

Editorial

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In this issue, we present two articles on social media advertising and online hotel reservations .

The first article is “ Factors Influencing the Behavior of Consumer on Booking Hotel via Online Reservation System by Waralee Dheva-aksorn. The researcher conducted quantitative research with the use of online questionnaire survey to collect the data from 400 respondents who were consumers in Thailand. The independent variables included self-efficacy, perceived behavioral control, perceived benefit, perceived cost, anxiety and the dependent variable is hotel booking intention.

The article “ Measuring the Influence of YouTube Advertising in Creating Attractiveness to Consumer in Bangkok, Thailand” by Chalermchai Uparimart is research that measured the influence of YouTube advertising on creating attractiveness to consumer in Bangkok, Thailand. It proposes to validate the integrated model among entertainment, informativeness, irritation, customization, advertising value, brand awareness and purchase intention. The data was collected from respondents by questionnaire. The research used convenience sampling technique. Confirmatory Factor Analysis (CFA) and Structural Equation Model (SEM) were employed to verify the validity and reliability of the model and examine the influence among variables. Advertising on YouTube was efficient and proved that it has a significant influence on consumers purchase intention.

These two researches present an array of relevant information and findings of social media and online application for business growth and contributes to new perspectives and possible application in other related settings.