



Article Title

Gender Differences in Deal Hunting: What Motivates Consumers to Search and Book Hotel Deals?

Citation

Chen, H., Phelan, K. V., & Jai, T. M. (2016). Gender differences in deal hunting: what motivates consumers to search and book hotel deals? *Journal of Hospitality Marketing & Management*, 25(5), 613-639. DOI: 10.1080/19368623.2015.1067666

Abstract

This study aimed to investigate whether gender differences existed in deal-hunting behavior during the hotel booking process. The research model was structured to understand the factors that influence consumers to search and book hotel deals. Results showed there were significant differences between females' and males' deal-searching behavior and purchase intentions. Male consumers were likely influenced by emotional gratification, such as feeling excited about finding a good deal online. Alternatively, female consumers were not influenced by affection but by their cognitive evaluation.

Methods

In an attempt to understand consumers' propensity for searching and booking hotel deals, a self-reported survey method was utilized in this research.

Results

The findings demonstrated that consumer attitudes and perceived self-efficacy were two substantial factors that influenced consumers' motivation toward booking hotel deals, which, in turn, impacted future intention. Motivation played a mediating role that strongly drove consumers' attitudes and perceived self-efficacy with regard to their intent to book hotel deals.

Conclusion

The findings suggest travel service providers should profile their customers in terms of gender and past purchases to tailor appropriate promotional messages, as well as develop effective marketing strategies to target desired consumer segments.