single.
- 4.To study the use of social media and tourism of Thai youth.

RESEARCH METHODOLOGY

The samples of the research were 400 Thai ADOLESCENTS 1-31 January 2018. This research was quantitative research [6] . A questionnaire was constructed, used as a tool to collect data and combined with three parts as follow:

Part 1: Personal data: sex, age, nationality, income and travelling expense

Part 2: THAI YOUTH AGED 15-25 RANDOM SAMPLING WAS USED FOR 400 SAMPLES.

Part 3: Opinion and suggestion to improve the Social Media

The data from the questionnaire was to verify the authenticity and integrity [7]. The researcher analyzed data by importing the data into the code to process the data from the computer by using a statistical program used to calculate the static and hypothesis testing as prescribed. The confidence level of 95% is using the hypothesis in the analysis of correlation coefficients Pearson (Pearson's Correlation) [8].

-This research is a study of the use of social media and the tourism of Thai youth. Affecting travel through social media outlets such as Facebook, Instagram, Twitter, and searching for destinations through the Internet.

Part 4: -JANUARY – MARCH 2018

RESULTS AND DISCUSSION

The results of this research were divided into 4 parts as follows:

Part 1: Analysis of the sample data.

Part 2: Analysis of general behavior of tourists using Social Media

Part 3: Analysis of Factors Influencing Social Media Use of Thai Adolescents on Tourism.

Part 1 General data analysis results

Table1 Gender of Thai adolescents

Gender	Frequency	percent
Male	63	31.5
Female	137	68.5
Total	200	100.0

As show in the table, The majority of respondents were female (137) or 68.5%, followed by male (63%) or 31.5%

Table 2 Age range of respondents

Age	Frequency	percent
15-20 Year	92	46.0
20-25 Year	60	30.0
25-30 Year	27	13.5
Above 30 Year	21	10.5
Total	200	100.0

As show in the table, it was found that 92 respondents were aged 15-20. 46.0% were in the age group of 20-25 years old, 30% were in the age group of 20-25 years, and 27% were in the 25-30 years old group. Came down to No. 4 In the age of 30 years, 21 people accounted for 10.5%.

Table 3 Status of Thai adolescents

Status	Frequency	Percent
Single	167	83.5
Married	30	15.0
Divorced, Widowed, Separated	3	1.5
Total	200	100.0

As show in the table, 3The majority of respondents were 167 (83.5%), followed by the second (30%), 15.0% (3%), and the third There are 3 people, 1.5%

Education	Frequency	Percent
Primary School	6	3.0
Secondary School	13	6.5
Diploma	17	8.5
Bachelor degree	161	80.5
Master degree	3	1.5
Total	200	100.0

Table 4 the education of respondents

As show in the table,4 it was found that most of the respondents had 161 bachelors degree or 80.5%. Secondly, there were 17 vocational graduates, 8.5, followed by 13 students at the secondary level, 6.5 percent, followed by six students at the elementary level. 3.0, followed by # 5, with a masters degree or higher, of 3, or 1.5%.

Table 5 the occupation of respondents

Occupation	Frequency	Percent
Student	133	66.5
Maid	13	6.5
Owner Business	11	5.5
Employee	27	13.5
Government officials, state enterprises	12	6.0
Hire	4	2.0
Total	200	100.0

As show in the table, 5 shows that most of the respondents had career, 133 students or 66.5%, followed by the second ranked 27 persons, 13.5%, followed by the third. 13 housekeepers accounted for 6.5 percent, followed by government employees, 12 state enterprises, or 6.0 percent, followed by the private sector, 11 persons, or 5.5 percent. G 6 is an employee number 4 was 2.0 percent.

Table 6 Percentage of sample by salary

Salary	Frequency	Percent
below 5000	67	33.5
5001-10000	64	32.0
10001-20000	39	19.5
20001-30000	23	11.5
Above 30000	7	3.5
Total	200	100.0

As show in the table, 6 shows that most respondents had less than 5000 baht per month, accounting for 67%, or 33.5%, followed by 2 persons with a monthly income of 5001-10,000 baht, or 64%. 32.0, followed by No. 3 with monthly income of 1,0001-20000 baht, 39 baht or 19.5%, followed by the fourth rank of 20001-30000 baht per month, or 23.5%, respectively. 5 have a monthly income of more than 30000 Baht, 7 people or 3.5%

Part 2 General behaviors of tourists using Social Media

Table 7 Percentage of sample by type of Social media.

Social Media	Frequency	Percent
Notebook	29	14.5
PC	19	9.5
Telephone	116	58.0
Ipad	36	18.0
Total	200	100.0

Table 7 shows that the majority of respondents used social media via the mobile phone number one, 116 people, or 58.0%, followed by the second most used social media via Ipad, 36 people. Were 18.0%, followed by the third most used by the media, 29 people accounted for 14.5%, followed by the fourth most used social media through PC media, 19 people accounted for 9.5 %

Table 8 Percentage of respondents by experience in using the Internet and Social Media.

Experience in using Internet and Social Media	Frequency	Percent
Below 1 Year	2	1.0
1-3 Year	32	16.0
4-6 Year	67	33.5
Above 6 Year	99	49.5
Total	200	100.0

As show in the table,8 shows that most respondents had more than six years of Internet and social media experience for more than six years, of which 99 (49.5%) followed by 32 (4-6). 32%, 16.0%, followed by 4%, less than 1 year, 2%, 1.0%

Table 9 Percentage of respondents by type of information about travel through computer program

Program Computer	Frequency	Percent
Internet Explorer	29	14.5
Firefox	21	10.5
Google Chrome	150	75.0
Total	200	100.0

From Table 9, it was found that most respondents searched information about travel through the Google Chrome

computer program, of which 150 were 75.0 percent, followed by Internet Explorer with 29, or 14.5 percent. Firefox came in third with 21, or 10.5 percent

Table10 Percentage of sample by type of publication related to tourism published the most media.

Media distribution	Frequency	Percent
Facebook	125	62.5
Twitter	13	6.5
Instagram	30	15.0
YouTube	17	8.5
Line	15	7.5
Total	200	100.0

As show in the table, 10 The majority of respondents were disseminated through the 125 Facebook media, representing a percentage. 62.5 followed by No. 2 with 30%, followed by No. 17 with 8.5, followed by No. 15 with 7.5, followed by No. 13, with 6.5. 15.0 percent

Table 11 Percentage of samples classified by your purpose of using internet and social media.

Objective in Using internet and social media	Frequency	Percent
Education	50	25.0
Entertainment	135	67.5
For other transactions	15	7.5
Total	200	100.0

Table 11 The majority of respondents used the Internet and social media for entertainment. Of these, 135 (67.5%) followed the second, 50 (25.0%), followed by the third. 15 people, 7.5%

Table 12 Percentage of respondents classified by the benefits of using the Internet and Social Media in most matters.

Benefits of using Internet and Social Media	Frequency,	Percent
Learn to optimize with education.	82	41.0
Get information and information on tourism.	38	19.0
Reduce communication costs.	20	10.0
Entertainment	53	26.5
Order products and services	7	3.5
Total	200	100.0

As show in the table, 12 Most respondents benefited from the use of Internet and social media in their perceptions. Eighty-one percent (41.5%) followed the second, followed by the third (53.5%), followed by the third (38.5%). 19.0%, followed by # 4, 20%, and 10.0%, followed by # 7 and 7%, respectively.

Table 13 Percentage of respondents classified as having Internet connection and social media

Cost of internet connection and social media	Frequency	Percent
NO	27	13.5
Yes	173	86.5
Total	200	100.0

As show in the table 13 It found that most of the Internet and social media costs were 173 people, 86.5 percent, followed by the second, 27 people, or 13.5 percent.

Table 14 Percentage of sample by social media usage

Times of using the social media	Frequency	Percent
1 time / week	10	5.0
2 time / week	12	6.0
3 time / week	35	17.5
More than 4 times / week	143	71.5
Total	200	100.0

Table 14 shows that most of the social media users were more than four times a week, 143 people, or 71.5 percent, followed by the second, three times a week, or 35 percent. 17.5 Third place twice a week, 12 per cent, or 6.0 per cent, followed by a fourth, one per week, or ten per cent, or 5.0 per cent.

Table 15 Percentage of respondents by length of time using social media

Time to use social media	Frequency	Percent
Less than 1 hour / session	16	8.0
1-3 hours/times	61	30.5
3-6 hours/times	57	28.5
More than 6 hours/times	66	33.0
Total	200	100.0

Table 15, it was found that most respondents had more than six hours of social media usage per session, of which 66 persons were 33.0%, followed by 61%, 61%, and 61% respectively. 30.5 followed by No. 3, 3-6 hours / session, 57%, 28.5%, followed by 4% less than 1 hour / session, or 8.0%

Table 16 Percentage of sample by time spent using social media most frequently.

Time to use social media	Frequency	Percent
06.00-12.00	12	6.0
12.01-18.00	48	24.0
18.01-00.00	129	64.5
00.01-05.59	11	5.5
Total	200	100.0

Table 16 shows that most respondents used social media during the period 18.01-00.00 am, 129 persons or 64.5%, followed by the second at 12.01-18.00 hours, 48% or 24.0%. Twelve of them were from 06.00 to 12.00 hours, accounting for 6.0%, followed by the fourth, the period of 00.01-05.59 hours, or 11.5%.

Table 17 Percentage of respondents by type of internet and social media in most places

The place to use internet and social media	Frequency	Percent
home	136	68.0
Internet shop	13	6.5
library	10	5.0
Wireless Lan area	41	20.5
Total	200	100.0

From Table 17, it was found that 136 respondents mostly used internet and social media at home. Accounted for 68.0 percent, followed by Wireless Lan with 41.5 percent. The number of Internet users was 13, accounting for 6.5%, followed by the number of libraries, 10 persons, or 5.0%.

Table 18 Percentage of sample by location related to popular tourism published on Social Media most.

Publication location	Frequency	Percent
Siam Square /Department store	59	29.5
place of education	43	21.5
Natural Attractions	44	22.0
Restaurants / Restaurants	38	19.0
Hotel / Resort	16	8.0
Total	200	100.0

Table 18, it was found that most respondents rated the places related to tourism on social media as Siam Square / Shopping Centers 59, or 29.5%. Second place was 44 natural tourists, 22.0%, followed by 43 schools, 21.5%, followed by 38 restaurants or 19.0%. The number of hotels / resorts was 16, accounting for 8.0 percent.

Table 19 Percentage of respondents by most influential persons using social media

People who influence the use of social media	Frequency	Percent
self	71	35.5
Friend / acquaintance	80	40.0

Singer, actress, artist	19	9.5
Popularity	27	13.5
News / Media	3	1.5
Total	200	100.0

As show in the table, 19, most respondents were influenced by the use of social media, ie 80 friends, 40.0%, followed by self, 71%, 35.5%. The top three were 27 hits, representing 13.5%, followed by the 19th, 19.5%, 19.5%, and the fifth (3%). 1.5 percent

Part 3 Factors Influencing Social Media Use of Thai Adolescents on Tourism The criteria for analysis and interpretation are as follows.

Note Meaning of Meaning

4.20 - 5.00 Comments on the behavior of using social media at the highest level.

3.40 - 4.19 Comments on the behavior of using social media at the high level.

2.60 - 3.39 The opinions about the use of social media were moderate.

1.80 - 2.59 The opinions about the use of social media are low.

1.00 - 1.79 The opinions about the use of social media is minimal.

Part 1 How to use Social Media

Factors Influencing Social Media Use of Thai Adolescents on Tourism. Part 1 How to use Social Media	Level Comments					average (\bar{X})	standard deviation	meanin g
	1	2	3	4	5			
You use Social Media to find information on tourism.	39 (19.5)	93 (46.0)	61 (30.5)	8 (4.0)	0 (0.0)	2.19	.792	less
You use Social Media to contact your business.	33 (16.5)	74 (37.0)	63 (31.5)	26 (13.0)	4 (2.0)	2.47	.982	less

You use Social Media to exchange knowledge (chat)	67 (33.5)	85 (42.5)	43 (21.5)	4 (2.0)	1 (0.5)	1.94	.821	less
You use Social Media to disseminate information. Travel & Business News	65 (32.5)	77 (38.5)	45 (22.5)	13 (6.5)	0 (0.0)	2.03	.902	less
Total						2.16	.665	less

Table 1 shows the factors influencing the use of social media among Thai youths. In the overall picture of how to use social media, the mean was 2.16 (S.D. = .665). The use of Social Media for business contact was rated at a low level, with an average of 2.47 (S.D. = .982). Regarding the use of media for tourism in the second level is low, with an average of 2.19 (S.D. = .792) followed by. Use of social media to chat (third) is low, with an average of 1.94 (S.D. = .821) and the use of Social Media to disseminate information. Tourism and business travel was ranked at a low level with an average of 2.03 (S.D. = .902), respectively.

Table 2. Factors influencing the use of social media among Thai youths for tourism.

Factors Influencing Social Media Use of Thai Adolescents on Tourism.	Level Comments					average (\bar{X})	standard deviation	meaning
	1	2	3	4	5			
Side 2 publishing place								
Shopping center	37 (18.5)	81 (40.5)	c	17 (8.5)	6 (3.0)	3.37	.979	moderate
place of education	51 (25.5)	82 (41.0)	45 (22.5)	13 (6.5)	9 (4.5)	2.24	1.047	less
Restaurants and restaurants	49 (24.5)	86 (43.0)	47 (23.5)	14 (7.0)	4 (2.0)	2.19	.953	less
Nature attractions such as the sea, waterfalls, mountains, gardens, plants and forests, etc.	59 (29.5)	72 (36.0)	43 (21.5)	15 (7.5)	11 (5.5)	2.24	1.121	less

Hotel / Resort	55 (27.5)	79 (39.5)	51 (25.5)	12 (6.0)	3 (1.5)	2.15	.943	less
Amusement Park Entertainment	64 (32.0)	70 (35.0)	less	17 (8.5)	10 (5.0)	2.19	1.128	less
Total						2.23	.694	less

Table 2 shows the factors influencing the use of social media among Thai youths. The average level of information dissemination was 2.23 (S.D. = .694) when classified by locations. The shopping center was ranked at a moderate level with an average of 3.37 (S.D. = .979). Second place was at a low level with an average of 2.24 (S.D. = 1.047). Natural attractions such as the sea, waterfalls, mountains, gardens, plants and forests were ranked at a low level, with an average of 2.24 (SD = 1.121) followed by restaurants and restaurants ranked fourth. The mean score was 2.19 (SD = .953), followed by the amusement park (5) and low (2.19) (SD = 1.128). The average was 2.15 (S.D. = .943), respectively.

Table 3 Factors influencing the use of social media among Thai youths in both areas.

Factors Influencing Social Media Use of Thai Adolescents on Tourism.	Level Comments	average (\bar{X})	standard deviation	meaning
How to use Social Media	2.16	.665	43.12	less
Place of publication	2.23	.694	44.56	less
Total	2.19	.564	43.84	less

Table 3 shows that the respondents had an average level of opinion about factors influencing the use of social media among Thai youth on tourism in terms of using social media at low level. The respondents had an average of opinion about the factors influencing the use of social media among Thai youth in tourism in terms of publishing place was low. Was 44.56% with an average of 2.23

CONCLUSIONS

Research on Behavior Using Social Media and Tourism of Thai Adolescents in Bangkok The research was conducted with the population aged 15-30 years in Bangkok. The sample was sampled using 3-stage sampling. The sample size was 200 persons. The research instrument was a questionnaire. Use SPSS computer program for data analysis. Frequency, Percentage, Mean and Standard Deviation.

The research found that the female. At the age of 15-20 years old, the status of a single person using the mobile phone media to access the Internet 6 times a time to use Social Media to find information and most tourist attractions. Travel information from the Facebook application from the Post and Share of tourists and business owners.

Smartphones have played a huge role in communicating and receiving information. With many features and applications. Smart Phone has become the channel used by the people to disseminate information, 18.0 percent are used as the media. And most of the people 49.5 percent have experienced using the Internet or Social Media over 6 years. Facebook is the social network that has published about 62.5 percent of travel. Facebook is the most popular. Because Facebook is a social networking online community (Community) to help build a network of old friends and find new friends. Can share the comments. Traveling to friends in social media can be seen closely.

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