



THE ROLE OF LONG-TERM ORIENTATION ON INFLUENCE OF MOBILE
ADVERTISING TO CHINESE YOUNG TOURISTS' INTENTION TO
VISIT TO THAILAND WELLNESS TOURISM

LIANG MA

Burapha University

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LIANG MA

A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF
THE REQUIREMENTS FOR THE MASTER DEGREE OF MANAGEMENT
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The tourism sector is an important role in all countries of the world. The tourism sector has an impact on the social, economic, and preservation and environmental management, natural resources, and culture. In the modern world technology is developing rapidly. The online environment provides flexibility and accessibility, travelers can just a few mobile phone clicks easily to browse and purchase services and travel products. As the research to know, many young Chinese tourists have listed Thailand as a must travel destination. The purpose of this research is to explore that how the culture factors influence of the Chinese young tourists' intentions to visit tourism destination by mobile advertising. This kind of research used in this research is quantitative method. Quantitative method for this study are presented with figures. To support this research data were collected by questionnaire method. Data analysis will conducted by path analysis. The Long-term orientation variable has a significant positive impact on value of mobile advertising. The better the Cultural content, better understand the culture of young Chinese tourists, the more visitors will visit the Thailand wellness tourism.

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TABLE OF CONTENTS

	Page
ABSTRACT.....	D
ACKNOWLEDGEMENTS.....	E
TABLE OF CONTENTS.....	F
LIST OF TABLE.....	H
LIST OF FIGURES.....	I
CHAPTER 1 INTRODUCTION.....	1
Statement of the problem.....	1
Research question.....	3
Research objective.....	4
Scope of the study.....	4
The limitation of the study.....	8
CHAPTER 2 LITERATURE REVIEW.....	9
Introduction.....	9
Mobile advertising.....	9
Mobile advertising value and behavior toward mobile advertising.....	10
Attitudes toward mobile advertising and behavior toward mobile advertising.....	11
Culture (Long-term orientation).....	12
Tourist intention to visit.....	14
Wellness tourism.....	21
Conceptual framework.....	22
Hypothesis.....	23
CHAPTER 3 RESEARCH METHODOLOGY.....	24
Research design and method.....	24
Content validity testing.....	24
Population and sample.....	26

Data collection procedures	27
Instruments	28
The variable and measurement.....	29
Test instrument.....	29
Reliability testing	32
Test reliability.....	32
Method of data analysis.....	33
CHAPTER 4 RESULTS OF DATA ANALYSIS	35
Demographic information analysis	35
Characteristics of nationality respondents.....	36
Data analysis.....	37
Regression analysis	38
Determination coefficient (R^2)	41
Path calculation	42
CHAPTER 5 CONCLUSION AND SUGGESTION.....	44
Conclusion.....	44
Suggestion	45
Limitation of research	45
REFERENCES	47
APPENDIXES	50
APPENDIX I	51
APPENDIX II.....	55
APPENDIX III.....	58
APPENDIX IV	62
BIOGRAPHY	70

LIST OF TABLE

	Page
Table 1 Relate of variables	6
Table 2 Relate of variables	7
Table 3 Operational definition	24
Table 4 Validity test results of Mobile-advertising value.....	30
Table 5 Validity test results of attitude to Mobile-advertising	30
Table 6 Validity test results of LTO	31
Table 7 Validity test results of intention to visit	31
Table 8 Characteristics of respondents by gender.....	35
Table 9 Respondent characteristics by age	36
Table 10 Characteristics other information of respondents	36
Table 11 Normality test result.....	37
Table 12 Mean and SD of all variables. (n = 402).....	38
Table 13 Summary of Pearson's Correlation coefficients on Factors	39
Table 14 Path analysis result.....	39

LIST OF FIGURES

	Page
Figure 1 Conceptual framework	22
Figure 2 Path analysis result	43



CHAPTER 1

INTRODUCTION

Statement of the problem

The tourism sector is an important role in all countries of the world. The tourism sector has contributed significantly to the increase of foreign exchange and employment. The tourism sector also has an impact on the social, economic, and preservation and environmental management, natural resources, and culture. The tourism activity plays an important role in the development process and development of certain regions have tourism potential. Tourism activity also played a major role in contributing to the revenue of a region or community. Tourism activity expected to increase and foster the development of social, economic society, preservation culture, customs, and sustainability of tourism itself. Economic sector is an aspect that is considered the most important and got the most attention in the tourism sector at this time due to tourists need to spending money, while the areas visited by tourists can receive the influx of tourist through the community that provides transportation, services, attractions, facilities and so forth. Financial income in this sector is one of the purposes of tourism development. (Batmanlussy, 2015, p. 2)

Search from some studies, a number of reasons that people travel such as entertainment, out of curiosity, business, education. The most growing sectors is tourism. In the past years, and same expectations are in the following years, tourism industry has achieved almost steady growth (Statista, 2015; UNWTO, 2015). According to UNWTO (2015), tourism has become one of the “key drivers for socio-economic progress”. Its contribution to the growth of the national economy and its contribution to the global economy are significant. The total tourism contribution in 2014 is about 7.5 trillion US dollars (Statista, 2015). Therefore, we can say that tourism is an equally important sector in the national and global economy.

In the modern world technology is developing rapidly. In this regard the mobile technology is not exception. It is expected that this wireless computing device will become available soon. People have become mobile too. Rapid growth of such technologies impacted on developing new environment for interrelationship between

travel agencies, travelers and other organization involved in tourism sphere. Because the online environment provides flexibility and accessibility, travelers can just a few mobile phone clicks easily to browse and purchase services and travel products. Nowadays, it is necessary to explore new and innovative way to communicate with potential traveler.

The time for traditional marketing has ended and marketers use one-way communications to push messages to consumers. It is obviously currently mobile marketing has huge impact on relationships between consumers and companies. It is important to develop the mobile marketing. Competition in the enterprise is unavoidable, so organizations use different strategies to outperform each other. One of these strategies is advertising. From the ever-changing is changes in technology and led to some creative routes is used to deliver some business information for customers. According to the Kotler's meaning of advertising and (Sharp, 2013, p. 1) mobile advertising is defined as "any paid form of personal or non-personal presentation and promotion of ideas, goods, or services by an identified sponsor, via short message service (SMS) or multi-media service (MMS) sent to mobile devices".

Regardless of its size and location, current organizations are exploring and utilizing mobile phones to access some customers in a one-on-one premise; fast messaging movement; they can be found at any time and anywhere. To confirm this view, (Loya,2013) believes that one of the mobile advertising characteristics that it can simultaneously cover the consumer's geographical location and time barriers. It is means that the consumer can get information in anywhere and anytime with internet. One of the new ways from (Friman, 2010) explains that mobile advertising is main sent and retrieved via mobile phones, tablets, and personal computers. Thus, customer may read the adverting from these mental mobile devices to know the information from organization. (Armstrong, Kotler, 2015) also stated in a similar manner that owners of business use mobile advertising to communicate with the consumers any time in anywhere in order to establish relationships with them. Technology also plays a important role for current promotion process. Based on big data, mobile adverting can be sent to customer fast and accurate. It is even possible to modify Porter's five-force model (Zhang, 2014). With this in mind, it can conclude that a factor of technology also affects many aspects of tourism and travel, at the same time, the

factor of technology, in this study, it is means that mobile adverting affects the tourism marketing channels, which is very important for the creation of images, or in some cases when make a decision to travel and purchase on a specific tourist destination or service with visitors are of crucial importance (Assante, Sukalakamala, Wen & Knudson, 2014)

Research question

Today's business world not only with highly competitive and globalization that encourages the internationalization of big companies, small and some medium-size companies (SMEs) (Jansson, 2007; Sandberg, 2013). Today's social media and technology influence the way of information distributed. In addition, they together try to create some new opportunities for direct contact between company and customers, establish deeper relationships between organization and customers, and share information for customers. (Scott, Weaver, Buckley, Gretzel, & Becken, 2015). Thus, the social media also can be used in the tourism industry. Further, (Buckley et al., 2015) propose that "this has and will have implication for the way tourism-related information is produced, shared and consumed, as well as the way tourism products and services are distributed". It has a major role to attract tourist to visit, and it could increasing tourist intention to visit and tourist decision to visit Thailand.

Several brands (such as Sprite and Adidas) have already launched the efforts of mobile marketing, but have seen sparse the successes in some disappointing results. While accepting the Internet and mobile phones, the younger generation of Chinese people have higher demand than the order generation. From the research young generation question the authenticity and accuracy of some mobile information online, and also have low to medium levels of the satisfaction and trust with mobile media (Meyer). Et al. 2009). As the research to know about that Thailand is a popular tourist destination for Chinese people. The purpose of this research is to explore further on:

“How the culture factors Influence of the Chinese young Tourists' Intentions to Visit Tourism Destination by mobile adverting”

Research objective

The study aims to the Chinese young tourist that visit or willing to visit Thailand wellness tourism, during the time of the research. The research will focus to explore mobile advertising value and attitude on the Chinese young Tourists' Intentions. Similarly, research will also determine the moderating effect of culture on values and attitudes and tourists' intentions to visit and their decision to visit.

Tourism industry is a rapidly growing market in Thailand. This market is fuelled by an increasing number of Chinese tourists. Therefore, it is essential to understand the behavior and characteristic of Chinese young tourist who visit Thailand for wellness tourism in terms of their intention and decision to visit based on the mobile advertising.

The study was conducted with the following objectives:

1. To analyze the significant influence between Mobile advertising Value to tourist intention to visit tourism destination of Thailand wellness tourism.
2. To analyze the significant influence between Attitude to Mobile advertising to tourist intention to visit tourism destination of Thailand wellness tourism.
3. To analyze the significant influence that Long-term orientation as the moderator between value of Mobile advertising, the Attitude toward mobile advertising and the intention to visit tourist destination of Thailand wellness tourism.

Scope of the study

Sampling

The sampling technique is usually based by certain considerations, such as the limitations of time, energy, and money, it cannot take large samples. In the method of determining the sample, the author used a purposeful sampling. This is by considering that the topic is not based on stratification, random or regional, but based on its specific purpose. In the book *Metode Penelitian* by Sugiyono (2012, p. 126) explain that purposive sampling is a sampling technique with some considerations.

According to Tanuwijaya (2004, p. 128), selecting a group of objects in a targeted sampling based on certain characteristics is considered to be closely related

to pre-known population characteristics, in other words the sample unit contacted adapted to certain criteria applied based on objective research.

Area and Time of Study

1. Area

This research took place at Kunming, Yunnan, China.

2. Time of study

This study will be carried out and starting in May 2018 until June 2018.

According to the time of summer vacation for Chinese young tourists is start from June very year. It is a good time to visit a tourism destination during the year. During that time of the year, they have two month, it would be strongly support to do sampling for this research.

Variables

Variable is an attribute or the nature or value of a person, object or activity which may have certain variations defined by the researchers to learn and then drawn conclusions (Sugiyono, 2012, p. 61). In this research has determined four variables, namely the independent variable, intervening variables and the dependent variable.

1. Independent variable (X)

The independent variable is the variable that is often referred to as variable stimulus, predictors, and antecedent. This variable affects or is the cause of the change or the emergence of the dependent variable (Sugiyono, 2013, p. 39). In this study, the independent variable (X1) is M-Ad Value, (X2) is Attitude to M-Ad.

2. Moderate variables (Z)

Moderate variables are Variables that theoretically affect the independent and dependent of variables, but cannot be observed and measured. The variable is a variable interrupter located between the independent variable and the dependent variable, making variable independent does not directly affecting the change or occurrence of the dependent variable (Sugiyono, 2013, p.38). In this study, the intervening variables (Z) is Culture.

Table 1 Relate of variables

Author	Variable											
	X1	X2	X3	X4	X5	X6	X7	Z1	Z2	Z3	Z4	Z5
Akinbode (2014)	√		√					√				
Akin, Yeniçeri and Demirela (2012)	√					√						√
Bathae (2011)						√		√				
Blanco, Blasco and Azorin (2010)		√		√								
Choi, Lee and Kim (2006)	√	√						√				
Choia, Joo Leeb, Sajjadc, and Leec (2014)	√	√			√			√		√		
Defever, Pandelaere and Roe (2011)	√	√			√			√			√	
Fishbein and Ajzen (1975)	√	√	√						√			
Friman (2010)		√					√					√
Hung and Chou (2014)				√				√				
Mohd Noor (2013)	√					√						
Nayeem (2012)			√					√		√		

3. Dependent variables (Y)

It is often referred to as an output variable, criteria, consistent. Due to independent variables, the dependent variable is the variable that affects or which be the result. (Sugiyono, 2013, p. 38). In this study, the Dependent variable (Y) is Tourists' Behavioral Intentions.

Table 2 Relate of variables

Author	variable					
	Y1	Y2	Y3	Y4	Y5	Y6
Akinbode (2014)	√					
Akin, Yeniçeri and Demirela (2012)			√			
Bathae (2011)	√					
Blanco, Blasco and Azorin (2010)	√					
Choi, Lee and Kim (2006)						√
Choia, Joo Leeb, Sajjadc and Leec (2014)	√					
Defever, Pandelaere and Roe (2011)					√	
Fishbein and Ajzen (1975)	√					
Defever, Pandelaere and Roe (2011)		√				
Fishbein and Ajzen (1975)	√					
Friman (2010)				√		
Nayeem (2012)			√			

Significance of the study

It is expected that the results of this study will bring benefits to some parties, including:

1. Academic benefits

1.1 The results of this study are expected to bring benefits for tourism management study program to provide a reference in the assessment of the problems of tourism.

1.2 This research is expected to contribute in the world of education, especially regarding tourism.

1.3 Being a reference material for relevant studies in the future.

2. Practical benefits

2.1 For Burapha University of Tourism

2.2 For students

The results of this research can be used as information and add knowledge about the influence of mobile advertising value and attitude on the Chinese young Tourists' Behavioral Intentions to visit Thailand.

2.3 For Thailand tourism operators

The result of this research can pay more attention to mobile advertising of Thailand wellness tourism, to develop a strategy to visit and have a higher chance to them to make decision to come to Thailand.

2.4 For researcher

This research is used to qualify in order to complete the study and obtained a master degree in International Tourism Management in Burapha University.

2.5 For policy

The result of this research can be used as information about the influence of mobile advertising. The government may make some policy for tourism operators refer to this information.

The limitation of the study

In order more focus to the problem that researcher going to study and makes a deeper explanation, so the limitations of this research is that only to The Influence mobile advertising on the Chinese young tourists' Behavioral Intentions visit Thailand wellness tourism.

CHAPTER 2

LITERATURE REVIEW

Introduction

This chapter provides an overview of previous research on Mobile advertising, Tourists' behavior intention, Tourist Visit Intention, Wellness tourism and culture moderate form Hofstede (1994). It introduces the framework for this study that comprises the main focus of the research described in this thesis.

Mobile advertising

The essence of mobile internet advertising is that advertisers send their advertising information to the user's mobile communication terminal through the mobile internet, allowing the user to receive the advertisement information of the advertiser in order to "pursue and impress" the audience. Advertisers are the distributors of mobile internet advertising information, and they are the input source of the entire industry chain. Mobile Internet and mobile terminals are the main bridges connecting audiences and advertisers. The advertising audience is the object that the advertiser wants to "impress" and is the target of information acceptance and feedback. Mobile advertising communicates with the target audience through mobile phones. There are many types of mobile advertising. Over time, the popularity of these forms has changed. According to Haghirian and Inoue (2007), the world's leading information technology research and consulting firm, a mobile web shows that in app, displays and search/maps are the three of top mobile advertising types. Mobile advertising can well analyze the behavior of the audience and provide advertisers with a good consumer psychology information for advertising information. Advertisers serve more rational information. In addition, Mobithinking (2013) predicts that these types of revenue will continue to grow in the future. Due to the lack of time and resources, the study will only focus on mobile advertising, which is a common type of recent mobile advertising (Tsang et al., 2004).

There are many participants in the mobile advertising ecosystem: brands, advertising agencies, advertising networks, publishers and users (Bauer et al., 2005;

Barnes & Scornavacca, 2008; Wilska, 2003). In the form of mobile Internet, digital terminals are interactive and network-based. Mobile Internet advertising can better analyze audience behavior and provide scientific basis for advertisers to place advertisements. To attract more customers, the brand advises advertising companies to design advertising campaigns. The prominent features of mobile internet advertising are measurability and intelligence. The mobile advertising network, as a distributor and intermediary, is responsible for sharing advertisements with viewers through mobile websites or applications. Publishers will place ads on their websites or apps and make money. Advertisers can accurately measure audience data through mobile internet technology, effectively monitor the frequency and behavior of audiences in contact with advertisements, and objectively assess the effectiveness of advertisements. The ultimate goal of this ecosystem is mobile users who are potential customers of the brand (Bauer et al., 2005; Wilska, 2003). Their attitude toward mobile advertising will be discussed in this study.

Mobile advertising value and behavior toward mobile advertising

Advertising values and attitudes have been recognized as the two main structures used to understand consumer perceptions of advertising. Hajirian et al. (2005) believes that the general effects of advertising and more specific forms of advertising can be measured by the value of advertising. Mirbagheri (2010) argued that the value of SMS advertising cannot be concealed when discussing the value of mobile advertising because its effectiveness depends on whether consumers think it is good. That is, mobile advertising must provide consumers with certain benefits because it is effective because it is their (consumer) perceived value. After assessing the existing literature, Mirbagheri (2010) recognized 14 key factors affecting customers' impressions of SMS advertising, and then divided them into six categories: licensing, simplicity, relevance, attraction and benefits, absence of interference and trust. Zabadi, Shura and El-Sayed (2012) claimed that the feasibility of advertising can be best measured by its value; In addition, they added that advertising value can serve as a directory of consumer loyalty and association communication results. Pandelaare, Defever, and Roe (2011) did two studies and found that when people

come in contact with high-value ads, they can cause positive reactions. In the same way, they also found that the attitude toward advertising mitigated this effect.

Attitudes toward mobile advertising and behavior toward mobile advertising

In terms of marketing and information system research, attitude is a basic concept. It is worth noting that when we discuss customer attitudes toward mobile advertising, it relates to their acceptance of mobile advertising, not to the introduction of a commercial advertisement (Haghirian & Inoue, 2007). Gao, Rohm, Sultan, and Huang (2012) defined their attitudes toward mobile advertising in their research because respondents used their mobile phones to acquire emotions and beliefs such as brand understanding, purchase of products, or acceptance of incentives such as coupons. Watson, McCarthy and Raleigh (2013) believe that the position of advertising in advertising is of utmost importance and therefore cannot be replaced. This is because of the ad information connection and/or personalization. The environment and utility are closely related to how customers accept advertising and how to extend their purchase intentions.

Yeshin (2006) pointed out that attitude determines the best way we believe in the specified elements of the world we exist, which affects our way of doing things in special circumstances. Kotler and Keller (2006) define an attitude as a man or a woman's continuous beneficial or destructive point of view, emotions, and movements towards an object or concept. Most researchers agree that attitudes are generated by three additional, influential, behavioral, and cognitive, these additional, impact, behavioral and cognitive and role sensations, the intentions associated with observing the object, and the advantages of that attitude object. Negotiation (Solomon, Bamossy, Askegaard, & Hogg, 2010).

In summary, Solomon et al. (2010) believes that the importance of each of the three accessories depends on the scope of the person's motivational phase approaching the attitude of the object, as well as a named conceptual model, because the angle researchers have developed a hierarchy of results to explain the relative relationship between these additional. Based on Mahmoud (2012, p. 92), Malik and

Dubey (2013) interpret the attitude of Internet advertising as “the general tendency to like or dislike advertising information” based on the role they form. Based on this premise, consumer disposition of mobile advertising means that mobile advertisers tend to prefer or do not want to use mobile phones for advertising.

Culture (Long-term orientation)

Long-term orientation represents the virtues of fostering future-oriented rewards, especially perseverance and thrift. "(Hofstede, 2001, p. 359). As the fifth extended cultural dimension for the first four years (Bond, 1987), long-term positioning represents a series of Confucian values. It is called Confucian dynamics and it comes from 23 countries using Chinese Research on Value Survey (Chinese Culture Connection, 1987). In this way, 'LTO is rooted in Confucian values about time, tradition, perseverance and future savings, and allows others to 'save face'. (Bearden, Money, & Nevins, 2006, p. 457). After research progress, the forward-looking and current and past viewpoint attributes are the first concepts of this dimension. Later, the development of this dimension is more suitable for the definition of long-term and short-term (Hofstede, 1991)

Cultural differences play a significant role and have a large impact on tourist behaviors and social interaction in outbound travel (Pizam & Telisman-Kosute, 1989). Pizam and Sussman (1995) confirmed culture would influence consumer decision-making. All the elements of national cultures includes but not limits the values, norms, rules and habits that have an impact on tourism behaviors. Culture as a moderator between mobile advertising value, attitudes toward mobile advertising and behavior response toward mobile advertising. Decision making can be impacted by culture in each steps. Based on the connection between decision theory and culture theories, it is clear that each step in decision making process can be biased by culture variances, which, make decision not predicable from context to context, and culture to culture. Decision making therefore is never independent from cultures. When analyze and understand how a decision is made, it is very important to take culture factors into account. (Shi zhe & Sun li, 2015)

Hofstede (1994) treats culture as a collective plan for the mind and distinguishes one class from another. Ferraro (2002) describes culture as what people

think of and people is embodied in what they have (material or non-material); their thoughts (expressed or not); and their behavior and/or reactions.

Choia, Joo Leeb, Sajjadc, and Leec (2014) made a review that included factors that influence customers' perception of the small recommendation system's aura, and how these parts work with social quality to influence perceptions of this development. Considering the assumption of unconscious activity, the belief variable of the mobile recommendation framework was recognized in three measurements: utilitarian, logical, and social. The test mode was tried using the information collected by China, South Korea and the United Kingdom. The survey results show that actual and social factors influence the attitude of customers to the mobile recommendation framework. Similarly, social measures of cooperation and instability evasion indicate the links between the belief elements of the three countries and the customer's mentality toward portable recommendation frameworks.

Hung and Chou (2014) review each other in order to study the direct impact of the social measurement proposed by Hofstede on consumer perception of mobile services. The study took into account similar instances in Taiwan and Malaysia and determined the social impact of mobile business choices to provide an experience for global mobile administrators. Combining Davis's Technology Acceptance Model (TAM) with the five dimensions of Hofstede's culture as an intermediary, the results show Hofstede's three cultural dimensions - uncertainty avoidance (UA); individualism (ID); and Long Term orientation (LT) have a significant effect on the two factors (ie, perceived usefulness (PU) and perceived ease of use (PEOU)) contained in TAM, regardless of the power distance (PD) and Masculinity (MA) has different influences in Taiwan and Malaysia. Apart from supplementing the clarification of innovation choices, it also exerts an important influence on the global development of portable administrators by emphasizing the favourable environment of neighborhood preferences and differentiation.

Tourist intention to visit

Intentions interpreted as the will, desire or joy (Kamisa, 1997, p. 370) is something personal intention and is closely linked with the attitude. Intentions and attitudes are fundamental to the prejudices, and intentions are also important in making decisions.

In this case visit intention is a form or manifestation of behavioral intention, according to Simamora (2002, p. 153) theoretically behavioral intention is distinguished from the attitude which is defined as a potential tendency to react so it can be explained that the attitude precedes the behavior. This model is based on an approach that suggests that future consumer behavior or consumer forecasting can be done based on what they have said about their intention in buying or making decisions.

Research of Albarq (2014, p. 14) says the theory of tourist intention to visit been analogized same intentions with the purchase intention. Purchase intention is the stage the tendency of respondents to act before the decision to buy really implemented. There is a difference between actual purchases and purchase intention. When the actual purchase is a purchase that really made by the consumer, the purchase intention is the intention to do purchase on the next occasion. Although, purchase intention which may not be done in the future, but the measure of the intention in the purchase is generally done in order to maximize the prediction of the actual purchase itself (Kinneer & Taylor, 1996, cited in Kurniawan, 2007). Intention is divided into three aspects, namely, (Hurlock, 2011):

1. Cognitive aspects

Based on personal experience and what it had learned in the home, school and community as well and various types of media.

2. Affective aspects

The concept is to build affective aspects, expressed intention in the attitude toward the activities that generated intention. Evolving from personal experience of the attitude of the person who is important that parents, teachers and peers to activities related to the intentions and attitudes expressed or implied in various forms of mass media on the activities.

3. Psychomotor aspects

Runs smoothly right order without thinking again, But progress still allows that flexibility and excellence increase, although these are all running slowly.

Some conditions that affect the intention is as follows:

4. Economic status

If the economic status improved, people tend to expand their intention to cover things they previously have not been able do it. Conversely, if the economic status suffered a setback because of family responsibilities or business that is less advanced, the people tend to narrow their intention.

5. Education

The higher and more formal level of education held a person, the greater the intellectual activities are conducted. Lack of public knowledge about the health care facility will affect the utilization of existing services so that the effect on their health condition.

6. Residence

Where people live much influenced by the desire they usually meet in a previous life still can be done or not.

According to Ariana and Sudiarta (2006) intention in visiting sites affected by:

1. The desire to visit tourist attractions based on the information obtained from the mass media.
2. The desire to visit tourist attractions based on the story of the family and relatives
3. The desire to visit tourist attractions for curious directly about these sights.

In relation to intention in visiting, intention is a potential customer has meaning customers who have or who have been and who are going to visit or use the product or service that will be used.

On intention, where people are seeking information about innovation, a society that began intrigued might or might not be looking for more information. If the urge to collect information that we can powerfully differentiated into two levels, namely: people are looking for information in a moderate size and such a situation is

called increasing attention. When people are looking for reading material, ask friends and get involved in various other pursuits, to collect information on the product, it can be said people actively looking for information. The extent to which a society seeking information depending on the strength of encouragement amount of information when starting the search, the ease of searching for information more, value of the placed on the additional information, and satisfaction obtained from such searches. Usually, the information retrieval community level higher in line with the movement of people from decisions involving limited problem solving decisions in solving big problems. The public can obtain information from many sources.

Author/Year	Title	Variables	Methodology	Findings
Akeem Soladoye Bakare, Acheampong Owusu and Daha Tijjani Abdurrahaman (2017)	The behavior response of the Nigerian youths toward mobile advertising: An examination of the influence of values, attitudes and culture	Independent Variables M-Ad Value Attitude to M-Ad Dependent Variable: Behavior Response	quantitative approach	Survey results show that both mobile advertising The value and attitudes of mobile advertising have a major impact on Nigerian youth's behavioral responses to mobile advertising

Author/Year	Title	Variables	Methodology	Findings
Jihwan Park (2015)	The impact of different types of media on Tourists' behavioral intentions	Demographic Factors - Gender - Age - Nationality types of media behavioral intentions	quantitative approach	Established valuable research results and mentioned that marketers in the hospitality industry should recognize better use of different types of media.
Anastasia Savchenko Dinara Minakhmetova (2015)	Mobile marketing strategy development in China, Japan and South Korea	Price Promotion Product Dynamics Position in the Top Grossing rating	Scientific approach deductive, inductive and abductive approach	Explain how to interpret these factors from a revised 4P perspective and understand how mobile developers formulate their marketing strategies based on identified factors to strengthen the

Author/Year	Title	Variables	Methodology	Findings
				rating of most profit generating programs
Cheng-Fei Lee and Brian King	Assessing destination competitiveness. an application to the Hot Springs Tourism sector	Tourism destination resources and attractors. Tourism destination environments. Tourism destination strategies. Destination Competitiveness	Delphi technique approach	Preliminary results of pilot tests to highlight the specific characteristics of the spa tourism sector and the need to develop a destination-specific competitiveness model for specific sectors

Author/Year	Title	Variables	Methodology	Findings
Erfurt, Patricia (2011)	An assessment of the role of natural hot and mineral springs in health, wellness and recreational tourism	collectively constitute hot spring tourism experiences and examples	qualitative research method	His research uses this model to determine the various components of hot spring tourism, and comprehensively analyzes and evaluates the interaction between tourism and natural resource utilization by improving people's understanding of current scale and future potential.
Social capital and individual motivations on knowledge sharing: Participant involvement as a moderator (2010)	Hsin Hsin Chang Shuang-Shii Chuang	Social capital and individual motivations on knowledge sharing	quantitative approach	The discovery of altruism, identification, reciprocity, and shared language has a major and positive impact on knowledge sharing.

Author/Year	Title	Variables	Methodology	Findings
Han, Wenchien (2012)	A study of the oversea tourism choice factor of Taiwan people	Tourist motivation, tourist destination image and advertising performance	quantitative approach	advertising presented good or bad effects positive impact on people choosing tourist destinations; when the tourism destination image is positive, will enhance the motivation to the tourism
Shi Zhi, Sun Li (2015)	Cross culture analysis to reconstruct the dimensions of long-term orientation and uncertainty avoidance	Long-term orientation and uncertainty avoidance decision making	quantitative approach	culture has significant impact on people's cognitive procedure, preferences and biases. decision making can be impacted by culture in each steps

Wellness tourism

Definition of international organization/association. There is no global industry organization that is equivalent to the Health Tourism Medical Tourism Association, so there is no international definition of health tourism. However, in order to understand and define health tourism, the concept of health must also be understood and defined. wellness is a relatively modern vocabulary and concept that has been popular for the past decade or two (it is thought that Dr. Halbert Dunn introduced this concept in the modern era in the 1950s and 1960s). In this regard, there are several key definitions that are available. The National Institutes of Health (NWI), headquartered in the United States, was established in 1977 and is the leading organization in the field of health, founded by Dr. Bill Hettler, leader of the movement. The NWI definition of health is: Health is a positive process through which people realize and choose a more successful presence.

Thai Thailand's health tourism tends to be mainly motivated by relaxation and relaxation (going to resorts and spas). The country's overall product does not always have a good connection with its health and spa products (except Thai massage), but international tourists' interest in these products is increasing. (Global Spa Summit LLC 2011). Today, Thailand's wellness tourism is a rising star in Thailand's tourism market. The Thai government is fully supporting the national health tourism plan

The Thai Tourism Administration (TAT) hosted Thailand's fourth health and health tourism exhibition in Thailand on August 30, 2017 to promote the Kingdom as a destination for life-extending products and services. A total of 44 health and healthcare professionals in all internal medicine departments participated in the event to promote Thailand's health and wellness products and increase international awareness. Medical tourism promoters and travel agencies from 30 countries around the world also discussed commercial transactions with participating health and wellness providers. The Thai government has approved visas for 90 days for patients and medical tourists from Cambodia, Laos, Myanmar and Vietnam (CLMV) and from the People's Republic of China to promote Thai medical tourism.

Conceptual framework

Sekaran in his book Business Research (1992, cited in Sugiyono, 2010) states that, a framework of thinking is a conceptual model of how theory relates to a variety of factors that have been identified as an important issue. Framework that will either theoretically explain the linkage between the variables to be studied. From the theory generator described earlier, and therefore independent variable, intervening, and dependent will be explained as follows. In follow of this paper, Mobile advertising Value represented by M-Ad Value, Attitude to Mobile advertising represented by to Attitude to M-Ad, Long-term Orientation represented by LTO, Intention to visit represented by IV.

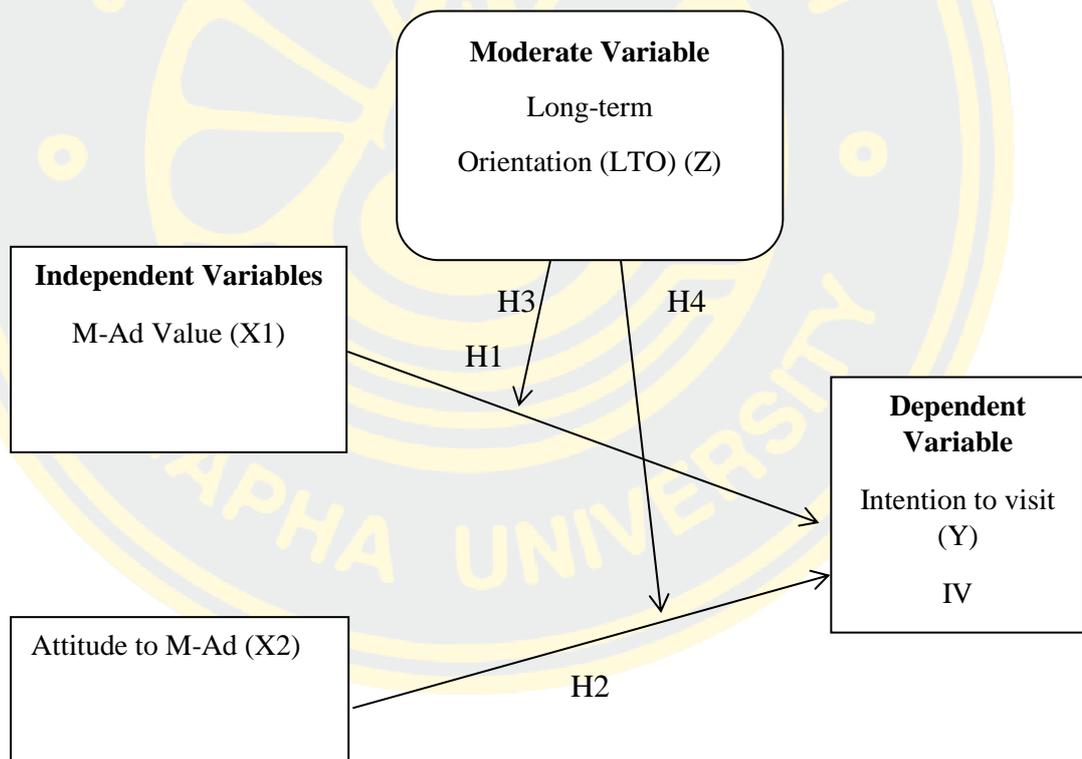


Figure 1 Conceptual framework

Hypothesis

According to Zikmund (1997, p. 112), hypothesis is a proposition or allegation has not been proven that the tentative explain the facts or phenomena, as well as possible answers to the research questions. Based on the theory that has been put forward by experts and research history, then the hypothesis of this study are:

H1: Mobile advertising value has a significance influence on Intention to visit.

H2: Attitudes towards mobile advertising has a significant impact on Intention to visit.

H3: LTO moderates between mobile advertising value and Intention to visit of Chinese youths towards mobile advertising.

H4: LTO moderates between the attitudes to mobile advertising and Intention to visit of Chinese youths towards mobile advertising

CHAPTER 3

RESEARCH METHODOLOGY

Research design and method

This kind of research used in this research is quantitative method. According to Umar (2000, p. 36) An interpretive study is a study designed to analyze the relationship between one variable and another, or how variables affect other variables. Quantitative method for this study are presented with figures. This is the opinion of Arikunto (2006, p. 12) which is a quantitative research suggests that many research approaches are required using figures, the scope of the data collection, the interpretation of these data, and the appearance of the results. To support this research data were collected by interview and questionnaire method. Data analysis will be conducted by path analysis.

Content validity testing

Table 3 Operational definition

Variables	Meaning	Questionnaires
X ₁ : M-Ad Value	It is a method of advertising that appears on mobile devices such as smart phones, tablets or PDAs that have wireless connections.	<ol style="list-style-type: none">1. I consider advertising on social network sites to be a relevant source of information about destination2. I have already changed my opinion about destination after reading advertising on social network sites3. This advertising made me want to find out more information about the country

Table 3 (Continued)

Variables	Meaning	Questionnaires
X ₂ : Attitude to M-Ad	Attitude is a fundamental concept as far as the study on marketing and information systems are concerned.	<ol style="list-style-type: none"> 1. Nice advertising on social network sites influence on my desire to visit destination I have not thought about before 2. I enjoy watching advertising from all around the world shared on social network sites because it can give me an idea for my next tourist destination to visit 3. I am not interested in advertising on social network sites
Z: Culture (LTO)	Long-term orientation 'stands for the fostering of virtues oriented towards future rewards, in particular perseverance and thrift.	<ol style="list-style-type: none"> 1. Do you have any plan to visit Thailand? 2. How much time you spend on your travel plan before your action? 3. I would like to visit Thailand at latest once time in the future.
Y: Intention to visit (Ariana & Sudiarta, 2006)	Intentions interpreted as the will, desire or joy is something personal intention and is closely linked with the attitude.	<ol style="list-style-type: none"> 1. I am attracted to advertising regarding travel to different destinations 2. This advertising increases my willingness to purchase the tour 3. Nice advertising on social network sites influence on my desire to visit destination I have not thought about before

Population and sample

Population

The population in the study is all groups of individuals or an object that is common properties. According Arikunto (2010, p. 173) The population is the subject of the study. According to Sugiyono (2010, p. 80), the population is a generalized region composed of the above-mentioned objects. They have certain properties and characteristics defined by the researchers and come to a conclusion. From the explanation from the experts, in this study the population is Chinese tourists who came or willing to come to Thailand for wellness tourism from Kunming, Yunnan, China.

Sampling

The sampling used in this study was purposeful sampling. Sampling is a purposeful sampling technique only. (Sugiyono, 2001, p. 61) Selection of a group of subjects in a convenience sampling, based on the characteristics - specific traits considered to have close relation with traits - traits that have been previously known populations. Determination of the number of samples in this refers to the opinion of Malhotra (2004 cited in Rahayu, 2005, p. 46) the number samples taken can be determined by multiplying the minimum sub-variable to 5. Referring to the minimum sample to be taken that the study used a sample of 150 respondents were obtained from 30 indicators multiplied by 5. The number of samples will exceeded 10% as an anticipation factor and total sample will be 165 respondents (Octavia et al., 2015). The sample in this study were selected based on the requirements, as follows:

1. Respondents that will be examined in this study focused on the visitors or tourists who come or willing come visit Thailand for wellness tourism.
2. Tourist respondents to a minimum of 17 years old, to have more accurate respond about the research (Layungsari & Yunianti, 2015, p. 7).

Sample size

The sample of this research is calculated by using Taro Yamane (Yamane, 1973) formula with 95% confidence level. (According 6432,000 persons from the data of National Bureau of Statistics of the People's Republic of China 2011. Source:http://www.stats.gov.cn/tjsj/tjgb/rkpcgb/dfrkpcgb/201202/t20120228_30408.html) The calculation formula of Taro Yamane is presented as follows:

$$n = \frac{N}{1 + N(e)^2}$$

Where : n = sample size required
 N = number of people in the population
 e = allowable error (%)

$$n = \frac{6432000}{1 + 6432000(0.05)^2}$$

$$= 400$$

In order to get at least 400 questionnaire from respondents, to use 400+20 questionnaire to collect data this time.

Data collection procedures

Data is a raw material when processed through a series of analysis can generate a variety of information. Data for the record the fact - the fact that have from interviews, observation notes on the calculation - the calculation of the number and frequency of activities - social activities, note - a note of the measurement - measurement of areas, volumes and intensities of objects and cultural activities, a record - the record excerpts from material document and newspapers. (Zulganef, 2008, p. 159).

The data collection is none other than a procurement process the primary data for research purposes. The data used in this study are:

1. Primary data

Questionnaires

According Kusmayadi (2000, p. 82) how the questionnaire is to collect data by sending a list of questions to fill itself. Questionnaires itself refers to a set of questions submitted in writing to the respondent and the answers obtained also in written form. Tools in the preparation of the final project are questionnaire given to tourists.

2. Secondary Data

This kind of data obtained from source books, the Internet and several agencies related to the purposes of this study. Secondary data in the form of are papers, libraries, literature, journals, and other research results. Secondary data is also in the form of the publication of reports of government agencies and government institutions and regulations related to the tourism sector.

2.1 With the permission of the school principal/principal, personally go to the school under investigation to collect the necessary information. Subsequently, the investigator discussed in detail his investigations with school heads and asked them to collect permission for the necessary data, and explained to the students (teachers and students) the nature and purpose of the study.

2.2 To answer these questions candidly, honestly, candidly and sincerely, they are aware that these questions have no correct or wrong answers their professional staff will not be affected because this is just a research work the purpose and their response will be kept strictly confidential..

3. Retrieval of survey questionnaires in the process of collecting data and statistic.

Instruments

The In this research will be to test the IOC and scale reliability by taking a sample using 420 respondents by questionnaires. And use SPSS to analysis data.

Part 1 Demographic part of the 9 questions will help to measure the demographic and social characteristics of the population, including Gender, Age, Education, Occupation, Marital status, Income, Frequency of traveling, Length of staying, and Have been to Thailand.

Part 2 Independent variables part. It include comprise of two factors with 8 statements.

Part 3 Dependent variable part. It is consists of 4 statements of the intention to visit.

The variable and measurement

Identify Research Variable

From the explanation in this study that the variables will be used, among others:

1. Mobile advertising value as independent variable (X1)
2. Attitudes towards mobile advertising as independent variable (X2)
3. LTO as intervening variable (Z)
4. Tourists' Behavioral Intentions as dependent variable (Y)

Measurement

In a variable that has been described previously, the scale used in this study is the ordinal scale, this scale packing sort of low level to the highest level or vice versa with intervals possibly not be equal (Umar, 2000, p. 44). The indicators on the questionnaires will be measured by the instrument gauges in the form of questionnaires that meet the statements likert type scale. Likert scale according Sugiyono (2010, p. 93) is a likert scale used to measure attitudes, opinions and perceptions person or a group of social phenomenon. Each indicator variable in this study is 1 (one) to 5 (five) with the distribution of values as follows:

1. Answer "Strongly disagree" was given of 1
2. Answer "Disagree" given value of 2
3. Answer "Neutral" given value of 3
4. Answer "Agree" is given value of 4
5. Answer "Strongly agree" is given a value of 5

Test instrument

Test Validity

The accuracy of testing the hypothesis about the relationship of the variables depends on the quality of the data used in the test. Effectiveness indicates the accuracy and accuracy with which the measuring instrument performs its measurement function. Effective or important questions mean that these issues are structurally valid, or statistical languages have reliability.

In this study, Pearson's product moment correlation was used to test the validity of the question item by looking at the significance value. If the significance

was $<5\%$ or $<\alpha = 0.05$, the questionnaire was considered valid. The results of the effectiveness test can be seen in the table below:

1. Validity of question items for variable Mobile-advertising Value “MV” (X1)

The Mobile-advertising Value variable consists of 3 question items, and the results are as follows:

Table 4 Validity test results of Mobile-advertising value

Variable	Pearson's Product Moment	Sig.	α	Results
MV1	0.864	0.000	< 0.05	Valid
MV2	0.678	0.001	< 0.05	Valid
MV3	0.601	0.002	< 0.05	Valid

The correlation of the items with a variable having a significance value between 0.000 and 0.002 $< \alpha = 0.05$ is an effective question terms for the explanatory variable. The above table shows that the all 3 items are valid.

2. Validity test results of Attitude to Mobile-advertising “AM” (X2)

The Attitude to Mobile-advertising variable consists of 3 question items, and the results are as follows:

Table 5 Validity test results of attitude to Mobile-advertising

Variable	Pearson's Product Moment	Sig.	α	Results
AM1	0.627	0.001	< 0.05	Valid
AM2	0.734	0.000	< 0.05	Valid
AM3	0.701	0.000	< 0.05	Valid

The correlation of the items with a variable having a significance value between 0.000 and 0.001 $< \alpha = 0.05$ is an effective question terms for the explanatory variable. The above table shows that the all 3 items are valid

3. Validity test results of LTO “L” (Z)

The LTO variable consists of 4 question items, and the results are as follows:

Table 6 Validity test results of LTO

Variable	Pearson's Product Moment	Sig.	α	Results
L1	0.625	0.001 <	0.05	Valid
L2	0.710	0.000 <	0.05	Valid
L3	0.859	0.000 <	0.05	Valid
L4	0.721	0.000 <	0.05	Valid

The correlation of the items with a variable having a significance value between 0.000 and $0.001 < \alpha = 0.05$ is an effective question terms for the explanatory variable. The above table shows that the all 4 items are valid

4. Validity test results of Intention to visit “IV” (Y)

The Intention to visit variable consists of 3 question items, and the results are as follows:

Table 7 Validity test results of intention to visit

Variable	Pearson's Product Moment	Sig.	α	Results
IV1	0.619	0.001 <	0.05	Valid
IV2	0.757	0.000 <	0.05	Valid
IV3	0.663	0.000 <	0.05	Valid

The correlation of the items with a variable having a significance value between 0.000 and $0.001 < \alpha = 0.05$ is an effective question terms for the explanatory variable. The above table shows that the all 3 items are valid.

In this variable, the items tested above do not include the first to sixth items because the item is the demographic of the respondent. Although not tested for the effectiveness of demographic data, it will still be tested in reliability testing. This

correlation of the question term with a variable having a significance value between 0.000 and $0.002 < \alpha = 0.05$ is an effective problem term for the explanatory variable. The above table shows that the problems of all six items are valid.

Reliability testing

Reliability test is used to determine the consistency of measuring instruments, measuring device used if reliable and consistent when measurements are done repeatedly (Priyatno, 2010, p. 97). There are several methods of testing the reliability of an instrument one of them was Cronbach's Alpha. Indicators of reliability measurement divides the level of reliability with the following criteria (Sekaran, 2000, p. 312):

If alpha α calculated:

1. $0.8 - 1.0$ = Reliability is good
2. $0.6 - 0.799$ = Reliability is accepted
3. Less than 0.6 = Reliability is not accepted

Test s measuring tool, namely:

Description:

- α = coefficient of reliability
- r = the average correlation coefficient between variables
- k = number of independent variables in the equation

Test reliability

The reliability test is used to determine the consistency of the measuring instrument, and if the measurement is repeated, the measuring device is used reliably and consistently (Prayitno, 2010, p. 97). There are several ways to test the reliability of the instrument, one of which is Cronbach's Alpha, with a result of > 0.6 . The results are as follows:

Table 8 Reliability test results

Variables	Cronbach's Alpha	Cut Off	N of Item	Results
Mobile-advertising Value (MV)	0.729	>0.6	3	Reliable
Attitude to Mobile-advertising (AM)	0.622	>0.6	3	Reliable
LTO (L)	0.638	>0.6	4	Reliable
Intention to visit (IV)	0.674	>0.6	3	Reliable

According to Table 8, the reliability test results show that the data obtained is reliable because the values of Cronbach's Alpha are 0.729, 0.622, 0.638 and 0.674 > 0.60, and the obtained data can be declared as reliable or feasible as a data collection tool.

Method of data analysis

Regression analysis:

Regression analysis is a technique used in statistics for investigating and modeling the relationship between variables (Douglas Montgomery, Peck, & Vinning, 2012)

t-test

t-test is a test of significance intended to determine whether there is a significant or no relationship between these variables (Prayitno, 2012, p. 109). Significantly intended is real or the relationship that occurs can be applied to the intended population. The formula is:

$$t = \frac{bi}{Se (bi)}$$

Description:

t = test significant correlation number

bi = regression coefficient

Se (bi) = standard error of the correlation coefficient

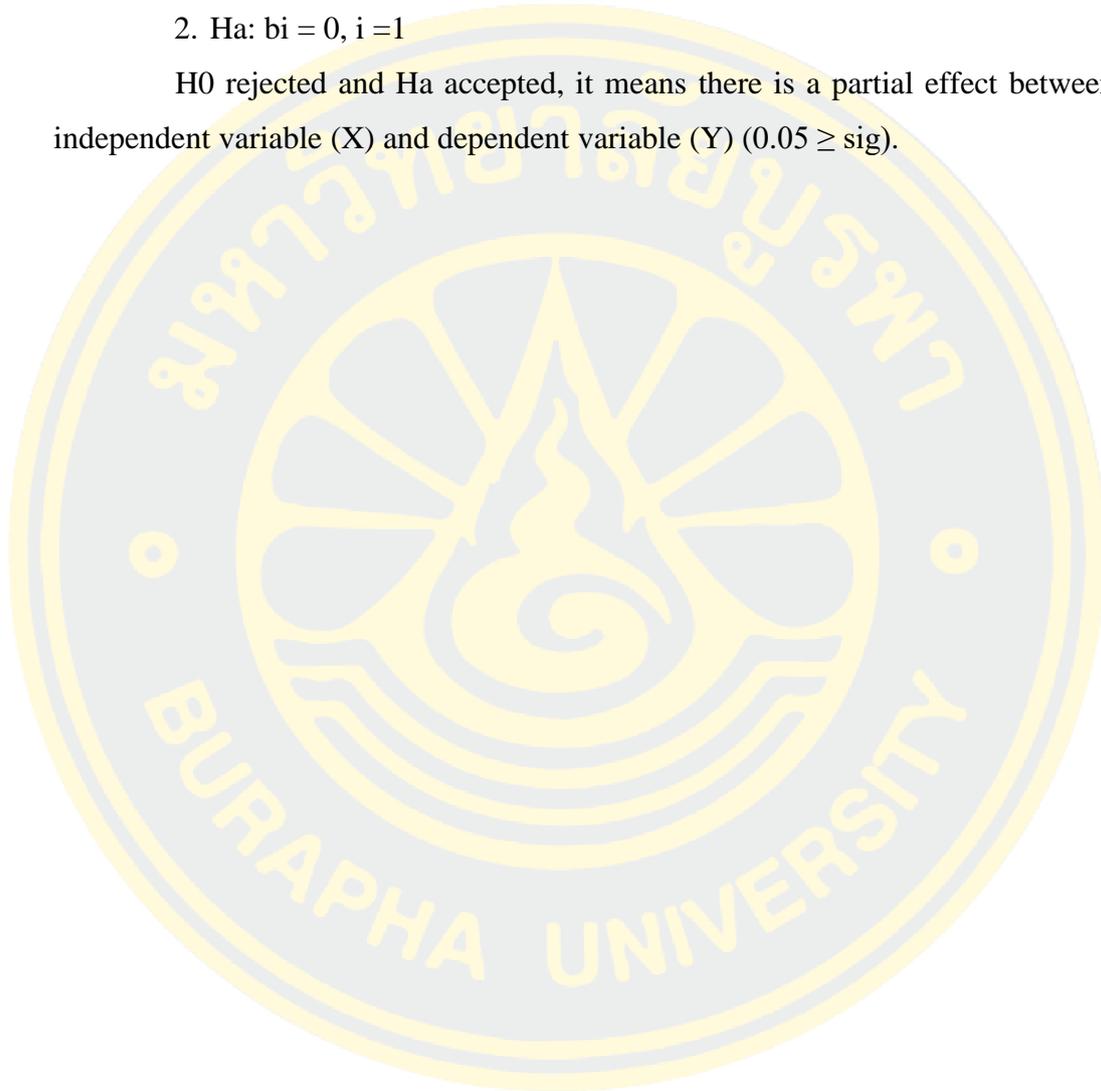
t-test formulation hypothesis:

1. $H_0: b_i = 0, i = 1$

H_0 accepted and H_a rejected, it means there is no partial effect between the independent variable (X) and dependent variable (Y) ($0.05 \leq \text{sig}$)

2. $H_a: b_i = 0, i = 1$

H_0 rejected and H_a accepted, it means there is a partial effect between the independent variable (X) and dependent variable (Y) ($0.05 \geq \text{sig}$).



CHAPTER 4

RESULTS OF DATA ANALYSIS

Demographic information analysis

Profile of the Respondents

The study was conducted using primary data and 21 questions indicators. The questionnaire was distributed to the respondents and a total of 420 questionnaires were surveyed. The total number of questionnaires collected was 402 questionnaires. In the process of calculating data, 18 questionnaires could not be used in this study. The final questionnaire used in this study was 402 questionnaires.

Table 8 shows demographic information for 402 participants who participated in the survey.

The characteristics of respondents by sex were divided into two categories, namely 402 respondents, male and female. According to this study, the characteristics of gender respondents found in this study are shown in Table 8

Table 8 Characteristics of respondents by gender

Gender	Amount	
	Frequency	Percentage
Male	158	39.2%
Female	244	60.8%
Total	402	100%

Respondent characteristics by age

Tourist respondents to a minimum of 17 years old, to have more accurate respond about the research (Layungsari & Yunianti, 2015, p. 7). The age characteristics of the respondents were divided into 3 groups, a total of 402 respondents, aged 18-23 years, 24-27 years old, 27 years old and up. According to this study, the age characteristics of the respondents found in this study are shown in Table 9.

Table 9 Respondent characteristics by age

Age	Amount	
	Frequency	Percentage
18 – 23 years old	190	47.51%
24 – 27 years old	211	52.49%
>27 years old	0	0%
Total	402	100%

According to Table 9, the most respondents were between 23 and 27 years old, then between the ages of 18 and 23, and no respondents aged 27 and over. Because this study is aimed at young tourists, when selecting the respondents. It choose young people to conduct a questionnaire survey.

Characteristics of nationality respondents

The study is aimed at young Chinese tourists, so all respondents are Chinese.

Table 10 Characteristics other information of respondents

Variable	Amount		
	Item	Frequency	Percentage
Do you know Thailand wellness tourism (Spa, Thai massage, and so on)	Yes	402	100%
	No	0	0
Have you ever been to Thailand ?	Yes	221	55.15%
	No	180	44.85%
If you visit to Thailand, you will try the wellness tourism	Yes	252	62.84%
	No	149	37.16%
Do you know the mobile advertng of Thailand?	Yes	333	83.06%
	No	68	16.94%
Total		402	100%

According to Table 10, it shows that young Chinese tourists know 100% of Thailand's health tourism, and 51.15% have been to Thailand. 62.84% of young tourists expressed their desire to try Thai health tourism. 83.06% of them are aware of Thai advertising through mobile devices.

Data analysis

Normality Distribution Test

Normality testing is one of the basic tests performed before further data analysis, or deeper normal data is often used as the basis for multiple statistical tests, even if all data should not be normal. The normality test data for inspection is the Kolmogorov-Smirnov test used to determine the distribution of sample data (Chakravart, Laha & Roy, 1967). In addition, it can be used to test the normality of the data used in standardized samples and then compare it to a normal distribution.

The test standard Kolmogorov-Smirnov test with view scale is follow:

1. If the significance > 0.05 meaning the data is normally distributed.
2. If significance < 0.05 meaning the data are not normally distributed.

The test results can be presented as table 11 below:

Table 11 Normality test result

		Unstandardized Residual
N		402
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.58074863
Most Extreme Differences	Absolute	.055
	Positive	.043
	Negative	-.052
Test Statistic		.056
Asymp. Sig. (2-tailed)		.310
a. Test distribution is Normal.		
b. Calculated from data		

In Table 11. The result is the Asymp value of Sig (2-tailed) is $0.310 > 0.05$, which indicates that the data is normally distributed.

Regression analysis

After understanding the results of the normality test, the next step is the Regression analysis. Regression analysis is a set of statistical processes used to estimate the relationship between variables. When the focus is on the relationship between the dependent variable and one or more independent variables, it includes many techniques for modeling and analyzing multiple variables (Chaterjee & Hadi, 2012).

Multivariate regression analysis is a linear statistical technique that finds the optimal relationship between a variable (Dependency) and several other variables (Independent) by least squares method (Mekanik et al., 2013). As a result between the independent variables of the Mobile-advertising Value (MA-Value) and Attitude to Mobile-advertising (Attitude-MA), intervening variables as LTO and dependent variables as Intention to visit, it can be seen in Table 12 below:

Table 12 Mean and SD of all variables. (n = 402)

Variables		SD	Level
Mobile-advertising Value (MV)	5.389	.971	Agree
Attitude to Mobile-advertising (AM)	5.132	1.181	Agree
LTO (L)	5.115	1.103	
Intention to visit (IV)	4.974	1.025	Slightly Agree

Table 12 shows the summary of variables, the finding show that the respondent agreed Mobile-advertising Value and Attitude to Mobile-advertising have influence to tourists' intention to visit Thailand wellness tourism. They slightly agree LTO and Intention to visit have influence in tourists' intention to visit Thailand wellness tourism.

In this section, multiple regression analysis was performed using data from 402 respondents. Before analyzing multiple regression analysis, it is necessary to examine the correlation with the four factors to ensure that all factors are not too closely related to each other.

Table 13 Summary of Pearson's Correlation coefficients on Factors

Pearson's Correlation	Y	X1	X2	
Y				
X1	.789*	1		
X2	.791*	.755*	1	
L	.816*	.811*	.808*	1
Mean	4.897	4.731	5.021	5.121
SD	1.132	1.094	.986	1.188

*P < .05

X1 = Mobile-advertising Value; X2 = Attitude to Mobile-advertising;

L = LTO; Y = Intention to visit

Table 14 Path analysis result

Standardized	t _{value}	Sig.	α	Result	R ²	
Path	Beta (β)					
MV → IV	0.317	4.052	0.000	<0.05	Significant	0.114
AM → IV	0.623	8.326	0.000	<0.05	Significant	0.366
C → MV	0.412	4.715	0.000	<0.05	Significant	0.171
C → AM	0.523	5.431	0.000	<0.05	Significant	0.214

1. The influence of Mobile-advertising Value (MV) to tourism Intention to visit (IV).

In Table 10, it can be seen that the signification of MV to IV is $0.000 < 0.05$. This indicates that MV has a positive and significant impact on IV. It can also be seen in Table 10 that R² reaches 0.114, and it can be concluded that the influence of the

Mobile-advertising Value on tourism intent is 11.4%.

2. Influence of Attitude to Mobile-advertising (AM) to Intention to visit (IV)

In Table 10, it can be seen that the signification of AM to IV is $0.000 < 0.05$. This indicates that AM has a positive and significant impact on IV. It can also be seen in Table 10 that R^2 reaches 0.366, and it can be concluded that the influence of the Attitude to Mobile-advertising on tourism intent is 36.6%.

3. Influence of Culture (LTO) (C) to Mobile-advertising Value (MV)

In Table 10, it can be seen that the signification of C to MV is $0.000 < 0.05$. This indicates that C has a positive and significant impact on MV. It can also be seen in Table 10 that R^2 reaches 0.171, and it can be concluded that the influence of the Culture (LTO) on Mobile-advertising Value is 17.1%.

4. Influence of Culture (LTO) (C) to Attitude to Mobile-advertising (AM)

In Table 10, it can be seen that the signification of C to AM is $0.000 < 0.05$. This indicates that C has a positive and significant impact on AM. It can also be seen in Table 10 that R^2 reaches 0.214, and it can be concluded that the influence of the Culture(LTO) on Attitude to Mobile-advertising is 21.4%.

t-test

t-test is a significant test designed to determine if there is a significant or no relationship between these variables (Prayitno, 2012, p. 109). In the T-distribution table, it is important to use < 0.05 or $\alpha = 5\%$ for the probability level and use a two-tailed probability to calculate $0.05:2 = 0.025$ or 2.5%. The first stage is to find the degree of freedom (df) using a separate simple regression formula:

$$df = n - 2$$

$$df = 402 - 2$$

$$df = 400$$

Description:

n = Amount of data or respondent or observation

The result of degree of freedom (df) is 402, from T distribution table that table is 1.893. Based on the results obtained by t-test results can be stated:

1. The influence of MV to IV

The result of the MV to IV is t-value $>$ table, the result is $4.052 > 1.893$, and

the significance is $0.000 < 0.05$, then it can be concluded that H_0 is rejected and H_a is accepted. This means that there is a partial impact between MV and IV.

2. The influence of AM to IV

The result of the AM to IV is t-value $>$ table, the result is $8.326 > 1.893$, and the significance is $0.000 < 0.05$, then it can be concluded that H_0 is rejected and H_a is accepted. This means that there is a partial impact between AM and IV.

3. The influence of C to MV

The result of the C to MV is t-value $>$ table, the result is $4.715 > 1.893$, and the significance is $0.000 < 0.05$, then it can be concluded that H_0 is rejected and H_a is accepted. This means that there is a partial impact between C and MV.

4. The influence of C to AM

The result of the C to AM is t-value $>$ table, the result is $5.431 > 1.893$, and the significance is $0.000 < 0.05$, then it can be concluded that H_0 is rejected and H_a is accepted. This means that there is a partial impact between C and AM.

Determination coefficient (R^2)

The values of the total determined coefficients in this study were obtained by:

1. ε_1 equation 1 (other variables part from MV to IV):

$$\varepsilon_1 = \sqrt{1 - R_1^2}$$

$$\varepsilon_1 = \sqrt{1 - 0.114}$$

$$\varepsilon_1 = \sqrt{0.886}$$

$$\varepsilon_1 = 0.941 \text{ or } 94.1\%$$

2. ε_1 equation 1 (other variables part from AM to IV):

$$\varepsilon_1 = \sqrt{1 - R_1^2}$$

$$\varepsilon_1 = \sqrt{1 - 0.366}$$

$$\varepsilon_1 = \sqrt{0.643}$$

$$\varepsilon_1 = 0.801 \text{ or } 80.1\%$$

3. Total determination coefficient (R^2):

$$R^2 = 1 - (\varepsilon_1^2 \times \varepsilon_2^2)$$

$$R^2 = 1 - ((0.941)^2 \times (0.801)^2)$$

$$R^2 = 1 - (0.885 \times 0.641)$$

$$R^2 = 1 - 0.567$$

$$R^2 = 0.433 \text{ or } 43.3\%$$

The R^2 value of the total value is 0.433, which means that the decision to access the variable is interpreted by the destination image accessed by the tourist intent as the intervention variable equals 43.3%, and the remaining 56.7% is interpreted as other factors than the research model.

Path calculation

The direct effect is the effect of an independent variable on the dependent variable without passing through other dependent variables. The path of the study for direct and indirect effects is calculated as follows:

1. Direct effect (DE)

1.1 Direct influence of MV (X) to IV (Y)

As can be seen from Table 10, R^2 was 0.114, and MV was expressed as $0.000 < 0.05$ for IVI. This indicates that MV has a positive and significant impact on IV.

1.2 Direct impact of AM (X) to IV (Y)

It can be seen from Table 10 that R^2 is 0.366 and AM is expressed as $0.000 < 0.05$ for IV. This indicates that AM has a positive and significant impact to IV.

2. Indirect effect (IE)

Indirect impact refers to the situation in which an independent variable affects a dependent variable through another variable called an intervention variable.

The effect of C (Z) to MV (X1) and IV (Y) is:

$$\begin{aligned} X1 \times Z &= 0.317 \times 0.412 \\ &= 0.130 \end{aligned}$$

$$\begin{aligned} X2 \times Z &= 0.623 \times 0.412 \\ &= 0.256 \end{aligned}$$

It can be concluded that his effect on the MV (X1) and AM (X2) to the IV (Y) with C (Z) has a regression coefficient of 0.130 and 0.256.

3. The total effect (TE)

The total effect is the sum of direct and indirect effects, the formula:

$$TE_{YZX} = DE_{XY2} + IE_{YZX}$$

a. The influence of MV to IV, the total is:

$$TE = 0.114 + 0.130$$

$$TE = 0.244$$

b. The influence of AM to IV, the total is:

$$TE = 0.366 + 0.256$$

$$TE = 0.622$$

The complete results of the path analysis in this study can explain in detail the effects and relationships between the study variables in Figure below:

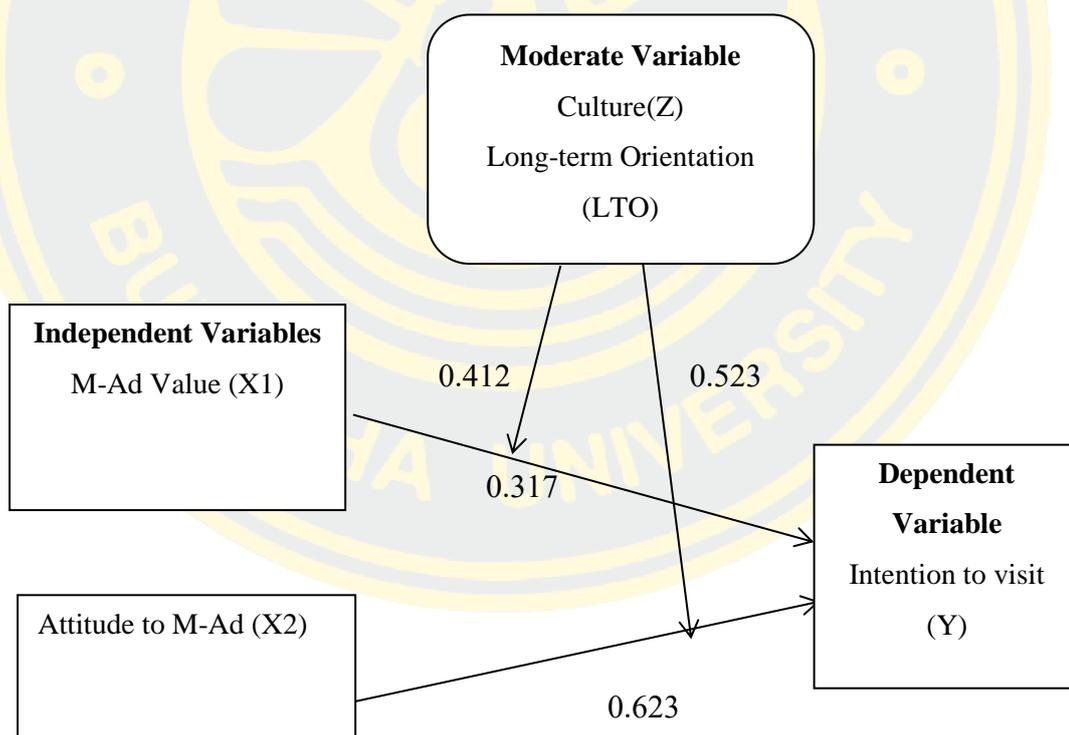


Figure 2 Path analysis result

CHAPTER 5

CONCLUSION AND SUGGESTION

This chapter includes conclusions, suggestions, suggestions for future research and limitations of research in Thailand wellness tourism. This study aims to achieve the following goals:

1. To analyze the significant influence between mobile advertising value to tourist intention to visit tourism destination of Thailand wellness tourism.
2. To analyze the significant influence between Attitude to mobile advertising to tourist intention to visit tourism destination of Thailand wellness tourism.
3. To analyze the significant influence that LTO as the moderator between value of mobile advertising, the attitude toward mobile advertising and the intention to visit tourist destination of Thailand wellness tourism.

Conclusion

According to the description in the previous chapter, especially in the analysis and discussion, the following conclusions can be drawn:

1. Influence of mobile advertising value to tourist intention to visit

The mobile advertising value variable has a significant positive impact on tourism intentions. The mobile advertising value has a great influence on the tourist intention, and the path coefficient (β) is 0.317. The better the value of the mobile advertising, the more visitors will visit the Thailand wellness tourism.

2. Influence of Attitude to mobile advertising to tourist intention to visit

The Attitude to mobile advertising variable has a significant positive impact on tourism intentions. The Attitude has a great influence on the tourist intention, and the path coefficient (β) is 0.523. The better the Attitude of the mobile advertising, the more visitors will visit the Thailand wellness tourism.

3. Influence of LTO as the moderator between value of mobile advertising, the attitude toward mobile advertising and the intention to visit tourist destination of Thailand wellness tourism.

The LTO variable has a significant positive impact on value of mobile advertising. The LTO has a great influence on the value of mobile advertising, and the path coefficient (β) is 0.412. The better the Cultural content, better understand the culture of young Chinese tourists, the more visitors will visit the Thailand wellness tourism. The culture variable also has a significant positive impact on attitude toward mobile advertising. The LTO has a great influence on the attitude toward mobile advertising. Different cultures will affect the attitude of young Chinese tourists towards mobile advertising. And the path coefficient (β) is 0.623, The more positive the impact comes from LTO, the more visitors will visit the Thailand wellness tourism.

Suggestion

The results of this study are expected to help destinations improve destination growth and development, as well as provide theoretical contributions to research scholars. Here are some suggestions for destinations and further research:

From Hypothesis 3, it can be seen that Long-term orientation of cultural factors play an active role in mobile advertising, especially for young Chinese tourists. Young Chinese tourists have a strong cultural identity, but they are also willing to accept different cultures and try different cultural destinations. First of all, when making mobile advertising, it must pay attention to the value and quality of the advertising itself. Value can be spread through different social media. Secondly, the attitude of tourists towards mobile advertising has a great influence on tourism intentions. The attitude of young tourists to mobile advertising is influenced by cultural factors. Therefore, it is a good choice to highlight the cultural characteristics of tourist destinations in mobile advertising.

Limitation of research

In this study, the study has some limitations, including:

1. The time period for collecting data is relatively short and takes a week. Half of the data is collected through the network.

2. The study involved a limited number of research samples, with a total of 402 respondents, so the results could not be extended to a large number of samples.

3. The existence of a limited study using a questionnaire Sometimes the answers given by the sample did not show the truth and did not answer in the complete questionnaire.

4. There are many cultural factors, and the number of questions used in the questionnaire is relatively small.



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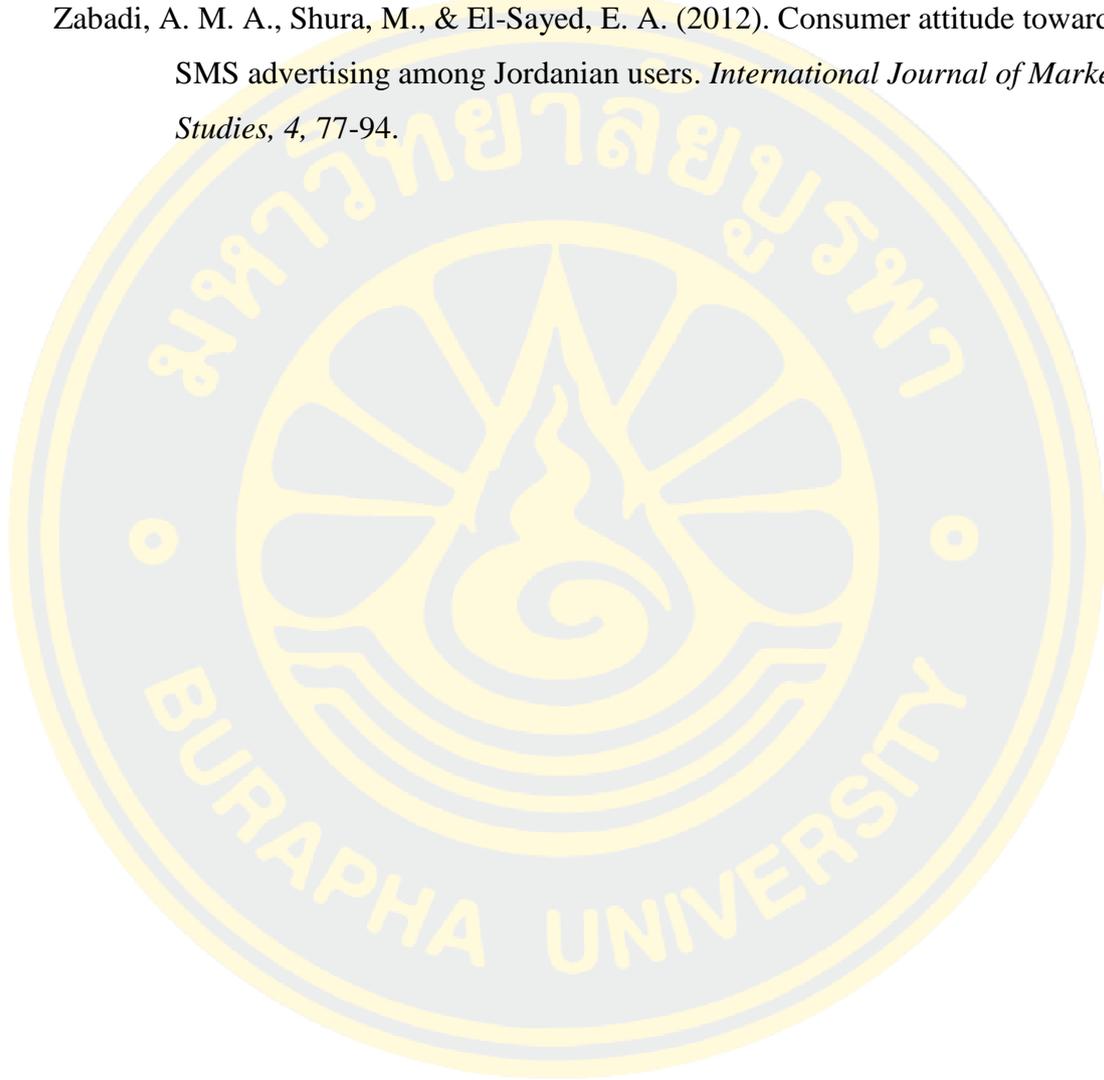
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APPENDIXES



APPENDIX I
Questionnaire

Questionnaire

Part 1 Demographic information

Direction: Please tick the appropriate box below.

1. gender

Male female

2. Age

18--23 23--27 more than 27

3. Do you know Thailand wellness tourism (Spa, Thai massage, and so on)?

Yes No

4. Have you ever been to Thailand ?

Yes No

5. If you visit to Thailand, will you try the wellness tourism?

Yes Maybe No

6. Do you know the mobile adverting of Thailand?

Yes No

Part 2: independent variable(X) and Moderate variable(Z)

Direction: Please give the score according to your actual situation, and tick the appropriate box below.

	Strongly disagree (SD)	Disagree (D)	Neutral (N)	Agree (A)	Strongly agree (SA)
	1	2	3	4	5

M-Ad Value(X1)	1	2	3	4	5
7. I consider advertising on mobile devices to be a relevant source of information about destination.					
8. I have already changed my opinion about destination after reading advertising on mobile devices					
9. This advertising made me want to find out more information about the destination.					
Attitude to M-Ad(X2)					
10. I think the mobile adverting of Thailand is informative/useful.					
11. I enjoy watching advertising from all around the world shared on social network sites because it can give me an idea for my next tourist destination to visit					
12. I am not interested in advertising on social network sites					
Culture(LTO) (Z)					
13. I already make a plan to travel Thailand					
14. I will spend much time on my travel plan before action					
15. I would like to visit Thailand at latest once time in the future.					
16. I will save money to travel to Thailand					
17. I will treat my trip to Thailand as a reward for myself					

Part 3: Dependent variable(Y)

Direction : Please give the score according to your actual situation, and tick the appropriate box below.

	Strongly disagree (SD)	Disagree (D)	Neutral (N)	Agree (A)	Strongly agree (SA)
	1	2	3	4	5

Intention to visit(Y)	1	2	3	4	5
18. I am attracted to advertising regarding travel to different destinations					
19. This advertising increases my willingness to purchase the tour					
20. Nice advertising on social network sites influence on my desire to visit destination I have not thought about before					
21.I am very interested in traveling to Thailand after reading the mobile advertising.					

Comment:



APPENDIX II

Questionnaire in Chinese vision

非常感谢能接受此次问卷调查，我是泰国东方大学国际旅游管理专业的在读研究生。此次收集信息为完成毕业论文“移动终端设备上广告对泰国健康旅游因素的影响”。所收集信息只用来进行论文研究，绝不外漏。

第一部分 基本信息

请根据实际情况勾选下列方框

- 1.性别 a.男 b.女
- 2.年龄 a. 18--23 b.23--27 c. 27 以上
3. 你听说过泰国健康旅游吗 (水疗, 泰式按摩等等)? a. 听过 b. 没听过
4. 你去过泰国旅游吗? a. 去过 b. 没去过
5. 如果你去泰国旅游, 你会尝试健康旅游吗? a. 会的 b.也许 c.不会
6. 你看过泰国的广告吗? a. 看过 b.没看过

第二部分: 自变量(X)和中间变量(Z)

请根据您的实际情况, 在下列方格中勾选相应的分数。

	非常不同意 (SD)	不同意 (D)	一般(N)	同意(A)	非常同意 (SA)
	1	2	3	4	5

移动广告价值(X1)	1	2	3	4	5
7. 我会考虑通过移动设备上的广告来了解旅游目的地的相关信息。					
8. 我在看过移动设备上的广告后改变了对旅游目的地的看法。					
9. 这类移动广告会让我想去搜寻该旅游目的地更多的相关信息。					

对移动广告的态度(X2)					
10. 我认为泰国的旅游移动广告是有用的/有益的。 .					
11. 我喜欢看社网络上分享的来自世界各地的旅游广告，因为它们能给我去下一个旅游目的地带来灵感					
12. 我对社交媒体网络上的旅游广告不感兴趣					
文化（长期取向）(Z)					
13. 我已经有一份去泰国旅游的计划					
14.我会在去旅游之前花时间在旅游计划上					
15. 我将来打算至少要去泰国旅游一次					
16. 我要自己存钱去泰国旅游					
17. 我会考虑把去泰国旅游作为对自己的某种奖励					

第三部分：因变量(Y)

请根据您的实际情况，在下列方格中勾选相应的分数.

	非常不同意 (SD)	不同意(D)	一般(N)	同意(A)	非常同意 (SA)
	1	2	3	4	5

旅游意向(Y)					
	1	2	3	4	5
18. 我会被关于不同旅游目的地的广告所吸引					
19. 这类广告提升了我支付此次旅行的意愿					
20. 好的移动广告会影响我去以前没想过的地方旅游的意愿					
21 在看了泰国的移动广告之后，我对去泰国旅游很感兴趣					

意见或建议:



APPENDIX III
OD Operational definition



OD OPERATIONAL DEFINITION

Variables	Meaning	Questionnaires	Reference
Confirmation	Tourist who that have to perception of the congruence between expectation of Pong Nam Ron hot spring service use and its actual performance. Adapted from Bhattacherjee (2001b)	<ol style="list-style-type: none"> Overall, most of my expectations from with traveling Pong Nam Ron hot spring were confirmed. The service level provided by using Pong Nam Ron hot spring was better than what I expected. The expectations that I have about traveling Pong Nam Ron hot spring were correct. Pong Nam Ron hot spring can meet demands in excess of what I required for the experience. 	<p>Bhattacherjee (2001)</p> <p>Huanhuan Cao, Jinhu Jiang, Lih-Bin Oh, Hao Li, Xiuyu Liao and Zhiwu Chen (2012)</p> <p>Shahriar Akter, Pradeep Ray and John D' Ambra (2012)</p> <p>Guopeng Yin, Ling Zhu and Xusen Cheng (2013)</p> <p>Aries Susanto, Younghoon Chang and Youngwook Ha (2015)</p> <p>Yung-Ming Cheng (2013)</p>
Perceived Usefulness	Tourist who that have to perception of the expected benefits of Pong Nam Ron hot spring use. Adapted from Davis (1989) perceived usefulness scale.	<ol style="list-style-type: none"> Traveling to Pong Nam Ron hot spring enhances my health effectiveness. Traveling to Pong Nam Ron hot spring improves my overall health. Traveling to Pong Nam Ron hot spring serves my medical purpose very well. Traveling to Pong Nam Ron hot spring are very useful to my health. 	<p>Huanhuan Cao, Jinhu Jiang, Lih-Bin Oh, Hao Li, Xiuyu Liao and Zhiwu Chen (2012)</p> <p>Shahriar Akter, Pradeep Ray and John D' Ambra (2012)</p> <p>Guopeng Yin, Ling Zhu and Xusen Cheng (2013)</p> <p>Aries Susanto, Younghoon Chang and Youngwook Ha (2015)</p> <p>Hui-Mei Hsu, Jack Shih-Chieh Hsu, Shih-Yu Wang and I-Chiu Chang (2016)</p> <p>Yung-Ming Cheng (2013)</p> <p>Norshidah Mohamed, Ramlah Hussein, Nurul Hidayah Ahmad Zamzuri and Hanif Haghshenas (2014)</p> <p>Almsalam (2014)</p> <p>Yuan Sun, Ling Liu, Xinmin Peng, Yi Dong and Stuart J. Barnes (2013)</p>
Perceived Enjoyment	Tourist who that use Pong Nam Ron hot spring is perceived to be enjoyable	<ol style="list-style-type: none"> The actual experience of traveling Pong Nam Ron hot spring is pleasant. Traveling Pong Nam Ron hot spring is 	<p>Guopeng Yin, Ling Zhu and Xusen Cheng (2013)</p> <p>Yuan Sun, Ling Liu, Xinmin Peng, Yi Dong</p>



OD OPERATIONAL DEFINITION

	<p>in its own right, apart from any expectation of performance. Adapted from Van der Heijden (2003)</p> <p>Tourist who that have to perception about the expected reliability and integrity of Pong Nam Ron hot spring service platform. Adapted from Teo and Liu (2007) overall perceived trust scale.</p>	<p>enjoyable.</p> <p>3. I have fun with traveling Pong Nam Ron hot spring.</p> <p>4. I find traveling Pong Nam Ron hot spring is to be interesting.</p> <p>1. Pong Nam Ron hot spring provider is trustworthy.</p> <p>2. Pong Nam Ron hot spring provides services in my interest.</p> <p>3. Pong Nam Ron hot spring are safe environments in which to exchange information with others.</p> <p>4. Pong Nam Ron hot spring are reliable environments in which to conduct their activities.</p>	<p>and Stuart J. Barnes (2013)</p> <p>Cheolho Yoon and Erik Rolland (2015)</p> <p>Alan Yee-Loong Chong (2013)</p> <p>Shahriar Akter, Pradeep Ray and John D'Ambra (2012)</p> <p>Suh and Han (2002) and Venkatesh et al. (2011)</p> <p>Aries Susanto, Younghoon Chang and Youngwook Ha (2015)</p> <p>Yuan Sun, Ling Liu, Xinmin Peng, Yi Dong and Stuart J. Barnes (2013)</p> <p>Alan Yee-Loong Chong (2013)</p>
<p>Trust</p>			
<p>Satisfaction</p>	<p>Tourist who that have to affect with (or, feelings) about prior Pong Nam Ron hot spring services use. Adapted from Spreng et al.'s (1996) overall satisfaction scale.</p>	<p>1. I am content with the performance of traveling to using Pong Nam Ron hot spring.</p> <p>2. I am pleased with the experience of traveling to using Pong Nam Ron hot spring.</p> <p>3. I am very correct decision for traveling to using Pong Nam Ron hot spring.</p> <p>4. I am satisfied with the overall experience of traveling to using Pong Nam Ron hot spring</p>	<p>Bhattacharjee (2001), Limayem et al. (2007), Lin et al. (2005)</p> <p>Huanhuan Cao, Jinhu Jiang, Lih-Bin Oh, Hao Li, Xiuyu Liao and Zhiwu Chen (2012)</p> <p>Shahriar Akter, Pradeep Ray and John D'Ambra (2012)</p> <p>Guopeng Yin, Ling Zhu and Xusen Cheng (2013)</p> <p>Aries Susanto, Younghoon Chang and Youngwook Ha (2015)</p> <p>Hui-Mei Hsu, Jack Shih-Chieh Hsu, Shih-Yu Wang and I-Chiu Chang (2016)</p> <p>Yung-Ming Cheng (2013)</p> <p>Norshidah Mohamed, Ramlah Hussein, Nurul Hidayah Ahmad Zamzuri and Hanif Haghshenas (2014)</p> <p>Samaan Almsalam (2014)</p>



OD OPERATIONAL DEFINITION

<p>Continuance Intention</p>	<p>Tourist who that want to intentions to continue using Pong Nam Ron hot spring services. Adapted from Bhattacharjee (2001b)</p>	<p>1. I intend to continue traveling to using Pong Nam Ron hot spring rather than discontinue its use in my future. 2. I will not discontinue my use of this service. 3. I intend to continue using Pong Nam Ron hot spring to get Health/medical information services. 4. My intentions are to continue using Pong Nam Ron hot spring than use any alternative means (e.g., traditional health systems).</p>	<p>Yuan Sun, Ling Liu, Xinmin Peng, Yi Dong and Stuart J. Barnes (2013) Bhattacharjee (2001), Limayem et al. (2007), Lankton et al. (2010) Huanhuan Cao, Jinhui Jiang, Lih-Bin Oh, Hao Li, Xiuyu Liao and Zhiwu Chen (2012) June Lu (2013) Shahriar Akter, Pradeep Ray and John D'Ambr (2012) Guopeng Yin, Ling Zhu and Xusen Cheng (2013) Aries Susanto, Younghoon Chang and Youngwook Ha (2015) Hui-Mei Hsu, Jack Shih-Chieh Hsu, Shih-Yu Wang and I-Chiu Chang (2016) Lin and Wang (2012) Yung-Ming Cheng (2013) Norshidah Mohamed, Ramlah Hussein, Nurul Hidayah Ahmad Zamzuri and Hanif Haghshenas (2014) Yuan Sun, Ling Liu, Xinmin Peng, Yi Dong and Stuart J. Barnes (2013) Cheolho Yoon and Erik Rolland (2015) Mounggho Park, Jaehyeon Jun, Heejun Park (2017)</p>
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Has been checked for suitability of Operational definition table by:

(Mr. Liang Ma)

Master Student in International Tourism Management
Burapha University, Thailand



APPENDIX IV

IOC Checking

Research topic: The role of Long-term orientation on influence of mobile advertising to Chinese young tourists' Intention to visit to Thailand wellness tourism.

Research question: How the culture factors Long-term orientation Influence of the Chinese young Tourists' Intentions to Visit Tourism Destination by mobile advertig

Objective

1. To analyze the significant influence between M-Ad Value to tourist intention to visit tourism destination of Thailand wellness tourism.
2. To analyze the significant influence between Attitude to M-Ad to tourist intention to visit tourism destination of Thailand wellness tourism.
3. To analyze the significant influence that Long-term orientation as a moderator between mobile advertising value, attitudes toward mobile advertising and tourist intention to visit tourism destination of Thailand wellness tourism.

Direction The contents of the questionnaire are divided into 5 parts as follows:
 Part 1 is about personal information of the respondents
 Part 2 is about the respondents' opinion towards Mobile-advertising Value
 Part 3 is about the respondents' Attitude to Mobile-advertising
 Part 4 is about the respondents' opinion towards Culture(LTO) moderate
 Part 5 is about the respondents' Intention to visit Thailand.

Direction: For testing the accuracy of the contents, please mark ✓ regarding to your opinion. The score weight criterion is as follows:

The question is consistent with the objective	1 point
The question is not consistent with the objective	-1 point
Uncertain with objective	0 point

Expert:

Thank you very much for spending your valuable time in evaluating this IOC checking.

Best regards,
 Ma Liang(Mr.)
 Master student in International Tourism Management

Part 1: Demographic information

Directions: Please mark ✓ regarding to your opinion.

Dimension	Questions	IOC Score			Suggestions
		+1	0	-1	
Part 1 Demographic information	1. Gender				
	Male				
	Female				
	2. Age				
	18-23 years				
	23-27 years				
	More than 27 years				
	3. Do you know Thailand wellness tourism (Spa, Thai massage, and so on)				
	Yes				
	No				
	4. Have you ever been to Thailand ?				
	Yes				
	No				
	5. If you visit to Thailand, you will try the wellness tourism?				
	Yes				
	No				
	6. Do you know the mobile adverting of Thailand?				
	Yes				
	No				

Part 2 : Opinion towards Mobile-advertising Value

Directions: Please mark ✓ regarding to your opinion.

Dimension	Question	IOC Score			Suggestions
		+1	0	-1	
M-Ad Value	7. I consider advertising on mobile devices to be a relevant source of information about destination.				
	8. I have already changed my opinion about destination after reading advertising on mobile devices				
	9. This advertising made me want to find out more information about the destination				

Part 3 : Opinion Attitude to Mobile-advertising

Directions: Please mark ✓ regarding to your opinion.

Dimension	Question	IOC Score			Suggestions
		+1	0	-1	
Attitude to M-Ad	10. I think the mobile adverting of Thailand is good				
	11. I enjoy watching advertising from all around the world shared on social network sites because it can give me an idea for my next tourist destination to visit				
	12. I am not interested in advertising on social network sites				

Part 4 : Opinion towards Culture(LTO)

Directions: Please mark ✓ regarding to your opinion.

Dimension	Question	IOC Score			Suggestions
		+1	0	-1	
Culture(LTO)	13. I already have a plan to travel Thailand				
	14. I will spend much time on my travel plan before action				
	15. I would like to visit Thailand at latest once time in the future.				
	16. I will save money to travel to Thailand				
	17. I will treat my trip to Thailand as a reward for myself				

Part 5 : Opinion towards Intention to visit

Directions: Please mark ✓ regarding to your opinion.

Dimension	Question	IOC Score			Suggestions
		+1	0	-1	
Intention to visit	18. I am attracted to advertising regarding travel to different destinations				
	19. This advertising increases my willingness to purchase the tour				
	20. Nice advertising on social network sites influence on my desire to visit destination I have not thought about before				
	21. I am very interested in traveling to Thailand				

Comment:

IOC Score

Items	Expert			Score
	A	B	C	
Independent variable				
Mobile-advertising Value				
7. I consider advertising on mobile devices to be a relevant source of information about destination.	1	1	1	1
8. I have already changed my opinion about destination after reading advertising on mobile devices	1	1	1	1
9. This advertising made me want to find out more information about the destination	0	1	1	0.66
Attitude to Mobile-advertising				
10. I think the mobile adverting of Thailand is good	1	1	0	0.66
11. I enjoy watching advertising from all around the world shared on social network sites because it can give me an idea for my next tourist destination to visit	1	1	1	1
12. I am not interested in advertising on social network sites	1	1	1	1
Moderate Variable				
Culture(LTO)				
13. I already have a plan to travel Thailand	0	0	0	0
14. I will spend much time on my travel plan before action	1	1	0	0.66
15. I would like to visit Thailand at latest once time in the future.	1	1	0	0.66
16. I will save money to travel to Thailand	1	1	0	0.66
17. I will treat my trip to Thailand as a reward for myself	0	1	0	0.33
Dependent Variable				
Intention to visit				
18. I am attracted to advertising regarding travel to different destinations	0	1	1	0.66
19. This advertising increases my willingness to purchase the tour	1	1	1	1
20. Nice advertising on social network sites influence on my desire to visit destination I have not thought about before	0	1	1	0.66
21. I am very interested in traveling to Thailand	1	1	0	0.66
Total	10	14	8	10.61

Result: $10.61/15\text{items}=0.707*100\%=70.7\%$

BIOGRAPHY

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