

The Role of Customer Experience and Purchase Behaviour in Accommodation Sector in the UK

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Abstract: This research examined the role of customer experiences and purchase behaviour in the accommodation sector. The study area was in Preston city, United Kingdom, so questionnaire surveys were designed and distributed using survey monkey software. The respondent were aged above nineteen (19) years old and have been booked and experienced accommodation services in hostel, apartment, hotel, resort, or another type of accommodation. Also, researcher made an interview to some managers of accommodation. The finding displays that previous customers experiences have large contribution to the booking behavior of accommodation, particularly repeat customer, for example finding shows that 67% of customers could go back to accommodation they stayed at before. In addition, 84.79% they said that will inform other peoples to book accommodation, where they stayed due to the good experiences they got. Also, literatures review have used and interview have conducted for this study, they aid to find answers of customer experiences, as the method to make customer happy and purchase behavior of accommodation in the future. Additionally, discussion chapter shows the important areas on the finding, as quality customer services, reasonable prices of the accommodation, security in accommodation, the use of accommodation website and social media technology are also important for contributing good experiences of the customer stays and effect future booking of the accommodation. The conclusion chapter involves summary of findings as number of respondent, they said quality of services could help to rise customer experiences. The limitation of study as age group respondent, and time of the study. Recommendation like quality of services and security services. The new topic appeared in this study like the behaviour of young customers in accommodation that could be explored by the future researchers.

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I. Background of the study

The customer experiences are gradually important in this world, this study aimed to investigate on the customer experiences and it influenced to customer purchase behaviors in accommodation sector. A tourist accommodation is categorized into different part involves hotels, hostels, apartments, camping, bungalows or another type of accommodation. Besides, Page (2015) said that global accommodation increased by 20%. Additionally Ball, Horner and Nield (2007) stated that the growth of tourist accommodation is the result of rising customer interests to destinations. Moreover, Lindgreen, Vanhamme and Beverland (2016) said that British 50% to 50% of customer likes to made booking for accommodation both in apartment and hotel, this is very important for study due to it has helped to formulate questions of the questionnaire and interview of the study based on the customer needs of accommodation and help to collect data of this study. Furthermore to study, Watkinson (2013) believed that positive customer experiences are very important in the development of accommodation sector, customer using word of mouth to spread truth of their experience, they have enjoyed in the accommodation. Besides, customer experience involves elements like services, face to face interaction between customer and services provider, and internet services, this made customers to feel happy for their stay in accommodation and have excellent trust to come back in the future booking of accommodation (Ivanova, Ivanov and Magnini, 2016). Also, Buttle (2004) showed that it is good customer experiences that help business to grow well and the poor customer experiences destroy the business, added about 75% of customer are clarified their experience to others, when they got bad experiences, and 38% of customers have told others when they got excellent experiences. This study is very important due to rise need for customer to have quality of services in accommodation, which would make them feel happy and have good experiences, which would stimulate booking behavior in the future. Buttle (2004) believed that services sector needs to improve its services in order to decrease negative comments and rise positive word of mouth from customer to new customers. This would aid accommodation sector to encourage excellent experiences to the customer's stay, so rise quality of customer experiences, decrease complaints and effect purchase behaviour in the future. The purchase behaviour would rise business benefit and assist to contribute to local people and government economy. Additionally, the customer

experiences in the accommodation sector is very important in the Preston city due to failure to project good customer experiences would result poor performance of accommodation sector in this city. The study area has been in Manchester city, it is located in the North Western part in the United Kingdom, and it has a wide range of accommodation from high, medium and budget services. The growth of this city resulted rise of accommodations both local and international brands such as Holiday inn group, Marriott hotel group and Best Western hotel group, and local such as Manchester services apartment, Stanley House and Hotel and Spa (Visit Lancashire, 2016; Preston Guild City, 2016). The study involved the customers who experienced the accommodation services and questionnaires were distributed to them. An interview were also conducted by researcher to three managers in the accommodation. The study used questionnaires from quantitative and interview from qualitative, the major reason is get quality of data from respondent that could help to get answer of the study.

II. Research Methodology

This chapter will explain the methods have used for collecting (data collection, theoretical consideration, sample, study area, confidentiality and others).

Phenomenology.

According to (Mason, 2014) that in this research philosophy “believe that reality is created by people in the way that they think, behave and interact. Also added the world is socially constructed and does not exist in some objective state” (Mason, 2014: 61). Therefore in this research conducted the people who are presented the social reality were involved and provided their experiences on the accommodation sector, they stayed for education, business or holiday reason. So, this philosophy is very important due to it provide good details of the subject or topic, so it helped researchers to obtain good result of this study. Mason (2014) said that phenomenology is clarifying the situation, what is happen and why is happen in the social environment.

Theoretical consideration

In this researchhas used secondary data, according to Vartanian (2013:3) “any data that are examined to answer a research question other than the questions for which the data were initially collected”. In this research, data collected from secondary sources such as books, previous research, journal, and report, official website and others. Crawther et al., (2008) said thatthis method is very important due to it helps to riseunderstanding of the research topic to the researcher so that obtaingood result of the research.

Empirical research

Goodwin (2010) statedthat it as a method of understanding things by utilizing observation or experiences, and makes a reflection on it. Moreover, it uses empirical questions as an important element of scientific thinking. In this researchhas used empirical questions to additional understand the experiences of people, who obtained accommodation services in different type like hostel, hotel, apartment and others. Hence, interview question has used to collect data for this research as part of empirical question.

Interpretivist approach

According to Willis (2007) the social scientist use to interpret the situation for human life, and not to generalize with cause and effect, this approach using interview and observation to determine the reasons of the issue in the community. In this area, the studyhas used interview to discover thereason of customer experiences affected purchase behavior in accommodation sector.Thus, rather thangeneralize the causes, that people books accommodation due to money, here the researcher went to discovercauses on the customer experiences, whichimpactcustomer to buying accommodation. Thereforeinterpretation is bestmethod of obtaining information direct to the respondent on how they could be interpreted the social behavior on the accommodation sector.Moreover, McNabb (2004) they believed that research is interpretive when it focus on the human learn about reality from meaning, they assign to social phenomena assharedexperiences, understanding of positions and fact about the social world.

Mixed methods approach

In this area, mixed methods approach is included combine to gatherboth quantitative and qualitative methodsof collecting data in the research, this method is not old methods, however is becoming very popular right now. This researchhas used questionnaire and interview ways. The key advantage of mixedmethods approach is utilized to comprehend the accurate of data;methods could be utilized as a measurement. It is enabled to collect many data, the study to have enormous amount of respondent(Creswell, 2013). Additionally Heppner et al (2016) said that mixed methods mentions to the use of manywaysin the design, and gathering of data, and the study are very complicated due to the use of severalviewpoints. The advantage of this

methodsinvolves greater evidence of thestudy, strengthen the understanding of thissubject for researcher, also help to protect against bias.However, the dis advantage is time consuming due to design all methods, also itneeds high level of skills in both quantitative and qualitative.Furthermore, Hesse – Biber (2010) believed that mixed method includes researcher,who combine to collectthe qualitative and quantitative data to discoverthe answer of a specific issues in thesociety. The key of using this methods is triangulation, the utilize of different methodsthe researchhas used different methods to findanswer of the issue. Second is complementary the research study provided extra understanding to researcher. The process offind the answer to the issue could be presented into method by placing both qualitative and quantitative data, for instance questionnaire and interview (Patton, 2015).

Participant

This study includedseveral customers, who have good experienced accommodation, and aged nineteen years old and above, also the manager of accommodation included by providesideason means to raise customer experience, the managers have beenfrom hotels accommodation.

Population

This states to those who participated in the data gathering process of the study. Robson (2011) thatmeans general population it involvesmany people, time, places and others.Newing(2010) said that the study population is a number of people, events, case andothers things to be utilized for collecting the information of the study. This researchinvolvedpeople who are above nineteen years old, and they have experienced to book accommodations.Also, the objective of choosing this aged population so that obtain enough data of the study due topopulation of nineteen years old and above, currently they are travelling more because of the high income, they have and their interests of obtaining new experiences, for instancegeneration like Y and baby boomer the generation like X (Bencendorff, et al., 2010).Nowadays, there are risingnumber of old and young people, who are included in the tourism(Twigg, et al., 2015).

Sample of the study

According to Sekaran and Bougie (2010) said that the representation of the population and possesses all the features of the population to be utilized in the research. The sample of study is so important todiscovers the answer of the issue and to have big sample is better than small, due to it isconsider to have low error (Polit et al., 2014).Furthermore Dening (1990) said that sample is the scientific methodshave used for representing a huge groupof people. It is used when there is division of population and it is enabled researcher to study the huge population by making some possible inferences about the larger area of populationwithout direct study each member in the region. Also, he added that sample develops quality of data, assist to save some time due to researcher would not travel to big areas, additionally to that it is lessexpensive, therefore it avoids cost of travel, and stay to other areathrough the study. Cargan (2007) states that the keyobjective of sample is to create exactpopulation of the community, yet sample it needs moreunderstanding to good design.

Convenience sample

The convenience sample has been used for gathering data from the respondents.Convenient sample states to process of choosing participants, who are ready and willing tocontribute in provides response to the research (Gravetter et al., 2016). However, the conveniencesample includes the people who are ready to participate, and who have got the criteria to participate in the research(Schuste et al., 2005). So, this study is used convenience sampledue to easy to obtaincontributorand it is cheap sampling, however the weakness is hardto recognize the contribute, if he or she is represented the actual population (Wrenn et al., 2007).

Study Area

This research has covered area in Prestoncity, it is in the Lancashire region,United Kingdom.Accommodations are growing from low standard, budget to luxury, includes hostel, apartment, guest house, hotel and others. Both local and international brands like holidayinn, Marriott, best western and others. It provides accommodation for study, business andholiday in the town (Preston Guild City, 2016; Visistlacanshire: 2016).

Time of the study

This study started on Jun 17, 2018 with secondary data and primary data collected end offeb 25 to 17 Mar, 2018.

Primary Data collection

This involves collections of primary data from respondent in the research. These are data that come from the primary sources (Gratton and Jones: 2004, Veal: 1997). The researcher used interview and questionnaires to collect data from respondents. The reasons for using primary data is because of availability of respondent, no too expensive to use and data from primary methods enabled to direct ideas from respondent (Jolley, 2010; Ekinci, 2015).

Interview

Some interviewees were selected in the face to face conversation, and the interview has taken ten to twenty minutes, and was recorded by mobile phone. Cassel (2015) shows that the structured interview used for research, the best technique of obtaining information for master student through structured interview. These methods enable to obtain additional data from the respondents due to face to face respondent. Yet, the main disadvantage of this method is time consuming, due to every respondent of the researcher should use a particular time, and it is very costly because researcher has to travel from one location to another so that meet up the respondent (Keats, 2000; Mason, 2014; Mitchell and Jolley, 2010).

Lay out of interview question

- 1) For what reasons often customer decided to stay in your previous hotel you used to work?
- 2) Do you think some of the following influenced customer to book accommodation and why?
 - a) Due to the personality.
 - b) Due to attitude.
 - c) Due to perception.
 - d) Due to culture.
- 3) Where your customers used to obtain information about your accommodation?
- 4) What were the customer experiences in your accommodation?
- 5) Did you have repeated customers in your hotel?
- 6) What kind of services that you have done to your customer to improve good experience in your hotel?

Questionnaire

Questionnaire was designed and could be referred as an itemized structure and outline, which demonstrate the entire research and there are different tools and stages that need to be implemented for data collection and gathering necessary information of the research (Barce, 2003), then distributed to the people, who responded to it. The questionnaires managed using the software survey monkey. Additionally email was used to send link of questionnaires from survey monkey to the respondent (Veal, 1997). This process was taken 3 weeks to complete. The questionnaire should be valid and reliable by asking specific people and specific question to respond (Ekinci, 2015; Crowther et al, 2008). Besides, the advantage of this questionnaire is easy to design. However, the disadvantage is time consuming for gathering data, for instance it takes six or seven weeks for the collection to complete. Finally, Brace (2008) and Oppenheim (2000) said that the delay of respondent and sometime respondent could be low due to not all people responded to the questions.

The Layout of questionnaire

A survey of Role of customer experiences and purchase behaviours in accommodation sector in the UK
Dear respondent, I hope you are doing well. Thank you very much for taking time to answer my questionnaire. My name is Tareq Abu Fares Alajaili. It will take roughly ten (10) minutes to complete the questions. This questionnaire is an important part for finalizing my research paper. Your data will remain confidential and anonymous. Please read the instructions and answer the questions in the right order.

1. Have you ever stayed in any of the following accommodation?
 - i) Hotel and Resort.
 - ii) Guest house.
 - iii) Apartment.
 - vi) Hostel.
 - v) Others.

a) Yes..... b) No c) Not Sure
- 2) When was the last time you stayed in accommodation?
 - a) This year
 - b) Last year.
 - c) More than two years ago.

3) How many times you often book accommodation in a year?

- a) Once a year.
- b) Two times a year.
- c) Many times a year.

4) In which areas do you like to book your accommodation?

- a) Sea side resort.
- b) Town area
- c) Rural area
- d) Airport or train station.
- e) Other please specify.

5. What is the main purpose for you to book accommodation?

- a) For holiday.
- b) Visit friends and relatives.
- c) For attending events.
- d) For study.
- e) For work.
- f) Others.

6) What is the preferred standard of your accommodation you booked?

- a) Budget accommodation.
- b) Middle class accommodation.
- c) Luxury accommodation.

7) Do you think some of the following influenced you to book accommodation?

- a) Because of your Personality.
- b) Because of your attitude.
- c) Because of your perception.
- d) Because of your culture.

8) What is the type of room you would like when you book accommodation? (Please tick the small boxes provided)

- a Single room
- b Double or Twin room.
- c Triple room
- d Family room

9) Why did you decide to stay in that standard of accommodation?

- a) Location.
- b) Price.
- c) Services.
- d) Security.
- e) None of the above.
- f) All a, b, c and d.

10) Are you influenced by your friends when considering book accommodation?

- A) Yes.
- b) Not.
- c) I do not know.

11) Where did you get information about accommodation? Tick all that apply.

- a) Tour Operator.
- b) Travel Agency.
- c) Accommodation website.
- d) Fried
- e) Social Media.
- f) High street travel shop.

12) What is your experience of the last time you stayed in accommodation?

- a) Good experience.
- b) Very good experience.
- c) Excellent experience.
- d) Bad experience.
- e) Very bad experience.

13) What things enhanced your experience in the accommodation you booked?

- a) Physical environment, for example swimming pool, hotel building, bedroom.
- b) Customer services, for example prompt respond to any of your problem.
- c) Technology, for example Wi-Fi and Internet services.
- d) Reputation.
- e) Others, please specify.

14) Will you go back to that accommodation you have booked?

- a) Agree.
- b) Strongly agree.
- c) Disagree.
- d) Strongly disagree.

15) Will you inform others people to purchase accommodation you have experienced?

- a) Yes, absolutely.
- b) Not sure.
- c) I will never talked about that place.

16) What way you will use to inform others people about your experience you got?

- a) Trip Advisor.
- b) Face book.
- c) Twitter.
- d) Blogs
- e) others please specify.

17) What do you think the accommodation manager should do in order to increase your experiences? Please rank from 1-5 in order of importance which of the following would increase your experience, 1 most important, five least important.

- a) Decrease prices.
- b) Provide quality food and entertainment.
- c) Provide discount and free room upgrade services.
- d) Increase level of customer services.
- e) Improve quality of bedroom. a) b) c) d) e)

18. What gender are you? (Please tick the empty space provided)

- a) Male.
- b) Female.
- c) Prefer not to say. a..... b..... c.....

19. What is your nationality? (Please tick the empty space provided).

- a) European.
- b) African.
- c) American.
- d) Rest of the world.
- a..... b..... c..... d.....

20. What is your current state of employment? (Please answer the question in the empty box with letter).

- a) Student.
- b) Unemployed.
- c) Part time work.
- d) Full time Employed.
- e) Retired.

f) Prefer not to say. a, b, c, d, e, f

21. What is your level of education? (Please choose the right answer and fill in the empty space provided).

- A) Secondary level.
- B) College level.
- C) Bachelor degree level.
- D) Master degree level.
- E) Doctoral level.
- F) Professor.
- G) Other.

22. How old are you? (Please tick any of the empty space).

- 18 – 24 years old.
- 25 – 34 years old.
- 35 – 44 years old.
- 45 – 54 years old.
- Over 55 years old.

Finally, I would like to say thank you very much for completing my questionnaire. Have a good day.

Other Techniques

Telephone interviews

The interview was conducted by using telephone as methods of communication between interviewer and respondent. Babbie (2008) stated that it is good for gathering data from a respondent in a large geographical location, and it save time of travel and avoid westmoney as well.Ekinici (2015) illustrated that Telephone help to distribute information to the respondent very easy. Yet, telephone interview was not used for this study due to it is very expensive because to researcher has to find good mobile phone, for example telephone with high speed connection, and ability of operating video call, and it is difficult to manage the quality of communication due to network connection is not good in some places (Gillham, 2005).

Observation

This involve researcher to look on the situation, event or action on how it is performed. It is one of the methods of data collection, for this study observation was not used because it is not provide reason for the phenomena that means it shows how the situation happen but not reason for the situation to happen (Denscombe,2014). Furthermore, Gray, (2014:413) 36 “involves the systematic viewing of people action and recording, analysis, interpretation of their behaviour”.

Focus group

Are involved people who have legitimacy to participate direct to the study, It good for explore the respondent view and ideas about the topic, however for this study focus group was not used because it is difficult to manage the group of participants (Gray, 2014). Moreover, authors said that focus group is a special group of people stays into a place for same purpose of provide their views on the study, Participant are designated due to their common features, usually 5 – 10 peoples controlled by interviewer (Krueger and Casey, 2014).

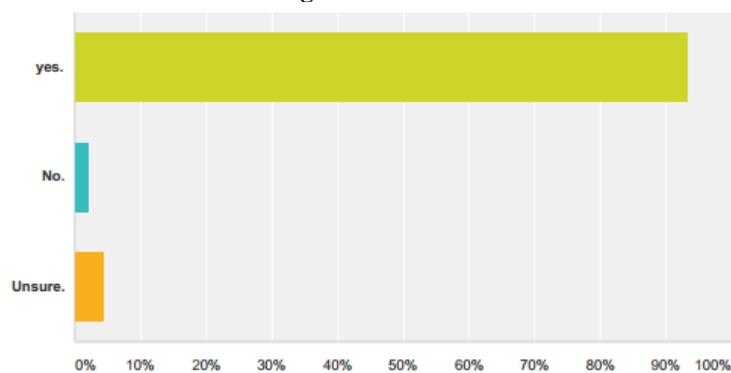
Pilot Study

This mean to check the research questionnaire survey for provide exact answer to in the research (Cargan, 2007). For this study pilot study conducted to check the accurate of the research questionnaires and interview question, three people were selected for checking the questions. The main aim of using pilot study was to check the correctness of the research questions for data collection before start to collect data. Additionally identify and solve any problems in the research questionnaires (Finn, et al., (2000) and Ary et al., (2009)).

Analysis of questionnaires survey

This chapter will analyse data available from questionnaire and interview methods of datacollection and the next chapter will discuss the finding received from the study.The respondent of question one was asked about behaviour of purchase of accommodation. The analysis shows that the number of customers who are purchasing accommodation is 93.33%, they have stayed in the accommodation. Only 2.22% shows that they did notexperience any type of accommodation and 4.44% they are not sure, if they have experiencesor not in their life. The figure bellow shows analysis.

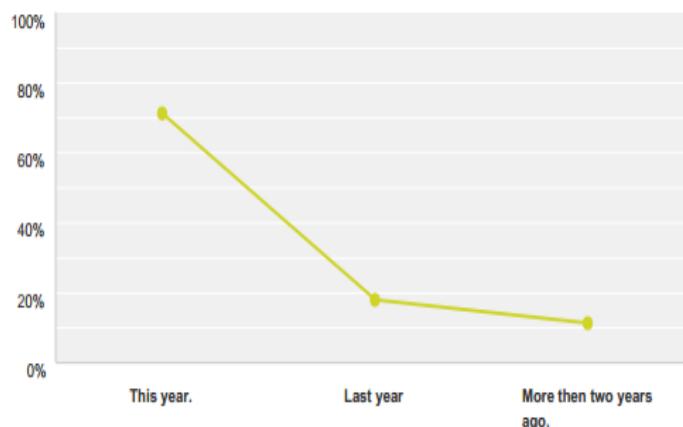
Figure 1.



Answer Choices	Responses	
yes.	93.33%	42
No.	2.22%	1
Unsure.	4.44%	2
Total		45

For the question two, the analysis shows that many customer travel this years, as the presentation of analysis is 71.11% of customers stayed in accommodation this year. 17.78% of customer said they stayed last year, however few of them stayed more than two year ago which is 11.11% of all respondent, the figure bellow shows the analysis.

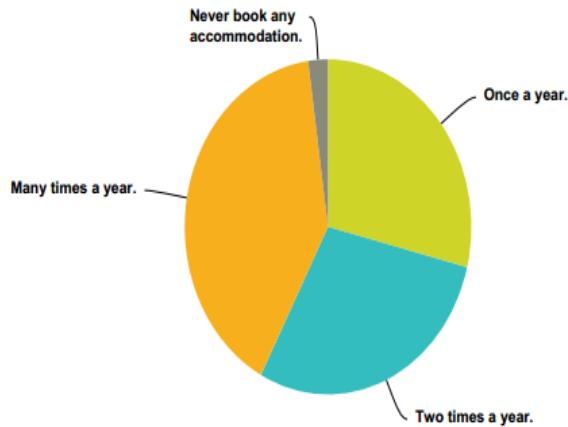
Figure 2.



Answer Choices	Responses	
This year.	71.11%	32
Last year	17.78%	8
More than two years ago.	11.11%	5
Total		45

The analysis of question three shows that a big number of customers booked accommodation for more than once a year is 40.00%, however, other customers booked accommodation twice time a year is 28.89% and others prefer to booked accommodation once a year is 28.89% but they customer who does not book accommodation is only 2.22% which is a very low percent, the following diagram shows the analysis.

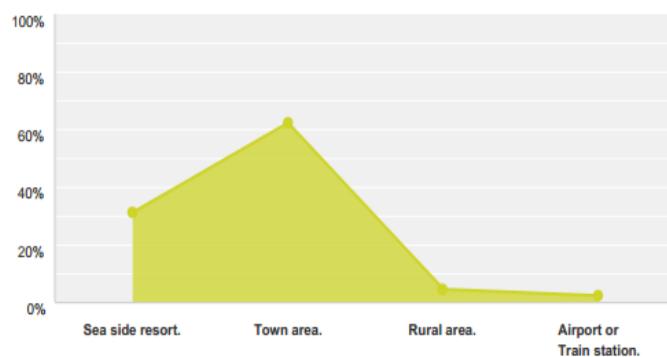
Figure 3.



Answer Choices	Responses
Once a year.	28.89% 13
Two times a year.	28.89% 13
Many times a year.	40.00% 18
Never book any accommodation.	2.22% 1
Total	45

Question four focus on the location where customer usually books accommodation, respondent they said that they preferred to stay in town area is 62.22% of all respondent, other customers they liked to stay in sea side resort is 31.11% however 4.44% of the participate liked to stay in rural areas and 2.22% customer responds, they preferred to stay in airport or train station, diagram below shows the analysis.

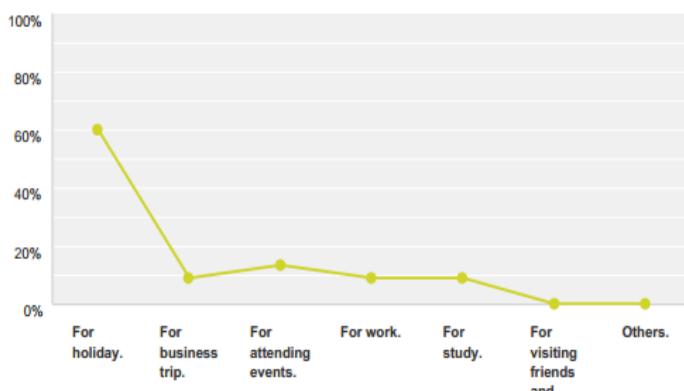
Figure 4.



Answer Choices	Responses
Sea side resort.	31.11% 14
Town area.	62.22% 28
Rural area.	4.44% 2
Airport or Train station.	2.22% 1
Total	45

In question five, the majority of respondent shows that many customer booked accommodation for their holiday trip is 60%, and 13.33% respondents said they booked accommodation for attending events, 8.89% is for working and for study is 8.89% as well. However visits friends and relative got 0.00%. The analysis is presented in the diagram below.

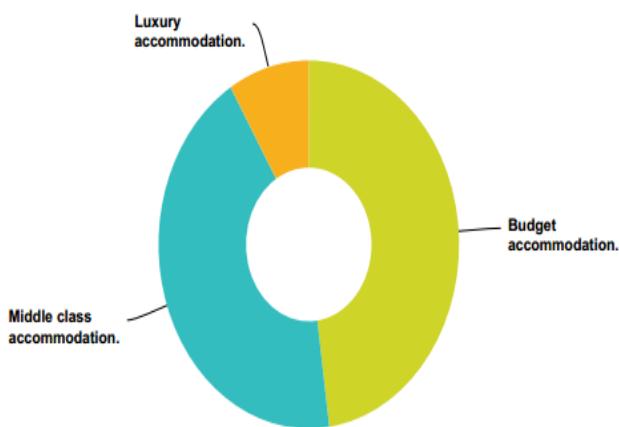
Figure 5.



Answer Choices	Responses	Total
For holiday.	60.00%	27
For business trip.	8.89%	4
For attending events.	13.33%	6
For work.	8.89%	4
For study.	8.89%	4
For visiting friends and relatives.	0.00%	0
Others.	0.00%	0
Total		45

The analysis of question six, customer who responded for budget accommodation 47.83%, other group of customers booked accommodation for middle class which is 43.48% and the last group of respondent who stayed in luxury accommodation is 8.70%. The figure bellow shows the analysis.

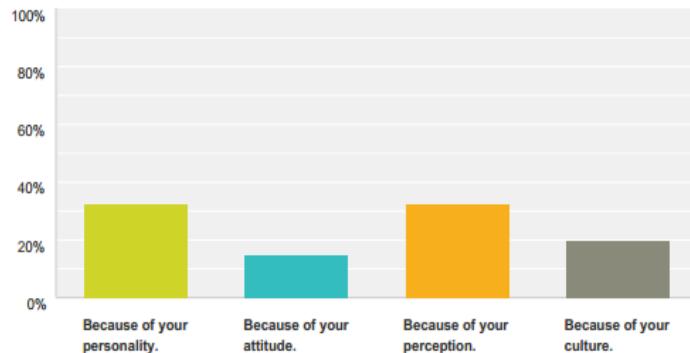
Figure 6.



Answer Choices	Responses	Total
Budget accommodation.	47.83%	22
Middle class accommodation.	43.48%	20
Luxury accommodation.	8.70%	4
Total		46

In question seven the customer said they booked accommodation because of personality is 32% and perception of customer is 32.61%, however other customers said that culture influenced them to book accommodation which is 19.57% and the final respondent said attitude influenced them to book accommodation 15.22%. The diagram below shows the analysis.

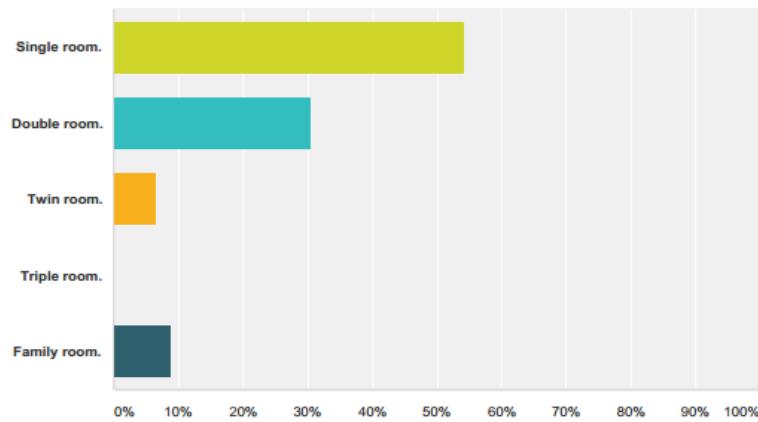
Figure 7.



Answer Choices	Responses
Because of your personality.	32.61% 15
Because of your attitude.	15.22% 7
Because of your perception.	32.61% 15
Because of your culture.	19.57% 9
Total	46

Question eight asked about the type of room customers liked to book. The analysis shows that a large number of respondents used to stay in single room which is 54.35% of total respondent, other customers said that they usually booked double room which is 30.43% and customers booked twin room is 6.52% and Family room is 8.70%. The table below shows analysis.

Figure 8.



Answer Choices	Responses
Single room.	54.35% 25
Double room.	30.43% 14
Twin room.	6.52% 3
Triple room.	0.00% 0
Family room.	8.70% 4
Total	46

In addition question nine asked about the main thing customer consider when booking accommodation. The analysis shows that 40% of the respondent they said that location is the main priority, 28.89% they said price is their concern and 22.22% of the respondent they said services is the main focus for them and 8.89% of the respondent said that security is the main concern for them. The bellow table shows the analysis.

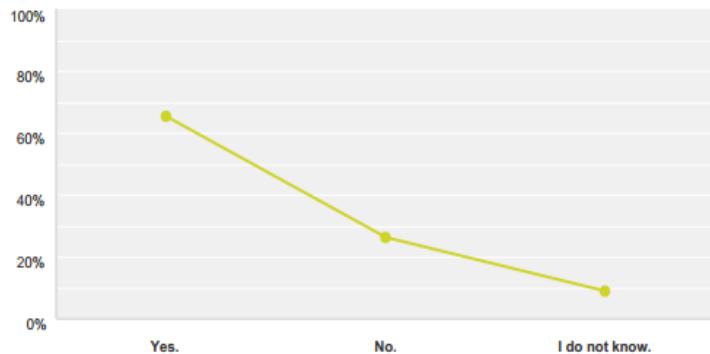
Figure 9.



Answer Choices	Responses
Location.	40.00% 18
Price.	28.89% 13
Services.	22.22% 10
Security.	8.89% 4
Total	45

Moreover, question number ten was asking for the friends influence to the decision of book accommodation. The analysis shows 65.22% customer influenced by their friends, also 26.09% they said no friends influenced them and final customer they said they are not sure about who influenced them so they do not know 8.70%.

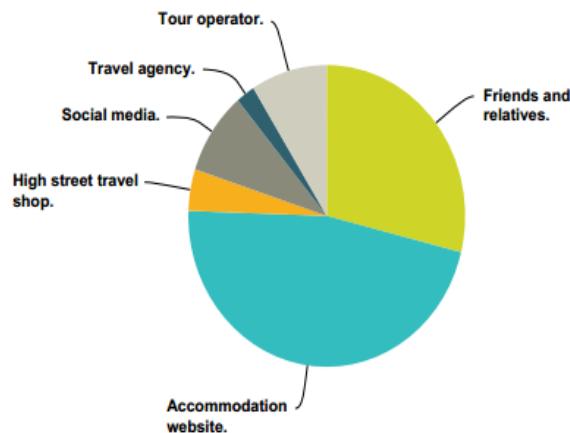
Figure 10.



Answer Choices	Responses
Yes.	65.22% 30
No.	26.09% 12
I do not know.	8.70% 4
Total	46

Question number eleven was asking about the place where the customer got information about accommodation. The customer answered to accommodation website 46.67%, also friends and relatives is 28.89%, trend of using social media is 8.89% and tour operator got 8.89%, high street shop got 4.44% but travel agency is lower by 2.22%. The diagram below shows the analysis.

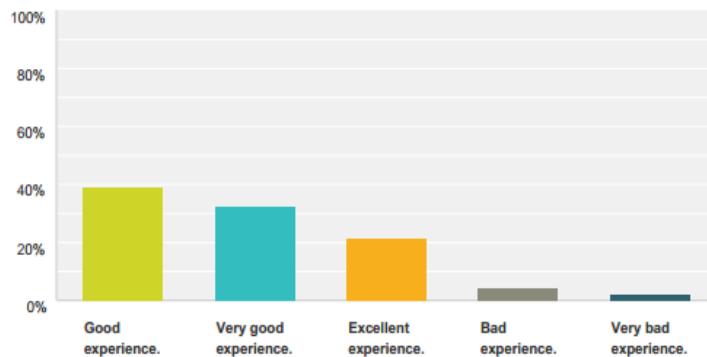
Figure 11.



Answer Choices	Responses
Friends and relatives.	28.89% 13
Accommodation website.	46.67% 21
High street travel shop.	4.44% 2
Social media.	8.89% 4
Travel agency.	2.22% 1
Tour operator.	2.17% 1
Total	45

The questions number twelve, this asked about the experiences customer enjoyed in their stays in accommodation. Customer who responds they got good experiences 39.13%, also the customer who got very good experience 32.61%, and the group of customer who enjoyed excellent experience 21.74%, however few customers got bad experience 4.35% and very bad experience 2.17%. The figure below shows the analysis.

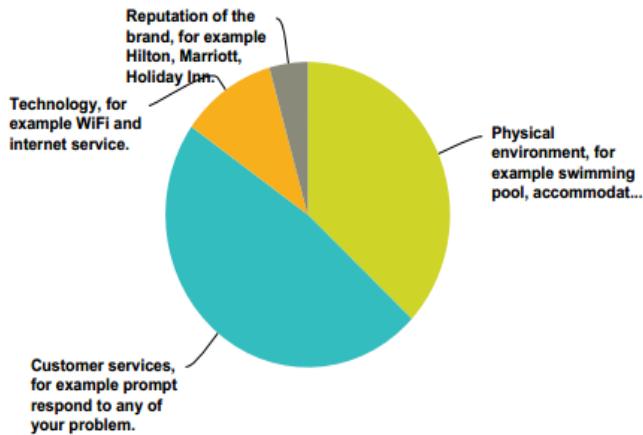
Figure 12.



Answer Choices	Responses
Good experience.	39.13% 18
Very good experience.	32.61% 15
Excellent experience.	21.74% 10
Bad experience.	4.35% 2
Very bad experience.	2.17% 1
Total	46

Question thirteen asked on the things that enhanced experiences of customer stays in accommodation sector. The respondent shows that customer services is the most important 47.83%, followed by physical environment of accommodation 36.96%, also some customer said technology ensure their experience 10.87% and brand reputations 4.35%. The following diagram shows the analysis.

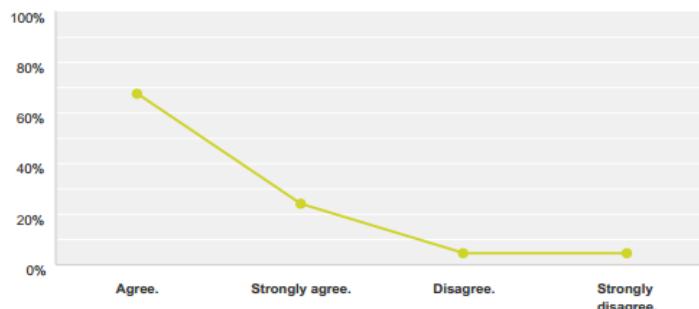
Figure 13.



Answer Choices	Responses
Physical environment, for example swimming pool, accommodation building and bedroom.	36.96% 17
Customer services, for example prompt respond to any of your problem.	47.83% 22
Technology, for example WiFi and internet service.	10.87% 5
Reputation of the brand, for example Hilton, Marriott, Holiday Inn.	4.35% 2
Other (please specify)	0.00% 0
Total	46

Furthermore, question number fourteen was asking about the repeat customer to the accommodation they experienced. large respondent said they will return to the accommodation they stayed before 67.39%, and 23.91% of customer strongly agreed they will go back to accommodation, however, 4.35% will not go back and 4.35% said strongly disagreed to go back to the accommodation. The following figure shows the analysis.

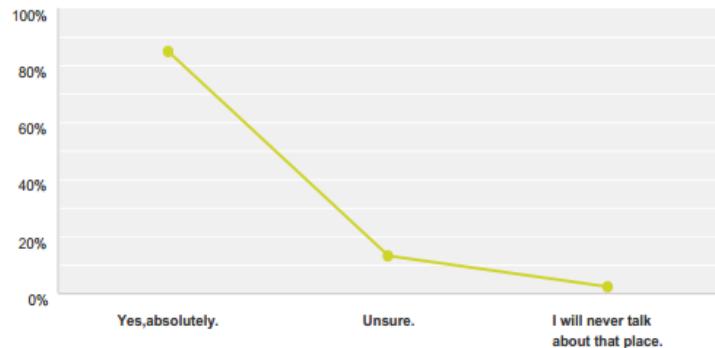
Figure 14.



Answer Choices	Responses
Agree.	67.39% 31
Strongly agree.	23.91% 11
Disagree.	4.35% 2
Strongly disagree.	4.35% 2
Total	46

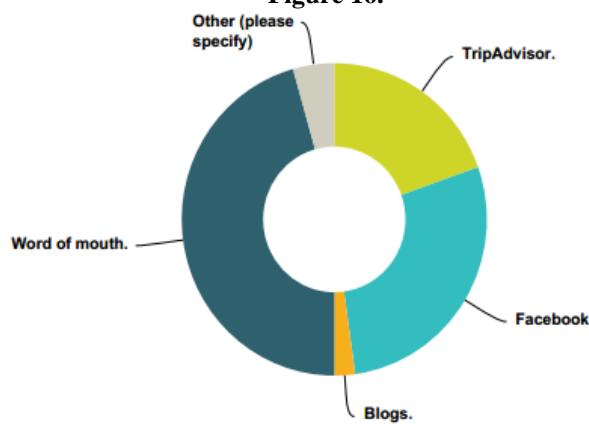
Moreover, the question number fifteen was asking customer about share feedback of their experiences. The respondent shows customer will talk about their feedback 84.78%, other group of customer said they are not sure 13.04% and 2.17% they said will not talk about their stay. The following figure shows the analysis.

Figure 15.



Additionally, question number sixteen asks the way customer will use to express their experiences they got from accommodation. The respondent said will use word of mouth 45%, other customer will use face book 28.26%, other customer said they will use trip adviser 19.57% and 2.17% customer will use blogs, but no one will use twitter 0.00%, other will use Instagram and mobile text message 4.35%. The figure below shows the analysis of the question.

Figure 16.

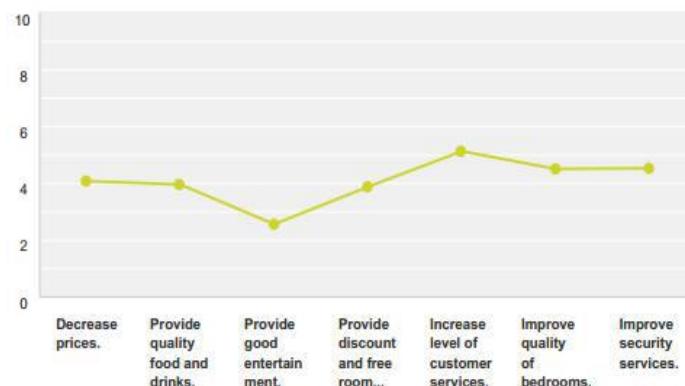


Answer Choices	Responses (%)
TripAdvisor.	19.57%
Facebook.	28.26%
Blogs.	2.17%
Twitter.	0.00%
Word of mouth.	45.65%
Other (please specify)	4.35%
Total	46

The Role of Customer Experience and Purchase Behaviour in Accommodation Sector in the UK

Question number seventeen was asked for advice on the seven subjects for manager to do in order to increase customer experiences. The respondent shows customer services 5.11%, followed by security services 4.51%, also, provide quality of bedroom 4.49%, in addition, decrease prices of the services scored by 4.06%, more over provide quality of food and drinksscored 3.94 %, provide discount to customer and free roomupgrade 3.86%, and final providegood entertainment got 2.54%. The analysis in the figure bellow.

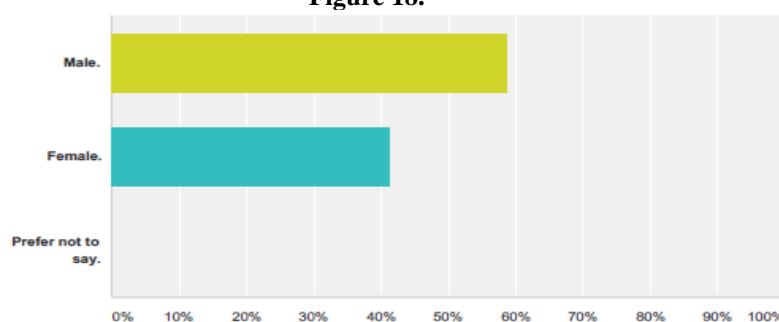
Figure 17.



	1	2	3	4	5	6	7	Total	Score
Decrease prices.	27.78% 10	5.56% 2	8.33% 3	11.11% 4	13.89% 5	16.67% 6	16.67% 6	36	4.06
Provide quality food and drinks.	12.12% 4	15.15% 5	12.12% 4	12.12% 4	21.21% 7	18.18% 6	9.09% 3	33	3.94
Provide good entertainment.	0.00% 0	2.86% 1	8.57% 3	17.14% 6	14.29% 5	25.71% 9	31.43% 11	35	2.54
Provide discount and free room upgrade.	8.11% 3	13.51% 5	27.03% 10	8.11% 3	10.81% 4	16.22% 6	16.22% 6	37	3.86
Increase level of customer services.	25.00% 9	25.00% 9	16.67% 6	19.44% 7	2.78% 1	5.56% 2	5.56% 2	36	5.11
Improve quality of bedrooms.	8.11% 3	24.32% 9	24.32% 9	10.81% 4	21.62% 8	5.41% 2	5.41% 2	37	4.49
Improve security services.	30.77% 12	15.38% 6	2.56% 1	12.82% 5	15.38% 6	10.26% 4	12.82% 5	39	4.51

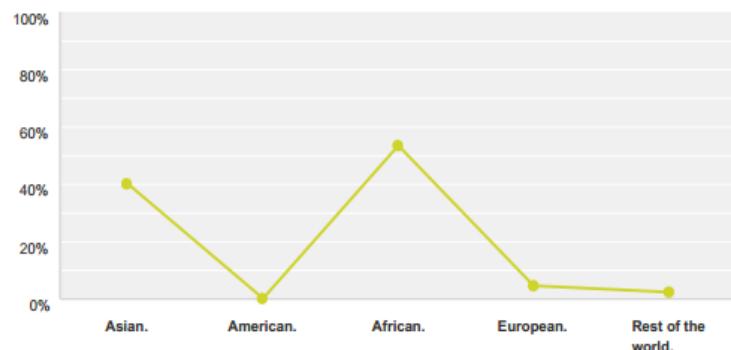
Question eighteen was asking about gender, many customers who responded to this question, they were male 58.70%, female were 41.30%, but no respondent to prefer not to say 0.00%. The analysis bellow shows.

Figure 18.



Answer Choices	Responses
Male.	58.70%
Female.	41.30%
Prefer not to say.	0.00%
Total	46

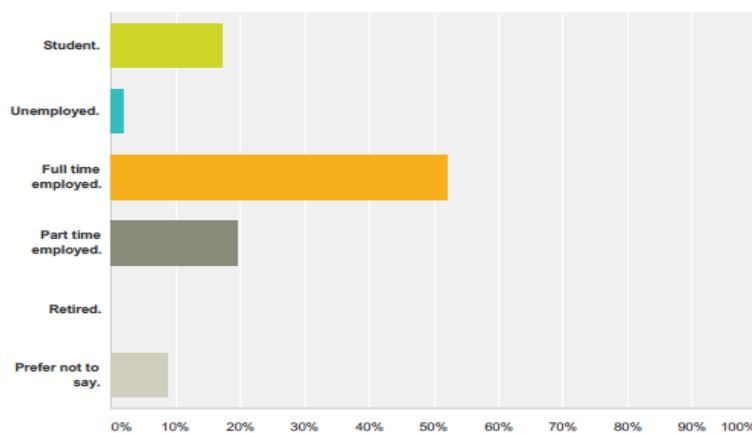
Question nineteen was asking for the origin of the respondents, so majority of respondent were from African origin 53.33%, followed by Asian 40.00%, however customer from Europe got 4.44% and customer from rest of the world got 2.22%. As figure below follows analysis. **Figure 19.**



Answer Choices	Responses	Total
Asian.	40.00%	18
American.	0.00%	0
African.	53.33%	24
European.	4.44%	2
Rest of the world.	2.22%	1
Total		45

Question twenty was asking for the employment status of the customers who respond to the questionnaire. The analysis shows full time employment scored 52.17%, part time employed got 19.57% and students got 17.39%, also unemployed got 2.17, in addition other prefer not to say got 8.70% and retired customer scored 0.00%. As the figure below shows the analysis.

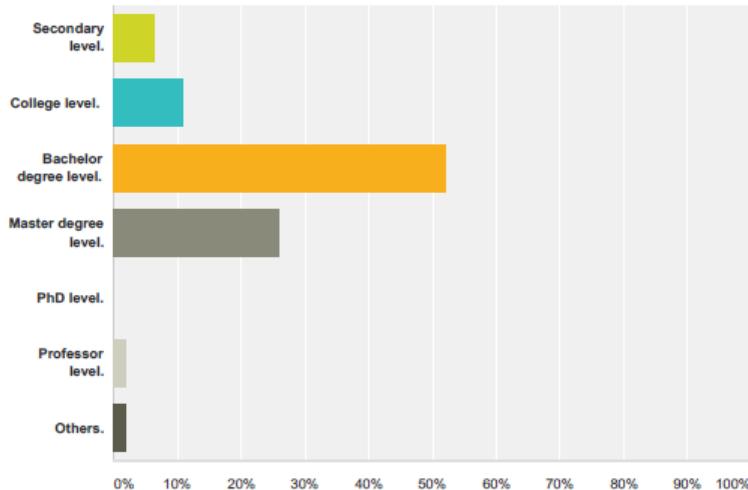
Figure 20.



Answer Choices	Responses	Total
Student.	17.39%	8
Unemployed.	2.17%	1
Full time employed.	52.17%	24
Part time employed.	19.57%	9
Retired.	0.00%	0
Prefer not to say.	8.70%	4
Total		46

In addition to question twenty one, this was asking the level of education for the customer who answered the questionnaire. The respondent shows bachelor degree scored 52.17%, master degree level 26.09%, college level 10.87%, and 6.52% for Secondary level, however PhD level no respondent, professor level got 2.17% and other professional got 2.17%. The analysis below shows in the figure twenty one.

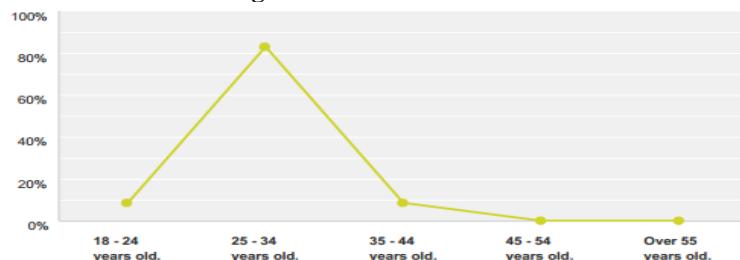
Figure 21.



Answer Choices	Responses
Secondary level.	6.52%
College level.	10.87%
Bachelor degree level.	52.17%
Master degree level.	26.09%
PhD level.	0.00%
Professor level.	2.17%
Others.	2.17%
Total	46

Question number twenty two, this final question was asking for age of the customer who replied to the questions. The large number of respondent were young aged from 25- 34 years old they scored 82.98%, followed by 18 – 24 years old scored 8.51% the same as 35- 44 years old score 8.51%, however old people aged 45 – 54% no respondent is equal to 0.00% and over 55 years old the same got 0.00%. As the figure shows below.

Figure number 22.



Answer Choices	Responses
18 - 24 years old.	8.51%
25 - 34 years old.	82.98%
35 - 44 years old.	8.51%
45 - 54 years old.	0.00%
Over 55 years old.	0.00%
Total	47

The analysis of interview

This research involved data from interview; it is face to face interview where researcher asked respondent questions related to the study topic. Three respondents were participated and those were in the management of the hotel from 4 stars to five star accommodations. Those are as follow;

Interviewer A.

She was from Malaysian, she had good experiences in the hotels she works as guest relation manager for Movenpick heritage hotel in Singapore. From her respondent to the question one she said that the main reasons for customer to stay in that hotel was due to vacation and business.

The respond question two, she said customer behaviours influenced on customer decision to book accommodation, for example culture instead of look information online they will ask their family and friends before they decide, also it is kind of personality that they need to check and trust their friend before making decision.

The question three was asking on the ways used to get information by the customer, she said that social media, hotel website, and word of mouth. The question four was asking about customer experiences in their stay. She said majority of customer they enjoyed good experiences.

Question number five asked for the repeat customer, she responded that they had many customers who return to the hotel every year.

Question number six was asking about the innovative ways used by hotel to make sure their customer could have good experience. She said they provided surprise gift to customer who have birthday, also services quality of the staff, and they used to send email for wishing them good life and thank for staying in the accommodation.

Interviewer B

This respondent is from Nigeria, She used to work in the hotel as an assistance housekeeping manager at Zara hotel Bauchi in Nigeria. She said the reason of customer to stay is prices and services of the hotel.

Question two, the respondent said yes the personality of the hotel staff always attract guest to stay, also attitude of staff to the guest is good, and perception she said customer perceived hotel as good for them so thus why they stayed and culture is influenced customer of the people interaction between guest and staff they have interactive culture between customer and guest.

Question three was asking a sources of information used by guest, she said that hotel website and advertisement in local media.

Question four was asking for customer experience, she respondent that majority of customer they enjoyed good experiences.

Question five was asking for repeat customers in the hotel, she said a lot of customer used to repeat their stay and they know room number when they made booking they mentioned the number of room they need.

Question number six was asking about creative ways they used to enhance the good experiences of their stay. She said quality of customer services for example room and food. Also they used to provide complementary bottle of water every day per person, complementary fruits and other soft drinks.

Interview C

The respondent used to work in Intercontinental hotel as well as Merinabay hotel. In the first question, she said that the major reason of customer stays to hotel was services of the hotel and many customer decided to book their stay because they believed that they will meet their expectation.

Question two, she said that majority of customer influenced by the personality of the staff and their culture, because they used to speak their language and customer enjoyed their stay.

Third question she replied that many customer used to get information in the hotel websites, booking.com, trip adviser and brand reputation to other people.

Question four, she respondents that many customers they got good experiences of their stay in the hotel because they have good recommendation on social media.

Question five, she said that they used to have many repeated customer and this situation is because of good services of the hotels.

Question six she said that they used to offer customer personalized services and they have loyalty program as well as good interaction between customer and staff of the hotel so this contributes to their experience.

Conclusion, analysis of finding from questionnaire and interview shows that many customers are influenced to book accommodation when they are travelling and customer experience motivates them to book accommodation. A large number of respondent said they will tell other people about their experiences, as well as they will go back to the accommodation they have experienced. Therefore this analysis has helped to answer the study needs on the assessment of customer experiences and purchase behaviour in accommodation. The next chapter discuss will the finding from questionnaire surveys and interviews, the researcher selects highest

findings to be discussed like services, prices, social media, and security and accommodation websites.

III. Finding And Discussion

In this chapter will discuss the finding from the analysis. It includes services quality, social media, security, prices and website technology. These findings were selected as identified basic in the secondary literature review, which formulated the primary data because they are important to answer the research question.

Services quality in the accommodation sector

This is one of the important finding to be considered in the development of customer experiences in accommodation sector. According to Antony, Antony, and Ghosh (2004) they said hotel needs to offer quality of services especially personalized services to every customer is very important to ensure good experiences. Also they added that good example in chain hotels Marriot group, Hilton group, Intercontinental, Best western and others, services quality has high level of consideration. In addition Akbaba (2006) and Bowie and Buttle (2004) identifies that service quality is a very important issues in the business, especially hotel business, the management of hotel should know exactly needs of customer and makesure they meet all needs in order to make good customer experiences. Ingram (1996) and Henning (2007) they added that hotel needs carefully to know that all customers have expectations to their stay, therefore quality of services will help to meet those expectations. Furthermore Stevens (2012) said the way we are treating our customers has direct impact to the good experiences of their services they buy. In the questionnaires majority of respondents said customer services is the way of increases experiences and interview finding they said customer services are the most crucial thing to consider for manager in accommodation sector because it could be a source of increase good customer experiences. Therefore it is good to consider customers for giving them quality of services they expect in accommodation in order to increase their experiences that will motivate booking behaviour in the future. Quality of services can add value and trust to the accommodation so in order for company to increase sales of accommodation services should be considered as a high important thing to do for customer as it is increasing experiences of stay. This important finding helps to answer the research question because it is quality of services that ensure customers to have good experiences and influence them and their friends to purchase behaviour of accommodation in the future.

The role of social media in accommodation sector

The development of social media in the world of today, particularly in accommodation sector has contributed customers to share their experiences to others customers as well as accommodation manager to manage their customer and business in general. According to Inversini and Masiero (2014) the accommodations sector are using social media to sell their rooms, to socialize and to retain their customers. Furthermore Zeng and Gerritsen (2014) said social media helps the customer to share and search of information in the tourism so it is very important innovation to be used. In addition Bulchand-Gidumal, Melian-Gonzalez and Lopez Valcarcel (2011) said accommodation offers Wi-Fi services particularly free Wi-Fi enable customers to enjoy social media by connecting with family and friends, this enables them to improve experience, they added that accommodation that offer free Wi-Fi they have large possibility of increase sales in this century. Moreover, 84.78% of questionnaire finding and all interview respondent shows social media is sources of information for customers. So customers could be willing to share their experiences they got for staying in accommodation by using social media like trip adviser, face book as well as social conversation word of mouth. The social media helps to answer the research question because it shows that experience of customers motivated them to go back and influenced other customer by sharing information about accommodation they stayed before. So social media make easy communication of customer to customer as well as customer to accommodation by sharing information and experiences for example in face book and twitters, so this finding helps to answer the research question because social media motivates customer to purchase behavior of accommodation due to the influence from friends, professional group, family and accommodation social media pages.

The role of prices in accommodation sector

The customer decision on accommodation is primarily influenced by the price of accommodation. Therefore customer perception and decision to book accommodation is contributed by the prices. According to Ingram and Medlik (2000) said accommodation prices are representation of the services, location, and image of hotel accommodation. Furthermore Wearne and Morrison (1996) said there should be a balance of accommodation prices and the services available. He added customer expects to pay more in five star than in budget lodging. Moreover author Bowe and Buttle (2004) said prices influenced customer demands to the services and it can increase the sales of the services. He added high level of price in hospitality service increases customer expectations of excellent experiences. In the study questionnaire respondent they said price is important for accommodation as well as interview respondent have shown that decrease prices could be

important for customer to book accommodation in the future. Also the price accommodation should present the valueof services available this will help to reduce complaint and increase good experiences tocustomer. This finding helps to answer the research question, because it shows how the price motivates customers to buy the accommodation but amount of price should be valuable toservices, which is value of money to customers, this will motivate customer to bookingbehaviour and influence other customer in the in the future booking of accommodation, it is value of money that enhance customer experience so this find answer the research question because amount of money customer payed should reflect the services this will help to addvalue, trust and motivate purchase behaviour in the future.

The security issue in the accommodation sector

The growing international tension of terrorist attacks like Turkey, France, Orlando, Syria,Tunisia, Somalia, Libya, London and Thailand resort are the best example shows thatterrorism is dangerous to world tourism and particularly in accommodation sector. According to Arana and Leon (2007) shows that tourism needs peace and stability to the destination so ifthe destination is not peaceful, it is difficult to visit and accommodation sector will not getcustomer. Moreover Blake and Sinclair (2003) tourism demand is very concern about thesecurity, the September eleven terrorist attack resulted on low tourism who bookedaccommodation, unemployment and low income in accommodation sector. Also Ryan (1993)said the violence and crime have a large impact to holiday companies and tourists to thedestinations accommodation. According to questionnaire findings many respondents saidsecurity could be essential to customer decisions for booking accommodation that will ensure good experiences. So this finding helps to answer the research question because customerneeds security of places and without security customers cannot get good experiences ofaccommodation and they will not come back in the future as well as will not inform other to book the places without security. So accommodation manager should make sure security is good in order to motivate customer stays and share information to other customer about goodexperiences that will motivate more booking in the future.

The use of website technology in accommodation sector

The progresses of accommodation sector on the uses of technology to sell and promote theirrooms in hotel, apartment, guest house and others accommodation type to reach customers globally (Law and Hsu, 2005). Furthermore Buhalis (2003) and Aluri, Slevitch and Larzelere(2015) they said hotel website technology used by accommodation management is a way ofpromoting sales, provide information about their products in the world, more over authoradded information technology is one of the powerful way used by accommodation sector tomaintain their competitive advantage against their competitors. In addition to that Inversiniand Masiero (2014) use of online booking technology like trip adviser, booking.com andonline travel agency for booking accommodation has transformed accommodation sector andincrease sales of rooms direct to customers. The questionnaire finding shows customerbooked accommodation by website 46.67%, also interview finding shows accommodationwebsite is source of customer to search information, therefore, it could be important foraccommodation sector to have website technology to help customer have easy access ofinformation that will motivate good experiences to their stay. Therefore this finding helps toanswer the study question because customer increases their experience of stay frominformation they received about accommodation, website of accommodation should be welldesign and detailed with information about services available. Any type of accommodations that own website is helping customers to develop trust of having good experiences so thismotivate customers to book accommodation and share information to other customers thatwill influence purchase behaviour of accommodation in the future.Conclusion, the finding and discussion chapter help to answer the study topic on the issue ofcustomer experiences, it could be services quality assists customersto have excellentexperience of their stay in accommodation where they booked. It should be noted that theaccommodation sector need quality of services like food, room, and others services that make guest more comfortable to their stays. The next chapter will conclude important of the studyin the society, the limitation of the study during the collection of data and the new topic forfuture researcher to investigate.

IV. Conclusion

From the start of this study especially finding of questionnaire on customer experiences andtheir purchase behaviours in accommodation sector shows that it could be experiences of customer contributes to purchase behaviour of accommodation because customer responded reach 67% they said will go back in the accommodation they stayed also 84% of customerssaid will inform new customer like friends and relative to book accommodation where theyused to stay because of good experiences they got. Furthermore, literature used in this study and interview conducted by researcher for this study both show the relevance of finding and help to achieve the aim and objectives of this study. Many limitations happen in this researchhowever, the methods used to collect data were good and help the investigator to do deepinvestigation on both customers and

management area of accommodation sector. Moreover, due to the ongoing tension of terrorist attacks in this world like recent events of Orlando, Paris, Turkey, Brussel, London and others areas, have made security to be major concern for both holiday makers, travellers and accommodation owners. Therefore, Security now is considered very important to customers. It is very serious for accommodation sector to invest in new security technology for example using circuit television system, well trained security personnel that will help to add customer experiences and reduce terror from them because in the finding shows that security could be considered as a one reason for customer to be influenced in purchase behaviour of accommodation. Furthermore, this study gives the researcher extra knowledge and understanding on the area of customer experiences, customer purchase behaviour and accommodation sectors. As well as has contributed much on aspects of business development, customer services and customer experiences management. Finding of some question shows that many customer wants to book accommodation for many times in a year, more over others customer said they will book again in accommodation where they enjoyed good experiences they were 90%. Therefore customer experiences could be important for accommodation sector to understand the role of making quality accommodation that could enhance good customer experiences and motivate words of mouth to new customer.

The respondent of questionnaire and interview they help to answer the research question, according to the finding shows customer would go back to the accommodation they stayed before and they would share experience they got to other customers by using face book and word of mouth in order to motivate them to book accommodation. It is customer experiences that motivate purchase behaviour in accommodation sector. Customer experiences should be good to influence booking behaviour in the future, therefore accommodation manager should understand role of customer services in order to enhance excellent experiences in their stays. Failure to understand role of customer experiences in accommodation will decrease booking behaviour in the future because customer will not get good services. Accommodation manager should understand the role of making customer happy with quality of services that enhance good experiences and motivate new booking in the future. The four (4) limitations which hinder the collection of data for this research during data collection period are as follow below:

Firstly, the time of the study was very short. This situation enabled the researcher to collect few respondents and other customer did not finish to respond the question because of time limit. It takes only two weeks to distribute and collect the response from customers this situation hinder all process of collecting data which often take five (5) weeks minimum to complete the process of collecting data of the study as recommended by (Veal, 2011). Secondly, the low response rates. Despite of the short time in the collection of data the number of response also were small and other did not want to respond to the questionnaire. In the interview many hotels accommodation that investigator contacted them in Preston city, they did not respond.

Thirdly, the aged group respondent; In the finding shows age group were only young people, who responds to the questionnaire, therefore it did not provide wide range of data to older population. This is because the respondent who are convenient to participate in the study were young people than older people. Majority of old customers were not convenient to participate so 82.98% were young people aged from 25 – 34, so this limitation hinder the views of old generation who are very important in the study. Fourthly, the survey monkey software. In this limitation the system of survey monkey did not do the way researcher wanted to design of the questionnaire instead he designed the way survey monkey did, so this hindered in the process of collecting data to somewhat questions in the questionnaire survey. For example in some questions was asking tick that apply but only one option allowed by the system.

The study has shown important area for future researcher to investigate, these includes one, the role of hotel manager in the development of customer experiences. Second the social media technology in accommodation sector for customer experiences. Thirdly, Services quality management in accommodation sector and its role in customer experiences. Fourthly, The behaviour of young customer in accommodation sector. These topics emerged in this study and they can be investigated to the future research. Finally, this research topic will help supply side of accommodation to provide quality services to customers that will ensure good customer experiences. Also demand side could also be benefited in this research by understand their role of choose accommodation that will provide quality experiences to them and not just accommodation to stay, so they will get knowledge on the importance of having excellent experience and share their experience to family, relatives and friends.

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