Section A -Research paper

CONSUMERS' PURCHASE INTENTION OF HOTEL AGGREGATORS: A CONSUMPTION VALUE PERSPECTIVE

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Abstract

The intensified competition and perpetually varying business dynamics pose hurdles to the "Hotel Aggregators" (HAs) in their path to maintain a sustainable and viable business model. This can be addressed and resolved by embarking on a strengthened value proposition and customer engagement. In contemplation of the same; the values imparted by the HAs ought to be meticulously recognized and understood.In purview of this journey the researches have as paired topropose a paradigm for understanding how various consumption values influence the purchase intention of consumers with the help of "Theory of Consumption Values". To accomplish the undertaken study a survey has been conducted from thetouristswho have flocked to Delhi-NCR; and 433 valid samples were acquired for data analysis.The findings of this survey indicate the associated consumption valuesof the HAs as a reliable predictor of purchase intention for accommodation booking. Thestudy unfolds that accessibility, steadiness in getting benefits from HAs,sensible and intelligent pricing, enablement of price comparison, enticements and perks available from Hasand the easein evaluation of available information in various aspects such as on-going offers/ the subjective terms and circumstances/policies for booking cancellation; count in on the values that favourably impact the purchase intentions of hotel booking through HAs.

Keywords: Hotel Aggregators, Theory of Consumption Value, Structure Equation Modelling, Tourism & Hospitality.

1. Introduction

India can be considered as one of the emerging markets in the sphere of harnessing the power of digitally advancedtools intravel planning and hotel booking. Domestic and international tourism in India have benefited from the country's expanding middle class and increased disposable income. [1]2In March 2022, Foreign tourist arrivals (FTA) were 3,42,308, recording an optimistic growth rate of 177.9% over March 2021;in which the count was 1,23,179. Further, during the January-March 2022 period, FTAs tallied up to 7,84,750; in contrast to 2021 where they amounted to 3,06,641 only thuscausing an incremental growth of

155.9% [2].The observed colossal growth has triggered opportunities not only for direct and allied tourism and hospitality businesses but also for new-age online platforms and aggregators.[3] The business model of a hotel aggregator can be briefly defined as an intermediary that partnerswith traditional hotels and exerts control on operationaland marketing activities. The aggregator enters into an agreement contractually with traditional brick-and-mortar properties that function as a hotel and then work towards rebranding and up gradation of themalong withdefined standard operating procedures. [5] In nutshell, hotel aggregators aim towards offering a standardized service to its customers in diverse locations while being intelligently priced.[6]

The intent to buy is a central component of consumer behaviour. Previous studies have demonstrated the impact of socio-demographic parameters, Further; it explains the influences of attitude, compatibility, and perceived risk on travel booking intentions.[7]

Another important precursor of the perceived value that customers may obtain is what drives their purchasing intention resulting from using a good or service [8],[9].Users' views of value in HAs are crucial in the travel booking options available online [10], [11]. It is asserted that value represents the wants, needs, and expectations of customersthat can be more successfully addressed by having a clearer awareness of the values associated with consumers gain [12].Though consumption values are important for comprehending consumer behaviour, extremely little empirical studies have looked at this in relation to HA [13].

Particularly, no earlier research has tried to modify the much researched theory of consumption values of [14] in relation to assess consumers' propensity to HA explicitly, however, certain researchers apply this theory in some different contexts. For instance, [15]applied TCV to the setting of a food delivery app; used functional value as a stand-in for nutritional value when discussing travellers' eating habits.The purpose of this research is to fill this information gap by adapting TCV to fit the specifics of HA and by analysing the connections between different consumption values and intent to buy HA.[16]

Since the TCV provides only overarching categories of values, our work has employed a mixed-methods approach to tailor the theory to HAs. [17], [18].To create and measure values specifically for HA we have rename them as against mentioned in TCV viz. functional value as value for money (as compared to price) and standard quality, epistemic value has been considered as information provided by the HA on their online platform, social status (as compared to social value), preference value (as compared to conditional value).[19] Cross-sectional data of 433 tourists have been used to investigate the consumption values, in accordance with HA.[20]

The findings of the study imply that each of the suggested values has a favourable relationship with purchasing intention. Further, it has been found that functional value has major impact on purchase intention, followed by monetary value. Thus, the present study offers a significant theoretical advancement of contextually applying the TCV in HA scenario to understand their customers' value judgments [21].

2. Literature Review

Price discount frames and discount levels were studied to see how they influenced consumers' views on the service's quality, the discount's value, whether or not they planned to make a purchase, and whether or not they would tell others about the deal.(Nusair, 2010).
(Ratten, 2015) Investigated the many variables influencing consumers' inclination to purchase cloud computing services in turkey and the USA.[22]
(Ayadi, 2016)Examined the role of customers' WTP in the purchasing choice for a green product, and looked at the moderating effects of two forms of framing: pricing and ecological message claim.

The purpose of this research was to disentangle the complex web of factors that influence online travel bookings, including brand, personal value, shopping experience, perceived risk, and desire to buy, (Mohseni, 2018)conducted a study.[23]

The importance of brand equity dimensions, which serve as a mediator between online reviews and consumers' purchasing intentions, was underlined by (Chakraborty, 2019)The current study specifically aims to identify which of Aaker's brand equity factors mediates the relationship between purchase intention and source reliable internet reviews.[24]

Value perceptions and the propensity to use freemium services and pay for premium content were studied by (Hamari, 2020)examining the connection between online review stimuli (such as perceived information quality and social presence) and response (such as intent to purchase) by (Zhu, 2020). [25]

(Chen C. &., 2020)Explored how Confucian principles and the Singles' Day Online Shopping Festival vibe influenced purchases among Chinese consumers.

Using the theoretical framework of consumer value, (Dogra, 2022)examined how consumers' perceived value of travel products affected their propensity to buy them online.[26]

There is a lack of research into the values that inspire food-delivery app (FDA) use.(Kaur, 2021)tried to fill by adapting the TCV to the FDA environment by examining values associated with food consumption and by reinterpreting and renaming general consumption variables.[27]

In their study from (Tandon, 2021)examined the links between FDA exposure, consumer preferences, and willingness to buy. Both the mediating role of consumer values and the moderating role of attitude were also examined.[28]

3. Theoretical background

3.1. Hotel Aggregators

Travel-related products like flights, cruises, holiday packages, hotel rooms, and soon form an interface with potential travellers via the Internet via OTAs like Hotels.com and Expedia, other travel platforms like Strip in China, and travel aggregators like OYO in

India [29].With the development of digital services, these online organizations are now emphasizing smartphone apps due to the convenience and availability of these on mobile devices. [30]

Changes in both the technological and socioeconomic spheres have sparked a revolution in the e-commerce sector. The unprecedented expansion of the global e-tourism industry is largely responsible for this sea change. One-third of all global travel sales [31] are generated by the newly-emerging online travel booking operators. Octane Research reports that more and more people are making reservations and comparing prices over the web because of how convenient it is. 95% of consumers reportedly conduct online research prior to making a trip purchase.[32] This has happened not just because of the great prices that can be found on these sites, but also because of the wealth of knowledge that can be gained and the new places that can be discovered.Because of the convenience and availability of internet portals, vacationers may find and purchase the services and goods they need for their trip in a flash. These websites are one-stop shops for booking travel arrangements like plane and train tickets, car rentals, and hotels.Online travel agencies (OTAs) are a popular concept that has emerged at this period of rapid change in the realm of these online spaces.[33] OTAs provide a centralized marketplace for booking flights, hotels, car rentals, tours, and other travel-related services. The emergence of meta search engines that function as trip discovery platforms, such as Trip Advisor and MakeMyTrip, has also been important.[34] Additionally, online hotel reservation services based on conventional guest stays, such as Oyo Rooms, have grown in popularity and market share. In addition to these, branded hotels and corporate hospitality chains are thought to rely heavily on receiving direct bookings via their websites.[35]

With so many options, quick price comparisons, time savings, and user-friendliness, online travel agencies (OTAs) like Yatra, Trivago, Goibibo, Cleartrip, Expedia, etc. have become indispensable to the online consumer base for booking travel products [36]. The majority of hotel reservations (27% in 2019) are made over the phone or in person, followed by the hotel's website (25%) and OTAs (16%).Businesses like airlines, hotels, and other package trip firms benefit financially when customers have the option to make reservations online.[37]

The hotel sector has experienced a dramatic shift in the mechanics of pricing available inventory. As a result of increased competition brought on by online price comparison, hotels are feeling additional pressure to lower their online rates or offer "low price guarantees" on their websites [38]. Third-party booking services like Bookmyhotel.com, social media platforms like Yatra.com, and search engines like Google and Yahoo are all examples of travel intermediaries. Most shoppers care more about getting a good deal than they do about getting the absolute lowest price. [39]

3.2. Theory of Consumption Values

The Theory of Consumption Values states that "How a consumer chooses what to buy or not buy? How a consumer prefers one brand over other?" [40]. This theory is well suited for both service and product-based industry (references)

The theory formulates the decision-making criterion for the consumer. As per the theory, the choice of selection of hotels is a function of independent different consumption values which contribute differently to the consumer's choice. These various and independent consumption values are briefly defined below.[41]

Functional value:

Functional Value emphases on the core function of the product or service towardsconsumers' needs or wants. Customers base their decision to book a hotel room on factors such as location, cleanliness, and the quality of the hotel's amenities and services when it comes to the hospitality business.[42] The aggregators' ultimate goal is to ensure that all of its customers have a positive experience at any of their partner hotels, regardless of where they may be.

Social value:

Social Value recognizes aconsumer's wanted to buy a product which affirms to the social recognition and standards. That's why a consumershows more affinity towards highly visible brands for a particular functional need or want.[43]As suggested by Veblen, conspicuous goods surpassed the functional needs. In the process of hotel selection, social communication with peer group as well as information dissemination in a social group plays a vital role.

Emotional Value:

Emotional Value is associated with the ardent and impassionate gravitation towards a product or service. It can be triggered due to childhood memories or advertising or cultural/ religious connections.[44] If such inclination is created in the minds of the consumers, then buying such products or services tend to happen naturally and unconsciously. The hotel aggregators are creating the similar type of non-verbal promotional mix for the market, which makes the consumer to go for hotel aggregators instead of booking through a traditional hotel.[45]

Epistemic value:

When a consumer is satiated with a particular brand, she or he looks for some variety or innovativeness in a product or service. In the scenario of the current study, hotel aggregators have come up with new additions in the existing traditional hotels, which stimulate a consumer to choose an aggregator than traditional hotels.[46]

Conditional value:

A consumer's choice may differ in different situations as choice is not only a function of consumers' attitude or his/her intention but also depends on the situational contingency.[47] For a consumer who is looking for a hotel in a city, his choice of hotel selection depends on the reason for which he is staying there, it may be annual vacation or once in a lifetime event like destination wedding or some medical emergency or some business conference stay, in all these situations his/her choice of hotel selection varies which depends on the conditional value.

TCV has been used in this research mainly for the reason of its application in tourism sector for eg, airbnb[48], intention to visit green hotels [49], airline industry [50],destination marketing [51], purchase intention towards local food [52]. Further, it has been used in wide areas where consumer choices play a crucial role [53], [54], [55].

In addition, the TCV offers a holistic perspective on value by factoring in both the experiential and logical dimensions of purchasing decisions. This interdisciplinary

perspective is vital for appreciating the intricacy of the tourism industry.[56] This multifaceted perspective is vital because it allows for a more accurate depiction of the complexities inherent in the provision of tourism services. The intricacy of tourist services can only be fully understood through a multifaceted viewpoint such as this one. [57].

4. Measuring Consumption values of Hotel Aggregators

Since the current study's goal is to expand and adapt the general consumption values for the HA setting, we have conducted a qualitative investigation, to find similar themes and create relevant items to gauge consumption values specific to HA. HA users participated in an open-ended survey that was done for this reason. These types of surveys are frequently used in marketing research [58].The open ended questions were focused on diverse parameters of HA which give a holistic approach to measure can HA when combine.The affinity diagramming method groups several concepts into their logical relationships, commonly used in the grounded theory approach was used to examine the acquired data [59].

Several areas have been discovered about the utilisation of HAs as a result of the investigation.In relation to these areas, earlier researches which adopted TCV have been analysed to finalize the items of the questionnaire. These questions were also finally screened by five experts of tourism (professors and travel agents), according to the suggested course of action by Saunders [60]. Then the final questionnaire has been send for the survey after modifying the questions on the basis of ambiguity, if any as found out in pilot study.

5. Research Model and Hypotheses

In the research model depicted in figure 1, the dependent variable is purchase intent, whereas the five independent variables are value for money, standard quality, social status, information value, and preference value.

4.1. Value for money and standard quality (functional values)

Tourism literature from the past has covered the significance of functional value in the science of understanding of consumer choice to predict purchase intentions. Functional value found to be a highly reliable indicator of purchase intent for ecotourism. Functional value also found to be connected to tourists' preferences for regional cuisine. Further, in the literature of hotel rebooking and e-value in online travel agencies functional value found to be positively impacting the concerned intentions .

In case of HAs, functional value can be sum up as affordable prices, the capability of price comparison, the chance to benefit from promotional offerings as well as suitability, steadiness in the offering as well as attaining numerous advantages benefits, standardisation in quality standards.[61] Based on the comprehensive literature review, we envisage that functional value of HAs will likely to improve the value proposition for its' consumers. Consequently, following hypotheses have been proposed:

H_{01}: Value for money influences the intention to buy from HAs in a favourable way.

H_{02}: Standard quality influences the intention to buy from HAs in a favourable way.

4.2. Social status (social value)

Social value is important from a tourism standpoint, according to previous research (Altinay et al., 2016). It was discovered that TCV's social aspects had a positive effect on travellers' propensity to download hotel apps.[62] Moreover, when it comes on the choice of destination by travellers, it is also influenced by social value. In addition to this, Social value

also found influencing volunteer tourism positively. Besides, Social value can be derived by consumers from multi interactive functions available in mobile apps of HA.[63]

Present study, in case of HAs, enveloping the social value as information dissemination in a social group of HA websites or mobile apps.During the brain storming session of questionnaire design, it has been discovered that customers believe that using HA apps, rather than traditional hotel search, fosters social acceptance and promotes a positive self-image by relying on the information available.Based on the comprehensive literature review, we envisage that social value of HAs will positively influences the purchase intentions of the travellers. Consequently, following hypothesis have been proposed:

H_{03}: Social status influences the intention to buy from HAs in a favourable way.

4.3. Information value (epistemic value)

According to earlier research, epistemic value and consumer decision behaviour are positively correlated eg.Healthy food choices [64] andteens' use of virtual products buying. Though, only a few researches have looked at how important epistemic value is in relation to tourism sector. For instance, a positive impression of the travel destination and the decision to go there both have a positive effect on epistemic value. [65].Likewise, where and when people look for information to pique their interest in a vacation is represented by the epistemic value in the destination.

In the present research, Information value is the name given to epistemic value. It is evaluated as information gathering by tourists about various offers offered by HAs on their website along with the relevant terms and conditions.[66]

Consequently, we contend that subsequently consumer behaviour has a considerable association with epistemic value, so it can be proposed for HAs scenario also that information plays a great role in hotel selection and following hypothesis can be proposed:

H_{04}: Information value influences the intention to buy from HAs in a favourable way.

4.4. Preference value (conditional value)

Previous studies have connected conditional value to a wide range of consumer decision making challenges. Organic foods, travel destinations, schooling, and biofuels are only a few examples. Previous studies in the field of travel and tourism have also underlined the significance of conditional value for travellers. In addition, the worth of a trip depends on the conditions under which it is taken. For example, for destination wedding purpose a tourist can spot a big hotel where a large gathering can accommodate as compared to for business purpose where tourist will look for peaceful area of the locality. In this research, conditions like HAs which provide cancellations, gives various incentives, and citing more hotel properties in a given city, are used to measure CV. According to earlier studies, promotional discounts are critical for tourists during the hotel survey stage and also during actual booking. Consequently, we can claim that conditional value of has a significant role in deciding the purchase decision of the tourists and following hypothesis can be proposed:

H_{05}: Conditional value influences the intention to buy from HAs in a favourable way.

6. Data and Methodology

6.1. Data Collection

OYO rooms' users, a major hotel aggregator of India, are considered for data collection for this research. We have distributed the questionnaire to the tourists available outside the

various categories of hotelsin the Delhi NCR region, as in capital region tourists come from different areas of the country. To make sure that tourists have used the OYO app, a screening question was employed that weather they have booked the hotel room through OYO website/app.

Total data collected was 471 out of which 20 were incomplete and 3 were outliers. So the data analysis was done on 433 data.

6.2. Methodology

We have utilized CFA and then path analysis in SPSS 25 and AMOS 25 to look at the model fit and the validity and reliability of the measurement scales employed in this study.

7. Results

6.1 Reliability Analysis

Cronbach's alpha indicates the quality and consistency of all 23 items, which is .918, greater than .7, and acceptable.

6.2 Exploratory Factor Analysis (EFA)

The dimension-reducing varimax method, PCA, and the rotated component matrix all contributed to the EFA results shown in Table 1. The Bartlett's significant sphericity test shows that the variables are not intercorrelated. KMO value shows sampling adequacy. All the assumptions of EFA were met.

Table 1 EFA Results

Assumptions of EFA	**Conditions [52][53][54]**	**Assumptions**
Sample size is 433	*n>200*	Met
Barlett's test of sphericity is significant	$p< 0.001$	Met
KMO value is 0.886 measure of sampling adequacy	> 0.70	Met
Satisfactory communalities values	> 0.50	Met
Total variance explained is 79.25 %	> 50%	Met
The variance for the first factor is 15.62 %	< 50%	Met

Table-2 shows the rotated component matrix and variance explained by each component. Six factors were extracted from 23 itemsbased on eigenvalue (>1) with significant (> 0.40) loadings.Four items have been grouped into OBV, four in VOM, four in SSV, three in IV, four in PV, and four in IV.

Table 2 Rotated Component Matrix

	Component					
	1	**2**	**3**	**4**	**5**	**6**
SQ1			.822			
SQ2			.848			
SQ3			.872			
SQ4			.797			
VOM1						.751
VOM2						.792
VOM3						.798
VOM4						.625
SSV1	.901					
SSV2	.908					
SSV3	.904					
SSV4	.882					
IV1					.889	
IV2					.922	
IV3					.892	
PV1		.849				
PV2		.895				
PV3		.879				
PV4		.860				
PI1				.758		
PI2				.744		
PI3				.816		
PI4				.743		
Total variance explained (Cumulative %)	15.626	29.929	44.195	56.123	67.797	79.250
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.a. Rotation converged in 6 iterations.						

6.3 Structural Equation Modelling

Confirmatory factor analysis and structural equation modeling are used to evaluate the model.

6.3.1 The Goodness of Fit Indices

Values and cutoffs for proposed fit indices are presented in Table 3. All numbers are above the minimum required by the results. However, the 433-person sample size makes a difference for the p-value of 2 0.05. Non-centrality based indices (CFI, PGFI, RMSEA) and

absolute fit indices (RMR, GFI, AGFI) and relative fit indices (NFI, PNFI, IFI, TLI) make the model acceptable and allow it to proceed.

Table 3 Goodness of fit indices

Fit Index	Limit	Values in Present Study	References (Hooper, 2008)	Acceptability
Absolute Fit Indices				
χ^2		476.51		
df		215		
p-value	>0.05	0		Yes
χ^2 / df	1.00-5.00	2.216	Kline (2010)	Yes
RMR	<0.08	0.031	Hu and Bentler (1999)	Yes
GFI	>0.90	0.914	Jöreskog and Sörbom (1993)	Yes
AGFI	>0.80	0.89	Jöreskog and Sörbom (1993)	Yes
Relative Fit Indices				
NFI	>0.80	0.942	Bentler and G. Bonnet (1980)	Yes
PNFI	>0.50	0.801	Bentler and G. Bonnet (1980)	Yes
IFI	>0.90	0.967	Bollen (1990)	Yes
TLI	>0.90	0.962	Tucker and Lewis (1973)	Yes
Non-centrality-based indices				
CFI	>0.90	0.967	Byrne (2010)	Yes
PGFI	>0.50	0.712	James et al. (1982)	Yes
RMSEA	<0.08	0.053	Steiger (1990)	Yes

6.3.2 Convergent Validity

The numbers in Table 4 for OBV, VOM, SSV, PV, IV, and PI are all higher than 0.7, as is the value for the composite reliability. Maximum shared variance (MSV) is smaller than average extracted variance (AVE). Convergent validity of the model is demonstrated by the results in Table 4.

Table 4 Convergent validity parameters

ITEMS		CONSTRUCT	Factor Loading (above 0.5)	Composite reliability (above 0.7)	AVE (above 0.5)	MSV (less than AVE)
SQ4	<---	SQ	0.816			
SQ3	<---	SQ	0.91	0.915	0.728	0.346
SQ2	<---	SQ	0.872			
SQ1	<---	SQ	0.812			
VOM4	<---	VOM	0.648			
VOM	<---	VOM	0.785	0.828	0.547	0.346

3						
VOM 2	<---	VOM	0.791			
VOM 1	<---	VOM	0.726			
SSV4	<---	SSV	0.862			
SSV3	<---	SSV	0.94	0.964	0.869	0.187
SSV2	<---	SSV	0.964			
SSV1	<---	SSV	0.96			
PV4	<---	PV	0.84			
PV3	<---	PV	0.883	0.922	0.747	0.158
PV2	<---	PV	0.905			
PV1	<---	PV	0.826			
IV3	<---	IV	0.881			
IV2	<---	IV	0.963	0.940	0.840	0.147
IV1	<---	IV	0.903			
PI4	<---	PI	0.82			
PI3	<---	PI	0.821	0.852	0.591	0.303
PI2	<---	PI	0.738			
PI1	<---	PI	0.687			

6.3.3 Discriminant Validity

If the model has discriminant validity, as defined by, the AVE values must be larger than the MSV values, and the AVE square root must be larger than the inter-construct correlations. Table 5 demonstrates the model's discriminant validity by demonstrating that all values displayed on the diagonal are greater than relative constructs.

Table 5 Discriminant validity

	PI	SQ	VOM	SSV	PV	IV
PI	**0.769**					
SQ	0.524	**0.853**				
VOM	0.550	0.588	**0.740**			
SSV	0.433	0.344	0.394	**0.932**		
PV	0.348	0.219	0.267	0.398	**0.864**	
IV	0.383	0.301	0.339	0.355	0.257	**0.916**

6.4 Structured Model

The results of an AMOS structural model are shown in Figure 1. There is a decent fit between the data and the model (Chi-square = 476.51 with df = 215, goodness of fit indices (Chi-square/df) = 2.216, and CFI = 0.967).

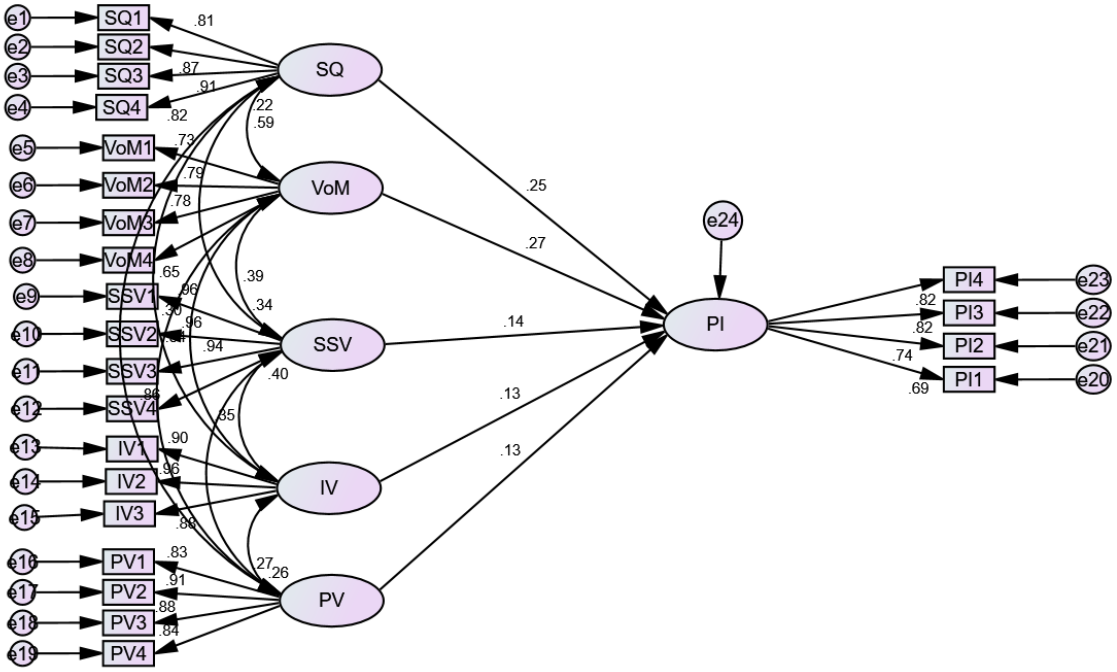

Figure 1 Structure Model

All of the model's associations have been summarized in Table 6 as standardized regression weights. Proposition H01 (β = 0.268, p-value < 0.05) was accepted and we can claim that Value for money influences the intention to buy from HAs in a favourable way. Hypothesis H02 (β = 0.248, p-value < 0.05) was accepted and was accepted and we can claim that Standard quality influences the intention to buy from HAs in a favourable way. Hypothesis H03 (β = 0.143, p-value < 0.05) was accepted and was accepted and we can claim that Social status influences the intention to buy from HAs in a favourable way. Hypothesis H04 (β = 0.133, p-value < 0.05) was accepted and was accepted and we can claim that Information value influences the intention to buy from HAs in a favourable way. Hypothesis H05 (β = 0.131, p-value < 0.05) was accepted and we can claim that Preference value influences the intention to buy from HAs in a favourable way

Table 6 Standardized Regression Weights: hypothesis testing

	Estimate	**SE.**	**CR.**	**P**	**Label**
H_{01}: Value for money influences the intention to buy from HAs in a favourable way.					
PI <--VOM	0.268	0.061	4.08	***	Accepted
H_{02}: Standard quality influences the intention to buy from HAs in a favourable way.					
PI<-- SQ	0.248	0.054	4.155	***	Accepted
H_{03}: Social status influences the intention to buy from HAs in a favourable way.					
PI <--SSV	0.143	0.028	2.772	0.006	Accepted
H_{04}: Information value influences the intention to buy from HAs in a favourable way.					
PI <--IV	0.133	0.044	2.748	0.006	Accepted

H_{05}: Preference value influences the intention to buy from HAs in a favourable way.					
PI <--PV	0.131	0.042	2.674	0.008	Accepted

8. Conclusion & Recommendations

Our findings offered evidence for each hypothesis (H01, H02, H03, H04, H05). We can conclude hereby that the factors of consumption values significantly affect the purchase intention of tourists.

The acceptance of first two hypotheses can suggest that consumers are more likely to book hotel rooms through HAs if they believe getting useful benefits from doing so (benefits can be in terms of better quality assurance through HAs, economical rent). These findings are in synchronization with earlier studies on tourism (Lei et al., 2019). Additionally, we can infer that accessibility, steadiness in getting benefits from HAs, sustaining extraordinary amount of advantages, sensible pricing, enabling pricing comparison, and the possibility to benefit from exclusive deals tend to improve the likelihood of purchase intention of hotel booking through HAs.

Other three hypotheses also accepted and confirmed the findings of the previous studies related to hospitality and tourism. In light of these results, it seems that ease of access to information about different offers, their terms and conditions, and cancellation policies is crucial, enticements and perks available from HAs, all these values increases the purchase intentions of hotel booking through HAs.

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Appendix

Questionnaire		
Functional Value	Standard Quality (SQ)	Hotel aggregators offers quality and convenience
		Hotel aggregators consistently offers various benefits
		Hotel aggregators maintains a high level of benefits
		Hotel aggregators give consistent level of facilities and services
	Value for money (VoM)	Hotel aggregators charges a reasonable price
		Hotel aggregators offers good value for my money
		Hotel aggregators allows me to compare prices
		Using Hotel aggregators allows me to take advantage of promotional offers
Social Value	Social status (SS)	The use of Hotel aggregators helps me gain social approval
		The use of Hotel aggregators helps make a positive impression on other people
		The use of Hotel aggregators changed the way that I am perceived by others
		The use of Hotel aggregators helps me stand out among my peers
Epistemic Value	Information value (IV)	Before booking via Hotel aggregators, I like to obtain substantial information about the terms and conditions
		Before booking via Hotel aggregators, I like to acquire a great deal of information about the benefits offered
		Hotel aggregators helps me to know about a variety of properties and their offerings
tional	Preference	I would book rooms more often if Hotel aggregators offered free

value (PV)	cancellations I would book rooms more often if Hotel aggregators offered better promotional incentives I would book rooms more often via Hotel aggregators if more properties of my preference join the platforms I would book rooms more often if Hotel aggregators give loyalty points
Purchase intention (PI)	I am willing to book rooms through Hotel aggregators I will book rooms through Hotel aggregators in the future I would like to reuse the Hotel aggregators app I refer the Hotel aggregators app to my known one

Source: [6],[17], [31], [39], [55]