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The Influential Role of Hotel-Generated Content on Social Media

Abstract

Purpose: This study aims to determine how hotel-generated content (HGC) on official social media accounts influences booking intention by considering the mediating role of three key constructs: user evaluations of the perceived quality of information, engagement, and brand attitude.

Design/methodology/approach: A total of 834 valid online questionnaires were collected to empirically test the measurement and structural model using a partial least square path modeling approach.

Findings: Although HGC does not have a direct effect on booking intention, this construct has a positive influence on both the perceived quality of information and engagement, which in turn positively influence booking intention. In addition, greater engagement generates a positive attitude, which increases booking intention.

Originality: The present study represents a new step in understanding the influence of HGC on tourist behavior by extending research on guests’ decision-making processes and empirically demonstrating the chain of related influences that begins with HGC to promote booking intention.

Keywords: hotel-generated content, social media, booking intention, PLS-SEM, engagement

Article classification: Research paper

1 Introduction

Academic research has mainly focused on user-generated content (UGC) and has paid less attention to publications generated by companies (i.e., firm-generated content (FGC)), especially on their official social media accounts. A recent search in Scopus and WoS (Web of Science) suggests that the number of articles on FGC is much lower than the number of articles on UGC, with 6742 and 4881 results for the keyword "user-generated content" and only 62 and 55 results for "firm-generated content" in WoS and SCOPUS, respectively. Thus, although FGC represents an important communication strategy for many brands in practice, it remains relatively underaddressed in the literature. Therefore, there is an urgent need to analyze the effects of the content controlled and designed by companies on user behavior. Moreover, in the hospitality context, hotel-generated content (HGC) is a recent topic of research that explores how publications on social media can shape users' decision-making processes concerning the places where will stay (Kumar *et al.*, 2016; Liang *et al.*, 2020).

Despite the growth in empirical research in this area, it remains unclear how content created by companies on social media affects purchase intention in the tourism sector (Kim and Chae, 2018). Research has not yet exhaustively examined the consequences of HGC for the response of potential hotel guests beyond the social network itself (online engagement) (Poulis *et al.*, 2019). Therefore, the purpose of this study is to analyze the effect of HGC on hotel customers' purchasing behaviors. It aims to investigate the offline reactions to online content based on variables by providing a holistic view. Hence, a complex model of relationships that simultaneously incorporates five constructs and that goes beyond establishing guidelines to design publications that increase interaction is proposed.

To this end, two variables related to cognitive impact (perceived quality of information) and behavioral impact (engagement) generated online through publications are considered mediators of offline behavior (attitude and booking intention). Special attention is given to the effect of engagement on offline behavior because, although achieving a high engagement rate is one of the main objectives of social media, little is known about its impact on user behavior outside such media. Moreover, this study identifies the influence of HGC as a communication tool. This influence is observed without simply establishing guidelines to design posts that increase interaction (engagement); rather, the final effect is also measured as an attitudinal variable (purchase intention) that represents the most suitable user response to produce a subsequent transaction.

2 Theoretical background

In the context of tourism, searching social media is an important step during the trip planning process to reduce the perceived risks associated with the intangibility of services (Hernández-Ortega *et al.*, 2020). While most research does not distinguish between content generated by product or service brands and is referred to indistinctly as FGC, the hotel experience includes dimensions such as location, ambience, staff, and interactions between guests (Khan and Rahman, 2017). Therefore, the content published on hotels’ social media must include references to these dimensions that make the experience different from other types of services.

In this study, HGC follows the line of previous research that adapts the name of FGC to its specific context, such as host-generated content on peer-to-peer accommodation social media (Liang *et al.*, 2020). This contrasts with to user-generated content (UGC), which refers to content

created by users and includes content created and published by a hotel on its social network that, unlike advertisements, does not entail publishing costs.

The quality of information plays an integral role in shaping customers' behavioral intentions (Ongsakul *et al.*, 2021). In the digital environment, the perceived quality of information is a fundamental element that favors decision-making (Jeong and Lambert, 2001). The perception of quality in the social media context is formed as a result of the close interaction between the customer and other users and with the brand (Wei *et al.*, 2022). In this way, this will positively impact purchase intention (Santy and Atika, 2020).

Some authors have previously confirmed the relationship between HGC messages and perceived quality of information in the context of web design (Eroglu *et al.*, 2003) and museum context (Blasco-Lopez *et al.*, 2019). Applying this type of relationship to the hotel sector, the following hypothesis is proposed:

H1. Hotel brand-related messages on social media influence users' perceived quality of information.

Given that marketers try to design content that encourages user participation, FGC generates different levels of engagement (Bai and Yan, 2020). This study adopts the view of authors such as Wang *et al.* (2017), who consider user engagement to be active participation and interaction with content. Therefore, there are three possible actions: liking, commenting and sharing (Molinillo *et al.*, 2018). Although each type of response represents a different level of involvement, with likes being the lowest and shares being the highest (Vaičiukynaitė and Gatautis, 2018), all of them presuppose expressions of users' increasingly active participation and, therefore, have greater implications for users. Thus, the following hypothesis is proposed:

H2. Hotel brand-related messages on social media influence users' interactions (engagement) with this content.

Regarding booking intention, exposure to travel-related content on social media triggers a behavioral response in the form of users' intentions to visit a tourist destination (Latif *et al.*, 2020). This content activates social comparison such that viewing these posts stimulates the intention to visit destinations (Latif *et al.*, 2020). Other authors (Yost *et al.*, 2021) have shown that the communication carried out by companies in the social media environment influences consumers' purchase intentions.

Applied to the hotel context, users' exposure to HGC, which reflects the values and benefits of staying at a hotel, has a positive effect on users' booking intentions. Therefore, we propose the following hypothesis:

H3: Hotel brand-related messages on social media influence booking intention.

Users' perceived quality of information affects their predispositions to make reservations (Chen and Chang, 2018). A website with quality content provides new, accurate, organized, and well-presented information that helps a company improve users' behavioral intentions (Le *et al.*, 2020). In the same way, the effect of the perceived quality of information on social media influences purchase or visit intentions (Blasco-Lopez *et al.*, 2019; Fu *et al.*, 2020). Consequently, the following hypothesis is proposed:

H4. Regarding hotel posts, user-perceived quality of information has a positive effect on booking intention.

Similarly, engagement on social media can have positive effects on booking intention (Kudeshia and Kumar, 2017). Interacting with content on social media supports the development of brand loyalty (Kamboj and Rahman, 2016), which is considered an antecedent of purchase

intention (Pöyry *et al.*, 2013). Similarly, participation in online travel communities supports consumers' intentions to use the products and services of these communities (Casaló *et al.*, 2014). Accordingly, the following hypothesis is proposed:

H5: Greater user interaction (engagement) with hotel posts has a positive effect on booking intention.

According to Santiago *et al.* (2022), FGC has a low impact on attitude; for this reason, it is necessary for hotels to understand other ways they can improve users' attitudes toward their brands through social media. Because one of the main objectives of social media is to achieve user interaction or engagement (Langaro *et al.*, 2018), this paper analyzes whether people's attitudes toward hotels can be improved through greater interaction with HGC. This relationship has been infrequently studied in the literature since authors have generally focused on examining the effect of the number of likes on attitudes toward brands.

In fact, attitude is one of the most important determinants of purchase intention (Kudeshia and Kumar, 2017). Interaction generates more positive brand evaluations; that is, engagement supports positive brand attitudes (Kumar *et al.*, 2016). The number of likes positively influences brand attitude, which in turn increases the intention to visit a destination or a hotel (Leung, 2019). Users who actively interact with brand pages are increasingly exposed to brand content, and it is reasonable to assume that interacting with additional brand content impacts brand associative structures, which impacts brand attitude (Langaro *et al.*, 2018). A recent study developed by Wang *et al.* (2019) showed that brand community commitment (understood as the interaction with the brand in social media) can promote consumers' positive attitudes toward brands, thus influencing their purchase intentions; only commitment has no direct effect on purchase intention. Cheung *et al.* (2021) demonstrated that when smartphone

consumers are active in engaging with a brand via social media platforms, positive perceptions of the brand are formed. Previous research (Heryana and Ysa, 2020) has shown that attitude mediates the relationship between eWOM and the intention to repurchase local brands. Considering that engagement is understood by some authors (Leung *et al.*, 2017a) as the intention to spread eWOM, we suggest that the attitude produced by interaction with content generated by the hotel will increase booking intention to a greater extent. Thus, the following hypotheses are proposed:

H6: Interaction with HGC (engagement) on a social network has a direct positive effect on brand attitude.

H7: The brand attitude generated through interaction with HGC on a social network has a positive effect on booking intention.

Considering all of the hypotheses above, Figure 1 shows the conceptual model.

[Figure 1 near here]

3 Materials and methods

The data come from an online survey conducted in January 2021 with a sample of 831 users from the Toluna panel (<https://esus.toluna.com/%23/#/>). Online panels provide an affordable way to recruit participants outside the university community and to obtain samples capable of reflecting the diversity of a country’s population (Chandler *et al.*, 2019). Partial least squares structural equation modeling (PLS-SEM) was chosen because it enables the estimation of complex models with many constructs, indicator variables and structural paths without imposing distributional assumptions on the data (Hair *et al.*, 2017). Measures were developed with a 5-

point Likert-type scale; thus, the data had a nonnormal data distribution (Merli *et al.*, 2019). In addition, PLS works well with mediation analysis (Cepeda-Carrión *et al.*, 2018).

The research sample was built with a proportional random procedure and was stratified by gender and age. As requirements to participate in the survey, two sample selection variables were established: being a user of a social network and having stayed in a hotel in the last three years (criterion based on Dursun and Caber, 2016; Gómez-Suárez and Veloso, 2020).

The participants were exposed to posts generated by a fictitious hotel at a specific tourist destination in the most realistic way possible by including image and text that narratively described HGC about the experience at the hotel and emphasized information regarding the benefits of the accommodations, the hotel's atmosphere and the feelings and emotions that it evoked. The variables of the questionnaire were based on scales that were tested in previous studies.^[1] Before the instrument was used for data collection, eight hospitality and social media experts ensured its face validity and enhanced the readability of the instrument.

4 Results

Because data were collected from a single source, it was necessary to check for CMB. First, a pilot study of 264 tourists was used to check the questionnaire items prior to data collection. Second, Harman's single-factor test was conducted (Podsakoff *et al.*, 2003). The findings of the exploratory factor analysis detected six factors with eigenvalues >1 that explained 81% of the total variance, with the first factor explaining 43.63% (<50% suggested value). Then, SmartPLS 3.0 software (Henseler *et al.*, 2015) was used according to the guidelines recommended by Ali *et al.* (2018) to obtain an accurate, reliable, and valid model.

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The results of the measurement model were favorable since the reliability indicators (Cronbach's alpha and composite reliability) exceeded the reference thresholds of .80 for composite reliability and .70 for Cronbach's alpha (Nunnally, 1979). The average variance extracted (AVE) varied between .59 and .77. It was consistently above the cutoff value of .50, as suggested by Fornell and Larcker (1981).

To evaluate discriminant validity, two criteria were used: 1) Fornell and Larcker's (1981) criteria^[2] and 2) a heterotrait-monotrait (HTMT) matrix (Henseler *et al.*, 2015).^[3] Both methods supported the discriminant validity of all our variables (these results are available upon request).

The R² values in the measurement model for booking intention, perceived quality of information, engagement and attitude were 72.3%, 64.1%, 42.8% and 46.4%, respectively. Next, the effect size f² was analyzed (Hair *et al.*, 2017). The effects of HGC on perceived quality of information and on engagement (1.79 and .751, respectively) and the effect of user interaction (engagement) on attitude (.867) were strong. The effect of engagement on booking intention (.280) and the effect of attitude on booking intention (.190) were medium in size. The Stone-Geisser Q² was calculated using a blindfolding procedure (Henseler *et al.*, 2009), and the results showed good predictive power since all the values were above zero.

Figure 2 depicts the structural model results. The significance of the paths, the t values and their respective standard errors were determined using a bootstrapping procedure (5,000 subsamples).

[Figure 2 near here]

The results of the final model allowed us to confirm six of the seven proposed hypotheses. HGC had a positive and direct influence on perceived quality of information ($\beta = .801$, $p < .001$) and on engagement ($\beta = .655$, $p < .001$), confirming H1 and H2. In addition, both

perceived quality of information ($\beta = .107$, $p < .001$) and engagement ($\beta = .403$, $p < .001$) had a positive effect on booking intention, confirming H4 and H5. Finally, engagement influenced brand attitude ($\beta = .681$, $p < .001$), which in turn influenced booking intention ($\beta = .396$, $p < .001$), confirming H6 and H7. In contrast, H3 was rejected, as the content of the posts did not significantly influence booking intention.

Then, potential mediating relationships were analyzed. To test this type of relationship, a PLS mediation analysis was performed (Cepeda-Carrión *et al.*, 2018). The perceived quality of information, attitude and engagement had a full mediating effect on the relationship between HGC and booking intention since both the total indirect effect and specific indirect effects were significant (these results are available upon request). Table I shows all the hypotheses tested with their path coefficients.

[Table I near here]

5 Discussion and conclusions

5.1 Conclusions

This study attempted to assess the effect of HGC on hotel customers' behaviors inside and outside the social network. The results show that through engagement, attitude and perceived information quality in social media, the intention to book at a hotel can be increased, whereas when users are exposed only to content created by hotel brands, this effect is not achieved. The findings support all of the hypotheses except one and contribute to the academic literature in terms of social media behavior. According to the results, consumer booking intention will

increase if users interact with social media posts and if that engagement is able to increase consumers' brand attitudes toward the hotel.

There is a direct relationship between the content and quality of information provided by hotels on social media, in line with other research results in other business contexts (Blasco-Lopez *et al.*, 2019; Ha and Im, 2012). HGC posts on social media activate a cognitive response when users navigate such media, including beliefs and thoughts constructed from interactions with stimuli (Kim and Johnson, 2016).

HGC has a greater effect on the perceived quality of information than on engagement, although in both cases, the values are high. Therefore, it is important to post content on media that can transmit the values and benefits of hotels and generate positive emotions because doing so has repercussions for realizing user interaction and transmitting quality content, which are two of the goals of using social media.

However, contrary to expectations, the hypothesis regarding the direct influence of HGC on booking intention was not supported. Therefore, the generation of posts that create an atmosphere, feelings and positive emotions in users does not itself lead to an increase in users' booking intentions. If users are not involved in the process, the information is not relevant to them; alternatively, the information may not be sufficiently strong to increase users' booking intentions. If the level of involvement is increased, booking intention may also increase since the more relevant to and consistent with users' wishes, interests, and values the content is perceived to be, the greater the likelihood that users will book a hotel room (Leong *et al.*, 2019).

Since posted content itself does not affect booking intention, the role of intermediate variables is relevant. Thus, high levels of engagement and a higher perception of informational quality induce higher booking intention. The former is somewhat more effective than the latter,

hence the importance of creating posts that encourage users to interact through comments, likes or shares. Thus, social media managers should try to encourage this interaction, not only through HGC but also through management responses, in a way that fosters dialog between hotels and guests and strengthens users' engagement behaviors (Zhang *et al.*, 2021).

Similarly, this interaction will improve both booking intention and attitude, which in turn will positively affect booking intention. This interaction on social media generates positive effects on consumers' brand perceptions, which ultimately supports their final purchasing decisions (Lee *et al.*, 2020). In fact, it is possible to significantly influence attitude and purchase intention by using social media as a channel to generate content that reflects support for brands (Kudeshia and Kumar, 2017).

The changing role and rapid development of technology obliges hospitality researchers and practitioners to gain insight into which platforms may effectively engage customers. While previous studies have verified only the effect of message content on engagement behavior, this research confirms the positive effect of attitude on booking intention. Thus, a relationship that has been demonstrated in more general research on media is verified, offering an important contribution in the hotel context since interaction has been shown to improve users' attitudes toward hotels, which has positive implications for booking intention.

5.2 Theoretical implications

The present study offers several contributions to the literature on hospitality research by illuminating the role of HGC on social media, a topic that has generated great interest from professionals in recent years but has been analyzed very little in the field of tourism research (Hernández-Ortega *et al.*, 2020).

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To the best of our knowledge, this is the first attempt to integrate into a single model the five constructs that were empirically tested. The results indicate the full mediation of all the variables, which is another step in understanding how to improve the intention to book through social networks and highlighting the role of intermediate variables.

In general, much of the academic literature has focused on analyzing the strategy of messages in social networks in terms of the type of content and the format and its impact on metrics such as interaction or engagement (Luarn *et al.*, 2015; Tafesse and Wien, 2018; Vaičiukynaitė and Gatautis, 2018; Vaiciukynaite *et al.*, 2017). Research on the impact of HGC on social media is much more limited. Therefore, this research contributes to the academic literature by identifying the main variables that should be considered to understand and increase hotel booking intention through social media. Although engagement in social networks is important, it is more relevant for hotel managers to know whether the investment of their time and money to design and publish content translates into an increase in the number of reservations.

Previous research has shown that FGC has a positive impact on purchase intention (Poulis *et al.*, 2019; Yost *et al.*, 2021). In the hotel context, Leung *et al.* (2017a) showed that the message strategy (format and content type) could improve booking intention. However, it has not yet been demonstrated whether these posts, regardless of the type of content, improve user booking behavior. The findings of the present research suggest that content that combines emotional and informative references or the brand and service together in the same publication can improve engagement, attitude, or the perceived quality of information but not booking intention. Therefore, it seems a better strategy to publish words and weblink messages about the

product/service (Leung *et al.*, 2017a) than to do so in a more general way if the objective is to improve booking intention.

This study answers how engagement affects user behavior beyond the social network. To the best of our knowledge, this relationship has not previously been tested. Therefore, it adds value to the literature by verifying that effectively interacting with the content increases hotel booking intention.

Finally, the study analyses the effect of interacting with content from the perspective of actors who interact. Overall, the literature has examined the impact of posts with a high number of interactions on attitude or buying behavior (Kudeshia and Kumar, 2017, Pahlevan *et al.*, 2019), but these interactions were made by other users, while our study proves the direct relationship between interacting with HGC and its consequences for users' own behaviors.

5.3 Managerial implications

This research provides useful information for community managers who manage social media and for hotel managers. According to the results, the official accounts of hotels that wish to increase their reservations must consider two fundamental aspects: publishing quality content and increasing engagement.

From the cognitive perspective, since the perceived quality of information significantly influences booking intention, the content of posts should provide relevant, up-to-date information that facilitates users' decision-making; reduces their evaluation efforts, information search behavior, and perceived risk; and increases their motivations related to social tranquility or their search for social security and approval. For information to be perceived as higher quality, social media accounts must update their content regularly and frequently post information.

Furthermore, hotels should include information in their posts about points of interest near their locations, and they should respond quickly to user comments. Additionally, they should share news related to the destination or events organized near the hotel so that users perceive the hotel's official account on social media as a source of relevant information to make their final decisions. Considering that posts on social media can combine text with images or videos, hotels could use images or videos of customers enjoying the experience in the hotel, including virtual reality (VR) and augmented reality (AR), to encourage interaction.

From the affective perspective, posts must encourage followers and users of social media to interact with them through calls to action and motivational phrases, even mentioning clients themselves so that they feel motivated to interact with posts. In addition, it is effective to create hashtags and persuade users to use them. To create a greater sense of community, they could address their followers in a unique way with a name that makes them feel like they are part of a community and create a greater bond that may encourage future reservations. It would also be interesting to identify top traveler influencers, regular guests, or top fans to jointly design publications about the hotel.

5.4 Limitations and future research lines

The sample included only tourists of Spanish nationality. To generalize the results, it would be interesting to replicate the analysis with tourists from other countries. Additionally, data collected in other countries could help verify the relationships. Similarly, it would be interesting to replicate the research in different industries. Notably, the design of posts was carried out to simulate a generic social network. Hence, using social media fans of real hotels to confirm the results of the study and to compare the effects of HGC on different social media platforms (e.g.,

Twitter, Instagram, and Facebook) could be of interest. In addition, by applying an experimental design, the causal relationships between the proposed variables may be studied.

Notes

¹ See Table I in Supplementary Material. Questionnaire can also be found in the supplementary file (Appendix 1).

² See Table II of Supplementary Material

³ See Table III of Supplementary Material

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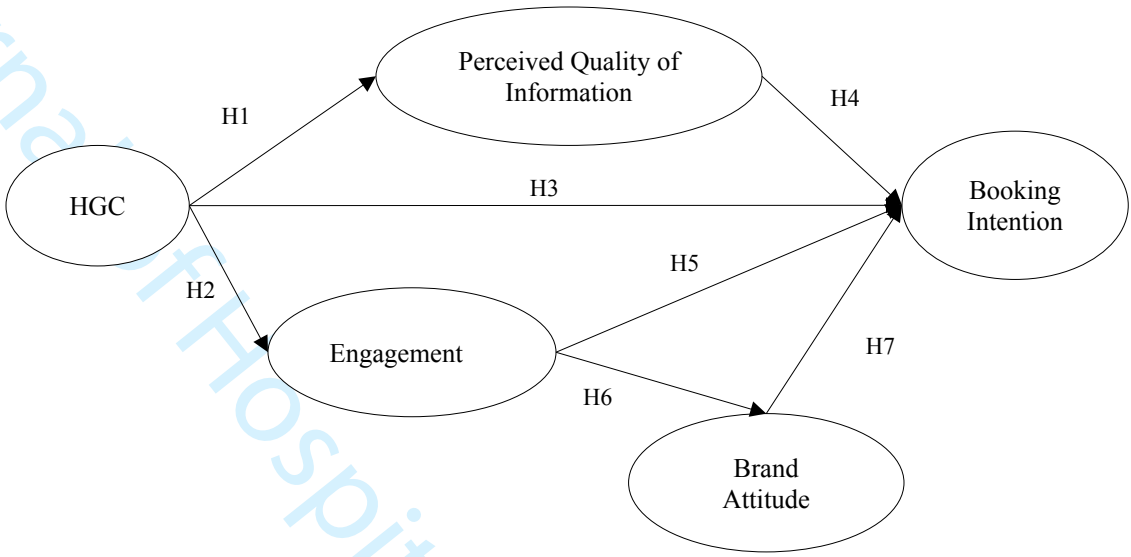


Figure 1. Conceptual Model

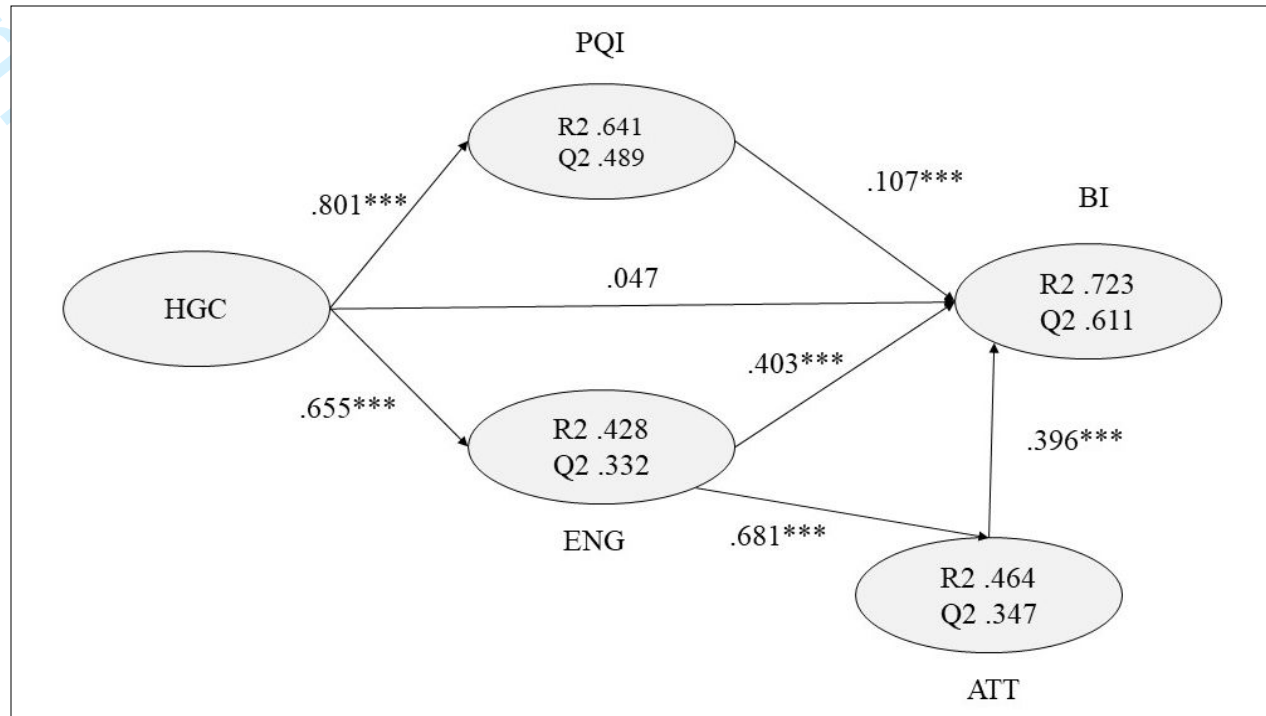


Figure 2. Structural Model Results

Note. $*p < .05$; $**p < .01$; $***p < .001$

Table I. Hypothesis testing

	Hypothesis	Path coefficient	t value	p value	Result
H1	HGC -> PIQ	.801	56.025	.000	Supported
H2	HGC -> ENG	.655	25.244	.000	Supported
H3	HGC -> BI	.047	1.176	.240	Not supported
H4	PIQ -> BI	.107	3.349	.001	Supported
H5	ENG -> BI	.403	10.447	.000	Supported
H6	ENG -> ATT	.681	33.493	.000	Supported
H7	ATT -> BI	.396	11.416	.000	Supported

Supplemental file

Table I. Reliability and Validity of the Scales

Item	Loading	Cronbach's Alpha	Composite Reliability (CR)	Average Variance Extracted (AVE)
Attitude (ATT) Adapted from Atwood <i>et al.</i> (2015) and Bhattacharjee and Sanford (2006)		.894	.926	.758
ATT1-Staying at this hotel is a good idea	.852			
ATT2-Staying at this hotel is a wise idea	.858			
ATT3-Staying at this hotel is nice	.888			
ATT4-Staying at this hotel is pleasant	.885			
Booking intention (BI) Adapted from Leung <i>et al.</i> (2017a) and Kim and Johnson (2016)		.912	.945	.851
BI1-My probability of booking this hotel is high	.925			
BI2-My willingness to book this hotel is high	.916			
BI3-My likelihood of booking this hotel is high	.927			
Perceived Quality of Information (PQI) Adapted from Hsu (2012)		.899	.930	.768
PQ1-The information contained in the posts is up to date	.804			
PQ2-The information contained in the posts provides me with all the information I need	.896			
PQ3-The information contained in the posts is accurate	.907			
PQ4-The information contained in the posts is of high quality	.896			
Engagement (ENG) Adapted from Leung <i>et al.</i> (2017b)		.906	.934	.780
ENG1-I will follow the account of this hotel	.869			
ENG2-I will press like	.874			
ENG3-I will comment on the posts	.896			
ENG4-I will share the posts	.894			
Hotel-generated content (HGC) Adapted from Blasco-Lopez <i>et al.</i> (2019) and Kim and Johnson (2016)		.899	.923	.666
HGC1-The posts that appear on the social network describe the hotel's objectives	.771			
HGC2-The posts describe the values of the hotel	.789			
HGC3-The posts describe the benefits of visiting the hotel	.811			
HGC4-The posts create a positive atmosphere about the hotel	.811			

HGC5-The posts create positive emotions about the hotel	.854			
HGC6-The posts create positive feelings about the hotel	.856			

Table II. Discriminant Validity Fornell-Larcker Criteria

	ATT	BI	ENG	HGC	PIQ
ATT	(.871)				
BI	.779	(.922)			
ENG	.681	.771	(.883)		
HGC	.785	.707	.655	(.816)	
PIQ	.676	.668	.635	.801	(.877)

*Note: The root-square of AVE is included on the main diagonal, and the inter-construct correlations are shown in each column below the main diagonal.

Table III. Heterotrait-Monotrait Ratio (HTMT)

	ATT	BI	ENG	HGC	PIQ
ATT					
BI	.861				
ENG	.754	.848			
HGC	.823	.781	.724		
PIQ	.751	.737	.703	.889	

Appendix 1. Questionnaire

Condition 1: Have an account created on (Toluna Screening)

- Facebook
- Instagram
- Twitter
- LinkedIn

Condition 2: Indicate whether you have stayed in a hotel belonging to the following category in the last 3 years (Toluna Screening)

- 5-star hotel
- 4-star hotel
- Boutique hotel
- None of the above

You are planning your next vacation. In your search for accommodations, in addition to consulting various web pages and search engines, you visit the social networks of some hotels to check their latest publications. Next, we will show you a post from a hotel social network. First, look carefully at the PUBLICATION. Then, you will answer some questions about that publication on networks. Even if some questions seem to be similar, do not worry and answer as many as are needed, as each answer serves a different purpose.

Indicate the extent to which you would be willing to carry out the following actions with the publication that has been previously shown to you, with 1 being total disagreement and 5 being total agreement:

I will follow the account of this hotel	1	2	3	4	5
I will press like	1	2	3	4	5
I will comment on the publication	1	2	3	4	5
I will share the publication	1	2	3	4	5

Please indicate how much you like or dislike the photo in the post:

- ☐ I like it a lot.
- ☐ I like it
- ☐ I neither like nor dislike it
- ☐ I dislike it
- ☐ I dislike it a lot.

Indicate the extent to which you agree with the following statements, with 1 being total disagreement and 5 being total agreement:

The probability of booking this hotel is high	1	2	3	4	5
My willingness to book this hotel is high	1	2	3	4	5
The likelihood of booking this hotel is high	1	2	3	4	5

Indicate the extent to which you agree with the following statements, with 1 being total disagreement and 5 being total agreement:

Staying at this hotel is a good idea	1	2	3	4	5
Staying at this hotel is a wise idea	1	2	3	4	5
Staying at this hotel is nice	1	2	3	4	5
Staying at this hotel is pleasant	1	2	3	4	5

To what extent do you consider that in the publication:

The posts that appear on the social network describe the hotel’s objectives	1	2	3	4	5
The posts describe the values of the hotel	1	2	3	4	5
The posts describe the benefits of visiting the hotel	1	2	3	4	5
The posts create a positive atmosphere about the hotel	1	2	3	4	5
The posts create positive emotions about the hotel	1	2	3	4	5
The posts create positive feelings about the hotel	1	2	3	4	5

To what extent do you consider that:

The information contained in the posts is up to date	1	2	3	4	5
The information contained in the posts provides me with all the information I need	1	2	3	4	5
The information contained in the posts is accurate	1	2	3	4	5
The information contained in the posts is high quality	1	2	3	4	5

How often do you connect to social media? (To consult, upload or interact with content)

- Daily (minimum once a day)
- Weekly (minimum once a week)
- Monthly (minimum once a month)
- Very sporadically (less frequently than once a month)

Demographic data provided by TolunaStart: age, annual household income, children under 18, education, education of the main earner in the household, gender, region 1 (north, south, east, west), region 2 (autonomous community), region 3 (province), number of people with household income, age, and gender of children under 18 years of age, zip code, main buyer, social grade, work position, and work position of the main employee.



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95

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