



THE MOTIVATION OF HOTEL RESERVATIONS: FROM A GENDER PERSPECTIVE

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Abstract

Prior research indicated that different genders have different decision-making and purpose for online consumption. When choosing shopping, women pay more attention to the emotional satisfaction in the shopping process, while men pay more attention to the purposeful choice. In this paper, the factors influencing the decision-making behavior when booking hotels are different between men and women are studied. In order to establish a model to accurately measure the hotel decision factors. Questionnaires were distributed among the designated population. From the results of the survey, it can be seen that men's subjective feelings towards products during online shopping may be affected by their purchase intention, while women are more influenced by online word-of-mouth and additional evaluation and have a significant impact on the final purchase decision. In addition, men and women also have different preferences in the use of room booking websites.

Key words: purchase decision: hotel reservation: network search: network evaluation

Introduction

In the past twenty years, the Internet e-commerce of booming development caused the whole tourist hotel system, mainly from offline booking fundamental changes have taken place in distribution channels, from the online payment is hotel reservation confirmation the fundamental means and forms, more convenient online hotel booking prompted global online travel industry is developing rapidly. (The Economist, 2014). As a result of the Internet is

convenient, prompting the travelers need to download the corresponding tourism online software, can easily find needed on tourism products, the limitations of the Internet have broken the original holiday vacation, so travelers can search what you need to travel products anytime and anywhere, so as to achieve a convenient simple convenient save time transactions quickly and easily (Toh et al, 2011). Internet online tourism not only facilitates consumers to Travel, but also increases the profits of enterprises in the tourism industry, in-

cluding hotels, ticketing and other related industries (Hotel Marketing, 2012).

Hotel in order to rapidly increase profits not only use their own marketing website, also use third party travel web sites and other tourist information website that makes tourism hotel reservation information retrieval more convenient and accurate, it also makes some bad businessmen use this way to promote products for sale makes consumer is a certain loss (Kotler et al., 2010). According to previous research, most consumers do not book hotels on the official website of hotels, but through third-party travel websites (Bennett, 2007). In terms of people's booking habits, people do not necessarily order rooms because of the low price, but consider the booking factors in many aspects (Peterson, 2011). By understanding the consumption behavior of consumers, it can be known that consumers do not blindly pursue cheap and cheap prices when choosing hotels, while many sellers still take preferential and cheap prices as their selling points instead of understanding and studying consumers' order purposes and main search frequency of hotels and draw conclusions (Peterson, 2011).

Hotel to consumers for a cheap price is not the main consideration, that consumers will not be for the consumer purchase decision. Discounts will be play a role, and we want to discuss the problem, less research in this aspect, there is no accurate data discount promotions and discounts to consumers have crucial influence, thus research on gender and discount promotion for hotel

check-in.

This study applied the theoretical model framework called Martin- Gropius- Bau (MGB), which can also predict, evaluate and analyze the behavior of consumers (Bagozzi et al., 2002; Perugini & Bagozzi, 2001). Although the MGB model has not been widely used in the field of hotel research, it does not affect the role of this paper. This paper mainly studies the influence of objective factors of human gender on the search and behavioral decision to make a reservation.

Literature Review and Hypotheses Development

In order to create favorable profits, travel companies, hotels and ticketing companies have adopted different pricing strategies and promotion forms to stimulate consumers' price perception and enable them to make decisions and place orders. However, under the current Internet situation, tourism products are mostly separated from each other. (Clemons, Hann, & Hitt, 2002; Toh et al., 2011). In this objective situation, hotels in the volatile market must always pay attention to market changes even to adjust the price, improve the market competitiveness, the investigation shows that the hotel's profit and loss the most important price pricing strategy rationality (Kimes, 2009). In the popularity of the Internet for online shopping consumers already very proficient in, and can quickly find your most needed products and the most superior price, so that makes hotel pricing challenges, the hotel must be constantly adjusted price updates of all the distribution channels, thus increasing attention and

stimulate consumption and decision-making order, also can see through the history price change trajectory, so as to increase the price structure to improve hotel profitability model (Mourier, 2013). Many hotels adopt real-time price adjustment strategies for the purpose of increasing occupancy and destocking (Kasavana & Singh, 2001; Sahut & Hikkerova, 2009) Sahut and Hikkerova (2009) hotel products can reasonably use these several distribution strategies for pricing, can be promoted for a short period of time, can also reduce the quality of goods, the sale of goods is not transparent, the way of bidding. The convenience of online shopping brought by the Internet enables consumers to use third-party software for accurate search and price positioning to find the type of hotel they need, and can reduce the time cost to better understand the products and make comparison shopping (Blackwell et al., 2006; Park & Gretzel, 2010; Punj, 2012). Initiative in the Internet operating consumers generally do not accept the seller's recommendation, consumers will be very passive to accept the information at this moment, how to improve the consumer enthusiasm and search frequency is sellers to thinking problem, thus promotion information on the Internet, this master of online consumers will actively pursue such information that is people's profit point of view, so consumers will actively look for pages and transaction information, can increase the size of the sales increase profits, thereby allowing to streamline sales branches and channel (Hawkins & Mothersbaugh, 2010).

Men and women because of the

different physiological and to search on the ability to process information also have different preference, and website design and advertising has a very different attitude and decision making style is that we are continuously explore, to think women compared to time spent on the search for the price will be more men will this form of promotion will be particularly interested, women prefer coupons while men prefer to settle for the discount so that we can further study inspire loyalty application, Women are more sensitive to the pleasure of shopping than men (Melnyk & Van Osselaer, 2012).

Rational behavior psychology (TRT) and TPB in expectancy theory and goal theory on the basis of the research, and these are all can better understand the expectations of individual behavior and individual indicators, however, the first is to buy influence consumer behavior attitude and motive in purchasing behavior (Perugini & Bagozzi, 2001), TRT and TPB has been widely used, especially in the consumer behavior research consumers and unfamiliar to the familiar goods commodity purchase behavior research, From the perspective of psychology, the purchase decision of consumers on goods is also the state influence of expectation on goods (Perugini & Bagozzi, 2001). Therefore, the change of consumers' decision will be influenced by their own emotions, expectations and attitudes at that time. In addition, no research has been conducted to investigate online consumers' behavior and purchase intention by using MGB. Therefore, this study combines significant factors that may affect online transaction search behavior with var-

ables in MGB to form a complete online consumer behavior framework.

The current research applies MGB to study the behavioral decision of consumers booking hotels on the Internet. The following framework assumptions are based on MGB to build the model, and the proposed model is shown in Figure 1. It is assumed that attitudes (H1), positive emotions (H2), subjective norm (H4) and perceived self-efficacy (H5) have direct and significant positive effects on consumers' motivation to book hotels through online travel agents. Negative emotions will have a direct negative impact on the customer's motivation to book a hotel (H3). The concept of self-efficacy has also been hypothesized to have a direct impact on the motivation to book a hotel. Self-efficacy is considered to be a person's ability and confidence to complete a task, similar to the concept of "expected outcome" (Bagozzi et al., 2002, p. 73). Perceived self-efficacy determines "consumers' self-assessment of their online shopping ability" (Vijayarathy, 2004).

The frequency of this past behavior is assumed to have a direct effect on motivation (H6) and intent (H7). Finally, according to MGB, motivation is the proximate cause of intention (Xie et al., 2013). Stronger motivation is thought to trigger more obvious intentions that lead to behavior. Consumers who want a discounted hotel room are encouraged to look around until they are satisfied with the advertised deal. Thus, the role of motivation is assumed to be mediating, leading to cognitive, emotional, and social factors affecting

individuals' willingness to book hotel transactions (H8).

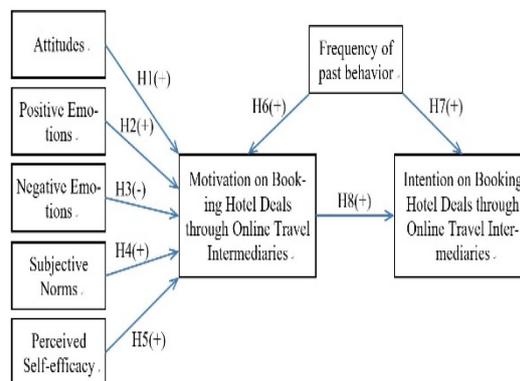


Figure 1 Proposed Research Model

Motive on the basis of the research process in this paper, based on the established the research target, so as to collect related data at home and abroad, a first step research framework based on the literature data and research hypothesis method, and through literature review, questionnaire survey, and the problem of the material recycling questionnaire, and statistical analysis and validation, and finally to study the results of the analysis and arrange them come to the conclusion and the suggestion, the first use of the literature on the basis of using the method of questionnaire, literature is used to analyze the questionnaire item setting, the questionnaire is mainly divided into two parts, the first part mainly is a personal information questionnaire, These include perceived benefits, perceived risks, cognitive assessment and impact attitudes (Harris & Mowen, 2001), and Likert Scale to evaluate the relationship between the corresponding specific variables and the corresponding problems.

Data Analysis

This paper conducted a questionnaire test by issuing questionnaires to obtain effective query analysis statistics, which is the premise to ensure the authenticity and effectiveness of the research.

Reliability analysis method, through the analysis of the reliability analysis method, the reliability and stability of the questionnaire, directly affects the quality of questionnaire important indicators, from the concrete method is through the questionnaire to the same kind of transaction repeated tests, it is the result of the degree of consistency, reliability index is, the higher the coefficient of performance, then the

higher the reliability.

Correlation analysis: a statistical method used by correlation analysts to determine whether there is a correlation between variables and to study the closeness of different variables. It mainly USES correlation coefficient to express the degree and direction of the linear relationship between variables. Correlation analysis can determine which variables are significant and which are not from the many variables that affect a variable. If the correlation coefficient between the two variables is positive, it indicates that there is a positive correlation between the two variables. If the correlation coefficient between two variables is negative, it indicates that there is a negative correlation between two variables.

Variance analysis method, more accurate in order to be able to test all the variables in the model the impact on the hotel reservation of consumer decision-making, before the regression analysis, this study first the demographic factors of gender, age, education level, occupation and contact network time as control variables, using univariate analysis of variance test demographic factors on the hotel booking decisions directly affect consumers.

This paper studies the collected statistical data and conducts a sample demographic structure analysis. The following sections of this paper respectively illustrate the background structure of the investigation on gender, age, educational background and occupation. Table 1 indicated sample descriptive statistical analysis.

Table 1 Sample descriptive statistical analysis

Personal charac-	category ^o	The number of ^o	The percentage ^o
gender ^o	male ^o	100 ^o	48.5% ^o
	female ^o	104 ^o	51.5% ^o
age ^o	Under 20 years old (inclu-	9 ^o	5.4% ^o
	21 to 30 ^o	145 ^o	70.1% ^o
	31 ~ 40 years old ^o	40 ^o	20.6% ^o
	41 years old or above ^o	10 ^o	3.9% ^o
professional ^o	students ^o	75 ^o	36.7% ^o
	services ^o	46 ^o	22.6% ^o
	Civil servants ^o	28 ^o	13.6% ^o
	other ^o	55 ^o	28% ^o
Work experience ^o	There is no ^o	40 ^o	19.5% ^o
	1 ~ 5 years ^o	113 ^o	55.5% ^o
	6 ~ 10 years ^o	25 ^o	12.1% ^o
	More than 11 years (inclu-	26 ^o	12.9% ^o
The highest rec- ord of formal schooling ^o	High school ^o	4 ^o	3% ^o
	University college ^o	136 ^o	65.6% ^o
	Bachelor degree or above ^o	64 ^o	31.5% ^o

1, gender,

There were 100 males (48. 5%) and 104 females (51. 5%) in the valid questionnaires collected in this study.

2, age,

Among the effective questionnaires collected in this study, 145 (70. 1%) of the age group were 21 to 30 years old at most, 40 (20. 6%) were 31 to 40 years old, 10 (5. 9%) were 41 years old or above, and 9 (5. 4%) were 20 years old or below.

3, professional

According to the valid questionnaire collected in this study, 75 students (36. 7%) were the highest, followed by others, 55 (28%), 46 (22. 6%) in the service sector, and 28 (13. 6%) in the civil service sector were the least.

4. Work experience

Among the effective questionnaires collected in this study, 113 (55. 5%) had the most work experience of 1-5 years, 40 (19. 5%) had no work experience, 26 (12. 9%) had more than 11 (inclusive) years, and 25 (12. 1%) had 6 to 10 years.

5. Highest degree

Among the effective questionnaires collected in this study, 136 (65. 6%) were college students, 64 (31. 5%) were college students, 4 (3%) were high school students, and 136 (66. 7%) were college students.

Eight variables in this paper can be used to the CFA: self-awareness, social rules, market-oriented, negative emotions, positive emotions, attitudes, eight variables statistical analysis model, the model of the index data after complete the CFA program is adapted to χ^2 , using Mplus (Version 7) on the structural model test, and adopts maximum likelihood estimation to estimate the model. SEM results showed that the hypothesis model was a good choice, (335) = 960. 086, $p <$ measure, CFI = . 948 = . 941 TLI RMSEA = . 057 (90% CI)² [. 053 -. 062], SRMR = . 092. The results of SEM also show that the model path produces important parameter estimation. Attitude and perceived self-efficacy have significant motivation and positive correlation with motivation (motiv = . 41, $p <$. 01; att → mov, $p <$. 01) pse → mov. However, positive emotions, negative emotions and subjective normative constructs are not as significant as statisti kari in predicting motivation (s = 13, n). pem → mov N beta = . 05). nem → -mov = -. 01, n. s. ; $\beta_{sn \rightarrow mov}$ The frequency of past behaviors is significantly correlated with positive motivation and behavioral intention (= . 09, $p <$. 01;

$f_{qb \rightarrow mov}$ Beta = .07, $p < .05$). $f_{qb \rightarrow bi}$ Finally, the dynamic construct strongly influences the intention of the participants to make the transaction to the hotel (.89, $p < .01$). $mov \rightarrow bi$. Since ideation is assumed to be the mediating effect of guiding attitude, positive emotion, negative emotion, subjective norm and perceived self-efficacy on behavioral intention, we tested the indirect effect. The results show that the indirect effects of attitude and self-efficacy are supported, which also suggests that motivation is the mediator of the hypothesis model. When comparing the results between the male and female groups, there were significant differences in the impact of positive emotions on motivation. Specifically, for men in the group, the construction of positive emotions was a statistically significant predictor of motivation ($\beta = .23$, $p < .05$), rather than a group of females ($\beta = .05$, n). $pem \rightarrow mov$ (male) $pem \rightarrow mov$ (female) In addition, men and women show different frequency effects on past behavior in terms of motivation and intention. The males' past behavior significantly affected their motives and intentions in making hotel reservations ($p < .05$, $p = .09$). $f_{pb \rightarrow mov}$ (male) $P < .05$; $f_{pb \rightarrow bi}$ (male) However, women's past behavior only affected their motivation to book hotel transactions ($\beta = .07$, $p < .05$; $f_{pb \rightarrow mov}$ (female) $\beta = .01$).

When consumers use the Internet to search for goods they desire and are actively involved in the decision-making behavior of consumers to spend, and online marketers to stimulate consumer desire, on the website for reasonable extension and layout fully make promotional activities show that prompted consumption decisions have confidence in oneself, finally reached a decision.

Discussion and Conclusion

From the above data analysis and statistical results show that the differences between sexes in online purchase decision for consumers have different, the male has a big motivation for check-in after sale and settlement influence and women are not emotional fluctuations, women than men was not influenced by emotional factors, however, in the study, women should be larger and more than men by emotional factors (Lee, Bai, & Murphy, 2012) from the studies have shown that when men receiving promotions can accelerate the speed and place an order for a room reservation decisions, so as to reduce their quantity to reduce time, and women in the promotional information and cannot be like men rush to order a deal and to better plan, get more solution, usually women will continue to search eventually reach to the information and get the confidence of the purchase to achieve successful transactions is easy searching capability and get information is the key factor.

Analysis from the above research statistical analysis research, women make decisions on the Internet booking is more inclined to save time to save money when sales promotion activities, while men are all the more to non-cash incentives, the different more prompted the seller in rendering results for men and women consumption make a different plan, from the Angle of the seller for hotel loyalty for men in order to gain more benefits in return for higher level members, for example, however, women pay more attention to exchange money and dis-

count coupons and discount coupons (Kwon & Kwon, 2007). The above research has fully verified that men and women have completely different consumption attitudes towards online decision-making of hotels. Men's loyalty towards purchasing decisions and men's previous purchasing experience are the main reasons for men's loyalty, while women's difference in purchasing decisions lies more in the existing search information for decision-making. From the above research results we know that different programs must be developed for male and female consumers to achieve better competition.

The limitation of this paper lies in that there is a specific model that does not analyze all the factors and it cannot be specified in detail, for example, consumers' intervention information without other information in a specific scenario is in a closed state or time limit (Sigala, 2013). Or if you miss out on a previous transaction and then you can make use of yourself to promote the possibility of transaction, these are the future research directions, so as to better study consumers' purchasing motivation. Finally, the study examined gender differences in hotel booking decisions among participants. There are other demographic factors such as nationality, age, marital status, travel cost and travel type preferences that may influence consumers' purchase decisions (Ozdipciner, Li, & Uysal, 2010). Therefore, future research can extend the findings of existing research and further study different demographic factors and consumer preferences to provide a clear and comprehensive model of

passenger decision-making.

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