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THE IMPACT OF ONLINE INTERACTION IN BRAND EQUITY DIMENSIONS FOR HOPITALITY

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Master's In Management

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Universitário de Lisboa

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**BUSINESS
SCHOOL**

Department of Marketing, Operations and General Management

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Abstract

Brand equity arose as a key concept in marketing, it's influenced by every marketing decision and communication has a great impact on customer's perception and lastly the number of consumers that buys the product or service from brands. That is why communication is widely studied and also their impacts on the brand's value, the brand equity.

Nowadays, online communication has a tremendous impact on a communication plan for any company and is turning origin of value creation, from brand to the consumer. Giving to them the ability to influence other consumers and to do it even more accurately and efficiently than brands.

The service industry really took a punch on this switch. Services are now in scrutiny like never. Part of the experience is now the evaluation of the service and dedicated new platforms are appearing in the market and constituting communities around types of services. One of them is the hospitality sector. The stay on a hotel or hostel is now evaluated for a great amount of evaluation points and it affects the moment of purchasing when deciding for a hotel and after when communicating with others.

Through the study of two platforms that affect hotels, it's possible to understand from what extend this impact is real and what the most affected dimensions by this interaction.

A hypothesis testing was conducted and conclude that this impact is real and can affect brand equity for hospitality businesses in every dimension, some more than others and depending on the used platform.

Key Terms: Brand Equity, Social Networks, Review Websites, Online Interaction
JEL Classification System: M31 – Marketing; M37 – Advertising

Resumo

A brand equity tornou-se um conceito importante em marketing, é influenciada e impactada por cada decisão de marketing e a comunicação tem um grande impacto na percepção do cliente e, finalmente, no número de consumidores compram. É por isso que a comunicação é amplamente estudada, assim como os seus impactos no valor da marca.

Atualmente, a comunicação online tem um impacto tremendo num plano de comunicação de qualquer empresa e está a alterar a origem da criação de valor, da marca para o consumidor, dando aos consumidores a capacidade de influenciar outros consumidores e de o fazê-lo com mais eficiência que as marcas.

Nesta mudança os serviços foram os mais afetados. Estão agora sob um escrutínio nunca visto, parte da experiência está agora na avaliação do serviço e novas plataformas surgem constituindo comunidades em torno destes negócios. Uma delas é a hospitalidade. A estadia num hotel ou *hostel* é agora avaliada por uma vasta quantidade de pontos de avaliação, afetando o momento da compra e pós-compra quando comunica a sua estadia às comunidades online.

Através do estudo de duas principais plataformas que afetam hotéis e *hostels*, é possível entender a dimensão desse impacto, a sua representação na brand equity e quais são as dimensões mais impactadas.

Um teste de hipóteses foi conduzido e concluiu que este impacto é real e pode afetar o valor da marca para o setor da hospitalidade em todas as dimensões da brand equity, algumas mais do que outras e variando conforme a plataforma utilizada.

Palavras-chave: brand equity, redes sociais, sites de *reviews*, interação online

Sistema de Classificação JEL: M31 - Marketing; M37 - Publicidade

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1. Introduction

In the past years, we witnessed a change in communication between brands and consumers. Brands don't just speak to consumers, now they also have to listen to them, talk to them and learn from them proactively. Feedback and interaction are now two pillars for product development, brand satisfaction, brand loyalty and brand equity construction.

Brand equity is dependent of actions from the company but also from actions from the customers and their reaction to brand image, brand actions and brand communication affects more than ever the value of the brand and the willingness for customers to buy a product or service.

Services are now more impacted by their audience's opinion. New communities arose, new tribes were developed, and also new platforms were created to help that interaction were created for restaurants, hotels, taxi drivers, etc. The satisfaction with the service is now a big piece for brand value and brand image. Consumers are now a part of the active stakeholders, rising and degrading the reputation and perceived quality of services.

Online reviews and social networking exposure developed are the "face of businesses" specially for services and even more importantly to tourism. Tourism is now highly impacted by online because their audience is chatting, evaluating and (more significantly) purchasing there. The bilateral communication turned into a very urgent matter for tourism companies and proactive communication is now key for building satisfaction, loyalty and reputation.

These effects are bigger in the hospitality market, where word-of-mouth always was a key influencing channel. Online increased this importance of reviews and social media interaction (online word-of-mouth).

The objective of this dissertation is to study the impacts of online consumer interaction in the dimensions of brand equity for hospitality brands. We look at social media exposure trough social networks and review websites, the most referred channels of consumer interaction, to address the importance of consumer interaction in brand value.

2. Literature Review

To study the effects of consumers interaction in brand equity, we first need to have a full understanding of brand equity as a concept and how it is measured. By defining the correct definition, dimensions and measurement methods of brand equity is possible to comprehend its importance for brands its real effects on companies.

2.1 Defining Brands and Brand Equity

Companies are daily struggling with a simple trade-off: brand value and needed performance. Despite the importance of brand equity nowadays the basis of brand equity concepts was established in the 20th century and still are the current main concepts at the moment. The first one is a long-term strategy, based on strengthening the brand and the future value that it can have for the company and customers. The second one is a short-term perspective, where short-term actions deliver fast and effective results to the company. If short-term performance builds good numbers and good sales, why should managers focus on brand value. Due to the value of brand equity. (Aaker, 1992)

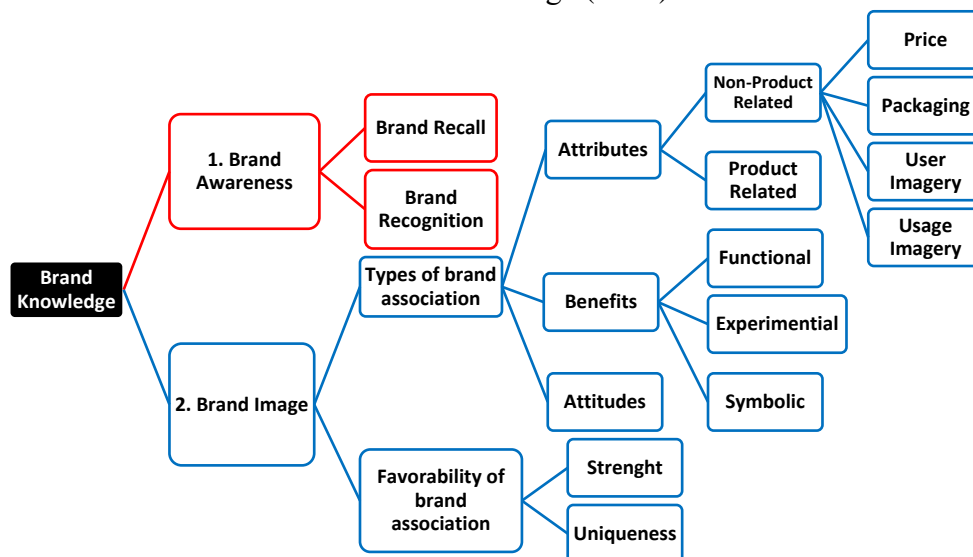
Brand equity is a set of assets and liabilities that are linked to the brand name and symbols, the brand equity rate can add or subtract value to the brand and also to the customers. Aaker (1992) divided this brand/customer value creation into 4 main subjects: Brand loyalty, Brand Awareness, Perceived Quality and Brand Associations, these are most used dimensions for brand equity definition.

Brand loyalty creates value by turning a consumer into a habitual buyer and (lastly) to a committed buyer (Yoo, Donthu & Lee, 2000; Loureiro, 2014). This generates value mainly by reducing marketing costs and by impeding other brand to increase value in the market. Retaining loyal customers is a profitable strategy. Brand Awareness as the recognition that the brand can have a real power in the customers decision process. Studies say that the recognition of the brand increases the perceived quality and also enhances the probability of choosing that brand when buying. Perceived quality attracting customers (given a real reason to buy) but also increases the interest from retailers to have the product and to support higher prices. And finally, Brand Associations including product attributes, customer benefits, uses, users, lifestyles, product classes, competitors, and countries. Good associations with the brand provide a good reason to buy, positive feelings and a good link between the brand and the buyer (Aaker, 1992; Loureiro, 2014; Baalbaki, 2016).

Good Brand equity it is also generated by a good response to marketing efforts/campaigns from customers (Keller, 1993; Baalbaki, 2016). This response/reaction defines the customer-based brand equity, where the brand knowledge is key to value creation and to brand equity. Brand knowledge is defined by how well brand elements are vivid in customers mind.

Brand knowledge can be split in 2 concepts: Brand Awareness, related to how well the brand is identified by the customer – recognition and recall; Brand Image, related to the perceptions of brand elements by the customer – Good associations increase the probability of a good product quality perception and good interpretation of the benefits. In sum it increases the probability of buying the product (Keller, 1993; Wang, Li 2012; Keller & Brexendorf, 2019).

Figure 1 – Keller’s model for Brand Knowledge (1993)



Source: Adapted from Keller, 1993

Brand equity needs also to be well managed and the opportunities that a strong brand creates need to be extended and leveraged by the company. Brand equity can be “borrowed” and “bought” as far as brand can multiply it uses (Farquhar, 1989; Munyaradzi, 2016). What is this strategy and how to use it? According to the author, the first step is to have a strong product, create relevant brand attitudes towards the target audience and deliver a consistent brand image, after that companies might look for an extension of that brand value.

Companies that are able to create that strong brand with relevant importance for the consumers can then increase that influence by line extensions and category extensions (borrow brand equity), line extensions being, for example, a new flavour for a beverage brand or a new model in a car brand and category extensions being an increase of brand products to unfamiliar categories. Primary in category extensions, a strong “mother” brand value is able to decrease

the risk of failure on these actions due to the transfer of benefits and recognition of a familiar brand. This does not guarantee success but minors the risk in a strategy that carries both opportunities and risks as a failure can also harm the brand value, companies should understand 3 factors: perceptual fit (the consumer must perceive the new item as consistent with the parent brand; competitive leverage (the new item must be comparable or superior to the existing ones in the market) and benefit transfer (the new product must be desired by customers of that category). These transfers can also occur by the form of acquisition of companies and licenses. (Farquhar, 1989).

The extense study of brand equity assures researchers and professionals that this should be a matter of study and analysis for companies and brands. But it is also important to understand the importance of measuring brand equity. In 1999, academics gathered at a MSI (Marketing Science Institute) conference to discuss this and they summarized the various purposes of this measuring: To guide marketing strategy and tactical decisions; to assess the extendibility of a brand; to evaluate the effectiveness of marketing decisions; to track brands health over competitors over time and to assign financial value to the brands in the balance sheet

2.2 Measuring brand equity and brand value

In 1989, Peter Farquhar also proposed 3 major perspectives to understand brand equity dimension and value: the firm's perspective, the trade's and the customers. From the firm's perspective, brand equity can be measured by the incremental cash flow from associating the brand with the product. This incremental represents the difference in cash flow from the use of the brand in products (calculating profitability of a branded versus an unbranded product by accounting for advertising, trademark registration, and other expenses of branding), the increase in market share translated into money, the premium price and reduced promotional expenses. From the trade's perspective the brands are measured in brand leverage over other products in the market and the ability to protect over private labels. From the customers' perspective, the main factor to measure brand equity is attitude strength, that means the association between an object and the evaluation in an individual's memory (Fazio, 1986).

Kamakura and Russell (1990) developed a method to calculate Brand equity by scanner-data panel (real buying record). This model evaluates brand value from the perspective of the customer and its will to buy a product. According to the article, the purchase of a product is motivated by the key attributes of the product (physical features) but also by situational constraints (price fluctuations, promotions or advertising exposure). Analysing consumers

behaviour both situational constrains and key attributes define the utility of the product, but the authors had to measure only the brand value, not reflected by price effects on the purchase. And that is the first measure, Brand Value (BV) is the value given by the consumer to the product utility once we subtract the situational constraints. To clearly calculate BV, the authors subdivided this measure in brand tangible value (BTV) related to the value added by the physical attributes and performance of the product and brand intangible value (BIV) related to the brand name associations and perceptual distortions.

Simon and Sullivan (1993), proposed a different measuring for Brand equity, this one based in financial markets of the brand. By mathematical regression this model assessed the importance of the brand in the market. Firstly, this proposal calculates Brand Share in market by assessing to the market response to the companies decisions and correlates brand equity not only with brand related attributes (advertisement expenditure and order of market entering) but also with non-brand related attributes (patents and R&D expenditure). Secondly calculates Brand equity by adding factors such as regulatory environment and concentration of the market.

Using market response and market constrains to access Brand equity is demonstrated by the authors as an independent and objective way of measuring Brand equity. Also, they show that marketing efforts (as new products launch) affect the value of the brand and that the market reacts to brand decisions. Other measurement systems may focus in a customer perception of the brand to measure Brand equity. Aaker (1996) proposed a measurement system based in the 4 dimensions proposed by the authors in previous studies (Managing brand equity, Aaker, 1992): Loyalty, perceived quality, associations and awareness. In this case, the author is adding a new factor, market behaviour measures (real buying intentions from the customer).

Table 1 – Aaker’s measurement dimensions (1996)

Loyalty	Perceive Quality	Associations	Awareness	Market Behaviour
- Price Premium	- Perceived Quality	- Perceived Value	- Brand Awareness	- Market Share
- Satisfaction	- Leadership	- Brand Personality - Organizational Associations		- Price and Distribution

Source: Adapted from Aaker, 1996

With this approach on measuring Brand equity, the model accesses to perceptual factors of the brand (associations and awareness), experiential factors (Loyalty and Perceived Quality) and Market response (Market Behaviour).

Regarding measurement, several models can be applied. BE can be measured by analysing purchase intentions, market response or customers perceptions. In all the approaches advertisement/marketing efforts has an important role in Brand equity. But how can a company use marketing mix elements to affect BE dimensions?

Ailawadi (2003) also studied the revenue premium (value and volume premium) as a measure for brand equity. To define the revenue premium the author defined it as the difference between the revenue of a branded good and its pair in private labels. These measures do not isolate specific marketing elements but consider all the elements that influence revenue, as brands are looking for maximum profits revenue premium does not need for isolation of elements because marketing mix and equity are in the equilibrium (Ailawadi, 2003). Along with the obvious objectivity, one of the main advantages is the work with objective and real market data and not responses to subjective sources of evaluation.

Regarding brand's value, consumers have the ability to take part of all companies' processes, from the production to the marketing customers are now an active stakeholder. Consumers affect the production, design, marketing and market trends and this creates a needed change in the scope of companies (Wikström, 1996). The evolution of customer participation evolved during time, since the agriculture revolution until the age of communication where brands and customers talk in a two-way communication, building relationships (Baker, 1998). It is clear the importance of a two-way communication as a source of value creation and it is now technologically possible to include consumers as participants in design, communication and even pricing (Peppers, 1998).

2.3 The value of online interaction

The study of brand loyalty affected by business-consumer interaction is studied by many authors. Holland (2001) studied the effects of personalization and community creation in the creation of competitive advantages for e-businesses. The author underlines the concept of stickiness (firstly addressed by Gillispie in 1999) that refers to the ability of websites to encourage customers to stay longer and search more pages in the site. Using that definition, analyses the ability to personalize and to create online communities (encouraging the interaction between consumers with a common interest towards the company or the market) as two key actions for an increase in loyalty, positive attitudes and likelihood to buy from a brand.

2.3.1 Virtual Brand Communities

A brand community is a specialized community of admirers of a brand and a community building has been recognized as an effective approach for developing and maintaining customer relationships (Muniz & O'Guinn, 2001), they share a strong connection, common rituals and a high sense of group responsibility. Providing a source of “consumer agency”, “important resource for consumers” and “wider social benefits” for brands (Fuller, 2008). Brand communities can also “hijack” some brand responsibilities, by taking an active part of the brands ideology (being a personification of the brand) and by taking part on pushing the brand to mainstream consumption (Wipperfurth, 2005).

Following the sense of “brand community”, Fuller (2008) studied community members as innovation enablers and active members of innovative new product development as many brands are doing. The findings are unexpected, members of the core communities are not as keen on sharing for innovation projects as expected, however they are the consumers with a higher knowledge about the product and the more passionate. The principal drivers for sharing with innovation purposes are motivation, skills, innovativeness and task involvement and these characteristics are common for community or non-community consumers.

Consumers now search for attribute-value information and recommendation from various sources and online consumer reviews are a wide influencing channel for consumers decisions (Lee, 2008). The definition of brand community rapidly evolved in the definition of virtual community, that is defined by Rheingold (1994, page 5) as virtual “*social aggregations that emerge from the Net when enough people carry on those public discussions long enough, with sufficient human feelings, to form webs of personal relationships in cyberspace. A virtual community is a group of people who may or may not meet one another face to face, and who exchange words and ideas through the mediation of computer bulletin boards and networks*”.

Consumers seek for interaction between them to avoid others to have a bad experience, having a real sense of enjoyment for helping, economic incentives and for having a reputation on those platforms (Hennig-Thurau, 2004; Cheung & Lee, 2012). Virtual Communities and virtual customers can have their trust and perceived quality changed with greater influence of interactivity and customer reviews (Tran, 2014).

The online mediums brought to the table a facilitation to communicate and to create brand communities.

According to Ferreira (2019) and based on Kaplan's (2010) theoretical model, there are four types of social media sites. Some are related with full emersion and others with the direct interference and interaction of customers.

Table 2 – Social media types

Kaplan and Haenlein (2010) social media types		
Collaborative Projects	Creation of content by multipole users.	Ex: Blogs, Wikipedia
Content Communities	Sharing and creation of content in many types of media	Ex: Facebook, YouTube, Twitter
Virtual Game Worlds	Personalized avatar and play a role-playing online game	Ex: World of Warcraft
Virtual Social Worlds	Personalized avatar with free behaviour of a life similar to their real life.	Ex: Second Life

Source: Adapted from Ferreira M., Loureiro S. and Pereira H. (2019)

The ultimate proof of impact of virtual communities and virtual content creation in those communities is the concept of User Generated Content (UGC) (Henning-Thurau, 2013). Consumers gained power and influence due to this capability, to create via many media types several brand content available to everyone – the known comments, likes, shares, views and posts. Giving UGC and e-WoM a new and big relevance.

According to the Content Communities concept (Holland, 2001), focusing on the content communities defined by Kaplan and Haelein (2010) and the concept of User Generated Content capability (Henning-Thurau, 2013), two major channels arise to this kind of consumer-brand interaction: Social Networks and Online Reviews Platforms.

2.3.2 Social Media & Social Networks

Social networks are web-based platforms that allow the users of the social network connect through profiles and view various forms of information throughout the profiles (Boyd & Ellison, 2007). Social media is one of the most diverse tools to engage timely and direct to consumer that's needs brands attention and careful management. Most companies created social media pages to promote, advertise and know its customers (de Valck, 2009). Social media

defined the change from a brand-delivered communication to a world where the consumer decides what and when brands can communicate (Fournier & Avery, 2011)

Social media entered the life of all consumers and there are multiple ways how they can interact with brand content. There are 3 types of consumer online brand-related activities: Consuming, contributing and creating (Muntinga, Moorman & Smit, 2011). The consumption of brand-related online content is motivated by information, entertainment and remuneration (an offer from the brand). The contribution from consumers (interacting with others, rating, etc.) is driven by personal identity (self-expression, self-presentation and self-assurance), integration and social interaction. For creating content for the brand, the consumer seeks the same thing as for the contribution tier adding an empowerment motivation. Needed for the highest level of brand activeness.

All kinds of companies (Big or small) can leverage sales with a well carried social media management (Kaplan & Haelein, 2010). Brands must be able to join forces with customers (by giving them space) to leverage the brand and “feed” the brand communities (Cova & Pace, 2006). Customer online interaction experiences is as critical as the offline experiences (Nambisan & Baron, 2007). Social media websites provide an opportunity for businesses to engage with potential consumers, create a sense of community, build relationships with potential consumers (Mersey, Malthouse & Calder 2010), increasing directly purchase intentions and indirectly product and brand involvement (Wang, Yu & Wei, 2012).

Kaplan and Haelein (2010) addressed the emersion of social networks as a widely used social media type where companies could use to support the creation of brand communities and for research purposes. Analysing Facebook content, we understand its importance trough 2 variables: reach – reaching actual fans and their inner circles (34 times larger audience) – and frequency. The value of a fan is identified by its engagement, loyalty, generating incremental purchase behaviour and also its ability to reach a bigger audience of “friends of fans” and “non-fans” being an important tool for online reach (Lipsman & Mudd, 2012).

In fact, user engagement in social networks has an enormous potential impact for brand loyalty. User engagement with the correct incentives can develop into can enhance communities loyalty and connection with the brand (Zheng, Cheung, Lee & Liang, 2015). Regarding branding, Lee (2014) defined four stages of social media that lead to brand equity. His model implies that brand exposure (appealing content that can increase brand awareness) is key to

develop into customer engagement, fan loyalty and influence. Using its method Kavisekera (2016) studied the direct impact of social media in brand equity and its findings show that brand exposure, customer engagement, fan loyalty and influence on social media has a positive effect in brand equity specially in brand associations and brand loyalty (two of Aaker's dimensions).

Social networks can enhance brand trust and brand associations, in particular, Facebook pages are especially able to build a relationship with the customer and brand knowledge, this influence is best when brand suggest a reciprocate communication with the customers (Langaro, 2019). The indirect results of Facebook communication also indicate that brand attitude and affective commitment also are strongly affected but indirectly from the influence in trust and awareness (Langaro, 2019). Studying the effects of social networks in purchase behaviours, Fernández and Boluda (2012) found a strong link between brand attitudes and brand purchasing intentions, so, trough social networks engagement with the customer brands can leverage their sales indirectly.

With online interaction, consumers who are now empowered to share their brand ideas and opinions easily and widely through social networks and a lot of different companies encourage their customers to comment and give feedback about their products (Chen, 2008). The consumer has now a power that brands can't ignore, even for firms that decide not to actively participate in social media themselves (Gensler, Völckner, Liu-Thompkins & Wiertz, 2013). In fact, online brand communities can influence purchase behaviours. Online C2C communication enables a reduction of uncertainty that leads to a positive customer purchase behaviour (Adjei, 2009). E-WoM also affects brand image (that indirectly affects purchase intentions) and also direct effects (Chevalier & Mayzlin, 2006; Jalilvand & Samiei, 2012; Kavisekera, 2016).

2.3.3 Online Word of Mouth and eWOM platforms

According to Westbrook (1987), electronic word-of-mouth can be defined as an informal communication between consumers through an internet-based platform related with characteristics of products or services.

Feedback from eWOM can create impact in the brand and firms must know how to use it (Chen & Xie, 2008). First of all, users are a *free salesperson*, with a user-approach (instead of a product approach used by companies), affect the supply of certain products and affects mostly new consumers with low knowledge about products (and the company must consider that factor for the decision of creating a platform that allows consumer reviews). Secondly, the seller might

want to change information offered due to the type of product, for low-cost products the seller might want to increase the product attribute information but not in high-cost products. Thirdly, for some industries (beauty products, original products or talkative segments) the seller can adopt a responsive way, adapting and adjusting marketing strategies according to the reviews (Chen & Xie, 2008).

Online WoM adds to the traditional WoM the reach of online channels. Regarding online consumer's reviews, it is important to know the impact in product attitude of negative reviews by the impact on conformity – conformity as the tendency of opinions to establish and change group opinion and the tendency of individuals to comply with the group norm (Burnkrant & Consineau, 1975; Lascau, 1999). There are defined 3 variables to study this impact: proportion of negative comments, quality of the reviews (as objective, credible, timeless, understandable and sufficient) and involvement - as the willingness to involve in reviews content (Lee, 2008). The findings showed a greater influence of negative comments when the proportion is high, high-quality and with high involvement.

Negative reviews (e-WoM) can also dilute consumer-based brand equity, even for companies with high brand equity (Bambauer-Sachse, 2011). Although WoM as an influence on purchase behaviours, a positioning strategy and customer relationship can also affect positively or negatively the impact of e-WoM. Consumers that are familiar with the brand are less receptive to negative feedback and even are less willing to search for it (Chartterjee, 2001). Price can also dictate the influence of WoM. Firms with a “low price” advantage are more susceptible to the impact of online reviews with feedback gaining more relevance and credibility (Chartterjee, 2001).

Due to the emerging importance of social media channels in comparison to mass media traditional channels, brands had to fit in an environment that was made for people, not brands. A channel that can improve brands' influence, increased instead consumers influence in businesses and brands have to adapt communication to this new channel (Fournier & Avery, 2011).

2.4 Tourism as an Interaction-Based sector

Hospitality is a market widely affected by online word of mouth and social media interaction. According to a Deloitte research (2012), 59% of holidaymakers compare prices online, 42% used review websites while planning their holidays, 59% say that review platforms had the most

influence on their booking decisions and one-third of travellers posted travel related reviews or discussed their holidays in review platforms or social media. Specially reviews and social media presence can affect brand image, brand knowledge and client's service expectation and experience. For the purpose of this research it is key to define tourism brand equity and then effects of social media and reviews for this specific industry.

2.4.1 Tourism Brand Equity

In product-based brands all that dimensions are valid, but for services, brand equity is also an important measure and needs to add some other factors. Berry (2000) analysis on service brand equity shows a major difference in comparison to products: what the brands say, what the brands do and the real performance of the service are always in analyse in customer's perceptions (Berry, 2000; Loureiro, 2014). Since experience of the customer has a big importance the author divided brand equity in brand awareness and brand meaning. Brand Awareness is related to advertising and general perceptions of the brand given by the communication of the company or for others means (word of mouth, reviews, etc.), brand meaning refers to the dominant perceptions of the brand to the customer, what is the first thing that comes to customers mind (Berry, 2000).

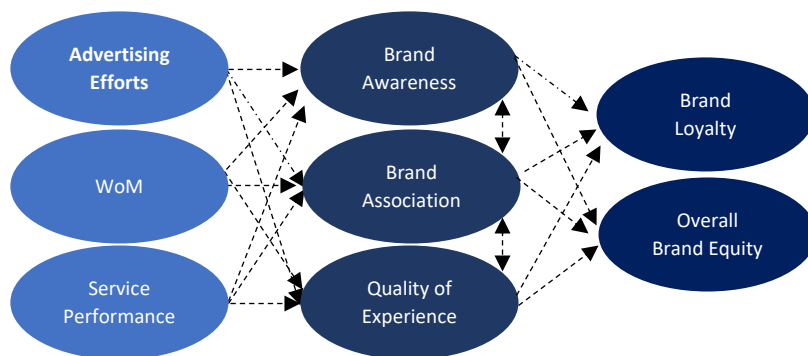
To a good service brand equity, Berry (2000) proposes 4 key actions: being different creating a distinct mental picture in customer's mind, build a strong and different brand personality; determining its own fame building not only a distinct brand but also a distinct value adding in the market, provide a service that really is valuable to the customer; making an emotional connection valuing an emotional connection, strong brand are the ones that reflect the customers core values and internalizing the brand be attaching the service with to the brand and transporting to the service the brand meaning, positioning and personality (Berry, 2000).

In tourism, brand equity is really affected by the experience of the customer. Regarding experience Pine and Gilmore (1999) conceptualized the four types of experience, four "experience realms" affected by the immersion (or lack of it) and participation, the "realms" are: entertainment (the common understanding for experience, a passive absorption through the senses, viewing or listening to a show or even reading a book), education (very similar to entertainment but needs an active participation, for someone to really learn or memorize), estheticism (involves great immersion but not participation, such as visiting the Grand Canyon or being at a coffee store near the Venice canals) and escape (the complete opposite of entertainment, this evolves a complete immersion and participation, common seen in casinos,

theme parks or virtual reality experiences). For instance, all these types of experience differ in needs of the customer and in expected features for a good quality experience, it is the marketing roll to access and satisfy all these different needs. This creates an economic transformation from service toward experience.

Jing Bill Xu (2010) distinguished hotel’s brand equity from other types of brand equity, assessing to two main drivers: quality of experience (QoE from now on) and word-of-mouth. In the service industry the experience accounts for a big piece of brand equity, not only brand awareness, brand associations and brand image. The author found such an important aspect in QoE that he added it as a brand equity variable.

Figure 2 – Xu’s model for Hotel’s Brand Equity (2010)



Source: Adapted from Xu, 2010

As shown by Xu’s model the effects on brand equity and brand loyalty are positively related with both functional aspects and also symbolic effects. Nam, Ekinici and Whyatt (2011) also studied that relation on hotel & restaurants customer-based brand equity. The physical quality, staff behaviour, self-congruence, brand identification and lifestyle-congruence are the key determinants of brand equity. Also, symbolic aspects (self-congruence, brand identification and lifestyle-congruence) have a direct effect on brand loyalty, this shows that the most important factors that transform a customer into a usual customer are symbolic and attached with the identification of the customer.

Experience is one of the key elements for hotels brand equity (Berry, 2000; Xu, 2011) and offline experiences have a positive link to brand equity (Castañeda García, 2018). Online experience doesn’t have a direct link with brand equity, however it affects the offline experience, purchase experience and information available on the hotel, so, it affects indirectly the hotel’s brand equity (Castañeda García, 2018).

Also, virtual communities have a real impact on brands' awareness, loyalty and purchase intentions and even in-service experience. In tourism WWW technologies really grew on importance in the last decades and communities increased their importance in this industry. In a world where is easier to travel, the web has become the information point for all travellers and it's a community with clear transactional benefits - seeking information and tips, making travel transactions, building relationships with locals, finding a travel company or finding an hotel (Wang, Yu & Fesenmaier, 2002).

Table 3 – Brand Equity and Tourism Brand Equity (based on the literature)

	Brand Equity	Tourism Brand Equity
Dimensions	Brand associations, brand awareness, brand loyalty and perceived quality	Brand associations, brand awareness, brand loyalty and quality of experience
Key Elements	Advertising efforts, market behaviour, price strategy, products attributes	Advertising efforts, WoM, experience, service attributes, customer congruence
Managing Brand Equity	Product benefit communication, brand elements, product performance	Staff performance, reputation, differentiation, emotional connection

Source: Author's elaboration

2.4.2 Virtual Travel Communities

It is important to understand the implications of virtual communities for tourism marketing: brand building turning virtual communities into an easy and effective way to communicate with the target audience with enhancing effects for brand awareness, loyalty and associations; relationship building by a strong relationship creation with costumers that can increase loyalty and enable brands to create virtual community environments that may contain personalization and better services; category building using virtual communities to educate visitors about their category, products and services; cost reduction as virtual communities can be the cheapest form for information dissemination and customer interaction.; revenue provision enabling the establishment of a provider-based revenue model for companies that want to reach communities and community design for an adaptation and maintenance of the community (Wang, Yu & Fesenmaier, 2002).

But why do consumers participate in online travel communities? Participation on travel communities is divided in 3 motivations: functional, social and hedonic. An analysis on this particular communities shows that most of the activity on online travel communities is not functional related (looking for specific information) but mostly to share experiences, interact with other members and for entertainment purposes (social and hedonic). Therefore, travel communities' creators should focus on facilitating sociability and increase hedonic experience for its target audience (Wang & Fesenmaier, 2004).

In tourism marketing, it is clear the importance of “specialized” eWOM platforms such as Lonely Planet, TripAdvisor or Zagat in relation to other general social media websites such as YouTube, Facebook or Twitter. Xiang and Gretzel (2010) analysed how consumers search for travelling information, virtual communities such as Lonely Planet represent the biggest influence, followed by review websites such as TripAdvisor or Zagat and lastly social networking like Facebook or YouTube.

Hudson and Thal (2013), divided consumer-created content by the phases of consumer decision process (Court, Elzinga, Mulder & Vetvik Model (2009)) – consider, evaluate, buy and after-purchase. With different purposes, social media campaigns (in Facebook or Twitter) have an important role at the “consider” phase, being an important tool to drive traffic to tourism websites. During an “evaluation” phase, review websites play a particular role to represent pros and cons of choosing a hotel. It is important to understand the role of both types of virtual interaction.

2.4.3 Social Media and Social Networks in Hospitality

Social media changed the way of consumer's “search, find, read and trust information” for travelling and has a major influence in travelling and hospitality industries. Social media is also challenging companies to embrace interaction and social media management as and customer service and promotional tool to be inserted in the business strategy for marketing, networking and knowledge about the market and the consumer (Zeng & Gerritsen, 2014).

Hotels are an industry that depends greatly on service experience and service satisfaction (Xu, 2010). However, new media platforms (social media) enable a new source for consumer satisfaction, customer engagement. Customer-brand interaction (along with customer-customer interaction) are now new channels that provide multiple ways to enhance customer relationship.

Additionally, a well-established customer engagement strategy can influence trust, service evaluation and customer loyalty (So, King, Sparks & Wang, 2014).

Social networks like Facebook or Twitter are a launching pad for tourism website views, so, companies can create traffic for promotional purposes (Milano, Baggio & Piattelli, 2011). Some authors show the direct correlation between purchasing in destiny and social networks sharing and content creation, social engagement in platforms such as Facebook are proven to increase the purchasing intentions of souvenir purchasing (Boley, Magnini & Tuten, 2013).

Marketing using social media is a great way to interact, especially with customers from the same country as the hotel company. The language barrier is often pointed as an issue but with a more and more universal language (English) brands can create platforms directed to everyone (Hsu, 2012). Social networks can help hotels to address their audience in a more personal way. By a similar language, frequency of interaction and relevant interaction brands can develop a self-congruity that develops then into a friendship (Su, John & Reynolds, 2015).

Table 4 – Social Networks and Social Networks in tourism (based on the literature)

	Social Networks	Social Networks in Tourism
Key Elements	Consumer engagement, co-creation, brand activeness	Consumer engagement, promotion, sharing, “search engine”
Outcomes	Brand recall, brand awareness, loyalty, brand communities, brand research	Brand recall, trust, brand communities, service evaluation
Managing Social Networks	Giving consumers a space, collect feedback, leverage brand/consumer connection	Leverage brand/consumer connection, build trust, build brand identification

Source: Author’s elaboration

2.4.4 Online Word-of-mouth platforms for tourism

As shown, WOM can change purchase behaviours and brand image for consumers and e-WOM increased its influence in brands (Lascu, 1999). In services this fact in increased due to its intangibility and consumers rely on word of-mouth to lower risk (Bansal & Voyer, 2000). For hospitality it is critical the following of eWOM because this kind of services can’t be evaluated before the experience, so the interpersonal influencing is bigger than other markets

(Litvin, Goldsmith & Pan, 2008). In addition, tourism increasing web use (as a marketing medium and selling tool) leads to a greater influence of online eWOM (O'Connor, 2010).

By analysing the influence of online travel reviews, it is clear that consumer use this kind of information, that have potential effects in purchase intentions (O'Connor, 2010) and that travellers even perceive online reviews as superior to marketing information, more accurate and updated specially for accommodation businesses, a clear demonstration of its impact. Also, online reviews are not only used in key stages of travel planning but also for idea generation, providing ideas, fun and easiness to the planning process (Gretzel & Yoo, 2008).

The impact of reviews is mostly important to manage on how they can affect bookings and sales (Ye, Law & Gu, 2009; Vermeulen & Seegers, 2009; Sparks & Browning, 2011). The exposure to reviews alters the probability of booking a room (Ye, Law & Gu, 2009) and rating in review websites (Sparks & Browning, 2011) specially in low reputation hotels, familiarity plays also an important role (Vermeulen & Seegers, 2009).

There are six review elements that can affect bookings: Usefulness (the degree of facilitation to their buying process), reviewer expertise, timeliness of review (timely and up to date information), volume of reviews, valence (positive/negative aspects) and comprehensiveness (measure of how detailed and complete reviews are) (Zhao, Wang, Guo & Law, 2015). Regarding valence, negativity effect is the most important factor that impacts purchase intentions, followed by comprehensiveness. Thanks to web 2.0 volume and timeliness are gaining a relevant impact on booking intention (Zhao, Wang, Guo & Law, 2015).

Reviews can also be reflected in brand equity. Bigné (2019) studied this effect on destination reviews in mountain tourists. The results show a correlation between environmental related reviews (due to the importance of this dimension to travellers) and positive influence and generation of more perceived brand equity.

Table 5 – Word-of-mouth and Tourism Word-of-mouth (based on the literature)

	Word-of-mouth	Word of mouth in tourism
Key elements	Feedback, involvement, credibility, information	Feedback, involvement, credibility, information
Outcomes	Trust, product evaluation, consumer interference in sales	Trust, purchase behaviours, impact in search, consumer interference in sales
Managing Brand Equity	Listening & responding, analysis, brand image defence	Listening & responding, analysis, brand image defence, empower the consumer

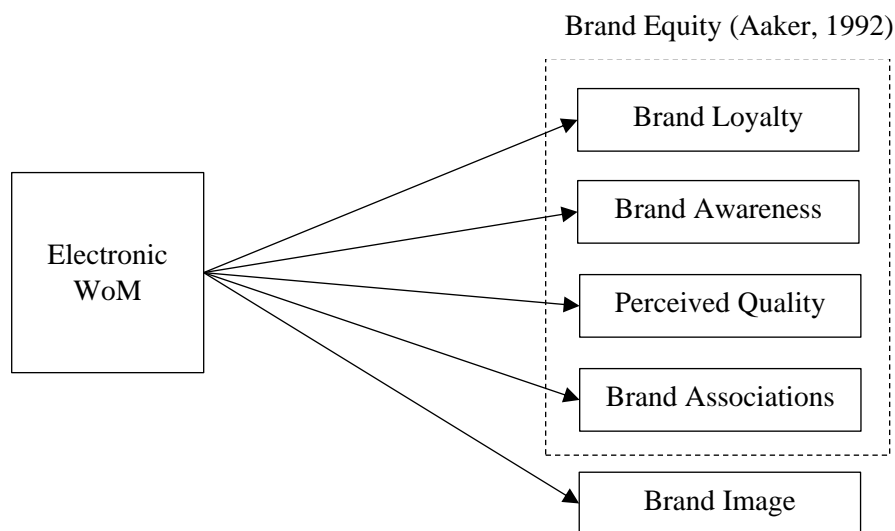
Source: Author's elaboration

3. Research Framework

The objective for this thesis is to analyse the online consumer interaction (C2C and C2B) in brand equity. The current known definition and measurement of brand equity demonstrates the value of brand equity and its changing characteristic and in the last decades, digital communication offered a number of new ways of communicating. Through the study of social networks and review platforms interactions (the main digital channels mentioned in previous studies), it's important to understand the value and impact on brand equity and its dimensions - defined by Aaker (1992).

Based on Severi's model (2014), the study of online interaction means (electronic word of mouth) can be related with dimensions of brand equity.

Figure 3 – Severis's model for Electronic WoM and Brand Equity correlation (2014)



Source: Adapted from Severi, 2014

The objective is to study the main two drivers of consumer interaction, especially in hospitality. These two main drivers are social networks (Facebook, Twitter, Instagram, etc.) and review platforms (TripAdvisor, Expedia, Booking, etc.). This correlation implies a positive/negative impact on Aaker's dimensions by the interaction in both types of channel.

H1: Social networks interaction affect positively hospitality brand awareness

Social Networks can also have a positive effect in brand awareness especially through brand exposure (Lee, 2014; Kavisekera, 2016; Langaro 2019). Here the effects of interaction can enhance the range of influence and the number of consumers that it can reach.

H2: Social networks interaction affect positively hospitality brand associations

According to the literature, Social networks are a useful tool to affect brand associations too, imposed by brand exposure and relationship creation with the customer (Lee, 2014; Kavisekera, 2016; Langaro 2019). Trough social networks customers have a bigger probability to recall brand attributes.

H3: Social networks interaction affect positively hospitality perceived quality

Quality perceived by the customer can also be impacted by social networks. Trough interaction brands can translate it into an engaging way to share and communicate services or products changing brand attitudes and interfering in purchase intentions (Fernández & Boluda, 2012) even in a C2C perspective, this engagement and embodiment of personal experiences can lead into these effects on purchasing (Boley, Magnini & Tuten, 2013).

H4: Social networks interaction affect positively hospitality brand loyalty

Regarding brand loyalty, social networks are a useful tool to increase user engagement and immersion that affects brand loyalty (So, King, Sparks & Wang, 2014; Zheng, Cheung, Lee & Liang, 2015; Kavisekera, 2016). This engagement and immersion can also affect the quality of experience for the customer that, lastly, can improve loyalty.

H5 Reviews websites interaction affect positively hospitality brand awareness

At last, the quantity of online reviews creates a larger exposure to the brand influencing its brand awareness. With the more exposure and, hopefully, positive exposure more consumers will “add” the hotel to their awareness set (Zhao, Wang, Guo & Law, 2015)

H6: Reviews websites interaction affect positively hospitality brand associations

Brand associations can be affected by eWOM (Chen & Xie, 2008; Jalilvand & Samiei, 2012; Bigné, 2019), sometimes indirectly influenced by brand image (Jalilvand & Samiei, 2012). Trough reviews and feature sharing (from users) a construction of brand image can develop into a known hotel and known brand.

H7: Reviews websites interaction affect positively hospitality perceived quality

E-WoM can have effects on brand image that indirectly influences services and products perceived quality (Chevalier & Mayzlin, 2006; O'Connor, 2010; Huang, Hsiao & Chen, 2012), changing the way consumers search and sowing the quality (or not) features of hotels or rooms considering the reviews one important source of information (Gretzel & Yoo, 2008).

H8: Reviews websites interaction affect positively hospitality brand loyalty

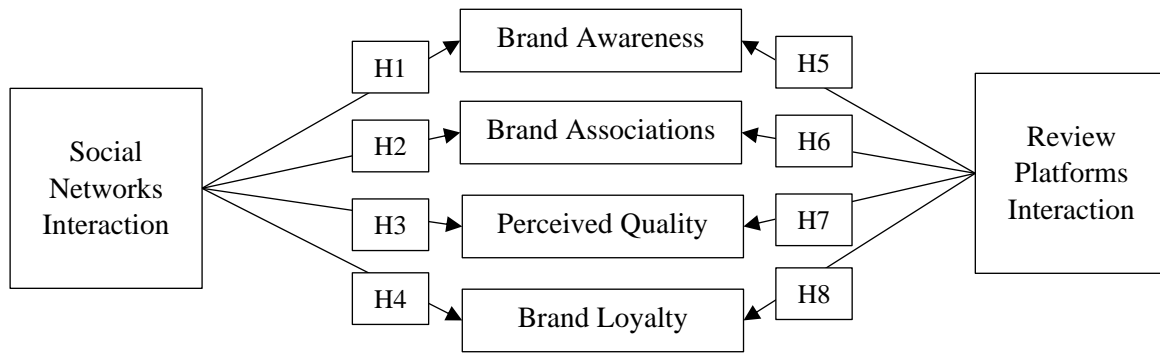
In relation to brand loyalty, reviews can have a positive or negative effect on brand loyalty even for brands with high valued brand equity (Bambauer-Sachse & Mangold, 2011). It is important for hospitality brands to be able to deliver a good service to increase the willingness of customers to review positively the hotel. Through this method more positive reviews can come from important users and usual travellers.

Table 6 – Research Hypothesis

Hypothesis	Authors
H1: Social networks interaction affect positively hospitality brand awareness	Lee, 2014; Kavisekera, 2016; Langaro 2019
H2: Social networks interaction affect positively hospitality brand associations	Lee, 2014; Kavisekera, 2016; Langaro 2019
H3: Social networks interaction affect positively hospitality perceived quality	Fernandéz & Boluda, 2012; Boley, Magnini & Tuten, 2013
H4: Social networks interaction affect positively hospitality brand loyalty	So, King, Sparks & Wang, 2014; Zheng, Cheung, Lee & Liang, 2015; Kavisekera, 2016
H5: Online reviews in online platforms affect positively hospitality brand awareness	Zhao, Wang, Guo & Law, 2015
H6: Online reviews in online platforms affect positively hospitality brand associations	Chen & Xie, 2008; Jalilvand & Samiei, 2012; Bigné, 2019
H7: Online reviews in online platforms affect positively hospitality perceived quality	Chevalier & Mayzlin, 2006; Gretzel & Yoo, 2008; O'Connor, 2010; Huang, Hsiao & Chen, 2012
H8: Online reviews in online platforms affect positively hospitality brand loyalty	Bambauer-Sachse & Mangold, 2011

Source: Author's elaboration

Figure 4 – Research Framework (based and adapted from Severi’s model, 2014)



Source: Author's elaboration

4. Methodology

4.1 Research Design

Regarding methodology, it is key to choose the correct amount and set of questions to be analysed and to be meaningful for the hypothesis in study. This study was based on a descriptive analysis, since the main objective is to collect behavioural data of individuals. According to Malhotra (2004) this application of descriptive research is rightfully applicable because there is a clear-tested hypothesis that leads statistical findings and then leads to the results and is the most used design when the researcher uses hypothesis to measurement (Malhotra & Birks, 2006).

As mentioned by Malhotra and Birks (2006), descriptive research can be cross-sectional or longitudinal. This study represents a single cross-sectional descriptive research, where the data collection is made once from a single non-repeating sample, collecting data from many different individuals at a single point in time.

The collection of data as completed through a survey basing the conclusions on the result of the answers to this method of data gathering. Concluding, every conclusion of this study will be based on the analysis of the primary data previously collected through the survey.

4.2 Universe and Sample

For the conduction of the study, data is collected from a universe from which information will be retrieved (Malhotra & Birks, 2006). In this case, the universe can be defined as “individuals who use social networks or review platforms as form of interaction with brands”. The objective is to study the impact of the online interaction in these two channels for hospitality brands. The inquiries are tested and excluded due to their use (or not) of these platforms. Lastly, this universe outputs will be analysed to infer if this interaction needs to be studied on the impact that has on brand value or brand equity.

The sample is chosen randomly to answer to each stimulus or question, using a non-probability type sampling (Malhotra & Birks, 2006). Concerning sample size the main goal was to achieve more than 200 respondents, assuring a considerable sample and variety of backgrounds, points-of-view and opinions. The final amount achieved was 201 answers to the survey.

4.3 Instrument Construction and Data Collection

The instrument used for the data collection of the study was an online questionnaire (Appendix 8.1). This questionnaire was produced and shared using Google Forms an online tool to produce surveys in a simple and easy way. There were used 2 surveys, one in Portuguese due to the majority of nationalities of the respondents and another in English for non-Portuguese speakers, using the literature as foundation of all questions and using a few questions to ensure that the respondent corresponded to que target audience.

The final version was then shared in multiple platforms (Facebook, WhatsApp, LinkedIn and Facebook Messenger) with the information of the main objective of the study, that was part of a Master Dissertation and that every question was anonymously answered.

The survey was divided in 4 different parts. The first one with the collection of some demographic data (age, gender, education level, professional activity and income) used to classify and analyse the sample characteristics. Secondly, a collection of the current knowledge and use of different social networks and review websites to ensure that the respondents had a current awareness of these two channels. Thirdly, a set of questions that evaluate the current activity in those channels (watching, commenting, liking, sharing) and their attachment to those platforms. Lastly, questions linked with the four brand equity dimensions (Aaker, 1992), to address the current insights about how social networks and review websites interfere in the mental representation of brands in consumers mind. These last questions were divided in two different sections related to social networks and review websites.

Demographic and platform knowledge-related questions were closed multiple choice questions. On the activity-related and brand equity dimensions questions was used a 7 point Likert scale (1= Strongly disagree; 2= Disagree; 3= Slightly disagree; 4= Undecided; 5= Slightly agree; 6= Agree; 7 Strongly agree), these questions can be found in table 7 bellow:

Table 7 – Knowledge, activity and brand equity dimensions items

Construct	Item	Adapted from
Knowledge	<p>SN1.1. & RW1.1. Do you know any Social Networks? / Do you know any review websites?</p> <p>SN1.2. & RW1.2. How many different Social Networks do you use? / How many Review Websites do you use?</p> <p>SN1.3. & RW1.3. Do you see or follow any hospitality related social network pages? / Do you use any hospitality related review websites?</p> <p>SN1.4. & RW1.4. How many hospitality related Social Networks pages do you see or follow? / How many hospitality related review websites do you use?</p>	<i>Author's elaboration</i>
Activity	<p>SN2.1. & RW2.1. I watch posts on hotels' Social Networks page/ I watch posts on review websites.</p> <p>SN2.2. & RW2.2. I leave messages or post comments on hotel's Social Networks page/ I leave messages or post comments on the review website.</p> <p>SNS2.3. & RW2.3. I click like to post of the hotel's Social Networks page/ I click like to posts of the review website</p> <p>SN2.4. & RW2.4. I share the hotel's page posts/ I share reviews website pages with my friends.</p> <p>SN2.5. & RW2.5. I am very attached to the hotel's page/ I am very attached to the review website.</p>	<i>Cheung & Lee (2012), Zheng, Cheung, Lee & Liang (2015), Langaro D. (2019)</i>
Brand Awareness	<p>A1. Hotel's social network/review pages helps me recognize the hotel's brand characteristics.</p> <p>A2. Hotel's social network/review pages helps me recall hotel's advertising.</p> <p>A3. Hotel's social network/review pages helps me remember the hotel brand more often.</p>	<i>Langaro D., 2019</i>
Brand Associations	<p>B1. Hotel's social network/review pages helps me remember quickly some hotel features.</p> <p>B2. Hotel's social network/review pages helps me to quickly recall the hotel logo or symbol.</p> <p>B3. Hotel's social network/review pages helps me to easily imagine the image of the hotel.</p>	<i>Castañeda Garcia, 2018</i>
Perceived Quality	<p>C1. Hotel's social network/review pages increases my hotel consideration.</p> <p>C2. Hotel's social network/review pages increases my attention to the hotel's brand.</p> <p>C3. Hotel's social network/review pages have influence on the factors about buying from the brand.</p>	<i>Vermeulen & Seegers (2009), Huang, Hsiao & Chen (2012), Zhao, Wang, Guo & Law (2015)</i>
Brand Loyalty	<p>D1. Hotel's social network/review pages changes my first choice when buying.</p> <p>D2. Hotel's social network/review pages makes me recommend the brand to other people.</p> <p>D3. In the future, I could change this hotel for another.</p>	<i>Zheng, Cheung, Lee & Liang (2015), Castañeda Garcia (2018)</i>

4.4 Data Analysis and Procedure

The procedure of all the analysis refers to the submission of the questions from the Google Forms questionnaire and post data analysis into the SPSS 27 software. There were not any incomplete answers. In this case, as explained before, we have 197 valid answers for social network related questions and 196 valid answers related to review websites. This is possible because we have individuals who use just one of the two online platforms.

Therefore, a sample characterization was performed to understand the demographic characteristics of the sample, such as age, gender, educational level, professional activity and monthly income. This data can give us an idea of the generation, common knowledge of technology and current habits of usage of technological gadgets and networks.

A descriptive platform knowledge analysis was then performed to address the current knowledge of individuals social networks and review websites and also to address if they use it and how many do, they use and also specifically related to hotels. This enables this study to put aside the individuals that does not use one or both platforms and the survey ends for them at this stage.

With only the relevant individuals and results, an interaction-based analysis is conducted. Assessing the descriptive data and frequencies allows the study to understand what the interaction in hotel/hostel's related platforms is and what are the main differences between platforms and their main drivers of interaction.

To then start the hypothesis testing, a reliability test was conducted through the Cronbach Alpha. With all the dimensions tested and considered reliable, a hypothesis test was performed with a simple regression testing for each hypothesis, allowing us to understand how the interactivity on both platforms explain changes on brand equity dimensions and how this interaction is affected by both platforms, giving us the specific importance of each case.

5. Data Analysis and Results

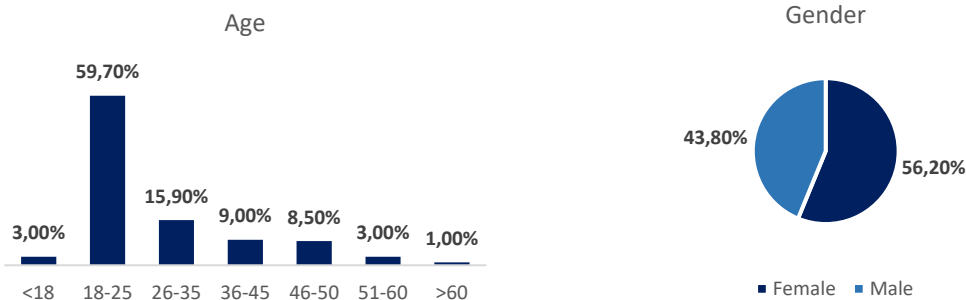
5.1 Sample Characterization

5.1.1 Demographics

First of all, I'll cover some demographical data about the 201 sample audience, this represents the totality of the respondents to the questionnaire, all considered valid for demographic purposes.

Regarding age distribution, the most represented group is in between 18 and 25 years old (59.7%), followed by 26 to 35 years old (15.9%) and 36 to 45 years old (9.0%). This means that 62.7% of the sample represents individuals with a maximum age of 25 years old, a young sample representing students or newly employed. 78.6% of this sample represents a sample that should be fully aware of both social networks and review platforms (generations Y and Z). In relation to gender, this sample has a balance of 43.8% and 56.2% between male and female respondents, respectively.

Figure 5 – Age and gender of respondents



Source: Author's elaboration

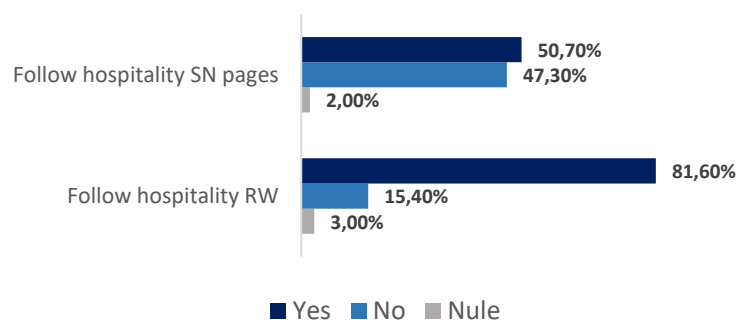
The other three asked demographic data are related to education level, professional activity and monthly income. In regards of education level most of the represented sample has a bachelor (57,7%) or even higher degrees, a sum of 76,6%. When asked about their current professional activity most of the individuals have a job 49,3% (employed or have their own business) but 36,8% are still students. Also, most of the individuals don't have any current income (39,3%) mostly due to the high percentage of students, however, when the split for amount of monthly income is undone, the wider group is represented by respondents with an income between 600 and 1700 euros (52,2%).

5.1.2 Knowledge on hotels' Social Networks and Review Websites

From the 201 answers 98,0% know at least one social network platform and 97,0% know at least one review website. In relation to using different platforms 74,1% use between two and four different social networks and 83,6% use a maximum of three review websites, both being the larger tendency for both digital platforms.

For the study is important to analyse both digital platforms (social networks and review websites) specially relating them to hospitality. By comparing social networks and review websites user, only 50,7% follow any hospitality related social network pages but 81,6% use hospitality related review websites. Revealing the weight that hospitality has on the review website landscape.

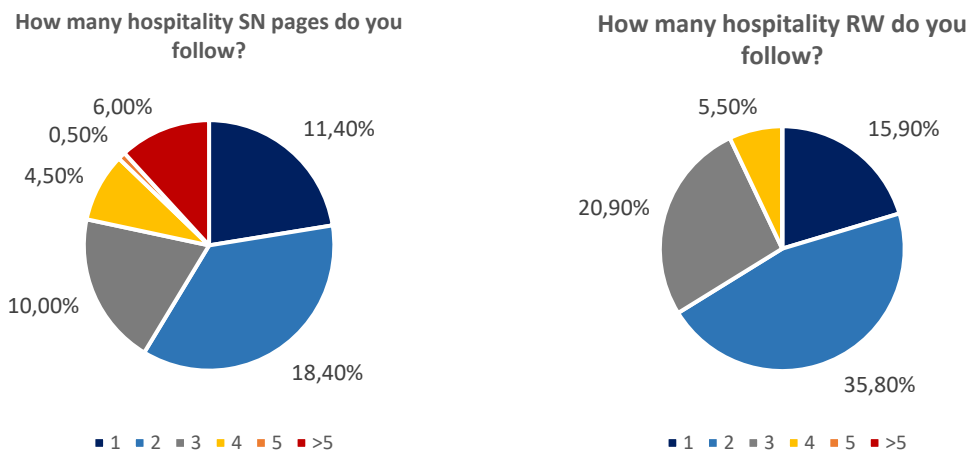
Figure 6 – Usage of hospitality platforms



Source: Author's elaboration

In hospitality related platforms, from all the individuals that follow any hospitality related platforms most of the individuals use two different social networks (18,4%) and 39,8% of individuals use a maximum of three hospitality related social network pages. Most of individuals use two review websites (35,8%) and 93,0% uses a maximum of three hospitality related review websites. Showing a proximity on number of hospitality platforms used for every responded.

Figure 7 – Following of hospitality pages



Source: Author's elaboration

Still having into account, the similarity between the mode in both digital platforms, social networks show a wider ability to present more different pages in the same platforms. This might show both the bigger variety in SN and the loyalty related to RW.

5.1.3 Interaction on hotels' Social Networks and Review Websites

Concerning interaction in both platforms, it is based on five questions relating (1) watching posts, (2) leaving messages or comments, (3) leaving a like, (4) sharing with friends and (5) the sense of being attached to the page to both platforms. As mentioned before, the answers were delivered in a 7-point Likert scale. For social networks we have 197 valid answers only from individuals who know and use this platform from the total 201 respondents. Same logic for review websites where we have 196 valid answers from the total 201 respondents.

Having a general look at responses we can say that interaction is not something most of users do in hotel/hostel related pages both in social networks and review websites, but some differences arise between platforms. Some differences might be set due to hotel's pages characteristics, platform characteristics or purely related to the need (or lack of it) of interaction on hotel's platforms, social networks and review websites.

In relation to "watching posts" the answers for the two platforms are similar but in review websites the interaction is tendentially more positive. Review website's mean is 5,17 with "agree" and "total agree" representing 57,2% of the answers in contrast to social networks that have a mean of 4,53.

On all next three actions the tendency is for low interaction, this shows a relevant low-level interaction especially considering that all the next three actions require real interaction with platforms – leaving messages, leaving a like and sharing with friends. "Leaving messages" shows 1,98 and 2,83 means for social networks and review websites, respectively. "Clicking like" is described with 3,19 mean for social networks and 2,62 for review websites, this shows also that this feature is more common in social networks than review websites. "Sharing posts with friends" show also a lack of interaction on the answers with means of 2,64 and 2,57 for social networks and review websites respectively.

When asked about how attached individuals are to these social network pages or review websites the answers do not differ largely, however, this points out a positive difference towards review websites. Review websites have a mean of 3,11 instead of social networks that have 2,12. This might be important to underline when describing the impact of review websites when choosing.

Table 8 – Means for interactivity on both platforms

	I watch posts (SN2.1 and RW2.1)	I leave messages or posts (SN2.2 and RW2.2)	I leave a like (SN2.3 and RW2.3)	I share with friends (SN2.4 and RW2.4)	I'm very attached (SN2.5 and RW2.5)
Social Networks	4,53	1,98	3,19	2,64	2,12
Review Websites	5,17	2,83	2,62	2,57	3,11

Source: Author's elaboration

5.2 Dimension Descriptives and Reliability

This section exists to give a deeper dive into the descriptives for every dimension defined by Aaker (1992). This is important to understand the questions with the most impact within each dimension and also to compare the two platforms and to understand what the most contrasting aspects between them are. The used measures are mean, mode and standard deviation.

As explained previously, I've addressed brand awareness through three variables for each for each brand equity dimension, divided in two different platforms. This leads us to 12 variables for each platform measured by a 7-point Likert's scale. To guarantee a good scale reliability a Cronbach Alpha test was conducted, and every variable used for each four dimensions revealed a good reliability, above 0,6 (Malhotra & Birks, 2006). Some revealed slight advantages to delete a variable, however not very significant to do it.

The initial dimension of the study is brand awareness and descriptive statistics reveal a broad similarity for both platforms in all three items. Regarding the mean, only A1 "Hotel's social network pages/review websites help me recognize the hotel's brand characteristics" (a more objective measure) creates a higher result when using review websites than social networks, the other two items reveal a higher result using social networks. Concerning the mode, all respondents answered with a slight agreement of the items (5= Slightly Agree), revealing a positive relation between them, brand awareness and both platforms in the study. Looking at standard deviation, this measure reveals a dispersion of answers from the mean values, with higher dispersion in review website-related items.

Table 9 - Descriptive statistics for Brand Awareness

Dimension	Item	Platform	Mean	Mode	Std. Deviation
Brand Awareness	A1. Helps me recognize the hotel's brand characteristics.	Social Networks	4,80	5	1,568
		Review Websites	4,87	5	1,765
	A2. Helps me recall brand's advertising.	Social Networks	4,46	5	1,589
		Review Websites	3,89	5	1,676

	A3. Helps me remember the brand more often.	Social Networks	4.81	5	1,644
		Review Websites	4.21	5	1,696

Source: Author's elaboration

Table 10 - Scale reliability of variables for Brand Awareness

Dimension	Platform	Variable	Cronbach Alpha	Cronbach Alpha if item deleted
Brand Awareness	Social Networks	A1	0,823	0,808
		A2		0,712
		A3		0,743
	Review Websites	A1	0,825	0,848
		A2		0,707
		A3		0,718

Source: Author's elaboration

Entering in the brand associations dimension, it's possible to verify similar results as brand awareness. B1 "Hotel's social network/review pages help me remember quickly some hotel features." is the only where the mean is higher in review websites and B2 and B3 show a higher result to social networks (related to pure marketing effort concepts). Although it might be similar to brand awareness and most of the answers reveal a neutral impact on respondents, brand association items have a globally higher result than brand awareness, showing a better impact in this dimension. The same conclusion can be taken regarding the mode, mostly similar to the previous dimension but with one little change. In this case, B3 "Hotel's social network/review pages help me to easily imagine the image of the hotel." for review websites show an agreement with brand association even taking into consideration a smaller mean when comparing with social networks (easier to comprehend when looking at the high standard deviation). Finally, looking at standard deviation, the two highest dispersion results (B2 and B3) occur when the item is related to review websites showing a lack of consensus of respondents.

Table 11 - Descriptive statistics for Brand Associations

Dimension	Item	Platform	Mean	Mode	Std. Deviation
Brand Associations	B1. Helps me remember quickly some hotels'/hostel's features.	Social Networks	4,30	5	1,695
		Review Websites	4,92	5	1,658
	B2. Helps me quickly recall the logo or symbol.	Social Networks	4,78	5	1,657
		Review Websites	4,06	5	1,818
	B3. Helps me easily imagine the image of the hotel/hostel.	Social Networks	4,95	5	1,540
		Review Websites	4,72	6	1,774

Source: Author's elaboration

Table 12 - Scale reliability of variables for Brand Associations

Dimension	Platform	Variable	Cronbach Alpha	Cronbach Alpha if item deleted
Brand Associations	Social Networks	B1	0,821	0,734
		B2		0,773
		B3		0,754
	Review Websites	B1	0,808	0,748
		B2		0,778
		B3		0,681

Source: Author's elaboration

Perceived quality is the first dimension where differences start to arise between platforms. Regarding the mean C2 shows a slightly more positive result to social networks but it is the only one, C1 “Increases my hotels'/hostels' consideration.” and C3 “Have influence on the factors about buying from the hotel/hostel.” have highly more positive results directed to review websites (both are related to more materializing factors of perceived quality). The mode related perfectly to the mean in this case, for C1 and C3 a more positive mode (6 and 7) towards review websites culminate into the biggest differences on mean for perceived quality dimension. Regarding standard deviation, perceived quality keeps its values similarly to other dimensions. The biggest dispersion comes in C3, here, also the biggest mean difference is set.

Table 13 - Descriptive statistics for Perceived Quality

Dimension	Item	Platform	Mean	Mode	Std. Deviation
Perceived Quality	C1. Increases my hotels'/hostel's consideration.	Social Networks	4,35	4	1,664
		Review Websites	4,95	6	1,628
	C2. Increases my attention to the hotels'/hostel's brand.	Social Networks	4,71	5	1,652
		Review Websites	4,60	5	1,635
	C3. Have influence on the factors about buying from the hotel/hostel.	Social Networks	4,47	5	1,683
		Review Websites	5,23	7	1,791

Source: Author's elaboration

Table 14 - Scale reliability of variables for Perceived Quality

Dimension	Platform	Variable	Cronbach Alpha	Cronbach Alpha if item deleted
Perceived Quality	Social Networks	C1	0,861	0,774
		C2		0,779
		C3		0,860
	Review Websites	C1	0,877	0,770
		C2		0,865
		C3		0,842

Source: Author's elaboration

In brand loyalty, even bigger contrasts occur (compared to perceived quality). An explicit more positive response towards review websites in all three loyalty-related items. This difference shows in all measures (mean, mode and standard deviation). Starting with mean it keeps showing a neutral response, however, more negative in D1 “Hotel’s social network/review pages increases my hotel consideration.” then the other two items and the biggest difference comes in this item also, revealing a wider difference in “first purchase” influence. It is important to explain an inversion of logic in C3, a more positive response here shows a lack of loyalty and not a better loyalty result, in this case review websites show (through the mean) a larger probability of changing to another hotel when impacted by review websites. Looking to the mode, the relation is very similar to the mean. One interesting data to look at in this measure is to the standard deviation, the dispersion of answers is largely bigger in review platforms than social networks.

Table 15 - Descriptive statistics for Brand Loyalty

Dimension	Item	Platform	Mean	Mode	Std. Deviation
Brand Loyalty	D1. Changes my first choice when buying.	Social Networks	3,84	4	1,664
		Review Websites	4,71	6	1,806
	D2. Makes me recommend the hotel/hostel to other people.	Social Networks	3,93	3	1,780
		Review Websites	4,38	6	1,851
	D3. In the future, I could change this hotel for another.	Social Networks	4,78	5	1,663
		Review Websites	5,12	7	1,744

Source: Author's elaboration

Table 16 - Scale reliability of variables for Brand Loyalty

Dimension	Platform	Variable	Cronbach Alpha	Cronbach Alpha if item deleted
Brand Loyalty	Social Networks	D1	0,805	0,682
		D2		0,685
		D3		0,820
	Review Websites	D1	0,835	0,708
		D2		0,827
		D3		0,774

Source: Author's elaboration

5.3 Hypothesis Testing

5.3.1 Simple linear regression

The goal of this study is to understand the impact and influence of online interactivity (divided in two principal platforms) on brand equity. This influence can be measured by a simple linear regression and also infer what are the differences of influence between platforms and brand equity dimensions. The linear regression was conducted by aggregating the measures for interactivity (SN2.1 to SN2.5 and RW2.1 to RW2.5) into 2 groups and aggregating brand equity dimension's results (A1 to D3 for both platforms) into 8 groups. The aggregation considered the mean of the results for every group.

For every regression all the assumptions were confirmed and confirmed the validity of the model. In all linear regression tests, correlation significance equals 0, coefficient significance is lower than 0,05, ANOVA testing significance equals 0 and also collinearity was refused with Tolerance values being is higher than 0,1 and VIF inferior to 5 (SPSS outputs in Appendix chapter).

5.3.2 Social Networks and Brand Equity

Analysing social network interactivity, it is possible to understand that it has good explanation value for every brand equity dimension - brand awareness, brand associations, perceived quality and brand loyalty. The R squared, in every case, shows acceptable values of explanation that social network interaction has in regards of brand equity dimensions variance. Here brand awareness can be explained by 32,5%, brand associations by 25,4%, perceived quality by 31,8% and brand loyalty by 36,3%.

To evaluate the impact of this platform, it is important to address the simple linear regression equation. The standardized coefficient gives us a demonstration of the impact of this interaction in each dimension. All coefficients show a good influence of social networks interaction over all four brand equity dimensions with brand awareness. In a crescent order Standardized beta is 0.504 for brand associations, 0.564 for perceived quality, 0.570 for brand awareness and 0.603 for brand loyalty.

Table 17 – R Squared and equation for every dimension considering social network interaction

Social Network interaction over	R Squared	Linear regression equation
Brand Awareness	0.325	$BAw = SN * 0.570$
Brand Association	0.254	$BA_s = SN * 0.504$
Perceived Quality	0.318	$PQ = SN * 0.564$
Brand Loyalty	0.363	$BL = SN * 0.603$

Source: Author's elaboration

5.3.3 Review websites and Brand Equity

Doing the same analysis for review website interaction gives us R squared values, in every case, also acceptable for explanation that brand equity's dimensions variance. Here brand awareness can be explained by 34,6%, brand associations by 30,9%, perceived quality by 37,7% and brand loyalty by 24,6%.

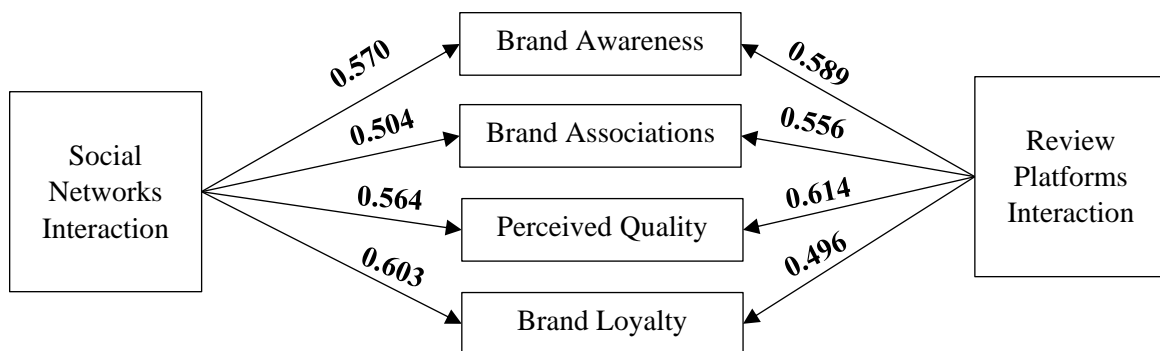
The standardized beta coefficient shows values of a good influence of review website's interaction over all four brand equity dimensions with brand awareness. In a crescent order Standardized beta is 0.496 for brand loyalty, 0.556 for brand associations, 0.589 for brand awareness and 0.614 for perceived quality.

Table 18 - R Squared and equation for every dimension considering review websites interaction

Review websites interaction over	R Squared	Linear regression equation
Brand Awareness	0.346	$BAw = RW * 0.570$
Brand Association	0.309	$BA_s = RW * 0.504$
Perceived Quality	0.377	$PQ = RW * 0.564$
Brand Loyalty	0.246	$BL = RW * 0.603$

Source: Author's elaboration

Figure 8 – Final model with β coefficients



Source: Author's elaboration

6. Conclusions and Implications

Brands are typically a known definition for external characteristics of the product, the tone, the symbols and the personification. Usually used to create attention, relation and incite a purchase. Due to this basic understanding, brands started to understand better the economic impact of the brand, the real impact that the brand can have in the evaluation of the product, even before the consumer experiences the product and its palpable characteristics. The brand equity (Aaker, 1992; Keller, 1993) arises as the main concept for this impact and its representation on the profits and losses sheets.

Communication is, as expected, a big part of this impact and the rising importance to involve the consumer. The literature gives us multiple examples to take note of the rise of new ways to communicate and specially, how technology is turning the focus from the company to the consumer. New community-focused platforms are empowering the consumer and it can dictate the word-of-mouth (or electronic word-of-mouth), key to the reputation and perceived risk when choosing and buying from a brand (Fournier & Avery, 2011). Communication has been turning to these platforms and feeding their communities, taking advantage of their knowledge and increasing loyalty among their customers (Fuller, 2008; Wang, Yu & Fesenmaier, 2002). The hospitality sector depends mainly on the performance during the consumer's experience (Berry, 2000; Loureiro, 2014), however, online communities are established before and after the experience, influencing the first choice when searching and the enabling a channel for reviews of the business afterwards (Court, Elzinga, Mulder & Vetvik Model, 2009).

This study was conducted, to analyse two main drivers of online interaction for hospitality businesses, social networks and review websites (Vermeulen & Seegers, 2009; Kaplan & Haenlein, 2010; Huang, Hsiao & Chen, 2012; Zhao, Wang, Guo & Law, 2015; Castañeda Garcia, 2018). The objective is to find in what extend do these platforms create a change of the economical brand value, the brand equity dimensions. The findings are presented in this section, considering the literature and based on statistical analysis.

6.1 The impact of online interaction in brand equity dimensions for hospitality

The literature shows a greater impact of virtual communities in brands (Muniz & O'Guinn, 2001; Wipperfurth, 2005; Fuller, 2008), taking this into consideration the impact on word-of-mouth of this concept and the major impact of social networks (Xu, 2010; Milano, Baggio & Piattelli, 2011; Hsu, 2012; Boley, Magnini & Tuten, 2013; Zeng & Gerritsen, 2014; So, King,

Sparks & Wang, 2014; Su, John & Reynolds, 2015) and review websites (Lascau, 1999; Bansal & Voyer, 2000; Litvin, Goldsmith & Pan, 2008; O'Connor, 2010; Gretzel & Yoo, 2008; Ye, Law & Gu, 2009; Vermeulen & Seegers, 2009; Sparks & Browning, 2011; Zhao, Wang, Guo & Law, 2015; Bigné, 2019) in this subject. Through the literature and the model of Severi (2014), 8 hypotheses were proposed and analysed.

Online interaction, showed to have an impact in brand equity's dimensions for hospitality businesses, although, it also showed that this impact, despite being real, is only one part of the equation when we consider the total brand equity factors and possible influencers. There are also differences within the dimensions, some show more impact from one of the two designated platforms. This has proven to be true for both platforms with almost no difference between them.

Regarding social networks and for all the hypothesis defined for this platform (H1 to H4) the model showed a representation between 25,4% and 36,3% showing that social networks have an impact on brand equity dimensions, but this does not tell the whole story. However, it is possible to assure a considerable influence on every dimension and underline the differences for each dimension of the brand equity. When looking deeper to this dimensions (through the β coefficients) it is clear that, when using social networks the impact is significant (over 0.50), additionally, we can tell that brand loyalty is the dimension with most impact through social network activity and the only one where this platforms stands an advantage comparing to review websites this is expected also in the literature considering the nature of this kind of platform and even its purpose, used to create trust, friendship and with a vast use for promotional purposes (Baggio & Piattelli, 2011; Boley, Magnini & Tuten, 2013; So, King, Sparks & Wang, 2014; Su, John & Reynolds, 2015). Brand loyalty followed, in decrescent order, by brand awareness, perceived quality and brand associations.

In relation to review websites and all the hypothesis defined for it (H5 to H8) the model showed an explanation between 24,6% and 37,7%, similar to social networks and possibly supporting the same conclusion. It's the deeper look into the equation that we can spot a major impact of this platform when compared to social networks. All the brand equity dimensions are impacted greatly with the exception of brand loyalty (this is also showed in descriptive statistics on the dispersion of answers in this dimension). The bigger impact of this type of platform can be understood by the literature due a better link with the experience, key for the hospitality sector. The highest impact on perceived quality is also expected in the literature (Litvin,

Goldsmith & Pan, 2008; Gretzel & Yoo, 2008; O'Connor, 2010) and confirmed by the statistics in an objective relation between its characteristics more attached to the functional side and its intention to accurately show to customers the hotel's features in advance with the also more related dimension to the existing features of the product or service.

In conclusion, online interaction has definitely an impact on brand equity dimensions for hospitality businesses. Despite this, the consumer might have other and even stronger ways to impact brand equity, objectively in this sector. Social networks and review websites have proven to be representative, by the literature, of the online interaction and, by the statistics, different enough to be considered separately. These two platforms show clear matter to consider online interaction, the activity in those platforms and the impacts on brand equity dimensions, three values with common relations and proven influence. Social networks show a wider impact on brand loyalty and review websites on brand awareness, brand associations and the greatest on perceived quality.

Finally, online interaction can be considered as a mean for creation of impact on brand equity for hotels and hospitality in general.

Hypothesis	Validation
H1: Social networks interaction affect positively hospitality brand awareness	Valid
H2: Social networks interaction affect positively hospitality brand associations	Valid
H3: Social networks interaction affect positively hospitality perceived quality	Valid
H4: Social networks interaction affect positively hospitality brand loyalty	Valid
H5: Reviews websites interaction affect positively hospitality brand awareness	Valid
H6: Reviews websites interaction affect positively hospitality brand associations	Valid
H7: Reviews websites interaction affect positively hospitality perceived quality	Valid
H8: Reviews websites interaction affect positively hospitality brand loyalty	Valid

6.2 Implications

Possible implications on the study of the impacts of online interaction on brand equity for hospitality can have repercussions academically, socially and managerially.

Academically, the study might be useful to understand how brand interaction, specifically online, affects all brand equity dimensions that are linked with other brand concepts like purchase willingness, brand image or brand experience. Services are an “experience dependent” type of business and interaction during the experience can influence highly the evaluation of the customer, for that matter, is also important to understand online experience as a mean to increase interest and customer assessment, specially before and after the consumption.

Socially, it is important to understand the value of the customer for brands. Even more important is to comprehend the value of customers opinions and relationship with brands and its effect in brand value. An understanding of the role of the customer in a “open source” type economy is fundamental to define the increasing height that customers embrace nowadays due to online interaction.

Managerially, it should be useful to comprehend how brands can be affected by this interaction and how can they manage it to improve brand value and lastly revenues. It is important to understand if communication with customers and a turn on the receiver and emitter can turn into a key factor of success for businesses if done correctly and as a strategized action from companies. Be everywhere, anytime and in the right way is important for brands and online platforms give companies this ability and profits if done correctly.

6.3 Limitations and Further Research

Despite the importance and positive contributions that this study can represent for the study and application of online interaction to the brand equity concept, some information can be wider, more general or just different to understand fully this impact and next steps for companies.

Firstly, a wider and more representative sample on age can help to understand the full impact of the total population, is clear that new generations are prone to online interaction and so a good representation of reality, however other generations might have impact on different hospitality concepts or just more expensive businesses due to its expected salary and buying power.

Still on the sample used, group composed only by current platform users that follow hospitality can better represent the impact than only platform users. This affects the experience on this specific industry and not only the knowledge of the platforms itself.

The study of only social network platforms can help on a deeper study and understand better this impact. This is due to the fact that review websites are really focused on the industry and so its impact might be overperforming in this industry. On the other hand, social networks are a “agnostic” layer between hospitality businesses and consumers.

Focusing on the analysis itself, also some aspects might be considered for improvements. In this study, the impact of platforms and brand equity dimensions were studied individually, this makes the analysis unable of a full brand equity impact comprehension.

Lastly, an analysis over the businesses responses and strategies might be of even more use regarding the managerial impacts of this scrutiny. It is important to understand the impacts of a close following of this platforms and creation of strategies from the businesses to increase its positive impacts and also indicate what are the correct calls and actions to take in these online platforms.

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8. Appendix

8.1 Appendix A: Questionnaire

<p>What is your age? *</p> <p><input type="radio"/> < 18 years old</p> <p><input type="radio"/> 18 - 25</p> <p><input type="radio"/> 26 - 35 years old</p> <p><input type="radio"/> 36 - 45 years old</p> <p><input type="radio"/> 46 - 50 years old</p> <p><input type="radio"/> 51 - 60 years old</p> <p><input type="radio"/> > 60 years old</p>
<p>What is your gender? *</p> <p><input type="radio"/> Female</p> <p><input type="radio"/> Male</p> <p><input type="radio"/> Prefer not to say</p> <p><input type="radio"/> Other</p>
<p>What is your last finished education level? *</p> <p><input type="radio"/> Basic Education</p> <p><input type="radio"/> Highschool Education</p> <p><input type="radio"/> Bachelor</p> <p><input type="radio"/> Master Graduation</p> <p><input type="radio"/> PhD Graduation</p> <p><input type="radio"/> Other</p>

What is your current activity? *

- Student
- Unemployed
- Employed
- I have my own business
- Other

How much is your monthly liquid income? *

- None
- < 600€/Month
- 600€ - 800€/Month
- 801€ - 1000€/Month
- 1001€ - 1300€/Month
- 1301€ - 1500€/Month
- 1501€ - 1700€/Month
- > 1700€/Month

What about social networks?



[...]

Do you know any Social Networks? (Ex: Facebook, Instagram, Twitter, ...) *

- Yes
- No

How many different Social Networks do you use? *

- 1
- 2
- 3
- 4
- 5
- More than 5

Do you see or follow any hospitality related social network pages? (Ex: Hotels, hostels, Booking, etc.) *

- Yes
- No

⋮

How many hospitality related Social Networks pages do you see/follow? *

- 1
- 2
- 3
- 4
- 5
- More than 5

How many review websites do you use? *

- 1
- 2
- 3
- 4
- 5
- More than 5

Do you use any hospitality related review websites? (Ex: Trip Advisor, Booking, Trivago, *

- Yes
- No

How many hospitality related review websites do you use? *

- 1
- 2
- 3
- 4
- 5
- More than 5

Hotel's social network participation



Please classify according to your activity on hotels social network pages.

Social Networks are nowadays an important source of communication between hotels/hostels with their audience. Using multiple social networks (Facebook, Instagram, Twitter, etc.) brands show hotel's spaces, features and advantages of their offers. Fonts: Google images & Pestana Facebook page



I watch posts on hotels's/hostel's Social Networks page *

	1	2	3	4	5	6	7	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

I leave messages or post comments on hotels's/hostel's Social Networks page *

	1	2	3	4	5	6	7	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

I click like to posts of the hotels's/hostel's Social Networks page *

	1	2	3	4	5	6	7	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

I share the hotels's/hostel's page posts with my friends *

	1	2	3	4	5	6	7	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

I am very attached to the hotels's/hostel's page *

	1	2	3	4	5	6	7	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

Hotels's/hostel's social network pages...



Answer according to your experience or to your perception

Helps me recognize brand characteristics *

	1	2	3	4	5	6	7	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

Helps me recall brand's advertising *

	1	2	3	4	5	6	7	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

Helps me remember the brand more often *

	1	2	3	4	5	6	7	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

Helps me remember quickly some hotels's/hostel's features *

	1	2	3	4	5	6	7	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

Helps me quickly recall the logo or symbol *

	1	2	3	4	5	6	7	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

Helps me easily imagine the image of the hotel/hostel *

	1	2	3	4	5	6	7	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

Increases my hotels's/hostel's consideration *

	1	2	3	4	5	6	7	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

Increases my attention to the hotels's/hostel's brand *

	1	2	3	4	5	6	7	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

Have influence on the factors about buying from the hotel/hostel *

	1	2	3	4	5	6	7	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

Changes my first choice when buying *

1 2 3 4 5 6 7

Strongly disagree Strongly agree

Makes me recommend the hotel/hostel to other people *

1 2 3 4 5 6 7

Strongly disagree Strongly agree

In the future, I could change this hotel for another *

1 2 3 4 5 6 7

Strongly disagree Strongly agree

Hotel's Review websites participation

Please classify according to your activity on hotels social network pages.

Review websites are a huge source of information from consumers to consumers. Here users evaluate several features and share their experiences with clients and future clients. Font: Google Images

The screenshot displays a hotel review interface. On the left, a guest review is shown with a 5-star rating and the text: "Great trip! on Sep 11 2018. My whole family loved this tour. We'll be back next year!". Below it, a response from the hotel reads: "Great to hear!! Thanks for your review - we can't wait to have you back next year." Another review from "szndjuric" dated April 2019 is visible, with a 5-star rating and the text: "Cozy place!!!!!! 'I came today Saturday to Olio! In this cold weather and this place is so warm and cozy since you first came in. The hostess Carolina greeted us very nice and fr...'. Date of visit: April 2019".

On the right, a "Review analysis from across the web" dashboard is shown. It includes a filter for "All reviews" and tabs for "Couples", "Families", "Business Travelers", and "Solo Travelers". The dashboard lists several categories with their respective scores and feedback:

Category	Score	Feedback
Location	93 / 100	"Great location"
Food	61 / 100	"Great food"
WiFi	48 / 100	"Wifi is not free"
Service	80 / 100	"Friendly staff"
Room	64 / 100	"Free internet connection at the room"

The dashboard also identifies the hotel type as "Business Hotel" and "City Hotel", and lists "Good to know" features: "Great shopping", "Wonderful sightseeing", "Great conference area", and "Good fitness area". The analysis is powered by TrustYou.

I watch posts on review websites *

	1	2	3	4	5	6	7	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

I leave messages or post comments on the review website *

	1	2	3	4	5	6	7	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

I click like to posts of the review website *

	1	2	3	4	5	6	7	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

I share reviews website pages with my friends *

	1	2	3	4	5	6	7	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

I am very attached to the review website *

	1	2	3	4	5	6	7	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

Hotel's review pages...



Answer according to your experience or to your perception

Helps me recognize the brand characteristics *

	1	2	3	4	5	6	7	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

Helps me recall hotels's/hostel's advertising *

	1	2	3	4	5	6	7	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

Helps me remember hotel brand more often *

	1	2	3	4	5	6	7	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

Helps me remember quickly some hotels's/hostel's features *

	1	2	3	4	5	6	7	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

Helps me quickly recall the logo or symbol *

	1	2	3	4	5	6	7	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

Helps me easily imagine the image of the hotel/hostel *

	1	2	3	4	5	6	7	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

Helps me remember quickly some hotels's/hostel's features *

	1	2	3	4	5	6	7	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

Helps me quickly recall the logo or symbol *

	1	2	3	4	5	6	7	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

Helps me easily imagine the image of the hotel/hostel *

	1	2	3	4	5	6	7	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

Increases my attention to the hotels's/hostel's brand *

	1	2	3	4	5	6	7	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

Have influence on the factors about buying from the hotel/hostel *

	1	2	3	4	5	6	7	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

Changes my first choice when buying a service *

	1	2	3	4	5	6	7	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

Makes me recommend the hotel/hostel to other people *

1 2 3 4 5 6 7

Strongly disagree Strongly agree

In the future, I could change this hotel for another *

1 2 3 4 5 6 7

Strongly disagree Strongly agree

8.2 Appendix B: Cronbach Alpha Model Analysis – Social Networks & Brand Awareness

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.823	.823	3

Item Statistics

	Mean	Std. Deviation	N
Helps me recognize brand characteristics	4.80	1.568	197
Helps me recall brand's advertising	4.46	1.589	197
Helps me remember the brand more often	4.81	1.644	197

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Helps me recognize brand characteristics	9.27	8.771	.624	.392	.808
Helps me recall brand's advertising	9.61	8.015	.721	.526	.712

Helps me remember the brand more often	9.26	7.928	.690	.495	.743
--	------	-------	------	------	------

8.3 Appendix C: Cronbach Alpha Model Analysis – Social Networks & Brand Associations

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.821	.822	3

Item Statistics

	Mean	Std. Deviation	N
Helps me remember quickly some hotels's/hostel's features	4.30	1.695	197
Helps me quickly recall the logo or symbol	4.78	1.657	197
Helps me easily imagine the image of the hotel/hostel	4.95	1.540	197

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Helps me remember quickly some hotels's/hostel's features	9.73	8.085	.695	.485	.734
Helps me quickly recall the logo or symbol	9.25	8.547	.657	.432	.773
Helps me easily imagine the image of the hotel/hostel	9.08	9.020	.678	.463	.754

8.4 Appendix D: Cronbach Alpha Model Analysis – Social Networks & Brand Perceived Quality

Reliability Statistics

Cronbach's Alpha	N of Items
.861	3

Item Statistics

	Mean	Std. Deviation	N
Increases my hotels's/hostel's consideration	4.35	1.664	197
Increases my attention to the hotels's/hostel's brand	4.71	1.652	197
Have influence on the factors about buying from the hotel/hostel	4.47	1.683	197

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Increases my hotels's/hostel's consideration	9.18	9.075	.769	.774
Increases my attention to the hotels's/hostel's brand	8.82	9.171	.765	.779
Have influence on the factors about buying from the hotel/hostel	9.05	9.640	.678	.860

8.5 Appendix E: Cronbach Alpha Model Analysis – Social Networks & Brand Loyalty

Reliability Statistics

Cronbach's Alpha	N of Items
------------------	------------

.805	3
------	---

Item Statistics

	Mean	Std. Deviation	N
Changes my first choice when buying	3.84	1.664	197
Makes me recommend the hotel/hostel to other people	3.93	1.780	197
In the future, I could change this hotel for another	4.78	1.663	197

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Changes my first choice when buying	8.71	9.005	.702	.682
Makes me recommend the hotel/hostel to other people	8.61	8.422	.697	.685
In the future, I could change this hotel for another	7.77	10.068	.564	.820

8.6 Appendix F: Cronbach Alpha Model Analysis – Review Websites & Brand Awareness

Reliability Statistics

Cronbach's Alpha	N of Items
.825	3

Item Statistics

	Mean	Std. Deviation	N
Helps me recognize the brand characteristics	4.87	1.765	196
Helps me recall hotels's/hostel's advertising	3.89	1.676	196

Helps me remember hotel brand more often	4.21	1.696	196
--	------	-------	-----

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Helps me recognize the brand characteristics	8.10	9.866	.594	.848
Helps me recall hotels's/hostel's advertising	9.09	9.269	.735	.707
Helps me remember hotel brand more often	8.76	9.240	.723	.718

8.7 Appendix G: Cronbach Alpha Model Analysis – Review Websites & Brand Associations

Reliability Statistics

Cronbach's Alpha	N of Items
.808	3

Item Statistics

	Mean	Std. Deviation	N
Helps me remember quickly some hotels's/hostel's features	4.92	1.658	196
Helps me quickly recall the logo or symbol	4.06	1.818	196
Helps me easily imagine the image of the hotel/hostel	4.72	1.774	196

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Helps me remember quickly some hotels's/hostel's features	8.78	10.308	.646	.748

Helps me quickly recall the logo or symbol	9.64	9.646	.618	.778
Helps me easily imagine the image of the hotel/hostel	8.98	9.179	.708	.681

8.8 Appendix H: Cronbach Alpha Model Analysis – Review Websites & Brand Perceived Quality

Reliability Statistics

Cronbach's Alpha	N of Items
.877	3

Item Statistics

	Mean	Std. Deviation	N
Increases my hotel/hostel consideration	4.95	1.628	196
Increases my attention to the hotels's/hostel's brand	4.60	1.635	196
Have influence on the factors about buying from the hotel/hostel	5.23	1.791	196

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Increases my hotel/hostel consideration	9.83	9.556	.828	.770
Increases my attention to the hotels's/hostel's brand	10.19	10.318	.719	.865
Have influence on the factors about buying from the hotel/hostel	9.55	9.192	.750	.842

8.9 Appendix I: Cronbach Alpha Model Analysis – Review Websites & Brand Loyalty

Reliability Statistics

Cronbach's Alpha	N of Items
.835	3

Item Statistics

	Mean	Std. Deviation	N
Changes my first choice when buying a service	4.71	1.806	196
Makes me recommend the hotel/hostel to other people	4.38	1.851	196
In the future, I could change this hotel for another	5.12	1.744	196

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Changes my first choice when buying a service	9.51	10.015	.758	.708
Makes me recommend the hotel/hostel to other people	9.84	10.742	.640	.827
In the future, I could change this hotel for another	9.10	10.909	.693	.774

8.10 Model of Simple Linear Regression – Social Networks & Brand Awareness

Correlations

		Brand_Awareness_SN	Social_Networks
Pearson Correlation	Brand_Awareness_SN	1,000	,570
	Social_Networks	,570	1,000
Sig. (1-tailed)	Brand_Awareness_SN	.	,000
	Social_Networks	,000	.
N	Brand_Awareness_SN	197	197
	Social_Networks	197	197

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,570 ^a	,325	,321	1,13314

a. Predictors: (Constant), Social_Networks

b. Dependent Variable: Brand_Awareness_SN

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	120,399	1	120,399	93,769	,000 ^b
	Residual	250,380	195	1,284		
	Total	370,778	196			

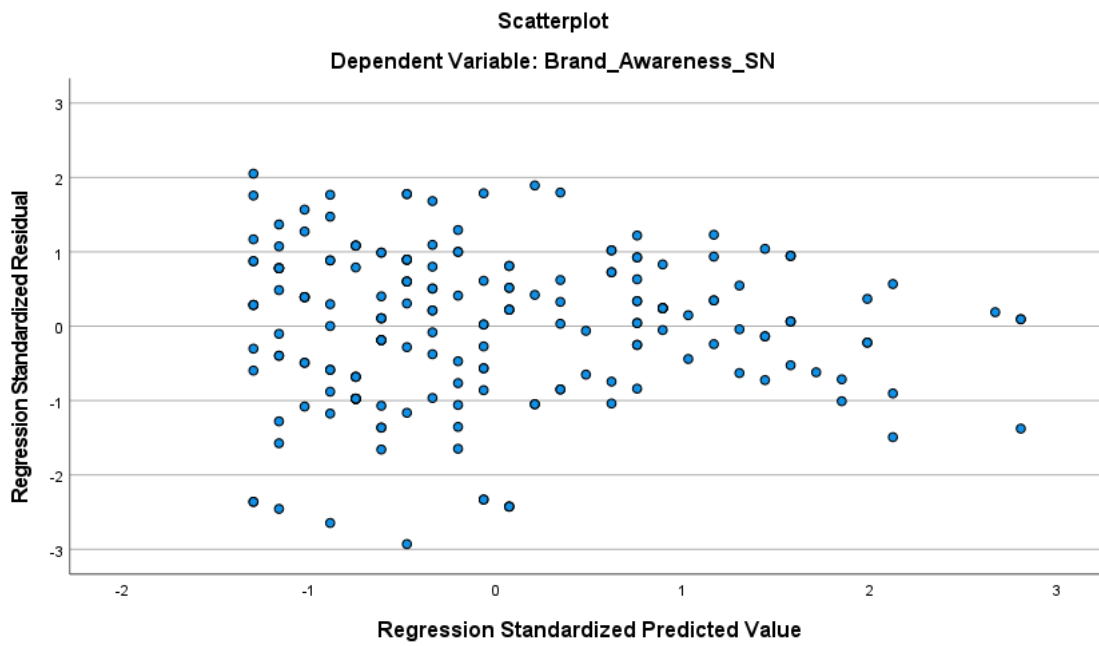
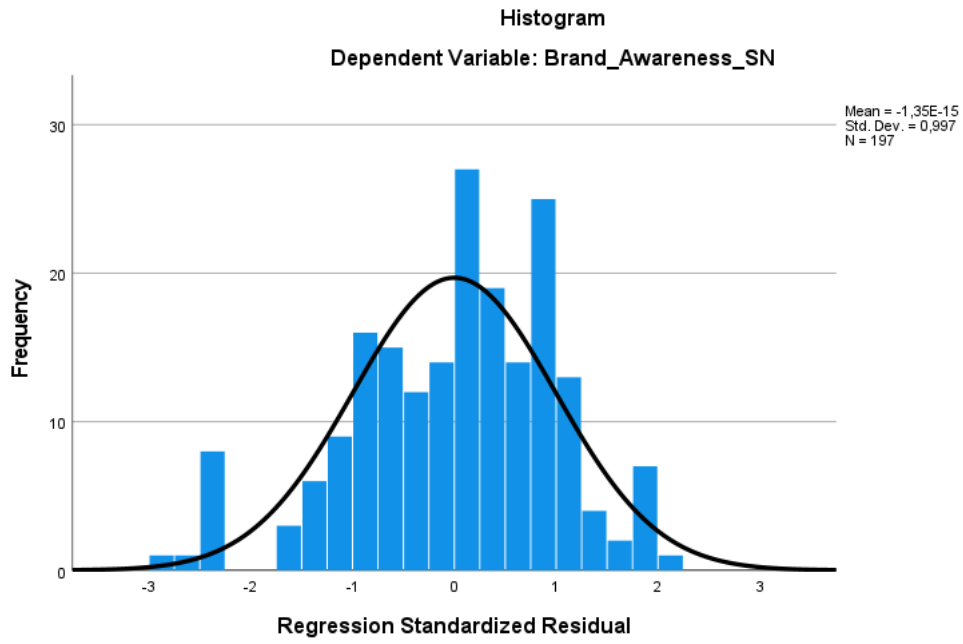
a. Dependent Variable: Brand_Awareness_SN

b. Predictors: (Constant), Social_Networks

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B		Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
(Constant)	3,139	,179		17,492	,000	2,785	3,492		
Social_Networks	,536	,055	,570	9,683	,000	,427	,646	1,000	1,000

a. Dependent Variable: Brand_Awareness_SN



8.11 Appendix J: Model of Simple Linear Regression – Social Networks & Brand Associations

Correlations

		Brand_Associatio ns_SN	Social_Networks
Pearson Correlation	Brand_Associations_SN	1,000	,504
	Social_Networks	,504	1,000
Sig. (1-tailed)	Brand_Associations_SN	.	,000
	Social_Networks	,000	.
N	Brand_Associations_SN	197	197
	Social_Networks	197	197

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,504 ^a	,254	,250	1,21296

a. Predictors: (Constant), Social_Networks

b. Dependent Variable: Brand_Associations_SN

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	97,747	1	97,747	66,437	,000 ^b
	Residual	286,899	195	1,471		
	Total	384,646	196			

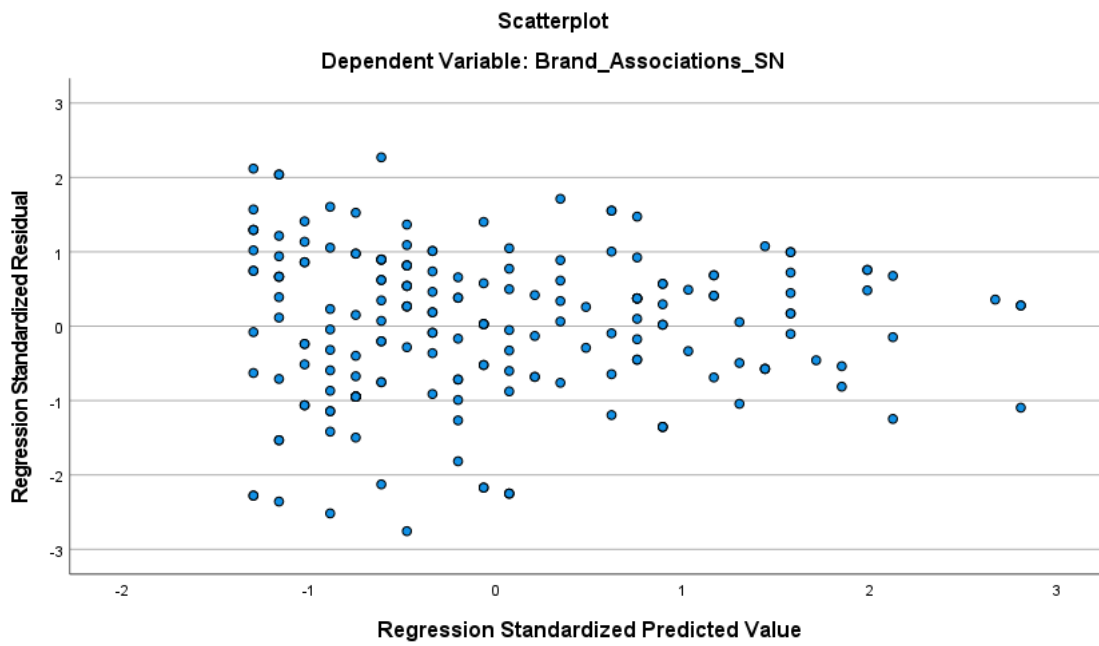
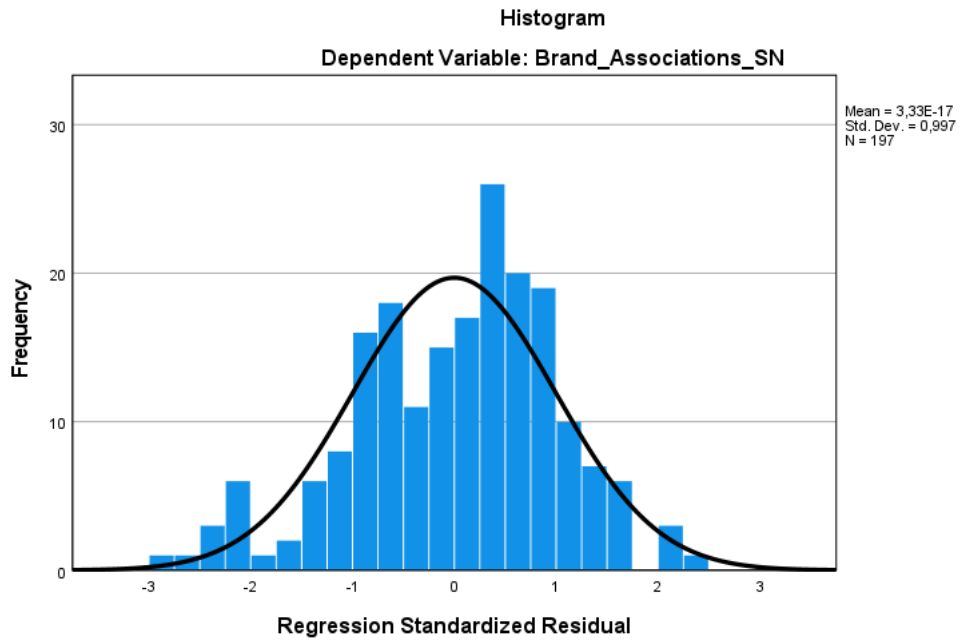
a. Dependent Variable: Brand_Associations_SN

b. Predictors: (Constant), Social_Networks

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	3,279	,192		17,070	,000	2,900	3,657		
	Social_Networks	,483	,059	,504	8,151	,000	,366	,600	1,000	1,000

a. Dependent Variable: Brand_Associations_SN



8.12 Appendix K: Model of Simple Linear Regression – Social Networks & Brand Perceived Quality

Correlations

		Brand_Quality_S	Social_Networks
		N	
Pearson Correlation	Brand_Quality_SN	1,000	,564
	Social_Networks	,564	1,000
Sig. (1-tailed)	Brand_Quality_SN	.	,000
	Social_Networks	,000	.
N	Brand_Quality_SN	197	197
	Social_Networks	197	197

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,564 ^a	,318	,314	1,22075

a. Predictors: (Constant), Social_Networks

b. Dependent Variable: Brand_Quality_SN

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	135,310	1	135,310	90,798	,000 ^b
	Residual	290,596	195	1,490		
	Total	425,905	196			

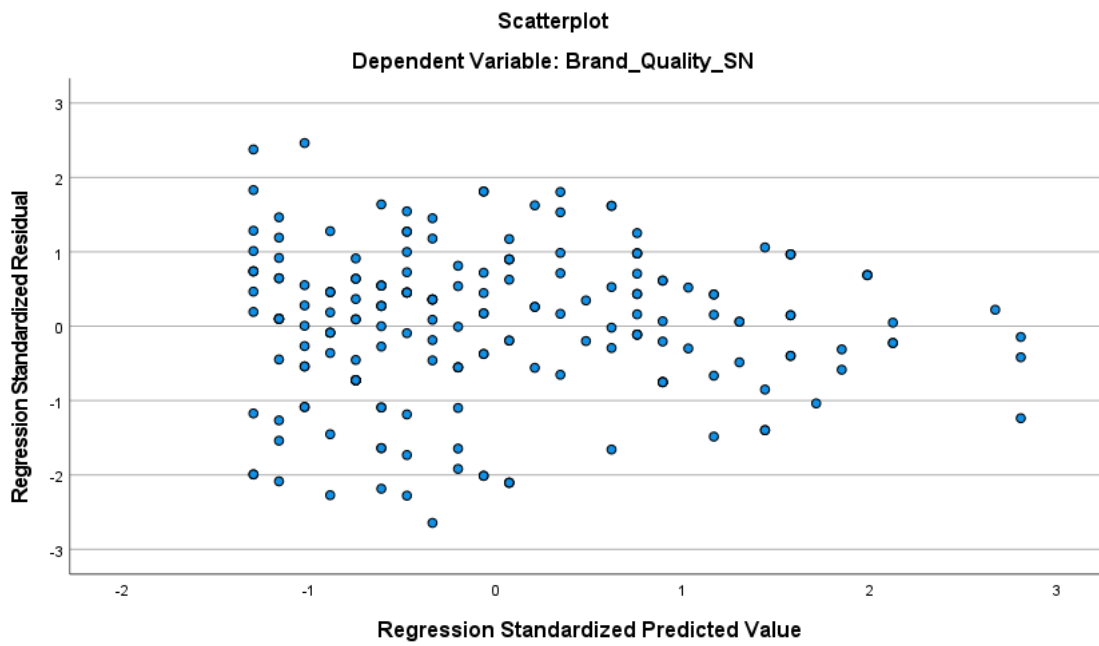
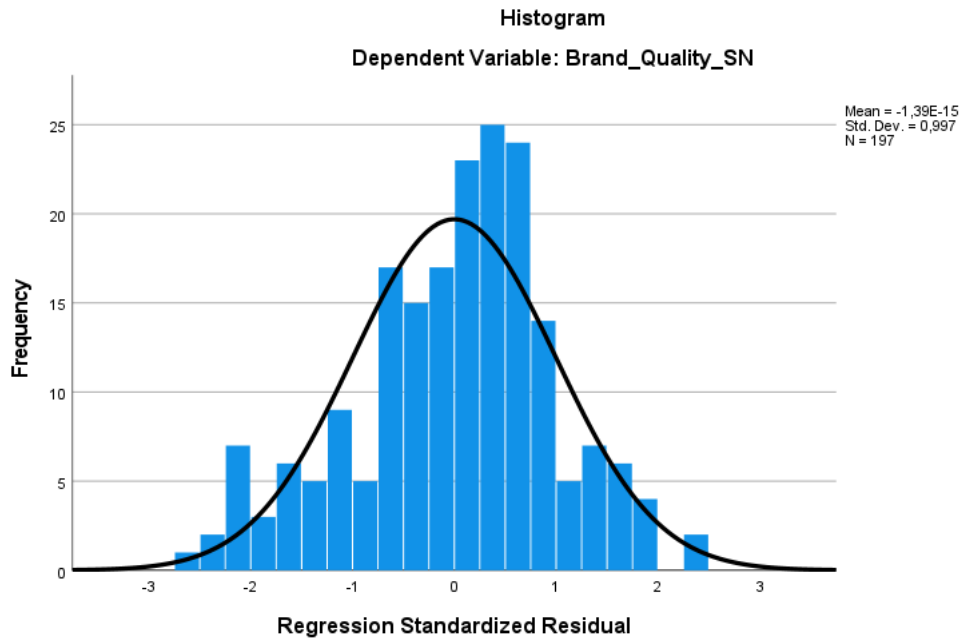
a. Dependent Variable: Brand_Quality_SN

b. Predictors: (Constant), Social_Networks

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	95,0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error				Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	2,863	,193		14,808	,000	2,481	3,244		
	Social_Networks	,569	,060	,564	9,529	,000	,451	,686	1,000	1,000

a. Dependent Variable: Brand_Quality_SN



8.13 Appendix L: Model of Simple Linear Regression – Social Networks & Brand Loyalty

Correlations

		Brand_Loyalty_S	Social_Networks
		N	
Pearson Correlation	Brand_Loyalty_SN	1,000	,603
	Social_Networks	,603	1,000
Sig. (1-tailed)	Brand_Loyalty_SN	.	,000
	Social_Networks	,000	.
N	Brand_Loyalty_SN	197	197
	Social_Networks	197	197

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,603 ^a	,363	,360	1,15607

a. Predictors: (Constant), Social_Networks

b. Dependent Variable: Brand_Loyalty_SN

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	148,593	1	148,593	111,182	,000 ^b
	Residual	260,616	195	1,336		
	Total	409,209	196			

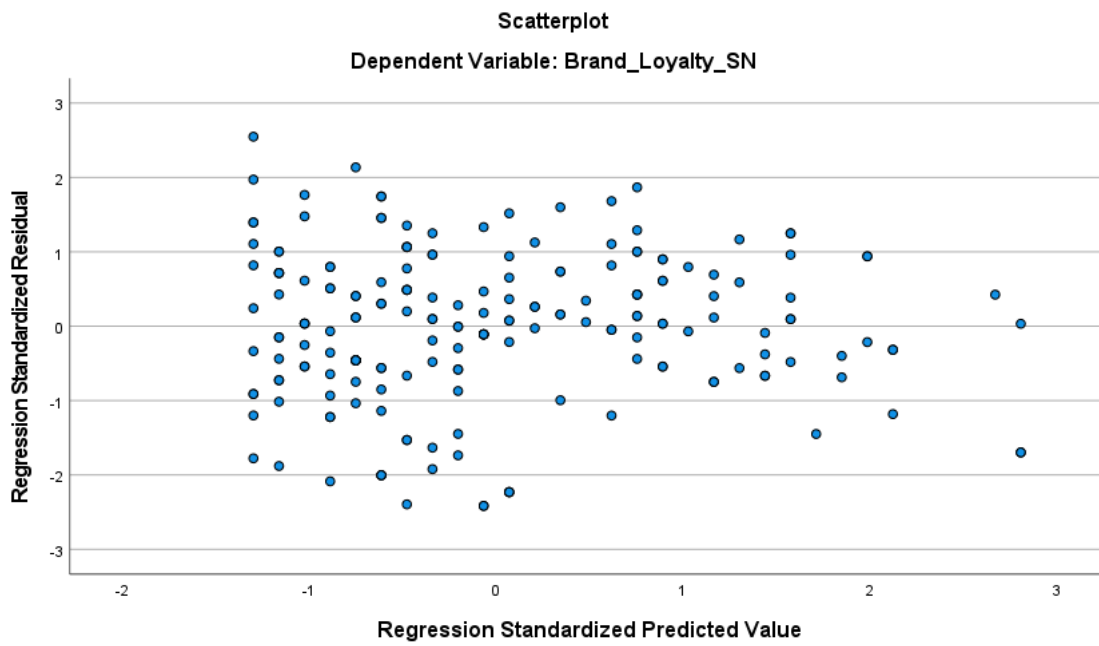
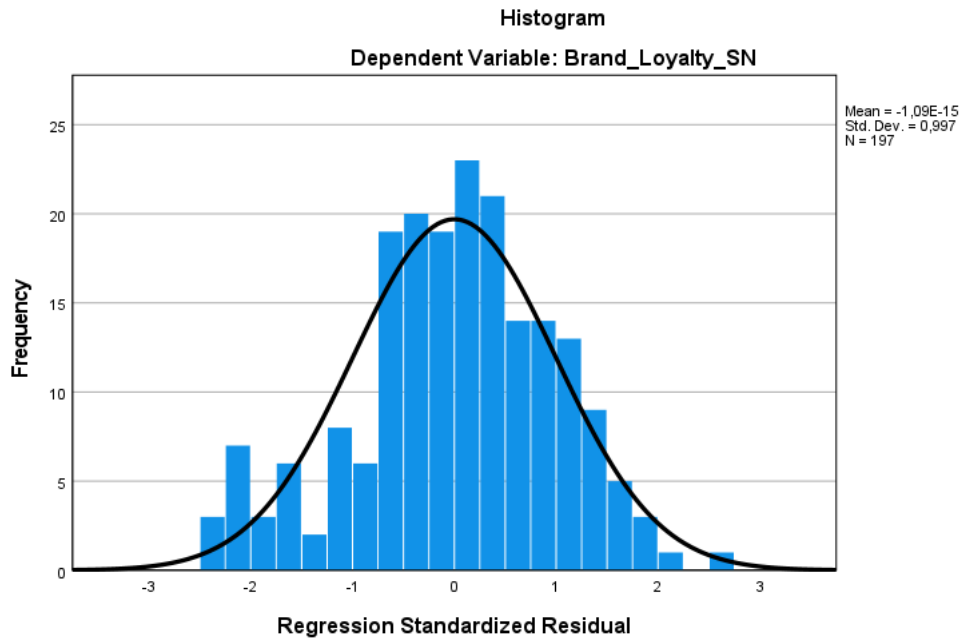
a. Dependent Variable: Brand_Loyalty_SN

b. Predictors: (Constant), Social_Networks

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error				Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	2,457	,183		13,422	,000	2,096	2,818		
	Social_Networks	,596	,057	,603	10,544	,000	,484	,707	1,000	1,000

a. Dependent Variable: Brand_Loyalty_SN



8.14 Appendix M: Model of Simple Linear Regression – Review Websites & Brand Awareness

Correlations

		Brand_Awareness_RW	Review_Websites
Pearson Correlation	Brand_Awareness_RW	1,000	,589
	Review_Websites	,589	1,000
Sig. (1-tailed)	Brand_Awareness_RW	.	,000
	Review_Websites	,000	.
N	Brand_Awareness_RW	196	196
	Review_Websites	196	196

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,589 ^a	,346	,343	1,19531

a. Predictors: (Constant), Review_Websites

b. Dependent Variable: Brand_Awareness_RW

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	146,917	1	146,917	102,828	,000 ^b
	Residual	277,180	194	1,429		
	Total	424,097	195			

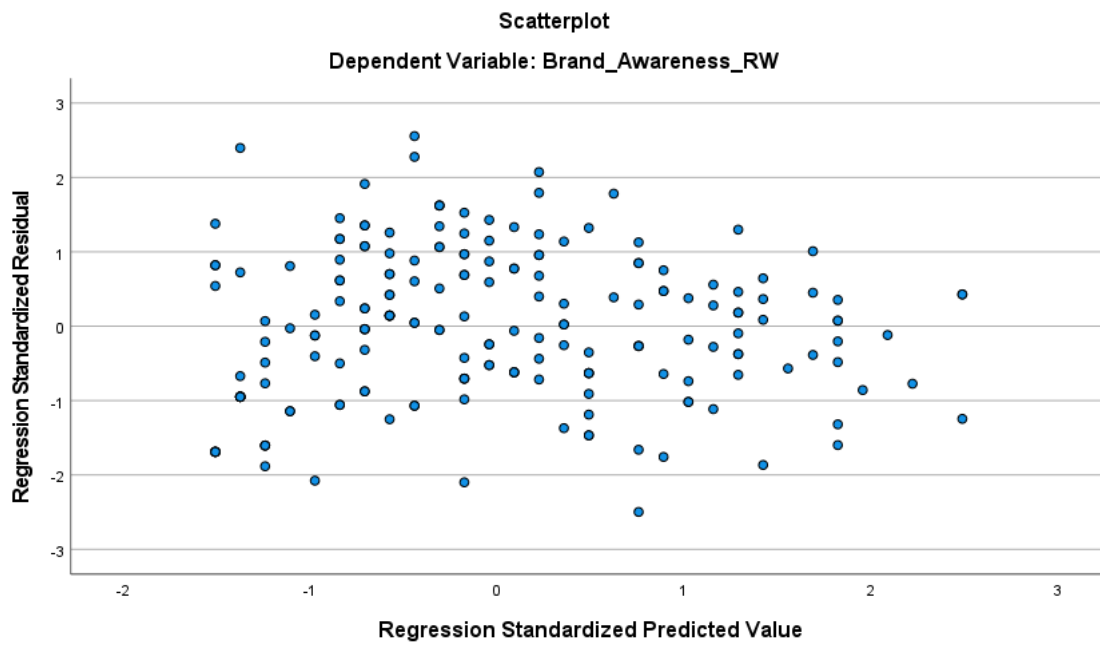
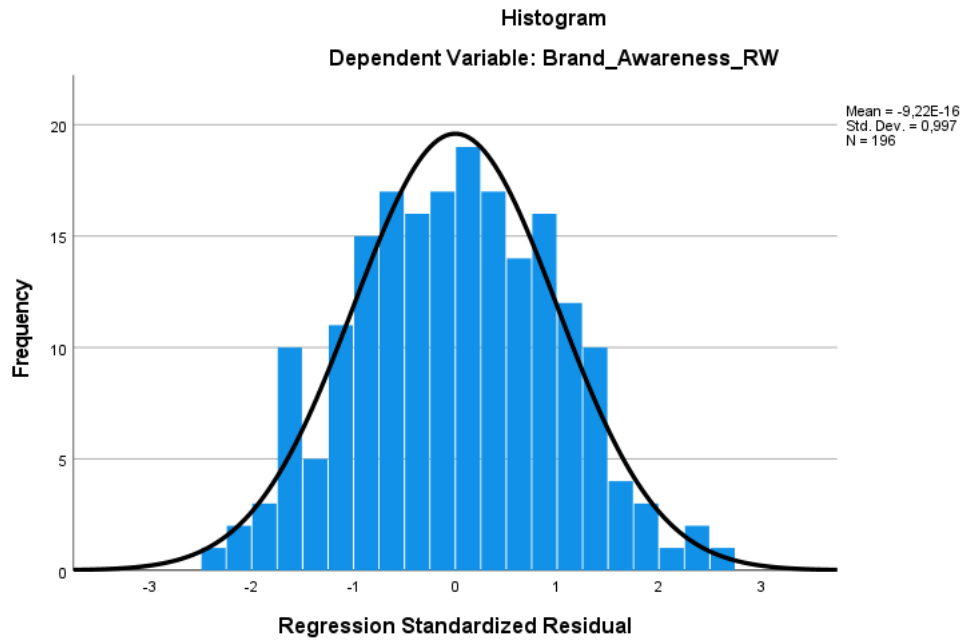
a. Dependent Variable: Brand_Awareness_RW

b. Predictors: (Constant), Review_Websites

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	95,0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error				Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	2,440	,205		11,933	,000	2,037	2,844		
	Review_Websites	,578	,057	,589	10,140	,000	,466	,691	1,000	1,000

a. Dependent Variable: Brand_Awareness_RW



8.15 Appendix N: Model of Simple Linear Regression – Review Websites & Brand Associations

Correlations

		Brand_Associations_RW	Review_Websites
Pearson Correlation	Brand_Associations_RW	1,000	,556
	Review_Websites	,556	1,000
Sig. (1-tailed)	Brand_Associations_RW	.	,000
	Review_Websites	,000	.
N	Brand_Associations_RW	196	196
	Review_Websites	196	196

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,556 ^a	,309	,306	1,24022

a. Predictors: (Constant), Review_Websites

b. Dependent Variable: Brand_Associations_RW

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	133,514	1	133,514	86,801	,000 ^b
	Residual	298,402	194	1,538		
	Total	431,916	195			

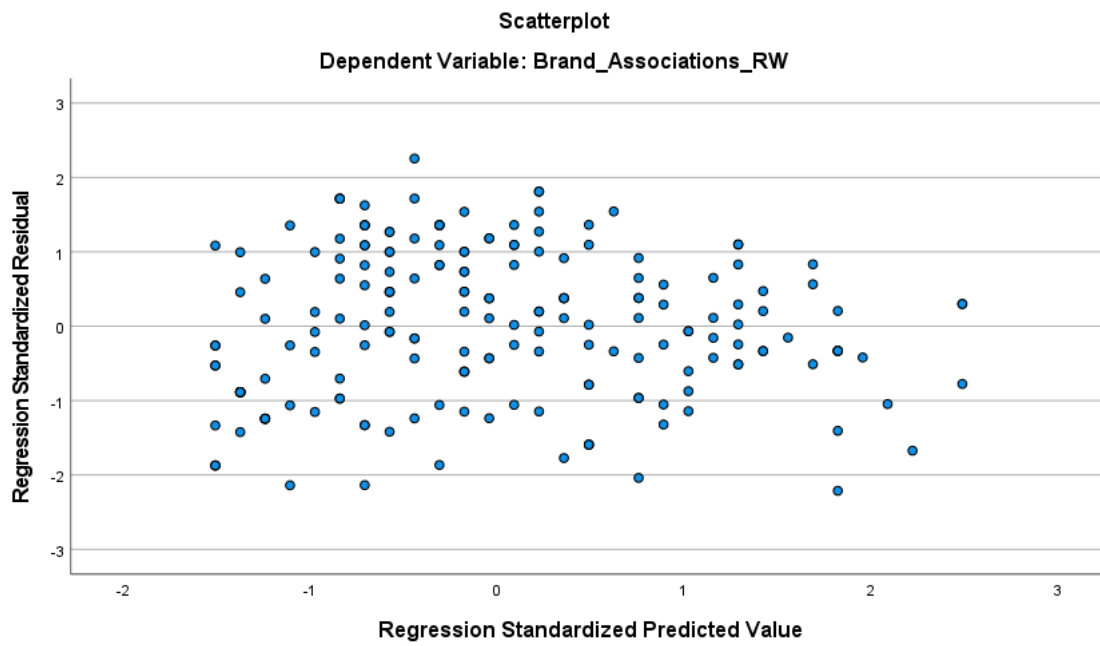
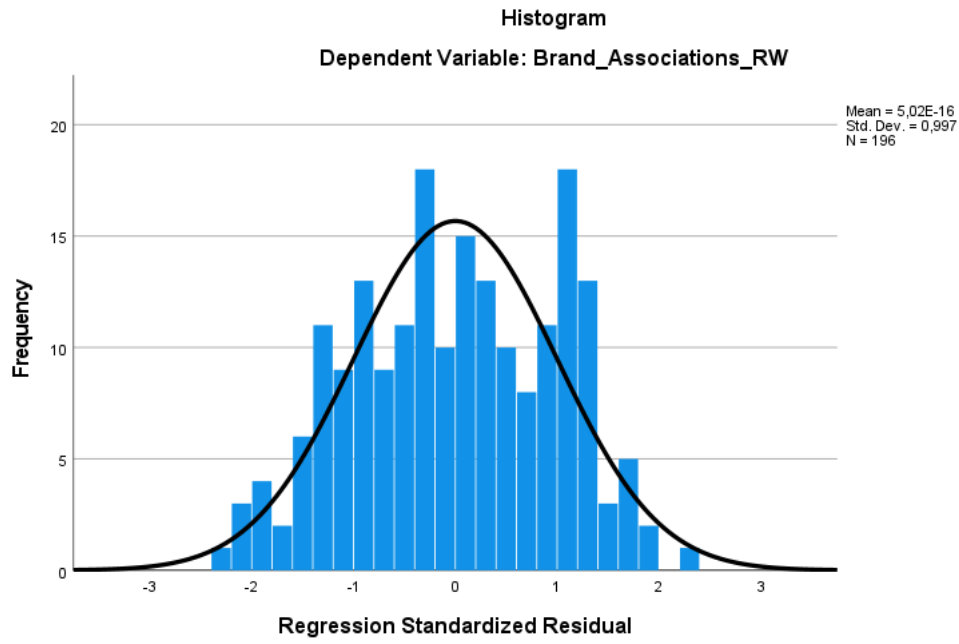
a. Dependent Variable: Brand_Associations_RW

b. Predictors: (Constant), Review_Websites

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	2,770	,212		13,054	,000	2,351	3,188		
	Review_Websites	,551	,059	,556	9,317	,000	,435	,668	1,000	1,000

a. Dependent Variable: Brand_Associations_RW



8.16 Appendix O: Model of Simple Linear Regression – Review Websites & Perceived Quality

Correlations

		Brand_Quality_R	
		W	Review_Websites
Pearson Correlation	Brand_Quality_RW	1,000	,614
	Review_Websites	,614	1,000
Sig. (1-tailed)	Brand_Quality_RW	.	,000
	Review_Websites	,000	.
N	Brand_Quality_RW	196	196
	Review_Websites	196	196

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,614 ^a	,377	,374	1,19570

a. Predictors: (Constant), Review_Websites

b. Dependent Variable: Brand_Quality_RW

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	167,640	1	167,640	117,256	,000 ^b
	Residual	277,360	194	1,430		
	Total	445,000	195			

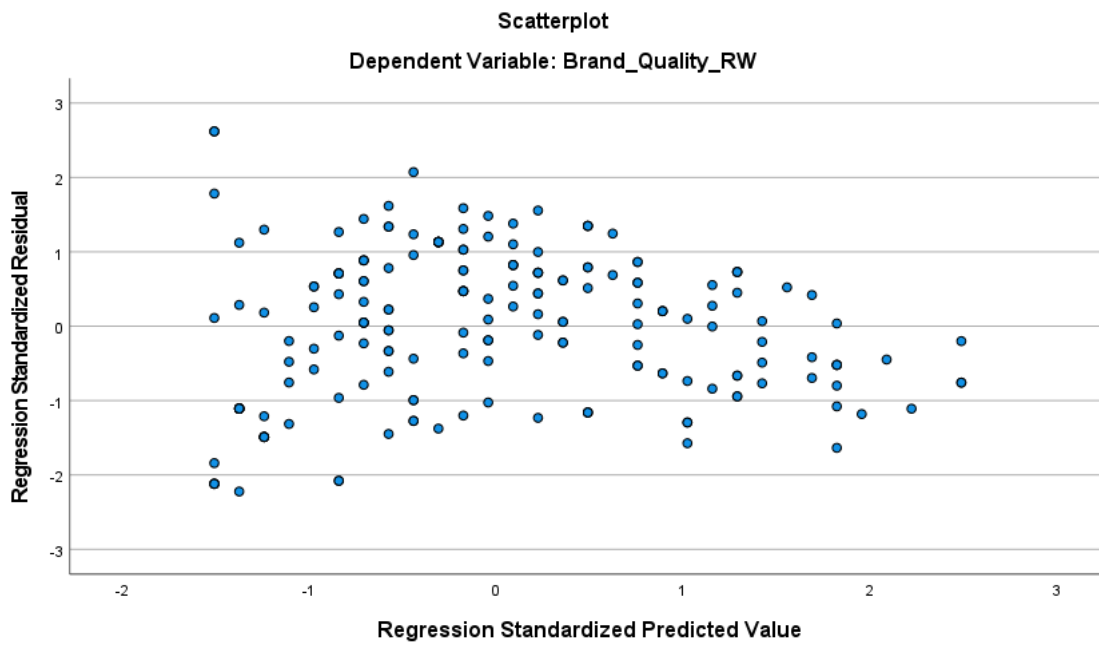
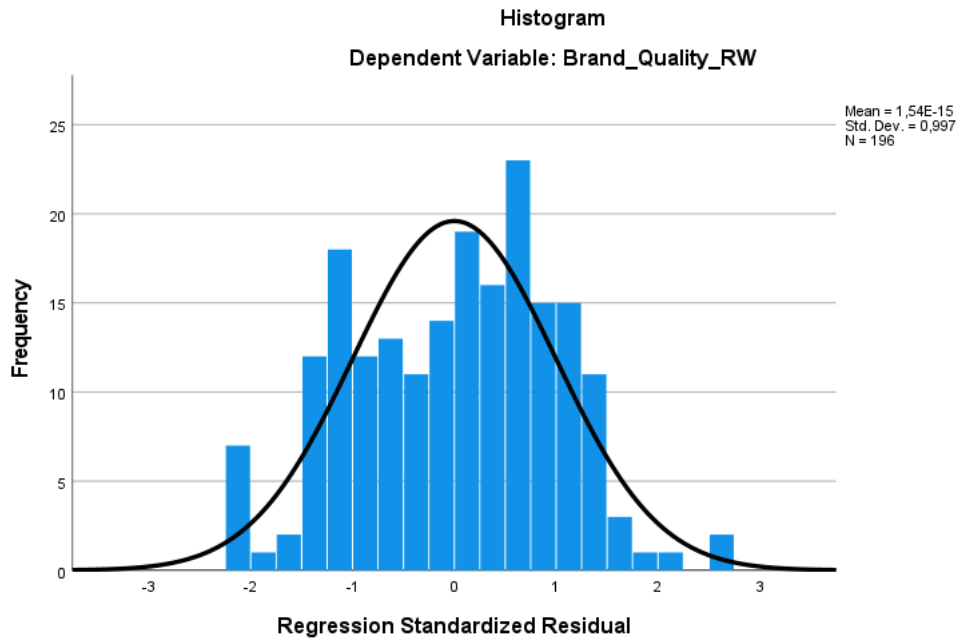
a. Dependent Variable: Brand_Quality_RW

b. Predictors: (Constant), Review_Websites

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	95,0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error				Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	2,916	,205		14,252	,000	2,512	3,319		
	Review_Websites	,618	,057	,614	10,829	,000	,505	,730	1,000	1,000

a. Dependent Variable: Brand_Quality_RW



8.17 Appendix P: Model of Simple Linear Regression – Review Websites & Brand Loyalty

Correlations

		Brand_Loyalty_R	Review_Websites
		W	
Pearson Correlation	Brand_Loyalty_RW	1,000	,496
	Review_Websites	,496	1,000
Sig. (1-tailed)	Brand_Loyalty_RW	.	,000
	Review_Websites	,000	.
N	Brand_Loyalty_RW	196	196
	Review_Websites	196	196

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,496 ^a	,246	,242	1,35912

a. Predictors: (Constant), Review_Websites

b. Dependent Variable: Brand_Loyalty_RW

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	116,927	1	116,927	63,299	,000 ^b
	Residual	358,359	194	1,847		
	Total	475,285	195			

a. Dependent Variable: Brand_Loyalty_RW

b. Predictors: (Constant), Review_Websites

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	3,059	,233		13,154	,000	2,600	3,517		
	Review_Websites	,516	,065	,496	7,956	,000	,388	,644	1,000	1,000

a. Dependent Variable: Brand_Loyalty_RW

