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THE FACTORS THAT INFLUENCE CUSTOMER PURCHASE INTENTIONS WHEN BOOKING HOTELS ONLINE IN CHINA

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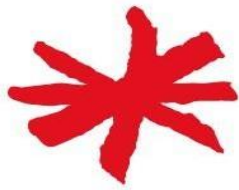
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STUDENT'S DECLARATION

I hereby declare that this thesis is my own work and effort and that it has not been submitted anywhere for any award. Where other sources of information have been used, they have been duly acknowledged.

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ONLINE IN CHINA

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Abstract

According to the survey of Chinese outbound tourist consumption 2015 showed that more than a third Chinese tourists thought that travel as important as learning and education, career development, child growth and family wealth. It was important in improving people's well-being and the index of the quality of life (Ipsos.com, 2016). As consumers get more choices to make their bookings, they're more likely to face challenges in incorporating all of these choices. At the same time traditional factors such as brand image, price, trust and value will have a significant impact as consumers interact with these forces in the same manner as they do with other forces as well. The purpose of conduct this research is to identify the factors that influence customer purchase intention when booking hotels online in China. Data had been collected from the questionnaire distributed to 392 respondents. The data collected had been analyzed by using SPSS. As result, three independent variables which are brand image, price and trust had proved have significant relationship with dependent variable which is consumer purchase intention when booking hotel online. However, price had been identified as the major factor which highly influence customer purchase intention when booking a hotel online. In this study, can concluded that China consumer have the similar perspective and concern like international consumer when they want to book a hotel through online platform.

Key words: Customer purchase intention, Online hotel booking, Brand image, Price, Trust, Value, China

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Chapter One: Introduction

1.0 Overview

This chapter focuses on the introduction of the factors that influence customer purchase intentions when booking hotels online in China. The related background knowledge and currently trends of this study will be presented at the first stage. In the problem statement section will present the limitations and previous research gaps and problems related with the dependent variables of customer purchase intentions. Chapter 1.3 and 1.4 will focus on the research objective and research problem along with why it is elementary to include these terms in this report.

1.1 Background Study

The survey of Chinese outbound tourist consumption 2015 showed that more than a third Chinese tourists thought that travel as important as learning and education, career development, child growth and family wealth. It was important in improving people's well-being and the index of the quality of life (Ipsos.com, 2016). Based on survey, most of tourists get travel information through Internet. The following diagram shows the 'Chinese Outbound Tourists Information Query Channels':

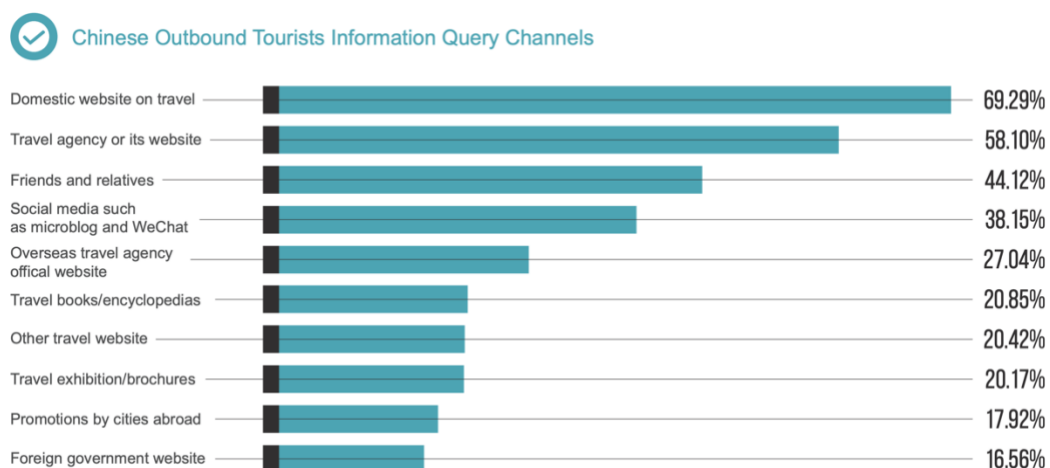| Chinese Outbound Tourists Information Query Channels	
Domestic website on travel	69.29%
Travel agency or its website	58.10%
Friends and relatives	44.12%
Social media such as microblog and WeChat	38.15%
Overseas travel agency offical website	27.04%
Travel books/encyclopedias	20.85%
Other travel website	20.42%
Travel exhibition/brochures	20.17%
Promotions by cities abroad	17.92%
Foreign government website	16.56%

Figure 1: percentage of Chinese Outbound Tourists Information Query Channels in 2015

Source: Adapted from Ipsos

According to the 2018 Chinese Global Travel Survey Report (http://downloads.juwai.com), with the increasing consumption level of Chinese

residents, China has become the world's fastest-growing and largest outbound tourism market. The millennials- those are 20 to 30 years old are booking travel arrangements in a more independent way rather than opting for package tours (Coresight research, 2018). It means that they arrange their own accommodation and route.

With the development of the technologies, the Internet plays an important distribution channel in the hospitality industry. Different distribution channels paly a different role in the hotels, for instance, hotel website emphasizes and reflects the hotel's image and competitive edge, the online travel agents (like Ctrip) provide benefits to customer such as comparing prices of several different hotels at same time (Duran, 2015). Due to the time saving and convenience, customers prefer to book hotels through Internet and get information concerning price, service and brand image. Many hotels have noted this trend and provided online booking service (Lien et al.,2015).

The China Internet Network Information Center (CINIC) which is the branch of China Ministry of Industry and Information published data in 2017 indicates that up to December 2017, China had 772 million Internet users and increased 40.74 million compared with the pervious year. The number of mobile Internet users reached at 753 million as of December 2017 in China. The mobile netizens are 97.5% of the total netizen population. The data also shows that mobile application platforms integrate information service, social networking, finance and other functional services such as tourism and people's livelihood (Cnnic.com.cn, 2018).

Chinese tourists are also becoming increasingly tech savvy which is making them turn to online portals for their booking needs. There has been a dramatic shift away from the necessity of booking directly with hotels through off-line means when most consumers using aggregator services to understand which hotels would be most beneficial for them. Another impact of the development of these portals, has been that hotels prices have been much easier to compare which is given much more power to the consumer. This is because the structural shift in which the consumer in China has

become more important than the service providers, which is expected to be the future course of action as well.

Most analysts believe that the future will depend heavily on using online services. The current push is more towards the development of mobile application that can help Chinese consumers achieve the goals of bookings effortlessly.

1.2 Problem Statement

The biggest problem which occurs when trying to book different types of hotels is trying to get an accurate access to information to base comparisons on. Before the advent of online portals, individuals had to go through and talk with many different service providers before they could get an accurate picture about what type of services can be expected and that establishment (Ma & Mohsen, 2016). The development of the Internet has made this task much easier. Consumers can now fully understand and reach the information they need to make the decision they require on a split-second basis. It is not only about allowing the consumer to make that transaction as fast as possible but also giving them enough information so that they can make the necessary changes to their lifestyle before they can start to look at different types of hotels.

This then influences the consumer decision-making process. The consumer purchase process is a multistep process which requires the consumer to go through various levels of knowledge and interaction before he can end up buying the product. The creation of many different channels of booking these hotels and providing information creates dissonance in the mind of the consumer around which channel can be trusted at any given time (Huang, Li, Mou, & Liu, 2017). Given that the individual will have different trust levels with different channels, it is likely that different channels will have different impacts on different stages of the consumer decision-making process. For example, affective branding can play an important part in impacting the information search part of the process which then influences the consumer to look at the various options and consider them accordingly.

Increasing competition is also keeping up the market for hotel services. Due to the multichannel bookings which are available, there are increasingly complex interactions between the company and the hotel as well as the hotel and the external environment. This is creating further complications and understanding what are the impact of the different sources on consumers and their intent to purchase. Increasing competitive forces is making the external environment even more dynamic which creates further

hurdles for companies trying to understand and leverage the needs of consumers as and when they materialize.

Furthermore, as the population of China grows even more significantly, and domestic tourism increases there has to be an overall understanding by the industry and regulators as to what sort of investments need to be made to make it work (Wu, 2013). The tourism industry can become an important engine of growth for the economy of China which is why understanding which factors tourists both domestic and international looking at when making their hotel purchase decisions would need to be considered as well. Currently, there is no unified understanding on what are some of these factors and given that there are new technologies being incorporated at any given time, it creates complexity to understand which factors can be considered at what time.

As such, most of the problem for consumers come from trying to understand which aspects they need to consider at any given time. As consumer demands change, these factors in the composition will change as well keeping companies guessing as to what the next bring innovation in the industry will be. This can cause certain businesses to miss the development cycle when it occurs (Ma & Mohsen, 2016). Companies are always trying to understand what the consumer is trying to do at any given time and by having some insight into their actions into the future, companies can keep up-to-date with those needs and hence create strategies that are able to leverage those needs.

As consumers get more choices to make their bookings, they're more likely to face challenges in incorporating all of these choices. At the same time traditional factors such as brand image, price, trust and value will have a significant impact as consumers interact with these forces in the same manner as they do with other forces as well. It is important that the researchers fully understand how these different factors correlate with each other as well as their impacting the dependent variable. The Chinese consumer like any other consumer in the world has specific requirements when it comes

to their servicing needs which requires an in-depth study given that most studies have looked at it without considering the current hotel industry climate in the country.

1.3 Research Objectives

Research objectives are presentation of actions intended or intention (Abao, 2018) and usually describe the expected achievements of the project. According to Hussain (2018), research objective is a brief, clear declarative statement that provides direction of research variables. The research objectives link with research questions directly and to describe the general and specific goals and results of a study (Delgado, 2017).

The main purpose of this study is to determine the factors that influence customer purchase intentions when booking hotels online in China. The research objectives can be divided into the following specific areas:

RO1: To determine whether brand image has a significant relationship with customer purchase intentions when booking hotels online in China.

RO2: To determine whether price has a significant relationship with customer purchase intentions when booking hotels online in China.

RO3: To determine whether trust has a significant relationship with customer purchase intentions when booking hotels online in China.

RO4: To determine whether value has a significant relationship with customer purchase intentions when booking hotels online in China.

RO5: To predict the factors that influence customer purchase intentions when booking hotels online in China.

1.4 Research Questions

The research question is the fundamental of the research project, as the initial step, it provides target areas and problems (Trinité, 2017). A series of questions needed to start the research process need to be contained in the research questions.

RQ1: Does brand image have a significant relationship with customer purchase intentions when booking hotels online in China?

RQ2: Dose price have a significant relationship with customer purchase intentions when booking hotels online in China?

RQ3: Does trust have a significant relationship with customer purchase intentions when booking hotels online in China?

RQ4: Does value have a significant relationship with customer purchase intentions when booking hotels online in China?

RQ5: What are the factors that can predict customer purchase intentions when booking hotels online in China?

1.5 Significance of Study

1.5.1 Significance to Academics

The significance of this study towards academic is that it applies cognitive as well as external influence based theories to context in China. For other researchers, it provides them better insight into some variables that be used by online hotel booking customers in China. In addition, they can know how brand image, price, trust and value interact with each other. Furthermore, researchers also can use the findings of this study to look at other variables that is related with customer purchase intention.

1.5.2 Significance to Industry

The significance of this research to industry is that they can better understand what factors will influence customer purchase intentions. The customer made a large amount of purchase effort before the actual buying decision, hence, it is significant for the hospitality industry to analyze the key factors and intermediary factors to purchase intention and understand how to have a good impact on customers in the pre-purchase stage (Lien, Wen and Huang et. al., 2015).

1.6 Scope and Limitation

The scope of this study is to look at the impact on the customer purchase intention when it comes to hotel selection. It focuses on China market and all the hotels that offer online booking service. The aim is to understand what factors will affect the purchase intention of customers. Customer purchase intention is the main dependent variable and factors will affect the dependent variable include brand image, price, trust and value. These four variables will be the only ones to be researched in the context of the study.

The scope will also look at exploring the relationship that between the variables. The study will look at these relationships because the quantitative data which is produced will be analyzed to the extent to measure the relationship between them. This scope is a secondary but important aspect as well.

There are several limitations of this research which have to be highlighted. The first of this is that the views which are presented are only those of the respondents within the defined geographical area. The results reflect their own opinions and may not be representative of other countries would feel about the situation. This would mean that results even though valid, have a limitation when it comes to their extensions. Researchers can only use it for understanding customer demographics in China and nowhere else.

Another limitation is that the study is tend to data bias. The answer which will be given by respondents reflects only their own ideas and may not necessarily be valid. In other words, opinions when converted into hard data can cause misinterpretation of the results, even when the sample would be valid etc. Hence, these have to be kept in mind so that the implications are rationalize as well.

1.7 Definitions

Customer purchase intention: Purchase intention is the customers' preference to buy services or products. In other words, customer will make a decision after the evaluation. The final decision will be affected by many factors especially the external factors(Younus, Faiza and Anas, 2015). Customer purchase decision is a complicated process. Purchase intention is usually related to customer's attitudes, behavior and perceptions (Vahidreza, Hamid and Hamid, 2015).

Brand image: Brand image is an impression and perception of a brand in customers' mind and also refers to a description that connects the symbolic meaning of services or products with customers through specific attributes of services or products (Alif Fianto *et al.*, 2014).

Price: Price is defined as the money that customer spent to exchange for products or services or the value they get, and good cost performance is one of the criteria when consumer making decision. The price has a an impact on the loyalty of brand, in turn, it affects customer purchase intention (Vahidreza, Hamid and Hamid, 2015).

Trust: Trust is one of the features of the buying and selling relationship. Trust is a positive belief in the reliability and reliability of an objective or a person. Trust established when the customer has confidence in the integrity and reliability of the service provider. Customer trust in service or product providers help to reduce their

insecurities and cognitive risk therefore maintain the long-term relationship (Lien *et al.*, 2015).

Value: The perceived value is distinct to every customers' perception of disadvantages and advantages of purchasing a product (Oosthuizen, Spowart and Meyer, 2014). Perceived value can be summarized by an overall definition, that is, consumers' overall evaluation of the utility of services or product, which is based on consumers' perceptions of receiving and providing services or products. That is, tradeoff between perceived costs and perceived benefits (Lien *et al.*, 2015).

Chapter 2 Literature Review

2.0 Overview

This chapter is eventually the Literature Review of the dissertation, a literature or narrative review is a kind of review article. Moreover, a literature review is eventually a scholarly article which involves the relevant cognition, methodological as well as theoretical contributions based on a specific topic. This L.R is going to evaluate different theories and models related to the above-mentioned topic. Besides theories and models, this L.R is also going to evaluate impact, effectiveness and challenges that are posed as part of this study.

2.1 Customer purchase intention:

Consumer purchase intention refers to the final purchase intention which the consumer will have when purchasing the product (Kang & Kim, 2012). The consumer purchase intention goes through specific series of steps before it can be realized. In the literature this is known as the consumer purchase process which is a good indicator of consumer intention when it comes to these purchases (Yeow, Chin, Yeow, & Tan, 2013).

In the literature, the consumer purchase intention is defined as the intention which the consumer has when engaging with products and services. What differentiates this type of consumer from other types of consumers is that the consumer with the intent is most likely to buy the product and hence is the most effective client for the company (Han & Hu, 2009). The most prominent theoretical model which explains consumer purchase intention is that of the consumer decision-making process. This consists of 4 to 5 different steps which need to be realized for the intention to be manifest.

The first step which needs to be present as that of problem identification. The consumer needs to understand that there is a problem which needs rectification which then

requires them to go out and find the information. This would form the second step of the process. Finding information and trying to make sense of it is important for the consumer as it allows him to make a final evaluation before he could go into the purchase process (Ayadi & Lapeyre, 2016). The evaluation process can be considered to be the third step and is when the consumer will identify the information that is learned so far and try to get feedback from his own networks. Once the feedback is positive, he can engage in the purchase process. The purchase process leads to the post purchase process which then completes the consumer purchase intention. As is quite evident, there can be many misgivings in each of these steps which can drop the consumer from having a high purchase intent to that to a much lower one (Njanja, Ogutu, & Ogutu, 2014).

There are many different forces which can impact consumer purchase decision-making and intention. At the information seeking stage, it is likely that the branding and the awareness which is created by the brand can impact the consumer on the search (Rahim & Rosly, 2014). As the consumer is looking for more information about product characteristics, by presenting these product characteristics in a manner which makes it appealing to the consumer it is likely that they can move on to the next step even faster. The same is also true for the post purchase process. Many companies forget that for consumers to become lifelong customers of the company there has to be much more attention paid to the post purchase process (Kim & Kim, 2014). This would mean that if there are any complaints with the performance of the product or there are any warranties which need to be fulfilled, the company would need to make a diligent effort

to do so. Companies that don't understand the post purchase process are likely not to have lifelong consumers that feel that they are getting value from the transaction (Li & Shi, 2012).

At the same time, it is very important that companies try to influence the purchase intention as best as possible. From a practical perspective the purchase intention represents a highly activated consumer which companies can leverage (Inkon, 2013). These consumers have the will, have the resources and have the intention to buy the product and it is up to the company to see what sort of customer service it can give to make this transaction a reality. Companies that do not understand how to leverage the consumer decision-making process would not be able to grow their business by implementing strategies which can help the consumer become more familiar and hence comfortable and trusting of the product.

2.2 Factors influencing customer purchase intention

2.2.1   Brand image:

Brand image is defined as the perception of the brand which exists in the consumer (Sallam, 2016). As the name implies, the focus is on the perception was the consumer bills through this series of interactions which he has with the brand or through the interaction with the awareness efforts of the company (Anwar, Gulzar, Sohail, & Akram, 2011). Brand image can also be formed through informal and formal networks of communications which the consumer will have around him. Hence, this combines with the internal cognitive aspects of the consumer to create the final brand image which exists in their minds (Radon, 2012).

Branding and developing brand image have many different important for the company. Companies that end up developing brands are more likely to create closed-loop systems within which consumers can circulate (Anselmsson, Bondesson, & Johansson, 2014). It also allows them to develop barriers of exit to consumers which helps them keep within the brand. Branding is considered the most significant development from a business point of view. Before the development of branding, most of the marketing was focus exclusively on product marketing which meant that it was very easy for consumers to switch from one product provided to another. However, branding was able to avoid any of those problems by keeping consumers within the family of products.

Another important aspect about branding for companies is the brand value which is generated (Hosseini & Moezzi, 2015). Brand value is an important part of the intangible

aspect of the balance sheet and is considered a real asset because brands are able to control and have an impact on pricing and revenue generation as well. Companies like to keep portfolio of brands as this creates high levels of goodwill which can be reported on the balance sheet as well. Companies can use this to inflate their balance sheets and to make it seem like that they have much higher propensity than they should. However, it has to be understood that any calculation the round brand equity is done so based on a level of subjectiveness which then reduces their efficacy as well.

Brand image has an important impact on the consumer (Wang & Yang, 2010). The first important impact is brand image as a psychological and cognitive impact on the consumer. It is researched that consumers which are exposed to positive brand image are more likely to become consumers as opposed to those that did not have any brand image in their minds. On top of that, brand image can either be negative or positive depending on the interactions of the consumer with the brand. Hence, there are many determinants towards brand image some of which will be discussed further in the paragraph below.

The first important determinant of brand image is the networks of the consumer (Wang, Soesilo, Zhang, & Benedetto, 2012). Networks refer to all the formal and informal networks which have an influence on the consumer. This can include the extended family of the consumer as well as the immediate friends and family all of which are interacting with the consumer and impacting them and their thought processes. These

individuals will have a pivotal impact on the eventual branding image which is developing in the mind of the consumer. Networks have been known to positively or negatively influences perception as they can impact the final information search with the consumers engaging in (Hur & Adler, 2011).

The pricing can also be an important determinant of brand image. It has been shown repeatedly in the literature that brands which priced themselves higher as compared to others will have a much higher brand image in the eyes of the consumer. This is because more expensive things are considered to come from higher ranging brands which is why consumers end up making the correlation (Zetterman & Rogstad, 2012). This would be considered an extremely intangible factor as it does not have a tangible impact on brand image.

As such, what is concluded from the literature is that brand image is something which is constructed in the mind of the consumer. It is constructed after complex interaction between the internal and external environment of the consumer which then creates the final perception. Images can be negative or positive or can be luxury or mass-market depending on what type of marketing mix is adopted to develop that brand image.

There are other ways of developing brand image at a much faster level. One of these is to use celebrities as endorsers for the brand. The goal of using celebrities is that they add a level of trust to the marketing of the product and also puts into the mind of the

consumer that if these celebrities is comfortable in selling the product, the product must have some inherent value. This is based on the social appeal which is created by consuming the product. However, there is evidence to suggest that such type of marketing may not always work and that companies need to be prudent in attaching the right type of celebrities to the product which is being sold.

2.2.2   Price:

Price is considered to be one of the most significant variables which has an impact of consumer purchase intention (Regions, 2014). This has been proven within economic theory as well through the law of demand. The law of demand states that for most products that are available in the market, as the price of these products will increase the demand will decrease as well (Laval, Cho, Muñoz, & Yin, 2015). The concept of elasticity is not meant to nullify this but to rectify the idea that there are certain movements which are expected due to the nature of the good itself. However, without a doubt pricing and the price of the product is important for the consumer for that final purchase.

Price is a determinant of many things for a product. At the very basic level, price represents the numerical value attached with the buying of that product (Xu, Xiao, & Tian, 2015). In other words, it can be seen to be the total cost of producing that item plus the margin which has been put on top of it. However, there is recent literature

would suggest that price can be much more strategic in nature. That is one of the reasons why price is considered an extremely important part of the marketing mix.

The relationship of price with the marketing mix is considered to be a replaceable. The marketing mix consists of four important elements which have to be considered when either launching a product or creating a product (Matějka, 2015). All of these four factors, price is considered to be one of the more important ones. Price is also important from a marketing mix perspective because it defines a pricing strategy. Pricing strategy is the mechanism and marketing which helps the product equalize itself with other aspects of his branding. For example, luxury companies will often have a premium pricing strategy which matches the intensity and the level of investment which is made in marketing their products. The premium pricing strategy is also meant to convey to the consumer that the level of product quality is so high that it requires extra premiums to be paid to the company (Agrawal, Kavadias, & Toktay, 2016).

The impact of price on the consumer purchase intention is also fundamental. Given that price is one of the basic characteristics which the product would need to have, if the price of the product does not match the image that the consumer has about the product it can disrupt the process (Dugar, Jain, Rajawat, & Bhattacharya, 2015). It is essential that companies understand what sort of valuation is being attached to the product by the target market and then tried to create pricing that reflects that. Others can choose other types of pricing mechanisms in which they are trying to mimic competitors and

then use that as the basis for developing the final price. In essence, the price is a representation of the internal expectations of the consumer about the product as well.

The wrong pricing can lead to many different outcomes. If the product is not priced properly it can lead to consumers losing trust with that brand. If luxury companies start reducing their prices it will reduce the image of those companies in the eyes of the consumer. This can be disastrous and can lead companies to shift from one segment to another which can cause an internal shock to the systems. Wrong pricing can also lead to companies being impacted by losses (Neupane, 2015). This is especially true in financial trading companies who have departments dedicated to pricing so that traders cannot exploit any discrepancies in pricing to their advantage. There have been cases in which companies have lost millions of dollars due to a bug in the pricing leading to individuals manipulating the system.

Companies are then left to decide the pricing mechanism based on the realities of that product (Liu, 2010). If there are multiple channels involved in the distribution of the product, they would need to be different pricing strategies adopted as well. The different pricing strategies adopted indicate the type of channel which is being used as well. For example, when products are being sold directly from the website or through e-commerce channels, the prices might be lower than traditional channels which then creates two different pricing strategies for the same product.

Having multiple pricing strategies can be beneficial as well. It allows companies to exploit multiple target markets and value propositions at the same time. It also helps them focus on creating products which can appeal to different levels of the consumer purchase intention (Spann, Fischer, & Tellis, 2015). Many consumers are not willing to commit large amounts to a purchase which then requires companies to create starter versions of their products so that consumers can try them and decide. The SaaS industry uses this model extensively for their subscription services.

In every industry pricing becomes an important factor which has to be fine-tuned by the management. The pricing has to reflect the inherent value of the product as well as any extra costs which are attached with it. The most efficient type of pricing would be that which considers not only the variable costs can also be fixed costs and the long-term costs which are involved in the production of that product and service. It leads to an easier way of determining where costs can be reduced as well.

2.2.3 Trust

Consumer trust refers to the level of trust with the consumer builds with the brand due to sustained interactions and developing relationships with the brand (Mal, Davies, & Diers-Lawson, 2016). As the name suggests, trust can only be built once the brand promise has been realized in the mind of the consumer and the consumer feels that they're getting the value that they should be getting (Wilson, et al., 2017). Trust can also be built on other factors such as the performance characteristics requiring companies to pay special attention to developing trust in every transaction.

Trust is an extremely cognitive force which is internal to the consumer (Hynes, McLeod, Norsworthy, Sharp, & Sword, 2017). It has an impact on bypassing many of the barriers which exist when individuals engage in traditional methods of purchasing the product. Trust has many of the same features that individuals have when engaging with others that they know. Just like individuals trusting one another, trust is built between the brand and the consumer making the entire transaction between the two even more meaningful (Sundharavadivel & Dharani, 2017).

For trust to be developed between the consumer and the brand, the brand has to do several things to fulfil the image that they're putting out. The first step is that they need to be consistent with the brand awareness activities which are also promising the brand features (Che, Cheung, & Thadani, 2017). For trust to develop, the first touch point that the consumer has should have much of the same information and the consistency of that information as the last message that they will be receiving. This is because the first time the consumer will lay their eyes on the marketing material, they will be paying attention to some of the claims that are being made. If the claims are not truthful, it is likely that there can be no trust built between the consumer and the company.

Trust is something which requires a maintenance of relationship between the two parties. For long-term trust to develop, the company has to consistently prove that they are not only fulfilling the brand promise but improving on it as well (Groenland, Stalpers, & Bloem, 2013). They have to make sure that all of the claims are being backed up by actual performance which is the main determinant in any trust developing

between both parties. This then requires companies to keep reaching out to these individuals and also giving them information that they would require to make better decisions in their own lives.

In marketing terms, trust can manifest in many different ways (Merlyana, 2016). The first method is to understand how long individuals are staying within the ecosystem of the company. If there staying for long periods of time, the literature estimates that there is trust between the parties which is keeping them in the relationship. Another method to understand how trust is manifesting in the relationship is to understand how many repeat purchases are taking place (Omar, Nazri, Alam, & Ali, 2017). This can be especially useful when there are nonsecure payment methods being used. If there is enough trust in the brand, individuals will keep transacting with the brand regardless of the safety levels involved which is again an estimate of the trust that these individuals placed within the organization.

Trust has many benefits for organizations. The first clear benefit is that it makes it easier for the company to get the attention of the consumers (Masood & Javaria, 2016). Consumers that have trust in the brand are likely to listen to any messages which are put out there as well. These messages can then be interpreted without major adjustments. Trust is also necessary for increasing consumer lifetime value. Consumer lifetime value is the concept in which the length of stay which the consumer has with the company becomes the basis of understanding how much valuable is the relationship between the

two parties (Lin & Tang, 2017). Consumers who trust the company and will stay long periods are likely to engage in repeat purchases because they are comfortable in making these transactions with the organization. These individuals will also start erecting barriers to other organizations which helps keep them within the fold of the brand as well.

As such, trust plays an important part in the branding aspect. It is true trust that the brand can connect simultaneously with the hearts and minds of the consumer and try to persuade them effectively (Shirk, 2016). Trust is not only useful in the beginning stages but is also invaluable in the post purchase processes well. Even within the hotels and other hospitality industry it is trust which is underlying many of the major brand names which have a large stake in the industry. For example, when individuals stay at companies like Marriott, they are assured a certain level of service which is built upon repeated transactions that the consumer would have had with the company and the repeated ability of the company to fulfil some of those demands.

2.2.4 Value

Value is conceived as the internal systems which help perceive the idea that what has been exchanged in the transaction is a fair representation of the exchange (Salo, Olsson, Makkonen, Hautamäki, & Frank, 2013). A much simpler idea around value is that whenever somebody pays a price for a product or service they should feel like they received their value from that product or service. This value is defined in many different

ways as it can mean many different things to various individuals (Chahal & Kumari, 2012).

One way of providing value to individuals is by lowering the price. This provides value for individuals because it lowers their cost of owning the product which gives them more money into their pocket. In this way, value equates directly to the ability to provide financial gains as part of the economic exchange (Aspara & Tikkanen, 2013). This is true in discounting practices in which the goal is to make the consumer feel that they're getting more value for what they're paying for. Either by reducing the price or by increasing the volume, the goal is to mentally influence the consumer that they will be getting better value for the money that their spending.

Value can also mean the ability to place the product is somewhere in between being a premium and a mass market product (Svee, Giannoulis, & Zdravkovic, 2011). If the product has the right quality characteristics, and it is priced correctly, it is said to have inherent value as well. This is because the valuation that is used in the pricing is reflective of the quality of the product as well.

Value then is considered to be a complex force as it is very difficult to compute. Different individuals will have different characteristics about the defined value which then makes it complex for brands to give multiple values in the same time (Lee, Kim, & Welk, 2014). However, one way in which this can be achieved is by following a differentiated strategy. A differentiated strategy is one in which the focus is on

producing a wide range of products which can help fulfil and provide value to multiple target markets is the same time. One example of a company that is doing that is that Nike. Nike is able to provide many different product lines at many different price points for many different target markets (Green & Peloza, 2011). By doing that there providing value in differentiated ways to the different target markets making it easier for the consumer to start the transaction process with the organization.

Providing adequate value for every transaction is one of the biggest headaches in marketing (Rubio, Villaseñor, & Oubiña, 2015). It is an important part of the marketing mix to provide this value to the consumer for every campaign or every launch which is taking place. The provision of this value require that the company move away from purely financial based value metrics and focus more on creating value that is holistic in nature. Holistic value looks to provide a multifaceted point of view to the individuals involved.

2.3   Gaps in the literature

The gaps in the literature or in part being fulfilled by the requirements of the study. The first clear gap in the literature is that there is only rare studies present there are looking at all of these four variables within the context of hotels in China (Ma & Mohsen, 2016). Other studies look at different variables and try to understand their impact on the dependent variable as well as consumer purchase intention with very few are almost done looking at the combination of factors which are looked at in this study (Wang, Luo, & Tang, 2015). Many studies have considered some of the variables as being dimensions rather than independent variables which is also limited their focus on these aspects as well. However, the impact of these variables cannot be underestimated requiring further study on the topic.

There is a significant gap in the literature as well around purchase decisions that are made in the context of hotels in China (Ali, 2015). The Chinese consumer is one of the most understudied aspects requiring further investigation as to what figure some of their behaviours. Studies have looked at how this intention plays out within different contexts in a hotel however understanding how the consumer things through the impact of these four variables is still not been explored fully.

Presenting better and clearer information on how individuals in China are considering hotels decisions, and what are some of the primary factors which are motivating them to engage in these decisions (Yang, Huang, & Shen, 2017). These are important questions which have to be answered from a regulatory and industrial point of view to

further tourism in China and to help grow the industry and making a significant contributor to the economic output.

2.4 Theorical framework

2.4.1 Theory of Planned Behaviour
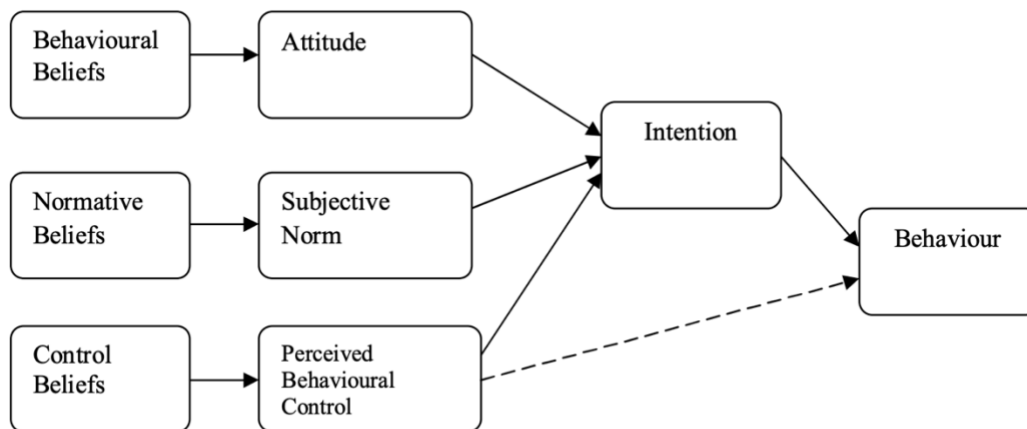
Figure 2: Theory of Planned Behaviour Source: Ooi, 2009

Theory of Planned Behaviour (Ajzen, 1919) is a widely used social networking site cognitive model, it extend the Theory of Reasoned Action (TRA) which was introduced by Fishbein and Ajzen in 1975, because of the limitations of the original model in dealing with behaviour (Ooi, 2009). The final goal of TPB is to predict behavior meanwhile the TPS indicates that perceived behavior control and intention determine the human behavior.

In the current study, the four variables of brand image, price, trust and value will be used to evaluate whether will influence customer purchase intention. The TPB model can predict customer behavior. The influence of four variables on customer purchase intention remains to be seen.

2.5 Conceptual framework

Independent Variables   Dependent Variable
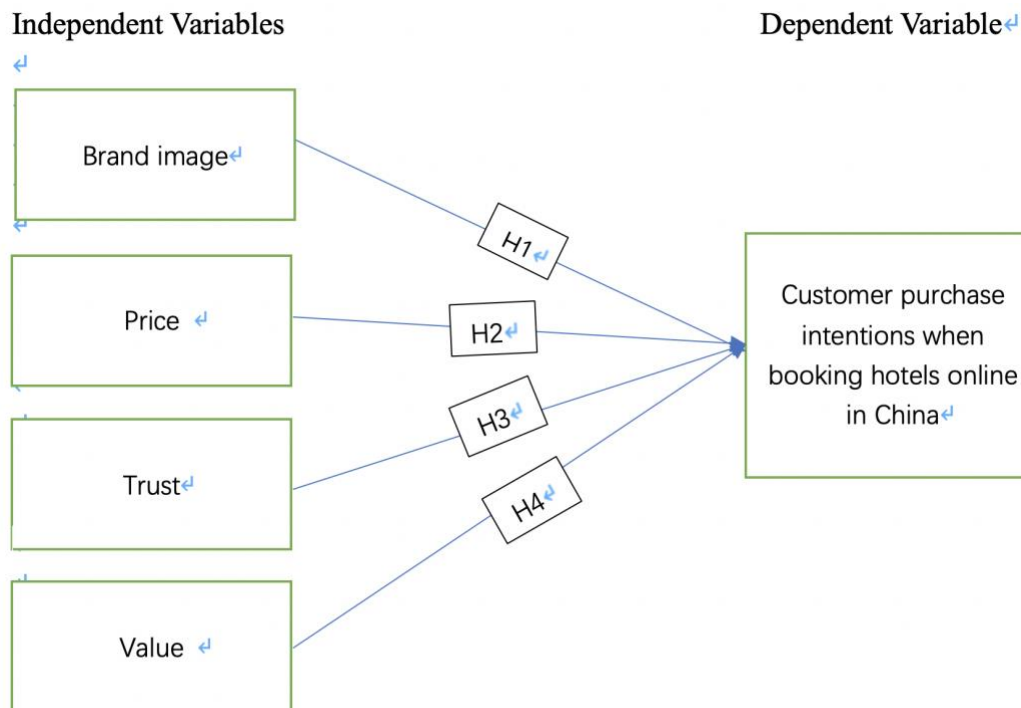
2.6 Hypotheses

Based on the research objectives and literature reviews material, the research hypotheses are as following:

H1: Brand image has a significant influence on the customer purchase intentions when booking hotels online in China.

H2: Price has a significant influence on the customer purchase intentions when booking hotels online in China.

H3: Trust has a significant influence on the customer purchase intentions when booking hotels online in China.

H4: Value has a significant influence on the customer purchase intentions when booking hotels online in China.

2.7 Chapter Conclusion

The focus of this chapter was to try to understand the major literature which is present around the independent and dependent variables. The goal was to explore as best as possible what has been discussed in the literature and given that there is so much discussion taking place around these variables, the focus could only be on generic ideas that are involved in the development of these variables. For example, variables such as price or value having extremely lengthy discussions which are attached to them, a portion of which can only be explored within this discussion. However, what is clear is the conceptual framework which was discussed which will look at the different variables and try to understand their relationship through a quantitative methodology. Developing this is important because fully understanding the significance of the relationships is a prerequisite for any advance understanding on the topic.

Chapter Three Research Methodology

3.0 Overview

This chapter focus on the description of the research methodology that will be used to carry out this study. Research methodology include research design, sampling design, data collection and questionnaire design. The purpose of this study is to ensure the parameters of the study are widely studied.

3.1 Research Design

Research design is the method and technical framework chosen by researchers to combine all parts of research in a reasonable and logical way so as to effectively deal with research problems. It provides insight into how to use specific methods to conduct research (QuestionPro, 2019).

The research methodology of choice is a quantitative study because of quantitative study will provide more insight into the factors and relationship of those factors with each other. The quantitative research is to use deductive reasoning framework to gather large amounts of data and then connect that data through analysis which helps create greater validity and reliability when it comes to improved characteristics of that data.

There are several benefits of a quantitative research methodology compare with qualitative one. The first advantage is that unlike a qualitative study, a quantitative research focuses on tangible aspects of how the relationship between the variables exist. A qualitative study cannot provide this context and is not measuring the relationship and its strength. This is only achievable through the development of the quantitative research design which allows the researcher to collect information and act accordingly.

3.2 Sampling Design

3.2.1 Target population

The population refers to the total number of individuals which are eligible for the study. Unlike a sample which consists of a specific segment, the population refers to all individuals that would be likely considered to be part of the current study. For this study the population would all individuals that booking hotels online in China.

By 2017, the number of online tourism users in China reached 375.78 million, with a usage rate of 48.7 percent and 25.1 percent Internet users booked hotels online (Online reputation report on Chinese lodging market, 2018). In most cases, the target population is a huge number because it represents the total number of people who are suit for the study but does not mean that people in the target population are the best candidates for the study. The target population can help to understand what kind of sample size is needed and what kind of sampling plan is needed to achieve the research goal. The goal of this study is to figure out the factors that influencing customer purchase intention when they book hotels online in China.

3.2.2 Sample plan and sampling size

The sample plan used for this study was nonprobability convenience sample plan. Different from probability sampling method, the nonprobability sampling technique uses non-random methods to plot samples and involves judgement and participants are selected because they are easily accessible rather than randomize (Showkat and Parveen, 2017). The probability sampling is a nonzero selection probability for every member of population it means that each member of the population has the equal probability to be selected.

The convenience sampling is a type of nonprobability sampling method. In the convenience sampling, the researchers chose participants based on their own convenience and entices the close acquaintances to be enrolled in the study as research

respondents. In other words, anyone can be the part of the research as long as they meet the researcher qualifies.

As for the sample size, according to what we understand from other studies, such a large population requires at least 300 samples, which has been demonstrated by studies of commercial research methods. The figure is based on similar studies of large number of target populations, which show that around 300 respondents are needed to achieve the conclusion of the study is being researched. Also, the researchers can use sample size calculator to determine the number of people to survey, if the population exceeds 100,000 the sample would be 384 (Krejcie and Morgan, 1970).

3.3 Data Collection

3.3.1 Data collection

The data collection approach will be through forms and conducted online. The time saving and convenient are the main reasons for the online data collection. These forms mostly consist as online surveys which can then be shared with other individuals that are the part of study. This makes it extremely easy to collect the data which is required and also makes it easy for export to the statistical analysis software. The ethical considerations will be covered by putting a disclaimer and making sure there is anonymity.

3.3.2 Questionnaire design

The questionnaire is one of the most use methods to collect data and also measured the responses which are taking place. In this study, the questionnaire itself and the questions that are used will based on the existing looked around the relationship of those variables with the dependent variable. In other words, only validated questions will be used and asked which then makes it easier for the measurement instrument maker which is going on.

The questionnaire will consist of six sections and each section includes 5 questions, except the demographic section, the rest sections will be measured by a Likert scale of 1-5. The main advantage of using this measuring instrument is that it allows the researcher to create data around the opinions of the individuals and then use that to create a better understanding around the responses that are given. Another advantage of this measurement device is that it makes it easier to understand the difference of strength between the different answers.

3.4 Measurement

3.4.1 Pilot test

Pilot test is a trial run on a small number of people to check whether the survey, observation form and key information work in the 'real world'. It helps to determine whether need to change the wording or even the question itself. The pilot test aims to ensure that everyone in the sample understand the questions in the same way not only understand questions. Also to check if there are any questions make participants feel uncomfortable (Paul, 2011).

In this study, the pilot test was carried out. The questionnaires were distributed to 40 individuals that enable respondents could understand the contents of the questionnaires, in case that there are any errors in the questionnaire the researcher can modify them immediately.

3.4.2 Descriptive statistics

Descriptive statistics are numbers that summarize data to describe what happens in a sample and also provides numerical and graphical programs that summarize data sets in a clear and understand manner (Thompson, 2009).

Descriptive statistics help us simplify huge amounts of data in a reasonable way. There are two basic descriptive statistics methods: graphical and numerical. Using numerical approach can calculate the standard deviation and mean that could help the researchers determine the percentage of female and male, education level, age, average income and etc. (Thompson, 2009). In this study, the descriptive statistics included age, gender and income.

3.4.3 Hypothesis testing

Regression analysis is a method used to evaluate the relationship between causal variables. The main content of univariate regression is to analyze the relationship between one independent variable and a dependent variable and establish linear relation

equation between independent variable and dependent, while the multilinear regression is to estimate more than one independent variable and one dependent variable (Kaya Uyanık and Güler, 2013). In this study, there are four independent variables, therefore use the multiple linear regression to analyze the hypothesis.

In the multiple linear regression model, the R square value evaluate the strongness of the relationships between the dependent variable and independent variables and it should be higher than 0.5 (Shyti, Isa and Paralloi, 2017). The R square value is between 0 and 1, 0 means that the model dose not explain any variability of the response data around its mean value while 1 means that the model fit the data. In the multiple regression model, if the R square is less than 0.5 it indicates that has not defined framework and independent variable cannot influence dependent variable.

3.5 Chapter Conclusion

This chapter conclude that the methodology will be used in the current study is the quantitative methodology that relies on the nonprobability convenience sample plan to find out conclusion about the factors that influence online hotels booking purchase intention. The sample will be the individuals who book hotels online in China. And the questionnaires will be distributed online due to time saving and convenient. The target population is extremely large therefore requires the large sample size.

Chapter Four: Research Findings

4.0 Overview

This chapter will be discussing on the study findings which had gone through data analysis. The result of the research will be presented by using table. Furthermore, the implication of the research will also be discussed and presented in this chapter. It is to show the relationship between dependent variable and independent variable which are the purpose and reason conducted this research. Apart from that, validity and reliability will also be presented and discussed. All the data analysis is obtained from SPSS.

Apart from that, few more statistical tests will be carried out in this research. For example, pilot test, reliability and validity test, frequency test and coefficient test had been used in this research. The tests are necessary to assist researcher to further understand the relationship between dependent variable and independent variable. Furthermore, the tests are crucial as they will explain and show the relationship between different variables. In this research the dependent variable is customer purchase intentions when booking hotels online in China. The independent variable are brand image, price, trust and value.

4.1 Pilot Test

According to Elliott, Henderson, Neradilek, Moyer, Ashcraft and Thirumaran (2017), pilot test is essential and crucial stage in research project. It is because pilot test able to identify potential problem and deficiencies in research instruments especially questionnaire. Therefore, majority researcher conducted pilot test with the purpose to improve their research quality. In this research, the sample size is 392. Thus, researcher had selected 40 respondents to answer the research question before start to design the right questionnaire for this research. The reason to do pilot test is to ensure the sample size is acceptable.

4.1.1 Reliability Test

According to Koo and Li (2016), reliability test is used to test whether the test is stable and consistent in measuring what it is supposed to measure or test. The reliability test had been treated as importance test which had to be conducted before research can proceed any further. It is because if the variable is not reliable then the outcome of the research will not measure what it supposed to measure. Therefore, whether questionnaire is reliable or not, will be determine through *Alpha of Cronbach* value. The value had to be higher to prove the reliability of the questionnaire. On the other hand, if the value is very small then the reliability of the questionnaire will be a question. According to Heale and Twycross (2015), the value had to be greater than 0.7 and 0.7 had been considered as the minimum requirement. In other words, researcher can proceed with the questionnaire if the value of the questionnaire greater than 0.7.

Reliability Test			
Variables		Cronbach's Alpha	N of Item
Independent Variables	Brand Image	.852	4
	Price	.712	4
	Trust	.800	4
	Value	.814	4
Dependent Variables	Purchase Intention	.863	4
All Variables		.877	26

Table 1: Reliability Test

Based on the Table 4.1.1.1, it showed the reliability test outcome of four independent variable which are brand image, price, trust and value. The dependent variable is purchase intentions. Each of the variables have 4 items which is referring to the number of questions in the questionnaire. For first variable which is brand image, the Cronbach Alpha value showed is 0.852 which is greater compared to standard Cronbach Alpha which is 0.7. For second variable which is price, the Cronbach Alpha value showed is

0.712 which is also 0.012 greater than 0.7 the minimum requirement. For the third variable which is trust, the Cronbach Alpha value is 0.800 which is 0.100 greater compared to 0.7. For the fourth variable which is the value, the Cronbach Alpha value is 0.814 which is 0.014 greater compared to 0.7. For the purchase intention, the Cronbach Alpha had met the minimum requirement which is more than 0.7. The value for purchase intention is 0.863.

In a nutshell, researcher can proceed with the research with current selected variables. It is because all the four variable Cronbach Alpha had value exceed the minimum requirement which is 0.7. It showed that the variables have solid reliability. Overall variables Cronbach Alpha value proved that it is reliable to be used in research.

4.2Descriptive Test

On this section, demographic of respondents will be discussed. The demographic information gathered from respondents are gender, age, marital status, education level, monthly income and experience in booking hotel online. For this research, it is importance and crucial to know the respondent profile.

Variables	**Category**	**Frequency**	**Percent**
Gender	Male	120	30.6
	Female	272	69.4
Age	18-20 years	32	8.2
	21-30 years	159	40.6
	31-40 years	151	38.5
	41-50 years	40	10.2
	51 and above	10	2.6
Marital Status	Married	185	47.2
	Single	188	48.0
	Divorced	19	4.8
Education Level	Secondary/ High School	22	5.6
	Diploma	99	25.3
	Degree	167	42.6
	Master's and above	104	26.5
Monthly Income	RMB 2,000 – RMB 5,000	18	4.6
	RMB 5,001 – RMB 8,000	173	44.1
	RMB 8,001 – RMB 11,000	158	40.3
	RMB 11,001 and above	43	11
Online Booking	Yes	311	79.3
	No	18	20.7

Table 2: Demographic of Respondents

First of first, demographic will be discussed is the gender. Based on the Table 2, female is greater in number compared to male which are 272 against 120. From the table, can see the number of females is higher than male which can conclude female population in China are greater than male.

For age demographic, majority of the respondents are at the age range of $21 - 30$ years which consists of 41%. The second largest respondents are from the age range of $31 - 40$ years old which consists of 38.5%. According to Suddendorf, Addis and Corballis (2011) research findings, human has ability to travel after the age of 21. It is might be for work or leisure as they are ready in financial and mentally.

For marital status demographic, single status and married status are almost the same. Majority of the respondents are single status which consists of 188 people compared to married status which consists of 185 people.

For education level demographic, majority of the respondents have high education level which is Degree level consists of 167 out of 392 respondents. Apart from that, the second highest group is master and above holder which consists of 104 out of 392 respondents. Due to the competitive society in China, majority citizen had taken extra steps to get better education level. In other words, respondents which taken part in this research have great analytical ability. It will enhance the reliability of the research outcome.

For monthly income demographic, majority of respondents fall under RM 5,001 – RM 8,000 which consists of 44%. The second highest is at the range of RMB 8,001 – RM 11,000 range which consists of 40%. Due to the excess number of populations, China employer couldn't offer higher wages to employees.

For the next item, majority of the respondents had booked a hotel online before or are going to book a hotel online which consists of 311 out of 392 respondents (79%). Booking or purchase things online or through Internet of Thing (IoT) in China are very common because of the advance technology and high speed IoT. According to Kshetri (2016), 83% of China citizen prefer to purchase thing online because it saved them a lot of time, money and hassle.

4.3 Preliminary Data Analysis

4.3.1 Reliability Analysis

The reliability analysis conducted in this research is the same test which conducted in the pilot survey of questionnaire. The purpose of conducting reliability analysis is to ensure the variable is measuring what it supposed to measure. It is because if the variables are not measuring what it supposed to measure then correction can be taken immediately to correct it before the research proceed further. Since it is similar to pilot test, the minimum requirement of Cronbach Alpha value is 0.7 and more.

Reliability Analysis			
Variables		Cronbach's Alpha	N of Item
Independent Variables	Brand Image	.834	4
	Price	.779	4
	Trust	.815	4
	Value	.729	4
Dependent Variables	Purchase Intention	.756	4
All Variables		.897	26

Table 3: Reliability Test

Based on the Table 3, it showed the reliability analysis outcome of four independent variable which are brand image, price, trust and value. The dependent variable is purchase intentions. Each of the variables have 4 items which is referring to the number of questions in the questionnaire. For first variable which is brand image, the Cronbach Alpha value showed is 0.834 which is greater compared to standard Cronbach Alpha which is 0.7. For second variable which is price, the Cronbach Alpha value showed is 0.779 which is also 0.079 greater than 0.7 the minimum requirement. For the third variable which is trust, the Cronbach Alpha value is 0.815 which is 0.115 greater compared to 0.7. For the fourth variable which is the value, the Cronbach Alpha value is 0.729 which is 0.029 greater compared to 0.7. For the purchase intention, the

Cronbach Alpha had met the minimum requirement which is more than 0.7. The value for purchase intention is 0.756.

As conclusion, researcher can proceed with the research with current selected variables. It is because all the four variable Cronbach Alpha had value exceed the minimum requirement which is 0.7. It showed that the variables have solid reliability.

4.3.2 Correlation Analysis

Correlations

		Brand.Image	Price	Trust	Value	Purchase. Intention
Brand.Image	Pearson Correlation	1	.778**	.722**	.765**	.557**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	392	392	392	392	392
Price	Pearson Correlation	.778**	1	.761**	.727**	.522**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	392	392	392	392	392
Trust	Pearson Correlation	.722**	.761**	1	.793**	.509**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	392	392	392	392	392
Value	Pearson Correlation	.765**	.727**	.793**	1	.462**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	392	392	392	392	392
Purchase. Intention	Pearson Correlation	.557**	.522**	.509**	.462**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	392	392	392	392	392

**. Correlation is significant at the 0.01 level (2-tailed).

Figure 3: Correlation Test

Independent Variables	R - value	P – Value	Significant
Brand Image	.557	.001	Significant
Price	.522	.001	Significant
Trust	.509	.001	Significant
Value	.462	.001	Significant

Table 4: Correlation Test

Table 4 is the outcome of Coefficient test. According to Adler and Parmryd (2010), the purpose of conducting Pearson Correlation test is to identify the significant relationship between two variables. In other words, Pearson Correlation test is to measure the

strength of the association between the two variables. The measurement method is p-value had to be smaller compared to r-value.

For the first variables which is brand image, the p-value is less than alpha where r = 0.557 and p-value = 0.001. Thus, significant relationship had been identified between brand image and purchase intentions.

For the second variables which is price, the p-value is less than alpha where r = 0.522 and p-value = 0.001. Thus, significant relationship had been identified between price and purchase intentions.

For the third variables which is trust, the p-value is less than alpha where r = 0.509 and p-value = 0.001. Thus, significant relationship had been identified between trust and purchase intentions.

For the first variables which is value, the p-value is less than alpha where r = 0.462 and p-value = 0.001. Thus, significant relationship had been identified between value and purchase intentions.

In a nutshell, all the four variables had significant relationship with purchase intentions.

4.4 Hypotheses Testing

4.4.1 Multiple Linear Regression Analysis

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.585[a]	.343	.336	.51234	1.312

a. Predictors: (Constant), Value, Price, Trust, Brand.Image

b. Dependent Variable: Purchase.Intention

Table 5: Multiple Linear Regression Analysis

Multiple Linear Regression (MLR) had been defined as statistical technique which uses few explanatory variables to predict the outcome of a response variable. The purpose of conducting MLR test is to form the linear relationship between dependent variables and independent variables. According to Khademi, Jamal, Deshpande and Londhe, (2016), the successful outcome of MLR equation had to be below 0.05 to prove the significant value of the overall equation.

From the outcome obtained from current research at Table 5, it showed the current independent variables able to significantly explain the dependent variable.

Independent Variables	Beta	P – Value	Significant
Brand Image	.371	.001	Significant
Price	.166	.041	Significant
Trust	.199	.007	Significant
Value	-.104	.231	Not Significant

Y = 1.149 + 0.371 (Brand Image) + 0.166 (Price) + 0.199 (Trust)

Table 6: Coefficients Test

According to Adams (2016) in order to prove significant relationship exists between independent variables with dependent variables, the beta-value had to be greater than

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0.1 and t-value need to be more than 1.96. Last but not list, sig. value needs to be lesser than 0.05.

Based on the Table 6, significant relationship had been identified for three variables which are brand image, price and trust. There is one variable which do not have significant relationship with dependent variable which is value.

4.5 Summary of Key Research Findings

Hereby, summarize the result of the findings with the hypothesis;

Hypotheses	Item Description	Results
H1	Brand image has a significant influence on the customer purchase intentions when booking hotels online in China.	Significant
H2	Price has a significant influence on the customer purchase intentions when booking hotels online in China.	Significant
H3	Trust has a significant influence on the customer purchase intentions when booking hotels online in China.	Significant
H4	Value has a significant influence on the customer purchase intentions when booking hotels online in China.	Not Significant

Table 7: Summary of Findings

Table 7 will be presenting the summary of findings which had been completed through data analysis. The purpose of the research is to identify which factors can influence customer purchase intention when booking a hotel online in China. The factors selected for this research is brand image, price and trust. In other words, it is to understand whether relationship exists between independent variables with dependent variable. In shorts, the summary of findings can be concluded as brand image, price and trust have significant impact on customer purchase intention when booking a hotel online. Thus, majority of hotel need to bear in mind when they want to increase their sales revenue or business performance.

4.6 Chapter Conclusion

Chapter 4 can be categorized as the main part in research because it involved all the crucial findings discussion and data analysis. The purpose of conducting this research is to identify the factors which influence customer purchase intention when booking hotel online. The industry selected in this research is hotel or hospitality industry. There are several tests which had been conducted in this research which are multiple linear regression, Pearson correlation, coefficient and statistical significance tests. In a nutshell, all the outcome of the tests had common point which lead to conclude that all the brand image, price and trust have undeniable significant relationship with customer purchase intention when booking hotel online in China.

Chapter Five: Discussion and Conclusion

5.0 Overview

In this chapter, major research findings which had been obtained through data analysis will be discussed. Apart from that, the research question which had been asked in the early stage of research will be answered through this chapter. These research questions represent the significant points of interest that had to be measured and their relationships identified so that the basic question that objective and preset in the beginning can be pursued. Furthermore, contribution of the research to study, academic and business will also be shared in this chapter. Thus, this is importance chapter in the research for reader. It is because reader can use the outcome of the research to the utmost such as improve business and reference for future similar research.

5.1 Discussion of Findings

According to the survey of Chinese outbound tourist consumption 2015 showed that more than a third Chinese tourists thought that travel as important as learning and education, career development, child growth and family wealth. It was important in improving people's well-being and the index of the quality of life (Ipsos.com, 2016). As result, the millennials- those are 20 to 30 years old are booking travel arrangements in a more independent way rather than opting for package tours (Coresight research, 2018). It means that they arrange their own accommodation and route.

Furthermore, there has been a dramatic shift away from the necessity of booking directly with hotels through off-line means when most consumers using aggregator services to understand which hotels would be most beneficial for them. Another impact of the development of these portals, has been that hotels prices have been much easier to compare which is given much more power to the consumer.

The purpose and reason of conduct this research it to understand the factors influence customer purchase intention when booking hotel online in China. The research outcome or findings will be beneficial to China economy as hotel manager can enhance or improve the parts which they lack or miss out. Increase in number of tourists will cause increase in GDP as more foreign tourists visit China and contribute to growth in GDP.

The findings of this research are that price is the key factor influence customer purchase intentions. Thus, hotel manager needs to re-look into their brand image as it is one of the factors which influence customer intentions of booking. The reason brand image had ability to strengthen or enhance customer booking intention is because they have confidence that they will get exactly or more than what they paid. Consumer will have stronger intention to purchase or booking if they feel what they receive is exceed or surpass what they paid for.

5.1.1 Research Findings

In this research, the purpose to identify which factor influence customer purchase intention when booking hotel online in China.

RQ1: Does brand image have a significant relationship with customer purchase intentions when booking hotels online in China?

- Based on the findings obtained at Chapter 4, the outcome clearly showed significant relationship exist between brand image and customer purchase intentions when booking hotels online in China. Thus, hotel manager needs to re-look into their brand image as it is one of the factors which influence customer intentions of booking. The reason brand image had ability to strengthen or enhance customer booking intention is because they have confidence that they will get exactly or more than what they paid. Consumer will have stronger intention to purchase or booking if they feel what they receive is exceed or surpass what they paid for.

RQ2: Dose price have a significant relationship with customer purchase intentions when booking hotels online in China?

- Based on the findings obtained at Chapter 4, the outcome clearly showed significant relationship exist between price and customer purchase intentions when booking hotels online in China. In fact, price is the key factor which greatly influence customer purchase intentions when booking hotels online in China. The first thing

come into consumer mind when they purchase something is the price. Consumer like to pay less but receive or get something in greater value in return. Thus, if the hotels posted online come in relatively friendly price and room provided exclusive or premium then most likely it sold out right away at that moment. Apart from that, reasonable price will attract consumer to proceed with the purchase and greatly increase their purchase intentions.

RQ3: Does trust have a significant relationship with customer purchase intentions when booking hotels online in China?

- Based on the findings obtained at Chapter 4, the outcome clearly showed significant relationship exist between trust and customer purchase intentions when booking hotels online in China. Trust is also one of the important factors which consumer will consider before they proceed with the purchase or book of hotel. The reason they be at ease of purchase a products or services is due to trust. Consumer paid for the products and services because they trust the quality of the product. Thus, if consumer don't trust the hotel, then they will likely have low purchase intentions. Therefore, trust and brand image are bonded together. It is because great hotel has good brand image or high reputation. Consumer tends to put more trust and confidence with hotels that having great brand image.

RQ4: Does value have a significant relationship with customer purchase intentions when booking hotels online in China?

- Based on the findings obtained at Chapter 4, the outcome clearly showed no significant relationship exist between value and customer purchase intentions when booking hotels online in China. Although, there is no significant relationship exist between value and purchase intention but it also playing importance roles in influence customer purchase intentions. For example, if hotel able to offer satisfactory or great value then consumer likely will have higher or greater purchase intentions. This result is consistent with the studies of Lien, Wen, Huang and Wu (2015), and Liu and Zhang (2014).

RQ5: What are the factors that can predict customer purchase intentions when booking hotels online in China?

- Based on the findings obtained at Chapter 4, the factor which could predict customer purchase intention when booking hotels online in China is the brand image. One possible reason which could explain why the brand image is the key factor which could predict customer purchase intentions is because of confidence and price. Majority of the respondents having average monthly income, but they would like to utilize it to get the most return or benefits. Thus, the monthly income reflected the purchasing power of consumer. Therefore, when consumer booking hotel online, the factors which greatly influence their purchase intentions is brand image. If the price is reasonable and match with the brand image, then consumer purchase intention will be greatly increased. Otherwise, customer will not pay expensive price to stay in 3-Star hotel.

5.2 Recommendation

There are few recommendations which researcher would like to provide to hotel managers so that they can further understand consumer purchase intention and improve business performance.

First of first, hotel industry manager would need to re-look into their price positioning. It is because now the economy is not that good, but it also considered as not that bad. However, price positioning is really importance which will affect the sales performance. For example, consumer clearly know the products or services is good and worth the price but even they have the purchase intention, they also couldn't proceed with the purchase. It is because they have budget constraint or financial problem. In this case, the research findings had indicated consumer purchase intention is greatly influenced by the price showed when they book hotel online. Right price positioning will give advantage to the hotel as it will appear on top of the lists when consumer filtered it by price.

The present of Internet of Thing (IoT) had greatly improved the online booking and purchasing process and information. In other words, consumer can get all the information which they want and need with just few click on IoT. However, it also increased the competition in the market where it become more and more tough. The number of hotels consistently increasing from year to year, but the demand doesn't have great increment. Thus, trust had become the second most affecting customer purchase intention when booking hotel online. It is because consumer purchase intention will be affected by trust or confidence. The number of scam and fraud at online platform are way too many. As result, consumers will prefer to book those hotels which had great review or had tried before. In this case, brand image will be part of the importance factor too. Hotel with good brand image will highly selected by consumer and it will increase consumer purchase intentions. Therefore, strongly recommend hotel manager to maintain and improve their brand image.

5.3 Contributions from Study

The contribution from study or this research is allowed researcher understands in-depth relationship between independent variables with dependent variables. In this research, the dependent variable is consumer purchase intention when booking a hotel online and the independent variables are brand image, price, trust and value. Upon completion of this research, researcher will grasp clear view and familiar with consumer behavior when they want to make a reservation or booking a hotel. Apart from that, this study also discussed about the current economy status especially in hotel and tourism industry. Researcher will be aware on what is the opportunities and threat the hotel and tourism industry in China faced. Thus, researcher can provide their humble opinion and suggestion to hotel manager on how to improve or what need to be done based on the findings of this research.

5.3.1 Contribution to Academic

This research contribution to academic will be great discovery and beneficial to future researcher who will conduct study on similar topic. Apart from that, academic can try to use the finding of this study to create a better way for markets and people to better understand hotel industry and online platform. Furthermore, they can also can further research on customer behavior especially purchase intention. For example, what kind of factors will influence them the most when they want to book a hotel through online platform. In other word, it can be transformed into great case study where researcher, lecturer and students can share their method or technique to further enhance the factors to influence customer purchase intention in a better way. For academy or university, the research findings will be beneficial as they can publish and share with public. Hotel manager will appreciate the research findings as it is closely related to their business. As result, academy reputation will be better and more future researcher will venture and investigate more on the similar topic or same topic.

5.3.2 Contribution to Industry or Business

Contribution of this research findings to business is that hotel manager can better understand consumer behavior and factors which influence their purchase intention when booking a hotel.

Thus, to meet customer expectation and increase business revenue, they will need to consider the option which to provide competitive package value for the online booking. It is because the package offered is considered as added value to customer. Apart from that, from the research outcome value had been identified is one of the factors which will influence customer purchase intention. The hotel needs to provide complete product and services information at online platform. The information had to be simple, clear and understanding. Furthermore, suggest hotel to further improve their current website by add on friendly interface such as entertainment and visual appeal. It will cause great improvement in the number of booking due to ease of navigation and onsite amenities.

Furthermore, hotel need to consistently manage and improve their brand image because it will also customer purchase intention. Most of customer prefer to stay in well managed brand and most of the reason is due to safety reason. Thus, hotel manager can utilize this to attract more customer to book room at their hotel. Since price also had significant relationship with consumer purchase intention. In researcher humble opinion, would like to suggest hotel to monitor closely the price they offered online because customer will only proceed with acceptable price range and the price had to be consistent without any huge gap. For example, during economic downtown, they need to review and adjust the price to the range which acceptable by consumer with the current situation.

For the next factors which is trust, it is also one of the important determinant of consumer purchase intentions. Majority of consumer will only proceed with the booking if they have confidence on the hotel. Since the booking is done through online, hotel need to ensure the information display at their website is accurate and reliable. It will enhance customer trust in future after customer viewed it in personally upon arrived at the hotel for check in.

5.4 Study Limitations

The first limitation of this research or study is the area of study or research. This research is to identify the factor influence customer purchase intention when booking hotel online in China. The area selected for this research to be carried out is China only. Thus, the findings of the research only limited and highly usage within China area only. The findings of this research may not be effect when used in other country. Consumer in different country may have different preference and purchase intention or behavior. If current research been taken as reference for other country to conduct the similar research at their own country, then it still considered as okay but for the outcome to be used in other country are likely not possible to create the same effect. It is because different in culture and consumer perspective.

The second limitation of this research or study is the given time and data collection. The population in China are too huge which exceed million and reach billion, to be exact 1.3 billion citizen in 2017. Due to the number of populations are so huge, theoretically sample size also had to be huge for the data or outcome of the research to be more valid and accurate. The ideal sample size for this research should be 500 respondents but considering the timeline given, it is not possible to complete such huge sample size with the time constraint problem. Although the data or findings are still accurate and valid but there are some parts which may not be easily detected or identified which still lacking.

Above are the limitation faced by researcher during and after conducted this research. Thus, humbly suggest future researcher to take note and try to avoid those problem in upcoming research. This will greatly assist future research as reduced the number of obstacles faced by them before they start conduct research.

5.5 Future Study Directions

Hereby, would like to provide some humble suggestion and opinion for future research when they conduct the similar or same topic. Future researcher should take into consideration when they conduct the research which is to create or add more comprehensive data around the topic or issues. Although the current research area is China, but it does not mean that it represents the entire China or reality. It is because the research still can be expanded to a broader area to get more accurate and reliable data. Thus, in same area, which is China but in other region or state, the findings can be totally different.

5.6 Conclusion

In a nutshell, this chapter had discussed on the major findings which gathered through this research or study. The purpose of this chapter is to determine whether the finding obtained manage to answer the research questions and hypothesis which established at the early stage of the research. As result, all the independent variables which are brand image, price, trust and value had proved have significant relationship with dependent variable which is consumer purchase intention when booking hotel online. However, price had been identified as the major factor which highly influence customer purchase intention when booking a hotel online. In this study, can concluded that China consumer have the similar perspective and concern like international consumer when they want to book a hotel through online platform.

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Appendices:

Appendix 1:

APPENDIX 1

PROJECT PAPER LOG

This is an important document, which is to be handed in with your dissertation. This log will be taken into consideration when awarding the final mark for the dissertation.

Student Name:	Wu Guodian
Supervisor's Name:	Dr. Wong Chee Hoo.
Dissertation Topic:	The factors that influence customer purchase intentions when booking hotels online in China.

SECTION A. MONITORING STUDENT DISSERTATION PROCESS

The plan below is to be agreed between the student & supervisor and will be monitored against progress made at each session.

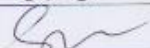| Activity	Milestone/Deliverable Date							
	31 May	7 Jun	21 Jun	5 Jul	10 Jul	19 Jul	26 Jul	2 Aug
1st meeting								
2nd meeting								
3rd meeting								
4th meeting								
5th meeting								
6th meeting								
7th meeting								
8th meeting								
9th meeting								
10th meeting								

SECTION B. ETHICS

Ethics form protocol number:- cBUS / PGT/ CP /04261

SECTION C. RECORD OF MEETINGS

The expectation is that students will meet their supervisors up to seven times and these meetings should be recorded.

Meeting 1

Date of Meeting	31 May 2019.
Progress Made	Review BRM IRPP
Agreed Action	Modified the dissertation title as " the factors that influence customer purchase intentions when booking hotels online in china".
Student Signature	Wu Guodian
Supervisor's Signature	

Meeting 2

Date of Meeting	7 Jun 2019
Progress Made	Discuss on ethics form.
Agreed Action	
Student Signature	Wu Guodian
Supervisor's Signature	

Meeting 3

Date of Meeting	21 Jun 2019
Progress Made	Review Chapter 1-3 and enhance.
Agreed Action	
Student Signature	Wu Guodian
Supervisor's Signature	

INTI International University (2019)
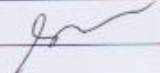
Meeting 4

Date of Meeting	5 Jun 2019
Progress Made	Check chapter 1-3.
Agreed Action	
Student Signature	Wu Guodian.
Supervisor's Signature	
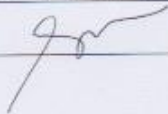
Meeting 5

Date of Meeting	10 Jun 2019.
Progress Made	Discuss PD slides
Agreed Action	
Student Signature	Wu Guodian.
Supervisor's Signature	

Meeting 6

Date of Meeting	19 Jun 2019.
Progress Made	Ethics approval is approved and prepare questionnaire
Agreed Action	
Student Signature	Wu Guodian
Supervisor's Signature	

INTI International University (2019)
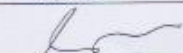
Meeting 7

Date of Meeting	26 Jun 2019.
Progress Made	Discuss about the development of chapter 4-5
Agreed Action	
Student Signature	Wu Guodian
Supervisor's Signature	
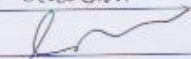
Meeting 8

Date of Meeting	7 Aug 2019.
Progress Made	Check VIVA slides.
Agreed Action	
Student Signature	Wu Guodian
Supervisor's Signature	

Meeting 9

Date of Meeting	12 Aug 2019.
Progress Made	Check the whole project and development
Agreed Action	
Student Signature	Wu Guodian
Supervisor's Signature	

Meeting 10

Date of Meeting	21 Aug 2019
Progress Made	Discuss about the whole project and final submission
Agreed Action	
Student Signature	Wu Guodian
Supervisor's Signature	

Section D. Comments on Management of Project
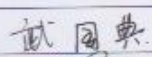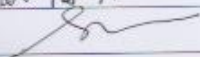
(to be completed at the end of the dissertation process)

Student Comments

This project let me know how to work effectively. Under Dr. Wong's gudi guidance, I finished all works in time. Dr. Wong has given me the insight and guidance to understand which part of project were adequate and which were not.

Supervisor Comments

Clear to submit. Satisfactory !

Signature of Student	武国典	Date	21 /08 /2019
Signature of Supervisor		Date	23/08/2019
Ethics Confirmed		Date	

INTI International University (2019)

Appendix 2:

The factors that influence customer purchase intentions when booking hotels online in China

ORIGINALITY REPORT

12%	2%	0%	11%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	Submitted to Laureate Education Inc. Student Paper	5%
2	Submitted to Segi University College Student Paper	1%
3	Submitted to Universiti Malaysia Sarawak Student Paper	1%
4	Submitted to Brunel University Student Paper	1%
5	Submitted to Universiti Teknologi MARA Student Paper	1%
6	Submitted to INTI International University Student Paper	1%
7	Submitted to University of East London Student Paper	1%
8	repository.up.ac.za Internet Source	<1%
9	Submitted to Bocconi University	

Student Paper

<1%

10	**Submitted to Edge Hill University** Student Paper	<1%
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| Exclude quotes | Off | Exclude matches | < 15 words |
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Appendix 3

Questionnaire Design

Part A: Demographic Questions

Please tick the most appropriate response.

1. What is your gender?

   ☐ Male   ☐ Female

2. What is your age?

   ☐ 18 – 20 years   ☐ 21 – 30 years   ☐31 – 40

years

   ☐ 41 – 50 years   ☐ 51 and above

3. What is your marital status?

   ☐ Married   ☐ Single   ☐ Divorced

4. What is your highest education level?

   ☐ Secondary/ High School   ☐ Diploma

   ☐ Degree   ☐ Master's and above

5. What is your monthly income?

   ☐ Lower than RMB 2,000   ☐ RMB 2,001 – RMB 5,000

   ☐ RMB 5,001 – RMB 8,000   ☐ RMB 8,001 – RMB 11,000

   ☐ RMB 11,001 and above

6. Are you going to book a hotel online or have booked a hotel online?

   ☐ Yes   ☐ No

Part B: Influencing Factors

The following items describe statements about the factors influencing customer

purchase intention. Indicate your agreement or disagreement with the following

statements by ticking your response using this scale:

    1 – Strongly Disagree 2 – Disagree 3 – Neutral 4 – Agree 5 – Strongly Agree

Brand Image (BI)

No.	Statement	(1) Strongly Disagree	(2) Disagree	(3) Neutral	(4) Agree	(5) Strongly Agree
6.	I prefer to choose a hotel that brand image is reliable.					
7.	I prefer to choose a hotel that brand image is attractive.					
8.	I prefer to choose a hotel that brand image is a social status symbol.					
9.	I prefer to choose a hotel that brand image has a good reputation.					

Price (P)

No.	Statement	(1) Strongly Disagree	(2) Disagree	(3) Neutral	(4) Agree	(5) Strongly Agree
10.	I prefer to choose a hotel that price listed by this hotel is inexpensive.					
11.	I prefer to choose a hotel that price is reasonable.					
12.	I prefer to choose a hotel that price is affordable.					
13.	I prefer to choose a hotel that price is appropriate.					

Trust (T)

No.	Statement	(1) Strongly Disagree	(2) Disagree	(3) Neutral	(4) Agree	(5) Strongly Agree
14.	I prefer to choose a hotel that they say about its product/service is true.					
15.	I prefer to choose a hotel that the hotel makes a claim about its product/service, it is true.					
16.	I prefer to choose a hotel that I feel I know what to expect from the hotel.					
17.	I prefer to choose a hotel that I believe this hotel would be reliable.					

Value (V)

No.	Statement	(1) Strongly Disagree	(2) Disagree	(3) Neutral	(4) Agree	(5) Strongly Agree
18.	I prefer to choose a hotel that offers good value for price.					
19.	I prefer to choose a hotel that provides me satisfied value					
20.	I prefer to choose a hotel that it worth to book.					
21.	I prefer to choose that the overall expected value of staying at this hotel is high.					

Part C: Purchase Intention (PI)

The following items describe statements about the customer purchase intention.

Indicate your agreement or disagreement with the following statements by ticking

your response using this scale:

1 – Strongly Disagree 2 – Disagree 3 – Neutral 4 – Agree 5 – Strongly Agree

Purchase Intention (PI)

No.	Statement	(1) Strongly Disagree	(2) Disagree	(3) Neutral	(4) Agree	(5) Strongly Agree
22.	After reviewing the hotel website, the likelihood of booking this hotel is high.					
23.	If I am going to book the hotel, I would consider booking the hotel at the price shown.					
24.	The probability that I would consider booking this hotel is high.					
25.	My willingness to book this hotel is high.					

Literature Review

Authors' surname and year	Journal	Brand image (IV1)	Price (IV2)	Trust (IV3)	Value (IV4)	Customer Purchase Intention (DV)
Hynes, McLeod, Norsworthy, Sharp, & Sword, 2017	*Food production and consumer trust*			X		
Lin & Tang, 2017	*Evolution of Network between Start-up and Consumer: The Role of Trust*			X		
Omar, Nazri, Alam, & Ali, 2017	*Jurnal Pengurusan UKM Journal of Management*			X		
Sundharavadivel & Dharani, 2017	*Study on Impact Among Consumer Trust on Digital/e-Payment Mode of Transaction for Online Shopping*			X		
Wilson, et al., 2017	*Health Promotion International*			X		
Agrawal, Kavadias, & Toktay, 2016	*Manufacturing & Service Operations Management*		X			
Ayadi & Lapeyre, 2016	*Journal of Marketing Communications*					X
Mal, Davies, & Diers-Lawson, 2016	*Consumer trust and distrust in brands: an exploratory study*			X		
Masood & Javaria, 2016	*The Journal of Internet Banking and Commerce*			X		
Merlyana, 2016	*The effect of usability, website design, information quality, trust, perceived risk and empathy towards consumer online purchase intention of social commerce sites in Indonesia (Case Study: Lazada)*			X		
Sallam, 2016	*International Journal of Marketing Studies*	X				
Shirk, 2016	*Design, layout and review factors that influence*			X		

	consumer trust in online Stores and best practices for optimization					
Dugar, Jain, Rajawat, & Bhattacharya, 2015	*Information Processing Letters*		X			
Hosseini & Moezzi, 2015	*Journal of Asian Scientific Research*	X				
Laval, Cho, Muñoz, & Yin, 2015	*Transportation Research Part B-methodological*		X			
Lien, C. H. *et al.* 2015	*Asia Pacific Management Review*	X	X	X	X	X
Matějka, 2015	*Journal of Economic Theory*		X			
Neupane, 2015	*Marketing strategy for eco-apparel*		X			
Rubio, Villaseñor, & Oubiña, 2015	*BRQ Business Research Quarterly*				X	
Spann, Fischer, & Tellis, 2015	*Marketing Science*		X			
Xu, Xiao, & Tian, 2015	*Mathematical Problems in Engineering*		X			
Anselmsson, Bondesson, & Johansson, 2014	*Journal of Product & Brand Management*	X				
Kim & Kim, 2014	*Journal of Sensory Studies*					X
Lee, Kim,& Welk, 2014	*Medicine and Science in Sports and Exercise*				X	
Njanja, Ogutu, & Ogutu, 2014	*The moderating effect of subjective norms, perceived behavioural control and gender on the relationship between attitude towards internet advertising and purchase intention of university students in Kenya.*					X
Rahim & Rosly, 2014	*Psychographic characteristics influencing consumer behavior towards online*					X

	purchase intention：A study on gender differences.					
Regions, 2014	*Get your pricing strategy right*		X			
Groenland, Stalpers, & Bloem, 2013	*Consumer trust in times of financial crisis*			X		
Inkon, 2013	*Academy of Entrepreneurship Journal*					X
Salo, Olsson, Makkonen, Hautamäki, & Frank, 2013	*Pervasive and Mobile Computing*				X	
Yeow, Chin, Yeow, & Tan, 2013	*Consumer purchase intentions and honey related products*					X
Li & Shi, 2012	*Advanced Materials Research*					X
Kang & Kim, 2012	*International Journal of Fashion Design, Technology and Education*					X
Radon, 2012	*International Journal of Marketing Studies*	X				
Wang, Soesilo, Zhang, & Benedetto, 2012	*The Impact of Luxury Brand-Retailer Co-Branding Strategy on Consumers' Evaluation of Luxury Brand Image: The Case of Taiwan*	X				
Zetterman & Rogstad, 2012	*Country-of-origin image's effect on brand equity in the chocolate market within Sweden and Norway*	X				
Chahal & Kumari, 2012					X	
Anwar, Gulzar, Sohail, & Akram, 2011	*International Journal of Economics and Management Sciences*	X				
Green & Peloza, 2011	*Journal of Consumer Marketing*				X	
Hur & Adler, 2011	*Journal of Foodservice Business Research*	X				
Svee, Giannoulis, &	*Modeling Business Strategy: A Consumer Value Perspective*				X	

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Zdravkovic, 2011						
Liu, 2010	*Journal of Marketing Research*		**X**			
Wang & Yang, 2010	*Journal of Global Marketing*	**X**				
Han & Hu, 2009	*Factors Affecting Consumer's Online Purchase Intention in China*		**X**			