

The influence of different reservation options on the decision of purchasing hosting services



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ABSTRACT

To maintain sales and conquer a greater market shares, it is indispensable that companies should seek keeping updated regarding sales to the customer. The understanding is that the client, in most cases, search for best cost-benefit beyond many suppliers with the same range of options. The purpose of this research was to raise the factors that most influenced the purchase decision of acquiring hosting services. The research was characterized as a quantitative and descriptive approach, with a sample of 503 people. Regarding data acquisition, it was performed through an online questionnaire during the month of November, 2019. The study aimed at analyzing the variables that influence the behavior of shopping from consumers and the marketing strategies used to attract and maintain clients. Facing the results of the questionnaire, it was verified that the characteristics that influenced the decision of purchasing a service were: relevance of comments of third parties to 66.9% of the respondents, verification of indirect marketing elements such as influence of colors and the use of the number 9 as attractive price during sales.

Keywords: consumer behavior, influence factors, marketing strategies.

1. INTRODUCTION

Tourism and hotel services have contributed with 8.8 trillion dollars in the world economy, presenting a 3.9% growth to the same researched performed in the year 2017 and has allowed the generation of 319 thousand jobs offered worldwide in the tourism market (WTTC, 2018).

The interaction between shopper and consumer has gained power with the ease of access after the technological expansion in the last years. All this globalization of data has generated greater exchange of sharing information, which is accompanied by organizational, commercial and social innovations, which are altering the way of life of people nowadays (Assmanm, 2000).

According to Buhalis and Law (2008), previously the consumer depended solely on tourism agencies to have access to full and detailed content regarding a touristic destination. However, with the upcoming and developing of the internet, this has changed.

Travelers are no longer passive in the process of information and have become lead actors in their own travel plans (Silva & Mendes, 2014). Due to globalization and fierce competition in hosting, it was necessary to develop products that could capture and maintain clients (Mondo & Costa, 2013)

The new phase called the digital era has created virtual consumers, being the internet the main tool used for purchasing and analysis of services and products, according to Solomon (2011). Internet has strong points such as velocity, low cost of the establishment, international distribution, personalized relations, easy search and interconnections of the cyberspace (Cruz & Gândara, 2003)

According to Blackwell, Engel and Miniard (2005), consumers have become exigent, not only due to the product and services offer but also because of the information access, possibility of comparing, choosing and sharing experiences, facilitating the process of purchase.



For the hotel market, online sale embodies the possibility of sales 24 hours a day, being able to reach potential buyers and personalize offers at any given moment (Venetianer, 1999).

In this new transition from traditional to digital, Kotler, Kartajaya & Setiawan (2017) stated that the new marketing characterized as marketing 4.0 considers human feelings, social transformations and revolutions from internet interactions. Also, the junction of traditional marketing to the consolidation of digital sales has resulted in positive outcomes with higher sales growth for the company.

To become well-succeeded in the hyper-competitive environment, companies of all sizes and types should focus in the first order of any business – to understand how consumers perform their decision of product and shopping selections, according to Blackwell, Miniard & Engel (2005).

Since hotel companies have their products being offered around the clock and still suffer from high and low season oscillations, hotel marketing is responsible for the maximization of sales, guest attendance and hotel disclosure (Castelli, 2001).

According to Cordeiro (2006), the analysis of consumer behavior aims at satisfying their needs and wishes through actions, products and services that enchant the customers, inducing them to purchase. During the process of online shopping, customers tend to gather more information, search offers, research and compare the offered prices (Morgado, 2003).

With this purpose, hotel marketing, when managed properly, helps directly in customer satisfaction, growth of the organization and to conquer new markets. When a client follows an indication or performs a research on some product or service, this is the moment to transform this person into a future consumer.

The transformation of consumer behavior has stimulated companies and marketing professionals to develop proper strategies to the digital environment. During the research, constant innovations in the sales structured technique and offer of the final product were observed.



Among the results of the research, some management suggestions are highlighted, as the constant actualization of companies facing the online service sales of housing services. According to Centurión (2015), the correct way to proceed to managing income is to constantly review strategies, observing whether those strategies are compatible with the reality of the company, the market and macro scenery.

The content offered by hotel services should have an approach with key-factors that transmit liability to the consumer. A result that is highlighted depends on details such as correct targeting of the sales channel, how information is exposed to the public and the direction to whom and when to sell. .

With this study, the expectation is to contribute not only to the academic environment but also to the management means with information that help the prevention of mistakes during online sales and, with some key-factors, to help with differentiation techniques at the moment of the purchase, aiming at attracting the maximum number of clients.

The problem of research was defined as: what are the factors that most influence the decision of purchasing of hotel consumers and what are the most used sales strategies by the enterprises? To answer those questions, it was decided as purpose of research to raise the factors that most influenced the decision of purchasing of hotel consumers.

2. THEORETICAL REFERENCE

2.1 PROCESSES IN THE PURCHASE DECISION

According to Kotler (2017), a purchase process starts when consumer recognizes a problem or a need. For Churchill (2005), the same process is influenced by social, marketing and situation factors. From this perspective, Blackwell, Miniard & Engel (2005) expose that the consumer's behavior is referred to activities that are directly involved in the acquisition, consuming



and availability of products and services, including decision processes that precede and follow those actions.

The study of consumer's behavior is focused on the way that individuals decide how to spend their available resources (time, money, effort) with consumer goods. Solomon (2011, p.33) reveals that "the study of purchase processes are involved when individuals or groups select, buy or dispose products, services, ideas or experiences to satisfy their needs and wishes".

Espartel, Basso & Rech (2015) evaluated that electronic commerce for consumers represent easiness of access to information, time economy, practicality and convenience. With the buying power of a click, Rajamma, Paswan & Ganesh (2007) stated that in the online environment there is preference rather to acquire services than physical products since tangible goods may be acquired in physical retail.

Solomon (2011), Schiffman & Kanuk (2000) state that the individual, as consumer, suffers several influences, such as: psychological, personal, social and cultural. And, due to that, no client goes through the same process at the moment of buying, states Karsaklian (2013).

For Cortez & Mondo (2018, p.122), the decision making processes describe how information is obtained by the consumer and ordered to perform the decision. And, according to the authors, most models quote five stages of decision: identifying the problem, search for information, evaluation of the alternatives, choosing and after choice process.

According to Almeida & Freitas (2012), consumers go through three different phases of purchase: expectation, perception and disclosure. During the expectation period, there will be contact with communication media for the final procedure of purchase, posterior with the arrival to the establishment and waiting for the service which was offered at the moment of the purchase.

In the perception phase, the guest enjoys purchasing and during this step there will be acknowledgment of the product. At last, the disclosure



phase, considered most critical, since it will be disclosed by the customer according to what was received during the process.

Blackwell, Miniard & Engel (2005) proposed a decision making process of purchase based on seven stages:

- Acknowledging needs: the first stage of any purchase decision, the consumer recognizes a problem or a need. Marketing professionals should direct the product which will attend such problem, need or consumer's wish;
- Search for information: after recognizing the need, consumers start searching for information that at a given point in time was stored in memory or genetic tendency called internal sources. In another case, external sources will be used, in the environment with family members, with co-workers, on the internet and etc;
- Evaluation of the pre-purchase alternatives: during the information gathering process by the consumer there will start the process of decision, in which a filter within the alternatives is established, evaluating those alternatives that will bring more benefits and limiting the choice to only one alternative, in order to satisfy the problems, needs or wishes;
- Purchase: At this moment, the selected option or acceptable substitute will be acquired;
- Consumption: after the purchasing and taking possession of the product itself, the acquired alternative is used;
- Evaluation of the post-purchase options: the degree of satisfaction with the purchase is evaluated and a new evaluation of the experience is performed according to the meeting of expectations.
- Disclosure: as final stage of the model of purchasing decision, consumers have several options such as full disclosure, recycling or reselling in case of tangible goods.



It can be concluded that the dynamism between selling and consumer's behavior to online shopping has broadened more than the foundation of purchase and sell of a specific product and any detail counts as weight for satisfaction or frustration (Levrini e Maciel, 2016). Studies about the process of purchasing and how influences the purchase itself, since the early stages of production, logistics of selling, commerce and after sale are needed.

2.1.1 INFLUENCES IN THE DECISION MAKING PROCESS OF PURCHASE

The analysis of motivation which, directly and indirectly, affects consumer makes the marketing strategy of any company essential. Constantly, each consumer receives a large number of information that influence his/her choice. The role of marketing is discover what motivates consumer between the stimulus of purchase and final consumption.

Blackwell, Miniard & Engel (2005) quote that variables influence the decision process of purchase and are divided into environmental influences, individual differences and personal factors.

For Kotler and Armstrong (1993) the influence in the moment of purchase may be classified in four main factors, according to Figure 01. For these authors, the characteristics are personal factors, such as age, work, economy consolidation, lifestyle and personality as influence in the acquisition of a product.

Cultural Factors	Social Factors	Personal Factors	Psychological Factors	
Culture Subculture Social classes	Reference groups Family Roles and social positions	Age Occupation Economic consolidation Lifestyle Personality	Motivation Perception Learning Beliefs and attitudes	Consumer



Regarding price, mean value will be offered in an attractive form to the public, since this is the sole element in the production of income. Price has a strategic function within marketing mix and it is where the client has strong impact to consumption call, as stated by Espartel, Basso & Rech (2015).

Kotler and Keller (2006) state that the amount that the guest will invest transmits to the market the positioning of the intended value by the company. Whereas, in 'p' of product, it is summarized what is offered by the company, where it is gathered all the quality of what will be delivered.

In the pillar strength, logistic and distribution will be directly interfering in the decision of public segmentation. It is the distribution point or service, known as location, where the product is available for commerce (Bianchini e Mondo, 2020).

In case of hotels, clients are aware to information such as details on the room, services that are offered and the group of added references. Within a competitive market, with simultaneous sales of the same products, the difference is based on intangible factors, such as technology leadership, quality, reliability and service quality (Porter, 1999).

And the last pillar of marketing is promotion, which acts as focus of the strategy of disclosure, mainly in the understanding as how hotel space and services may draw the attention of a future client.

However, the search is not limited to sources dominated by marketing professionals. Customers also search for information from sources of influence that marketing professionals cannot interfere, such as word of mouth, sources of product evaluation and media news . (Blackwell, Miniard & Engel, 2005)

2.2 PRICE FORMATION

For Jung and Dall'Agnol (2016), price formation goes beyond the simple definition of a monetary value, runs through elements of competition. Initially, there is the need to specify the difference between price and value. According to Kotler, Keller (2006, p.9) "Value, which a central marketing



concept, is the relation between the add of tangible and intangible benefits provided by the product and the sum of financial and emotional costs involved in the acquisition of such product."

Kotler and Keller (2012) quote that the process of delivering value to the customer starts before the creation of the product and goes on during the product's development and after is launch in the market. The writers have divided the sequence of the process of delivering value in three phases:

- First phase: this stage is considered marketing's "basic homework", being a fundamental stage before the creating of a product, where the market segmentation, selection of the target-market and development of the positioning of the offer value will be performed.
- Second phase: consists in providing value, which will be determined specific characteristics, price and product's distribution.
- Third phase: based on communication of the value to the consumer, using the sales forces as internet, advertisements and other tools to announce and promote the product.

According to Hilsdorf (2011) "the sum of efforts directed to obtained what we search for represent the price that we pay to obtain what we want, while the sum of benefits we receive to obtain what we search for represents value!"

In a summary, value is the perception of the benefit that varies from one customer to another, since it depends on the degree of necessity, satisfaction and utility. Meanwhile, price is the quantitative expression of the value of the service or product, being defined by the costs involved in the development of such service or product and the profit that was planned.

2.3 MARKETING ELEMENTS

With a market full of companies fighting for consumer's attention, it is essential the use of strategies to capture clients to a business, inciting the search for the highest number of possible different tactics. Friedman (2005)



states that never before in the History of mankind several people had the possibility to find so many information regarding different subjects in one location.

Nowadays, digital platforms are the company's consolidation and this is why companies must be adapted to key-factors of digital marketing. To Buhalis & Sinatra (2019), brands should take advantage of technology, social media and constant connectivity to promote engagement and customer's interactions to create a personalized service for the client.

The electronic website of each company is the company's virtual selling space and must emphasize the information that highlights its products or services. One of the main characteristics of this distribution channel is its direct availability, having a great penetration potential with a potential demand (Sturmer e Souza, 2019).

According to Mondo, Dellingshausen & Da Costa (2011) the website of a hosting environment is the basis to gather information to a complete market such as guests, clients and tourists. Garcia (2012) emphasizes that in hotel field, websites must be set to attract the customer to make online reservations and to create engagement with the brand.

During the website assembling, details must be taken into consideration and mainly how sales strategies are performed since through such strategies, directly and indirectly, the attention of consumers is captured.

For Guimarães & Borges (2008), there are recommendations during the making of a website, such as the care with information density, the information, the balance in the use of color, the size of files and animations.

According to Farina, Perez & Bastos (2006, p.2), "The language of color is an attractive environment which acts on the customer's subconsciousness, allowing its use aligned with strategic purposes of products and companies."

Colors provide several effects on consumers, among which stimulation of brain areas responsible for excitement or tranquility. Farina, Perez & Bastos (2006), mention that it is an individual language, men behaving according to their physical conditions and cultural influences.



Ads with more appealing colors such as red or yellow are in the spotlight of consumer's attention (Espartel, Basso & Rech, 2015). Yellow symbolizes a bright color and full of energy, which instigates happiness and stimulates the consumer to focus.

Red is associated with a hot color, dynamics and the unconsciousness of this color increases blood pressure, breath, beating of the heart and pulse. When used during a sale's process, it generates a stimulation as urgent and this is why it is associated to sales or even to attract impulsive buyers.

In Crepaldi (2006)'s definition, color provides the memory of an announced product, almost unconsciously pushing the spectator to choose it among several other options at the moment that the acquisition of the merchandise seems like a satisfactory need.

Besides colors, some basic details such as complete information and standard photographs, help sales didactic and transmit trust to the consumer. The good development of the institutional website communicates that the company is connected to the new demands of the market.

3.METHODOLOGY

3.1 Study design

This research had the general purpose of analyzing the influences exposed to consumers during the moment of purchasing hosting services and some examples of marketing interference in virtual media.

The approach of the research was quantitative and the objective was a descriptive and exploratory research. The exploratory character establishes criteria for the elaboration of a research that aims at offering information about the objective according to Cervo & Silva (2007).

The procedure was of applied nature and technical methodology with review of the available literature in addition to field research. With the application of the questionnaire, it was possible to gather needed information to help the study.



The close online survey was constituted by a total of twelve multiple choice questions, for Mattar (1994) multiple choice questions present advantages such as facility and speed during the act of answering.

To guarantee the efficacy of the research, the first question was a filter to detect whether the respondents belonged to the desired sample. With the purpose of collecting precise data and, therefore, selecting the aimed population for the study.

With the filter question, it was questioned whether the consumer had already performed online reservations for hotel services. In case the answer was “no”, the respondent would not proceed to the following questions.

In order to maintain the questions more intuitive, some questions received examples with screen prints from sales platforms of hotel services.

3.2 Population and Sample

Regarding the sample, it was not classified as probabilistic by accessibility, which was necessary for the formation of exploratory researches, applied to an infinite population.

The invitation to participate in the research was sent in several channels and the sample was composed by a total of 503 respondents. The comprehension of the interviewee's profile was outlined to delimit the public in a detailed way, and the representation was majority of female gender, with age varying from 26 to 35 years and college education.

3.3 Gathering data instrument

The instrument of data gathering was elaborated through a closed online questionnaire. The survey was the investigation instrument that aim at receiving information based generally in the inquisition of a representative group from the studied population. Parasuraman (1991) explains that a questionnaire is only a group of questions, made to generate the necessary data to reach the purpose of the research.



For a better perception about the behavior of the consumer, in Chart 01, the literature with the main studies used for this study, is described.

Theme	References
Consumer's behavior	Karsaklian (2013); Morgado (2003); Nogami (2009); Sales, Carvalho & Arruda (2015); Schiffman & Kanuk (2000); Sheth, Mittal & Newman (2001); Solomon (2011);
Comments regarding services	Ayeh; Au e Law (2013b); Buhalis e Law (2008); Cortez e Mondo (2018); Sales et al (2014); Silva e Mendes (2014); O'Connor (2008);
Influences at the moment of purchase	Almeida & Freitas (2000); Crepaldi (2006); Espartel & Basso (2015); Farina, Perez & Bastos (2006); Hilsdorf (2011); Gedenk & Sattler (1999); Jung & Dall'agnol (2016), Liang & Kanetkar (2006); Schindler (2001), Mondo & Costa (2013).
Price	Espartel, Basso & Rech (2015); Blackwell, Roger; Miniard, Paul & Engel, James (2005); Schindler (2001); Liang & Kanetkar (2006);Gedenk & Sattler (1999); Jung & Dall'agnol (2016)
Fidelity programs	Baptistella (2004); Farias (2010);

Chart 01 – Elaboration of the Instrument of the Research

Source: elaborated by the author (2019).

With the raise of the themes, it became possible to identify the main elements for the design of the research and the formulation of questions. For this, the content was formulate according to what was previously deepened.

3.4 Data gathering

Initially, a theoretical review of the subject was performed, analyzing theories about consumer's behaviors, their variations and their influences on sales in hotel business.

After, a structured questionnaire was elaborated according to the studied perspective, information gathering was possible through the online



questionnaire. During the period from November 5th, 2019 to November 25th, 2019, the questionnaire was accessible through Google Docs (Appendix 1) to the correspondents.

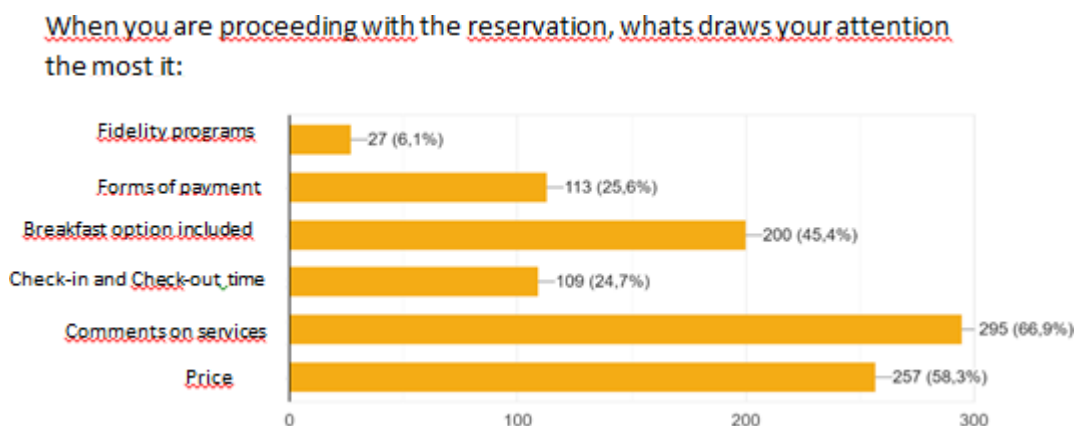
The link became available to known people, with the aid of Whatsapp groups, Facebook groups and also sent by e-mail to professionals and colleagues from the area of tourism and hotel business.

4. RESULTS AND DISCUSSIONS

From the total of 503 respondents, the percentage of 87.7% had performed online consultations of reservations, so this group could move on to the next questions. The remaining 12.3%, since did not have contact with online reservations, did not move on to the following questions.

After the filter question, in a multiple choice question, what draws more attention during the moment of reservation, were the following options: fidelity programs, forms of payment, breakfast option included, check-in and check-out time, comments referred to the services and prices.

Among the options offered in the question, as observed in Figure 01, the results in decreasing order were: 66.9% for comments referred to the services, 58.3% with price, 45.4% with breakfast option included, 24.7% with check-in and check-out time and for last, with 6.1%, fidelity programs.



Graphic 01 - Reservation Process
Source: Data from the research (2019)



Since the majority of the respondents selected comments and prices as the main option, it can be seen how much sales have changed the direction of focus. If before the consumer had exclusively information exposed by the company to the consumer, now there is the communication customer to customer. (Prahalad e Ramaswamy, 2004).

The view of third parties about a specific product has become an indicator that customers are more likely to trust in information generated by the consumers, rather than providers of the products (Buhalis and Jun, 2011).

Tourism and hospitality aim at searching for technologies to improve the experience of the consumer (Buhalis e Sinatra, 2019), the client participates in the processes of conception of goods and services, through the exchange of knowledge from the parts (Prahalad e Ramaswamy, 2004).

According to Corrêa (2009), virtual spaces and their multiple needs of access improved involvement, characterizing each user and still raised the high degree of collective articulation between them.

Comments are a form of immediate feedback, where experiences of third parties are described on a product or service. Satisfied users impact directly on the brand's reputation, by sharing their online experiences (Silvas & Mendes, 2014), which is equivalent to advertisement known as "word of mouth".

In the consumer's vision, the internet user's opinions have influence and significant position on the process of purchase, but in second place regarding influence at the moment of purchase considered price.

This remains as one of the fundamental elements in determining purchase since it depends on how much the consumer can invest each time.

Kotler & Keller (2006, p. 429) quote:

"[...] price works as a main element in the choice of buyers. Although other facts have become important in the last decades, price remains as one of the fundamental elements in determining market's participation and the profit of the companies."



Being the third item most voted, breakfast was important to 45.4% of the respondents. Generally, this is the only meal which is included in a hotel's daily room rate, being easily highlighted as a strong influence in the choice of a hotel by a customer (Trancoso, 2008).

For some, breakfast is the most awaited moment of the trip, verifying this item as a big competitive differential for hotels and also a unique moment for the hotel to conquer the guest with the provided service (Trancoso, 2008).

With 6.1% of the opinions, fidelity programs were pointed out during purchase preferences. For companies, fidelity programs facilitate "identifying the consumer segments that may be focused with offers or little treats closer to what value means to those consumers" (Blackwell, Miniard & Engel, 2005, p.50).

The idea behind fidelization is to reward loyalty of the consumer when frequently such consumer maintains the repeated habit of purchase (Dorotic, Bijmolt & Verhoef, 2012). Consumer's loyalty to fidelity may be different through different levels of fidelity and better benefits offered by the fidelity program.

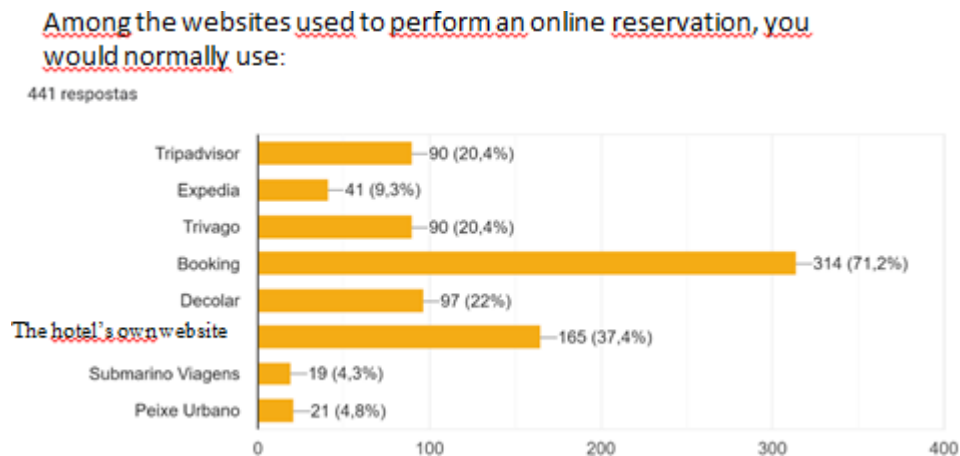
Among all the options to the respondents of the research, the only option that depended solely on the client would be the option regarding online comments. Even though comments depend on the consumer's will to publish the relate, this is directly related to the level of satisfaction or dissatisfaction. And for that, it is expected from the hotel enterprise that conditions are prepared for the customer to receive needs and wishes.

Fornell (1992) quotes that faithful customers are not necessarily satisfied customers, but satisfied clients tend to be more faithful. Blackwell, Miniard & Engel (2005, p.52) "client's fidelity based only in customer's satisfaction is one of the main actives a company can develop."

The third question was about digital online platforms that the consumer most uses for online reservations, among them the options were: Tripadvisor, Expedia, Trivago, Booking, Decolar, Submarino Viagens, Peixe Urbano or the



own hotel website. As it can be seen in Graphic 02, Booking was the most voted website with 71.2%, meanwhile Submarino Viagens was last with 4.3%.



Graphic 02 – Websites used

Source: Data from the research (2019)

Booking's platform is a didactic platform, offering the services in Portuguese and with simple and practical consultation. Most of the times, this platform does not accept payments with credit cards, payment through bank deposits or prepayment at the moment of reservation.

With 37.4% the second most voted platform are the own websites of the hotels. This demonstrates that consumers do not limit themselves to platforms but to price comparison and services from the original source.

The online sales channels such as TripAdvisor, Expedia, Trivago, Booking, Decolar, Submarino Viagens and Peixe Urbano are all classified as online travel agencies, known as OTA.

According to Sparemberger and Zamberlan (2008), the channel of distribution is composed by organizations that direct the buyer to a product or service that he/she is looking for, with the direction to purchase characteristics determined by the buyer.



These quoted companies have become known as a hotel window and several types of hosting. Acting like intermediate agents between consumers and hotels, such platforms invest hard to maintain updated and stimulate consumption.

The fourth question was about the consumer's preference among the options: forms of payment, fidelity programs, promotions, bigger offers of hotels and others, as it can be seen in Table 01.

Preference among options	%
Forms of Payment	10.9%
Fidelity programs	4.1%
Promotions	31.7%
Bigger hotel offers	37.2%
Others	16.1%

Table 01 – Choice of digital platforms

Source: Data from the research (2019)

It can be noted that in 37.2% of customers have the preference of platforms with bigger variety of hotels, followed by promotions with 31.7%. It can also be stated that the appeal to low prices and sense of 'once in a lifetime opportunity' attract the consumer, such as OTA platform and hotels competing directly for the views of the client.

The fifth question was direction to gather information regarding the profile of the respondent, so the frequency of the trips was questioned, being the options: every 15 days, once a month, every six months or once a year.

Frequency that travels	%
Every 15 days	4.3%
Once a month	10.9%
Every six months	47.4%
Once a year	37.4%

Table 02 – Frequency of the trips



Source: Data from the research

The respondent public most times travels at every six months, with 47.4%, once a year with 37.4%, once a month with 10.9% and every 15 days with a total of 4.3%. For the profile of frequency of traveling, the behavior influences are considered, such as income, availability to travel, age, if the reason for the trip is work or leisure.

“The behavior of the consumer before tourism products is susceptible to oscillations due to several factors, economic or not” by Fernandes & Coelho (2002, p.224).

The sixth question approached a practical example of three online reservations, with different prices, aiming at understanding what the choice of the consumer would be, as it can be seen in Image 01.

The first option offered payment of a non-refundable rate, with mean value of R\$171,00 per night, the second option with the same time of rate, but included breakfast with the value of R\$189,00 the daily hotel rate. In the third option, the value would be of R\$214,00 free canceling, reservation without payment and free WI-Fi.

Among the option, which would you choose to proceed:

Apartamento
 Acomoda 3
 1 cama de casal
 Mais detalhes >

Option 1: Non Refundable
 Free Wi-fi
 R\$ 171 por noite
 R\$ 342 para 2 noites
 Reservar
 Leva apenas 2 minutos

Option 2 : Non Refundable
 Free wi-fi and Breakfast buffet included
 R\$ 189 por noite
 R\$ 378 para 2 noites
 Reservar
 Leva apenas 2 minutos

Option 3
 Free cancellation until Wednesday Feb 12
 Reserve now, pay later
 Free Wi-fi
 R\$ 214 por noite
 R\$ 427 para 2 noites
 Reservar
 Leva apenas 2 minutos

Image 01 – Research questionnaire

Source: Data from the research



Option 02 was the most chosen by 60.5% that included breakfast with non-refundable payment and with the mean value of R\$ 189,00. Followed by Option 03 with 25.4% of the consumers and at last, Option 01, with 25.4%.

Being option 02 the most voted, an association that consumers search for the best cost-benefit among options was made. As already seen in this research, breakfast was one of the items that most count at the moment of reservation.

Within this question, through a review of the literature with references regarding the perception of price by the consumer, authors such as Schindler (2001) who studied the final effects of specific pricing in sales and memory of the price by the consumer, and digits 9, 5 and 0 were more frequent in the composition of prices in the market. Or still exemplifying Gedenk & Sattler (1999), which affirmed that retail frequently uses prices ending in 9, even though there is no consensus in sales volume.

The several influences of marketing messages through promotions and advertisements are associated to certain types of prices to seem "familiar" in reservation (Espartel, Basso & Rech ,2015).

Question number six was exemplified with two hotel daily rates with values very close to one another with the purpose of verifying what the consumer's position before that would be, as exemplified in image 02. For this purpose, an example which the photo of the room does not appear on purpose was used to identify whether the consumer would still remain choosing such service.



Between the two options, which would you choose:



	<p>Quarto Duplo Standard Mais detalhes ></p>	<p><u>Free cancellation until Thursday, December 19</u> <u>Free Wi-fi</u> <u>Breakfast buffet included</u></p>	<p>R\$ 235 <small>por noite Total: R\$ 249</small></p> <p>Reservar <small>Leva apenas 2 minutos</small></p>
	<p>Twin Room - Superior Mais detalhes ></p>	<p><u>Free cancellation until Thursday, December 19</u> <u>Free Wi-fi</u> <u>Breakfast buffet included</u></p>	<p>R\$ 229 <small>por noite Total: R\$ 245</small></p> <p>Reservar <small>Leva apenas 2 minutos</small></p>

Image 02 – Research questionnaire

Source: Data from the research

For 76.2% of the respondents, the choice was with Double Standard Room, which in this case had the photo of the room. Even though a daily rate without the appearance of the room's photo, 23.8% chose this option to proceed with the reservation.

It is known that there is influence of the symbolic benefits in consumption, which means, not only the function of the product will determine its purchase, but also the symbol or image that represents will have importance (Nogami, 2009).

Every image is the representation of something, for hotels it is the opportunity to gather photographs of your establishment as disclosure material at the moment of the purchase. Attention is also needed to the way such material is exhibited, not only the quantity, but also the quality of what is offered.

Being inserted in digital media creates a special treatment since the beginning, to the creation of its own web page with daily maintenance of photos, videos and extra information. This connection between offered product and client's need, improves the hotel credibility, and this investment to maintain the digital platform is highlighted in the market.



Sequentially, it was questioned to the consumer if whether the notification 'Only one room left', when appears, meant in some way influence to the consumer proceed to the reservation in a short time. For this, three options were available: yes, no and maybe.

To 34.3% of consumers, the last minute warning does not make reservation an action before expected, as for 31.6%, who answered yes, this type of ad influences to perform reservation in advance and 34.1% chose maybe.

In the ninth question, two options of choice were available, both choices offered the same type of room only suffering interference of the types of daily rate, as seen in Image 03.

Option 01 with non-refundable rate, breakfast included and initial value of R\$199,00. However, the offered daily rate presented a 5% discount, resulting in R\$189,00. Thus, option 02, with free cancellation, breakfast included and daily rate at R\$ 210,00.

Among the two options, being both pre-paid, which would you choose:



Standard Casal
Acomoda 2
1 cama de casal
Mais detalhes >

Option 01
Non-refundable
Free Wi-Fi

Option 02
Free cancellation until
Thursday, December 19
Breakfast buffet included

R\$ 189 por noite
5% OFF
R\$ 199
Selecionar
Leva apenas 2 minutos

R\$ 210 por noite
Selecionar
Leva apenas 2 minutos

Image 03 – Research questionnaire

Source: Data from the research

The choice of the majority was option 01 with 57.8%, meanwhile 42.2% chose option 02. It is highlighted that even though the risk of canceling exists, the consumer tends to book the daily rate with discount, even with the risk of losing the entire value of the reservation in case of canceling.

The last question served to verify the influence of the red color in online sales, for this, both daily rates could be divided, with free canceling and with



promotional codes, as in Image 04. For 53%, the 'best option of the day' from Transamericana was chosen and 47% chose the Blue Tree hotel option.

In a competitive environment, hotels need elements of differentiation which induce the client the choice (Lima, 2013). For Farina, Perez & Bastos (2006), "the color has the capacity to capture the attention of the buyer quickly and under a domain, essentially, emotive".

Among these two options, which draws your attention the most for a reservation or to verify more information:

The image displays two hotel listings side-by-side. The top listing, 'Transamerica Executive Jardins', is highlighted with a red border and a 'Melhor oferta do dia' (Best offer of the day) badge. It features a price of R\$ 265 (discounted from R\$ 279), a rating of 8.6, and a 'Selecione' button. The bottom listing, 'Blue Tree Premium Verbo Divino', has a price of R\$ 207 (discounted from R\$ 230), a rating of 8.4, and a 'Selecione' button. Both listings include details about location, amenities, and cancellation policies.

Image 04 – Questionnaire of the research

Source: Data from the research

According to Guimarães & Borges (2008) color, when occupies a highlighted space shows symbology and still, may be used in favor of the information and communication. Therefore, it is different from natural presentation and meaningless from random information.

In this study, the respondents of the research, majority, were from female gender with 70.5%, followed by 29.3% from male gender and by 0.2% non binary. Harmon & Hill (2003) probed that men are more likely to purchase in online environment than women.

It is considerable to inform that the majority of the sample was composed by women, thus, it is not enough to suppose the women buy more online than men.

The public was considered young, with 29.1% participants, ages from 18 to 25. Followed by 18.6% from 40 to 50 years and by 14.5% from 26 to 30 years of age.

Age Group	%
Less than 18 years old	0.9%
Between 18 and 25	29.1%
Between 26 and 30 years of age	14.5%
Between 31 and 35 years of age	10.7%
Between 36 and 40 years of age	8.2%
Between 40 and 50 years of age	18.6%
More than 50 years of age	18%

Table 03 – Age groups of the participants
Source: Data from the research (2019)

Regarding education, College education was prevalent with 34.2% together with post-graduation Master/PhD with 32.4%. The option Incomplete Basic Education was not chosen by any participant.

Degree of education	%
Incomplete Basic Education	-
Complete Basic Education	0.5%
Incomplete High School	1.1%
Complete High School	8.2%
Incomplete College	23.3%
Complete College	34.2%
Postgraduate/ Master/PhD	32.4%

Table 04 – Level of education from the participants

Source: Data from the research



The last question was regarding the monthly income of the participant, as described in Table 05. The great majority, 30.4%, received from three to six minimum wages, which corresponds to the value of R\$2.994,01 up to R\$5.998,00, subsequently with 26.7% of the participants, the income of more than nine minimum wages (more than R\$8.982,00).

Monthly income	%
Between R\$998,01 up to R\$2.994,00	30.4 %
Between R\$2.994,01 up to R\$5.998,00	21.9 %
Between R\$ 5.998,00 up to R\$ 8.982,00	15.1 %
More than R\$ 8.982,00	26.7 %

Table 05 – Monthly income of the participants

Source: Data from the research

Tracing a profile of the participants from the research where the majority was established from female gender, ages varying from 26 to 35 years, complete college education, with trips every six months and with monthly income from three to six minimum wages.

5. CONCLUSION

This research had the general purpose of investigating the influences of different option at the moment of reservation of hotel services. One the positive impacts of the research was the online form, where the public could answer whenever it was convenient within the routine.

Sales aspects were incorporated in a didactic form to the consumers, such as the ones used in photo comparison. The examples that were illustrated in the questionnaire were taken from the online sales channels from the companies themselves, and it becomes clear that companies invest in their digital marketing.



Companies that act in digital environment have bigger highlight and still, are able to conquer potential customers. As seen, the consumer is attracted by several influences of colors, price, comments, breakfast option and each one of these details creates a differential.

From the analysis of the interviewees,, a great relevance of sharing information from third parties was identified in online environment. The consumer wants to feel informed, desires to be aware of the reputation of the establishment so a commercial relationship can be started.

Buying hotel services depends on the junction of factors that influence the behavior of the consumer, not only comments but still offers, fidelity programs or prices. It will be the whole amount of information that may increase the client's chance to want the offered product.

Each client has his/her priority and for that, digital marketing aims at establishing a direction to purchase, searching for whom, where, when and how to sell. With the right tools it is possible to obtain commercial advantage and therefore, higher efficacy in sales results.

For future researches, it is suggested a determined focus in a hotel segment, such as executive hotel, leisure hotel, among others. In order to define target-public and also, investigate what sales strategies are more used by companies versus which ones the consumer chooses.

It is recommended for administrators to realize the great impact of digital marketing in their enterprises. It is suggested the use of attractive rates to the clients, so that the customer can feel the benefit during purchase or an aggregated sell to that host which feels attracted by breakfast. It is vital the adoption of practices that influence the sales moment.

Understanding the client's profile is necessary since each client has his/her own motivations for a specific purchase and with a big number of company selling the same product, it becomes essential a mean of differentiation.



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APPENDIX - INSTRUMENT OF DATA GATHERING:

Question 1- Have you ever performed or do you perform online reservations to online hotel services?

() Yes () No

Question 2 – When you are almost proceeding with the reservation, what draws your attention the most is:

() Fidelity programs () Forms of payment () Breakfast option

() Check-in and Check-out time () Comments regarding services () Price



Question 3 – Among the websites you use to make an online reservation, you normally choose

- Tripadvisor Expedia Trivago Booking Decolar Hotel's own website
 Submarino Viagens Peixe Urbano

Question 4 – Among all the websites, you prefer to perform the reservation on this website because of the:

- Form of payment Fidelity program Promotions Bigger hotel offers
 Others

Question 5 – What frequency do you travel?

- Every 15 days Once a month Every six months Once a year

Question 6- Among the three options, which would you choose to proceed with a reservation?

Image 01- Questionnaire from the research

- Option 01 Option 02 Option 03

Question 7- Between the two options, which would you choose:

Image 02 – Questionnaire from the research

- Option 1 - Double Standard Option 2 - Twin Room Superior

Question 8 – When you are verifying a hotel's availability, the notification of being the last room available makes you feel a bigger necessity to perform the reservation?

- Yes No Maybe

Question 9 – Between the two option being both prepaid, which would you choose:



Image 03 – Questionnaire from the research

Option 01 Option 2

Question 10 – Between these two options, which would draw your attention the most to perform a reservation or verify more information?

Image 04-- Research questionnaire

Option Transamérica Executive Jardins Option Blue Tree Verbo Divino

Question 11- Gender which you identify yourself:

Female Male Binary

Question 12 – What is your age group

Less than 18 years of age From 18 to 25 years from 26 to 30 from 31 to 35 years Between 36 and 40 Between 40 and 50 More than 50 years of age

