The Effect of E-Word of Mouth (E-WOM) on Various Factors Influencing Customers' Hotel Booking Intention

Krisana Kitcharoen, DBA.
Lecturer of Graduate School of Business,
Assumption University, Thailand

Abstract

Electronic word of mouth received by customers would lead to their hotel booking intention via smartphones both on online or mobile phone application such as Agoda or Booking.com. Travelers who read comments or reviews and made a hotel choice based on those comments were targeted for this study. The research aims to determine the effect of electronic word of mouth on factors influencing hotel booking intention via smartphones. The research hypotheses determine the effect electronic word of mouth attributed toward perceived behavioral control (PB), perceived benefits (PB), subjective norm (SN) and attitude (AT) and how they influence hotel booking intention via smartphones. The paper examines the difference between genders and the purposed model was empirically tested using data collected from an online channel with total respondent of 400 who live in Bangkok. Simple linear regression, multiple linear regression and independent sample T-Test were used for data analysis . This means that travelers want to be known about both complaints and compliments in the online comments. However, this does not mean they intend to reserve a hotel room based on both opinions rather travelers would be approached to reserve a hotel room based on comments. Moreover, this research will help hotel investors, as well as online travel agency operators, to obtain a clearer understanding of guests' needs and wants in order to offer a more desirable service.

Keywords: electronic word of mouth, hotel booking, e-comments, online booking, intention to use

Introduction

Hoteliers and travelers use travel online comments to measure the level of customer satisfaction with the amenities. According to Zheng(2009), the performance of services is dependent on customer's satisfaction. Thus, hotel managers must be aware of comments because the internet has enabled guests by offering easily accessible information (Kotler, 1999).

The importance of using customer comments is to ensure customer satisfaction and provide loyal customers (Holloway and Beatty, 2003). The importance of comments in assisting hotel investors is to understand strengths and weaknesses of offered services (Au, 2010). However, from the customers' point of

view, word of mouth (WOM) can also affect their processing of judgments (Brown, 2007) and majority of customers are therefore seeking WOM as an objective source of information and trust . (Litvin, 2008).

Electronic word of mouth (e-WOM) influences the decision-making process of customers from the previous customers (Xie, 2011), with product evaluation and trust (Filieri, 2016), hotel booking intentions and attitudes (Ladhari and Michuad,2015) and purchase decisions (Mauri and Minazzi, 2013). Consequently, e-WOM helps companies to increase competitive advantage over the rivals (Serra and Salvi, 2014) to improve business performance (Kim, 2016) such as room sales (Ye, 2009) and hotel occupancy rate (Viglia, 2016) and to boost corporate reputation ((Loureiro and Kastenholz, 2011).

Bangkok online users planning travels from different aspects. For instance, Bangkok online users use travel online website or application for planning and travel experience sharing. There is a considerable increase in percentage of online website or application users and conclude that the perceptions and behaviors change rapidly throughout the years.

In addition, with the new generation, new technology has emerged expressing opinions and attitude felt during service encounters. TripAdvisor, Booking.com and Agoda are some specific examples but, in general terms, all online travel agencies (Expedia, Hotels.com, etc.) comprise costumer opinions about their previous experiences. It is the electronic word-of-mouth (e-WOM), consumer-to-consumer information in form of opinions and reviews. Within tourism services in general, particularly in the hospitality industry, e-WOM is of major importance.

Literature Review

Electronic Word of Mouth (E-WOM)

Electronic word of mouth (e-WOM) conversation is both a positive or negative statement made by customers which are available on social media or internet. E-WOM remains over the period including blogs, online reviews, social media post and messages posted on online groups (Hennig-Thurau, 2004). E-WOM provides various sources for online information seekers with positive and negative information as compared to traditional WOM. Moreover, customer with high standard level of interest concerning a product as compared to market generated source, if they can collect more information through online discussion (Bickart, 2001). E-WOM has an influence towards customer attitude concerning on a brand as compared to other sources (Godes, 2004).

Customers believe that online recommendations from other customers are more reliable as compared to information generated by experts. Furthermore, e-WOM has proven an important reference information within the hotel industry (Huang, 2006).

Perceived Behavioral Control

Perceived behavioral control starts from self-efficacy. It is dictated by the total set accessible control beliefs. In particular, the quality of each control belief is influenced by the perceived power of the control factor, and the product aggregate. Furthermore, perceived behavioral control consists of two different factors, namely: belief of control and perceived facilitation. In order to reach a desired outcome, it is important that an individual place has self-availability of skills, resources and opportunities. (Goh, Ho, Jiang, 2015). According to (Pavlov, 57), perceived behavioral control has turned out to be significant indicator of intention towards purchasing a product to obtain information from a web vendor. Besides, earlier researchers conducted by Lam (2006) had shown that perceived behavioral control indicated an important construct in the prediction of consumer's intention towards visiting a tourist destination. Moreover, Mathieson(2004) expresses that perceived behavioral control fundamentally affects consumers' expectation to use IT. Whereas, Palka (2009) had proven that mobile recipient's perceived behavioral control could be influenced by resources-based setting. Lastly, perceived behavioral control has proven as a positively related to consumer's negative word of mouth communication.

Perceived Benefits

The perception of the positive consequences that are caused by a particular action is referred to Perceived Benefits (Leung, 2013). The improvement of informational technology enables customers to access and utilize relatively convenient, effective and inexpensive channels to buy travel products (Buhalis and Law, 2008) that achieves about perceived benefit to technology use (Kim, 2008). Mobile travel booking is increasing and is being driven by travelers looking for last-minute deals and over-night stays (Edhotels, 2018). More specifically, the mobile reservation channel enables travelers to receive location-based recommendations, compared to a specific moment when people achieve to accomplish a particular task by utilizing smartphones.

Subjective Norm

Subjective norm is the perceived social pressure to perform or not to perform the behavior (Ajzen, 2002). It is also measured as normative belief without motivation to comply. Normative belief is the impression of a person towards the perspectives with regards the behavior that is generated by a person who believes that it is important to him. (Ajzen, 2002). Ajzen (2002) added that whenever there is a

stronger e drive to adhere to social pressure, the capacity of social weight is more essential. Moreover, the study of Goh, Ho, Jiang(2015) showed that subjective norm through social impacts is crucial to determine users' intention toward the acknowledgement and usage of technology. In addition, subjective norm also influences consumer's online purchase intention. Also, it is argued to have huge effect toward user's cooperation within the online community. The community, peer impacts are normally word-of-mouth generated by associates, collaborators and relatives. On the other hand, external impacts are generated by media insights, impersonal information and expert opinions. If negative word-of-mouth communication is viewed as a common and righteous behavior by the actor's significant others, and individual consents to what his or her significant considers then the individual may have higher propensity or stronger intention to engage negative word-of-mouth communication. Since numerous people concerned about what others may say, and individual may have a high tendency to be influenced with what his or her significant others think (Simon, 2016).

Attitude

In psychology, an attitude refers to a set of feelings, convictions, and behaviors toward a particular object, individual, thing, or occasion. Attitudes are regularly the result of experience or upbringing, and they can have an incredible impact over behavior. While attitudes are persisting, they can likewise change (Kendra, 2018). Several studies have also demonstrated that word-of-mouth has a dominant influence and develops an individual's attitudes and behavioral intention. Consumers who initially get good or bad information will develop a good or bad attitude which would never be changed regardless of whether the individual receives any bad or good word-of-mouth information. Positive word-of-mouth additionally brings out favorable attitude towards a product as compared to negative word-of-mouth. Moreover, attitude towards a given website assumes an important role in explaining consumer's attitude pertaining to both brand behavior and their behavior. Word-of-mouth generated from friends and family play an important role in improving certain image perception of a travel destination towards an individual (Beerli and Martin, 2004).

Research Frameworks and Methodology

The conceptual framework of this study is developed from the theoretical framework of Sangwon and Yiquan (2017). This framework was aimed to identify the direct influence of electronic word of mouth towards factors influencing customer's intention to book a hotel. There are six independent variables used in this study to measure the relationship among self-efficacy and e-WOM as well as perceived behavioral control, perceived benefits, subjective norm, and attitude.

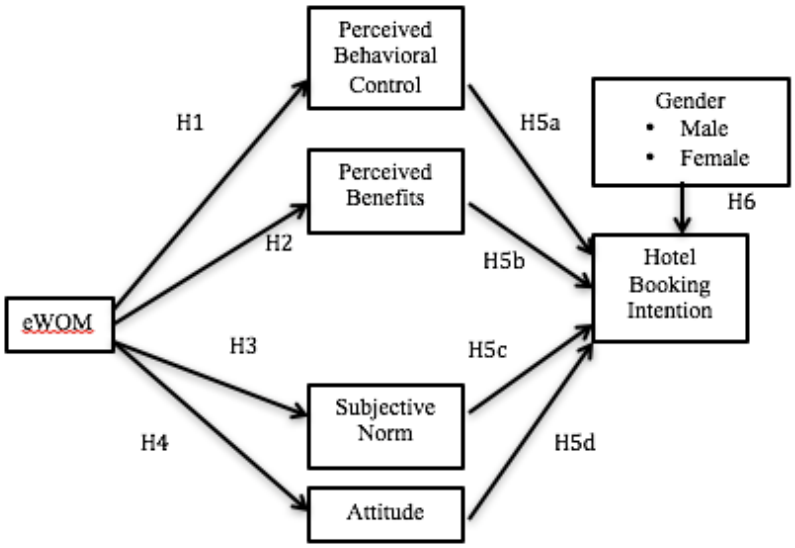

Figure 1. Conceptual Framework

Research Hypothesis

No.	H	Hypothesis
1	H1	e-WOM has a significant effect on perceived behavioral control toward hotel booking intention via smartphone.
2	H2	e-WOM has a significant effect on perceived benefits toward hotel booking intention via smartphone.
3	H3	e-WOM has a significant effect on subjective norm toward hotel booking intention via smartphone.
4	H4	e-WOM has a significant effect on attitude toward hotel booking intention via smartphone
5	H5	Perceived behavioral control (H5a), perceived benefits (H5b), subjective norm (H5c), and attitude (H5d) has a significant effect toward hotel booking intention via smartphone.
6	H6	There is a significant mean different between male and female on hotel booking intention via smartphone.

Research Methodology

This research adopted nonprobability convenience and quota sampling method. The data was collected from target respondents of 400 people who live in Bangkok. The analysis applied multiple linear regression and simple linear regression using a five-point Likert Scale type, and respondents rated from 1 (strongly disagree) to 5 (strongly agree) and applied independent sample T-Test to determine the differences among gender. The questionnaire is divided into three parts, consisting of demographic factors, screening question and variables in the study.

Measurement of variables

The target of this research is people living in Bangkok and who has experiences to book a hotel accommodation using a smartphone.

Population and Sampling

The questionnaire was sent to 400 respondents who live in Bangkok by data by convenience and quota sampling method.

Convenience sampling is a type of non-probability sampling method where people are being taken from the group that is easy to contact or reach. This method is fast, simple and cost effective. The quota sampling method takes a very tailored sample that is in proportion to some characteristic of a population. The researcher carefully controls the distribution of the the questionnaire to 50% male and 50% female for this research.

Estimate Sample size technique

$$n = \frac{Z^2}{4e^2}$$

Which: n is the sample size

e is the level of precision = 0.05

Z is the statistic for a level of confidence Z = 1.96

$$\text{So: } n = \frac{(1.96)^2}{4(0.05)^2}$$

n = 384.16 = 400

Reliability Test

The reliability was determined by using Cronbach's Alpha Coefficient at the pilot stage of 30 respondents. This is considered to examine the reliability level of each group of items included in the questionnaire whether it is consistent and higher than 0.6 or not (Cronbach, 1951). With the reference in Table 1, the Cronbach's Alpha Coefficient falls in a range between 0.638 to 0.900 which is higher than 0.6. This indicates that high internal consistency is met for all research constructs. Therefore, it implies that the questionnaire developed for this study fully achieves the standard required for reliability test and is acceptable to move research forward.

Table 1 .
Consistence of the scales test (N=30)

Variable	Number of Item	Cronbach's Alpha
e-WOM	4	0.900
Perceived Behavioral Control	3	0.716
Perceived Benefits	4	0.814
Subjective Norm	4	0.720
Attitude	3	0.809
Hotel Booking Intention	3	0.638

Results and Discussion

Data Analysis

In analyzing data, Multiple Linear Regression (MLR) and Single Linear Regression (SLR) were used to find the effect, relationship, and difference between dependent and independent variables according to the conceptual framework. In addition, independent sample T-Test is applied to distinguish the mean difference between genders. Descriptive analysis was also used to explore the data to see the overall information.

Descriptive Analysis

The demographic profile summary data of all 400 respondents is shown in Table 2. The gender proportion of respondents who participated in this study was 50% female and 50% male. The age of the respondents was divided by using quota sampling technique. Most respondents graduated with bachelor's degree with 67.5% followed by 31.3% of the master's degree or

higher. In addition, more than half of respondents are employees with 45.8% followed by self-employed 37.3% . Most had income above 50,001 baht which is 44.5%. Moreover, the respondents had experienced travel with friends, 30.3% and company trip at the range of 3-5 people, 49.3% with the length of stay at 3 days, 37.8%.

Table 2.
Demographic Profile and Consumer Behavior Information (400 respondents)

Demographic	**Frequency**	**Percentage (%)**
Gender		
Male	200	50
Female	200	50
Age		
Below 18 years old	11	2.8
18-32 years old	247	61.8
33-47 years old	104	26
Above 48 years old	38	9.5
Status		
Single	290	72.5
Married	95	23.8
Other	15	3.8
Education		
Diploma or Below	5	1.3
Bachelor Degree	270	67.5
Master Degree or Higher	125	31.3
Occupation		
Student	20	5
Government Official / State Enterprise Employees	38	9.5
Employee	183	45.8
Self-Employed	149	37.3
Other	10	2.5
Income		
Less than or equal to THB 10,000	7	1.8
THB 10,001-30,000	87	21.8
THB 30,001-50,000	128	32.0
Above THB 50,001	178	44.5

Consumer Behavior Information		
Travel party in the most recent trip		
Alone	36	9.0
With family	114	28.5
With children	10	2.5
With partners	83	20.8
With friends	121	30.3
With colleagues	36	9.0
Number of travel company in the most recent trip		
1 people	53	13.3
2 people	87	21.8
3-5 people	197	49.3
More than 6 people	63	15.8
Length of stays in a hotel		
1 day	53	13.3
2 days	126	31.5
3 days	151	37.8
4 days	20	5.0
5-10 days	46	11.5
More than 11 days	4	1.0

Pearson Correlation

The Pearson's Correlation Matrix for the hypothesis are shown on Table 3 (H1-H6) . All variables have positive correlations among each other with P-values less than 0.05. According to the reference of the strength of correlation defined by Chegg, the overall value of correlation has greater than 0.1 it can be implied as strong positive relationship. There are two pairs in the matrix that showed the strong relationship, which are Perceived Benefits (PB) with Perceived Behavioral Control (PC) at 0.631 correlations and Subjective Norm (SN) with Perceived Benefits (PB) at 0.558 correlations.

Table 3.
Pearson's Correlation Matrix for Hypothesis (N=400)

Variable	Mean	SD	EWOM	PC	PB	SN	AT	BI

eWOM	3.9514	0.82990	1				
PC	4.3309	0.62781	0.360*	1			
PB	4.0619	0.67195	0.405*	0.631*	1		
SN	4.1800	0.65137	0.332*	0.427*	0.558*	1	
AT	4.3130	0.57243	0.145*	0.240*	0.179*	0.251*	1
BI	4.1406	0.63653	0.157*	0.311*	0.156*	0.156*	0.248*
1							

Note: * represents the correlation which is significant at 0.05 level (1-tailed).

Inferential Analysis and Multicollinearity Validation

Table 4.

Simple Linear Regression Result (H1), Dependent Variable: Perceived Behavioral Control (PC)

Hypothesis	Variable	Standardized Coefficient (β)	VIF	Result
H1	Perceived Behavioral Control	0.360*	1	Supported
R Square	0.129			
Adjusted R Square	0.127			

Note: * represents standardized coefficient (β) with P-value ≤ 0.05.

Table 4 shows R^2 at 0.129 which means that the independent variable Electronic Word of Mouth (e-WOM) could well explain the dependent variable, Perceived Behavioral Control (PC) around 12.9% at the significant level of 0.05 or the 95% confidence level. The P-values of the independent variable (e-WOM) is less than 0.05 which confirm that the hypothesis H1 is supported. As the result, Electronic Word of Mouth has statistically significant effect on Perceived Behavioral Control (PC) with a standardized coefficient (β) 0.360.

Table 5.

Simple Linear Regression Result (H2), Dependent Variable: Perceived Benefits (PB)

Hypothesis	Variable	Standardized Coefficient (β)	VIF	Result

H2	Perceived Benefits	0.405*	1	Supported
R Square	0.164			
Adjusted R Square	0.162			

Note: * represents standardized coefficient (β) with P-value ≤ 0.05.

Table 5 shows R^2 at 0.164 which can be implied that independent variable Electronic Word of Mouth (e-WOM) could well explain the dependent variable, Perceived Benefits (PB) around 16.4% at the significant level of 0.05 or the 95% confidence level. The P-values of the independent variable (e-WOM) is less than 0.05 which confirms that the hypothesis H2 is supported. As the result, Electronic Word of Mouth has statistically significant effect on Perceived Benefits (PB) at the standardized coefficient (β) 0.405.

Table 6.

Simple Linear Regression Result (H3), Dependent Variable: Subjective Norm (SN)

Hypothesis	Variable	Standardized Coefficient (β)	VIF	Result
H3	Subjective Norm	0.332*	1	Supported
R Square	0.110			
Adjusted R Square	0.108			

Note: * represents standardized coefficient (β) with P-value ≤ 0.05.

Table 6 shows R^2 at 0.110 which can be implied that independent variable Electronic Word of Mouth (e-WOM) could well explain the dependent variable, Subjective Norm (SN) at 1.10% at the significant level 0.05 or the 95% confidence level. The P-values of the independent variable (e-WOM) is less than 0.05 which confirms that hypothesis H3 is supported. As the result, Electronic Word of Mouth has statistically significant effect on Subjective Norm (SN) at the standardized coefficient (β) 0.33.

Table 7

Simple Linear Regression Result (H4), Dependent Variable: Attitude (AT)

Hypothesis	Variable	Standardized Coefficient (β)	VIF	Result
H4	Attitude	0.145*	1	Supported
R Square	0.21			

Adjusted R Square	0.19

Note: * represents standardized coefficient (β) with P-value ≤ 0.05

Table 7 shows R^2 at 0.21 which can be implied that independent variable Electronic Word of Mouth (e-WOM) could well explain the dependent variable, Attitude (AT) at 2.10% at a significant level of 0.05 or the 95% confidence level. The P-values of the independent variable (e-WOM) is less than 0.05 which confirms that the hypothesis H4 is supported. As the result, Electronic Word of Mouth has statistically significant effect on Attitude (AT) at the standardized coefficient (β) 0.145.

Table 8.
Multiple Linear Regression Result (H5a-H5d), Dependent Variable: Booking Intention (BI)

Hypothesis	Variable	Standardized Coefficient (β)	VIF	Result
H5a	Perceived Behavioral Control	0.312	1.721	Supported
H5b	Perceived Benefits	-0.088	2.001	Not Supported
H5c	Subjective Norm	0.026	1.515	Not Supported
H5d	Attitude	0.182	1.094	Supported
R Square	0.133			
Adjusted R Square	0.124			

Note: * represents standardized coefficient (β) with P-value ≤ 0.05.

Table 8 illustrates that R^2 at 0.133 can explain that Perceived Behavioral Control (PC), Perceived Benefits (PB), Subjective Norm (SN) and Attitude (AT) can represent 1.33% of all independent variables that effect toward hotel booking intention (BI) via smartphone at significant level of 0.05 or 95% confidence level. The P-value of all independent variables less than 0.05 indicated that the hypotheses namely H5a, H5c and H5d are supported whereas H5b is not supported. The Standardized Coefficient (β) of all hypotheses shows that all independent variables have statically significant positive effect on Booking Intention (BI). In addition, PC has the most effect with A Standardized Coefficient (β) at 0.312. Surprisingly, the result obviously presents that only PB has negative significant effect toward on hotel booking intention (BI) via smartphone with Standardized Coefficient (β) at -0.088. Hence, PB is considered as an inhibitor to the innovation resistance. The variance inflation factors (VIFs) were endorsed to validate the multicollinearity problem. VIFs were less than 5.00 which indicates that there are no critical issues for multicollinearity problem in this study.

Independent Sample T-Test

The independent sample t-test was applied in the hypothesis H6, which tested the significant mean difference between males and females on hotel booking intention via smartphone.

Table 9:
Independent Sample T-Test (H6)

Hypothesis	**Gender**	**N**	**Mean**	**Std.Deviation**	**Std. Error Mean**
H6	Female	200	3.8622	0.67919	0.04803
	Male	200	4.4190	0.44195	0.03125

Hypothesis	**Equal Variances**	**Levene's Test**		**T-Test**			
		F	Sig.	t	df	Sig.	Mean Difference
H6	Assumed	27.507	0.000	-9.717	398	0.000	-0.55675
	Not Assumed			-9.717	341.898	0.000	-0.55675

Table 9 shows the mean of Booking Intention (BI) with 3.8622 on females and 4.4190 on males. The result also indicates that there is a significant difference in BI between females and males with the condition of T (398) = -9.717 and the P-value of independent sample t-test (0.000) less than 0.05 which means that hypothesis H6 is supported.

Conclusions and Recommendations

This research was conducted as an empirical study to examine the factors that are effect ed by electronic word of mouth on a hotel booking intention via smartphones. The study was also extended to investigate the mean difference between genders of 400 respondents in Bangkok area, which effect the actual usage of hotel bookers via smartphones . The conceptual framework was adopted from an integration of the unified theory of effect of positive and negative online comments on business traveler's intention to purchase a hotel room of Fishbein and Ajezen (1975) to test six hypotheses. The results were obtained by using Pearson's Correlation, Simple Linear Regression, Multiple Linear Regression and Independent Sample T-Test analyze to conclusion of this study. The results show that , e-WOM has a significant effect on perceived behavioral control, perceived benefits, subjective norm and attitude toward hotel booking intention via smartphone. This shows that e-WOM strongly influences the hotel customers on their decision to book a hotel. Perceived Behavioral Control, Subjective Norm and Attitude have statistically significant positive effects toward hotel booking intention while Perceived Benefits

has statistically significant negative effect toward hotel booking intention via smartphone. The result reveal that the most influential factors on hotel booking intention were perceived behavioral control followed by attitude, subjective norm and perceived benefits. Perceived Behavioral Control is the most influential variable on hotel booking intention. This concludes that perceived benefit control impacts the booking intention of respondents who use smartphone to book the hotel in Thailand. The finding exactly aligns with the studies of Faranak, (2015). Hotel customers are relied on technology which electronic word of mouth has been perceived as a standout amongst the most persuasive resources of information transmission. The advances of information technology and the emergence of online social networks sites have changed the way information is transmitted. It is very important for hotel investors to clearly understand how these factors affect consumption behavior of people today. The analysis of mean difference between females and males can conclude that both genders have significance on hotel booking intention via smartphone.

Limitations

There are several limitations for this study. A limitation is that the research focuses only on the samples of people who stay in Bangkok and have ever booked a hotel via smartphone. Therefore, the findings of this study may not be applied to another city or country since people in a different city or country also have differences in culture, environment, and geographic situations.

Future Research

Future research should enhance the generalizability of the findings by examining the target city or country and should consider the events related Thailand hotel booking and keep updating the information or booking details. In addition, researchers should add more variables such as trust or reliability which are important concerns because people e probably use this kind of service if they trust in the electronic word of mouth before deciding to book a hotel.

References

Ajzen, I. (2002). *Perceived behavioral control, self-efficiency, locus of control, and theory of planned behavior.* Journal of Applied Social Psychology 32: 665-683.

Au, N. (2010). *The impact of culture on eComplaints: evidence from Chinese consumers in hospitality organizations,* Information and Communication Technologies in Tourism 2010, Springer, pp. 285-296.

Beerli A, M., & Martin, JD. (2004). *Factors influencing destination image*. Annals of tourism research 31: 657-681

Bickart, B. (2001). *Internet forum as influential sources of consumer information.* Journal of interactive marketing 15: 31-40.

Brown, J. (2007). *Word of mouth communication within online communities: conceptualizing the online social network*, Journal of Interactive Marketing, Vol. 21 No. 3, pp. 2-20.

Filieri, R. and McLeay, F. (2013). *eWOM and accommodation: an analysis of the factors that influence travelers' adoption of information from online reviews*. Journal of Travel Research, Vol. 53 No. 1, pp. 44-57.

Godes, D. (2004). *Using online conversations to study word-of-mouth communication.* Marketing science 23: 545-560.

Goh, SK., & Ho, Vt., & Jiang N. (2015). *The effect of electronic word of mouth on intention to book accommodation via online peer-to-peer platform*: Investigation of Theory of Planned Behavior. Retrieved from *https://www.researchgate.net/publication/292187590*

Hennig-Thurau, T., & Walsh, G. (2003). *Electronic word-of-mouth: Motives for and consequences of reading customer articulations on the internet.* International Journal of Electronic Commerce 8: 51-74.

Holloway, B.B. and Beatty, S.E. (2003). *Service failure in online retailing a recovery opportunity.* Journal of Service Research, Vol. 6 No. 1, pp. 92-105.

Huang, JH. (2006). *Herding in online product choice.* Psychology and marketing 23: 413-428.

Kim, W.G. (2016). *The impact of social media reviews performance: the moderating role of excellence certificate.* International Journal of Hospitality Management. Vol. 55, pp. 41-51.

Kotler, P. (1999). *Marketing for Hospitality and Tourism, 5th ed*. Pearson Education.

Kurt, T. (2010). *The evaluation process: an introduction to the perceived cost/benefit relationship.* Retrieved from
https://www.classyllama.com/blog/perceived-cost-benefit-relationship

Ladhari, R. (2007). *The effect of consumption emotions on satisfaction and word of mouth communications*. Psychology and Marketing, Vol. 24 No. 12, pp. 1085-1108.

Lam, T. (2006). *Predicting behavioral intention of choosing a travel destination.* Tourism Management 27: 589-599.

Leung, X.Y. (2017). *Bibliometrics of social media research: a co-citation and co-word analysis.* International Journal of Hospitality Management, Vol. 66, pp. 35-45.

Litvin, S.W. (2008). *Electronic word-of-mouth in hospitality and tourism management*. Tourism Management, Vol. 29 No. 3, pp. 458-468.

Loureiro, S.M.C. (2011). *Corporate reputation, satisfaction, delight, and loyalty towards rural lodging units in Portugal*. International Journal of Hospitality Management, Vol. 30 No. 3, pp. 575-583.

Mathieson, K. (2004). *Predicting user intentions: comparing the technology acceptance model with the theory of planned behavior.* Information systems research 2: 173-191.

Mauri, A.G. and Minazzi, R. (2013). *Web reviews influence on expectations and purchasing intentions of hotel potential customers*. International Journal of Hospitality Management, Vol. 34, pp. 99-107.

Palka, W. (2009). *Mobile word-of-mouth-a grounded theory of mobile viral marketing.* Journal of Information Technology 24: 172-185.

Perceived behavioral control. Retrieved from https://people.umass.edu/aizen/pbc.html

See Kwong, G. (2015). *The effect of electronic word of mouth on intention to book accommodation via online peer-to-peer platform: investigation of theory of planned behavior.* Retrieved from
https://www.researchgate.net/publication/292187590_The_Effect_of_Electronic_Word_of_Mouth_on_Intention_to_Book_Accommodation_via_Online_Peer-to-Peer_Platform_Investigation_of_Theory_of_Planned_Behaviour

Serra Cantallops, A. and Salvi, F. (2014). *New consumer behavior: a review of research on eWOM and hotels*. International Journal of Hospitality Management, Vol. 36, pp. 41-51.

Stephanie. (2015). Quota sampling: definition and examples. Retrieved from http://www.statisticshowto.com/quota-sampling/

Suanders, M; Lewis, P; Thornhill, A. (2012). *Convenience sampling.* Retrieved from https://en.wikipedia.org/wiki/Convenience_sampling

Viglia, G. (2016). *The influence of e-word-of-mouth on hotel occupancy rate*. International Journal of Contemporary Hospitality Management, Vol. 28 No. 9, pp. 2035-2051.

Xie, H.J. (2011). *Consumers' responses to ambivalent online hotel reviews: the role of perceived source credibility and predecisional disposition*. International Journal of Hospitality Management, Vol. 30 No. 1, pp. 178-183

Ye, Q. (2009). *The impact of online user reviews on hotel room sales*. International Journal of Hospitality Management, Vol. 28 No. 1, pp. 180-182.

Zheng, T. (2009). *An analysis of customers' e-complaints for luxury resort properties*. Journal of Hospitality Marketing & Management, Vol. 18 No. 7, pp. 718-729.