

TRAVEL BEHAVIOUR AND PATTERN OF UNIVERSITY  
STUDENTS: THE COMPARATIVE STUDY OF MALAYSIA  
AND THAILAND

BY

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- (1) This undergraduate FYP is the end result of our own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.
- (2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.
- (3) Equal contribution has been made by each group member in completing the FYP.
- (4) The word count of this research report is 11,511 words.

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## **LIST OF ABBREVIATIONS**

SPSS	Statistical Package for Social Science
SYTA	Student and Youth Travel Association of North America
UNWTO	The World Tourism Organization, United Nations agency
WYSE	World Youth Student & Educational Travel Confederation

## **PREFACE**

The research topic is Travel Behaviour and Pattern of University Students: The Comparative study of Malaysia and Thailand. Researchers choose this topic to investigate and study the predictors that will impact on university students' travel behaviour and pattern which then subsequently compare on travel behaviour and pattern of university students in Malaysia and Thailand.

Basically, travel behaviour refers to the way in which tourists behave according to their attitudes before, during and after travelling. The behaviour also determined by preferences and special attributes of the host destination. Travel Preference is more specific than travel motivations and are revealed by where the tourists would like to go and what the tourists preferred to do certain activities. Travel Expenditure defined as the total consumption expenditure made by tourists during his/her trip and stay at the destination. Travel Transportation is using all the standard transportation modes since tourists rely on existing passenger transport systems, from local transit systems to global air transportation to reach the travel destination.

Thus, there are three variables that Malaysia and Thailand university students will evaluate their travel experiences and travel preferences. These entire variables play important roles in influencing Malaysia and Thailand university students' travel behaviour and pattern.

## **ABSTRACT**

The existing of “Visit Malaysia 2020” in Malaysia has given a chance to conduct this study in order to comprehend this area and wider context. This study is conducted to examine the significant relationship between the factors that can influence Malaysia and Thailand university student travel behaviour and pattern. Knowledge regarding travel behaviour can assist in marketing and product planning and development which can increase the number of visitors to tourism products such as Hotel and transport service provider. The research was conducted by distributing questionnaires to the students who are currently studying higher education in Malaysia and Thailand university. The findings indicate substantial differences and similarities between Malaysia and Thailand university student travel behaviour and preferences. These are directly related to their future preferences and behaviour in domestic and international travelling. Important conclusions for travel expenditure, travel transportation, and social media are suggested. Lastly, the finding of comparative study has provided influential information to Malaysia tourism industry players.

## **CHAPTER 1: RESEARCH OVERVIEW**

### **1.0 Introduction**

This purpose to conducts this research wants to determine the factors that influencing university students' travel behaviour and pattern with focusing in Malaysia and Thailand area university. The university student travel behaviour and pattern will be identified by investigating the student's choice and find the pull factors that attract tourists from the domestic and foreign tourism industry.

In addition, the researchers also aim to find out the similarities and differences between Thailand University Students and Malaysia University Students by doing comparative data analysis.

### **1.1 Research Background**

According to the World Tourism Organization, there are four out of five tourists has travelled within their own continent area. In addition, there is a total of 1,326 million international tourists' arrivals increased from 2016 to 2017 (World Tourism Organization, 2018)

According to Cooper and Hall (2008), one of the largest industries and growing rapidly in the world is the tourism industry. This industry also strongly influencing the global economies by playing an important role in service sectors. Other than that, the contribution of travel and tourism industry to GDP is creating job opportunities, increase visitors' exports, and boost global economies. According to

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Tooman (1997), the Tourism industry has assisted the developing country for economic development and minimize the dependency on manufacturing and agriculture sector. Besides, the high development rates of the country will increase the inflows of foreign currency, allows the government and society improved the infrastructure and facilities, and implement new educational and management knowledge that affect other sectors.

### **1.1.1 Malaysia Tourism Industry**

According to the Department of Statistics Malaysia, the main contributors to the GDP are services sector and manufacturing sector with 56% and 22.8% in 2018. Also, the tourism industry also becomes part of the main contributors to GDP since it is one of the components falls under the services sector. The tourism industry has contributed directly to GDP 2017 with 82.6 billion Ringgit which is 6.1% from overall GDP and mainly dedicate by retail trade, accommodation and food, and beverage products and services. (Department of Statistics Malaysia, 2018). Furthermore, the Ministry of Tourism, Arts and Culture have launched The Visit Malaysia 2020 plan in order to gather all the participants in the tourism industry to accomplish the universal target which absorbs 168 billion ringgit from tourists activities and collect 36 million tourists by 2020, also target on the type of high-end tourist. Thus, creates more job opportunities and increase national income (“Visit Malaysia 2020”, n.d.). Appendix A shows the number of employees has steadily increased from 2005 to 2017, which is from 1.5 million persons to 3.4 million persons. Also, the share contributed to total employment grow steadily from 15% in 2005 to 23.2% in 2017 (Department of Statistics Malaysia, 2018).

**Table 1.0: International Tourists Arrivals ('million) and Receipts in US**

**Dollar (USD' million)**

YEAR	MALAYSIA		THAILAND		SINGAPORE		INDONESIA	
	Arrivals	Receipts	Arrivals	Receipts	Arrivals	Receipts	Arrivals	Receipts
<b>2010</b>	24.577	18,152	15.936	23,796	9.161	14,178	7.003	7,618
<b>2011</b>	24.714	19,649	19.230	30,924	10.390	17,929	7.650	9,038
<b>2012</b>	25.033	20,251	22.354	37,766	11.098	18,795	8.044	9,463
<b>2013</b>	25.715	21,500	26.547	45,738	11.899	19,231	8.802	10,302
<b>2014</b>	27.437	22,600	24.810	42,047	11.864	19,161	9.435	11,567
<b>2015</b>	25.721	17,666	29.923	48,527	12.051	16,617	10.407	12,054
<b>2016</b>	26.757	18,085	32.530	52,465	12.914	18,945	11.519	12,566
<b>2017</b>	25.948	18,352	35.592	62,158	13.903	19,707	14.040	14,117

Adapted from: World Tourism Organization,

Retrieved from: <https://data.worldbank.org/indicator/st.int.rcpt.cd> &

<https://data.worldbank.org/indicator/ST.INT.ARVL>

Table 1.0 shows the international tourists' arrivals and receipts of Malaysia, Thailand, Singapore, and Indonesia from 2010 to 2017. There was an unstable trend in the number of international tourists' arrivals from 2014 to 2017 and overall it was dropped from 27.437 million tourists in 2014 to 25.948 million tourists in 2017. Same goes to the international receipts which drop from 22,600 million US Dollar in 2014 to 18,352 million US Dollar in 2017.

On the other hand, Domestic tourism industry cannot be ignored during the progress of transforming the tourism industry. Based on the domestic tourism survey in 2017 conducted by Department of Statistic Malaysia, the domestic visitors were slightly increased by 8.5 % from 2016 with 189.3 million people to 2017 with 205.4 million people. The total expenditure contributes by domestic visitors also increased from 74,773 million Ringgit in 2016 to 83,103 million Ringgit in 2017.

**Table 1.1: The percentage distribution and total expenditure of domestic visitors by activities component in 2017**

Activities	Percentage (%)	Total Expenditure (RM'000)
Shopping	36.3%	30,149,211
Automotive Fuel	15.2%	12,599,421
Food and Beverage	13.8%	11,450,376
Visited Households	11.4%	9,440,491
Accommodation	8.6%	7,164,081
Transport	6.3%	5,215,067
Other Activities	5.5%	4,550,275
Before the trips/packages/entrance fees/tickets	3.0%	2,533,686
<b>Total</b>	<b>100%</b>	<b>83,102,610</b>

Adapted from: Domestic Tourism Survey 2017

Generally, Malaysian spending on domestic tourism was increased and the most spending activity during the trip is Shopping with 36.3 % as shown in table 1.1. Furthermore, Automotive Fuel and Food and Beverage also register high expenditure figure with 12,599,421 thousand Ringgit and 11,450,376 thousand Ringgit (Department of Statistics Malaysia, 2018). Since the year 2003, Malaysia government started to develop the shopping sector become the major travel activities for the purpose of increase more domestic and international tourist expenditure. For instance, create duty-free shopping destination in every popular destination in Malaysia, and set up premium outlets. such as Mitsui Outlet Park, Johor Premium Outlets.

**Table 1.2: Top 10 Country that have Highest Tourist Arrivals to Malaysia in  
2017**

No	Country	2016	2017	Growth%
1.	Singapore	13,272,961	12,441,713	(6.3)
2.	Indonesia	3,049,964	2,796,570	(8.3)
3.	China	2,124,942	2,281,666	7.4
4.	Brunei	1,391,016	1,660,506	19.4
5.	Thailand	1,780,800	1,836,522	3.1
6.	India	638,578	552,739	(13.4)
7.	South Korea	444,439	484,528	9.0
8.	Philippines	417,446	370,559	(11.2)
9.	Australia	377,727	351,232	(7.0)
10.	Japan	413,768	392,777	(5.1)
	<b>Total</b>	23,911,641	23,168,812	(12.4)

Adapted from: Tourism Malaysia with the cooperation of Immigration Department

\*bracket numbers mean negative

Table 1.2 shows the country that Malaysia has received the highest number of inbound tourists in 2017 and the growth rate of each of the country. The highest growth rate country is Brunei with increased 19.4% numbers of tourists of arrivals. In contrast, India has the highest negative rate which means there were 13.4% of the numbers of tourist arrivals decreased from 2016 to 2017. Although Singapore is the top country that Malaysia received the most numbers of tourists in both years but there was a negative rate with 6.3%.

In addition, the total growth rate from these countries was negative 12.4% and has received lesser tourists from 2016 to 2017. Also, the majority of the country on the list is Asia country except for Australia.

### **1.1.2 Thailand Tourism Industry**

Thailand is Malaysia neighbour country and strong competitors in the tourism industry that receives the most international tourists among the Southeast Asian country (“Malaysia among Asia’s most visited countries, says report”, 2018). Table 1.1 also shows that Thailand has achieved the highest numbers of international arrivals compared to Malaysia, Indonesia, and Singapore from 2015 to 2017. At the same time, Thailand is the leading country from 2010 to 2017 in terms of the international receipts, which represent by 62,158 million US Dollar. When comes to global ranking of receiving tourism spending, Thailand is the only Southeast Asian country that enters the top five of the lists. On top of that, the inbound tourism receipts of Thailand allow the country making a profit of 45.3 billion US Dollar (Ismail, 2019).

**Table 1.3: Top 10 Country that have Highest Tourist Arrivals to Thailand in  
2017**

No	Country	2016	2017	Growth%
1.	China	8,757,646	9,805,753	12
2.	Malaysia	3,494,890	3,354,800	(4)
3.	Korea	1,464,200	1,709,070	16.7
4.	Laos	1,388,020	1,612,647	16.2
5.	Japan	1,439,510	1,544,328	7.3
6.	India	1,194,508	1,411,942	18.2
7.	Russia	1,090,083	1,346,219	23.5
8.	USA	975,643	1,056,124	8.25
9.	Singapore	967,550	1,028,077	6.3
10.	United Kingdom	1,004,345	994,468	(1)
	<b>Total</b>	21,776,395	23,863,428	103.45

Adapted from: Thailand Ministry of Tourism & Sports

Retrieved from: [https://www.mots.go.th/more\\_news.php?cid=411](https://www.mots.go.th/more_news.php?cid=411)

\*bracket numbers mean negative

Table 1.3 shows the country that Thailand has received the highest number of inbound tourists in 2017 and the growth rate of each of the country. The highest growth rate country is Russia with increased 23.5% numbers of tourists of arrivals. In contrast, Malaysia and the United Kingdom have a negative rate which are 4% and 1% from 2016 to 2017. However, there are only two countries that have a negative rate and the rest have a positive growth rate. China is the top country that Thailand received the most numbers of tourists in both years with a 12% growth rate. In addition, the total growth rate from these countries was 103.45%. and received more tourists from 2016 to 2017. As compared to Malaysia, the country in the list are located from a different continent which are Oceanic, Europe, Americas, and Asia.

Due to this situation, there are a lot of international well-known hotel and resort to entering Thailand to expand its business and productions. Therefore, the domestics tourists and international arrivals able to enjoy a high quality of service and facilities without heavy accommodation cost (Baguisi, Aung, Yu, Linn & Oo, 2015).

### **1.1.3 University Student Travel Market**

The university student is an arise target market in global travel and tourism industry because their demand and spending power toward tourism products are increasing and become one of the significant components to contributes to the world tourism sector (Heung & Leong, 2006; Chiu, Ramli, Yusof, & Ting, 2015). Therefore, their consumer behaviour and pattern which related to tourism activities and the travel-related decision is critical to tourism industry players to identify and understand because of attractive market share and profitability. According to the World Tourism Organization, there were 940 million international tourists travelling in 2010 and 20% of the total number were young generations. In addition, there will increase to 59% by 2020 which is approximately 300 million international tourists (UNWTO & WYSE, 2011).

They are the different age range of young tourists defined by previous researchers and organizations. First, the World Tourism Organization stated the individual aged 16 to 35 years as young tourists while the Student and Youth Travel Association of North America (SYTA) count in those age under 16 years old and until the age of 35 (Carr, 2002). Meanwhile, Malaysia is age 15 to 24 years old.

In 2017, the dominant age group of Malaysia domestic tourists is between age 25 to 29 years, which represent 39.1% to total domestic visitors which

is total of 205.4 million persons, and the second largest group of domestic tourists is between age 40 to 54 years with 26.3%. The smallest group of domestic tourists is 55 years old and above with 15% only where the rest of 19.6% belongs to the age group between 15 to 24 years. The data shows that the age group between 15 to 24 years is the potential future dominant group of domestic tourism since they will become the dominants group in the near future (“Domestic Tourism Survey”, 2017).

## **1.2 Problem Statement**

First and foremost, Malaysia travel and tourism industry competitiveness is weak compared to the neighbouring country, which is Thailand. From 2016 to 2017, Thailand has achieved a total of 103.45% growth rate compared to Malaysia have negative 12.4% (Table 1.3 & Table 1.4). This result shows that the development of Malaysia travel and tourism industry starting to slow down. The visitor export rank of Malaysia (34th) is lower than neighbour countries such as Thailand (1st), Philippines (21th), and Indonesia (15th). The growth rate of Malaysia international tourists' arrivals not consistent in these few years while neighbouring country (Thailand, Singapore, Indonesia) have maintained a stable increasing trend. By comparing the top 10 countries of origin of international tourists' arrivals, it also seems that most of the international tourists' arrivals of Malaysia are from Asia country and the country from other continents are not significant. This also shows that Malaysia is less attractive destinations compared to Thailand, and then the competitiveness in terms of attracting international tourist from a developed country is relatively low. To sum up, the inbound tourism revenue will be affected, and the industry will not able to sustain because of the strong competitor and lack of attractiveness.

Second, the travel behaviour and patterns of individual under different age group or generations will be different. For instance, Baby Boomer tourists are looking for traditional travel experiences such as have sightseeing and touring in popular

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destination or historical places whereas Millennials and Gen X are looking for relaxation trip at the beach or island. For the youngest generation, Gen Z is looking for exploring and adventure trip. In addition, the majority individual under future potential dominant group (age below 25) of Malaysia tourism industry are different generations with the current dominants groups (age 25 to 39), the values and beliefs also different, so, it is important for marketers to understand the travel behaviour and pattern to tailor and prepare a suitable marketing plan and tourism products and package to meet the needs and wants of the future potential dominant group in the near future. At the end of the day, the industry able to sustain and compete with other tourism destinations.

## **1.3 Research Objectives**

### **1.3.1 General Objective**

By going through the comparative study of travel behaviour and pattern between Malaysia and Thailand university students, the comprehensive pull factors in the aspect of travel expenditure, travel transportation, and social media of the tourism industry will be determined.

### **1.3.2 Specific Objectives**

1. To develop a Malaysia and Thailand University student's travel preference profile.
2. To determine the travel expenditure, travel transportation, and social media influences both country university student travel behaviour and pattern.
3. To identify the travel behaviour and pattern differences between Malaysia and Thailand University Students.

## **1.4 Research Questions**

The purpose to conduct this study is to develop the local and foreign country university student travel profile and investigate which factors will influencing their travel behaviour decision in the future trips.

1. What is the travel behavior and pattern of Malaysia and Thailand university students in 2018?
2. What are the similarities and differences between travel preference of Malaysia and Thailand University student?
3. What are the pull factors to attract local and foreign tourists of university students in the aspects of travel expenditure, travel transportation, and social media?

## **1.5 Significance of Study**

The significance of the study is wanting to help to improve the tourism industry of Malaysia by fascinating and increase local tourists and foreign tourists. Thailand is the neighbouring country that is the same as Malaysia as a high middle-income country and developing country. In addition, similar culture context, income level, and close geographical area. At the same time, Thailand has a strong and well-established tourism industry in Southeast Asia. Therefore, the study has selected Thailand as the sample of compare to determine and analyse the pull factors in the tourism aspect of the travel expenditure, travel transportation, and social media. By doing the comparative study, the researchers able to find out which factors are a significant influence on their travel preference and travel behaviour. Besides, the researchers able to determine what is the concern condition and elements in tourism products and services of Thailand tourists as a foreign tourist. In this way, the

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government and the industry players able to make improvement based on the information and findings in order to attract Thailand tourists, likewise other foreign country tourists. Last but not least, the study also aims to provide insight into factors that influence Malaysia and Thailand university student travel preference, and travel behaviour and pattern in leisure trip.

## **1.6 Hypothesis of Study**

The hypothesis of the study will be testing in two sets of results which is from Malaysia and Thailand University Student.

H1: There is significant relationship between travel expenditure and travel preferences.

H2: There is significant relationship between travel transportation and travel preferences.

H3: There is significant relationship between social media and travel preferences.

## **1.7 Conclusion**

Basically, the overview of the study and the reasons for conduct this comparative study have been discussed. There is research background, research problem, research objectives, research questions, significant of the study, and the hypothesis of the study.

## **Chapter 2: Literature Review**

### **2.0 Overview of the chapter**

The literature review about the dependant and independent variables, which are travel expenditure, travel transportation, social media, travel behaviour and travel preferences of a university student will be conducted in this chapter. Moreover, the hypothesis development and conceptual framework will also be presented in this chapter.

### **2.1 Push-Pull theory**

The objective of the study is to identify the pull factors to attract local and foreign tourists, therefore, the push-pull theory will also present as a theoretical foundation and further explain the pull factors. The push-pull theory is the common theory that underlying in the field of travel and tourism research, and Dann (1977) proposed the theory in the concept of travel motivations in the research. According to Cropton (1979), the push factor is socio-psychological motives and pull factor is cultural motives.

According to Uysal and Jurowski (1994), the push and pull dimension is referred as the internal factors from the individuals that push them to go to travel while the external factors are more likely is the special or interesting attributes from the destinations that pull the individual travel to the place. The pull factors are focus on the destinations attributes and attraction point, also, it is the factors that visible to the tourists which means they are able to see and experiences physically such as joins festival events, shoreline, entertainment facilities, heritage site, natural

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landscape and so on (Uysal & Hagan, 1993). According to Yuan and McDonald (1990), psychological factors such as the relationship with a sibling, the mental condition and hobbies will likely view as a push factor.

In contrast, the physical factors such as the cost of travel, destination facilities, accessibility and culture background will be viewed as pull factors. The different nationality of the tourists and different attractions will possess different push and pull factors (Jang & Wu, 2006). Lastly, the push factors represent the reason of tourists wants to have a trip and pull factors explain the reason for choosing the destination.

## **2.2 Travel Behaviour and Pattern**

First and foremost, Travel behaviour is a kind of consumer behaviour of tourists consume tourism products and services for the purpose of obtaining fulfilment in travelling activities. The mode of travel has several types, commonly is joining the package tours offering by a travel agency, self-planning trip, study tour, and so on. Additionally, travel companion on the trip also counts as travel behaviour and pattern (Mok & Armstrong, 1995; Heung & Leong, 2006). Travellers can choose to travel individually, travel with friends, family, colleagues or tour mate as well.

The study of Recker, McNally, and Root (1986) mentioned that travel behaviour is the way that individual involved in the trip planning and scheduling events according to their specific preferred pattern. According to George (2004), and March and Woodside (2005), the pattern of tourists involved in different stages when going to a domestic and international trip such as schedule planning before the trip, the travel activities during the trip, feedback and return after the trip will influence by certain behaviour, and this behaviour is known as travel behaviour.

Consequently, Van Vuuren and Slabbert (2012) stated that tourists' behaviour and pattern during travelling are likely depended on their personal attitude regarding the

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tourism products and service, together with their feeling after consuming the certain products. Sometimes, the travel behaviour will change from the initial setting on site due to the unexpected situations happens at the destinations. For example, the transportation system of the destinations, destination attributes. On the other hand, the changes in travel preference, living lifestyle and taste over time also influencing changes in travel behaviour. So, the researchers realize that it is critical for most tourism industry players to determine the tourists travel destinations in terms of travelling period and locations (Buning & Gibson, 2016).

In this study, travel behaviour and pattern will be defined as the actual way that tourist consumes tourism products in the past travel experience within 12 months. Including the choices in the travel companion, period or season of travelling and length of trip, location of the destination, and spending pattern in the travel activities.

## **2.3 Dependant Variable: Travel Preferences**

The study of Kim and Lee (2000) stated that, different nationality will have different characteristics, and, travel motivations will be different too. The different context of cultural and environment will lead to different travel preferences. For example, the two group of samples in their study represent different characteristics, which is Japanese sample display collectivism travel pattern while United States sample express more on individualism travel pattern. Generally, travel behaviour and pattern will change in some way because of the personal travel preferences.

According to Lew and McKercher (2006), the first choice and main concern of the people will lead and guide them do particular action and conduct. The demographic such as age, gender, income level, nationality and cultural background of people will somehow influence the tourists travel preferences, motivations and behaviour (Hsu & Sung,1997; Arcodia, Mei, and Dickson, 2006; Lew & Mckercher,2006). Same goes to the travel preferences, it will also be influenced, for example, the

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orders of attractions plan to visit will be affected by the present time, location and environment background of the destinations or country of origin (Lew & McKercher, 2006).

Travel behaviour and Travel preference is different concept. For example, the mode of transportation that people use to leave their living places, and how they travel to other attractions by different mode of transport is referred to travel behaviour. On the other hand, the preferred transportation mode used to travel, or the favoured travel mode of the people is individual travel, is referred to travel preferences. In this sense, travel preference is likely as the method that people are keen and favour. It is without constraints, and at the stage of think over and not carry out yet. As compared to travel behaviour, it is at the stage of exercise the decision, therefore it is more constrained and the people have to take consideration of external factors (Kattiyapornpong & Miller, 2007).

## **2.4 Independent Variables**

### **2.4.1 Travel Expenditure**

Tourist expenditure is the basic component of total tourism demand. Moreover, travel expenditure is including the expenditure on lodging, entertainment and recreation, meals and restaurants, attractions and festivals, transportation, shopping, and total expenditures. Besides, the number of adults, income and length of stay are the vital variables affect tourism expenditures (Wang, Rompf, Severt, & Peerapatdit, 2006). The estimated cost for the trip will constraint the individual participation decision to travel-related activities (Wang, 2014). The definition of Tourist expenditure is the expenses and the money spent on tourism products when having a trip (Laesser & Crouch, 2006; Bernini & Cracolici, 2016). The influence of the tourism industry to the country economy is growing become

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significant, together with the people concern on the factors that affect the spending pattern in a trip (Seiler, V. L., Hsieh, S., Seiler, M. J., & Hsieh, C., 2002).

### **2.4.2 Travel Transportation**

According to Sorupia (2005), transportation is generally understood as the way that moves passengers to other locations. When related to travel activities, it is meaning that sends the tourists to the attractions and travel destination. Tourists begin their trip by taking a certain mode of transportation to reach their travel destinations and ends their trip by returns to the place of living by taking transportation too. This is the reasons that tourists must take transportation into consideration when they would like to have a trip. Without transportation, tourists cannot obtain travel experiences, and thoughts toward tourism products (Mammadov, 2012). According to the observation from Prideaux (2000), there is high attention from past studies that concern the relationship between tourism and long-haul transportation.

In contrast, the attention toward the transportation system at the destinations is relatively low. He claimed that the information of transportation systems and the network is useful for tourists when they want to decide using which types of transportation and to influence the decision making from the view of transit time and cost occur along the movement. The basic mode of transportation at destination usually are public transport, self-driving vehicles, private transporter company, and walking. Besides that, some places will have their own special transportation mode such as canal boats in Bangkok. Furthermore, the study of Chowdhury (2014) shows the public transport passengers change their travel behaviour based on their own preferences. In addition, the mode of transportation available at the travel destinations for traveller will also give impact on their travel behaviour.

Based on the study of Mammadov (2012), tourists preferred automobile instead of flight when there is short distance transit within the destinations

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or reach to the near destination states. In another situation, they preferred air transportation when there is long distance travel to destinations such as the states or foreign country that located far away for the purpose of saving energy and time. Other than distances, the cost of transportation and infrastructure quality may also influence the tourist's decision making and travel preferences to certain destination transportation system.

### **2.4.3 Social Media**

Kaplan and Haenlein (2010) have defined social media as a group of Internet-based applications that allow to write and share any types of content with one another. Moreover, social media is more than just another mass or the traditional media such as radio, print advertisement, or television that allows individuals to communicate with each other (Thackeray, Neiger, & Keller, 2012). The young tourists are more likely to get advice and recommendations from their friends and tourism products provider such as travel agency because those are the main information sources for them (Clarke,1992).

According to Xiang and Gretzel (2010), social media has become an important platform that tourists to obtain travel information and experiences and share with each other. Consequently, have a significant impact to travel behaviour and travel preferences of individuals. Besides, it is also an important tool in the several aspects of travel-related activities, such as information searching for scheduling activity, communicating with the travellers about the tourism events and promotion and switch the travellers searching methods (Zeng & Gerritsen, 2010; Leung, Lee & Law, 2011). Thereby the more comprehend that the tourism industry player understands how tourists perceive value influencing by social media, including how the travel decision and pattern affected, the greater benefit they can obtain (Cohen, Prayag, & Moital,2013).

## **2.5 Hypothesis Development**

### **2.5.1 Relationship between Travel Expenditure and University Student Travel Preference**

According to Chiu et al. (2015), travel preferences will be illustrated by the way of spending on different activities, such as transportation choice, shopping, and food and beverages.

Based on the study of Md Khairi et al. (2019), it is clearly stated that the expenditure pattern related to tourism activities, products and services can throw light on the travel preferences of tourists. By considering the studies, the travel expenditure is expected to influence student's travel preferences.

H1: There is significant relationship between travel expenditure and travel preferences.

### **2.5.2 Relationship between Travel Transportation and University Student Travel Preference**

According to Michael, Armstrong, and King (2004), the development of infrastructure and the cost will give impact to the student travel preference. For instance, the expensive fares and weak development of the country transportation system make air transportation and train become the least preferred mode that university student used for travel destinations.

The study of Slabber, Van Der Merwe and Saayman (2012), has analysed the South Africa university student travel behaviour and travel preferences in transportation and other factors. The results of the study claimed that destination factors are the second significant factors that will influence the student travel option during the holiday. The factors consist of the mode of

transportation, recreations, safety, and types of accommodations. Therefore, travel transportation is expected to influence student's travel preferences.

H2: There is significant relationship between travel transportation and travel preferences.

### **2.5.3 Relationship between Social Media and University Student Travel Preference**

Social media is one of the platforms that provide relevant travel information about the destination to the post users or viewer. The traveller's perception and image toward travel destination will compose with assistance by social media platform and the relevant information post. Thus, give an impact during the stage that tourists think over the travel-related activities. In addition, the travel message that posts on the well-designed social media website will increase the reliability of the information and encourage the tourists' process to the decision-making stage, such as planning the travel activities based on the information (Kim, Lee, Shin & Yang, 2017). The research shows that social media playing a significant role that affected the initial image of travel destinations and then influences the travel motivation toward the places.

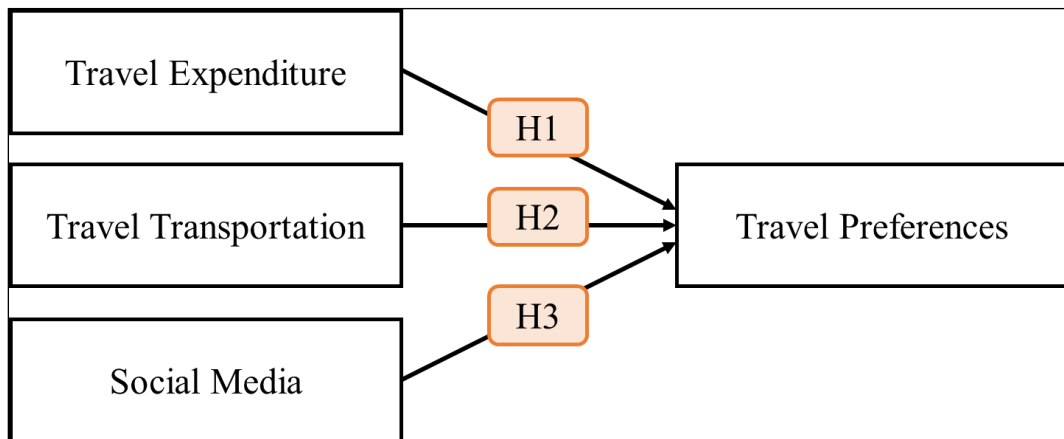
According to Bay (2018), the overall results of the study shows the relationship between social media and travel activities is significant. The data analysis of the study shows the consumer behaviour is positively influenced by social media. As mentioned in the literature review, the travel behaviour is somehow influence travel preferences, therefore, it is interesting to find out the probability that has a similar outcome with travel preferences when dealing with same study variables, social media. So, the hypothesis has developed to test whether travel preferences will be influenced by social media.

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H3: There is significant relationship between social media and travel preferences.

## 2.6 Conceptual Framework

**Figure 2.0: Proposed Conceptual Framework**



Source: Develop for the research

The proposed conceptual framework of the study has been constructed based on the review of the prior empirical studies. The figure 2.0 shows the conceptual framework that the relationship between three independent variables which is travel expenditure, travel transportation and social media to the dependent variable, travel preferences.

## **2.7 Conclusion**

Chapter two outlines the literature reviews and various secondary data has been found to support this research study and ease the understanding of the research. Moreover, the conceptual framework is established in this chapter to enhance the understanding of this research study.

## **CHAPTER 3: METHODOLOGY**

### **3.0 Introduction**

Research methodology is introduced in this chapter to collect relevant and reliable information for the research. Research design, data collection methods, sampling design and research instrument, construct measurement, data processing and proposed data analysis tool are illustrated in this methodology.

### **3.1 Research Design**

#### **3.1.1 Causal research**

By doing this research, the causal research method is a suitable way which used to conduct for our research. It helps to explain what is going on in order to achieve our research objective as to identify the pull factors that will help the improvement of Malaysia tourism industry and simultaneously attracting more tourists come to visit Malaysia. The aim of this causal research is to understand whether the variable will cause another to be changed or not (Sekaran & Bougie, 2013). It includes the study of causes and effects of the relationship travel expenditure, travel transportation, social media (independent variables) influence travel preferences (dependent variable) of university students in Malaysia and Thailand.

### **3.1.2 Quantitative research**

Survey method is suitable for this research to determine the relationship between the independent and dependent variables. Moreover, the quantitative research method is implemented in this research, which is collect the information from the target respondents by distributing survey questionnaires to test the hypothesis of this research (Sekaran & Bougie, 2013). It helps to identify and understand how travel expenditure, travel transportation, social media (independent variables) that will influence the travel preferences (dependent variable) of Malaysia and Thailand university students.

## **3.2 Data Collection Methods**

The data collection is important for the research study because it allow to answer the research problems and draw assumptions of the study as well as evaluate the outcomes. Therefore, the primary and secondary data are the methods that we used to do for data collection.

### **3.2.1 Collection of Primary Data**

Primary data can be described as the first-hand sources that do not exist before (Sekaran & Bougie, 2013). The first-hand data is from the research sample used to obtain the evidence to explain the hypotheses developed and to solve the research problems.

In this research project, the collection of primary data is using a questionnaire survey that sent through Social Media by using links (Google Form) and distribute the hard copy in campus area to our target respondents.

We have randomly distributed the questionnaires to 320 of target audiences (160 of Malaysia, 160 of Thailand) to obtain our primary data. The objective of the questionnaire survey is to acquire information from the university students in Malaysia and Thailand (respondents) regarding their travel experience in the year 2018 and recognize the pull factors that will influence their travel preferences. Besides, the benefit of using Google Form (online-based survey) is the comparatively better (wide geographical coverage) and cost-effectively (cheaper and faster) as compared with conventional modes (hard copy).

### **3.2.2 Collection of Secondary Data**

Secondary data can be defined as the historical data or the sources that collect from the primary data. According to Johnston, the researcher able to learn and get some ideas through review secondary data from the previous study.

In this research, we collected the secondary data through the online databases (Internet) which are online journals, articles as well as e-books. Google is the main searching engine and most of the secondary data are collected from Google Scholar, UTAR Engine, Science Direct and so on. Moreover, this secondary data is important for the foundation of a research project and enable to obtain useful information related to the research project. Basically, these data are used in the literature review, the proposed theoretical framework and developed the questionnaire.



### **3.3 Sampling Design**

#### **3.3.1 Target Population**

Target population must be set before the research study begins. The target population in this research study will be the university students in Malaysia and Thailand, who has travel experience in the year 2018 or travel preferences and age is above 18.

Moreover, target respondents are categories from different demographics, which include gender, age, religion, type of university, education level, income level and income source for university students in Malaysia and Thailand.

#### **3.3.2 Sampling Frame and Sampling Location**

Sampling frame can be drawn from the target population which is targeted those university students who had the travel experience in the year 2018 or travel preferences and aged is above 18. In this research, the sampling location of the questionnaire is set at Malaysia and Thailand. In other words, the questionnaire is distributed randomly to the university students who currently study in Malaysia and Thailand. For Malaysia, the questionnaire survey is mostly conducted in Kuala Lumpur area while for Thailand is majority distributed in Chiang Rai province as well as Bangkok. Furthermore, the physical distribution of the questionnaire survey is used in UTAR Sungai Long campus area, thus this ability to reach the respondents on the spot.

### **3.3.3 Sampling Technique**

Sampling techniques can be divided into two types which are probability sampling and non-probability sampling. Non-probability sampling technique is used to conduct in this research study. It refers to the process that does not provide an equal chance for selected respondents and the selection is based on convenience or personal judgement. The purpose of choosing this technique is because the full lists of university students from Malaysia and Thailand are unable to access.

Under the non-probability technique, the convenience sampling method is appropriate for this research because the questionnaire survey will be distributed to the university students in Malaysia and Thailand who are conveniently available. Thus, the questionnaire survey can be randomly distributed and easily reached to any available respondents to participate it. The 320 set of questionnaires will be distributed randomly to the university students in Malaysia and Thailand at the age of above 18 and has travel experience in the year 2018 or travel preferences. Meanwhile, only the completed questionnaire will be selected and used for the study.

### **3.3.4 Sampling Elements**

The objective of this research is to identify the pull factors that will help the improvement of the Malaysia tourism industry at the same time attracting more tourists to come to visit Malaysia. In order to reach the objective, we need to study about the tourists' travel behaviour and pattern by specifically target on the university students because a majority of them will be the dominant groups (age 25 to 29) in the tourism industry in the future. Thus, the different type of respondents is preferred because it will help to collect and analyse different accuracy data.

Sampling elements refer to the respondents who are involved in the questionnaire survey. In this research, the selected respondents are for those university students who have travel experience in the year 2018 or travel preferences, aged above 18 and studying in Malaysia or Thailand university. Basically, the respondents are undergraduate students aged 25 and below.

### **3.3.5 Sampling Size**

The appropriate size of the sample is very important to conduct the study. Due to too small of sample size will be affect the validity of a study (Faber, J. & Fonseca, L. M., 2014) and too large of sample size may lead to the wasting of time and money when an answer can be exactly found from the smaller sample size (Nayak, B. K., 2010). Thus, the sample size needs to be appropriately managing to avoid the issue from the too large of sample size and too small of sample size.

This research study involved 158 questionnaires from Malaysian university students and 150 questionnaires from Thai university students which already filtered from distributed of 320 set of questionnaires. In other words, there is a total of 308 qualified respondents in this research and only 12 respondents void due to the questionnaire is missing, fault, or blank replied.

## **3.4 Research Instrument**

### **3.4.1 Questionnaire Design**

The questionnaire survey is a tool to gather and collect information from the different groups of a target population. In this research, electronic questionnaires are used to help in terms of saving cost. The questionnaire survey is adapted to the way of self-administered and distributed it to the

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respondents through the Internet. Moreover, the physical distribution also will be beneficial in reaching a larger exposure of target audiences. Hence, the target audience will be reading and answering the questions through the distributed questionnaire (Zikmund, Babin, Carr & Griffin, 2013).

Two main types of a questionnaire are open-ended and closed-ended questions. In this research, the closed-ended questions will be the appropriate method to minimise the fault replied and only required some of the time to answer the questionnaire.

The entire questionnaire survey form is stated in the English language and has two versions for the target population in Malaysia and Thailand. The questionnaire survey was separately distributed to the university students in Malaysia and Thailand who has gained travel experiences in 2018 or has travel preferences. A cover page will be included the title, introduction and objective of the research as stated in the front page of the questionnaire survey. In this research, the questionnaire survey is divided into 6 main sections and other 2 no sections.

The 6 main sections are namely Section A, B, C, D, E and F. The total question that involved in this questionnaire survey is 41 main questions and 2 sub-questions.

### **3.5 Construct Measurement**

Construct measurement is described as the process of operational and the different levels of scale measurement used for this research. It also refers to the concept used to measure the multiple variables.

### 3.5.1 Nominal Scale

Nominal scale is a measurement scales that do not have the order to identify an object. It refers to the most basic level of measurement for classification purpose that values are assigned to an object (Zikmund et al., 2013). Moreover, the numbers in nominal scale are no value and known as quantitative or non-numeric variables. In this research, the example of a nominal scale is used in Section A for the gender question that categorised into “male” or “female”.

**Figure 3.0: Example of Nominal Scale**

Gender: <input type="checkbox"/> Male <input type="checkbox"/> Female
-----------------------------------------------------------------------------

### 3.5.2 Ordinal Scale

An ordinal scale is a scale that able to rank order the things sequenced by the same concept. For example, age and average monthly income will fall under this ordinal scale. It also measures the non-numeric concepts such as preferences level from least to most and satisfaction level from very dissatisfied to very satisfied. In this research, most of the questions have adopted ordinal scale for the purpose of study the respondents' preferences and satisfaction level in order to do the comparative analysis.

**Figure 3.1: Example of Ordinal Scale**

Age: <input type="checkbox"/> 18-21 <input type="checkbox"/> 22-25 <input type="checkbox"/> 26-29 <input type="checkbox"/> 30 and above
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### 3.5.3 Interval Scale

Interval scale is a scale that consists of the characteristic of a nominal and ordinal scale. It is measuring the difference between points on the scale and order. In this research, the respondents will be asked about how social media will influence their travel preferences by using the interval scale. In Section F, question 4 is used the 5-point Likert scale for the Social Media (independent variable).

The Likert scale is one of interval scale with the scale from strongly disagree (=1) to strongly agree (=5) for determining how strongly the respondents agree or disagree with the items indicated in the questionnaire survey. Basically, the measurement of Likert scale consists of five responses alternatives which included 1 is mean strongly disagree, 2 is mean disagree, 3 is mean neutral, 4 is mean agree and 5 is mean strongly agree.

**Figure 3.2: Example of Interval Scale**

Measurement	Numerical
Strongly disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly agree	5

**Table 3.0: Explanation of Origin Construct**

Variables	Item	Author	Scale
Section B: Travel Experiences (2018)	B1. Travel frequency in 2018 with different travel companion	Liu, Z., Siguaw, J. A., & Enz, C. A. (2008).	Nominal Scale
	B2. Number of travelled in Domestic and International trip(s)		
	B3. Number of travelled in different continent(s)		
	B4. Number of trip(s) travelled to different types of destination(s)	Self-Developed	Ordinal Scale
	B5. Average duration of trip	Chiu, Ramli, Yusof, & Ting, C. S. (2015).	
	B6. Time of travelling		
	B7. Travel Lodging		
Section C: Travel Preferences	C1. Preferred Travel frequency in a year with different travel companion	Liu, Z., Siguaw, J. A., & Enz, C. A. (2008).	Nominal Scale
	C2. Preferred number of Domestic and International trip(s)		
	C3. Preferred number of trip(s) in different continent(s)		
	C4. Preferred number of trip(s) in different types of destination(s)	Self-Developed	Ordinal Scale
	C5. Preferred average duration trip(s) in Domestic and International trip(s) with different travel companion	Chiu, Ramli, Yusof, & Ting, C. S. (2015).	
	C6. Preferred time of travelling with different travel companion		
	C7. Preferred accommodation during trip(s)		

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Section D: Travel Expenditure	D1. Travel Expenditure for a single Domestic and International trip(s)	Chiu, Ramli, Yusof, & Ting, C. S. (2015).	Nominal Scale
	D2. The spending level in different activities		Ordinal Scale
	D3. The satisfaction level on travel accommodation in Malaysia and Thailand (Good value for the cost)	Baguisi, K., Aung, H. M., Yu, M. Y., Linn, K. Y., & Oo, S. Y. (2015)	
	D4. The satisfaction level on ticket and entrance fees in Malaysia and Thailand		
	D5. The satisfaction level on food and beverage fees in Malaysia and Thailand		
Section E: Travel Transportation	E1. Mode of transportation to reach destination	Shoham, A., Schrage, C., & van Eeden, S. (2005).	Nominal Scale
	E2. Mode of transportation travel around holiday destination	Md Khairi, N. D., Ismail, H. N., & Syed Jaafar, S. M. R. (2019).	Ordinal Scale
	E3. Frequency of travel with rental vehicles	Self-Developed	
	E4. The most consider factors when determine the transportation choices.	Kim, K. (2007).	
	E5. Quality of service in different attributes of the public transportation in Malaysia, Thailand, and other International destination	Baguisi, K., Aung, H. M., Yu, M. Y., Linn, K. Y., & Oo, S. Y. (2015)	
	E6. Quality of service of public transport in Malaysia, Thailand, and other International destination	Self-Developed	
Section F:	F1. Time spend on social media	Bay, S. W.	Nominal



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Social Media	in a day	(2018).	Scale
	F2. Preferred Information sources during a trip(s)		Ordinal Scale
	F3. Usage of travel-related website		Nominal Scale
	F4. Social media as a mechanism for tourism		Likert Scale
	F4. (a) I am influenced by positive comments about holiday destination in social media.		
	F4. (b) I share my positive experiences about travel destination in social media.		
	F4. (c) I am influenced by positive comments about travel agency in social media.		
	F4. (d) I share my positive experience about travel agency in social media.		
	F4. (e) I use social media to search and have an actual tourism plan after choosing a destination.		
	F4. (f) I use social media to search for travel information.		
	F4. (g) I use more time and effort on social media to search for travel information.		
	F4. (h) I have fun through the information search using social media.		

Source: Develop for the research

### **3.6 Data Processing**

Data processing is important to ensure the data to be accurate and legible. Otherwise, the data output of this research will be inaccurate and present a negative effect.

#### **3.6.1 Questionnaire checking**

For questionnaire checking process, researchers will need to make sure the quality and completeness of the research, such as all questionnaires are completely filled and answered. If found any incomplete questionnaires, the researchers need to eliminate those unacceptable questionnaires. Thus, this process must be taken after distributed the questionnaire. Before to distribute the actual questionnaire survey, the researchers will require to run the pilot test to modify the questionnaires from the errors such as grammar mistakes and unclear question.

#### **3.6.2 Data Editing**

Data editing is an important process for researchers to detect the missing of the questionnaire, fault replied and incomplete of the questionnaire (Malhotra & Birks, 2007). Thus, the data editing process can help to minimise the mistake that happens in questionnaire survey such as the missing value and error record in the questionnaire survey.

### **3.6.3 Data Coding**

The data coding refers to the process of code the data through the numerical number or other characters that will show in the answer to each question (Malhotra & Birks, 2007). For example, 1 is stand for very poor, 2 is stand for poor, 3 is stand for fair, 4 is stand for good and 5 is stand for very good. Thus, by using the data coding, it enables to minimise the mistake simultaneously increase the data reliability.

### **3.6.4 Data Transcribing**

According to Malhotra and Birks (2007), it stated that data transcribing is a process to transfer the coded data from the questionnaire survey into the computer. In this research, the Statistical Package for the Social Sciences (SPSS) version 25 software is used to get the results once the data transferred into the computer.

### **3.6.5 Data Cleaning**

The process of data cleaning is important as it helps to clean the missing value or error of the data. Without the data cleaning process, the researcher may draw the false conclusion due to the linking error of the data.

### **3.7 Proposed Data Analysis Tool**

In this research, SPSS Statistic (Statistical Package for the Social Sciences) version 25 is used for the data analysis. This well-known statistic software is usually applied for business-related studies. The following part will be discussing the data analysis tools used in this research which included descriptive analysis and inferential analysis.

#### **3.7.1 Descriptive analysis**

Descriptive analysis able to measure and conclude the characteristic of a population based on sample data. In this study, a descriptive statistic is used to summarise and describe the information of demographics as well as all variables data of the 308 survey respondents. The difference between descriptive analysis and inferential analysis is a descriptive analysis is only describing the data given in a more simple and summarised way, however, an inferential analysis is to infer the data collected and make a conclusion based on the data given.

#### **3.7.2 Inferential analysis**

Multiple Linear Regression is adopted as an inferential analysis technique in this research. It is used to test the conducted hypotheses. Besides, inferential analysis able to infer the data collected and make a conclusion from the data given. In this case, the percentage can be used to measure to determine how and what influence of three independent variables (Travel Expenditure, Travel Transportation and Social Media) will have on the

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dependent variable (Travel Preferences). There will be a separate test of hypotheses in term of Malaysia and Thailand university students. Thus, the level of significance is set at alpha 0.05 or 5%. This 5% level allows increasing scientific interest as well as a reasonable possibility of detecting indicators (Wong, 2013). Furthermore, multiple regression analysis can be used to explain the variance in the independent variables.

#### Multiple regression equation

Formula:  $Y = C + \beta X_1 + \beta X_2 + \beta X_3$

Y = Travel preferences of Malaysia university students/Thailand university students

C = constant

$\beta$  = slope coefficient

X1 = Travel expenditure

X2 = Travel transportation

X3 = Social media

### **3.8 Conclusion**

In conclusion, the research methodology which included research design, data collection methods, sampling design and research instrument, construct measurement, data processing and proposed data analysis tool has been discussed in this chapter.

## **CHAPTER 4: DATA ANALYSIS**

### **4.0 Introduction**

This chapter focuses on the data analysis as well as the interpretation of results. There are 320 sets of questionnaire survey have been distributed to the target population. However, the total respondents of 308 are collected and can be used, which are 150 sets from Thailand respondents and 158 sets from Malaysia respondents. IBM Statistical Package for the Social Science (SPSS) version 25 software is used to review and analyse the data collected. The outcome is shown in the table form or graph form such as a bar chart or pie chart, it will make the data are easier to be presented and understood. In sum, the data will be analysed by using the descriptive statistics, dichotomies method, and descriptive statistics.

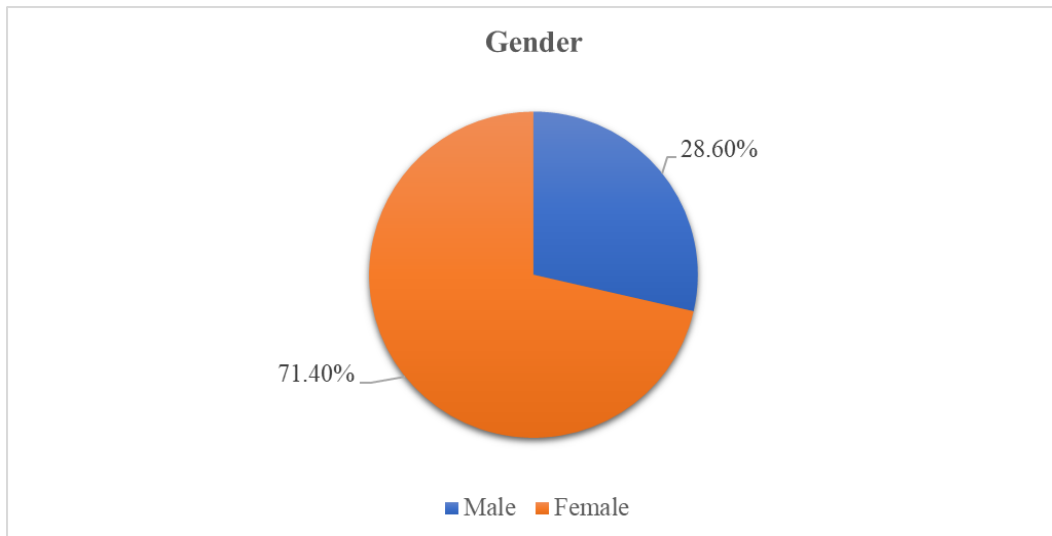
### **4.1 Descriptive Analysis**

#### **4.1.1 Respondents Demographic Profile**

There are 308 of respondents (158 of Malaysia university students and 150 of Thailand university students) are assisting to complete this survey. The demographic profile of respondent is combine analysed into several terms including gender, age, religion, country of the university currently studying, university institution and education level. In the other hand, other variable analysis will be separately analysed in term of Malaysia and Thailand, this will able to do the comparison among these two countries of university students.

#### 4.1.1.1 Gender

**Figure 4.0: Gender**

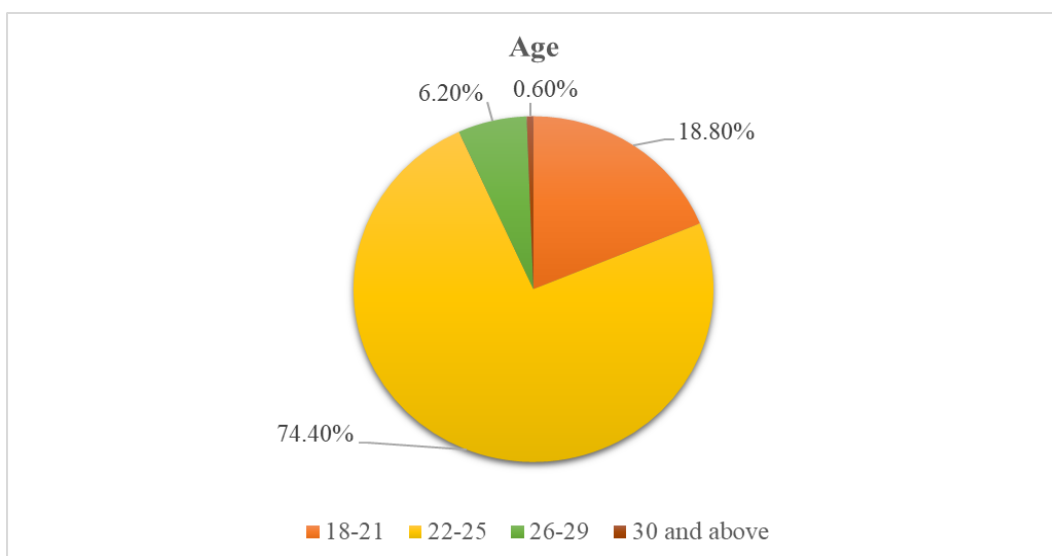


Source: Develop for the research

Figure 4.0 illustrates the respondents' gender. There is a total of 308 target population in this research study which included 71.40% of respondents are female and 28.60% of respondents are male.

#### 4.1.1.2 Age

**Figure 4.1: Age**



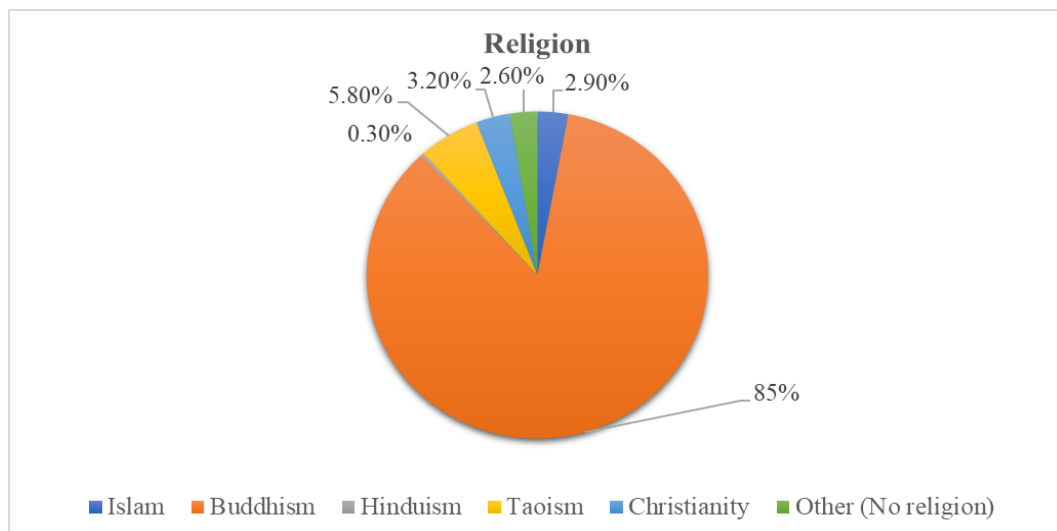
Source: Develop for the research

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Figure 4.1 shows the age of respondents. There are 74.40% of total respondents are between the age of 22 to 25. Following by 18.80% of total respondents are 18 to 21 years old. Next, the range of aged 26 to 29 is recorded 6.20% of total respondents while aged 30 and above recorded only 0.60% of total respondents. Thus, 93.30% of total respondents have aged 25 and below.

#### 4.1.1.3 Religion

**Figure 4.2: Religion**



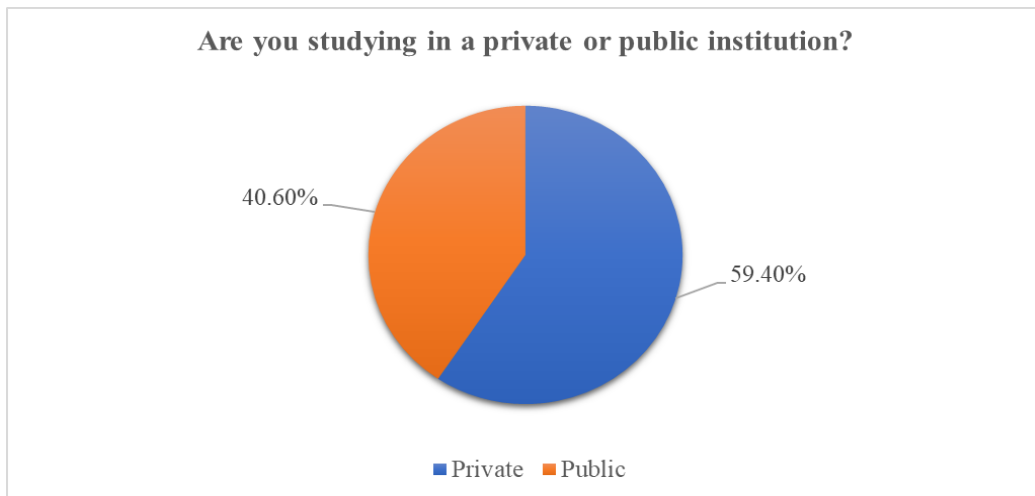
Source: Develop for the research

Figure 4.2 shows the religion of Malaysian and Thai respondents. There is 85% of total respondents are Buddhism, 5.80% of total respondents are Taoism, 3.20% of total respondents are Christianity, 2.90% of total respondents are Islam and 2.60% of total respondents are no religion. Furthermore, only 0.30% of the total respondents are Hinduism.



#### 4.1.1.4 Type of University

**Figure 4.3: Type of University**

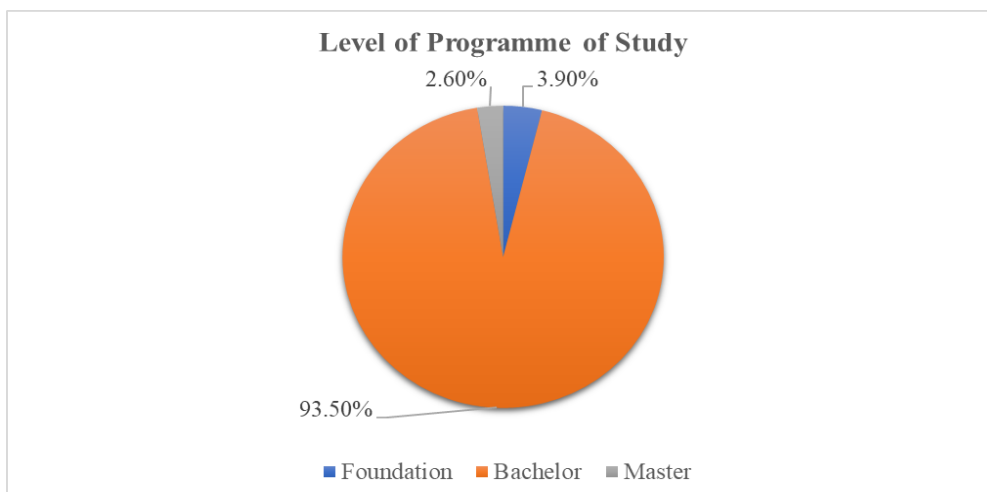


Source: Develop for the research

Figure 4.3 shows the type of university that respondents studying in private or public institution universities. There are 59.40% of total respondents are studying in private institution universities. Next, following by 40.60% of total respondents are studying in public institutions universities.

#### 4.1.1.5 Education Level

**Figure 4.4: Level of Programme of Study**



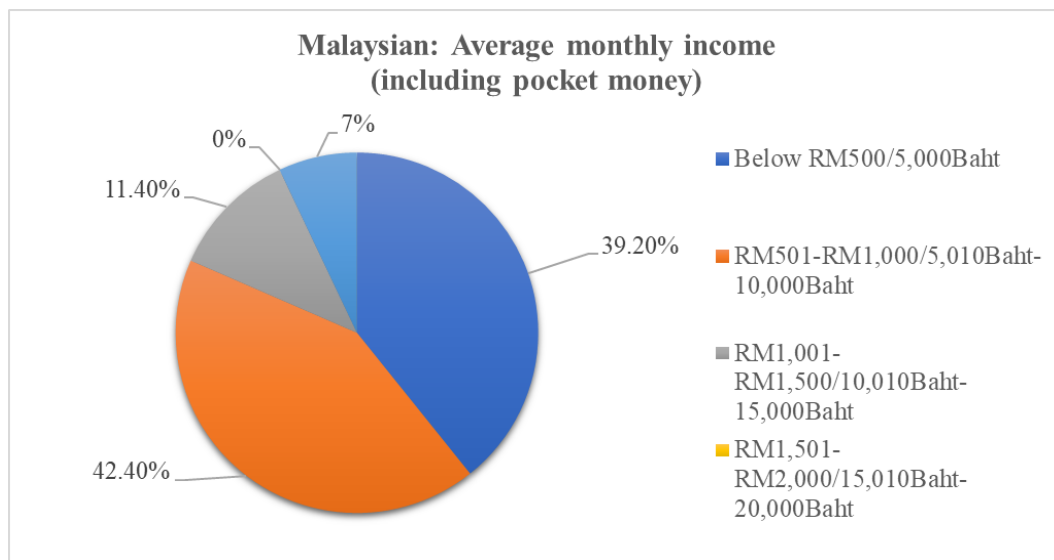
Source: Develop for the research

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Figure 4.4 shows the respondents' level of programme of study. There are 93.50% of total respondents are pursuing in Bachelor, while 3.90% of total respondents are pursuing in Foundation and 2.60% of total respondents are pursuing in Master.

#### 4.1.1.6 Income Level and Income Source (Malaysia vs Thailand)

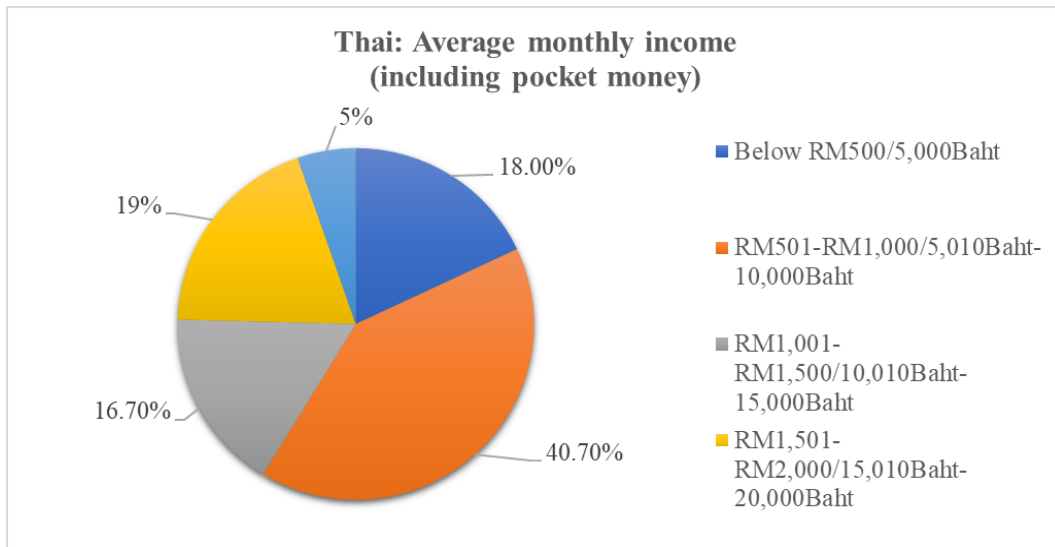
**Figure 4.5: Average Monthly Income (including pocket money) (Malaysia)**



Source: Develop for the research

Figure 4.5 is about the average monthly income that including pocket money of Malaysian respondents. There are 81.60% of total Malaysian respondents have the average monthly income below RM1,000, which are 42.40% of Malaysian respondents have around RM501 to RM1,000 and 39.20% of Malaysian respondents have below RM500. Moreover, 11.40% of Malaysian respondents have the average monthly income between RM1,001 to RM1,500 and only 7% of Malaysian respondents have RM2,001 and above. Thus, only 18.40% of the total Malaysian respondents have the average monthly income above RM1,000.

**Figure 4.6: Average Monthly Income (including pocket money) (Thailand)**



Source: Develop for the research

Refer to figure 4.6 above, shows that the average monthly income (including pocket money) of Thai respondents. There are 58.70% of total Thai respondents have the average monthly income below RM1,000, which included 40.70% of Thai respondents have around RM501 to RM1,000 and 18% of Thai respondents have below RM500. Moreover, 16.70% of Thai respondents have the average monthly income between RM1,001 to RM1,500, 19% of Thai respondents have the average monthly income of RM1,501 to RM2,000 and only 5% of Thai respondents have the average monthly income above RM2,000.

Therefore, 40.70% of total Thai respondents have the average monthly income above RM1,000.

**Table 4.0: Income Source**

<b><u>Income Source</u></b>	<b>Malaysia 158 respondents</b>		<b>Thailand 150 respondents</b>	
	Daily expenses/ Pocket money (100%)	Education fees (100%)	Daily expenses/ Pocket money (100%)	Education fees (100%)
Part-time job	26.40%	4.50%	20.40%	0.60%
Family	55.80%	57.40%	65.00%	70.20%
Online business	2.50%	0.50%	3.40%	1.70%
Self-saving/ Self-funded	8.70%	2.50%	7.80%	0.00%
PTPTN/ Student Loan Fund	6.60%	33.20%	3.40%	27.00%
Scholarship	0.00%	2.00%	0.00%	0.60%

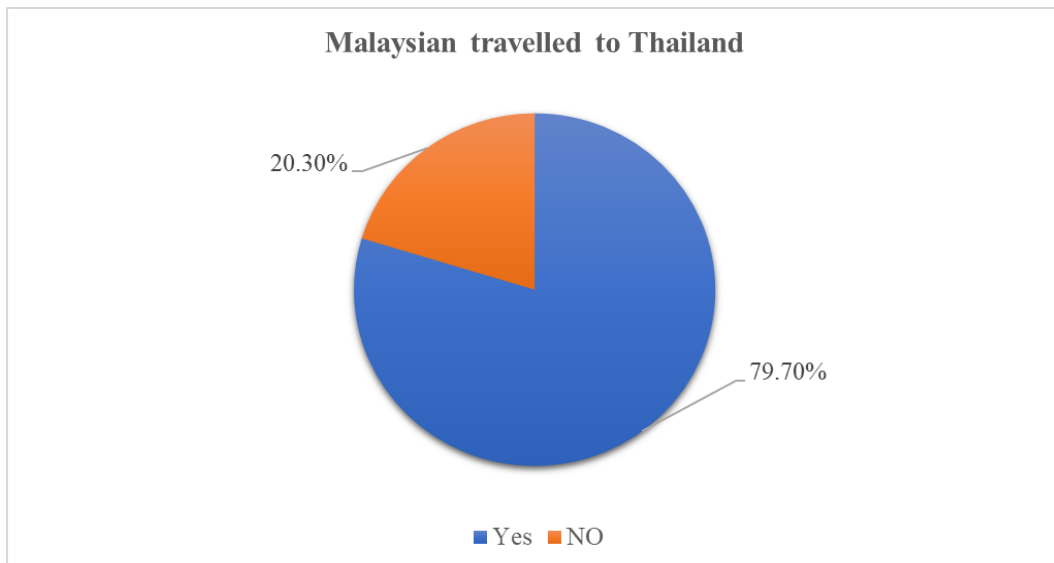
Source: Develop for the research

Table 4.0 shows the income source of Malaysian and Thai respondents. The income source can be divided into two which is daily expenses (pocket money) and education fees. This question is categorised for multiple responses means the respondents can have more than one answers. Then, the dichotomies method is used as an analysis tool for these multiple responses question.

For the daily expenses, 55.80% of Malaysian respondents and 65% of Thai respondents get money from their family. However, 57.40% of Malaysian respondents obtain the funds from their family to pay for the education fees, while 70.20% of Thai respondents get the money from their family to pay for education fees.

#### 4.1.1.7 Malaysian travelled to Thailand

**Figure 4.7: Malaysian travelled to Thailand**

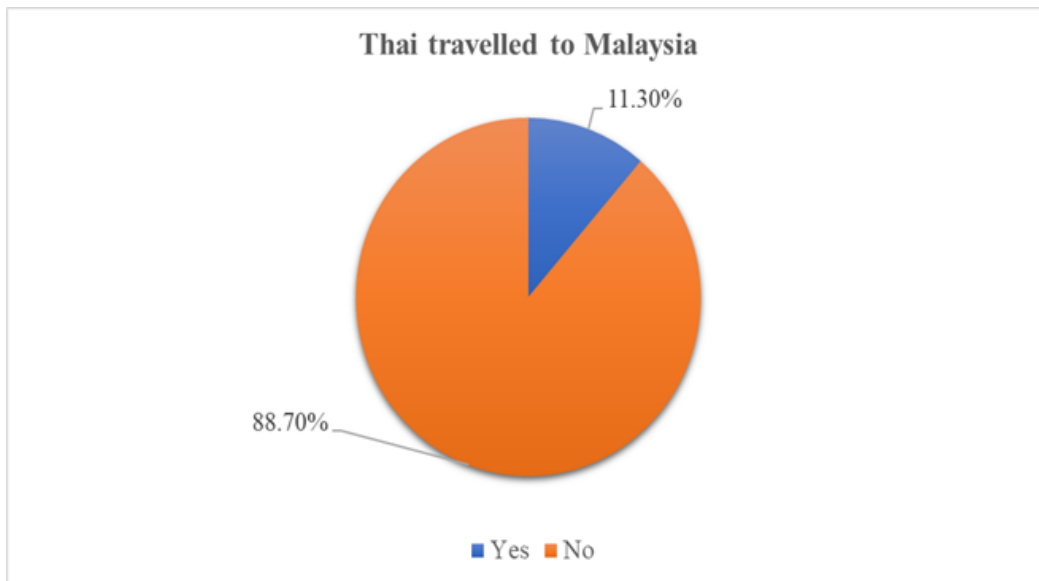


Source: Develop for the research

Figure 4.7 shows the percentage of Malaysian respondents who have or have not travelled to Thailand. 79.70% of total Malaysian respondents have travelled to Thailand before. Meanwhile, 20.30% of Malaysian respondents never travel to Thailand before.

#### 4.1.1.8 Thai travelled to Malaysia

**Figure 4.8: Thai travelled to Malaysia**



Source: Develop for the research

Figure 4.8 shows the percentage of Thai respondents who have or have not travelled to Malaysia. As stated at the above bar chart, 88.70% of total Thai respondents have not travelled to Malaysia. But only 11.30% of Thai respondents have travelled to Malaysia.

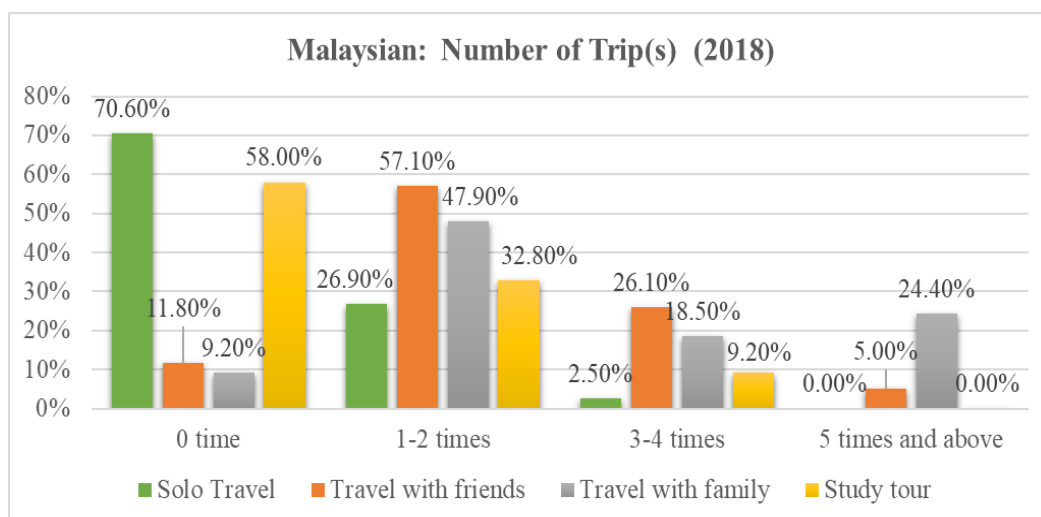
### 4.1.2 Comparative Study

The objective of the comparative study is comparing Malaysia and Thailand university students based on their travel experience in the year 2018 and their travel preferences as well as the factors of travel expenditure, travel transportation and social media. By doing this comparative study, it helps to draw the overall travel behaviour and pattern of Malaysia and Thailand tourists simultaneously identify and determine which factors are the pull factor of Malaysia tourists and Thailand tourist. Hence, this allows stakeholders to be able to implement those pull factors in an appropriate way to develop the tourism industry in Malaysia.

In this study, the comparative is based on the 259 of respondents (119 of Malaysia university students and 140 of Thailand university students) who had their travel experiences in the year 2018 with travel preferences of all 308 qualified respondents. This study will present in a graph for better understand and clearly see the differences.

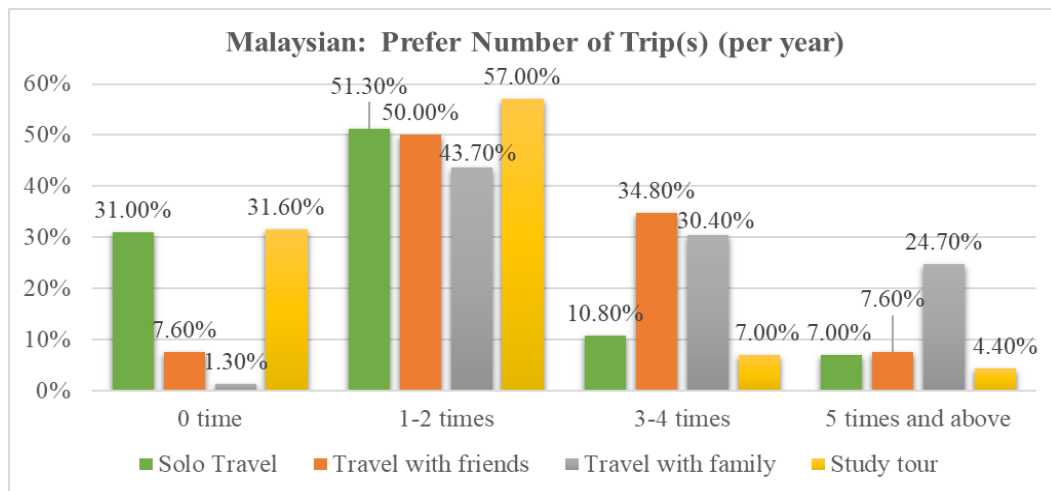
#### 4.1.2.1 Travel Experience (2018) & Travel Preferences

**Figure 4.9: Number of Trip(s) Malaysia**



Source: Develop for the research

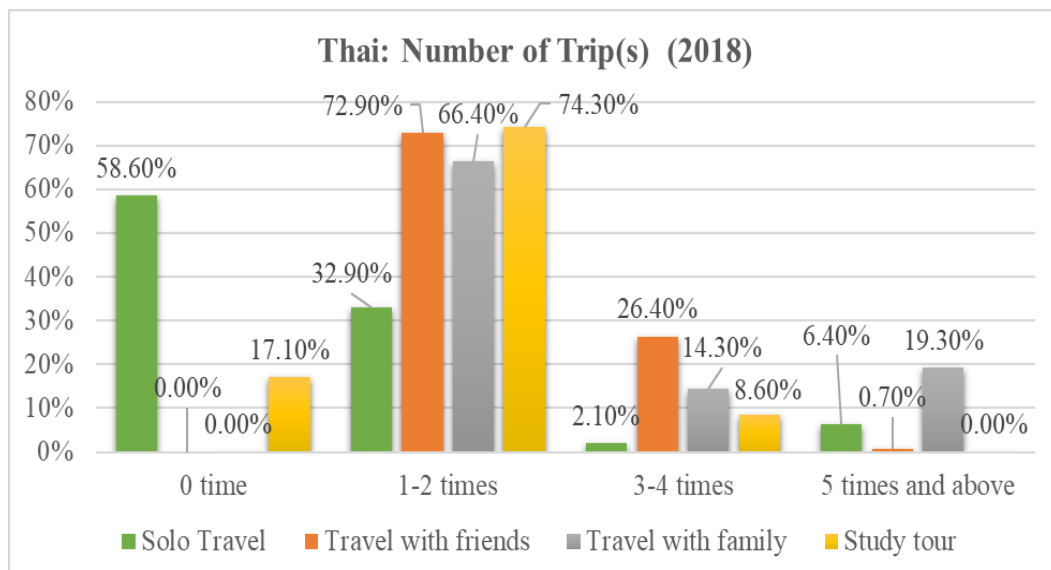
**Figure 4.10: Prefer Number of Trip(s) Malaysia**



Source: Develop for the research

Figure 4.9 and 4.10 show the number of trip(s) for Malaysian respondents' travel preferences are different from their actual. The highlight is 51.30% of Malaysia respondents wish to have at least 1 time for Solo Travel and 57% of them wish to have at 1 time for Study Tour.

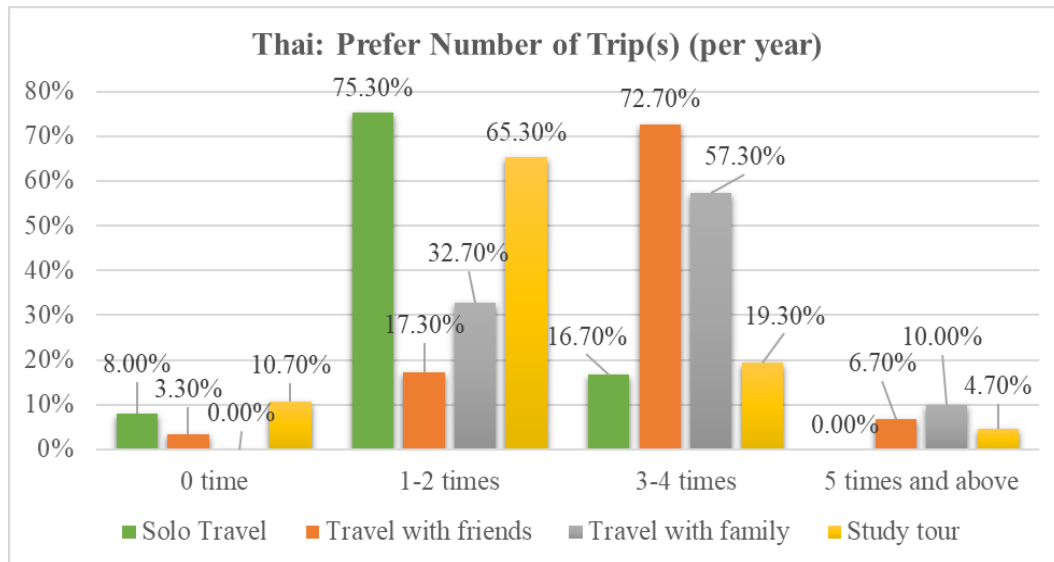
**Figure 4.11: Number of Trip(s) Thailand**



Source: Develop for the research



**Figure 4.12: Prefer Number of Trip(s) Thailand**

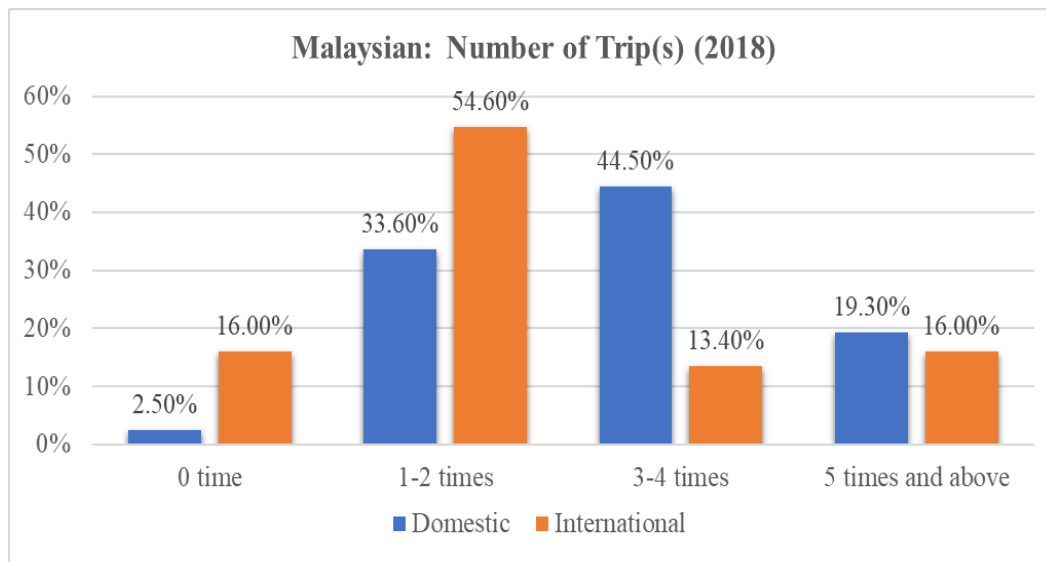


Source: Develop for the research

Refer to figure 4.11 and 4.12 show the number of trip(s) for Thai respondents' preferences are different from their actual. The highlight is 75.30% of Thai respondents wish to have at least 1 time for Solo Travel. Besides, 72.70% of Thai respondents wish to have 3 to 4 times travel with their friends and 57.30% of them also wish to have 3 to 4 times travel with their family.

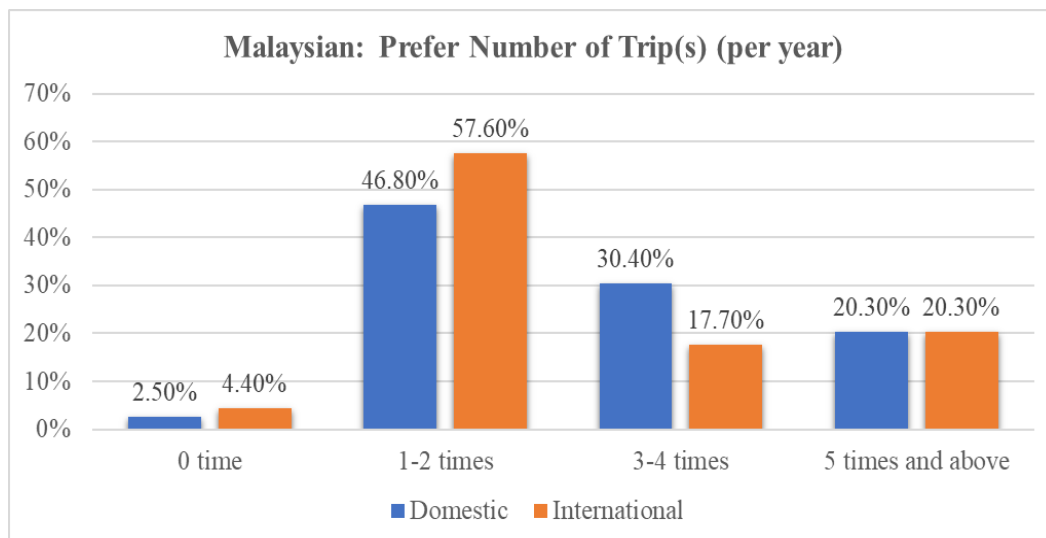
As compare with Malaysian respondents, Thai respondents most prefer to travel with their family, this may be due to Thailand has different cultural with Malaysia.

**Figure 4.13: Number of Trip(s) Malaysia**



Source: Develop for the research

**Figure 4.14: Prefer Number of Trip(s) Malaysia**

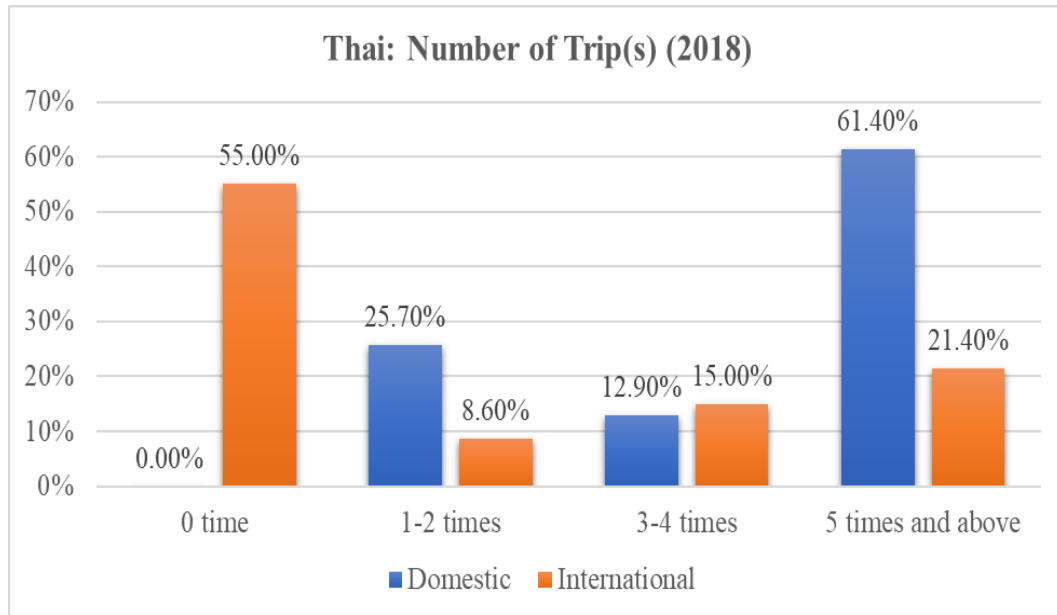


Source: Develop for the research

Refer to figure 4.13 and 4.14 show the overall Malaysian respondents have no much difference between actual and preferences regarding the number of domestic and international trip. Since the average of monthly income for most Malaysian respondents is below RM1,000. Therefore, the above figures illustrate 46.80% of Malaysian respondents prefer 1 to 2 times for

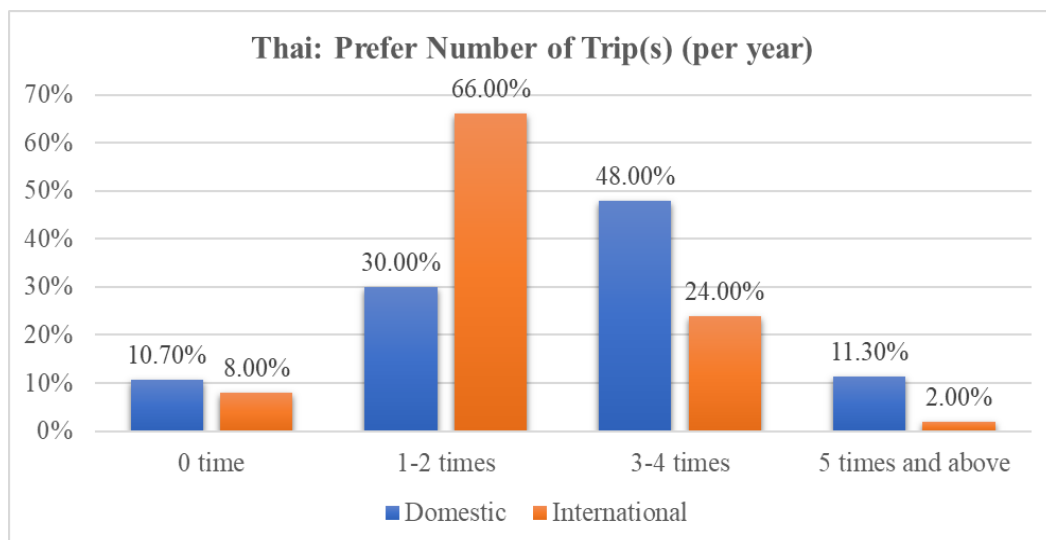
the domestic trip while 57.60% of them also prefer 1 to 2 times for an international trip.

**Figure 4.15: Number of Trip(s) Thailand**



Source: Develop for the research

**Figure 4.16: Prefer Number of Trip(s) Thailand**



Source: Develop for the research

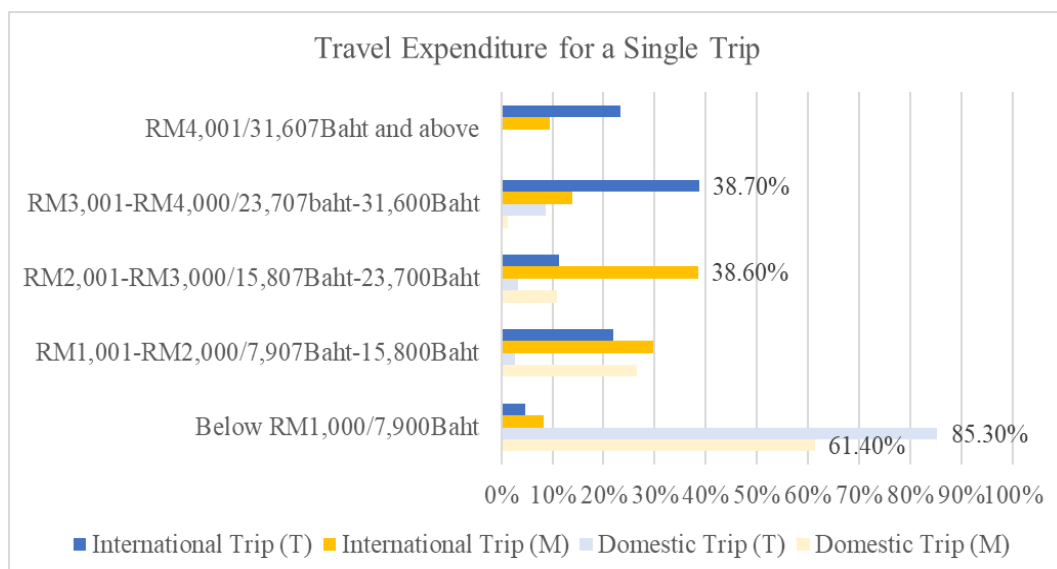
For Thailand, figure 4.15 shows 61.40% of Thai respondents had been travelled 5 times and above in domestic in 2018. As compare with figure 4.16, they wish to reduce the frequency of travel in domestic from 5 times

and above to 3 to 4 times. Meanwhile, 66% of them wish to have at least 1 time to travel to an international destination.

Those figures can be concluded that most of the Malaysian respondents are likely to travel to the international destination while most of the Thai respondents are likely to travel in the domestic destination. Moreover, this research also found that the majority of Malaysian and Thai respondents tend to have 4 to 7 days during the semester break and use the hotel as their travel lodging.

#### 4.1.2.2 Travel Expenditure

**Figure 4.17: Travel Expenditure for a Single Trip**



Source: Develop for the research

Refer to figure 4.17, 85.30% of Thai respondents and 61.40% of Malaysian respondents had spent the below RM1,000 (7,900 Baht) for a domestic trip. However, for an international trip, Thai respondents had spent more money than Malaysian respondents. 38.70% of Thai respondents tend to spend around RM3,001 to RM4,000 (23,707Baht to 31,600Baht) for an international trip while 38.60% of Malaysian respondents tend to spend around RM2,001 to RM3,000 for an international trip. Hence, this outcome is complying with the result of average monthly income (figure 4.5 and 4.6)

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that Thai respondents have more amount of income compare to Malaysian respondents. This means Thai respondents able to spend more amount of money on an international trip.

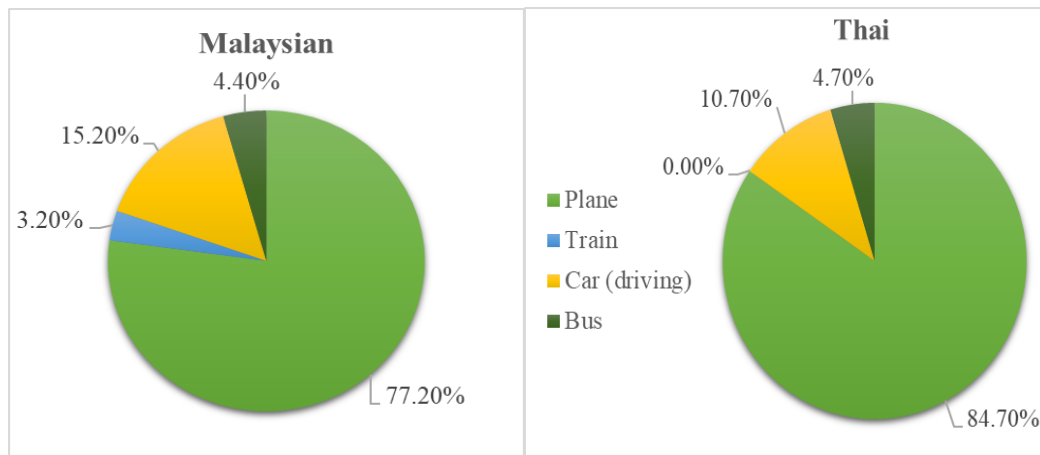
**Table 4.1: Main Spending Activities at Travel Destination**

<b><u>Activities</u></b>	<b>Malaysia</b>	<b>Thailand</b>
<b>Shopping &amp; Leisure</b>	2 <sup>nd</sup> Choice (21.5%)	2 <sup>nd</sup> Choice (29.3%)
<b>Food &amp; Beverage</b>	Highest Important (46.8%)	Highest Important (56.7%)
<b>Ticket &amp; Entrance fees</b>	3 <sup>rd</sup> Choice (29.1%)	3 <sup>rd</sup> Choice (42%)
<b>Accommodation</b>	4 <sup>th</sup> Choice (28.5%)	4 <sup>th</sup> Choice (37.3%)
<b>Transportation</b>	Lowest Important (27.8%)	Lowest Important (62%)

In addition, Table 4.1 shows that Malaysian and Thai respondents have a similar spending level on each activity. The highest spending level activities are Food and Beverage while Transportation is the lowest for both Malaysian and Thai respondents. Moreover, due to most of the Malaysian and Thai respondents are satisfied with each other accommodation prices. Therefore, they no need to spend a lot on the activity of Accommodation because they are satisfied in term of the service and quality.

#### 4.1.2.3 Travel Transportation

**Figure 4.18: Mode of Transportation to Reach Destination**



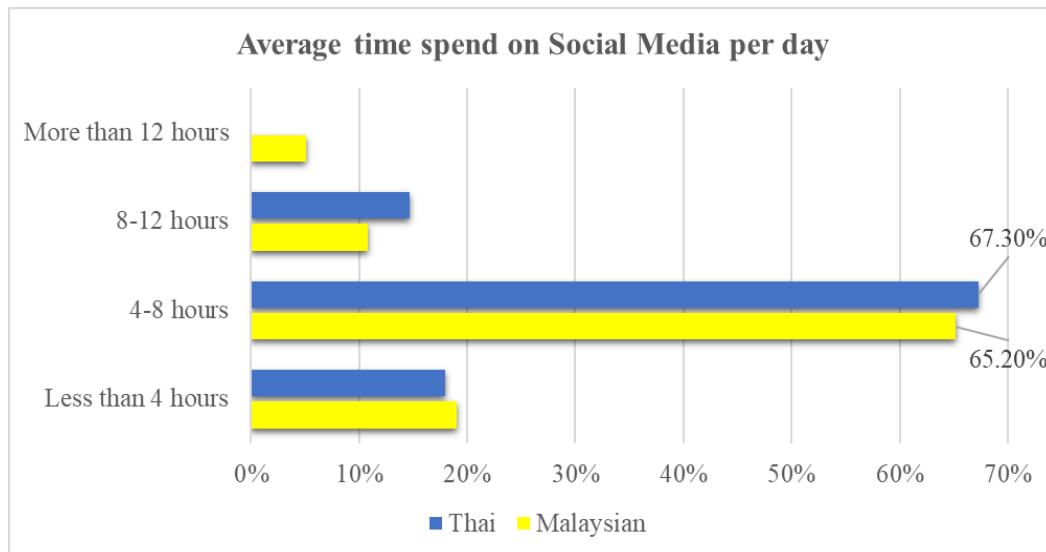
Source: Develop for the research

Figure 4.18 shows the percentage of a mode of transportation used to reach the destination, such as from Malaysia to Thailand. There are 77.20% of Malaysian respondents and 84.70% of Thai respondents prefer to use the aeroplane to reach their destination.

Besides, this research also found that Malaysian and Thai respondents think that public transport of local and foreign have very convenience services because of the ability to provide different types of transportation. Moreover, most consideration factors when determining transportation choice for Malaysian is cost while Thai is safety. According to the “mode of transportation uses to travel around holiday destination”, Malaysian and Thai respondents likely to drive their own car to travel in a domestic destination or nearby country. Meanwhile, they rarely use the rental vehicle to travel around the holiday destination.

#### 4.1.2.4 Social Media

**Figure 4.19: Average Time Spend on Social Media (per day)**



Source: Develop for the research

Figure 4.19 shows the average time spend on social media per day of Malaysian and Thai respondents. 67.30% of Thai respondents and 65.20% of Malaysian respondents tend to spend 4 to 8 hours on social media every day.

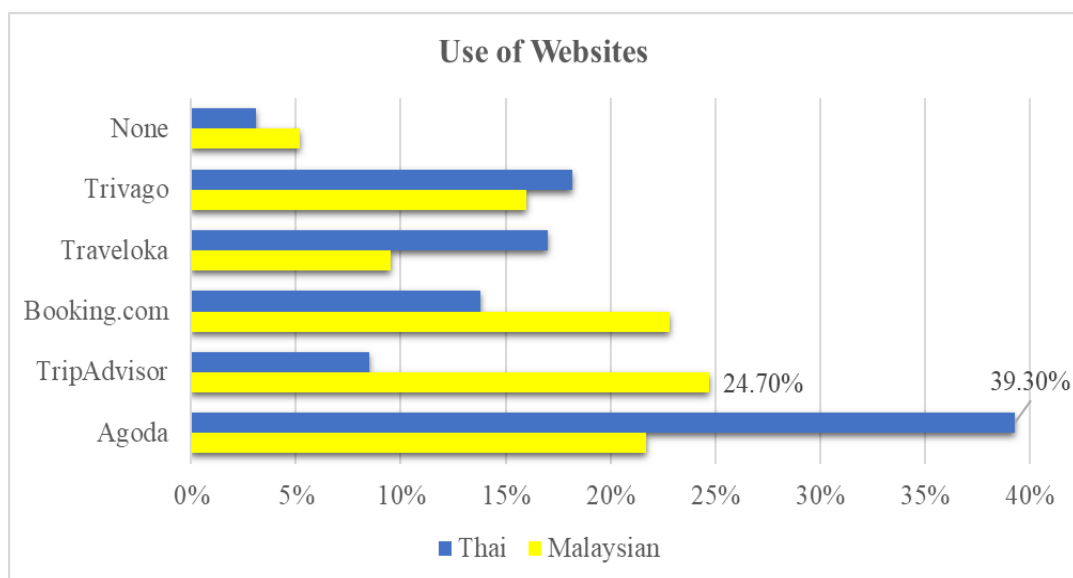
**Table 4.2: Preferred Information sources during a trip(s)**

Sources of Information	Malaysia	Thailand
<b>Friends' suggestion</b>	Highest Important (34.8%)	Highest Important (62%)
<b>Advertisement and promotions</b>	4 <sup>th</sup> Choice (34.2%)	4 <sup>th</sup> Choice (56.7%)
<b>Information from Internet</b>	3 <sup>rd</sup> Choice (31.6%)	2 <sup>nd</sup> Choice (52.7%)
<b>Notice it through social media</b>	2 <sup>nd</sup> Choice (30.4%)	3 <sup>rd</sup> Choice (34.7%)
<b>Government tourism department</b>	Lowest Important (69.6%)	Lowest Important (84.7%)

Table 4.2 shows the most common information source that Malaysian and Thai respondents use to collect relevant travel information when they are

having a trip. There are 34.8 % Malaysian respondents and 62% Thai respondents think that friend suggestions are their most common information source. Also, the data clearly stated that the information from the internet and notice relevant info from the internet is the top 3 source for both group respondent, and Thai respondent is relatively higher dependant on the social media and internet sources compared to Malaysian respondent, represent by the total 52.7% choose information from internet and 34.7 % notice the information through social media.

**Figure 4.20: Use of Websites**



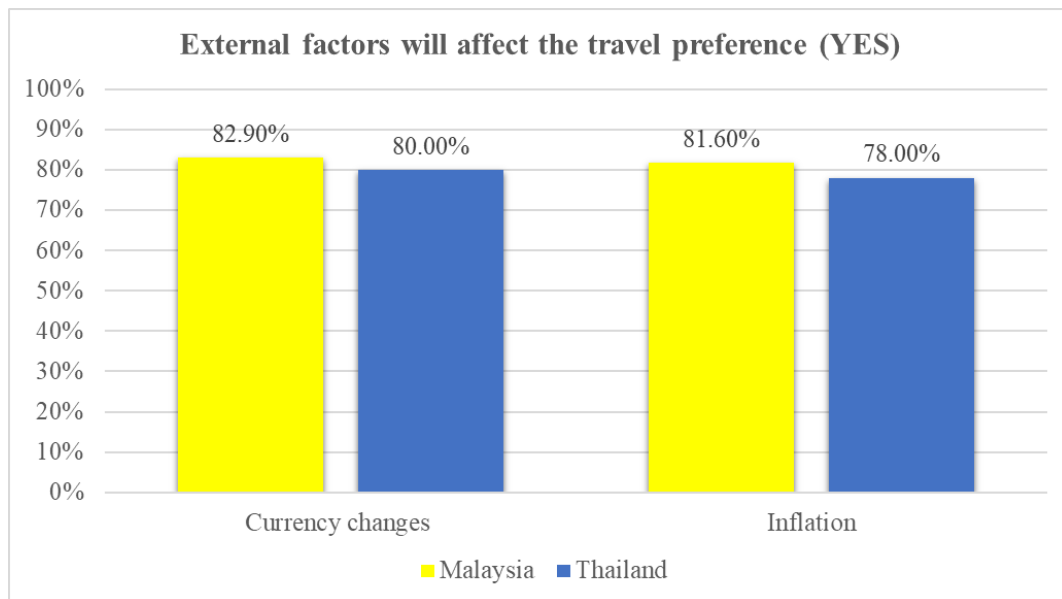
Source: Develop for the research

Figure 4.20 is the multiple-choice question as respondents can be select more than one answer. There are 39.30% of Thai respondents tend to use Agoda while 24.70% of Malaysian respondents tend to use TripAdvisor. This figure is conducted by using the dichotomies method.



#### 4.1.2.5 External Factors

**Figure 4.21: External Factors**



Source: Develop for the research

Figure 4.21 illustrates the external factor that will affect travel preferences. 82.90% of Malaysian respondents agree the currency changes will affect their travel preferences. Meanwhile, 81.60% of Malaysian respondents agree the inflation will also affect their travel preferences. In the other hand, 80% of Thai respondents agree the currency changes will affect their travel preferences while 78% of Thai respondents agree the inflation also will affect the travel preferences.

## 4.2 Inferential Analysis

### 4.2.1 Multiple Linear Regression Analysis

**Table 4.3: Model Summary (Malaysia)**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.260 <sup>a</sup>	.068	.050	8.25823

a. Predictors: (Constant), Social Media, Transportation, Travel Expenditure

Source: Develop for the research

The above table 4.3 shows the R square is 0.068 (6.8%). It showed that the 6.8% variance of Malaysia respondents had been clarified by the 3 independent variables. The remaining 93.2% are committed by other variables.

**Table 4.4: Model Summary (Thailand)**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.554 <sup>a</sup>	.307	.293	7.06997

a. Predictors: (Constant), Social Media, Travel Expenditure, Transportation

Source: Develop for the research

Table 4.4 shows the R square is 0.307 (30.7%). It showed that the 30.7% variance of Thailand respondents had been clarified by the 3 independent variables. The remaining 69.3% are committed by other variables.

**Table 4.5: ANOVA(Malaysia)**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	763.186	3	254.395	3.730	.013 <sup>b</sup>
	Residual	10502.536	154	68.198		
	Total	11265.722	157			

a. Dependent Variable: Travel Preferences

b. Predictors: (Constant), Social Media, Transportation, Travel Expenditure

**Table 4.6: ANOVA(Thailand)**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3237.594	3	1079.198	21.591	.000 <sup>b</sup>
	Residual	7297.740	146	49.985		
	Total	10535.333	149			

a. Dependent Variable: Travel Preferences

b. Predictors: (Constant), Social Media, Travel Expenditure, Transportation

Source: Develop for the research

Table 4.5 and 4.6 indicate that the regression model predicts the dependent variable significantly well. Both ANOVA table (Malaysia and Thailand) have the p-value is less than 0.05 (0.013 and 0.000), which mean overall the regression model statistically significantly predicts the outcome variable. In other words, the 3 independent variables are capable to foresee the travel preferences.

**Table 4.7: Coefficient of Independent Variable (Malaysia)**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	28.410	20.012		1.420	.158
	Travel Expenditure	.403	.200	.197	2.017	.045
	Travel Transportation	.383	.230	.143	1.668	.097
	Social Media	-.182	.124	-.132	-1.462	.146

a. Dependent Variable: Travel Preferences

Source: Develop for the research

From table 4.7, the independent variables: Travel Expenditure is composing a significant unique contribution to the expectation of travel preferences whereby the P-value is less than 0.05 (0.045). However, the significant value for Transportation (0.097) is greater than 0.05 significant level and Social Media (0.146) are greater than 0.10 significant level. Thus, they do not contribute a significant unique contribution to the expectation of travel preferences.

The regression equation (Malaysia):

$$Y = C + \beta X_1 + \beta X_2 + \beta X_3$$

$$\text{Travel Preferences} = 28.410 + 0.403 (\text{Travel Expenditure}) + 0.383 (\text{Travel Transportation}) - 0.182 (\text{Social Media})$$

**Table 4.8: Coefficient of Independent Variable (Thailand)**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	149.756	17.474		8.570	.000
	Travel Expenditure	.236	.147	.112	1.613	.109
	Travel Transportation	-1.358	.189	-.524	-7.196	.000
	Social Media	.815	.148	.396	5.492	.000

a. Dependent Variable: Travel Preferences

Source: Develop for the research

From table 4.8, the independent variables: Transportation and Social Media are composing a significant unique contribution to the expectation of travel preferences whereby the P-value is less than 0.05 (0.000). On the other hand, the significant value for Travel Expenditure (0.109) is greater than 0.10 significant level. Thus, it does not contribute a significant unique contribution to the expectation of travel preferences.

The regression equation (Thailand):

$$Y = C + \beta X_1 + \beta X_2 + \beta X_3$$

Travel Preferences = 149.756 + 0.236 (Travel Expenditure) – 1.358 (Travel Transportation) + 0.815 (Social Media)

## 4.3 Hypotheses Testing

### 4.3.1 Malaysia University Students

H1: There is significant relationship between travel expenditure and travel preferences.

H2: There is significant relationship between travel transportation and travel preferences.

H3: There is significant relationship between social media and travel preferences.

From Table 4.7, the p-value of travel expenditure is equals to 0.045 which is less than 0.05. In this case, the null hypothesis will be rejected and accept the alternative hypothesis. Thus, there is significant relationship between travel expenditure and travel preferences. Besides, the p-value of travel transportation and travel transportation each equals to 0.097 and 0.146 which is more than 0.05. Thus, we rejected the alternative hypothesis. So, there is no significant relationship for travel transportation and social media through travel preferences.

### **4.3.2 Thailand University Students**

H1: There is significant relationship between travel expenditure and travel preferences.

H2: There is significant relationship between travel transportation and travel preferences.

H3: There is significant relationship between social media and travel preferences.

From Table 4.8, the p-value of travel expenditure is equals to 0.109 which is more than 0.05. In this case, we rejected the alternative hypothesis.

Thus, there is no significant relationship between travel expenditure and travel preferences. In the other hand, the p-value of travel transportation and social media is equals to 0.000 which is less than 0.05 and implies high significance. Then, we will accept the alternative hypothesis. Thus, there is significant relationship between travel transportation and travel preferences and also significant relationship between travel transportation and travel preferences.

## 4.4 Summary of Hypothesis Testing Results

**Table 4.9: Summary of Hypothesis Testing Results**

Hypothesis	Malaysia	Thailand
	Supported ( $p < 0.05$ ); Not supported ( $p > 0.05$ )	
H1: There is significant relationship between travel expenditure and travel preferences.	0.045 Supported	0.109 Not supported
H2: There is significant relationship between travel transportation and travel preferences.	0.097 Not supported	0.000 Supported
H3: There is significant relationship between social media and travel preferences.	0.146 Not supported	0.000 Supported

Source: Develop for the research

## 4.5 Conclusion

This chapter is using SPSS version 25 to calculate and analyse the collected data. Descriptive analysis and inferential analysis have been used in this chapter for detailed interpretation of quantitative data. The demographic profile of respondents and the information of each variable have been described and compared in the descriptive analysis. In addition, the dichotomies method helps in to define the multiple response sets that have been used in this chapter. Apart from that, the multiple regression analysis is conducted under the inferential analysis. It helps to inspect the significant relationship between independent variables and dependent variable. Moreover, hypotheses testing has been explained in this chapter. Lastly, the discussions of major findings will be carried out in the next chapter to further examine for cause and effects.



## **CHAPTER 5: DISCUSSIONS, CONCLUSION AND IMPLICATIONS**

### **5.0 Introduction**

In this chapter, summary of statistical analysis and discussion of major findings will be conducted. Moreover, the managerial will be discussed under the implication of study. Lastly, the limitation of study and some recommendation will be provided for the future research.

### **5.1 Summary of Statistical Analysis**

#### **5.1.1 Summary of Descriptive Analysis**

##### **5.1.1.1 Demographic Profile of Respondents**

In this research, there is a total of 320 sets (160 sets in Malaysia and 160 sets in Thailand) of questionnaires assigned respectively through online-based survey (Google form) and physical distribution (hard copy survey). Luckily, there are only 12 questionnaires are voided due to the fault replied. Therefore, the total sample size is 308 (158 sets from Malaysian respondents and 150 sets from Thai respondents), which the total responding yield was 96%.

Most of the respondent are from the age group of below 25 years old which consist total 229 of respondents (108 Malaysian and 121 Thai). Most of respondent are female (220 respondents, 117 Malaysian & 103 Thai) and 88 respondents are male (41 Malaysian & 47 Thai). Besides, there are 262 out of 308 respondents are Buddhism. All Malaysian respondents are Malaysia university students who currently studying at Malaysia university and most of them are in private institution. On the other hand, all Thai respondents are Thailand university students who currently pursuing Bachelor at Thailand university and most of them are in public universities. Based on the income level, most of Malaysian respondent have below RM1,000 per month while most of Thai respondent have above RM1,000 per month. But the major income source of them is similar that is come from their family. Lastly, there are 126 out of 158 Malaysian respondents have been travelled to Thailand and only 17 out of 150 of Thai respondents have been travelled to Malaysia.

## **5.1.2 Summary of Inferential Analysis**

### **5.1.2.1 Multiple Linear Regression**

Regression Equation:

#### Malaysia

Travel Preferences = 28.410 + 0.403 (Travel Expenditure) + 0.383 (Travel Transportation) – 0.182 (Social Media)

#### Thailand

Travel Preferences = 149.756 + 0.236 (Travel Expenditure) – 1.358 (Travel Transportation) + 0.815 (Social Media)

#### **5.1.2.2 Hypothesis Testing**

##### **Malaysia University Student**

**H1: There is significant relationship between travel expenditure and travel preferences.**

The results are concurred with the previous studies that conducted by Chiu et al. (2015) and Md Khairi et al. (2019).

##### **Thailand University Student**

**H2: There is significant relationship between travel transportation and travel preferences.**

The results findings are same with the previous studies conducted by Michael et al. (2004) and Slabber et al. (2012).

**H3: There is significant relationship between social media and travel preferences.**

The results finding is in line with the study of Kim et al. (2017) and Bay (2018).

## 5.2 Discussion of Major Findings

**Table 5.0 Summary result of hypothesis (Malaysia)**

Hypothesis	Supported	Null Hypothesis (H0)
H1: There is significant relationship between travel expenditure and travel preferences.	Yes Sig.= 0.045 ( $p < 0.05$ )	Reject
H2: There is significant relationship between travel transportation and travel preferences.	No Sig.= 0.097 ( $p > 0.05$ )	Accept
H3: There is significant relationship between social media and travel preferences.	No Sig.= 0.146 ( $p > 0.05$ )	Accept

Source: Develop for the research

### 5.2.1 Travel Expenditure

H1: There is significant relationship between travel expenditure and travel preferences.

From the Table 5.0, we can see that the significance level of the travel expenditure for Malaysia university students are about 0.045 which is less than 0.05. Thus, this result has proved that hypothesis 1 is significant and supported by Malaysia university students. Therefore, the travel preferences of Malaysia university students might change due to travel expenditure factors of the trip. As stated in the study of Chiu et al. (2015), the travel spending pattern is critical information for tourism stakeholders because it

provides the information about the willingness range of spending during the different types of the trip such as a domestic trip in rural, urban, island destination. For instance, the majority of the Malaysia respondent average expenditure on domestic tourism is below RM1000. As compared to Thailand respondents, the average expenditure on domestic tourism is similar to Malaysia but able to spend more than Malaysia respondents during the international trip, which is RM 3001 to RM 4000.

**Table 5.1 Summary result of hypothesis (Thailand)**

Hypothesis	Supported	Null Hypothesis (H0)
H1: There is significant relationship between travel expenditure and travel preferences.	No Sig.= 0.109 ( $p>0.05$ )	Accept
H2: There is significant relationship between travel transportation and travel preferences.	Yes Sig.= 0.000 ( $p<0.05$ )	Reject
H3: There is significant relationship between social media and travel preferences.	Yes Sig.= 0.000 ( $p<0.05$ )	Reject

Source: Develop for the research

### **5.2.2 Travel Transportation**

H2: There is significant relationship between travel transportation and travel preferences.

From the Table 5.1, we can see that the significance level of the travel transportation for Thailand university students are about 0.000 which is less than 0.05. Hence, this result has proved that hypothesis 2 is significant and

supported by Thailand university students. Moreover, the travel preferences of Thailand respondents will significantly influence the travel transportation of travel destinations. For instance, Shoham et al. (2005) claimed that the student's travel preferences on the mode of transportation used to travel around the destination or to reach the destination will influence by the nationality of the student. In this study, Malaysia respondents mostly concern on the cost factor when making the transportation choice. In contrast, Thailand respondents mostly concern on the safety of transportation, and the cost is the neutral factor for them during the decision making. According to Babin and Kim (2001), the consciousness of international students toward the safety of travel destination will the travel experiences and the travel motives will be carried through when there is no worry on the safety issues

### **5.2.3 Social Media**

H3: There is significant relationship between social media and travel preferences.

From the Table 5.1, we can see that the significance level of the social media for Thailand university students are about 0.000 which is less than 0.05. Hence, this result has proved that hypothesis 3 is significant and supported by Thailand university students. The travel preferences and travel decisions of Thailand respondent influencing by the information obtained from social media. As mentioned in the study of Bay (2018), social media is positive significant to the behaviour of tourists. Thailand respondents get the information from friends' suggestions, Internet and notice it through social media as well as Malaysia respondents. The study of Varasteh, Marzuki, and Rasoolimanesh (2015) indicate that Internet and friend's recommendations regarding the travel destination is the primary sources of international students during trip planning. Agoda, Trivago, and Traveloka are the main websites that Thailand respondents used to search for travel information.

### **5.3 Managerial Implication**

Based on the results, it reveals that travel transportation and social media is the pull factors that attract Thailand university students and other international students or foreign tourists while travel expenditure is the pull factors that attract domestic young tourists. The pull factors to attract domestic tourist and create advantages in travel expenditure is, the cost of tourism product should be reduced or flexible to meets the demand of tourists with a limited budget. Other than that, the value of money of the accommodation has to be emphasized and maintained the standard quality since most of Malaysia and Thailand respondents are satisfied. In addition, the Malaysia university students travel market seems like price sensitive, therefore, the marketers and domestic travel agency can adjust and tailor the marketing strategy and planning in order to satisfy the price-sensitive tourist with providing the different travel package that is offering a special price for students and limited travel budget tourists. At the same time, this kind of pricing strategies can promote the art and culture of the Malaysia historical destinations to the young generations. Other than that, The Government can initiative the student card discount program which entitled all the register students a discount on tourism-related product, such as long-haul transportation ticket discount.

The study also found that food and beverage, and shopping is the first and second important spending activities for Malaysia and Thailand respondents during a trip. Therefore, food and beverage are essential to travel experiences because different destination has a different culture of food and beverage. The government and food and beverage seller have to maintain the quality traditional cuisine and inherited to the next generations, for example, the Nyonya cuisine, Malay cuisine and so on. For travel transportation, Thailand respondents think that safety and security is the most important factor when they made transportation choices. On the other hand, it is also including the safety of travel destinations and attractions as well. So, when transportation and destinations are safety, tourists will more likely to travel to Malaysia. The government should strengthen the safety policy and execute strictly

on those policies. For example, the woman coach in KTM has to strictly prohibited for male passengers. According to Mammadov (2012), the country should concern on these elements in order to improve the image of transportation and develop the transportation system to attract more foreign tourists. There are competitive fares of transportation, region-specific modes of transportation, well-trained personnel, financial support to transportation development such as build better infrastructure and increase connectivity between urban and rural area destination and attractions. Schofield and Thompson (2007) add on that public transport satisfaction will influence the overall travel experience in the destinations.

For social media, the study contributes to the level of adoption of social media during the travel planning process of the respondents. It clear that the respondents travel preferences and behaviour will be influenced by the information from social media. Therefore, electronic word-of-mouth will be the area that marketer has to pay attention to. This is because the respondents are more likely to get a suggestion from their friends and the internet. So, travel agency and ministry of tourism can spread the tourism information and program through social media, such as advertisement video, top 10 destinations in Malaysia and so on to influence and attract domestic and foreign tourists. As a conclusion, the domestic and foreign university student will attract to travel in Malaysia and strengthen the intention to revisit.



## 5.4 Limitations of the Study

Although the study has carefully conducted, there were a few limitations occur in the study. First, there was a lack of previous research studies and information that is a comparative study between Malaysia and Thailand context and tourism industry data. Most of the comparative studies are conducted between different cultural context country and less in comparing the similar culture context country. Therefore, the study conducted under limited information resources. Second, limited durations for research. there were only 1 long semester and 1 short semester to conduct the study. So, the time to study comprehensive and details research problems from two countries and the data collection and analysis is limited. Besides, travel behaviour and pattern are different in different seasons and time, therefore the measurement of the data should collect in a different time frame. Last, sampling errors in terms of geographical issues. By doing the comparative study, it is as can as possible to ensure that both sample demographic background is similar to minimize the bias and error in data analysis. However, the majority of Malaysia university students' study at a university located in an urban area whereas the majority of the Thailand university students' study in the university located in a rural area. This also causes sample bias in the study.

## **5.5 Recommendation of the Future Research**

In order to overcome the issue of lack of the previous studies and information, the future researchers are recommended to study more determinants such as travel motivations and demographic background that influence the travel preferences, travel behaviour and pattern. So, the research will be comprehensive and all-around on the relevant variables. The second recommendation for future research is to conduct the relevant topic with including other countries that are not similar cultural context or background such as the USA, United Kingdom. Therefore, the audience able to use the information obtained from the study establish a detailed strategy that is applicable to foreign tourists from different cultural context. The third recommendation is increasing sampling size which includes more ethnic and races and explores various geographic scope such as collect data from a different university in different states of the country, then the information only can represent the particular population group.

## **5.6 Conclusion**

In conclusion, the research objective of the study has accomplished and the pull factors in travel expenditure, travel transportation, and social media that influencing travel preferences have been studied. The hypotheses are partially supported by Malaysia and Thailand. Meanwhile, the profile of travel behaviour and the pattern has successfully developed. In the end, the managerial implication, limitations, and recommendations have been discussed in this chapter. With the limitations and recommendations, the future researcher able to conduct a comprehensive and reliable research study.

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## **APPENDICES**

## **Appendix A: Questionnaire (Malaysia version)**



UNIVERSITI TUNKU ABDUL RAHMAN  
FACULTY OF ACCOUNTANCY AND MANAGEMENT  
BACHELOR OF INTERNATIONAL BUSINESS (HONS)

### **Travel Behaviour and Pattern of University Students: The Comparative study of Malaysia and Thailand.**

Dear Respondent,

We are final year students currently pursuing Bachelor of International Business (Honours) in Universiti Tunku Abdul Rahman (UTAR), Faculty of Accountancy and Management (FAM). You are invited to take part in a research project entitled "Travel Behaviour and Pattern of University Students: The Comparative study of Malaysia and Thailand." The objective is to analyse the factors such as travel expenditure, transportation, social media that affects the travel patterns of university students. This questionnaire will take approximately 10 to 15 minutes complete. Under Personal Data Protection Act (PDPA) 2010, the data from the study will be used only for research purpose to meet the requirements of Bachelor of International Business programme from Universiti Tunku Abdul Rahman. We appreciate your cooperation and time to complete the questionnaire. Your effort would assist us to achieve a more comprehensive analysis for our research project. Thank you for your participation.

1. Nationality

☐ Malaysia

(a) Have you travelled to Thailand?

☐ Yes

☐ No

(b) If yes, how many times have you travelled to Thailand?

☐ 1-2 times

☐ 3-4 times

☐ 5-6 times

☐ 7 times and above

**Section A: Demographic**

1. Gender

☐ Male

☐ Female

2. Age (years old)

☐ 18-21

☐ 22-25

☐ 26-29

☐ 30 and above

3. Religion

☐ Islam

☐ Buddhism

☐ Hinduism

☐ Taoism

☐ Christianity

4. Country of the university currently you studying?

☐ Malaysia

☐ Thailand

5. Are you studying in a private or public institution?

☐ Private

☐ Public (Government universities)

6. Level of programme of study

☐ Foundation

☐ Bachelor

☐ Master

7. Average monthly income (including pocket money)

☐ Below RM500/ 5,000 Baht

☐ RM501-RM1,000/ 5,010 Baht-10,000 Baht

☐ RM 1,001-RM1,500/ 10,010 Baht-15,000 Baht

☐ RM1,501-RM2,000/ 15,010 Baht-20,000 Baht

☐ RM2,001 / 20,010 Baht and above

8. Income Source

TRAVEL BEHAVIOUR AND PATTERN OF UNIVERSITY STUDENTS:  
THE COMPARATIVE STUDY OF MALAYSIA AND THAILAND

	Part-time job (E.g. waitress)	Family	Online businesses	Self-saving / self-funded	PTPTN / Student Loan Fund	Scholarship
Daily expenses / Pocket money	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Education fees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Have you travelled in 2018?
- ☐ Yes (Please proceed to Section B)
- ☐ No (Please proceed to Section C)

### Section B: Travel Experiences

Answer the following questions based on your 2018 trip(s).

1. Travel Frequency

	0 time	1-2 times	3-4 times	5 times and above
Solo travel/ individual travel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Travel with friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Travel with family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
University representative trip/ Study tour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. Number of travelled

	0 time	1-2 times	3-4 times	5 times and above
Domestic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
International	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. Number of travelled to those continent(s)

	0 time	1-2 times	3-4 times	5 times and above
Africa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Asia (Malaysia & Thailand)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

TRAVEL BEHAVIOUR AND PATTERN OF UNIVERSITY STUDENTS:  
THE COMPARATIVE STUDY OF MALAYSIA AND THAILAND

The America (South and North America)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Oceania	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Europe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. Number of trip(s) travelled to these destination(s)

	0 time	1-2 times	3-4 times	5 times and above
Island (E.g. Pulau Perhentian)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rural (E.g. Sekinchau)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
City (E.g. Penang)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Urban	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. Average duration of trip

- ☐ 3 days and below  
☐ 4-7 days  
☐ 8-13 days  
☐ 14 days and above

6. Time of travelling (1=Least, 5=Most)

	1	2	3	4	5
Public Holiday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Semester Break	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Weekend	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Weekday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Festival Season Break (E.g. Songkran festival, Hari Raya)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. Travel lodging (1=Least ,5=Most)

	1	2	3	4	5
Hotel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chalet/ Resort	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

TRAVEL BEHAVIOUR AND PATTERN OF UNIVERSITY STUDENTS:  
THE COMPARATIVE STUDY OF MALAYSIA AND THAILAND

Friend's/ Relative's house	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Homestay	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hostel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Section C: Travel Preferences**

1. How many trip(s) you wish to have in a year?

	0 time	1-2 times	3-4 times	5 times and above
Solo travel/ individual travel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Travel with friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Travel with family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
University representative trip/ Study tour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. Number of trip(s) you wish to have in the year.

	0 time	1-2 times	3-4 times	5 times and above
Domestic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
International	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. Number of trip(s) you wish to have on these continent(s)

	0 time	1-2 times	3-4 times	5 times and above
Africa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Asia (Malaysia & Thailand)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The America (South and North America)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Oceania	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Europe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. Number of trip(s) you wish to have on these destination(s)

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	0 time	1-2 times	3-4 times	5 times and above
Island (E.g. Pulau Perhentian)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rural (E.g. Sekinchan)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
City (E.g. Penang)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Urban	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. Average duration trip(s) you wish to have

(a) Domestic

	3 days and below	4-7 days	8-13 days	14 days and above
Solo travel/ individual travel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Travel with friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Travel with family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
University representative trip/ Study tour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

(b) International

	3 days and below	4-7 days	8-13 days	14 days and above
Solo travel/ individual travel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Travel with friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Travel with family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
University representative trip/ Study tour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Time of travelling you wish to have

	Public Holiday	Semester Break	Weekday	Weekend	Festival Season Break (E.g. Songkran, Hari Raya)



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Solo travel/ individual travel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Travel with friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Travel with family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
University representative trip/ Study tour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. Please rate the following accommodation modes that you prefer the most when you travelled. (1=Least, 5=Most)

	1	2	3	4	5
Hotel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chalet/ Resort	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Friend's/ Relative's house	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Homestay	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hostel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

#### Section D: Travel Expenditure

Based on December 2018 currency rate (RM1=7.9 Baht)

\*If you have not travelled in 2018, please answer based on your preference for future trip(s).

\*If you have travelled, please answer based on your 2018 trip(s).

1. Travel Expenditure/ Budget for a single trip

	Below RM 1,000 / 7,900 Baht	RM 1001 - RM 2000/ 7,907 Baht - 15,800 Baht	RM 2001 - RM 3000/ 15,807 Baht - 23,700 Baht	RM 3001 - RM 4000/ 23,707 Baht - 31,600 Baht	RM 4001/ 31,607 Baht and above.
Domestic Trip	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
International Trip	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. Please rank the following spending level in these activities (1=Lowest, 5=highest)

	1	2	3	4	5
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Shopping & Leisure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Food & Beverage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ticket & Entrance fees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accommodation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transportation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. Please rate the following satisfaction level on travel accommodation prices (1=Very dissatisfied, 5=Very satisfied)

	1	2	3	4	5
Malaysia Hotel / Guest houses prices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Thailand Hotel/ Guest houses prices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. Please rate the following satisfaction level on ticket & entrance fees (1=Very dissatisfied, 5=Very satisfied)

	1	2	3	4	5
Malaysia entrance ticket prices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Thailand entrance ticket prices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. Please rate the following satisfaction level on food & beverage fees (1=Very dissatisfied, 5=Very satisfied)

	1	2	3	4	5
Malaysia food & beverage prices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Thailand food & beverage prices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Section E: Transportation**

\*If you have not travelled in 2018, please answer based on your preference for future trip(s).

\*If you have travelled, please answer based on your 2018 trip(s).

1. Mode of transportation to reach destination. (e.g. Malaysia to Thailand)

- ☐ Plane  
☐ Train  
☐ Car (driving)  
☐ Bus

2. Please rank the following mode of transportation to travel around holiday destination. (1=Least, 5=Most)

	1	2	3	4	5
Train (E.g. MRT, BTS, LRT)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Car (driving)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Taxi/TukTuk/Grab	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rental vehicle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. Would you travel with the following rental vehicle?

	Never 1	Occasionally 2	Sometimes 3	Often 4	Always 5
Car (self-driven)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Motorcycle (self-driven)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Van (with driver)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. Please rate the following factors that you consider the most when determine transportation choice. (1=Least, 5=Most)

	1	2	3	4	5
Cost	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Convenient	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accessibility	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Time consumption	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. Quality of services of the public transportation in the following countries

- (a) Malaysia (Please rank the following, 1=Lowest, 5=Highest)

	1	2	3	4	5
Convenience of local	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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transportation system (different types of transportation)					
Service of transporters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safety & security (e.g. Women only coaches)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Easy accessibility	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clean and comfortable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

(b) Thailand (Please rank the following, 1=Lowest, 5=Highest)

	1	2	3	4	5
Convenience of local transportation system (different types of transportation)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Service of transporters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safety & security (e.g. Women only coaches)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Easy accessibility	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clean and comfortable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

(c) Other International destination (Please rank the following, 1=Lowest, 5=Highest)

	1	2	3	4	5
Convenience of local transportation system (different types of transportation)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Service of transporters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safety & security (e.g. Women only coaches)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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Easy accessibility	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clean and comfortable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Please rate the quality of service of public transportation for the following countries. (1=Very poor, 5=Very good)

	Very poor 1	Poor 2	Fair 3	Good 4	Very good 5
Malaysia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Thailand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Section F: Social Media

\*If you have not travelled in 2018, please answer based on your preference for future trip(s).

\*If you have travelled, please answer based on your 2018 trip(s).

- How much time do you spend on Social Media in a day?
  - ☐ Less than 4 hours
  - ☐ 4-8 hours
  - ☐ 8-12 hours
  - ☐ More than 12 hours
- Please rate the following sources of information that you use when you went on a trip. (1=Least, 5=Most)

	1	2	3	4	5
Friends' suggestion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advertisements and promotions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information from Internet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Notice it through social media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Government tourism department	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- Do you use any of the following sites?
  - ☐ Agoda
  - ☐ TripAdvisor
  - ☐ Booking.com
  - ☐ Traveloka
  - ☐ Trivago
  - ☐ None
- Please tick one in the appropriate box to indicate the extent to which you agree or disagree with the following statement.

(1=Strongly disagree, 2 =Disagree, 3=Neutral, 4= Agree, 5= Strongly agree)

	1	2	3	4	5
(a) I am influenced by positive comments about holiday destination in social media.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(b) I share my positive experiences about travel destination in social media.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(c) I am influenced by positive comments about travel agency in social media.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(d) I share my positive experience about travel agency in social media.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(e) I use social media to search and have an actual tourism plan after choosing a destination.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(f) I use social media to search for travel information.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(g) I use more time and effort on social media to search for travel information.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(h) I have fun through the information search using social media.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### External Factors

1. Will currency changes affect your above-mentioned travel preference?  
☐ Yes  
☐ No
2. Will inflation affect your above-mentioned travel preference?  
☐ Yes  
☐ No

## **Appendix B: Questionnaire (Thailand version)**



UNIVERSITI TUNKU ABDUL RAHMAN  
FACULTY OF ACCOUNTANCY AND MANAGEMENT  
BACHELOR OF INTERNATIONAL BUSINESS (HONS)

### **Travel Behaviour and Pattern of University Students: The Comparative study of Malaysia and Thailand.**

Dear Respondent,

We are final year students currently pursuing Bachelor of International Business (Honours) in Universiti Tunku Abdul Rahman (UTAR), Faculty of Accountancy and Management (FAM). You are invited to take part in a research project entitled "Travel Behaviour and Pattern of University Students: The Comparative study of Malaysia and Thailand." The objective is to analyse the factors such as travel expenditure, transportation, social media that affects the travel patterns of university students. This questionnaire will take approximately 10 to 15 minutes complete. Under Personal Data Protection Act (PDPA) 2010, the data from the study will be used only for research purpose to meet the requirements of Bachelor of International Business programme from Universiti Tunku Abdul Rahman. We appreciate your cooperation and time to complete the questionnaire. Your effort would assist us to achieve a more comprehensive analysis for our research project.

Thank you for your participation.

1. Nationality

☐ Thailand

(a) Have you travelled to Malaysia?

☐ Yes

☐ No

(b) If yes, how many times have you travelled to Malaysia?

☐ 1-2 times

☐ 3-4 times

☐ 5-6 times

☐ 7 times and above

**Section A: Demographic**

1. Gender

☐ Male

☐ Female

2. Age (years old)

☐ 18-21

☐ 22-25

☐ 26-29

☐ 30 and above

3. Religion

☐ Islam

☐ Buddhism

☐ Hinduism

☐ Taoism

☐ Christianity

4. Country of the university currently you studying?

☐ Malaysia

☐ Thailand

5. Are you studying in a private or public institution?

☐ Private

☐ Public (Government universities)

6. Level of programme of study

☐ Foundation

☐ Bachelor

☐ Master

7. Average monthly income (including pocket money)

☐ Below RM500/ 5,000 Baht

☐ RM501-RM1,000/ 5,010 Baht-10,000 Baht

☐ RM 1,001-RM1,500/ 10,010 Baht-15,000 Baht

☐ RM1,501-RM2,000/ 15,010 Baht-20,000 Baht



☐ RM2,001 / 20,010 Baht and above

8. Income Source

	Part-time job (E.g. waitress)	Family	Online businesses	Self-saving / self-funded	PTPTN / Student Loan Fund	Scholarship
Daily expenses / Pocket money	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Education fees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Have you travelled in 2018?

- ☐ Yes (Please proceed to Section B)  
☐ No (Please proceed to Section C)

**Section B: Travel Experiences**

Answer the following questions based on your 2018 trip(s).

1. Travel Frequency

	0 time	1-2 times	3-4 times	5 times and above
Solo travel/ individual travel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Travel with friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Travel with family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
University representative trip/ Study tour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. Number of travelled

	0 time	1-2 times	3-4 times	5 times and above
Domestic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
International	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. Number of travelled to those continent(s)

	0 time	1-2 times	3-4 times	5 times and above
Africa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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Asia (Malaysia & Thailand)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The America (South and North America)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Oceania	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Europe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. Number of trip(s) travelled to these destination(s)

	0 time	1-2 times	3-4 times	5 times and above
Island (E.g. Pulau Perhentian)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rural (E.g. Sekinchan)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
City (E.g. Penang)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Urban	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. Average duration of trip

- ☐ 3 days and below  
☐ 4-7 days  
☐ 8-13 days  
☐ 14 days and above

6. Time of travelling (1=Least, 5=Most)

	1	2	3	4	5
Public Holiday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Semester Break	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Weekend	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Weekday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Festival Season Break (E.g. Songkran festival, Hari Raya)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. Travel lodging (1=Least ,5=Most)

	1	2	3	4	5
Hotel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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Chalet/ Resort	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Friend's/ Relative's house	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Homestay	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hostel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Section C: Travel Preferences**

1. How many trip(s) you wish to have in a year?

	0 time	1-2 times	3-4 times	5 times and above
Solo travel/ individual travel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Travel with friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Travel with family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
University representative trip/ Study tour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. Number of trip(s) you wish to have in the year.

	0 time	1-2 times	3-4 times	5 times and above
Domestic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
International	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. Number of trip(s) you wish to have on these continent(s)

	0 time	1-2 times	3-4 times	5 times and above
Africa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Asia (Malaysia & Thailand)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The America (South and North America)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Oceania	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Europe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. Number of trip(s) you wish to have on these destination(s)

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	0 time	1-2 times	3-4 times	5 times and above
Island (E.g. Pulau Perhentian)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rural (E.g. Sekinchan)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
City (E.g. Penang)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Urban	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. Average duration trip(s) you wish to have  
(c) Domestic

	3 days and below	4-7 days	8-13 days	14 days and above
Solo travel/ individual travel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Travel with friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Travel with family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
University representative trip/ Study tour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- (d) International

	3 days and below	4-7 days	8-13 days	14 days and above
Solo travel/ individual travel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Travel with friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Travel with family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
University representative trip/ Study tour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Time of travelling you wish to have

	Public Holiday	Semester Break	Weekday	Weekend	Festival Season Break (E.g. Songkran, Hari Raya)

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Solo travel/ individual travel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Travel with friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Travel with family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
University representative trip/ Study tour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. Please rate the following accommodation modes that you prefer the most when you travelled. (1=Least, 5=Most)

	1	2	3	4	5
Hotel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chalet/ Resort	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Friend's/ Relative's house	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Homestay	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hostel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

#### Section D: Travel Expenditure

Based on December 2018 currency rate (RM1=7.9 Baht)

\*If you have not travelled in 2018, please answer based on your preference for future trip(s).

\*If you have travelled, please answer based on your 2018 trip(s).

1. Travel Expenditure/ Budget for a single trip

	Below RM 1,000 / 7,900 Baht	RM 1001 - RM 2000/ 7,907 Baht - 15,800 Baht	RM 2001 - RM 3000/ 15,807 Baht - 23,700 Baht	RM 3001 - RM 4000/ 23,707 Baht - 31,600 Baht	RM 4001/ 31,607 Baht and above.
Domestic Trip	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
International Trip	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. Please rank the following spending level in these activities (1=Lowest, 5=highest)

	1	2	3	4	5
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Shopping & Leisure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Food & Beverage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ticket & Entrance fees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accommodation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transportation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. Please rate the following satisfaction level on travel accommodation prices (1=Very dissatisfied, 5=Very satisfied)

	1	2	3	4	5
Malaysia Hotel / Guest houses prices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Thailand Hotel/ Guest houses prices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. Please rate the following satisfaction level on ticket & entrance fees (1=Very dissatisfied, 5=Very satisfied)

	1	2	3	4	5
Malaysia entrance ticket prices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Thailand entrance ticket prices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. Please rate the following satisfaction level on food & beverage fees (1=Very dissatisfied, 5=Very satisfied)

	1	2	3	4	5
Malaysia food & beverage prices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Thailand food & beverage prices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Section E: Transportation**

\*If you have not travelled in 2018, please answer based on your preference for future trip(s).

\*If you have travelled, please answer based on your 2018 trip(s).

1. Mode of transportation to reach destination. (e.g. Malaysia to Thailand)

- ☐ Plane  
☐ Train  
☐ Car (driving)  
☐ Bus

2. Please rank the following mode of transportation to travel around holiday destination. (1=Least, 5=Most)

	1	2	3	4	5
Train (E.g. MRT, BTS, LRT)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Car (driving)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Taxi/TukTuk/Grab	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rental vehicle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. Would you travel with the following rental vehicle?

	Never 1	Occasionally 2	Sometimes 3	Often 4	Always 5
Car (self-driven)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Motorcycle (self-driven)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Van (with driver)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. Please rate the following factors that you consider the most when determine transportation choice. (1=Least, 5=Most)

	1	2	3	4	5
Cost	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Convenient	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accessibility	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Time consumption	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. Quality of services of the public transportation in the following countries

(d) Malaysia (Please rank the following, 1=Lowest, 5=Highest)

	1	2	3	4	5
Convenience of local	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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transportation system (different types of transportation)					
Service of transporters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safety & security (e.g. Women only coaches)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Easy accessibility	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clean and comfortable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

(e) Thailand (Please rank the following, 1=Lowest, 5=Highest)

	1	2	3	4	5
Convenience of local transportation system (different types of transportation)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Service of transporters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safety & security (e.g. Women only coaches)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Easy accessibility	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clean and comfortable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

(f) Other International destination (Please rank the following, 1=Lowest, 5=Highest)

	1	2	3	4	5
Convenience of local transportation system (different types of transportation)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Service of transporters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safety & security (e.g. Women only coaches)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



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Easy accessibility	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clean and comfortable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Please rate the quality of service of public transportation for the following countries. (1=Very poor, 5=Very good)

	Very poor 1	Poor 2	Fair 3	Good 4	Very good 5
Malaysia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Thailand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Section F: Social Media

\*If you have not travelled in 2018, please answer based on your preference for future trip(s).

\*If you have travelled, please answer based on your 2018 trip(s).

- How much time do you spend on Social Media in a day?
  - ☐ Less than 4 hours
  - ☐ 4-8 hours
  - ☐ 8-12 hours
  - ☐ More than 12 hours
- Please rate the following sources of information that you use when you went on a trip. (1=Least, 5=Most)

	1	2	3	4	5
Friends' suggestion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advertisements and promotions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information from Internet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Notice it through social media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Government tourism department	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- Do you use any of the following sites?
  - ☐ Agoda
  - ☐ TripAdvisor
  - ☐ Booking.com
  - ☐ Traveloka
  - ☐ Trivago
  - ☐ None

4. Please tick one in the appropriate box to indicate the extent to which you agree or disagree with the following statement.  
(1=Strongly disagree, 2 =Disagree, 3=Neutral, 4= Agree, 5= Strongly agree)

	1	2	3	4	5
(a) I am influenced by positive comments about holiday destination in social media.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(b) I share my positive experiences about travel destination in social media.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(c) I am influenced by positive comments about travel agency in social media.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(d) I share my positive experience about travel agency in social media.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(e) I use social media to search and have an actual tourism plan after choosing a destination.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(f) I use social media to search for travel information.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(g) I use more time and effort on social media to search for travel information.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(h) I have fun through the information search using social media.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

#### External Factors

- Will currency changes affect your above-mentioned travel preference?  
☐ Yes  
☐ No
- Will inflation affect your above-mentioned travel preference?  
☐ Yes  
☐ No

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### Appendix C: Summary of All Demographic Results

Demographic Factors	Categories		Frequency		Percentage (%)	
			Malaysia	Thailand	Malaysia	Thailand
Nationality	Malaysia		158	0	100%	0%
	Thailand		0	150	0%	100%
Gender	Male		41	47	25.90%	31.30%
	Female		117	103	74.10%	68.70%
Age (years old)	18-21		35	23	22.20%	15.30%
	22-25		108	121	68.40%	80.70%
	26-29		15	4	9.50%	2.70%
	30 and above		0	2	0%	1.30%
Religion	Islam		0	9	0%	6%
	Buddhism		128	134	81%	89.30%
	Hinduism		1	0	0.60%	0%
	Taoism		18	0	11.40%	0%
	Christianity		10	0	6.30%	0%
	Other		1	7	0.60%	4.70%
The country of university located	Malaysia		158	0	100%	0%
	Thailand		0	150	0%	100%
Type of university	Private		132	51	83.50%	34%
	Public (Government universities)		26	99	16.50%	66%
Level of programme of study	Foundation		12	0	7.60%	0%
	Bachelor		140	148	88.60%	98.70%
	Master		6	2	3.80%	1.30%
Average monthly income (including pocket money)	Below RM500/5,000 Baht		62	27	39.20%	18%
	RM501-RM1,000/5,010 Baht-10,000 Baht		67	61	42.20%	40.70%
	RM1,001-RM1,500/10,010 Baht-15,000 Baht		18	25	11.40%	16.70%
	RM1,501-RM2,000/15,010 Baht-20,000 Baht		0	29	0%	19.30%
	RM2,001/20,010 Baht and above		11	8	7%	5.30%
Income Source *	Daily expenses	Part-time Job	64	42	26.40%	20.40%
		Family	135	134	55.80%	65%
		Online Business	6	7	2.50%	3.40%
		Self-saving	21	16	8.70%	7.80%
		PTPTN/ Student Loan Fund	16	7	6.60%	3.40%
		Scholarship	0	0	0%	0%
	Education fees	Part-time Job	9	1	4.50%	0.60%
		Family	116	125	57.40%	70.20%
		Online Business	1	3	0.50%	1.70%

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		Self-saving	5	0	2.50%	0%
		PTPTN/ Student Loan Fund	67	48	33.20%	27%
		Scholarship	4	1	2%	0.60%
Have been travelled to Thailand?	Yes	126			79.70%	
	No	32			20.30%	
How many times have you travelled to Thailand?	0 time	32			20.30%	
	1-2 times	72			45.60%	
	3-4 times	35			22.20%	
	5-6 times	9			5.70%	
	7 times and above	10			6.30%	
Have been travelled to Malaysia?	Yes		17		11.30%	
	No		133		88.70%	
How many times have you travelled to Malaysia?	0 time		133		88.70%	
	1-2 times		10		6.70%	
	3-4 times		5		3.30%	
	5-6 times		2		1.30%	
	7 times and above		0		0%	
Have been travelled in 2018?	Yes	119	140	75.30%	93.30%	
	No	39	10	24.70%	6.70%	

## Appendix D: Multiple Regression Analysis (Malaysia)

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.267 <sup>a</sup>	.072	.053	8.24148

a. Predictors: (Constant), Social media, Travel Transportation, Travel Expenditure

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	805.732	3	268.577	3.954	.009 <sup>b</sup>
	Residual	10459.989	154	67.922		
	Total	11265.722	157			

a. Dependent Variable: Travel Preferences

b. Predictors: (Constant), Social media, Travel Transportation, Travel Expenditure

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	30.930	20.188		1.532	.128
	Travel Expenditure	.423	.199	.207	2.119	.036
	Travel Transportation	.362	.230	.135	1.573	.118
	Social media	-.221	.133	-.149	-1.665	.098

a. Dependent Variable: Travel Preferences

## Appendix E: Multiple Regression Analysis (Thailand)

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.481 <sup>a</sup>	.231	.215	7.45507

a. Predictors: (Constant), Social media, Travel Expenditure, Travel Transportation

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2420.395	3	806.798	14.517	.000 <sup>b</sup>
	Residual	8058.813	145	55.578		
	Total	10479.208	148			

a. Dependent Variable: Travel Preferences

b. Predictors: (Constant), Social media, Travel Expenditure, Travel Transportation

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	147.741	18.569		7.956	.000
	Travel Expenditure	.157	.156	.075	1.008	.315
	Travel Transportation	-1.189	.194	-.460	-6.116	.000
	Social media	.556	.155	.270	3.580	.000

a. Dependent Variable: Travel Preference

## Appendix F: Top 10 Country that have Highest Tourist Arrivals to Thailand in 2017



Source: <https://www.thaitravelblogs.com/2017/12/top-10-foreign-tourists-to-visit-thailand-during-2017/>