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Gender Analysis on Sustainable Consumption Behaviour among Homestay Guest at Langkawi Island

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Abstract

The purpose of this study is to study gender analysis on sustainable consumption behaviour among homestay guests at Langkawi Island. Homestay guests who practice sustainable consumption behaviour, which begins with planning, consumption and disposal, will enhance a better environment. Sustainable consumption behaviour is the root of sustainable development. Sustainable development could not succeed without the person who is managing and implementing the planning, consumption and disposal of the limited resources they have. In this study, there are 364 homestay guests as a respondent. Based on that total number of the respondent, 70% are male and 30% are female. Mostly, the homestay guest is from B40 groups whose household income per month is less than MYR4000. The majority of the homestay guest is the young male age less than the 30s, while the female is older than male. Based on the analysis, the female is more on planning and consumption aspects, while the male is more on disposal aspects. The analysis is relevant to past research, where female likely practices sustainable consumption compared to male. This finding contributes to a new body of knowledge about the behaviour of homestay guests in Langkawi Island related to sustainable consumption activities. The data is important to LADA, MOTAC, homestay owners, local residents, and academicians on how to develop a culture of sustainable consumption behaviour, encourage the domestic traveller to visit Langkawi as well as care the Langkawi's sustainability.

Keywords: Gender, Sustainable Consumption Behavior, Planning, Consumption, Disposal

Introduction

The concept of zero waste in Langkawi Island should be practised by the residents and travellers. It is important to keep Langkawi Island as the top and most wonderful Island in the world. To achieve the sustainable development goals as the UN have provided, the study such as sustainable consumption behaviour has to explore. The study of sustainable consumption behaviour is relevant to tourism. Since the sustainable consumption behaviour is the root to achieve sustainable development in the tourism industry. It begins with human

behaviour and the interaction between humans and environment. The government has emphasized the homestay development program as it is one of the most sought-after tourism products in the country (Mapjabil & Che Ismail, 2012). Although research on community involvement in homestay programs has been extensively done (Hussin & Som, 2008; Hatton, 1999; Kayat & Nor, 2006; Peaty, 2009), studies that focus on sustainable consumption behaviour among homestay guest is still lacking. There are related issues to sustainable consumption behaviour. The gender issue of travelling is one of the popular research topics. Firstly, related to males and female personality. Generally, women have a feminine personality and men have a masculine personality. For example, the characteristic of male tourists is a free man while the characteristic of female tourists is releasing pressure and getting satisfaction (Murray, 2001). Secondly, society usually looks down on women and some of them also see women as the second group after men. This is because according to Bianchi et al (2006) women generally do not have better socioeconomic characteristics such as education, employment and income. Thirdly, women are also considered incapable in managing and planning compared to men. Therefore, society will say that traveller women will not be able to manage themselves if they go alone without men.

Finally, Asian women are different to Western women (Heimtun and Abelsen, 2014). Asian women like Korean women are said to be more prudent and efficient in the use of resources than Western women. They are able to control resources such as their finances from unplanned use. Therefore, the research related to gender analysis is important to explore and highlight in tourism perspective as well as the topic related to sustainable consumption behaviour. The behaviour of males and females as a traveller give an impact on the environment and sustainable development of Langkawi Island. The aim of this study is to analyse the differences between gender and sustainable consumption behaviour among homestay guests at Langkawi Island.

Literature Review

Sustainable Consumption Behaviour

In Thailand, the study by Vantamay (2019) found that behavioural control was perceived to have the greatest impact. Then, is followed by attitude on behaviour and subjective norms among young consumers in Thailand towards sustainable consumption behaviour. Nottakrit Vantamay (2018), mentioned that the SCB means consumption activity that responds to essential needs and brings a better quality of life by recognizing the capacity of the ecological system to carry on, striking a balance between self-sufficiency satisfaction and sharing with others and continuously maintaining the resource base for the development and consumption activities of future generations. Attitudes greatly influence a person's behaviour. The positive attitude of tourists will create more sustainable behaviour. Consumer behaviour creates a state of equilibrium between the economic, social and environmental aspects. This means that if a person has a better quality of life they have adopted a sustainable behaviour in consumption. They are also able to maintain a resource base for future generations to develop and exploit resources. A good attitude will create good behaviour.

In Thailand, NESDB defines sustainable consumption behaviour as consumption that meets basic needs and improves the quality of life while also taking into account the ecological

system's carrying capacity, striking a balance between self-sufficiency and sharing with others, and continuously preserving the resource base for future generations production and consumption activities. The NESDB's policies are founded on three principles: shifting consumption patterns toward moderation and sufficiency; encouraging the formation of socially responsible marketing; and encouraging efficient resource production and recycling (NESDB).

In Thailand, sustainable consumption is based on the application of the Sustainable Development Principle through the ideology of the Self-Sufficiency Economy (Chansarn, 2013). Individual-oriented, or psychological, factors (e.g. norms, values, and attitudes), as well as socio-demographic characteristics (e.g. gender, age, and education), might drive people to take action on environmental issues (Vantamay, 2019).

In India, according to Tripathi and Singh (2017), although the impact of gender has been reported to be inconsistent, the overall concern of women is both higher and more likely to participate in different types of green activities in India. As a result, women have been found to be more concerned about social and environmental issues and to report more socially and environmentally friendly purchase actions. Women have made their consumption more socially responsible, as they have been found to consider the impact of their decisions on others more often than males. Women are more inclined to make actual purchases in response to social and environmental concerns. This is in line with Diamantopoulos et al (2003) results showing females have more positive attitudes toward environmental quality, are more inclined to recycle, and have "greener buying habits" than their male counterparts.

In Australia, based on research by Peterson et al (2010) the phrase "homestay" in Australia typically refers to international student housing at a university. International students will live with a foster family till the end of their studies. Peterson (2004) defined a homestay in the West as an international student staying with an adoptive family to familiarize themselves with the local culture. In most cases, students are supplied with lodging, which includes a bed and breakfast. Peterson et al (2010) mention that Australians are concerned about their food choices as well as their sustainable consumption habits.

Almost all of them consume sustainable consumption food on a daily basis. Men, on the other hand, are less concerned about long-term consumption than women. Because many women spend time preparing and focusing on sustainable food, they are more likely to engage in sustainable behaviour.

Homestay and Tourism

Homestay is defined as one type of accommodation that tourists share with the homeowner with a view to learning the culture and lifestyle of the homeowner who is willing to pass on and share their culture. The Malaysian Ministry of Tourism, Art and Culture (MOTAC) defined a homestay as an experience in which tourists live with a home operator or a host family. Host families have to register with the homestay or kampung stay program under the MOTAC. It focuses on lifestyle and experience in which tourists can interact with local communities' daily lives and expose themselves to culture and economic activities (Battour et al., 2012)

Generally, homestay involved the fusion of accommodation and economic activity in which tourists can interact with local people, lifestyle, culture and social system (Bhuiyan, Siwar,

Ismail & Islam, 2012). This can also be seen as an important strength of this particular product; no other tourism product in Malaysia provides Malaysian rural communities with a similar experience as that provided by the homestay programme. The unique aspect of the Malaysia homestay programme compared to other places in the world is shared by Peterson (2004) as follows:

"Mealtime is an opportunity to learn about Malay culture. First, footwear is removed before stepping onto the veranda that leads to the host family's front door. Guests sit cross-legged on the floor adjacent to the 'dapur' or kitchen in a long dining hall. Before and after the meal, hands are rinsed using water from a 'kendi' an ornate silver kettle with a basin to catch the water. The food is eaten without utensils using only the right hand. Scooping up the white rice takes some practice but is made all the more fun by trying out the variety of foods such as chicken curry and 'sambal belacan' a spicy shrimp paste. Desert is often pineapple, papaya, rambutan, or other fruit grown in nearby orchards. Evenings are often spent quietly enjoying traditional dances and music performances".

Methodology

The target population of this study is homestay guests at Langkawi Island. The target population is the total group of persons from which the sample could be drawn. A sample is a group of individuals who participate in the investigation. The people who participate are known as "participants". Generally, sampling has two techniques which are probability sampling and non-probability sampling (Saunders et al., 2009). This study is probability sampling which employed simple random sampling where every homestay guest in Langkawi Island has an even chance and being selected in the sample. There are several homestay owners that assist in this study. For the purpose of this research, 400 questionnaires were given simultaneously to each homestay owner on Langkawi Island. In total, 364 sets of questionnaires were successfully collected, which showed a 91 per cent response rate for the 400 questionnaires distributed to homestay guests at Langkawi Island. There are 258 male respondents and 106 female respondents.

Findings

The socioeconomic findings describe the age, education level and income of the respondent. These three variables are interrelated and have an impact on the social and economic of the respondent's quality of life. In this subtopic, the explanation begins with age and gender. Then, followed by income per month and finally describe the education level of the respondents.

There are 364 respondents in this study. 258 were male and 106 were female. The mean age of the respondent is 30 while the median age of the respondent is 26 years old. The youngest respondent in this study was 20 years old and the oldest was 59 years old. Age categories between 20-29 were 185 (72%) males and 27 (25%) females. For ages category 30-39, there were 49 (19%) males and 55 (52%) females. A total of 14 (5%) males and 17 (16%) females in the age category 40-49. Finally, there were 10 (4%) males and 7 (7%) females in the age category 50-59. This shows that the male who travel the most were between the ages of 20-29 while the female who travel the most were between the ages of 30-39. This study shows that homestay guest is mostly young men and adult women.

In my opinion, males travel at a young age because they are more independent. They are young and able to solve problems practically or street smart. During travelling, they face uncertainty and have to be aware and more careful with the situation. In addition, the majority of males travel at the age of 20-29 more because they have more time, energy and less commitment. By the age of 20, a person has a lot of time and energy to do activities. In the 30s, energy will be slightly reduced and commitment will increase. Furthermore, getting older will face with lack of time to travel. In the 40s, one will start to feel comfortable with finances but energy and time will be less. In the 50s, a person will be comfortable with their financial position and the children will also grow up, but the energy is declining. Therefore, the young age of 20-29 years is a good time to travel because do not have much commitment and family responsibility.

Meanwhile, most female respondents who travel are 30-39 years old. In my opinion, women want to enjoy the experience and value their loved such as friends, spouses and family members. In addition, females aged 30-39 years usually have more efficiency in financial management. Travel budgets have to be planned earlier because travelling is a cost. This is related to income and saving for travel. The median income per month for the respondent in this study is RM 2000. The average income per month is RM 1934.34. The minimum income per month is RM1000 and the maximum income per month in this study is RM 6000.

A total of 160 (62%) male and 83 (78%) female respondents have an income per month of less than RM2000. Of respondents who have an income per month between RM2001-RM4000 is 91 (35%) males and 22 (21%) females. Next, there are 7 (3%) male respondents and 1 (1%) female respondents who have an income per month of more than RM4001.

The low-level education is a primary school and the higher level of education is tertiary. At the primary level, there are only 10 male respondents equivalent to 4% and there are no female respondents at this level. A total of 113 (44%) males and 65 (61%) females in a level of education at the secondary level. At the Tertiary level, there are 135 (52%) male respondents and 41 (39%) female respondents. This shows that more males have Tertiary level education compared to females.

Gender Analysis on Sustainable Consumption Behaviour Among Homestay Guest at Langkawi Island

In terms of three important elements of sustainable consumption behaviour namely planning, consumption and disposal. Female has a higher percentage in planning and consumption compared to the male respondent. According to Bianchi et al (2006) women are more careful and meticulous in making a plan. Moreover, Khan & Trivedi (2015) mentioned that women show more desire to buy and use sustainable consumption compared to men. On the other hand, a male has a high level in the disposal stage compared to a female.

Based on Empacher et al (2000) studied gender differences in consumption motivations and sustainable use patterns, and concluded that males are focused on throwing away for comfort while females are more focused on health and the environment which is focused on planning and consuming. However, in this study, the T-test analysis result shows there is no strong difference between males and females in sustainable consumption behaviour among

homestay guests at Langkawi Island. This illustrates that the homestay guest in this study indicates that males and females have positive behaviour towards sustainable consumption behaviour.

Every homestay guest needs to increase the level of sustainable consumption practices through their sustainability behaviours and attitudes. For instance, parents need to educate their children from an early age on the importance of sustainable consumption behaviour to ensure that they understand and apply sustainable consumption behaviour in daily life. Therefore, even if they travel, they still practice this behaviour even if they are not in their own home area or travel to other places. Parents are very important to educate their children and should be role models for children. Sustainable consumption behaviour starts from within family members, communities and nations to ensure that sustainable development goals are achieved.

Table 2

The tabulation between gender and three dimensions of sustainable consumption behaviour (SCB)

SCB Dimension	Gender	Low Level of SCB		High Level of SCB		Total SCB	
		n	%	n	%	n	%
Planning	Male	132	62.6	79	37.4	211	100
	Female	28	32.2	59	67.8	87	100
Consumption	Male	131	62.1	80	37.9	211	100
	Female	25	28.7	62	71.3	87	100
Disposal	Male	104	49.3	107	50.7	211	100
	Female	52	59.8	35	40.2	87	100

However, t-test analysis illustrates there is no significant difference between males and females (gender) in the sustainable consumption behavior

Ho1: There is no difference between gender and (planning dimension) sustainable consumption behaviour among homestay guests at Langkawi Island.

In the planning dimension in table 3, the mean for women is higher than the mean for males which is 55.3791 for males mean and 59.4598 mean for females. Thus, analysis of the T-Test helps to prove that this means that it happens by chance in our sample or whether this difference exists in the population. Females tend to have higher average competencies than males in the population. The next column is the standard deviation and this indicates the data distribution. On average the extent to which efficiency scores deviate from the average and we can see that data dissemination has differences for males and females. Interestingly, females are listed as more meticulous in planning than males. However, there was no significant difference between the gender [meanf = 59.4598, SDf = 7.67176 vs meanm = 55.3791, SDm = 8.57396, F = 2.835, p = 0.093]. The p-value 0.093 > 0.05, the null hypothesis failed to reject.

Ho2: There is no difference between gender and (consumption dimension) sustainable consumption behaviour among homestay guests at Langkawi Island

Table 3 describe that the mean for females is slightly higher than the mean for males. So, the T-Test helps to establish that this means just happened by chance in our sample or does this difference exist in the population. Females tend to have a higher average competency than males in the population. The next column is the standard deviation and this shows the spread of the data. On average how far are the total competency scores deviating from the mean that we can see the spread of data has differences for males and females? Interestingly, females are listed as more meticulous about consumption than males. However, there was no significant difference between the gender [meanf = 78.7126, SDf = 8.66952 vs meanm = 77.0569, SDm = 12.26053, F = 3.727, p = 0.054]. The p-value $0.054 > 0.05$, the null hypothesis failed to reject.

Ho3: There is no difference between gender and (disposal dimension) sustainable consumption behaviour among homestay guests at Langkawi Island

Table 3 shows that the mean for females is slightly higher than the mean for males. The next column is the standard deviation and this shows the spread of the data.

On average how far are the total competency scores deviating from the mean that we can see the spread of data has differences for males and females? Females are listed more meticulous about consumption than males. However, there was no significant difference between the gender [meanf = 21.4943, SDf = 2.94079 vs meanm = 21.3981, SDm = 3.55806, F = 1.493, p = 0.223]. The p-value $0.223 > 0.05$, the null hypothesis failed to reject.

Table 3

T-Test Analysis Result

Element	P-Value	F-Value
Planning	0.093	2.835
Consumption	0.054	3.727
Disposal	0.223	1.493

Overall, the hypothesis for this study shows that there are no differences between gender and Sustainable Consumption Behaviour among homestay guests at Langkawi Island. This is because of p-value is more than 0.05 for planning, consumption and disposal. Therefore, the null hypothesis are failed to reject. As shown in Table, the data were analysed by SPSS using the independent sample T-Test. In order to measure the homogeneity of variance, Levene's test was used.

Recommendations

Firstly, homestay guest whether male or female has to practice sustainable consumption behaviour during travelling and staying in a homestay. Sustainable development in Langkawi Island could be achieved through the awareness and sustainable consumption behaviour of travellers. If they understand and are aware of the concept of sustainable consumption, then they will know how to behave and reduce consumption activities and thus will be able to reduce the number of resources used and dump waste. For example, homestay guests should use environmentally friendly packaging to avoid contamination while travelling.

While at the homestay, they should switch off the electricity such as light, air conditioning or fan if not in use.

Secondly, homestay owners have to develop a strategic plan to encourage sustainable consumption behaviour among homestay guests. The homestay owner should provide an established sustainable use policy in each room or homestay to create awareness of sustainable consumption behaviour. For example, homestay owners need to provide three types of special dustbins that allow homestay guests to separate their trash. Therefore, they can dispose of waste separately, namely glass, paper and aluminum. This method is useful to encourage the homestay guest to use 3 R Garbage where the waste could be used – Reduce, Reuse, Recycle.

The Langkawi Development Authority (LADA) is the agency with the vision of Langkawi as a world-class tourist destination and to achieve that vision, LADA has to implement sustainable consumption behaviour for the traveler, homestay owners, residents and all local authorities. LADA has to take action and develop a policy on sustainable consumption behaviour among the community and travelers in Langkawi. It is important to develop a culture of sustainable consumption behaviour and to ensure that Langkawi is the best sustainable island now and in the future. The implementation of tourism industry development in Langkawi which benefits the community, state and country through strategic planning and effective governance. LADA needs to intensify tourism promotion efforts in the country and abroad, and at affordable prices for tourists travelling to Langkawi Island.

In a competitive environment, the behaviour of eco-friendly homestay guests is an indescribable advantage for homestay operators. This study aims to examine gender differences in sustainable consumption behaviour among homestay guests at Langkawi Island. Social Learning Theory has been used to make the above relationship hypotheses and support the explanation of the study results. By examining the relationship between involvement in sustainable consumption and sustainable consumption behaviours as well as identifying gender variations in sustainable consumption of behaviour in homestays, this research contributes to overcoming gaps in sustainability management literature.

Increased attention should be paid to supporting the role of women in decision-making for families and households, as this is one of the ways in which sustainable use behaviours can be realised. Since women are considered to be the most influential people in the family, especially for their children, more knowledge can be generated among children who are potential customers. The findings indicate that males and females have positive behaviour towards SCB. With regard to the influence of involvement in a sustainable use, it has been concluded that includes three dimensions of sustainable consumption behaviour, namely, planning, consumption and disposal. For policymakers, males and females may play an equally important role from a strategic perspective.

The Ministry of Tourism, Arts and Culture (MOTAC) has the vision to develop Malaysia as a world-class tourism and cultural destination as well as to preserve the national identity based on the country's art, culture and heritage. MOTAC must ensure that the basic facilities and infrastructure of tourism and culture are added and maintained according to the set

time to ensure the comfort and safety of tourism. This is done not only on Langkawi Island but also in all tourist places in each state. This can indirectly enhance Malaysia's competitiveness as quality tourism and cultural destination.

Conclusion

In a competitive environment, the behaviour of eco-friendly homestay guests is an indescribable advantage for homestay operators. This study aims to examine gender differences in sustainable consumption behaviour among homestay guests at Langkawi Island. Social Learning Theory has been used to make the above relationship hypotheses and support the explanation of the study results. By examining the relationship between involvement in sustainable consumption and sustainable consumption behaviours as well as identifying gender variations in sustainable consumption of behaviour in homestays, this research contributes to overcoming gaps in sustainability management literature.

Sustainable consumption behaviour is important to ensure sustainable development in our country, especially in the Island area. Langkawi Island as a tourist location and generates income through tourism industry. The local resident and tourist from should have knowledge about sustainable consumption and keep the area with the nature. Some of the tourist will say it is the slow development progress, but some of them prefer the slow development progress in Langkawi because of the awareness of beauty and nature in Langkawi Island. The environmental conservation and the awareness of sustainable consumption behaviour of the tourist could endure the flora and fauna of the Island.

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