

Online Media Exposure and its Effect on Chinese Tourists Behavior Visiting Thailand

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Abstract— This research is a quantitative analysis aiming at as follows: 1) To study how differently Chinese tourists perceiving the news through online media for travel in Thailand. 2) To study the Chinese tourists behavior on news perception through online media for travel in Thailand. The researchers use questionnaire as a survey tool to collect 400 datas from a sample group. The statistical methods we use are percentage, frequency, mean, one-way anova, standard deviation, and Pearson correlation by statistical program.

The result is found that most of responders are women between 26 - 33 years old working as employees for private organizations, earning around 6,001 - 9,000 CNY, and graduated in bachelor's degree or equal. They once travelled in Thailand as an individual or with companions for 5 - 7 days, and most of them would like to go back again. The hypothesis testing shows that 1) the sample group that has different age, career, earnings, and education will have different behaviors of travel at 0.05 as a significance level. 2) the sample group that has different gender will have the same behaviors of travel at 0.05 as a significance level. 3) the behaviors of news perception through online media in terms of tourism website, information type, and accommodation are related to tourism behaviors of Chinese people at 0.01 as a significance level.

Index Terms— news perception, online media, tourism behavior.

I. INTRODUCTION

With the development of information technology Travel sites become the means of getting information about tourism. The Most travelers usually find information before traveling from the online media, 61.2 percent. Because the search through the online media costs less And can get information fast. The Exposure to online media has become a major factor in the decision to travel.

According to statistics from China's iResearch, 2016 China's online travel market grew by 34.0 percent, with a total trade value of 5.9346 billion yuan. China is divided into 3 types. Include near the house. These three types of outbound and outbound travel are the highest in the country. Accounted for 53.3% the number of tourists is about 120 million.

The growth has increased by 4.3 percent. iResearch also concludes that the development of online travel in the form of outbound tourism will continue. Information dissemination through online media can be easily accessed. Most online media users are teenagers. And people working age groups. China Internet Network Information Center (CNNIC) BE2559 states that by June BE 2559 China has 710 million internet users. The

age of Internet users is between 10-39 years, or 74.4 percent. The online media for travel is designed according to the preferences of many users.

Chinese tourists get information through online media such as travel websites. To travel abroad The top three tourist sites in China are: www.tuniu.com (Tuniu 途牛) www.ctrip.com (Ctrip 携程) www.ly.com (Tongcheng 同程)

These 3 websites are all sites that provide travel information. These 3 websites also have applications Information available on the site And applications are available. The Important Places of Interest Tickets are available at special rates, tours, train tickets, airfare, hotel accommodation, as well as visa services. To facilitate the Chinese tourists planning to Thailand

Tuniu's business model is to choose the right product from a travel agency or tour agency to offer consumers. By online media Tuniu's features are diverse. Most of the information is focused on tourism based tours.

Ctrip's business model is a medium-like website. Ctrip has a long history with its products. And is the largest online travel company in Asia. Ctrip's key features is the ability to manage and control the quality of service. After-sales service is satisfactory. Most of the information will focus on self-tourism.

Tongcheng's business model is the ticketing platform. Tickets of various places. Tongcheng cooperates with the local eating places. Then launched the tour program. Tongcheng is featured in price. Suitable for consumers with low tourism budgets. And consumers with a small number of days.

According to a report by the China Tourism Academy, in the past, the purpose of choosing a tourist destination was the Chinese tourists. Convenient transportation, safe and secure. And a good natural environment. But now the purpose has changed. It will focus on enjoying the environment. And high quality service in the travel country. Include weather, prices, prices, housing, medical and education, etc. Traveling abroad has become a gauge of the happiness of Chinese families and Chinese adolescents.

The website has published the 2017 Annual Report on Chinese tourists traveling abroad. The Chinese have decided to use the service more clever than ever. When a person's position is better than before. The demand for tourism is growing. The people who choose to follow the tour gradually reduced the natural. Theme travel (theme travel) and often self. This situation is occurring among teenage travelers, whose behavior and travel preferences have changed over the years.

At present, Chinese tourists are mainly aimed at relaxation. Change from the past is the purchase. China has more air pollution problems. If the destination is a good city. Or have a

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good natural environment. It can help Chinese tourists decide where to go (tosaporn mahamud BE 2555).

The purpose of relaxation is the main factor of tourism. When Chinese tourists choose the accommodation is not very stingy. I will pay expensive to get quality service. The hotel is the most popular Chinese tourist accommodation. Hotel

Other Accommodations Such as locally-owned accommodations. It is easy to attract Chinese tourists, and it is evident that the tourist behavior and preferences of Chinese adolescents have changed.

Therefore, the researcher is interested in studying the exposure behavior of online media of Chinese tourists when searching for information on tourism in Thailand. This is a guide to solving and improving the online media to match the exposure of Chinese tourists as much as possible.

II. RESEARCH OBJECTIVES

A. To study the demographic factors of different Chinese tourists. The behavior of information exposure through online media for tourism in Thailand is different.

B. To study the behavior of news exposure through online media for tourism of the Chinese tourists. Correlated with tourist behavior in Thailand.

III. RELATED LITERATURE THEORY OF ONLINE EXPOSURE (MEDIA EXPOSURE)

(Klapper, J.T., 1960 in Siwat jantnasupapong BE2554, p. 9). When people want to know the news. The process of exposure is like a filtering tool. There are 4 steps to filter the news.

Step 1 Selective Exposure This step is the start of the process of exposure. Exhibitors are exposed to information from various sources, resources and resources. Exhibitors will choose according to their preferences and needs. Like buying a newspaper. Select one radio station. Exhibitors are different for everyone. This difference is based on the skill and ability of each person to know the news. Exhibitors are better at listening than reading. I like to listen to radio. Watch TV rather than reading.

Step 2: Selective Attention The tendency of the newsgroup to choose information from one source. For information sources, news publishers are interested in choosing their own interests. To support their attitude. And avoid things that can not be consistent with the attitude. There is no unbalanced mental conflict. Or not have This feeling is called cognitive dissonance.

Step 3: Selective Perception and Interpretation When the exposure has been exposed to the information. It is not always the news that the messenger sent. Exposureists often choose to interpret and interpret the messages sent by the messenger according to their interests, attitudes, experiences, needs, and preferences. Each expositor may be interpreted from a substance that corresponds to his or her personal nature. Exposure when interpreted may result in partial deletion of information. Sometimes there is good news distortion. This is a good way to get exposure.

Step 4: Selective Retention When the exhibitor reaches a selective retention stage. Always choose the information

memorized in accordance with your interests, needs or attitudes. At the same time, the information they themselves are not interested in. Do not agree or disagree with your ideas. Exposure is often forgotten. Or not to inherit. The information that the exposure selected. Most will have content that can help promote or support the feelings, opinions, attitudes, or values of an existing individual. To be more stable and change more difficult. To be useful in the future. Or next opportunity One can use when conflicting feelings do not match their thoughts, attitudes or values.

IV. EXPOSURE BEHAVIOR

Exposure behavior refers to the actions performed with the motion. Whether it is listening, speaking, reading from the newspaper. Watching TV, listening to the radio, and talking to people. Each person has his or her own media exposure behavior. To vary It is based on four basic principles (Merrill & Lowenstein, 1971).

Loneliness when the person must be alone, do not interact with anyone. The first choice to think about is online media. This is a great way to help people, and sometimes, to be more comfortable with online media than with people, because online media has no part in conversation or social pressure.

Curiosity People are curious about things that are already in nature, so the media is taking this point as the key to the message. From beginning to near to far away.

Benefits of self. Humans seek information and use the information for their benefit. To support their own ideas, they have to be more self-reliant Or entertainment. Least Effort and Least Effort. Get the best reward (Promise of Reward)

Each media is unique. Sukanya Buranadechachai (BE2552) has said that news exposure through online media is developing more and more. It will change the way of life in a better way. Research on knowledge, attitudes, and behaviors will make the person and society change through the learning process. Each person will have different learning experiences depending on the individual and the environment. The learning process takes place in the mind and the way of life of the individual.

Meaning and concept of tourist behavior.

Surerate Techatwiwant (BE2545) Tourism behavior or tourist behavior refers to the expression of the behavior of tourists. The study of tourist behavior is for the following purposes.

- An estimate of the number of tourists traveling each season.
- Planning and development of tourism services.
- marketing planning and development
- Planning and prevention of problems.
- Planning and development of technology and communication.

Planning and implementation Do not know the behavior or identity of the target market when Needs. It will become quite difficult. The behavior of tourists is considered to be the reason for analysis (Components). The behavior of tourists to see. And may happen in the future to predict what will happen. For this reason To succeed in providing services to tourists. It depends on the knowledge of the people in the organization. Knowledge of the behavior of tourists is much less.

V. RELATED RESEARCH

WANG ZHAOFENG and XIE JUAN (2013) ANALYSIS ON INFORMATION SEARCH IN TOURISM WEBSITE ON TOURISTS. The results of the research were as follows: 1) Factors related to age, occupation, and education level affect the exposure behavior of the tourist site of Zhangjiajie tourist group. And high education there will be more traffic to the travel website. Travel sites are also the main source of this group. 2) The Internet has become the main channel for getting tourist information. The most interesting tourist information is the basic information of the tourist. 3) Baidu or Google search sites or travel websites are a popular way to find Chinese tourist information. Because the information is diverse.

Sirikwang panya (BE 2556) Study Factors affecting travel to Thailand for Chinese tourists are that most of the information on tourist information is recognized by the electronic media or the Internet. The factor of tourism activity is entertainment and all-inclusive services, followed by recreation activities. Including tourist attractions and accommodation are clean and hygienic. The natural attractions are beautiful. Cultural Attractions And historical value. Safety factor is security in both tourist and accommodation. Secondly, it is safe from natural disasters. And safe from crime and murder.

VI. RESEARCH METHODOLOGY

This study is a quantitative research. Quantitative Research has the form of survey research using surveys. (Questionnaire) Chinese language is a tool to collect data. Self-Administered Questionnaire. Both male and female. It is a Chinese tourists who are visiting or Thailand. The sample size for collecting data was 400 respondents. By using the online questionnaire. BE in December BE 2560

VII. DATA ANALYSIS

In the analysis of data, there are details of the following key statistics. Descriptive Statistics The researcher uses the Frequency, Percentage, Mean and Standard Deviation method to collect and describe all information related to the group. a sample Inferential Statistics The authors use one-way ANOVA to analyze the Pearson Correlation Coefficient.

A. Hypothesis 1

Chinese tourists with demographic characteristics such as gender, age, occupation, education income. Different There are different tourist behaviors.

One-way analysis of variance (ANOVA) was used to analyze the variance of sex, age, occupation, income, education level. By the degree of acceptance Or the assumption is .05.

B. Hypothesis 2

Chinese tourists who are exposed to information through online media. Relationship with tourist behavior. The researcher uses Pearson's product moment correlation coefficient. To analyze the relationship between variables. Media exposure behavior through online media. And travel habits. The level of acceptance or rejection of the hypothesis is .05.

VIII. RESEARCH RESULT

A study on the behavior of media exposure for online travel to Thailand by Chinese tourists. The 400 samples can be summarized as follows:

A. Part 1 General Information of Chinese Respondent

According to the research on "Exposure to online media for tourism in Thailand of Chinese tourists," the results are as follows. The sample size of this study was 242 female (60.5%). Most of the age group between 26-33 years old were 154 (38.25%).

146 employees (36.5%) were private employees. There are 181 people (45.25%) earning 6,001-9,000 yuan per month. There were 194 undergraduate (48.50%) graduates. Most of them have traveled to Thailand only once, 168 (42%). The majority of respondents were 154 (23.1%). The number of days used in each trip was 5-7 days. The highest number was 178 (44.5%). 308 people (77%) thought that they would return to Thailand.

B. Part 2 Information on the use of online media for respondents.

The sample has a habit of using online media. The most popular tourist information is from the Tuniu website ($M = 2.89$), followed by Tongcheng ($M = 2.75$) and Ctrip ($M = 2.56$). The information that tourists are interested in is the information about the tour plan from the website ($M = 2.80$). The information type ($M = 2.87$) and the video ($M = 2.87$) The Piper Cheap Chinese favorite part is all about adventure. $M = 2.70$; $M = 2.60$; $M = 2.56$; $M = 2.56$ and traffic conditions. The information about the host ($M = 2.67$) was followed by Airbnb ($M = 2.52$) and Hotel ($M = 2.50$).

C. Part 3 Information on Travel Behavior for Respondents

The focus group ($M = 2.67$) was interested in information about health tourism ($M = 2.65$). Health care ($M = 2.88$) for the merit making (2.78) and for the second type ($M = 2.77$).

IX. DISCUSSION OF RESULTS

A. Population

Based on the findings of the Chinese population survey, It was found that the factors of age, occupation, income and educational level were different in different tourist behaviors. Consistent with the concept and theory of demography, it can be said that the demographic factors. Effects of different consumer behaviors. Researchers have adopted this concept as a guideline for the study. Because each factor of a person varies by demographic factors. It is the basis for determining different tourist behaviors. Travelers with different sex Tourism behavior was different in terms of objective of tourism in terms of seeking for different thrills, while the other factors did not differ. Comply with social group theory. Social Categories Theory of Defleur and Ball-Rokeach describes the study of how individuals behave in relation to individual characteristics. These characteristics can be described in groups as. People with similar behaviors tend to be in the same group, so the recipients

in the same social hierarchy are likely to choose to receive information. And respond to the content in the same way.

The purpose of tourism in the pursuit of life is to thrill. Male tourists and women are different. Because females have a milder mental state than men are more determined and more productive than women. Both sexes are different in aspects, which affect the life. Knowledge, awareness and application in everyday life (kingkal sumpawong, BE2546).

B. Behavior of information exposure through online media. I found that the tour group. Most visitors prefer to visit tourist information from the Tuniu and Tongcheng websites. Most self-selected tourists will choose Ctrip.

From the information exposure behavior, the tourist information model was found. Most of the tour participants like the format.TV series, music videos and video clips. Self-Goers Most of the formatting, information, images, articles and reviews. Researchers have concluded that. The people who visit the tour often like to be exposed to the media. Because the tour. There are travel companies set up travel plans before Chinese tourists have different travel information. Before traveling Choose a style that is fun and not tired. The format of the information provided by the tour group is different to that of the tour group. Pictures, articles and reviews should be detailed enough to suit the needs of the self-goers.

From the information exposure behavior of the accommodation. Tourists are interested in the hotel information. Maybe a tour company to attract Chinese tourists to Thailand. With a strategy to set a cheap tour. The budget for the hotel. Tourists are required to search the hotel according to the tour program. The group of self-interested visitors.Hostel Airbnb Hotels & Resorts, respectively, due to its purpose. And travel budgets are different. The hotel information needs are different.

X. SUGGESTION

Exposure behavior through Chinese tourist websites

The information provided to tourists visiting the Chinese tour. Travel information should be published on the Tuniu and Tongcheng websites. Tuniu site highlights information of nightlife. Health and shopping malls While the Tongcheng site Focus on the type of nightlife. Department stores and natural attractions. Chinese tourists who get news from the Tuniu website Mostly for the purpose of visiting the temple to see the performances of the second type and to maintain health. Chinese tourists who visit the Tongcheng website Mostly for the purpose of maintaining health. To see the show of the second type. And to develop relationships with those who come together.

The information provided to tourists traveling to China. Travel information should be published at the Ctrip website. The highlight of natural attractions. Nightlife And the department store. Chinese tourists who visit Ctrip website. Mostly come with a purpose to reduce stress. To view the scenery and to develop relationships with those who come together.

Behavioral exposures of tourist information models of

Chinese tourists. The information provided to tourists visiting the Chinese tour. Choose a format that is a movie or TV series, a music video and a video clip. The content should focus on cultural attractions. Health Travel Places. Historical Tours Chinese tourists who like the movie or TV series, music videos and video clips. Most of them have a purpose to travel to maintain their health and to make merit and to study Thai culture.The information provided to tourists visiting the Chinese themselves. Select the image data format. Articles and reviews are essentially the contents of the images. And reviews should focus on natural attractions. The article should focus on health tourism. Chinese tourists like the image format, article And most of the reviews are aimed at scenic views. To reduce stress And to develop relationships with people who come together.

Exposure behavior of hotel information of Chinese tourists varies between two types of tourists. The Chinese tourists who visit the tour most interested in the hotel. Cultural attractions Health Travel And historical attractions Most of this group is aimed at studying Thai culture. To enjoy the nightlife and to reduce stress. In another way Most Chinese tourists visit themselves to get information about hotels, resorts and airbnb. The focus is on natural attractions. Historical Attractions Health Travel And nightlife. Online media should design content to communicate with the target audience.

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