Effect of e-wom factors towards e-reservation: a case study on e-receivers of hotel services in Bangkok

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Abstract

Hotels these days are involving with more challenges and opportunities because with more expectations and intelligence, customers are trying to learn more about their favorite products and services. These consumers or, e-receivers of hotel e-reservation have certain factors which are related to e-reservation of hotel services. Therefore, the current study is going to determine how e-receivers' factors will be related to e-reservation of hotel services in Bangkok. For this purpose, 330 hotel e-receivers who have e-reserved their accommodations in Bangkok participated in the study. Likert Scale questionnaire was used to determine the correlation between e-receiver's factors and their e-reservation of the hotel services. The Person Correlation Coefficient was used to determine the degree of association between e-receiver factors and e-reservation of hotel services. The collected data reflected that there is a significant positive relationship between e-receiver's prior knowledge, e-receiver's involvement, e-receiver's focused search, e-receiver's social tie, e-receiver's cognitive personalization, and e-reservation of hotel services; while there is near to perfect significant correlation between Skepticism and e-reservation of hotel services in 4 and 5 star hotels in Bangkok. The existence of such correlation between e-receiver's factors and e-reservation of hotel services have presented significant contribution to hotel IT managers to apply the current findings in their management productivity as well as marketing managers to develop marketing strategies for their respective hotels.

1. Background

Nowadays, e-WOM is an important communication channel and encourages people to share their knowledge and opinions. Khammash and Griffiths (2010) categorized four types of motives which drive customers to participate online; self-involvement, customer empowerment, new social involvement, and site administration. These motives influence communication behavior and purchasing decisions as Khammash and Griffiths (2010) emphasized. Research by Brown and Reingen (1987) also shows that traditional WOM shaped customer attitudes and behaviors. Trusov, Buckin, and Pauwels (2009) also conducted a feasibility study for e-WOM marketing compared with traditional marketing. The study shows that e-WOM marketing was substantially more effective than traditional marketing actions in both the short term and the long term. E-Word-Of – Mouth (e-WOM) is known as any positive or negative statement made by potential, actual or former customers about a product or company, which is made available to a multitude of people and institutions via the internet (Henning-Thurau et al., 2004, p. 39).

E-WOM is a more credible source of information than other types of media such as advertising and newspapers. Information gathered from customers' experiences with products or services is more reliable than other channels of information as Trusov, Buckin, and Pauwels (2009) underlined its feasibility.

The data and information displayed in the Internet or on certain hotel websites or travel agencies and travel directory weblogs impact the choice of selection among hotel guests and guide or misguide them to come up with certain decisions and intentions which might not have favorable outcome for the guests and customers. One of the important aspect of e-WOM is its receiver or individual who responds to this communication. Such an individual is e-receiver in the world of electronic communication whose characteristics will affect his or her determination for e-reservation of the hotel products in hospitality industry. Therefore, it is important to pay more attention on certain

influential factors which affect their decision making and purchasing intention while they are going to click and pay for the products electronically. These factors undoubtedly influence such reservation.

On the other hand, rather than actually going to a travel agent, travelers increasingly prefer interacting with the travel business online to conveniently obtain information on destinations, prices or schedules (Greenspan, 2004). Accordingly, many hotels have regarded the internet as a new and efficient marketing environment. For example, O'Connor and Frew (2004) found the cost reduction by using electronic strategies in a cheaper distribution system to be one of the main advantages for hotels.

Even though hotel reservations constitute the second most frequently purchased travel product online according to Card et al. (2003)'s empirical study, relatively little research has been devoted to a detailed examination of online hotel reservation web sites. Furthermore, there has been minimal research to date regarding e-service performance of e-receivers who have intentions for online hotel booking.

Consequently, it is necessary to determine how e-receivers' factors will be related to e-reservation of hotel products in Bangkok.

1.1. Objectives

As it was stated, the current study is following these objectives:
1. To study the relationship between e-receivers' factors of e-WOM and the e-reservation of hotel products in Bangkok.
2. To study the relationship between e-receivers' demographic factors of e-WOM and the e-reservation of hotel products in Bangkok.

1. 2. Hypotheses

Based on the presented conceptual framework, it is possible to hypothesize the existing relationship between both variables as follow
H01. There is no significant relationship between e-receiver's prior knowledge and e- reservation of hotel products in Bangkok, Thailand.
Ha1. There is significant relationship between e-receiver's prior knowledge and e-reservation of hotel products in Bangkok, Thailand.
H0 2. There is no significant relationship between e-receiver's involvement and e-reservation of hotel products in Bangkok, Thailand.

Ha 2. There is significant relationship between e-receiver's involvement and e-reservation of hotel products in Bangkok, Thailand.

H03. There is no significant relationship between focused search and e-reservation of hotel products in Bangkok, Thailand.

Ha 3. There is significant relationship between focused search and e-reservation of hotel products in Bangkok, Thailand.

H04. There is no significant relationship between social tie and e-reservation of hotel products in Bangkok, Thailand.

Ha4. There is significant relationship between social tie and e-reservation of hotel products in Bangkok, Thailand.

H0 5. There is no significant relationship between cognitive personalization and e-reservation of hotel products in Bangkok, Thailand.

Ha 5. There is significant relationship between cognitive personalization and e-reservation of hotel products in Bangkok, Thailand.

H06. There is no significant relationship between e-receiver's skepticism and e-reservation of hotel products in Bangkok, Thailand.

Ha6. There is significant relationship between e-receiver's skepticism and e-reservation of hotel products in Bangkok, Thailand.

1. 1. e-Receivers' Factors in e-Reservation

1. 1. 1. Involvement

Involvement refers to the perceived personal relevance of a product based on the individual consumer's needs, interests, and values (Park, Lee and Han, 2007). Situational involvement is a temporary arousal of interest within the time frame of a purchasing decision. Involvement with the product has a determining influence on information processing.

1. 1. 2. Focused Search

In order for members to utilize the information content of their community's repositories, they must first locate the desired content. Searching and scanning are two basic ways that people look for new information in online contexts (Marchionini and Schneiderman, 1988): Scanning is an exploratory effort by which people briefly scan large quantities of information for possible relevancy to their information needs. When scanning, people rely on serendipity as they

sift through large quantities of content for potential search solutions. By contrast, searching aims at a predefined goal, and is more efficient and cost-effective than scanning. At a particular moment, information seekers choose whether to search or scan based on their information needs (Vandenbosch and Huff, 1997). We are especially interested in how searching plays out in online communities because widespread adoption of Internet search engines has made searching an easy and frequently used discovery method for online information seekers. The study here uses the term *focused search* to refer to the extent that information-seeking members of online communities have specific information needs in mind and actively search for on-topic information. At different stages during their problem-solving quest, members have different information needs, which result in varying levels of focused search (Majchrzak et al., 2004). In comparison, their levels of involvement tend to be relatively constant throughout the problem-solving process.

1. 1. 3. Consumer Skepticism

Consumers and customers of products and services sometimes have tendency of disbelief of what he or she receives about such products or services. This tendency of disbelief is defined as Consumer skepticism (Obermiller and Spangenberg, 1998). In other words, Consumer skepticism refers to consumers' tendency to disbelieve or question a company's motivation to conduct a CRM campaign (Mohr et al., 1998). Obermiller and Spangenberg (1998) defined skepticism about advertising in general as "the general tendency of disbelief about advertising claims and represents a basic marketplace belief that varies across persons and is related to general persuasibility (p. 159). Consumer skepticism toward advertising and CRM plays an important role in influencing their response toward advertising and CRM campaign. In general, high skeptical consumers would be more likely to response less favorably toward advertising and CRM campaign.

1. 1. 4. Prior knowledge

A customer usually relies on the personal memories or experience while he or she thinks to decide to purchase a product or service. This reliance on knowledge helps the customer to make a decision. This knowledge needed for making a purchasing decision and purchasing intention is related to knowledge of environment and knowledge of

products which help the customers have the intention for purchasing or not purchasing such products or services.

The notion that knowledge affects one's attitude and behavior is in harmony with Fishbein and Ajzen's Theory of Reasoned Action (1975). Their argument was based on the beliefs - which can be linked to the concept of knowledge insofar as belief can be seen as defensible knowledge (Moses and Shoham, 1993) functions as the basis for one's attitudes. Attitudes, in turn, influence one's behavioral intentions (Fishbein and Ajzen, 1975).

1. 1. 5. Cognitive Personalization

Personalization is defined as a cognitive operation by which readers of a review think about and feel as if what the review describes has actually happened to them (Larsen, Diener, and Cropanzana 1987). In the more precise terms Personalization is a mental operation initiated by the reader and elicited by the external stimuli. In a broader sense, Murthi and Sarkar (2003) believed that personalization also may refer to a tailored environment, product, service, or technology. Thus, personalization could mean the deliberate decoration or modification of the environment to fit a person's tastes or preferences, such as decorating one's own room or engaging in a process that changes the functionality, interface, information content, or distinctiveness of a product, service, or system such as a Web site interface. The purpose of personalization is to increase the element's personal relevance to an individual (Blom 2000). Research shows that consumers welcome personalized product offerings and that personalized messages enhance responsiveness (Howard and Kerin 2004). Consumers perceive personalized offers as more relevant to their needs and better aligned with their preferences, which in turn enhances their purchase intentions.

1. 1. 6. Social ties and e-WOM

Although much attention was given to WOM and e-WOM on consumer and his or her decision making process, less stream of research has been found on the personal relationship and its impact on WOM behavior. Brown and Reingen (1987) conducted certain study on information exchange and found that Regarding the social ties and the tie strength, they understood that Social tie strength, the level of intensity of the social relationship between consumers or degree of

overlap of two individuals' friendship varies greatly across a consumer's social network. Consumers generally have a wide range of relationship ties within their social network ranging from strong primary ties as those with close friends and family members to weak secondary ties such as those with acquaintances rarely seen to nonexistent ties with complete strangers. The few consumer behavior studies on communication flows focus primarily on the strong tie relationships virtually overlooking the impact of weak tie relationships (e. g. Arndt, 1967; Leonard-Barton, 1985). Granovetter (1973) suggests that weak ties can play a critical role in explaining a wide range of social network linking behaviors particularly between micro and macro levels. As applied to WOM behavior, weak ties are often critical to the dissemination of information between tightly woven strong tie clusters as evidenced when weak tie acquaintances share restaurant opinions gathered from consumption experiences with their family, their strong tie network. However, for WOM consumer behavior the study of tie strength is very limited with the notable exception of Brown and Reingen (1987).

2. Methods
2. 1 Theoretical Framework

Marketing tourism destinations and businesses have been affected by online communications. Consequently, digital marketing and its foundation paves the way for easier communication among consumers and between consumers and businesses.

Cheung & Thadani (2012) in their systematic review of the e-WOM research identified the key factors which are specific to the context of e-WOM communication which is reflected in figure 3. 1. According to their theoretical framework, such factors are classified to four categories which can serve as a salient guideline for the current study. The theoretical framework took four major elements in social communication. First category is called response which is made to the communication by the communitee. The response factors are reflecting the type of social influence which might affect consumer's belief, attitudes and purchase intention. As it was stated in their analysis, Cheung & Thadani (2012) believed that factors related to a receiver's psychological sate such as purchase intention, attitude,

information adoption and trust are the investigated results (responses) of e-WOM communication. The most frequently investigated one among all was purchase intention. This signifies the role of such factor in e-WOM communication which is the major concern for hotel guests in hotel reservation process. Therefore, in terms of hotel reservation which is mostly done online by hotel guests, it is referred to as e-reservation of hotel products in the present study. The other category which was given to more consideration is communicator who transmits the communication. It is the personal source of information which affects the consumer preferences and choices.

The communicator factors are related to whom the communication is transmitted, normally the receiver of the information. In the digital context of internet it is referred to as e-communicator who transmits the communication to e-receiver who responses to the communication. The message which is transmitted to the receiver by communicator or e-communicator is referred to as stimulus. In digital marketing communication it might be called as e-stimulus which refers to Valence (positive, negative, or neutral), volume (the quality of the information), and the rating of e-WOM communication. As Cheung & Thadani (2012) explained the four category as receiver and its related factors. It is shown in their review that the effect of the information received may change from person to person and it might engender vary different responses in different recipients depending on its recipients' perception, experience and sources. In more precise terms, the e-receiver's factors such as e-receiver's involvement, prior knowledge, are playing an important moderating role in determining the purchase intention or e-reservation in hotel booking system. Some other factors are also given more attention in various research studies; gender, consumer skepticism, and cognitive personalization.

The conceptual presented here is derived from the theoretical model introduced by Cheung & Thadani (2012). In Fig 1 the independent variables are the factors which have had relationship with dependent variable. To have a better understanding of these variables in the current study, the following section will discuss the main factors in details
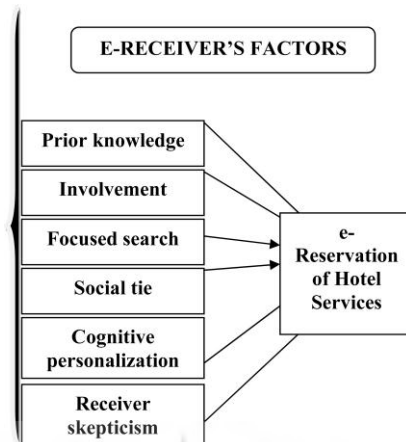
Figure1. The Operational Framework of the study

2. 2. Independent variables

In the current study, variables such as e-receiver's factors which include prior knowledge, e-receiver's involvement, gender, consumer skepticism, social tie, focused search and cognitive personalization are taken into consideration as independent variables. These factors are hypothesized to be in relationship with e-reservation of hotel products which signifies the receiver's intention to buy the hotel services in Bangkok.

2. 3. Dependent variables

In the first stage of the research conduct, the e-receiver's factors are to be regarded as independent variables which will influence the intention of the e-receiver to click on the mouse and *e-reserve the hotel* and its related products. Therefore the *e-reservation* of the hotel products is taken as the dependent variable in this study.

This study is trying to investigate the relationship between variables which will affect the e-Word of Mouth in provoking the purchase intention among hotel goers who have used the electronic means of communication for hotel reservation in Bangkok, Thailand. Therefore, a quantitative method of research is used to investigate the relationship between the independent variables and dependent variables.

2. 4. Population

The population among which the sample will be selected include those international tourists as well as all the hotel guests who are

willing to stay or have had their experience in a 3, 4 or 5 star hotels or are checking the hotel or any other social networks for finding any type of information regarding the hotels they intend to reserve for their stay in Bangkok in the form of reviews, opinions or other type of reflections which intend to introduce or present or even promote the hotel and its products and services on line.

2. 5. Sample and Sample Size

For the purpose of the current study, the theoretical sample sizes for various sizes of population with a 95% level of confidence was applied to determine the required sample size for the current study. Estimating the response rate of 20% and taking the estimate of the total population of the hotel guests based on the data received for this study as it was mentioned in ATTA that in January 2014, Thailand welcomed a total of 2, 319, 821 international tourist arrivals, representing a 0. 06 per cent increase over the same month in 2013(ATTA at Bangkok Suvarnabhumi International Airport, June 2014). Therefore, a sample of 384 was chosen appropriate for the study.

2. 5. 1. Sampling Procedures

As it was mentioned earlier the participant of the study are those international and local tourists who have chosen and Bangkok, Thailand as their destination as well as local Thai hotel users. Therefore, 384 questionnaires are to be distributed among participants or international tourists who entered Thailand based on the purposive sampling. It means for the purpose of the study certain locations such as the Bangkok International Airport (Suvanahbumi Airport) and the passengers who were leaving Bangkok were asked and given certain gifts to answer the questionnaires. Besides, the local Thais who e-reserved their hotels through internet were given the questionnaires and gifts to spend their time and answer all the items on 21 March-21 May, 2015. The potential respondents who have the tendency to participate were given assistance and guidance to fill out the questionnaires. Each completed questionnaire was received and welcomed by giving small gifts as a token of appreciation for their cooperation.

2. 6. Instrument

The current study enjoys the application of a newly constructed questionnaire to investigate the relationship between certain e-receiver's factors which are related to the e-reservation of hotel products which leads to the guests' click to pay for hotel products. In addition to this certain demographic variables such as age, gender and their frequency of using e-word of mouth for checking and purchasing hotel products in their most recent travel to Bangkok, Thailand.

The constructed questionnaire consists of 35 items or statements which reflected in Likert scale format for measuring e-receiver's factors: e-receiver's prior knowledge1-5, involvement 6-10, focused search11-15, e-receiver's social tie16-20, e-receiver's cognitive personalization21-25, e-receiver's skepticism 26-30 and e-reservation 31-35.

2. 7. Data Collection

2. 7. 1. Primary Data

The constructed questionnaire survey is used to collect the primary data. Therefore, such a questionnaire is going to be administered and distributed to almost 384 international and Thai tourists or hotel users travelling to Bangkok or staying in Bangkok for certain period of time for various purposes such as business or medical treatment. The questionnaire was made in English. The respondents are approached while they are willing to participate in the study and they are asked certain screening questions to see if they have chosen their place of residence or their accommodations through internet and how they selected their accommodation. If they consented they have reserved their accommodation through internet or have chosen the accommodation based on the online or electronic word of mouth. Then they are given the questionnaire and in return of the questionnaire they are given a small gift as token of appreciation. The whole process of data collection would have been carried out at Suvanahbumi Airport between 21March – May 21, 2015. The collected data will be given to statistical software to analyze and interpret the output.

2. 7. 2. Secondary Data

The secondary data will be collected from various available sources from books, journals, articles, and various websites and social Medias.

2. 8. Pre-test

To calculate the reliability or internal consistency of the instrument or questionnaire used in the study, almost a sample of 40 questionnaires were distributed among international students in ABAC and other international tourists around the university who have had the experience of booking hotels through internet or online connection in 1st March-21 March, 2015. The collected data were used to determine the reliability of the questionnaire and its components.

The consistency of the items or statements used in the constructed questionnaire where the Cronbach Alpha for the items related to personal factors is 0. 84. Moreover, the Alpha for e-receiver's prior knowledge 0. 80, involvement 0. 82, focused search 0. 79, e-receiver's social tie 0. 85, e-receiver's cognitive personalization 0. 84, e-receiver's skepticism 0. 78 and e-reservation 0. 82 respectively. The results shown reflect that the instrument is internally consistent and reliable for meeting the research objectives.

2. 9. Statistical Treatment of Data

When the questionnaires were collected, the data were tabulated and encoded for analysis using the SPSS package which provided the relevant findings of the statistical analysis. The statistical test of the **Pearson Correlation Coefficient** test was applied to investigate the relationship between independent and dependent variables.

2. 9. 1. Descriptive Statistics

For the purpose of the current study, the descriptive statistics included the numerical values given to the sample characteristics which will encompass the percentage, frequency, mean, and standard deviation required for the later analysis and interpretation.

2. 9. 2. Pearson Correlation Coefficient

Since the research hypotheses are made on interval scale, the appropriate statistical method for testing the proposed hypotheses will be Pearson's Correlation Coefficient to measure the degree of correlation or relationship between two variables.

Based on the obtained data more than 5% of respondents was female hotel guests who were willing to use the hotel facilities whereas 48 % of them were male. This implies the fact that women are more willing to use the e-WOM for the e-reservation of the hotel than men. The frequency of age showed that 51% of the respondents

are between the ages of 25-45 which reflect the fact that younger generation also is showing more enthusiasm for e-WOM for e-reservation whereas 27% of them are between 40 –above. This also indicates that older people have less tendencies for using the e-reservation. The obtained data also showed that more than 62% of the respondents were Thai while 38% of them are from non-Thai nationalities.

The collected data indicated that more than 62% of the respondents were using e-WOM for e-reservation more than once and only 38% of them were using e-reservation through e-WOM for the first time. This shows that most hotel guests were belonging to loyal group of customers who had their own specific reasons for being at their favorite type of hotel. More than this it is reflected that in a year 17% of the respondents using internet for hotel reservation in a year 1-2 times while more than 31% of them use internet 4-6 times a year; moreover, 36 of them use it just 7-8 times per year. Then 15% of them just use internet 9-10 times per years.

The inevitable fact which is implied is that more than 70% of the respondents feel happy to spend their time using internet and social media reviews and comments for e-reservation of their hotels. The hotel guests stated that they have their own special reasons for coming to their hotel of residence and visit Bangkok various purposes which vary from 21% for medical purposes came to Bangkok, almost 14. 5% come to visit friends and spend time with to have fun while 24% love to be there for relaxation and almost 29 % prefer Bangkok for Business and work and almost 10% of them have other reason for visiting Bangkok. In addition to this, respondents' income is another demographic factor which consists of 21% of them have income between 10, 000-15, 000 and 14. 5% have 16000-20000 Baht per month; more than 24% of them have income between 21, 000-40, 000 Baht per month. Besides, 32% of them has income of 41, 000-60, 000 Baht per month. More than this about 4% of them have the income between 61, 000-100, 000 Baht per month. The last group of them, 3%, have more than 100, 000 Baht per month. The last demographic data belonged to respondents' job which consisted of academic jobs such as students or teachers formed 30% of the respondents. The other occupation which is business and ownership of it has 24% of the

respondents. More than 15 % of them were housewives and almost 18% of them is office and administration job whereas 9% of respondents were retired and 3% have other types of jobs.

3. Results and Discussion of Findings
3. 1. Hypotheses Testing Results

After data collection, data tabulation and data analysis of 330 respondents, the hypotheses were put into testing.

All six null hypotheses for the current study are rejected and the study came to this point that there is a relationship between e-receivers' factors and e-reservation of the hotel products in Bangkok. The first hypothesis referred to the relationship between e-receiver's prior knowledge and e-reservation of the hotel products which was confirmed by rejecting the null hypothesis (r = 0. 513). In addition to this hypothesis two also was rejected and signifies that there is a relationship between e-receiver's involvement and e-reservation of the hotel products in Bangkok (r=0.481). In addition to this, the null hypothesis three which is there is not any relationship between focused search and e-reservation of hotel products in Bangkok, Thailand was rejected (r=0.631). Moreover, the fourth hypothesis proved to be accepted as it shows a significant relationship between social tie and e-reservation of hotel products in Bangkok, Thailand (r=0.851) After this, the fifth hypothesis came to be accepted to show that there is a significant relationship between cognitive personalization and e-reservation of hotel products in Bangkok, Thailand (r=0.853). The sixth hypothesis also was accepted when it proved that there is a negative correlation between e-receiver's skepticism and e-reservation of hotel products in Bangkok, Thailand (r=-0.919). This seems totally true if it is understood that those who have more skepticism has less tendency to e-reserve their place of residence in Bangkok through active involvement with e-WOM in their daily life. It almost reflects a strong correlation for the hypothesis.

3. 2. Recommendations

As it was discussed earlier the result of the study showed that the null hypotheses were rejected and it achieved the objectives of the

study. The following section is going to provide specific recommendations for various stakeholders.

3. 2. 1. Recommendations for the Hotel IT Managers

The moderate or somehow strong positive correlation (0. 853) between hotel guests' cognitive personalization and e-reservation implied certain important points. The guests of the hotel who returned the questionnaires mostly confessed that they are satisfied with the total IT service which emphasized on personalization of the communication in which the guest or e-receivers are addressed by personal name and personal needs which are addressed in such communication and marketing strategies taken by marketing managers. Moreover, the e-receivers' search focused would be on certain types of hotel products which are taken into consideration while try to put the hotel and its related services in search which is focused on those favorites search words done by e-receivers in his or her search by reflecting a strong relationship between focused research and e-reservation of the hotel products (0. 631) where a positive correlation was found. On the other hand, the social connection or tie would make it necessary for these managers to think of innovative strategies for establishing and promoting more social tie between or among their guests who are willing to be on line for connecting and receiving the required information with regard to their perspective services and products. Finally, it will have more implications if the IT managers know how to deal with the skepticism of their on line customers (-0. 919) and try to shift such attitude to some more socially connection made by various social medias.

3. 2. 2. Recommendations marketing managers

The obtained data and the analysis of the results showed that the rather moderate existing correlation (0. 513) between e-receivers' prior knowledge and e-reservation of the hotel products. This moderate correlation is an indication of the requirement for the guests and customers to have more positive reflection of the hotel marketing promotions and research for developing such positive prior knowledge by the help of various travel agencies to give a clear image and brand while the come of with certain information and upload it on their websites to reflection the truth about what services hotel can offer to have the loyalty of customers which is an indication of more

requirements and obligations on the marketing managers. The collected data specified that the majority of the e-receivers (62%) are from Thai nationality who have learned more about the hotel and its services and quality products from adverting by brochures and catalog which are regarded mostly as the traditional means of attracting customers. Secondly, e-Word of Mouth is known as the effective means of attracting customers. In new technological era, especially in Bangkok as a major tourist destination in ASEAN and the world, people especially Thai nationality are enjoying various services of internet and other social networks, there is a great necessity for e-marketing and expansion of modern electronic Word of Mouth strategies to reflect more about various types of hotels and their services and benefits for not only native Thais but also for more international tourists (38%) to enjoy their quality services. Therefore, it is highly recommended to apply more modern approaches and marketing strategies for better reflection of services and offers. The marketing managers, therefore, are recommended to provide more modern e-WOM strategies on their websites, social networks and online reviews to attract more customers for such services and enhance expected experience with more conformity with actual services and perceived quality of the services offered. This certainly will contribute to stronger establishment of brand image and more coordination between the Thai hotel brand and the types of actual services and entity offered for the customers on large scope in on line advertising.

4. Conclusion

The study came to this conclusion that the existing relationship between the independent variables and dependent variables are positive and the correlation between e-receivers' factors such as prior knowledge and e-reservation of hotel products came to be. 513 which indicated the existence of relationship between two variables are positively moderate. This reflects the fact that the study could achieve its first objective which were made to know how e-receivers' factor such as prior knowledge is related to the e-reservation of the hotel products in Bangkok, Thailand. Such a correlation definitely came from expected quality which was formed based on the various means

of publicity like advertising, e-word-of-mouth, catalogue and brochures. The moment of truth where the individual comes to perceive their quality of the offered services and products, demonstrates the degree of existence of relationship between the hotel guests have while were using the services and products. This also reflects the fact that hotel guests or e-receivers' involvement with e-WOM match with decision they made for e-reserving the hotel products. Therefore, the data analysis obtained and displayed here illustrate a research based answer for the research questions and reflected that the following objectives of the research were achieved by the study.

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