

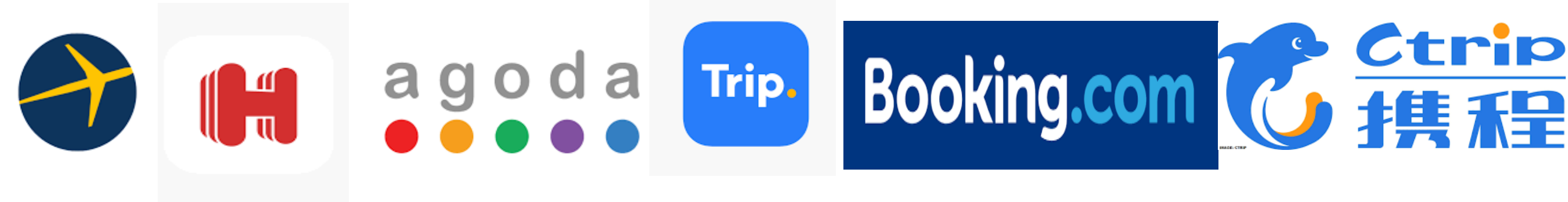
Investigating the browsing behavior of HK outbound tourists on the content and design of third-party booking websites

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Background

Many travelers will use third-party booking websites for booking accommodation. Previous studies indicated that online reviews would affect travelers' decisions on booking hotels. However, no study investigates how the design and the content will affect online browsers' preferences when browsing third-party booking websites. This study seeks to find out what factors would influence them the most.



Research Objectives

1. Understand the browsing pattern of the HK outbound visitors who browsed third-party booking websites and traveled in the past 12 months
2. Examine how the demographic factors affect behaviors
3. Suggest ways to improve the design and content of third-party booking websites

Methodology

Participants

- 18+ HK residents
- Browsed on third-party booking websites
- Traveled in the past 12 months



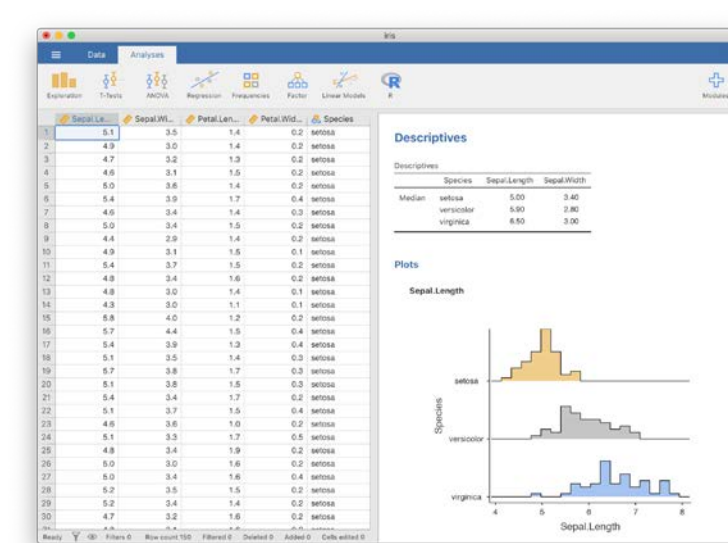
233 questionnaires were collected...

- Demographic Characteristics
- Browsing Preferences
- Importance of the factors

Likert Scale
Close-ended questions

Method

- Jamovi
- Descriptive Data
- ANOVA, T-Test



Findings

- Design:** availability of attracting & retaining

 - The compatibility & reliability affects experiential enjoyment
 - Appearance & content affects customer loyalty

Price: positive relationships between price & customer retention

 - Customer satisfaction
 - Loyal customers

Customer loyalty: website quality & price affects customer loyalty

 - Characteristics of browsers: Millennials do not belong to one hotel
 - Comments generated



Characteristics	<ul style="list-style-type: none"> • 77% Female • 49.8% 18-30 age group • 45% Bachelor's degree • 37% Less than HKD10,000
Travel behavior	<ul style="list-style-type: none"> • 71.7%: 1-2 times travelled • 59.7%: 5-7 days • ~30%: 2-3 travel websites (Agoda, Expedia)
Ranking	<ul style="list-style-type: none"> • Design of the webpage > Price strategy > Customer loyalty > Reviews
Differences	<ul style="list-style-type: none"> • Age (Customer loyalty, Reviews) • Education level, Income level (Price strategy)

- Age group:** customer loyalty, reviews

 - Elderlies resist switching to other brands (Fraccastoro, 2010) vs lowest mean value (report)
 - Cultural differences & Sample size
 - The young choose high-rated products (Karani & Fraccastoro, 2010) vs lowest mean value (report)
 - Samples size & Research method

Education level: Price

 - Less education, high price comparison (Lee & Murphy, 2012) vs secondary school (report)
 - Classification of education level & Sample size

Income level: Price

 - High income level, less involved in price comparison



Conclusion

A reference for third-party booking websites and hotel partners



Consideration for future implementation

- Consider the sample size by inviting different ages and education levels
- Research more literature reviews on similar topics in different countries