
IMPACT OF SOCIAL MEDIA REVIEWS ON SELECTION OF HOTELS

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CHAPTER - 1

INTRODUCTION

With the emerging of Internet and social media access, the traditional sources of searching, selecting & booking of hotels have been gradually substituted and decreasing day by day. Before technology and internet thing launched, the customer had very limited resource to get right and relevant information of hotels rooms, hotel services, location and many more thing related to their travel plans and booking and searching of hotels rooms were done with the help of travel agents or through state government tourism board which were very complex to get the perfect hotel at a good price.

Today, social media plays a significant role and change the whole tour and traveling process along with searching, informing and booking of hotel rooms as well. Social media platform work as a source of relevant and real time information including wide range of pre and post travel-related activities and booking such as reading and submitting the reviews, sharing your personal experience, know your destination before you start travelling and many more. Social media platforms also provide a diversify reviews from different customer who have their own experience which is more reliable when travelling to an unfamiliar destination compared to advice from friends, family or relatives. As the social media and internet transformed the hospitality and tourism industry that impact on the consumer's hotel selection, so it is important to understand the role and impact of social media reviews on hotel selection process.

In view of the above, this research has the following objective:

- To measure the impact of social media reviews on hotel selection process.
- To find out the factors that has most influence on consumer hotel decision process.

CHAPTER 2

LITRATURE REVIEWS:-

- 1. Abuhashesh et al., (2019)** in their research paper tried to find out the impact of Facebook on consumers decision making process for the selection of Hotel. The data was collected from 610 respondents and structural equation modeling was used to analyze the data. The results have confirmed that there is an influence of social media platforms like facebook on the consumer decision making process. There is a significant positive impact of the facebook on consumers need credit, info search, assessment of replacements, and purchase. Positive and negative reviews on social media influences the consumer decision making process.
- 2. Gupta, V. (2019)** in his research paper tried to explore the influencing role of social media in the consumer's hotel selection process. The data was collected by conducting an in-depth face-to-face interview with 32 respondents and an exploratory qualitative approach was used to evaluate the decision making process. The results have revealed that the social media plays an influencing role in the consumer's hotel selection process and affecting the way consumers selecting a hotel. The results also showed that the rating and stars review on social media impact the consumer hotel selection process.
- 3. Varkaris et al.,(2017)** in their research paper tried to explore the impact of social media reviews on the consumers' hotel decision journey. The data was collected by conducting an in-depth face-to-face interview with 12 respondents and a qualitative thematic analysis was used to evaluate the decision journey process. The result revealed that the Social media platform change the consumers' hotel decision journey by providing a better way to consumers to search, decide and book hotels. There is a significant change in consumers search behavior and hotel decision journey. The positive and negative reviews of hotels on social media platformand their trustworthiness that influence the consumers' hotel decision-journey.
- 4. Leung et al., (2013)** in their research paper tried to find out the impact of Social Media in Tourism and Hospitality industry. The data was collected from all social media related journal of tourism & hospitality which were gathered from Science Direct, EBSCOHost and Google Scholar. They also traced out the references cited in published articles and the content analysis was used to examine published articles. The result showed that the social media impacts the tourism and hospitality industry in positive manner and also identified an increasing trendof adopting social media for

booking and selecting hotels. There is a significant increase of social media in tourism and hospitality as the growing number of articles was found over the past few years.

5. **McCarthy et al., (2010)** in their research paper tried to explore that how the online and social media help the traveler to make hotel-choice decision. The data was collected by conducting an in-depth interview and a pilot survey from 500 customers. The results revealed that there is a positive impact of social media on customer decision making process while selecting and booking hotel and influence the way customers search for information related to hotels. It also revealed that women respondent was more likely to read the reviews on social media while men were more focusing and reliable on professional review from sites like Forbes travel guide.
6. **Kim et al., (2014)** in their research paper tried to measure the effectiveness of social media and travel website on hotel performance. The data was collected from 128 international hotels from 45 states and 65 cities of the United States. The data includes online reviews and performance indexes. The results revealed that there was a positive relationship between online reviews and hotel performance as the overall rating & reviews of a hotel has a significant effect and also helps to improve the performance of hotel.
7. **Inversini, A., & Masiero, L. (2014)** in their research paper tried to explore the use of social media and online travel agents in travel and hospitality industry. The data was collected by conducting a survey and electronically sent to multiple numbers of hotels in a Swiss tourist region and the empirical analysis model was used to analyze the data. The results showed a positive impact of using social media and online travel agents for hospitality industry as it highlight the hotels, make it more visible to travelers or customers and it also help the hotels to have more no of bookings and increase the sales.
8. **Kim, W. G., & Park, S. A. (2017)** in their research paper tried to estimate the effects of old-style client satisfaction versus social media review ratings and to discover the most reliable and valid tools for improve the hotels performance. The data was collected from the internal operational database of a large hotel chain operated in the USA. The hierarchical regression analysis was used to analyze the data. The result revealed that the effect of social media review rating is a better and more effective predictor than traditional customer satisfaction for explaining hotel performance. It also revealed that the TripAdvisor's review & rating is best predictor tool for evaluating hotel performance.
9. **Kleinrichert et al., (2012)** in their research paper tried to find out the use of technology like web sites, social media to two very popular themes boutique hotels and environmental responsibility in the hospitality industry. The data was collected by conducting a case study which focuses on how

boutique hotels legitimize their green practices by using the technology such as web sites, social media to communicate their environmental recognitions to retaining eco-conscious consumers seeking hotel. The result showed that the hotels used their website as well as social media platform to illustrate and promote their green practises.

10. **Leung et al., (2017)** in their research paper tried to measure the effectiveness of social media marketing in hotel industry. A total of 1,837 messages were collected from 12 different facebook pages of hotel brand and for evaluating the data, Correspondence analysis and Multivariate analysis of variance were used to analyze the data. The result revealed that there is a positive impact of social media marketing in hotel industry and also showed that the picture message was the best format and Product, brand, and involvement messages were shown more effective than information, reward, and promotion messages.
11. **Phelan et al., (2013)** in their research paper tried to measure that how effectively hotels are utilizing social media as a marketing tool and how it affects the customer hotel decision process by reading comments & information. The data were collected by inquiring into 100 different hotels social media page and content analysis was used to analyze the data. The result revealed that the hotels are utilizing the social media page as a marketing tool in a positive manner to engage and inform maximum customer and also showed that there was a positive influence in the customer hotel decision process by rating, reviews and comments available on social media platform.
12. **Oliveira, B., & Casais, B. (2019)** in their research paper tried to explore using online platform to choosing hotels. The data was collected sample of 319 respondent of Port region. The results show that show that consumers find user-generated picture especially at websites of reviews, although the importance of hotels owned platforms, such as official social media pages and websites.
13. **Sarmah et al., (2018)** in their research paper tried to examine the relationships between the key drivers of co-creation intention in the social media context. The Data were collected from 346 hotel respondents. The results show that customer innovativeness, attitude toward on social media, subjective norm and perceived behavioural control positively impact both co-creation and adoption intention of social media on hotel industry.
14. **Zhu et al (2020)** in their research paper tried to explore the relationship between the perceived information quality and social presence generated from online reviews and the response purchase intention. The data collected by employee a combination of a web-based experiment and an online survey. The results show that the quality of positive online reviews is found to have a more significant impact on trust, satisfaction and purchase intention of hotel.

- 15. Niu et al (2018)** in their research paper tried to survey more and more customers refer to online reviews before making any purchasing decisions thanks to the increasing popularity of social media. Conducted a multiple case study by analyzing the interviews with 11 hospitality services. The results show that to evaluate existing online review management practices and develop/refine its online review management system.
- 16. Song, S., & Yoo, M. (2016)** in their research paper to explore social media may impact a customer's purchasing decision during the pre-purchase stage of service consumption. A total of 285 usable questionnaires were collected. The result shows that the advantages of social media do have a positive relation with customers purchase decision.
- 17. Gururaja, R. (2015)** in their research paper tried to explore and understand the impact of social media on hospitality industry. The data was 500 respondent on the basis of questionnaires was designed which was sent by email to the samples, some of the hotels were contacted and personal interviews were taken. The result shows that people more reliable on booking hotel on the online platform rather than physically look.
- 18. Hensens, W. (2015)** in his research paper tried to explore impact of social media review and rating on the hotels. The purpose of this paper is to provide an insight in the future of hotel rating. Technology that provides integration of data for the consumer and the hotels. By reviewing current trends, practices and technological possibilities, the impact of online reviews increase or decrease the hotel booking.
- 19. Öz, M. (2015)** in their research paper tried determining the social media use of consumers for hotel booking purposes. .the study tries to answer two main research questions, What are the social media habits of tourists in terms of staying, What are the factors behind the use of social media for hotel related purposes? The result indicate that, the people who use social media frequently in their daily life will more likely use them for staying related purposes.
- 20. Zhao et al. (2015)** in their research paper tried to investigate the impacts of social media review upon traveler online hotel booking intention. The data was collected from business travelers in the mainland china factor analysis was adopted. The result shows that the significant negative relation between negative and positive review for positive online booking are identified.
- 21. Chakraborty, U. (2019)** in his research paper tried to determines the effects of perceived credibility of online reviews on hotel booking intention. The current study performs reliability analysis to determine the internal consistency of the measurement. Further, the present study performs structural equation modeling to identify the relationships between the variables. The result shows that Consumers in India look for credible reviews to take hotel booking decision.

- 22. Verma, et al (2017)** in their research paper tried to explore how hotels use social media platform for their communications and also to determine its effectiveness and importance of this media on consumers' hotel selection process. The data was collected from 20 respondents from Delhi NCR area and stratified sampling technique was used. The result show that Social media has been considered an important media tool nowadays to selecting hotel.
- 23. Sparks, B. A., & Browning, V. (2011)** in their research tried to find out the impact of online reviews on hotel booking. They used four different variables like set of reviews, framing of reviews, target of review and numerical rating generated by consumer. The result revealed that the customers tend to trust on easy to process info, when assessing a hotel based upon reviews. Positively framed info composed with arithmetical rating details increases both booking meanings and customer faith.
- 24. Yardi, Z., & Aksoz, E. O. (2019)** in their research paper tried to find out the impact of Instagram influencers on hotel booking. They proposed model which connects fame, image and activities with the Instagram influencer and the way the decision making of the tourists are influenced when choosing to stay at a hotel. The research results shows working with the Influencer are noted to be efficient and have increased the number of followers in the hotel's Instagram account and the questions about accommodation and outlets on social media.
- 25. Duan et al. (2016)** in their report they find the impact of social media on hotel service performance. In this report, they aimed to look the quantitative summary and one dimensional clarification of online user review to provide a more animated view of online customer-generated reviews. The results advised that user appraisals have expressively dissimilar effects in starting user assessment on gratified group. This paper proves the position of using text data to amount consumer's relative favorites for service quality and service performance for hotel.
- 26. Murphy, H. C., & Chen, M. M. (2014)** in their research paper they find the multiple effects of review attributes on hotel choice decisions. The main objective of this research is to highlight and explore several key factors affecting consumers' hotel choices. A sample of 60 subjects, using an experimental design and analysis, is used in order to understand the relative importance of key attributes and their impact on hotel selection. The results reveal higher review rating, higher review frequencies and less review variations are much more critical to hotel choice and are rated higher than star-ratings and price.
- 27. Phillips et al. (2017)** in their research they find the impact of online reviews on hotel performance. They use qualitative method to understand consumers' needs and wants from hotel organizations. They took data for online reviews from 68 online platforms, together with data from 442 hotels and

tested eleven hypotheses. Results of this research indicate that hotel attributes, including the quality of rooms, Internet provision and building show the highest impact on hotel performance, and that positive comments have the highest impact on customer demand.

28. **Abang et al. (2017)** in their research paper they use social media as an platform for marketing as well as promotion in the hospitality business. They used different social media technology to find how web based networking can turn into the maintool for attaining quick and full info for the selection of hotel. The result suggested that the integration of Technology and Information based on social network marketing can increase the attraction of the customer in the selection of hotel.

CHAPTER 3

OBJECTIVES AND HYPOTHESIS OF THE STUDY

The objectives of the study are given as follows: -

- To study the impact of social media on the consumer purchase decision for the selection of hotel.

HYPOTHESIS

Null hypothesis: -Null hypothesis basically a precise statement about the sample population that we try to reject with the sample data and is denoted by “Ho”.

Alternative hypothesis: - Alternative hypothesis is the alternative position that states a new theory has been added instead of the old one and is denoted by “H1”.

Sig: -Statistical significance is denoted by “p”. A somewhat arbitrary convention is to reject the null hypothesis if $p < 0.10$

Null Hypothesis: -

Ho1:- Attitude towards Social Media Marketing has no significant effect on Consumer Purchase Decision.

Ho2: - Hedonic motivation has no significant effect on Consumer Purchase Decision.

Ho3:- Affected by the internet has no significant effect on Consumer Purchase Decision.

Ho4: - Habit has no significant effect on Consumer Purchase Decision.

Ho5:- Performance expectancy has no significant effect on Consumer Purchase Decision.

Alternative Hypothesis: -

H11: Attitude towards Social Media Marketing has significant effect on Consumer Purchase Decision.

H12: - Hedonic motivation has significant effect on Consumer Purchase Decision.

H13: - Affected by the internet has significant effect on Consumer Purchase Decision.

H14: - Habit has significant effect on Consumer Purchase Decision.

H15:- Performance expectancy has significant effect on Consumer Purchase Decision.

CHAPTER 4

RESEARCH METHODOLOGY

- Data will be taken from the consumer who are visited the hotel in the last one year.
- A self-administrative questionnaire was conducted to collect the required data from a convenience sampling.
- National Youth Policy defines the age range of young consumers from 20-35 years.

4.1 Type of Research

There are basically 2 types of research one is basically applied and other each basic research. Applied research is one of the applied methodology systems in which the specific problem is sorted out of a single group. The study and research are used in business, medicine and education in order to find the solutions for the various problems that are occurring in this research system we also use the previous research done on the same topic. While talking about the basic research it is basically used to upgrade the scientific approach for enhanced understanding and forecasting of natural or other development. This exploration is totally based in the basic methodology as the result after the research are used just to find the number of respondents who are addicted to smartphone.

4.2 Target Population

Target population is those entities which are going to be the sampled from the selected population which are to be investigated. The chapter dwells on the analysis and interpretations of data gathered on the field. The purpose of data analysis and interpretation phase is to transform the data collected into credible evidence about the development of the intervention and its performance. Questionnaires were issued out to 184 respondents who visited hotel in last one year.

4.3 Size of Population

The size of the population in this research will be the people who have visited the hotel in the last one year. The population will be selected on 2 basis- demographic of the sample and frequency of social media used.

4.4 Area of study

In this research, the area of study chosen by us is people of North India.

4.5 Sample Size

Sample size is the act of choosing or finding out the number of observations. The sample size is an important feature of any empirical study in which the goal is to make inferences about a population from a sample. The sample size i.e., the number of respondents included in the research is 184.

4.6 Software Used

SPSS - Statistical Package for the Social Sciences, the most a widely used software program for statistics analysis in social sciences. It is also used by market researchers, health researchers, survey-based companies, government organizations, education researchers, marketing organizations, data miners, and others people.

4.7 Administration of Instrumentation

Questionnaire on Google forms are given to fill the response.

4.8 Research Instrument

A questionnaire, consisting of five-point Likert-scale will be used for the collection of quantitative data and the survey questions will be categorized in 24 different items ranging from- strongly agree = 1, somewhat agree = 2, neutral=3, somewhat disagree = 4, strongly disagree=5.

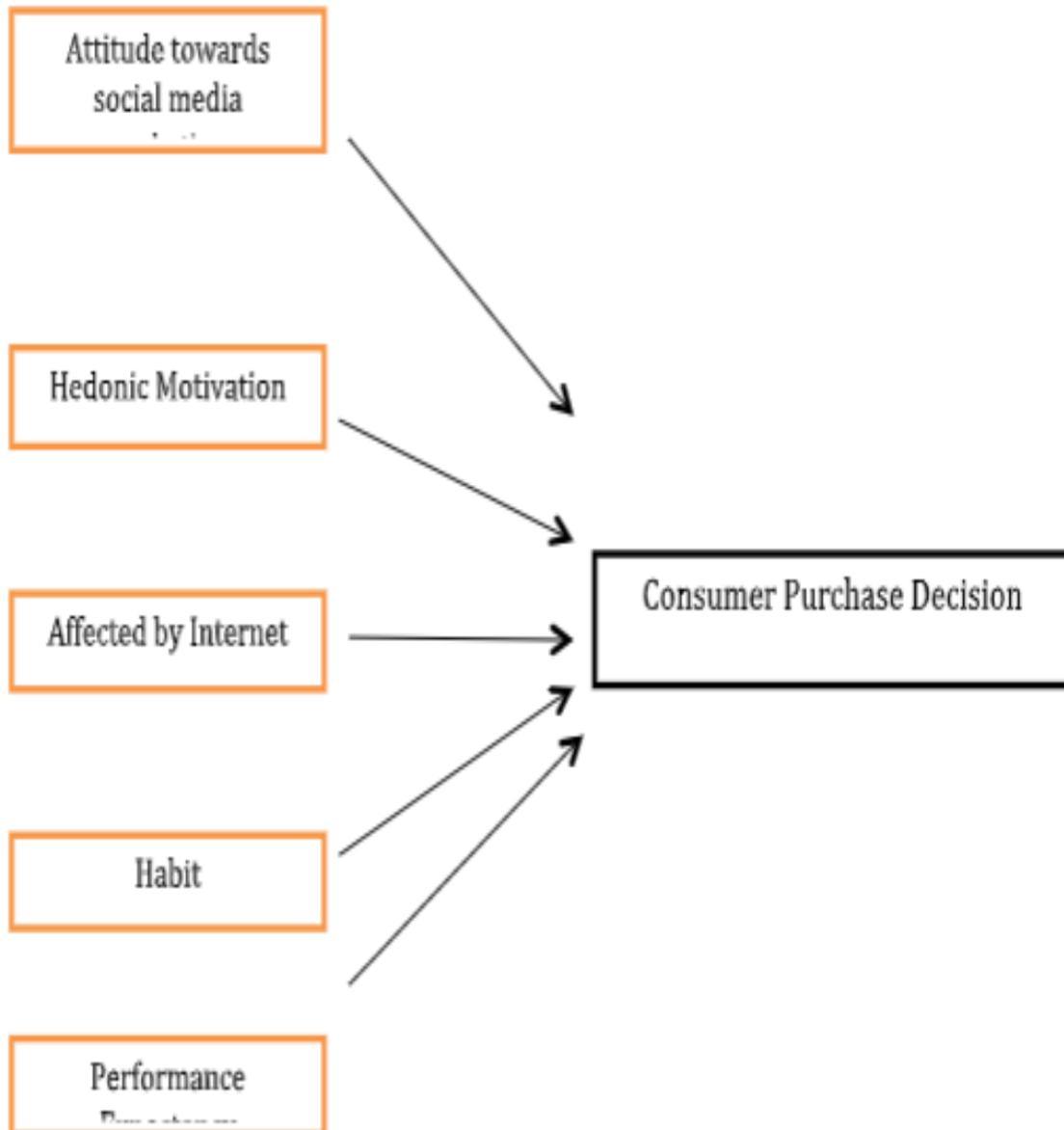
4.9 Academic and Social Significance

This research will help us to find out the impact of social media review on the hotel selection. moreover, this research can be used as an aid by other researchers for future studies.

CHAPTER 5

CONCEPTUAL MODEL

Figure 1. Research Framework



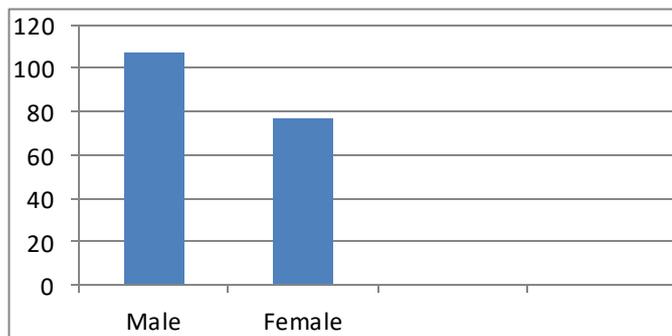
CHAPTER 6

DATA ANALYSIS

Demographic Breakdown of the Respondents

The majority of the participants were male (58.2%) in the current study and (41.8%) is female who took part in the survey. About 76.08% of the respondents were between 20 and 30 years old, whereas 23.91% of them were 30 years old and above. Besides that, 15.2% had graduate with a diploma, 25.5% with a degree and 46.2% with postgraduate degrees and only 13% is with other degree. Survey questionnaires were distributed among the permanent residents or those who have resided in North India for more than six months.

Bar graph for male and female respondents



107 of the responses are from males and 77 are from females. Males represent a larger portion of responses.

Table 1. Demographics of the Participants (n= 184)

	Frequency (F)	Percentage (%)
Gender		
Male	107	58.2
Female	77	41.8
Age		
20-25	108	58.6
26-30	49	26.7
31-35	16	8.7
36-40	05	2.8
41 and above	06	3.2
Education		
Diploma	28	15.2
Undergraduate (Degree)	47	25.5
Postgraduate (Masters/PhD)	85	46.2
Others	24	13.1

Technology and Time Spent

A total of 81.5% of the participants used social media to review the hotel, and almost 70.7% of them agreed that social media invoked them to visit those hotels. Based on the survey, 73.9% of the participants said that the advertisements on mass media were uninspiring due to the invasion of technology in their daily lives. As such, Facebook was one of the most used platforms by the majority of the participants (69%) daily. Additionally, most of them (35.9%) spent about 1-3 hours on social media per week.

General Questions about Technology and Time Spent

	Frequency (F)	Percentage (%)
Do you use social media to review the restaurant’s menu items?		
Yes	150	81.5
No	34	18.5
Does social media trigger you to visit a particular restaurant?		
Yes	130	70.6
No	54	29.4
Do you find advertisements on mass media are still attractive?		
Yes	136	73.9
No	48	26.1
Which of the following social media sites are you using daily?		
Social Networking Sites (e.g. Facebook)	127	-
Microblogging (e.g. Twitter)	48	-
Blogs/ Forums	43	-
Social Bookmarking Sites/ Social News (e.g. Reddit, Digg)	53	-
Photo & Video Sharing Sites (e.g. Flickr, Youtube)	115	-
Time (approx.) spent on social media sites per week		
0 hour	7	3.8

1-3 hours	66	35.8
4-6 hours	52	28.3
7-9 hours	43	23.4
10 hours or more	16	8.7

CHAPTER 7

Descriptive Analysis

With the emergent of Internet and social media access, the old-style sources of searching, choosing and booking of hotels have been gradually relieved and decreasing day by day. Before knowledge and internet thing heaved, the client had very limited reserve to get right and pertinent info of hotels room, services, site and many more thing related to their travel plans and booking and sharp of hotels rooms were done with the help of travel managers or through state administrationtravel board which were very difficult to get the seamless hotel at a decent price.

The study used quantitative methodology to look at the research questions. This study reveals the importance of social media platform and its influence on customers decision process within the hotel selection. The finding revealed that consumers have been exposed to digital information through different social networking sites. The study found that social networking site has the greatest influence on customers decision process. In addition, the finding revealed that the way customers search and book hotel have changed. The results represent novel findings that hold vital implications and suggestions for future social media market research and practice.

CHAPTER 8

Measurement model

Data analysis is a method of converting data collected about a phenomenon into information by data editing, data coding, data entry, and summarizing data into tables, charts and graphs. After the collection of data, the results were analyzed with the use of the Statistical Package for Social Science (SPSS) and Microsoft excel 2010 and the result shown in tables. Tabulations of data helped to aid quick comparison of statistical data shown between rows and columns.

The chapter dwells on the analysis and interpretations of data gathered on the field. The purpose of data analysis and interpretation phase is to transform the data collected into credible evidence about the development of the intervention and its performance. Questionnaires were issued out to 184 respondents who visited hotel in last one year.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.598 ^a	.357	.339	.50327
2	.596 ^b	.355	.341	.50260
3	.589 ^c	.347	.336	.50453

a. Predictors: (Constant), E1, B1, D1, C1, A1

b. Predictors: (Constant), E1, B1, C1, A1

c. Predictors: (Constant), E1, C1, A1

The modern summary table provides the value of R which represents simple correlation and R square which indicates to what extent the total variation in the dependent variable, can be explained by the independent variable.

In model 1, the value of R Square is 0.357. E1, B1, D1, C1, A1 are identified as predictors of dependent variable i.e., Consumer Purchase Decision.

Adjusted $R^2 * 100 =$ % of variance in dependent variable or outcome variable explained by the independent variable.

Adjusted $R^2 = 0.339$

$0.339 * 100 = 33.9\%$

So, here 33.9% of the variance in Consumer Purchase Decision can be explained by performance expectancy, hedonic motivation, habit, affected by internet and attitude towards marketing.

In model 2, the value of R Square is 0.355. E1, B1, C1, A1 are identified as predictors of dependent variable

Adjusted $R^2 * 100 =$ % of variance in dependent variable or outcome variable explained by the independent variable.

Adjusted $R^2 = 0.341$

$0.341 * 100 = 34.1\%$

So, here 34.1% of the variance in performance can be explained by performance expectancy, hedonic motivation, affected by internet and attitude towards marketing.

In both the models of regression, R Square value is significant. This indicates the combined effects of predictors on dependent variable. This means that –

In Model 1, E1, B1, D1, C1, A1 has an effect on dependent variable which table indicates that independent variables has significant effect on dependent variable.

Similarly, in Model 2, E1, B1, C1, A1 has an effect on dependent variable which says that performance expectancy, hedonic motivation, affected by internet and attitude towards marketing has significant effect on Consumer Purchase Decision.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	.960	.289		3.318	.001
A1	.326	.081	.338	4.023	.000
B1	.116	.079	.119	1.480	.141
C1	.132	.083	.130	1.587	.114
D1	.050	.069	.054	.721	.472
E1	.104	.074	.118	1.416	.159
2 (Constant)	.993	.285		3.482	.001
A1	.330	.081	.341	4.078	.000
B1	.121	.078	.124	1.545	.124
C1	.149	.080	.146	1.864	.064
E1	.119	.071	.134	1.681	.095
3 (Constant)	1.073	.282		3.813	.000
A1	.360	.079	.372	4.567	.000
C1	.216	.067	.212	3.212	.002
E1	.118	.071	.133	1.659	.099

a. Dependent Variable: F1 (consumer Purchase Variable)

b. Independent variable:

A1(Attitude towards marketing)

B1(Performance Expectancy)

C1(Hedonic Motivation)

D1(Habit)

E1(Affected by internet)

Variables selection procedure in backward elimination method-

Independent Variables- A1, B1, C1, D1, E1

Independent Variables eliminated by backward elimination method (sequentially)

Regression equation for the Model is represented as-

$$\text{Performance} = 1.073 + 0.360(A1) + 0.216(C1) + 0.118(E1)$$

T = b/ std. error

Constant = 3.813

A1 = 4.567

C1 = 3.212

E1 = 1.659

As seen in the table , p-value for (A1) = 0.000 which is less than 0.10 (alpha value) so, the independent variable is statistically significant and has significant effect on the dependent variable.

Similarly, the predictor C1- has p-value equals to 0.02 which is less than 0.10 (alpha value) so, this independent variable is also significant and can also be used to explain the dependent variable.

Moreover, the p-value for another variable E1 is equal to 0.09 which is less than p-value so, the independent variable is statistically significant and has significant effect on the dependent variable.

All the above independent variables are significant as the p-value of all the variables is less than 0.10 (alpha value). This depicts that these independent variables – ‘A1’, ‘C1’ and ‘E1’ are statistically significant and these predictors can be used to explain the dependent variable and has significant effect on Consumer Purchase Decision.

Excluded Variables^a

Model	Beta In	T	Sig.	Partial Correlation	Collinearity Statistics
					Tolerance
2 D1	.054 ^b	.721	.472	.054	.641
3 D1	.063 ^c	.841	.401	.063	.645
B1	.124 ^c	1.545	.124	.115	.559

a. Dependent Variable: F1

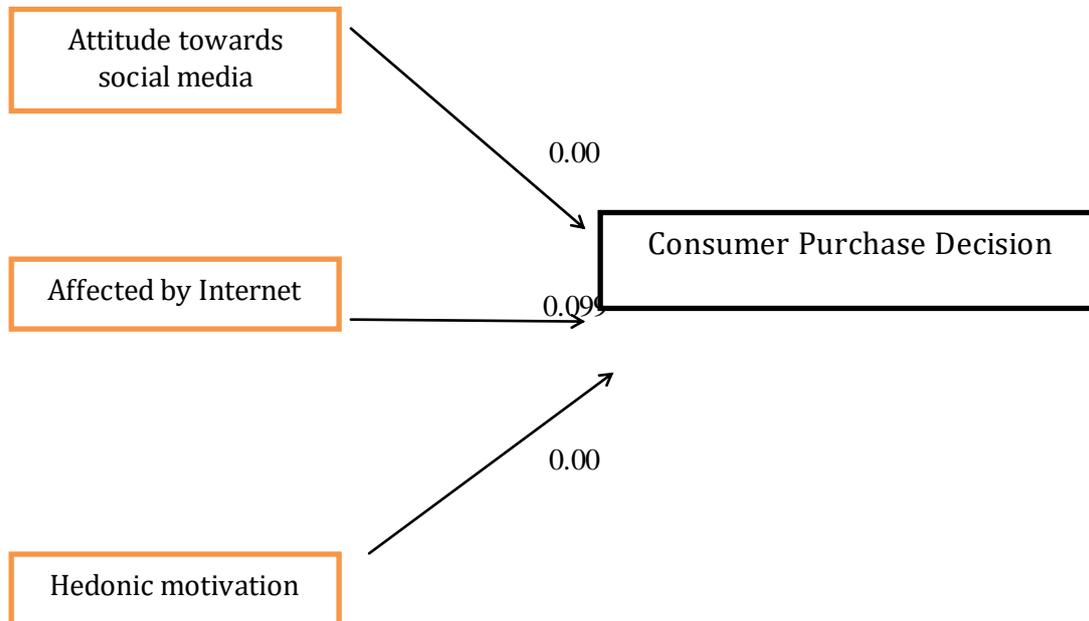
b. Predictors in the Model: (Constant), E1, B1, C1, A1

c. Predictors in the Model: (Constant), E1, C1, A1

In above table, the dependent variable – ‘F1 i.e. Consumer Purchase Decision’ is explained by independent variables- ‘attitude towards marketing, performance expectancy, hedonic motivation, habit, affected by internet’. Here, backward elimination method is used to remove the variables. Here, in Model 1, five independent variables (i.e., attitude towards marketing, performance expectancy, hedonic motivation, habit, affected by internet’) were entered in first phase of the regression model and afterwards out of the five independent variables, one independent variable i.e.,” habit and performance expectancy” was removed.

Structural Model

Results of the Assessment of the Structural Model (Significant variables)



CHAPTER 9

Conclusion

This study concludes social media reviews and their impact on the customer's purchase intention. A closer review of topic leads to identify five main factors (performance expectancy, hedonic motivation, habit, affected by internet and attitude towards marketing) as key predictors of purchase intention. The data of the current study was collected from people who visited hotel in last one year using a questionnaire survey. The model was able to predict about 0.35 of adjusted r square in the customer purchase behavior, and three factors, hedonic motivation, affected by internet and attitude towards marketing, were noticed to have a significant impact on the customer's purchase behavior. Interactivity was also found to have a crucial role in accelerating both performance expectancy and hedonic motivation. In last there we can say that Consumer Purchase Decision in term of hotel depends on the other independent variable.

CHAPTER 10

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CHAPTER 11

ANNXURE

Item	Mean
Attitude towards marketing	
It is necessary for hotels to use social media sites such as Facebook for the purposes of marketing.	3.71
It is a good idea to market with applications such as YouTube, Facebook, and blogs, generally known as social media.	3.72
Marketing with applications such as youtube, Facebook, and blogs, generally known as social media, is very interesting.	3.84
I think that hotels should take part in social networking sites such as Facebook.	3.90
I like marketing with applications such as youtube, Facebook, and blogs, generally known as social media.	3.83
I think that marketing with social media is the future of marketing.	4.02
Performance Expectancy	
I find social media advertising useful in my daily life.	3.69
Using social media advertising increases my chances of achieving tasks that are	3.62

important to me.	
Using social media advertising helps me accomplish tasks more quickly.	3.73
Using social media advertising increases my productivity.	3.73
Hedonic Motivation	
Using social media advertising is fun.	3.80
Using social media advertising is enjoyable.	3.74
Using social media advertising is entertaining.	3.82
Habit	
The use of social media advertising has become a habit for me	3.60
I am addicted to using social media advertising.	3.56
I must use social media advertising.	3.71
Using social media advertising has become natural to me.	3.70
Affected by Internet	
Advertisements from the Internet affect my purchasing decisions.	3.78
Reviews for hotels on the Internet affect my purchasing decisions.	3.71
I regularly look at the reviews of hotels on the Internet before I make any decision.	3.75
Consumer Purchase Decision	
The interactive promotion of the hotel through the social media influences consumer purchase decision.	3.94
Hotel promotion reminders through social media influence consumer purchase decisions.	3.78
Advertising appeal of hotel promotions through technology influences consumer purchase decisions.	3.82
Social media helps to influence Consumer Purchase Decision	3.90