Original Scientific Article

The Role of Brand in Influencing Online Hotel Booking

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This study aimed to explore how brand awareness and brand image influence customers' intention to book hotels online. It also examined the role of quality perception, price perception, and value perception as mediators, both separately and in combination. Data was collected from 514 online travellers to North Indian hotels based on a judgemental sampling technique which was then analysed with the application of structural equation modelling involving confirmatory factor analysis followed by path analysis. The data analysis software Analysis of Momentum Structure (AMOS)-20 was used to perform confirmatory factor analysis and PROCESS macro-3.4 on Statistical Package for Social Science (SPSS)-23 software was used to perform path analysis involving the measurements of latent constructs. The results confirm that value perception serves as a mediator in the relationship between brand awareness and booking intention, as well as brand image and booking intention in both serial and parallel mediations. Perceived quality alone does not mediate the relationship between brand awareness or brand image and booking intention. However, the significance of the impact emerges when brand image precedes perceived quality as a mediator between brand awareness and booking intention. This study managed to throw light on the importance of two major brand attributes in influencing customers' booking intention. This can give clarity on the success factor of both established businesses and new-born start-ups.

Keywords: online hotel booking, brand image, brand awareness, perceived price, perceived value, perceived quality

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Introduction

Background

In the modern world, the hotel industry is undergoing significant transformation driven by technological advancements, shifting consumer preferences, and changing market dynamics. Digitalization has revolutionized various aspects of the industry, from online booking platforms and mobile apps to personalized guest experiences and smart hotel features (Fong et al., 2018). Moreover, data analytics and artificial intelligence are being utilized to personalize guest experiences, optimize pricing strategies, and streamline operations (Kryukova & Khetagurova, 2020). Therefore, in the digital age, where the online

marketplace shapes the contours of consumer behaviour, understanding the intricate factors governing transactional decisions involving product purchase or service booking has become a critical pursuit for businesses. The exponential growth of internet penetration has been proven to stimulate online hotel booking (Tao et al., 2018; Masiero et al., 2020). Additionally, the extensive use of online sources for hotel booking is attributed to the convenience, time-saving, and cost-effective model for information access and booking (Aeknarajindawat, 2019).

The significance of brand awareness and brand image in influencing consumer choices has been well-documented, particularly in industries marked by fierce online competition (Agarwal, 2020; Büyükdağ, 2021). In the hospitality sector, where the virtual space serves as the primary battleground for customer engagement, comprehending how these foundational brand elements shape online booking intentions becomes imperative. However, the hotel booking pattern of the online customer is rather complex to understand (Koundinya, 2019). The complexity lies in the traveller's perception, opinion, trust, experience, convenience, belief, and risk-taking ability in the online space (Koundinya, 2019). Similarly, many times, online brands are unable to comprehend the complexity of user behaviour. This inability leads to poor strategy making in brand building, which in turn leads to the loss of money on bad investments. Hence, adopting the appropriate brand reputation strategy is of utmost importance (Rodríguez-Díaz et al., 2018).

Furthermore, quality perception, representing consumers' assessment of the intrinsic worth of a product or service, stands as a cornerstone in their decision-making process (Stylidis et al., 2020). Simultaneously, price perception evaluates the perceived value vis-à-vis the monetary investment (Kim et al., 2012), while value perception encapsulates the overall satisfaction derived from the transaction (Hsiao & Chen, 2016). Thus, a prospective customer is more likely to assess the price reasonability of a brand in terms of relative pricing strategy (Lee, 2012). In addition, the customer also considers the derived utility from the product or services apart from the price consideration (Hsiao & Chen, 2016). The amount of derived utility in exchange for the sacrifice is considered as value (Hsiao & Chen, 2016; Konuk, 2018). Customers consider different brands of which they are aware, the brand image that is created out of their mental cognition, the price that is offered, and the quality of the service they are getting, and then make a cost-benefit analysis before making a final booking decision (Han & Kwon, 2009; Barreda et al., 2016; Konuk, 2018).

Moreover, understanding online travellers' booking behaviour is getting tougher over time. Some established players like Travelocity, Agoda, Orbitz, Hotels.com, and Booking.com have retained their brand reputation for a long time and are generating good customer conversion (Kim et al., 2020), whereas some new start-up companies like Airbnb, OYO Rooms, and Red Doorz have been seen to gain their market share rapidly within a short period (Kirkos, 2022; Ervina et al., 2021). It is difficult to comprehend how established online hotel booking brands acquire and retain paying customers for so long, while new players expand their business and increase their market share within a short period (Kim et al., 2020).

Research Gap

In line with the current study, brand awareness and brand image was found to influence the booking intention of online travellers (Chi et al., 2009; Chen & Chen, 2010; Loureiro, 2013; Lien et al., 2015; Xu et al., 2015; Barreda et al., 2016; Beneke et al., 2018; Konuk, 2018; Pham & Nguyen, 2019; Graciola et al., 2020). Researchers have incorporated several mediating factors to elucidate the causal relationship between brand image, brand awareness, and booking intention. For instance, Lien et al. (2015) focused on the impact of brand image on travellers' online booking intentions, emphasizing the role of trust as a mediating factor. However, this study overlooked the importance of brand attributes.

Notably, the importance of service quality for online hotel booking users has been highlighted by Keshavarz and Jamshidi (2018) and Chen et al. (2019). Keshavarz and Jamshidi (2018) performed a study involving two important aspects of service quality and perceived value but not the important attribute

of brand. Similarly, Li and Shang (2020) included various dimensions of quality and value for studying a user's transactional intention but missed the important dimension of brand. Chen et al. (2019) included the factor 'actual service quality' instead of 'perceived service quality', treating it as an independent variable, and considered brand awareness followed by perceived value as serial mediators. In this context, Lien et al. (2015) failed to consider service quality despite its importance for the study of online hotel booking, thus lacking a comprehensive perspective. In addition, despite its focus on brand image, the model proposed by Lien et al. (2015) lacks clarity regarding the precursors of brand image. This observation aligns with Tariq et al. (2017), who found that brand image moderates the relationship between brand awareness and online booking intention, suggesting an interactive effect.

Thus, this research endeavours to contribute to this discourse by delving into the complex interplay between brand awareness, brand image, and the mediating variables of quality perception, price perception, and value perception in the context of online hotel booking. This study seeks to illuminate the multifaceted relationships that exist between brand recognition, emotional associations, and the subsequent impact on customers' intentions to transact in the online hotel domain. As businesses navigate the intricacies of the digital marketplace, this research not only contributes theoretically but also offers practical insights for industry stakeholders. Understanding the complex interactions between brand awareness, brand image, and the mediating factors can empower businesses to tailor strategies that resonate effectively with the discerning preferences of online consumers

The research article is organized as follows. The background is set up with the introduction in the first section, followed by the literature review, research gap and hypothesis development in the second section, and methodology describing the tools and techniques applied to achieve the research objective in the third section. The results are presented in the fourth section and the discussion and conclusion section involving the implications, limitations and suggestions in the fifth section.

Literature Review, Research Gap, and Hypothesis Development

Booking Intention

The stage at which a prospective customer expresses the intention to make a payment for the purchase of a product or booking a service, occurring before the actual transaction, is termed the customer's purchase or booking intention, respectively (Dapas et al., 2019). It is the possibility of a customer's transactional action to get the product or avail themselves of the services (Sivaram et al., 2020) and is a precursor to the final transaction (Dapas et al., 2019). Due to the inclination of customers for online transactions, the rise in the number of online platforms can easily be witnessed in almost every business (Kim et al., 2017). These elements are reciprocated in the process of online hotel bookings as well (Kim et al., 2021; Ladhari & Michaud, 2015). Before online hotel booking, customers are involved in multiple actions such as an information search, alternative product or service comparison, website attribute analysis, and the analysis of product or service offerings (Aeknarajindawat, 2019).

Brand Awareness

Brand awareness denotes the name of any brand that influences customers' attitudes and perceptions and creates a noticeable image in their minds (Aaker, 1996). A brand is recognized by its design, logo, sign, name, or associated term (Erdem & Swait, 2004). According to Keller (1993), the recognition of any brand and its recall value combine to form brand awareness. After creating a brand name, the company communicates the brand value to make the brand recognizable and recallable to customers in the future. Brand awareness is the by-product of brand credibility that inspires the choice of consumers (Erdem & Swait, 2004). Customers like associating with the brands they know and recognize (Świtała et al., 2018).

Brand Image

Brand image encompasses a distinct set of features linked to a brand name, setting it apart from other brands in the market (Świtała et al., 2018). It includes understanding customers' product and non-product attributions to the brand (Hou & Wonglorsaichon,

2016). The customer creates a psychological image of a brand when it gets associated with its features (Keller, 1993). Brand image is generated from the brand name, experience with the product or services, the brand's reputation in the market, and promotional activities (Chakraborty & Biswal, 2020). The brand image symbolizes the brand's personality (Saleem et al., 2015). Prospective consumers can recognize, recall, know, and form an opinion of a brand while considering a product or service category (Hou & Wonglorsaichon, 2016).

Perceived Quality

Consumers' cognitive assessments of the product or service quality is considered as their quality perception (Saleem et al., 2015). According to Zeithaml (1988), it is the way customers construct the overall superiority of the product or service. The customers make judgments based on obtained information regarding the products or services (Perera & Dissanayake, 2013). The customer judges the physical characteristics and the extrinsic cues of products or services to perceive their quality (Perera & Dissanayake, 2013). The physical characteristics include the attributes connected with the outside appearance. In contrast, the extrinsic cues involve attributes without relation to the physical appearance, such as brand image, price, market share, advertisement, and warranty (Perera & Dissanayake, 2013). The customer compares the quality they perceive after consuming a product or service with their expectation before consumption (Ali et al., 2021). The expected quality of alternatives is also evaluated by the customers before making a transactional decision (Aaker, 1996). While booking hotels online, users often create an alternative set followed by a consideration set of hotels upon evaluation of certain qualitative and quantitative factors (Park et al., 2019).

Perceived Price

Price is the sum a customer should give to get the products or services (Zeithaml, 1988). Price perception is associated with the relative price of any product or service that a customer compares while purchasing a product or booking a service (Kim et al., 2012). The customer compares the price shown on the current website with the reference price shown on other websites while purchasing or booking from an online source (Kim et al., 2012). In online hotel booking, the customers get the convenience of price comparison with very little effort before making a transactional decision (Lien et al., 2015). Other monetary advantages of online hotel booking are competitive pricing strategies, discounted rates, last-minute promotional offers, and early bird offers to attract online customers and generate more bookings (Masiero et al., 2020).

Perceived Value

In behavioural studies, the role of customer value perception is quite significant. According to Zeithaml (1988), perceived value is the perception regarding the utility that customers derive against the price they pay. Value delivery becomes better either with an increase in benefit or with a price decrease (Hsiao & Chen, 2016). According to Platania et al. (2016), customers often compare obtained benefits and the endured sacrifice. A prospective customer evaluates the product or service quality in relation to the payment they made for it (Lee & Moghavvemi, 2015). According to Liu et al. (2020), shopping value is the combination of both utilitarian value and experiential value. The utilitarian value comprises dimensions such as time and cost savings, service excellence, and product variety. On the other hand, experiential value encompasses dimensions like entertainment, escapism, visual appeal, and interactive experience. According to Hsiao and Chen (2016), the overall value consists of five dimensions.

Hypotheses Formation

Various literature sources have been explored to elucidate the interrelation effects among the variables. The brand image of a marketable product or service significantly shapes a prospective customer's interest in price evaluation (Grewal et al., 1998). A study by Lien et al. (2015) on online hotel booking reveals that the affordability of branded hotels offers greater value for customers and consequently influences their online hotel booking intention. The perceived value plays a mediating role between the 'store image' and the 'transactional intention such as booking intention' in this cognitive process (Graciola et al., 2020, pp. 10–12). According to Kim et al. (2012), brands with

lower prices and more offerings possess more value and induce the customer's intention to transact. Thus, the following hypotheses are framed:

- H1 – Brand image positively impacts Booking Intention with the mediating effect of Perceived Value.
- H2 – Brand image positively impacts Booking Intention with the mediating effect of Perceived Price and Perceived Value.

  According to Konuk (2018), any brand's store image influences the customer's quality perception positively, thereby stimulating the customer's ultimate transactional intention. Again, the perceived quality contributes toward the perceived value and guides the transactional intention (Konuk, 2018). Hou and Wonglorsaichon (2016) also suggest that the quality perception of the website is generated by the positive brand image (Hou & Wonglorsaichon, 2016). The brand name influences individuals' quality perception , leading to their value perception (Han & Kwon, 2009). Further, the service quality was found to have an indirect and positive effect on the transactional intention with the mediating effect of perceived value (Pham & Nguyen, 2019). Value perception plays a substantial role in the close association between the consumer's quality perception and their transactional intention (Mathur & Gangwani, 2021). During hotel booking, when the price of the branded hotel appears reasonable in relation to the perceived service quality, customers feel that they are getting good value for their money (Oh, 2000). Building a positive brand image is vital to developing a private-level brand's portfolio, influencing its customers' quality perception and leading to their positive value perception and ultimate transactional intention (Beneke et al., 2018). Therefore, the hypotheses are proposed as follows:

- H3 – Brand image positively impacts Booking Intention with the mediating effect of Perceived Quality.
- H4 – Brand image positively impacts Booking Intention with the mediating effect of Perceived Quality and Perceived Value.

  The perceived quality mediates between brand awareness and customers' repeat purchases or bookings that translates into brand loyalty (Xu et al., 2015). Chi et al. (2009) also confirms the mediating role of quality perception. The study by Perera and Dissanayake (2013) reveals that customers' brand awareness and perceived quality significantly impact their purchase or booking decisions. According to Phong et al. (2021), hotel customers intend to book because they perceive the service quality of the hotel they are already aware of. In their study, Saleem et al. (2015) concluded that heightened awareness of the attributes of a product or service, coupled with the quality perception derived from the brand image, stimulates customers' repurchase or rebooking intention. Thus, following hypothesis is framed:

- H5 – Brand Awareness positively impacts Booking Intention with the mediating effect of Perceived Quality.

  There is a close association between the awareness of a brand and the customer's quality perception (Loureiro, 2013). The awareness of online users concerning the website triggers their quality perception (Loureiro, 2013). The product or service with greater brand awareness generates a larger market share due to its greater quality (Chi et al., 2009). Further, perceived service quality is a significant indicator of value perception, and value perception plays a powerful mediating role when the purchase or booking intention is a dependent variable (Li & Shang, 2020). The customer's trust in a well-known brand leads to booking intentions because it creates a positive perception of value stemming from good service quality (Ramkumar & Liang, 2020). Therefore, the hypothesis is proposed as follows:

- H6 – Brand Awareness positively impacts Booking Intention with the mediating effect of Perceived Quality and Perceived Value.

  The awareness of a hotel's brand often leads a customer to book if they perceive the offered value as unique (Phong et al., 2021). The awareness of the guest house brand stimulates the customers

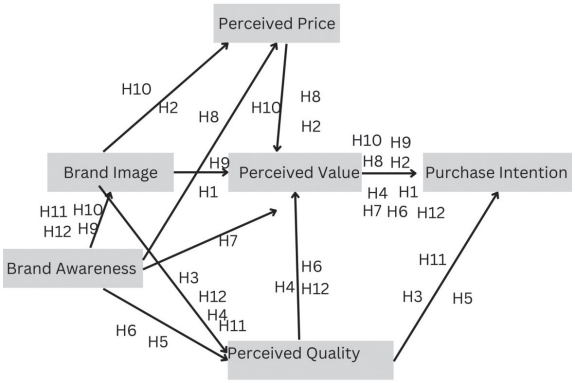

Figure 1 Tentative Model

to evaluate the value (Matikiti-Manyevere et al., 2020). The perceived value plays the role of mediator in the relationship between brand knowledge and transactional intention on the online platform (Ling et al., 2023). Moreover, customers derive the value by judging the price fairness against the known features offered by the brand (Oh, 2000). Later, the derived value translates into the final purchase or booking if it matches the tradeoff between the quality and price perception of the customer (Oh, 2000). Where there is less product knowledge and familiarity, price plays a role in extrinsic cues. Thus, the following hypotheses are framed:

- H7 – Brand Awareness positively impacts Booking Intention with the mediating effect of Perceived Value.
- H8 – Brand Awareness positively impacts Booking Intention with the mediating effect of Perceived Price and Perceived Value.

  Brand awareness and the association with the brand form a brand image. The brand image forms consumer value and is generated out of brand knowledge which comes from brand awareness (Barreda et al., 2016). Brand awareness positively enhances the brand image with exposure to memory nodes in repetition (Tariq et al., 2017). The increase in brand awareness significantly affects the brand image (Saleem et al., 2015; Barreda et al., 2016; Tariq et al., 2017). From the literature, the inter-relationship effects are quite apparent. So, the following are hypothesized.

- H9 – Brand Awareness positively impacts Booking Intention with the mediating effect of Brand Image followed by Perceived Value.
- H10 – Brand Awareness positively impacts Booking Intention with the mediating effect of Brand Image, Perceived Price, and Perceived Value.
- H11 – Brand Awareness positively impacts Booking Intention with the mediating effect of Brand Image and Perceived Quality.
- H12 – Brand Awareness positively impacts Booking Intention with the mediating effect of Brand Image, Perceived Quality, and Perceived Value.

Methodology

Research Model

A tentative model was designed considering the hypotheses derived from previous studies (see fig.1). These inter-variable relationships inferred from the previous literature have been depicted visually.

Sample Selection

The data collection was focused on hotel guests of North India with a prior online hotel booking experience. As the objective was to include only the responses from people having familiarity with online hotel booking, the population was found to be infinite. The north Indian states and union territory were chosen as sampling areas. The sample size was decided to be 525, considering the better representation of the population and time constraint to complete the research. The selected sample size was more than the minimum sample size of 385 (adjusted) for an infinite population with a 95% level of confidence as proposed by Cochran (1977), guided by the formula $S = Z2 \times P \times (1–P)/M2$ (S = sample size to determine, Z (z-score) = 1.960 for infinite population, P (indicating population proportion) = 0.5 (for infinite population), M (margin of error) = 5%). Bryman and Bell (2015) argued for adopting non-probability sampling without a sampling framework. No sampling frame was adopted in the sampling technique, which led us to adopt judgmental sampling as a non-probabi-

lity sampling technique. The data collection tool was a questionnaire which was distributed in shape of a Google Form and the language used in the questionnaire was English.

Measurement Instrument

The initial questionnaire comprised 26 questions adopted from some standardized scales that supported the current study. Later, three statements were removed based on the experts' opinion (involving 3 industry, 4 researchers and 3 academic experts) followed by a content validity index (CVI) on a 4-point relevance scale. The experts in agreement (agreement of the experts for the inclusion of statements), UA (universal agreement), I-CVI (itemized content validity index), S-CVI (scale-level content validity index), S-CVI/Ave (scale-level content validity index based on the average method) and S-CVI/UA (scale-level content validity index based on the universal agreement method) were measured while performing the content validity and the decision of elimination was made based on that. This ensures the suitability of the scale items. The final questions consisted of a set of 23 statements obtained from standardized scales to address the six constructs included in the current study (see Appendix 1). The brand image scale was adopted from Barreda et al. (2016), Davis et al. (2008), and Lien et al. (2015) with modification and has four items. The brand awareness scale was adopted from Barreda et al. (2016) and Davis et al. (2008) with modification and has three items. The perceived quality scale was adopted from Bao et al. (2011) and Konuk (2018) with modification and has four items. The perceived price, perceived value, and purchase intention scale (synonymously used for booking intention scale) were adopted from Lien et al. (2015), Ayeh (2007) Cheong and Jang (2013), and Dodds et al. (1991) with each modification having four items each.

The data was collected using a 5-point Likert scale ranging from 1 to 5, denoting 'strongly disagree' to 'strongly agree'. Each question in the instrument was made compulsory to nullify the chance of any missing data. In the pilot testing phase, 70 respondents were included, confirming the questionnaire's readability and understandability. The statements were found to be properly read and understood by the respondents, hence all 23 questions related to scaling items (see Appendix 1), along with the seven demographic questions (see Appendix 4) were taken in the final instrument for the collection of data.

Data Collection

Based on the judgmental sampling technique, data were collected from previous guests of budget, mid-range, and premium hotels. A total of 56 hotels (18 in the budget category, 20 in the mid-range, and 18 in the premium category) distributed questionnaires to their previous guests in the form of Google form between September 2021 and April 2022. These hotels were located in various tourist-populated regions of North India, including the Delhi-NCR region, Chandigarh, Shimla, Manali, Amritsar, Srinagar, Jammu, Dehradun, and Rishikesh. The responses of 525 individuals were collected.

Data Analysis and Techniques

Out of 525 responses with no missing frequency, 11 responses were found with zero variance (having the same rating for all the statements on the 5-point Likert type scale), which were considered unengaged and hence removed. After data cleaning, the analysis was implemented on 514 responses. The data analysis for demographic data and customers' booking preferences for the category of online hotel booking sites was carried out with descriptive statistics in SPSS-23 software. Next, the sampling adequacy and scale reliability test were checked with SPSS-23. The sampling adequacy was checked with Kaiser-Meyer-Olkin (KMO) and Bartlett's test of sphericity, and scale reliability was checked with the application of Cronbach's alpha. The problem of common method biases was checked with Harman's single-factor test in SPSS software.

In the following step, the structural equation model (SEM) was performed, which involved the measurement model (aimed at checking the model's fitness and validity) and the structural model (aimed at testing the hypotheses, applying path analysis involving the measurements of latent constructs). Researchers such as Cheng (2001), Nusair and Hua (2010)

Table 1 Measurement Model Summary

Name of Fit indices	CMIN/DF	GFI	PRATIO	CFI	RMSEA
Cut-off value	< 5	> 0.9	Higher is better	> 0.9	< 0.08
Fitness score (Default Model)	2.349	0.923	0.850	0.956	0.051

Table 2 Convergent Validity and Reliability

Constructs	Variables	(1)	(2)	(3)	(4)
Booking Intention	PI1: After reviewing the hotel website/mobile app, the likelihood of booking this hotel is high.	0.810	0.878	0.643	0.860
	PI2: If I am going to book the hotel, I would consider booking this hotel at the price shown on this hotel website/mobile app.	0.749			
	PI3: The probability that I would consider booking this hotel from this hotel website/mobile app is high.	0.833			
	PI4: My willingness to book this hotel from this hotel website/mobile app is high.	0.812			
Perceived Price	PP1: The price listed by this hotel website/mobile app is inexpensive.	0.693	0.868	0.624	0.899
	PP2: The price shown on the hotel website/mobile app is reasonable.	0.763			
	PP3: The price shown on the hotel website/mobile app is affordable.	0.941			
	PP4: The price shown on hotel website/mobile app is appropriate.	0.742			
Perceived Quality	PQ1: This hotel website/mobile app is of low quality/high quality.	0.636	0.874	0.638	0.853
	PQ2: This hotel website/mobile app is not at all reliable/very reliable.	0.799			
	PQ3: The service offered by this hotel website/mobile app is of inferior/superior quality.	0.869			
	PQ4: The hotel options offered by this website/mobile app are of very bad quality/very good quality.	0.868			

Continued on the next page

and Stylidis et al. (2020) justified the superiority of the structural equation model (SEM) over simple multi-variate regression because of its ability to address the complex mediating relationships, measurement errors, and unreliability through the inclusion of both measurement and structural models, unlike multivariate analysis. The analysis of the measurement model was performed on AMOS-20 software whereas the analysis of the structural model using path analysis was performed on SPSS-23 using the PROCESS macro-3.4 plugin. The limitation of AMOS-20 software in performing the complex serial mediation is the reason for using two different software programs (AMOS-20 and SPSS-23 using PROCESS macro 3.4) to conduct the structural equation model (SEM).

The inter-relationship effects among the variables were checked using the test of measurement model with confirmatory factor analysis (CFA) on AMOS-20. The model's fitness (using various indices like goodness of fit index (GFI), comparative fit index (CFI), proportional reduction in approximation to an ideal model (PRATIO), root mean square error of approximation (RMSEA) and Chi-square minimum (CMIN)/degree of freedom (df)), composite reliability (CR), and construct validity (convergent and discriminant validity) were checked while testing the measurement model. The convergent validity indicators such as average variance extracted (AVE) > 0.5, composite reliability (CR) > 0.7 and itemized factor loading > 0.5 (Hair et al., 2010), and discriminant validity indicators such as AVE > maximum shared variance (MSV) (Hair et al., 2010) and Heterotrait-Monotrait ratio (HTMT) ratio < 0.85 (Henseler et al., 2015) were considered for checking overall construct validity. The hypothesis

Table 2 Continued from the previous page

Constructs	Variables	(1)	(2)	(3)	(4)
Perceived Value	PV1: The hotel website/mobile app offers good value for the price.	0.734	0.877	0.642	0.868
	PV2: The hotel website/mobile app provides me satisfactory value.	0.921			
	PV3: It is worth it to book the hotel from this hotel website/ mobile app.	0.741			
	PV4: It is a very good bargain to book the hotel at the price shown on this hotel website/mobile app.	0.797			
Brand Awareness	BA1: The name of this hotel website/mobile app is well-known in online hotel booking.	0.832	0.858	0.668	0.873
	BA2: This hotel website/mobile app is recognized as a strong online hotel booking brand.	0.756			
	BA3: In comparison to other hotel websites/mobile apps, this hotel website/mobile app is a leading brand in the industry.	0.863			
Brand Image	BI1: The company managing this hotel website/mobile app takes good care of its online users.	0.639	0.873	0.636	0.877
	BI2: We can predict how this hotel website/mobile app brand will perform.	0.899			
	BI3: The hotel website/mobile app brand is attractive.	0.884			
	BI4: The hotel website/mobile app brand is pleasing.	0.739			

Notes Column headings are as follows: (1) Standardized Loading, (2) Composite Reliability (CR), (3) Average Variance Extracted (AVE), (4) Reliability (Cronbach Alpha).

test was performed on SPSS-23 software (using PROCESS macro 3.4) after the satisfactory results of CFA. The PROCESS macro model 4 was used for the path analysis (involving the measurements of latent constructs) with single mediation, and model 6 was used for two or three mediations (Hayes, 2013). While running PROCESS macro, a bootstrap of 5000 was set with a 95% confidence level.

Results

Demographic Characteristics

The demographic responses and the responses regarding respondents' hotel booking site preferences have been depicted in Appendix 4. The respondents included more males than females. This is because males initiate hotel bookings more than females in the Indian context of patriarchal culture. The majority of the respondents who filled out the questionnaire were married. The data relating to the educational profile indicates that more respondents have completed a post-graduation degree, followed by an undergraduate degree, below the 12th Standard of education, M.Phil. or Ph.D. degree, and other qualifications. The data shows that most employed people go for online booking, followed by business people, students, and unemployed persons. Most people prefer online travel agency (OTA) sites like Make My Trip, Goibibo, Yatra, Clear Trip, Ease my Trip, Expedia, and Booking.com for online hotel booking, followed by the hotel aggregating platforms like OYO Rooms, Fab Hotels, and Treebo. Surprisingly, nobody preferred the direct hotel's platform for online hotel booking, which may be due to the limited choices available on the direct hotel's platform. It is also difficult to search the options from individual hotel booking sites.

Data Adequacy

The mean of the measurement items was performed, and the result was found to be above the mean (see

Appendix-2). It indicates that the preferred hotel website type chosen by the respondents over other hotel booking site types is perceived to have higher brand awareness, higher brand image, and good quality, offering hotels with more reasonable pricing, higher value, and higher booking intention. A standard deviation of more than 1 shows the data as more dispersed and having more variance from the mean. Hence, the data does not satisfy the condition of Normal Distribution. The Kaiser- Meyer-Olkin (KMO) and Bartlett's test of sphericity was performed to check sampling adequacy, in which the KMO value was found to be 0.837, which was more than the threshold level of 0.7 (see Appendix 3) and the p-value under Bartlett's test was found to be .000 which was less than .05 and was satisfactory (Marsh et al., 1988). The scale's reliability for each of the six constructs was measured with Cronbach's alpha (Cronbach, 1951). It was found to be 0.877, 0.873, 0.853, 0.899, 0.868, and 0.860 for brand image, brand awareness, perceived quality, perceived price, perceived value, and booking intention, respectively (see Table 2). The values were above the threshold limit of .7; hence, satisfactory (Cronbach, 1951). Harman's single-factor test was applied in SPSS to check the problem of common method biases (CMB). Here, the single factor explained 25.67% variance, which lies below the cut-off value, i.e. 50%, hence it is satisfactory and can be concluded as the absence of CMB issue (Podsakoff et al., 2003).

Analysis of Measurement Model

Model Fit

The measurement model was formed involving all the items of the considered factors. The measurement model (see Fig. 2) was analysed with the implementation of confirmatory factor analysis (CFA) using AMOS 20. The indices are presented in Table 1 where CMIN/df = 2.349, GFI = 0.923, CFI = 0.956, PRATIO = 0.850, and RMSEA = 0.51 were found to be above the threshold value such as CMIN/df > 3 (Hair et al., 2010), GFI > 0.9 (Hair et al., 2010), CFI > 0.9 (Hair et al., 2010), PRATIO – the higher is better (West et al., 2012), and RMSEA≤0.08 (Steiger, 1990); hence, they were considered satisfactory (see Table 1).

Scales' Reliability and Validity

To assess the reliability of the construct, composite reliability (CR) was calculated, and tests for convergent and discriminant validity were conducted to evaluate its validity. Table 2 shows the scores for checking composite reliability and convergent validity, and Table 3 shows the scores for checking discriminant validity. The CR value of each latent construct was more than .7; the itemized factor loadings were found to be more than .5, and the AVE values of the latent variables were greater than .5 (see Table 2), which satisfies the condition of convergent validity (Hair et al., 2010). The AVE values of each construct were greater than those of MSV values (see Table 3), which satisfies the condition of discriminant validity (Hair et al., 2010). The results of the HTMT matrix considering bivariate correlation results of each pair of variables came out as below 0.85 (see Table 4), and hence satisfied the condition of discriminant validity (Henseler et al., 2015).

Path Analysis

The path analysis (with the measurements of latent constructs) was performed to test the hypotheses using Hayes's PROCESS macro. The path analysis includes checking the indirect paths' direct, indirect, and total effects as hypothesized and presented with the tentative model. In an indirect/mediating path, partial mediation refers to the significance of both direct and total effects, full mediation refers to the significance of the full mediating paths and insignificance of the direct path, and no mediation refers to the significance of the direct path and insignificance of the full mediating path (Woody, 2011). Complementary mediation refers to the positive result with the multiplication of all the path coefficients, including the direct and indirect paths involved in a relationship having one or more mediating variables. In contrast, competitive mediation refers to the negative result by multiplying all the path coefficients, including the direct and indirect paths involved in a mediating relationship (Hair et al., 2010). In other words, competitive mediation refers to the significance of direct and indirect effects having different signs. In contrast, complementary mediation refers to the significance of

Table 3 Discriminant Validity

	AVE	MSV	Booking Intention	Perceived Price	Perceived Quality	Perceived Value	Brand Awareness	Brand Image
Booking Intention	0.643	0.287	0.802					
Perceived Price	0.624	0.102	0.320	0.790				
Perceived Quality	0.638	0.016	0.049	−0.032	0.799			
Perceived Value	0.642	0.287	0.536	0.307	0.103	0.801		
Brand Awareness	0.668	0.110	0.187	0.086	0.125	0.323	0.818	
Brand Image	0.636	0.130	0.243	0.176	−0.026	0.361	0.332	0.798

Note AVE- Average Variance Extracted, MSV- Maximum Shared Variance.

both direct and indirect effects having the same signs (Hair et al., 2010).

The latent scores were considered for each construct while performing the path analysis. The indirect effects were tested using the non-parametric bootstrapping method in PROCESS macro on SPSS-23.0 software. The hypotheses depicting the indirect and mediating effects have been presented in Table 5. To establish statistical significance at the 0.05 level, the p-values less than 0.05 were considered both for direct and total effects. Additionally, for indirect effects, the lower and upper bounds (LLCI and ULCI) sharing the same sign with a t-value greater than 1.96 was looked for.

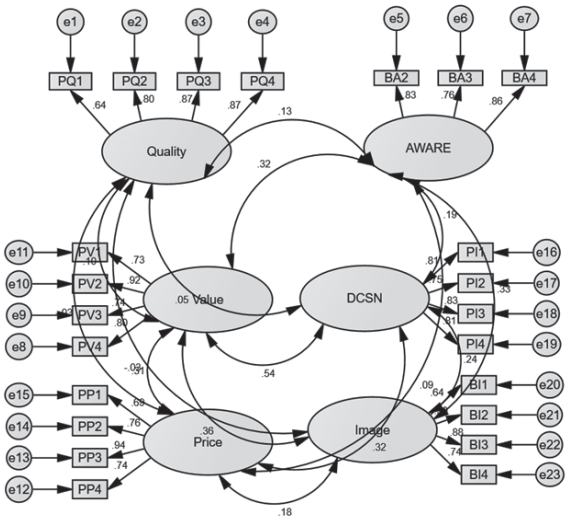

Figure 2 Measurement Model

The result of hypothesis H1 revealed that the brand image poses a significant indirect effect on booking intention with perceived value as a mediator (β = 0.176, $t = 4.377 > 1.96$, LLCI = 0.099, ULCI = 0.258) and poses an insignificant direct effect ($\beta = 0.061$, $p = 0.187 > .05$) which results in considering the mediation as full and complementary. Similarly, the result of hypothesis H2 revealed that the brand image poses a significant indirect effect on booking intention with perceived price followed by perceived value as mediator ($\beta = 0.190$, $t = 4.313 > 1.96$, LLCI = 0.11, ULCI = 0.282) and poses an insignificant direct effect ($\beta = 0.047$, $p = 0.304 > .05$) which results in considering the mediation as full and complementary.

The result of hypothesis H3 revealed that the brand image poses an insignificant indirect effect on booking intention with perceived quality as a mediator ($\beta = 0$, LLCI = −0.005, ULCI = 0.006) and poses a significant direct effect ($\beta = 0.237$, $p = 0.000 < 0.05$) which results in no mediation and the effect is caused only due to direct effect. The result of hypothesis H4 revealed that the brand image poses a significant indirect effect on booking intention with perceived quality followed by perceived value as mediator ($\beta = 0.176$, $t = 5.066 > 1.96$, LLCI = 0.101, ULCI = 0.260) and poses an insignificant direct effect ($\beta = 0.060$, $p = 0.190 > .05$) which results in considering the mediation as full and complementary.

The result of hypothesis H5 revealed that brand awareness poses an insignificant indirect effect on booking intention with perceived quality as a mediator ($\beta = 0.333$, LLCI = −0.013, ULCI = 0.023) and poses a significant direct effect ($\beta = 0.202$, $p = 0.000 < .05$) which results in no mediation and the effect is caused

Table 4 HTMT Matrix

	Booking Intention	Perceived Price	Perceived Quality	Perceived Value	Brand Awareness	Brand Image
Booking Intention						
Perceived Price	0.328					
Perceived Quality	0.043	−0.012				
Perceived Value	0.566	0.348	0.111			
Brand Awareness	0.192	0.007	0.142	0.350		
Brand Image	0.239	0.202	−0.001	0.372	0.332	

only due to direct effect. The result of hypothesis H6 revealed that brand awareness has a significant indirect effect on booking intention with perceived quality followed by perceived value as mediator ($\beta = 0.189$, $t = 4.8 > 1.96$, LLCI = 0.115, ULCI = 0.269) and the direct effect after mediation was found to be insignificant ($\beta = 0.015$, $p = 0.765 > .05$) which results in considering the mediation as full and complementary.

The result of hypothesis H7 revealed that brand awareness poses a significant indirect effect on booking intention with perceived value as a mediator ($\beta = 0.191$, $t = 4.9 > 1.96$, LLCI = 0.117, ULCI = 0.270) and poses an insignificant direct effect ($\beta = 0.014$, $p = 0.787 > .05$) which results in considering the mediation as full and complementary. The result of hypothesis H8 revealed that brand awareness poses a significant indirect effect on booking intention with perceived price followed by perceived value as mediator ($\beta = 0.186$, $t = 4.772 > 1.96$, LLCI = 0.111, ULCI = 0.265), and poses an insignificant direct effect ($\beta = 0.019$, $p = 0.708 > .05$) which results in considering the mediation as full and complementary.

The result of hypothesis H9 revealed that brand awareness poses a significant indirect effect on booking intention with brand image followed by perceived value as a mediator ($\beta = 0.206$, $t = 4.686 > 1.96$, LLCI = 0.120, ULCI = 0.295), and poses an insignificant direct effect ($\beta = -0.000$, $p = 0.985 > 0.05$) which results in considering the mediation as full and competitive having negative regression coefficient of direct effect and positive regression coefficient of direct effect. The result of hypothesis H10 revealed that brand awareness has a significant indirect effect on booking intention with brand image followed by perceived price and then perceived value as mediator ($\beta = 0.197$, $t = 2.67 > 1.96$, LLCI = 0.116, ULCI = 0.285) and the direct effect after mediation was found to be insignificant ($\beta = 0.007$, $p = 0.88 > 0.05$) which results in considering the mediation as full and complementary.

The result of hypothesis H11 revealed that brand awareness has a significant indirect effect on booking intention with brand image followed by perceived quality as a mediator ($\beta = 0.070$, $t = 2.438 > 1.96$, LLCI = 0.021, ULCI = 0.134) and the direct effect after mediation was found to be significant ($\beta = 0.134$, $p = 0.020 < .05$) as well, which results in considering the mediation as partial and complementary. The result of hypothesis H12 revealed that brand awareness has a significant indirect effect on booking intention with brand image followed by perceived quality and then perceived value as mediator ($\beta = 0.2042$, $t = 4.63 > 1.96$, LLCI = 0.124, ULCI = 0.294) and the direct effect after mediation was found to be insignificant ($\beta = 0.000$, $p = 0.994 > .05$) which results in considering the mediation as full and complimentary.

Discussion and Conclusion

This study proposes a robust model by modifying the suggested model of Lien et al. (2015), which studied the effect of brand image on the customer's booking intention. The current study examines the impact of brand image and brand awareness on the customer's booking intention with the mediating effects of perceived price, perceived quality, and perceived value in online hotel booking. The interaction effect of brand image and brand awareness on booking intention was also studied with the above-mentioned mediators.

Table 5 Indirect Effects

Hypothesis	Relationship	Total Effect	Direct Effect	Indirect Effect	Confidence Interval		t-statistics (β Indirect Effect /S.E.)	Remarks
					LLCI	ULCI		
H1	PI←PV←BI	0.2370 (p = 0.0000)	0.0610 (p = .1870)	0.176	0.099	0.258	4.377	Full Mediation
H2	PI←PV←PP←BI	0.2370 (p = 0.0000)	0.0470 (p = 0.3040)	0.190	0.110	0.282	4.313	Full Mediation
H3	PI←PQ←BI	0.2370 (p = 0.0000)	0.2370 (p = 0.0000)	0.000	−0.005	0.006	0	No Mediation
H4	PI←PV←PQ←BI	0.2370 (p = 0.0000)	0.0600 (p = 0.1910)	0.176	0.101	0.260	5.066	Full Mediation
H5	PI←PQ←BA	0.2050 (p = 0.0000)	0.2020 (p = 0.0000)	0.003	−0.013	0.022	0.333	No Mediation
H6	PI←PV←PQ←BA	0.2050 (p = 0.0000)	0.0150 (p = 0.7650)	0.189	0.115	0.269	4.800	Full Mediation
H7	PI←PV←BA	0.2050 (p = 0.0000)	0.0140 (p = 0.7870)	0.191	0.117	0.270	4.900	Full Mediation
H8	PI←PV←PP←BA	0.2050 (p = 0.0000)	0.0190 (p = 0.7080)	0.186	0.111	0.265	4.772	Full Mediation
H9	PI←PV←BI←BA	0.2050 (p = 0.0000)	−0.0010 (p = 0.9850)	0.206	0.120	0.295	4.686	Full Mediation
H10	PI←PV←PP←BI←BA	0.2050 (p = 0.0000)	0.0070 (p = 0.8800)	0.197	0.116	0.285	2.670	Full Mediation
H11	PI←PQ←BI←BA	0.2050 (p = 0.0000)	0.1340 (p = 0.0211)	0.070	0.021	0.134	2.438	Partial Mediation
H12	PI←PV←PQ←BI←BA	0.2050 (p = 0.0000)	0.0010 (p = 0.9940)	0.204	0.124	0.294	4.630	Full Mediation

Notes PI = Booking Intention, PP = Perceived Price, PV = Perceived Value, PQ = Perceived Quality, BA = Brand Awareness, BI = Brand Image.

Considering the overnight success of the start-up companies and the relentless growth of established players, in addition to their market share retention, the importance of brand awareness and brand image becomes significant.

The study's findings reveal that the online customer's positive brand image generated out of their brand experience and brand association influences the customer to perceive the website's value positively, ultimately resulting in their booking intention. The current study also corroborates the research results of Graciola et al. (2020) and Qalati et al. (2021). Furthermore, prospective customers evaluate the price offerings by previously experienced websites before evaluating and perceiving the website brand's value and intending to book. The finding of the current research also supports the results of Kim et al. (2012), Oh (2000), and Lien et al. (2015). However, the booking intention of the online customer from any familiar website's brand was not influenced by mere website quality perception. The result did not agree with Konuk's (2018) outcomes. It may be due to the possible mediating effect of another variable apart from perceived quality. Additionally, website quality perception was found to play a pivotal role in assessing a familiar website's value before the customer's booking intention. Again, website quality perception was found to play a pivotal role in assessing a familiar website's value before the customer's booking intention. It was clarified from the acceptance of the hypothesis repre-

senting the significant impact of website brand image on customers' online booking intention with the mediating effect of the website's perceived quality and perceived value.

The result of the current study supports the findings of Pham and Nguyen (2019), Chen and Chen (2010), and Li and Shang (2020). Hence, it can be inferred that the customers did not show booking intention only by perceiving the quality of the website but by adding the value perception generated out of quality perception while considering the quality. Brand awareness does not influence the customers to evaluate and perceive the website's quality for booking. The current study's results contradict the outcomes of Chi et al. (2009) and Xu et al. (2015). Similar to brand image, brand awareness was not found to influence booking intention solely through the perception of website quality, suggesting the possibility of another mediating variable following website quality perception. Furthermore, customers perceive the value offered by a familiar website immediately after assessing its quality, especially when contemplating an online transaction (Ali et al., 2021). Hence, it was apparent that not the mere website quality but the website value was perceived after website quality while considering booking from a known website brand. Further, the online customer's website brand awareness has a significant and positive impact on the brand image, which is supported by the findings of Saleem et al. (2015), Barreda et al. (2016), and Tariq et al. (2017). Brand awareness significantly impacts customers' booking intention with the mediating effect of the brand image followed by their perceived value. Their perceived price also precedes the perceived value in this relationship. The knowledge of a hotel booking platform influences the customers to associate with the brand and creates their value perception, resulting in their booking intention. The price is also perceived before evaluating the value of the website. Brand awareness significantly impacts customers' booking intention with the mediating effect of brand image and perceived quality. The perceived value also succeeds the perceived quality in this relationship. The knowledge of a hotel booking platform influences the customers to associate with the brand and creates their website quality perception, resulting in their booking intention. After perceiving the quality, the customers may also perceive the value before their booking intention.

From the above discussions, it is derived that only the knowledge of the website is insufficient to influence the customer's website quality perception while considering an online booking. Similarly, only a positive brand image regarding a website does not influence the customers to consider booking only based on perceived website quality. However, the knowledge of the brand, creating brand association, influences their quality perception and results in their booking intention. The customer also perceives the value received from the website after the website's quality perception before considering an online booking. The value shows a significant mediating effect during serial and parallel mediations, so we can say that the customer mostly perceives the value received from the website while considering the online hotel booking. The new dimensions in this research will help new and existing online hotel businesses create an online strategy by understanding the customer's perspective toward brand awareness, brand image, price perception, quality perception, and value perception.

This study offers a theoretical base for online hotel booking companies by which the entrepreneurs or the management of the company can adopt the right strategies for pricing, value creation, website quality maintenance, brand building, and customer online experience enhancement, which can ultimately increase the booking intention of the customers. Theoretical implications of this study extend beyond traditional models by elucidating the nuanced interplay between brand attributes and customer behaviour in the online hotel booking domain. By incorporating variables such as brand awareness, brand image, perceived price, perceived quality, and perceived value, the research underscores the complexity of decision-making processes in e-commerce settings. Researchers can leverage these insights to refine existing models and develop more comprehensive theories that capture the complexity of online consumers' decision-making processes. This holistic perspective contributes to the advancement of theoretical frameworks in marketing and consumer behaviour, offering insights for practi-

tioners to develop more nuanced strategies for online brand management and customer engagement.

Understanding the findings of the current study, some managerial implications can also be presented. Firstly, the hotel booking platforms should offer discounts, offers, and good hotels at a very competitive price which can guide the customer's ultimate booking intention. Secondly, with the increase in customer value perception and booking intention, the hotel booking sites should consider enhancing customers' website quality experience by creating an appealing web platform, offering a user-friendly interface, offering facilities for easy navigation and personalization, offering reliable service and responding to customer queries swiftly. Thirdly, the pricing should be set by the hotel booking platforms considering the competition. Fourthly, hotel booking platforms should consider different digital and traditional strategies for promotion and brand building. Fifthly, hotel booking sites should consider enhancing symbolic value, functional value, and customer experience to improve the customer's brand association, resulting in a positive brand image that may stimulate their booking intention with different mediating effects.

The study has a few limitations. First, the study tried to cover the important variables but missed out on variables like website trust, perceived risk, subjective norms, and online reviews while studying the online booking intention of the customer. Second, this study does not contribute any knowledge in understanding the factors influencing the website booking intention in the final booking behaviour of the customers. Third, the study did not cover the cross-platform adoption of online hotel booking. Fourth, the study was performed in India considering only the Indian tourist's perception and practices. Fifth, the study involved the judgmental sampling technique (a non-probability sampling technique) for the purpose of saving time and resources with the advantage of having expert knowledge, which may involve the possibility of improper representation of the total population.

Considering the above limitations, suggestions for future research can be recommended. Including new variables like website trust, perceived risk, subjective norms, and online reviews in addition to the currently considered variables can contribute more to the field of research. Studies on the conversion of booking intention into actual booking behaviour with the effect of other factors can further improve the model and contribute hugely to the field of research. Cross-platform studies covering the adoption of an online travel agency (OTA), aggregating platform, or own hotel's website can further contribute to understanding the customers' change in hotel booking behaviour regarding the influential variables. Further, the performance of the same study in other countries or geographical regions can help test the suggested model's validity in a larger context. The use of probability sampling technique can be adopted (provided there is sufficient time for data collection) for checking whether the outcomes of the current study are aligned with the outcomes of the suggested study.

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Appendices

Appendix 1 Scale with Source

Factor Name	Item Number	Statement of variables	Source
Brand Image	BI1	The company managing this hotel website/mobile app takes good care of its online users.	(Davis et al., 2008; Lien et al., 2015; Barreda et al., 2016)
	BI2	We can predict how this hotel website/mobile app brand will perform.	
	BI3	The hotel website/mobile app brand is attractive.	
	BI4	The hotel website/mobile app brand is pleasing.	
Brand Awareness	BA1	The name of this hotel website/mobile app is well-known in online hotel booking.	(Davis et al., 2008; Barreda et al., 2016)
	BA2	This hotel website/mobile app is recognized as a strong online hotel booking brand.	
	BA3	In comparison to other hotel websites/mobile apps, this hotel website/mobile app is a leading brand in the industry.	
Perceived Price	PP1	The price listed by this hotel website/mobile app is inexpensive.	(Dodds et al., 1991; Cheong & Jang, 2013; Lien et al., 2015)
	PP2	The price shown on the hotel website/mobile app is reasonable.	
	PP3	The price shown on the hotel website/mobile app is affordable.	
	PP4	The price shown on hotel website/mobile app is appropriate.	
Perceived Value (V)	PV1	The hotel website/mobile app offers good value for the price.	
	PV2	The hotel website/mobile app provides me satisfactory value.	
	PV3	It is worth it to book the hotel from this hotel website/mobile app.	
	PV4	It is a very good bargain to book the hotel at the price shown on this hotel website/mobile app	
Booking Intentions (PI)	PI1	After reviewing the hotel website/mobile app, the likelihood of booking this hotel is high.	
	PI2	If I am going to book the hotel, I would consider booking this hotel at the price shown on this hotel website/mobile app.	
	PI3	The probability that I would consider booking this hotel from this hotel website/mobile app is high.	
	PI4	My willingness to book this hotel from this hotel website/mobile app is high.	
Perceived Quality	PQ1	This hotel website/mobile app is of low quality/high quality.	(Bao et al., 2011; Konuk, 2018)
	PQ2	This hotel website/mobile app is not at all reliable/very reliable.	
	PQ3	The service offered by this hotel website/mobile app is of inferior/superior quality.	
	PQ4	The hotel options offered by this website/mobile app are of very bad quality/very good quality.	

Appendix 2 Descriptive Statistics of Measurement Items

Items	N	Mean	Std. Deviation	Items	N	Mean	Std. Deviation
Perceived Quality				Perceived Price			
PQ1	514	3.9	0.899	PP1	514	3.7	0.734
PQ2	514	4.27	0.863	PP2	514	3.76	0.97
PQ3	514	4.04	0.873	PP3	514	3.75	0.934
PQ4	514	4.14	0.838	PP4	514	3.69	0.961
Average Mean		4.09		Average Mean		3.72	
Braond Image				Booking Intention			
BI1	514	4.22	0.925	PI1	514	4.13	1.046
BI2	514	4.47	0.881	PI2	514	4.09	1.039
BI3	514	4.49	0.892	PI3	514	4.13	1.021
BI4	514	4.27	0.954	PI4	514	4.05	1.043
Average Mean		4.37		Average Mean		4.1	
Perceived Value				Brand Awareness			
PV1	514	3.65	1.004	BA1	514	4.08	1.033
PV2	514	3.98	0.608	BA2	514	3.96	1.053
PV3	514	3.92	0.878	BA3	514	3.93	1.059
PV4	514	3.94	0.766				
Average Mean		3.87		Average Mean		3.99	

Appendix 3 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.837
Bartlett's Test of Sphericity	Approx. Chi-Square	7353.702
	Df	276
	Sig.	0.000

Appendix 4 Demographic Profile and Hotel Booking Site Preference

	Frequency	Percent	Cumulative Percent
Gender of the Respondents			
Male	328	63.8	63.8
Female	186	36.2	100.0
Total	514	100.0	
Age of the Respondents			
Below 25	91	17.7	17.7
From 26 to 35	120	23.3	41
From 36 to 45	186	36.2	77.2
From 46 to 55	104	20.2	97.4
Above 55	13	2.6	100.0
Total	514	100.0	
Marital Status of the Respondents			
Married	309	60.1	60.1
Unmarried	205	39.9	100.0
Total	514	100.0	
Educational Qualification			
Up to 12th	25	4.9	4.9
UG	213	41.4	46.3
PG	254	49.4	95.7
M.Phil./Ph.D.	17	3.3	99
Other	5	1	100.0
Total	514	100.0	
Occupation			
Student	63	12.3	12.3
Employee	254	49.4	61.7
Businessperson	183	35.6	97.3
Unemployed	14	2.7	100.0
Total	514	100.0	
Monthly Income			
Up to Rs.15,000	16	3.1	3.1
Rs.15,001 to Rs. 30,000	65	12.6	15.7
Rs.30,001 to Rs. 45,000	136	26.5	42.2
Rs.45,001 to Rs. 60,000	131	25.5	67.7
Above 60,000	166	32.3	100.0
Total	514	100.0	
Preferred Hotel Booking Site			
Online Travel Agency (Make My Trip, Go Ibibo, Yatra, Ease My Trip, Akbar Online, Clear Trip, Booking.com, Agoda, or similar)	345	67.12	67.12
Hotel Aggregating Platforms (OYO, Treebo, Fab Hotels, or similar)	169	32.88	100.0
Direct Hotel Platform	00	00	