

“Influence of hedonistic and utilitarian motivations on online booking of hotels”

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ABSTRACT: : *It is unlikely that any aspect of our lives is untouched by technology. In the hospitality business, internet has radically transformed the way of room distribution. It is this digital medium which has made considerable progress in finding innovative ways of reaching out to the customers, influencing, facilitating and enabling room bookings. This has made the world to become a global marketplace. Decision making process of the new and evolved digital customer has also undergone a change. The consumer buying behaviour, apart from attitude, trust, satisfaction, reviews and ratings, is greatly induced by motivators. There are two distinct underlying motivations that translate into a purchase decision. These are hedonistic and utilitarian values. This study undertakes to study these motives of the digital consumer. This research comprises of a questionnaire as the research instrument, to ascertain the varied variables of the two identified motivations as the main constructs. The questionnaire comprised of a five point Likert-type scale ranging from strongly agree to strongly disagree tested a sample size amounts to 683 respondents from Pune city based on judgement type of sampling method. The aim was to understand the effect of hedonistic and utilitarian motives on online booking of star hotels. It was found both set of motives are very important and need to be balanced in order to actualise purchase. It was also found that the hospitality product is more hedonistic and its distribution more utilitarian. As the outcome of this study it is recommended the author has proposed a model which explains how both set of motives affect online bookings of hotel rooms.*

Key Words: “Hedonistic motivations”, “Utilitarian motivations”, “Online Hotel Reservations”, “Digital Consumer Behaviour”.

INTRODUCTION

Traditionally human intensive, the hospitality industry that greatly relies on relationship marketing and customer service, it has also revamped into a new digital avatar. Hotel websites enable room bookings just a click away. Apart from their own websites, other online platforms like Meta Search Engines, Online Travel Agents, Social Media Sites, Global Distribution Networks are alternate ways of securing room business. Internet technology has helped overcome many a limitations of time, location, boundaries and business is now more global and liberated than ever. Customers and prospective ones can be attracted, acquired and retained through the net. Product information, bookings, cancellations, billing, database management, reviews, customer service, loyalty etc. all and more can be efficiently handled with use of technology. Growth in acquisition of smart phones and availability of low cost of speedy internet has further upped the popularity of e-commerce.

When it comes to consumer buying behaviour, there are three distinct stages. Namely, pre consumption, consumption and post consumption. Together, all these stages form important stages come together as a total of collective one experience of the product or service. These experiences may be motivated by various needs. These intrinsic needs may be hedonistic or utilitarian in nature. Both these categories of factors have an impact in the attitude of customers that influences. This research studies the extent and effect of both these motivations in the room reservation behaviour of the digital consumer.

SCOPE

The geographical scope of the presented study is hotel establishments with four and five star classification and within Pune city. The respondents' profile is especially those who use these hotels for business and or leisure purpose. Analytical scope includes excel and SPSS software. Contribution scope encompasses a proposed model based on utilitarian and hedonistic motivations.

LITERATURE REVIEW

Broadly, consumer motivation towards online booking of star hotels may be classified Utilitarian factors and Hedonistic factors. The set of former are to do with utility or usefulness and appeals to the various logical, rational and functional aspects of booking. The latter refers to the soft side, which appeals to feelings of customers and elicits emotions of joy, happiness, thrill, fun, delight and such positive responses.

Hanks, (2012), shared that broadly, hedonic products are regarded as experimental, fun, luxurious, pleasurable and enjoyable. The hedonic (experiential) motivation comprises emotions and views consumers as more than just thinkers and as feelers and doers (Holbrook and Hirschman, 1982). Enjoyment also shows on consumers' fulfilment and eagerness to replicate customization activities. Consumers react emotionally to an online site, which drives subsequent action (i.e. booking behaviour). Indeed, research reflects that more consumers enjoy planning their travels; the more keen they are to buy it. Thus, process enjoyment is the main driver of customers' booking intentions.

Utilitarian in contrast, are thought of as, instrumental, functional and necessary (Dhar and Wertenbroch, 2000). Sarkar, (2011), highlighted that utilitarian motivation is that which appeals to the logical side of the mind of a person, which rationalizes and reasons. Utilitarian motivation has its base in economic utility theory and is often the underlying reason of consumer preference. It refers to attributes such as durability, price or reliability (Sheth et al., 2000).

Many studies have found basis that both these sets of motivations are important. The impact of both these factors is not considered to be equal. Utilitarian factors have more bearing on online hotel room reservations.

Essawy, M., (2013), explored the relationship between booking process and the attributes of the website. He found that the process is seamless, effortless and time saving in cases where hotels have well designed websites and ease the booking process for the consumers. Ögüt, H., & Onur T., (2012), discovered that one of the key advantages of providing information in the desired format also had the power to command and get away with incremental prices. It was found as a small price for the convenience such websites guaranteed. Third party agents like Online Travel Agents performed better in this regards than hotel websites. Gregory, S., and Briete, D., (2001), studied and found that guests seek information about the property that they are interested in. Once satisfied, only then do they make bookings. It spoke about the conscious and logical effort invested by them in making a conscious choice, based on facts. Jeong, et. al., (2003), stressed that perception of customers about the usefulness of the information by the website also influences the use of the said hotel's website. They also commented that websites of hotels need to be easy to navigate and convenient to use. Along similar though, Kim and Kim, (2006), also affirmed that hotel websites should curtail navigation challenges as ease of use is a crucial constituent in customers' decision to wish to make use of hotel websites in the future.

Chun-Fang, C., (2006), laid that when it comes to the website, its usefulness, user friendliness, accessibility and design, are few of the factors that affect perception of the users and impact purchase decisions. Furthermore, Luo, et. al., (2007) added that the users' perceived ease of use of the website greatly impact the process leading to the final buy. Essawy, M. (2013), also found that customers evaluate company websites based on factors of usability. On the other hand, Gretzel and Fesenmaier, (2005), found evidence that suggested that the feelings and emotions such as joy, happiness, elation and enjoyment that a customer experiences after interacting on the website has vital reflection on perceptions of the website, the company and positively impacts purchase. But largely it was found that Utilitarian aspects have a greater impact than hedonistic motives. Keeping in mind the discussion, the first proposition is posited by the researcher.

Prevalent literature reflects that both utilitarian and hedonic motives influence consumers' buying intent. Furthermore, it is understood that in case of making hotel bookings online, the hotel product is hedonic in nature, whereas the booking process is utilitarian. As much as a balance is needed, the researcher also probed which of the two motive values are more significant.

OBJECTIVES

1. To explore the scope of motivation(s) that affect online booking of star hotels.
2. To analyze the role of hedonic and utilitarian aspects of consumer buying behaviour for online booking of star hotels.
3. To study the perceived versus existing extent of utilitarian and hedonistic motivations on online booking of star hotels.

HYPOTHESIS

H1: Utilitarian motives impact online bookings of star hotels more positively than hedonistic motives.

DATA ANALYSIS AND INTERPRETATION**Table 1: Enjoy online booking of hotels**

SN	Scale	Frequency	Percentage	Cumulative Percentage
1	Strongly Agree	5	431	63
2	Agree	4	111	16
3	Undecided	3	46	7
4	Disagree	2	33	5
5	Strongly Disagree	1	62	9
Total			683	100

The above table shows the measure of hedonistic value of enjoyment. It is seen that 542 respondents amounting 79% agree that they find the process of booking hotel rooms online an enjoyable. This makes this hedonistic element strong as majority find it as a pleasurable activity. This reflects that the consumers' readiness to the medium and also its popularity. Also, very few closing negligible numbers do not find it enjoyable. Hence, it is known that hedonistic value of enjoyment is experienced by consumers and it plays as a motivation for them to use the online medium to book hotel stays.

Table 2: Thrill upon successful booking of a hotel room online.

SN	Scale	Frequency	Percentage	Cumulative Percentage
1	Strongly Agree	5	500	73
2	Agree	4	81	12
3	Undecided	3	44	6
4	Disagree	2	17	2
5	Strongly Disagree	1	41	6
Total			683	100

From the survey it is observed that majority of respondents comprising 85% agree that they feel thrill when they successfully book a room using the digital medium. In fact, 73% amounting to 500 of the 683 respondents strongly agree with the same. This experience of thrill is a strong emotion which is a motivating that cannot be ignored at all. In fact, this element is the underlying reason of a travel plan, and the thrill experienced in the booking process adds to the overall thrill of the travel experience.

Table 3: Excitement of a good deal

SN	Scale	Frequency	Percentage	Cumulative Percentage
1	Strongly Agree	5	454	66
2	Agree	4	142	21
3	Undecided	3	28	4
4	Disagree	2	25	4
5	Strongly Disagree	1	34	5
Total			683	100

A good deal is an offer which is a steal deal, very competitive and lucrative. It is a discounted special price which has a hard-to-resist appeal to the prospective buyer. The online medium, owing to various reasons such as low distribution costs and yield management offers such deals in plenty. The customers get excited with these deals which prompt them to make purchases. From the current survey, 87% agree that they get excited with such steal deals which are characteristic of fluid pricing of the online model and also a huge draw towards success in attracting customers' buying intentions.

Table 4: Flexible and personalized medium

SN	Scale	Frequency	Percentage	Cumulative Percentage
1	Strongly Agree	5	483	71
2	Agree	4	86	13
3	Undecided	3	41	6
4	Disagree	2	29	4
5	Strongly Disagree	1	44	6
Total		683	100	

Flexibility refers to the fact that technology enables changes to occur as per guest requirements. This despite from rigid rules that are unable to honour changes in the traditional format really appeal to the respondents with 83% of them agreeing to the same. Likewise, they also agreed that online purchases are personalised, and can be altered as per likes and preferences of the travellers. They hugely like the provision of both flexibility and personalization that online hotel booking portals provide.

Table 5: Effect of perceived enjoyment

SN	Scale	Frequency	Percentage	Cumulative Percentage
1	Strongly Agree	5	433	63
2	Agree	4	112	16
3	Undecided	3	56	8
4	Disagree	2	45	7
5	Strongly Disagree	1	37	5
Total		683	100	

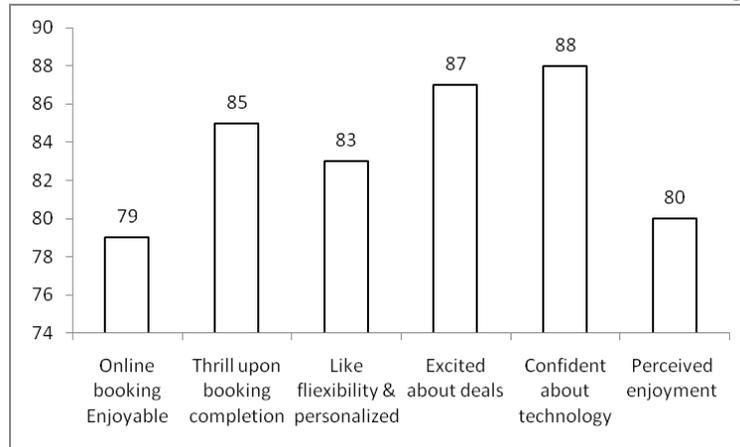
It is known by the above discussion that customers enjoy the online hotel booking process. It is further furnished that 80% of the respondents surveyed also agree that they feel joy by pre-empting the impending booking process. This enjoyment anticipation is a hedonistic determinant of online room booking.

Table 6: Confidence to use technology

SN	Scale	Frequency	Percentage	Cumulative Percentage
1	Strongly Agree	5	469	69
2	Agree	4	132	19
3	Undecided	3	35	5
4	Disagree	2	23	3
5	Strongly Disagree	1	24	4
Total		683	100	

The feeling of confidence is experienced by as many as 88% respondents. It certainly signifies that the respondents are not only internet savvy, but they also confident about using technology to actualise their travel plans which is a driving emotion that is a precursor to their online purchases.

Table 7: Hedonistic motivation towards online hotel bookings



Hedonistic (Hedonic) motivations are the emotions of joy, happiness, thrill, fun, cheer - that are aroused when engaging or imagining engaging with a product. The researcher probed various aspects of hedonistic values as consideration when making online booking of hotels. It was discovered that respondents do seek pleasure, happiness, joy and emotions alike when booking travel stays. One of the major reasons is that hotels are a luxury product and integral part of holidays, which by itself is all about having a good time with self and loved ones. It is bound to elicit happy responses, feelings and emotions. The same is reflected as part of the primary study. Majority of respondents positively associate with hedonistic values, and only a minority differ and do not count hedonistic values as motivators. But it is easily acceptable that hedonistic pulls are intrinsic and play an important part of purchase motivation and actualisation.

Table 8: Ease of navigation

SN	Scale	Frequency	Percentage	Cumulative Percentage
1	Strongly Agree	5	275	40
2	Agree	4	137	60
3	Undecided	3	105	76
4	Disagree	2	46	82
5	Strongly Disagree	1	120	100
Total			683	100

Moving from hedonistic to utilitarian motivation. Ease of navigation on the website refers to the effortless use and transition on the online booking portal. It was found that 60% respondents agree that ease of navigation is one of their favoured reasons for using web enabled bookings. A considerable 15% were undecided and also 120 respondents comprising 18% strongly disagreed meaning that they do not consider ease of booking site navigation as a motivation that attracts them to book. It may be seen as an area that companies can work and improve upon.

Table 9: Convenience of information search

SN	Scale	Frequency	Percentage	Cumulative Percentage
1	Strongly Agree	5	231	34
2	Agree	4	164	58
3	Undecided	3	130	77
4	Disagree	2	40	83
5	Strongly Disagree	1	118	100
Total			683	100

This is the utilitarian aspect of convenience to search information. It is agreed by 58% or 395 of the 683 respondents that they find it convenient to search information on various booking sites. More than search

for information, the stress is on convenience. It is understood that though information is searched online, the convenience of undertaking the same is found to be disagreed by the remaining 42%, which is a considerable number. It may be seen as an area that companies can work and improve upon.

Table 10: Provision of relevant information

SN	Scale	Frequency	Percentage	Cumulative Percentage
1	Strongly Agree	5	253	37
2	Agree	4	111	16
3	Undecided	3	106	16
4	Disagree	2	50	7
5	Strongly Disagree	1	163	24
Total			683	100

In a surprising revelation, it is seen that only 53% of the respondents agree that relevant information is provided on the e-retail sites used to book hotels. This reflects that consumers perceive that as much as they need access to information, the information is not always desired, relevant or needed. It is unneeded, unsolicited and unwelcome off-loading of data that is forced onto them. This mindless and incessant bombardment of information is not accepted by the consumers. It may be seen as an area that companies can work and improve upon.

Table 11: Reasonable response time

SN	Scale	Frequency	Percentage	Cumulative Percentage
1	Strongly Agree	5	362	53
2	Agree	4	145	21
3	Undecided	3	78	11
4	Disagree	2	36	5
5	Strongly Disagree	1	62	9
Total			683	100

The response time is the time that a company takes to revert or get back to a customer’s query. In case of online medium, which is a quick and two way medium, prompt and timely reverts are more easily possible. Chats and emails are simultaneous two way flow if information which gives way to multiple communication cycles and also leave a record for future reference. This facilitates and eases doubts if any, thus ensuring positive outcome of sale. The survey reveals that 74% respondents agree that the response time is favourable and acceptable which means it is much improved than the older and traditional time of reverts.

Table 12: Low priced competitive deals

SN	Scale	Frequency	Percentage	Cumulative Percentage
1	Strongly Agree	5	434	64
2	Agree	4	127	19
3	Undecided	3	54	8
4	Disagree	2	29	4
5	Strongly Disagree	1	39	6
Total			683	100

As seen in hedonistic values, majority of respondents got excited with them. Low prices, discounts, sale and steals also appeal to the mind. They are seen as a beneficial and profitable proposition to the mind. So, in this case 82% respondents agree that low priced deals are considered as an interesting proposition and are found to be largely accepted when making an online purchase of rooms in hotels.

Table 13: Ease of usage

SN	Scale	Frequency	Percentage	Cumulative Percentage
1	Strongly Agree	5	400	59
02	Agree	4	150	22
3	Undecided	3	68	10

4	Disagree	2	36	5	96
5	Strongly Disagree	1	28	4	100
Total			682	100	

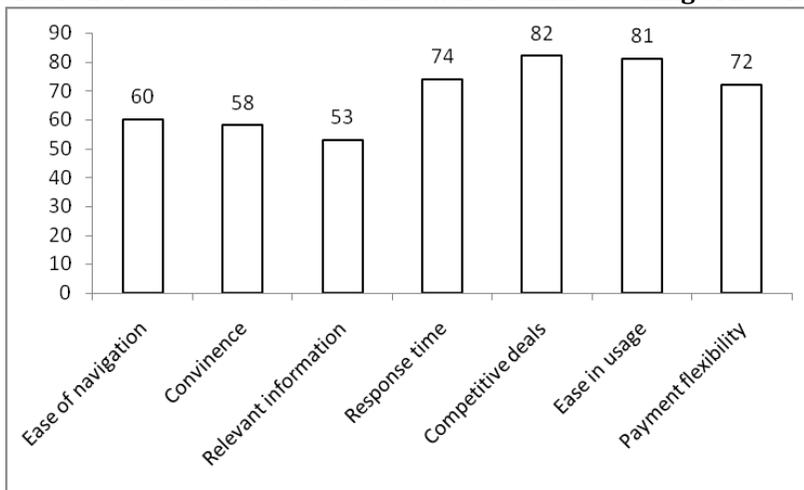
Usage of technology to make decisions, reservations and payments is an important utilitarian value. Ease refers to effortless, without investment of much time, effort or mind for the activity to be accomplished. It is seen that 81% of the 683 respondents that is total of 550, agree that they find the online booking process to be easy to use and do not face challenges. This is an encouraging finding and companies should further concentrate on simplifying the same.

Table 14: Flexible payment options

SN	Scale	Frequency	Percentage	Cumulative Percentage
1	Strongly Agree	5	348	51
2	Agree	4	143	72
3	Undecided	3	70	82
4	Disagree	2	55	90
5	Strongly Disagree	1	67	100
Total			683	100

Payment options are no longer limited. Ecommerce has come with various secure and convenient ways to make payment, and the customer may decide depending on the suitability of the mode and can exercise freedom to select and pay accordingly. These options are far more and flexibility in choice of mode of payment is seen as a service that 72% of the respondents agree with. However, not significant but a noticeable 10 do not agree that online sites provide flexibility in payment options and companies may consider this area to be further developed.

Table 15: Utilitarian Motivation towards online booking of hotels



With regard to the present survey, it is seen that based on the construct of utilitarian values, three items are ranked low. These are – ease of navigation, convenience of information search and relevance of information. These, and to the surprise of the researcher rank poorly and hover between 30 and 40% in agreement. Whereas, other functional aspects such as payment options, two way communication on request, response time and competitive deals are more appealing to the utilitarian side of customers’ motivation. These score much high with an agreement between 70-80%. Hence, it is observed that customers who book hotel rooms online are sensitive to the utilitarian values especially when it comes to interface with the web medium.

HYPOTHESIS TESTING

Hypothesis H_{a1}: Utilitarian motives impact online bookings of star hotels more positively than hedonistic motives.

Test Used: Multiple Regression

Test Result: p<0.05

Decision: Accept Alternate Hypothesis

Test: Multiple Regression

Multiple regression is a forced entry method, has been used to test the aforementioned hypothesis. In this method all predictors are forced into the model simultaneously. The two independent variables considered for force entry were Utilitarian motives and Hedonistic motives. Following tables demonstrate multiple regression analysis in detail. The Online Buying Behaviour mean is 4.1261 with the standard deviation 0.68897. The Hedonistic Motives mean is 4.3532 with the standard deviation 0.69613; while for Utilitarian Motives mean is 4.0827 with standard deviation 0.78315.

It is noticed that along the diagonal of the matrix the values for the correlation coefficients are all 1.00 (i.e. a perfect positive correlation). The correlation matrix is extremely useful for getting an idea of the relationships between predictors and the outcome, and for a preliminary look for multicollinearity. If there is no multicollinearity in the data then there should be no substantial correlations ($r > .9$) between predictors.

If we look only at the correlation between the Online Buying Behaviour and Hedonistic Motives, it is significant at a .01 level ($r = .331, p = .005$). Despite this, the coefficient is small as compared to correlation between Online Buying Behaviour and Utilitarian Motives which is at a .01 level ($r = .515, p = .005$). It is also seen that Utilitarian Motives correlate best with the outcome ($r = .515, p < .001$) and so it is likely that this variable will best predict to Online Buying Behaviour.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin - Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.559	.312	.310	.57230	.312	154.204	2	680	.000	1.818

a. Predictors: (Constant), Utilitarian Motives, Hedonistic Motives
 b. Dependent Variable: Online Buying Behaviour

The model summary table shows that the dependent variable (outcome) was with the two predictors, which were utilitarian and hedonistic values. The column labelled R, contains the values of the multiple correlation coefficients between the predictors and the outcome. The multiple correlation between Utilitarian Motives, Hedonistic Motives and Online Buying Behaviour is at 0.559. The next column gives us a value of R², which is a measure of how much of the variability in the outcome is accounted for by the predictors. For the present model its value is .312, which means that **Utilitarian Motives and Hedonistic Motives accounts for 31.2% of the variation in Online Buying Behaviour.**

ANOVA tests whether the model is significantly better at predicting the outcome. Specifically, the F-ratio represents the ratio of the improvement in prediction of results from fitting the model, relative to the inaccuracy that still exists in the model. The value of the sum of squares for the model represents the improvement in prediction resulting from fitting a regression line to the data rather than using the mean as an estimate of the outcome. The residual sum of squares represents the total difference between the model and the observed data. The 'df' is the degrees of freedom (df). In the case of improvement in the model, this value is equal to the number of predictors (2 for the model), and for SSR it is the number of observations (683) minus the number of coefficients in the regression model. Therefore, model has 680 degrees of freedom. The average sum of squares (MS) is then calculated for each term by dividing the SS by the df. The F-ratio is calculated by dividing the average improvement in prediction by the model (MSM) by the average difference between the model and the observed data (MSR). If the improvement due to fitting the regression model is much greater than the inaccuracy within the model then the value of F will be greater than 1, calculates the exact probability of obtaining the value of F by chance. For the model the F-ratio is 154.204, ($p < .000$). We can interpret these results as that the model has significantly improved our ability to predict the outcome variable, which means Utilitarian Motives and Hedonistic Motives are quite able to predict the Online Buying Behaviour.

Table 17: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	1.508	.162		9.289	.000	1.189	1.827					
	Hedonistic Motives	.219	.032	.222	6.768	.000	.156	.283	.331	.251	.215	.944	1.059
	Utilitarian Motives	.407	.029	.463	14.150	.000	.351	.464	.515	.477	.450	.944	1.059

a. Dependent Variable: Online Buying Behaviour

The b-values tell us about the relationship between Online Buying Behaviour and each predictor. If the value is positive we can tell that there is a positive relationship between the predictor and the outcome, whereas a negative coefficient represents a negative relationship. For this data both predictors have positive b-values indicating positive relationships. So, Utilitarian Motives (.407), predict the Online Buying Behaviour more as compared to Hedonistic Motives (.219). Finally, with regression analysis it is confirmed that Utilitarian Motives affect more positively to the Online Buying Behaviour as compared to Hedonistic Motives. For our current model the VIF values are all well below 10 and the tolerance statistics all well above 0.2; therefore, we can safely conclude that there is no Collinearity within the given regression model.

On the basis of the multiple regression analysis out we reject the null and conclude that the Utilitarian Motives affect Online Booking Behaviour more positively as compared to Hedonistic Motives with $F = 154.204, p < 0.000$ ($n = 683$).

Regression Equation
 Online Buying Behaviour = 1.508 + Hedonistic Motives (.219) + Utilitarian Motives (.407)

LIMITATIONS OF THE STUDY

The primary study is purely on the basis of their response. Also, the geographical study is limited to a particular city. For a broader and generalised understanding it has to be studied across multiple cities.

RESEARCH METHODOLOGY

Collection of Data:

The primary data required for the research was collected using the following technique:

- Data collection tool: Questionnaire
- Research Design: Descriptive
- Sample Type: Non Probability Judgment Sampling
- Sample size: 683

Apart from the above mentioned tools the relevant secondary data for the research was collected from journals, books & internet sources.

FINDINGS

The above discussed data analysis and hypothesis testing it is observed that the following are the hedonic and utilitarian aspects of consumer buying behaviour for online booking of star hotels:

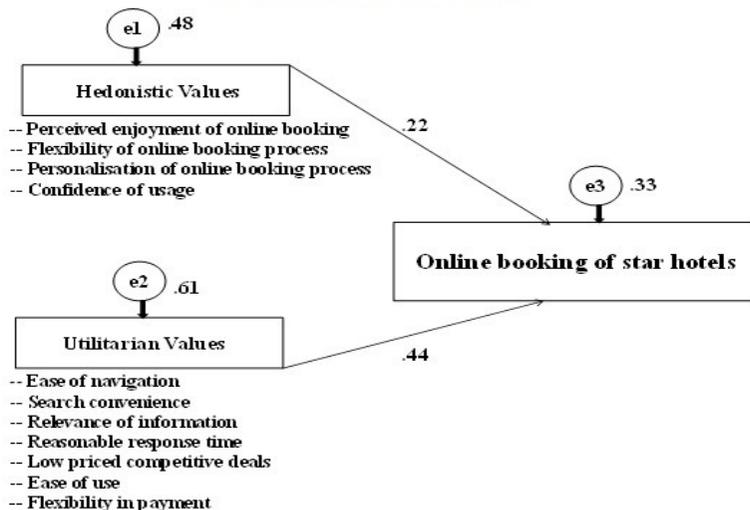
- The study probed various aspects of hedonistic values as motivation for online booking of star hotels and it was established that respondents seek and experience pleasure, happiness, joy and emotions alike when booking travel stays. Star hotels are luxury product and integral part of holidays. It involves having a good time with loved ones. Hence, it is bound to elicit happy responses, feelings and emotions. The same is reflected as part of the primary study when booking the said product through online channels.
 - Travellers find online hotel booking process as an enjoyable experience.
 - They feel thrilled when they successfully book a hotel stay online.
 - Bookers are excited when they chance upon a low-priced deal when shopping for rooms online.

- They like that the medium provided flexibility and personalised service suitable to their travel needs.
- They are confidence to use technology enabled model to make purchases.
- The effect of perceived enjoyment leads to acceptance and usage online portals for hotel reservations.
- Utilitarian motivators are those factors that attract the rational, logical and functional part of the mind. These disregard emotions and value usefulness and utility of the product. On one hand the hotel product is understood and found to have a hedonistic appeal. But on the other hand, the medium of making the booking, in case of the current study – the digital or electronic medium to reserve hotel stays – has a utilitarian aspect which have been identified as below.
 - Bookers find that online hotel booking portals are easy to navigate and manoeuvre which adds top acceptability and usage.
 - They offer convenience to search for information which adds usefulness value.
 - Online booking portals provide relevant information.
 - They take reasonable time to respond thus saving time and ensuring quick and timely reverts.
 - They provide low priced and competitive deals that are found money saving and appeal by reduced travel expenditure.
 - Online booking portals are considered to be easy to use and hence add acceptance and usage.
 - They provide flexible payment options and hence add utility.
- It is found that both hedonistic and utilitarian motivations are important factors that drive consumers to book hotel rooms online. The product, in this case is star hotels which have a hedonistic appeal and the booking portals are tilted towards utilitarian. Both have to strike a balance and appeal for a booking to successfully materialise. From the hypothesis stated and tested it is also found that utilitarian motives impact online buying booking of star hotels more positively than Hedonic motives.

SUGGESTIONS & RECOMMENDATION:

The researcher has devised a model which is prescribed to the hotel industry as a recommended application based on this research.

Fig. 1: Proposed Model: Digital Customers’ Motivations for Online Bookings of Star Hotels



Tbl. 18: Standardized Regression Weights

		Estimate	S.E.	C.R.
Mean_OB	Mean_H	.219	.031	6.975
Mean_OB	Mean_U	.407	.028	14.583
Mean_OPB				Estimate
Mean_OPB		Mean_H		.227
Mean_OPB		Mean_U		.475

Application of the model

The model proposes that both utilitarian and hedonistic motives influence the actual online purchase of online bookings of star hotels. But owing to the electronic medium of booking, which is the utilitarian aspect of otherwise hedonic product, factors such as convenience of booking, online navigation, information, response time, price and deals, ease of use and flexible payment options are more appealing and strong considerations when booking hotel rooms through online purchase channels. In order to provide the most preferred net booking experience, digital platforms need to know how hedonistic and utilitarian offerings affect consumer reactions and facilitate higher conversions ratios.

FUTURE SCOPE FOR RESEARCH

Further study in the future may be undertaken for other categories of hotels as well. The study may include other cities. Analytics may be used to study in-depth. Furthermore, destination managed case study may also be opted for finer insights.

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