THE USE OF TRIPADVISOR.COM BY TRAVELERS IN MAKING HOTEL PURCHASE DECISIONS

A CASE STUDY OF SAFARI PARK HOTEL

BY

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UNITED STATES INTERNATIONAL UNIVERSITY

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Research Project Report Submitted to the Chandaria School of Business in Partial Fulfillment of the Requirement for the Degree of Masters in Business Administration (MBA)

UNITED STATES INTERNATIONAL UNIVERSITY – AFRICA

SPRING 2016
DECLARATION

I, the undersigned, declare that this is my original work and has not been submitted to any other college, institution or university other than the United States International University – Africa for academic credit.

Signed:
____________________________________________Date:__________________

MUIGAI M. WAIRIMU (ID NO: 642937)

This project has been presented for examination with my approval as the appointed supervisor.

Signed:
____________________________________________Date:__________________

MR. PATRICK M. MULINDI

Signed:
____________________________________________Date:__________________

Dean, Chandaria School of Business
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DEDICATION

I dedicate this work to my family, especially my parents who have been around to support and encourage me through this level of education. I cherish your love, encouragement, support, and guidance through the years we have shared. Above all, thank you so much for understanding the need for me to undertake this journey.
ABSTRACT

The purpose of this research was to address the use of online travel reviews in this case TripAdvisor.com written by consumers in making hotel choice decisions. While travel consumers in the past relied heavily on travel journalism and traditional media to help guide them to the best places to go and the most exciting things to do, the internet has now taken over that role as the main information provider. The study was guided by four research questions; first, what is the profile of TripAdvisor.com users visiting hotels in Nairobi, Kenya? Secondly, how do they perceive the reliability of TripAdvisor.com reviews? Thirdly, what is the motivation behind posting a TripAdvisor.com review? And lastly how do they use TripAdvisor.com reviews to make hotel purchase decisions? The study was done in Nairobi, Kenya by conducting a case study of Safari Park Hotel where the researcher focused on a population of seventy two travelers. Using Simple Random Sampling and a research design descriptive in nature, appropriate for this study, questionnaires were used as the primary data collection instrument from seventeen respondents. The study used frequency distribution, percentages and mean scores of the scales to analyze the data. Data was presented using tables and charts to give a clear picture of the research findings at a glance. The main findings of the study identified that that over half of the respondents indeed use TripAdvisor.com when making hotel choice decisions. What was interesting to note was the huge impact noted from negative reviews are compared to positive ones. The paper concluded that Online Travel Reviews have generally taken over as one of the main sources of first hand Hospitality & Tourism Services user experience. Armed with the factual information from the study, it is up to tourism marketers to manipulate and implement the results too ensure all matters brought forward are effectively handled. This paper endeavored to explore the main motivations to posting a TripAdvisor.com review as well as expound on the reviewer characteristics that makes a TripAdvisor.com review to be perceived as reliable.
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LIST OF ABBREVIATIONS

eWOM    Electronic Word of Mouth
GDCI    Global Destination Cities Index
ICT     Information and Communications Technology
OTR     Online Travel Review
UGC     User Generated Content
CHAPTER 1

1.0 INTRODUCTION

1.1 Background

The Hospitality & Tourism industry is currently one of the world's fastest growing economic activities. It has also been registered as a great agent for general economic change, creating significant impact in the other sectors of economic growth. In the early 1960s, tourism, which had been limited to neighboring countries, spread more widely to other distant countries. This can be attributed to rising incomes, the emergence of the age of mass tourism, the expansion of leisure time and improvement in transport (William, 1998). The development of tourism as an international business is a recent activity, though modern mass tourism has developed in different contexts, its origins can be traced to the affluence of the industrialized countries of Western Europe, North America and, more recently, Japan (William, 1998). International tourism has expanded significantly in Eastern Europe and is becoming an important sector in many developing countries in Asia, Africa, Latin America, the South Pacific and the Caribbean (William, 1998). Developing countries such as Kenya and other African countries now consider tourism as a passport for development as it does not need expensive investment to initiate and operate as a national business (Ikiara, 2001).

The hotel industry is one of the fastest growth sectors of the global economies; its significant contribution is seen to be on an upward trend, as evidenced even here in Kenya where international hotel chains are opening its branches to reap the market rewards from this competitive industry (Schein, 2009). The growth of the business industry along with a rapid increase of tourism has resulted in rapid expansion of hotels in Kenya. The challenge of operating hotels profitably has become important. While aiming to make a profit, the reputation of the hotel depends upon the quality or standard of the services and the facilities. In order to make more profit, hotels are expected to both understand and satisfy all guests' needs, wants, and problems (Ikiara, 2001).

Hotel customers are becoming much more discerning and demanding, making the delivery of quality service as well as the availability of top-notch amenities some of the
challenges facing the industry especially the hotel sub-sector. As such tourist satisfaction is a key ingredient for the survival and success of the hotel industry (Schein, 2009).

An insightful understanding of the marketplace is crucial for hoteliers to make the correct decisions for both comprehensive marketing programs and designing product and service offering. Indeed, the best use of resources demands that all hotel managers have a keen understanding of the segments they are selling (Sammons, Moore, Benson, & DeMicco, 2002). Offering products and services for specific markets will attract and maintain a customer base. With difficult market conditions surrounding the travel industry, increasing interest and loyalty among online prospects is integral to hotel suppliers' success. With consumers more likely to cross-shop and price check than ever before electronic the word of mouth, on-line reviews, incentives and transparent benefits of the service will often be the deciding factor in the online travel purchase process (Gretzel & Yoo, 2008).

The growth of internet applications in Hospitality and Tourism has led to enormous amounts of consumer-generated online reviews of different travel-related facilities. The advent of the internet has brought about a word-of-mouth revolution. Through the internet, individuals can make their thoughts, opinions easily accessible to the global community of internet users and a growing number of users actively take advantage of this opportunity (Dellarocas, 2003). Increasing numbers of travelers are using the internet for travel planning (Travel Industry Association, 2005); in fact, searching for travel-related information is one of the most popular online activities (Pew Internet, 2006) and travelers are expected to increasingly take advantage of such content.

The growing use of online travel referrals for the purpose of planning travel has been reported by several travel-related studies (Bonn, Furr, & Susskind, 1999); (MacKay, McVetty, & Vogt, 2005). Such electronic word of mouth (eWOM) can even have a significant influence on travel-related decisions. According to Gretzel & Yoo (2008) three-quarters of travelers have considered online consumer reviews as an information source when planning their trips. Further research has shown that among travelers who use peer reviews for their hotel booking, 25% of infrequent leisure travelers and 33% of frequent travelers report having changed a hotel stay based on reviews by other consumers (eMarketer, 2007b). In other disciplines, studies have shown online user-
generated reviews could significantly influence the sales of products like books, CDs, and movies (Chevalier & Mayzlin, 2006); (Ghose & Ipeirotis, 2011); (Zhu & Zhang, 2010).

These studies suggest that the influence of user reviews is particularly important for experience goods as their quality is often unknown before consumption. The success of destination marketing at national level has largely been measured against type, variety, quality and value of attractions, assuming very minimal influence from the tourist support services. It was therefore the purpose of this research to isolate hotels as a Tourism Support Services and to study how its product quality exerts influence that may positively or negatively impact on the traveler. It is hoped that the information obtained will be useful to the Government, hotel operators as well as Destination Marketing Organizations. This research is of great importance for Nairobi and for the marketing strategies of hotels, which use online means to attract both local and international travelers.

1.2 Problem Statement

Hotels in Kenya operate in a very competitive environment dominated by international hotel chains which offer identical amenities and conduct aggressive marketing. Despite the amount resources devoted to monitoring online feedback in hotels and the amount of time and efforts scholars have devoted to conducting research little is known about the impact of such feedback to hotel choice decisions especially in Nairobi, Kenya.

A study by (Ngugi, 2014) analyzed the cultural factors that have an impact on travelers purchase decisions in Kenya and came to the conclusion that various dimensions of culture play a significant role as far as hotel purchase decisions are concerned. Another study by (Ndivo, 2009) concluded that personal experience and those of significant others play a significant role as far as hotel purchase decisions are concerned by travelers visiting Mombasa, Kenya. However there is little research on the role of ICT in the making of hotel choice decisions in Kenya.

Studies on social media marketing, the effectiveness of hotel websites, online travel reviews and the use of other digital solutions have been done in Europe and Asia resulting to groundbreaking discoveries. A study by (Bronner & de Hoog, 2010)
concentrated on the holiday traveler in Europe, what they post online and why they do so.

Another study by (Chatterjee, 2001) concentrated on online reviews and how consumers perceive as well as use them when planning a trip. Such studies however are scanty in the African Continent. This study aims to address the use of online travel reviews in this case TripAdvisor.com written by consumers in making hotel choice decisions. The study will concentrate on the consumers’ perception of reliability of TripAdvisor.com reviews, motivations to writing a TripAdvisor.com review and finally the use of such reviews in the making on hotel choice decisions. Consequently, the present research sought to contribute to the field of knowledge by discovering and quantifying the use of online reviews when making hotel purchase decisions especially to travelers visiting hotels in Nairobi, Kenya.

The findings are expected to make a meaningful contribution to knowledge development to help hospitality practitioners and researchers develop a more realistic evaluation of the influence of online User-Generated Content.

1.3 Purpose of the Study

The purpose of this study will be to determine the use of TripAdvisor.com by travelers in making hotel purchase decisions in Nairobi, Kenya.

1.4 Research Questions

This study will endeavor to answer the following research questions.

1.4.1 What is the profile of TripAdvisor.com users visiting hotels in Nairobi, Kenya?

1.4.2 How do travelers visiting hotels in Nairobi, Kenya perceive the reliability of TripAdvisor.com travel reviews?

1.4.3 What are the motivations behind posting a TripAdvisor.com review?

1.4.4 How do travelers visiting hotels in Nairobi, Kenya use TripAdvisor.com reviews to make hotel purchase decisions?
1.5  Significance of the Study

1.5.1  Management

The study will provide the management of all hotels in Nairobi with practical information on the use of TripAdvisor.com and the chance to identify factors that create the greatest positive and negative impact on their travelers. Armed with this factual information, they will be able to craft both long term and short term strategies that guarantee business sustainability.

1.5.2  Researchers and Academicians

The study will add to the existing knowledge pool on the study of Hospitality & Tourism in Kenya. Also it will act as the current reference point on various uses of ICT specifically TripAdvisor.com and its impact to the Hospitality & Tourism Industry in Kenya. Lastly it will provide the basis for other researchers and academicians to build their studies on.

1.5.3  Investors

This category of beneficiaries is known to exploit business opportunities as they present themselves. Part of the opportunities presents themselves in research projects that are carried out locally and internationally. This study will enable Hospitality and Tourism entrepreneurs to understand the industry environment. The study outcomes will be a valuable source of secondary data that will guide their investment decisions.

1.6  Scope of the Study

Due to the short time allocated it will not be possible to study all travelers visiting Nairobi, Kenya therefore the researcher will conduct a case study of Safari Park Hotel.
1.7 Terminologies

1.7.1 Electronic Word of Mouth (e-WOM)

Any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the internet (Hennig-Thurau, Qwinner, Walsh, & Gremler, 2004).

1.7.2 Online Travel Review (OTR)

These are the most accessible and prevalent form of eWOM in the field of tourism (Chatterjee, 2001). They represent people’s wish to share their travel experiences online, recommending a tourism product or complaining about it; they report on and evaluate usually a single product or service or experience; they represent one-to-many communication and typically one-way information flows (Bickart & Schindler, 2001).

1.7.3 Traveler

A visitor who visits a place away from his/her own home, for business or leisure purposes, stays away from home more than twenty-four hours, and intends to return home again (Seo, 2005).

1.7.4 TripAdvisor.com

TripAdvisor.com is an American travel website that provides reviews of travel-related content, assisting customers in gathering travel information, posting reviews and opinions of travel-related content and engaging in interactive travel forums. The website services are free to users, who provide most of the content, and the website is supported by an advertising business model (TripAdvisor, 2015).

1.7.5 User-Generated Content (UGC)

Any form of content such as blogs, wikis, discussion forums, posts, chats, tweets, podcasts, digital images, video, audio files, advertisements and other forms of media that
was created by users of an online system or service, often made available via social media websites (Chua, Juanzi, & Marie-Francine, 2014).

1.8 Chapter Summary

This chapter provided an introductory brief into the intended area of study. It outlined the main objectives of the study, the geographical area within which the study is to be conducted. It also goes further to pre-empt the challenges that may be experienced in the study and how the researcher intends to mitigate them. In essence, the chapter dissects the insights into the studies that have been done as far as strategy is concerned within the hospitality industry and attempts to raise questions which aim at taking the study in this field a notch higher.

In Chapter Two, the study will endeavor to conduct literature review of various sources of information. In detail, the chapter will explore information available on the study objectives. The research questions will guide the literature review chapter.
CHAPTER 2

2.0 LITERATURE REVIEW

2.1 Introduction

The purpose of this chapter is to examine and integrate concepts and research findings related the use of TripAdvisor.com and its use by travelers in the making of hotel purchase decisions.

The topics from the literature include; profile of TripAdvisor.com users visiting hotels, the perception of reliability of TripAdvisor.com reviews, the motivations to posting TripAdvisor.com reviews and the use of TripAdvisor.com in the making of hotel choice decisions.

2.2 Profile of Tripadvisor.Com Users

Various studies have been done on the profile of online reviewers (Bronner & de Hoog, 2010); (Olery, 2012); (Chatterjee, 2001). A collective study by (Olery, 2012) established that an average of two hundred and thirty eight (238) guests per hotel contribute to online User Generated Content (UGC) annually. The same study also shows that 81% of travelers find user reviews important, 46% of all travelers post hotel reviews and 49% of travelers will not book a property without online reviews.

Bronner & de Hoog (2010) has also discovered that women write more reviews than men, with 53% to men’s’ 47%, and they rate higher too. The average review rating of women is 8.5, while men tend to rate around 7.8. Young to middle-aged adults make up 75% of the world's reviews. They are the largest reviewing population, with 30% of reviews coming from 25 to 34 year olds, and even more, 45%, coming from 35 to 49 year olds. Adolescents rarely write reviews, representing only 3.5% of total reviews. Older adults aged 50 to 64 contribute a significant 22% of reviews, but their influence pales in comparison 25 to 49 year olds (Olery, 2012).

The impact of socio-demographics on the importance of online reviews should also be noted. The level of education is a major factor impacting on the importance of online reviews to consumers. Studies also show that the longer a respondent remained in
education, the more likely he/she was to mention online reviews as important (Bronner & de Hoog, 2010).

Further research indicates that employment status of a consumer is also an influencing factor. The survey found that respondents who were unemployed were the least likely to mention online reviews and recommendations from friends, colleagues or relatives. Conversely, respondents who were employed were the most likely to mention these two information sources (Bronner & de Hoog, 2010).

Kenya is one of the world’s great tourist destinations, known for its remarkable diversity of landscapes, wildlife and culture, thus making the tourism industry the second largest source of foreign exchange revenue generated after the horticulture industry (Ikiara, 2001). Kenya provides a good example of an African country which has embraced tourism as an important tool for socio-economic development; a quick and reliable source of much sought after foreign exchange receipts, job creation and economic growth. The history of tourism in Kenya can be traced back to 1898 when the legislation on wildlife was enacted, establishing game reserves in the regulations of the Gazette Act for the East African Protectorate of 1898 (Ikiara, 2001).

According to the Kenya National Bureau of Statistics (KNBS, 2014), a total of 1,519,600 tourists visited Kenya in 2013, recording a decrease of 11.2% from the previous year. Nairobi was ranked as the eighth most visited city in Africa, according to the 2014 Master Card Global Destinations Cities Index (GDCI). Nairobi (619 506) ranked ahead of Dakar (619 413), Entebbe (576 434) and Tunisia (427 807) among others in terms of international overnight visitors. This study therefore aims to profile TripAdvisor.com users visiting hotels within Nairobi, Kenya providing a basis for other researchers and academicians to build their studies on.

2.3 The Perception of Reliability of TripAdvisor.com Reviews

As consumers search online for product information and to evaluate product alternatives, they often have access to dozens or hundreds of product reviews from other consumers. These customer reviews are provided in addition to product descriptions, reviews from experts, and personalized advice generated by automated recommendation systems
Each of these options has the potential to add value for a prospective customer.

Past research has extensively examined the role of expert reviews (Fesenmaier & Jeng, 2000); the role of online recommendation systems (Gretzel, Fesenmaier, Formica, & O'Leary, 2006), and the positive effect feedback mechanisms can have on buyer trust (Anderson, 1998). Many review websites have designed peer reviewing systems that allow people to vote on whether they found a review useful in their decision making. This implies that online sites with more useful reviews offer greater value to customers and contribute to building confidence in their purchase decisions.

2.3.1 Misleading and/or Fake Consumer Reviews

An internet study conducted by Chua, Juanzi, & Marie-Francine (2014) indicates that information pages posted by individuals have very low credibility, with only 11.5% of users saying that the information on websites posted by individuals is reliable and accurate. Also, a number of studies reported that online reviewers are perceived as being lower in credibility and likeability compared to traditional word-of-mouth sources due to the absence of source cues in online environments (Dellarocas, 2003); (Smith, Menon, & Sivakumar, 2005).

Although the practice of misleading and/or fake consumer reviews is not new, the growing awareness of the abuses by internet users and some professionals has been reported to have caused a significant loss of confidence (Elvinger, Hoss, & Prussen, 2013). While businesses generally want to hear from their guests and often invite them to share their feedback, it has become known that some have enticed customers to write positive reviews online by offering discounts or other similar perks. A study by Focus (2012) reveals that consumers value online feedback because they perceive it as impartial or, in other words, written by customers with no hidden agenda or vested interest in promoting a particular good or service. However, if customers were indeed incentivized to give a positive review, the assumption of impartiality would be false and in fact detrimental to a consumer seeking an independent and honest opinion. Thus, what looks like a genuine user review is in fact camouflaged advertising Elvinger et al. (2013). Hence, while consumers tend to be generally positive about the usefulness of online
feedback, they do have some concerns about its validity, the strongest of which is the possible existence of misleading and/or fake reviews.

### 2.3.2 Identifying and Minimizing the Influence of Fake Reviews

Despite the above concerns and the fact that in recent years the media has reported on situations of questionable online reviews, consumers still trust user-generated content more than any other advertisements or marketing campaigns. For example, according to a recent report by Focus (2012), 70% of consumers believe in information that can be found online and 78% agreed that information found online is crucial while purchasing goods or services. The study found that consumers are aware of the advantages and disadvantages of such information but are generally confident in their own ability to make a balanced and informed decision on how to use the feedback. While consumers recognize that there are misleading and/or fake reviews online, it appears that they have some confidence (rightly or wrongly) in their ability to spot them. In these cases, consumers tend to read between the lines in order to gain a more accurate idea of the establishment/service Elvinger et al. (2013).

There are other techniques utilized by consumers in identifying and minimizing the influence of fake reviews. For instance, they tend to be cautious about reviews which contain suggestions or recommendations to use a certain product or service as these are likely to be motivated by vested interests. Reviews posted by parents, and particularly mothers, tend to enjoy higher levels of trust, likely due to perceptions of parents as being trustworthy (Lightspeed, 2011). Most consumers however try to assess the personality of the reviewer (e.g. from their gender, age category, purpose of visit, writing style, nature and content of comment, etc.) when deciding on the usefulness of their respective online feedback Elvinger et al. (2013). The researcher used this angle to measure the perception of reliability of TripAdvisor.com reviews.

### 2.4 Motivation to Posting TripAdvisor.com Reviews

A large number of studies have been conducted regarding motivational factors that influence customers to contribute with online content Hennig-Thurau et al. (2004); (Cheung & Lee, 2012); Sundaram et al. (1998). Based on three studies regarding the motivations of engaging in traditional word of mouth and nine studies describing the
motivations of engaging in eWOM and creating UGC, this literature review discusses study the effect of seven motivations on the involvement in creating online content: venting negative feelings, helping other consumers, warning other consumers, self enhancement, social benefits, helping the company and advice seeking.

To be motivated means to be moved to do something (Ryan & Deci, 2000). Motivations can be divided in two types based on different goals to rise to an action. Intrinsic motivation refers to doing something because it is inherently interesting or enjoyable, and extrinsic motivations regard doing something to obtain a separable outcome (Ryan & Deci, 2000). This study focuses on user generated content that is not created to gain a separable outcome, e.g. monetary rewards, but because it is interesting and enjoyable, i.e. intrinsic motivations.

### 2.4.1 Venting Negative Feelings

One motivation for creating user generated content can be to lessen the frustration and reduce the anxiety, i.e. ‘venting negative feelings’ Hennig-Thurau et al. (2004); (Yap, Soetarto, & Sweeney, 2013) & (Gretzel & Yoo, 2011). People can be frustrated by their recent purchase or experience with a product or service and use UGC to express their negative feelings. This can be one of the reasons for consumers to create negative content about the product or experience online.

### 2.4.2 Concern for Other Consumers

The second motivation resulting from the literature study regards the concern for other consumers Hennig-Thurau et al. (2004); (Bronner & de Hoog, 2010); (Cheung & Lee, 2012); Yap et al. (2013); Yoo et al. (2013); (Gretzel & Yoo, 2011) & (Ho & Dempsey, 2010). The desire to help other consumers with their decisions and to save others from having negative experiences is altruistic, i.e. the creator of the content wants to help the other consumer without gaining personal rewards.

### 2.4.3 Self Enhancement

Majority of the studies (Hennig-Thurau, Qwinner, Walsh, & Gremler, 2004); (Bronner & de Hoog, 2010); (Cheung & Lee, 2012); (Yap, Soetarto, & Sweeney, 2013) & (Yoo, Sanders, & Moon, 2013) mentioned a form of self enhancement as a motivation to
engage in eWOM. This motivation is also applicable for engaging in traditional word of mouth (Dichter, 1966); (Engel, Blackwell, & Miniard, 1993); (Sundaram, Mitra, & Webster, 1998).

2.4.4 Social Benefits

Social benefits, identification, sense of belonging to ‘online communities’ and social integration is another motivation identified in the study to participate in generation of online content. Ho & Dempsey (2010) described this social motivation as a need to be part of a group by communicating and participate in a group. This motivation regards the creation of both positive and negative UGC.

2.4.5 Helping the Company

Another motivation to create positive UGC is to help the company that provided the service or product. A consumer can be satisfied with a service or product and therefore feel the desire to help the company. According to the literature study, many studies concluded ‘helping the company’ as a motivation to engage in eWOM Hennig-Thurau et al. (2004); (Bronner & de Hoog, 2010); (Jang & Jeong, 2011); Yap et al. (2013) (Gretzel & Yoo, 2011).

2.4.6 Advice Seeking

The studies of Hennig-Thurau et al. (2004) & Yap et al. (2013) gave another motivation that might be of interest in this study. Both studies conducted ‘advice seeking’ as a motivation for engaging in electronic word of mouth. Also Sundaram et al. (1998) concluded advice seeking as an important factor for engaging in traditional word of mouth. People can discuss products or brands for instance when something is unclear or when a consumer needs feedback. On the other hand people can also ask feedback when they are not certain whether to buy a product or not, for instance because they have had bad experiences with another product of the brand before Hennig-Thurau et al. (2004).

2.5 The Use of TripAdvisor.com in the Making of Hotel Choice Decisions

The process of decision-making is described as an argumentative practice, where practical judgments lead towards the realization of actions (Anderson, 1998). Tourism
experiences are intangible, heterogeneous, inseparable, perishable and expensive. Tourism-related decisions, thus, can be considered high-risk because of the uncertainty of the outcome (Um & Crompton, 1990). The quality and quantity of information has to be crossed with personal criteria and hierarchy of desires in order to compare alternatives and select the one which seems to best satisfy needs and expectations. The development of e-commerce has meant that online reviews have become an increasingly important part of consumers’ purchase decisions. Today, it is estimated that around 82% of consumers read reviews before making a purchase (Focus, 2012). In addition, over 70% of consumers note that online reviews make them more comfortable that they are making the correct purchase decision (Wober, 2006). With regard to hotel and travel, historically, the major source of information has been from travel agents in so-called ‘brick-and-mortar’ shops. Today, this has changed and online reviews have become the major source of information for consumers (Buhalis, 2000).

A total of 35 percent of US Internet users publish their thoughts or otherwise create content online (Pew Internet, 2006). According to eMarketer (2007a), about 75.2 million online users use UGC today in the US. Forester (2006) estimates current online travel spending at $73 billion, which represents 35% of total online spending. More than 80 percent of web shoppers said they use other consumers’ reviews (Forester, 2006). Similarly, Complete (2006) found that nearly 50% of travel purchasers visited a message board, forum, or online community for their online travel purchasing and one in three of these buyers said that consumer reviews helped with their purchase decision. Importantly, almost half of those whose purchasing decision was influenced by consumer reviews said that consumers’ opinions actually caused them to change their mind about what they purchased. Moreover, among those buyers, 25% said they also posted a review on a consumer review site after making their purchase (Complete, 2006). Clearly, online consumer-generated information is taking on an important role in online travelers’ decision making. As evidenced by the success of Websites like TripAdvisor.com, online travel-related consumer reviews represent a significant amount of social media for travel purposes.
2.6 Chapter Summary

Chapter Two has provided detailed literature review on the study objectives. It reviewed inputs from other scholars who have done studies on online reviewers, reliability of online reviews, motivations to writing online reviews and the use of Tripadvisor.com hotel purchase decisions. There is currently very little information on the use of online reviews in Nairobi, Kenya.
CHAPTER 3

3.0 RESEARCH METHODOLOGY

3.1 Introduction

This chapter covers the research methodology that the study applied. It discusses the research design, the population of study and the sampling design, sampling frame, the sampling technique and the sample size. The chapter also covers data collection methods, data analysis and the data presentation methods that were adopted.

3.2 Research Design

A case study research design was used to conduct the study. A case study is an intensive analysis of an individual unit (for example a person, group or event) stressing development factors in relation to context (Oxford, 2015). Basically a case study is an in-depth study of a particular situation rather than a sweeping statistical survey. It helps to narrow down a very broad field of research into one easily researchable topic (Oxford, 2015). The essence of a case study is that it tries to illuminate a decision or set of decisions: why they were taken, how they were implemented, and with what result (Schramm, 1971). This definition thus cites cases of “decisions” as the major focus of case studies. This design was therefore appropriate in identifying the use of TripAdvisor.com by travelers in making hotel purchase decisions.

3.3 Population and Sampling Design

3.3.1 Population

A population is any entire collection of people, animals, plants or things from which we may collect data (Mugenda & Mugenda, 2003). The population represents the entire set of units of analysis or the total collection of elements on which inference is to be made (Cooper & Schindler, 2009). In liaison with the Front Office Team at Safari Park Hotel, the researcher identified that between 3rd April 2016 and 9th April 2016, the percentage average room occupancy of Safari Park Hotel was 43.06%. Given the total number of rooms is 168, the population of this study therefore comprised of 72 respondents all travelers visiting Safari Park Hotel in Nairobi, Kenya at that time.
3.3.2 Sampling Design

3.3.2.1 Sampling Frame

Cooper and Schindler (2009) define a sampling frame as the listing of the entire population from where a sample size is selected. It represents a complete and correct list of population of members of only the members. In this study the target population comprised 72 respondents of travelers staying in Safari Park Hotel in Nairobi, Kenya between 3rd and 9th April 2016.

3.3.2.2 Sampling Technique

This study adopted a simple random sampling technique. Cooper and Schindler (2009) define simple random sampling as selecting a subset of individuals chosen from a larger set of a population. In this study, the selected elements will comprise of travelers chosen by the researcher who are adequate enough to gauge satisfaction levels for the research. The researcher directly contacted the travelers staying at Safari Park Hotel with the aim of obtaining an opportunity for an interview. Each respondent was chosen by chance using the random sampling technique.

3.3.2.3 Sample Size

The sample size represents a subset of sampling units from a population (Cooper & Schindler, 2009). This will give the entire number of population elements from which data is to be collected. According to (Mugenda & Mugenda, 2003) a sample size 10-30% of the accessible population is a good representation of the target population. 17 respondents represent 24 % of the total population and was therefore considered to be a good representative of the target population.

3.4 Data Collection

The study relied on primary data which was collected using a questionnaire that was in line with the study objectives. The questions in study were directly related to the research questions. The questionnaire consisted of both open ended and closed questions covering all the variables of study. The questionnaire also used the Likert Scale type of questions.
3.5 Research Procedure

The research began by seeking authorization from the management of Safari Park Hotel to do research in their establishment. The questionnaire was estimated to take fifteen minutes to administer. One research assistant, who was trained on communication and interviewing respondents using the questionnaire assisted in conducting the research. The data collection exercise took a period of two days to complete. In line with the research design, the study adopted the use of the questionnaire as the primary data collection tool. After data collection, the questionnaires were tagged, screened and cleaned. Thereafter questionnaire coding, data entry and data analysis was done.

3.6 Data Analysis Method

The study used quantitative method of data analysis. To ensure easy analysis, the questionnaire was coded according to each variable of the study of ensure the margin of error was minimized to ensure accuracy during analysis. Frequency distribution, percentages and mean scores were used to analyze the data. The results were presented in the form of tables, figures and graphs, backed up with detailed explanations.

3.7 Chapter Summary

Chapter three covered the research methodology, explaining the research design that was used in the study. The chapter also justifies as to why the research design is relevant to this study. It also covered on the study population size, the sampling technique, sample frame, and sample size to be used to undertake the study. Chapter Four will cover the research findings.
CHAPTER 4

4.0 RESULTS AND FINDINGS

4.1 Introduction

This chapter presents the results and findings obtained from this research. A structured questionnaire was used to collect the data, guided by the four research questions. The data was collected from the guests staying at the Safari Park Hotel. The questionnaires distributed to the respondents were 17 and all the questionnaires were returned. This translated into 100% response rate.

This chapter is based on the research questions; what is the profile of TripAdvisor.com users visiting hotels in Nairobi, Kenya? Secondly, how do they perceive the reliability of TripAdvisor.com reviews? Thirdly, what is the main motivation behind posting a TripAdvisor.com review? And lastly how do travelers use TripAdvisor.com reviews to make hotel purchase decisions?

4.2 Profile of TripAdvisor.com Users Visiting Nairobi, Kenya

The profile of respondents consists of; gender, age, education level, purpose of the trip, region of residence and length of stay in Nairobi, Kenya.

4.2.1 Gender Distribution

The researcher requested the respondents to indicate their respective gender. The researcher sought to establish the gender distribution of the respondents. Figure 4.1 represents the findings of the study showing that the majority 59% were male and 41% female respondents. The gender of the respondents was relatively well represented in this research.
4.2.2 Age Categories

The researcher requested the respondents to indicate their respective ages. The researcher sought to establish the different age categories captured in the study. Figure 4.2 represents the findings of the study showing that the majority 35% were between the ages of 21-30, 29% over the age of 51, 24% between the ages of 31-50 and only 12% of the respondents were between the ages of 18-20. All age categories of the respondents were relatively well represented in this research.

4.2.3 Education Level

The researcher requested the respondents to indicate their respective education levels. Based on the literature review, it was identified that education levels play a big role in the writing of online travel reviews.
The researcher therefore sought to establish the level of education of respondents captured in the study. Figure 4.3 represents the findings of the study showing that the majority 55% were college graduates, 29% were high school graduates while only 18% were post graduates. There were no respondents in the study with any other kind of education level. All levels of education were relatively well represented in this research.

**Figure 4.3: Respondents Education Level**

4.2.4 Purpose of the Trip

The researcher requested the respondents to indicate their respective purpose of traveling to Nairobi, Kenya. Based on the literature study that identified a relationship between the purpose of the trip and the posting on TripAdvisor.com reviews, the researcher sought to identify the purpose of travelling of respondents captured in the study. Figure 4.4 represents the findings of the study showing that the majority 47% were visiting for holiday purposes, 41% for business while only 12% were visiting friends and relatives. There were no respondents in the study with any unique purpose for travelling to Nairobi, Kenya.
4.2.5 Region of Residence

The researcher requested the respondents to indicate their respective Region of Residence. The researcher sought to establish the main regions of residence of the respondents captured in the study. Figure 4.5 represents the findings of the study showing that the majority, 35% of the respondents were from Asia, Africa, Europe and South America were equally represented with 18% of the respondents while 6% were from North America, Australia & New Zealand.

4.2.6 Length of Stay

The researcher requested the respondents to indicate their respective length of stay in Nairobi, Kenya. The researcher sought to establish how long the respondents intended to stay in the country.
Figure 4.6 represents the findings of the study showing that the majority, 53% of the respondents intended to stay in Nairobi for only 2-5 days. 29% of the respondents intended to stay 6-10 days while 18% of the respondents intended to stay more than 10 days. There were no respondents in the study who intended to stay in Nairobi for 1 day.

4.3 The Perception of Reliability of Online Travel Reviews

In this section, the research assessed the perception of reliability of TripAdvisor.com Reviews. The researcher requested the respondents to indicate their opinion on misleading and/or fake hotel reviews. The researcher sought to establish how serious the issue of misleading and/or fake reviews is to the respondents.

<table>
<thead>
<tr>
<th>Misleading / False Hotel Reviews</th>
<th>Frequency</th>
<th>No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not A Problem</td>
<td>0%</td>
<td>0</td>
</tr>
<tr>
<td>There are Isolated Cases</td>
<td>7%</td>
<td>1</td>
</tr>
<tr>
<td>It is a Minor Problem</td>
<td>50%</td>
<td>7</td>
</tr>
<tr>
<td>It is a Growing Problem</td>
<td>36%</td>
<td>5</td>
</tr>
<tr>
<td>It is a Major Problem</td>
<td>7%</td>
<td>1</td>
</tr>
<tr>
<td>Totals</td>
<td>100%</td>
<td>14</td>
</tr>
</tbody>
</table>
Table 4.1 represents the findings of the study showing that 50% of respondents thought that issue of false and/or misleading TripAdvisor.com reviews were a minor problem while 36% thought it was a growing problem. 7% of the respondents thought it was a major problem and another 7% thought that there are some isolated cases.

The literature review identified several characteristics of the reviewer that the respondent perceived as reliable. In this section, the research assessed the importance of each of the reviewer characteristics to the perception of the reliability of a TripAdvisor.com review. Respondents were asked to rate which reviewers characteristics best translates to a reliable TripAdvisor.com review. The responses were then tabulated using frequencies and means and listed in table format.

Table 4.2 represents the findings of the study showing that majority, 35% of the respondents thought that being in the same age category as the reviewer was very important to the reliability of a TripAdvisor.com review, 29% thought it was absolutely essential and 24% thought it was of average importance. Only 12% of the respondents thought it was of little importance. The average rating was 3.11, which indicated that generally the respondents thought that being in the same age category as the reviewer is of average importance to the reliability of a TripAdvisor.com review.

Table 4.2 also indicates that that 35% of the respondents thought that being of the same marital status as the reviewer is not important at all; another 35% thought it was of average importance while 29% thought it was of little importance. The average rating was 2.00, which indicated that generally the respondents thought that being of the same marital status as the reviewer is of little importance to the reliability of a TripAdvisor.com review.

Table 4.2 also shows that the majority of the respondents, 53% thought that writing in a polite and friendly manner is absolutely essential while the other 47% thought it was very important. The average rating was 4.52 which indicated that generally the respondents thought that writing in a polite and friendly manner by the reviewer is absolutely essential to the reliability of a TripAdvisor.com review.
<table>
<thead>
<tr>
<th>REVIEWER CHARACTERISTICS</th>
<th>(1) Not Important</th>
<th>(2) Little Importance</th>
<th>(3) Average Importance</th>
<th>(4) Very Important</th>
<th>(5) Absolutely Essential</th>
<th>Total</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reviewers Similarity In terms of Age Category</td>
<td>0</td>
<td>2</td>
<td>4</td>
<td>6</td>
<td>5</td>
<td>17</td>
<td>3.11</td>
</tr>
<tr>
<td>Percentage (%) of responses</td>
<td>0</td>
<td>12</td>
<td>24</td>
<td>35</td>
<td>29</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>Reviewers Similarity in terms of marital status</td>
<td>6</td>
<td>5</td>
<td>6</td>
<td>0</td>
<td>0</td>
<td>17</td>
<td>2.00</td>
</tr>
<tr>
<td>Percentage (%) of responses</td>
<td>35</td>
<td>30</td>
<td>35</td>
<td>0</td>
<td>0</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>Reviewer Writes in a polite and friendly manner</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>8</td>
<td>9</td>
<td>17</td>
<td>4.52</td>
</tr>
<tr>
<td>Percentage (%) of responses</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>47</td>
<td>53</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>Reviewers Clearly Shows Lots of Travel Experience</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>7</td>
<td>9</td>
<td>17</td>
<td>4.47</td>
</tr>
<tr>
<td>Percentage (%) of responses</td>
<td>0</td>
<td>0</td>
<td>6</td>
<td>41</td>
<td>5</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>Reviewer Travelled For a Similar Trip Purpose</td>
<td>0</td>
<td>0</td>
<td>5</td>
<td>3</td>
<td>9</td>
<td>17</td>
<td>4.23</td>
</tr>
<tr>
<td>Percentage (%) of responses</td>
<td>0</td>
<td>0</td>
<td>29</td>
<td>18</td>
<td>53</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>Reviewer Engaged in Similar Activities</td>
<td>2</td>
<td>6</td>
<td>7</td>
<td>2</td>
<td>0</td>
<td>17</td>
<td>2.53</td>
</tr>
<tr>
<td>Percentage (%) of responses</td>
<td>12</td>
<td>35</td>
<td>41</td>
<td>12</td>
<td>0</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>Reviewers’ excellent writing and/or photography Skills</td>
<td>0</td>
<td>0</td>
<td>5</td>
<td>7</td>
<td>5</td>
<td>17</td>
<td>4.00</td>
</tr>
<tr>
<td>Percentage (%) of responses</td>
<td>0</td>
<td>0</td>
<td>29</td>
<td>41</td>
<td>29</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

Table 4.2 also indicates that the majority of the respondents, 53% thought that the travel experience of a reviewer is absolutely essential to judging the reliability of a study while the other 41% thought it was very important. Only 6% of the respondents thought it was of little importance. The average rating was 4.47 which indicated that generally the respondents thought that the reviewer having a lot of travel experience is absolutely essential to the reliability of a TripAdvisor.com review.
Table 4.2 establishes that that the majority of the respondents, 53% thought that the reviewer traveling for a similar purpose is absolutely essential to judging the reliability of a study while the other 29% thought it was of average importance. Only 18% of the respondents thought it was very important. The average rating was 4.23 which indicated that generally the respondents thought that the reviewer traveling for a similar purpose is very important to the reliability of a TripAdvisor.com review.

Table 4.2 established that the majority of the respondents, 41% thought that the reviewer engaging in similar activities during the trip is of average importance, 35% of little importance and 12% not important at all. Another 12% of the respondents however thought it was very important. The average rating was 2.53 which indicated that generally the respondents thought that the reviewer engaging in similar activities during the trip is of little importance to the reliability of a TripAdvisor.com review.

Finally Table 4.2 indicates that that the majority of the respondents, 41% thought that it was very important for the reviewer to have excellent writing and/or photography skills, 29% thought it was absolutely essential while another 29% thought it was of average importance. The average rating was 4.00 which indicated that generally the respondents thought that the reviewer having excellent writing and/or photography skills is very important to the reliability of a TripAdvisor.com review.

The reviewer characteristic that had the highest rating, 4.52 was the reviewer writing in a polite and friendly manner.

4.4 Motivation to Posting TripAdvisor.com reviews

In this section, the research assessed the motivation to posting a TripAdvisor.com review. The researcher requested the respondents to indicate their opinion on whether they had ever posted a TripAdvisor.com review. Figure 4.7 represents the findings of the study showing that the majority of the respondents, 76% have ever posted a TripAdvisor.com review while only 24% have never.
The literature review identified several previously discussed motivations to writing an online review. The researcher chose four main motivations applicable in this situation. Respondents were asked to rate their motivations to writing a TripAdvisor.com review. It is interesting to note that respondents who never posted a TripAdvisor.com review expressed their motivations to posting one in future. The researcher then tabulated using frequencies and means and listed their responses in table format.

Table 4.3: Motivations to Posting TripAdvisor.com Reviews

<table>
<thead>
<tr>
<th>MOTIVATION</th>
<th>(1) Strongly Agree</th>
<th>(2) Agree</th>
<th>(3) Undecided</th>
<th>(4) Disagree</th>
<th>(5) Strongly Disagree</th>
<th>Total</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advice Seeking</td>
<td>7</td>
<td>1</td>
<td>3</td>
<td>6</td>
<td>0</td>
<td>17</td>
<td>2.47</td>
</tr>
<tr>
<td>Percentage (%) of responses</td>
<td>41</td>
<td>6</td>
<td>18</td>
<td>35</td>
<td>0</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>Venting Negative Experience to other Consumers</td>
<td>10</td>
<td>7</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>17</td>
<td>1.4</td>
</tr>
<tr>
<td>Percentage (%) of responses</td>
<td>59</td>
<td>41</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>Helping the Company After a Positive Experience</td>
<td>9</td>
<td>7</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>17</td>
<td>1.52</td>
</tr>
<tr>
<td>Percentage (%) of responses</td>
<td>53</td>
<td>41</td>
<td>6</td>
<td>0</td>
<td>0</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>Intrinsic Satisfaction (Makes One Feel Good)</td>
<td>0</td>
<td>1</td>
<td>7</td>
<td>5</td>
<td>1</td>
<td>17</td>
<td>2.8</td>
</tr>
<tr>
<td>Percentage (%) of responses</td>
<td>0</td>
<td>7</td>
<td>50</td>
<td>36</td>
<td>7</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>
Table 4.3 represents the findings of the study showing that the majority of the respondents, 41% strongly agree that a motivation to posting TripAdvisor.com review is to seek for advice from other reviewers. 35% of respondents however disagree and 18% were undecided. Only 6% agree. The average rating was 2.47 which indicated that generally the respondents agreed that advice seeking was a motivation factor to posting a TripAdvisor.com review.

Table 4.3 also establishes that the majority of the respondents, 59% strongly agreed to venting negative feelings to other consumers as being a motivation to writing an online review while 41% agreed. The average rating was 1.4 which indicated that generally the respondents strongly agreed that venting negative feelings to other consumers was a motivation factor to posting a TripAdvisor.com review.

Table 4.3 identifies the majority of the respondents, 59% strongly agreed that helping the company after a positive experience is a motivation to writing a TripAdvisor.com review while 41% agreed. 6% were undecided. The average rating was 1.52 which indicated that generally the respondents agreed that helping the company after a positive experience is a motivation to posting a TripAdvisor.com review.

Table 4.3 also establishes that majority of the respondents, 50% were undecided whether making oneself feel good is a motivation to writing a TripAdvisor.com review. 36% of the respondents disagreed, 7% strongly disagreed only 7% agreed. The average rating was 2.8 which indicated that generally the respondents were undecided on whether intrinsic satisfaction is a motivation to writing a TripAdvisor.com review.

The motivation with the highest rating, 1.4 was venting negative experience to other consumers.

4.5 Use of TripAdvisor.com Reviews in the Making of Hotel Purchase Decisions

In this section, the research assessed the use of TripAdvisor.com reviews in the making of hotel choice decisions prior to taking a trip. The researcher requested the respondents to indicate their opinion on whether they read TripAdvisor.com reviews. Figure 4.8 represents the findings of the study showing that at the time of data collection, 71% of the respondents had ever read TripAdvisor.com reviews while 29% had not.
The researcher also requested the respondents to indicate their opinion on how frequently they read TripAdvisor.com reviews when planning for a trip.

Table 4.4: Frequency of Reading TripAdvisor.com Reviews

<table>
<thead>
<tr>
<th>Frequency of Reading TripAdvisor.com Reviews</th>
<th>Frequency</th>
<th>No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never</td>
<td>0%</td>
<td>0</td>
</tr>
<tr>
<td>Rarely</td>
<td>6%</td>
<td>1</td>
</tr>
<tr>
<td>Sometimes</td>
<td>53%</td>
<td>9</td>
</tr>
<tr>
<td>Regularly</td>
<td>41%</td>
<td>7</td>
</tr>
<tr>
<td>Often</td>
<td>0%</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
<td><strong>17</strong></td>
</tr>
</tbody>
</table>

Table 4.4 represents the findings of the study showing that the majority 53% of respondents read TripAdvisor.com reviews sometimes, 41% regularly and 6% rarely when planning for a trip.

The researcher then requested the respondents to indicate their opinion on how important reviews on TripAdvisor.com were to them when making a hotel choice decision.
Table 4.5: Importance of TripAdvisor.com Reviews when Choosing a Hotel

<table>
<thead>
<tr>
<th>Importance of TripAdvisor.com Reviews when Choosing a Hotel</th>
<th>Frequency</th>
<th>No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not Important At All</td>
<td>0%</td>
<td>0</td>
</tr>
<tr>
<td>Of Little Importance</td>
<td>6%</td>
<td>1</td>
</tr>
<tr>
<td>Of Average Importance</td>
<td>18%</td>
<td>3</td>
</tr>
<tr>
<td>Very Important</td>
<td>41%</td>
<td>7</td>
</tr>
<tr>
<td>Absolutely Essential</td>
<td>35%</td>
<td>6</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
<td><strong>17</strong></td>
</tr>
</tbody>
</table>

Table 4.5 represents the findings of the study showing that 41% of the respondents thought that TripAdvisor.com Reviews were very important when making a hotel choice decision. 35% thought that they were absolutely essential while 18% thought they are of average importance. 6% thought they were of little importance.

The researcher requested the respondents to indicate their opinion on whether a single negative TripAdvisor.com review has ever been a reason not to choose/visit a particular hotel.

Table 4.6: Impact of a Single Negative Review

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>65%</td>
<td>11</td>
</tr>
<tr>
<td>No</td>
<td>35%</td>
<td>6</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
<td><strong>17</strong></td>
</tr>
</tbody>
</table>

Table 4.6 represents the findings of this study showing that 65% of the respondents agreed to having changed their decision to visit a specific hotel due to a single negative review while only 35% disagreed.

The researcher requested the respondents to indicate their opinion on whether a single positive review has ever been a reason to choose/visit a particular hotel.
Table 4.7: Impact of a Single Positive Review

<table>
<thead>
<tr>
<th>Impact of A Single Positive Review</th>
<th>Frequency</th>
<th>No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>41%</td>
<td>7</td>
</tr>
<tr>
<td>No</td>
<td>59%</td>
<td>10</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>17</td>
</tr>
</tbody>
</table>

Table 4.7 represents the findings of this study showing that 41% of the respondents agreed to having changed their decision to visit a specific hotel due to a single positive review while only 59% disagreed. It was interesting to note the variance between the impacts of a single negative review versus the impact of a single positive review.

Finally the researcher requested the respondents to indicate their opinion on whether they would review Safari Park Hotel on TripAdvisor.com after/during the visit.

Table 4.8: Reviewing Safari Park Hotel

<table>
<thead>
<tr>
<th>Reviewing Safari Park Hotel</th>
<th>Frequency</th>
<th>No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>65%</td>
<td>11</td>
</tr>
<tr>
<td>No</td>
<td>35%</td>
<td>6</td>
</tr>
<tr>
<td>Totals</td>
<td>100%</td>
<td>17</td>
</tr>
</tbody>
</table>

Table 4.8 represents the findings of this study showing that 65% of the respondents agreed posting a TripAdvisor.com review about Safari Park Hotel after/during their visit while 35% disagreed.
CHAPTER 5

5.0 DISCUSSIONS, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter provides a summary of findings, discussions, conclusions and recommendations. This section is guided by the research questions, and the discussions provides comparison with the literature review

5.2 Summary

The purpose of this study was to address the influence of online travel reviews in this case TripAdvisor.com written by consumers and their use in making hotel purchase decisions. The study was carried out at the Safari Park Hotel and was guided by the following research questions. First, what is the profile of users of TripAdvisor.com visiting hotels in Nairobi, Kenya? Secondly, how do they perceive the reliability of TripAdvisor.com reviews? Thirdly, what is the motivation behind posting a TripAdvisor.com review? And lastly how do they use TripAdvisor.com reviews to make hotel purchase decisions?

A case study research design was used in this study. The target population was 72 travelers visiting Safari Park Hotel between 3rd April 2016 and 9th April 2016, when the research was conducted. Data was collected in form of structured questionnaires. A sample of 17 respondents was identified for the study which was 24% of the total population. Out of 17 questionnaires distributed to the respondents, 17 were returned representing a 100% response rate. To analyze the data, descriptive and statistical analysis was used and the findings were presented through use of tables and charts. Ranking of mean scores was used to identify the key factors.

Based on research question one, the profile of the respondent was captured; gender distribution showed 59% male and 41% female respondents indicating a balance of both female and respondents in the research. Majority of the respondents, 35% were between the ages of 21-30, 29% over the age of 51, 24% between the ages of 31-50 and only 12% of the respondents were between the ages of 18-20.
About half of the respondents, 55% were college graduates, 29% were high school graduates while only 18% were post graduates. A majority of the respondents, 47% were visiting for holiday purposes, 41% for business while only 12% were visiting friends and relatives. Thirty-five percent of the respondents were from Asia. Africa, Europe and South America were equally represented with 18% of the respondents while 6% were from North America Australia & New Zealand. This indicated that all Regions were relatively well represented in this research. Over half of the respondents 53%, intended to stay in Nairobi for only 2-5 days. Twenty-nine percent of the respondents intended to stay 6-10 days while 18% of the respondents intended to stay more than 10 days. There were no respondents in the study who were only staying in Nairobi for only 1 day.

Based on research question two aimed at assessing the perception of reliability of TripAdvisor.com reviews, the study found out that over half, 50% of respondents thought that issue of false/misleading TripAdvisor.com reviews were a minor problem while 36% thought it was a growing problem. Seven percent of the respondents thought it was a major problem and another 7% thought that there are some isolated cases. The research also assessed the importance of several of the reviewer characteristics to the perception of the reliability of a TripAdvisor.com review.

The highest rated characteristic was the reviewer writing in a polite and friendly manner followed by the reviewer clearly showing lots of travel experience, reviewer traveling for a similar trip purpose, reviewer excellent writing and/or photography skills, reviewer similarity in terms of age category, reviewer engaged in similar activities and finally the lowest rated characteristics was the similarity in terms of marital status of the reviewer.

Based on research question three aimed at assessing the motivation behind posting a TripAdvisor.com, the study found out over half of the respondents, 76% have ever posted a TripAdvisor.com review while only 24% have never. The highest rated motivation for posting a TripAdvisor.com review was to vent negative feelings to other consumers followed by helping a company after a positive experience, advice seeking and finally the lowest rated was intrinsic satisfaction, making one’s self feel better.
Based on research question four aimed at establishing the use of TripAdvisor.com in the making of hotel purchase decisions, the study found out that a majority of the respondents, 71% of the have ever read TripAdvisor.com reviews while 29% had not. When it comes to frequency of reading TripAdvisor.com reviews, 53% of respondents read sometimes, 41% regularly and 6% rarely when planning for a trip. Forty-one percent of the respondents thought that Trip Advisor.com reviews were very important when making a hotel choice decision, 35% thought that they were absolutely essential while 18% thought they are of average importance. Six percent thought they were of little importance.

The study also identified that 65% of the respondents agreed to having changed their decision to visit a specific hotel due to a single negative review while only 35% had not. Similarly 65% of the respondents agreed to having changed their decision to visit a specific hotel due to a single positive review while only 35% had not. Finally the study established 65% of the respondents would post a TripAdvisor.com review about Safari Park Hotel after/during their visit while 35% would not.

5.3 Discussions

5.3.1 The Perception of Reliability of Online Travel Reviews

From the findings of the study, the opinion of the respondents indicated that the perception of reliability of online travel reviews varies and although the practice of misleading and/or fake consumer reviews is not new, the growing awareness of the abuses by internet users and some professionals has been reported to have caused a significant loss of confidence Elvinger et al. (2013).

While consumers recognize that there are misleading and/or fake reviews online, it appears that they have some confidence (rightly or wrongly) in their ability to spot them. Some particular markers include a tendency towards extremes and the influence of unrealistic or differing expectations (Elvinger et al. 2013). Some consumers even try to assess the personality of the reviewer (e.g. from their writing style, nature and content of comment, etc.) when deciding on the usefulness of their respective online feedback (Elvinger et al. 2013).
The research identifies that several reviewer characteristics are very important when assessing the reliability of a TripAdvisor.com review. The highest rated characteristic was the reviewer writing in a polite and friendly manner followed by the reviewer clearly showing lots of travel experience, reviewer traveling for a similar trip purpose, reviewer excellent writing and/or photography skills, reviewer similarity in terms of age category, reviewer engaged in similar activities and finally the lowest rated characteristics was the similarity in terms of marital status of the reviewer.

5.3.2 Motivation to Posting Online Reviews

To be motivated means to be moved to do something (Ryan & Deci, 2000). Motivations can be divided in two types, based on different goals to rise to an action. Intrinsic motivation refers to doing something because it is inherently interesting or enjoyable, and extrinsic motivations regard doing something to obtain a separable outcome (Ryan & Deci, 2000). This study focused on user generated content that is not created to gain a separable outcome, e.g. monetary rewards, but because it is interesting and enjoyable, i.e. intrinsic motivations.

The highest rated motivation for posting a TripAdvisor.com review in the study was to vent negative feelings to other consumers. (Gretzel & Yoo, 2011) Identified it as to lessen the frustration and reduce the anxiety, i.e. ‘venting negative feelings’. People can be frustrated by their recent purchase or experience with a product or service and use UGC to express their negative feelings and is the main reasons for consumers to create negative content about the product or experience online (Hennig-Thurau et al. 2004).

The second highest motivation for posting a TripAdvisor.com review was helping a company after a positive experience. A consumer can be satisfied with a service or product and therefore feel the desire to help the company. According to the literature study, many studies concluded ‘helping the company’ as a motivation to engage in eWOM (Hennig-Thurau at al. 2004); (Bronner & de Hoog, 2010); (Jang & Jeong, 2011); (Yap et al. 2013); (Gretzel & Yoo, 2011).
One of the lowest rated motivations was advice seeking. The studies of (Hennig-Thurau et al. 2004) & (Yap et al. 2013) gave ‘advice seeking’ as a motivation for engaging in electronic word of mouth. People can discuss products or brands for instance when something is unclear or when a consumer needs feedback (Hennig-Thurau at al. 2004). The respondents did not rate advice seeking highly as a motivation to posting a TripAdvisor.com review.

The findings of the research identified that the lowest rated motivation for posting a TripAdvisor.com review was intrinsic satisfaction or making one’s self feel better. Majority of the studies in the literature review (Hennig-Thurau et al. 2004); (Bronner & de Hoog, 2010); (Cheung & Lee, 2012) & (Yap et al. 2013) Lee, 2012) mentioned a form of self enhancement as a motivation to engage in eWOM.

5.3.3 The Use of TripAdvisor.com in the Making of Hotel Choice Decisions

The process of decision-making is described as an argumentative practice, where practical judgments lead towards the realization of actions (Anderson, 1998). The development of e-commerce has meant that online reviews have become an increasingly important part of consumers’ purchase decisions. Buhalis (2000) identified that online reviews have become the major source of information for consumers with a total of 35 percent of US Internet users publishing their thoughts or otherwise creating content online.

Based on research question four aimed at establishing the use of TripAdvisor.com in the making of hotel purchase decisions, the study found out that a majority of the respondents effectively use TripAdvisor.com Reviews when making hotel choice decisions. The respondents thought that Trip Advisor.com Reviews were very important when making a hotel choice decision and agreed to having changed their decision to visit a specific hotel due to a single positive or negative review. This clearly supports study done by Complete (2006) which concluded that almost half of those whose purchasing decision was influenced by consumer reviews said that consumers’ opinions actually caused them to change their mind about what they purchased.
5.4 Conclusions

The purpose of this study was to address the influence of online travel reviews in this case TripAdvisor.com written by consumers and their use in making hotel choice decisions. Based on the discussions, the following conclusions were derived from the study.

5.4.1 The Perception of Reliability of Online Travel Reviews

The issue of fake and/or misleading hotel TripAdvisor.com reviews is a minor problem but with a possibility of causing a lot of issues of several procedures are not put in place to curb this menace. Consumers value online feedback because they perceive it as impartial or, in other words, written by customers with no hidden agenda or vested interest in promoting a particular good or service (Focus, 2012). However, if customers were indeed incentivized to give a positive review, the assumption of impartiality would be false and in fact detrimental to a consumer seeking an independent and honest opinion.

Most consumers try to assess the personality of the reviewer (e.g. from their gender, age category, purpose of visit, writing style, nature and content of comment, etc.) when deciding on the usefulness of their respective online feedback (Elvinger et al. 2013). Specifically travelers visiting Nairobi, Kenya rely strongly on the reviewers writing style. The reviewer writing in a polite and friendly manner was considered the most important reviewer characteristic when assessing reliability of a Trip Advisor.com review. Therefore a negative review that was well written in a polite and friendly manner will have more impact than one that is written in a harsh and improper tone.

It was interesting to note that this study did not agree with the literature review (Lightspeed, 2011) on the importance of gender and marital status of a reviewer. Instead other factors like the writing style of the reviewer and similar trip purpose took priority.

5.4.2 Motivation to Posting Online Reviews

As discussed earlier in the literature review, to be motivated means to be moved to do something (Ryan & Deci, 2000). This study concentrated only on intrinsic motivation
which refers to doing something because it is inherently interesting or enjoyable. (Ryan & Deci, 2000).

Based on the results of this study the highest rated motivation to post a TripAdvisor.com review was to vent negative feelings to other consumers. It was interesting to note that the travelers had a higher motivation to post any negative experiences than any positive ones. This supports a study done by (Gretzel & Yoo, 2011) that concluded that a major motivation for creating user generated content can be to lessen the frustration and reduce the anxiety, i.e. ‘venting negative feelings’. People can be frustrated by their recent purchase or experience with a product or service and use UGC to express their negative feelings. It was interesting to note that even respondents who had never posted a TripAdvisor.com review identified with this motivation. Other studied motivations like to help the company, to ask for advice and to make one’s self feel better were not highly rated in this study.

5.4.3 The Use of TripAdvisor.com in the Making of Hotel Choice Decisions

The process of decision-making is described as an argumentative practice, where practical judgments lead towards the realization of actions (Anderson, 1998). The quality and quantity of information has to be crossed with personal criteria and hierarchy of desires in order to compare alternatives and select the one which seems to best satisfy needs and expectations.

The results of this study show that majority of the respondents read and use TripAdvisor.com in making hotel choice decision when travelling to Nairobi Kenya. This supports a study done by Complete (2006) which found out that nearly 50% of travel purchasers visited a message board, forum, or online community for their online travel purchasing and one in three of these buyers said that consumer reviews helped with their purchase decision.

Furthermore travelers to Nairobi, Kenya rank Trip Advisor.com Reviews as very important when making a hotel choice decision and that they agreed to having changed their decision to visit a specific hotel due to a single positive or negative review. This supports a study done by (Forester, 2006) whose research identified that over half of consumers whose purchasing decision was influenced by consumer reviews said that
consumers’ opinions actually caused them to change their mind about what they purchased. As evidenced by the two studies the success of online travel-related consumer reviews in decision making represent a significant progress in the use of ICT in the Hospitality & Tourism industry.

5.5 Recommendations

5.5.1 Recommendations for Improvement

The purpose of this study was to address the influence of online travel reviews in this case TripAdvisor.com written by consumers and their use in making travel-related decisions. Based on the conclusions, the following recommendations were derived from the study.

5.5.1.1 The Perception of Reliability of Online Travel Reviews

From the findings of the study, the opinion of the respondents indicated that the perception of reliability of online travel reviews varies and although the practice of misleading and/or fake consumer reviews is not new, the growing awareness of the abuses by internet users and some professionals has been reported to have caused a significant loss of confidence Elvinger et al. (2013).

The research identifies that several reviewer characteristics are very important when assessing the reliability of a TripAdvisor.com review. The highest rated characteristic was the reviewer writing in a polite and friendly manner followed by the reviewer clearly showing lots of travel experience, reviewer traveling for a similar trip purpose, reviewer excellent writing and/or photography skills, reviewer similarity in terms of age category, reviewer engaged in similar activities and finally the lowest rated characteristics was the similarity in terms of marital status of the reviewer.

The issue of fake and/or misleading hotel TripAdvisor.com reviews is a minor problem but with a possibility of causing a lot of issues of several procedures are not put in place to curb this menace. The research has identified that most consumers try to assess the personality of the reviewer (e.g. from their gender, age category, purpose of visit, writing style, nature and content of comment, etc.) when deciding on the usefulness of their respective online feedback. This study specialized on the travelers visiting Nairobi,
Kenya rely who strongly rated that the reviewers writing style was very important when assessing reliability of a Trip Advisor.com review.

Based on these findings the research sheds light on the multi-aspects of information attributes to improve the perceived reliability. In the online environment where consumers have limited capability to diagnose the integrity of the product information, especially for the experience goods, the information about reviewer’s identity and previous experiences in the online community and improves the perceived usefulness of the information. The findings of this research provide a number of practical implications to develop online marketing strategy in tourism and hospitality in Kenya. First, the online community should be encouraged to disclose more details of their trip including both positive and negative experiences, addresses and photos as such information is more is likely to spur other readers to perceive the usefulness of the reviews.

Secondly, since the impact of negative Travel reviews and service experiences were identified to be more influential than positive reviews, tourism and hospitality marketers should pay more attention on negative reviews by responding to the reviews in effective ways. How an organization handles criticism is key to the online community.

Hoteliers and Travel providers should therefore encourage their consumers to give an honest review of their experience. Due to the fact that consumers are able to read in-between the lines, a malicious review can be identified very quickly which in turn leads to a ruined reputation. How service providers handle TripAdvisor.com comments also makes a statement to the online community. Service providers should ensure that all matters raised are handled in a polite, friend manner and in the right attitude.

### 5.5.1.2 Motivation to Posting Online Reviews

Based on the results of this study the highest rated motivation to post a TripAdvisor.com review was to vent negative feelings to other consumers. It was interesting to note that the travelers had a higher motivation to post any negative experiences than any positive ones. This supports a study done by (Gretzel & Yoo, 2011) that concluded that a major motivation for creating user generated content can be to lessen the frustration and reduce the anxiety, i.e. ‘venting negative feelings’. People can be frustrated by their recent
purchase or experience with a product or service and use UGC to express their negative feelings.

Consumer-Generated content sites can only strive if motivations to generate content are well understood. The Hospitality & Tourism industry in Kenya should therefore stress these aspects and emphasize such motivations in their communications geared towards encouraging their guests to leave online travel reviews. Understanding motivations is also important for travel service providers in that they show that great service quality is rewarded by consumers with positive eWOM while negative service creates negative eWOM. The research findings of this study will also help online marketers to identify, understand and therefore produce goods that relate to the different virtual communities.

Indentifying the motivations behind posting a review helps us understand the needs of the consumers. It is difficult to motivate consumers to write/post travel reviews as motivations are to a great extent intrinsic. Rewards do not seem to encourage consumers much. By providing the right atmosphere that encourages consumers to talk about their experiences in a public form, the organizations benefits greatly. Tourism marketers should therefore understand, use and implement the motivations to writing online reviews as they develop their products and services.

5.5.1.3 The Use of TripAdvisor.com in the Making of Hotel Choice Decisions

The results of this study show that majority of the respondents read and use TripAdvisor.com in making hotel choice decision when travelling to Nairobi Kenya. Furthermore travelers to Nairobi, Kenya rank Trip Advisor.com Reviews as very important when making a hotel choice decision and that they agreed to having changed their decision to visit a specific hotel due to a single positive or negative review.

Armed with this information the Hospitality & Tourism Industry in Kenya has an avenue for collecting feedback on regarding the products and services being offered to the consumers and even suggestions on improvement. such information is key to the development and improvement of the industry. It also creates a platform for Kenya to compare its standards to the rest of the world. The information gathered from TripAdvisor.com should be used as a learning medium, to identify the Pro's and Con's of each organization and how to make their services better.
5.5.2 Recommendations for Further Research

The results of this study have shown that TripAdvisor.com reviews are an important source of information for customers to support their hotel buying decision. Given its exploratory nature, this study has limitations. In addition to the lack of comprehensiveness due to the limited number of hotels and respondents selected, this study employed only an introductory view and raised the issue of the importance of TripAdvisor.com reviews in Kenya.

Further, future studies should focus on improving the external validity for this line of research by including more destinations in Kenya, reflecting a greater range of types of destinations and geographic areas. This will also allow for additional comparisons and analysis of the online tourism domain beyond the context used in this study. Furthermore if hotel companies in Kenya want to promote their firm, they should not only put advertisement on media, but also pay attention on the travel websites such as TripAdvisor.com that travelers traveling to Kenya regularly use. Hotel companies should also pay attention to the functions that people care about and focus on handling guest complaints in order to get high guest satisfaction.

In this study, the researcher concentrated on hotel choice decisions; in future research it would be essential to study other factors affecting the hospitality industry such as customer satisfaction, hotel performance, employee training and development, strategy formulation and benchmarking among others.
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Dear Respondent,

RE: RESEARCH QUESTIONNAIRE

I am a graduate student at the United States International University – Africa pursuing a Masters of Business Administration program. I am currently conducting a research on "The Use of Tripadvisor.Com by Travelers in Making Hotel Purchase Decisions" in partial fulfillment of the program. The results of the survey will be instrumental in developing strategies to respond effectively to the Hospitality & Tourism Industry in Kenya.

This is an academic research and confidentiality will be strictly adhered to. Kindly spare fifteen minutes to fill the questionnaire attached.

Thank You.

Yours Sincerely

Muigai M. Wairimu
APPENDIX II: QUESTIONNAIRE

1. Name (Optional) ___________________________________________________________

2. Gender
   □ Male                              □ Female

3. Age categories
   □ 18-20                             □ 31-50
   □ 21-30                             □ 51 and Over

4. Education Level
   □ High School Graduate             □ Post Graduate Degree
   □ College Graduate                 □ Other (Specify)______________

5. Purpose of the trip
   □ Holiday                           □ Visiting Friends & Relatives
   □ Business                          □ Others (Specify) _____________

6. Region of Residence
   □ North America                     □ Europe
   □ South America                     □ Africa
   □ Asia                              □ Australia & New Zealand

7. How long is your stay in Nairobi?
   □ 1 day                             □ 6-10 days
   □ 2-5 days                          □ 10+ days

8. Do you read reviews on TripAdvisor.com?
   □ Yes                                □ No

9. If yes, on a scale of 1-5, where (1) is Never and (5) is Often please rate how often you read reviews on TripAdvisor.com when planning for a trip.

<table>
<thead>
<tr>
<th>Never (1)</th>
<th>Rarely (2)</th>
<th>Sometimes (3)</th>
<th>Regularly (4)</th>
<th>Often (5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
</tbody>
</table>
10. On a scale of 1-5, where (1) is Not Important and (5) is Absolutely Essential please rate how important reviews on TripAdvisor.com are to you when making hotel choice decision.

<table>
<thead>
<tr>
<th>Not Important (1)</th>
<th>Of Little Importance (2)</th>
<th>Of Average Importance (3)</th>
<th>Very Important (4)</th>
<th>Absolutely Essential (5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
</tbody>
</table>

11. Using the factors below please rate on a scale of 1-5 (1) is Not Important and (5) is Absolutely Essential the Reviewer’s characteristics that contribute to the reliability of a review on TripAdvisor.com

<table>
<thead>
<tr>
<th>REVIEWER CHARACTERISTICS</th>
<th>Not Important (1)</th>
<th>Little Importance (2)</th>
<th>Of Average Importance (3)</th>
<th>Very Important (4)</th>
<th>Absolutely Essential (5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reviewers Similarity In Terms Of Age Category</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Reviewers Similarity In Terms Of Marital Status</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Reviewer Writes In A Polite And Friendly Manner</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Reviewers Clearly Shows Lots Of Travel Experience</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Reviewer Travelled For A Similar Trip Purpose</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Reviewer Engaged In Similar Activities</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Reviewers’ Excellent Writing And/or Photography Skills</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
</tbody>
</table>
12. Have you ever posted a Review on TripAdvisor.com?

- [ ] Yes
- [ ] No

13. On a scale of 1-5, where (1) is Strongly Agree and (5) is Strongly Disagree Please your motivations for writing a review on TripAdvisor.com.

<table>
<thead>
<tr>
<th>MOTIVATIONS</th>
<th>Strongly Agree (1)</th>
<th>Agree (2)</th>
<th>Undecided (3)</th>
<th>Disagree (4)</th>
<th>Strongly Disagree (5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advice Seeking</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Venting Negative Experience to other Consumers</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Helping the Company After a Positive Experience</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Intrinsic Satisfaction (Makes One Feel Good)</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
</tbody>
</table>

14. On a scale of 1-5, where (1) is Not A Problem and (5) is A Major Problem Please rate how big is the problem of misleading and/or false hotel reviews.

<table>
<thead>
<tr>
<th>Not A Problem (1)</th>
<th>There are Isolated Cases (2)</th>
<th>It is a Minor Problem (3)</th>
<th>It is a Growing Problem (4)</th>
<th>It is a Major Problem (5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>[ ]</td>
<td></td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
</tbody>
</table>

15. Was a single negative review ever the reason for you not to choose/visit a particular hotel?

- [ ] Yes
- [ ] No

16. Was a single positive review ever the reason for you not to choose/visit a particular hotel?

- [ ] Yes
- [ ] No

17. Are you likely to review this hotel (Safari Park Hotel) on TripAdvisor.Com?

- [ ] Yes
- [ ] No

Thank you for your feedback!!!
### APPENDIX III: TIME SCHEDULE

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>NOV</th>
<th>DEC</th>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Proposal Development</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Submit Draft Proposal</td>
<td></td>
<td></td>
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<td></td>
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<td></td>
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<tr>
<td>3. Submit Final Proposal</td>
<td></td>
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<tr>
<td>4. Allocation of a Supervisor</td>
<td></td>
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<tr>
<td>5. Data Collection</td>
<td></td>
<td></td>
<td></td>
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<td>6. Data Analysis</td>
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<td>7. Submit Draft Project Report</td>
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<td>8. Submit Final Report</td>
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## APPENDIX IV: BUDGET

<table>
<thead>
<tr>
<th>ITEM</th>
<th>COST KSH.</th>
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<tr>
<td><strong>Proposal Development</strong></td>
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<tr>
<td>Typing &amp; Printing</td>
<td>3500</td>
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<tr>
<td>Photocopying</td>
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<tr>
<td>Binding</td>
<td>300</td>
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<tr>
<td><strong>Data Collection and Analysis</strong></td>
<td>-</td>
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<tr>
<td>Typing &amp; Printing</td>
<td>3500</td>
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<tr>
<td>Telephone</td>
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<tr>
<td>Email</td>
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<tr>
<td><strong>Completion</strong></td>
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<tr>
<td>Printing &amp; Binding Final Copy</td>
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<tr>
<td><strong>TOTAL COSTS</strong></td>
<td><strong>11,100</strong></td>
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