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Who Posts Positive Hotel Reviews on Social Media? Examining Experiential Value, Online Social Capital, and Personal Attributes

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Introduction

Electronic word-of-mouth (eWOM), referred as “any positive or negative statement made by potential, actual, or former consumers about a product or company, which is made available to a multitude of people and institutions via the Internet” (Hennig-Thurau et al., 2004, p.39), has been regarded as a key force influencing overall consumers’ attitudes, beliefs and behavior patterns. eWOM is especially important in the hospitality industry since it is difficult for consumers to evaluate intangible products (e.g., having a vacation at a resort or having a birthday dinner at a restaurant) prior to their consumption (Litvin et al., 2008). Hence, many potential consumers check posted online reviews before making their purchase decisions, and accordingly positive reviews increase firm’s performance (Melian-Gonzalez et al., 2013): a one star increase in Yelp rating led to a 5 to 9 percent increase in revenue (Luca, 2011), and each one-point increase in a hotel review score allowed the hotel to increase its price up to 11.2 percent (Anderson, 2012).

Recognizing the increasing importance of eWOM in the industry, scholars have examined a wide range of eWOM issues, including its links with purchase decisions and purchase intentions, and its antecedents and consequences (Mukhopadhyay et al., 2023), but little empirical research has focused on what really distinguishes online hotel review contributors from others. In most online communities, only 1 percent of users were actively involved in generating eWOM while 90 percent of users were lurkers who never contributed (Nielsen, 2009). This suggests that people who have a specific interest in eWOM generation are actively involved in eWOM communication.

Thus, this study attempts to fill the gap in understanding who actively contributes to generating positive eWOM about hotels. More specifically, this study aims to identify key attributes which can distinguish people with high intentions to post positive hotel reviews on social media such as Facebook, Twitter, and Instagram than others. To identify key attributes, this study examined three major factors associated with online hotel review generation which include a consumption-relevant factor (e.g., hotel experiential value with four sub-attributes), a social-relevant factor (e.g., online social capital with three sub-attributes), and an individual-relevant factor (e.g., hotel opinion leadership, Internet self-efficacy, and hotel loyalty).

Identifying critical attributes among diverse population is vital in maximizing customer satisfaction, and accordingly generating favorable post consumption behaviors (e.g., posting positive hotel review on social media). Understanding the key attributes on hotel eWOM generation would benefit for both academia and practitioners: it can provide a clear set of factors to characterize online hotel review generators and the relative importance of each

attribute within the factor. In addition, the results of this study can advise managers to prioritize limited business resources for improving more critical attributes and to develop effective strategies for enhancing positive hotel coverage on social media.

Literature Review

Experiential Value

In the hospitality industry, a traditional economic transactional perspective may not fully reflect the total value of a consumption experience due to the experiential nature of hospitality products associated with numerous intangible and emotional costs and benefits (Ryu et al., 2010). Recognizing the importance of experiential value, studies on consumer behavior have incorporated experiential constructs (e.g., consumer return on investment, service excellence, aesthetics and playfulness, Mathwick et al., 2001; intrinsic enjoyment, escapism, efficiency, economic value, visual appeal, perceived novelty and perceived risklessness, Okazaki, 2008) in a decision making model and found their significant influence on consumer satisfactions and post-purchase behaviors. In the hospitality industry, studies on eWOM have identified the set of consumption values, and investigated its influence on eWOM motivation (Mukhopadhyay et al., 2023), but the aspect of experiential value and its role in hotel eWOM generation have been rarely addressed. Previous studies on hotel eWOM have mainly focused on independent influences of individual hotel attributes (e.g., cleanness, security, amenity, and staff service) on eWOM behaviors (Spark & Browning, 2013). Thus, this study aims to identify a set of hotel experiential value (e.g., utilitarian value, hedonic value, atmospheric value, and service quality) and investigated which sub-attribute of experiential value plays a crucial role in generating positive hotel review on social media.

Utilitarian value is defined as “resulting from some type of conscious pursuit of an intended consequence” (Babin et al., 1994, p. 645). Thus, utilitarian value is task-oriented and rational, and may be thought of as work (Engel et al., 1993). Utilitarian evaluation is traditionally functional, instrumental, and cognitive. Utilitarian value primarily involves the fulfillment of instrumental expectations assuming that people have the product or service as “a means to an end” (Holbrook, 1994). Thus, utilitarian value is often equated with rational motives of time, place, and possession needs (Ryu et al., 2010). From a utilitarian perspective, people’s interests in products purchase and evaluation lie in an efficient and timely manner to meet their goals with a minimum of impediment. For example, consumers may perceive the utilitarian value of a hotel stay by comparing their input, such as money and time, with the outcome (e.g., Was the

hotel rate reasonable, convenient, or value for the money?) considering the utility or function of staying at the hotel.

Hedonic value reflects consumption joyfulness and emotions raised as a consequence of consumption experience (Babin et al., 1994). In other words, hedonic value captures personal gratification associated with affect such as joy and excitement. Thus, hedonic consumption is an “end in itself” (Holbrook, 1994). Studies in consumer behavior in the hospitality industry have recently begun to focus on the hedonic aspects of the consumption experience, such as the affective response of fun and excitement (Ryu et al., 2010). Given the experiential nature of hospitality product consumption, a consumption value construct could be an important explanatory construct. Although some hospitality product consumption is associated with work-like characteristics that allow a consumer to accomplish some task (e.g., business travel), many activities related to hospitality product consumption are motivated by individuals’ intrinsic desire. Unger and Kernan (1983) suggested satisfaction, perceived arousal, perceived freedom, and spontaneity are key elements of the hospitality product experience that fit within the domain of hedonic value perceptions.

An atmospheric response is a reaction to the symmetry, proportion and unity of a physical object, a work of poetry or a performance (Veryzer, 1993). Regarding consumer experience, visual appeal driven by the design, physical attractiveness and beauty inherent in the experience setting is one of representative of *atmospheric value* (Holbrook, 1994). Atmospheric value has been shown to be a powerful factor in customer satisfaction. According to Kotler (1973), atmosphere generates an image of the surrounding space in customers’ minds, and the customers’ perceived value of the space modifies their affective state, which may change or influence their buying behavior. Mehrabian and Russell (1974) introduced a theoretical model to assess the impact of environment on human behavior and emphasized the importance of the atmospheric components in terms of their effect on customers’ purchasing decisions (Jang & Namkung, 2009). They claimed that the environment created an emotional response in individuals that elicited either approach or avoidance behaviors.

Service quality reflects an inherently reactive response in which the consumer comes to admire a service provider for its capacity to serve as a means to a self-oriented end (Holbrook, 2006). Oliver (1999) considers this value as operating a standard and an ideal against which quality judgments are made. To measure perceived service quality Parasuraman et al. (1988) developed the SERVQUAL model based on the comparison of expected and received outcomes. Employee service at a hotel consists of the hotel staying experience and the overall level of service provided by hotel employees. The value derived from perceived service quality reflects the generalized consumer appreciation of a service provider to deliver on its promises through demonstrated expertise and

task-related performance (Zeithaml, 1988). The impact of service quality on consumer satisfaction and behavioral intentions has been identified by many studies (Mukhopadhyay et al., 2023).

Online Social Capital

“Much of human behavior is not best characterized by an individual acting in isolation” (Bagozzi, 2007, p. 247). People’s behavior is largely influenced by interactions with others. For example, the decision to use social media and post individual’s experience is dependent on the extent to which others are willing to participate in social media, and accordingly, if other users are not willing to participate, then the individual is not willing either.

Social capital refers to “the network of strong personal relationships that are developed over time and provide the basis for trust, cooperation, and collective action in communities” (Nahapiet & Ghoshal, 1998, p. 2). Social capital theory argues that networks of relationships form a valuable resource for conducting social actions and provide collectively owned capital such as social bonds, membership, and norms (Nahapiet & Ghoshal, 1998). Social capital exists when people have strong structural capital (e.g., network ties) and relational capital (e.g., shared beliefs and social identification) (Coleman, 1990). The accumulated social capital within networks may function as a social force to make people share the information with others (Wasko & Faraj, 2005).

Drawing upon social influence perspective, this study conceptualizes social media as an informal network that possess accumulated social capital, and posits that in a social media context, social interaction ties, norm of reciprocity and social identification of social capital influence people’s participation in generating online reviews.

Social interaction ties are characterized as a combination of the amount of time, the emotional intensity, and intimacy. The stronger social interaction ties meaning that networks are dense and individuals are in regular contact with one another, the more likely they are to develop a “habit of cooperation” and act collectively (Marwell & Oliver, 1988). Therefore, individuals with stronger social interaction ties are more likely to concern community benefit and help each other. Hence, they are more likely than others to involve in eWOM generation.

Norm of reciprocity refers to eWOM exchanges that are mutual and perceived by the parties as fair. According to Blau (1964, p. 6), reciprocity implies “actions that are contingent on rewarding reactions from others and that cease when these expected reactions are not forthcoming.” The social exchange theory (Thibaut & Kelly, 1959) argues that users on online communities want to have mutual reciprocity for their input to the community in terms of time and effort spent sharing their knowledge and information. Prior research shows that

eWOM communications are facilitated by a strong sense of reciprocity (Wasko & Faraj, 2005).

Social identification refers to “one’s conception of self in terms of the defining features of self-inclusive social category” (Bagozzi & Dholakia, 2002, p.11). Nahapiet and Ghoshal (1998) noted that “identification is the process whereby individuals see themselves as one with another person or group of people (p. 256).” In an online social media context, social identification refers to an individual’s sense of belonging and positive feeling toward a virtual community, which is similar to emotional identification. Emotional identification fosters loyalty and citizenship behaviors in the group setting (Bergami & Bagozzi, 2000) and is useful in explaining individuals’ willingness to maintain committed relationships with virtual communities (Bagozzi & Dholakia, 2002).

Personal Attributes

Besides the consumption (e.g., experiential value) and social (e.g., online social capital) factors, scholars have taken individual differences into consideration in examining information-sharing behavior and found that individual’s level of expertise, self-efficacy, and brand loyalty influences people’s WOM generation behaviors (Kim et al., 2015). Accordingly, this study investigated three personal attributes, hotel opinion leadership, online self-efficacy, and hotel loyalty in relation to positive hotel eWOM generation.

Opinion leaders are defined as “individuals who were likely to influence other persons in their immediate environment” (Katz & Lazarsfeld, 1955, p. 3). Consumers who perceive themselves more knowledgeable than other consumers more frequently contribute to product-related conversations (Packard & Wooten, 2013). Grice’s (1989) maxim of quantity and quality also suggests that “those who believe they possess a greater volume of useful information make an appropriately weighted conversational contribution by sharing their knowledge more” (Packard & Wooten, 2013, p. 434). Opinion leaders’ behavior is highly associated with goal-based motivations (e.g., show their expertise or influence others by sharing information). Oatley and Johnson-Laird’s (1987) study suggested that when individuals attempt to achieve their goals, emotions are elicited. This elicited emotion increases people’s arousal level and make people put more effort to the goals facilitating behaviors. In other words, motivated people put greater effort to behaviors which conducive to achieving their goals than people who are less motivated (Fedoroff et al., 1997). For example, people with greater interest in sharing hotel information (e.g., having high level of opinion leadership), put more effort into understanding their psychological drivers and are more likely to engage in generating eWOM than people who have low level of opinion leadership.

Self-efficacy is defined as “people’s beliefs about their capabilities to produce designated levels of performance that exercise influence over events that affect their lives” (Bandura, 1986, p.71). Self-efficacy is created through mastery experience. Success builds a strong belief in one’s self-efficacy and motivates an individual to continue the behaviors. Hence, Internet self-efficacy is related to Internet use, with higher levels of self-efficacy predicting higher levels of use (Eastin & LaRose, 2000). In the context of social media, individuals’ confidence about updating status, posting comments, sharing information and their skills in interacting with online friends are likely to be positively related to social media use, and accordingly eWOM creation.

Loyalty refers to “an intention to perform a diverse set of behaviors that signal a motivation to maintain a relationship with the focal firm” (Sirdeshmukh et al., 2002, p. 20). Studies on consumer-organization relationship have suggested that maintaining a good relationship with consumers is beneficial to cultivating loyal consumers who trust the service provider, which ultimately leads to positive behavioral intentions (Ha & Jang, 2009). As customers are more loyal to a service provider, they are also more likely to give positive WOM to the individuals in their reference group, and have greater motivation for processing new information about the company to help the company (Dick & Basu, 1994).

Figure 1 depicts the proposed research framework based on the aforementioned discussion.

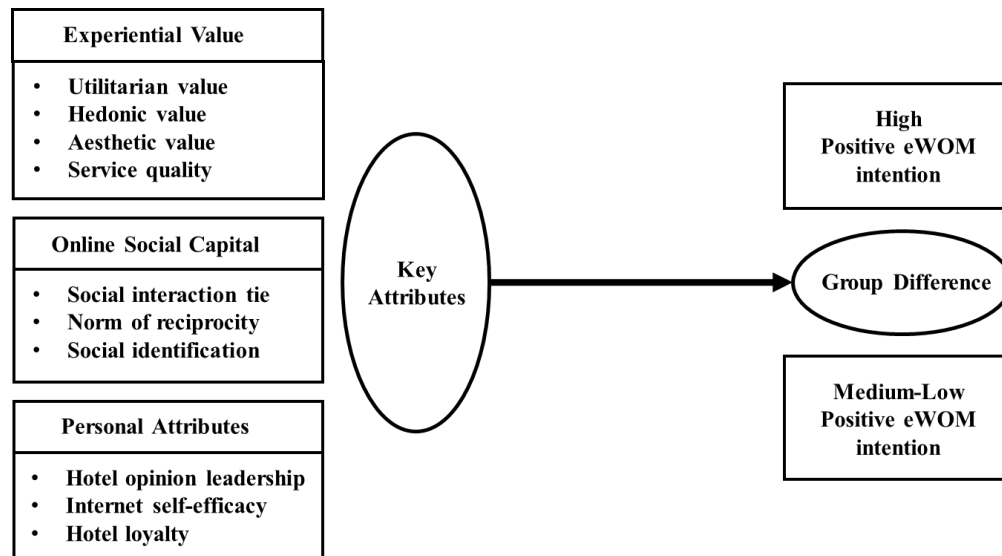


Figure 1. A Proposed Research Framework

Methods

Research Design and Instrument

The main objective of this study was to investigate key attributes which distinguish people with high intentions to generate positive hotel reviews on social media from other by investigating experiential value, online social capital and personal attributes. To fulfil this research objective, a web-based self-administered survey questionnaire was developed based on the findings of the literature review. The survey consisted of five parts: 1) hotel stay experience to measure hotel experiential value, 2) online social relationship to measure online social capital, 3) intentions to generate positive hotel eWOM on social media, 4) personal attributes to measure hotel opinion leadership, Internet self-efficacy, and hotel loyalty, and 5) demographic information. Respondents were asked to complete a 10-minute-long survey on a voluntary basis. With a screening question which asked respondents' prior hotel stay within the last one-month period, the eligible participants were recruited.

Measurements

This study used previously validated measurements: utilitarian and hedonic value (Ryu et al., 2010), atmospheric value and service quality (Jang & Namkung, 2009); social interaction tie, norm of reciprocity, and social identification (Chiu et al., 2006); positive eWOM intention (Bock et al., 2005); and opinion leadership (Reynolds & Darden, 1971), Internet self-efficacy (Liang et al., 2011), and loyalty (Maxham & Netemeyer, 2002). Three items for each attribute were used with a 7-point Likert scale except demographic information. For data collection, a web-based nationwide survey was conducted by an online marketing firm.

Data Analysis

This study divided samples into the high positive eWOM intention group and the medium-low positive eWOM intention group, striving to understand what drives the generation of positive hotel reviews on social media among hotel guests. To split samples into high versus medium-low eWOM intention groups, 6 in the 7-point scale was used as the cut-off point. Even though respondents reply 'somewhat agree' (5 in the 7-point scale), it is often accepted that the information may not sufficiently ensure their positive behavioral reactions (Jones & Sasser, 1995). Hence, for this study, the high positive eWOM intention group (n = 92) consists of those who rated the level of intention to generate positive hotel eWOM

on social media higher than or equal to 6 (group 1), and the remaining (n = 478) were grouped as the medium-low intention group (group 2).

For data analyses, descriptive statistics were first conducted to profile respondents' demographics characteristics. Chi-square tests were employed to examine the differences between the two groups in terms of demographic characteristics. To demonstrate the group differences associated with experiential value, online social capital, and personal attributes, independent samples t-test were performed to see the mean differences between groups for each item in the three constructs. Subsequently, binary logistic regression analyses (1 = the high intention group; 0 = the medium-low intention group) were conducted in order to identify which sub-attributes are critical in distinguishing the group with high intention to generate positive hotel eWOM on social media from other guests.

Results

Differences in Respondents' Demographic Profile

The results of chi-square tests (Table 1) showed a significant difference in gender between the two groups. The proportion of female was higher in the high intention group (female: 66.3%, male: 33.7%) than the medium-low intention group where the sample was evenly dispersed between females (51.5%) and males (48.5%). A significant difference in education was also found that proportion of some college graduates was higher in the high intention group, while proportion of graduate degree holders was higher in the medium-low intention group. No significant differences between the two groups were observed in terms of age and annual household income.

Table 1. Demographic Profile of the Respondents

Characteristics		Group 1 (n=92) ^a	Group 2 (n=478) ^b	χ^2
		Frequency (%)	Frequency (%)	
Gender	Female	61 (66.3)	246 (51.5)	6.837**
	Male	31 (33.7)	232 (48.5)	
Age	Younger than 20 years	1 (1.1)	4 (0.8)	4.517
	20 to 29 years	34 (37.0)	171 (35.8)	
	30 to 39 years	36 (39.1)	157 (32.8)	
	40 to 49 years	13 (14.1)	78 (16.3)	
	50 to 59 years	7 (7.6)	47 (9.8)	
	Older than 60 years	1 (1.1)	21 (4.4)	
Education	Less than high school	0 (0)	3 (0.6)	9.627*
	High school	8 (8.7)	30 (6.3)	
	Some college but no degree	32 (34.8)	134 (28.0)	
	Bachelor's degree	46 (50.0)	230 (48.1)	
	Graduate degree	6 (6.5)	81 (16.9)	
Annual Household Income	Less than \$40,000	26 (28.3)	201 (42.1)	8.999
	\$40,000 to \$59,999	26 (28.3)	101 (21.1)	
	\$60,000 to \$79,999	16 (17.4)	83 (17.4)	
	\$80,000 to \$99,999	14 (15.2)	42 (8.8)	
	\$100,000 to \$149,999	7 (7.6)	30 (6.3)	
	More than \$150,000	3 (3.3)	21 (4.4)	

Note: ^a Group 1: those who rated intention to post positive hotel review on social media higher than or equal to 6 out of 7 (High eWOM intention); ^b Group 2: those who rated intention to post positive hotel review on social media lower than or 6 (Medium-low eWOM intention), ** p < 0.01, * p < 0.05

Differences in Respondents' Hotel Staying Experience

For respondents' hotel staying experience (Table 2), a significant difference between the two groups was found only in hotel star rating, showing that the proportion of four and five stars or more was higher in the high intention group, while the proportion of two and three stars was higher in the medium-low intention group. No significant differences between two groups were observed in purpose of stay, length of stay, and type of travel. For both groups, more than half of the participants stayed at hotels with more than one companion for one to two nights by the purpose of leisure.

Table 2. Profile of the Respondents' Hotel Staying Experience

Characteristics	Characteristics	Group 1 (n=92) ^a Frequency (%)	Group 2 (n=478) ^b Frequency (%)	χ^2
Purpose of stay	Business	24 (26.1)	129 (27.0)	0.136
	Leisure	54 (58.7)	283 (59.2)	
	Other	14 (15.2)	66 (13.8)	
Length of stay	1 night	17 (18.5)	117 (24.5)	4.856
	2 nights	31 (33.7)	143 (29.9)	
	3 nights	17 (18.5)	114 (23.8)	
	4 nights	7 (7.6)	33 (6.9)	
	5 nights or more	20 (21.7)	71 (14.9)	
Hotel star rating	1 star	1 (1.1)	5 (1.0)	11.817*
	2 stars	3 (3.3)	48 (10.0)	
	3 stars	29 (31.5)	202 (42.3)	
	4 stars	48 (52.2)	183 (38.3)	
	5 stars or more	11 (12.0)	40 (8.4)	
Type of travel	Independent travel	26 (28.3)	153 (32.0)	.503
	Group travel	66 (71.7)	325 (68.0)	

Note: * $p < 0.05$

Differences in Hotel Experiential Value, Online Social Capital and Personal Attributes

The results of independent samples t-tests for key attributes (Table 3) showed that the levels for all items related to experiential value, online social capital, and personal attributes for the high intention group were significantly higher than the other group. As expected, the results suggest that people with high intention to post positive hotel reviews on social media had a higher hotel experiential value perception, a strong online social relationship, and are more knowledgeable about hotels and Internet, and loyal to hotels than the medium-low intention group.

Table 3. The Independent Samples t-test

Construct	Sub attribute	Group 1 (M ± SD) ^a	Group 2 (M ± SD)	t-value
Experiential Value	Utilitarian value	5.96 ± 0.89	5.41 ± 1.13	4.402***
	Hedonic value	6.25 ± 0.79	5.51 ± 1.23	5.463***
	Atmospheric value	6.04 ± 0.84	5.22 ± 1.35	5.660***
	Service quality	6.04 ± 0.83	5.34 ± 1.25	5.174***
Online Social Capital	Social interaction tie	5.60 ± 1.08	4.24 ± 1.47	8.427***
	Norm of reciprocity	5.70 ± 1.01	4.39 ± 1.34	8.928***
	Social identification	5.61 ± 1.08	4.25 ± 1.47	8.427***
Personal attributes	Hotel opinion leadership	5.33 ± 1.13	3.94 ± 1.32	9.520***
	Internet self-efficacy	6.03 ± 0.69	5.10 ± 1.16	7.443***
	Hotel loyalty	6.14 ± 0.95	5.20 ± 1.32	6.556***

Note: ^a M ± SD: mean ± standard deviation; *** p < 0.000

Once the differences in experiential value, online social capital, and personal attribute between the two groups were verified, a logistic regression analysis for each construct was conducted to detect sub-attributes that significantly distinguish the two groups (Table 4). Although the results of independent samples t-tests showed the high intention group's perceived experiential value attributes were significantly higher than those of medium-low intention group, logistic regression analyses showed that not all experiential value attributes were critical to distinguishing the high positive eWOM intention group from other. The results of the logit revealed that utilitarian value and atmospheric value were significant and had a positive sign, suggesting these two sub-attributes of experiential value function as keys to determine guests' willingness to post positive hotel reviews on social media.

For online social capital, the results of logit analysis showed that norm of reciprocity and social identification were significant with a positive sign, demonstrating the importance of these variables to distinguish positive hotel review contributors on social media from others. However, social interaction ties did not have such influence on eWOM generation, indicating the relational capital is more important in eWOM generation rather than the structural capital such as the mere presence of interaction and the number of friends on social media.

For personal attributes, the results showed that all sub-attributes were significant with a positive sign, suggesting hotel opinion leadership, Internet self-efficacy, and hotel loyalty were critical to distinguishing the high positive hotel eWOM intention group from others. As expected, people who believe they are experts about hotels, confident to use Internet, and loyal guests are more likely to share their hotel-stay experience on social media.

Table 4. The Logistic Regression on Each Attribute

Construct	Sub attribute	Coefficient estimate	Wald statistic	Exp(B)	<i>p</i> -value
Experiential Value	Utilitarian value	0.324	4.114	1.382	0.043*
	Hedonic value	0.228	0.959	1.256	0.327
	Atmospheric value	0.429	5.745	1.536	0.017*
	Service quality	0.220	1.409	1.246	0.235
Online Social Capital	Social interaction tie	0.290	2.790	1.336	0.095
	Norm of reciprocity	0.791	17.265	2.205	0.000***
	Social identification	0.393	4.669	1.482	0.031*
Personal attributes	Hotel opinion leadership	0.653	22.971	1.922	0.000***
	Internet self-efficacy	0.686	11.883	1.985	0.001***
	Hotel loyalty	0.601	14.393	1.825	0.001***

Note: *** $p < 0.001$, * $p < 0.05$

Discussion & Conclusions

This study aimed to identify key attributes which distinguish people with high intentions to generate positive hotel reviews on social media from other by examining differences in demographic and hotel staying experience profiles, hotel experiential value, online social capital, personal attributes between high versus low intension groups.

The results of this study suggest that females are more likely to contribute to sharing good things about their hotel experience via social media than males, and people who stayed at upscale hotels, which is, in general, known to provide good facilities and services, more likely to generate positive hotel review on social media. The findings may imply that marketing strategies which attract female guests are conducive to enhancing hotel coverage on social media, and people use social media for positive self-presentation or enhancement by sharing their upscale hotel experience.

This study identified utilitarian value and atmospheric value as the two most critical hotel experiential attributes in determining guests' willingness to generate positive hotel review on social media. This signifies that hotel guests who perceived the economic value, and aesthetic appreciation highly among other experiential value attributes were more likely to contribute to generating positive hotel reviews on social media. The results imply that the traditional input-output transactional value such as value for money should not be ignored even for the experiential nature of hospitality products since it plays a crucial role in

contributing to the generation of positive online hotel reviews on social media. In addition, the findings suggest that managers should understand the critical role of atmospheric attributes of hotels in creating more positive coverage on social media. Hotel guests may share their hotel-design appreciation via social media by uploading a picture of the hotel and/or adding good comments on the hotel.

This study found that accumulated social capital within online networks functions as a social force in eWOM generation. The findings indicate that when users on social media have a strong shared belief of reciprocity and online social identification, or the sense of belonging to the networks, they are more likely to exchange their hotel experience for mutual benefits on social media. Hence, managers should take a social function of social media into consideration when they develop online communication management strategies. In addition, the findings for personal attributes suggest that managers need to put more effort into identifying hotel opinion leaders and loyal guests and maintaining good relationships with them as they influence other consumers' decision-making and are more likely to contribute to eWOM generation on social media.

Limitations & Suggestions

Although this study makes important theoretical and practical contributions to consumer research in positive eWOM generation in the hotel industry by investigating key attributes (e.g., experiential value, online social capital, and personal attributes) to characterize people with high intention to post positive hotel review on social media, this study is not free of limitation. Although the questionnaire was carefully developed to help respondents recall their hotel stay experience, recall bias regarding the hotel stay experience might be present. This study examined only one type of channel which is social media, excluding other types of channels such as online review sites (e.g., TripAdvisor or Yelp) and hotel websites. Thus, further investigation of other online channels and comparison of key attributes across the channels in the real setting will deepen the understanding of positive hotel eWOM generation.

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