



# Understanding the determinants of hotel booking intentions and moderating role of habit



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## ABSTRACT

When there are more and more online hotel consumers, it is important for industry players to know why consumers prefer one online booking channel among others. Grounded in the commitment–trust theory (KMV) and the Technology Acceptance Model (TAM), this paper seeks to develop and empirically test a comprehensive framework to examine which factors influence consumer intentions to book hotel online. Using SEM to analyse the data collected from a sample of 1431 Internet users, the results indicate that consumers' intentions to book hotel online are determined by commitment, trust, attitude, and their antecedents. Finally, commitment, trust and attitude have higher influence on intention to book hotel online for low-habit customers. Implications were offered for practitioners based on the results.

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## 1. Introduction

Information Communication Technologies, especially the Internet, is leading to great developments in the tourism industry (Buhalis and Law, 2008). Internet has come as a new way of communication and selling for travel companies (Law and Wong, 2003; Llach et al., 2013). In recent years, Egyptian hotels have faced massive challenges due to the changing character of the travel industry. For decades, hotels sector industry had been dependent on intermediaries to sell their products to consumers. Internet as a new distribution channel will help travel providers, particularly the hotel industry, to reach consumers directly and help travel providers to save money (Zhou, 2004). Furthermore, the emergence of the internet brought lower prices and time savings for consumers (Heung, 2003).

The Internet is now a paramount distribution channel for travel companies (Lee and Morrison, 2010). Travel business on the internet accounts for 15 percent of overall travel sales (US Census Bureau, 2003). A forecast from the Market Intelligence Centre (MIC) (2009) reported that the online travel product category is the Internet's largest commercial area (48.9%), generating a worldwide revenue over 446 billion United States dollars (USD) in 2014. Sales of online travel worldwide grew 10% between 2011 and 2014 and

predictions until 2016 have shown that Sales of online travel worldwide will grow at 8% yearly (Statista, 2015).

A survey research reveals that the success of online shopping is determined mostly by consumer intentions to purchase (Park, 2010). Unlike Internet consumers in Egypt and other emerging economies, however, Egyptian consumers are well known for fickle consumption patterns and lack of e-commerce loyalty, both of which pose major challenges to online shopping businesses (El Ansary and Roushdy, 2013). Egypt is currently one of the leading nations especially in the Middle East area with a well-established e-commerce environment and advanced IT infrastructure, but rapid growth of e-commerce will soon occur in other nations with similar consumption patterns. Thus, examining and understanding how to maximize Egyptian consumers' intention to book hotel online is critical to the success of Egyptian online hotels and can help firms to develop a general reference model for online hotel shopping business success.

Numerous studies have attempted to identify factors leading to consumers' intentions to purchase travel online, emphasizing customer value creation (Francis and White, 2004), consumer trust and commitment (Chen, 2006; Kim and Chihyung, 2009; Kim et al., 2011a,b; Ponte et al., 2015; Mukherjee and Nath, 2007), perceived usefulness (Amaro and Duarte, 2015), and attitude (Aye, 2015; Amaro and Duarte, 2015). However, little attention has paid to the integration of these factors into a comprehensive model (Wang, 2008; Kim et al., 2012). Such an integrated approach is also lacking in the studies of Egyptian online hotels. Furthermore, Law et al. (2009) noted that relationship marketing research in tourism

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and hospitality industry focuses mainly on the supplier marketing activities of firms and less attention has been paid to the consumer side of the exchange process. Research addressing online travel shopping presents contradictory results and is typically fragmented (Amaro and Duarte, 2013). There is a scant of research on trust in online context for tourism products (Kim et al., 2011a,b). Therefore, the findings of the preceding studies support the significance of the current study.

Previous studies pointed out that the effects of the antecedents of intention to purchase may be contingent on online shopping habit (Khalifa and Liu, 2007). The moderating influence of habit on the relationship between trust and intention to purchase has been examined by many studies (Chiu et al., 2012; Hsu et al., 2015). Therefore, in this study, habit is included in our model to test its moderating effects on the relationships between intention to book hotel online and its determinants (i.e., commitment, trust, and attitude).

This research adopts a distinctive way to analyse the factors influence consumers intentions to book hotel online, by proposing and empirically testing an integrated model, with contributions from well-grounded theories, namely Commitment–Trust theory (KMV) (Morgan and Hunt, 1994) and the Technology Acceptance Model (TAM) (Davis, 1986) contributing to the current literature since, to the best of knowledge, this has not been done in any other study. Therefore, The current study aims to contribute the following to the literature of tourism and hospitality: (1) identify the determinants that effect consumer intention to book hotel online; (2) by integrating two well-recognized technology adaption theories: the commitment–trust theory and the Technology Acceptance Model (TAM), we help to understand the intention of consumers to book hotel online; (3) We also examine the moderating role of habit on the association between consumer intention to book hotel online and its determinants. The findings will help online hotels' managers to evolve strategies that enhance the intention of consumer to book hotel online.

Our study is organized as follow; the next section represents literature pertaining to the study variables and theories as well as the hypotheses development. Then we demonstrate our data collection and measures operationalization. Finally, we explain the study results, discussion, and managerial implications as well as demonstrating the limitations and future research.

## 2. Development of theoretical framework

### 2.1. commitment–trust theory

In their research, Morgan and Hunt indicated that “relationship marketing” – the act of establishing and maintaining successful relational exchanges – constitutes a major shift in marketing theory and practice. Morgan and Hunt (1994) developed the commitment–trust theory of relationship marketing (KMV). They proposed a model where trust and commitment mediate the relationship among five antecedents (shared value, relationship termination cost, relationship benefits, opportunistic behaviour, and communication) and five outcomes (co-operation, uncertainty, conflict, acquiescence, and propensity to leave).

Trust and commitment are both particularly important in the context of e-commerce, because customers are unlikely to shop online if they do not trust the website on which they are shopping (Kim et al., 2011a,b). Studies have analysed the antecedents of consumers' trust and commitment, and these help hotels' managers to design their websites in such a way that consumers perceive the transactions to be trustworthy. In this research, we examine, in relation to hotel websites, the antecedents of trust and commitment that, according to Morgan and Hunt (1994), are related

to consumers' perceptions, such as shared value, opportunistic behaviour, and communication. Perceived privacy/security is also relevant to consumers' perceptions of the trustworthiness of an e-commerce company (Ponte et al., 2015; Kim et al., 2011a,b). Hence, the current study adds perceived privacy/security as antecedents to consumer trust to online hotel website. We analyse these factors for hotels' websites because only a few studies have examined the antecedents of trust and commitment in online travel (Kim et al., 2011a,b; Escobar-Rodríguez and Carvajal-Trujillo, 2014).

### 2.2. Technology acceptance model (TAM)

Based on the prior studies, numerous studies applied several theoretical perspectives in order to explain and understand consumers' acceptance and use of new technology. Of these, the TAM considers the most effective approach to investigating consumer acceptance and use of technology related application (Aye, 2015; Kim et al., 2009a,b). The technology acceptance model was initially proposed by Davis (1986).

The TAM theory postulates that individuals' perceptions about ease of use and usefulness are two cognitive factors that determine their acceptance of information system. TAM has received substantial empirical support in explaining consumer acceptance of various types of technology e.g. technology based services (Zhu and Chan, 2014), smart phones (Joo and Sang, 2013) and the new media (Workman, 2014).

In tourism and hospitality context, numerous studies applied TAM to understand and explain consumer acceptance of new technology including hotel front office systems (Kim et al., 2008a,b), consumer intention to shop travel online (Amaro and Duarte, 2015; Casalo et al., 2010), biometric systems adaption in hotels (Morosan, 2012), and restaurant computing systems (Ham et al., 2008). The findings of these studies show that perceived ease of use and perceived usefulness are crucial determinants of consumer acceptance of technology. Therefore, our study examines the important role of perceived ease of use and perceived usefulness in understanding consumer intention to book hotel online.

### 2.3. Online purchase intentions

The main dependent variable of the model is consumer intentions to book hotel online. This variable has been derived from Theory of Reasoned Action (TRA), which postulates that behavioural intention is the main predictor of actual behaviour (Fishbein and Ajzen, 1975). Behavioural intentions have been used as a strong predictor of actual behaviour in online shopping context (Ajzen, 2011; Lin, 2007; Casalo et al., 2010). Furthermore, in the context of online travel shopping, behavioural intentions have been posited as the best predictor of actual behaviour (Moital et al., 2009; Amaro and Duarte, 2015; Ponte et al., 2015). Therefore, due to the difficulties regarding measuring consumer real behaviour, we focus on behavioural intentions as the best predictor of consumer actual behaviour.

## 3. Research model and hypotheses

Based on the preceding review, the research model and its hypotheses are shown in Fig. 1. In general, integrating commitment, trust and their antecedent, perceived usefulness, perceived ease of use, and attitude, are useful to explore the determinants of intention to book hotel online. The hypothesized relationships are discussed in the following section.

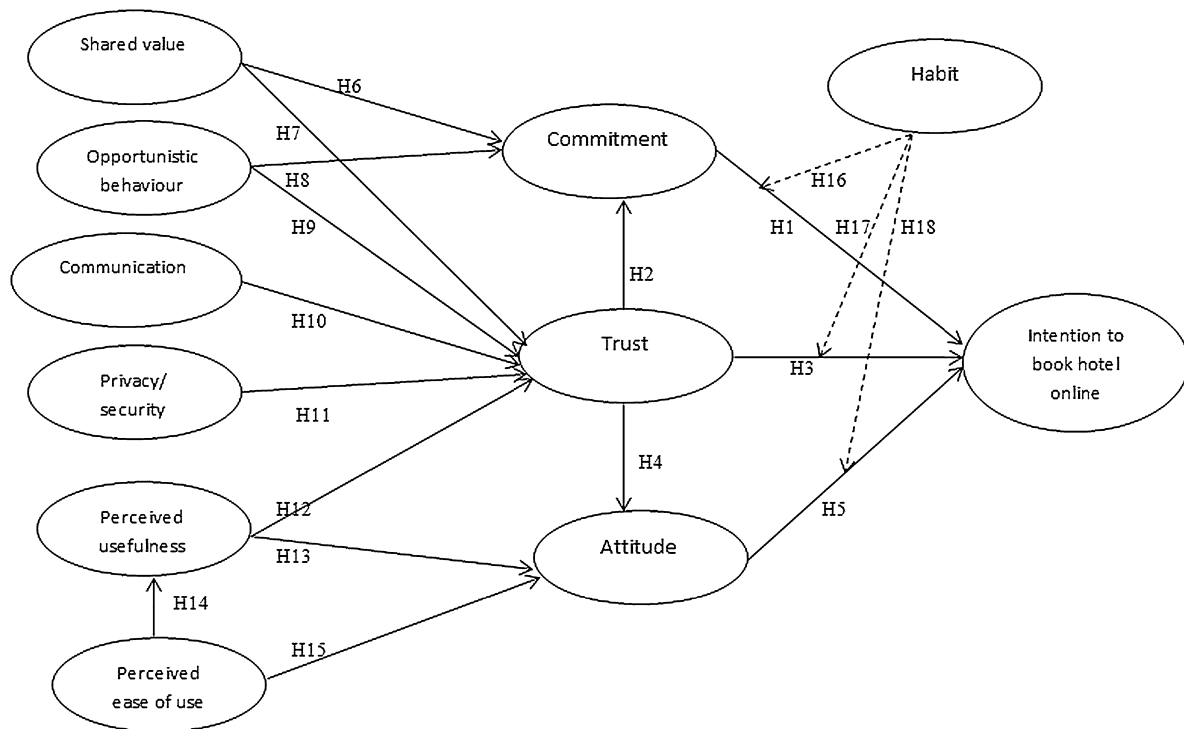


Fig. 1. The theoretical model.

### 3.1. Consumer commitment, trust, attitude and intention to book hotel online

Commitment refers to consumer attitude that reflect his desire to continue a valued relationship with the seller (Hur et al., 2011). It is one of the cornerstones that is essential for the establishment of successful relationships in the ontext of hospitality and has been accepted as the focal construct preceding customers' positive relational behaviors. The proposed commitment and repurchase intention relationship is supported by Morgan and Hunt (1994). consumers who have high commitment to online hotel provider will buy more. In support of this notion, Mukherjee and Nath (2003) found a significant path from commitment to customer repurchase intentions. Other authors such as (Rauyruen and Miller, 2007; Fullerton, 2003; Gilliland and Bello, 2002; Eastlick et al., 2006; O'Mahonya et al., 2013; Elbeltagi and Agag, 2015) also provide empirical evidence that a relationship exists between customer commitment and repurchase intentions.

Trust is conceptualized as the subjective belief that the online provider will fulfil its transactional obligations, as those obligations are understood by the consumer (Kim et al., 2008a,b). Although the crucial role of trust in online context, Kim et al. (2011a,b) pointed out that there is a scant of research on trust in online context for tourism products. Trust in websites plays a paramount role in e-commerce, because consumers are unlikely to shop online if they do not trust the website (Kim et al., 2011a,b).

In the e-commerce field, several prior studies have confirmed the positive link between trust and the intentions to purchase online (Chiu et al., 2010; Gefen et al., 2003; Kim et al., 2012). In the field of tourism and hospitality e-commerce, a significant and positive relationship between trust and purchase intention is supported by a variety of studies (e.g. Bigne et al., 2010; Escobar-Rodríguez and Carvajal-Trujillo, 2014; Kim et al., 2011a,b; Amaro and Duarte, 2015; Ponte et al., 2015). Trust is a precursor to commitment (Sanchez-Franco et al., 2009; Abosag and Lee, 2013; O'Mahonya et al., 2013; Elbeltagi and Agag, 2015). Consumers who trust in

online hotel's site are more likely to commit themselves to their relationship with them.

Alsajjan and Dennis (2010) found that trust influences consumer attitude and intention to engage in behaviour. Consumers who trust in online travel products sites will have a positive attitude towards them and more likely to repurchase. In support of this notion, Amaro and Duarte (2015) and Ashraf et al. (2014) found a significant path from trust to customer attitude and repurchase intentions. Thus, the authors propose the following hypotheses:

- H1.** Consumers commitment to online hotel provider has a positive influence on intentions to book hotel online.
- H2.** Trust in online hotels sites has a positive influence on intentions to book hotel online.
- H3.** Consumers commitment to online hotel provider has a positive influence on intentions to book hotel online.
- H4.** Trust in online hotel sites has a positive influence on attitude towards online hotel booking.
- H5.** Consumers' attitude towards online hotel booking positively influences intentions to book hotel online.

### 3.2. Shared value, consumer commitment and trust

Shared value is the extent to which buyer and supplier has mutual understanding about their behaviours, goals, and policies. Ethics is a key aspect of shared value (Agag et al., 2015). Morgan and Hunt (1994) have conceptualized shared values through the extent to which ethics is compromised and the consequences of unethical behaviour. High standards of online seller ethics such as e-governance, taking permission from users for mailing lists or preventing kids from accessing adult content are especially important for online travel. When customers perceive a higher perception about shared values, such perceptions will increase their trust and commitment to their supplier. According to Morgan and Hunt

(1994), shared values contribute positively to the development of affective commitment. Referring to mutual goals, [Morgan and Hunt \(1994\)](#) report a positive relationship between shared values and relationship commitment. Both groups of authors find that, when partners share same values, this has a positive effect on their mutual level of commitment to the relationship.

For consumers and online hotels providers with goals or policies in common, sharing resources and abilities can lead to greater mutual commitment and closer bonds. [Mukherjee and Nath \(2007\)](#) point out that shared values have a positive influence on consumer commitment and trust. Therefore, we propose the following hypotheses:

**H6.** Shared value positively influences consumers' commitment to the online hotel provider.

**H7.** Shared value positively influences consumer trust in online hotel sites.

### 3.3. Opportunistic behaviour, consumer commitment and trust

One of the key behavioural variables that drive transactions costs analysis is opportunism. Opportunism is defined as "self-interest seeking with guile" ([Williamson, 1985](#)). Examples of opportunistic behaviour are such acts as withholding or distorting critical information, failing to fulfil promises or obligations, and lying, or cheating ([Wathne and Heide, 2000](#)). If consumers' expectations are not met due to the online provider opportunistic behaviour, then consumer commitment and trust will be diminished ([Mukherjee and Nath, 2007](#)). Online providers' opportunistic behaviour effects negatively on consumer commitment and trust relationship ([Williamson, 1985](#)) which is empirically confirmed in most of the extant literature ([Mukherjee and Nath, 2007](#); [Roman, 2010](#); [Bianchi and Saleh, 2010](#); [O'Mahonya et al., 2013](#)). When consumers believe that the online hotel providers are engaging in opportunistic behaviour, such perceptions will lead to decreased consumer commitment and trust. Thus, the authors propose the following hypotheses:

**H8.** Online hotel provider opportunistic behaviour negatively influences consumers' commitment to online hotel provider.

**H9.** Online hotel provider opportunistic behaviour negatively influences consumer trust in online hotel site.

### 3.4. Communication and consumer trust

Communication, defined as the credibility, timeliness, and accuracy of information exchanged ([Anderson and Narus, 1990](#)). "Communication" is defined by [Anderson and Narus \(1990\)](#) as "the formal as well as informal sharing of meaningful and timely information between firms". [Morgan and Hunt \(1994\)](#) conclude that communication has a positive and indirect impact on the retailer-supplier relationship commitment in the motor vehicle tyre industry, while [Anderson and Narus \(1990\)](#) stress the critical role of communication in partnerships for the establishment of cooperation and trust. [Morgan and Hunt \(1994\)](#) point out that communication directly influences trust, and through trust, indirectly influences relationship commitment. Communication has been used as antecedents to consumer trust ([Ettgar, 1979](#); [Morgan and Hunt, 1994](#); [Mukherjee and Nath, 2003](#); [O'Mahonya et al., 2013](#)). Consumers are more likely to trust online hotel provider that makes its policies available, informs them about new offerings and quickly confirms that a transaction has occurred. Based on the support in the literature, it is proposed that:

**H10.** Communication positively influences consumer trust in online hotel site.

### 3.5. Perceived privacy/security and consumer trust

The issues of privacy and security have been labelled as two major concerns of e-commerce ([Briones, 1998](#)). Privacy extends itself beyond the uncertainty of providing personal information on the websites, but includes the degree to which personal information is shared or sold to third parties that have related interests ([Miyazaki and Fernandez, 2001](#)). Perceived security is defined as the perceptions of consumers about the security of transactions with an online provider. Privacy practices are thus crucial for online provider in coaxing customers to disclose their personal information ([Wanga and Wu, 2014](#); [Tsou and Chen, 2012](#)). When consumers perceive a higher perception about privacy and security, such perceptions will increase consumers trust. In the field of tourism and hospitality e-commerce, a significant and positive relationship between perceived privacy/security and consumer trust in online travel shopping is supported by a variety of studies ([Bigne et al., 2010](#); [Escobar-Rodríguez and Carvajal-Trujillo, 2014](#); [Kim et al., 2011a,b](#); [Ponte et al., 2015](#)). Therefore we propose the following hypothesis:

**H11.** Perceived privacy/security positively influences consumer trust in online hotel site.

### 3.6. Perceived ease of use, perceived usefulness, attitude, and trust

Perceived ease of use has been defined as "the degree to which a person believes that using a particular system would be free of effort" [Davis \(1989, p.320\)](#). In the current study, perceived ease of use is defined as the extent to which the online hotel bookers believes that booking hotel online will be free from effort.

Research has supported the positive and significant relationship between ease of use and attitude towards online shopping (e.g. [Zhu and Chan, 2014](#); [Ayeh, 2015](#)). Studies by [Morosan \(2012\)](#), [Kim et al. \(2008a,b\)](#), and [Ayeh \(2015\)](#) pointed out that ease of use has a positive significant influence on perceived usefulness. Therefore, booking hotel online will be more useful if it easy to use.

Also, [Davis \(1989, p. 320\)](#) conceptualized perceived usefulness as "the degree to which a person believes that using a particular system would enhance his or her job performance". In our study, perceived usefulness refers to the extent to which the consumer believes that booking hotel online improves his/her travel planning. Previous studies support the positive and significant relationship between perceived usefulness and consumer attitude (e.g. [Ayeh et al., 2013](#); [Joo and Sang, 2013](#); [Persico et al., 2014](#); [Workman, 2014](#)).

While some researchers [Palvia \(2009\)](#) proposed 'perceived usefulness' as an antecedent to transaction intention based on technology acceptance model (TAM), no existing study specified perceived usefulness as an antecedent to trust. As [Gefen et al. \(2003\)](#) suggested, it would make more sense to postulate that perceived usefulness is a consequence, not an antecedent, of trust in an e-commerce firm. A business relationship developed based on trust provides a measure of subjective guarantee that the e-commerce firm will behave with good will and that the outcome of a transaction will be fair and favourable, and thus increase the benefits of transacting on the e-commerce Web site that consumers come to perceive as more useful ([Gefen et al., 2003](#)). Therefore, we decided to rule out perceived usefulness as a trust antecedent from our model. Hence, the hypotheses:

**H12.** Perceived usefulness positively influences consumer trust in online hotel site.

**H13.** Perceived usefulness positively influences consumers' attitude towards online hotel booking.

**H14.** Perceived ease of use positively influences perceived usefulness.

**H15.** Perceived ease of use positively influences consumers' attitude towards online hotel booking.

### 3.7. The moderating role of habit

Habit is defined as “learned sequences of acts that have become automatic responses to specific situations, which maybe functional in obtaining certain goals or end states” [Verplanken et al. \(1997, p.539\)](#). Prior studies pointed out that habit is a behavioural tendency that results from previous experience ([Khalifa and Liu, 2007](#)). In online shopping context, habit is defined as “an automatic behavioural reaction that is stimulated by a condition/environment cause with-out a thinking or conscious mental process due to the cumulate past experience connection between the shopping behaviour and satisfactory results” [Hsu et al. \(2015, p.49\)](#).

According to [Chiu et al. \(2012\)](#), the relationship between habit and intention to purchase can be classified as two categories. The first category points out that habit has a direct influence on intention to purchase online, while the second category asserts that habit has a moderating influence on the relationship between intention to purchase and its determinants. Our study focuses on the moderating role of habit, since the direct influence of habit on intention to purchase online has been empirically tested by prior studies (e.g. [Chiu et al., 2012](#); [Khalifa and Liu, 2007](#)). Therefore, investigating the changes in the influence of antecedents of intention to purchase under the different strength of habit may be accounted for the role of habit ([Khalifa and Liu, 2007](#)). [Hsu et al. \(2015\)](#) pointed out that habit moderates the effects of trust and satisfaction on intention to purchase. Consumers' satisfaction may not necessarily lead to intention to purchase when online shopping habit has not been formed [Khalifa and Liu \(2007\)](#). Habit reduces the effect of satisfaction on customer loyalty ([Anderson and Srinivasan, 2003](#)). Accordingly, the influences of the antecedents of online purchase intention may be contingent on the online shopping habit ([Khalifa and Liu, 2007](#)).

Habit is considered as a factor that will moderate the effect of commitment, trust and attitude on intention to book hotel online negatively. When online hotel booking consumers behaviour becomes habitual, the need to engage in the cognitive assessment of the online hotel provider's trust worthiness will be suppressed ([Chiu et al., 2012](#)). To the best of our knowledge, a relationship that has never been explored in online hotel booking is the moderating role of habit on the relationship between commitment, attitude and intention to book hotel online. We hypothesize that Consumers' commitment and attitude towards online hotel booking will lead to intention to book hotel online despite online shopping habit has not been formed. In this study, we aim to examine the moderating effect of habit on the relationships between consumer intention to book hotel online and its determinants (i.e., commitment, trust, and attitude).

**H16.** Habit will reduce the influence of commitment on intention to book hotel online.

**H17.** Habit will reduce the influence of trust on intention to book hotel online.

**H18.** Habit will reduce the influence of attitude on intention to book hotel online.

## 4. Methodology

### 4.1. Sampling and data collection

A positivist research philosophy was utilized with a quantitative approach to validate the research proposed framework, quantitative data was collected using survey strategy through questionnaires to address different levels of the study. The target population of the current study comprises all consumers who usually make hotel online bookings. However, since there is no a list of hotel online booking across Egypt it is impossible to select our sample from the population directly. Thus, convenience sampling was used to collect data ([San Martín and Herrero, 2012](#)).

The first step in the process was to obtain permission from Egyptian tertiary institutions to send the surveys to their students. In total five tertiary institutions agreed for their students to take part in this research. These institutions were Cairo University, Alexandria University, Sadat City University, Assiut University, and the American university in Cairo. The second step involved the universities sending an informed consent email explaining the purpose of this research, with attached URL hyperlink to all relevant students. The final step was to send a follow-up email, to remind respondents to complete and submit the survey, 1 week and then 1 month, after the informed consent email to promote higher response rates.

In February of 2015, Recruitment e-mails were sent directly to faculty members and instructors at the five tertiary institutions in Egypt asking students to complete the online survey universities, which included a link to the survey that was to be forwarded to their students. Instructors and students were encouraged to pass the survey information along to other university students who were eligible to participate. A screening question was formulated in the first section to identify eligible respondents; the screening question asked whether the respondent had booked a hotel room online in the past 6 months. Positive answers enabled respondents to proceed with the survey. Thus, the sampling method began as convenience sampling, which developed into snowball sampling as more instructors and students recommended other participants. A description of the instructions was also included at the top of the survey. The survey took approximately 20–25 min to complete. Student samples have often been used in online shopping research (e.g. [Kim et al., 2007](#); [Ashraf et al., 2014](#)). This is justifiable as students have few troubles in using new technology and are computer literate ([Ashraf et al., 2014](#)). Students have actual online experiences and are potential consumers of electrical goods ([Yoo and Donthu, 2001](#)), and their technological advances and innovativeness qualify them as a suitable sample for online shopping research ([Yoo and Donthu, 2001](#)). The e-mail invitations provided respondents with information on the purpose of the study, the approximate time to fill out the questionnaire, and a banner with a hyperlink connecting to our web survey.

A pilot test was conducted to assess the validity and reliability of the research instrument. The instrument was given to a group of fifty postgraduate students at Sadat City University in Egypt who mentioned that they had used and were familiar with online hotel bookings. Their comments resulted in refinement of the instrument in terms of its length, format, readability, and clarity. Twenty online hotel managers were also asked to review the questionnaire. This review resulted in elimination of a specific item measuring commitment—The relationship that I have with the online hotel provider is of very little significance to me. The exclusion of this item did not pose a major threat to construct validity, since there were three additional items assessing commitment. Some wording changes were also made.

The questionnaire was available online between February 20th and April 15th of 2015. Eventually, 1860 respondents were invited to complete the questionnaire, and a total of 1463 responses

were obtained. The responses total number was large, therefore, the complete case approach was used (Hair et al., 2010) and all responses with missing values (32) were eliminated. Therefore, a total of 1431 responses were considered to be valid for further analyses. This actually meets the suggestion by Bartlett et al. (2010) and Barclay et al. (1995) that when determining the sample size for PLS estimation, 10 cases per predictor as a cut off sample size. In our model, the most complex regression involves the number of paths to trust construct, which are five. Therefore, according to this rule, 50 responses would be necessary as the minimum sample size for our study. Since 1431 cases were collected, the current research sample size is a very good and practically acceptable size for the use of PLS. Another test has been conducted using the following equation suggested by Westland (2010),  $n \geq 50r^2 - 450r + 1100$ , where  $n$  is sample size and  $r$  is the ratio of indicators to latent variables. Since 1431 cases were collected, the current research sample size satisfies the lower sample size threshold for structural equation modelling (Westland, 2010). Survey results were received from the online survey programme in Microsoft Excel spreadsheet format and exported to the Statistical Package for the Social Sciences (SPSS) 21.0 for data analysis.

#### 4.2. Questionnaire and measurements

The questionnaire for the present study was divided into two main sections. The first section contained questions to measure each construct based on existing measures or adapted from similar scales. It should be noted that all constructs have a reflective measurement. The last section of the questionnaire consisted of questions regarding respondents' demographic characteristics e.g. gender, age and education level. To prevent duplicate responses, the option to control and remove duplicate responses by IP was used. The research model has eleven constructs, each having items that are gauged by Likert scale (1 = strongly disagree and 5 = strongly agree).

Trust and commitment were adapted from Morgan and Hunt (1994), Kim et al. (2011a,b), Corbitt et al. (2003), Roman and Ruiz (2005) three items for trust and two items for commitment were adopted and modified based on consumers' interviews and pilot study. We conceptualize intentions to book hotel online as containing of purchase intention and continued interaction. Intentions to book hotel online were measured by three items borrowed from (Kim et al., 2012; Mukherjee and Nath, 2007; Bigne et al., 2010). The measured scale of shared value were generated based on related studies Morgan and Hunt (1994), for shared value, two items scale used by Morgan and Hunt was used with modifications to the wording as appropriate for our study. The measured scale of opportunistic behaviour was generated based on related studies (Morgan and Hunt, 1994; Roman, 2010; Riquelme and Román, 2014). For communication, only two items were adopted from the original Morgan and Hunt scale because they were appropriate for online hotel bookings. Privacy and security measures were borrowed from Kim et al. (2008a,b) and then modified by the feedback from consumers' interviews. The variables of perceived ease of use and perceived usefulness in this study were operationalized with three items each as suggested by Davis (1989) scales and Cheng et al. (2006). Perceived usefulness items reflect the consumer believes that booking hotel online improves his/her travel planning. Perceived ease of use items reflects the ease of booking hotel online. Attitude towards hotel online bookings in this study was operationalized with two items Adapted from Ajzen and Fishbein (1980). Finally, The items used to measure habit were adapted from Chiu et al. (2012) and Limayem et al. (2007).

We applied the partial least squares (PLS-SEM), WarpPLS 3.0 programme was utilized to validate the measures and test the hypotheses. First, PLS minimizes the endogenous variables

residual variances, and it is also an appropriate technique to address multiple relationships at the same time (Hair et al., 2011; Henseler et al., 2009). Second, a PLS approach does not require a normal distribution, as opposed to covariance-based approaches, which requires a normal distribution (Henseler et al., 2012). Finally, PLS is also recommended for testing complex frameworks (e.g. multiple mediators) (Magnusson et al., 2013). Furthermore, constructs with fewer items can be used. Since four constructs in the proposed model (shared value, opportunistic behaviour, communication, and commitment) only have two items, this characteristic seemed relevant.

## 5. Results

### 5.1. Descriptive statistics

A total of 1431 respondents were surveyed online. Of these 1431 participants, 920 were men (64.0%) and 511 were women (36.0%). The majority of respondents were aged between 18 and 29 (41.0%), had post-graduate education (master and doctorate) (60.0%), and had engaged in hotel online bookings between three to six times within the previous year (62.0%). Table 1 shows the respondents demographics.

### 5.2. Model assessment

The evaluation of a conceptual framework using PLS analysis contains two steps. The first step includes the evaluation of the measurement (outer) model. The second step involves the evaluation of the structural (inner).

#### 5.2.1. Measurement model

Tests of normality has been conducted to satisfy the criterion of multivariate normality, namely skewness, kurtosis, and Mahalanobis distance statistics (Bagozzi and Yi, 1988), were conducted for all the constructs, Table 7 (see Appendix). These indicated no departure from normality. The Cronbach's alpha reliability coefficient was calculated in order to assess the psychometric properties of the constructs (Nunnally and Bernstein, 1994).

The first step in evaluating a research model is to present the measurement model results to examine the indicator reliability internal consistency reliability, convergent validity and discriminant validity Hair et al. (2011).

As shown in Table 2, Cronbach's alpha for all measures exceed the recommended threshold value of 0.70 (Hair et al., 2011). Therefore, all measures are robust in terms of their reliability. Henseler et al. (2009) pointed out that composite reliability is more suitable for PLS-SEM. In our study the composite reliabilities range from 0.86 to 0.94, which are above the 0.70 cut-off (Bagozzi and Yi, 1988). Finally, all indicator loadings exceed the recommended threshold value of 0.60 (Henseler et al., 2009).

To assess convergent validity, according to Fornell and Larcker (1981), AVE was calculated for each constructs in our proposed model (see Table 2). Since all construct's AVE are above the 0.50 cut-off, therefore, the results support convergent validity.

Discriminant validity is considered in two steps. First, the Fornell and Larcker criterion is used to test whether the square root of a construct's AVE is higher than the correlations between it and any other construct within the model. As shown in Table 3, each construct shares more variance with its own block of indicators than with another latent variable. Second, the factor loading of an item on its associated construct should be greater than the loading of another non-construct item on that construct. The results, presented in Table 4, indicate that all indicators loaded on their own construct more highly than on any other, supporting that the constructs are distinct.

**Table 1**  
Demographic profile of respondents.

Items		Cairo University (430) N=403	Alexandria University (410) N=327	Sadat city University(370) N=291	Assiut University (340) N=216	American University in Cairo (310) N=194
Age	30–39	140	115	112	110	103
	40–49	105	78	62	55	50
	50–59	63	47	41	36	25
	Over 60	58	43	12	16	–
Gender	Male	230	210	189	153	138
	Female	172	117	102	63	56
Education level	Bachelor	188	142	69	53	28
	Diploma	31	29	17	15	4
	Master and PhD	311	213	145	121	65
	Other	–	–	–	–	–
Frequency of hotel online bookings within a year	<3 times	84	58	31	27	10
	3–6 times	326	213	202	114	32
	6–9 times	67	59	49	22	18
	>9 times	53	27	21	11	7

**Table 2**  
Measurement statistics of construct scales.

Construct/Indicators	Indicator Loadings	Composite reliability	Cronbach's alpha	Average Variance Extracted (AVE)
Intentions to book hotel online		0.94	0.87	0.76
INT1	0.92			
INT2	0.94			
INT3	0.91			
Trust		0.92	0.83	0.63
TRU1	0.86			
TRU2	0.92			
TRU3	0.88			
Commitment		0.89	0.85	0.58
CMT1	0.92			
CMT2	0.89			
Attitude		0.87	0.78	0.79
ATT1	0.88			
ATT2	0.92			
ATT3	0.87			
Shared value		0.92	0.84	0.71
SHV1	0.95			
SHV2	0.82			
Opportunistic behaviour		0.92	0.82	0.56
OPP1	0.84			
OPP2	0.78			
Communication		0.87	0.79	0.69
COM1	0.91			
COM2	0.86			
Privacy/security		0.91	0.88	0.58
PSC1	0.96			
PSC2	0.93			
Perceived usefulness		0.92	0.83	0.79
PUS1	0.77			
PUS2	0.82			
PUS3	0.89			
Perceived ease of use		0.86	0.74	0.74
PEU1	0.88			
PEU2	0.84			
PEU3	0.89			
Habit		0.86	0.77	0.72
HBT1	0.92			
HBT2	0.89			
HBT3	0.84			

Notes: INT = intentions to book; TRU = trust; CMT = commitment; SHV = shared value; OPP = opportunistic behaviour; COM = communication; PSC = privacy/security; PUS = perceived usefulness; PEU = perceived ease of use; HBT = habit.

**Table 3**  
Discriminant Validity of the Correlations Between Constructs.

Construct	Correlations and square roots of AVEs.											
	INT	TRU	CMT	ATT	SHV	OPP	COM	PSC	PUS	PEU	HBT	
INT	(0.821)											
TRU	0.590	(0.741)										
CMT	0.485	0.509	(0.805)									
ATT	0.604	0.648	0.721	(0.790)								
SHV	0.516	0.700	0.602	0.643	(0.831)							
OPP	0.539	0.703	0.761	0.758	0.794	(0.761)						
COM	0.641	0.439	0.485	0.574	0.596	0.491	(0.682)					
PSC	0.596	0.571	0.409	0.609	0.614	0.702	0.569	(0.668)				
PUS	0.657	0.490	0.718	0.541	0.471	0.554	0.507	0.580	(0.780)			
PEU	0.704	0.619	0.631	0.617	0.607	0.486	0.610	0.591	0.509	(0.815)		
HBT	0.460	0.552	0.560	0.416	0.495	0.630	0.475	0.602	0.627	0.628	(0.627)	

Notes: INT=intentions to book; TRU=trust; CMT=commitment; SHV=shared value; OPP=opportunistic behaviour; COM=communication; PSC=privacy/security; PUS=perceived usefulness; PEU=perceived ease of use; HBT=habit. Bolded items are factor loadings.

In order to assess potential non-response bias, following the method proposed by [Armstrong and Overton \(1977\)](#), we tested whether there were significant differences among the early and late respondents. 850 respondents completed the survey during the early stage and 581 completed the survey during the late stage. The Chi-Square test did not reveal any significant differences between early and late respondents at the 5% significance level. We therefore excluded the possibility of non-response bias.

A principal component factor analysis was conducted and the results excluded the potential threat of common methods bias ([Podsakoff et al., 2003](#)). The first (largest) factor accounted for 38.24% (the variances explained ranges from 17.02% to 38.24%) and no general factor accounted for more than 50% of variance, indicating that common method bias may not be a serious problem in the data set. In addition, following the method proposed by [Liang et al. \(2007\)](#), the results indicate that the substantive variance of indicators is 0.8, the average method based variance is 0.007 and all the method factor loadings are not significant. Therefore, we may contend that common method bias may not be a serious problem in the data set.

We also performed tests for multicollinearity due to the relatively high correlations among some of the constructs. All constructs had variance inflation factors (VIF) values less than 2.4, which is within the cut off level of 3.0 ([Hair et al., 2011](#)).

### 5.2.2. Structural model assessment

Since the measurement model evaluation provided evidence of reliability and validity, the structural model was examined to evaluate the hypothesized relationships among the constructs in the research model ([Hair et al., 2013](#)). According to [Henseler et al. \(2012\)](#) and [Hair et al. \(2013\)](#) recommendations, the structural model proposed in the current study was evaluated with several measures.

The moderating influence of habit has been tested using the subgroup analysis method, following [Ahuja and Thatcher \(2005\)](#) and [Chang et al. \(2014\)](#). In our study, we divided the groups into two subgroups, high-habit ( $N=790$ ) and low-habit ( $N=641$ ) using the median ([Chiu et al., 2012](#)) and ([Baron and Kenny, 1986](#)).

As shown in [Fig. 2a](#), the model explains 27% of variance for consumer commitment, 38% of variance for consumer trust,

**Table 4**  
Loadings and cross-loadings of measurement items.

ITEMS	INT	TRU	CMT	ATT	SHV	OPP	COM	PSC	PUS	PEU	HBT	p value
INT1	<b>0.847</b>	0.384	0.182	0.371	0.280	0.483	0.106	0.176	0.278	0.389	0.362	<0.001
INT2	<b>0.830</b>	0.293	0.028	0.178	0.273	0.273	0.043	0.029	0.029	0.412	0.281	<0.001
INT3	<b>0.813</b>	0.517	0.463	0.274	0.419	0.178	0.190	0.178	0.371	0.218	0.038	<0.001
TRU1	0.385	<b>0.881</b>	0.374	0.619	0.219	0.278	0.029	0.367	0.270	0.410	0.291	<0.001
TRU2	0.461	<b>0.841</b>	0.419	0.273	0.126	0.039	0.379	0.479	0.478	0.172	0.063	<0.001
TRU3	0.130	<b>0.902</b>	0.191	0.410	0.617	0.319	0.630	0.582	0.639	0.095	0.372	<0.001
CMT1	0.362	0.509	<b>0.910</b>	0.117	0.291	0.572	0.127	0.028	0.378	0.318	0.049	<0.001
CMT2	0.481	0.258	<b>0.882</b>	0.371	0.117	0.389	0.345	0.285	0.219	0.471	0.518	<0.001
ATT1	0.391	0.556	0.342	<b>0.908</b>	0.261	0.571	0.471	0.627	0.471	0.210	0.410	<0.001
ATT2	0.281	0.517	0.511	<b>0.872</b>	0.378	0.502	0.479	0.283	0.218	0.290	0.281	<0.001
ATT3	0.436	0.141	0.124	<b>0.917</b>	0.471	0.127	0.381	0.472	0.187	0.473	0.029	<0.001
SHV1	0.321	0.414	0.185	0.314	<b>0.802</b>	0.470	0.370	0.188	0.217	0.279	0.483	<0.001
SHV2	0.391	0.214	0.058	0.092	<b>0.849</b>	0.510	0.029	0.276	0.480	0.192	0.039	<0.001
OPP1	0.221	0.156	0.581	0.388	0.221	<b>0.931</b>	0.368	0.038	0.039	0.389	0.182	<0.001
OPP2	0.584	0.312	0.263	0.142	0.327	<b>0.821</b>	0.584	0.389	0.382	0.289	0.374	<0.001
COM1	0.213	0.451	0.580	0.049	0.189	0.418	<b>0.903</b>	0.572	0.182	0.189	0.483	<0.001
COM2	0.164	0.613	0.218	0.217	0.492	0.379	<b>0.878</b>	0.604	0.378	0.218	0.390	<0.001
PSC1	0.214	0.029	0.049	0.261	0.283	0.347	0.206	<b>0.871</b>	0.128	0.139	0.039	<0.001
PSC2	0.566	0.591	0.417	0.569	0.039	0.190	0.018	<b>0.872</b>	0.473	0.483	0.493	<0.001
PSC3	0.171	0.481	0.701	0.471	0.372	0.237	0.367	<b>0.771</b>	0.472	0.630	0.172	<0.001
PUS1	0.342	0.187	0.231	0.118	0.291	0.478	0.145	0.305	<b>0.778</b>	0.038	0.261	<0.001
PUS2	0.145	0.490	0.178	0.271	0.217	0.478	0.264	0.404	<b>0.881</b>	0.418	0.129	<0.001
PUS3	0.612	0.251	0.019	0.221	0.282	0.189	0.561	0.282	<b>0.871</b>	0.302	0.293	<0.001
PEU1	0.585	0.154	0.604	0.007	0.029	0.378	0.271	0.184	0.481	<b>0.782</b>	0.471	<0.001
PEU2	0.461	0.314	0.374	0.317	0.293	0.347	0.379	0.162	0.577	<b>0.893</b>	0.382	<0.001
PEU3	0.047	0.461	0.475	0.046	0.219	0.278	0.581	0.471	0.237	<b>0.930</b>	0.182	<0.001
HBT1	0.510	0.218	0.283	0.217	0.039	0.428	0.381	0.039	0.180	0.392	<b>0.795</b>	<0.001
HBT2	0.085	0.391	0.318	0.117	0.178	0.278	0.179	0.471	0.172	0.491	<b>0.790</b>	<0.001
HBT3	0.284	0.560	0.271	0.056	0.189	0.170	0.392	0.283	0.364	0.039	<b>0.842</b>	<0.001



47% of variance for attitude and 53% of variance for intentions to book hotel online. To test H1–H18, we tested the structural equation model in Fig. 2a. The global fit indicators were acceptable, APC=(0.182,  $p < 0.001$ ), ARS=(0.784,  $p < 0.001$ ), AARS=(0.740,  $p < 0.001$ ), AVIF=(2.304), and GOF=(0.742).

The results show that all hypothesized relationships are supported except H13. Coefficient between commitment and intention to book is significant ( $\beta = 0.16$ ,  $p < 0.001$ ), thus supporting H1. Trust influences consumer commitment, intention to book and

attitude significantly, thereby validating H2–H4 ( $\beta = 0.41$ , 0.47, 0.53,  $p < 0.001$ , respectively). Attitude exerts positive effect on intention to book, ( $\beta = 0.39$ ,  $p < 0.001$ ), thus H5 is supported. Shared value has significant influence on consumer commitment and trust ( $\beta = 0.26$ , 0.31,  $p < 0.001$ , respectively), indicating H6 and H7 is supported. Opportunistic behaviour has significant influence on consumer commitment and trust ( $\beta = -0.28$ ,  $-0.21$ ,  $p < 0.001$ , respectively), indicating H8 and H9 is supported. Communication, privacy/security, and perceived usefulness influence consumer



Fig. 2. (a) Results of full sample. (b) Results of high-habit subgroup. (c) Results of low-habit subgroup.

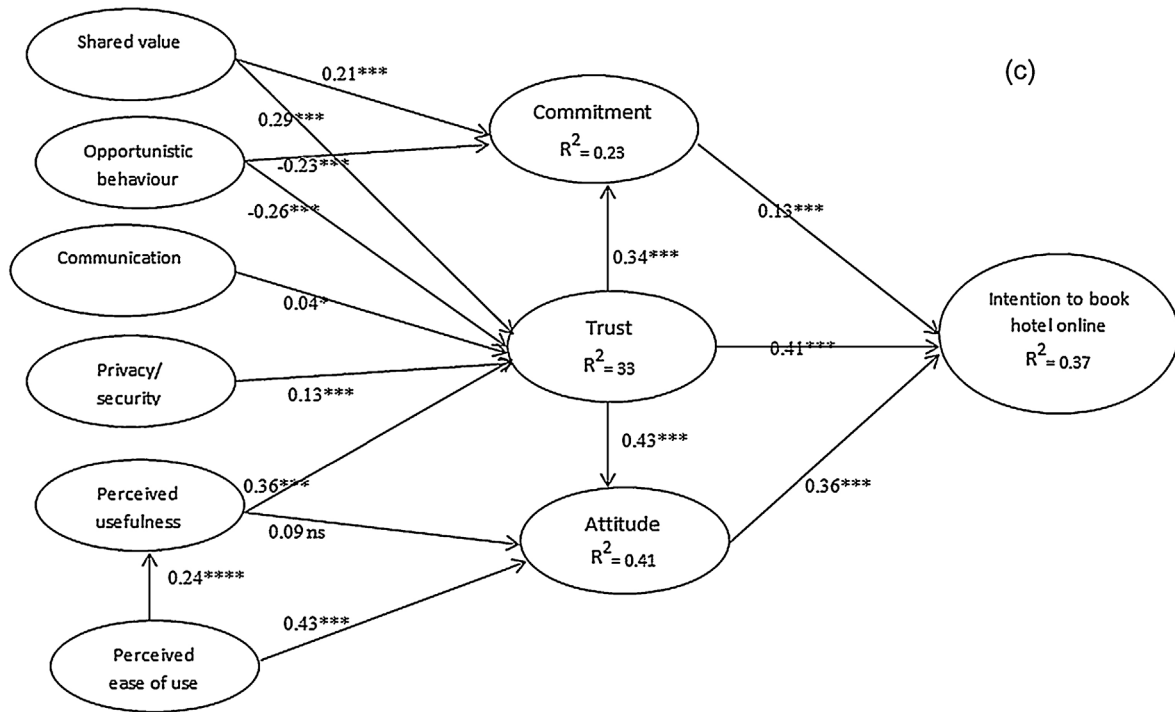


Fig. 2. (Continued)

trust significantly, thereby validating H10–H12 ( $\beta = 0.02, 0.19, 0.43, p < 0.05, 0.001$ , respectively). Perceived usefulness does not have significant influence on attitude. This goes against our hypothesis. Thus, H13 is disproved. On the other hand, perceived ease of use has positive impacts on perceived usefulness and attitude ( $\beta = 0.29, 0.53, p < 0.001$ , respectively), validating H14 and H15.

In order to further test the moderating role of habit, we used the formula suggested by Chin et al. (1996) to assess the differences in path coefficients between the high-habit subgroup model and the low-habit subgroup model, *t*-statistics has been calculated, following Ahuja and Thatcher (2005) and Chang et al. (2014). As shown in Table 5, commitment has higher influence on intention to book hotel online for consumers with lower levels of habit. Therefore, H16 is supported. Finally, trust and attitude exert stronger influence on intention to book hotel online for consumers with lower levels of habit, indicating H17 and H18 are supported.

To check for the mediating indirect effects of the variables on consumer intentions to book hotel online through commitment, trust, and attitude a separate analysis was performed based on Baron and Kenny's (1986) procedure. The results revealed that the influences of shared value, communication and privacy/security on intention to book hotel online are completely

mediated through commitment and trust, and the influences of opportunistic behaviour and perceived usefulness are partially mediated. Attitude partially mediates the impact of trust, perceived usefulness, and perceived ease of use on consumer intention to book hotel online.

Furthermore, Cohen (1988) effect size  $f^2$  defined as “the degree to which the phenomenon is present in the population” was used to further examine the substantive effect of the research model. Cohen (1988) suggested 0.02, 0.15, and 0.35 as operational definitions of small, medium, and large effect sizes, respectively. Thus, our model suggested that both consumer trust ( $f^2 = 0.51$ ) and intentions to book hotel online ( $f^2 = 0.64$ ) have a large effect size whereas consumer commitment ( $f^2 = 0.24$ ) and attitude ( $f^2 = 0.27$ ) has a medium effect size.

The study tests the predictive validity of the structural model following the Stone–Geisser  $Q^2$ . According to Roldán and Sánchez-Franco (2012), in order to examine the predictive validity of the research model, the cross-validated construct redundancy  $Q^2$  is necessary. A  $Q^2$  greater than 0 implies that the model has predictive validity. In the main PLS model,  $Q^2$  is 0.63 for trust, 0.58 for commitment, 0.43 for attitude and 0.71 for consumer intention to book hotel online that is positive and hence satisfies this condition.

Table 5  
Statistical Comparison of Paths.

Paths	High-habit ( $R^2 = 0.36$ )		Low-habit ( $R^2 = 0.37$ )		Statistical comparison of paths
	Standardized path coefficient	<i>t</i> -Value	Standardized path coefficient	<i>t</i> -Value	
Commitment → intention to purchase	0.11	2.36*	0.13	0.29**	6.372***
Trust → intention to purchase	0.38	4.29***	0.41	3.84***	4.047***
Attitude → intention to purchase	0.22	0.74	0.36	0.37	2.730**

\*  $p < 0.05$   
 \*\*  $p < 0.01$ .  
 \*\*\*  $p < 0.001$ .

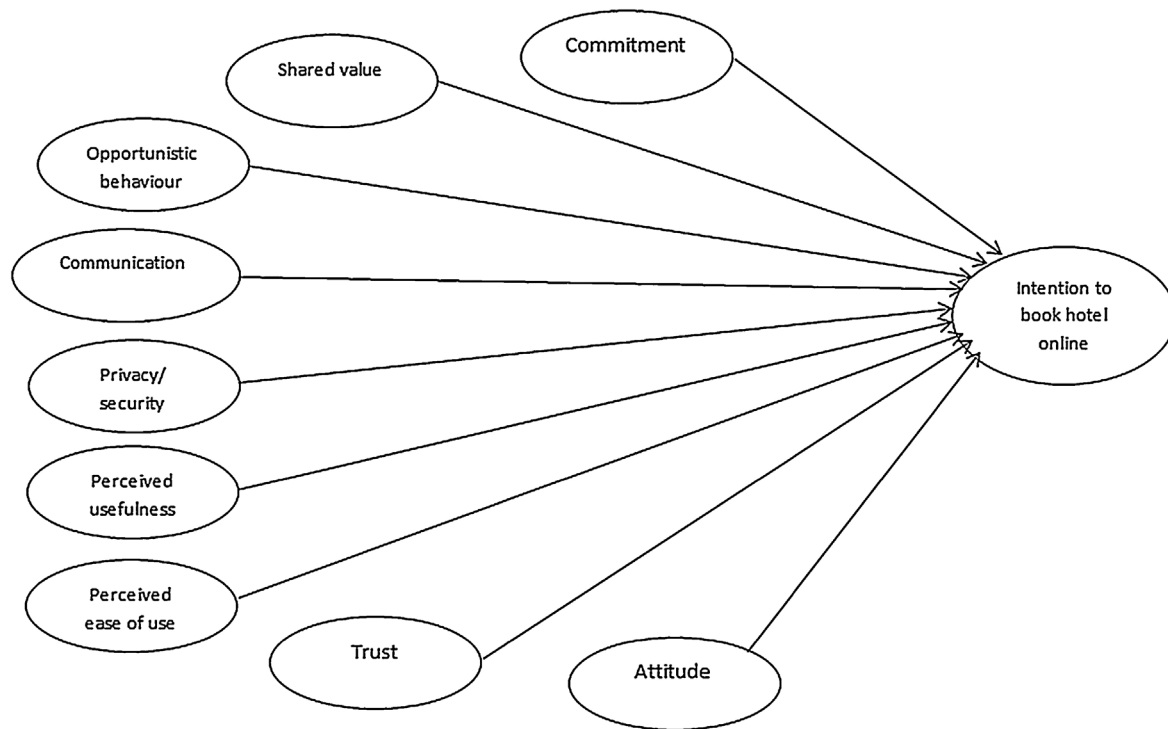


Fig. 3. A rival model.

### 5.3. Rival model

There is a consensus in using structural equations modelling technique that researchers should compare rival models, not just test a proposed research model (Kenneth and Scott Long, 1992). Based on Morgan and Hunt (1994) and Hair et al. (2010), we suggest a rival model as demonstrated in Fig. 3, where commitment, trust, and attitude do not act as mediators among the six independent variables and intention to book hotel online but they act as antecedents along with the six independent variables.

The rival model has been evaluated on the basis of the following criteria: (1) overall fit of the model; and (2) percentage of the models' hypothesized parameters that are statistically significant (Morgan and Hunt, 1994; Hair et al., 2010). The global fit indicators are as follow: APC=(0.401), ARS=(0.647), AARS=(0.539), AVIF=(4.182), and GOF=(0.531) (see Table 6). All the goodness of fit measures fall below acceptable levels. Only four out of nine (45%) of its hypothesized paths are supported including only two out of nine (22%) supported at ( $p < .001$ ). In contrast, fourteen out of fifteen hypothesized paths (93%) in the proposed model are supported at the ( $p < .001$ ) level.

## 6. Discussion and conclusions

### 6.1. Discussion of findings

The aim of this study was to propose and empirically tests a comprehensive model to examine factors influence customers intentions to book hotel online. We proposed a model in which shared value and online travel provider opportunistic behaviour act as antecedents to consumer commitment. Shared value, opportunistic behaviour, communication, perceived privacy/security, and perceived usefulness act as antecedents to consumer trust. Perceived usefulness and perceived ease of use act as antecedents to attitude. Relationship commitment, trust, and attitude work as mediator variables which significantly affect the consumers'

behavioural intentions to book hotel online. Finally, habit moderates the relationship between commitment, trust, and attitude and intention to book hotel online. Findings from internet users ( $N = 1431$ ) indicated that commitment, trust, and attitude are the central variables in building successful long term relationship in the online hotel context.

The findings of this study acknowledge that trustworthy relations and commitment between the consumer and online hotel provider have a significant and positive effect on customer intentions to book hotel online. Furthermore, recognizing consumer trust as a driver of consumer commitment validates Mukherjee and Nath (2007) findings in online travel context. The results of this study highlight the importance of relational behaviour of consumer for improving consumer intentions to book hotel online and clearly suggest that trust and commitment are essential to

Table 6  
Analysis of competing structural models.

Proposed model		Rival model	
Path	Estimate path	Path	Estimate path
CMT → INT	0.16	CMT → INT	0.01
TRU → CMT	0.41	SHV → INT	0.08 ns
TRU → INT	0.47	OPP → INT	0.03
TRU → ATT	0.53	COM → INT	0.09 ns
ATT → INT	0.39	PSC → INT	0.06 ns
SHV → CMT	0.26	PUS → INT	0.08 ns
SHV → TRU	0.31	PEU → INT	0.41
OPP → CMT	-0.28	TRU → INT	0.29
OPP → TRU	-0.21	ATT → INT	0.06 ns
COM → TRU	0.02		
PSC → TRU	0.19		
PUS → TRU	0.43		
PUS → ATT	0.08 ns		
PEU → PUS	0.29		
PEU → ATT	0.53		

APC=(0.182,  $p < 0.001$ ), ARS=(0.784,  $p < 0.001$ ), AARS=(0.740,  $p < 0.001$ ), AVIF=(2.304), and GOF=(0.742).

consumer intentions to book hotel online in Egyptian market context. These results support [Amaro and Duarte \(2015\)](#) and [Eastlick et al. \(2006\)](#) work on the positive effect of consumer trust and commitment on consumer repurchase intention and reinforce the suggestion that commitment and trust are fundamental to enhance consumer intentions to book hotel online.

It is evident that trust in hotel online bookings is the most relevant determinant of intentions to book hotel online. These results support [Escobar-Rodríguez and Carvajal-Trujillo \(2014\)](#) study that found that trust was the main determinant of intentions to purchase online flights.

In terms of the antecedents of commitment and trust, the SEM results show that shared value had significant influence on consumer commitment and trust; the findings highlight a positive relationship that is consistent with previous studies (e.g. [Morgan and Hunt, 1994](#); [Vatanasombut et al., 2008](#); [Mukherjee and Nath, 2007](#)). Consumers and online hotel provider with goals or policies in common, sharing resources and abilities can lead to greater consumer commitment and trust.

The results also show that perceptions of consumer about online hotel provider opportunistic behaviour will hinder consumer commitment and trust which is consistent with those of prior research on the e-commerce (e.g. [Leonidas et al., 2014](#); [Riquelme and Román, 2014](#); [Mukherjee and Nath, 2007](#); [O'Mahonya et al., 2013](#)). Acting in an opportunistic manner can have detrimental effects on the building of trustworthy relationships because it reduces confidence and generates negative intentions ([Brown et al., 2000](#)). Communication was found to play an important role in improving and building customer trust. Customers expect a high quality of response and speed of response from an online hotel provider, such expectation will lead to increase in consumer trust. Responding effectively to customers and providing timely information are examples of online communication. Findings also found that customers are concerned about the possibilities of technological loopholes leading to credit card information leakage and incidents of any hacking attempts on the website. Customers believe that the internet payment channels are not always secure and could potentially be intercepted ([Kim et al., 2011a,b](#)). This reduces the customer's trust, discouraging them from providing personal information ([Ponte et al., 2015](#)).

The results also indicate that trust in hotel online bookings, perceived ease of use and perceived usefulness are three relevant antecedents in order to form a positive attitude towards hotel online bookings, whereas attitude and trust significantly influenced consumer intention to book hotel online. Therefore, the TAM holds true for Egypt (i.e., a culture that is high in uncertainty avoidance, power distance, and masculinity and low in individualism). Prior studies have indicated concern regarding the applicability of the TAM in a culture that is high in uncertainty avoidance, power distance, and masculinity ([McCoy et al., 2007](#); [Straub et al., 1997](#)). However, this study results reveal useful insights regarding the applicability and generalizability of the TAM Model in a culture that is high in uncertainty avoidance, power distance, and masculinity. Finally, our study reveals that PEU, in addition to its effect on PUS and attitude, has a significant direct effect on consumer intention to book hotel online. These results are inconsistent with previous findings about the importance of PEU. Previous findings pointed out that PEU acts as an antecedent to PUS rather than as a direct predictor of intention to purchase ([Davis et al., 1989](#)). The results of this study are consistent with [Adams et al. \(1992\)](#), which pointed out that PEU plays a critical role in the early adaption stages.

## 6.2. Managerial implications

This study was couched on the premise that prior studies have largely ignored the factors leading to consumers' intentions to book hotel online, especially in a developing country. As such, a strong

empirical inquiry on analysing the determinants of customers' intentions to book hotel online as identified by the literature was needed. The present study's findings have revealed some important implications for online hotel providers and academic researchers as well as making a significant contribution to the body of knowledge in a number of different ways.

The results of this research have relevant practical implications for marketing practitioners and managers who design strategic plans and implement tools to improve the performance of hotel online bookings websites.

First, the knowledge of the antecedents of consumer trust, commitment, attitude and the influence of these factors on intentions to book hotel online is useful for managers who should develop strategies and actions aimed at increasing the consumer trust, commitment and attitude towards their websites and, consequently, the consumers' intentions to book hotel online.

Second, this study confirms that perceived ease of use and perceived usefulness influence consumer attitude towards hotel online bookings, consequently, intentions to book hotel online, actions can be taken by managers to increase perceived ease of use and perceived usefulness. Online hotel providers can utilize the advances of technology to facilitate convenience in selling travel online. For instance, online hotel providers can provide apps for mobile devices to book hotel online. Therefore, online hotel providers must provide customers with effective ways to increase the perceived ease of use, usefulness, and enhance the willingness to book hotel online (e.g. guarantees, and security approval symbol).

Third, Trust can play a critical role in the formation and maintenance of long-term relationships with consumers. In order to successfully operate a website, online hotel provider needs to build online trust. Online hotel provider can improve the trustworthiness of the online hotel sites by sharing similar understandings of consumers' needs, goals, and policies, reducing their opportunistic behaviour, implementing effective communication strategies, and increasing consumers perceptions' about privacy/security.

Fourth, our study findings have important implications for international marketers who want to target the Egyptian market. Our study reveals that PEU plays a critical role in influencing consumer attitude towards hotel online bookings and intention to book hotel online. In other words, Egyptian consumers are likely to be more worried about their ability to use the website than the hotel online bookings benefits when making decisions about e-commerce adaption.

Finally, Findings from our study imply that commitment, trust, and attitude play critical roles in encouraging consumers to book hotel online. Once commitment, attitude and trust are built and reach adequate level, online hotel providers should stimulate consumers to book hotel online automatically. Therefore, online hotel providers could stimulate consumers to repeat booking hotel online by providing prizes and bonuses as well as establishing consumer services websites in order to develop consumers' habit.

## 6.3. Theoretical implications

This study has made several theoretical implications in various ways: First, It is among the first to examine consumers intentions to book hotel online based on a holistic approach, integrating several theories and validates the integration of these theories in the context of online hotels. It confirms commitment, trust, and attitude as determinants of consumer intentions to book hotel online as hypothesized in the KMV, and the TAM Theory, respectively. The study shows that commitment-trust theory (KMV) can be used to explain consumer intentions to book hotel online, since shared value, opportunistic behaviour, communication, and privacy/security are valid predictors of commitment and trust which

in turn predict consumer intentions to book hotel online. The study also indicate that the TAM theory can be used to explain consumer intentions to book hotel online, since perceived usefulness and perceived ease of use act as antecedents to attitude which in turn predict consumer intentions to book hotel online.

Although prior study has been conducted to test the moderating influence of habit on the relationship between trust and behavioural intention, a relationship that has never been explored in hotel online bookings is the moderating role of habit on the relationship between commitment, attitude and intention to book hotel online. The findings of this study report that the link between commitment, trust, attitude, and intention to book hotel online is contingent upon habit.

#### 6.4. Limitations and future research directions

Like any other study, ours is bound by certain limitations that also provide fertile grounds for further research. First, this study employed a convenience sample. Although being a strong

sample in terms of diversity and size, generalizations of the results must be made with caution. Therefore, future studies can use random sampling of general consumers. Second, this study did not consider cross-cultural issues, any comparative study from a developed and developing country would make a worthwhile contribution to the body of knowledge. Third, the variables of this study have been measures at a single point of time. Thus, future studies should use longitudinal analysis in order to validate the proposed model. Finally, despite the antecedents of consumer intentions to book hotel online explained a substantial amount of its variance; there are some other important dimensions which have not been included in the research model, representing opportunities for further research (e.g. satisfaction, perceived value, consumer experience of with the internet and consumers shopping orientations).

#### Appendix A.

**Table 7**  
Descriptive statistics and normality tests of the constructs in the model.

Statistics	Mean	SD	Corrected item-total correlation	Skewness	Kurtosis	Supporting literature
Intentions to book hotel Online (INT)						
My willingness to book hotel rooms from this website is high (INT1).	3.8	0.844	0.687	-0.639	0.629	<a href="#">Bigne et al. (2010)</a>
If I were to book hotel rooms, I would consider booking it from this website (INT2).	4.4	0.796	0.783	-0.689	0.079	<a href="#">Kim et al. (2012)</a>
I expect to book hotel rooms online in the near future (INT3)	4.5	0.738	0.684	-0.492	0.702	
Trust (TRU)						
I believe that this hotel website is trustworthy (TRU1).	3.7	0.827	0.758	-0.583	0.724	<a href="#">Corbitt et al. (2003)</a>
This hotel website is reliable (TRU2).	4.1	0.693	0.683	-0.472	0.628	<a href="#">Kim et al. (2011a,b)</a>
This hotel website has integrity (TRU3).	4.1	0.713	0.704	-0.609	0.714	
Commitment (CMT)						
I am very committed to maintaining the relationship with this online hotel provider (CMT1).	4.3	0.855	0.768	-0.594	0.378	<a href="#">Roman and Ruiz (2005)</a>
I believe this online hotel provider and I will put a lot of effort into maintaining our relationship (CMT2).	3.5	0.904	0.840	-0.657	-0.267	
Attitude (ATT)						
Hotel online bookings are good idea (ATT1).	4.3	0.743	0.786	-0.589	0.437	<a href="#">Ajzen and Fishbein (1980)</a>
Hotel online bookings are wise idea (ATT2).	3.8	0.827	0.836	-0.697	0.832	<a href="#">Amaro and Duarte (2015)</a>
I like the idea of booking hotel online (ATT3).	4.4	0.798	0.799	-0.784	0.578	
Shared value (SHV)						
This online hotel provider respects our business values (SHV1).	4.3	0.761	0.862	-0.668	0.684	<a href="#">Morgan and Hunt (1994)</a>
This online hotel provider sticks to highest level of business ethics in all its transactions (SHV2).	3.9	0.831	0.778	-0.857	0.474	<a href="#">Mukherjee and Nath (2007)</a>
Opportunistic Behaviour (OPP)						
This online hotel provider exaggerates the benefits and characteristics of its offerings (OPP1).	4.1	0.758	0.739	-0.468	0.192	<a href="#">Roman (2010)</a>
This online hotel provider takes advantage of less experienced customers to make them purchase (OPP2).	4.4	0.783	0.839	-0.669	0.493	<a href="#">Riquelme and Román (2014)</a>
Communication (COM)						
This online hotel provider provides high quality information (COM1).	4.3	0.765	0.840	-0.486	0.269	<a href="#">Morgan and Hunt (1994)</a>
This online hotel provider keeps its customers informed about the latest developments (COM2).	4.1	0.745	0.873	-0.405	0.165	<a href="#">Mukherjee and Nath (2007)</a>
Perceived privacy/security (PSC)						
I am concerned about the privacy of my personal information during a transaction (PSC1)	3.8	0.850	0.901	-0.708	0.406	<a href="#">Kim et al. (2008a,b)</a>
The hotel website implements security measures to protect users (PSC2).	4.2	0.684	0.793	-0.492	0.294	<a href="#">Ponte et al. (2015)</a>
Perceived Usefulness (PUS)						
Booking hotel online helps me to solve doubts when I plan a travel (PUS1).	4.2	0.621	0.593	-0.817	0.813	<a href="#">Cheng et al. (2006)</a>

Table 7 (Continued)

Statistics	Mean	SD	Corrected item-total correlation	Skewness	Kurtosis	Supporting literature
Booking hotel online helps me to organize travels in a more efficient way (PUS2).	3.6	0.826	0.637	−0.562	0.678	Davis (1989)
In general, booking hotel online is useful to plan travels (PUS3).	4.1	0.572	0.738	−0.376	0.584	
Perceived Ease of Use (PEU)						
I think that learning to use hotel online bookings would be easy (PEU1).	3.6	0.827	0.736	−0.683	0.630	Cheng et al. (2006)
I think that interaction with hotel online bookings does not require a lot of mental effort (PEU2).	3.8	0.706	0.662	−0.570	0.479	Davis (1989)
I think that it is easy to use hotel online bookings to accomplish my travel tasks (PEU3).	4.3	0.592	0.658	−0.652	0.395	
Habit (HBT)						
Booking hotel online is something I do frequently (HBT1)	4.3	0.570	0.619	−0.506	0.561	Chiu et al. (2012)
Booking hotel online is something I do automatically (HBT2)	4.1	0.671	0.583	−0.731	0.613	Limayem et al. (2007)
Booking hotel online is something that has become a routine for me (HBT2)	3.9	0.802	0.637	−0.475	0.407	

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