

ABSTRACT

Research Title : Factors for the Adoption of Electronic Marketing of Homestay
Entrepreneurs: The Case of Bang Konthee District, Samut Songkram
Province

Author : Ms. Siripen Yiamjanya

Year : 2013

.....

The study of Factors for the Adoption of Electronic Marketing of Homestay Entrepreneurs: The Case of Bang Konthee District, Samut Songkram Province was a partial of fulfillment of the academic service project of the year 2013. The study aimed to 1) to study the demographics of homestay entrepreneurs of Bang Konthee District, Samut Songkram Province; 2) to explore the behaviour in adopting electronic channel or Internet in daily life of homestay entrepreneurs of Bang Konthee District, Samut Songkram Province; 3) to explore the behaviour in adopting electronic channel or Internet in homestay business of homestay entrepreneurs of Bang Konthee District, Samut Songkram Province; 4) to study factors for adoption of electronic marketing in homestay business of homestay entrepreneurs of Bang Konthee District, Samut Songkram Province; and 5) to compare level of importance of factors for adoption of electronic marketing based on gender, age, generation, education level, income level and length of years of homestay's operation. The population of this research was homestay entrepreneurs in Bang Konthee District, Samut Songkram Province. By use of purposive sampling technique, the sample of this research was 35 homestay entrepreneurs. Self-administrated questionnaire written in Thai was employed for collecting the data. Two types of statistics were utilized in this research. Descriptive statistics included frequency, percentage, mean and standard deviation; whereas inferential statistics was used to test the hypotheses including Independent-sample t-test and analysis of variance (One Way ANOVA). Least Significant Difference or LSD post hoc test was also adopted. The findings revealed that most of the entrepreneurs used Internet in daily life and at work. However, they rarely used computer and Internet in marketing and public relation for their homestay business. The primary purposes of Internet usage included searching for general information, information and news about homestay and tourism. Minority of them used Internet for socializing in social network sites, for fast

communication purpose and learning English. Despite the fact that they used website for promoting their homestay, the study unveiled less frequency of updating content in their websites, while the Internet as communication tool for keeping contact with customers was little important. Regarding the intention to attend trainings, it was found that the entrepreneurs indicated their interest, yet could not do due to an inconvenience of time. Moreover, the findings suggested that the factors for the adoption of electronic marketing of homestay entrepreneurs of Bang Konthee District, Samut Songkram Province included 1) location of homestay in proximity to famous tourist attractions; 2) attractive decoration of homestay regardless of distance away from main tourist attractions; 3) competitiveness of homestay business in the area; 4) knowledge of tourist attractions; and 5) having own homestay website. Furthermore, the findings pointed out that the factors concerning individual capability development such as skills development and visiting or making inspection trips to homestays in other areas were less important than physical factors such as building and decorating homestays to attract customers. In addition, a co-operative establishment of homestay business network in the area and roles of public sector were apparently unclear.

The study contributed to some recommendations. An issue addressed readiness preparation of both local homestay business and related public organizations in order to build higher capability for welcoming international market especially foreign tourists from the countries in ASEAN Community. Moreover, the provincial and district offices should be the center of accessibility of local homestays by exploiting the benefits of electronic channel. Additionally, homestay business in Bang Konthee District may consider new product development, marketing and branding through boutique character to serve niche market.

Keywords: Electronic Marketing, Homestay