Mapping a Customer Journey Across Multiple Online Channels: An Explorative Study in an Online Hotel Booking Setting

Master Thesis

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Introduction

The relationship between hotels and online travel agencies (OTAs) like Booking.com and Expedia can be described as a marriage of convenience and is currently under pressure (Edleson, 2016). In times of low demand, hotels are challenged with finding customers for their empty rooms, for which they eagerly use OTA services, taking OTA commissions for granted. In times of economic growth and prosperity, hotels are facing high occupancy rates, causing them to engage in a booking war to avoid these commissions and convince customers to book directly through their own website (Baker, 2016; Hotrec Hospitality Europe, 2015b; Ironside, 2016; Ting, 2016). Even authorities are involved in this booking war, resulting in multiple settlements and court rulings in order to restrict OTA powers (Hotrec Hospitality Europe, 2015a; Reuters, 2015, 2016; Schechner, 2015). The desire of hotels to get customers to book directly, has caused the rise of firms like Hotelchamp, that offer hotels website-optimization tools to boost direct bookings in exchange for a monthly fee.

Existing research regarding online travel bookings has mainly focused on the features of individual travel websites and purchase- or booking intentions of a customer. Constructs affecting the relationship between travel websites and online bookings include perceived website quality, perceived ease of use, (e-)trust, (e-)loyalty, commitment and habit (Agag and El-Masry, 2016, 2017; Bilgihan and Bujisic, 2015; Li, Peng, Jiang, and Law, 2017; Lien, Wen, Huang, and Wu, 2015; Liu and Zhang, 2014; Wang, Law, Guillet, Hung, and Fong, 2015). Other studies examined the role of 'flow', highlighting the importance of both hedonic and utilitarian features in a website to create a positive online customer experience (Bilgihan, Nusair, Okumus, and Cobanoglu, 2015; Novak, Hoffman, and Yung, 2000). However, little research can be found on the pre-booking process and the use of multiple websites of customers searching for hotels and considering various options. According to observations in the field by Hotelchamp, customers visit various websites in this process to gather information, going back and forth between OTA websites and hotel websites before deciding to book a hotel. This implies that booking a hotel in practice is not something that happens on a single website, but across several websites, making it a very complex process. Therefore, this explorative study suggests that research on online hotel bookings requires a more holistic approach, including the whole 'customer journey'.

A customer journey can be defined as the process a customer goes through across all stages and touch points (i.e. moments of contact between a customer and an organization, brand or

product), creating a total customer experience (Lemon and Verhoef, 2016). Several studies have shown that analyzing the customer journey is essential to understand and improve customer experience and its outcomes (e.g. conversion), especially in situations of high complexity, when customers go through many touch points across multiple channels (Folstad and Kvale, 2018; Lemon and Verhoef, 2016; Li and Kannan, 2014; Zomerdijk and Voss, 2010). A customer journey can be graphically represented through a customer journey map. In case of the hotel pre-booking process, mapping the customer journey is essential to unravel how customers search for and book a hotel using multiple websites and why. However, there is no insight yet in this online hotel booking journey and academic research provides no uniform guidelines on the methodology of how such a customer journey should be analyzed and mapped, especially not in situations where multiple websites are involved. Therefore, this study has the objective to (1) explore a new method to analyze and map a customer journey across multiple websites and (2) analyze and map the customer journey of customers that search for and book a hotel using multiple websites. This leads to the following research question.

Research question: *What does the customer journey look like for customers that are searching for and booking a hotel across multiple websites?*

This study contributes to the literature in four ways. Firstly, this study adds to the literature on customer journeys and in particular the discussion on whether a customer journey map should include either operational factors or motivational factors. By including operational factors in a customer journey map, the goal is to show which departments of a company are responsible for the customer experience at touch points within a customer journey (Halvorsrud, Kvale, and Folstad, 2016; Rosenbaum, Otalora, and Ramirez, 2017). By including motivational factors in a customer journey map, the goal is to show how customers behave throughout a customer journey and why, by exploring the underlying motivations, needs, attitudes and feelings at touch points (Canfield and Basso, 2017; Schiffman and Wisenblit, 2015). As both approaches serve a different purpose, this study proposes to make a clear distinction between operational customer journey maps and motivational customer journey maps.

Secondly, this study contributes to the literature on customer journeys by exploring a new method on how to analyze and map an online customer journey where multiple websites and suppliers are involved. By doing so, this study answers various calls for more research in this field (Anderl, Schumann, and Kunz, 2015; Halvorsrud et al., 2016; Lemon and Verhoef,

2016). Researchers could use this study as a starting point to analyze other online customer journeys.

Thirdly, this study adds a holistic perspective to existing literature on online travel bookings by incorporating multiple websites, analyzing the hotel pre-booking process and creating a motivational customer journey map showing how customers search for and compare hotels and why.

Fourthly, this study contributes to the literature on online travel bookings by introducing the hotel consideration cycle. The hotel consideration cycle is a recurring pattern of touch points that was discovered in the customer journey, which includes clicking through to a hotel page on an OTA website to get an overall impression of the hotel, its rooms, facilities, prices and location by reviewing the photos and information on that webpage.

For managers, a better insight in the customer journey helps them understand how customers navigate through various hotel booking websites and why. Furthermore, the hotel consideration cycle helps them understand how customers evaluate hotels on an OTA. Both hotels, OTAs and companies like Hotelchamp could improve their strategies, website designs and promotions when they have a better understanding of all the touch points that customers encounter across this journey and their underlying motivations and needs at different stages.

The results of this study also imply that the explored method could be a useful tool for managers in general, to analyze and map a customer journey in other situations were multiple websites are involved. Therefore, the method as applied in this study is summarized in a 10-step guideline for managers.

The remainder of this report is structured as follows. First, an overview is given of existing research on customer experience, customer journey analysis and multichannel management. Next, a new method is explored to analyze and map the customer journey of customers searching for and booking a hotel. Finally, the findings, hotel consideration cycle and motivational customer journey map are presented, including implications for academics, practitioners and future research.

Theoretical background

Customer experience and the customer journey are two hot topics in academic literature, partly due to the rise of multiple digital channels like applications and social media, increasing complexity. Understanding customer experience was even called one of the top research priorities for the coming years by the Marketing Science Institute (2014). Customer experience is a construct that "*...originates from a set of interactions between a customer and a product, a company, or part of its organization, which provoke a reaction. This experience is strictly personal and implies the customer's involvement at different levels (rational, emotional, sensorial physical and spiritual). Its evaluation depends on the comparison between a customer's expectations and the stimuli coming from the interaction with the company and its offering in correspondence of the different moments of contact or touch points*" (Gentile, Spiller, and Noci, 2007, p. 397). Managing customer experience is currently considered one of the top marketing activities by practitioners (Accenture, 2015; Gartner, 2014). In order to manage customer experience successfully, it is important to get an understanding of how customers behave throughout their customer journey (Folstad and Kvale, 2018; Grewal, Levy, and Kumar, 2009; Zomerdijk and Voss, 2010).

A customer journey

A customer journey – also known as customer decision journey, customer purchase journey or path to purchase – is the chronological process a customer goes through across all stages and touch points of the total customer experience (Lemon and Verhoef, 2016). By definition, touch points are moments of contact between a customer and an organization, brand or product (Lemon and Verhoef, 2016; Zomerdijk and Voss, 2010). In academic literature, touch points are also referred to as contact points, service events, moments of truth and service moments (Folstad and Kvale, 2018; Halvorsrud et al., 2016). Four different types of touch points can be identified (Lemon and Verhoef, 2016):

- Brand-owned touch points: customer interactions that are completely designed, managed and controlled by the company.
- Partner-owned touch points: customer interactions that are designed, managed and controlled by both the company and one or more of its partners, e.g. distribution partners and communication partners.
- Customer-owned touch points: customer actions that cannot be controlled by the company nor one of its partners, e.g. a customer's needs, desires and considerations in the pre-purchase phase.

- Social/external touch points: environmental factors that influence a customer's journey, e.g. other customers, review websites and social media.

A customer journey consists of three stages: pre-purchase, purchase and post-purchase, which are influenced by both previous and future experience, making it a dynamic process (Lemon and Verhoef, 2016). In service contexts, these stages are also referred to as pre-service, service and post-service (Rosenbaum et al., 2017). Since the main goal of this study is to explore the hotel pre-booking process, this study mainly focusses on the pre-purchase and purchase phase of a customer's online hotel booking journey. During the pre-purchase phase, behavioral processes are similar to those of the classic marketing funnel, which includes need recognition, search and consideration (de Haan, Wiesel, and Pauwels, 2016; Lemon and Verhoef, 2016; Neslin et al., 2006). The purchase phase includes behavioral processes like choice, ordering and payment, which are influenced by factors like information overload, choice overload, purchase confidence and decision satisfaction (Lemon and Verhoef, 2016).

Multichannel management

Throughout a customer journey, customers rely on multiple independent sources of information to fulfill their needs and wants (van Bruggen et al., 2010). In academic literature, these sources are also known as channels (Li and Kannan, 2014; Neslin et al., 2006; van Bruggen et al., 2010; Verhoef et al., 2007). Channels function as carriers of touch points and can be digital (e.g. websites and e-mail), human-served (e.g. a shop counter) or a combination of both (Halvorsrud et al., 2016). The fact that customers use multiple channels throughout their paths to purchase implies that some channels are more preferred than others, which demands management of all these various channels and their attributes: multichannel management (Neslin et al., 2006; van Bruggen et al., 2010; Verhoef et al., 2007).

A key element of multichannel management is understanding consumer behavior, to identify which channels customers use and what determines a customer's channel choices (Neslin et al., 2006). How customers seem to behave in the hotel pre-booking process is similar to the phenomenon of research-shopping, which is the tendency of customers to use a variety of channels for search and purchase (Neslin et al., 2006; Verhoef et al., 2007). Research-shopping is mostly being investigated in an internet-search versus store-purchase setting (webrooming) or vice versa (showrooming). In the case of online hotel bookings, this could be applied as searching for and comparing hotels on an OTA website while possibly booking a hotel on another website (e.g. directly through a hotel website).

In online settings in general, customers use multiple websites and also tend to visit these websites multiple times before deciding to purchase (Li and Kannan, 2014; Neslin et al., 2006). Recent technological developments have made it possible to track online channel usage on an individual device level, also across multiple online channels, known as clickstream data (Anderl et al., 2015; de Haan et al., 2016; Li and Kannan, 2014). Clickstream data is mostly collected through cookies, that can only identify individual devices and not individual customers (Anderl et al., 2015). Hence, to explore not only how customers behave across multiple channels but also why, a more customer-centric approach is demanded, e.g. through customer journey analysis.

Customer journey analysis

Customer journey analysis combines aspects of service management, service delivery network (SDN) theory (Tax, McCutcheon, and Wilkinson, 2013), multichannel management (Neslin et al., 2006; van Bruggen et al., 2010; Verhoef et al., 2007) and service blueprinting (Bitner et al., 2008; Halvorsrud et al., 2016) to identify and describe how a customer goes from search to purchase and re-purchase (Lemon and Verhoef, 2016). The underlying goal is to get an understanding of an individual customer's choices and options (Verhoef, Kooge, and Walk, 2016).

The main differences between service blueprinting and customer journey analysis are their perspective and purpose. Whereas service blueprinting maps the service delivery process of a company inside-out, from back-office to front-facing customer interactions, customer journey analysis examines a journey solely from the customer perspective, showing how customers actually navigate and behave throughout their path to purchase (Bitner et al., 2008; Lemon and Verhoef, 2016). Since both methodologies include the identification of touch points and analyze the process over time, service blueprinting can be used as a starting point for customer journey mapping (Bitner et al., 2008; Halvorsrud et al., 2016; Lemon and Verhoef, 2016). Of the service blueprinting method proposed by Bitner et al. (2008), the following strategic steps in particular can also be applied to customer journey analysis:

- *"Decide on the company's service or service process to be blueprinted and the objective."*
- *"Modify the blueprinting technique as appropriate."*
- *"Determine who should be involved in the blueprinting process."*
- *"Map the service as it happens most of the time."*

Customer journey mapping

A customer journey can be graphically represented through a customer journey map, showing a customer's chronological path to purchase across all touch points. In a customer journey map, touch points are usually represented as dots or circles (Canfield and Basso, 2017; Folstad and Kvale, 2018; Halvorsrud et al., 2016). The horizontal axis of a customer journey map should represent time, showing the analyzed journey and its stages chronologically from the first to last touch point and all touch points in between. While academics have generally agreed that the horizontal axis of a customer journey map represents time, there is some debate in the literature on whether the vertical axis should feature either operational factors (i.e. how marketing, operations, human resources and information technology work together to meet customer expectations at touch points) (Halvorsrud et al., 2016; Rosenbaum et al., 2017) or motivational factors (i.e. underlying motivations, needs, attitudes and feelings of customers at touch points) (Canfield and Basso, 2017; Schiffman and Wisenblit, 2015). By including operational factors in a customer journey map, the goal is to show which departments of a company are responsible for the customer experience at touch points within a customer journey, similar to service blueprinting (Bitner et al., 2008; Halvorsrud et al., 2016; Rosenbaum et al., 2017). By including motivational factors in a customer journey map, the goal is to show why customers behave throughout a customer journey in a certain way (Canfield and Basso, 2017).

As both approaches serve a different purpose, this study makes a clear distinction between operational customer journey maps and motivational customer journey maps. As a result, the vertical axis of a customer journey map should feature either the operational factors or motivational factors that are connected to the touch points, depending on the purpose of the analysis. In the case of online hotel bookings, the underlying motivations of customers searching for and booking a hotel are essential to understand why customers make specific choices during the hotel pre-booking process. Therefore, this study focuses on creating a motivational customer journey map of the online hotel booking journey. Figure 1 shows an example of what a motivational customer journey map could look like.

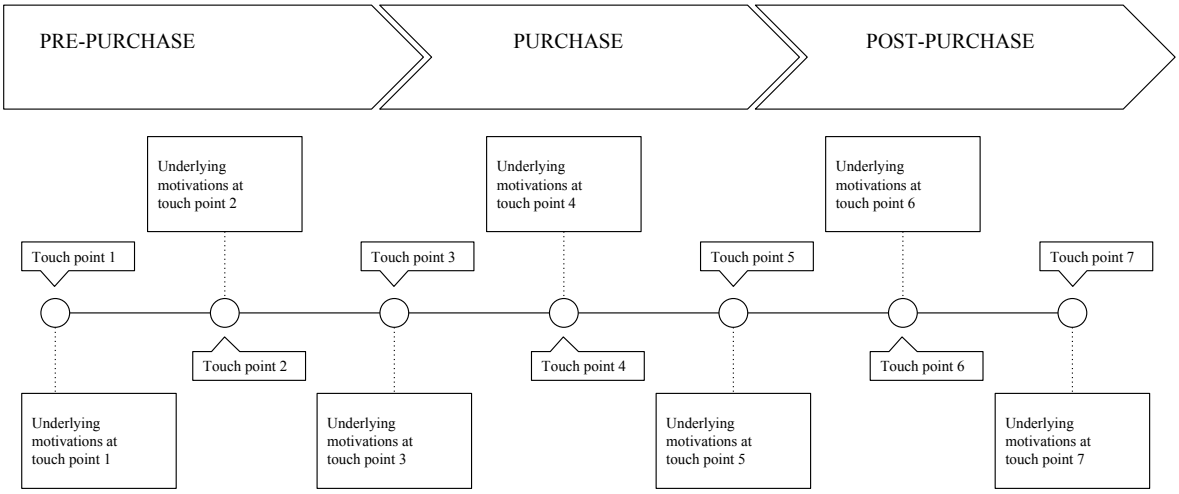

Figure 1. Example of a motivational customer journey map.

Customer journey methodology

While the usefulness of customer journey mapping is acknowledged by academics (Anderl, Becker, von Wagenheim, and Schumann, 2016; Canfield and Basso, 2017; Folstad and Kvale, 2018; Halvorsrud et al., 2016; Lemon and Verhoef, 2016; Rosenbaum et al., 2017) and widely used in practice by managers (Court, Elzinga, Mulder, and Vetvik, 2009; Expedia, 2016; Folstad and Kvale, 2018; Zomerdijk and Voss, 2010), little academic research provides uniform guidelines on the methodology of how a customer journey should be analyzed and mapped, especially not in situations where multiple websites from multiple suppliers are involved.

Halvorsrud et al. (2016) recently introduced a customer journey framework with an operational, service delivery approach building on service blueprinting. In their study, they stress the importance of analyzing both the service delivery process as planned by a company and the service delivery process as actually experienced by a customer, to identify possible discrepancies between the two. As customer experiences are personal and unique for each customer, Halvorsrud et al. (2016) stress that customer journeys should be analyzed on the level of individual customers. For their analysis of the actual customer journey, they therefore use a qualitative approach by conducting a recruitment interview as soon as a customer has encountered the journey's initial touch point and mapping the rest of the journey through a diary study. Even though their five-phase customer journey analysis method can be very helpful when creating an operational customer journey map for a customer experience that is

designed by one company, it excludes both the possibility of creating a motivational customer journey map and the fact that a customer experience might be designed by multiple suppliers. Therefore, this method cannot be applied universally.

Rosenbaum et al. (2017) also took an operational approach to analyze the customer journey in an offline, retail mall setting. They stress the importance of linking consumer research to customer journey analysis, starting with field interviews to get to know the customer, the manager(s) in charge of the customer experience design and to identify all possible touch points a customer could encounter during the pre-service, service and post-service stages of the mall experience. Next, they collect quantitative data via a survey among customers in the mall to define ten touch points that were encountered most and link these to the corresponding operational factors to construct an operational customer journey map. Rosenbaum et al. (2017) find that a direct approach of asking customers which touch points they just experienced improves the usability of a customer journey map.

Canfield and Basso (2017) analyzed the customer journey in an offline, restaurant setting to explore the influence of cultural background on customer satisfaction at touch points, also using a combination of qualitative and quantitative data. First, they used observations and semi-structured interviews to identify the touch points and customers within the restaurant service experience and the influence of cultural background throughout this experience. Then, they conducted a survey to measure customer satisfaction at each of these touch points to construct their customer journey.

Anderl et al. (2016) analyzed the customer journey in various online settings, using clickstream datasets to trace customer paths to purchase across various online marketing channels. In their study, the goal was to explore the degree to which each channel contributed to marketing success (e.g. conversion), thus they took an operational approach. Anderl et al. (2016) find that clickstream data can be very useful to explore online customer paths to purchase and to determine the effectiveness of different channels, but it does not provide any insights on the underlying reasons of why a customer behaves in such a way.

As these previous studies have shown, both qualitative and quantitative data can be used to analyze a customer journey, depending on the purpose (operational or motivational) and context (e.g. offline or online) of the analysis (Anderl et al., 2016; Canfield and Basso, 2017; Halvorsrud et al., 2016; Rosenbaum et al., 2017). To identify all touch points throughout a customer journey, a researcher could use observation techniques to watch how a customer progresses throughout a path to purchase (Folstad and Kvale, 2018). In online settings, touch

points could also be identified using clickstream data (Anderl et al., 2015). However, for clickstream data to be useful in customer journey analysis across multiple channels, it should include data from all digital touch points across all channels that a customer uses. Since different online channels are often owned by different suppliers (e.g. companies), this is rarely the case (Anderl et al., 2016; Neslin et al., 2006). Interviews, surveys and diary-studies can also be useful to identify touch points (Canfield and Basso, 2017; Halvorsrud et al., 2016; Rosenbaum et al., 2017), although these methods are subject to a customer's own interpretation of what a touch point is and the ability to completely remember their journey. In most cases, different kinds of data need to be combined in order to construct a complete and realistic customer journey map, regardless of the purpose of the analysis (Folstad and Kvale, 2018).

Calls for more research

The literature on customer journeys is a relatively immature field of study (Folstad and Kvale, 2018). Therefore, several studies have stressed the need for more research on customer journey analysis. Firstly, Anderl et al. (2015) suggested that future research should combine clickstream data and other data to clarify customers' underlying choices and decision processes.

Secondly, Lemon and Verhoef (2016) stressed the importance of more research to understand the relationships between touch points and how they influence different stages of the customer journey. Lemon and Verhoef (2016) also stated the urgency of going beyond the service blueprinting type of methodology, as mapping could be more data based, actively involving the customer. Furthermore, Lemon and Verhoef (2016) suggested that researchers should go beyond the journeys themselves and try to understand customer motivations and expectations of the value of each channel throughout a journey.

By exploring a new method to unravel how customers search for and book a hotel using multiple websites and why, using a combination of quantitative clickstream data and qualitative data, this study aims to answer these calls for more research and contribute to this stream of literature.

Method

In this explorative study, the customer journey to analyze consisted of the pre-purchase and purchase phase of customers that are booking a hotel online, to explore how customers search for, compare and book hotels using multiple websites and why. This online hotel booking journey begins with the recognition of a need or a desire for a hotel room and ends when a customer decides to book a hotel room. The purpose of this analysis was to create a motivational customer journey map, showing the underlying motivations, needs, attitudes and feelings of customers during their path to booking.

Research strategy

To analyze both how and why customers use multiple websites to book hotels, a new method was explored by using a combination of structured observation, usability testing and semi-structured interviews. With structured observation, the behavior to observe is specified on beforehand (Gillham, 2000). In this case, the observation was focused on how respondents used a computer to navigate through various websites to book a hotel. In particular: Which websites did respondents use? How many different websites did respondents use? What did they do on these websites? Where did they click? How did they navigate? Through structured observation, the touch points of the hotel booking journey of a respondent could be identified.

Observing how a respondent uses a computer system is similar to usability testing, a research technique in usability engineering by which a new product or system is evaluated by testing how it is being used by real users (Nielsen, 1993). A popular method applied in usability testing is the 'thinking aloud method', by which respondents are asked to think out loud and tell e.g. what they do, why they do so, what they think, what problems they encounter and what they are looking for (Boren and Ramey, 2000; Lewis and Rieman, 1993).

By applying the thinking aloud method to his study, respondents expressed their motivations, needs, attitudes, and feelings while they progressed throughout their booking journey. By combining structured observation and the thinking aloud method in such a way, not only could be analyzed how respondents used a computer to navigate through various websites to book a hotel, but also why.

In addition, for optimal exploration purposes and an even richer dataset, short and semi-structured, investigative interviews were conducted. With investigative interviewing, the goal is to learn what happened in a specific instance (Rubin and Rubin, 2005). In this study, the goal of the investigative interview is to zoom in on the factors influencing a respondent's choices to use a specific channel during the hotel booking journey. As mentioned in the

previous chapter, channels function as the carriers of touch points and the fact that customers use multiple channels throughout their paths to purchase implies that some channels are more preferred than others (Halvorsrud et al., 2016; Neslin et al., 2006; van Bruggen et al., 2010; Verhoef et al., 2007). By combining structured observation, usability testing and semi-structured interviewing, it was possible to analyze how respondents navigated through various websites to book a hotel, why they did so and why they chose for these websites.

Population and sample

The customer journey in this study was analyzed and mapped for Dutch customers that book hotel rooms online. Hence, that is the population. To create a realistic sample of this population, three requirements were determined for respondents participating in this study. Firstly, respondents had to have a certain degree of online hotel booking experience and have booked a hotel room online before. Secondly, a respondent needed to have a job or other form of income, to ensure that booking a hotel would be a realistic situation for the respondent. Thirdly, a respondent needed to have an average amount of knowledge about the travel business, to ensure that their booking process would not be affected by any inside information. In other words, a respondent could only participate in this study if he was not employed in the hotel/travel business.

Apart from these three criteria, a pragmatic sampling approach was chosen for this study through convenience sampling, which is acceptable as the nature of this study is explorative and its goal is not to draw generalizable conclusions. Friends and other acquaintances from my direct and indirect network were approached either directly, through telephone or WhatsApp and checked if they met the study requirements as set forth. If they met the requirements, an individual appointment was made for participation.

In total, 26 respondents participated in the study, which should be sufficient to be able to explore booking channel flows and recurring patterns.

Research design and data collection

For the 26 respondents that met the requirements and were willing to participate in the study, an individual appointment was made in a quiet, private setting in which they were given an internet-connected computer with a blank internet-browser screen. Then, the respondents were given a text document describing a scenario and an assignment to book a hotel in Maastricht with the computer, just as if they normally would do (see Appendix A).

By describing a scenario to the respondents and giving them the assignment to book a hotel, a need was created for a hotel room and the desire to fulfill that need, creating a starting point for their hotel booking journey. In other words, the scenario and assignment functioned as the first, customer-owned touch point of their customer journey (Lemon and Verhoef, 2016).

There were two different scenarios. Half of the respondents were given scenario 1 and the other half was given scenario two. By using two different scenarios, the role of context could be examined and its influence on respondents' hotel booking journey. Scenario 1 described a situation in which two of your good friends were getting married in Maastricht, so you needed a hotel room for after the big feast (see Appendix A). Scenario 2 described a situation in which you wanted to surprise your partner/(girl)friend with a romantic weekend in Maastricht, so you needed a hotel room to really impress and surprise him/her (see Appendix B). For the first scenario, the assignment to book a room contained a maximum budget and the requirement of booking a hotel room for one night including breakfast. For the second scenario, the only requirement was to book a room for two nights and any other needs could be determined by the respondents themselves. As scenario 2 explicitly emphasized the fact that respondents were looking to impress their partner/(girl)friend, it was expected that those respondents might engage in another, e.g. longer hotel booking journey than when they are just looking for a hotel to crash after a party. Also, the difference between booking for one night and booking for two nights, causing the price to go up, was expected to be of influence.

In both cases, Maastricht was chosen as the city of subject because it is a city in the lower corner of the Netherlands, making it a realistic situation that someone might (1) want to stay the night there after a wedding party or (2) go to that city for a romantic weekend getaway. The dates of both assignments were set two weeks from the date of participation. By doing so, there was ensured that plenty of hotels were still available for that date, while at the same time booking a hotel in one session would be a realistic situation. After all, if a respondent would have had to book a hotel room for next year, he would not feel the incentive of booking quickly.

As a side experiment, two respondents were purposely chosen to follow a repeated-measures design and participate twice in the study. First, they participated in the study and booked a hotel for scenario 1. Then, two weeks later, they were asked to participate again to book a hotel for scenario 2. These respondents were purposely chosen, as their booking

journey was very short compared to the rest of the scenario 1 participants, to examine if another scenario would lead to different booking journey.

The thinking aloud method was applied by asking respondents to think out loud and share e.g. what they do, why they do so, what they think, what they are looking for and any other thoughts. During the assignment, the observer situated himself next to the respondent to be able to watch the screen and pay attention to 'critical incidents'. Critical incidents are events within a process that stand out because they are either especially satisfying or especially dissatisfying compared to other events (Bitner, Booms, and Tetreault, 1990). In this study, critical incidents were e.g. navigating to a website, clicking through to a hotel or clicking away from a hotel page. At such critical touch points, the observer would make sure that the respondent expressed his thoughts, if necessary by asking short questions like: Why did you go to that website? Why did you just click on that hotel? Why did you click away from that hotel? If necessary, these critical incidents were further elaborated in the semi-structured interview right after the assignment. To make sure respondents could complete the assignment with minimum distraction, the observer further only communicated with the respondent during the assignment to remind or encourage a respondent to think aloud or in case help was needed (e.g. because of internet connection failure) (Boren and Ramey, 2000).

During the assignment, both the audio and computer screen were being recorded with Movavi Screen Capture, so that click and browsing behavior (clickstream data) could be analyzed together with the corresponding thoughts of a respondent. When a respondent decided to book his/her hotel of choice and reached a payment screen, the booking journey and first part of the study had ended.

Then, a semi-structured, investigative interview (Rubin and Rubin, 2005) was conducted consisting of specifying questions (Kvale, 1996) to zoom in on the factors influencing a respondent's choices to use a specific channel and the critical incidents that were noted by the observer during the assignment (see Appendix C). Typical questions in this stage were:

- Why did you choose to start your journey at *website X?*
- Why did you navigate to *website Y?*
- What is important to you at *website Z?*

Existing research on online travel bookings has shown that constructs influencing booking intentions of a customer include perceived website quality, perceived ease of use, (e-)trust, (e-)loyalty, commitment and habit (Agag and El-Masry, 2016, 2017; Bilgihan and Bujisic, 2015; Li et al., 2017; Lien et al., 2015; Liu and Zhang, 2014; Wang et al., 2015). Therefore, these constructs were paid close attention to during the interview.

After the semi-structured interview, a couple of general questions were asked to find out more about a respondent's demographics and online hotel booking experience. Respondents were finally asked to rate their level of satisfaction with the hotel they "booked" and how similar their booking process was compared to how they would normally book, both on a scale from 1 to 10. By doing so, respondents gave a sense of how seriously they took their participation in the study.

Data analysis procedure

Similar to the service blueprinting technique (Bitner et al., 2008), the goal of this customer journey analysis is to find out what the customer journey looks like most of the time (Folstad and Kvale, 2018). In other words, the question is: What does the typical customer journey look like for the respondents that participated in this study? And what are the typical underlying motivations of the respondents at the touch points of this journey? To answer these questions, two sources of data were collected simultaneously in this study: (1) the computer screen recordings showing the respondents' computer behavior during their online booking journey and (2) the audio recordings made during their online booking journey and the investigative interviews afterwards.

This data was explored both quantitatively and qualitatively. First, the computer screen recordings and corresponding audio were analyzed by writing down all the touch points that respondents encountered during their booking process and their expressed thoughts at these touch points in an Excel spreadsheet. During this stage of analysis, any interaction between a respondent and a website was considered a touch point. This implies that a respondent could have multiple touch points at the same website and even the same webpage, e.g. looking at photos of a hotel and reading the information that is presented on the same page.

Next, the touchpoints were color-coded, providing each touch point with a color for both the action that was performed (e.g. navigating to a new website, search queries, clicking through to a hotel webpage, clicking through photos) and the channel at which the respondent performed that action (e.g. Google, OTA website, hotel website). By doing so, both the

respondents' channel flow became visible, as well as their sequence of events. During this coding process, similar touch points were sorted underneath each other to explore if any patterns would become visible. As such, the color coding proved a valuable tool in getting insight in the customer journey.

Then, the computer screen recordings and color-coded touch points were analyzed quantitatively, keeping score of e.g. the length of the journey (in minutes and in touch points), the number of websites used, the number of webpages viewed, the number of hotels considered, where the booking journey started and where the booking journey ended.

To construct the customer journey map, the color-coded touch points were firstly counted by action. The central question in this stage was: What are the touch points that most respondents encountered? The combination of these touch points would then add up to the booking journey as experienced by most of the respondents. By then counting the expressed motivations of respondents at these touch points, the customer journey map could be constructed by combining these findings.

Finally, all interview quotes that related to the channel choices of respondents and the factors influencing these channel choices were also color-coded. By providing a color to each factor that was mentioned by a respondent to play a role, several recurring factors were discovered. These factors were then added to the quantitative analysis, to explore if any relationships could be found between the quantitative data of the booking journey and the expressed thoughts of the respondents.

Research ethics

Before participating in the experiment, respondents were explained what was expected of them and clearly told that the computer screen and audio were being recorded during the assignment. Anticipating any possible privacy concerns, respondents were also told on beforehand that no personal images were made and any kind of personal data remains completely anonymous.

By creating a quiet but relaxed and friendly setting, it was made sure that the respondent was comfortable during the assignment. The participant was the primary speaker and the observer the learner, as is important when applying a thinking aloud protocol (Boren and Ramey, 2000). However, the observer did ensure that long periods of silence were not perceived as intrusive by the respondent (Boren and Ramey, 2000). If necessary, the observer emphasized that the object of study was the booking process, not the respondent, and no right or wrong decisions that could be made (Boren and Ramey, 2000).

At the end of the interview, respondents were thanked for their participation and told that they had just participated in a study on how people book hotels online. Also, there was a possibility for respondents to give feedback on how they experienced their participation and leave their email address to receive the final results of the study.

Results

24 respondents participated in the study, of which 14 were male respondents and 10 female respondents. Respondents were aged between 22 and 51 and their online hotel booking experience ranged from booking a hotel online once per year to seven times per year, with an average of 3.62 times per year.

Two respondents were left out of the final dataset. The first one because he had a job in the hotel industry until recently and turned out to have a lot of inside knowledge that influenced his online hotel booking behavior. As this was not in line with the criteria set on beforehand, this respondent was taken out of the dataset. A second respondent was left out because he was not able to finish his journey within his available time. Since it would be inappropriate to compare the numbers of an unfinished journey to other respondents who did finish their journey, this respondent was also taken out of the dataset.

Including the two repeated-measures respondents that participated in both scenarios, the final dataset consisted of 26 hotel booking journeys from 24 unique respondents. An overview of the respondents and their characteristics is given in table 1.

Table 1. Respondent characteristics.

Respondent	Scenario	Gender	Age	Online booking experience (times per year)
1	1	m	47	4
2	1	m	39	6
3	1	f	23	2
4	1	m	25	3
5	1	m	22	2
6	1	f	23	2
7	1	f	23	3
8	1	f	22	1
9	1	f	24	4
10	1	m	22	4
11	1	f	22	4
12	1	f	23	5
13	1	m	34	6
14	2	m	29	3
15	2	m	29	1
16	2	f	24	2
17	2	m	44	6
18	2	m	51	7
19	2	m	33	6
20	2	m	28	4
21	2	m	27	7
22**	2	f	24	4
23	2	f	22	2
24	2	f	23	2
25*	2	f	23	2
26	2	m	25	2

** Repeated-measures respondent 3*
*** Repeated measures respondent 9*

Quantitative findings

On average, the respondents in the dataset needed 16.92 minutes across 28.96 touch points to complete their hotel booking journey, with the shortest journey taking only seven minutes and the longest 34 minutes. Respondents used 3.08 websites on average to book their hotel room and viewed 21.85 webpages, considering 3.81 hotels. By dividing the number of webpages by the length of the journey in minutes, the browsing speed was determined. On average, respondents browsed 1.27 webpages per minute of their journey. After finishing their journey, respondents rated their satisfaction with the hotel room they found at an average of 8.17 and the similarity of their process with that of a real situation at an average of 8.5. An overview of the descriptive statistics is given in table 2. The individual quantitative findings can be found in Appendix D.

Table 2. Descriptive statistics.

	N	Min.	Max.	Mean	Std. dev.	Scenario 1		Scenario 2		Scenario t-test p-value
						Mean	Std. dev.	Mean	Std. dev.	
Age	26	22	51	28.12	8.31	26.85	8.01	29.38	8.73	.447
Online booking experience	26	1	7	3.62	1.84	3.54	1.56	3.69	2.14	.836
Journey length (minutes)	26	7	34	16.92	6.97	15.62	6.42	18.23	7.50	.349
Journey length (touch points)	26	10	55	28.96	11.85	27.23	14.58	30.69	8.58	.470
Websites used	26	1	7	3.08	1.70	3.15	2.08	3.00	1.29	.823
Webpages viewed	26	6	48	21.85	11.97	21.15	15.14	22.54	8.30	.776
Hotels considered	26	1	10	3.81	2.26	3.69	2.75	3.92	1.75	.801
Browsing speed	26	.56	2.09	1.27	.44	1.27	.50	1.28	.39	.965
Satisfaction	26	7.0	10.0	8.17	.65	8.31	.85	8.04	.32	.304
Realism	26	7.0	10.0	8.50	1.00	8.23	1.11	8.77	.83	.175

Independent-sample t-tests were conducted to explore any significant differences between the two scenario groups, genders, where respondents started their booking journey and where they ended up booking their hotel (see Appendix E-L).

Between the two scenario groups, no significant differences were found in terms of both respondent characteristics (gender, age and booking experience) and journey findings (journey length, etc.), as shown in table 2.

Between genders, three significant differences were found: age, online hotel booking experience and journey end. In this study, women booked their hotel more often through an OTA, whereas men more often booked directly through a hotel website. The differences between men and women in age and online booking experience are logical, as all relatively older respondents in the dataset are men with relatively higher booking experience.

Between respondents that booked their hotel through an OTA and respondents that booked directly through a hotel website, more significant differences were found besides gender. On average, the journey of respondents that booked their hotel directly through a hotel website was significantly longer in terms of minutes (21.70 vs. 13.94) and touch points (34.80 vs. 25.31), throughout which they used more websites (4.10 vs. 2.44) and viewed more webpages (28.30 vs. 17.81) than respondents who booked their hotel through an OTA website. These findings are in line with the fact that booking through a hotel website requires more actions, e.g. navigating to the hotel website and checking its room availability, causing a longer journey.

The relationships between the metric variables in the dataset were further explored by constructing a Pearson correlation table, of which an overview is given in table 3. In total, 17 significant correlations were found.

Table 3. Pearson correlation table of metric variables.

	Age	Online booking exp.	Journey length (m)	Journey length (tp)	Web-sites used	Web-pages viewed	Hotels con-sidered	Brow-sing speed	Satis-faction	Rea-lism
Age	1									
Online booking exp.	**.625****	1								
Journey length (minutes)	.063	.170	1							
Journey length (touch points)	-.157	.049	**.760****	1						
Websites used	-.211	-.042	**.613****	**.810****	1					
Webpages viewed	-.188	.021	**.704****	**.948****	**.794****	1				
Hotels considered	.033	.145	**.494***	**.760****	**.431***	**.668****	1			
Browsing speed	-.232	-.106	.109	**.633****	**.493***	**.754****	**.487***	1		
Satisfaction	.190	.126	-.117	-.103	-.031	-.063	-.045	.059	1	
Realism	**.464***	**.709****	.195	.086	-.047	.123	.027	.124	.108	1

** Correlation is significant at the 0.05 level (2-tailed)*
*** Correlation is significant at the 0.01 level (2-tailed)*

Customer journey findings

Of the 26 hotel booking journeys in the dataset, 21 journeys went across multiple websites and five respondents used only one website throughout their journey, being Booking.com. 13 journeys started with a Google search, 12 started at Booking.com and one respondent started the journey at VakantieXperts.nl, which is another OTA. Summarizing, 50 % of the journeys started at Google and 50 % started at an OTA. Of the 13 journeys that started with a Google search, 10 respondents searched for "hotel maastricht" (or something very similar) and three searched for the website of Booking.com, which is interesting since Booking.com is a website address (URL) by itself. Of the 10 "hotel maastricht" searches, seven respondents clicked through to Booking.com, of which six clicked a Google advertisement of Booking.com. The three others clicked through to TripAdvisor, Trivago (also an advertisement) and Weekendjeweg.nl.

All respondents used at least one OTA throughout their journey and 11 respondents used multiple OTAs. Booking.com was most popular: only one respondent did not "touch" Booking.com at all throughout his journey.

In total, 11 respondents navigated to a hotel website throughout their journey, of which three respondents navigated to a hotel website as a part of their hotel evaluation process, to see what the website looked like. Eight respondents navigated to the hotel website after they had already determined they wanted to book that hotel. They just wanted to compare the price of booking directly through the hotel website the price of booking through the OTA. In all of the 11 cases that a respondent navigated to the website of a hotel he/she was interested in to book, the hotel website turned out to be cheaper. In 10 of these 11 cases, the respondent also decided to book the hotel directly through the hotel website. In one case, a hotel could only be booked directly for two nights, while that respondent was looking for a room for only one night (scenario 1). Therefore, the respondent decided to book that hotel through Expedia, as it was possible to book for one night there. Summarizing, 10 of the 11 customer journeys that included a hotel website also ended at a hotel website. In total, 16 journeys ended at an OTA (13 times Booking.com, two times Trivago and Hotelspecials.nl once) and 10 journeys at a hotel website.

Touch point analysis

After analyzing and color-coding all the touch points of the 26 customer journeys in the dataset by both action and the channel the action took place, the spreadsheet looked as shown in figure 2. In figure 2, every colored box represents a touch point and the line above the touch points shows the channel that carried the touch point. Four channel colors were assigned to distinguish between four different channels: Google, Booking.com, other OTA websites and hotel website. Six action colors were assigned to distinguish between six different actions: searching (e.g. on Google, doing an availability search query on an OTA and scrolling through search results), filtering or sorting search results, clicking through to a hotel page, looking at photos of a hotel, looking at the location of a hotel on a map and gathering more information about the hotel (e.g. by reading the hotel information, reviews or evaluating rooms and prices). An overview of the color codes is given in table 4. While being on a website is not a touch point, navigating to another website is. Therefore, the touch points of navigating to another website are assigned one of the corresponding channel colors.

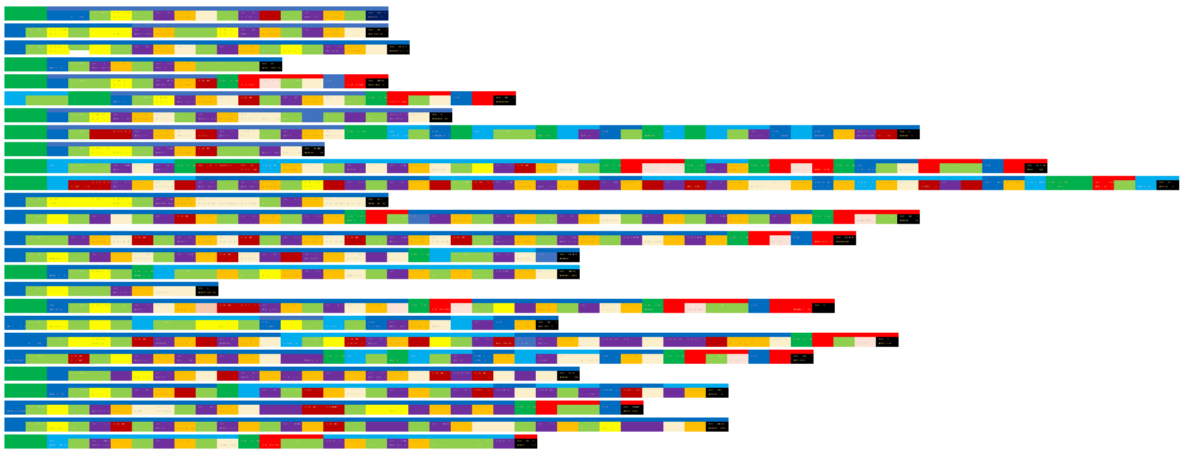

Figure 2. Screenshot of color-coded hotel booking journeys.

Table 4. Touch point color codes.

Channel colors	Action colors
Google	Searching (search queries, scrolling through search results, etc.)
Booking.com	
Other OTA website	Filtering/sorting search results
Hotel website	Clicking through to hotel page
-	Looking at hotel photos
-	Looking at location on map
-	Gathering information about hotel

To structure the data and be able to examine the color-coded touch points for similarities between respondents and recurring touch points, similar touch points were aligned, as shown in figure 3 (see Appendix M for a bigger version).

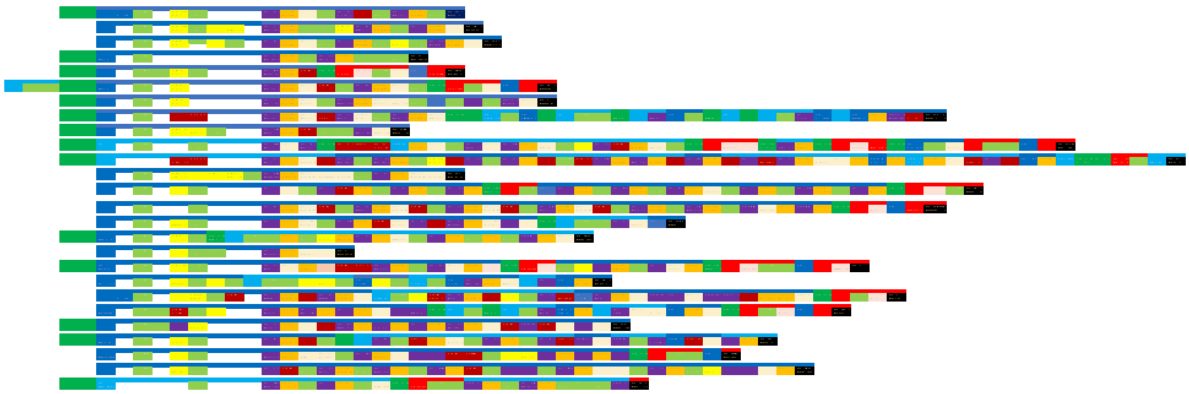

Figure 3. Screenshot of aligned color-coded touch points.

By isolating the channel colors from the spreadsheet in figure 3, the color flow of channels was constructed as shown in figure 4. The result shows how respondents navigated across channels throughout their journeys.

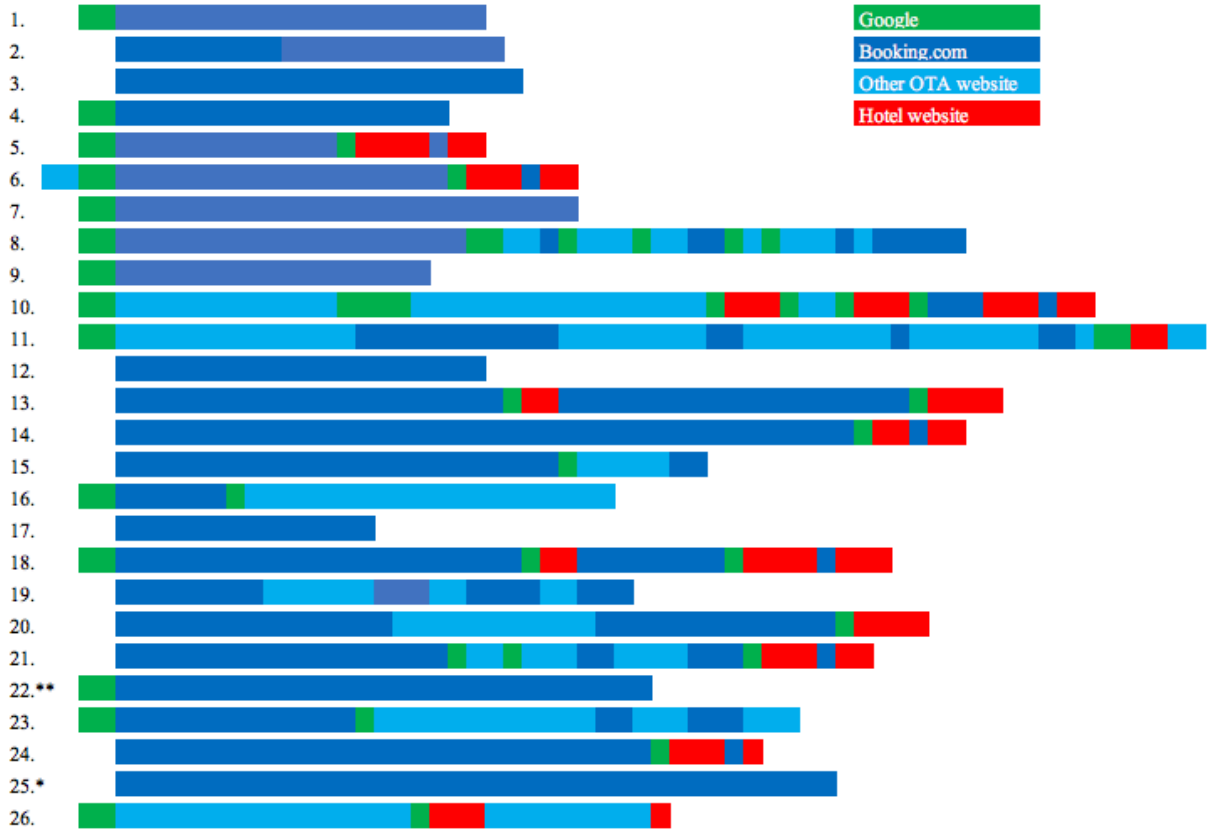

Figure 4. Hotel booking channel color flow.

The remaining action-colored touch points were explored for similarities among respondents and recurring patterns. Several similar touch points were discovered and counted. Table 5 shows an overview of the nine touch points that most respondents encountered, i.e. the touch points that need to be included in the customer journey map.

Table 5. Most encountered touch points.

Touch points in order	Number of respondents that touched point
Going to Google	13
Going/clicking through to OTA	26
Availability search query	24
Applying search filters	18
Scrolling through search results	23
Clicking through to hotel: start hotel consideration cycle	26
End hotel consideration: hotel decision	26
Journey end – booking channel decision: OTA	15
Going to hotel website	11
Journey end - booking channel decision: Hotel website	10

The hotel consideration cycle

As shown in table 5, half of the respondents started their journey on an OTA and the other half clicked through to an OTA via Google. Then, most respondents did an availability search query, narrowed down the options by applying search filters and scrolled through the remaining search results. From then on, a recurring pattern of touch points was discovered in all analyzed hotel booking journeys during the phase of considering and evaluating different hotels: the hotel consideration cycle.

The hotel consideration cycle was an iterative process that involved clicking through to a hotel page on an OTA website to get an overall impression of the hotel, its rooms, facilities, prices and location by reviewing the photos and information on that webpage. For three respondents, this evaluation process included navigating to the hotel website. This pattern was explored by investigating and counting all combinations of touch points that started with clicking through to a hotel page on an OTA website. An overview of these findings is given in table 6.

Table 6. Hotel consideration observations.

Actions (color code)	Observations
Clicking through to hotel page (purple)	133
Clicking through + one other evaluation action (purple-x)	111
Clicking through + clicking through photos (purple-orange)	82
Clicking through + two other evaluation actions (purple-x-x)	53
Clicking through + clicking through photos + any other evaluation action (purple-orange-x)	43
Clicking through + clicking through photos + reading information (purple-orange-light orange)	33
Clicking through + clicking through photos + clicking back to search results (purple-orange-light green)	26
Clicking through + clicking through photos + reading information + clicking back to search results (purple-orange-light orange-light green)	13
Clicking through + clicking through photos + reading information + checking location on map (purple-orange-light orange-red)	9

In total, 133 clicks to a hotel page on an OTA website were recorded, meaning that the respondents in this study on average clicked through to 5.12 hotels on an OTA throughout their journey. In 111 times of these 133, respondents performed at least one evaluation action to get an impression of the hotel. In the majority of cases (82), this one evaluation action was clicking through the photos of the hotel and rooms. In other words, most respondents that clicked through to a hotel page on an OTA, clicked through the hotel's photos right after. In 53 cases, clicking through these photos was followed by a second evaluation action, which in the majority of cases was reading information about the hotel. In 26 of the other 29 cases, the respondent clicked back to the OTA search results to evaluate other hotel options, by clicking through to another hotel, clicking through the photos again, and so forth (hence: cycle). This indicates that every step of the hotel consideration cycle could be seen as a decision moment where an unconscious go/no-go decision was being made. In other words, if the photos of the hotel and rooms were satisfactory, a respondent would gather more information about the hotel, but if the photos were not satisfactory, respondents would click straight back to the search results to evaluate other options. Even for the three respondents that considered only one hotel, a similar evaluation process was discovered, even though they went through that process once. The hotel consideration cycle in figure 5 shows the order of how most respondents in this study evaluated and considered a hotel on an OTA.

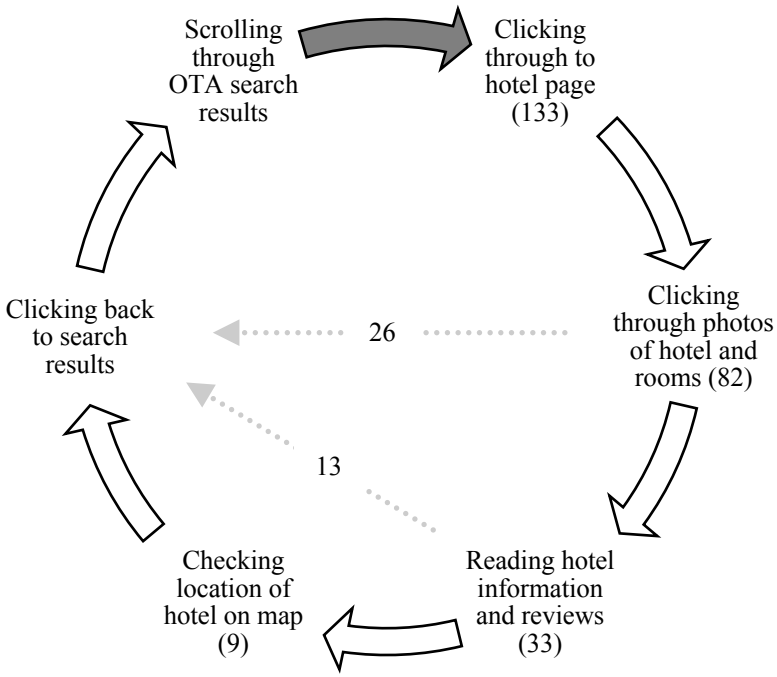

Figure 5. Hotel consideration cycle.

Qualitative findings

The thoughts and motivations that respondents expressed during their hotel booking journey and the semi-structured interview findings were analyzed to find explanations for the customer journey findings. Firstly, the expressed motivations and thoughts were counted at the touch points that respondents encountered most, of which an overview is given in table 7. Note that not all respondents had a clear motivation at each touch point, e.g. searching for hotel availability via a search query was in most cases just considered a necessary step in the process with no specific underlying thoughts or motivations.

Table 7. Motivations at most encountered touch points.

Touch points	Motivation 1	Motivation 2
Going to Google	As a starting point (5)	To see what comes up (3)
Going/clicking through to OTA	Because I always do (13)	Because I have used it before and like it to compare hotels (12)
Availability search query	To see what is available for my dates (3)	-
Applying search filters	To narrow down the options (9)	Because [filter] is important to me (6)
Scrolling through search results	To get an idea of the offering in terms of review score, location, price and style (20)	Because I want the optimal price-quality ratio (1)
Clicking through to hotel: Start hotel consideration cycle	To get an overall impression of a hotel, its rooms, facilities and location (26)	-
End hotel consideration: Hotel decision	Because [hotel] is the best choice in terms of price, style, location and review score (25)	Because my wife would love this hotel (1)
Journey end - booking channel decision: OTA	Because of previous good experience (8)	Because it is convenient (5)
Going to hotel website	To do a price check (8)	To see what the website looks like (3)
Journey end - booking channel decision: Hotel website	Because booking directly through the hotel website is cheaper (7)	Because I prefer booking directly through the hotel website (3)

Through color-coding the semi-structured interview quotes regarding respondents' hotel booking channel choice (see Appendix O), nine constructs were discovered that influenced the channel choice of respondents throughout their hotel booking journey:

- Convenience: favoring to book via a certain channel because it takes little effort or comes with convenient benefits.
- Trust: feeling confident that a channel's service, website and information are reliable.
- Satisfaction: previous good experience with a channel.
- Goodwill: feeling a certain compassion and/or gratitude towards a channel for the delivered service.
- Loyalty: feeling loyal and/or committed to a channel, e.g. because one is a member of the loyalty program.
- Habit: using a certain channel in a certain way because one always does.
- Website quality: the perceived quality of a channel website.
- Uncertainty: feeling the need to double check information on multiple channels.
- Price: seeking the lowest booking price.

In 84.62 % of the cases, trust was mentioned to play a role in a respondent's channel choice, followed by price (80.77 %), convenience (73.08 %) and website quality (61.54 %). Satisfaction, loyalty, habit and uncertainty were mentioned in approximately half of the interviews (53.85 %). Table 8 shows the interview coding results and the constructs that were mentioned by each respondent.

Table 8. Channel choice coding results.

Respondent	Convenience	Trust	Satisfaction	Goodwill	Loyalty	Habit	Website quality	Uncertainty	Price
1	x	x	x		x	x		x	x
2	x		x			x			x
3		x			x	x		x	x
4	x	x	x			x		x	
5	x	x						x	x
6	x	x	x				x	x	x
7	x	x			x	x	x		x
8	x	x			x	x	x	x	x
9	x	x	x			x		x	
10				x		x	x	x	x
11	x	x	x					x	x
12		x	x		x	x		x	
13	x	x		x		x	x		
14	x	x	x		x	x	x		x
15	x	x			x	x	x		
16		x			x		x		x
17	x	x	x		x		x	x	x
18	x	x	x	x	x		x		x
19		x	x		x		x	x	x
20	x	x		x	x		x		x
21	x	x	x		x		x		x
22**	x			x	x				x
23		x					x		x
24	x	x	x				x	x	x
25*	x					x			x
26		x	x	x		x	x	x	x
Total	19	22	14	6	14	14	16	14	21
Percentage	73.08	84.62	53.85	23.08	53.85	53.85	61.54	53.85	80.77

** Repeated-measures respondent 3*
*** Repeated measures respondent 9*

The constructs of channel choice were added to the correlation matrix as dichotomous variables – with a value of 0 if the construct was mentioned to play a role and a score of 1 if the construct was not – to explore relationships between (1) respondent characteristics and their expressed factors influencing channel choice and (2) respondents' expressed factors influencing channel choice and their quantitative customer journey data. Journey end was also

added as a dichotomous variable, with a value of 1 if the journey ended at a hotel website and a value of 2 if the journey ended at an OTA. As a result, seven significant correlations were found, of which an overview is given in table 9 (see Appendix N for a full version of the correlation matrix). In the correlation table, the correlations between metric variables and dichotomous variables are given as Pearson point-biserial correlations and the correlations between two dichotomous variables are given as Pearson phi coefficients of correlation.

Table 9. Correlations between qualitative and quantitative variables.

	Age (m)	Online booking exp. (m)	Websites used (m)	Hotels considered (m)	Journey end (d)	Habit (d)
Satisfaction (d)	**.392***	**.445***	-.189	-.254	-.098	-.083
Goodwill (d)	.119	.274	.285	.326	**-.411***	.040
Website quality (d)	.089	.007	**.465***	.038	**-.463***	-.256
Uncertainty (d)	-.148	-.155	-.004	**-.497****	.061	.071
Price (d)	.019	-.032	.148	-.133	-.118	**-.395***

(m) = metric variable, (d) = dichotomous variable
** Correlation is significant at the 0.05 level (2-tailed)*
*** Correlation is significant at the 0.01 level (2-tailed)*

Two significant point-biserial correlations were found between a construct of channel choice and respondent characteristics. Satisfaction namely has a significant correlation with both age (r_{pb} = .392, p < .05) and online booking experience (r_{pb} = .445, p < .05). This indicates that in this study, relatively older respondents and/or respondents with more online booking experience mentioned satisfaction more often as a factor influencing their channel choice than relatively younger respondents or respondents with relatively less online booking experience.

Four significant point-biserial correlations were found between constructs of channel choice and quantitative journey findings. Goodwill has a significant correlation with journey end (r_{pb} = -.411, p < .05), indicating that respondents that booked their hotel directly through a hotel website mentioned goodwill more often than respondents that booked their hotel through an OTA. Website quality has a significant correlation with websites used (r_{pb} = .465, p < .05) and journey end (r_{pb} = -.463, p < .05), which indicates that respondents that navigated to a hotel website, mentioned website quality more often as a factor than respondents that did not navigate to a hotel website. Uncertainty has a significant correlation with the number of hotels considered (r_{pb} = -.497, p < .01), indicating that respondents that considered relatively

more hotels, mentioned uncertainty less often as a factor influencing their channel choice than respondents that considered relatively less hotels.

Only one significant phi coefficient of correlation was found among the constructs of channel choice. Habit has a significant negative correlation with price (ϕ = -.395, $p < .05$), which indicates that when habit was mentioned by a respondent as a factor influencing his/her channel choice, price was mentioned less or vice versa.

Constructing the motivational customer journey map

By combining the customer journey findings with the qualitative findings, the motivational customer journey map was constructed as shown in figure 6. For clarity purposes, please note that this is not the exact path to booking that all respondents followed, but an overview of the touch points that most respondents encountered, in the order how most respondents encountered them, combined with the corresponding thoughts expressed by most respondents at these touch points.

The hotel booking journey of respondents in this study progressed as follows. Half of the respondents (13) started their journey with a Google search as a starting point, to see what would come up. These 13 clicked through to an OTA and the other half of respondents started their journey on an OTA, either because they always do or because they have used it before and like it to compare hotels. 24 respondents filled out an availability search query, to see what is available for their dates. Then, 18 respondents applied search filters to narrow down their options or because a specific feature (e.g. review score) was important to them. 23 respondents then scrolled through the either filtered or unfiltered hotel options, to get an idea of the offering in terms of review score, location, price and style. After this, all 26 respondents clicked through to a hotel, starting their hotel consideration cycle, considering and evaluating different hotels. The hotel consideration cycle ended when a respondent felt like a hotel was the best choice in terms of price, style, location and review score, leading to a hotel decision. 15 respondents then decided to book that hotel through an OTA, either because of previous good experience or because of convenience. 11 respondents navigated to the hotel website, of which eight to do a price check and three as part of their hotel consideration process, to see what the website of the hotel would look like. Eventually, 10 respondents ended up booking their hotel room through the hotel website, either because it was cheaper or because they preferred to book directly through the hotel website anyway.

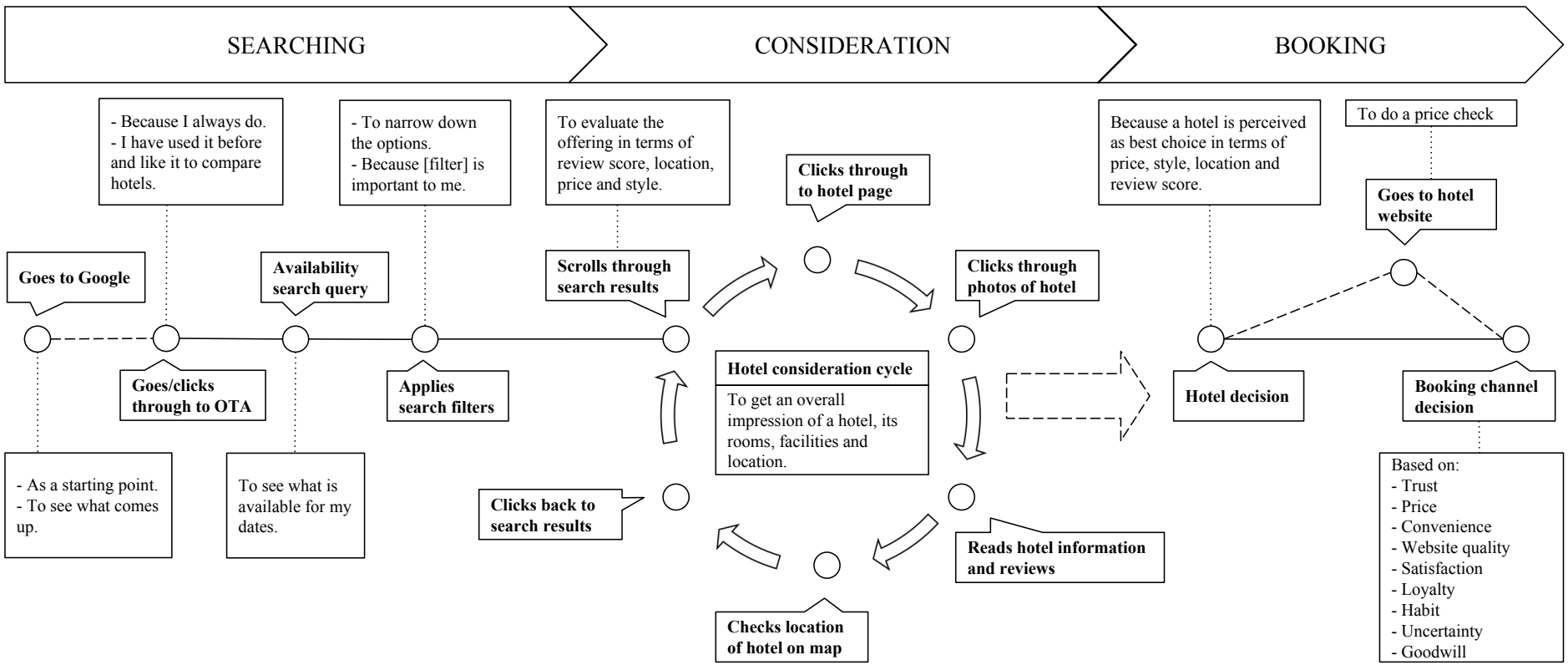

Figure 6. Motivational customer journey map of online hotel booking journey.

Discussion

According to observations in the field by Hotelchamp, customers visit various websites throughout their online hotel booking journey to gather information, going back and forth between OTA websites and hotel websites before deciding to book a hotel. In this study, 21 of the 26 analyzed hotel booking journeys indeed went across multiple websites and only five respondents used just one website to book their hotel. However, in most cases, this was not a process of going back and forth between OTA websites and hotel websites. Of the 21 journeys across multiple websites, only 11 journeys included a hotel website and only three of these journeys included a hotel website as part of the hotel consideration cycle (i.e. going back and forth). In the other eight cases, respondents navigated to the hotel website after they had already determined they wanted to book that hotel, which could be seen as a form of research-shopping (Neslin et al., 2006; Verhoef et al., 2007). In other words, the hotel decision was actually being made on the OTA website and the hotel website was not (yet) part of that decision. In all eight cases, to do a price check was the respondent's expressed motivation to navigate to the hotel website. This is backed up by the interview findings of this study, which indicate that price was one of the most important factors influencing respondents' hotel booking channel choice, alongside trust and convenience.

The fact that respondents navigated to the hotel website after they had already decided they wanted to book that hotel, does not mean that the hotel website itself is inferior. In fact, as shown in table 9, website quality has a significant correlation with journey end in this study, indicating that website quality was mentioned more often by a respondent when the respondent booked a hotel directly through the hotel website. An explanation for this could be that website quality in general is not an issue for heavy-used OTA websites like Booking.com, but becomes an issue when people navigate to an unknown hotel website at which they would like to complete a reservation.

Another factor that seems to influence customers' intentions to book directly through a hotel website is goodwill. Goodwill was mentioned by half of the respondents that booked directly through a hotel website, who apparently were aware of the fact that a hotel has to pay a commission on rooms booked through an OTA.

Looking at the channel color flow in figure 4, it looks like Booking.com is being used as the Google for hotels. Only one respondent did not "touch" Booking.com at all throughout his journey, and of the 13 respondents that started their booking journey on Google, 10 clicked through to Booking.com after just one search. Based on the expressed motivations and

interview findings, this is mostly due to the fact that respondents had used Booking.com before and like the website to compare hotels. This is in line with the significant correlation that was found between satisfaction and online booking experience as shown in table 9, which indicates that satisfaction was mentioned to be a determinant of channel choice more often when respondents had relatively more online hotel booking experience than when they were less experienced.

Throughout this study, several other correlations between variables in the dataset were found. Firstly, age and online booking experience were significantly correlated in this study, as shown in table 3. Looking at the dataset and respondent characteristics in table 1, a logical explanation for this is that all relatively older respondents in the dataset are men that have a relatively high online booking experience. This also explains the significant difference between men and women in this dataset regarding age and online booking experience.

Secondly, a significant negative phi coefficient of correlation was found between habit and price. Apparently, in this study, if habit was mentioned as one of the factors influencing a respondent's channel choice, price was mentioned less or vice versa. Looking at the interview findings, an explanation for this could be that habit was mostly mentioned in relation to OTAs (e.g. "I go to Booking.com, because I always do"), whereas price was one of the main motivations for respondents to navigate to a hotel website. In other words, this negative correlation between habit and price could indicate that a trade-off was being made by respondents between booking on an OTA because of habit and booking on a hotel website because of price.

Thirdly, a significant negative correlation was found between uncertainty and the number of hotels that respondents considered. This implies that when respondents considered more hotels, uncertainty was mentioned less often as a factor influencing the respondent's channel choice.

Finally, 14 significant correlations were found between the variables journey length (in both minutes and touchpoints), websites used, webpages viewed, hotels considered and browsing speed. Since all of these variables are related to the length of the recorded journeys and how the journeys progressed, these correlations are logical and contribute to the internal validity of this study.

Between the two scenario groups, no significant differences were found in terms of both respondent characteristics (gender, age and booking experience) and journey findings

(journey length, etc.). This is striking, looking at the results of the two respondents that followed a repeated-measures design. Both of these respondents took a considerably longer hotel booking journey, across more touch points, viewing more webpages and considering more hotels for scenario 2 than they did for scenario 1.

Managerial implications

The motivational customer journey map including the hotel consideration cycle and other findings as presented throughout this study have a couple of implications for managers, especially hotel managers. Firstly, the fact that all respondents in this study used at least one OTA throughout their hotel booking journey implies that it is essential for hotels to be present on OTAs. Of the 26 journeys in the dataset, 13 started at an OTA and 13 landed on an OTA after a clickthrough via Google. None of the respondents navigated to a hotel website in the beginning of their journey, even when they started with a general Google search like "Hotel Maastricht". For hotel managers, this implies that spending high marketing and advertising budgets in this stage of the booking journey to boost hotel website visits (e.g. Google AdWords) makes little sense. Instead, these budgets could better be allocated to optimizing a hotel's presence on OTAs and improving their websites.

Secondly, of the 133 clicks to a hotel page on an OTA website that were recorded, 111 were followed up by at least one evaluation action to get an impression of the hotel. As shown by the hotel consideration cycle, in the majority of cases, this one evaluation action was clicking through the photos of the hotel and rooms, after which a go/no-go decision was being made. In only three cases, the hotel website was part of a respondent's hotel consideration cycle. In the other 23 cases, a respondent's hotel decision was made on an OTA. These findings imply that hotels should not only be present, but also present themselves as good as they can on these OTAs to increase booking probabilities.

Thirdly, the results of this study imply that price is the key for hotel managers to get customers to book their hotel directly through their website. In this study, all of the 11 respondents that compared the price of the hotel website to the price of the OTA, found that the hotel website was cheaper. Of these 11, 10 respondents ended up booking their hotel through the hotel website, which would have been 11 if that hotel had the ability to book for one night through their website. This implies that hotel managers should always make sure that it is cheaper for customers to book directly through their hotel website than through an OTA website and explicitly state this on their website to increase the incentive for customers to book directly through the hotel website. Other factors that might strengthen this incentive are website quality and goodwill, which were also found in this study as important factors when respondents navigated to a hotel website.

For managers in general, the findings of this study imply that the explored method could be a useful tool to analyze and map a customer journey in other situations where multiple websites are involved. Summarizing the method as applied in this study, managers could use the following 10-step method as a guideline.

10-step method on how to analyze a customer journey across multiple websites

1. Define the beginning and ending of the customer journey to analyze.
2. Determine for which customer(s) the journey will be analyzed and specify the characteristics of these customers. Use these characteristics to form requirements for study participants.
3. Set up a study in which respondents are provided with (1) a realistic scenario, to frame a need, (2) an assignment to fulfill that need and (3) an internet-connected computer with a blank internet-browser screen, of which the computer screen and audio are being recorded.
4. Observe how respondents use the computer to navigate through various websites to fulfill their needs and complete their journey. During this journey, ask respondents to think out loud and tell what they do, why they do so, what they think, what they are looking for and any other thoughts. This thinking out loud could be incentivized by the observer by asking short questions like “why did you click here?” or “why did you go to this website?”. Furthermore, the observer should pay attention to critical touch points in the journey that are worth elaborating on through a short interview right after the assignment.
5. After completing the study, analyze the computer screen recordings quantitatively, keeping score of e.g. the length of the journey, the number of websites used, the number of webpages viewed, where the customer journey started and where the journey ended.
6. Then, analyze the computer screen and audio recordings combined by writing down all the touch points and expressed thoughts in a (e.g. Excel) spreadsheet.
7. Color-code all the touch points by both action and the channel at which the action took place and align similar touch points in the spreadsheet to explore similarities and recurring patterns.
8. Count the similar touch points and expressed thoughts at these touch points. The most encountered touch points and most encountered thoughts at these touch points form the basis for the customer journey map.

9. Transcribe the other interview quotes (i.e. besides the expressed thoughts at touch points) and color-code these as well to explore similarities between the quantitative and qualitative data.
10. Combine all findings to construct the customer journey map, showing the customer journey as experienced by most respondents.

Theoretical implications

This study contributes to the literature in four ways. Firstly, this study adds to the discussion in the literature on customer journeys whether a customer journey map should include either operational factors or motivational factors (Canfield and Basso, 2017; Halvorsrud et al., 2016; Rosenbaum et al., 2017). As both approaches serve a different purpose, this study proposes to make a clear distinction between operational customer journey maps and motivational customer journey maps. In an operational customer journey map, the vertical axis should show which departments of a company are responsible for the customer experience at touch points within a customer journey, similar to service blueprinting (Bitner et al., 2008; Halvorsrud et al., 2016; Rosenbaum et al., 2017). In a motivational customer journey map, the vertical axis should show why customers behave throughout a customer journey in a certain way (Canfield and Basso, 2017).

Secondly, this study contributes to the literature on customer journeys by exploring a new method on how to analyze and map an online customer journey where multiple websites and suppliers are involved. By doing so, this study answers various calls for more research in this field as done by previous studies (Anderl et al., 2015; Halvorsrud et al., 2016; Lemon and Verhoef, 2016). By combining structured observation, usability testing and semi-structured interviews and recording a computer screen combined with audio, a rich set of clickstream data and other data was collected that could be analyzed both quantitatively and qualitatively. As a result, it was possible to analyze how respondents navigated through various websites, why they did so and why they chose for these specific websites. Researchers could use this method as a starting point to analyze other online customer journeys.

Thirdly, this study contributes to the literature on online travel bookings by taking a holistic perspective including multiple websites. Existing research on online travel bookings has mainly focused on the features of individual travel websites and purchase- or booking intentions of a customer. Little research could be found on the pre-booking process and the use of multiple websites of customers searching for hotels and considering various options. This study fills this gap in the literature by analyzing the whole customer journey, showing how customers search for and compare hotels across multiple travel websites and why.

Fourthly, this study contributes to the literature on online travel bookings by introducing the hotel consideration cycle. The hotel consideration cycle is a recurring pattern of touch points that was discovered in all analyzed customer journeys, which includes clicking through to a hotel page on an OTA website to get an overall impression of the hotel, its rooms, facilities, prices and location by reviewing the photos and information on that

webpage. Every step of this cycle could be seen as a decision moment where an unconscious go/no-go decision is being made.

Limitations and future research

This study acknowledges several limitations, which imply interesting directions for future research. The first limitation of this study is its small sample size and the use of convenience sampling. As the aim of this study was to explore and not to draw generalizable conclusions, the use of convenience sampling in general is acceptable. By including three requirements for respondents to participate in this study, there was ensured that the sample was at least somewhat representative of the population, being Dutch customers that book their hotels online. However, looking at the dataset, there was a clear bias in the sample, as all relatively older respondents in this dataset were men with relatively high online hotel booking experience. As a result, some of the findings were hard to interpret and need to be examined further to draw conclusions. For example, in this study, women booked their hotel more often through an OTA, whereas men more often booked directly through a hotel website. As no other significant differences between men and women were discovered in the quantitative nor the qualitative findings, this difference remains unexplained and could just be due to the small sample of this study. Future research could therefore extend on this study to investigate these findings using a bigger or unbiased sample.

The second limitation of this study is that this study has not looked at individual hotel characteristics nor preferences. The goal of this study was to explore the customer journey of customers searching for and booking a hotel across multiple websites and not to find out why a single hotel was favored over another. However, the hotel consideration cycle and managerial implications imply that it is very important for hotels to present themselves on an OTA in the most optimal way. Therefore, another interesting direction for future research would be to investigate how hotels can present themselves in the best way on OTAs in terms of e.g. pictures and information.

Thirdly, no significant differences were found in this study between the two scenario groups, implying that the different context of the two scenarios did not lead to a significantly different hotel booking journey. This is surprising, as the two respondents that followed a repeated-measures design took a considerably longer hotel booking journey, across more touch points, viewing more webpages and considering more hotels for scenario 2 than they did for scenario 1. These findings are counterintuitive, since you would expect a respondent that participates in a similar study twice – already knowing what is expected of him/her – to go through the process much faster. Looking at their browsing speed (see Appendix D), this was indeed the case. However, due to the fact that they evaluated more hotels and browsed more webpages, their hotel booking journey was longer, which indicates that the context of

the two scenarios did matter to them. Obviously, it is impossible to draw any kind of conclusions on this side-experiment with a sample size of two respondents. On the other hand, the fact that no significant differences were found between the two scenario groups might also be due to the small sample size of this study and high within-group variations in the dataset. As a result, it would be very interesting for future research to examine the role of context on the hotel booking journey and customer journey analysis in general.

The fourth limitation of this study is the fact that the customer journey of respondents in this study is analyzed based on one session. As previous studies have shown through clickstream data, online customer journeys are usually spread over multiple search and consideration sessions, in which customers visit multiple websites and visit these websites multiple times (Anderl et al., 2015; Li and Kannan, 2014). Since clickstream data is currently inappropriate to explore the underlying motivations of customers in a customer journey, the customer journey has to be analyzed based on one session in a study like this. Future research could try to explore how large samples of clickstream data could be used to track underlying motivational factors at different stages of the customer journey simultaneously. This implies the possibility of tracking clickstream data on an individual customer level instead of a device level, which is currently not the case (Anderl et al., 2015).

Fifthly, a limitation of this study is that respondents in this study were asked to book a hotel online using a computer only for optimal tracking and analysis purposes. However, the use of multiple devices by digital travel bookers is increasing rapidly, even though internet browsers are still leading (Expedia, 2016). This was confirmed by the fact that multiple respondents in this study expressed that they possess and like to use the Booking.com app. Future studies could try to explore the use of multiple devices in both online hotel bookings and customer journey analysis in general, by including methods and technologies that enable the possibility to track multiple devices at once.

In this study, a recurring pattern of touch points was discovered in all analyzed customer journeys and introduced as the hotel consideration cycle. As set forth, this cycle takes place primarily on an OTA website and does not necessarily demand analysis of the underlying motivations. Therefore, it would be possible for future research to investigate this hotel consideration cycle on a larger scale, using clickstream data of OTA websites. As such, this cycle could be tested and refined.

For future studies on customer journey analysis, there are four things that could be learned from the explored method in this study. Firstly, a significant correlation was found between respondents' online booking experience and how similar respondents rated their recorded hotel booking journey compared to how they would normally book their hotel. An explanation for this could be that the more experienced someone is in booking hotels online, the easier it is to repeat that process in a similar way. For future customer journey research, this implies that using respondents with more journey experience might lead to a more realistic customer journey map. One could also argue that the goal of customer journey research is to analyze what the customer journey looks like most of the time, including the less-experienced customers. However, future customer journey researchers should be aware of the fact that journey experience might influence the outcome of the customer journey analysis.

Secondly, when providing the respondents with the scenario and assignment to book a hotel room, the less restrictions were provided the better. The maximum budget and requirement of booking a room including breakfast for scenario 1 did not really add any value to the booking process. If anything, it was only distracting them from doing what they would normally do. The respondents in this study were perfectly capable of picturing themselves in the scenario and fulfilling their own needs. Future studies on customer journeys with a similar research design could use this insight to their advantage.

Thirdly, it would have been good to screen participants for their familiarity with the context of the assignment. For both scenarios, Maastricht was chosen as the city of subject, as it is a city in the lower corner of the Netherlands, making it a realistic situation that someone might (1) want to stay the night there after a wedding party or (2) go to that city for a romantic weekend getaway. Of the three requirements set for respondents to be able to participate in this study, their familiarity with hotels in the city of Maastricht was not one of them. As it turned out, respondent 17 was very familiar with hotels in Maastricht and decided to book a hotel that he had been before, within seven minutes. Given the fact that he did consider other hotels throughout this short journey, his hotel booking journey in general was determined to be realistic and therefore not taken out of this dataset. For future studies with a similar research design however, it would be good to add such extra requirement for respondents to participate, in this case e.g. not having booked a hotel in the city of subject for two years.

Finally, according to usability theory, a researcher should not disturb participants in their process of completing the assignment. In this study however, to find out the underlying

motivations at touch points, it was more effective to just ask short questions while they were in the middle of their process. As it turned out, respondents were not easily distracted from progressing in their journey and were perfectly able to give short and honest answers regarding how they felt about a specific website or touch point. Future studies with a similar research design could use this insight to their advantage, by asking short questions at any given moment throughout a respondent's customer journey.

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Appendix A – Study part 1: Introduction and assignment (scenario 1).

Introductie

Leuk dat je meedoet met dit onderzoek! Hieronder staan een situatie en opdracht beschreven. Na het voltooien van de opdracht wil ik je graag een paar vragen stellen. In totaal zal dit ongeveer 20-30 minuten in beslag nemen.

Tijdens het uitvoeren van de opdracht wordt een opname gemaakt van het computerscherm en de audio, om later te analyseren. Er worden dus geen beelden gemaakt van jou en al je persoonsgegevens blijven volledig anoniem.

Situatie

Stel je voor dat twee goede vrienden van je binnenkort gaan trouwen op een mooie locatie in Maastricht. Het belooft een groot feest te worden, dus jij en je partner/vriend(in) hebben besloten om een hotel te boeken in Maastricht om te overnachten.

Opdracht

Boek een hotel in Maastricht voor vrijdag 25 mei 2018 met behulp van de computer, zoals je het normaal ook zou doen. Zeg daarbij steeds **hardop** wat je doet, wat je denkt, waar je naar op zoek bent en waarom.

Het is geen wedstrijd. Het gaat er dus niet om hoe snel je een hotel hebt gevonden, maar dat je zo tevreden mogelijk bent met je keuze.

Je zoekt een hotel/kamer:

- Voor 2 personen
- In de buurt van het centrum
- Inclusief ontbijt
- Voor maximaal € 250,-

Succes!

Appendix B – Study part 1: Introduction and assignment (scenario 2).

Introductie
Leuk dat je meedoet met dit onderzoek! Hieronder staan een situatie en opdracht beschreven. Na het voltooien van de opdracht wil ik je graag een paar vragen stellen. In totaal zal dit ongeveer 30 minuten in beslag nemen.

Tijdens het uitvoeren van de opdracht wordt een opname gemaakt van het computerscherm en de audio, om later te analyseren. Er worden dus geen beelden gemaakt van jou en al je persoonsgegevens blijven volledig anoniem.

Situatie
Stel je voor: je bent van plan om je partner/vriend(in) binnenkort te verrassen met een romantisch weekend Maastricht. Je bent op zoek naar een mooi hotel waarmee je echt indruk kunt maken.

Opdracht
Boek een hotel in Maastricht voor twee nachten, van vrijdag 25 mei tot zondag 27 mei 2018, met behulp van de computer, zoals je het normaal ook zou doen. Zeg daarbij steeds **hardop** wat je doet, wat je denkt, waar je naar op zoek bent en waarom.

Het is geen wedstrijd. Het gaat er dus niet om hoe snel je een hotel hebt gevonden, maar dat je zo tevreden mogelijk bent met je keuze.

Succes!

Appendix C – Study part 2: interview.

Middels een paar vragen zou ik graag nog wat dieper ingaan op het boekingsproces dat je zojuist hebt doorlopen.

Verklarende vragen

- Waarom heb je ervoor gekozen om je zoektocht op *(website X)* te beginnen?
- Wat vind je belangrijk aan *(website Y)*? Waarom?
- Waarom heb je daarna voor (*website Z*) gekozen?

Om achterliggende motivaties te achterhalen

- Zou het kunnen dat je voor (*website X*) hebt gekozen vanwege gemak?
- Heb je het gevoel dat je (*website Y*) vertrouwt?
- Vind je het belangrijk dat (*website Z*) van goede kwaliteit is?
- In hoeverre speelt gunfactor hierbij een rol?

Algemene vragen (zodra alles duidelijk is)

Tot slot wil ik je graag nog een paar algemene vragen stellen.

- Wat is je leeftijd?
- Hoe vaak per jaar boek je hotels online?

- Welke website(s) vind je over het algemeen het meest waardevol in je zoektocht naar een hotel? Waarom?
- Boek je over het algemeen liever direct via een hotel website of liever via een online travel agency (zoals Booking.com, Expedia, Trivago)? Waarom?

- Hoe tevreden ben je met het zojuist gekozen hotel? (0-10)
- In hoeverre lijkt het proces dat je zojuist hebt doorlopen op hoe je het in het echt zou doen? (0-10)

Hiermee zijn we aan het einde gekomen van het onderzoek. Je hebt hiermee bijgedragen aan een onderzoek naar hoe mensen online hotels boeken. Hartelijk dank voor je medewerking!

Als je benieuwd bent naar de resultaten van het onderzoek, laat je e-mailadres dan achter of stuur mij even een mailtje: lodewijkklosse@gmail.com.

Appendix D – Table 10. Quantitative findings.

Respondent	Scenario	Journey length (minutes)	Journey length (touch points)	Websites used	Webpages viewed	Hotels considered	Browsing speed (webpages/minute)	Satisfaction	Realism
1	1	10	18	2	12	3	1.20	8.5	8.5
2	1	9	18	1	13	4	1.44	10	10
3	1	9	19	1	7	3	.78	8	7
4	1	14	13	2	8	2	.57	8	7
5	1	20	18	3	16	1	.80	8.5	7
6	1	15	24	4	22	2	1.47	9	9
7	1	10	21	2	13	2	1.30	9	8
8	1	21	43	6	36	4	1.71	7	7
9	1	7	15	2	7	2	1.00	8	8
10	1	22	49	7	46	4	2.09	8.5	9
11	1	28	55	6	48	9	1.71	9	7.5
12	1	18	18	1	10	2	.56	7	10
13	1	20	43	4	37	10	1.85	7.5	9
14	2	29	40	3	26	6	.90	8.5	8.5
15	2	13	27	3	19	4	1.46	8.5	8
16	2	13	27	4	10	4	.77	8	7
17	2	7	10	1	6	1	.86	8	9
18	2	34	39	4	26	5	.76	8	10
19	2	20	26	2	21	1	1.05	8.5	9.5
20	2	26	42	5	34	6	1.31	8	9
21	2	18	38	5	29	4	1.61	8	10
22**	2	11	27	2	15	5	1.36	8	8.5
23	2	17	34	3	29	4	1.71	8	9
24	2	16	30	3	26	2	1.63	7.5	8.5
25*	2	16	34	1	31	6	1.94	7.5	8
26	2	17	25	3	21	3	1.24	8	9

** Repeated-measures respondent 3*
*** Repeated measures respondent 9*

Appendix E – Table 11. T-test scenario group statistics.

	Scenario	N	Mean	Std. dev.	Std. error mean
Gender	Scenario 1	13	1.54	.52	.14
	Scenario 2	13	1.38	.51	.14
Age	Scenario 1	13	26.85	8.01	2.22
	Scenario 2	13	29.38	8.73	2.42
Online booking experience (times per year)	Scenario 1	13	3.54	1.56	.43
	Scenario 2	13	3.69	2.14	.59
Journey length (minutes)	Scenario 1	13	15.62	6.42	1.78
	Scenario 2	13	18.23	7.50	2.08
Journey length (touch points)	Scenario 1	13	27.23	14.58	4.05
	Scenario 2	13	30.69	8.58	2.38
Websites used	Scenario 1	13	3.15	2.08	.58
	Scenario 2	13	3.00	1.29	.36
Webpages viewed	Scenario 1	13	21.15	15.14	4.20
	Scenario 2	13	22.54	8.30	2.30
Hotels considered	Scenario 1	13	3.69	2.75	.76
	Scenario 2	13	3.92	1.75	.49
Browsing speed (webpages/ minute)	Scenario 1	13	1.27	.50	.14
	Scenario 2	13	1.28	.39	.11
Satisfaction	Scenario 1	13	8.31	.85	.24
	Scenario 2	13	8.04	.32	.09
Realism	Scenario 1	13	8.23	1.11	.31
	Scenario 2	13	8.77	.83	.23
Journey start*	Scenario 1	13	1.38	.51	.14
	Scenario 2	13	1.62	.51	.14
Journey end**	Scenario 1	13	1.69	.48	.13
	Scenario 2	13	1.54	.52	.14

** Categorical variable: 1 = Google, 2 = OTA*
*** Categorical variable: 1 = Hotel website, 2 = OTA*

Appendix F – Table 12. Independent samples t-test scenario groups.

		Levene's test for equality of variances		T-test for equality of means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean difference	Std. error difference	95% Confidence interval of the difference	
									Lower	Upper
Gender	Equal variances assumed	.478	.496	.765	24	.452	.154	.201	-.261	.569
Age	Equal variances assumed	.001	.978	-.772	24	.447	-2.538	3.286	-9.321	4.244
Online booking experience (times per year)	Equal variances assumed	2.416	.133	-.210	24	.836	-.154	.734	-1.668	1.361
Journey length (minutes)	Equal variances assumed	.006	.941	-.955	24	.349	-2.615	2.738	-8.266	3.035
Journey length (touch points)	Equal variances assumed	6.367	.019							
	Equal variances not assumed			-.738	19.414	.470	-3.462	4.693	-13.269	6.346
Websites used	Equal variances assumed	4.633	.042							
	Equal variances not assumed			.227	20.077	.823	.154	.678	-1.260	1.568
Webpages viewed	Equal variances assumed	6.772	.016							
	Equal variances not assumed			-.289	18.617	.776	-1.385	4.790	-11.424	8.654
Hotels considered	Equal variances assumed	.974	.334	-.255	24	.801	-.231	.905	-2.098	1.637
Browsing speed (webpages/ minute)	Equal variances assumed	1.170	.290	-.044	24	.965	-.008	.175	-.370	.355
Satisfaction	Equal variances assumed	9.000	.006							
	Equal variances not assumed			1.063	15.303	.304	.269	.253	-.270	.808
Realism	Equal variances assumed	2.309	.142	-1.399	24	.175	-.539	.385	-1.333	.256
Journey start*	Equal variances assumed	.000	1.000	-1.162	24	.257	-.231	.199	-.641	.179
Journey end**	Equal variances assumed	1.834	0.188	.784	24	.440	.154	.196	-.251	.559

** Categorical variable: 1 = Google, 2 = OTA. ** Categorical variable: 1 = Hotel website, 2 = OTA.*

Appendix G – Table 13. T-test gender group statistics.

	Gender	N	Mean	Std. dev.	Std. error mean
Scenario	Male	14	1.57	.51	.14
	Female	12	1.42	.52	.15
Age	Male	14	32.50	9.35	2.50
	Female	12	23.00	.74	.213
Online booking experience (times per year)	Male	14	4.36	1.99	.530
	Female	12	2.75	1.22	.351
Journey length (minutes)	Male	14	18.50	7.71	2.06
	Female	12	15.08	5.76	1.66
Journey length (touch points)	Male	14	29.00	12.64	3.38
	Female	12	28.92	11.43	3.30
Websites used	Male	14	3.21	1.67	.45
	Female	12	2.92	1.78	.51
Webpages viewed	Male	14	22.43	11.45	3.06
	Female	12	21.17	13.07	3.78
Hotels considered	Male	14	3.86	2.45	.65
	Female	12	3.75	2.14	.62
Browsing speed (webpages/ minute)	Male	14	1.22	.44	.12
	Female	12	1.33	.45	.13
Satisfaction	Male	14	8.32	.58	.15
	Female	12	8.00	.71	.20
Realism	Male	14	8.82	.97	.26
	Female	12	8.13	.93	.27
Journey start*	Male	14	1.57	.51	.14
	Female	12	1.42	.52	.15
Journey end**	Male	14	1.43	.51	.14
	Female	12	1.83	.39	.11

** Categorical variable: 1 = Google, 2 = OTA*
*** Categorical variable: 1 = Hotel website, 2 = OTA*

Appendix H – Table 14. Independent samples t-test gender.

		Levene's test for equality of variances		T-test for equality of means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean difference	Std. error difference	95% Confidence interval of the difference Lower	Upper
Scenario	Equal variances assumed	0.14	.907	.765	24	.452	.155	.202	-.263	.572
Age	Equal variances assumed	22.948	.000							
	Equal variances not assumed			3.786	13.189	**.002**	9.500	2.509	4.087	14.913
Online booking experience (times per year)	Equal variances assumed	4.621	.042							
	Equal variances not assumed			2.527	21.907	**.019**	1.607	.636	.288	2.926
Journey length (minutes)	Equal variances assumed	1.017	.323	1.261	24	.219	3.417	2.709	-2.175	9.009
Journey length (touch points)	Equal variances assumed	.977	.333	.018	24	.986	.083	4.759	-9.740	9.906
Websites used	Equal variances assumed	.127	.725	.439	24	.665	.298	.678	-1.102	1.697
Webpages viewed	Equal variances assumed	.476	.497	.263	24	.795	1.262	4.805	-8.656	11.180
Hotels considered	Equal variances assumed	.064	.803	.118	24	.907	.107	.908	-1.768	1.982
Browsing speed (webpages/ minute)	Equal variances assumed	.071	.791	-.590	24	.561	-.103	.175	-.464	.258
Satisfaction	Equal variances assumed	.383	.542	1.278	24	.213	.321	.251	-.198	.840
Realism	Equal variances assumed	.000	.999	1.855	24	.076	.696	.376	-.079	1.471
Journey start*	Equal variances assumed	0.14	.907	.765	24	.452	.155	.202	-.263	.572
Journey end**	Equal variances assumed	8.599	.007							
	Equal variances not assumed			-2.282	23.689	**.032**	-.405	.177	-.771	-.038

** Categorical variable: 1 = Google, 2 = OTA*
*** Categorical variable: 1 = Hotel website, 2 = OTA*

Appendix I – Table 15. T-test journey start group statistics.

	Journey start	N	Mean	Std. dev.	Std. error mean
Scenario	Google	13	1.38	.51	.14
	OTA	13	1.62	.51	.14
Gender	Google	13	1.54	.52	.14
	OTA	13	1.38	.51	.14
Age	Google	13	27.15	9.80	2.72
	OTA	13	29.08	6.78	1.88
Online booking experience (times per year)	Google	13	3.23	1.54	.43
	OTA	13	4.00	2.08	.58
Journey length (minutes)	Google	13	17.23	7.74	2.15
	OTA	13	16.62	6.41	1.78
Journey length (touch points)	Google	13	29.54	13.46	3.73
	OTA	13	28.38	10.52	2.92
Websites used	Google	13	3.54	1.76	.49
	OTA	13	2.62	1.56	.43
Webpages viewed	Google	13	22.08	13.98	3.88
	OTA	13	21.62	10.19	2.82
Hotels considered	Google	13	3.69	2.02	.56
	OTA	13	3.92	2.57	.71
Browsing speed (webpages/minute)	Google	13	1.25	.46	.13
	OTA	13	1.30	.43	.12
Satisfaction	Google	13	8.19	.52	.14
	OTA	13	8.15	.77	.21
Realism	Google	13	8.12	.98	.27
	OTA	13	8.89	.89	.25
Journey end*	Google	13	1.69	.48	.13
	OTA	13	1.54	.52	.14

** Categorical variable: 1 = Hotel website, 2 = OTA*

Appendix J – Table 16. Independent samples t-test journey start.

		Levene's test for equality of variances		T-test for equality of means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean difference	Std. error difference	95% Confidence interval of the difference	
									Lower	Upper
Scenario	Equal variances assumed	.000	1.000							
	Equal variances not assumed			-1.162	24.000	.257	-.231	.199	-.641	.179
Gender	Equal variances assumed	.478	.496	.765	24	.452	.154	.201	-.261	.569
Age	Equal variances assumed	.482	.494	-.582	24	.566	-1.923	3.304	-8.742	4.895
Online booking experience (times per year)	Equal variances assumed	3.910	.060	-1.072	24	.294	-.769	.717	-2.250	.712
Journey length (minutes)	Equal variances assumed	.471	.499	.221	24	.827	.615	2.787	-5.136	6.367
Journey length (touch points)	Equal variances assumed	.993	.329	.243	24	.810	1.154	4.740	-8.628	10.936
Websites used	Equal variances assumed	.085	.773	1.416	24	.170	.923	.652	-.422	2.269
Webpages viewed	Equal variances assumed	1.633	.214	.096	24	.924	.462	4.797	-9.439	10.362
Hotels considered	Equal variances assumed	.790	.383	-.255	24	.801	-.231	.905	-2.098	1.637
Browsing speed (webpages/ minute)	Equal variances assumed	.009	.924	-.268	24	.791	-.047	.175	-.409	.315
Satisfaction	Equal variances assumed	1.251	.274	.149	24	.883	.039	.259	-.496	.573
Realism	Equal variances assumed	.447	.510	-2.089	24	**.047**	-.7692	.3682	-1.53	-.009
Journey end*	Equal variances assumed	1.834	.188	.784	24	.440	.154	.196	-.251	.559

** Categorical variable: 1 = Hotel website, 2 = OTA*

Appendix K – Table 17. T-test journey end group statistics.

	Journey end	N	Mean	Std. dev.	Std. error mean
Scenario	Hotel website	10	1.60	.52	.16
	OTA	16	1.44	.51	.13
Gender	Hotel website	10	1.20	.42	.13
	OTA	16	1.63	.50	.13
Age	Hotel website	10	28.40	8.80	2.78
	OTA	16	27.94	8.28	2.07
Online booking experience (times per year)	Hotel website	10	3.90	2.08	.66
	OTA	16	3.44	1.71	.43
Journey length (minutes)	Hotel website	10	21.70	6.17	1.95
	OTA	16	13.94	5.78	1.45
Journey length (touch points)	Hotel website	10	34.80	9.97	3.15
	OTA	16	25.31	11.73	2.93
Websites used	Hotel website	10	4.10	1.29	.41
	OTA	16	2.44	1.63	.41
Webpages viewed	Hotel website	10	28.30	8.71	2.75
	OTA	16	17.81	12.20	3.05
Hotels considered	Hotel website	10	4.30	2.63	.83
	OTA	16	3.50	2.03	.51
Browsing speed (webpages/ minute)	Hotel website	10	1.36	.45	.14
	OTA	16	1.21	.44	.11
Satisfaction	Hotel website	10	8.15	.47	.15
	OTA	16	8.19	.75	.19
Realism	Hotel website	10	8.90	.84	.27
	OTA	16	8.25	1.03	.26
Journey start*	Hotel website	10	1.60	.52	.16
	OTA	16	1.44	.51	.13

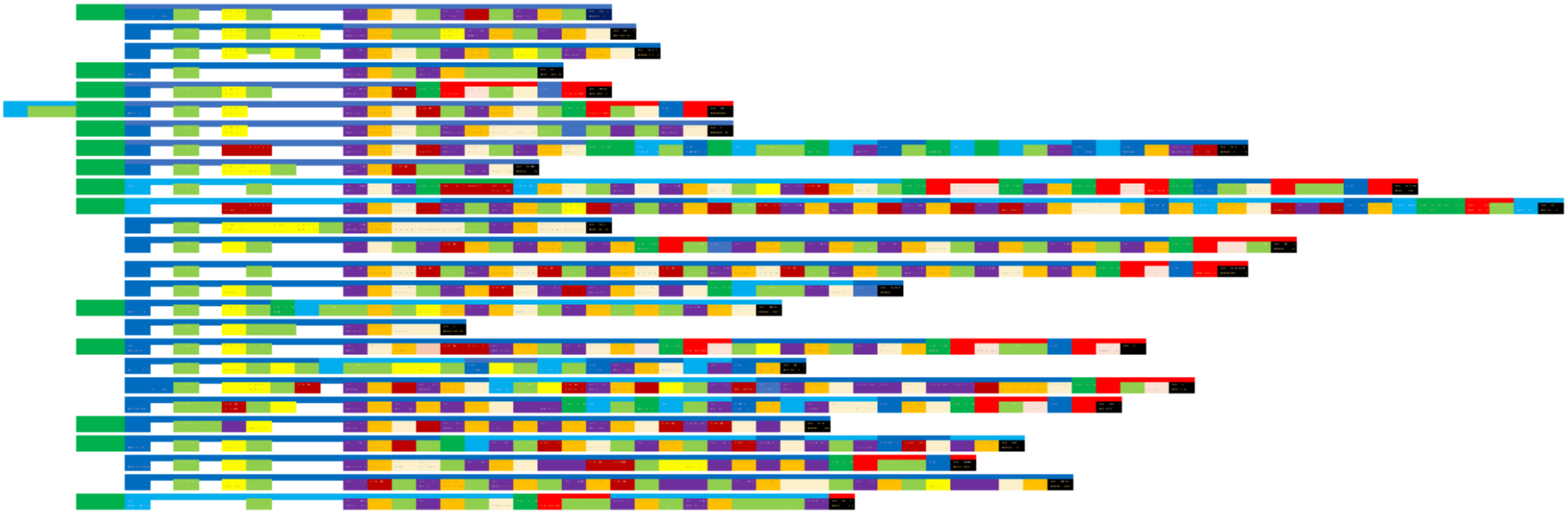
** Categorical variable: 1 = Google, 2 = OTA*

Appendix L – Table 18. Independent samples t-test journey end.

		Levene's test for equality of variances		T-test for equality of means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean difference	Std. error difference	95% Confidence interval of the difference	
									Lower	Upper
Scenario	Equal variances assumed	.139	.712	.784	24	.440	.163	.207	-.265	.590
Gender	Equal variances assumed	4.033	.056	-2.233	24	**.035**	-.425	.190	-.818	-.032
Age	Equal variances assumed	.126	.725	.135	24	.893	.463	3.418	-6.592	7.517
Online booking experience (times per year)	Equal variances assumed	.488	.492	.618	24	.543	.463	.749	-1.083	2.008
Journey length (minutes)	Equal variances assumed	.043	.837	3.249	24	**.003**	7.763	2.389	2.832	12.693
Journey length (touch points)	Equal variances assumed	.020	.888	2.120	24	**.045**	9.488	4.476	.249	18.726
Websites used	Equal variances assumed	.553	.464	2.728	24	**.012**	1.663	.609	.405	2.920
Webpages viewed	Equal variances assumed	1.406	.247	2.361	24	**.027**	10.488	4.442	1.319	19.656
Hotels considered	Equal variances assumed	.629	.435	.873	24	.391	.800	.917	-1.092	2.692
Browsing speed (webpages/minute)	Equal variances assumed	.001	.980	.849	24	.404	.151	.178	-.216	.518
Satisfaction	Equal variances assumed	.972	.334	-.141	24	.889	-.038	.266	-.587	.512
Realism	Equal variances assumed	1.684	.207	1.669	24	.108	.650	.389	-.154	1.453
Journey start*	Equal variances assumed	.139	.712	.784	24	.440	.163	.207	-.265	.590

** Categorical variable: 1 = Google, 2 = OTA*

Appendix M – Figure 3. Screenshot of aligned color-coded touch points.



Channel colors	Action colors
Google	Searching (search queries, scrolling through search results, etc.)
Booking.com	
Other OTA website	Filtering/sorting search results
Hotel website	Clicking through to hotel page
-	Looking at hotel photos
-	Looking at location on map
-	Gathering information about hotel

Spreadsheet file link: https://www.dropbox.com/s/gi7hns7ni5kbk78/Touch%20points_coded_2.xlsx?dl=0

Appendix N – Table 19. Correlations of quantitative and qualitative variables.

	Age	Online booking exp.	Websites used	Webpages viewed	Hotels considered	Journey start	Journey end	Convenience	Trust	Satisfaction	Goodwill	Loyalty	Habit	Website quality	Uncertainty	Price
Age	1															
Online booking exp.	**.625****	1														
Web-sites used	-.211	-.042	1													
Web-pages viewed	-.188	.021	**.794****	1												
Hotels con-sidered	.033	.145	**.431***	**.668****	1											
Journey start	.118	.214	-.278	-.020	.052	1										
Journey end	-.028	-.125	**-.487***	**-.434***	-.175	-.158	1									
Conve-nience	.221	.035	-.084	-.046	.199	.183	-.058	1								
Trust	.058	-.091	.084	-.160	-.181	.000	-.118	.019	1							
Satis-faction	**.392***	**.445***	-.189	-.202	-.254	.154	-.098	.042	.247	1						
Good-will	.119	.274	.285	.244	.326	-.260	**-.411***	-.079	-.222	-.134	1					
Loyalty	.280	.206	-.148	-.376	-.179	.078	.283	.085	.282	-.012	-.007	1				
Habit	-.053	-.198	-.236	-.130	.059	.000	.220	.042	-.181	-.083	.040	-.012	1			
Website quality	.089	.007	**.465***	.346	.038	.158	**-.463***	-.245	.320	-.098	.123	.123	-.256	1		
Uncer-tainty	-.148	-.155	-.004	-.130	**-.497****	-.154	.061	-.141	.247	.381	-.134	-.168	.071	-.256	1	
Price	.019	-.032	.148	.121	-.133	-.213	-.118	.019	-.182	.033	.018	.066	**-.395***	.101	.033	1

** Correlation is significant at the 0.05 level (2-tailed)*
*** Correlation is significant at the 0.01 level (2-tailed)*

Appendix O – Color-coded interview quotes regarding booking channel choice.

Convenience
Trust
Satisfaction
Goodwill
Loyalty
Habit
Website quality
Uncertainty
Price

Respondent 1 – Male, 47

- "Via Google ga ik naar Booking.com. Daar boek ik eigenlijk alles. Dat Trivago doe ik nog te weinig, maar heb ik ook wel eens op gezocht."
- "Ik vertrouw volledig op Booking.com."
- "Ik heb al zo vaak bij Booking.com een hotelkamer geboekt, en dat is vrijwel nooit heel ver van mijn verwachtingspatroon afgeweken, dat, dus ik vertrouw de site dusdanig dat ik alles invul zoals ik het wil en er dan volledig op vertrouw."
- "Dus wat ik ook zeg, dat Trivago, als je het mij vraagt doen die precies hetzelfde, die pakken ook Booking.com, die pakken alles, maar toch ga ik naar Booking.com. Dus het feit dat eventueel dezelfde hotelkamer een tientje of twintig euro goedkoper is maakt mij dan nog niet eens zo heel veel uit, omdat Booking.com een dusdanig betrouwbare site voor mij is, met zoveel ervaring, dat ik niet per se het onderste uit de kan wil hebben."
- "90% van mijn hotelkamers gaan via Booking.com. Ik zou Booking.com kunnen gebruiken als een vergelijksite en dan kijken of het ergens anders goedkoper kan, maar dat doe ik niet vanwege time-management."
- "Ik ben vrij merktrouw. En dat vind ik ook van Booking.com. Booking.com heeft me nog nooit teleurgesteld, ik wil ook dat risico niet lopen bij een Trivago dat het anders is. Ik heb ook het idee dat als ik meer reserveer bij Booking.com, dat je premium account daardoor meer waard wordt."
- "Ja dat [navigeren naar de hotel website] doe ik ook wel eens, maar dat is dan ook het enige wat ik dan nog doe voor die prijs zeg maar, en of er nog andere foto's zijn, als ik twijfel over de foto's die ik via Booking.com zie, of als ik twijfel over het hotel. Maar meestal niet. 90% denk ik het niet.

Respondent 2 – Male, 39

- "Ik ga naar Booking.com, want dat doe ik altijd zo."
- "Ik gebruik alleen Booking.com vanwege puur gemak eigenlijk. Terwijl ik er ook wel eens aan zit te denken om dat Trivago te gebruiken, maar dat heb ik eigenlijk nog nooit gedaan. Dit ken ik en is gemakkelijk."
- "Ik ga nooit naar de website van het hotel zelf, dat is te veel werk. Weet je wat het is, dat Booking.com, ik heb altijd goede ervaringen daarmee gehad en het werkt gewoon makkelijk."
- "Als ik weet van ok als ik naar die en die site ga heb ik een grote kans dat het nog goedkoper kan, maar om, als ik dat zelf uit moet zoeken dan doe ik dat niet, nee, dan kies ik voor het gemak."

Respondent 3* - Female, 23

- "Ik zoek eigenlijk altijd op Booking.com. Ik heb echt geen idee waarom, ik heb nog nooit met iets anders geboekt."
- "Ik heb altijd via Booking.com geboekt, maar ik denk er ook niet over na om zelf via het hotel te boeken. Dat heb ik nog nooit gedaan."
- "Mochten er nou slechte reviews tussen staan, dan ga ik nog wel verder googelen, maar meestal kies ik dan ook wel gewoon voor een ander hotel."
- "Ligt natuurlijk ook wel een beetje aan je budget, dus, stel je zit wat krapper en je hebt wel iets gezien dat je wel zou willen, maar het is een beetje grensgevalletje, dan zou ik misschien nog wel naar een andere site toe gaan of het daar goedkoper is. Maar, daar denk ik eigenlijk niet veel over na."
- "Ik vertrouw ze [Booking.com en andere websites] denk ik evenveel."

Respondent 4 – Male, 25

- "Ik ga naar Booking.com, daar heb ik goede ervaring mee. Maar dat is tot nu toe eigenlijk alleen maar voor buitenlandse hotels."
- "Als ik denk van nou dit is prima, dan ga ik niet zoeken naar wat een soort ideaal beeld in m'n hoofd heeft. Dan denk ik van nou dat ziet er goed uit weet je wel, niet te lang twijfelen en als er mensen tevreden over zijn dan ben ik meestal ook wel snel geneigd het gewoon goed te vinden en te reserveren. Dus Booking.com ga ik dan direct heen. En het is handig dat ze ook een app hebben, dus dat je ook, waar je reserveringen in kunt bewaren. Dat vind ik ook wel handig."
- "Dat [opzoeken van de hotel website] doe ik eigenlijk nooit. Nu is het misschien bijvoorbeeld Maastricht, dat ken ik een beetje en omdat het in Nederland is denk je dat is wel vertrouwd qua locatie, gewoon een gezellige stad. Stel je doet in het buitenland, dan zit ik misschien af en toe op Google Maps te kijken van is dit niet een of andere shabby buurt ofzo."
- "Dat [ik geen onzekerheid ervaar dat ik weg wil nemen] heeft ook te maken met dat het nu maar voor één nachtje is. 's Nachts kruip je in je bed en 's ochtends ben je weer weg. Maar hoe langer het verblijf, dan zou ik dat wel belangrijk vinden."

Respondent 5 – Male, 22

- "Wat ik wel altijd een beetje heb, ik ben wel sceptisch van mezelf. Dus ik vraag me vaak wel af in hoeverre pagina's als Booking.com helemaal eerlijk zijn."
- "Ik zou nooit alleen naar Booking.com gaan en nu gelijk boeken. Ik zou altijd ook nog andere websites bekijken, want je hebt ook Trivago van die reclame. Die zeggen dan van oh waarom kijk je maar op zes websites terwijl je eigenlijk op zesduizend websites moet kijken, maar dat doen wij voor je. Dan denk ik al van nou, is dat niet te mooi om waar te zijn zeg maar."
- "Omdat ik dus een beetje sceptisch ben, misschien zou ik dan ook kijken naar wat zeggen andere websites over die prijs, want dit is dan zogenaamd de beste prijs, maar ik zou wel even checken of dat echt zo is. En als dat dan ook echt zo blijkt te zijn, dan ben ik ook niet de beroerdste om gewoon te boeken, maar ik zou wel altijd een beetje achtergrondinformatie willen hebben zeg maar."
- "Ik ben nu [op de hotel website] alleen nog op zoek naar of die prijs het gunstigste is voor wat ik denk. Dat hoeft ook niet helemaal, heel grondig ofzo, ik ga niet iedere uithoek van internet af om dat te ontdekken, maar ik wil het wel gewoon weten of ik niet word afgezet waar ik bij ben."

- "Ik denk dat dit allemaal automatisch gegenereerd is. Dus ik verwacht gelijk een bevestiging in mijn e-mail, omdat ik denk dat Booking.com gewoon een aantal kamers gekocht of gehuurd heeft van het hotel. En ik weet niet of dat zo is, maar daar ga ik dan vanuit, omdat ik dat wel vaker heb gezien dat dat zo werkt. Ik denk dat Booking.com in dit geval gelijk een bevestiging stuurt, ik kan via iDEAL betalen, ik noem maar iets. Het gemakzucht is dan denk ik wel de bovenligger. Ik denk dat via het hotel, als ik dat zou doen, dat er altijd een kans bestaat dat oh we nemen telefonisch contact met je op om het te bevestigen, iets in die trant, dat het niet gelijk klik geregeld is zeg maar."
- "Misschien heeft het hotel ook wel dat allemaal goed geregeld, maar dat weet ik niet en ik weet van Booking.com dat dat wel het geval is. Dat ik wel gewoon gelijk een reactie krijg in de mail en dat had dan gelijk geregeld is zeg maar."
- "Dat [tien euro goedkoper uit zijn] zou voor mij dan de trigger zijn om het [boeken] dan toch via het hotel te doen. Dan is die tien euro korting het wel waard dat ik misschien iets langer moet wachten op mijn bevestiging."

Respondent 6 – Female, 23

- "Ik ga naar Booking.com, omdat ik daar ervaring mee heb, vaker mee heb geboekt."
- "Ik ga wel nog even op de eigen website kijken, om te kijken of het, hoe zij het zelf weergeven. Of ze dezelfde foto's hebben, misschien ook wel of ze misschien goedkoper aanbieden."
- "Als de eigen website het goedkoper aanbiedt, zou ik via de eigen website boeken. Als Booking.com goedkoper is via Booking.com."
- "De eigen [hotel] website voel ik me beter bij. Ik heb wel goede ervaring met Booking.com, maar ik vind het heel massaal, ja hoe zeg ik dat, met advertenties, zoveel prikkels. Het is een website die ik wel gebruik, maar het is niet echt een fijne website. Ik vind ze heel schreeuwerig."
- "Aan de andere kant denk ik nou van ja maar Booking.com heeft al m'n gegevens al, dan heb ik het zo ingevuld en door. Toen ik op reis was vond ik Booking.com wel fijn, dat je ook kan annuleren en dat je de recensies kunt lezen."

Respondent 7 – Female, 23

- "Ik ga eerst altijd gewoon intypen op Google: Maastricht hotel. Nou dan kom je meestal bij Booking.com, maar daar ga ik ook eigenlijk altijd wel naartoe."
- "Het is altijd chill aan Booking dat je nog kunt annuleren, gewoon letterlijk tot twee dagen van tevoren."
- "Dat [opzoeken van de hotel website] doe ik wel eens, maar meestal is het sowieso niet goedkoper op hun site. Dan kijk ik toch weer naar prijs dan. Ik zou het puur alleen voor de prijs doen eigenlijk, want als ik al die reviews zie en die zijn goed, dan denk ik van nou dan zal het wel prima zijn verder. Of voor nog wat extra foto's ofzo, maar Booking heeft tegenwoordig echt super veel foto's erop staan, dus eigenlijk kan ik daar alles wel vinden wat ik wil. Ik zou alleen hier op de site zelf soms nog eens kijken voor het parkeren of zoiets, stel dat we met de auto zouden gaan."
- "Nee, dat [het hotel een fee moet betalen aan Booking.com] maakt voor mij niet zoveel uit. Als ik op hun eigen site zou boeken dan zou Booking daar niks voor krijgen, of Trivago, of wat dan ook, maar het brengt mij geen voordeel ofzo dus ik zou het gewoon hierop doen. Ook omdat, Booking vind ik gewoon handig. Ik heb die app en dat werkt gewoon allemaal heel makkelijk zo samen."

- "Als ik het op een gegeven moment niet vertrouw, of wat dan ook, of ik zie het ergens anders goedkoper, dan annuleer ik het gewoon nog. Dat is zo chill aan wat zij bieden, dat je gewoon altijd nog kan annuleren."

Respondent 8 – Female, 22

- "Nou, ik ga eerst naar Google en dan typ ik hotel Maastricht. Ik denk dat iets van Booking ofzo bovenaan komt. Die gebruik ik vaker, dus dan ga ik daar naartoe."
- "Ja dan zou ik hem toch eerder gewoon op Booking gaan boeken, omdat ik die site ken en deze [Hotelspecials.nl] niet. Ookal is hij hier [Booking.com] vijf euro duurder, dan zou ik toch voor Booking gaan omdat ik die ken. Dan heb je al een account, en dan weet je dat het goed gaat met betalen en dan kun je vaak ook wel annuleren. En dat heb je op al die andere sites niet."
- "In Nederland heb je iets meer zekerheid, van, als dit zo op Booking staat dan is het wel goed. In het buitenland zou je toch altijd, dan wil je even weten hoe het ligt of wat achtergrondinformatie van de stad en dan zoek ik het wel op. Ik denk dat ze in Nederland niet snel een nep-hotel verkopen en in het buitenland wel. Als het dan geen eigen site heeft, dan hoeft het niet van mij."
- "Als het veel zou schelen zou ik dat [boeken] wel via hun eigen site [van het hotel] doen. Maar het moet wel wat schelen, want via Booking heb je al een account en is veel makkelijker. Maar dat ligt er ook aan wat voor boekingssysteem ze op hun site hebben."
- "Ik vind in Nederland Booking wel heel fijn, en in het buitenland AirBnB."

Respondent 9 - Female, 24**

- "Gewoonte. Ik ga eigenlijk altijd naar Booking. En soms kijk ik in Google of ik al meteen een aanbieding zie, maar eigenlijk is Booking.com wel gewoon gewenning."
- "Eigenlijk heb ik wel altijd met Booking het idee dat ze bijna alles hebben. Soms heeft het wel nut om bij het hotel zelf dan te bellen of op de website te kijken, maar ik merk ook dat het gemak van Booking, vind ik ook heel fijn, dat je gewoon weet van ok er staan hier zoveel hotels op, het aanbod is enorm, dat ik er toch een beetje op vertrouw van ok dit is goedkoop en waar voor je geld. En die reviews staan er niet voor niets op heb ik het idee. Want je ziet ook echt wel verschil in wat mensen het hotel voor cijfer geven. Als ze nou allemaal een acht hadden gehad, dan had ik het ongeloofwaardig gevonden, maar omdat je echt wel verschil ziet vertrouw ik Booking daar wel op en vind ik het gewoon een prima platform om iets moois uit te zoeken eigenlijk."
- "Wat ik ook vaak doe, als ik een hotel hier al gevonden heb, dat ik dan zelf ook eventjes het hotel intoets in Google en dan review dat je gewoon ook wat andere dingen ziet van beoordelingen buiten Booking om."
- "Met Booking voelt het veiliger ofzo, dat je altijd iemand kan inschakelen van, stel er gaat iets mis ofzo dan heb je een soort van tussenpersoon nog. Maar tegelijkertijd, ik heb ook een paar keer, onder andere in Barcelona, dat we dan gewoon direct bij het hotel hadden geboekt en dat het best wel iets nieuws was, en dat was ook gewoon prima. Niks negatiefs aan ervaren. Dus niet per se een voorkeur, maar ja als je toch al op de website van Booking hebt gekeken, dan ga ik niet vaak nog naar de website apart van het hotel."

Respondent 10 – Male, 22

- "Hier kijk ik dan meestal, TripAdvisor."
- "Ik ben altijd wel benieuwd wat ze [hotels] er zelf op [hun website] zetten. Of het er netjes uitziet, vind ik altijd wel belangrijk. Als de website er netjes uitziet, zegt het

ook iets over het hotel vind ik. Omdat ze ook de mensen wel aan moeten trekken door middel van de website. En vaak staat hier ook veel meer informatie over de kamer zelf dan bijvoorbeeld op TripAdvisor."

- "Ik ga naar Zoover omdat ik het altijd leuk vindt om nog meer, andere foto's te zien en reviews te lezen. Foto's zeggen wel altijd iets vind ik, van wat je kan verwachten."
- "Op het eind kijk ik altijd nog wel of je ergens gewoon precies dezelfde kamer krijgt voor dezelfde prijs. Als jij voor niks doen al tien euro goedkoper kan, dezelfde kamer kan boeken. Bij Van der Valk is dat ook heel vaak dat je zo'n aanbieding hebt."
- "Ik kijk altijd gewoon op de site van het hotel zelf. Als dat [de prijs] hetzelfde is als bijvoorbeeld Booking.com, zou ik altijd bij het hotel gewoon boeken, rechtstreeks. Daar heeft het bedrijf meer aan heb ik het idee, dan als het via een bemiddelaar wordt gedaan. Volgens mij halen ze daar zelf dan minder winst uit dan wanneer je via het bedrijf, de site zelf boekt. En soms krijg je ook een voordeel."
- "Als het voor mij veel goedkoper is om bij Booking.com te doen, doe ik het altijd bij Booking.com. Als het vijf euro verschil dan doe ik het gewoon via Booking.com, dan wel."
- "Ik heb ook, als dit [via de hotel website boeken] te lang duurt, dan ga ik ook zo naar een ander hotel toe."
- "Voor mij is TripAdvisor waardevoller dan Booking.com, omdat er veel meer reviews op staan, voor mijn idee. Tenminste, ik kijk dan nooit op Booking.com, dat is misschien omdat ik TripAdvisor gewend ben. Ik ga altijd naar TripAdvisor en Zoover, puur om te kijken naar foto's en reviews, en dan prijs vergelijken kijk ik eigenlijk bijna altijd op Booking.com. Is gewoon denk ik omdat ik dat gewend ben."

Respondent 11 – Female, 22

- "Ik boek eigenlijk nooit echt op Trivago of Booking, maar ik vind het wel fijn om erop te kijken. Dus daar gebruik ik het voor. Meestal ga ik wel naar de website van een hotel wat je dan kiest, of ik kies totaal wat anders als ik het ga boeken."
- "Over het algemeen is mijn beeld bij dit [hotel foto's op Expedia] van dat zal wel niet de kamer zijn die ik dan krijg."
- "Als ik naar Booking ga, ik heb één keer gehad dat ik had aangegeven dat ik een tweepersoonsbed wilde en dat we aankwamen en dat er twee bedden stonden. Omdat er dus, qua formulering blijkbaar, op Booking leek dat gewoon een vraag, je klikt het aan en klaar, maar het was dus blijkbaar indien beschikbaar. Als ik toen naar het hotel zelf was gegaan, was dat niet gebeurd. In ieder geval, dat zei de man beneden en ik ga er ook vanuit dat inderdaad wel beter op hun eigen website had gestaan, zeker omdat ze wel vaker dat soort klachten hadden gekregen. Dus sindsdien ga ik echt niet meer via Booking, of Trivago, of Expedia, want dan heb ik het idee dat zo'n probleem bij allemaal zou kunnen voorkomen."
- "Wat ik dus wel doe, omdat ik bang ben voor teleurstellingen, is even naar Google gaan en kijken of ik dezelfde afbeeldingen tegenkom."
- "Dus ik wil eigenlijk liever niet via Trivago boeken, dus dan ga ik kijken of ik ze privé kan boeken. Als dat kan, en dan kijk ik natuurlijk wel een beetje naar de prijs. Dit vind ik ook altijd leuk, vijf procent korting."
- "Dan zou ik al een beetje twijfelachtig zijn of er iets fout zal gaan als ik nou via Booking of Expedia boek. Ik zou wel gaan kijken of dat [voor één nacht boeken] dan kan."
- "Ik vind Trivago het meest waardevol, omdat ik het ideaal vind dat je dit [hotels bekijken op de kaart] kunt doen."

Respondent 12 – Female, 23

- "Ik ga eigenlijk altijd gewoon meteen naar Booking.com, want dat AirBnB ofzo dat heb ik nog nooit gedaan of gebruikt."
- "Kijk, nu ben ik dus onzeker met of het één nacht of die twee nachten is, dus nu vind ik dat gratis annuleren wel chill, want dan denk ik als ik nou iets fout doe, kan ik hem altijd nog annuleren."
- "Dat [naar de hotel website gaan] doe ik nooit. Ik denk dat ik hier al mijn informatie al heb. Ja ik kan gewoon hier, je krijgt dan ook altijd zo'n mail ook toch van Booking.com van hier is het. Ik schrijf dan meestal ook het adres even op in mijn agenda, en de, hoe noem je dat, check-in en check-out tijden. Dat ik dat niet vergeet ofzo. En ja dan denk ik altijd van ja welke informatie zou ik nog meer moeten hebben, als ik iets moet weten dan kijk ik wel gewoon in die mail of, en als ik het daar niet kan vinden dat klik via de mail door om naar de site te gaan, van Booking.com gewoon. Kijken of het daar staat, en als ik het dan niet kan vinden zou ik wel naar de site van het hotel gaan."
- "Dit is me altijd gewoon goed bevallen. Ik heb hier nooit problemen mee gehad, dus dan gebruik ik altijd Booking.com."

Respondent 13 - Male, 34

- "Dit vind ik wel jammer moet ik zeggen. Dat je op zo'n website zit van een hotel zelf, en dat je dan voor een boekingssysteem op een externe website komt, die er qua uiterlijk in een keer heel anders uitziet en traag laadt. Dat is wel een minpuntje, maar niet per se een reden om niet voor dit hotel te kiezen."
- "Ik boek graag direct omdat ik eigenlijk vind dat wat je, nou, omdat ik denk dat Booking het bedrijf [hotel] geld kost, dat ik dat niet per se nodig vindt. De voorwaarden zijn meestal net zo goed als je zelf direct boekt. Ik vertrouw Booking.com opzich wel, maar ik vind het wel onpersoonlijker."
- "Ik denk wel dat het zou gaan [boeken zonder Booking.com], maar het is natuurlijk wel lekker dat het allemaal onder elkaar staat. Ik gebruik Google niet voor hotels en heb Trivago ook nog nooit gebruikt."

Respondent 14 – Male, 29

- "Ik ga naar Booking.com vanwege de macht der gewoonte. Ik begin eigenlijk altijd met één site en dan kijk ik daarna op Trivago ofzo nog eens een keer. Gewoon om even overzicht te creëren wat er allemaal mogelijk is."
- "Ik heb het gevoel dat ik daar [op Booking.com] overzicht heb."
- "Ik zou, als een gierige Hollander als ik ben, nog eventjes kijken of ik hem op een andere site nog goedkoper tegen kom. Volgens mij is dat niet het geval. Wat ik nog wel eens wil doen is googelen op het hotel zelf, kijken of ik via het hotel nog, of ik een indicatie kan vinden voor prijzen. Ik zou prima, soms ben ik lui en dan zou ik het gewoon doen via Booking, maar ik kan me ook voorstellen, dat heb ik in het verleden vaak genoeg gedaan, dat ik uiteindelijk gewoon rechtstreeks het hotel benader. En dan heeft Booking gewoon gefungeerd als Google. Maar als ik zie dat de prijzen hier eigenlijk redelijk gelijk zijn,
- "Ik zou via Booking.com boeken, omdat het altijd wel echt gewoon makkelijk werkt. Neemt niet weg dat dit [hotel website] wellicht net zo makkelijk kan werken, maar dan heb ik met Booking.com prima ervaringen en het is prijstechnisch gezien maakt het helemaal geen verschil. Dus dan doe ik het gewoon lekker op Booking.com, omdat ik dat wel prettig vind werken. Ik heb daar al een accountje, en dat werkt prima."

- "Het [Booking.com] is voor mij echt even de Google voor hotels, om gewoon echt een goede indruk te krijgen van wat is er allemaal. Gewoon dat je kan zien hoe het zich tot elkaar verhoudt. Stel dat ik zou googelen op hotel Maastricht, dan krijg je al die losse sites en dan heb ik geen overzicht in wat bijvoorbeeld de prijzen zijn en hoe de beoordelingen zijn."

Respondent 15 – Male, 29

- "Booking.com ga ik dan altijd heen. Die ken ik en heb ik vaker gebruikt. Gewoonte."
- "Soms wel [zou ik de hotel website opzoeken], als je er toch een beetje over twijfelt, maar niet echt. Ik weet uit ervaring dat wij meestal gewoon op Booking.com keken, klik, boek nu, punt, klaar. Helemaal omdat m'n creditcard staat erin en dan is het in één keer geregeld, klaar."
- "Ik vind dit overigens altijd heel onoverzichtelijk, die prijzen [op Booking.com]. Hier onderaan staan ze altijd heel klein uiteindelijk."
- "Booking.com vertrouw ik hierin. Ik zou hem zo boeken, en ik heb ook niet zoveel zin om er nog langer over na te denken dan."
- "Ja [Booking.com vind ik het meest waardevol], en omdat ik dan al een account heb, creditcard staat erin, vijf minuten, klaar. Het is gemakkelijk."

Respondent 16, Female, 24

- "Ik doe alles open, Booking.com, en Trivago, want Trivago die zegt altijd van wij hebben alle hotels op een rij met de laagste prijs. En dan doe je Booking.com, omdat dat de meest gemiddelde prijzen zijn, dus dan weet ik waar ik ongeveer rekening mee moet houden. En dan zoek ik gewoon in Google naar hotel Maastricht om te kijken wat het eerste naar boven komt."
- "Ik vind Booking.com niet bevredigend genoeg, dus nu ga ik naar Trivago. Maar wat ik jammer vind aan Trivago is dat ik de site heel onoverzichtelijk vind."
- "Ja [ik zou hem hier op Expedia boeken], want daar is de aanbieding. Ik zou niet nog een keer op de site van het hotel gaan kijken. Een betere prijs is er niet vaak, hier is de aanbieding, en niet op de site van het hotel."
- "Je kan ook gewoon hotel googelen in Google zelf, want die komt ook met aanbiedingen. Maar dan zie je alle prijzen en dan moet je echt op het hotel afgaan, en wat ik fijn vind aan Trivago en Booking.com en Expedia is dat ze alle verschillende hotels al direct met zo'n fotootje en alle basis dingen die je moet weten onder elkaar hebt staan. Booking.com die heeft dat, als je daar dan kijkt, je ziet gelijk van ok dit is een bestseller, een restaurant, een zwembad, een wellness centrum en een tuin. Dat vind ik prettig, dat dat er gewoon in één keer staat en dat je daar ook op kunt zoeken."
- "Hoe vaker je namelijk via Booking.com boekt, hoe meer korting je krijgt op je account bij je volgende boeking. Ik vind dat wel, daarom zou ik vasthouden aan Booking.com."

Respondent 17, Male, 44

- "Ik doe alles via Booking. Dat vind ik fijn. Ik vind het overzichtelijk, heb niet het idee dat ik teveel betaal. Ik doe daar ook niet veel onderzoek naar, maar ik heb ze nog nooit kunnen betrappen op dat ik als ik het rechtstreeks doe of via Trivago of wat dan ook, dat ik denk van hé ik heb mezelf tekort gedaan. Ik vind het makkelijk met het appje, en m'n creditcard die al gekoppeld is. En dat ze een breed aanbod hebben. Ik heb niet het idee dat ik hotels mis. Ik heb nog maar één keer een hotel gemist, daar waren we ooit wel eens geweest in Italië. Dat wilde ik toen nog een keer boeken, daar was ik langs gereden, en die stond niet op Booking."

- "Ja [ik zou het hotel ook wel eens googelen] als er beperkte foto's zijn, of als ik wil zien wat voor kaart het restaurant heeft. Dat soort dingen Google ik wat meer, want die informatie krijg je niet hier [Booking.com]."
- "Ja ik vind dat [direct boeken via het hotel] meestal geneuzel, want dan komt er een mailwisseling tot stand. Dat vind ik altijd irritant. Kijk, bij Booking weet ik precies, wanneer kan ik annuleren, wat kost het me dan en als ik geannuleerd heb, weet ik ook wat ik krijg. Krijg ik een standaard mailtje, ik zie het in m'n appje in m'n telefoon. Dus het is sneller. Ik had laatste een keer buiten Booking om iets geboekt. Dat deed ik omdat ik zeker wilde weten dat we met z'n vieren op de kamer konden, die informatie kreeg ik niet via Booking. Toen ben ik het hotel gaan bellen en kreeg ik gewoon dezelfde prijs uiteraard, maar dan krijg je weer zo'n mailwisseling, waarbij je uiteindelijk op zoek moet gaan, want toen gingen we uiteindelijk niet want we zijn toen naar Parijs gegaan. Ik had twee weken geleden Noordwijk geboekt, annuleerbaar, maar dan moet je weer gaan kijken wie moet ik ook alweer mailen om dat te annuleren, terwijl bij Booking is het gewoon dat appje openen en op annuleren klikken."

Respondent 18 - Male, 51

- "Ik ga naar Booking.com voor de brand. Ik heb er vaker mee geboekt en goede ervaringen mee. Ik ga niet naar Booking om meteen te boeken, maar in de veronderstelling dat het complete aanbod erop staat. Van daaruit ga ik naar al die websites toe, om uiteindelijk dan weer bij Booking uit te komen en daar te boeken."
- "Er zit natuurlijk 1 voordeel aan Booking, dat is je kunt gewoon boeken en dan kun je geloof ik gratis annuleren. Dus als die beschikbaarheid er is op Booking, op basis daarvan zou ik dat dan doen en dan zou ik misschien daarna nog wat verder gaan kijken. Maar dan gaat het eigenlijk alleen nog om de prijs."
- "Maar als die [hotel] website aangeeft, wat steeds explicieter wordt gedaan, dat is de beste prijs en de best buy, en nadrukkelijk aangeeft 'bel ons direct' dan zou ik dat wel doen. Dus dan zou ik het nu rechtstreeks bij het hotel boeken. Dat zou eigenlijk mijn voorkeur hebben, want ik wil eigenlijk, dat klinkt dan ook weer raar, ik gun de ondernemer het beste. Ik maak wel gebruik van hun [Booking.com/OTAs] dienst, die hele oriëntatie, maar toch zou ik het dan direct met de ondernemer doen."

Respondent 19 - Male, 33

- "Ik ben best wel een chaoot, want ik zou nu dus gewoon wel nu eerst ook weer even hierheen [naar TripAdvisor] gaan, voordat ik nu al echt een keuze maak, ik ga zeg maar meerdere sites af."
- "In dit geval, als het zo kort van tevoren is, dan zou ik ook wel heel snel boeken denk ik. Dan zou ik hem ook hier [Booking.com] zo huppakee. Ik zou hem dan boeken via Booking.com, want ik had hier [TripAdvisor] in de kantlijn gezien dat hij [de prijs] wel hetzelfde is inderdaad. En ik heb wel goede ervaring met Booking.com."
- "Dat [opzoeken van de hotel website] doe ik vrij weinig. Ik doe het wel eens om te kijken wat voor prijs ze daar nou eigenlijk vragen.
- "Ik vertrouw hier blind op. Ik ga er redelijk blind op dat hij daar bij Booking.com goed staat, en in die TripAdvisor wel redelijk. Maar het gaat mij vooral om de prijs wel, ik hecht er wel waarde aan dat ik niet genaaid wordt ofzo."
- "Ik weet dat die sites zoals Booking.com, die hebben een partij macht daar wordt je helemaal naar van. Maar ik vertrouw ze wel en wat ik zeg, ik heb ook wel goede ervaringen met ze gehad."

- "Dit [slecht laden van hotel website] vind ik niet zo vervelend dat ik afhaak, maar ik vind dit wel slecht."
- "Ik zou altijd liever gewoon via Booking.com boeken. Want daar zit dan vaak meestal nog wel iets van, dan krijg je een mailtje en het is allemaal super duidelijk. En dat is voor mij allemaal heel herkenbaar."
- "Het was de allereerste website waar ik heen ging, was Booking.com. Alleen ik wil bij TripAdvisor wil ik een soort dubbel checkje doen, voor als het gaat om het reviewen, omdat zij toch nog wat meer, volgens mij, onafhankelijk zijn. Dat is een beetje mijn controlesysteem. Ik zie bijvoorbeeld Booking.com, Hotels.com, TripAdvisor, dan zou ik wel naar Booking.com gaan om te boeken, want ik heb dat gewoon vaker gedaan daar en vindt het herkenbaar."

Respondent 20 - Male, 28

- "Ik gebruik Booking.com, omdat ik 'frequent traveler' ben en dan heb ik het idee dat ik dan die Genius aanbiedingen krijg, die je volgens mij niet krijgt als je niet 'frequent traveler' bent. En mijn reis wordt dan automatisch opgeslagen en mijn zoekopdrachten ook."
- "Soms zoek ik nog even naar de site van het hotel zelf. Zo'n hotel betaalt aan Booking.com, dus als ze nou ook een fijne site hebben waar ik zelf kan boeken, en het is dezelfde prijs, dan vind ik het wel fair soms om via hun site te boeken"
- "Als ik weet dat ik maar één locatie doe, heb ik voorkeur voor direct boeken via de hotel website. Maar uiteindelijk is de prijs doorslaggevend."
- "Wat ik jammer vind, is dat ik hier [de hotel website] mijn gegevens weer moet invullen. Bij Booking.com hoef ik dat niet."
- "Ik vind Booking.com het meest waardevol, omdat iedereen daarop zit. Dus een beoordeling klopt ook wel. Als een website zelf beoordelingen heeft voor dat hotel, geloof ik dat niet zo. Ik vertrouw Booking.com daarin meer. Daarnaast is Booking.com heel fijn om hotels te vergelijken. Trivago vind ik minder fijn"

Respondent 21 - Male, 27

- "Waar ik boek is grotendeels gebaseerd op prijs en gemak, want als het een paar euro scheelt of er is bijvoorbeeld gratis annuleren, dan doe ik het via Booking.com. Daar heb ik een account, en misschien dat hij dan de prijs weer matcht. Vaak vind ik het wel makkelijker om via Booking.com te doen."
- "Ik vind dat Booking.com mij altijd de beste overzichten geeft, het beste aanbod en in principe altijd de beste prijs. Nu hebben we toevallig een voorbeeld gevonden waarbij dit dan niet zo is. Makkelijk met annuleren, geen problemen, het is 1 account, je kunt precies zien als ik inlog waar ik in de afgelopen 10 jaar geslapen heb en op welke dagen. Dat vind ik wat waard. Dat vind ik misschien nog wel meer waard dan het prijsverschil."

Respondent 22 - Female, 24**

- "Ik ga eigenlijk altijd naar Booking.com."
- "Soms heeft het zin om direct te boeken via een hotel, omdat je dan wat goedkoper uit bent, maar dat doe ik niet zo snel. Booking.com is gemakkelijk en ik heb een account, dus hoef ook mijn gegevens niet opnieuw in te vullen."
- "Bij echt grote hotelketens speelt gunfactor geen rol. Dan maakt het [feit dat ze een commissie moeten afdragen] me niet zoveel uit. Bij kleine, zelfstandige hotels vind ik

dat wel leuk, dan zou ik eerder rechtstreeks boeken. Maar als het niet goedkoper is, dan zou ik gewoon via Booking.com boeken."

Respondent 23 - Female, 22

- "Omdat Booking.com bekend is bij mij [klik ik daarop], en ik vind het handig dat ik dingen kan vergelijken qua prijs."
- "Ik denk er niet echt aan om nog andere aanbiedingen [voor dat hotel] te gaan zoeken, omdat dit voor mijn gevoel al een soort aanbiedingswebsite is. Meer door de naam misschien [hotelspecials.nl], ik heb het gevoel dat dit al een goede deal is."

Respondent 24 - Female, 23

- "[Ik ga naar Booking.com] Omdat ik Booking.com eigenlijk wel een fijne website vind, vooral misschien ook omdat mijn moeder daar vaker op boekt en ik daar een prettig overzicht vindt van hotels."
- "Ik zou [op de hotel website] misschien nog even kijken of de informatie een beetje overeenkomt, maar ik ga er op zich wel vanuit dat de informatie overeenkomt met Booking.com, omdat ik ook wel goede ervaring heb met Booking.com. Maar als de prijs gelijk zou zijn, dan zou ik alsnog via de hotel website zelf boeken, omdat ik dat een fijn idee vind."
- "Het direct boeken heeft mijn voorkeur, omdat ik dan weet dat het direct is en zonder tussenpersoon. Waarom zou je een tussenpersoon hebben, ik zie daar geen voordelen van tenzij je dan ook kan annuleren ofzo."

Respondent 25* - Female, 23

- "Als ik iets moet boeken, ga ik altijd naar Booking.com. Altijd al gedaan, meegekregen van thuis denk ik."
- "In principe kon je onder de 300 euro een goede prijs/kwaliteit verhouding hotel boeken. Dus ik zou dan niet meer dan 300 euro betalen, maar dat [de prijs] is ook weer niet zó belangrijk dat ik daarvoor een andere site ga opzoeken om te kijken of het ergens nog goedkoper kan. Ik zou dan zeker voor gemak kiezen boven dat tientje dat er misschien af kan."

Respondent 26 - Male, 25

- "Ik ga meestal gewoon altijd gewoon even googelen."
- "Als ik gewoon een hotelletje zou boeken omdat ik het idee heb dat we er even uit moeten, dan zou ik wel meer naar de prijs gaan kijken en ook vergelijksites pakken, want dan heb je nog wel vaak kans dat die met acties meedoen of een bepaalde deal hebben met een website van ik wil hierop staan. Maar echt goede hotels hebben dat minder."
- "Op de een of andere manier heb ik daar [direct boeken via het hotel] een beter gevoel bij. Het is niet dat ik er slechte ervaringen mee heb gehad om dat anders te doen, maar op een of andere manier boek je gelijk bij het hotel, sta je gelijk in hun systeem zeg maar en dan weet je ook gewoon dat het goed geregeld is. Ik heb er gewoon een beter gevoel bij als ik via het hotel zelf boek. Hoe meer schakels ertussen zitten, hoe sneller het fout kan gaan. En als het echt veel geld scheelt, dan is het niet zo erg, maar daarom kijk ik sowieso altijd nog even op de site van het hotel zelf. Sowieso om te kijken hoe ziet de site eruit, om een beetje gevoel te krijgen. Als de prijs dan toch niet zoveel scheelt, waarom zou ik dan niet gewoon direct boeken?"

- “Het is niet zo dat ik die sites [OTAs] niet vertrouw, ik geloof die sites en die hebben ook hun reputatie, dus ze moeten het ook gewoon goed doen. Maar als ik gewoon het hotel goed vind, heb ik ook wel dat ik het hotel zelf gun.”