

# Study on the Behavior and Satisfaction of Students in the College of Hospitality Industry Management Toward Social Media for Tourism and Services

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## Abstract.

This study focused on the behavior and satisfaction of students at the College of Hospitality and Tourism Management in using social media for tourism and services. A survey of 220 students revealed that most were female, aged 18-25, third-year tourism students, with a monthly income below 5,000 THB.

TikTok was the top choice for selecting travel destinations. Students accessed social media 3-4 times per month, mainly for entertainment, relaxation, and information on natural destinations. They preferred video content and often relied on user reviews, spending about 1 hour per session. High satisfaction was reported with the speed, convenience, variety, and reliability of tourism information on social media. Influencers played a significant role in travel planning. TikTok was the favorite for tourism content, while YouTube was the top choice for following travel influencers.

Social media plays a crucial role in students' tourism choices, highlighting the need for targeted marketing strategies in the tourism industry to cater to their preferences.

**Keywords:** Behavior, Satisfaction, Social Media, Tourism

## 1. Introduction

Tourism has a long history dating back to ancient times, beginning with journeys for trade, study, religion, and the exploration of new territories. It started to take a clearer form in the Middle Ages when pilgrims traveled to sacred sites. Tourism grew significantly in the modern era with the advent of transportation technologies like trains, airplanes, and cars. After World War II, economic development enabled ordinary people to travel more frequently, making tourism a popular global activity.

Today, tourism is not limited to leisure but also includes exploration, study, and participation in various activities. Social media plays a crucial role in shaping travel behavior, helping people easily find information, read reviews, and share experiences. Platforms like Facebook, Instagram, and YouTube have become primary channels for promoting and exchanging travel information.

Social media is also an essential tool for planning trips, finding accommodation, and choosing tourist destinations based on user reviews. Posting photos and videos can inspire followers, leading tourism businesses to adapt their marketing strategies to social media to attract travelers and meet the needs of their target audience, especially among students and social media users.

In conclusion, tourism and social media are closely linked, making travel and access to information easier. They promote tourism and foster effective engagement between tourists and service providers.

### **1.1 Research Objective**

- Study on the Behavior of Students in the College of Hospitality Industry Management towards Social Media for Tourism and Services.
- Study on the Satisfaction of Students in the College of Hospitality Industry Management towards Social Media for Tourism and Services.

## **2. Body of paper**

### **Consumer Behavior Theory**

Consumer behavior is the process by which consumers decide to purchase and use various goods or services to satisfy their needs and desires. Studying this behavior helps to understand how consumers search for, decide on, and evaluate products, which is a crucial factor in strategic marketing planning

#### **Key types of consumer behavior include:**

**Complex buying behavior:** Involves highly involved purchases where consumers perceive significant differences between brands.

**Dissonance-reducing buying behavior:** Occurs when consumers are highly involved in a purchase but see little difference between brands.

**Variety-seeking buying behavior:** Involves low involvement but significant perceived brand differences, leading consumers to frequently switch brands for variety.

### **Satisfaction Theory**

Satisfaction is an attitude or feeling that arises when one's expectations are met. If the outcome aligns with the expectations, satisfaction occurs. Conversely, if the outcome does not meet the expectations, dissatisfaction will result.

### **Consumer Behavior and Decision-Making in Using Social Media**

Studies have found that consumers often use social media to search for information before deciding to travel. This includes looking at reviews of destinations and searching for information from various sources like Facebook, Instagram, YouTube, and TikTok. These platforms play a significant role in inspiring and motivating travel

The choice to use social media for travel information is popular because of the convenience of accessing data, the reliability of reviews, and the diversity of engaging content.

**Consumer Satisfaction with Social Media** Research has found that most students are satisfied with using social media to find travel information due to the fast and easy access, as well as the up-to-date content. Additionally, reviews from real users and influencers are crucial factors in deciding to choose travel services.

### 3. Methodology

This research studies the behavior and satisfaction of students at the College of Service Industry Management towards social media for tourism and services. It uses a quantitative research method, which involves data collection from a sample group of students at the College of Service Industry Management, using a questionnaire as the research tool to analyze the data and obtain clear results.

#### 1. Research Design

This research employs a quantitative research method, focusing on collecting measurable data and performing statistical analysis to test the research hypothesis. The primary tool for data collection is the questionnaire. The study emphasizes analyzing students' behavior in using social media, as well as their satisfaction levels regarding social media for tourism and related services.

#### 2. Population and Sample

**Population:** The population for this research consists of undergraduate students at the College of Service Industry Management at Suan Sunandha Rajabhat University.

**Sample:** The sample group for this study is 220 students from the College of Service Industry Management, selected using random sampling to ensure the results represent the broader population.

#### 3. Research Instruments

The instrument used for data collection in this research is a questionnaire, which includes both closed-ended and open-ended questions. The design of the questionnaire aims to clearly measure students' behavior and satisfaction with using social media for tourism.

**Section 1:** General information of the respondents, such as age, gender, education level, and income.

**Section 2:** Behavior in using social media for tourism, including platforms used, frequency of use, and time spent searching for information.

**Section 3:** Satisfaction with using social media for tourism, including convenience, speed, and reliability of the information received.

### 4. Results

Analysis of Data from the Questionnaire Collected from 220 Students at the College of Service Industry Management Revealed the Following Key Results:

### **1. General Information of the Respondents**

From the sample group of 220 students, the following was found:

- Gender: The majority were female.
- Age Range: Most respondents were between the ages of 18 and 25.
- Education Level: The majority were undergraduate students in their third year.
- Field of Study: The respondents were studying in the field of Tourism and Service Industry Management.
- Occupation: The respondents were students.
- Income: Most respondents had a monthly income of less than 5,000 baht.

### **2. Behavior in Using Social Media for Tourism**

From the survey on behavior in using social media:

- Platforms Used: The majority of students preferred using TikTok to search for travel information, followed by YouTube and Instagram.
- Frequency of Use: Most students used social media for tourism approximately 3-4 times per month.
- Time Spent Searching for Information: Students typically spent about 1 hour each time searching for travel information.
- Reasons for Using Social Media: The majority of students used social media for entertainment and relaxation, as well as for searching information about natural tourist destinations.

### **3. Student Satisfaction with Using Social Media for Tourism**

- Convenience of Accessing Information: Most students were highly satisfied with the ability to quickly access travel information via social media.
- Variety of Travel Content: Students were highly satisfied with the diversity of travel-related content available on social media.
- Reliability of Information: The majority of students were highly satisfied with the accuracy and reliability of travel information they received from social media.
- Satisfaction with User Engagement: Students were highly satisfied with the ability to exchange opinions or reviews about tourist destinations with other users.

- Satisfaction with Influencers: Students were highly satisfied with travel information received from influencers, such as "I Roam Alone," which had an impact on their travel planning.

#### **4. Satisfaction with Platforms and Influencers**

- Satisfaction with Platforms: Students were highly satisfied with TikTok, followed by YouTube and Instagram, for finding travel information.
- Satisfaction with Influencers: Most students were highly satisfied with YouTube and TikTok for following travel-related influencers.

### **5. Conclusion**

Study of Consumer Behavior and Satisfaction of Students at the College of Service Industry Management Towards Social Media for Tourism and Services

The study found that social media plays a crucial role in decision-making when selecting services, especially in the tourism industry. Most students prefer using social media platforms such as TikTok, YouTube, and Instagram to search for information about tourist destinations and services. This is due to the convenience of accessing information, the variety of available content, and reviews from real users that help boost confidence in their decisions.

The research also revealed that students' satisfaction with using social media is high in several aspects, particularly the convenience of information search, speed of access, and the involvement of other users, such as reviews and exchanges of opinions. Additionally, the use of influencers to promote tourist destinations or services has a positive impact on students' travel planning.

However, the findings suggest that this research can be used to develop and adjust marketing strategies in the tourism industry to better meet the needs and behaviors of students who use social media to select tourism and other services. This can be done by increasing the use of online platforms and making content more engaging, such as presenting videos that are both entertaining and informative.

This study highlights the importance of using social media to promote tourism and services and can serve as useful data for developing future marketing strategies, particularly in reaching the student demographic, which plays a significant role in deciding on services through online channels.

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