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E-Loyalty in Travel and Tourism: Results from a representative survey in Germany, USA and UK

Study for the World Tourism Forum Lucerne 2013

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Abstract

Loyal customers are an important asset for companies and are of increasing value for online businesses. Many companies in the travel and tourism industry selling their products through the Internet take various measures in order to increase customer loyalty. This study analyses the perceived usefulness of these e-loyalty instruments as well as the determinants of e-loyalty.
For this explorative study, an online survey was conducted using the IPSOS omnibus with a representative sample of 1'000 respondents from the USA, UK and Germany. The analysis showed that loyal customers are rare. Many bookers can imagine booking again with the same provider or website; however these might be habitual customers who do not particularly prefer one brand to another. Moreover, the study concluded that loyalty programmes are not very popular in Germany and the UK compared to the USA. The most important factors for building up loyalty are a suitable layout of the booking process on the web and a good reputation. The study also revealed that German travellers rather like recommendations from other travellers, while for US based travellers, the brand and the reputation of the company they book with is of great importance. For all travellers, appealing communication via social media channels is considered to be of least importance compared to other loyalty instruments. The cluster analysis conducted in this study led to four different clusters depending on the importance of the following (e-)loyalty instruments and (e-)loyalty determinants: “outgoing frequent travellers”, “outgoing infrequent travellers”, “contact person likers” and “loyalty dislikers”.

Keywords

Loyalty, e-loyalty, travel, tourism, e-loyalty determinants, e-loyalty instruments

Citation

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1. Introduction

With the rise of the Internet many online businesses emerged either as ventures from established companies or from new start-ups (Amit & Zott, 2001, p. 493). Those new businesses were all attracted by the hope of tremendous new wealth. However, there are rules which also apply to e-commerce, such as the importance of loyalty. Loyal customers are an important asset for all companies, both traditional and online.

Reichheld and Schefter (2000, p. 106) even argue that "without the glue of loyalty, even the best-designed e-business model will collapse". This means that it is of high importance for companies to build up profitable relationships with customers. And profitable relationships are those where customers can be retained over a longer period of time and are characterised by repurchasing and cross-buying behaviour. At the same time, competitor platforms are only a click away and it is not self-evident that customers are loyal and will be loyal in the future.

The Internet also influenced the market structures of the travel and tourism industry significantly on both the demand and supply side. Growth and development in the online travel and tourism industry are constant and fast. Buhalis and Law (2008) mention that "the development of ICTs[1] and particularly the Internet empowered the ''new'' tourist who is becoming knowledgeable and is seeking exceptional value for money and time" (p. 610). Due to the growing number of online service providers of travel and tourism products, the suppliers face strong competition, and at the same time travellers have access to a large amount of information about service providers, prices, products, destinations, etc. Consequently, it is more and more important to ensure customer loyalty.

Travel companies take various measures to increase customer loyalty. Previous research conducted in the area of tourism shows that the quality of the service booked, the perceived value of the service and switching costs from one provider to another increase loyalty to a mobile service (Lee & Murphy 2008). Llach et al. (2012) found out that the efficiency of a website and its perceived value are important drivers for airline ticket booking processes.

E-loyalty instruments such as loyalty or reward schemes are a further measure to increase customer loyalty. In general, loyalty programmes can be defined as "structured marketing efforts which reward, and therefore encourage, loyal behaviour: behaviour which is, hopefully, of benefit to the firm" (Sharp & Sharp, 1997, p. 474). The basis for the success of loyalty schemes is that core services of the company are accepted by customers and are satisfactory for them (Tomczak, Reinecke & Dittrich, 2010).

[1] Information Communication Technologies

2. Understanding loyalty and e-loyalty

Miller (2004, p. 139) defines customer loyalty "as the propensity of the consumer to hold an approving disposition toward a brand or company, which is exhibited through a sustained commercial relationship over time with a brand or company." Oliver (1999) defines loyalty very similarly but adds the aspect of situational and marketing influences to his definition: "a deeply held commitment to rebuy or repatronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior" (p. 34). According to Oliver (2010, pp. 433) customer loyalty can be further distinguished into four sequential phases:

1. Cognitive loyalty (The consumer beliefs that one brand is preferable to others.)
2. Affective loyalty (The consumer develops a favourable attitude toward the brand based on satisfied usage.)
3. Conative loyalty (The consumer develops a behavioural intention to repurchase characterized by a deeper level of commitment; however, this does not mean that the intention is realized.)
4. Action loyalty (The consumers converse their intention to action or readiness to act by a desire to overcome any impediments.)

Consequently, loyal customers tend to stick to a certain service provider and are less likely to shop around for the best deals (Bowen & Chen, 2001). Moreover, Bahri-Ammari (2012) observed a weak, but significant relationship between loyalty and word of mouth. Thus, loyal customers are important in order to gain new customers.

However, loyalty in tourism works differently than in other industries: Janga and Fengb (2007) claim that novelty seeking, which means that tourists look for new and unfamiliar experiences, is a central component of travel motivation and plays an important role in tourist decision-making and therefore also influences loyalty behaviour. Furthermore, Siguaw and Skogland (2004) concluded from their research that the connection between guest satisfaction and loyalty is only tenuous. McKercher, Denizci-Guillet and Ng (2012, p. 708) summarise from previous research that a vast choice of very similar small service providers, infrequent bookings, high substitutability, as well as the wanderlust of tourists, mitigate loyalty in the field of tourism. On the basis of their research, McKercher, Denizci-Guillet & Egg (2012, p. 709) distinguish three different concepts of loyalty for the travel and tourism industry:

- *vertical loyalty hierarchy*, which means that "tourists can display loyalty to different tiers in the tourism system (i.e. to a travel agent and an airline)"
- *horizontal loyalty*, which considers the fact that "tourists may be loyal to more than one provider at the same tier of the tourism system (i.e. to more than one hotel brand)"
- *experiential loyalty* which means that "loyalty to a preferred holiday style (such as golf or skiing) is evident, even though expression of that loyalty can occur in a number of locales"

2.1. e-Loyalty

Cyr et al. (2007, p.45) define e-loyalty as "perceived loyalty towards an online site, with intent to revisit the site, or to make a purchase from it in the future". As determinants or antecedents of e-loyalty, eight factors (which are commonly known as the 8 C's) appear to impact e-loyalty (Srinivasan et al., 2002, p. 42): customization, contact interactivity, cultivation, care, community, choice, convenience, character. The results of a survey show that of the eight factors considered, all factors but convenience, seem to significantly impact e-loyalty (Sirnivasan et al., 2002, p. 47).

Reichheld and Schefter (2000, p. 112) studied the repurchase patterns on leading websites. The results of this study show that interestingly, the primary determinants are not “technological bells and whistles, but rather old-fashioned customer-service basics” which lead to the “delivery of a consistently superior customer experience” (Reichheld & Schefter, 2000, p. 112-113).

In summary, a literature review reveals the following core factors that might influence e-loyalty: An important determinant of e-loyalty is a simple and user-friendly website (Srinivasan et al., 2002 & Llach et al., 2012) which enables easy booking processes. The price of a service is a further important factor influencing customer decisions and loyalty development (Anuwichanont, 2011). Positive experiences with the service provider/website and customer satisfaction also determine the decision on a specific provider (Luarn & Lin, 2003; Herhausen & Schoegel, 2012). Perceived trust and trustworthy information and the feeling that one can trust the online vendor (Cyr et al., 2007) are further factors that influence loyalty. As people spend quite a considerable amount of money when booking, the good reputation of the company (Caruana & Ewing, 2010) and a positive attitude towards the company (Herhausen & Schoegel, 2012) are also important determinants, as travellers do not want to lose money on booking. Brand awareness is a further antecedent of brand and/or provider loyalty (Pride & Ferrell, 2012). Experiences or expertise of others regarding a specific product or service (Bansal & Voyer, 2000) can aslo influence other person’s decision for a specific provider. Section 6.1 shows the importance of the above mentioned e-loyalty determinants for travellers from the UK, USA and Germany.

2.2. Loyalty instruments and programmes

Loyalty programmes or loyalty scheme can be defined as “structured marketing efforts which reward, and therefore encourage, loyal behaviour: behaviour which is, hopefully, of benefit to the firm” (Sharp & Sharp, 1997, S. 474).

As already mentioned in the introductory section, the basis for the success of loyalty programmes is that core services of the company are accepted by customers and are satisfactory for them (Tomczak, Reinecke & Dittrich, 2010). If core services are unsatisfactory, customers are unlikely to participate in the company’s loyalty programme.

The literature shows a range of different instruments used by companies to increase loyalty. In order to lock customers in and to build up loyalty, many companies use loyalty cards or programmes which include point collection (Sharp & Sharp, 1997). Some loyalty cards also reward their members by free or significantly reduced additional services (Zineldin, 2006). Another measure is the opportunity to receive coupons with a certain number of bookings or points which are redeemable on the next purchase (Capizzi & Ferguson, 2005). In order to extend the breadth and depth of the customers’ purchases over time, companies provide information and incentives (such as offers and deals) to customers (Srinivasan et al., 2002). Virtual communities or social media which allow for information and opinion exchange as well as identification with the retailer (Srinivasan et al., 2002) are further measures adopted by service providers in order to facilitate engagement and increase loyalty. Another common reward in travel and tourism is a possible upgrade with a certain number of points or bookings (Capizzi & Ferguson, 2005). The existing literature also shows that personal interaction between a customer and the employees of a service provider is an important aspect for building up loyalty, as it leads to higher emotional bonds (Kandampully, 1998).
Section 0 presents the ranking of those e-loyalty instruments according to their importance for travellers from the UK, USA and Germany.

3. Goals of the study

As the literature review showed customer loyalty is an important asset in online business and companies try to establish it by various measures. McKercher, Denizci-Guillet and Ng (2012) claim that the industry needs to rethink loyalty due to the particular distribution structure and due to the wanderlust of tourists. However, detailed research into the perceived usefulness of e-loyalty instruments and determinants of e-loyalty used by booking portals in the travel and tourism industry to increase customer loyalty does not exist. This study closes this research gap by answering the following questions:

1. What is the loyalty behaviour in travel and tourism?
2. To what extent are online customers loyal?
3. What patterns of travellers that booked online are there in relation to loyalty instruments?
4. Are there differences among German, UK and US travellers concerning loyalty behaviour in travel and tourism?

Section 4 explains the method applied in this study, followed by the presentation of the main results in section 5. Section 6 closes with the conclusion and an outlook for the future.

4. Method

To learn more about the loyalty behaviour of travellers in this explorative study, we used the IPSOS i:omnibus^{TM} to conduct an online survey. Before carrying out the actual survey, the questionnaire was pre-tested by 16 people in order to check the understanding of the questions.

The participants of the sample are representative in terms of the population (age, gender, region and working status) of a specific country.
In total, 3031 people answered the online questionnaire completely:

- Germany: n= 1025
- UK: n= 1006
- USA: n= 1000

In the first part of the online questionnaire, IPSOS surveyed the sample about their general loyalty behaviour:

- Booking and loyalty behaviour
- Number of offline and online bookings

The second part of the questionnaire about online travel loyalty could only be answered by those respondents who had booked at least one online travel or tourism service during the last twelve months. This part of the survey was answered by 500 respondents in Germany, 490 in the UK and 450 in the US. The topics of the second part of the questionnaire were as follows:

- Purpose and companion of travel
- Online booking channels / service providers
- Price of travel services booked online
- Future and previous bookings with the same provider

The participants had to answer these questions regarding the most expensive travel service in each category (package holiday/cruise, flight, train ticket, accommodation, and other travel services) that the participants had booked online in the last 12 months. The most expensive travel service had been chosen so that the participants answered the questions for a larger or relevant journey and not for example for a train ride in their normal living environment.

The third part of the online questionnaire was related to the perceived importance of e-loyalty items and was also answered by 500 respondents in Germany, 490 in the UK and 450 in the US. To identify different types of tourists related to their loyalty behaviour, a cluster analysis with the mean-component-method was conducted to derive a typology of different types with differing attitude towards loyalty instruments. The factor analysis, which was conducted in order to find the loyalty types, assigned the items regarding the website decision criteria to one of two factors. While factor one includes all aspects of service quality and determinants of loyalty, factor two consists of items regarding loyalty instruments.

In the following, some descriptive statistics are presented before turning to the cluster analysis.

5. Results

5.1. Descriptive results

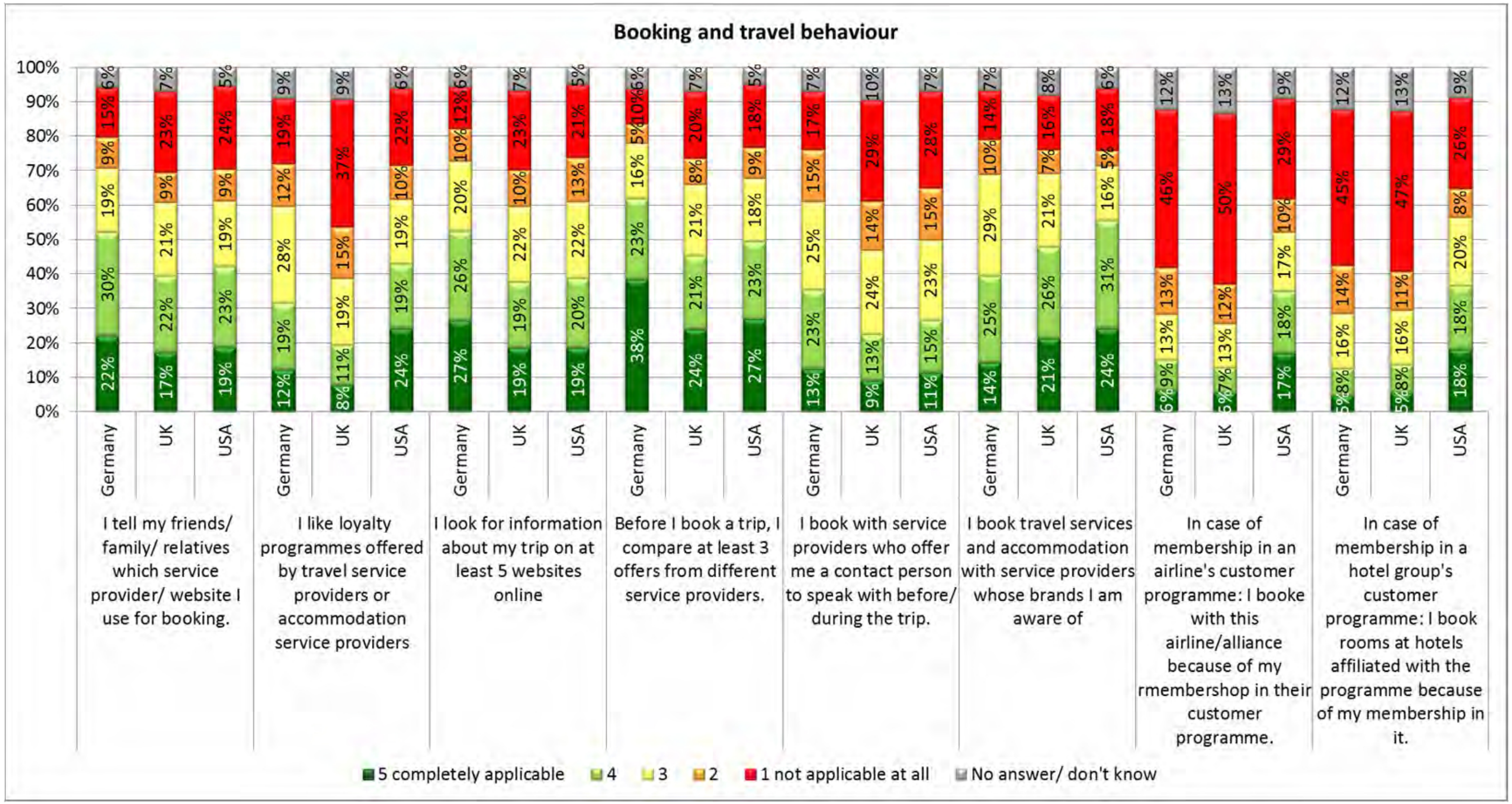
This chapter presents the descriptive results related to the general booking and travel behaviour in section 4.2.2. Sections 4.2.3 to 4.2.5 present different aspects of the travel and booking behaviour. Then, section 4.2.6 describes the results regarding the loyalty behaviour of the respondents.

5.1.1. General booking and travel behaviour

Participants were asked to evaluate how applicable different statements are regarding their personal travel behaviour on a scale from 1 ("not applicable at all" to 5 ("completely applicable").

The results in Figure 1 show that the most relevant (= score 4 and 5) habit is comparing at least 3 services and products from different service providers online. In all three countries, 45% or more (in Germany more than 60%) customers consider three or more comparable services before booking. Gathering information for a trip on more than 5 different websites is another indicator that customers do consider switching from one provider or brand to another. This aspect is relevant to 52% of the German travellers, but is slightly less important for UK (38%) and US travellers (39%). Talking to friends and relatives about the service provider or website used, as well as using the websites of service providers whose brands travellers are aware of, are habits that are relevant for about 50% of the respondents. Brand awareness is slightly more important for people from the USA (56%) than from the UK (48%) and Germany (40%). Talking to friends and relatives however, is more important for German travellers (52%) than for people from the UK (39%) and the USA (42%).

If customers do not like loyalty programmes, the aims of loyalty programmes mentioned in section 2.2 are hard to achieve as customers might leave such programmes. According to Figure 1, only about one third of the respondents seemed to like the loyalty programmes offered by travel or accommodation service providers. The figure also shows that considerably more US travellers (43%) like loyalty programmes than UK (19%) or German travellers (32%).
Also, travel service providers with contact persons to speak to during or before a trip is only relevant for about one third of the respondents. Figure 1 also shows that specified contact persons are more important for travellers from Germany (36%) than from the UK (22%) and USA (26%). While membership of an airline's or hotel group's customer programme is a relevant reason to book a flight or room with this airline/hotel group for about one third of US travellers, it is relevant only for around 15% of the respondents in Germany and UK.



Question: Please indicate how applicable the following statements are to your travel habits.

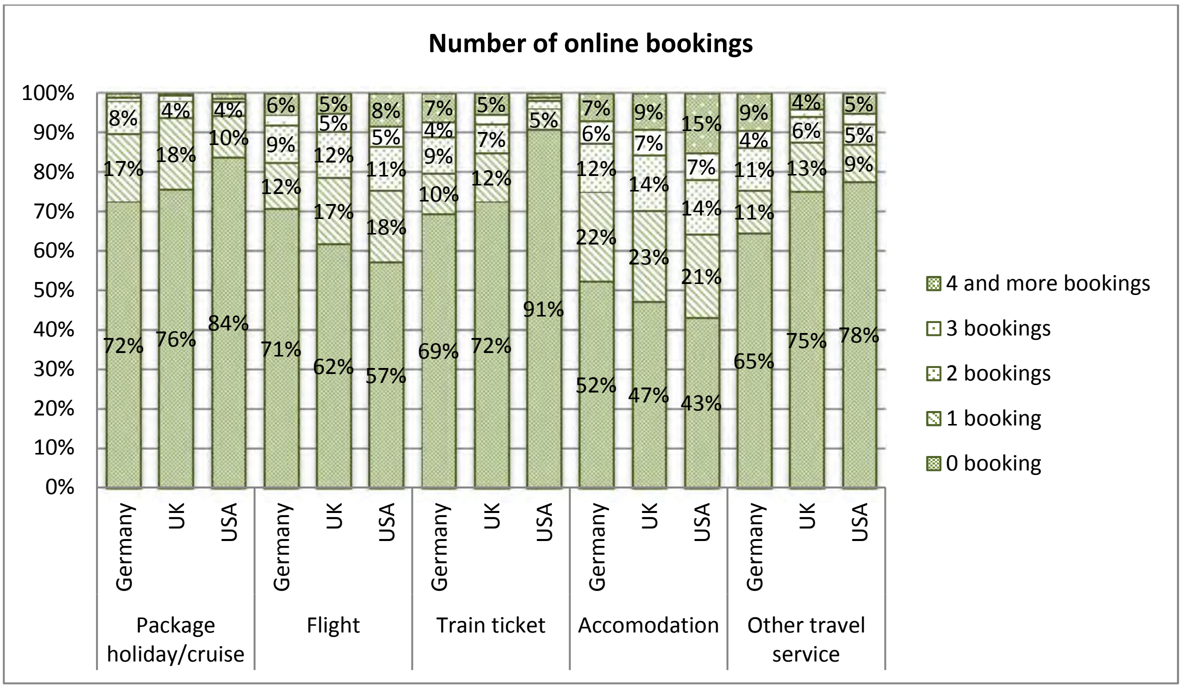
Basis: German travellers N=1025, UK travellers N=1006, US travellers N=1000

Figure 1: Booking and travel behaviour

5.1.2. Number of online bookings

Participants were asked to state how many bookings they made online in 2012. In total, 500 respondents in Germany, 490 in the UK and 450 in the US had made at least one online booking for any travel service (package holiday/cruise and/or flight, train ticket, accommodation, other travel services). This corresponds to about half of the original sample.

Figure 2 illustrates the share in terms of the number of bookings per travel service. If participants made any bookings online in the last year (2012), most of them made between one and two bookings. The highest number of bookings for accommodation is higher than the number of bookings for any other segment. In the UK and USA more than 50% of the participants made at least one online booking for accommodation in 2012. For the number of online bookings for train tickets, there is a rather big difference between German and UK travellers and travellers from the USA. While about one third of travellers from Germany and UK booked at least one train ticket online, only 9% of the US travellers had made an online booking for train tickets.



Question: Please indicate how many of the travel services listed you booked during the last year, that is 2012, online via Internet

Basis: German travellers N=1025, UK travellers N=1006, US travellers N=1000

Figure 2: Number of online bookings

5.1.3. Booking channels

Respondents were asked which booking channels they used during the previous 12 months. As figure 3 illustrates German and UK travellers booked package holidays/cruises primarily via online travel agencies (OTA) or tour operators (TO). However, the results show that US respondents (2%) booked considerably less via TO than travellers from the UK (43%) and Ger-

many (31%). Instead, US travellers used destination website (10%) or metasearch-engines (8%) like Swoodoo or Kayak.
Flights (see figure 4) were booked directly with airlines by more than half of the participants (this number was as high as 80%in the UK). Online travel agencies (OTA) were used by one third of US travellers but only 20% of German travellers and 12% of UK travellers. Accommodation (see figure 5) was mainly booked via online travel agencies or specific online travel agencies for accommodation (UOTA). About 27% of US travellers used hotel chain websites as a booking channel. This is a considerably higher share than among travellers from Germany (6%) and the UK (10%). On the other hand, German travellers make more bookings via tour operators (8%), directly via the hotel website (13%), via metasearch-engines (5%) or via destination websites (5%) than UK and US travellers.

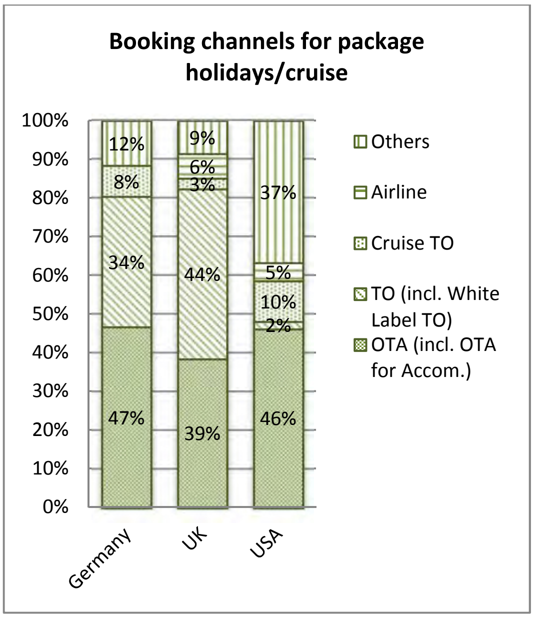


Figure 3: Booking channels for package holidays

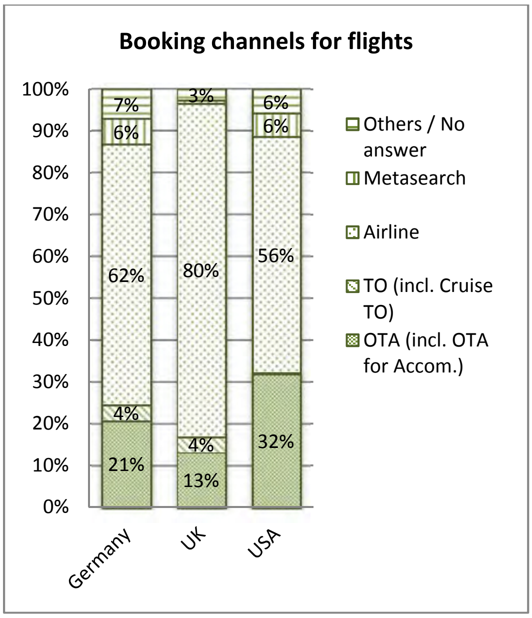


Figure 4: Booking channels for flights

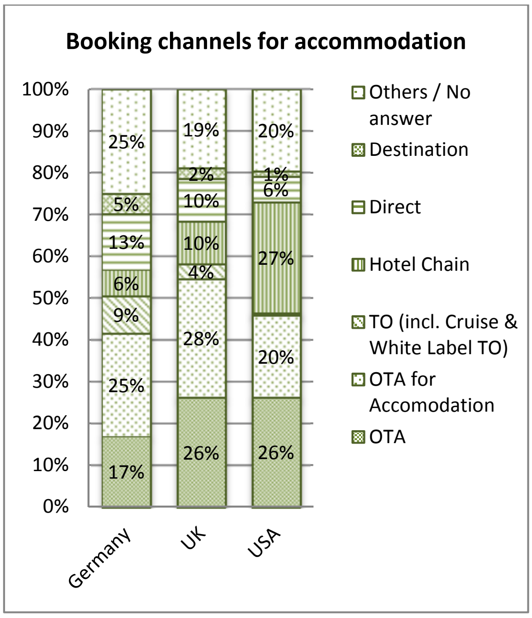


Figure 5: Booking channels for accommodation

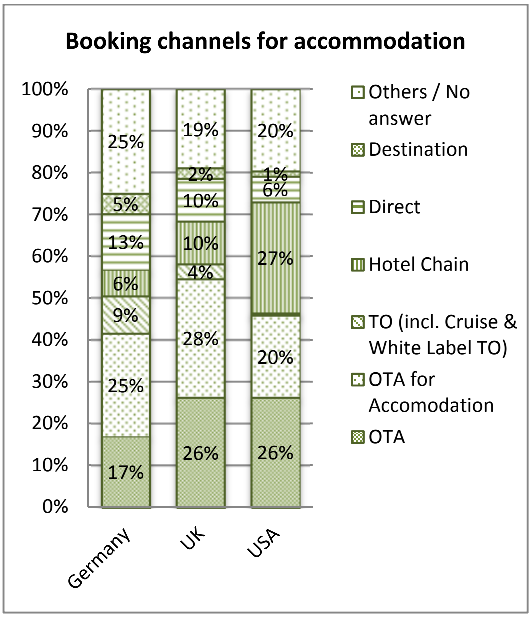


Figure 6: Booking channels for accommodation

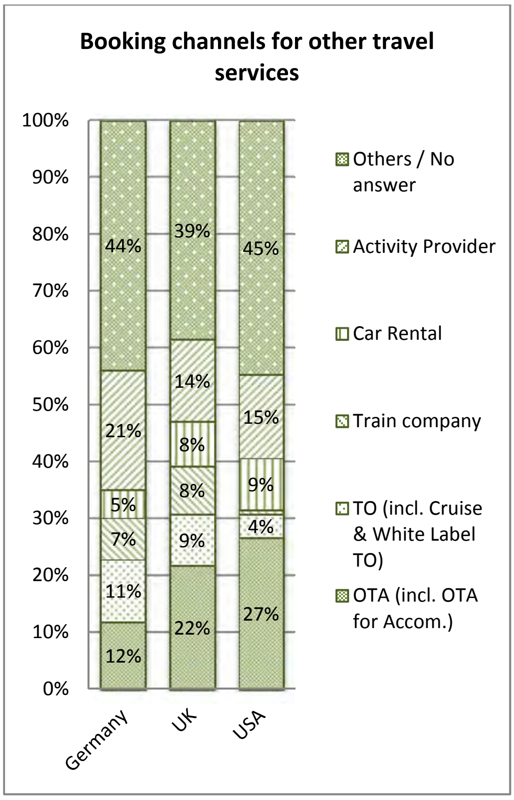


Figure 7: Booking channels for other travel services

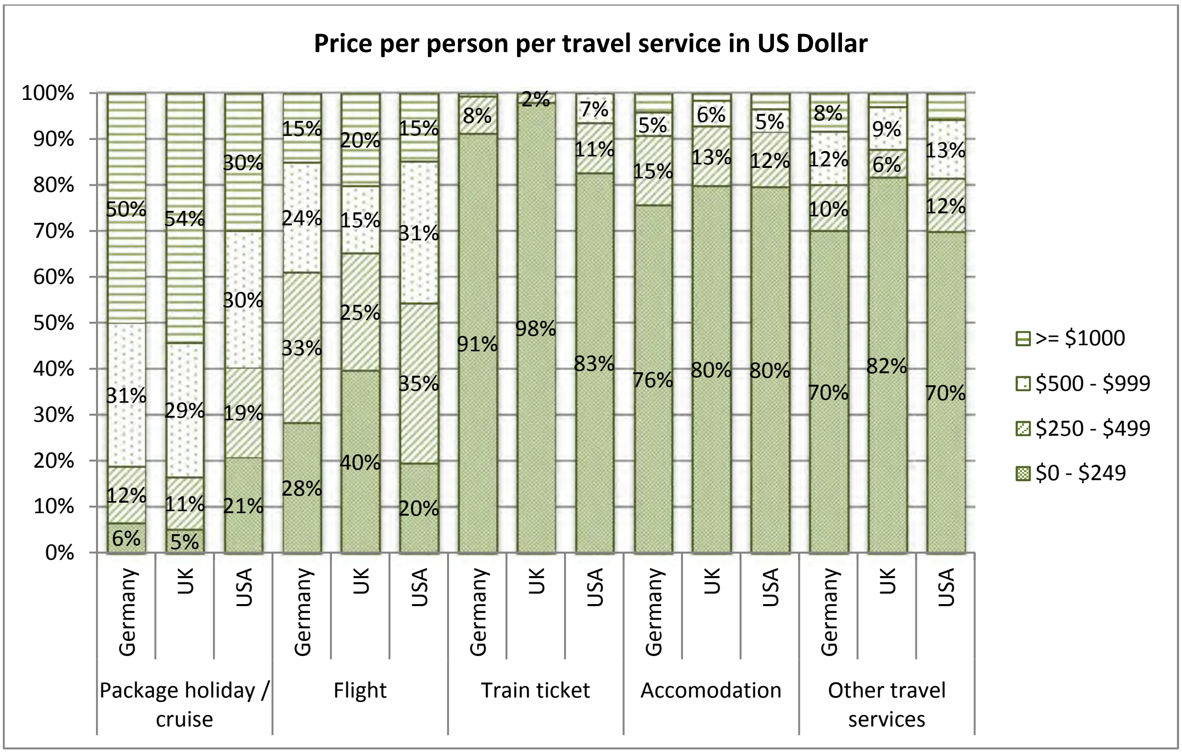
As figure 6 shows train tickets were mainly booked directly via the train companies' websites (Germany 94%, UK, 82%, USA 55%). Interestingly, 6% of UK travellers booked train tickets via the airline's website and in the USA 13% of the respondents book train tickets via OTA and 5% via metasearch-engines.
As illustrated in figure 7, other travel services, such as tickets for events or tourist attractions, boat rides, ski passes, etc. are booked via various booking channels. Online travel agencies and websites of activity providers show the highest share of bookings for those services. Compared to travellers from UK and USA, German travellers book more often via an activity provider. On the other hand, travellers from Germany have the lowest share for bookings via OTA compared to the UK and USA. One reason for the high share of direct bookings via activity providers in Germany might be that the amount of services (such as biking or hiking tours, etc.) available online is quite large. However, travellers from Germany can often not book the transfer to the destination or target area online. The results of the bookings reflect the online available offer.

5.1.4. Price of the online booking and purpose of trip

As mentioned in section 2.1, price is an important factor influencing customer decision and loyalty development (Anuwichanont, 2011).

Figure 8 shows the share of the amount spent per person per travel service booked online in US Dollars. As mentioned in section 4, the participants had to answer this question for the most expensive travel service in each category (package holiday/cruise, flight, train ticket, accommodation, and other travel services) which they had booked in the last 12 months online.

UK and German travellers spend a considerably higher amount (about 1000 USD) for package holidays and cruises than US travellers (550 USD). One reason might be that US residents do have considerably less vacation days available per year than UK or German residents. On the other hand, US travellers spend more money on flights and accommodation than UK and German travellers.



Question: About how much was the price (per person) for the services that you booked online?

German travellers N=505, UK travellers N=488, US travellers N=442

Figure 8: Price per person per travel service booked online

The following table presents the median amount spent per travel service (in USD) as well as the result of the Chi Square Test Analysis. The analysis showed that there is a significant difference between the amount of money spent on the travel services between the three countries involved regarding package holiday / cruise (sig. at .001), flights (sig. at .000) and train tickets (sig. at .000). However, the differences between the countries are not significant for accommodation and other travel services.

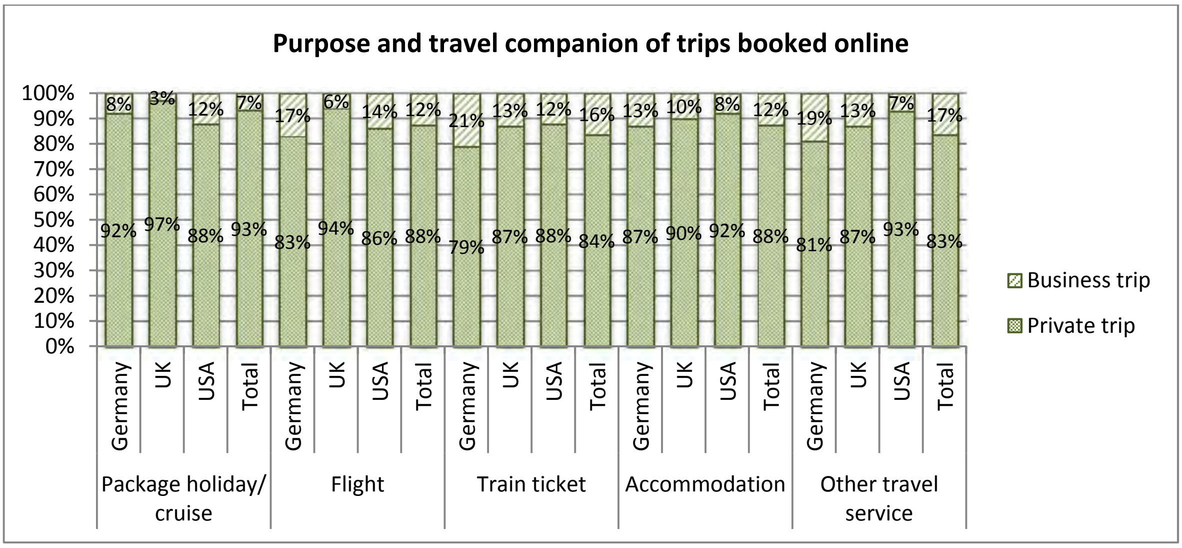
	Pearson Chi-Square Value	df	Asymp. Sig. (2-sided)	Median values in USD	Median value in USD for USA	Median value in USD for UK	Median value in USD for GER
Package holiday / cruise	29.928	10	.001	930.-	550.-	1'086.-	980.-
Flight	37.598	10	.000	400.-	450.-	310.-	402.-
Train ticket	21.393	4	.000	91.-	103.-	78.-	106.-
Accommodation	4.747	10	.907	110.-	125.-	111.-	107.-
Other travel services	8.868	10	.545	93.-	100.-	78.-	98.-

* Question was answered with amounts in the countries' currencies; rates from 15. February 2013;

1 EUR = 1.33885 US Dollar / 1 GBP = 1.55135 US Dollar

Table 1: Results of Chi-Square Test regarding differences in money spent per travel service in the countries involved

The question regarding the purpose of the trip was also answered concerning the most expensive travel service the participants had booked in the last 12 months online. Figure 9 illustrates that between 79% and 97% of these trips were for private purposes. This result is important when interpreting the results of the following questions.



Question: For what purpose did you travel when you booked this service online?

German travellers N=505, UK travellers N=488, US travellers N=442

Figure 9: Purpose of trip

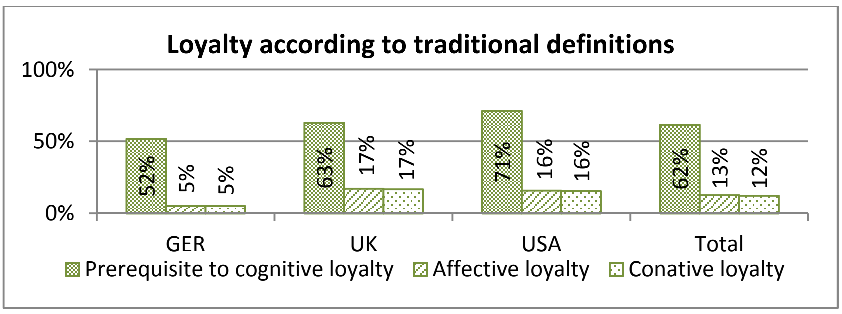
5.1.5. Loyalty behaviour

As already mentioned, Oliver (2010, p. 433) distinguishes four sequential phases of customer loyalty, two of which have also been analysed in this study. For the first phase, the cognitive loyalty, only a prerequisite stage of the phase could be analysed.

Loyalty phase	Explanation based on Oliver (2010, p. 433)	Variables used for operationalization
1. Cognitive loyalty	The consumer believes that one brand is preferable to others.	Only a prerequisite stage of this loyalty phase could be analysed, which is the fact that people book with service providers which are known to them: - "I book travel services and accommodation with service providers whose brands I am aware of."
2. Affective loyalty	The consumer develops a favourable attitude toward the brand based on usage satisfaction.	In addition to the above variable the following two variables had been included in order to assess whether a consumer develops a favourable attitude towards a service provider: - "Had you previously booked this service/ these services with this provider?" - Before I book a trip, I compare at least 3 offers from different service providers.
3. Conative loyalty	The consumer develops a behavioural intention to repurchase, characterised by a deeper level of commitment; however, this does not mean that the intention is realised.	In addition to the above three variables the following variable had been included in order to measure the share of participants who develop a behavioural intention to rebook with a certain provider: - "Could you imagine booking this service with this provider again?"
4. Action loyalty	The consumers convert their intention to action or to readiness to act by a desire to overcome any impediments.	Unfortunately, it was not possible to find out whether somebody shows action loyalty with this survey questionnaire as we did not measure the actual rebuying or rebooking behaviour.

Table 2: Loyalty phases and variables used for operationalization

The following figure shows the number of participant which are loyal according to traditional definition:



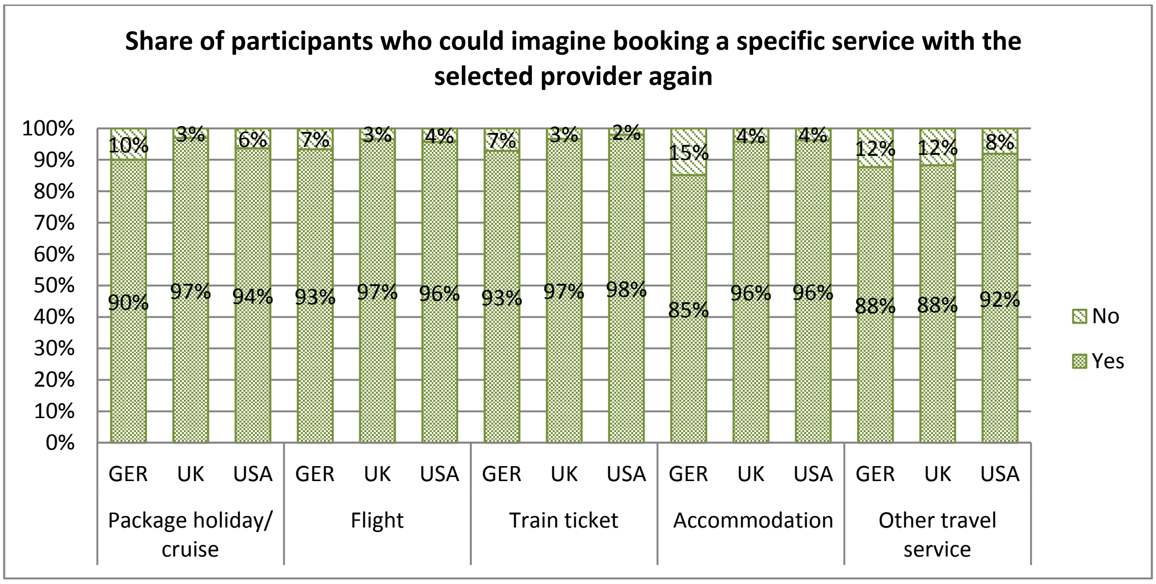
Basis: German travellers N=505, UK travellers N=488, US travellers N=442

Figure 10: Loyalty phases

1. Prerequisite to cognitive loyalty: For about two thirds of all respondents, a well-known brand is an important criterion when choosing a service provider or website for booking travel services and accommodation. Figure 10 shows that travellers from the UK (63%) or the USA (71%) are keener on a well-known brand than German travellers (52%).

2. Affective loyalty: Only 13% of the travellers develop a favourable attitude towards the brand. The figure 11 illustrates that again, more travellers from the UK (17%) and US (16%) seem to develop affective loyalty or a favourable attitude toward the brand than travellers from Germany (5%). The percentages for affective loyalty (Figure 10) shows a low mean because there is a difference between habitual customers who are used to booking with the same brand one or several times and customers who are affectively loyal and therefore do not check three or more products/services from various websites or portals before they book.

3. Conative loyalty : As Figure 11 shows, the share of participants who could imagine booking again with the same provider is between 85% and 98%. Although many bookers can imagine booking again on the same website; it is possible that these might be habitual customers who do not particularly prefer one brand to another. Habitual bookers might be repeating bookers, who check other websites for offers before they still rebook with the same provider.
   If this criterion is added to the above criterion of affective and cognitive loyalty, only 12% of the respondents are loyal on a conative basis, which means that they develop an intention to repurchase. For conative loyalty the same applies as for affective loyalty (compare figure 10): German travellers (5%) are less likely to develop conative loyalty than travellers from the UK (17%) or USA (16%).



Question: Could you imagine booking this service/these services with this provider again?

Figure 11: Share of participants who could imagine booking a specific service with the selected provider again

6. Typology of tourists regarding loyalty behaviour

In order to identify the different types of loyalty behaviour of tourists, we asked the respondents to assess 14 statements that may drive loyalty to book on a specific website that respondents had used during the last 12 months. All statements were derived from (e-)loyalty literature (see also sections 6.1 and 0). The scale was 1 to 5 (where 1 means – "not important at all" and the value 5 means – "very important").

With a factor analysis, we aimed to investigate if there is a certain structure in the item battery (item set) of those statements and to operationalise the different aspects that determine the selection of a specific booking website.

Bertlett's test of sphericity and the calculation of Kaiser-Meyer-Olkin (KMO) statistics indicate if the data appears to be suitable for conducting a factor analysis. As the test statistic of Bartlett's Test is very high (7874.292), the null hypothesis[2] can be rejected accordingly (Sig. = .000). The rejection of the null hypothesis means that the variables (14 statements) included in the analysis are not completely uncorrelated and the factor analysis can be continued. Moreover, the Kaiser-Meyer-Olkin (KMO) index (.928) as a measure of sampling adequacy shows that there is a great degree of correlation among the variables which is a further necessary condition in order to perform a factor analysis.

A total of 14 statements from the factor analysis results in two factor groupings and explained 53% of the total variance. The results are presented in Table 3. The table shows which attributes belong to which of the three identified factors.

Factors	Item-loadings	Mean*	SD	Eigenvalue	% of variance	Cum Pct
Factor 1: Determinants of e-loyalty		4.01		3.7	26.7	26.7
Good reputation of the service provider / of the website	0.77	4.15	1.00			
Website clearly laid out	0.74	4.20	0.96			
Personal positive experience with the website/the service provider	0.72	4.11	1.10			
Well-known brand	0.61	3.81	1.12			
Trustworthy service provider based on the experiences of another person	0.59	3.86	1.23			
Convenient itinerary	0.58	4.23	1.06			
Trustworthy booking website	0.57	4.09	1.26			
Low prices compared to competition	0.52	4.15	1.07			
Factor 2: Loyalty instruments		3.01		3.7	26.4	53.2
Loyalty card used at least one of the providers/websites to collect points/miles	0.82	2.92	1.65			
Conveniences offered by the loyalty card without surcharge.	0.81	3.17	1.63			
Coupon for the next booking with the same service provider next time	0.79	3.06	1.57			

[2] The null hypothesis H_0 states that the sample is drawn from a population in which all variables are completely uncorrelated.

Possibility of upgrades at a certain number of bookings	0.79	3.17	1.55
Appealing communication via social media channels	0.70	2.64	1.64
Information from the service provider about offers/specials/deals	0.50	3.58	1.36

KMO = 0.93, Bartlett 7'874.292, p<000.
*Statements assess on a scale, ranging from 1 (“not important at all”) to 5 (“very important”.)

Table 3: Results of the factor analysis

The rotated factor loading matrix then led to the result of two different kinds of items in the item battery: Factor 1 is called "determinants of e-loyalty" (see also Figure 12) because it includes aspects such as a clear website layout, trustworthy booking websites etc. which are referred to as prerequisites in order to develop loyalty. Factor 2 is called "e-loyalty instruments" (see also Figure 13) as the statements loading on it are related to the instruments companies use in order to build up customer loyalty.

In order to identify different types of loyalty behaviour, a cluster analysis with the mean-component-method was conducted, based on the two factors identified in the factor analysis.
The applied cluster analysis leads to four different types of loyalty behaviours. In terms of the importance of loyalty determinants and loyalty instruments, the clusters differentiate themselves as follows:

Importance of (e-)loyalty determinants / Importance of (e-)loyalty instruments	above average values for questions about (e-) loyalty determinants	below average values for questions about (e-) loyalty determinants
above average values for questions about (e-)loyalty instruments	Cluster 1: n=347 Outgoing frequent travellers  (31%) (27%) (42%)	Cluster 4: n = 370 Contact person likers  (31%) (29%) (40%)
below average values for questions about (e-)loyalty instruments	Cluster 2: n = 488 Outgoing infrequent travellers  (37%) (43%) (20%)	Cluster 3: n= 230 Loyalty dislikers  (44%) (34%) (22%)

Table 4: Loyalty clusters

Flags that are clearly visible show a high share of respondents of these countries in the respective cluster compared to the other countries. The following tables provide an idea of the socio-demographical and geographical structure of the four clusters and helps in understanding the clusters.

Cluster 1 "Outgoing frequent travellers" (24%, n = 347)	**Significantly different to cluster**
Socio-demography and • age distribution close to average	No significant differences to other clusters
Country • much more Americans (42.4%, deviation +11.6%)	2, 3
Booking and loyalty behaviour Cluster 1 shows above average values regarding the importance of e-loyalty determinants and above average values regarding the importance of loyalty instruments. Cluster 1 features an above average share of people who	
• talk to friends and relatives about which service provider/website they use for booking	2,3,4 (for score 5)
• like loyalty programmes	2,3,4 (for score 5)
• look for information on at least five websites	2,3,4 (for score 5)
• compare at least three products/services from different service providers	2,3,4 (for score 5)
• book with service providers who offer a contact person to speak with	2,3,4 (for score 5)
• book travel services and accommodation with service providers whose brands they are aware of	2,3,4 (for score 5)
• are frequent travellers (more than 5 online bookings in the last year)	2, 3
• prefer booking with a well-known brand	2,3,4

Table 5: Description of cluster 1 "Outgoing frequent travellers"

Cluster 1 is called "outgoing frequent travellers". The booking behaviour of the respondents belonging to this type can be characterised as outgoing as they talk to friends and relatives about which service provider/website they use for booking and they like to book with service providers who offer a contact person to speak with. Furthermore, they are frequent travellers and before making a booking they compare products and services from different service providers and look for information on least five websites. They are also characterised by high brand awareness.

Cluster 2 "Outgoing infrequent travellers" (34%, n = 488)	**Significantly different to cluster**
Socio-demography • age distribution very close to average, slightly more elderly people 55-70 (34.8%, deviation +6%)	 1,4
Country • more UK residents (42.6%, deviation +8.6%)	 1,4
Booking and loyalty behaviour Cluster 2 shows above average values regarding the importance of e-loyalty determinants and below average values regarding the importance of loyalty instruments. The cluster contains an above average share of people who • talk to friends and relatives about which service provider/website they use for booking • do not like loyalty programmes • look for information on at least five websites • compare at least three products/services from different service providers • are infrequent travellers (less than 5 online bookings in the last year)	 3, 4 (for score 5) 1, 4 (for score 1) 3, 4 (for score 5) 3, 4 (for score 5) 1

Table 6: Description of cluster 2 "Outgoing infrequent travellers"

The travellers belonging to cluster 2 are called "outgoing infrequent travellers". On the one hand they like to talk to friends and relatives about which service provider/website they use for booking and they also compare products/services from different service providers and look for information on at least five websites. However, they do not travel very often and they also do not like loyalty programmes.

Cluster 3 “Loyalty dislikers” (16%, n = 230)	**Significantly different to cluster**
Socio-demography • slightly more elderly people 55-70 (33%, deviation +4.2%)	 4
Country • more German residents (44.3%, deviation +9.1%)	 1, 4
Booking and loyalty behaviour Cluster 3 shows below average values regarding the importance of e-loyalty determinants and below average values regarding the importance of loyalty instruments. Cluster 3 features an above average share of people who • are less likely to talk to friends and relatives about which service provider/website they use for booking • do not like loyalty programmes • do not compare at least three products/services from different service providers • are infrequent travellers (less 5 online bookings in the last year) • are not loyal on a cognitive, affective or conative basis	 1,2,4 (for score 1) 1,4 (for score 1,2) 1,2 (for score 2) 1 1,2,4 resp. 2 resp. 2

Table 7: Description of cluster 3 “Loyalty dislikers”

Cluster 3 are the “loyalty dislikers” because an above average share of the respondents belonging to this cluster do not like loyalty programmes. Those respondents also do not talk about service providers, and are less likely to compare products/services from different service providers.

Cluster 4 "Contact person likers" (26%, n = 370)	**Significantly different to cluster**
Socio-demography • more younger people 25-34 (24.9%, deviation +6.2%) • slightly more younger people 16-24 (16.5%, deviation +3.4%)	 2,3 3
Country • more Americans (39.5%, deviation, +8.7%)	 2,3
Booking and loyalty behaviour Cluster 4 shows below average values regarding the importance of e-loyalty determinants and above average values regarding the importance of loyalty instruments. Cluster 4 contains an above average share of people who • like loyalty programmes • book with service providers who offer a contact person to speak with	 2, 3 (for score 4,5) 2, 3 (for score 4,5)

Table 8: Description of cluster 4 "Contact person likers"

The people in cluster 4 are "contact person likers" as they show above average share for the approval of the corresponding question. Furthermore, they seem to like loyalty programmes. In this cluster there is an above average share of younger people aged 16-24 and 25-34 compared to cluster 2 and/or 3. In addition, the cluster consists of an above average share of US travellers. However, in terms of other aspects of loyalty or booking behaviour they do not differ significantly from other clusters.

In terms of income, education and the service provider used for booking, the analysis showed no significant differences between the four clusters.

6.1. Determinants of e-loyalty

Previous literature (see section 2) sheds light on many determinants and loyalty instruments. Table 10 below illustrates the ranking of the different determinants in the three countries involved.

In Germany the respondents think that suitable travel times/itinerary (76%) is the most important criterion for choosing a website in order to make a booking. Previous literature does not directly link this factor to customer loyalty. However, the itinerary is a relevant potentially mitigating factor for loyalty to travel service providers. If customers do not find a suitable itinerary they will probably book with another provider. The German travellers second most important factor is personal positive experiences with the provider (72%) followed by a clear website layout (70%).

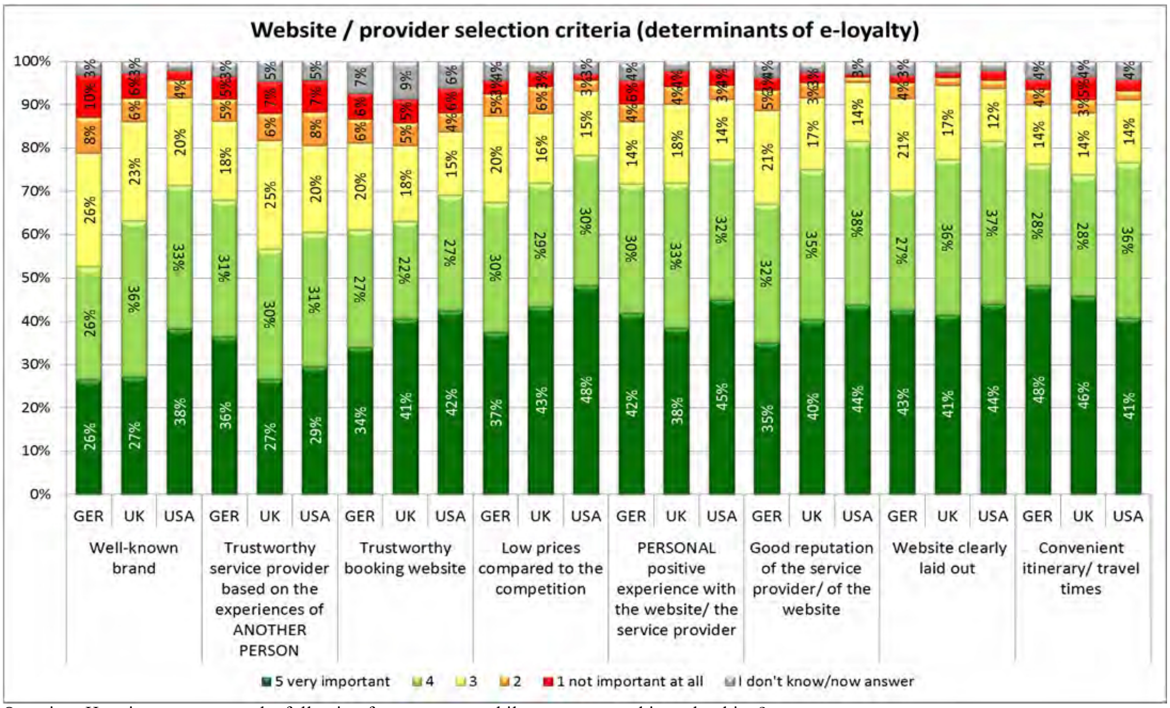
In the UK, the website layout (77%) is most important, closely followed by the good reputation of the service provider (75%) and a convenient itinerary (74%). In the USA however, a good reputation and a clear website layout have the highest significance (81% each) followed by low prices compared to the competition (78%).

Germany	%	UK	%	USA	%
1. Convenient itinerary/ travel times	76%	1. Website clearly laid out	77%	1. Good reputation of the service provider/ website	81%
2. PERSONAL positive experience with the web-site/ the service provider	72%	2. Good reputation of the service provider/ website	75%	2. Website clearly laid out	81%
3. Website clearly laid out	70%	3. Convenient itinerary/ travel times	74%	3. Low prices compared to the competition	78%
4. Trustworthy service provider based on the experiences of ANOTHER PERSON	68%	4. Low prices compared to the competition	72%	4. PERSONAL positive experience with the web-site/ the service provider	77%
5. Low prices compared to the competition	67%	5. PERSONAL positive experience with the web-site/ the service provider	71%	5. Convenient itinerary/ travel times	76%
6. Good reputation of the service provider/ website	67%	6. Well-known brand	63%	6. Well-known brand	71%
7. Trustworthy booking website	61%	7. Trustworthy booking website	63%	7. Trustworthy booking website	69%
8. Well-known brand	53%	8. Trustworthy service provider based on the experiences of ANOTHER PERSON	56%	8. Trustworthy service provider based on the experiences of ANOTHER PERSON	60%

Table 9: Loyalty determinants ranking

Comparing loyalty determinants across countries shows that in general, respondents from the USA rate determinants of e-loyalty as more important than travellers from the UK and Germany. In particular, the good reputation of the service provider and well-known brands are considerably more important for US travellers (81% and 71% respectively) than for travellers from Germany (67% and 53% respectively). There is one significant exception: Using a trustworthy service provider based on the experiences of another person (e.g. good reviews, recommendations) is most important in Germany followed by the UK and the USA.

Figure 12 illustrates the importance of the different determinants of loyalty for the three countries.



Question: How important were the following factors to you whilst you were making a booking?
Basis: German travellers N=503, UK travellers N=490, USA travellers N=451

Figure 12: Website / provider selection criteria (determinants of e-loyalty)

6.2. Importance of e-loyalty instruments

Besides improving determinants of loyalty, companies use e-loyalty instruments to increase loyalty. The results of this study show that e-loyalty instruments are not as important as other rather unspectacular determinants of loyalty which are more strongly linked to the core service of the provider (compare "determinants of e-loyalty"). By far the most important instrument in all three countries is information from the service provider about offers/ specials/ deals.

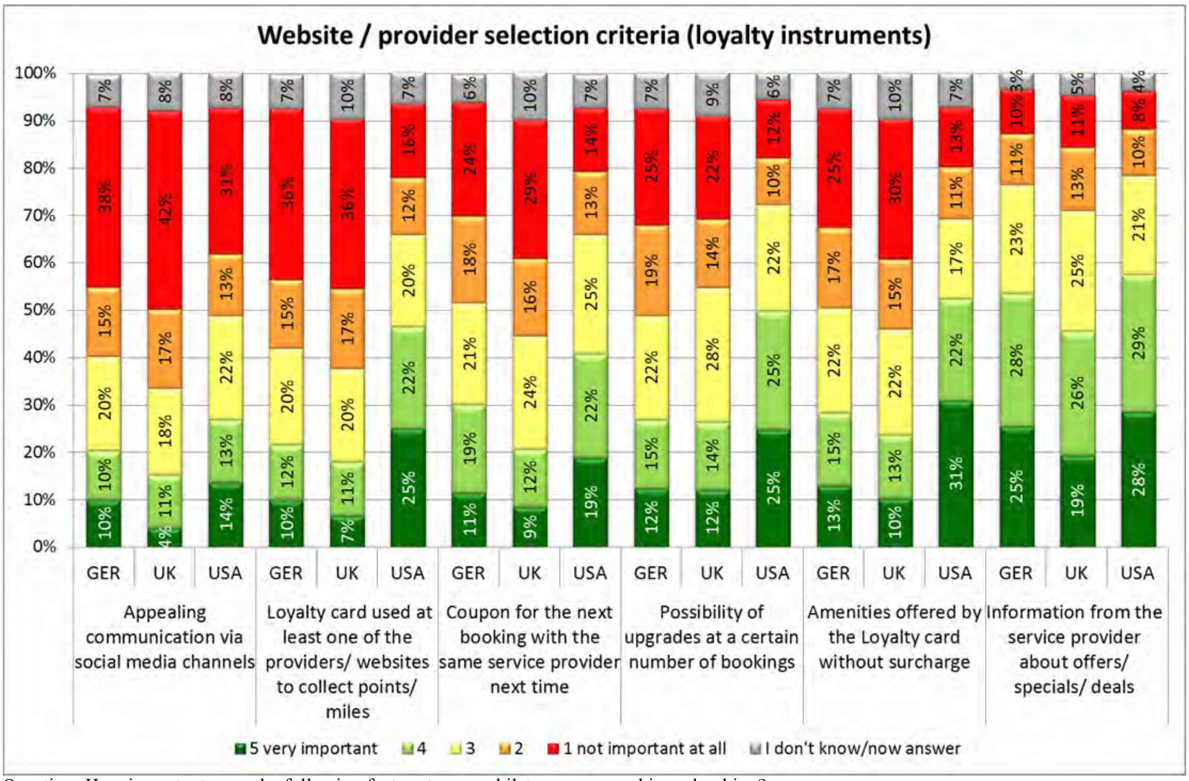
The table below shows the ranking of the importance of loyalty instruments for the three countries involved in this study. As previously mentioned, information from the service provider about offers/specials and deals is the most relevant instrument. The second most important instrument for German travellers are coupons for the next booking (30%), followed by amenities offered by the loyalty card without a surcharge (28%). In the UK, the second most important instrument is the possibility of upgrades at a certain number of bookings (26%) and the third most important are the amenities offered without surcharge (24%). In the USA, the second most important are amenities without surcharge and the possibility of upgrades. These are both almost equally important (34%).

Germany	%	UK	%	USA	%
1. Information from the service provider about offers/ specials/ deals	53%	1. Information from the service provider about offers/ specials/ deals	45%	1. Information from the service provider about offers/ specials/ deals	52%
2. Coupon for the next booking with the same service provider next time	30%	2. Possibility of upgrades at a certain number of bookings	26%	2. Amenities offered by the Loyalty card without surcharge	34%
3. Amenities offered by the Loyalty card without surcharge	28%	3. Amenities offered by the Loyalty card without surcharge	24%	3. Possibility of upgrades at a certain number of bookings	34%
4. Possibility of upgrades at a certain number of bookings	27%	4. Coupon for the next booking with the same service provider next time	21%	4. Loyalty card used at least one of the providers/ websites to collect points/ miles	30%
5. Loyalty card used at least one of the providers/ websites to collect points/ miles	22%	5. Loyalty card used at least one of the providers/ websites to collect points/ miles	18%	5. Coupon for the next booking with the same service provider next time	28%
6. Appealing communication via social media channels	20%	6. Appealing communication via social media channels	15%	6. Appealing communication via social media channels	21%

Table 10: Loyalty instruments ranking

Figure 13 and the above table 11 show that in general, loyalty instruments are considerably more important for US travellers than for travellers in Germany and the UK. In particular, benefits offered by the loyalty programmes without surcharge, the possibility of upgrades and the use of the loyalty card to collect points or miles are of a substantially higher relevance for travellers from the USA than for German and UK travellers.

Perhaps surprisingly, social media is considered to be the least important criteria by respondents. Unlike other loyalty instruments, a presence on social media channels has various other purposes such as increasing the ranking in search engines, rapidly communicating to end-customers in crisis situations or extended customer service (Caliesch & Liebrich, 2012). Moreover, social media can be interpreted as a social media channel that also allows the delivery of deals or other loyalty instruments as well as engaging the customer through interaction.



Question: How important were the following factors to you whilst you were making a booking?
Basis: German travellers N=503, UK travellers N=490, USA travellers N=451

Figure 13: Website / provider selection criteria (loyalty instruments)

7. Conclusion and outlook for the future

As outlined in the literature review, aspects such as novelty seeking, the wanderlust of tourists as well as vast choice of very similar small service providers and a high substitutability mitigate loyalty in the field of tourism (McKercher, Denizci-Guillet & Ng, 2012, p. 708; Janga & Fengb, 2007). This means that although many tourists are satisfied with their selected service provider they still do not rebook the same holiday or book with another provider as they are provided with a large number of different options (Siguaw & Skogland, 2004). Moreover, many tourist show hybrid behaviour – on the one hand they fly with budget airlines and on the other hand they stay at luxury hotels. Thus, developing loyal customers in the travel and tourism industry is rather difficult.

The survey results showed that loyal online-customers in travel and tourism are rare. There is a large number of bookers who had already booked a travel service with the same provider before, but at the same time they do compare products from different service providers which means these travellers did not develop a particularly favourable attitude toward a specific brand. Moreover, only a few respondents develop a behavioural intention to repurchase. There are many bookers who can imagine booking again on the same website; however, these might be habitual customers who do not particularly prefer one brand to another. Habitual bookers might be repeating bookers, who check other websites for offers before they still rebook with the same provider.

The analysis shows that comparing at least three services or products from different service providers online is the most important travel habit for travellers from Germany, UK and USA. Also of high importance is talking to friends and relatives about service providers and websites used, as well as using the websites of service providers whose brands travellers are aware of. Another important aspect is gathering information for a trip on more than five different websites.

These results correspond to the consequences mentioned in the introduction about the implications of the emergence of the information and communication technologies in the travel and tourism industry: The rise of the Internet and online businesses led to a changing consumer behaviour where customers have access to a vast amount of information and are able to compare services and products and find the best price. Nevertheless the survey result illustrated that not only is online information from the Internet relevant, but that friends, families and relatives are still important when making decisions when booking travel services.

The analysis also shows that infrequent travellers like loyalty programmes less than frequent travellers. The inflation of expectations also affects loyalty programmes. If travel and tourism service providers want to keep track of infrequent travellers, they should think about how to add value to infrequent travellers. Compared to other loyalty instruments, appealing communication via social media channels (e.g. Facebook) is considered to be the least important. However, a Facebook page is a multi-purpose channel and does not only need to be used for increasing loyalty.

Overall, determinants of loyalty, such as a suitable layout of the booking process on the web or a good reputation, are more important for customers than loyalty instruments. Only about one third of the respondents do like loyalty programmes.

Loyalty programmes are significantly more important for travellers from USA than from Germany and the UK. On the other hand, contact persons provided by online service providers are of a higher importance for German travellers than for travellers from the UK or USA. For German travellers, their own personal experiences as well as a clear website layout and recommendation by other travellers are important for choosing a website/provider and consequently are important determinants of loyalty. However, brand awareness and a good reputation are considerably less important. By contrast, brand reputation is the most important determinant of loyalty for US travellers, followed by a clear website layout and low prices compared to the competition.

Consequently, before improving loyalty instruments, companies should make sure that determinants of e-loyalty such as a suitable layout of the booking process on the web or a good reputation are achieved. A company might win more loyal customers by providing a seamless service for the basic processes than with a standard loyalty programme. In doing so, they need to consider the country specific characteristics regarding the importance of the different loyalty determinants.

Nevertheless, companies should consider that US travellers perceive loyalty instruments to be substantially more important for choosing a website to book than travellers from Germany or the UK. For the application of a specific instrument, this means that implementing US loyalty instruments does not necessarily need to be successful in Germany or the UK as loyalty instruments. McKercher et al. (2012) proposed that we should rethink loyalty. This means that when implementing a loyalty programme, companies should consider the specific characteristics of their industry and the customers' need and demand in a specific country. E.g. while German travellers rather like recommendations from other travellers, for US based travellers the brand and the reputation of the company they book with are of great importance. Consequently such aspects should be integrated within the programme if possible. Companies need to carefully gauge and/or test if a loyalty instrument can be successful in a specific market.

Summarising the findings, there is a good share of intended repeaters or rebookers for online travel services, such as flights, accommodation, package holidays etc., but a low number of travellers who are conatively loyal according to the definition. As a consequence, loyalty in travel and tourism must be rethought. Further research could focus on whether tourists are loyal to several competing brands at the same time, meaning they book one brand or the other depending on other criteria in the sense of the horizontal loyalty proposed by McKercher et al. (2012). The mobile internet and its corresponding devices have changed the communication between people. The availability of apps in the context of travel and tourism might also influence travel behaviour. Therefore, further research should also include the loyalty behaviour of the so called "mobile tourist".

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Appendix A1 Questionnaire

F1:
Please indicate how applicable the following statements are to your travel habits.

Please use a scale from 1 to 5, where 1 means 'not applicable at all' and 5 means 'completely applicable'. You can use the values in between to rate your opinion.

1 not applicable at all
2
3
4
5 completely applicable
No answer/ don't know

1. I tell my friends/ family/ relatives which service provider/ website I use for booking.
2. I like points [UK:] programmes [USA:] programs offered by travel service providers or accommodation service providers [UK:] (e.g. Executive Club / hotel chain programmes, etc.) [USA:] (e.g. Skymiles, Dividend Miles / hotel chain programs, etc.)
3. I look for information about my trip on at least 5 websites online (e.g. arrival information, prices, weather, information about the holiday spot, customs regulations, etc.).
4. Before I book a trip, I compare at least 3 offers from different service providers.
5. I book with service providers who offer me a contact person to speak with before/ during the trip (hotline, on-site representative, etc.).
6. I book travel services and accommodation with service providers whose brands I am aware of
7. In case of membership in an airline's customer [UK:] programme [USA:] program [UK:] (e.g. Executive Club) [USA:] (e.g. Skymiles, Dividend Miles): I book with this airline/ alliance because of my membership in their customer [UK:] programme [USA:] program.
8. In case of membership in a hotel group's customer [UK:] programme [USA:] program: I book rooms at hotels affiliated with the [UK:] programme [USA:] program because of my membership in it.

F2:
Please indicate below **how many** of the travel services listed you booked **during the last year, that is 2012,** online via Internet and/ or offline (in person/ by telephone or in writing e.g. directly with the service provider or in a travel agency).

For each travel service listed, please enter how many bookings you have made within the last year online and/ or offline.

		Number of **online bookings** (via the internet)	Number of **offline bookings** (in person, by telephone, in writing)
Item 1	Package holiday(s) and cruise(s) (sold as a package with travel there and back and accommodation included in a single price)		
Item 2	Flight(s) (for holiday(s) with overnight stay) booked *not as a package, but individually*		
Item 3	Train ticket(s) (for holiday(s) with overnight stay) booked *individually*		
Item 4	Accommodation (hotel/ holiday apartment holiday home/ other accommodation) booked *not as a package, but individually*		
Item 5	Other (e.g. transportation at the holiday site, tickets for events/ tourist attractions, boat rides, ski passes, etc.) booked *not as a package, but individually*		

6	In the past year I have not booked *ANY* trips or parts of trips.	☐

Please give a number for **each** type of service. If you not booked the service online or offline, please enter ‘0’.

If numeric answer of the items in F2 a>0 insert the following instruction sentence:
If more than one cell in F2 column a is >0 show 2 or more sentences.

Please think about the most expensive package holiday/ cruise that you booked online in the last year.
Please think about the most expensive flight that you booked online in the last year.
Please think about the most expensive train ticket that you booked online in the last year.
Please think about the most expensive accommodation that you booked online in the last year.
Please think about the most expensive other travel service that is not package holiday, cruise, flight, or accommodation that you booked online in the last year.

F3
For what purpose and with whom did you travel when you booked this service online?

Please choose one answer per column.

	Show this column IF F2 column a for Item 1 is > 0	*Show this column IF F2 column a for Item 2 is > 0*	*Show this column IF F2 column a for Item 3 is > 0*	*Show this column IF F2 column a for Item 4 is > 0*	*Show this column IF F2 column a for Item 5 is > 0*
	Package holiday/ cruise	Flight	Train ticket	Accommodation	Other travel service
Private Trip					
1. Private trip with children (the youngest of which was less than 6 years old) with or without another adult	☐	☐	☐	☐	☐
2. Private trip with children (the youngest of which was 6 years old or older) with or without another adult	☐	☐	☐	☐	☐
3. Private trip with one other adult	☐	☐	☐	☐	☐
4. Private trip with two or more other adults	☐	☐	☐	☐	☐
5. Private trip by myself	☐	☐	☐	☐	☐
Business Trip – I chose the service provider(s) I booked with myself					
6. Business trip by myself	☐	☐	☐	☐	☐
7. Business trip with colleague(s)	☐	☐	☐	☐	☐

Business Trip – I was told which service provider(s) to book with (e.g. based on an agreement my employer had in place or due to conference activities)					
8. Business trip by myself	☐	☐	☐	☐	☐
9. Business trip with colleague(s)	☐	☐	☐	☐	☐

Please think again about the most expensive package holiday/ cruise that you booked online in the last year.
Please think again about the most expensive flight that you booked online in the last year.
Please think again about the most expensive train ticket that you booked online in the last year.
Please think again about the most expensive accommodation that you booked online in the last year.
Please think again about the most expensive other travel service that is not package holiday, cruise, flight, or accommodation that you booked online in the last year.

F4a
Which providers have you used in the last year to book these services online?

Please indicate the Internet address(es) of the provider(s), if possible.

	Internet address: WWW.
Package holiday/ cruise	
Flight	
Train ticket	
Accommodation	
Other travel services	

If you do not know the exact Internet address, please indicate the name of the service provider or organiser.

F4b
About how much was the price per person for the services that you booked online?

Please indicate the price in [USA: $; UK: £] per person.
If you do not remember the exact price, please estimate.

	Travel service	Booked with:	Price per person in [USA: $; UK: £]	No answer
Show this row IF F2 column a for Item 1 is > 0 and F3 for Item 1 is code 1 to 7	Package holiday/ cruise	*[insert answer from F4a, item 1]*		☐
Show this row IF F2 column a for Item 2 is > 0 and F3 for Item 2 is code 1 to 7	Flight	*[insert answer from F4a, item 2]*		☐
Show this row IF F2 column a for Item 3 is > 0 and F3 for Item 3 is code 1 to 7	Train ticket	*[insert answer from F4a, item 3]*		☐
Show this row IF F2 column a for Item 4 is > 0 and F3 for Item 4 is code 1 to 7	Accommodation (price per night / per person)	*[insert answer from F4a, item 4]*		☐
Show this row IF F2 column a for Item 5 is > 0 and F3 for Item 5 is code 1 to 7	Other travel service	*[insert answer from F4a, item 5]*		☐

Please choose one answer per line

4c/d

Had you previously booked this service/ these services with this provider?
Could you imagine booking this service with this provider again?

	Travel service	Booked with:	I had previously booked with this provider	I would book with this provider in the future
Show this row IF F2 column a for Item 1 is > 0 and F3 for Item 1 is code 1 to 7	Package holiday/ cruise	*[insert answer from F4a, item 1]*	1 – yes 2 – no	1 – yes 2 – no
Show this row IF F2 column a for Item 2 is > 0 and F3 for Item 2 is code 1 to 7	Flight	*[insert answer from F4a, item 2]*	1 – yes 2 – no	1 – yes 2 – no
Show this row IF F2 column a for Item 3 is > 0 and F3 for Item 3 is code 1 to 7	Train ticket	*[insert answer from F4a, item 3]*	1 – yes 2 – no	1 – yes 2 – no
Show this row IF F2 column a for Item 4 is > 0 and F3 for Item 4 is code 1 to 7	Accommodation	*[insert answer from F4a, item 4]*	1 – yes 2 – no	1 – yes 2 – no
Show this row IF F2 column a for Item 5 is > 0 and F3 for Item 5 is code 1 to 7	Other travel service	*[insert answer from F4a, item 5]*	1 – yes 2 – no	1 – yes 2 – no

F5
The following questions are about why you chose to use a website for your booking.
How important were the following factors to you whilst you were making your booking?

Please think about the provider: [insert answer from F4a]
If more than one answer in F4a: insert only one in randomized order out of the answers for item 1 to 4.

Please use a scale from 1 to 5, where 1 means ‘not important at all’ and 5 means ‘very important’. You can use the values in between to rate your opinion.

1 not important at all
2
3
4
5 very important
No answer/ I don’t know

1. Low prices compared to the competition
2. Convenient itinerary/ travel times
3. Website clearly laid out
4. PERSONAL positive experience with the website/ the service provider
5. Trustworthy service provider based on the experiences of ANOTHER PERSON (e.g. good reviews, recommendations)
6. Good reputation of the service provider/ of the website
7. Well-known brand
8. Appealing communication via social media channels (e.g. Facebook page)
9. Coupon for the next booking with the same service provider next time
10. Loyalty card used at least one of the providers/ websites to collect points/ miles
11. Conveniences offered by the Loyalty card without surcharge (e.g. late check-out at hotels, priority lane/ lounge for an airline, personal data stored for fast booking)
12. Possibility of upgrades at a certain number of bookings (e.g. business class flights for economy prices or larger rooms in hotels)
13. Information from the service provider about offers/ specials/ deals (e.g. from a newsletter)
14. Trustworthy booking website (e.g. certified by TUV, BBB, TRUSTe, SSL, VeriSign Trusted, etc.*[show small picture with ability to enlarge it] , show comment: "Please click here to enlarge the images")*

Demographic statistics: Age, gender, net income of household, education, household size