An Association between Social Network and Behavioral Intention to Visit OTOP Nawatwithi

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***Abstract*— This article presents a survey result of an association between factor, three categories; and behavioral Intention to OTOP Nawatwithi traveling analysis as the main purpose. Three categories of factor are demographic, product types, and social networks. The survey instrument is a questionnaire developed by the researcher. The population of this survey is Thai whose age in Generation Z, GEN-Z. They also have an experience in Thailand Travel. The sample size is 400 people who is willing to answer a questionnaire. The sampling approach is a purposive sampling. The survey begins after the samples took five or ten minutes for watching OTOP Nawatwithi traveling video. The output of this survey showed that the most of respondents were female, their age was more than 20 years old, and took a status under degree education. They also love an OTOP product in all categories including food, drink, apparel, decorations, and inedible herbs. They love contacting via Facebook, but almost of them didn't love to have contact via Line or IG. The Chi-square test depicted the factor associate on behavioral intention including gender demographic, inedible herb product, and Facebook social network**

Keywords; OTOP;OTOP Nawatwithie; Social Networks

I. INTRODUCTION

OTOP Nawatwithi [1-2] was a new project launched by the Kingdom of Thai Government for enhancing Thai people who live in rural place. The determined goal of this project were 1) to level up the income of households 2) to develop the rural living situation. This project extended from the original project, One Tumbol One Product. It has been started since 2019.

According to the purpose of the OTOP Nawatwithi project, the Thai government has to provide several aspects for the community. The providing such as infrastructure or advertising has been developing. People in the community are encouraged for applying and participating in this project. The community product selling style was changed. In previous day, the traditional selling style is people left a community for product selling. The new selling style is people stay in the community and welcome a traveler visiting. Product selling is in their place. This selling is an integration of product selling with a way of community life selling. When a traveler visit community, they perceive a community lived and buy community products as a souvenir. [1-2]

Although the community infrastructure and preparation are important for the OTOP Nawatwithi project, marketing factors are another factor that strongly affecting the return of this project. Those 4P factors [3] including product, price, place, and promotion; also considered as one of the essential factors to determine OTOP Nawatwithi success or failure.

According to the 4P concept, the social network is classified as a channel or place. Refer to [4] the report of Thailand Internet User behavior revealed the percentage of internet users by online goods/service sales channel are Facebook (64.0%), Line (39.5%) Instagram (26.6%), and Twitter (8.7%). In analyzing OTOP Nawatwithi traveling behavior, the social network is counted as an interesting factor. The result reflects the impact of the internet on that behavior.

Since the OTOP Nawatwithi is claimed as an innovation by the Thai government, enhance with a COVID-19 virus outbreak situation, the actual behavior [5-6] involved visiting OTOP Nawatwithi was a difficult activity. It also is hard to find a person who visited an OTOP Nawatwithi for surveying. In this circumstance, the behavioral intention [7-10] survey was a good choice and more beneficial than the actual behavior survey.

The research provided two objectives are: 1) which factors are statistical significant on the association among factor and behavioral intention and 2) which social network they should use to contact to consumers.

II. RESEARCH METHODOLOGY

This survey conducted under the methodology showed as followed.

A. *Poplulation*

The research population is Thai. The Thai who have age in generation Z group. The GEN-Z age [11] range is a people who are born between 1997 and 2012. (2540 – 2555 B.E.). The respondent also has an experience of Thailand traveling, and their travel experience might be either travel by themselves or travel agencies.

B. *Sample*

The research sample is randomized from the predetermined population. They are Thai people who meet all research criteria. By using Yamane's table [12], the number 400 is defined as a sample size. This survey implements a purposive sampling approach. The sample is chosen by an accidental approach

There are two additional conditions for the sample including they are willing to give an answer to the questionnaire and also spend five or ten minutes watching an OTOP Nawatwithi Traveling clip before they do a questionnaire. This clip is helped them to understand what an OTOP Nawatwithi looks like.

C. *Survey Place*

Since there is no effect from the different geographic conditions, this survey is conducted in Bangkok metropolitan. The area of metropolitan is the City of Bangkok, and Pathum Thani province. The main area base of the survey is a transportation station or transportation junction. We avoid an air condition area due to the COVID-19 spreading condition in Thailand.

D. *Time*

By the research plan, the data should be collected between February and April 2021. Actually, under the COVID-19 outbreak, the data collection process was started suddenly after the first wave of COVID-19 spreading stopped. Fortunately, this process has done before the second wave of COVID-19 beginning.

III. RESULT

The result part is split into three sections are the descriptive section, the assumption test section, and the hypothesis test section.

A. *Descriptve Section*

In the first section, the result will show both dependent and independent variable of the research. The research independents are demographic, goods, and social network. The research independent is a behavior intention. The descriptive statistics result of all above variables separate into next table.

Table I shows the frequency and the percentage of demographic factors including gender, age, and level of education. Firstly, the table said 54.5 % of respondents are female and the others of respondents, 45.5%, are male. Secondly, 61.2 % of respondent age is greater than or equal 20 years old, and the others of respondents, 61.2, is lower than 20 years old. Finally, 89.2% of respondents have education at an under degree level, the rest of respondents, 10.8, have a degree graduation.

In the second section, descriptive statistics described product factors.

TABLE I. DESRITPIVE DEMOGRAPHIC FACTORS

Variable	Attribute	N	%
Gender	Male	182	45.5
	Female	218	54.5
Age	< 20	155	38,8
	>= 20	245	61.2
Education	Lower Bachalor degree	357	89.2
	Degree	43	10.8

TABLE II. DESRITPIVE PRODUCT FACTORS

Variable	Attribute	N	%
Food	Lke	382	95.5
	Dislike	18	4.5
Drnk	Lke	376	94.0
	Dislike	24	6.0
Apparel	Lke	346	86.5
	Dislike	54	13.5
Decoratation	Lke	358	89.5
	Dislike	42	10.5
Inedible herbs	Lke	303	75.8
	Dislike	97	24.2

Table II shows the frequency and percent of product factors including food, drink, cloth, decoration, and inedible herbs. Firstly, 95.5% of respondents like food, and the others dislike it. Secondly, the 94.0% of respondents like a drink, and the others dislike it. Thirdly, 86.5% of respondents like apparel, the others dislike it. Next, 89.5% of respondents like decoration, the others dislike it. Finally, 75.8% of respondents like inedible herbs, but the others dislike them.

In the third section, social media categories are chosen as the last group that is described by descriptive statistics.

Descriptive Social Network Factors

Variable	Attribute	N	%
Line	Satisfy	187	46.8
	Not Satisfes	213	53.2
Facebook	Satisfy	254	63.5
	Not Satisfes	146	36.5
Instagram	Satisfy	141	35.5
	Not Satisfes	259	64.8

Table III shows the frequency and the percentage of respondents about pleased with social network contact. These social networks are Line, Facebook, and Instagram. First of all, 53.2% of respondents are not pleased with the Line contact, but the others are pleased. Then, 63.5% of respondents welcome a Facebook contact, but the others do not welcome for Facebook connection. Lastly, 64.8% of respondents are not pleased to have an Instagram contact, but the rest is pleased.

TABLE III. DESRITPIVE BEHAVIORAL INTENTION

Factor of Behavioral Intention	Mean	SD.
If I have chance I will visit OTOP Nawatwithi	3.54	.94
I expect to go to OTOP Nawatwithi	3.63	.89
I like to go to OTOP Nawatwithi	3.61	.88
Total	3.59	.81

Note: α= .879, N=3

Table IV shows three factors are a chance, an expectation, and a likely. The mean value of this variable is 3.59, and the standard deviation value is .81. The mean values are an expectation (3.63), a likely (3.61), and a chance (3.54) respectively. Lastly, the Cronbach's test (.879) indicated that those factors are suitable for this variable.

B. Assumption Test Section

Before the beginning of the hypothesis test, the assumption test should be conducted. Since the result of the tests cause of ensuring that the statistics that are operated in each hypothesis were suitable.

The assumption test begins with normal distribution test. The dependent variable, behavioral intention, is a target of this test, the result of this test shows in next figure.

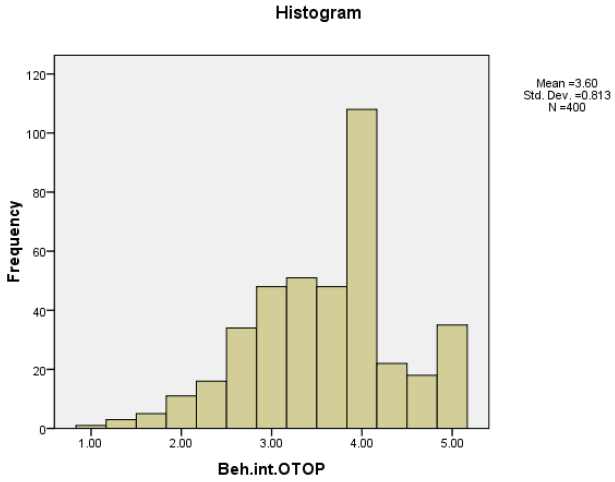

Figure 1. Frequence distribution Histogram.

TABLE IV. ATTRIBUTE OF BEHAVIORAL INTENTION DISTRIBUTION

Attribute	SD.
Skewness	-.333
Kurtosis	-.068
Kolmogorov (p)	.000

Since figure 1 shows the behavioral intention variable does not distribute as the bell shape. Although figure 1 shows the probability distribution is left-skewed distribution, and high kurtosis distribution, table V shows the skewness is -.333 and the kurtosis is -.068. Those attribute values make this variable look like a quite normal distribution. However, the Kolmogorov p-value had statistically significant. This evidence confirmed that this variable does not hold a normal distribution.

Due to the result of the first assumption test, the Chi-square is chosen for the hypothesis test. For conducting the test. The dependent variable is transformed and the output showed in the next table.

TABLE V. DEPENDENT VARIBALE TRANSFORMATOIN

Variable	Attribute	N	%
BI	Please to visit	183	45.8
	Not Please to visit	217	54.2

Table 5 showed the dependent variable transformation. It changed the matric value to the categories value. 54.2% of respondents did not please to visit OTOP Nawatwithi, and 45.8% of respondents are welling to visit. The next operation is ready.

C. Hypothesis Test Section

The hypothesis test is conducted between each group of factors and behavioral intention to OTOP Nawatwithi visiting.

At beginning, the hypothesis test association between demographic and behavioral intention. The result of test is shown in next table.

TABLE VI. HYPOTHESIS TEST FOR DEMOGRAPHIC

Variable	Attribute	Behavioral Intention		χ^2	V
		Not Visited	*Visited*		
Gender	Male	114	68	9.46 (.002**)	.154
	Female	103	115		
Age	< 20	79	76	1.098 (.305)	-
	>= 20	138	107		
Edu.	Under	192	165	.294 (.630)	
	Degree	25	18		

Note: ** .01 significant

According to Table VII, the statistical significance is only held in a gender demographic, the other demographic is not held this significant. This evidence stare that there is a low association between gender and behavioral intention to visit OTOP Nawatwithi (χ^2=9.46, p = .002).

Then, the Chi-square test is conducted between product factors and behavioral intention. The result of test shows in next table.

TABLE VII. HYPOTHESIS TEST FOR PRODUCT

Variable	Attribute	Behavioral Intention		χ^2	V
		Not Visited	*Visited*		
Food	Dislike	13	5	2.453 (.148)	-
	Like	204	178		
Drink	Dislike	16	8	1.586 (.291)	-
	Like	201	175		
Apparel	Dislike	36	18	3.878 (.056)	-
	Like	181	165		
Decoration	Dislike	22	20	.066 (.870)	-
	Like	195	163		
Inedible Herbs	Dislike	73	24	22.770 (.000**)	.239
	Like	144	159		

Note: ** .01 significant

According to Table VIII, the statistical significance is only held in an inedible herb, the other products are not held this significant. This evidence stare that there is a low association between inedible herb and behavioral intention to visit OTOP Nawatwithi (χ^2=22.770, p = .000).

Lastly, the Chi-square test is conducted between social networks and behavioral intention. The result of test showed in next table.

TABLE VIII. HYPOTHESIS TEST FOR SOCIAL NETWORKS

Variable	Attribute	Behavioral Intention		χ^2	V
		Not Visited	*Visited*		
Line	Not Please	118	95	.242 (.688)	-
	Please	99	88		
FB	Not Please	89	57	4.170 (.048*)	.102
	Please	128	126		
IG	Not Please	133	126	2.487 (.117)	-
	Please	84	57		

Note: *.05 significant

According to table IX, the statistical significance is only held in Facebook social network, however, the remainder of social networks do not have a statistical significance. The result also indicated that there is a low association between Facebook and behavioral intention to visit OTOP Nawatwithi (χ^2=4.170, p = .048).

IV. SUMMARY AND FUTURE RESERACH

A. Summary

According to the research result, this summary was divided into two parts. The first summary depended on a descriptive statistic conclusion, and the last summary was an inferential statistic conclusion.

Refer to the descriptive statistic result, the most of respondents were female, their age was more than 20 years old, and took a status under degree education. They also love an OTOP product in all categories including food, drink, apparel, decorations, and inedible herbs. They love to have contact via Facebook, but they didn't love to have contact via Line or IG.

In part of inferential statistics, the Chi-square test depicted there were three associations on behavioral intention to OTOP Nawatwithi traveling. Firstly, there was a low association between gender and behavior intention to OTOP Nawatwithi traveling. Then there was a low association between inedible herb category and behavior intention to OTOP Nawatwithi traveling. Lastly, there was a low association between Facebook social network and behavior intention to OTOP Nawatwithi traveling.

B. Limitation and Future Research

This research operates under a COVID-19 virus outbreak. Due to COVID-19 virus outbreak, those areas are used for data collection is limited by COVID-19 circumstance such as avoid a high density community, air conditioner area, and so on.

Future research may be conducted this research again under normal circumstances or New Normal way. The survey may be done in the density community, skyscraper tower or office building. Resurvey may be produce the different output.

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