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ONLINE HOTEL BOOKINGS

The matching effect of message framing and temporal distance

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Table of Contents

Preface

This thesis is the final work of my Master study at the Radboud University Nijmegen. The last six months of my study were all about this master thesis. The whole procedure of writing a master thesis was new for me. A few years ago I wrote a bachelor thesis for completing my study at a University of Applied Science, but that procedure was completely different. Therefore, the past few months can be characterized by trail and error, but were above all very instructive.

I would like to thank my thesis supervisor Bas Hillebrand for his constructive feedback, fruitful discussions and support during difficult moments. At some moments, I was lost in my own research and due to the scientific experience of Bas Hillebrand I was able to focus. I appreciate this a lot. In addition, I would like to thank Herm Joosten for being the second examiner of this study. Moreover, I would like to thank all participants who took the time and effort to participate in the online experiment. Last but not least, I would like to thank my family for all their support and motivational words during this period.

Danique van Vianen

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Abstract

With a growing market for online hotel bookings and increased challenges for hotels due to the existence of Online Travel Agents (OTAs), it became increasingly important for hotels to convince potential guests to book directly at the hotel's website. However, the problem was that hotels did not know how to do this. In order to address this problem, an online experiment has been conducted. In this experiment it has been tested if a fit between the framing of the message communicated to potential guests (negative or positive) and the temporal distance of the hotel booking (near or distant), resulted in stronger direct online booking intentions. The results of the conducted experiment with 149 participants, indicate that in case of a booking in the near future, negatively framed messages are most effective for obtaining stronger direct online booking intentions. On the other hand, in case of a booking in the distant future, positively framed messages are most effective for obtaining stronger direct online booking intentions.

1. Introduction

1.1 Background

Over the past five years, the market for online hotel bookings has grown more than 73% (Statistic Brain, 2017). There are different distribution channels available for making an online hotel bookings, such as through an Online Travel Agents (OTAs) and through the hotel owned website. Especially in times of low occupancy, it is beneficial for hotels to work together with OTAs, since OTAs have a much larger market exposure and are therefore more visible to potential customers (Barthel & Perret, 2015). However, OTAs such as Booking.com and Expedia currently dominate the online booking market (Lawrence, 2017), and this has brought some big challenges for hotels. When guests book a room through these OTAs, hotels have to pay a fee up to 30% of their revenues. In addition, it is more difficult for the hotels to connect with their guests because the guests only engage with the hotel once they arrive. Moreover, the guest and the data are controlled by the OTAs, which makes it even more difficult to convert these guests into loyal ones (Wein, Bujarski, & Montali, 2017). For these reasons, hotels increasingly try to get people to book directly at the hotels' website. Large hotel chains are already trying to get people to book with them directly, with digital check-ins, free Wi-Fi, and the ability to earn points for their rewards programs (Kessler & Weed, 2015). To decrease the power of the OTAs, public authorities started to ban rate parity clauses from OTA contracts (Wolde, 2015).

Interestingly, observations in the field indicate that consumers are not very inclined to book through hotel websites (Hotelchamp). Even when the customers start at an OTA website and then go to a hotel website, they tend to go back to the OTA website to book a room there rather than on the hotel website they just visited. To encourage more direct online bookings, hotels should find the most appropriate way to inform the website visitors about the consequences of booking at hotel websites.

1.2 Problem statement

As the internet has become a crucial channel for hotels to sell their rooms, it is of great concern that hotel websites currently fail to encourage consumers to stay at their website and book there. While most hotels reserve the best rooms for the guests that book directly at their own website, hotels are hardly communicating this. Therefore, consumers are most of the time unaware of the positive consequences of booking directly at the hotel website. Once a potential guest makes it to the hotels' website, this guest should be convinced to make a direct

booking by informing the consumers about the consequences of booking directly. This could prevent the guest from returning to the OTA website. However, the problem that hotels are facing is that they do not know how to do this.

The way a message is presented has been previously identified in the literature as an important factor for persuading consumers to engage in particular behavior (Goffman, 1974). Framing theory states that a message can be presented by either emphasizing the positive consequences (gains) or emphasizing the negative consequences (losses) of engaging in particular behavior. For example, emphasizing the positive consequences ("you'll be guaranteed with the best available room if you book directly") may have different customer reactions, than emphasizing the negative consequences ("you'll not be guaranteed with the best available room if you book through OTAs").

However, previous studies show contradicting results of the effectiveness of positive and negative framing. Due to these contradictory results in the literature, there is no clear evidence whether positively or negatively framed messages will be most effective for convincing consumers to make a direct online booking on the hotel website. Recent meta-analyses have suggested that due to the mixed results of positive and negative framing, there is a need for greater attention to potential moderating and mediating variables, since that will refine and advance current knowledge on message framing (Quick, Kam, Morgan, Montero Liberona, & Smith, 2015).

The study of White, MacDonnell and Dahl (2011), suggests that the contradiction in the literature may be due to temporal distance. They indicated that temporal distance serves as an important condition that determines the effectiveness of message framing on recycling intentions. Temporal distance is one of the four distance dimensions of construal-level theory. It is assumed that both positively and negatively framed messages can be efficacious in influencing direct online bookings and that the temporal distance of the booking determines which message frame will be most effective. More specifically, the way consumers can best be informed about the consequences of booking at hotel websites might depend on whether the trip where the hotel is booked for is in the near or in the distant future (temporal distance). Temporal distance is a managerially relevant variable since it may be necessary to adjust the marketing message according to the temporal distance of the booking. Therefore, the aim of this study is to extend the understanding of the role of the temporal distance in the context of online hotel bookings. This study will address the following research question:

"How does the framing of the message affect consumers' direct online booking intentions, and what is the role of the temporal distance on this relationship?"

1.3 Theoretical relevance

This study contributes to the literature, both theoretically and substantively, in several ways. First, this study adds to a debate in the literature on the effectiveness of positively or negatively framed appeals for persuading consumers. This debate is between researchers who have indicated the effectiveness of negative framing (e.g. Kahneman & Tversky, 1981), and between others who have shown the effectiveness of positive framing (e.g. Reinhart, Marshall, Feeley, & Tutzauer, 2007). This study includes the role of temporal distance and therefore further explains the contradictory results of framing within the literature, since it refines and advances current knowledge on message framing to specify more precisely when positive or negative framed messages will be most effective (Michie, Rothman, & Sheeran, 2007).

Second, by including the role of temporal distance, this research extends work on construal-level theory. Temporal distance is one of the four distance dimensions of construal-level theory. This study specifically aids in identifying how a match in message framing and temporal distance causes consumers' direct online booking intentions. This study builds on the study done by White et al. (2011), who have indicated that temporal distance serves as an important moderator that determines the effectiveness of message framing on recycling intentions. However, this study is focused on the online marketing efforts (messages on the hotel website), whereas the study of White et al. (2011) has focused on offline marketing efforts (printed door hanger). There might be a difference between online and offline marketing efforts since it is widely recognized that consumers are increasingly avoiding looking at online pop-up advertisements (Drèze & Hussherr, 2003). Moreover, the study of White et al. (2011) concentrated on recycling behavior, which concerns a collective interest. As a result, they have studied behavior in which a person must perform inconvenient behavior in the short run (sorting the garbage) that benefits the collective interest in the long run. In contrast, this study concentrates on online booking intentions, which concerns an individual interest. Therefore, the consequences only affect the individual. There might be a difference in the outcomes based on individual or collective interests. Besides, White et al. (2011) included temporal distance as a moderator in their study, while it actually concerns a matching effect with message framing. Venkatraman (1989) proposed a framework that

identifies six different perspectives on fit that are classified along three dimensions. He state that "it appears that researchers have used these perspectives interchangeably, often invoking one perspective in the theoretical discussion while employing another in the empirical research" (p. 423). This is also the case in the study of White et al. (2011), since the authors actually study a matching effect but conceptualize temporal distance as a moderator in their empirical research. However, the distinction between these different perspectives on fit is important, as different analytical schemes for testing fit are appropriate. This study considers the message framing and temporal distance as a matching effect and consistently performs this as a matching effect in the empirical research.

1.4 Practical relevance

The current research can make a substantial practical contribution by advising hotels how they could influence the consumer to book directly at their hotel website. More specifically, this study indicates the persuasiveness of the message on the hotel website which results in an opportunity to communicate more effectively with prospective guests. Based on the findings of this study, marketers could adjust their marketing message on their website. The hotels therefore are able to beat the currently dominating OTAs. In addition, the study can indicate whether it is wise to launch a general advertising campaign or whether it is better to adjust the advertising message for each individual customer. Overall, finding the most appropriate message framing to encourage consumers to book directly will for the hotels eventually result in less commission costs, more possibilities to connect with the guest and a greater control over the guest and the data.

1.5 Structure of the report

The remainder of this report is structured as follows. Chapter two discusses the theoretical background of the constructs measured in this study. In addition, it presents the hypotheses that are tested in this study. Chapter three further explains the methods used to empirically test the hypotheses. Chapter four presents an in-depth analysis and the results. Chapter five provides a conclusion and discussion of this study.

2. Theoretical background

With a growing market for online hotel bookings and increased challenges for hotels to let customers book with them directly, it is highly relevant to study how consumers could be best informed about the consequences of booking at the hotel website. More specifically, if it would be better to focus on positive or negative consequences. Although framing effects have been extensively researched in the literature, still no consensus has been reached of which framing is most effective. This chapter will start with explaining the two key underlying theories of this study. Subsequently, the concepts of the research question related to these theories are discussed. Finally, the hypotheses that are tested in this study are provided.

2.1 Framing theory

For almost three decades, researchers have examined message framing as a means to persuade consumers to make particular choices (e.g. make healthy lifestyle choices, choice for engaging in recycling). Framing effects occur when (small) changes in the presentation of a message produce (large) changes in consumer behavior (Chong & Druckman, 2007). In many instances, the alternative phrasing of a message of the same basic issue alters the meaning for the customers (Zaller, 1992). A message can be phrased by highlighting the gains (positive consequences) or by highlighting the losses (negative consequences). O'Keefe and Jensen (2007) define a *gain-framed message* as "an persuasive appeal that emphasizes the advantages of compliance with the communicator's recommendation or viewpoint" and a *loss-framed message* as "an persuasive appeal that emphasizes the disadvantage of noncompliance with the communicator's recommendation or viewpoint" (p. 623). Thus, a positively framed message emphasizes the positive consequences of engaging in a particular behavior and a negatively framed message emphasizes the negative consequences if the behavior is not undertaken (e.g., Quick & Bates 2010; Kahneman & Tversky 1981). Examples of the different types of message framings include alternative descriptions such as "90% employment" versus "10% unemployment" or "97% fat free" versus "3% fat" (Chong & Druckman, 2007). These alternative descriptions attract the consumers' attention to a specific aspect, while the essence of the message is identical (90% employment = 10% unemployment).

2.1.1 Origins of framing theory

Research into the persuasiveness of positive and negative framing is mostly inspired by prospect theory of Kahneman and Tversky (1979). Prospect theory explains why people

respond differently to messages depending on how these messages are framed. Kahneman and Tversky (1979) propose that even tough a positively and negatively framed message describe the same result, people will choose for the positively framed message because people value gains and losses differently since the feeling of a loss is two to three times greater than the joy of a equivalent gain (Sanlam Investments, 2016). Looking at the curves at either sides of the graph in figure 1, you can see that the decline on the left is steeper than the incline on the right (Kahneman & Tversky, 1979). This indicates that losses are more salient than gains. At first, this can be explained by a strong preference of people for certainty (Altman, 2012). For example, people are more inclined to choose for an option that guarantees them to win 100 euro, than to choose for an option that gives them 80% chance of winning 150 euro and 20% chance of winning nothing. In addition, people tend to give losses more weight than gains and are thus risk-averse (Altman, 2012). For example, if you win 100 euro and lose 80 euro, people focus on the amount they have lost and not on the 20 euro they eventually won (Sanlam Investments, 2016). Moreover, people are more interested in the relative gains and losses than in the final outcome (Altman, 2012). If your salary for example has increased as much as the salary of your friend you are not as satisfied as when you receive the same increase in salary while your friend does not receive an increase in his salary.

Overall, it can be stated that we dislike losing more than we like winning, so we are risk-averse. Except when faced with bad outcomes, then we are risk seeking to try to receive a better outcome. For example, when someone loses 50 euro with gambling, that person is more inclined to continue gambling to try to win back the 50 euro even tough they have the risk to lose more money. As a conclusion, prospect theory states that if the consequences of people's choices are expressed in terms of gains (positively framed), their choices will be risk-averse because there is a prospect of a sure gain (Rothman, Salovey, Antone, Keough, & Martin, 1993). However, if the consequences of people's choices are expressed in terms of losses (negatively framed), people will prefer riskier options because there is a sure loss (Salovey, Rothman, & Rodin, 1998).
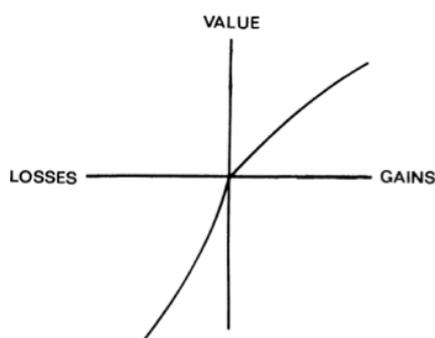

Figure 1: A hypothetical value function.
Retrieved from: "Prospect theory: An analysis of decision under risk," by Kahneman, D., & Tversky, A., 1979, *Econometrica*, 47, p. 279

2.1.2 Contradictory results

The literature on message framing is characterized by a lack of clear evidence for either positive or negative framing and the most suitable framing of the message is determined by several factors, such as the consumer's attitudes and characteristics of the product (Wisenblit & Schiffman, 2015). Some studies indicated the effectiveness of negative framing (Kahneman & Tversky 1981), meaning that they found positive outcomes for messages that emphasized the negative consequences if particular behavior was not undertaken. While other studies have shown the effectiveness of positive framing (Reinhart, Marshall, Hugh Feeley, & Tutzauer, 2007), meaning that they found positive outcomes for messages that emphasized the positive consequences if particular behavior was undertaken. For example, one study found that individuals with an independent self-image (who view themselves as defined by unique characteristics) were more persuaded by messages stressing an approach goal (positive framing), while individuals with an interdependent self-view (who view themselves as defined by others) found messages that stress avoidance goals more convincing (negative framing)(Aaker & Lee, 2001). A meta-analytical review of 93 studies showed a small but significant advantage for positively framed over negatively framed message for only one type of consumer behavior (O'Keefe & Jensen, 2007), which is dental hygiene behavior. The meta-analysis did not find statistically significant differences for positively and negatively framed messages for other consumer behavior, such as safer-sex behavior. This further illustrates the lack of clear evidence of the effectiveness of positively or negatively framed messages. Does this means that we should stop researching message framing since no clear evidence can be found? On the contrary, researchers should work to refine and advance knowledge on message framing by specifying the optimal conditions for using positively and negatively framed messages (Latimer, Salovey, & Rothmann, 2007).

One way for accomplishing this refinement is by identifying moderator variables that condition framing effects, since evidence indicated that the effects of message framing might vary under different conditions. A number of studies have done this and have showed that negatively framed messages are to be effective for instance under conditions of high issue involvement (Maheswaran & Meyers-Levy, 1990), low need for cognition (Zhang & Buda, 1999), and risky implications (Meyers-Levy & Maheswaran, 2004). Positively framed messages are showed to be effective for instance under conditions of low perceived health risk (Quick & Bates, 2010). Another way for accomplishing this refinement is by identifying meditating variables that help to understand the psychological processes that explain framing effects (e.g. LaVail, Anker, Reinhart, & Feeley, 2010; Quick et al., 2015; Reinhart et al.,

2007). In addition to the identification of moderator and mediating variables, this study in particular aims to advance current knowledge on message framing by identifying a matching effect that specifies more precisely when positively or negatively framed messages will be most effective.

2.2 Construal Level Theory

In this study we draw on work that has indicated that psychological distances influence individuals' thoughts and behavior. The underlying theory for explaining this is construal level theory. The basic premise of this theory is that people think in an abstract way (high-level construal) when an event is distant from them, while they think more concretely (low-level construal) about an event that is closer to them (Trope & Liberman, 2003). Trope, Liberman and Wakslak (2007) define low-level construals as "relatively unstructured, contextualized representations that include subordinate and incidental features of events", and define high-level construals as "schematic, decontextualized representation that extract the gist from the available information" (p. 83). Table 1 shows a summary of the differences between high- and low- level construals (Trope & Liberman, 2003). People thus think of events that are near to them in rich detail, and of events that are distant from them in more abstraction.

High-level construals	Low-level construals
Abstract	Concrete
Simple	Complex
Structured, coherent	Unstructured, incoherent
Decontextualized	Contextualized
Primary, core	Secondary, surface
Superordinate	Subordinate
Goal relevant	Goal irrelevant

Table 1: Distinguishing high-level and low-level construals.
Retrieved from: "Temporal construal," by Trope, Y., & Liberman, N., 2003, *Psychological Review,* 110, p. 405

2.2.1 Psychological distances

Construal Level Theory states that people use higher levels of construal to represent an object that is psychological distant from them. According to construal level theory, there are different psychological distances: (1) temporal distance (in time), (2) spatial distance, (3) social distance, and (4) hypothetical distance (Trope & Liberman, 2010). Psychological distant events are those that are not present in the direct experience. *Temporal distance* is

defined in terms of the distance in time, and it therefore relates to the degree to which the event takes place nearer or farther into the future (Liberman, Sagristano, & Trope, 2002). *Spatial distance*, is defined in terms of the distance of the location, and it relates to the degree to which the event occurs in more distant- or nearby locations (e.g. Amsterdam is more nearby than New-York)(Trope et al., 2007). *Social distance* is defined in terms of similarity, and it concerns the extent to which someone is more or less similar to oneself (Liviatan, Trope, & Liberman, 2006). *Hypothetical distance* is defined in terms of the likelihood of the event occurring, the more likely an event will occur the less distant it is perceived (Wakslak, Trope, Liberman, & Alony, 2006). The focus in this study is only on the temporal distance dimension of construal level theory because in the context of online hotel bookings it is assumed that the temporal distance is the most determining factor for thinking in either abstract or concrete terms. In other words, it is expected that the temporal distance of the hotel booking determine whether people think about the hotel booking in rich detail or only in general terms. Spatial distance could be another useful focus within the context of online hotel bookings, however due to limited time this study does only include the temporal distance of the hotel booking.

2.2.2 Temporal distance and mental representation

Abstract representations have excluded irrelevant details and may therefore be expected to be simpler and less ambiguous than concrete representations (Liberman, Sagristano, & Trope, 2002). Temporal construal theory proposes that a temporal distant event is construed in a more abstract way, whereas a temporal near event is construed in a more concrete way (Trope & Liberman, 2003). Several studies have demonstrated this, and have stated that the greater the temporal distance from an event, the more an individual will think in abstract, high-level construal. In contrast, they have stated that the more the event happens in the near temporal distance, the more an individual will think in concrete, low-level construal. Therefore, the value of an abstract construal is greater in the more distant than in the near future, whereas the value of a concrete construal is greater in the near than in the distant future (Trope & Liberman, 2003). Thus, the value of for example the abstract construal "relaxing" is greater in the distant future than in the near future. Whereas, the value of the concrete construal "massage treatment at the wellness centre" is greater in the near future than in the distant future. In other words, if an event will happen in the distant future, people are more likely to capture the essence from the available information. However, if an event will happen in the near future, people are more likely to focus on the details of the available information.

2.2.3 Action identification

Multiple levels of abstractedness exist. Actions can form hierarchies of abstractness (e.g. giving money, helping, and being a good person), where each hierarchy has fewer details about the action (Liberman, Sagristano, & Trope, 2002). The same is true for traits, (e.g. an excellent guitarist, musical, and talented), where each hierarchy contains less detail about the trait (Liberman, Sagristano, & Trope, 2002). In the hierarchies, each action can be split into answering "why" an action is performed and "how" the action is performed. Research has indicated that abstract, high-level construals are linked to its superordinate purpose, which means that it specifies "why" an action is performed (e.g., "I will recycle to help the environment")(Trope et al., 2007). As apposed to concrete, low-level construals, which are linked to its subordinate purpose, which means that it specifies "how" an action is performed (e.g. "I will recycle by saving paper and aluminium cans") (Trope et al., 2007). Therefore, it can in addition be assumed that for distant future events, people think about "why" an action is performed, and for near future events, people think about "how" an action is performed (White et al., 2011).

2.3 Model and hypotheses

The relationship between message framing and consumers' direct online booking intentions is discussed first. Subsequently, the match between message framing and temporal distance and their relationship on consumers' direct online booking intentions is considered.

2.3.1 Message framing and direct online booking intentions

The literature has indicated that message framing is an important factor that influences differences in responses of consumers (e.g. Goffman, 1974; Kahneman & Tversky, 1979; Quick et al., 2015). Therefore, it is assumed that altering the framing of the message leads to differences in the extent to which the consumer intends to book directly at the hotel owned website or indirectly through a third-party website. The aim of this study is to find out how the message on the hotel website could best be presented to convince a guest to make a direct online booking. *Direct online booking intention,* which is the dependent variable in this study, is defined as the degree to which the respondent intends to book the hotel room via the hotel owned website. *Message framing*, which is the independent variable in this study, can be either a positive or a negative message. More specifically, a message could be focused on positive (e.g., you'll be guaranteed of the best available room when you book directly) or negative consequences (you'll not be guaranteed with the best available room when you book through OTAs).

It remains unclear whether and when negative or positive framing is most effective, however the meta-analytical review of 93 studies showed some advantage for positively framed over negatively framed messages (O'Keefe & Jensen, 2007). Therefore, it is assumed that respondents informed with a message that emphasizes the positive consequences if particular behavior is undertaken is most effective. In other words, when respondents are told that they are guaranteed with the best available room when booking directly at the hotel owned website, it is assumed that they are more likely to have the intention to book the hotel room via the hotel owned website than when the same respondents were told that they will not be guaranteed with the best available room if they book indirectly at a third-party website. Accordingly, the following hypothesis is formulated:

Hypothesis 1: Positively framed messages result in stronger direct online booking intentions than negatively framed messages.

2.3.2 Matching effect of message framing and temporal distance
An expected relationship between message framing and customer construal level is not new. White, MacDonnell and Dahl (2011) indicated that the customer construal level serves as an important moderator for determining the effectiveness of message framing on recycling intentions and behavior. Their research shows that negative framing is more effective when paired with low-level, concrete construals, while positive framing is more effective when paired with high-level, abstract construals. These results are in line with the basic premise of construal level theory which is that people think in an abstract way (high-level) when an object is distant from them, while they think more concretely (low-level) about an object that is closer to them (Trope et al., 2007). The findings can be reasoned as follows, negatively framed messages emphasize the negative consequences if a particular behavior is not undertaken. As White et al. (2011) stated "negative events and states serve as a signal to a person that there is a threat or problem that needs to be addressed, and therefore serves as a stimulus to take action "(p. 474). As such, negatively framed messages activate lower construal levels, which work well when combined with a customers' mental representation that also activates a more concrete construal level. On the other hand, a positively framed message will lead to a broader level reaction and therefore activate a more abstract construal level (Trope et al., 2007). If positively framed messages are combined with an abstract mental construal level this will activate a similar mode of thinking. The same applies for the

combination of negatively framed messages and a concrete mental construal level. This implies that there exists a fit relationship between positively framed messages and an abstract mental construal level and between negatively framed messages and a concrete mental construal level. This fit relationship occurs due to congruence in processing style (Lee & Aaker, 2004). Venkatraman (1989) proposed a framework that identifies six different perspectives on fit that are classified along three dimensions (see figure 2). According to this framework, the fit relationship can be identified as a matching effect because there is a theoretically defined match between two related variables. Moreover, the fit is specified without reference to a specific criterion variable and therefore distinguishes from a fit as moderation and mediation effect (Venkatraman, 1989). Besides, it is distinguished from the fit as gestalts and covariation perspective, since it is only capable of specifying and testing fit among a small set of variables.
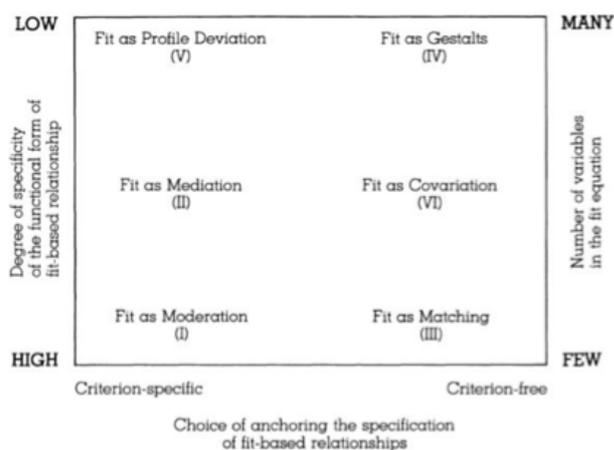
Figure 2: A classificatory framework for mapping the six perspectives of fit. Retrieved from: "The concept of fit in strategy research: Toward verbal and statistical correspondence," by Venkatraman, N., 1989, *Academy of management review,* 14, p. 425

Psychological distance in this study is defined in terms of the temporal distance dimension of construal level theory. The way consumers can best be informed about the consequences of booking at the hotel website might depend on whether the trip where the hotel is booked for is in the near or in the distant future. Representations of near future events consist of rich and detailed information because we are experiencing it right now, consequently we think of it in concrete, low-level terms (Trope et al., 2007). In contrast, representations of distant future events are more focused on the bigger picture, and thus consist of more abstract and general information because when an event is further away from

your direct experience we have less information about it, and therefore we think of it in abstract, high-level terms (Trope et al., 2007).

As discussed above, the relationship could best be perceived as a fit as matching effect (Venkatraman, 1989). As illustrated in figure 3, adopting this fit as matching perspective, it can be stated that fit in an online hotel booking context exists when the message framing matches temporal distance. Whether this match results in stronger direct online booking intentions is tested in this study. It is expected that if a customer is planning his/her hotel stay for a weekend next year (distant future) the customer will focus on broad, decontextualized features of the stay (e.g., anticipating fun and relaxation). Since positively framed messages also leads to a broader level reaction and activate a more abstract construal level, a match of a distant future hotel booking and a positively framed message will activate a similar mode of thinking and will therefore lead to the desired consumer behavior (in this study a direct online hotel booking). Hence, the following hypothesis is formulated:

Hypothesis 2: Consumers who book their hotel stay in the distant future in combination with a presentation of a positively framed message result in stronger direct online booking intentions, than consumers who book their hotel stay in the distant future in combination with a presentation of a negatively framed message.

However, if the same hotel stay is planned to occur upcoming weekend (near future), the customer will focus on specific features of the present situation (e.g. what restaurant to make reservation for, going for a trip). Since negatively framed messages also leads to a more concrete construal level, a match between a near future hotel booking and a negatively framed message will activate a similar mode of thinking and will therefore lead to direct online hotel booking intentions. Therefore, the following hypothesis is formulated:

Hypothesis 3: Consumers who book their hotel stay in the near future in combination with a presentation of a negatively framed message result in stronger direct online booking intentions, than consumers who book their hotel stay in the near future in combination with a presentation of a positively framed message.

Temporal distance

	Near	Distant
Positive	Weak direct online booking intention	Strong direct online booking intention
Negative	Strong direct online booking intention	Weak direct online booking intention

Message framing

Figure 3: Fit as matching

3. Methodology

In this chapter the research methodology is explained in greater detail. First, the research strategy is outlined. This is followed by a description of the population and the sample of this study. Next the applied experimental research design is discussed and stimuli are explained. Then, the procedure of the study is elaborated on. Subsequently, the measurement is discussed. Thereafter, the results of the pre-test are outlined. Followed by a discussion of the data analysis strategy used and the research ethics considered. Lastly, the sample and the construct reliability are described which together outline the quality of the measurements in this study.

3.1 Research strategy

Considering the causal nature of the research question, an experimental study is most appropriate. By using an experiment, some variables are manipulated to observe its effects on another variable (Field & Hole, 2003). Since this study aims to examine the effect on direct online booking intentions (dependent variable), this study should first determine whether positively or negatively framed messages are most effective. In addition, this study should determine if a match between message framing and temporal distance causes stronger direct online booking intentions.

3.2 Population & sample

The population consists of Dutch people who book their hotel online. The sample of this research is taken in the Netherlands. Participants should have some experience with booking a hotel online. It is assumed that the sample of this study is diverse in terms of the age of the respondents, since both younger and older people nowadays have experience with the Internet and therefore could have an understanding of online hotel bookings. However, it is assumed that there are still some elderly people who do not have this experience and therefore cannot participate in this study. In addition, consumers younger than 18 years are not included as participants of this research since this group is in general not able to do an online payment themselves without the permission of their parents. Dutch participants for this research are initially collected by asking people on Eindhoven Airport. Participants are approached and asked if they are willing to participate in a short questionnaire of approximately 10 minutes for my master thesis. They are told that the subject of the questionnaire is online hotel bookings, and that it is mainly focused on their preferences with respect to the decisions they make. The terminal of Eindhoven Airport consists of several stores, restaurants and coffee

corners, which are accessible for everyone. It is expected that people at the airport are more willing to participate, since they usually arrive early at the airport before leaving and therefore will have some time left. In addition, there are people on the airport who are waiting for their friends and family to arrive and therefore will have some time left as well. In addition, to the collection of participants on Eindhoven Airport, participants were collected by asking people in shopping hall Arena in 's-Hertogenbosch and in the shopping centre of Eindhoven. The same procedure as on Eindhoven Airport was used. This method of data collection increases the external validity of the results, since a great diversity of people can be reached on an airport and in shopping centres. People are provided with a hyperlink for the Qualtrics experiment, which is printed on paper, and will be handed out to the participants so that they can fill it in on the device they prefer (e.g. mobile, tablet or laptop). By letting the participants do the Qualtrics experiment online, the situation is most realistic since an online hotel booking should be completed online as well. In order to make it easier for the participants to get access to the Qualtrics experiment, the original hyperlink is customized into simpler words. Since the participants should fill in the questionnaire themselves, there is a chance that they will eventually not do this. To be prepared for non-responses enough hyperlinks are printed on paper.

3.3 Research design

This study uses a 2 x 2 between-subjects experimental design to test whether a match between the framing of the message (positive versus negative) and the temporal distance of the booking (near versus distant) influences consumers' direct online booking intentions (see table 2). Separate groups of participants are used for the different conditions in the experiment and each participant is tested only once (Field & Hole, 2003). It is expected that the more the trip where the hotel is booked for is in the near (distant) future, the stronger the consumers' direct online booking intentions in response to a negatively (positively) framed message.

To acquire as realistic responses as possible, participants should be able to create a vivid image of the described situation and experience themselves to be really in the situation of making an online hotel booking. Therefore, this study makes use of narrative transportation. According to narrative transportation theory, transported consumers have vivid images in their mind and experience themselves in the scene of the action (Green & Brock, 2000). Van de Hende and Schoormans (2012) argued that written scenario's are useful for the generation of vivid images for the participants, such that they feel as though they are experiencing the events themselves. Moreover, written scenarios are cheap and easy to create

and are therefore used to manipulate the message framing and the temporal distance in this study. Consequently, a scenario-based experiment is used to test for the hypotheses in this study. Four different scenarios are present in this experiment, in which the message framing and the temporal distance are manipulated on two levels.

Table 2: Experimental design

	Positively framed message	Negatively framed message
Near future hotel booking	Condition 1	Condition 3
Distant future hotel booking	Condition 2	Condition 4

3.4 Procedure

Since this study concentrates on the Dutch population, both the stimuli material and the questionnaire are translated in Dutch. For the people who decided to participate, the online survey tool Qualtrics randomly assigns each of the participants to one of the four scenarios. In these scenarios, both the message framing and the temporal distance are manipulated. Respondents were instructed first by telling them that the study is about online hotel bookings. After the instructions respondents were asked to carefully read the scenario and try to put themselves in the situation of the scenario they were assigned to. All four scenarios consisted of a written text and a pop-up advertisement. The participants were first exposed to the written text that described a situation of booking a hotel online (see Appendix I). The most crucial aspect in experiments is that everything is the same except for the aspect you want to research (Field & Hole, 2003). The written texts are equal in the sense that the hotel booking is done for a similar occasion, at the same destination, and are both intended for a couple. However, the scenarios differ on one aspect and that is the temporal distance to the booking. In the distant future condition, participants were let to imagine themselves booking their hotel for a weekend in one year. In contrast, in the near future condition, participants were let to imagine themselves booking their hotel for upcoming weekend.

Subsequently, the respondents were presented with an imaginary website page with one of the pop-up messages (see Appendix II). Again the pop-up messages are equal, except for the framing of the message. Participants in the positively framed condition were told the following: "We would like to book your hotel stay at our website. When you book a room on

our website, we can guarantee you with the best available room, in contrast to when you book via any other website". On the other hand, participants in the negatively framed condition were told the following: "We would like to book your hotel stay at our website. When you book a room via any other website, we cannot guarantee you with the best available room, in contrast to when you book via our website". The pop-up messages are quite short because it is assumed that consumers only quickly look at a pop-up message and it therefore is important that the main essence of the message is clear right away. Using a particular third-party website, such as Booking.com, in the pop-up message will decrease the realism, since this means that the hotel will mention their competition in an advertisement on their own website. Therefore, the term "any other website" is used as the alternative for a direct booking.

After the respondents have been exposed to the scenario and the pop-up advertisement, they were asked to fill in a questionnaire, which is the same for each participant. When the participants have finished the questions, the participants were debriefed and thanked for their participation.

3.5 Measurement

The questionnaire, which can be seen in Appendix III, consist of different parts and will be further explained in the following paragraphs. These different parts are as follows: online booking intentions, manipulation checks, realism check and general information of the participant.

Participants were first faced with two statements for measuring their online booking intentions. The focus in this study is on direct online booking intentions. However, if consumers have a low intention to book directly they do not necessarily have a high intention to book indirectly and visa versa. Therefore, the indirect online booking intentions are also measured. The statements used for measuring direct and indirect online booking intentions are derived from the study of Maxham and Netemeyer (2002a, 2002b, 2003) and are adapted to fit within the context of this study. Unlike most measures of purchase intention, this scale is focused on the probability of doing business with a specific organization rather than the likelihood of buying a product (Bruner, 2009). The scale originally consisted of three Likert-type statements, but only two of the Likert-type statements were used within this study. The first statement measures the intention of the participant to make a booking on the hotel owned website. The second statement measures the intention of the participant to make a booking on a third party website such as Google, Booking.com, or Expedia.nl. These two statements were measured on a five point Likert-scale. In addition, the participants were asked for their

motivations for their answer on the two statements. By asking for their motivations, the consumers' online booking intentions can be better understood which can be helpful when analysing the results. It has been decided to create an open-ended question for measuring these motivations, because this prevents the respondents from being sent in a certain direction.

To increase the internal validity of this study, manipulation checks are performed. By performing a manipulation check we are more certain that the effects found in this study are due to changes in the manipulation of message framing and temporal distance (Field & Hole, 2003). At first, two manipulation checks are performed for temporal distance. The first manipulation check for temporal distance, which is the most important in this study, checks whether the hotel booking is actually experienced as near or distant. The second manipulation check, checks whether a frequently mentioned relationship in the literature, that states that people think more concrete and detailed about a near future event and think more abstract and broadly about a distant event, also exists within this study (Liberman, Sagristano, & Trope, 2002). Both manipulation checks are performed by asking participants for the degree to which they perceived the given statements as applicable on the described situation. This was done by the use of semantic differential scales with bipolar adjectives (opposite-meaning terms). The first manipulation check consists of one semantic differential scale that is derived from the study by Argo, Dahl, and Manchanda (2005) and intends to measure a person's sense of the distance from one object to another. The original scale consisted of three semantic differential scale items. However to make the scale fit to this particular study only one scale item is used. This scale was used to measure the degree to which the participants perceived the planned hotel trip as either near or distant. The second manipulation consists of two semantic differential scale items developed by Aggarwal and Law (2005). The scale originally consisted of four bi-polar adjectives. To make the scale fit to this particular study only two scale items are used. These two scale items measure the degree to which the participants in the distant future condition thought about their hotel stay in more general, abstract terms, and the degree to which the participants in the near future condition thought about it in more detailed and concrete terms.

In addition, to confirm if the manipulation of the message framing had been carefully read, participants were asked for the extent to which they agreed with the statement that was based on the pop-up message that they were exposed to. Their level of agreement was tested by using a 5-point Likert scale, ranging from strongly disagree to strongly agree. Participants were asked if booking a hotel room on the hotel owned website assured them with the best

available room. Since the message framing is not a matter of correct understanding but a matter of carefully reading what the pop-up advertisement is stating, this question literally repeats what was said in the pop-up advertisement.

To check whether the participants could imagine themselves in the scenarios they were assigned to, a realism check is performed. This is done by asking the participants to rate two questions on a scale of 1 to 5, ranging from strongly disagree to strongly agree (Shintaro & Morikazu, 2009). First, participants were asked if they find the situation described realistic. Second, participants were asked if they had no difficulty imagining themselves in the situation (Dabholkar & Bagozzi, 2002).

The last part of the questionnaire consists of questions about the booking behavior of the participants in general and some relevant demographics of the participants. First, to measure participants experience with online hotel bookings, they were asked how regularly they book a hotel online. Second, the participants were asked if they normally started their search process on the hotel owned website or on the website of a third party. In addition, an open answer category was provided, since some participants may normally not make their hotel booking online but for example by telephone. Regarding the demographic questions, the participants were asked for their age, gender, and highest level of education, since these are most relevant for this study.

3.6 Pre-test

To ensure the validity of the measurement instruments, meaning that the instruments measure what they intend to measure, the initial version of the questionnaire has been checked at forehand. Moreover, since all measurement items were translated into Dutch and slightly adapted to fit the research context, piloting the questionnaire was deemed necessary to check whether people really understood all questions.

First, a total of 40 people (10 participants per cell) participated in the pre-test. Besides the participants filling in the initial questionnaire, qualitative insights were gained. These qualitative insights were obtained by sitting next to ten respondents and observe them and ask if they wanted to say out loud what they were doing when filling in the questionnaire. This indicated whether participants perceived any difficulties with filling in the questionnaire. To check whether the participants could imagine themselves in the scenarios they were assigned to, a realism check is performed. The realism check consisted of two five-point Likert scale items derived from existing scales (Shintaro & Morikazu, 2009), and together have an Cronbach's alpha of .60. On average, the scenarios were perceived as realistic by the

participants (M = 3.9, SD = .73). The separate scores of each individual scenario are displayed in Appendix IV. Furthermore, the manipulation of the temporal distance was checked by a five-point Likert scale. As can be seen in Appendix IV, there was a significant difference in the degree to which the participants experienced the hotel stay as further away between the participants in the distant condition (M = 3.09, SD = 1.04) and the participants in the near condition (M = 2.17, SD = .62); t(39), p = .002. To make the difference between these two groups even more evident it is decided to change the distance from a 'half year' to 'one year'. Moreover, to confirm the manipulation of the message framing, two five-point Likert-type statements were used. One of the two statements is a reversed statement. As can be seen in Appendix IV, there was no significant difference in the degree to which the participants agreed with the statement that booking a hotel room on the hotel owned website assured them with the best available room between the participants in the positively framed condition (M = 3.24, SD = 1.04) and the participants in the negatively framed condition (M = 3.75, SD = .85); t(39), p = .09. The same is true for the reversed coded item, since there was no significant different between the participants in the positively framed condition (M = 2.48, SD = .81) and the participants in the negatively framed condition (M = 2,25, SD = .72); t(39), p = .35. The results are as expected since the average score of the first item is on the upper side of the 5-point Likert scale, and the average score of the second item (reverse coded) is on the lower side of the 5-point Likert scale. In addition, the results indicate that no difference was found between the positively and negatively framed conditions, which is also as expected since the manipulation check focuses on the essence of the content of the message which is similar in both experimental conditions. However, the two items have a low Cronbach's alpha of .25. Besides, the qualitative insights indicated that the second statement was difficult to understand and it therefore is decided to delete the reversed item.

After the first pre-test, an additional pre-test was conducted which included the necessary modifications resulted from the first pre-test. A total of 23 people (approximately 5 participants per cell) participated in the pre-test. The statement for the manipulation of temporal distance was slightly changed from a Likert scale item into a semantic differential scale item. Besides, an additional statement with two semantic differential scale items was used to check for the level of concreteness in which the participants were thinking. The semantic differential scale items were adapted from existing scales (Argo et al., 2005; Aggarwal et al., 2005) and appeared to have an alpha of .86. As can be seen in Appendix V, there was a highly significant difference in the degree to which the participants experienced the hotel stay as further away between the participants in the distant condition (M = 4.36, SD

= .75) and the participants in the near condition (M = 2.00, SD = 1.41); t(20), p < .001. Moreover, the expected construal-level was created by the scenario since the majority of the participants in the near future condition indicated that they thought about the hotel stay more concretely and detailed, whereas the majority of the participants in the distant future condition indicated that they thought about the hotel stay more abstract and broadly (Appendix V). Besides, the manipulation of the message framing was confirmed, since all participants correctly indicated that booking via the own website of the hotel ensures them with the best available room.

3.7 Data analysis

The relationships studied within this research can be described from a matching perspective. It is of great concern that the appropriate analytical method is chosen, since previous studies have failed to incorporate the right analytical method in their empirical research (Venkatraman, 1989). As can be seen in the table in Appendix VI, Venkatraman (1989) identifies three analytical schemes that support the matching perspective: analysis of variance (ANOVA), deviation scores and residual analysis. Venkatraman (1989) mentions several problems and limitations of the deviation and residual analysis, such as decreased reliability of the fit measure and problems with choosing an appropriate base model. In contrast, he mentions a major advantage for ANOVA, which is that perspectives of fit could be tested within a common analytical framework (Venkatraman, 1989). Therefore, ANOVA is chosen as the analytical method in this study. Since, the effect of message framing and temporal distance on direct online booking intentions is studied, a two-way ANOVA is most appropriate. Statistically, in a two-way ANOVA there are three basic types of effects that are tested: main effect for independent variable A, main effect for independent variable B, and effect for the interaction of A and B. After data collection, the data is analysed by the use of the statistical program IBM SPSS Statistics 23.0.

3.8 Research ethics

Since participation of humans is required in this study, research ethics have to be taken into account during the whole process. First, with regard to confidentiality, participants of this study and their data are only used for the purpose of this research and will never be publicly identifiable. Individuals participated anonymously in the experiment and any harms or risks for the participants were kept as minimal as possible. People who decided to participate were firstly informed about the aim of this study. Respondents were instructed by telling them that

the study is about their online booking intentions for a hotel stay. The respondents were not told about the different manipulations in each condition, to prevent for any form of bias. Furthermore, participants were made aware of their rights while they are taking part. These include, the right for them to withdraw form the study at any time. In addition, participants' anonymity was assured. At the end of the research, participants were debriefed and thanked for their participation. It was explicitly mentioned that they could contact me if they had any questions about the experiment.

3.9 Sample

A total of 161 people participated in the online experiment. Since 12 participants did not fully complete the questionnaire, these are deleted from the analysis. Therefore, 149 participants remained and are included in the analysis. Since Qualtrics forced the participants to answer each question, there are no missing data. To maintain an adequate power level of 80 per cent, which is the minimum suggested power for an ordinary study, 30 participants per cell are needed (Cohen, 1988). Besides, equal sample sizes per group are desirable, since this helps in comparing between the different scenarios in the experiment. Qualtrics randomly assigned participants to each scenario and the smallest number of participants per scenario is 36 (see table 3). Therefore the minimum number of participants for all scenarios is met.

	Table 3: Number of participants per scenario
	N=
Scenario 1	37
Scenario 2	38
Scenario 3	38
Scenario 4	36

Furthermore, table 4 presents the descriptive statistics of the sample. These descriptive statistics include demographical variables of the participants and their online booking habits. As can be seen, more women (65.8%) than men (34.2%) participated in the experiment. Of these participants, most fall in the age categories of 18-25 year (37.6%), 26-35 year (25.5%), and 56-65 year (14.8%). Besides, employed people were overrepresented in the sample (75.2%). The rest of the participants were students (22.8%), unemployed (3.4%) or retired (3.4%). These percentages exceed 100 per cent since more situations can be applicable on one participant. Moreover, the participants were generally quite highly educated since 65.8 per

cent of the participants have completed either a bachelor or a master. In addition, table 6 indicates that almost half of the participants usually make an online hotel booking every half-year. A third of the participants usually make an online hotel booking every year. Remarkably, 89.3 per cent of the participants normally start their online searching process via one of the popular search machines, such as Google or Booking.com and only 7.4 per cent usually start their online searching process on the hotel owned website.

Table 4: Descriptives of the sample

	Frequency	**Percentage**
Gender		
Men	43	34.2 %
Women	82	65.8 %
Age category		
18-25	47	37.6 %
26-35	35	25.5 %
36-45	8	7.4 %
46-55	15	12.8 %
56-65	19	14.8 %
66 +	1	2.0 %
Personal situation		
Student	28	22.8 %
Working	97	75.2 %
Unemployed	4	3.4 %
Retired	3	3.4 %
Other	3	2.7 %
Education		
Secondary school	11	7.4 %
Mbo	40	26.8 %
Bachelor	73	49.0 %
Master	25	16.8 %
Number of online bookings		
Once a month	10	6.7 %
Once every half-year	69	46.3 %
Once a year	46	30.9 %
Less than once a year	24	16.1 %

Start of search for hotel		
Hotel owned website	11	7.4 %
Search machine	133	89.3 %
Other	5	3.4 %

3.10 Direct online booking intention

The dependent variable in this study is direct online booking intention. However, to be sure that a high intention to book directly means that there is a low intention to book indirectly and visa versa, the item indirect online booking intention is further analysed. It is not known yet whether these items are opposite to each other, therefore a correlation matrix is performed (see Appendix VII). Since both variables, direct and indirect online booking intention, are perceived as interval variables a Pearson's correlation is most appropriate (Field, 2013). As can be seen in the correlation matrix, there is a correlation coefficient of -.544 between the variables direct and indirect online booking intention. This indicates that there exists a negative relationship between these two variables, and therefore if one of the two variables increases, the other decreases with .544 (Field, 2013). The negative correlation between direct and indirect online booking intention means that these two variables are quite opposite to each other. Therefore, it is decided to only take direct online booking intention into account as a dependent variable in further analyses. As a consequence it can be assumed that a high intention to book directly means that there is a low intention to book indirectly and visa versa.

3.11 Construct reliability

Before constructing the scales for hypothesis testing, the internal consistency of the scales with more than one item needs to be assessed. Internal consistency can be defined as "the extent to which a variable, or set of variables is consistent in what it is intended to measure" (Hair, Black, Babin, Anderson, & Tatham, 2010). This is measured by calculating the Cronbach's alpha coefficient, whereby an alpha coefficient of >.70 is desired and >.60 is required. In this study, Cronbach's alpha is calculated for the second manipulation check of the construct temporal distance and for the realism check, since these constructs consists of two items (see Appendix VIII). Table 5 shows the results of the reliability analysis. As can be seen in this table the constructs are above the required alpha level of .60. The items for the second manipulation check of temporal distance are even above the desired level of .70. In

addition, Cronbach's alpha would not have been improved if an item was deleted. Therefore, the analysis is continued with these items that together form the constructs.

Table 5: Reliability analysis

Construct	N of items	Cronbach's Alpha
Temporal distance (2nd)	2	.844
Realism check	2	.661

4. Analysis and results

In this chapter the conducted analysis and the obtained results are discussed in detail. First, the manipulation checks for message framing and temporal distance are discussed. Next, the results of the hypothesis testing are presented. Finally, this chapter concludes with some additional analyses.

4.1 Manipulation checks

In order to check whether the written scenarios and the pop-up advertisements resulted in the desired mind-set and correct understanding of the participants, one manipulation check for message framing and two manipulation checks for temporal distance were performed. First, the manipulation check for message framing was performed by the use of an independent samples t-test. As can be seen in Appendix IX, there is no significant difference in the degree to which the participants understood that booking via the hotel owned website will guarantee them with the best available room between the participants in the positive condition (M = 3.83, SD = .89) and the participants in the negative condition (M = 3.61, SD = 1.15); t(147), p = .20. The manipulation check for message framing was performed by asking the participants for the extent to which they agreed with the statement that booking via the hotel owned website guarantees them with the best available room. Both the pop-up messages of the negatively and positively framed conditions stated that this was the case (see Appendix II). Therefore, the statement checked if the participants understood the content of the message in the pop-up advertisement. Consequently, it can be concluded that the manipulation check for message framing was not appropriate since the manipulation check should have measured whether the participants recognized the framing of the message, which could either be positive or negative depending on the condition the participants were assigned to. As a result, we are not completely sure if the manipulation for message framing was successful.

The two manipulation checks for temporal distance were checked by the use of an independent samples t-test as well. As mentioned before, the first manipulation check is the most important one in this study and the second manipulation check serves as a control for a frequently mentioned relationship in the literature. The first manipulation is discussed first. As can be seen in Appendix IX, the assumption of equal variances for this manipulation check is violated. However, this assumption only matters if you have unequal group sizes (Field, 2013). Since the group sizes are substantially equal in this study this assumption can be ignored. As can also be seen in Appendix IX, there was a highly significant difference in

the degree to which the participants experienced the hotel stay as further away between the participants in the distant condition (M = 4.16, SD = 1.17) and the participants in the near condition (M = 2.09, SD = 1.27); t(147), p < .001. Therefore, it can be concluded that the manipulation check confirms that people in the distant future condition experience their hotel stay as further away than participants in the near future condition. The second manipulation check is discussed next. Since it was indicated before that the two items of the second manipulation check for temporal distance had a high internal consistency, the analysis is performed with one construct that includes both items. As can be seen in Appendix IX, there was a highly significant difference in the degree to which the participants thought about their hotel stay more concretely and detailed or more abstractly and broadly between the participants in the distant condition (M = 3.55, SD = 1.12) and the participants in the near condition (M = 2.28, SD = 1.10); t(147), p < .001. Here, a low mean score indicates that the participants thought more concrete and detailed about the hotel stay and a high mean score indicates that the participants thought more abstract and broadly about the hotel stay. This study therefore confirms a frequently studied link in the literature, since the results indicate that people think more abstractly and in broader terms when an event is distant from them, and more concretely and detailed when an event is closer to them (Trope & Liberman, 2003). Overall, both manipulation checks for temporal distance indicate that the manipulations for temporal distance are successful.

In order to make sure that the written scenarios did not only resulted in the desired mind-set and correct understanding of the participants but were also perceived as realistic, a realism check is performed. Overall, the scenarios were perceived as realistic by the participants (M = 4.02, SD = .71). The separate scores of each individual scenario are displayed in Appendix IX.

4.2 Hypothesis testing

For the ANOVA to be valid, five important assumptions have to be met (Field, 2013). The first two assumptions relate to the measurement level of the variables. The first assumption is that there should be one dependent variable of metric measurement level. This assumption is checked by the use of a frequency distribution. As can be seen in Appendix X, the dependent variable (direct online booking intention) has an ordinal measurement level. However, since this variable is measured with a Likert Scale this variable can be treated as a continuous variable. The second assumption is that there should be one or more independent variables of nominal or ordinal measurement level, since the mean scores of these groups will be

compared. This assumption is again checked by the use of a frequency distribution. As can be seen in appendix X, the independent variables (message framing and temporal distance) are of nominal measurement level. The third assumption relates to the independence of the selected experimental units (participants). The independence of the participants is ensured because Qualtrics randomly assigned participants to one of the scenarios. In addition, participants were randomly sampled. The fourth assumption is the assurance of the normality of the dependent variable. In order to do so, normality histograms as well as the skewness and kurtosis values for each variable were assessed (see Appendix X). As can be seen in Appendix X, all scores fall within the recommended limit values of $|< 2|$ (Hair, Anderson, Babin, & Black, 2014). Therefore, the assumption of normality is fulfilled and the analyses could be proceeded. The fifth and final assumption concerns the equality of variances (homogeneity) in each group. This assumption is assessed by Levene's test. As can be seen in Appendix X, Levene's test was significant for direct online booking intention. This means that the assumption for homogeneity of variance is violated. However this assumption only matters if you have unequal group sizes (Field, 2013). Since the group sizes within this study are equal, this assumption can be ignored. As a result, we can conclude that we can perform an analysis of variance.

Because the assumptions for the ANOVA test were fulfilled, a 2 (message framing: positive versus negative) x 2 (temporal distance: near versus distant) analysis of variance on direct online booking intention was conducted (see Appendix XI). The post-hoc test is not applicable for the hypotheses since the variables have fewer than three groups. The results of the two-way ANOVA are presented in table 6.

Table 6: ANOVA results

	df	F	p	np²
Temporal distance	1	.699	.404	.005
Message framing	1	.007	.932	.000
Temporal distance x Message framing	1	5.149	.025*	.034

Dependent variable: direct online booking intention
*n = 149; * = p < .05*

First, to test whether positively framed messages result in stronger direct online booking intentions than negatively framed messages (hypothesis 1) these results are compared in the analysis. In contrast to our expectation, the ANOVA results demonstrate that there is no significant difference of the effect on direct online booking intentions between positively and negatively framed messages ($F(1, 145) = .007$, $p = .932$). The conclusion that there is no difference is correct since the p-value is higher than the used significance level of .05 (Hair et al., 2014). As can be seen in table 7 the mean score on the dependent variable is slightly higher for positively framed messages than negatively framed messages. This indicates that, even though the hypothesis cannot be confirmed with the ANOVA, the expected effects were in the right direction.

Table 7: Descriptive statistics of main effect of message framing

	N	M	SD
Positive	75	3.72	1.31
Negative	74	3.70	1.16

Dependent variable: direct online booking intention

In addition, the results of the two-way ANOVA do not show a significant main effect of temporal distance ($F (1, 145) = .699$, $p = .404$). It was expected that a match between message framing and temporal distance result in stronger direct online booking intentions. This match was expected to occur if people book their hotel stay in the distant future and are presented with a positively framed message (hypothesis 2). In addition, this match was expected to occur if people book their hotel stay in the near future and are presented with a negatively framed message (hypothesis 3). In order to test for these hypotheses the matching effect was interpreted. As can be seen in table 6, there was a significant interaction between temporal distance and message framing on direct online booking intention ($F (1, 145) = 5.149$, $p = 0.025$, $np^2 = .034$). However, the effect size is small and should therefore be interpreted with caution (Field, 2013). To see whether the matching effect is in the expected direction, the plot in figure 4 is analyzed. The plot and related descriptive statistics (table 8) indicate that the participants show stronger intentions to book directly in case of a distant future booking in combination with a positively framed message ($M = 4.03$, $SD = 1.08$), than in case of a distant future booking in combination with a negatively framed message ($M = 3.56$, $SD = 1.08$). In addition, participants show stronger intentions to book directly in case of a near future booking in combination with a negatively framed message ($M = 3.84$, $SD = 1.22$), than in

case of near future booking in combination with a positively framed message (M = 3.41, SD = 1.46). As a result, hypothesis 2 and 3 can be confirmed and we therefore assume that a match between a distant future hotel booking in combination with the presentation of a positively framed message result in stronger direct online booking intentions, than a distant future hotel booking in combination with a negatively framed message. In addition, we assume that a match between a near future hotel booking in combination with the presentation of a negatively framed message result in stronger direct online booking intentions, than a near future hotel booking in combination with a positively framed message.

Table 8: Descriptive statistics of the interaction effect

Temporal distance	Message framing	
	Positive	Negative
Near	M = 3.41, SD = 1.46	M = 3.84, SD = 1.22
Distant	M = 4.03, SD = 1.08	M = 3.56, SD = 1.08

Dependent variable: direct online booking intention
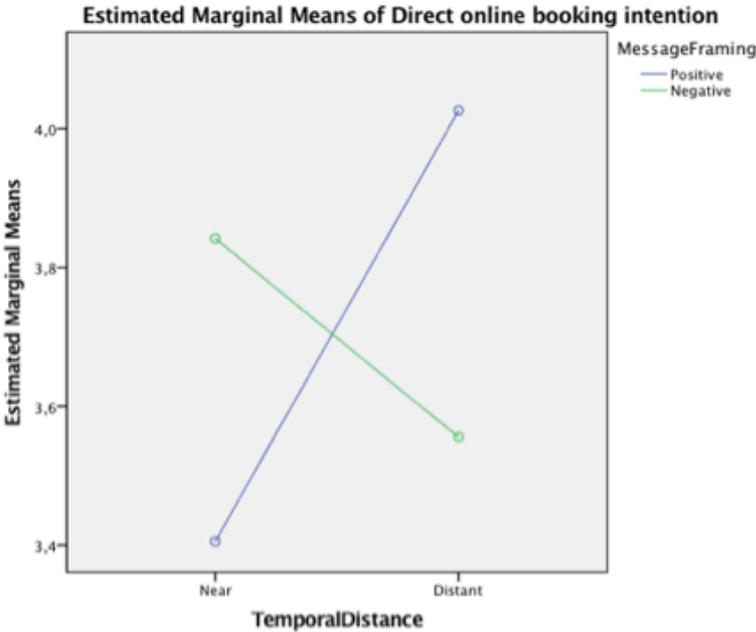
Figure 4: Effects of message framing and temporal distance on direct online booking intentions

4.3 Additional analyses

Besides the 2 x 2 analysis of variance, some additional tests were performed which yielded some interesting insights. First, an additional two-way ANOVA was conducted with indirect online booking intention as the dependent variable (see Appendix XII). It was expected that the interaction effect was significant since this was also the case in the two-way ANOVA with direct online booking intention. In addition, it was expected that the effects were in the opposite direction, because the analysis of the correlation matrix demonstrated that the two variables are negatively correlated with each other. Surprisingly, the results indicate that both the main effects and the interaction effect are non-significant. However, this can be explained since the correlation matrix indicated that direct and indirect online booking intentions are not fully bipolar variables. Even though the interaction effect was non-significant, the expected interaction effects were in the right direction because the results indicate that participants show stronger intentions to book indirectly in case of a near future booking in combination with a positively-framed message (M = 2.76, SD = 1.19), than in case of near future booking in combination with a negatively-framed message (M = 2.39, SD = 1.10). In addition, participants show stronger intentions to book indirectly in case of a distant future booking in combination with a positively framed message (M = 2.34, SD = 1.19), than in case of a distant future booking in combination with a negatively framed message (M = 2.33, SD = .93).

Besides that the participants were asked for the degree to which they were intended to book directly or indirectly, the participants were asked for their motivations. Overall, participants stated that their intention to book directly or indirectly completely depends on the difference in price that the providers are offering. In case of a lower price via either the hotel owned website or a third party website, the participants would choose for the lower priced option. Moreover, the most mentioned motivations for participants to book directly or indirectly are displayed in table 9.

Table 9: Qualitative insights booking intentions

Motivation for booking intention

Direct	# of times	Indirect	# of times

1)	Message in the pop-up advertisement	33	1)	Pop-up advertisements annoy me	10
2)	Hotel-owned website is more reliable	21	2)	In my opinion Booking.com always gives the lowest prices	7
3)	Preferred direct and personal contact with the hotel	16	3)	Ability to cancel the booking for free	5
4)	Booking via hotel-owned website guarantees lower prices since no mediation costs are involved	7	4)	Discounts by regular use of the third party website	4
5)	I always book directly via the hotel-owned website	4	5)	Convenience to book through the same website regardless of the specific hotel or destination	3
6)	The hotel deserves the full room rate without paying any commissions to a third party	3			

Whereas the pop-up advertisement served as a motivational factor for many participants who indicated that they had the intention to book directly, the pop-up advertisement served as an irritation factor for the participants who indicated that they had the intention to book indirectly. Moreover, it can be concluded that the message framing has had an effect on the booking intention of the participants, since the participants who indicated that the pop-up advertisement was the reason for their intention to book directly, stated that this was only based on the message in the pop-up ad and not on a general preference for booking via the hotel. In addition, the overall mentioned motivations for the participants with the intention to book indirectly are related to the perceived price advantages that third party websites offer. More specifically discounts, lowest price guarantees and free cancellation possibilities on a third party website were mentioned. In contrast, the main motivations for the participants with the intention to book directly are related to the perceived reliability of the hotel-owned website and the preferred direct contact with the hotel. Temporal distance was minimally mentioned by the participants as a motivation for their intention to book either directly or indirectly. A full list of the mentioned motivations can be found in Appendix XII.

To analyse whether the gender of the participants influenced the booking intentions of the participants, a separate two-way ANOVA was conducted for men and women (see Appendix XII). In both cases no significant main and interaction effects were found. However, remarkably is that whereas the interaction effects for women are in the expected directions, the interaction effects for the men are not in the expected directions. For women, the negatively (positively) framed message in combination with the near (distant) temporal

condition resulted in stronger direct online booking intentions. For men, the positively framed message resulted in both temporal experimental conditions (near and distant) in stronger direct online booking intentions. Therefore, these results indicate that for men positively framed message in general (independent of the temporal distance of the booking) result in stronger direct online booking intentions, for women this depends on the temporal distance of the booking.

In addition to analyse whether the age of the participants influenced the booking intention of the participants, a separate two-way ANOVA is conducted for younger and older participants (see Appendix XII). The age categories are grouped since too few participants would be left, if the analysis was performed per age category. The age categories of 18-25, 26-35 and 36-45 together form the group younger participants. The age categories 46-55, 56-65 and 66+ together form the group older participants. The main effects were non-significant in both groups. The interaction effect was only significant in the group with the older participants. However, unless the interaction effect was non-significant in the group with the younger participants in both groups the interaction effects were in the expected direction. For the other demographical variables such as the educational level and the personal situation of the participants, the groups became to small to perform an analysis of variance.

Lastly, to analyse whether there is a link between the website where consumers normally start their search for a hotel stay and their indicated intention to book either directly or indirectly, a crossable is analysed (see Appendix XII). The results indicate that in general respondents are more likely to start the search for a hotel stay on one of the popular search machines. Of those respondents who start their search on one of these search machines, most indicate that they have the intention to book directly at the hotel owned website (69.9 %). In addition, the respondents who mentioned that they normally start their search for a hotel on the hotel owned website, most indicate that they have the intention to book directly at the hotel owned website as well (81.8 %).

5. Discussion

This chapter concludes the research, by first answering the research question. In addition, the results of this study are discussed in the light of the literature. More specifically, how it is different and similar to the literature. Subsequently, practical implications and recommendations for managers are addressed. Lastly, the limitations and further research derived from this study are discussed.

5.1 Conclusion

With a growing market for online hotel bookings and increased challenges for hotels, it became increasingly important for hotels to convince potential guests to book directly at the hotels' website. However, the problem was that hotels did not know how to do this. In order to address this problem, an online experiment has been conducted to answer the following research question: *"How does the framing of the message affect consumers' direct online booking intentions, and what is the role of the temporal distance on this relationship?"*

To answer this research question, three hypotheses were tested (see table 10). The first hypothesis relates to the main effect of message framing on direct online booking intentions. A previous conducted meta-analytical review indicated a small but significant advantage for positively over negatively framed messages (O'Keefe & Jensen, 2007). Hypothesis one therefore assumed that participants informed with a message that emphasizes the positive consequences of booking directly was most effective and therefore resulted in stronger direct online booking intentions than a message that emphasizes the negative consequences of not booking directly. Evidence to support the first hypothesis was not found. This implies that positively framed messages will not necessarily result in stronger direct online booking intentions than negatively framed messages.

Previous research have demonstrated that there exists a difference between the effectiveness of positively and negatively framed messages but that these effects vary under different conditions (e.g. Zhang & Buda, 1999; Meyers-Levy, & Maheswaran 2004; Quick & Bates 2010). However, since the conditions under which positively and negatively framed messages are effective are not fully explored, it was stated in the literature that researchers should work to refine and advance this knowledge on message framing (Latimer, Salovey, & Rothmann, 2007). An important factor that is suggested to determine the effectiveness of message framing is temporal distance (White et al., 2011). Since the literature suggests that there exists a fit relationship between message framing and temporal distance, this study has

tested for a matching effect between these variables. The second and third hypothesis therefore included this match between message framing and temporal distance and their combined effect on direct online booking intentions. In contrast to the first hypothesis, evidence for the second and third hypothesis was found. This implies that people show stronger intentions to book directly in case of a near future booking in combination with a negatively framed message, than in case of near future booking in combination with a positively framed message. In addition, this means that people show stronger intentions to book directly in case of a distant future booking in combination with a positively framed message, than in case of a distant future booking in combination with a negatively framed message. Furthermore, an additional analysis demonstrated that direct online booking intention and indirect online booking intention could be perceived as quite opposite variables. Therefore, when deriving conclusions we can state that a high intention to book directly equalizes a low intention to book indirectly and visa versa.

Based on the findings, we can formulate an answer to the research question. The way the framing of the message affects consumers' direct online booking intentions depends on a match with the temporal distance of the hotel booking. In case of a booking in the near future, negatively framed messages are most effective for obtaining stronger direct online booking intentions. In contrast, in case of a booking in the distant future, positively framed messages are most effective for obtaining stronger direct online booking intentions.

Table 10: Overview of hypotheses and results

Hypothesis		Result
H1	Positively framed messages result in stronger direct online booking intentions than negatively framed messages.	Rejected
H2	Consumers who book their hotel stay in the distant future in combination with a presentation of a positively framed message result in stronger direct online booking intentions, than consumers who book their hotel stay in the distant future in combination with a presentation of a negatively framed message.	Accepted
H3	Consumers who book their hotel stay in the near future in combination with a presentation of a negatively framed message result in stronger direct online booking intentions, than consumers who book their hotel stay in the near future in combination with a presentation of a positively framed message.	Accepted

5.2 Theoretical contribution

This study further explains the contradictory results in the literature of message framing by including a matching effect with temporal distance. It thereby refines and advances current knowledge on message framing by specifying more precisely when positive or negative framed messages are most effective. This study builds on the study of White et al. (2011) who indicated that temporal distance serves as an important condition that determines the effectiveness of message framing on recycling intentions. However, this study focused on online marketing efforts, whereas the study of White et al. (2011) focused on offline marketing efforts. Moreover, the study of White et al. (2011) concentrated on recycling behavior, which concerns a collective interest. This research has studied direct online booking behavior, which concerns an individualistic interest. Lastly, this study included message framing and temporal distance as a matching effect, whereas the study of White et al.(2011) included temporal distance as a moderator effect. Therefore, this study is the first that have tested for this match between message framing and temporal distance and its effect on direct online booking intentions.

Based on the meta-analytical review of O'Keefe & Jensen (2007), it was hypothesized that positively framed messages result in stronger direct online booking intentions than negatively framed messages. However, in contrast to our expectation, this hypothesis could not be confirmed since the experiment demonstrated that positively framed messages did not result in significantly stronger direct online booking intentions than negatively framed messages. This result is not very surprising, since the meta-analytical review found a small but significant effect for positively framed messages over negatively framed messages for only one type of consumer behavior. For the other types of consumer behavior the meta-analytical review did not find significant effects (O'Keefe & Jensen, 2007). The meta-analytical review therefore did not indicate a very obvious support for positively framed messages over negatively framed messages. The result is in line with the suggestions made in the literature that the effects of message framing vary under different conditions (e.g. Zhang & Buda, 1999; Meyers-Levy & Maheswaran 2004; Quick & Bates 2010). Since no specific condition was taken into account for the testing of the first hypothesis, it is not surprising that no difference was found between the effects of positively and negatively framed messages.

In this study, it was also hypothesized that the effectiveness of positively or negatively framed messages depends on a match with the temporal distance of the online hotel booking. Where the study of White et al. (2011) had included temporal distance as a moderator, this

study indicated similar results when temporal distance was included as part of the match with message framing. Several authors have stated that the positive outcomes of a match in message framing and temporal distance are due to the activation of a similar mode of thinking (e.g. Trope et al., 2007; Liberman et al., 2002). They argued that negatively framed messages serve as a signal to a person that there is a threat or problem that needs to be addressed and therefore serve as a stimulus to take action (White et al., 2011). As a result they activate concrete construal levels (e.g. Baumeister et al., 2001). In contrast, positively framed messages lead to a broader level reaction and therefore activate a more abstract construal level (Trope et al., 2007). The manipulation checks in this study confirm that people think more abstractly and in broader terms when an event is distant from them, and more concretely and detailed when an event is closer to them. Hence, the results support the suggestions made in the literature (e.g. Trope et al., 2007; Liberman et al., 2002) that a similar mode of thinking is activated when positively framed messages are combined with distant future bookings and when negatively framed messages are combined with near future bookings. Unlike studies that have solely indicated the effectiveness of positive framing (e.g. Reinhart et al., 2007) or negative framing (e.g. Kahneman et al., 1981), this study indicated that both positive and negative frames could be efficacious in influencing direct online booking intentions, but that this depends on a match with the temporal distance of the hotel booking.

In addition, the results are in line with the basic premise of construal-level theory which is that people think in an abstract way (high-level) when an object is distant from them, while they think more concretely (low-level) about an object that is closer to them (Trope et al., 2007). This research therefore is an important step toward showing that it is not just the message framing but also the temporal distance that is important when the message is considered (White et al., 2011).

5.3 Practical implications

Due to the entrance of actors such as Booking.com and Expedia, the tourism industry has been dramatically changed. As hotels have to pay a fee up to 30 % of their revenues and have smaller chances to connect with their guest if they book through these actors, it is increasingly important that hotels try to convince consumers to book directly at the hotel's website. Therefore, this study tried to explore how the framing of the message affects consumers' direct online booking intentions, and what the role of the temporal distance is on this relationship. Results of this study are therefore relevant for business practitioners and several managerial implications are deducted from the findings.

This study contributes to the ability of hotels to communicate more effectively with potential guests. The experiment indicated that marketers, who want to influence consumers' direct online booking intentions, would do well to ensure a match between message framing and the temporal distance of the hotel booking. More specifically, in case of a hotel booking in the near future, the marketing message should emphasize the negative consequences of not booking directly ("you'll not be guaranteed with the best available room if you book through OTAs"). In contrast, in case of a hotel booking in the distant future, the marketing message should emphasize the positive consequences of booking directly ("you'll be guaranteed with the best available room if you book directly"). It is thus advised for hotels to adjust their marketing message on their website (positively or negatively framed) for each individual customer based on the temporal distance of the hotel booking that guests are making. In order to adjust this marketing message, the hotels should ensure that the reservation system on their hotel website is able to signal whether a booking is made for the near of distant future. A general advertising campaign that either emphasizes the negative or the positive consequences of booking directly is not as effective, since the effectiveness of the message framing is determined by the temporal distance of the booking which is different for each individual hotel booking.

Overall, the above advises will eventually result in the ability of hotels to beat the currently dominating OTA's. And the adjustments of the message framing based on the temporal distance will encourage consumers to book directly and that ultimately results in less commission costs, more possibilities to connect with the guest and a greater control over the guest and the data for the hotels. However, businesses are advised to interpret these practical implications in the light of the limitations of the research.

5.4 Limitations and further research

As with all studies, this study suffers from some limitations due to the research design and methodology used. These limitations are discussed, and in turn, provide useful opportunities for future research.

First, the research design made use of short written scenarios with narrative text. However, the time participants in an online experiment spent reading the scenario is short, and can therefore results in difficulties for the participants to actually experience being in the described situation (Green, 2004). It could be the case that even tough the realism test indicated that participants could imagine themselves in the scenario described, they in reality had difficulties with this. Therefore, the responses of the participants may not be indicative of

their actual responses. As a result, the external validity of this study may decrease. Moreover, some participants that were in the near future experimental condition wrongly indicated that the booking was in the distant future and visa versa. This can be an indication of poor reading of the scenarios by the participants, leading to the inability of participants to really imagine themselves in the described situation. To ensure the external validity of the results, future research could repeat the experiment in a field setting with real-life interactions. The advantage of real-life interactions is that you are sure that the participants could better imagine themselves in the situation described, since they are actually experiencing it.

Second, although the two-way ANOVA found a significant interaction effect of message framing and temporal distance, the effect size was small. This means that the proportion of variance explained by the interaction effect is minor (Field & Hole, 2003). Consequently, the results of the experiment should be interpreted with caution (Field, 2013). As a result, even the matching effect of message framing and temporal distance was significant, future research should determine the robustness of this effect.

Third, it was concluded that the manipulation check of message framing, which focused on the essence of the content of the message and was therefore similar in both experimental conditions, was not appropriate. As a consequence, it is not entirely certain whether the manipulation of the message framing was successful in this study. Manipulation checks of message framing in future studies, should focus on monitoring whether the participants recognized the framing of the message (instead of checking whether they understood the essence of the content of the message), which in this research setting could be either positive or negative depending on the condition they were assigned to. The participants could for example be asked to what extent the pop-up message focused on the advantages of booking directly. In addition, a reversed item could be used that asked the participants to what extent the pop-up message focused on the disadvantages of booking indirectly. In that case, it could be measured whether the participants recognized the framing of the pop-up message (positive or negative).

Fourth, the generalizability of the findings of this study is constrained by the limited diversity in time perspectives used. A near future hotel booking in this study was defined as a hotel booking for upcoming weekend, and a distant future hotel booking was defined as a hotel booking for next year. Since only these two definitions for near and distant future hotel bookings were used in this study, it is not known whether the intervening time periods belong to either the near or the distant future. As a result, hotels cannot be advised about the most appropriate message framing for potential guests that are for example aiming to book a hotel

next month. Therefore, in order to provide more valuable implications for hotels, future studies could include a greater diversity of time perspectives.

Fifth, this study did only include positively and negatively framed messages as alternatives for the framing of the message. However, other approaches can be useful as well. The website of the company Hotelchamp (https://www.hotelchamp.com/nl/product/tools/) provides interesting options that could be used for future research (see Appendix XIII). Future research could for example test what the effect is of the offering of vouchers for free drinks, diners or free cancellation on the direct online booking intentions of consumers. Furthermore, another interesting topic for future research is the effect of offered discounts on direct online booking intentions. Lastly, since the qualitative insights from this study indicated that the participants' decision was mainly determined by differences in prices that were offered, another interesting topic for future research could be the effect of price comparisons with the main competitors on the direct online booking intentions of consumers.

Sixth, the research design only included a pop-up advertisement on the hotel owned website. The rest of the customer journey was described in the written scenario. However, in reality the consumer is also confronted with pop-up advertisements from third parties, such as Booking.com and Google, during their search process. These pop-up ads from third parties might influence the online booking intentions of consumers. Therefore, future research should use a more realistic customer journey, in which pop-up advertisements from third parties are shown as well. This more realistic customer journey could for example be realised by the use of a video, which shows the whole customers online hotel search process.

Seventh, a simple model was used within this study with only three variables. Although this was effective in this study, future research could use a more extensive model. As Latimer et al. (2007) stated, researchers should work to refine and advance knowledge on message framing by specifying the optimal conditions for using positively and negatively framed messages. Ways to accomplish this refinement is by identifying moderator variables that condition framing effects, or mediating effects that help in understanding the psychological processes that explain framing effect. Another way is by identifying matching effects, as has been done in this study. Moderating, mediating and matching variables can be used to better capture all the effects that might influence the direct online booking intentions of consumers. Reinhart et al. (2007) did several studies where they assessed the connection between message framing and psychological reactance within the context of organ donation. They revealed that psychological reactance mediated the relationship between message framing and perceptions of message effectiveness. Future studies could include psychological

reactance, and then especially the freedom threat related to this theory, as a possible mediating variable in the context of this study.

Eighth, due to limited time, this study only focused on the temporal distance dimension of construal level theory. However, another interesting focus within this study is the matching effect of message framing and spatial distance on direct online hotel bookings. Therefore, future research could include spatial distance.

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Appendices

Appendix I: Stimuli material temporal distance

Near future condition:

"Stel je voor dat je je partner **aankomend weekend** wilt verrassen met een romantisch weekendje weg voor jullie 12 ½ jarig jubileum. Jij en je partner wilden altijd nog eens een bezoekje brengen aan Maastricht. Daarom is dit de perfecte bestemming voor deze gelegenheid. Je start online met het zoeken naar een geschikt hotel via een zoekmachine (zoals Google, Booking.com of Expedia.nl). Je zoekt naar een hotel in het centrum van Maastricht, zodat alles gemakkelijk bereikbaar is en je optimaal van je romantische weekendje samen kunt genieten. Na een tijdje rond gekeken te hebben op de website van de zoekmachine, valt je oog op het Beaumont hotel. Je klikt op dit hotel en bekijkt de bijbehorende informatie. Het hotel is gelegen in het centrum en de kamers zien er tip top uit. Je bent geïnteresseerd en wilt om zeker te zijn nog even een kijkje nemen op de eigen website van het Beaumont hotel. Eenmaal op de eigen website van het Beaumont hotel, zie je dat er nog kamers beschikbaar zijn voor **aankomend weekend.** Na een tijdje rond gekeken te hebben op de eigen website van het Beaumont hotel, verschijnt de volgende pop-up advertentie in beeld:"

Distant future condition:

"Stel je voor dat je je partner **volgend jaar** wilt verrassen met een romantisch weekendje weg voor jullie 12 ½ jarig jubileum. Jij en je partner wilden altijd nog eens een bezoekje brengen aan Maastricht. Daarom is dit de perfecte bestemming voor deze gelegenheid. Je start online met het zoeken naar een geschikt hotel via een zoekmachine (zoals Google, Booking.com of Expedia.nl). Je zoekt naar een hotel in het centrum van Maastricht, zodat alles gemakkelijk bereikbaar is en je optimaal van je romantische weekendje samen kunt genieten. Na een tijdje rond gekeken te hebben op de website van de zoekmachine, valt je oog op het Beaumont hotel. Je klikt op dit hotel en bekijkt de bijbehorende informatie. Het hotel is gelegen in het centrum en de kamers zien er tip top uit. Je bent geïnteresseerd en wilt om zeker te zijn nog even een kijkje nemen op de eigen website van het Beaumont hotel. Eenmaal op de eigen website van het Beaumont hotel, zie je dat er nog kamers beschikbaar zijn voor **volgend jaar.** Na een tijdje rond gekeken te hebben op de eigen website van het Beaumont hotel, verschijnt de volgende pop-up advertentie in beeld:"

Appendix II: Stimuli material message framing

Positively framed message:
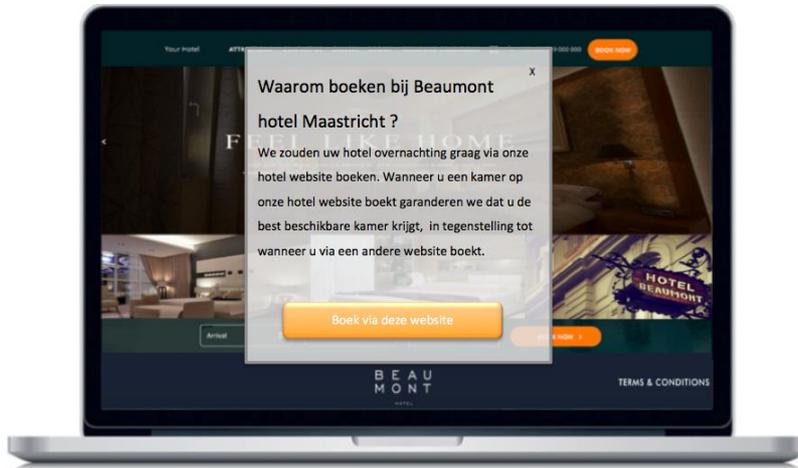
Negatively framed message:
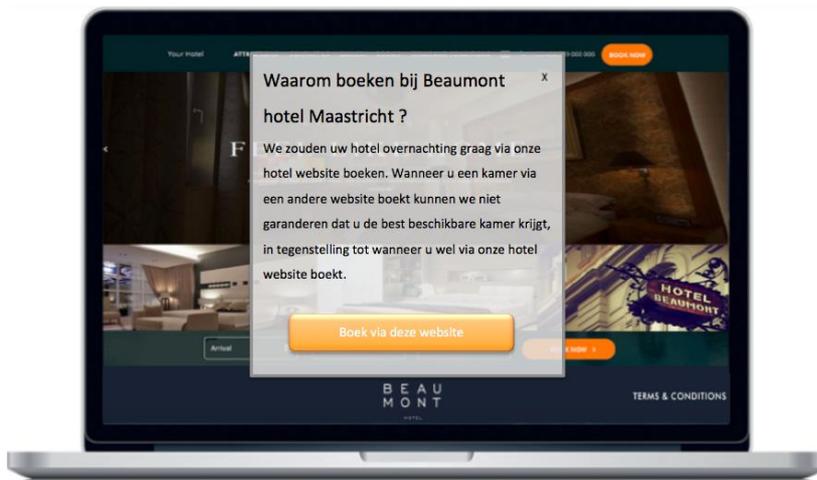
Appendix III: Questionnaire

INTRODUCTION

Beste deelnemer,

Allereerst, hartelijk dank voor uw tijd en bereidheid om deel te nemen aan dit onderzoek. Dit onderzoek is onderdeel van mijn studie Business Administration aan de Radboud Universiteit Nijmegen. Het onderwerp van het onderzoek is online hotel boekingen, en is met name gericht op uw voorkeuren voor het maken van een online hotel boeking.

Dit onderzoek start met een beschrijving van een situatie waarin ik u wil vragen, om zich daar zo goed mogelijk in te verplaatsen. Daarna wordt er een pop-up bericht aan u getoond, ik wil u opnieuw vragen om deze goed te lezen. Vervolgens zullen er een aantal vragen worden gesteld. Belangrijk is dat er in dit onderzoek **geen goede of foute antwoorden** zijn, ik ben enkel geïnteresseerd in uw mening en keuzes. Het is voor mij van essentieel belang dat u serieus en aandachtig deelneemt aan dit onderzoek, enkel dan is uw bijdrage waardevol.

Het invullen van de vragenlijst zal ongeveer tien minuten duren. De antwoorden worden volledig anoniem verwerkt en je kunt ten aller tijde stoppen met het invullen van de vragenlijst.

Nogmaals, hartelijk dank voor uw deelname aan dit onderzoek.

Met vriendelijke groet,
Danique van Vianen

Ik begrijp de bovenstaande tekst en ga akkoord met deelname aan het onderzoek.

RANDOMIZATION

- Scenario 1: **positively framed message & near-future hotel booking**

"Stel je voor dat je je partner **aankomend weekend** wilt verrassen met een romantisch weekendje weg voor jullie 12 ½ jarig jubileum. Jij en je partner wilden altijd nog eens een bezoekje brengen aan Maastricht. Daarom is dit de perfecte bestemming voor deze gelegenheid. Je start online met het zoeken naar een geschikt hotel via een zoekmachine (zoals Google, Booking.com of Expedia.nl). Je zoekt naar een hotel in het centrum van

Maastricht, zodat alles gemakkelijk bereikbaar is en je optimaal van je romantische weekendje samen kunt genieten. Na een tijdje rond gekeken te hebben op de website van de zoekmachine, valt je oog op het Beaumont hotel. Je klikt op dit hotel en bekijkt de bijbehorende informatie. Het hotel is gelegen in het centrum en de kamers zien er tip top uit. Je bent geïnteresseerd en wilt om zeker te zijn nog even een kijkje nemen op de eigen website van het Beaumont hotel. Eenmaal op de eigen website van het Beaumont hotel, zie je dat er nog kamers beschikbaar zijn voor **aankomend weekend.** Na een tijdje rond gekeken te hebben op de eigen website van het Beaumont hotel, verschijnt de volgende pop-up advertentie in beeld:"

- Scenario 2: **positively framed message & distant-future hotel booking**

"Stel je voor dat je je partner **volgend jaar** wilt verrassen met een romantisch weekendje weg voor jullie 12 ½ jarig jubileum. Jij en je partner wilden altijd nog eens een bezoekje brengen aan Maastricht. Daarom is dit de perfecte bestemming voor deze gelegenheid. Je start online met het zoeken naar een geschikt hotel via een zoekmachine (zoals Google, Booking.com of Expedia.nl). Je zoekt naar een hotel in het centrum van Maastricht, zodat alles gemakkelijk bereikbaar is en je optimaal van je romantische weekendje samen kunt genieten. Na een tijdje rond gekeken te hebben op de website van de zoekmachine, valt je oog op het Beaumont hotel. Je klikt op dit hotel en bekijkt de bijbehorende informatie. Het hotel is gelegen in het centrum en de kamers zien er tip top uit. Je bent geïnteresseerd en wilt om zeker te zijn nog even een kijkje nemen op de eigen website van het Beaumont hotel. Eenmaal op de eigen website van het Beaumont hotel, zie je dat er nog kamers beschikbaar zijn voor **volgend jaar.**

Na een tijdje rond gekeken te hebben op de eigen website van het Beaumont hotel, verschijnt de volgende pop-up advertentie in beeld:"

- Scenario 3: **negatively framed message & near-future hotel booking**

"Stel je voor dat je je partner **aankomend weekend** wilt verrassen met een romantisch weekendje weg voor jullie 12 ½ jarig jubileum. Jij en je partner wilden altijd nog eens een bezoekje brengen aan Maastricht. Daarom is dit de perfecte bestemming voor deze gelegenheid. Je start online met het zoeken naar een geschikt hotel via een zoekmachine (zoals Google, Booking.com of Expedia.nl). Je zoekt naar een hotel in het centrum van Maastricht, zodat alles gemakkelijk bereikbaar is en je optimaal van je romantische weekendje samen kunt genieten. Na een tijdje rond gekeken te hebben op de website van de zoekmachine, valt je oog op het Beaumont hotel. Je klikt op dit hotel en bekijkt de bijbehorende informatie. Het hotel is gelegen in het centrum en de kamers zien er tip top uit. Je bent geïnteresseerd en wilt om zeker te zijn nog even een kijkje nemen op de eigen website van het Beaumont hotel. Eenmaal op de eigen website van het Beaumont hotel, zie je dat er nog kamers beschikbaar zijn voor **aankomend weekend.** Na een tijdje rond gekeken te hebben op de eigen website van het Beaumont hotel, verschijnt de volgende pop-up advertentie in beeld:"

- Scenario 4: **negatively framed message & distant-future hotel booking**

"Stel je voor dat je je partner **volgend jaar** wilt verrassen met een romantisch weekendje weg voor jullie 12 ½ jarig jubileum. Jij en je partner wilden altijd nog eens een bezoekje brengen aan Maastricht. Daarom is dit de perfecte bestemming voor deze gelegenheid. Je start online met het zoeken naar een geschikt hotel via een zoekmachine (zoals Google, Booking.com of Expedia.nl). Je zoekt naar een hotel in het centrum van Maastricht, zodat alles gemakkelijk bereikbaar is en je optimaal van je romantische weekendje samen kunt genieten. Na een tijdje rond gekeken te hebben op de website van de zoekmachine, valt je oog op het Beaumont hotel. Je klikt op dit hotel en bekijkt de bijbehorende informatie. Het hotel is gelegen in het centrum en de kamers zien er tip top uit. Je bent geïnteresseerd en wilt om zeker te zijn nog even een kijkje nemen op de eigen website van het Beaumont hotel. Eenmaal op de eigen website van het Beaumont hotel, zie je dat er nog kamers beschikbaar zijn voor **volgend jaar.** Na een tijdje rond gekeken te hebben op de eigen website van het Beaumont hotel, verschijnt de volgende pop-up advertentie in beeld:"

PART 1: ONLINE BOOKING INTENTIONS

Geef aan in welke mate de volgende stellingen op u van toepassing zijn.

Ik ben geneigd om de hotelovernachting via de eigen website van het Beaumont hotel te boeken *(in plaats van via een zoekmachine zoals Google, Booking.com of Expedia.nl):*

     Helemaal mee oneens O   O   O   O   O   Helemaal mee eens

Ik ben geneigd om de hotelovernachting via een zoekmachine te boeken zoals Google, Booking.com of Expedia.nl *(in plaats van via de eigen website van het Beaumont hotel):*

     Helemaal mee oneens O   O   O   O   O   Helemaal mee eens

Kunt u een toelichting geven op bovenstaande antwoorden?

……………………………………………………………………………………………………

PART 2: MANIPULATION CHECKS TEMPORAL DISTANCE

Geef aan in welke mate de volgende stelling van toepassing is op de zojuist beschreven situatie.

Naar mijn mening is het geplande romantisch weekendje weg met mijn partner (in tijd gezien):

Dichtbij   O   O   O   O   O   Ver weg

Geef aan, goed stilstaande bij de **tijd** die je hebt tot aan het geplande romantisch weekendje weg met je partner, in welke mate de onderstaande stelling het meest van toepassing is.

De manier waarop ik op dit moment bezig ben met de invulling van het romantisch weekend met mijn partner is het best te omschrijven als:

Concreet   O   O   O   O   O   Abstract
Gedetailleerd   O   O   O   O   O   In grote lijnen

PART 3: MANIPULATION CHECK MESSAGE FRAMING

Geef aan, op basis van de pop-up advertentie die u zojuist gezien hebt, in welke mate u het eens bent met onderstaande stellingen:

Boeken via de eigen website van het hotel verzekert mij van de best beschikbare kamer:

Helemaal mee   Helemaal
oneens   O   O   O   O   O   O   O   mee eens

PART 4: REALISM CHECK

Geef aan, op basis van de getoonde situatie (aan het begin van de vragenlijst), in welke mate u het eens bent met onderstaande stellingen:

De beschreven situatie is realistisch:

Helemaal mee   Helemaal
oneens   O   O   O   O   O   O   O   mee eens

Ik had geen moeite om mezelf te verplaatsen in de beschreven situatie:

Helemaal mee   Helemaal
oneens   O   O   O   O   O   O   O   mee eens

PART 5: GENERAL INFO

De volgende vragen betreffen uw online hotel boeking gewoontes.

Hoe vaak maakt u gemiddeld een online hotel boeking?

- O 1 keer per week
- O 1 keer per maand
- O 1 keer per half jaar
- O 1 keer per jaar
- O minder dan 1 keer per jaar

Waar start u meestal uw zoektocht naar een hotelovernachting?

- O Op de eigen website van het hotel
- O Op een website van één van de populaire zoekmachines zoals Google, Booking.com of Expedia.nl
- O Ik start mijn zoektocht ergens anders, namelijk: …..

Tot slot een aantal algemene vragen:

Wat is uw leeftijd?:

- O   18-25
- O   26-35
- O   36-45
- O   46-55
- O   56-65
- O   66 +

Wat is uw geslacht?

- O   Man
- O   Vrouw

Wat is uw hoogst genoten opleiding?

- O   Geen
- O   Middelbare school (vmbo, havo, vwo)
- O   Middelbaar beroepsonderwijs (mbo)
- O   Bachelor (HBO, WO)

O   WO Master, doctoraat

Geef aan welke situatie voor u van toepassing is… (meerdere antwoorden mogelijk)

     O   Student

     O   Werkend

     O   Werkloos

     O   Gepensioneerd

     O   Anders, namelijk …

END

U heeft het onderzoek succesvol afgerond. Nogmaals hartstikke bedankt voor uw deelname aan dit onderzoek!

Bij eventuele vragen betreffende, kunt u contact met me opnemen via: daniquevanvianen93@gmail.com

Appendix IV: Results pre-test 1

1) Realism check

Total of scenarios: M = 3.49, SD = .75

Descriptive Statistics

	N	Mean	Std. Deviation
RealismScore	41	3,9024	,72646
Valid N (listwise)	41		

Scenario 1: M = 3.78, SD = .91

Descriptive Statistics

	N	Mean	Std. Deviation
RealismScore	9	3,7778	,90523
Valid N (listwise)	9		

Scenario 2: M = 4,08, SD = .51

Descriptive Statistics

	N	Mean	Std. Deviation
RealismScore	12	4,0833	,51493
Valid N (listwise)	12		

Scenario 3: M = 3.83 , SD = .66

Descriptive Statistics

	N	Mean	Std. Deviation
RealismScore	9	3,8333	,66144
Valid N (listwise)	9		

Scenario 4: M = 3.86, SD = .87

Descriptive Statistics

	N	Mean	Std. Deviation
RealismScore	11	3,8636	,86865
Valid N (listwise)	11		

2) Manipulation check: temporal distance

	Statement 1
scenario 1 **(positive & near)**	2,11
scenario 2 **(positive & distant)**	3,00
scenario 3 **(negative & near)**	2,22
scenario 4 **(negative & distant)**	3,18

Table: Mean scores manipulation check temporal distance

Statement 1: Naar mijn mening is de boeking nog ver weg.

T-Test

Group Statistics

	TemporalDistance	N	Mean	Std. Deviation	Std. Error Mean
Manipulation check temporal distance – Naar mijn mening is de boeking nog ver weg	near	18	2,17	,618	,146
	distant	23	3,09	1,041	,217

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
										95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference		Lower	Upper
Manipulation check temporal distance – Naar mijn mening is de boeking nog ver weg	Equal variances assumed	8,578	,006	-3,316	39	,002	-,920	,278		-1,482	-,359
	Equal variances not assumed			-3,521	36,669	,001	-,920	,261		-1,450	-,390

3) Manipulation check: message framing

	Statement 1	Statement 2 *(reversed)*
scenario 1 **(positive & near)**	3,33	2,00
scenario 2 **(positive & distant)**	3,17	2,83
scenario 3 **(negative & near)**	3,56	2,56
scenario 4 **(negative & distant)**	3,91	2,00

Table: Mean scores manipulation check message framing

Statement 1: Boeken via de eigen website van het hotel verzekerd mij van de best beschikbare kamer.

Statement 2: Ik ben gegarandeerd van de best beschikbare kamer wanneer ik boek via een andere zoekmachine (zoals Google, Booking.com of Expedia.nl) dan via de eigen website van het hotel (reversed item)

T-Test

Group Statistics

	MessageFraming	N	Mean	Std. Deviation	Std. Error Mean
Manipulation check message framing – Boeken via de eigen website van het hotel verzekerd mij van de best beschikbare kamer	positive	21	3,24	1,044	,228
	negative	20	3,75	,851	,190
Manipulation check message framing – Ik ben gegarandeerd van de best beschikbare kamer wanneer ik boek via een andere zoekmachine (zoals Google, Booking.com of Expedia.nl) dan de eigen website van het hotel	positive	21	2,48	,814	,178
	negative	20	2,25	,716	,160

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Manipulation check message framing – Boeken via de eigen website van het hotel verzekerd mij van de best beschikbare kamer	Equal variances assumed	2,288	,138	−1,716	39	,094	−,512	,298	−1,115	,092
	Equal variances not assumed			−1,725	38,107	,093	−,512	,297	−1,113	,089
Manipulation check message framing – Ik ben gegarandeerd van de best beschikbare kamer wanneer ik boek via een andere zoekmachine (zoals Google, Booking.com of Expedia.nl) dan de eigen website van het hotel	Equal variances assumed	1,024	,318	,943	39	,352	,226	,240	−,259	,711
	Equal variances not assumed			,946	38,771	,350	,226	,239	−,258	,710

Descriptive Statistics

	N	Mean	Std. Deviation
Manipulation check message framing – Boeken via de eigen website van het hotel verzekerd mij van de best beschikbare kamer	41	3,49	,978
Manipulation check message framing – Ik ben gegarandeerd van de best beschikbare kamer wanneer ik boek via een andere zoekmachine (zoals Google, Booking.com of Expedia.nl) dan de eigen website van het hotel	41	2,37	,767
Valid N (listwise)	41		

Reliability Statistics

Cronbach's Alpha	N of Items
,245	2

Appendix V: Results pre-test 2

1) Reliability analysis: temporal distance

Reliability Statistics

Cronbach's Alpha	N of Items
,861	3

2) Manipulation check: temporal distance

		Statement 1	Statement 2a	Statement 2b
scenario 1	**(positive & near)**	3,00	1,33	1,67
scenario 2	**(positive & distant)**	4,14	3,50	3,83
scenario 3	**(negative & near)**	1,40	1,00	2,40
scenario 4	**(negative & distant)**	4,57	3,71	3,86

Statement 1: Naar mijn mening is het geplande romantisch weekendje weg met mijn partner (in tijd gezien) (dichtbij – ver weg)

Statement 2: De manier waarop ik op dit moment bezig ben met de invulling van het romantisch weekend met mijn partner is het best te omschrijven als (a: concreet – abstract)(b: gedetailleerd – in grote lijnen)

T-Test

Group Statistics

	TemporalDistance	N	Mean	Std. Deviation	Std. Error Mean
Manipulation check temporal distance – Dichtbij:Ver weg	near	8	2,00	1,414	,500
	distant	14	4,36	,745	,199

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Manipulation check temporal distance – Dichtbij:Ver weg	Equal variances assumed	12,816	,002	-5,164	20	,000	-2,357	,456	-3,309	-1,405
	Equal variances not assumed			-4,380	9,270	,002	-2,357	,538	-3,569	-1,145

3) Manipulation check: message framing

Manipulation check message framing – Boeken via de eigen website van het hotel verzekerd mij van de best beschikbare kamer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutraal	4	22,2	22,2	22,2
	Eens	10	55,6	55,6	77,8
	Sterk mee eens	4	22,2	22,2	100,0
	Total	18	100,0	100,0	

4) Realism check

Total of scenario's: M = 3.76, SD = .85

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Realism_Score	17	2,00	6,00	3,7647	,84996
Valid N (listwise)	17				

5) Reliability analysis: realism score

Reliability Statistics

Cronbach's Alpha	N of Items
,356	2

Appendix VI: Table comparing alternate perspectives of the concept of fit

	Perspectives		
Key Characteristics	**Fit as Moderation**	**Fit as Mediation**	**Fit as Matching**
Underlying conceptualization of fit	Interaction	Intervention	Matching
Verbalization of a strategy proposition	The interactive effects of strategy and managerial characteristics have implication for performance	Market share is a key intervening variables between strategy and performance	The match between strategy and structure enhances administrative efficiency
Number of variables in the specification of fit	Two	Two to multiple	Two
Analytical scheme(s) for testing fit	Analysis of variance Moderated regression analysis Subgroup analysis	Path-analysis	ANOVA Deviation scores Residual analysis
Illustrative references	Gupta & Govindarajan (1964) Prescott (1986)	Preascott, Kohli, & Venkatraman (1986)	Chandler (1962) Bourgeoi (1985) Joyce, Slocum, & Von Glinow (1982) Dewar & Werbel (1979)

Retrieved from: "The concept of fit in strategy research: Toward verbal and statistical correspondence, " by Venkatraman, N., 1989, *Academy of Management Review,* 14, p. 438

Appendix VII: Correlation matrix dependent variable

Correlations

Correlations

		Direct online booking intention	Indirect online booking intention
Direct online booking intention	Pearson Correlation	1	-,544[**]
	Sig. (2-tailed)		,000
	N	149	149
Indirect online booking intention	Pearson Correlation	-,544[**]	1
	Sig. (2-tailed)	,000	
	N	149	149

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

Appendix VIII: Reliability analysis

1) Temporal distance

Reliability Statistics

Cronbach's Alpha	N of Items
,844	2

2) Realism check

Reliability Statistics

Cronbach's Alpha	N of Items
,661	2

Appendix IX: Manipulation & realism check

1) Manipulation check message framing (non-significant)

T-Test

Group Statistics

	MessageFraming	N	Mean	Std. Deviation	Std. Error Mean
Manipulation check message framing – Boeken via de eigen website van het hotel verzekerd mij van de best beschikbare kamer	positive	75	3,83	,891	,103
	negative	74	3,61	1,145	,133

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
										95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Manipulation check message framing – Boeken via de eigen website van het hotel verzekerd mij van de best beschikbare kamer	Equal variances assumed	7,171	,008	1,302	147	,195	,219	,168	–,113	,550
	Equal variances not assumed			1,299	137,796	,196	,219	,168	–,114	,551

2) Manipulation check 1 temporal distance (significant)

T-Test

Group Statistics

	TemporalDistance	N	Mean	Std. Deviation	Std. Error Mean
Manipulation check temporal distance (dichtbij–ver weg) – Dichtbij: Ver weg	Near	75	2,09	1,265	,146
	Distant	74	4,16	1,171	,136

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
										95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Manipulation check temporal distance (dichtbij–ver weg) – Dichtbij: Ver weg	Equal variances assumed	1,409	,237	–10,359	147	,000	–2,069	,200	–2,464	–1,674
	Equal variances not assumed			–10,364	146,409	,000	–2,069	,200	–2,463	–1,674

3) Manipulation check 2 temporal distance (significant)

T-Test

Group Statistics

	TemporalDistance	N	Mean	Std. Deviation	Std. Error Mean
Manipulationchec kTemporalDistan ce2	Near	75	2,2800	1,09742	,12672
	Distant	74	3,5541	1,11517	,12964

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Manipulationchec kTemporalDistan ce2	Equal variances assumed	,000	,992	-7,029	147	,000	-1,27405	,18126	-1,63227	-,91584
	Equal variances not assumed			-7,028	146,872	,000	-1,27405	,18128	-1,63231	-,91580

4) Realism check

Total of scenario's: M = 4.02, SD = .71

Descriptive Statistics

	N	Mean	Std. Deviation
RealismScore	149	4,02	,710
Valid N (listwise)	149		

Scenario 1: M = 4.05, SD = .78

Descriptive Statistics

	N	Mean	Std. Deviation
RealismScore	37	4,05	,780
Valid N (listwise)	37		

Scenario 2: M = 4.14, SD = .60

Descriptive Statistics

	N	Mean	Std. Deviation
RealismScore	38	4,14	,603
Valid N (listwise)	38		

Scenario 3: M = 4.07, SD = .63

Descriptive Statistics

	N	Mean	Std. Deviation
RealismScore	38	4,07	,628
Valid N (listwise)	38		

Scenario 4: M = 3.79, SD = .80

Descriptive Statistics

	N	Mean	Std. Deviation
RealismScore	36	3,79	,796
Valid N (listwise)	36		

Appendix X: Assumptions testing

1) Measurement level dependent variable

Direct online booking intention

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Helemaal mee oneens	13	8,7	8,7	8,7
	Oneens	16	10,7	10,7	19,5
	Neutraal	14	9,4	9,4	28,9
	Eens	64	43,0	43,0	71,8
	Helemaal mee eens	42	28,2	28,2	100,0
	Total	149	100,0	100,0	

2) Measurement level independent variables

TemporalDistance

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Near	75	50,3	50,3	50,3
	Distant	74	49,7	49,7	100,0
	Total	149	100,0	100,0	

MessageFraming

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Positive	75	50,3	50,3	50,3
	Negative	74	49,7	49,7	100,0
	Total	149	100,0	100,0	

3) Normality check

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Direct online booking intention	149	100,0%	0	0,0%	149	100,0%

Descriptives

			Statistic	Std. Error
Direct online booking intention	Mean		3,71	,101
	95% Confidence Interval for Mean	Lower Bound	3,51	
		Upper Bound	3,91	
	5% Trimmed Mean		3,79	
	Median		4,00	
	Variance		1,518	
	Std. Deviation		1,232	
	Minimum		1	
	Maximum		5	
	Range		4	
	Interquartile Range		2	
	Skewness		-,927	,199
	Kurtosis		-,129	,395

Direct online booking intention

Histogram

Mean = 3,71
Std. Dev. = 1,232
N = 149

Normal Q–Q Plot of Direct online booking intention
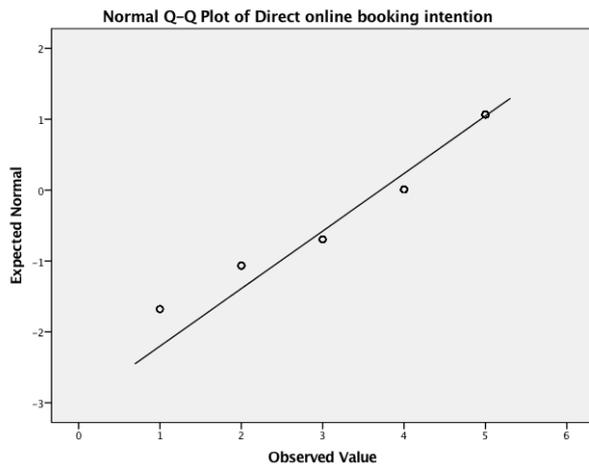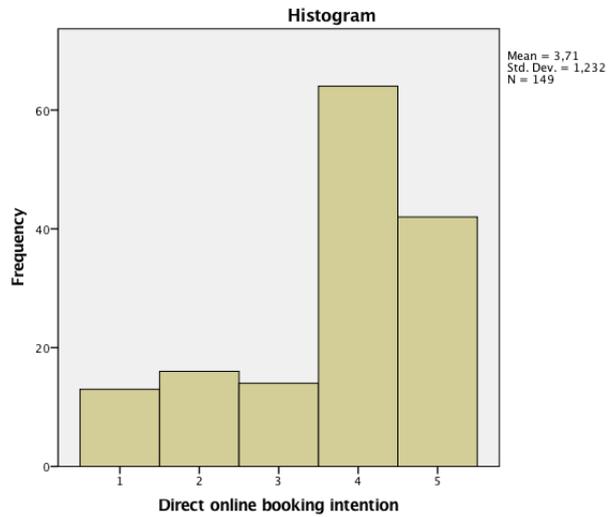
4) Homogeneity of variance

Levene's Test of Equality of Error Variances[a]

Dependent Variable: Direct online booking intention

F	df1	df2	Sig.
3,264	3	145	,023

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + TemporalDistance + MessageFraming + TemporalDistance * MessageFraming

Appendix XI: two-way ANOVA (direct online booking intention)

Between-Subjects Factors

		Value Label	N
TemporalDistance	1	Near	75
	2	Distant	74
MessageFraming	1	Positive	75
	2	Negative	74

Descriptive Statistics

Dependent Variable: Direct online booking intention

TemporalDistance	MessageFraming	Mean	Std. Deviation	N
Near	Positive	3,41	1,462	37
	Negative	3,84	1,220	38
	Total	3,63	1,353	75
Distant	Positive	4,03	1,078	38
	Negative	3,56	1,081	36
	Total	3,80	1,098	74
Total	Positive	3,72	1,311	75
	Negative	3,70	1,155	74
	Total	3,71	1,232	149

Levene's Test of Equality of Error Variances[a]

Dependent Variable: Direct online booking intention

F	df1	df2	Sig.
3,264	3	145	,023

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + TemporalDistance + MessageFraming + TemporalDistance * MessageFraming

Tests of Between-Subjects Effects

Dependent Variable: Direct online booking intention

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	8,756[a]	3	2,919	1,961	,122	,039
Intercept	2046,891	1	2046,891	1375,126	,000	,905
TemporalDistance	1,041	1	1,041	,699	,404	,005
MessageFraming	,011	1	,011	,007	,932	,000
TemporalDistance * MessageFraming	7,665	1	7,665	5,149	,025	,034
Error	215,834	145	1,489			
Total	2277,000	149				
Corrected Total	224,591	148				

a. R Squared = ,039 (Adjusted R Squared = ,019)

Estimated Marginal Means of Direct online booking intention
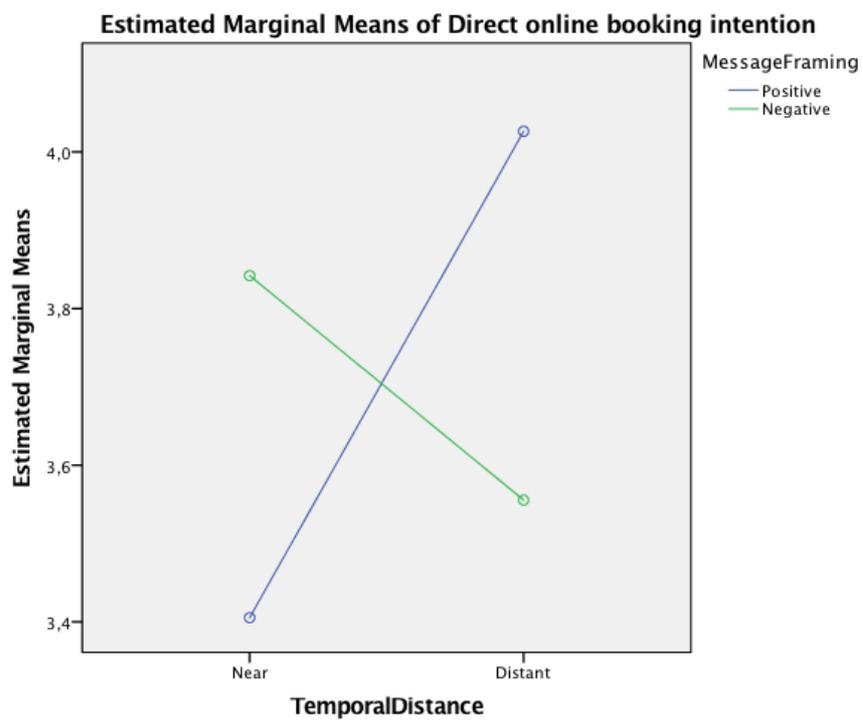
Appendix XII: additional analyses

1) Two-way ANOVA (indirect online booking intention)

Between-Subjects Factors

		Value Label	N
TemporalDistance	1	Near	75
	2	Distant	74
MessageFraming	1	Positive	75
	2	Negative	74

Descriptive Statistics

Dependent Variable: Indirect online booking intention

TemporalDistance	MessageFraming	Mean	Std. Deviation	N
Near	Positive	2,76	1,188	37
	Negative	2,39	1,104	38
	Total	2,57	1,153	75
Distant	Positive	2,34	1,192	38
	Negative	2,33	,926	36
	Total	2,34	1,063	74
Total	Positive	2,55	1,200	75
	Negative	2,36	1,015	74
	Total	2,46	1,112	149

Levene's Test of Equality of Error Variances[a]

Dependent Variable: Indirect online booking intention

F	df1	df2	Sig.
1,545	3	145	,205

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + TemporalDistance + MessageFraming + TemporalDistance * MessageFraming

Tests of Between-Subjects Effects

Dependent Variable: Indirect online booking intention

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	4,524[a]	3	1,508	1,225	,303	,025
Intercept	898,844	1	898,844	730,389	,000	,834
TemporalDistance	2,109	1	2,109	1,714	,193	,012
MessageFraming	1,280	1	1,280	1,040	,310	,007
TemporalDistance * MessageFraming	1,161	1	1,161	,944	,333	,006
Error	178,442	145	1,231			
Total	1082,000	149				
Corrected Total	182,966	148				

a. R Squared = ,025 (Adjusted R Squared = ,005)

Estimated Marginal Means of Indirect online booking intention
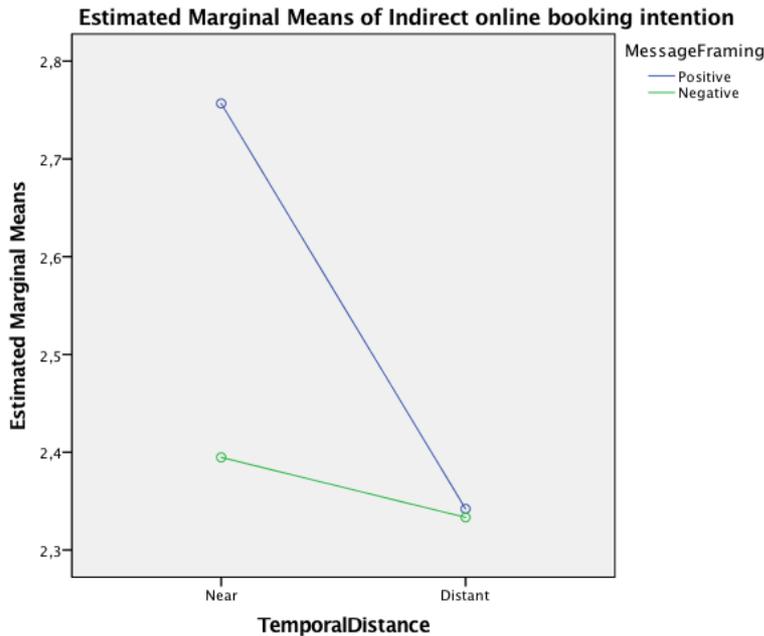
2) **Qualitative insights – motivations for online booking intention**

Motivations direct online booking intention
- Aandachtig bekijken wat het prijs verschil is. Indien zelfde prijs, boeken op eigen site
- Afhankelijk van de betrouwbaarheid van boeken zou ik waarschijnlijk via de website van het hotel boeken.
- Al die tussenhandel betekent dat ik meer betaal of het hotel minder betaald krijgt.
- Als de tarieven gelijk zijn, zou ik via het hotel zelf boeken
- Beaumont geeft een prijsgarantie en het direct boeken bij een hotel geeft mij het gevoel dat er geen andere partijen zijn die geld verdienen aan mijn boeking.
- Beaumont geeft mij de beste prijs garantie
- Beinvloed door de advertentie. Je wilt toch een goede kamer boeken
- Best beschikbaar is wel vaag, maar een jaar vooruit dan zullen er wel meerdere kamers nog beschikbaar zijn. Daarvan de beste klinkt goed
- Best beschikbare kamer
- Betere kamer belangrijk voor sfeer
- Betere kamer via directe boeking
- Betrouwbaarder
- Boek altijd direct last minute
- Boeken via de eigen website is over het algemeen altijd goedkoper.
- Boeken via de eigen website van het hotel voelt betrouwbaar.
- Dan krijg ik de beste kamer.
- De advertentie verteld me dat ik dan de best beschikbare kamer krijg. Ik wil graag deze garantie hebben voor het weekend weg met mijn partner
- Directe communicatie dus geen 'overdrachtsfout' mogelijk.
- Dit voelt als een 'veilig en beschermd' gevoel dat het hotel zekerheid biedt voor beste service ALS je via deze website boekt. Ik waardeer dit en zou niet via een andere website boeken

- Door de pop up wordt je gestimuleerd om voor de site van het hotel zelf te boeken. Ik kijk sowieso zelf altijd al op de eigen site van een hotel, en boek liever via de eigen site.
- Een garantie hebben van de beste beschikbare kamer, spreekt me erg aan. Het hangt er daarentegen wel vanaf hoe recensies op verschillende websites (zowel die van Beaumont als van de diverse boekingswebsites) spreken over het hotel, omdat daaruit vaak al blijkt wat de beste optie is.
- Eigen site betrouwbaarder moet logischerwijs goedkoopste kunnen zijn
- Eigen website is vertrouwelijker
- Er zal voor het hotel een reden zijn waarom zij hun boekingen liever via eigen website zien verlopen
- Garantie van goede beschikbare kamer
- Graag heb ik garantie op een van de best beschikbare kamers. Gezien het weekend voor mij nog relatief ver weg is, verwacht ik dat er nog veel mooie kamers beschikbaar zijn.
- Heb dan meer vertrouwen in de pop up.
- Het gaat mij om het persoonlijk contact en dat wanneer ik een medewerker spreek van het hotel direct tot afspraken kan komen en nog andere vragen kan stellen. Ik zou dus wel via de website van Beaumont boeken althans via de receptie.
- Het hotel word op de site voor mijn gevoel het beste aangeboden dus zal ik daar het snelste naar toe neigen
- Het is altijd fijner om direct te boeken via het hotel. Heb het idee dat ik daarbij meer voordelen krijg.
- Het liefst heb je natuurlijk de beste kamer op zo'n speciale dag.
- Het ligt er aan wat voor verschillende kamertypes er zijn en of er een groot prijsverschil is.
- Ik begin vaak met kijken via Google. Wanneer er dan een eigen website is ga ik daarheen om te boeken.
- Ik ben inderdaad vaak bang dat wanneer je ergens via een andere site een actie krijgt waardoor het lijkt of je veel korting krijgt, maar in werkelijkheid je gewoon een minder luxe kamer krijgt.
- Ik ben niet overtuigd door de reden aangedragen van het toewijzen van de beste kamer om via de eigen site te doen. Uit persoonlijk oogpunt zou ik dit eerder doen ivm mislopen commissie voor het hotel, ook zou een groot prijsverschil me toch verleiden om voor een zoekmachine te kiezen.
- Ik boek het liefst rechtstreeks het hotel en de misschien de beste kamer.en een jaar van te voren ben ik ruim optijd.
- Ik boek liever via de website zelf omdat ik dan denk dat er minder kans is dat er iets fout gaat bij mijn boeking.
- Ik geef de voorkeur aan rechtstreek boeken. Is persoonlijker en misschien ook nog goedkoper.
- Ik geloof de advertentie en denk dus een betere kamer te krijgen als ik via de site van het hotel boek
- Ik heb t idee dat ik dan t meest rechtstreeks contact heb
- Ik kies hier op basis van beste beschikbare kamer, en ga er even vanuit dat de prijs hetzelfde is bij beide mogelijkheden. Is de prijs anders dan zal mijn keuze afhangen van het prijsverschil t.o.v. de garantie op de beste kamer
- Ik kijk naar de prijs/kwaliteit. Als een hotel gewoon goed is ga ik er vanuit dat alle kamers prima zijn, op welke site je ook boekt. Daarnaast besteed ik niet veel tijd op de hotelkamer.
- Ik prefereer direct contact zonder tussenkomst. Booking.com fungeert voor mij alleen als een soort van zoekmachine
- Ik verwacht via de eigen Website het beste aanbod te krijgen

- Ik vind het fijn als ik een hotel boek bij de hotel zelf. Want als er iets fout of goed is kun je dat altijd terug halen bij hun zelf.
- Ik vind het over het algemeen prettiger om dit via de eigen site te doen. Daarnaast geeft de advertentie aan dat er dan meer garantie is.
- Ik vind het prettiger om direct via de eigen website te boeken.
- Ik zal altijd via de site boeken die mij de beste aanbieding geeft. Wanneer dat via de site is van het hotel zelf, zal ik daar mijn boeking plaatsen. Dit geldt ook andersom wanneer expedia of Booking oid mij de goedkoopste prijs biedt.
- Ik zelf zou graag de contacten zo kort mogelijk houden en dus via de eigen website boeken.
- Ik zoek een hotel wat past bij onze wensen. Dit hoeft voor ons niet perse de meest luxe kamer te zijn.
- Ik zou graag de best beschikbare kamer willen hebben en ik geloof in de pop-up die er stond, waardoor ik eerder via de eigen site van het beaumont hotel zou boeken
- Ik zou het via de hotel website boeken, omdat ik dan dek dat ik een mooie kamer krijg.
- Ik zou kijken naar het prijsverschil, als dat gelijk is zou ik boeken op de site van het hotel.
- In eerste instantie zou ik met een zoekmachine kijken, daar zie je vaak prijsvergelijkingen en heb je een duidelijk overzicht van de beschikbare hotels. Maar wanneer ik daarna naar de eigen site van het hotel ga en dat pop-up bericht zie, zou ik denken 'waarom niet?' en via de eigen site boeken aangezien de best mogelijke kamer dan gegarandeerd blijkt te worden. Ik denk echter ook wel dat dit voor hen meer een verkooppraatje is, maar als het me niet meer geld kost dan met de zoekmachine maakt me dat niet uit.
- Indien het mij een speciaal voordeel geeft, boek ik liever via de site die mij dat voordeel daadwerkelijk geeft. In dit geval de site van Beaumont hotel
- Indien ik de lijnen kort kan houden met het hotel en dus direct met het hotel contact kan houden zal dit bij mij meer vertrouwen geven dan via een boekingssite. Hierbij kun je sneller en directer gerichte vragen stellen aan het personeel/hotel.
- Lijkt me betrouwbaarder
- Meer mogelijkheden via website hotel te kunnen lezen/van gebruik te kunnen maken.
- Meer vertrouwen in de website van het hotel zelf dan in de andere websites. Zij moeten ook winst maken dus ik verwacht een hogere prijs daar.
- Mij lijkt de eigen website beter om te boeken, die zijn er direct bij betrokken.
- Mits de prijs via de eigen website niet hoger is, zou mijn voorkeur altijd uitgaan naar rechtstreeks boeken. Enerzijds vanwege de mogelijke extra's die het hotel wil bieden, anderszijds omdat ik het hotel de volledige kamerprijs gun zonder afdracht aan bokking.com etc. Prijs blijft echter doorslaggevend.
- Mocht de kamer niet zijn wat ik er van verwacht, kan ik door rechtstreeks te boeken daar het hotel op aanspreken, ze geven tenslotte ook aan de beste kamer te geven. Als ik het boek via een andere site heb ik daar niets op in te brengen. Dus rechtstreekse boeking biedt een voordeel.
- Omdat boeken via de eigen website van het hotel door mij als meer betrouwbaar wordt beschouwd.
- Omdat de advertentie zegt dat ik dan de beste kamer krijg.
- Omdat de eigen site de beste kamers kan plannen. Nog wel afhankelijk van het prijsverschil maar anders zeker rechtstreeks.
- Omdat ik dan toch al op hun site zit en hun mij de best beschikbare kamer beloven
- Omdat ik dan zeker de afgesproken kamer krijg.

- Op deze manier is de kans op een betere kamer groter en er is geen verschil in prijs. Echter ben ik niet helemaal overtuigd omdat ik op het moment niet exact wat de 'best beschikbare kamer' inhoudt.
- Over het algemeen boek ik zelfs vaak liever via de site van het hotel zelf. Dan is de kans dat alles goed doorkomt groter.
- Rechtsteeks boeken geeft volgens mij de meest actuele situatie weer. Mogelijk ook voordeliger dan via booking site.
- Rechtstreeks boeken geeft mij een vertrouwender gevoel
- Rechtstreeks boeken heeft meestal onze voorkeur. We hebben het idee dat we dan beter onze wensen kenbaar kunnen maken.
- Tussenpersoon betekent duurder
- Vaak heeft het hotel zelf gestandaardiseerde prijzen, terwijl zoekmachines vaak aanbiedingen hebben.
- Vaak via rechtstreekse boeking goedkoper en betere afspraak mogelijk.
- Vaker goedkoper
- Vanwege dat de site van Beaumont een soort zekerheid bied mbt beschikbaarheid
- Vanwege de pop up van het hotel zou ik eerder via hun site boeken.
- Vertrouwd, garantie, kortere lijnen bij evt op/aanmerkingen
- Via de eigen site lijkt me betrouwbaarder en dat je gegarandeerd plaats hebt.
- Via de eigen site van het hotel is wat mij betreft vertrouwder. Via een zoekmachine vragen ze vaak nog extra kosten
- Wanneer ik boek via de eigen website, ga ik ervan uit dat de kosten het laagst zijn. Bij Booking.com etc betaal je vaak nog kosten voor die website.
- Wat maakt mij het uit via welke website ik iets moet boeken? Als mijn boeking een betere kans van slagen heeft via hun eigen website, die zij zelf in beheer hebben, dan gebruik ik uiteraard hun eigen website voor de boeking
- Wel afhankelijk of de prijzen en overige (voorzieningen op de kamer etc.)gelijkwaardig zijn aan elkaar.
- Zekerheid dat het geboekt is en eventueel nog telefonisch contact kan opnemen voor nog eventuele vragen

Motivations indirect online booking intention
- Bij booking gratis annuleringen en kortingen bij regelmatig gebruik. Daarnaast houdt het prijzen concurrerend en kwaliteit goed door ratings.
- Dat is vaak goedkoper
- De pop up geeft aan dat je benadeeld wordt bij een boeking via een andere site. Echter booking is wel voor mij een site waar ik vaak reserveringen doe daarom heb ik nu ook de neiging om hier de boeking te plaatsen.
- Gaat goed dat zoeken
- Ik boek altijd via Booking of Expedia
- Ik boek altijd via booking.com en dit bevalt mij goed.
- Ik boek via booking.com omdat ik dan gratis kan annuleren
- Ik denk dat ik door deze opmerking eerder afhaak en via booking ga boeken.
- Reden voor een externe online booking zijn vaak de cumulatieve voordelen die je krijgt en het gemak / annuleringsvoorwaarden / "vertrouwd" betaalsyateem. In het huidige voorbeeld wordt het prijsverschil niet aan de orde gebracht; dit zou voor mij meer doorslag kunnen geven dan een dergelijke pop-up.

- Via bv booking.com heb je vaak vrij gedetailleerde kamerkeuze. Een extra korting / drankje / aanbieding bij boeken zou meer de interesse wekken om het via een eigen website te boeken.
- Ik heb een hekel aan advertenties die op deze manier opgesteld zijn en zou daarom eerder via booking boeken.
- Ik wil graag zelf een keuze maken waar ik boek. Een wat dwingende tekst.
- Na een aantal keer boeken via het systeem worden ook kortingen aangeboden . Dat is op de eigen websites niet snel het geval.
- De prijs via een andere website is naar mijn idee een stuk voordeliger.
- Hierdoor ben je soms goedkoper uit via de eigen site van het hotel zelf.
- Via een zoek machine kun je prijs vergelijk doen. Via het hotel zelf kan ook maar is vaak iets duurder. Dit geld kun je voor je romantisch weekend gebruiken.
- Zo'n popup forceert om gelijk een keuze te maken wat bij mij tot irritatie wekt.

Neutral
- Aangezien het voor over een jaar is, zou ik nog niet overgaan tot boeken
- Afhankelijk van de prijs
- Afhankelijk van de prijs op de websites
- Altijd zoeken naar goedkoopste
- Een prijs en voorwaarden vergelijk zal uit moeten wijzen waar ik boek
- Er wordt gegarandeerd dat je de beste hotel kamer hebt alleen wil dit niet zeggen dat dit de goedkoopste zijn, en mijn voorkeur gaat uit naar goed i.p.v. goedkoop
- Het feit dat de pop-up zegt dat enkel gegaraneert wordt dat ik de best beschikbare kamer krijg zorgt er niet per se voor dat ik via de eigen website van het hotel boek. Zou de pop-up de LAAGSTE PRIJS garanderen en/of de best beschikbare kamer dan zou ik eerder geneigd zijn om via de eigen website te boeken.
- Het ligt ook altijd aan het prijsverschil
- Ik denk dat de prijs van de kamer belangrijk is waar men zal boeken
- Ik laat me niet makkelijk verleiden door reclame. Ik kijk rustig verder wat mijn beste opties zijn.
- Ik zou argwanend worden als een hotel zo'n bericht laat zien. Waarschijnlijk zou ik dan naar een conncurrent gaan
- Ik zou boeken waar het het goedkoopste is. En via welke site maakt me niet uit.
- Ik zou de best beschikbare prijs boeken
- Ik zou de prijzen vergelijk die de website van het hotel aan geeft en die d zoekmachines aangeven en uiteindelijk bij de goedkoopste boeken.
- Ik zou de voorwaarden en prijzen met elkaar vergelijken en daar mijn keuze op baseren

3) **Two-way ANOVA - Vrouwen**

Geslacht = Vrouw

Between-Subjects Factors[a]

		Value Label	N
TemporalDistance	1	Near	52
	2	Distant	46
MessageFraming	1	Positive	48
	2	Negative	50

a. Geslacht = Vrouw

Descriptive Statistics[a]

Dependent Variable: Direct online booking intention

TemporalDistance	MessageFraming	Mean	Std. Deviation	N
Near	Positive	3,04	1,509	26
	Negative	3,77	1,306	26
	Total	3,40	1,445	52
Distant	Positive	3,82	1,220	22
	Negative	3,50	1,180	24
	Total	3,65	1,197	46
Total	Positive	3,40	1,425	48
	Negative	3,64	1,241	50
	Total	3,52	1,333	98

a. Geslacht = Vrouw

Levene's Test of Equality of Error Variances[a,b]

Dependent Variable: Direct online booking intention

F	df1	df2	Sig.
1,818	3	94	,149

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Geslacht = Vrouw

b. Design: Intercept + TemporalDistance + MessageFraming + TemporalDistance * MessageFraming

Tests of Between-Subjects Effects[a]

Dependent Variable: Direct online booking intention

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	9,610[b]	3	3,203	1,849	,144	,056
Intercept	1216,381	1	1216,381	702,119	,000	,882
TemporalDistance	1,589	1	1,589	,917	,341	,010
MessageFraming	1,038	1	1,038	,599	,441	,006
TemporalDistance * MessageFraming	6,707	1	6,707	3,872	,052	,040
Error	162,850	94	1,732			
Total	1387,000	98				
Corrected Total	172,459	97				

a. Geslacht = Vrouw

b. R Squared = ,056 (Adjusted R Squared = ,026)

Estimated Marginal Means of Direct online booking intention
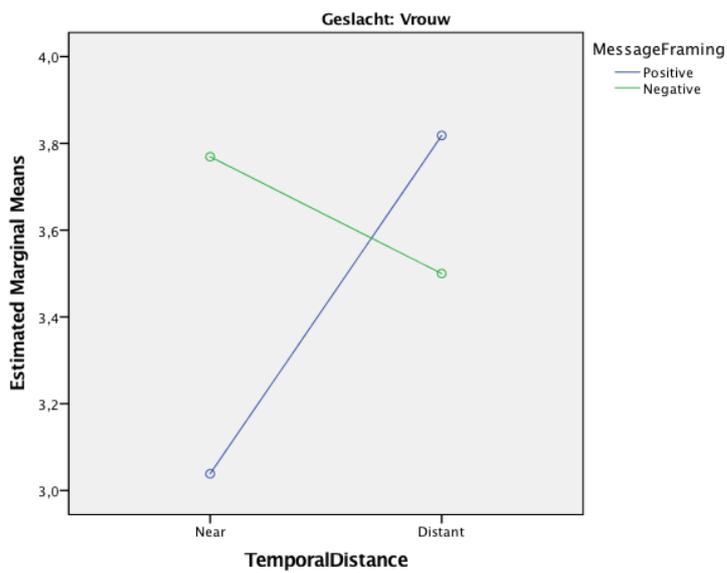
4) Two-way ANOVA – Mannen

Geslacht = Man

Between-Subjects Factors[a]

		Value Label	N
TemporalDistance	1	Near	23
	2	Distant	28
MessageFraming	1	Positive	27
	2	Negative	24

a. Geslacht = Man

Descriptive Statistics[a]

Dependent Variable: Direct online booking intention

TemporalDistance	MessageFraming	Mean	Std. Deviation	N
Near	Positive	4,27	,905	11
	Negative	4,00	1,044	12
	Total	4,13	,968	23
Distant	Positive	4,31	,793	16
	Negative	3,67	,888	12
	Total	4,04	,881	28
Total	Positive	4,30	,823	27
	Negative	3,83	,963	24
	Total	4,08	,913	51

a. Geslacht = Man

Levene's Test of Equality of Error Variances[a,b]

Dependent Variable: Direct online booking intention

F	df1	df2	Sig.
,099	3	47	,960

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Geslacht = Man

b. Design: Intercept + TemporalDistance + MessageFraming + TemporalDistance * MessageFraming

Tests of Between-Subjects Effects[a]

Dependent Variable: Direct online booking intention

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	3,400[b]	3	1,133	1,391	,257	,082
Intercept	825,192	1	825,192	1013,009	,000	,956
TemporalDistance	,269	1	,269	,331	,568	,007
MessageFraming	2,636	1	2,636	3,236	,078	,064
TemporalDistance * MessageFraming	,435	1	,435	,534	,469	,011
Error	38,286	47	,815			
Total	890,000	51				
Corrected Total	41,686	50				

a. Geslacht = Man

b. R Squared = ,082 (Adjusted R Squared = ,023)

Estimated Marginal Means of Direct online booking intention
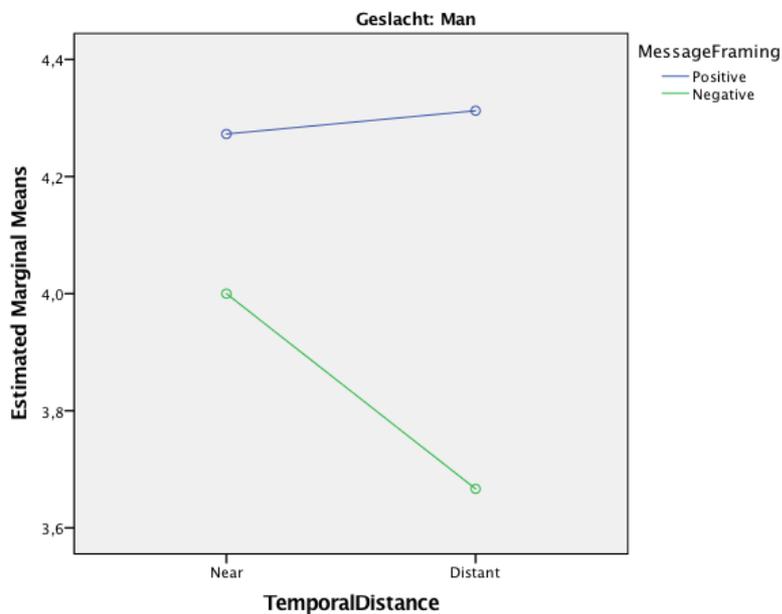
5) Two-way ANOVA – young

Between-Subjects Factors

		Value Label	N
TemporalDistance	1	Near	53
	2	Distant	52
MessageFraming	1	Positive	51
	2	Negative	54

Descriptive Statistics

Dependent Variable: Direct online booking intention

TemporalDistance	MessageFraming	Mean	Std. Deviation	N
Near	Positive	3,33	1,523	24
	Negative	3,62	1,293	29
	Total	3,49	1,395	53
Distant	Positive	3,93	1,141	27
	Negative	3,72	,843	25
	Total	3,83	1,004	52
Total	Positive	3,65	1,354	51
	Negative	3,67	1,099	54
	Total	3,66	1,223	105

Levene's Test of Equality of Error Variances[a]

Dependent Variable: Direct online booking intention

F	df1	df2	Sig.
4,595	3	101	,005

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + TemporalDistance + MessageFraming + TemporalDistance * MessageFraming

Tests of Between-Subjects Effects

Dependent Variable: Direct online booking intention

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	4,604[a]	3	1,535	1,026	,384	,030
Intercept	1391,497	1	1391,497	930,411	,000	,902
TemporalDistance	3,125	1	3,125	2,090	,151	,020
MessageFraming	,043	1	,043	,029	,865	,000
TemporalDistance * MessageFraming	1,588	1	1,588	1,062	,305	,010
Error	151,053	101	1,496			
Total	1560,000	105				
Corrected Total	155,657	104				

a. R Squared = ,030 (Adjusted R Squared = ,001)

Estimated Marginal Means of Direct online booking intention
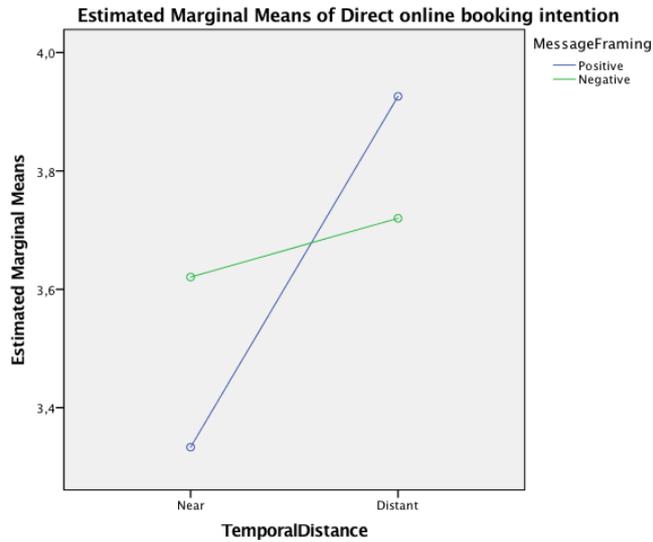
6) Two-way ANOVA – old

Between-Subjects Factors

		Value Label	N
TemporalDistance	1	Near	22
	2	Distant	22
MessageFraming	1	Positive	24
	2	Negative	20

Descriptive Statistics

Dependent Variable: Direct online booking intention

TemporalDistance	MessageFraming	Mean	Std. Deviation	N
Near	Positive	3,54	1,391	13
	Negative	4,56	,527	9
	Total	3,95	1,214	22
Distant	Positive	4,27	,905	11
	Negative	3,18	1,471	11
	Total	3,73	1,316	22
Total	Positive	3,88	1,227	24
	Negative	3,80	1,322	20
	Total	3,84	1,256	44

Levene's Test of Equality of Error Variances[a]

Dependent Variable: Direct online booking intention

F	df1	df2	Sig.
3,140	3	40	,036

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + TemporalDistance + MessageFraming + TemporalDistance * MessageFraming

Tests of Between-Subjects Effects

Dependent Variable: Direct online booking intention

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	12,615[a]	3	4,205	3,043	,040	,186
Intercept	653,660	1	653,660	473,057	,000	,922
TemporalDistance	1,106	1	1,106	,800	,376	,020
MessageFraming	,015	1	,015	,011	,918	,000
TemporalDistance * MessageFraming	12,015	1	12,015	8,695	,005	,179
Error	55,271	40	1,382			
Total	717,000	44				
Corrected Total	67,886	43				

a. R Squared = ,186 (Adjusted R Squared = ,125)

Estimated Marginal Means of Direct online booking intention
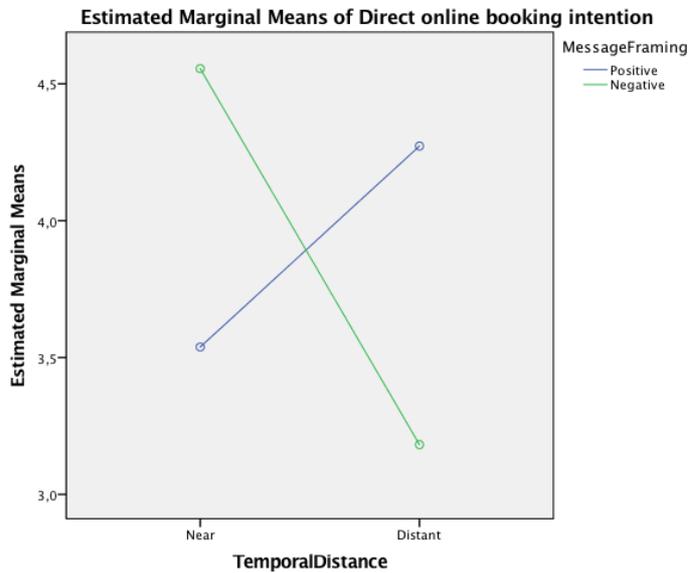
7) Cross tables

start zoektocht van hotelovernachting – Selected Choice * Direct online booking intention Crosstabulation

Count

		Direct online booking intention					Total
		Helemaal mee oneens	Oneens	Neutraal	Eens	Helemaal mee eens	
start zoektocht van hotelovernachting – Selected Choice	Op de eigen website van het hotel	0	1	1	2	7	11
	Op één van de populaire zoekmachines zoals Google, Booking.com of Expedia.nl	13	14	13	58	35	133
	Ik start mijn zoektocht ergens anders, namelijk:	0	1	0	4	0	5
Total		13	16	14	64	42	149

start zoektocht van hotelovernachting – Selected Choice * Indirect online booking intention Crosstabulation

Count

		Indirect online booking intention					Total
		Helemaal mee oneens	Oneens	Neutraal	Eens	Helemaal mee eens	
start zoektocht van hotelovernachting – Selected Choice	Op de eigen website van het hotel	4	4	0	3	0	11
	Op één van de populaire zoekmachines zoals Google, Booking.com of Expedia.nl	26	52	28	21	6	133
	Ik start mijn zoektocht ergens anders, namelijk:	0	2	2	1	0	5
Total		30	58	30	25	6	149

Crosstab in percentages

Start search on	Intention to book	
	Direct	Indirect
Hotel owned website	81.8 %	27.3 %
Popular search machine	69.9 %	20.3 %

Appendix XIII: Avenues for future research

1) **Vouchers**
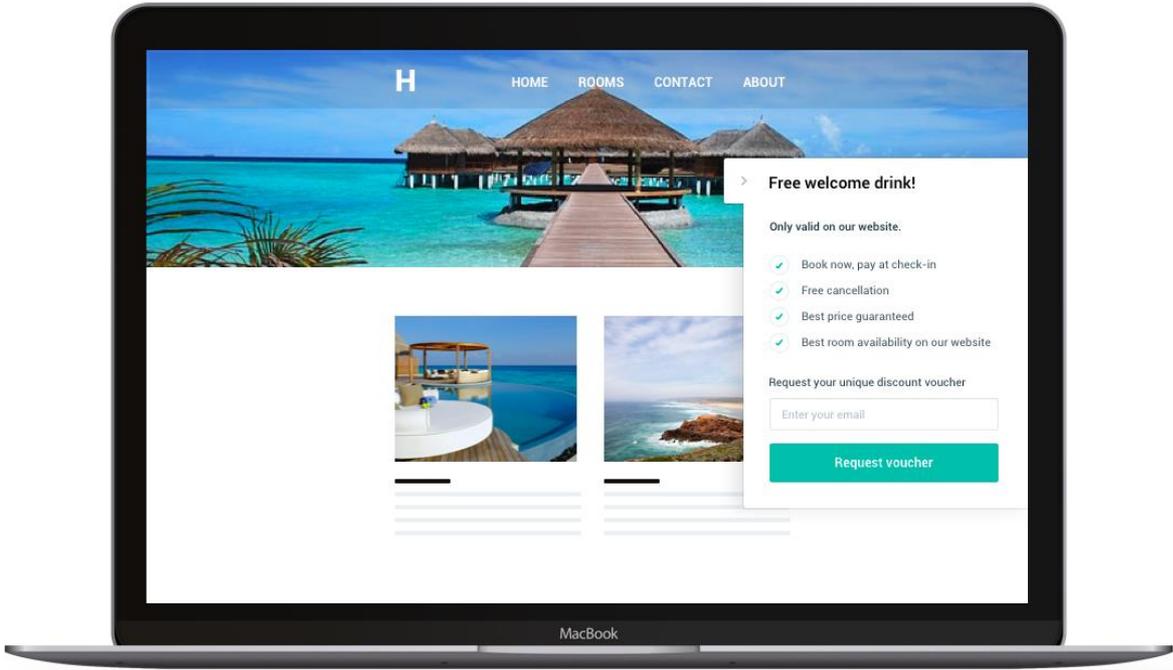
2) **Discounts**

3) Price comparisons

Price Comparison

Direct Booking
€353,20

✓ Best room rate guaranteed!
✓ Breakfast is always included
✓ Book now, pay at check-in

Expedia	€ 380.00
Orbitz	€ 370.50
Agoda	€ 353.20

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