# การตัดสินใจของผู้บริโภคที่เข้าพักโรงแรมในมณฑลเซี่ยงไฮ้
# THE CONSUMER'S DECISION TO STAY HOTEL IN SHANGHAI PROVINCE

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## บทคัดย่อ

การวิจัยนี้มีวัตถุประสงค์เพื่อ (1) ศึกษาลักษณะทางประชากรที่ส่งผลต่อการตัดสินใจเข้าพักโรงแรมในมณฑลเซี่ยงไฮ้ (2) ศึกษาปัจจัยส่วนประสมการตลาดที่ส่งผลต่อการตัดสินใจเข้าพักโรงแรมในมณฑลเซี่ยงไฮ้ และ (3) ศึกษาระดับการตัดสินใจของผู้บริโภคที่เข้าพักโรงแรมในมณฑลเซี่ยงไฮ้

การวิจัยนี้เป็นการวิจัยเชิงปริมาณ ประชากรที่ใช้ในการวิจัยครั้งนี้ คือ ผู้บริโภคที่อาศัยอยู่ในสาธารณรัฐประชาชนจีน ซึ่งไม่ทราบจำนวนที่แน่นอน กลุ่มตัวอย่างจำนวน 400 คน ได้แก่ ผู้บริโภคที่เคยเข้าพักโรงแรมในมณฑลเซี่ยงไฮ้ สาธารณรัฐประชาชนจีน โดยใช้วิธีการสุ่มตัวอย่างแบบเฉพาะเจาะจง และใช้แบบสอบถามเป็นเครื่องมือในการเก็บรวบรวมข้อมูล สถิติที่ใช้ในการวิเคราะห์ ได้แก่ ค่าความถี่ ค่าร้อยละ ค่าเฉลี่ย ส่วนเบี่ยงเบนมาตรฐาน t-test, F-test และการวิเคราะห์ความแปรปรวนทางเดียว

ผลการวิจัยพบว่า (1) ลักษณะทางประชากรที่แตกต่างกัน ส่งผลต่อการตัดสินใจเข้าพักโรงแรมในมณฑลเซี่ยงไฮ้แตกต่างกัน โดยมีนัยสำคัญทางสถิติที่ระดับ 0.05 (2) ปัจจัยส่วนประสมการตลาดที่แตกต่างกันส่งผลต่อการตัดสินใจเข้าพักโรงแรมในมณฑลเซี่ยงไฮ้แตกต่างกัน อย่างมีนัยสำคัญทางสถิติที่ระดับ 0.05 และ (3) ระดับการตัดสินใจของผู้บริโภคที่เข้าพักโรงแรมในมณฑลเซี่ยงไฮ้พบว่า ในภาพรวมอยู่ในระดับมากที่สุด เมื่อพิจารณาเป็นรายด้าน พบว่า ด้านที่มากที่สุดคือ ด้านการรับรู้ถึงความต้องการหรือปัญหา รองลงมาคือ ด้านการประเมินทางเลือก ด้านการตัดสินใจซื้อ ด้านพฤติกรรมภายหลังการซื้อ และด้านการแสวงหาข้อมูล ตามลำดับ

**คำสำคัญ:** การตัดสินใจของผู้บริโภค เข้าพัก โรงแรม

## ABSTRACT

The objectives of this research were: (1) to study the demographic characteristics affecting the decision to stay hotel in Shanghai province; (2) to study

marketing mix factors affecting the decision to stay hotel in Shanghai province; and (3) to study the level of consumer's decision to stay hotel in Shanghai province.

This research was quantitative research. The population used in this research was consumers who living in Shanghai province that unknow the exact number. The sample group consisted of 400 consumers who have stayed at hotel in Shanghai province, the People's Republic of China. Using a specific sampling method and using the questionnaire as a tool for collecting data. The statistics used in the analysis were frequency, percentage, mean, standard deviation, t-test, F-test and One-way ANOVA.

Major findings: (1) different demographic characteristics affected the decision to stay hotel in Shanghai province differently with statistically significant at the 0.05 level; (2) different marketing mix factors affected the decision to stay hotel in Shanghai province differently with statistically significant at the 0.05 level; and (3) the level of consumer's decision to stay hotel in Shanghai province found that overall, it was at the highest level. When considering each aspect, it was found that the highest was the awareness or problems, followed by the evaluation, purchasing decision making, post purchase behavior and data search, respectively.

**Keywords:** Consumer's Decision, Stay, Hotel

## Research Background

This year, the global economy as a whole has been weak. The rise in oil prices, turmoil in the European and American banking industry, and inflation will still pose downward pressure on global economic growth in the second half of the year. It is expected that the global economic growth rate will decrease from 3.1% in 2022 to 2% this year, and the US economic growth rate is expected to slow down from 2.1% in 2022 to 1.2%. Developing countries outside of China are expected to slow down their economic growth rate this year from 4.1% in 2022 to around 3.1%.

In the current situation where the overall recovery of the world economy is weak, the Chinese economy is showing a positive momentum. With the gradual

elimination of the impact of the epidemic, the Chinese economy has steadily restarted. In the first quarter of 2023, the Chinese economy grew by 4.5% year-on-year, an increase of 1.6 percentage points compared to the fourth quarter of last year. From a month-on-month perspective, the GDP growth rate in the first quarter reached 2.2% month on month, a significant increase from 0.6% in the fourth quarter. Especially on the consumer side, as the impact of the epidemic gradually subsides and consumption scenarios increase, overall consumption has shown a recovery trend since the beginning of this year, with an enhanced driving effect on economic growth. The rapid release of residents' demand for contact and aggregation services such as dining out, shopping, tourism, and accommodation has driven the year-on-year growth rate of catering revenue in March to quickly rebound from 9.2% in January to February to 26.3%.

In 2023, the haze of the epidemic has gradually dissipated, and the economic environment is stable and improving, leading to a surge in demand in the domestic liquor and tourism industry. In the first half of 2023, the search popularity of domestic hotels reached 300% of the same period in 2022, with Shanghai, Beijing, Sanya, Hangzhou, Guangzhou and other cities ranking among the top popular search destinations for hotels; Domestic air ticket search popularity reached 183% of the same period in 2022, with Shanghai, Beijing, Chengdu, Guangzhou, Chongqing and other cities ranking among the top 5 popular air ticket search destinations

The surge in demand has also driven a significant growth in the consumer market. After experiencing a halving in tourist arrivals and revenue from 2020 to 2022, the domestic tourism industry finally experienced a strong recovery in 2023: in Q1 2023, the number of domestic tourists increased by 46.5% compared to Q1 2022, and the domestic tourism revenue increased by 69.5% compared to Q1 2022. The 2023 Spring Festival has also laid the market foundation for the tourism economy to maintain a stable growth and sustained recovery throughout the year. The May Day Labour Day in 2023 is the first golden week in real sense after the epidemic. The number of tourists has recovered to 119.1% in the same period of 2019. Both the number of tourists and the tourism income have broken through the peak in 2019 and reached the highest value of each small and long holiday since the epidemic;

The Dragon Boat Festival also continued the market heat, with tourist arrivals returning to 112.8% of the same period in 2019.

In 2023, the hotel industry in Shanghai is in a rapid development stage, and the hotel industry is gradually developing in Shanghai. The abundant hotel resources in Shanghai are undoubtedly one of the most favorable conditions for the development of many hotels. From the perspective of industry scale, the market size of Shanghai's hotel industry reached an astonishing 80 billion yuan in 2023, an increase of 50% compared to 2018.From the perspective of hotel star standards, in 2023, the hotel industry in Shanghai has hotels with five or more stars and other stars, of which 315 are five-star hotels, with a corresponding number of 98000 rooms; There are 2763 four-star hotels with a total of 457000 guest rooms; There are 2147 three-star hotels with a total of 303000 guest rooms; There are 1536 two-star hotels with a total of 175000 guest rooms; There are 2621 one-star hotels with a total of 142000 guest rooms. From the perspective of consumption level, the consumption level of hotel rooms per night in Shanghai in 2023 was 206 yuan, an increase of 21% compared to 2018. In addition, the discount rate for guest rooms was 11.54, an increase of 2.13% compared to 2018.

According to the national policy of vigorously developing the hotel industry, the hotel industry in Shanghai will continue to develop steadily in 2023, with an expected scale of 90 billion yuan, an increase of 30% compared to 2018.

It is expected that the hotel industry in Shanghai will continue to develop in 2023, with a further increase in the number of guest rooms. Five-star hotels may reach 400, and the number of guest rooms may reach over 120000; Four-star hotels may increase to 3000, with a room count of over 500000; Three-star hotels may increase to 2250, and the number of guest rooms may reach over 320000; The number of two-star hotels may reach 1650 and the number of guest rooms may reach over 200000; One-star hotels may also reach 2750 with a possible number of over 160000 rooms.

In addition, Shanghai will further improve the relevant policies of the hotel industry, and more incentive measures will be introduced. On the one hand, it will further reduce the tax burden on enterprises, and on the other hand, it will increase

the support of the hotel industry for new entrants. Market participants will also receive more policy support.

At present, women have more income and economic autonomy, and various consumptions centered around women have also expanded crazily in recent years, forming a representative "other economy". The rapid development of her economy has also driven an increase in the proportion of female accommodation. In the first half of 2023, the occupancy rate of female users was 36%, an increase of 7pp compared to the same period in 2022. Hotel users also have a trend towards youthfulness. In the first half of 2023, more than 70% of users under 40 years old accounted for, and the proportion of users under 20 years old increased significantly compared to the same period in 2022. It can be expected that creating a youthful lifestyle and creating new themes and brands around young groups will inevitably become the direction for upgrading the hotel's future industrial structure. Parent-child travel is also an important travel and accommodation scenario at present. In the first half of 2023, nearly a quarter of the population stayed with children. This year's May Day data shows that the sales of hotels with "parent-child" labels doubled compared to the same period in 2019. It is expected that the proportion of summer parent-child travel will further increase.

With the lifting of restrictions on cross provincial travel, the long-suppressed demand for mid to long term travel by users has been centrally released in the first half of 2023. In the first half of 2023, the proportion of cross provincial tourism increased by 7.5pp compared to the same period in 2022, reaching 49%; The number of consecutive days for users has increased, with the proportion of consecutive days of 2 or more increasing by 3pp compared to the same period last year. At the same time, due to the reduction of travel uncertainty, the proportion of daily bookings has decreased, and users tend to plan ahead. The proportion of bookings more than 2 days in advance has increased to nearly 20%, an increase of 8.5pp compared to the same period last year. On the other hand, in holidays or hot event scenarios, the trend of users booking in advance is more pronounced. Taking a singer's concert as an example, compared to regular Saturday orders, the advance booking cycle for the concert is longer (peak booking occurs on official promotion

days and opening days). As the concert economy recovers, being able to detect hot events in a timely manner and pre control room volume is a mandatory task for hotels.

The improvement of user consumption ability is accompanied by their pursuit of better services, better facilities, and better experiences. In the first half of 2023, among user negative reviews, the mention rate of decoration, meals, services, and facilities was relatively high and increased compared to the same period last year. Users paid more attention to hardware facilities and software services. In the future, the hotel industry will inevitably move towards quality optimization.

## Research Objectives

1. To study the demographic characteristics affecting the decision to stay hotel in Shanghai province.

2. To study marketing mix factors affecting the decision to stay hotel in Shanghai province

3. To study the level of consumer's decision to stay hotel in Shanghai province.

## Research Hypotheses

1. The demographic characteristics affecting the decision to stay hotel in Shanghai province, differently.

2. The marketing mix factors affecting the decision to stay hotel in Shanghai province, differently.

## Research Scopes

In this research, the researcher has defined the scope of research as follows:

**Content Scope**

Focus on the study of factors including

*Independent Variable:*

1. Demographic; Age, Gender, Income, Educational background, Profession

2. 4P marketing mix; Product, Price, Place, Promotion

*Dependent Variable:*

Decision to stay hotel in Shanghai province

**Area Scope**

Shanghai province, The People's Republic of China

**Population and Sample Size**

The population used in this research was consumers who living in Shanghai province that unknow the exact number.

The sample group consisted of 400 consumers who have stayed at hotel in Shanghai province, the People's Republic of China. Sample sizes were determined from Taro Yamane's formula (1973) at 95% confidence level and tolerances of 5%. Sample were accepted 400.

**Research Framework**

**Independent**

**Dependent**

**Demographic**

1. Age

2. Gender

3. Income

4. Educational background

**Marketing mix**

1. Product

2. Price

3. Place

4. Promotion

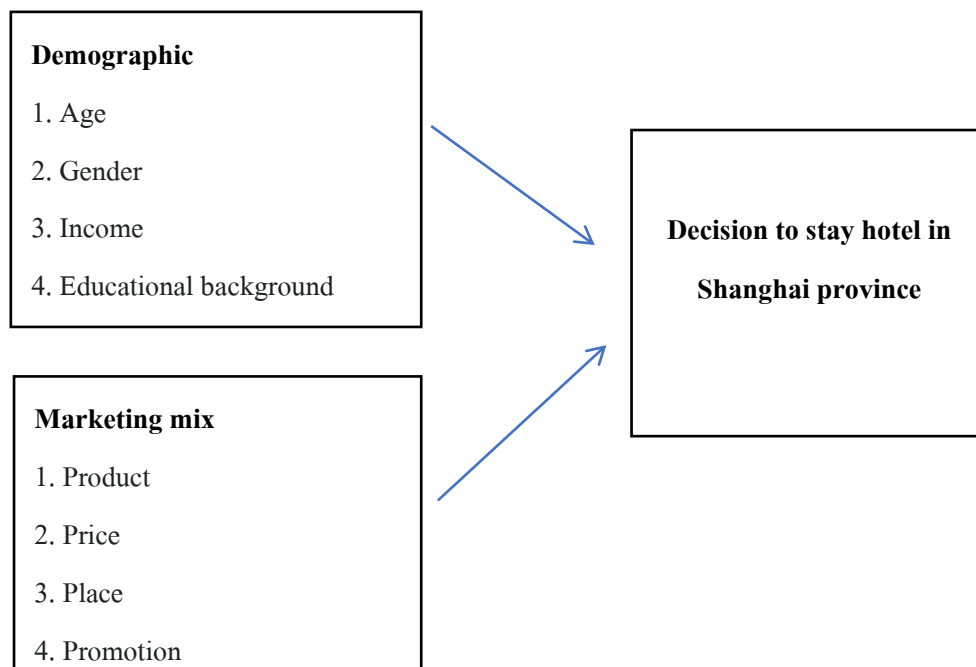**Decision to stay hotel in Shanghai province**

**Figure 1** Conceptual framework

## Expected Benefits

      1. The importance of demographics affecting the market mix and hotel accommodation in Shanghai.

      2. The behavior of tourists when using services. Influence the priority and select the Marketing mix of the hotel in Shanghai.

## Literature Review

      Research topic is the Consumer's Decision to Stay Hotel in Shanghai Province. Making the research results useful and achieving the established literature review is divided into 4 parts:

      2.1 Hotel Accommodation

      2.2 Definition and Theory of Consumer Behavior

      2.3 Definition and Theory of Marketing mix Factors

      2.4 Definition and Theory of Decision Making

      2.5 Related Research

## Research Methodology

### Research Model

      The researcher conducted the study according to the research process and quantitative research methodology. By using a questionnaire to collect information from a sample of the population it is descriptive research.

### Population

      The population used in this research was consumers who living in Shanghai province that unknow the exact number.

### Sample Size

      The sample group consisted of 400 consumers who have stayed at hotel in Shanghai province, the People's Republic of China. Using a specific sampling method to select the respondents total 400, which suitable under the formula of Taro Yamane (1973)

**Research Tool**

This research was designed using quantitative approach. Based on the nature of the study and its objectives a survey method was chosen again to collect the data. As it was already mentioned in the first part of the chapter, quantitative approach could provide objective observations accurate measures, and statistical analysis from a large scale of sample (Hair, 2000). It also "allows direct comparison between responses," patterns and trends formation, based on the statistical data (Hair), which is crucial for the current study. Questionnaire was used as a data collection technique. It was initially designed in English and later translated in Chinese language.

By using a questionnaire to collect information from a sample as follows.

1. Personal data of respondents.

2. Respondents' opinions marketing mix factors that affect the purchase decision is interview by using the gauge of Likert's Scale It is divided into 5 levels, which are 5=Strongly Agree, 4=Agree, 3=Neutral, 2=Disagree, 1=Strongly Disagree.

3. Respondents' opinions the decision making to hotel in shanghai.

4. Suggestion

**Data Collection Methods**

In This research the researcher has collected the data as follows:

1. Primary Data collected questionnaires from the sample group.

2. Secondary Data The researcher gathered the data from the study of related documents.

**The Statistics Used in Data Analysis**

Descriptive statistics analysis. The questionnaire part 1 used the frequency, percentage, mean and the questionnaire part 2 used the mean, standard deviation to describe general information from the sample and analysis of opinion data, independent variables and dependent variables. The criteria for interpreting the results are as follows:

In analyzing the data, the students collected all scores to find the mean and the standard deviation of the sample based on the criteria by which the question is a rating scale, which is divided into 5 levels.

Score Level

Strongly Agree means a score of 5 points

Agree means a score of 4 points

Neutral          means a score of 3 points

Disagree means a score of 2 points

Strongly Disagree means a score of 1 point

Therefore, the criteria for interpreting to classify the mean into the following ranges:

Average score between 4.20 – 5.00 means Strongly Agree

Average score between 3.40 – 4.19 means    Agree

Average score between 2.60 – 3.39 means    Neutral

Average score between 1.80 – 2.59 means    Disagree

Average score between 1.00 – 1.79 means    Strongly Disagree

## Conclusions

**1. The demographic characteristics of consumers' behavior affecting the decision to stay hotel in Shanghai.**

Different demographic characteristics affected the decision to stay hotel in Shanghai province differently with statistically significant at the 0.05 level.

**2. The marketing strategy of consumers behavior affecting the decision to stay hotel in Shanghai province.**

Different marketing mix factors affected the decision to stay hotel in Shanghai province differently with statistically significant at the 0.05 level.

1.In terms of accommodation and services, respondents are most concerned about the reputation of accommodation, followed by the availability of multiple levels of rooms to choose from, as well as suitable accommodation locations close to tourist attractions, commercial venues, and communities. This may be due to the spread of tourist groups. People who used to live here were advised to rate their accommodation or learn information from the internet. The marketing mix that affects the choice of small accommodation for Shanghai tourists. In terms of products, tourists value the reputation of accommodation facilities. There are various

facilities and rooms around the guest room. Study the behavior of choosing to use commercial services. Shanghai tourists find that the key factor in product marketing is importance. Each room has the most facilities. This may be due to differences in style and a lack of emphasis on comfortable backpacker travel.

In terms of place (distribution channels) respondents are most concerned about providing room reservations through the internet, followed by travel agencies. Provide various accommodation information for tourists. Due to the convenience of accessing the internet now, tourists are using it. This is a convenient tool that meets tourists' requirements for accommodation and tourist attractions. Discovered in 2006, this location is an environmental related activity that provides services to customers and has an impact. Understanding the value and benefits of the services provided by customers must be considered in terms of location and channels.

In terms of promotion, the respondents are most concerned about: the second festival has promotional activities. There are shuttle services between accommodation and airport stations. According to research, transportation and discounts during long-term or group accommodation affect the marketing mix of small accommodation choices. Shanghai tourists have found that in terms of promotion, tourists attach special importance to discounts, and the survey found that tourists value mixed factors. Marketing in marketing promotion is that tourists value sales personnel. Factors such as hospitality, politeness, and appropriate attire.

The service personnel found that the respondents were most concerned about smiling, polite, and friendly service, followed by fast service and possessing the same foreign language communication skills. The marketing mix that affects foreign tourists' choice of hotel accommodation in Shanghai. The Ministry of Foreign Affairs emphasizes the politeness and hospitality of employees, and studies the behavior of tourists choosing to use four-star hotel services in Shanghai have found that the important factor for tourists is a composite factor. Personal marketing: Friendly, smiling, and the marketing factors that influence foreign tourists' hotel choices in the human resources the marketing mix. During the service process, respondents are the most concerned. There are multiple ways to book accommodation and make payments, such as cash, credit card, and bank transfer. Convenience is the most important aspect for consumers in the service process of transferring funds through the internet, where there are sufficient personnel to provide services and the information customers need.

### 3. The level of consumer's decision to stay hotel in Shanghai province

The level of consumer's decision to stay hotel in Shanghai province found that overall, it was at the highest level. When considering each aspect, it was found that the highest was the awareness or problems, followed by the evaluation, purchasing decision making, post purchase behavior and data search, respectively.

## Suggestions

In terms of accommodation and services, accommodation styles should always be developed to maintain good condition. In terms of service, service standards should always be maintained to improve efficiency. Satisfy customer needs and leave a deep impression throughout the entire service process. In terms of pricing, operators have flexible pricing and can adjust or develop model hotel services to meet consumer needs based on environmental or factor factors. The hotel has complete facilities. Able to set higher prices than competitors. The location of the distribution channel should be selected. The hotel is close to tourist attractions or communities, with convenient transportation. In not too deep alleys, including sales channels, there are many channels that can receive service fees, and marketing should be provided. Advertising through social media is important because tourists prefer to search for accommodation information through social media. Before choosing accommodation, include accommodation discounts for long-term tourists. Service personnel should pay attention to the following aspects of personnel development: we provide training for employees to improve work efficiency and leave a deep impression on customers. The service process should focus on the service process, with a focus on speed and accuracy. Including technologies that assist in providing services, such as diversified currency payments, payment can be made online or credit cards, etc. The physical environment should prioritize ensuring the safety and cleanliness of accommodation to ensure reliability and reliability of use.

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