

**MODERATING EFFECT OF SOCIAL MEDIA USE ON GUESTS' POST
PURCHASE EVALUATION AND GUESTS' LOYALTY IN FOUR AND
FIVE STAR HOTELS IN KENYA**

BY

ELIZABETH OCKEYOH OTIENO

**A THESIS SUBMITTED IN FULFILLMENT OF THE REQUIREMENTS FOR
THE DEGREE OF DOCTOR OF PHILOSOPHY IN HOSPITALITY
MANAGEMENT**

SCHOOL OF PHYSICAL & BIOLOGICAL SCIENCES

MASENO UNIVERSITY

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DECLARATION

Declaration by the Student

I declare that this thesis is my original work and has not been presented for Doctor of Philosophy degree or any degree in any other institution of learning and that all sources of information have been acknowledged by means of references.

Candidate:

Signature.....

Date.....

Elizabeth Ockeyoh Otieno
PG/PhD/SC/0024/2012

Supervisors:

This thesis has been submitted for examination with our approval as University supervisors.

Signature.....

Date.....

Dr. Billy Indeche Wadongo
Department of Ecotourism, Hotel & Institution Management
School of Physical & Biological Sciences
Maseno University

Signature.....

Date.....

Dr. Erick V. O. Fwaya
Department of Tourism and Hospitality Management
School of Tourism, Hospitality & Leisure studies
Maasai Mara University

ACKNOWLEDGMENT

I thank God Almighty for having given me life, strength and the knowledge that enabled me to complete my studies despite the many challenges that I came across during this period.

I want to sincerely thank my supervisors, Dr. Wadongo Indeché Billy and Dr. Fwaya Erick Victor Onyango for giving me the necessary support during my studies by offering their valuable time to correct, critique and organize my work.

I am indebted to Maseno University for having offered me the chance to do my PhD without whose support I would not have been able to complete my studies. I am grateful to my fellow academic staff in Maseno, colleagues and friends (Dr. Otieno George, Dr Kambona, Dr Olielo, Dr Obura, Mr Aloo, M/s Ayieko Irene, Mr Kamau, Miss Chepgetich and professional friends). You gave me an ear at different stages of my academic and professional growth.

I want to appreciate the hotel managers who gave me an opportunity to conduct my research within the hotels and my research assistants for having exhibited high standards of discipline, their effort, courage and time to collect the data for me within the hotels despite the challenges they faced during the period of data collection.

To my family for the love and encouragement, my husband, Professor Agwanda Otieno, I owe it all to you, you gave me the support, academically, financially morally and otherwise, you were always there for me at any time despite your busy schedule, my children, Aubrey, Mabel, Hilbert, Yvette and grandchild, Abby, thank you for the peace and encouragement you gave me during this period.

Finally, I wish to thank my larger family Dr Ockeyo, my brothers and sisters, for the prayers you offered as well as morally supporting me, I am indebted to you all.

DEDICATION

I dedicate this Thesis to my late parents, Beldina Olando & Christopher Okeyo whose memories I will cherish forever.

ABSTRACT

The use of social media has reshaped the way tourism related information is distributed and the way people plan for and consume travel. Despite the contribution of social media to the hotel business, the extent of its use by hotel managers and how guests use the media for their hotel transactions remains unexplored. Although guests' post purchase evaluations influence guest loyalty, this relationship has not been explored in four and five star hotels in Kenya. The aim of this study was therefore to investigate the moderating effect of the social media use on Guests' post purchase evaluation and guests' loyalty in star rated hotels in Kenya. The specific objectives were to: establish the effect of guests' post purchase evaluations on guests' loyalty in four and five star hotels: to establish the effect of use of social media on guests' loyalty in four and five star hotels: to establish the effect of use of social media on guests' post purchase evaluations in four and five star hotels in Kenya and to investigate the moderating role of social media use on the relationship between guests' post - purchase evaluations and loyalty in four and five star hotels. Conceptual framework explained the independent, dependent and mediator variables and their relationships. Concurrent parallel research design was employed. The population was drawn from guests and top managers in four and five star hotels in Kenya. The study employed multi - stage sampling technique to stratify hotels into regions and further as four and five star hotels. Proportionate sampling selected 406 guests and 42 managers. Self-administered questionnaires were used to collect quantitative primary data from guests while qualitative interviews were used to collect qualitative data from guests and managers. Principle Component Analysis was carried out on guests' post purchase evaluation and guests' loyalty to ascertain uni-dimensionality, construct and discriminant validity. Multiple regressions tested the relationship between social media, post purchase evaluation and guest loyalty. Service performance and information sharing were significant ($R^2 = 0.08$), $p=0.00$, ($R^2 = 0.06$) $p=.02$ respectively. Hotel communication and service importance were not good predictors of post purchase evaluation $f(3.159)=1.65$, $p=.18$ and $f(3.159)=1.69$, $p=.17$. Social media use significantly influenced post purchase evaluation on frequency of customer review site visits ($\beta=.17$, $p=.04$) and number of social media types ($\beta=-.25$, $p=.00$). Results on moderating role of social media use on the relationship between post purchase evaluation and guest loyalty revealed that Service performance significantly interacted positively with customer review site visits ($\beta=.23$, $p=.02$), information sharing was significant on social media use ($\beta=.23$, $p=.03$), service performance was significant on customer review site visits ($\beta=.21$, $p=.03$) and in increased patronage loyalty purchase importance was significant on social media use ($\beta=.31$, $p=.00$), service preference was significant on customer review site visits ($\beta=.29$, $p=.00$) while information sharing was also significant on customer review site visits ($\beta=.33$, $p=.00$). Moderation results indicated that customer review site visits significantly moderated the relationship between post purchase evaluation indicator variables and those of guest loyalty which indicated that whenever customers visited review sites, there would be significant effect on the relationship between guest post purchase evaluation and guest loyalty to the hotels. This means that if hotels invest in social media use, then there would be improved effect on post purchase evaluation by customers and hence increased loyalty. Thematic analysis revealed that guests used social media to search for hotel information, communication as well as give feedback on services received while hotel managers rarely used social media to get feedback from their guests. Trip Advisor, Facebook and Twitter were the most popular platforms. Factor analysis revealed that both post purchase evaluation and guest loyalty had four dimensions. This study concluded that social media use had a moderating effect on the relationship between post purchase evaluation and guest loyalty. The study recommended that four and five star hotels should invest more, monitor and control social media use and embrace strategies that support its use within hotels. The study suggested that future studies should include hotels with lower star ratings as well as lodges on their use of social media.

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LIST OF ABBREVIATIONS/ACRONYMS

ANOVA	Analysis of Variance
BOR	Bed Occupancy Rate
CGC	Consumer Generated Content
CM	Customer Management
CRM	Customer Relationship Management
CRSV	Customer Review Site Visits
DV	Dependent Variable
G8	Guest number 8
GL	Guest Loyalty
GDP	Gross Domestic Product
GOK	Government of Kenya
FD	Favourable Disposition
IN	Increased Patronage
IV	Independent Variable
IS	Information Sharing
IT	Information Technology
KHK&C	Kenya Hotel Keepers & Caterers
KMO	Kaiser – Meyer- Olkin
KNBS	Kenya National Bureau of Statistics
M	Mean
(M)	Mombasa
M6	Manager number 6
MDN	Median

(N)	Nairobi
PPE	Post- Purchase Evaluation
PCA	Principal Component Analysis
PI	Purchase Importance
PPE	Post Purchase Evaluation
SM	Social Media
SD	Standard Deviation
SIT	Social Identification Theory
SP	Service Preference
SP	Service Performance
SPSS	Statistical Package for Social Sciences
TAM	Technological Acceptance Theory
WOM	Word of Mouth
UNWTO	United Nations World Tourism Organization

OPERATIONAL DEFINITION OF KEY TERMS

A paradigm or sometimes known as ‘worldview’ is a philosophical position of interrelated assumptions shared among researchers that provides a framework which guides the researcher about selection of tools, instruments, participants and methods used in the study.

Corporate guests: Those guests who come to the hotels for purposes of meetings, conventions and conferences.

Guests’ loyalty: The ability of the guests’ to recommend another guest through positive word of mouth, increased patronage, service preference and favourable disposition

Hotels: Establishments which offer food, drinks, entertainment, relaxation amenities, meeting facilities, functions areas and sleeping accommodation to customers usually on a short term basis

Hotel customer: A person who has visited a four or five star hotel for either food, drinks, entertainment, relaxation, functions, conferences, meetings or sleeping accommodation but has not necessarily spent the night at the hotel

Hotel guest: A person who has previously engaged in sleeping accommodation for at least one night in a four or five star hotel

Hotel top managers: The general managers, the resident managers and the operations managers who are involved in general managerial activities and therefore make decisions on the operations from time to time.

Marketing: An activity through which a hotel targets customers with an aim of attracting them to its facilities

Marketing strategies: Plans hotels use to target their customers and attract them to their facilities

Marketing tactics: Ways hotels implement their marketing strategies

Performance: A hotels' ability to achieve its financial and non-financial business potentials as reflected by key performance indicators like customer performance including customer satisfaction and market image and awareness, market performance including market share, market penetration, competitive advantages, competitive position and sales volume and financial performance including profits, cash inflow and return on investment

Purchase decisions: Factors which influence a customer's choice of a hotel.

Star-rated Hotel: Hotels ranked according to systems of quality and include town hotels, vacation hotels and lodges.

Post Purchase Evaluation: The Guests' assessment of the importance of purchase, service performance, information sharing and hotel communication

Use of Social Media: Ability to access detailed Hotel information and the ease, extent and frequency of use of social media such as Facebook, Twitter, Flickr, MySpace etc.

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CHAPTER ONE

INTRODUCTION

This chapter provides an overview of the background of the study, statement of the problem, research objectives, research questions, justification and conceptual framework.

1.1 Background of the Study

The hotel industry has been recognized as a global industry, that has producers and consumers spread around the world (Kandampuly & Suhartanto, 2002). Hotels have experienced enormous growth in business volumes which has made them larger and too complex to manage and meet challenges arising from consumer demands (Fwaya, 2011). The use of hotel facilities is no longer a luxury but an integral component of lifestyle (Kandampuly & Suhartanto,2002). Moreover, Kandampuly & Suhartanto (2000) further observed that in the last two decades, demand for and supply of hotel services intended for travelers have propelled the growth of the industry globally. This has led to intense competition among the service providers.

The hotel industry offers important services to the tourism industry, which in turn relies on it for the tourists' experiences during their travel. They also serve corporate organizations, which rely on their banqueting services. According to the United Nations World Tourism Organization (2014), tourism activities have proved to be economically strong and resilient. Moreover, they contribute to economic recovery by generating billions of dollars in exports besides job creation. The UNWTO (2014) further reports that the number of destinations in the world has increased thereby turning the tourism sector into a key driver of socio-economic progress especially through export revenue and

job creation. The UNWTO (2014) also noted that the expenditure on accommodation and food improves profitability in the hotel industry.

Nonetheless, the rise in demand for hotel services has called for proper channels of communication and information distribution thus leading to the introduction of electronic communication systems that are currently used by hotels worldwide. In recent times, online social media have revolutionized communication and consequently the marketing of tourism destinations and business (Marios, Sotiriadis & Cin Van Zyl, 2013). In this regard, social media websites, representing various forms of consumer-generated content (CGC) such as blogs, virtual communities, wikis, social networks, collaborative tagging and media files shared on sites like YouTube and Flickr have gained substantial popularity among online travellers who use the internet (Daniel Leung, Rob Law, Hubert Van Hoof & Dimitrios, 2013). Moreover, social media websites enable consumers to post and share their travel related comments, opinions and personal experiences which then provide information for other users (Zieng & Ulrike, 2009). The social media is a phenomenon that has transformed the interaction and communication of individuals throughout the world (Edosowan, Prakasan, Kouame, Watson, & Seymor, 2011). Edosowan et al, (2011) further observed that the social media is not a new concept since it has been evolving since the dawn of its' inception.

The social media refers to a form of electronic communication through web sites for social networking and blogging through which users create online communities to share information, ideas, personal messages and other content (Merriam–Webster Dictionary, 2016). Networking, on the other hand, is the exchange of information or services among individuals, groups or institutions, specifically the cultivation of productive relationships

for employment or business (Merriam–Webster Dictionary, 2016). Meanwhile, the internet is the global system of interconnected computer networks used to link billions of devices worldwide (Zieng et al, 2009). Nonetheless, Zieng et al, (2009) observed that the internet has fundamentally reshaped the way in which tourism related information is distributed and the way people plan for and consume travel. The social media can adequately provide a good medium for increasing business volume and guest loyalty in hotels. However, hotels do not use the social media effectively to learn about their guests (Chan, & Gullet, 2011). Nevertheless, there is limited information on the extent to which hotels in Kenya including four and five star hotels use the social media for their guests' transactions.

Tourism stakeholders outside Kenya have recognized the social media as an important source of information for travellers (Lamberton & West, 2012). These two authors explain that consumers are increasingly turning to the social media to learn about unfamiliar brands. Similarly, hotels have attempted to use the internet. For example, they use it to book in their guests and manage the guest cycle, but studies show that the hotels need to seek ways of assessing the extent to which their guests use the social media since more travellers are now using social media sites like Trip Advisor and Facebook to choose their hotels (Travel Market Industry Report, (2011). Moreover, the potential of social media as a technology is yet to be exploited by more than half the population in other parts of the world for example in Hong Kong. (Leung et al,2013) . Leung et al , (2013) further observed that travellers could use social media to search, organize, share and annotate their travel stories and experiences. The social media can become a major influence of consumers' purchase decision making processes, increase awareness, facilitate sharing of information, and influence the formation of opinions, attitudes,

purchase and evaluation of post purchase experiences by guests who use the media (Kwok & Yu, 2013). Kwok & Yu, (2013) further observed that travellers are more likely to trust the messages and comments posted by other consumers on social media websites as compared to those reviewed by travel agent websites. Despite the above, studies on hotels in Kenya including four and five star hotels, have made minimal attempts at investigating the extent to which their guests use the social media in their hotel transactions.

Post purchase evaluations play an important role in customers' repeat purchase decisions (Muggee, Hendrick, Scefferstein & Schoomans, 2010). The customers' tendency to replace their products and services depends on their experiences with, and feelings towards the old product or service (Muggee et al, 2010). Nonetheless, there is little information on the post- purchase evaluation experiences of guests in hotels including Four and Five star hotels in Kenya. Guest loyalty is another integral part of doing business since no business can survive without establishing a loyal customer base (Muggee et al, 2010). This makes customer loyalty a dominant factor in an organization's success (Kandampuly & Suhartanto, 2002). However, little has been documented about guest loyalty in four and five star hotels in Kenya.

Social media websites also facilitate consumers to post and share their travel related comments, opinions and personal experiences, which then provide information to other stakeholders including other customers (Xieng et al, 2009). The social media via the internet can therefore be an effective promotional tool for hotels that want to increase their business volumes and enhance guests' post - purchase evaluation and loyalty. Nevertheless, the direct effects of use of social media on guest loyalty and the moderating

role of use of social media on guests' post purchase evaluation and guests' loyalty in four and five star hotels in Kenya remains unexplored.

This study, therefore, posits that the use of social media by guests and hotels will enhance communication between them and the hotels as well as within the guests themselves. The study further noted that, despite the significance of social media as a tool for effective communication within hotels, its potential is yet to be exploited within hotels in the rest of the world, especially within four and five star hotels in Kenya. This study investigated the effect of the social media use on guests' post purchase evaluation and guests' loyalty in four and five star hotels in Kenya.

1.2 Statement of the Problem

Use of social media can affect the consumers' purchase decision making process by influencing the guests' post purchase evaluation experiences and guests' loyalty. The internet has reshaped the way tourism related information is distributed and the way people plan for and consume travel. New marketing communication tools nonetheless present new challenges and opportunities for companies because purchase decisions are increasingly being influenced by use of social media. However, the extent to which social media is used within four and five star hotels in Kenya by managers and guests for transactions is not known. Guests' post purchase evaluations and guests' loyalty further influence hotel performance, yet little has been documented on guests' post purchase evaluations and guests' loyalty in four and five star hotels in Kenya. Additionally, use of social media can have interactions in the relationship between guests' post purchase evaluations and guests' loyalty. Despite this, the effects of guests' post purchase evaluations and guests' loyalty interactions have not been investigated in four and five

star hotels in Kenya. This study therefore investigated the moderating effect of the social media use on guests' post- purchase evaluation and guests' loyalty in four and five star hotels in Kenya.

1.3 Objectives of the Study

1.3.1 Purpose of the study

This study investigated the moderating effect of social media use on guests' post purchase evaluation and guests' loyalty in four and five star hotels in Kenya.

1.3.2 Specific Objectives

- i) To establish the effect of guests' post purchase evaluations on guests' loyalty in four and five star hotels in Kenya
- ii) To establish the effect of use of social media on guests' loyalty in four and five star hotels in Kenya
- iii) To establish the effect of use of social media on guests' post purchase evaluations in four and five star hotels in Kenya.
- iv) To investigate the moderating role of social media use on the relationship between guests' post - purchase evaluations and guests' loyalty in four and five star hotels in Kenya

1.3.3 Research Questions

- i) What are the effects of guests' post purchase evaluations on guests' loyalty in four and five star hotels in Kenya?
- ii) What are the effects of use of social media on guests' loyalty in four and five star hotels in Kenya?

- iii) What are the effects of use of social media on guests' post purchase evaluations in four and five star hotels in Kenya
- iv) What is the moderating role of use of social media on the relationship between guests' post purchase evaluations and guests' loyalty in four and five star hotels in Kenya?

1.3.4 Research Hypotheses

HO₁: Post purchase evaluations do not have a significant effect on guests' loyalty in four and five star hotels in Kenya

HO₂: Use of social media does not have a significant effect on guests' loyalty in four and five star hotels in Kenya

HO₃: Use of social media does not have a significant effect on guests' post purchase evaluations in four and five star hotels in Kenya

HO₄: Use of Social media does not moderate the relationship between guests' post – purchase evaluations and loyalty in four and five star hotels in Kenya

1.4 Scope of the Study

This study was conducted in four and five star hotels within Nairobi and Mombasa. Studies by John S. Akama, (1999) & John S. Akama & Damiannah Kieti, (2007) have established that Nairobi and Mombasa regions have the highest number of four and five star hotels as well as the highest number of concentration of hotel bed space and other tourist attractions. The study had three main composite variables namely: social media use, guests' post purchase evaluation and guests' loyalty. This study established the moderating effect of social media use on guests' post- purchase evaluation and guests' loyalty among users of services in four and five star hotels in Nairobi and Mombasa. The study investigated guests' use of the social media through, extent of use, ease of use,

access to hotel information through the social media as well as frequency of use. Investigations were also carried out on guests' post purchase evaluation in order to establish the importance of the purchase, service performance, information sharing and hotel communication amongst the guests. Finally, the study investigated guests' loyalty by establishing whether they used positive word of mouth, their increased loyalty through willingness to recommend the hotel to others, effective word of mouth, increased patronage and consideration to renew patronage. The study was specific to a service context and therefore the results may not be generalizable to products that are also consumed by guests within these hotels.

1.5 Assumptions of the Study

This study was carried out under the following assumption:

That the respondents gave their views honestly, independently and without bias and that the hotels and guests have embraced modern social media tools for communication.

1.6 Justification of the Study

The Government of Kenya has recognized the hotel and tourism industry as an economic boon and a valuable asset to the national economy because it is the second largest contributor to the country's foreign exchange earnings after agriculture. This study investigated the moderating role of use of social media on guests' post purchase evaluation and guests' loyalty. The study topic is relevant to Kenyan hotel industry in terms of use of social media since the background information has portrayed the importance of guests' use of the social media for hotel transactions. The background information moreover has further indicated that the four and five star hotels in Kenya have not fully embraced use of social media. Additionally, very few studies have investigated the moderating effect of social media use on guests' post purchase evaluation

and guests' loyalty in four and five star hotels in Kenya. The tourism sector has been recognized as one of the six key pillars for growth under Kenya's' Vision 2030 as well as a focal component of the hospitality industry in Kenya. Therefore, the knowledge generated from this study will be beneficial to the Kenya government in increasing its economic output. The study proposed that hotels would be able to implement strategies that ensure an understanding of the elements of use of the social media and how it can drive guests' positive post- purchase evaluation as well as guests' loyalty within four and five star hotels in Kenya. These study findings would guide hotel managers on policy formulation strategies as well as provide knowledge to future researchers on factors that promote guests' use of the social media and the effect of its use as a means of increasing business viability within hotels, social interaction, positive post purchase evaluation experience and guests' loyalty.

1.7 Conceptual Framework

Mathooko, Mathooko & Mathooko (2011) noted that a conceptual framework is a logically developed, described and elaborated network of the interrelationship among variables integral to the dynamics of the situation under investigation and description of the nature and direction of the relationship. Figure 1.0 provides the conceptual framework that guided this study. The framework depicts that the relationship between independent variable and the dependent variable was moderated by the moderator variable. It postulates that social media was considered as the moderator variable; guest loyalty (GL) was the dependent variable while post purchase evaluation was the independent variable. Guests post purchase evaluation and guests' loyalty are supported by the social exchange theory by Emerson, (1976) and Psychological Ownership Theory as applied by Asatryan and Oh, (2008), Mattila, (2001) & Reicheld (1996). Moreover, the Social Exchange

Theory helps in understanding how guests are likely to compare how other hotels would provide better services during their post purchase evaluation and choose those that are less costly to them in terms of what is on offer.

Guests' loyalty is a construct which most hotels find very difficult to measure. What leads to a loyal guest may not be easily ascertained by hotels since different hotels would use different measures for guests' loyalty. Psychological Ownership Theory explains the motivation by guests to use word of mouth where they develop feelings of connection with others. Guests are more likely to rely on positive word of mouth which they get from those who have been to the hotels before. Psychologically, guests would be more loyal to those hotels whose services they have experienced or where they have been referred to by others.

Use of social media has been supported by the Technological Acceptance Theory on Information Technology usage as applied by Chui, Lin, Sun and Hsu, (2009). This theory helps to understand on - line shopping where attention to use or accept to use IT is determined by its usefulness or ease of use. In the context of the hotel industry, guests' will tend to use social media if they think that it will make their communication with hotels to be more effective and meaningful and that the hotels will act on their post purchase concerns promptly. In the conceptual framework, the relationship between guests' post purchase evaluation and guests' loyalty is one which explains how the two are closely linked to one another and where the effect on one will have another effect on the other. It is theoretically alluded in the conceptual framework that use of social media moderates the relationship between the two variables (guests' post purchase evaluation and guests' loyalty).

Theoretically, this study has conceptualized that if the hotels put in place good policies on guests' post purchase evaluations, there would be a positive effect on guests' loyalty. Theory advocates that when hotels implement use of social media, it is expected that the loyalty of their guests would improve and that when hotels invest in use of social media, there would be efficient guests' post purchase evaluation.

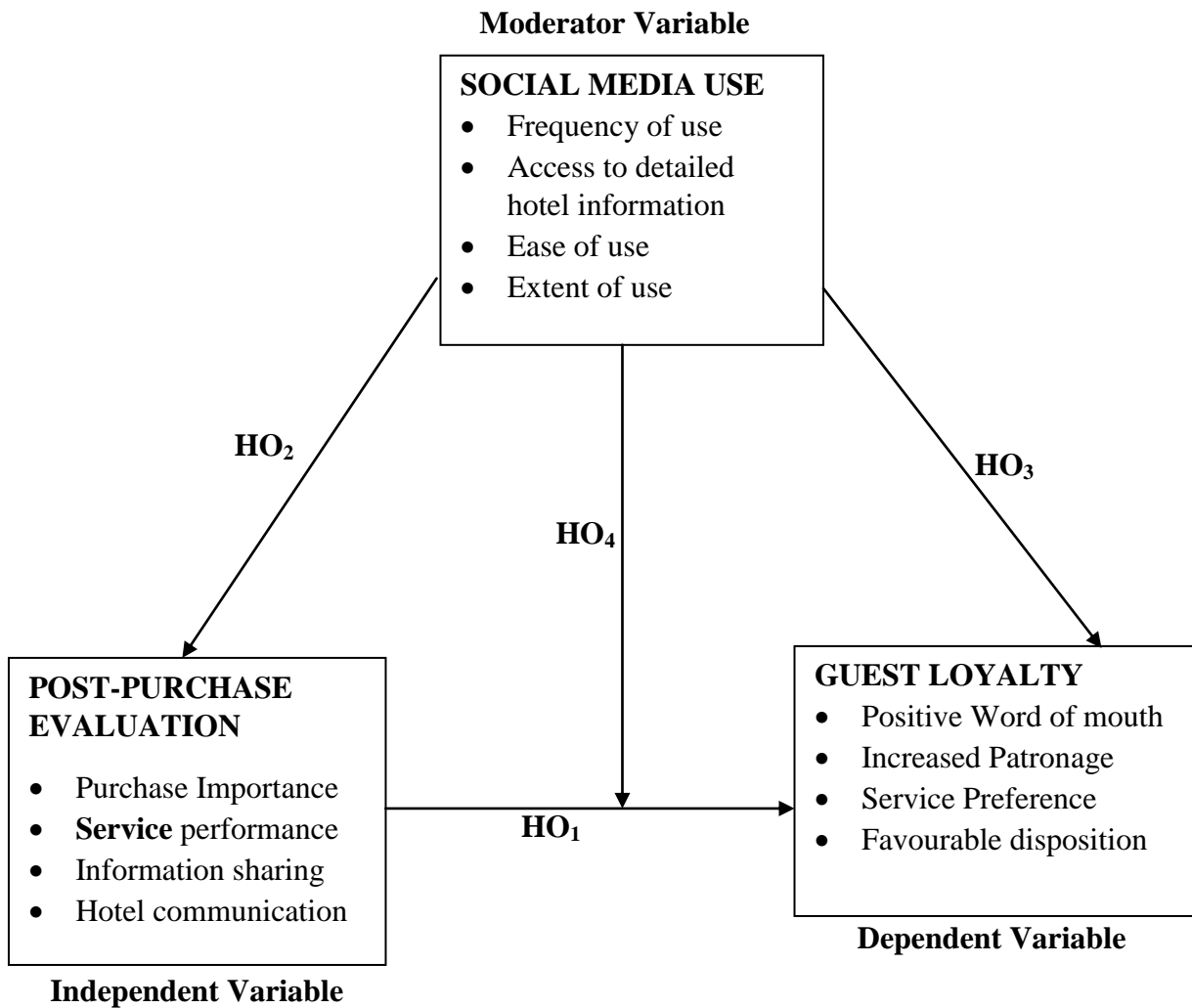


Figure 1:1 The Moderating role of social media use on the relationship between guests' post purchase evaluations and loyalty.

Source: Researcher, (2017)

CHAPTER TWO

LITERATURE REVIEW

This chapter built on the concepts and theories outlined in chapter one. Relevant theories, concepts and arguments that relate to the moderating role of social media use on guests' post purchase evaluation and guests' loyalty as well as customer relationship management were reviewed in a selective and critical manner. The review was structured in a way that corresponds to the research objectives that had been set for this study. It explored the relationship that exists amongst the three variables and benefited from previous studies and relevant previous research. A number of theories and concepts have been used to try and understand social media use as a terminology (Joseph Sirgy 1982). However, the limitations of these theories in daily use of the social media and their effect on guests' post purchase evaluation and loyalty still remains unclear.

2.1 Theoretical Literature Review

2.1.1 Social Media Use

Social media generally refers to web applications that allow the user to post and share content (Lange-Faria, & Statia Elliot, 2012). Lange & Elliot, (2012) have further established that common social media applications include Facebook, Twitter, Flickr and MySpace and that others include blogs, special collaborative projects, content communities and virtual game worlds. Lange & Elliot, (2012) further noted that social media applications have been organized into domains such as expressing, networking, sharing and gaming. Consumer socialization through peer communication using social media websites has become an important marketing issue through the development and increased popularity of the social media (Chunling & Wei, 2012). Moreover, online consumer socialization through peer communication also directly affects purchase

decisions by establishing conformity with peers and indirectly by reinforcing product involvement (Wang et al, 2012). In addition, consumers' need for uniqueness has a moderating effect on the influence of peer communication on product attitudes (Wang et al, 2012). Other studies by Katja, Hautz, Dennhards & Fuller, (2013) observed that new marketing communication reality presents new challenges and opportunities for companies as purchases are increasingly being influenced by the social media interactions.

The growing role of the social media in tourism and hospitality has therefore become increasingly important. (Leung et al, 2013). It is further observed by Leung et al, (2013) that social media plays a significant role in many aspects of tourism such as information search and decision making process, tourism promotion and in focusing on best practices for interacting with consumers. Leung et al, (2013) also noted that leisure travellers in the United Kingdom choose their hotels on the basis of use of social media and that social media has the capacity of helping tourism and hospitality companies to engage potential guests, increase their online revenues as well as increase online presence.

Historical tourism researchers have found that advice from friends and relatives is the most frequently obtained and influential source of information used by consumers in their travel decision-making process (Crotts, 1999 & Perdue, 1993). The information communicated by friends and relatives is construed as more credible, honest, and trustworthy than that generated by marketers. This is because the communicators are not compensated for the referral. Advances in the Internet and Web 2.0 technologies now allow consumers to access personally meaningful critiques not only from friends and relatives but also from strangers. This is done by travel blogs, which continue to grow in

popularity. As an illustration, Trip Advisor currently purports to have over 40 million reviews that attract over 50 million unique users each month (Dépêches, 2010).

Dykeman, (2008) observed that well-defined social media has the avenue for any individual to: circulate digital and creative content; provide and receive real-time criticism via online discussion as well as incorporate changes or amendments to the original content. The most popular of the various social media platforms is Social Network Sites (SNSs), which allows users to generate their personal Web pages and then share contents with their online friends (Mayfield, 2008). Such best examples of SNSs are Facebook, LinkedIn and My space. Another form is the blog which are web information sharing platforms (Boulos, Maramba, & Wheeler, 2006). They function like online journals though they have unique data entries about an issue with most recent comments indicated at the top of the list. They consist of text, image or videos, and links to other sites (Mayfield, 2008).

Sharing is the extent to which individuals exchange, distribute and receive ideas via social media (Babac, 2011). Consumers follow brands or join brand communities on social media in order to fulfill their need of being identified with groups and symbols they find desirable or with which they wish to associate (Laroche, 2013). In regards to the above, consumers would like to feel connected to other consumers that share similar interests and desires that lead them to join communities that are centered on shared interests and values (Mangold & Faulds 2009). Similarly, consumers use social media to interact with brands and they need to feel that the company is trustworthy and that it is giving honest information (Baird & Parasnis, 2011).

2.1.2 Post - Purchase Evaluations

Post - purchase evaluations have been described as comparisons that customers make during ownership of a product/service (Muggee et al, 2010). Muggee et al, (2010) have observed that post - purchase evaluations play an important role in replacement of purchases and that consumers' tendency to replace the product/service they own by purchasing a new one depends on their experience with and feelings towards the old product or service. (Fisher, Gardiald, Clemons, Woodraff, Schumann & Mary & Burns, (1994) established that, throughout the consumption circle, from pre - purchase considerations of alternatives to choice consumption, customers evaluate products and services. Customers' post -purchase behaviour refers to all behavior, positive or negative, that is generated from the purchase (Kotler, Armstrong, Saunders & Wong, 2003). Kotler et al, (2003) also established that cognitive dissonance, which is a buyer's thought shortly after a purchase, concerns whether the decision to purchase was right or wrong. Kotler et al, (2003) further observed that the outcome of evaluations can either be positive or negative.

The consumer decision-making process comprises the various steps through which a consumer passes when making a purchase decision (Olshavsky & Granbois, 1979). This process encompasses all steps from the recognition of a need through the pre-purchase search for information about potential ways to satisfy the need, the evaluation of alternative options to the actual purchase and the post-purchase processes including experience and evaluation of the product.

Moreover, Sharma (2014) observed that the theory of cognitive dissonance is important in analyzing the post - purchase behaviour of consumers' experience and that it plays a role

in many judgments, decisions and evaluations. Sharma (2014) further observed that when an individual holds two or more elements of knowledge that are relevant to each other but inconsistent with one another, a state of discomfort is created. On the other hand, the cognitive theory by Sharma (2014) has, however, failed to establish whether the role that this theory has an influence on guests' loyalty or not since post purchase evaluation should lead to some positive gain on the side of the organization which should, in turn, lead to guests' loyalty. However, Gbadamosi (2009) observed that the state of discomfort which arises leads to a drive like- motivation to restore harmony by shifting beliefs to realign them with behaviour. Lange et al (2012) determined that consumers' intention to re-visit a web site and purchase from that website is directly related to the perceived level of flow. Lange et al (2012) further noted that positive flow experienced in the online context influences attitude and behaviours among users and that the time people commit to social media suggests the presence of flow. The flow theory, however, has not addressed the importance of post purchase evaluation and its mediating effect on the social media and guest loyalty.

2.1.3 Guest Loyalty

Guest loyalty has been defined as the relationship between relative attitude towards an entity (brand/service/store/vendor) and patronage behaviour (Al-abdi, 2010). Al-abdi (2010) also observed that, as a concept, customer loyalty can be conceptualized in different perspectives and with a wide variety of classifications. On the other hand, Kandampully & Suharantato (2002) have described a loyal customer as one who repurchases from the same service provider whenever possible and who continues to recommend or maintain a positive attitude towards the service provider. Guest loyalty has been defined differently by other researchers. Caruana & Money (2002) defined

loyalty as the degree to which a customer exhibits repeat purchasing behaviour from a service provider, possess a positive attitudinal disposition toward the provider, and considers using only this provider when a need for this service exists. Similarly, loyalty has also been described as a combination of a deeply held commitment and repeat purchase behaviour despite available alternatives that would allow for switching behaviour (Kenengham, Carly, Frennea, Aksoy, Buoye & Mittal 2005). Kandampuly & Suhartanto (2002) further established that there are two dimensions of customer loyalty: behavioral and attitudinal and that the behavioral dimension refers to a customers' behaviour on repeat purchases. This indicates preference for a brand or service over time while attitudinal dimensions refer to a customers' intention to repurchase and recommend. Kandampuly & Suhartanto (2002) recommended that both behavioral and attitudinal dimensions are good indicators of a loyal customer and that a customer who has the intention of repurchasing and recommending is very likely to remain with the company.

A study by Dimitrades (2006) reported similar findings as Kandampuly & Suhartanto (2002) but established a composite perspective as a third dimension. Dimitrades (2006) however suggested that the behavioral perspective (purchase loyalty) strictly examines repeat purchase history, based on the customers' purchase history whereby the emphasis is on future actions. Dimitrades (2006) further noted that the attitudinal perspective, in contrast, allows gain in supplemental understanding of loyal behaviour where customer loyalty is approached as an attitudinal construct. This author further suggested that attitude denotes the degree to which a customer's disposition towards a service is favourably inclined. The author posits that this inclination is affected by activities such as customers recommending service providers to others or commitment to re - patronize.

The composite perspective might be considered as an alternative to affective loyalty since both attitude and behaviour in a loyalty definition arguably increase the predictive power of loyalty. Customer loyalty expresses an intended behaviour related to the service or the company. This includes the following: the likelihood of future renewal of service contracts, how likely the customer is to provide positive word of mouth and the likelihood of the customers providing voice or to exit (Too William Andreason & Bodi Lenderstad, 1998). Voice and exit are two feedback mechanisms where exit implies that the customer would stop buying the company's services while voice is the customer's complaint that expresses their dissatisfaction directly to the company (Andreason & Lenderstad, 1999).

2.1.4 Social Exchange Theory

The social exchange theory originated from sociological studies that explored exchange between individuals or small groups (Emerson, 1976). The theory mainly uses a cost benefit framework and comparison of alternatives to explain how human beings communicate with each other, how they form relationships and bonds, and how communities are formed through communication exchanges (Homans, 1958). The theory states that individuals engage in behaviours that they find rewarding and avoid behaviours that have too high a cost. In other words, all social behaviour is based on each actor's subjective assessment of the cost-benefit of contributing to a social exchange. They communicate or exchange with each other contingent on reciprocal actions from the other communicating party, (Emerson, 1976). The mutual reinforcement could be analyzed through a micro-economic framework, though the rewards are often not monetary but social, such as opportunity, prestige, conformity, or acceptance (Emerson 1976). This theory is supported by Homans (1958, p. 606) who summarized it when he wrote: "Social behavior is an exchange of goods, material goods but also non-material ones, such as the

symbols of approval or prestige. Persons that give much to others try to get much from them, and persons that get much from others are under pressure to give much to them. This process of influence tends to work out at equilibrium to a balance in the exchanges. For a person in an exchange, what he gives may be a cost to him, just as what he gets may be a reward, and his behavior changes less as the difference of the two, profit, tends to a maximum. Hence, the reasons why people engage in a social exchange have been posited as a) an expected gain in reputation and influence on others; b) an anticipated reciprocity on the part of others; c) altruism; and d) direct reward. Given that participation in the social media is not compensated, the first three reasons appear to have particular relevance to why people participate in social media”

2.1.5 Psychological Ownership Theory

Asatryan & Oh (2008) have applied Psychological Ownership Theory to explain why former guests are motivated to offer Word-of-mouth feedback. Asatryan & Oh (2008) noted that at one level, some customers develop feelings of connections with firms that they are loyal to that manifest into a sense of ownership, as evidenced by the ‘mine’, ‘my’ and ‘our’ language that they use in their reviews. On the other hand, Mattila (2001) observed that in such circumstances, one would assume that a loyal guest would provide positive feedback to others, directing their negative feedback to management. Mattila (2001) however, further observed that, where no such loyalty exists, the motive to write either a negative or positive review may be a desire to control or influence the business indirectly by communicating with its future potential customers. Mattila (2002) concluded that loyal consumers’ motives in posting positive reviews on travel blogs are attempts at rewarding firms; the motives of non-loyal customers are purportedly based on the satisfaction of being helpful to other consumers. However, according to other authors

(Pierce, Kostova & Dirks 2003), the desire by the consumer to control through such communication may result in feelings of efficacy, intrinsic pleasure and extrinsic satisfaction in providing such advice to others. On the other hand, Reichheld (1996) observed that not only is the cost of retaining an existing customer less than the cost of acquiring a new customer but also existing customer cost is cheaper to maintain than newly acquired customers.

2.1.6. The Social Presence Theory

The social media theory by Short, Williams & Christie (1976) states that the higher the degree of social presence, the greater the influence communicators have on one another's behaviour. This suggests that social media presence in the online environment is gained by media richness. This theory, however, does not explain how social media can influence post - purchase evaluation and loyalty of communicators' behaviour.

2.1.7 The Theory of media richness

Daft and Lengel's theory (1986) assumes that the goal of any communication is the resolution of ambiguity and the reduction of uncertainty. However, Lengel et al, (2012) observed that this theory suggests that media differs, in the degree of richness they possess. This difference is in results whereby some media are more effective than others.

2.1.8 The Cognitive Dissonance Theory

Cognitive dissonance theory has been used to describe the feeling of discomfort that results from holding two conflicting beliefs and that when there is a discrepancy between beliefs and behaviours, something must change in order to eliminate or reduce the dissonance (Kumar Sharma, 2014).

2.1.9 The Technological Acceptance Theory

Technology Acceptance Model (TAM) is a customer loyalty theory model that initially focused on information technology (IT) system usage in the work place but recently has been applied in understanding online shopping (Chui, Lin, Yuan, Sun & Hsu, 2009). Chui et al (2009) observed that this model theorizes that the attention to accept or use an IT is determined by perceived usefulness and perceived ease of use. These authors further noted that this theory posits that IT usage is a direct function of behavioral intention to use which is in turn a function of perceived usefulness and attitude towards usage. Chui et al (2009) also established that perceived usefulness and satisfaction influenced loyalty intentions towards online shopping and that perceived ease of use acts indirectly on loyalty intention through the mediating effect of perceived usefulness. This model is, however, applied on customers in online shopping by using IT system but may not be applicable to other customers whose characteristics may not be the same as those of online shoppers.

2.1.10 The Social Identification Theory

The Social Identification Theory (SIT) has been used by Chung, Han & Park (2001) to explain the effect of brand personality and brand identification. Chung et al (2001) have described the theory as one where a person identifies oneself as a member of a society and an expression of identification with an organization. This theory is, however, organization based on brand loyalty and fails to identify how customers can benefit from an organization through social interaction and identification with an organization. This theory was also applied in an organization by Ashworth & Mael (2010) who established that people tend to classify themselves and others into various social categories e.g. organizational membership, religious affiliation, gender and age cohort. Ashworth &

Mael (2010) further observed that people may be classified in various categories and different individuals may utilize different categorization schemas.

This study relied on the Psychological Ownership Theory, the Social Presence Theory and the Technological Acceptance Theory. The Psychological Ownership Theory was used to explain why former guests are motivated to offer Word-of-mouth feedback. Studies by Asatryan & Oh (2008) noted that at one level, some customers develop feelings of connections with firms to which they are loyal that manifest into a sense of ownership, as evidenced by the ‘mine’, ‘my’, ‘our’ language that they use in their reviews. This theory was considered relevant to social media use by guests for expressing their loyalty through word of mouth. The social presence theory states that the higher the degree of social presence, the greater the influence communicators have on one another’s behaviour. This study relied on this theory to explain how social media presence can influence communications among the guests and suggests that social media presence in the online environment is gained through guests’ experience with social media. Technological Acceptance Model theorizes that the attention to accept or use an IT is determined by perceived usefulness and perceived ease of use and that IT usage is a direct function of behavioral intention to use which is, in turn, a function of perceived usefulness and attitude towards usage. This theory was important to this study since it explains how guests can choose technology for use in transactions due to perceived usefulness and perceived ease of use.

2.2 Empirical Literature Review

2.2.1 Guests' Post Purchase Evaluations and Loyalty

Thurau & Klee (1997) established that, besides satisfaction and overall quality perception, the customers' evaluation of the relationship with a company also impacts on customer loyalty. Garbarino & Johnson (1999) observed that, although there are many empirical studies on evaluations such as perceived service quality or customer satisfaction, no studies have examined how evaluations might vary for customers who have a strong or weak relational bond to a firm. Garbarino & Johnson (1999) further established that those customers with strong relationships not only have higher levels of trust and commitment but also that trust and commitment become central to their attitude and belief structures. Cho, Im, Hiltz & Fjermested (2002) conducted a study that aimed at investigating the effects of post-purchase evaluation factors on propensity to complain in the online versus offline-shopping environment. Such factors included degree of customer dissatisfaction, importance of the purchase, perceived benefits and costs from complaining, personal characteristics and situational influences. Cho et al (2002) further observed that these factors are crucial for customers and that they would determine their decision on whether to make a repeat purchase or not and that there are different impacts of post-purchase evaluation factors on propensity to complain in the online versus offline shopping environments. This suggests that propensity to complain influenced the customers' repeat purchase intention both in online and offline shopping environments.

Moreover, Bolton, Kannan, & Bramlett (2000) found that members in loyalty reward programmes overlook a negative evaluation of the company vis-a-vis its competitors in their re-patronage decisions. This suggests that, in a competitive industry like the service industry, all evaluations by guests are important since the improvement of services by the organizations will be influenced by the comments of the guests. Likewise, Gerpott, Rams

& Schindler (2001) analyzed a two-stage model where overall customer satisfaction has a significant impact on customer loyalty.

Bertrand & Kate (1987) observed that the urgings have been especially prominent in the growing body of practitioner literature relating to quality, customer satisfaction, and customer service. Bertrand & Kate (1987) further argued that American businesses' ability to compete internationally, and specifically to create what is valued by the consumer, requires knowing how consumers use and evaluate products after purchase.

On the other hand, Rosenbloom (2002) observed that the collapse of large numbers of dot-com companies required managers, who felt that the Internet had changed everything, to relearn that profits are important. Rosenbloom (2002) further observed that the traditional laws of marketing were not rescinded with the arrival of the e-commerce era but that organizations not only need to attract new customers. They also must retain them to ensure profitable repeat business. Moreover, Rosenbloom (2002) also observed that in several industries, the high cost of acquiring customers renders many customer relationships unprofitable during the early years.

2.2.2 Social Media Use and Guest Loyalty

Use of social media contributes positively to brand performance, retailer performance and consumer related loyalty (Rapp, Skinner, Spacher, Crew & Hughes, 2013). Other authors (Gilbert, Perry & Widijoso, 1999) observed that in the current competitive market place, hotel companies have found it necessary to win the loyalty of a reduced number of customers. Gilbert et al.. (1999) further observed that hotels need to orient their thinking away from merely attracting customers to retaining them. The above authors also observed that existing customers tend to make more frequent visits and may broaden the

base of their own purchases over time as well as influence others through word of mouth advertising.

Ranaweera & Neely (2003) have defined service loyalty as the degree to which a customer exhibits repeat purchase behaviour from a service provider, possesses a positive attitudinal disposition towards the provider and considers using only this provider when a need for this service arises. Repeat purchase is described by White & Yanamandram (2007) as being related to, but not synonymous with the concept of loyalty. White & Yanamandram (2007) established that customers demonstrate their loyalty in various ways and that there is no consensus regarding the definition of 'loyalty'. White et al (2007) however observed that loyalty can, be considered on both behavioral and attitudinal conceptualizations. This suggests that retention can be closely linked to repeat purchase. Ranaweera & Neely (2003) & Oliver (1999) concluded that as much as satisfaction leads to loyalty, true loyalty can only be achieved when other factors such as an embedded social network are present.

McCarthy et al. (2010) further established that watching and responding to customer complaints as early as possible can allow speedy service recovery. Social media is also used as an online distribution channel and as an effective tool to perform service recovery, develop relationship with customers as well as build brand loyalty.

According to a research done by Sahika, & Tatari (2016) on the effect of social media marketing on brand trust and brand loyalty for hotels, clear website, online interactivity, and web site security have a positive relationship with social media marketing. Studies done by Erdoğan & Çiçek (2012); Kim & Ko (2012) on the effects of the perceived

social media marketing activities by consumers on brands further observed that there is a positive relationship between brand loyalty and marketing campaigns offered by a brand, the relevance of the content on a brand's social media platforms, the popularity of the content among friends and other users, and the variety of platforms and applications provided by a brand in social media environments.

Kim & Ko (2012) revealed that use of social media marketing by luxury brands that entertain customers enables interaction among users and promotes word-of-mouth marketing as well as enhancing customer equity and purchase intention. According to studies done by Kimani (2012) & Campbell (2010) on social sites and the online community members, it was established that internet users prefer social sites that facilitate their interaction with other users to enable them create their own social network around certain topics and common interests. These studies further established that internet users also prefer sites that enable them share interesting features of the site with online friends. In their studies, Kimani (2012) & Campbell (2010) noted that social media site users prefer social media sites with regular and frequent updates as well as postings.

2.2.3 Social Media Use and Post Purchase Evaluations

The Social Web has had a pronounced impact on how people view their ability to gather unbiased information to seek, find and obtain a wider range of products and services as well as talk with others about actual experiences both before and after purchase (Fahed Katib, 2016). In this regard, Fahed (2016) further observed that social media has greatly changed the relationships between consumers and companies by allowing a two-way communication and thus a new marketing function called 'Social Media Marketing' has risen. Similarly, Alzbeta, Kiralova, Antenin Pavlizeka (2015) noted that social media has

taken tourism and travel booking experiences to a new level since they enable visitors to communicate not only with the destinations but also with visitors who have recently experienced the destination they consider visiting. Alzbeta et al. (2015) further noted that, through use of social media, visitors can gather first-hand information from other visitors and make decisions about the destination or their experience. On this note, Alzbeta et al (2015) also observed that social media has created a great opportunity to develop destinations and maintain relationships with most consumers' globalization and that changes of visitors' needs and attitudes have increased the volume of information that destinations need to know in order to stay competitive in a continuously changing tourism market.

2.2.4 Post Purchase Evaluations, Social Media Use and Guest Loyalty

In Indonesia, Ida, Werdiningsih, Djumilah, Luh and Fatchur (2013) studied service quality influence on patient loyalty: Customer relationship management as moderator/mediator variables. Their studies revealed that the private hospital industry has currently been advanced and has grown rapidly along with improvements in technology and medical science. Its circumstance prompts a strong effort to achieve and satisfy consumers so that they become loyal. The study aimed to identify and examine (1) service quality influence on patient loyalty; and (2) service quality influence on patient loyalty mediated by CRM. The population consisted of patients of private hospitals accredited by a minimum of five standards, and had BOR (Bed Occupancy Rate) score of a minimum of 50% in Denpasar. Collection of the sample of study used two levels of judgment sampling. The sample size was 100 respondents analyzed by Generalized Structured Component Analysis (GSCA). The results showed that service quality influenced customer loyalty positively and significantly and that implementation of

customer relationship management (CRM) positively interacted with service quality influence on customer loyalty. When customers of a private hospital in Denpasar felt that the service quality met their expectation or more, they would be satisfied and loyal. Theoretically, the study is able to enhance and complement the realm of management science particularly concepts of CRM service, customer loyalty, and to be beneficial to academics and practitioners.

Leung & Stahura (2013) established that hotel customers' social media experiences influence their attitudes towards social media sites which in turn influence their attitudes towards the hotel brand. Leung & Stahura (2013) further noted that hotel customers' attitudes towards hotel brand affects their booking intentions and , in turn, their intentions to spread electronic word of mouth. This suggests that social media experiences with hotel brand would positively influence their positive evaluation of the hotel through word of mouth. On the other hand, Gale (1994) found that product quality affects market shares and ultimately financial performance while Kandampully (2006) established that market shares mediate the relationship between service and profits. In comparison, Gupta, McDanien & Herath (2005) also acknowledged that service quality guarantees customer satisfaction. On the other hand, Pandey & Joshi (2010) also found that service quality, particularly reliability and confidence, contribute to enhanced customer satisfaction. Chi & Gursoy (2009, p. 252) also argue that customer satisfaction can lead to growth through "offering exceptional customer service by exceeding customers' expectations". Pandey & Joshi (2010) further felt that service quality can affect customer satisfaction, market shares and competitive advantages. Moreover, Kandampully (2006) asserted that services that focus on the customer are an antecedent to increased market share and profits. On the other hand, Wiley (1991) stated that high quality customer service can be used to

increase market share, while Victorino et al (2005) recognized information technology as a source of competitive advantage.

Hu, Liu & Huan (2017) studied the moderating role of social media usage in the relationship among multicultural experiences, cultural intelligence and individual creativity. Their study was done among international university students in China by categorizing social media usage into informational and socializing usage. Their study findings show that socializing usage strengthens the relationship between multicultural experiences and cultural intelligence whereas informational social media usage does not strengthen such a relationship.

Gianfranco, Heiner & Wundelich (2007) established that the importance of moderators arises from their ability to enhance understanding of the relationship between relevant independent variables and dependent variables, as well as seemingly established relationships. Studies by Hawas & Alhider (2018) on the impact of customer satisfaction and loyalty on e- marketing: moderating effect of perceived value found out that channel integration was a positive and string component in influencing service quality perceptions in both mobile and online environments. Hawas & Alhider (2018) further established that the wider outcomes were influencing cumulative satisfaction and transaction specific satisfaction and that transaction specific had a major influence on cumulative satisfaction, which also influenced the repurchase intentions positively.

Byounggho & Park (2006) studied the moderating effect of online purchase experience on the evaluation of online store attributes and subsequent impact on marketing response outcomes. Byounggho & Park (2006) found that when deciding whether and how much to

trust, consumers look for cues (e.g., trustworthiness attributes). Byoungho & Park (2006) further established that in the industrial service context, the impact of trust antecedents is moderated by the duration of the relationship and that the source of trust changes as the relationship progresses. These authors' argument was based on the following examples: As the relationship matures, higher levels of the quality dimension (i.e., immediate outcome quality, actual performance of the provider in delivering the service) were found to be more important, whereas potential quality (i.e., cues) was more important at the early phase of the relationship.

2.3 Gaps in Knowledge

The literature review confirmed that no studies have investigated the effect of use of social media on guests' post purchase evaluation and guests' loyalty within four and five star hotels in Kenya. The theory of media richness assumes that the goal of any communication is the resolution of ambiguity and the reduction of uncertainty. In this regard, the social media is likely to provide proper channels of communication as well as information distribution among the guests as well as within hotels and this may lead to guests' loyalty. However, while it has been widely acknowledged that the social media is an important source of information for travellers and that it also provides a good medium for increased business volume and guests' loyalty within hotels, the extent to which it is used within four and five star hotels in Kenya is yet to be established.

The social media has a major influence on consumers' purchase decision-making process in increasing awareness, facilitating sharing of information and influencing the formation of opinions, attitudes, purchase and evaluation of post-purchase experiences. Despite this, studies in four and five star hotels in Kenya have directed very little attention

towards the extent to which their guests use the social media for their hotel transactions. The social media websites also assist consumers to post and share their travel comments and personal experiences which then serve as a source of information to other stakeholders including other guests. This enhances positive post-purchase evaluation and guest loyalty. Literature here established a knowledge gap in guests' post purchase evaluation and guests' loyalty. Other studies established that moderating effect of social media use has significant interactions on the relationship of guests' post purchase evaluation and guests' loyalty yet the effect of these interactions in four and five star hotels in Kenya is not clear.

The literature review has also established that more academic investigations have been done on pre-purchase product evaluation while very little has been done on post-purchase service evaluations. Similarly studies have been done in other parts of the world such as China, Australia, United Kingdom, and United States. These studies have been done in other industries for example banking and hospitals but very few have been done in the developing countries especially in Kenyan hotel industry. Existing theories have limitations because they rarely address social media and its effect on guests' post-purchase evaluation and guests' loyalty within four and five star hotels. Theory has not addressed use of social media, guests' post purchase evaluation and guests' loyalty in the hotel industry. The knowledge gaps identified above therefore needed to be investigated.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter highlights the research methodologies that were employed in this study by outlining the research approach, philosophy and paradigm of research, research design, area of study, the study population and sample size, sampling technique, data collection techniques and instruments, pre- testing of questionnaires, methods of data analysis, data presentation, reliability, and validity as well as ethical considerations.

3.2 Research Paradigm and Philosophy

Research philosophy is referred to as a researcher's view of reality which informs how the research knowledge is gained (Creswell, 2009). Research philosophy therefore provides a specified view in which knowledge is systematically developed. The four major research philosophies in social research are positivism, realism/critical reality, interpretivism/constructivism and pragmatism tactics which are different with regards to the ontology, axiology, epistemology, rhetoric structure and research method (Saunders et al, 2009). This study adopted the pragmatism paradigm and philosophical assumptions. Consequently, the researcher embraced multiple realities and adopted both objective and subjective stances in collecting and interpreting data. The triangulation strategy where data was collected quantitatively and qualitatively was used and the analysis entailed both formal and informal styles of interpreting and presenting findings. This was done according to Denscombe (2008) who believes that pragmatism is the most appropriate philosophy for studies that use both qualitative and quantitative strategies.

3.3 Research Design

Research designs are types of inquiry within a qualitative, quantitative and mixed methods approaches that provide specific directions for procedures in a research study (Creswell & Creswell, 2018). This study used a mixed methods research design which combines multiple analytic methods to the same dependent variable, where qualitative and quantitative techniques are combined (Radolf & Garsons 2018). Specifically, the study employed a concurrent parallel triangulation design where qualitative and quantitative data are obtained separately, separate results are obtained for each, then the two sets of results are compared and contrasted to arrive at a final interpretation (Creswell and Creswell, 2018). This study adopted the triangulation strategy model by Terrell (2012) who explains that in the strategy, data is integrated during the interpretation phase where either lack or presence of convergence may occur and that this strengthens the knowledge claims. Terrell (2012) also notes that data integration can also occur during analysis and that priority should be equal but can be given to either approach. Triangulation has been described as the most common and well known approach to use of mixed methods by other researchers (Creswell, Plano Clerk, 2003). According to Morse (1991, p 122) the purpose of this design is to obtain different but complementary data on the same topic to best understand the research problem in order to bring together the differing strengths and non-overlapping weaknesses of quantitative methods (large sample size, trends, and generalization) with those of qualitative methods (small N details, in depth) (Patton, 1990).

Concurrent parallel design and its underlying purpose of converging different methods has been discussed extensively by Jick (1979), Brewer & Hunter (1989) and Greener et al (1989). These authors established that this design is used when a researcher wants to

directly compare and contrast quantitative statistical results with qualitative findings or to validate or expand quantitative results with qualitative data with the primary purpose of confirmation, corroboration or cross – validation within a single study.

Other major designs are the embedded design, the explanatory design and the exploratory design whose use has been explained by different authors in literature.

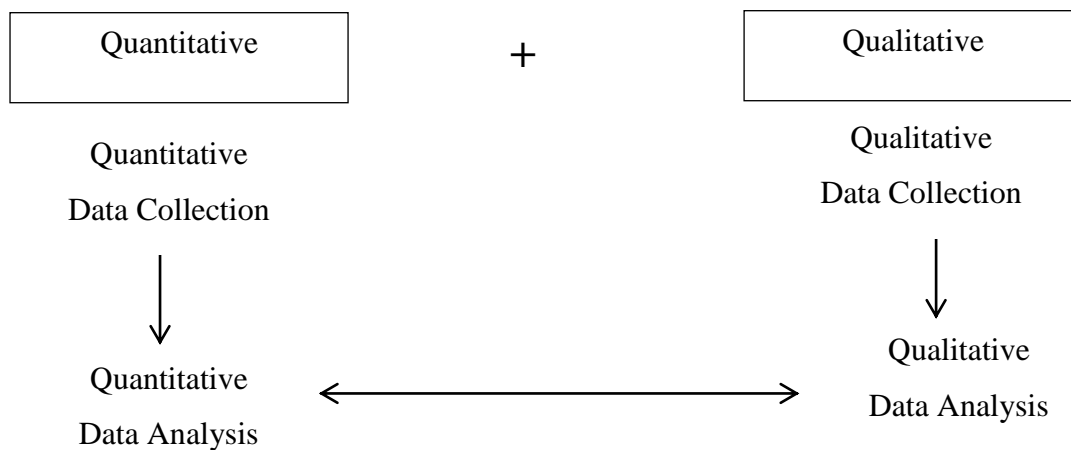


Figure. 3:1 Concurrent Parallel Triangulation Strategy:

Source: Terrell (2012)

3.3.1 Triangulation of data sources

In triangulation of data sources, the researcher can use information from more than one source to compare and contrast data (Raftopoulos, 2005) and this increases validity (Richard &Sativa, 2007). In this study, the researcher therefore adopted triangulation by using questionnaires, interviews and secondary data as the sources of data which included hotel data on guests’ history cards, hotel history records as well as brochures which augmented the primary data for this study. Data obtained from both quantitative and qualitative section was triangulated in the results and discussions.

The three main research approaches are qualitative, quantitative and mixed methods. Qualitative approaches build on the context of the information by exploring the underlying meanings behind words (Creswell & Plano Clark, 2011). Creswell & Clark (2011) however further noted that quantitative approaches build on the exploration of numbers while the mixed methods research approach combines both qualitative and quantitative approaches. On the other hand, mixed methods research approach combines qualitative and quantitative strategies in order to overcome the weaknesses of using a single approach while taking advantage of the strengths of each approach (Masadeh, 2012). This study used the concurrent parallel research design where triangulation strategy (Fig, 3.1) which combines qualitative and quantitative research approaches that involve administering interviews and questionnaires to both guests and managers over the two different phases of the study.

3.4 Area of Study

This study focused on star rated hotels in Kenya and was conducted within four and five star hotels in Nairobi and Mombasa. The star rated hotels are found in different parts of Kenya namely: Mombasa north and south coast, Malindi, Nairobi, Nakuru and Kisumu. Others are found in the Mount Kenya region, Tsavo area and within parts of the Great Rift Valley, Maasai Mara and the northern parts of Kenya e.g. Isiolo and Maralal.

Nairobi and Mombasa have been specifically selected because they have the highest number of four and five star hotels as well as the highest concentration of hotel bed space. Mombasa is the leading tourist center in East Africa, with the highest concentration of tourism and hospitality facilities and infrastructure (Akama & Kieti, 2007).

The Kenya Hotel Keepers and Caterers (KHK&C, 2016), a body that classifies member hotels according to the available bed spaces as well as their ratings, noted that Nairobi has the highest number of four and five star hotels followed by Mombasa (KHK&C, 2016). Similarly, KHK&C (2016) further noted that the two regions have a bed space that ranges between 100 and 400 and therefore the hotels are capable of hosting a larger number of guests as compared to hotels in other regions within Kenya.

Mutinda & Mayaka (2012) established that Mombasa is the most popular destination with a repeat visit rate of 81.4% followed by Nairobi at 52.3%. These hotels were therefore considered to be more popular with repeat guests than other categories of hotels in other regions. The above findings are further supported by other studies by Fwaya, (2011). The hotel bed numbers are an indication of the visitor capacity of a country or region (Fwaya, 2011). Nairobi, Mombasa and other coastal regions combined host up to 70% of Kenya's star-rated hotels, Fwaya, (2011). In contrast, the western and northern regions of Kenya have the lowest bed occupancy rates. Fwaya (2011) further noted that the low percentages are attributable to the fact that these regions are relatively underdeveloped in tourism and that a significant part of Kenya's bed nights are spent in the two cities of Nairobi and Mombasa. The above findings therefore justify the choice of Nairobi and Mombasa as the area of study.

3.5 Study Population

The target population included all hotel managers and the hotels' individual and corporate guests within all the four and five star hotels in Nairobi and Mombasa. The guests who came to attend conferences and other meetings were classified as corporate guests. The study interviewed the top level hotel managers such as the general managers or their

assistants in cases where the managers were not available because it is believed that they were able to give the information required in the interview guides. The guests who filled the questionnaires were those who had spent the previous night in the hotel as well as the repeat guests. This is because these guests were considered as those who had experienced the hotel services.

Table 3.1 illustrates the sampling criteria that was used to estimate guest population (3644) for this study based on 40% bed occupancy rate in four and five star hotels in Nairobi and 31% in Mombasa. The bed occupancy rates for both Nairobi and Mombasa were based on statistical data and economic survey by the Kenya National Bureau of Statistics (KNBS 2015). According to KNBS (2015), bed occupancy rates in 2013 were 43.2% in Nairobi high class hotels and 37.3 in Mombasa Island and coastal beach hotels. This, however, reduced in 2014, where Nairobi recorded 40% while Mombasa had 31%. The drop in (BOR) between 2013 and 2014 was due to reduced international visitor arrivals attributed to the suppressed performance of the tourism sector which was caused by security concerns due to threats of terrorism, negative travel advisories and the Ebola outbreak in 2014 (Economic Survey, (2016). This study used the bed occupancy rate (BOR) for the year 2015 to calculate the guest sample size for this study where Nairobi hotel rates were calculated at 40% and that of Mombasa at 31% (KNBS,2015)

Table 3.1: Selection of hotel guests in Nairobi and Mombasa four and five star hotels using Bed Occupancy Rate

	No. of Hotels	NO. of Hotel Managers	Total Bed space	Bed Occupancy Rate	Actual No. of guests	Total Population
Nairobi						
5 Star	20	20	3217	1286.8	1287	1307
4 Star	16	16	1583	633.2	633	649
Mombasa						
5 Star	11	11	1770	548.7	549	560
4 Star	21	21	3788	1174.28	1175	1196
Total	68	68	10358	3642.98	3644	3712

As indicated in table 3.1; guests' population was 3644 while top managers were 68, giving a total population of 3712.

3.6 Sampling

Choosing respondents who are not representative of the study population reduces reliability (Saunders et al., 2009). In order to increase reliability, the researcher used convenience sampling for guests and managers. The researcher sampled only those guests who had spent at least one night in four or five star hotels in Nairobi and Mombasa because they were considered to have experienced the services of the hotels and therefore had better post purchase experience as compared to those guests who had not slept in the hotels before. Convenience sampling of guests and managers also facilitated the collection of data from those who were available in the hotels at that particular time and willing to participate freely in the study. This type of sampling was therefore employed because it enabled the choice of a population that was more representative while reducing bias.

3.7 Qualitative Phase

3.7.1 Qualitative Research Design

Qualitative research is an interpretative and subjective exercise where the researcher is fully involved in the process and is not aloof (Lacey, Luff & Diana 2001). According to Creswell & Clerk (2003) qualitative research collects emerging data with the primary intent of developing themes from the data. Creswell & Clerk (2010) further note that qualitative data are mostly non-numerical and usually descriptive or nominal in nature. Data collected are in the form of words and sentences and that often (not always), such data captures feelings, emotions, or subjective perceptions of something (Creswell & Clerk 2011). Qualitative approaches aim to address the 'how' and 'why' of a programme and tend to use unstructured methods of data collection to fully explore the topic. (Creswell & Clerk, 2007).

The qualitative methods most commonly used in evaluation can be classified in three broad categories namely In-depth interview, observation methods and document review. Field research methods and approaches focus on lived experiences, direct observations and qualitative interviews (Chiapelli, 2014). Wadongo (2014) observed that field study approaches and methods include participant interviews, case studies and focus groups which lead to two types of data namely naturally occurring and generated data. Wadongo, (2014) further noted that the choice of the method to use is mainly based on the type of data needed to answer the research questions. In this study, qualitative approach was employed to answer the research questions while in depth interviews and observations were used to collect data from the field. The purpose of the interviews was to gather as much information as possible so as to establish how guests used the social media for their transactions and to communicate with the hotels and to further find out which social

media sites they preferred to use as compared to other sites that were also available for use. This study had developed follow up questions as part of the interview schedules in order to clarify answers that were previously provided. Although the questions were semi structured, not all questions were asked to all respondents as some questions were dependent on the answers given to previous questions. This ensured that the respondents did not give answers to questions that were not applicable. The researcher developed themes that emerged from the interviews and these were used to analyse data through thematic analysis.

3.7.2 Sample Size and Sampling Technique

Convenience sampling is a non- probability or non- random sampling where members of a target population that meet certain practical criteria (such as easy accessibility, geographical proximity, availability or willingness to participate) are included for the purpose of the study (Etican, Abubakar, Sunusi & Alkassim 2016). Etican et al (2016) established that convenience sampling involves the sample being drawn from that part of the population is close, readily available and convenient. Based on the above information, this study used convenience sampling technique to select a sample size of thirty-three(33) guests and twenty - eight (28) hotel managers who the study considered a representative of the population and were therefore interviewed in order to generate the data that was required. The researcher opted for convenience sampling due to ease of access of hotel managers and the willingness of guests who had previously visited and stayed in the hotels for at least one night to participate in the research.

3.7.3 Research Instrument

An interview is a data collection technique that involves questioning of the respondents either individually or as a group where answers to questions posed during the interview can be recorded by writing them down or by tape recording the responses or by both methods (Chaleunvong, 2009). This study used in-depth interviews as the main instrument of data collection of qualitative data from the guests and the hotel managers in order to gather the information that was required.

3.7.4 Data Collection

Data collection involves techniques that allow for a systematic collection of information about the objectives of a study, Chaleunvong (2009). Chaleunvong (2009) further noted that an interview is a data collection technique that involves oral questioning of respondents either individually or as a group where answers to questions posed during the interview can be recorded by writing them down or by tape recording the responses or by using a combination of both. Qualitative data collection methods play an important role in impact evaluation by providing information useful to understand the processes behind observed results and assess changes in people's perceptions of their well-being (Creswell, 2009). Furthermore, Creswell (2009) established that qualitative methods can be used to improve the quality of survey-based quantitative evaluations by helping generate evaluation hypothesis; strengthening the design of survey questionnaires and expanding or clarifying quantitative evaluation findings. Creswell (2009) further categorized qualitative methods into three groups, namely: focus groups, group discussions and interviews. He further observed that qualitative approaches are good for further exploring the effects and unintended consequences of a programme and that they can be used to improve the quality of survey-based quantitative evaluations by helping

generate evaluation hypotheses, strengthening the design of survey questionnaires and expanding or clarifying quantitative evaluation findings. Creswell (2009) also noted that qualitative methods most commonly used in evaluation can be classified into three broad categories namely In-depth interview, observation methods and document review.

In regard to the above, this study used in- depth open ended interview schedules as the main data collection instrument and conducted face to face interviews to collect qualitative data from the guests and managers who were conveniently selected within the hotels. In- depth open ended interview schedules were used because they allow the respondents to express themselves further thereby adding more information that may be relevant to the study while face to face interviews are preferable because the interviewee is able to make questions to be understood better especially in areas that lack clarity. The guests' interview questions were based on the main study variables and were centered on use of social media by guests, their post purchase evaluation and loyalty.

On the other hand, the hotel managers' interview schedules were more detailed as they had more questions since more information was needed in regard to the hotels' use of the social media. The interviews sought to establish hotels' extent of use of the social media for communicating with their guests as well as to address the main variables of the study.

3.7.5 Reliability

Reliability refers to whether scores to items on an instrument are internally consistent (i.e., are the item responses consistent across constructs) and stable over time (test-retest correlations) and whether there was consistency in test administration and scoring, (Creswell & Creswell, 2018). In qualitative research, reliability allows one to study the

properties of measurement scales and the items that compose the scales where the procedure calculates a number of commonly used measures of scale reliability as well as providing information about relationships between individual items.

This study constructed semi structured questions in addition to the main questions in the interview schedules. The semi structured questions were ensured clarity of respondents and allowed for more information to test the consistency of the responses. Creswell and Cresswe, (2018) suggests that reliability and consistency can be enhanced in qualitative research by improving quality data and results by using low inference descriptive methods such as recording of interviews, use of probing questions and consistent coding methods. In this study, hand written answers from the respondents were recorded by the researcher and research assistants and probing questions were used to confirm the answers from the participants and to enhance the consistency of their answers.

3.7.6 Validity

Validity is one of the strengths of qualitative research which is based on determining whether the findings are accurate from the standpoint of the researcher, participant or readers of an account (Creswell, 2009). Triangulation is an approach that is used for cross validation for two congruent methods in order to yield comparable data (Todd D. Jick, 1979). In this approach, the researcher builds evidence of a theme from sources such as interviews in order to get in depth information from the themes that have been developed. (Todd D. Jick, 1979). This study used triangulation strategy where data obtained from both quantitative and qualitative sources were triangulated in the results and discussions. Consistency of findings were tested in order to determine the extent to which all the views were represented in the interpretations.

3.7.7 Familiarization of respondents

Familiarizing the respondents with the study increases reliability (Saunders et al., 2009). In order to enhance familiarization of the respondents in this study, the guests and managers were given time to go through the interview schedules before the interviews began so that they could familiarize themselves with the questionnaire items.

3.7.8 Probing and clarification

Probing and clarification of answers during interviews increases the validity of the interviews (Saunders et al., 2009). Consequently in this study, the researcher used probing and clarification questions during the interviews with the guests and the managers in order to gather more accurate, clear and detailed information from the interviews.

3.7.9 Detailed Reporting of Qualitative Data

Khambete & Athavankar (2010, p. 14) state that, in order to increase validity in qualitative research, the researcher should have “a detailed report of data collection and interpretation, well developed concepts and categories and the presentation of theory”. As a result, in this study, the researcher gave detailed accounts of the research design adopted, research method used, research strategies applied and the findings from the interviews and open ended questions in the questionnaires while clearly highlighting similarities and differences in the findings.

3.7.10 Qualitative Data Analysis

Qualitative data analysis involves transcribing, organizing, familiarizing, coding and theming data (Lacey & Luff, 2001). Unlike quantitative analysis, there are no clearly

agreed rules or procedures for analyzing data. However, Wadongo (2014) reported that the major common approaches include ethnographic accounts, life histories, thematic analysis, narrative analysis, content analysis, discourse analysis, grounded theory and framework analysis. Wadongo (2014) noted that the above methods differ on various elements such as status of the data: analysis focus: data reduction procedure: use of concepts: contextualization: abstraction: data access and display: categorization and the place of the researcher in the analysis. In this study, the researcher analyzed the qualitative data by using thematic analysis by emphasizing pinpointing, examining, and recording patterns (or "themes") within data. Thematic analysis technique was adopted because it is considered to be more dynamic, systematic and comprehensive, based on the participants' narrative accounts and therefore more easily accessible to the textual data hence more transparent.

Themes are patterns across data sets that are important to the description of a phenomenon and are associated with a specific research question (Kombo & Tromp, 2006). Kombo & Trump (2006) further observed that thematic analysis identifies themes which emerge from any data. Braun & Clarke (2006) established that thematic analysis is guided by six steps namely familiarization with data, transcription of verbal data, generation of initial codes, search for themes, review of themes and definition and naming of the themes. In the current study, the six steps by Braun & Clarke(2006) were adopted and applied in line with the objectives of the study.

In order to obtain qualitative data from the guests, face to face interviews were conducted and themes were generated from the data obtained from the guests' interviews. The themes were based on the study objectives on use of social media by guests to transact

business within the four and five star hotels, to express their post purchase experience as well as how the use of social media influenced their loyalty within these hotels.

The managers' interviews asked them questions on the specific social media types that were used by the hotels and whether they made a follow up on their guests post purchase evaluation, how often the hotels used these social media for guests' communication and to interact with them, as well as strategies that their hotels used to gain their followers on social media. Their interviews also sought to determine the extent of use of social media by the hotels and whether the managers thought use of social media by their guests influenced their post purchase evaluation and guests' loyalty. The themes that were identified from the manager's interviews were analyzed through thematic analysis

3.8 Quantitative Phase

Quantitative methods deal with numbers and anything that is measurable in a systematic way of investigation of phenomena and their relationships, (Leedy, 1993). Leede, (1993) noted that quantitative research methods are used to answer questions on relationships within measurable variables with an intention of explaining, predicting and controlling a phenomenon.

3.8.1 Population

The study used a population of 3712 individuals comprising 3644 Hotel guests and 68 Hotel managers as illustrated in table 3.1 above.

3.8.2 Sample Size and Sampling Procedures

The study employed multi – stage sampling technique where stratified and simple random sampling were used. According to Elder (2009), multi-stage sampling is also referred to as combined sampling which can be done in several steps. Since the region where a hotel may be placed has an influence on the outcome variable, the first stratification was based on the region where the hotel is found thus the hotels were first divided into the two regions of Nairobi and Mombasa as shown in Table 3.2 below.

Table 3.2 Distribution of four and five star hotels in Nairobi and Mombasa regions

Region	Star Rating		Total
	4 Star	5 Star	
Nairobi (No. of Hotels)	16	20	36
Mombasa No. of Hotels	21	11	32
Total	34	33	68

The second level of stratification was based on the grade of the hotel where in each region the hotels were divided into four or five star categories.

In order to determine the sample size for the study, Krejcie & Morgan (1970) formula was used. Krejcie & Morgan (1970) established that the minimum total sample size has a higher level of trust at 95%. Krejcie & Morgan, (1970) developed a table which has been used before by other researchers for example, Nurul & Zaidatun (2014) who based their study on this table. The formula below illustrates how the sample size was arrived at using the developed models.

$$S = X^2NP (1-P)/d^2 (N-1) + X^2P (1-P)$$

Where S- Required sample size

X^2 - The table value of chi-square for one degree of freedom at the desired confidence level which is 3.841 at 0.05

N-Population size

P-the population proportion (assumed to be 0.5 since this would provide maximum sample size)

d- the degree of accuracy expressed as proportion (0.05)

this would give a sample size of:

$$S = 3.841 * 3712 * 0.5(1-0.5) / 0.05^2 * (3712-1) + 3.841(0.5)(1-0.5) \\ = 346$$

Since the nature of the phenomenon that was being investigated (that is Guests' stay in rooms) is usually unpredictable and seasonal in nature, it was expected that the number of respondents could be less than the minimum expected sample size. Moreover, during data collection, some respondents did not answer their questionnaires to completion. It was therefore necessary to increase the sample size by 60, giving 406 as the new sample size in order to ensure sample adequacy.

3.8.3 Data Collection Techniques and instruments

The primary data in this study was collected quantitatively by means of questionnaires. However, secondary data from published literature and scientific journals were used to augment the findings of the study.

3.8.4 Research Instruments

The main research instruments in the quantitative section were questionnaires while secondary sources were used to further augment the questionnaires.

3.8.5 Questionnaires

The questionnaires were used to collect quantitative data from the hotel guests' and hotel top managers respectively. The guests' questionnaires were both structured and semi structured. The semi structured and structured questions sought to establish the use of social media by the guests. The second and third questionnaire for the guests were presented on a five point Likert scale. A Likert scale is a summated rating scale whereby an individuals' score on the scale is a sum or average of the individual's responses to the multiple items on the item. The aim of this questionnaire was to establish the guests' post purchase evaluations and loyalty respectively. The hotel managers' questionnaire was also presented on a five point Likert scale where the questions sought to establish the guests' loyalty statements, how the guests evaluated the hotels, whether or not the guests used customer review sites to find the hotels, the guests' frequency of use of social media, and hotels' use of social media. The questions also sought to establish the hotels' strategy to maintain social media use, the types of social media used by the hotels, whether managers thought that their guests would be willing to pass positive word of mouth about their hotels, whether their guests would be willing to provide their actual experience, voice or whether they thought that their guests would exit their services in the future.

3.8.6 Measurement of Variables

The three main variables of this study were considered as latent variables. A Multi item scale was used to measure each variable and these were adopted from previous studies as shown in the main study variables below and were modified to serve the objectives of this study.

3.8.6.1 Social Media Use

Social media was measured on the basis of five items adopted from Gilbert, Churchill and Peter (1997): number of social media types, frequency of social media use, access to detailed information, frequency of customer review site visits and extent of social media use. A five point Likert scale was used and respondents were asked to indicate their levels of agreement with the five items, with the response ranging from 5 = strongly agree to 1 = neither nor disagree.

3.8.6.2 Post - Purchase Evaluation

Post - purchase evaluation was measured using four indicators: purchase importance, service performance, information sharing and hotel communication, adopted from the model by Cho et al, (2002) and Soderland (2006). A five point Likert scale of five items was adapted from the above authors where: (5= strongly agree, 1 = neither agree nor disagree) were used.

3.8.6.3 Guest Loyalty

This variable was measured by the following indicators: Word of mouth, favourable disposition, service preference, increased patronage, adapted from Zoe S. Dimitriades (2006), Kandampully & Suhartanto (2000) and Carev (2008). Other measures included consideration to renew contract with the same service provider, willingness to purchase the same service in future as well as maintaining a relationship with the same service provider. These were adopted from Haghkhan, Abu Bakar, Hamid, Emrahimpour, & Roghanianand Ghejsari (2013) A five point Likert scale was employed where: (5= strongly agree, 1 = neither agree nor disagree).

3.8.7 Reliability and Internal consistency

Reliability refers to the extent to which data collection techniques or analysis procedures yield consistent findings (Saunders et al, 2008). According to Warmbrod (2014), reliability describes the accuracy of measurements. Warmbrod, (2014) further observed that derived from classical test, reliability of a test score that quantifies psychological and social constructs postulates that an individuals' true score is comprised of an observed (measured) score minus random errors of measurement. In this study, probing questions were designed and posed in order to ensure clarity of answers that would be provided by respondents. Cronbach's alpha is often used to determine the reliability of items comprising scales (DeVellis, 1991). In this study, Cronbach coefficient alpha were calculated in order to assess the internal reliability factors identified in this study.

An internal consistency estimate of the reliability of summated scores derived from a Likert scale requires only one administration of the instrument. Internal consistency refers to the extent to which there is cohesiveness or inter-relatedness among the responses to the multiple items comprising the Likert scale (Cronbach 1984). This study had five items on the Likert scale which ranged from neither agree or disagree (neutral), strongly agree, disagree, agree and strongly agree. The internal consistency of the scales was therefore guaranteed by the manner in which the items were constructed which gave the respondents an easier way to understand and answer the questions on the questionnaires.

3.8.8 Validity

In quantitative research, validity is concerned with establishing whether the findings are really about what they appear to be i.e. establishing whether the relationship between

variables is a causal relationship (Saunders 2008). Saunders (2008) further noted that lack of validity can be minimized by the research design chosen. In other words, validity refers to the extent to which the results are representative of the phenomenon under study. Creswell & Clerk (2011) noted that there are various commentaries about validity in quantitative and qualitative research with no agreed terminology or criteria of measurement. Creswell & Clerk, (2011) further noted that in quantitative research, validity concerns the quality of the scores and the quality of the conclusions drawn from the research. In this study, the researcher used statistical procedures which ensured that the scores were meaningful indicators of the constructs by assessing the extent to which questions represent constructs and the extent to which items measure what they are intended to measure. Face validity reflects whether the instrument measures what it ought to (Garson 2002) whereas content validity shows whether the items in the instrument adequately reflect the subject under study (Cohen, Manion & Morrison, 2007). In this study, face and content validity were used to establish if the interview schedules and questionnaires actually measured what they were supposed to measure. The researchers' supervisors went through the instruments and declared them fit for the study.

3.8.9 Pilot Testing

Pilot testing enhances the validity of questions in studies involving interviews and questionnaires (Kombo & Tromp, 2006). In this study, piloting was used to increase the validity of the instruments used. Two guests and two managers each from Nairobi and Mombasa who were deemed as representative of the total population were interviewed and they filled the questionnaires before the final respondents were approached. The piloting exercise aimed at identifying any problems with the questionnaires and interviews before they were administered to the final respondents. Some adjustments

were made to the interview schedules and questionnaires after the pilot tests. For instance, the guests' interview schedule had too many questions. Due to this, the number of questions were reduced to enable the guests understand and answer the questions with ease. Questions on guests' frequency of visit and length of stay had also been missing in the original guests' questionnaire. These were later included in the final instrument. Questions on strategies that the hotels put in place to embrace social media and the hotels' measurements of guest loyalty were also missing and these were also added to the final interview schedule for the managers. The respondents who participated in the pilot test were excluded from the final sample.

3.8.10 Quantitative Data Analysis

3.8.10.1 Descriptive Statistics

Descriptive statistics are used to describe the basic features of the data in a study, to provide a summary of the characteristics of a sample and their measures, to form the basis of virtually every quantitative analysis of data and to present quantitative descriptions in a manageable form (Creswell, 2014 and Kothari & Garg 2014). Descriptive statistics were used in this study to describe the basic features of data where descriptive characteristics of the sample were presented in means (a measure of central tendency), standard deviations and variance (measures of dispersion), as well as correlations (relationships).

Descriptive statistics were also used to analyze quantitative data where frequencies, percentages, means (M), medians (Mdn) and standard deviations (SD) were computed using statistical package for social sciences (SPSS). Frequencies and percentages were used to establish the ages, gender, frequency of visit, length of stay, reason for visit,

nationalities, communication media and memorable experiences of the guests, the managers' positions and the target markets, star ratings, years of operation, types, number of guest rooms and ownership of the hotels. Means were calculated to determine the average age of the guests, the average number of guest rooms in the hotels and the average number of years that the hotels had been in operation in Kenya while standard deviations were used to show the variance. In order to prepare the data for analysis, skewness and kurtosis were computed as recommended by Bagozzi & Yi (1988).

Skewness and kurtosis are shape statistics (Larson, 2006) which indicate whether data is normally distributed by looking at the symmetry and peakedness of the distribution (DeCarlo, 1997; Ghasemi & Zahedias, 2012). Positive skew indicates that most of the scores are below the mean while negative skew means most of the scores are above the mean. Positive kurtosis exhibits heavier tails and a higher peak while negative kurtosis portrays lighter tails and lower peaks (Kline, 2010). Skewness and kurtosis absolute values close to 0.00 highlight almost normal distributions (Simpson, Maylor, McConville, Stewart-knox, Meunier, Andriollo-Sanchez, Polito, Intorre, McCormack & Coudray, 2014). Skewness absolute values of $\leq \pm 2$ and kurtosis absolute values of < 10 are considered acceptable and do not call for data transformation (Kline, 2010).

3.8.10.2 Factor Analysis

Factor analysis was carried out on post purchase evaluation and guest loyalty to ascertain uni-dimensionality, construct and discriminant validity of items to estimate composite scores of the variables using factor scores. Principle Component Analysis, (PCA) was used to examine the interrelations among a set of variables of the guests' perceptions on guests' post purchase evaluation and loyalty in order to identify the underlying structure

of those variables. The PCA was chosen over other extraction methods because the factors were not specified earlier in the conceptual framework. The suitability of the data for factor analysis was assessed using Kaiser –Meyer Olkin (KMC) measure of sampling adequacy and Bartlett’s test of sphericity. Mishra Taraphder, Datta, Swain & Saikham, (2017) established that the higher the component loadings, the more important that statement is to that component.

Principal components analysis (also known as empirical orthogonal function analysis) is a multivariate data analysis technique that is employed to reduce the dimensionality of large data sets and simplify the representation of the data field under consideration (Coleman, 2012 and Mishra, et al, 20187). Coleman (2012) further noted that PCA is used to understand the interdependencies among variables and to trim down the redundant (or significantly correlated) variables that measure the same construct. Principle Component Analysis is a statistical technique used to examine the interrelations among a set of variables in order to identify the underlying structure of those variables. Colman, (2012) further describes PCA as a non-parametric analysis whose answer is unique and independent of any hypothesis about data distribution. Similarly, PCA is suitable for a data set with a large number of variables (as was the case in this study) and the higher the loadings, the more important the variables.

The rotated matrix results were obtained using factor analysis rotation which was done using Varimax Kaiser Method. This method is an orthogonal rotation that minimizes the number of variables that have high loadings on each factor thereby simplifying the interpretation of the factors (Field, 2005). Field, (2005) further established that rotation maximizes the loading of each variable on one of the extracted factors while minimizing

the loading on all other factors by working through, thereby changing the absolute values of variables while keeping their differential values constant. In order to identify significant factors, total variance explained from initial extraction and rotated extraction were reported. The composite scores for each component were estimated using factor scores generated from factor analysis. These scores were used in regression and moderation analysis below.

3.8.10.3 Multiple Regression Analysis

Multiple regressions were used to test the relationship between independent variables and dependent variables. The model summary, ANOVA statistics and coefficients of parameter estimates were reported and are presented herein.

This study had four objectives where objective one sought to establish the effect of post purchase evaluation on guests' loyalty in four and five star hotels in Nairobi and Mombasa, Kenya, objective two was to establish the effect of use of social media on guests' loyalty in four and five star hotels in Nairobi and Mombasa, Kenya, objective three was to establish the effect of use of social media on guests' post purchase evaluations in four and five star hotels in Nairobi and Mombasa, Kenya and objective four was to investigate the moderating role of use of social media on the relationship between guests' post purchase evaluations and loyalty in four and five star hotels in Nairobi and Mombasa, Kenya. Data generated from the questionnaires was analyzed both quantitatively and qualitatively where the unit of analysis was hotel guests and hotel managers. The responses from guests and hotel managers' questionnaires were based on a five point Likert scale. In order to analyze each of the objectives, three models were

developed for each objective where the main variables were condensed into themes that are more measurable so as to fit into the models.

Model development is normally done when applying multiple regression analysis in order to explain the variability in the dependent variable. (Newbold, Carlson & Thorne, 2011). Newbold et al (2011) further established that, when developing models, it is necessary to include the simultaneous and individual influences on independent variables. These models normally have error term in the formula which recognizes that no postulated relationship will hold exactly and that they are likely to be additional variables that also affect the observed value of Y. The variables for each objective were generated into themes as shown in the models below.

The model for objective one was as follows:

$$Y_{1i} = \beta_0 + \beta_1 X_{1i} + \beta_2 X_{2i} + \beta_3 X_{3i} + \beta_4 X_{4i} + \epsilon_i \dots\dots\dots(3.1)$$

- Where:
- Y_{1i} - Guest Loyalty
 - $\beta_0, \beta_1, \beta_2, \beta_3$ -
 - X_{1i} -Purchase Importance
 - X_{2i} - Service performance
 - X_{3i} - Information sharing
 - X_{4i} . Hotel Communication
 - ϵ_i -error term

The model for objective two was as below:

$$Y_{2i} = \beta_0 + \beta_1 W_{1i} + \beta_2 W_{2i} + \beta_3 W_{3i} + \beta_4 W_{4i} + \beta_5 W_{5i} + \epsilon_i \dots\dots\dots(3.2)$$

- Where:
- Y_{2i} - Guest Loyalty
 - $\beta_0, \beta_1, \beta_2, \beta_3, \beta_4, \beta_5$ - Constants to be determined

- W_{1i}- Social media types
- W_{2i}- Frequency of social media use
- W_{3i}- Social media extent of use
- W_{4i}- Frequency of customer review site visits through social media
- W_{5i}- Access to detailed information through social media
- ε_i- error term

The model for objective three was:

$$Y_{3i} = \beta_{30} + \beta_{31}W_{1i} + \beta_{32}W_{2i} + \beta_{33}W_{3i} + \beta_{34}W_{4i} + \beta_{35}W_{5i} + \epsilon_{3i} \dots \dots \dots (3.3)$$

- Where:
- Y_{3i}- Post Purchase Evaluation
 - W_{1i}- Social media types
 - W_{2i}- Frequency of social media use
 - W_{3i}- Social media extent of use
 - W_{4i}- Frequency of customer review site visits through social media
 - W_{5i}- Access to detailed information through social media
 - ε_i- error term

The model for objective four was:

$$Y_{4i} = \beta_{40} + \beta_{41}SM_{4i} + \beta_{42}PPE_{4i} + \beta_{43}\{(SM)*(PPE)\}_{4i} + \epsilon_{4i} \dots \dots \dots (3.4)$$

- Where:
- Y_{4i}- Guest Loyalty
 - β₄₀, β₄₁, β₄₂, β₄₃- Constants to be determined
 - SM_{4i}- Social media use indicators
 - PPE_{4i}- Post Purchase Evaluation indicators
 - {(SM)(PPE)}_{4i} – Interaction between social media use indicators and Post Purchase Evaluation indicators
 - ε_{4i} – error term

Multiple regression is a statistical technique that is employed to account for the variance in a continuous dependent variable, based on linear combinations of interval, dichotomous, or dummy independent variables (Garson, 2014). Garson, (2014) observed that multiple regression is often called OLS regression because of its reliance on ordinary least squares estimation. Garson (2014) further observed that multiple regression can establish whether a set of independent variables explains a proportion of the variance in a dependent variable (through R^2 , which is a percentage of variance explained), at a significant level (through a significance test of R^2), and can establish the relative predictive importance of the independent variables (by comparing beta weights, which are standardized regression coefficients). Multiple regression therefore is a statistical tool that allows you to examine how multiple independent variables are related to a dependent variable.

In this study, multiple regression was used to analyse objectives one, two and three where objective one established the effect of post purchase evaluation on guest loyalty in four and five star hotels in Nairobi and Mombasa, Kenya, objective two established the effect of use of social media on guests' loyalty in four and five star hotels in Nairobi and Mombasa, Kenya and objective three established the effect of use of social media on guests' post purchase evaluation in four and five star hotels in Nairobi and Mombasa, Kenya. Objective four investigated the moderating role of use of social media on the relationship of guests' post purchase evaluation and guests loyalty in four and five star hotels in Nairobi and Mombasa Kenya. The study had four hypotheses as follows: Post purchase evaluations do not have a significant effect on guest loyalty in four and five star hotels in Nairobi and Mombasa, Kenya, use of social media does not have a significant effect on guest loyalty in four and five star hotels in Nairobi and Mombasa, Kenya, use of

social media does not have a significant effect on guests' post purchase evaluations in four and five star hotels in Nairobi and Mombasa, Kenya and use of social media does not moderate the relationship between guests' post purchase evaluation and loyalty in four and five star hotels in Nairobi and Mombasa, Kenya.

3.8.10.4 Moderation Analysis

Moderation is the process of eliminating or lessening extremes and it is used to ensure normality throughout the medium on which it is being conducted (Baron, & Kenny (1996). Baron & Kenny, (1996) further observed that a moderator is qualitative such as age, sex, race, class or quantitative such as level of reward variable that affects the direction and/or strength of the relationship between an independent or predictor variable and a dependent or criterion variable. Baron & Kenny, (1996) further noted that within a correlational analysis framework, a moderator is a third variable that affects the zero-order correlation between two other variables. Baron & Kenny (1996) also established that in the analysis of variance (ANOVA) terms, a basic moderator effect can be represented as an interaction between a focal independent variable and a factor that specifies the appropriate conditions for its operation. Likewise, Gianfranco Walsh, Heiner Evanschitzky & Maren Wundelich, (2007) established that the importance of moderators arise from their ability to enhance the understanding of the relationship between relevant independent variables and dependent variables, as well as seemingly established relationships. Thus, a moderator is a variable that specifies conditions under which a given predictor is related to an outcome. Therefore, a moderator explains 'when' a DV and IV are related. According to Hayes (2013), moderation implies an interaction effect, where introducing a moderating variable changes the direction or magnitude of the relationship between two variables. Garson (2017) observed that a moderation effect

could be (a) enhancing, where increasing the moderator would increase the effect of the predictor (IV) on the outcome (DV); (b) buffering, where increasing the moderator would decrease the effect of the predictor on the outcome; or (c) antagonistic, where increasing the moderator would reverse the effect of the predictor on the outcome.

A moderation analysis is an exercise of external validity in that the question is how universal is the causal effect of the independent variable and most moderation analyses measure the causal relationship between independent variable (X) and dependent variable (Y) by using a regression coefficient. Hayes (2013). Hayes (2013) noted that although classically, moderation implies a weakening of a causal effect, a moderator can amplify or even reverse that effect. Hayes (2013) further noted that complete moderation would occur in the case in which the causal effect of X on Y would go to zero when Moderator (M) took on a particular value. Objective four of this study was to investigate the moderating role of social media use on the relationship between guests' post purchase evaluation and loyalty in four and five star hotels in Nairobi and Mombasa, Kenya. To achieve this objective, moderated multiple regression involving a two-way interaction among independent variables was carried out using "The Process macro in SPSS Linear Regression".

3.9 Ethical Considerations

The study was presented to the board of School of Graduate Studies and the Ethics Review Committee at Maseno University for approval. The researcher had to be cleared to conduct the study by these two boards before data collection commenced. Access permission was also requested from the hotels through letters of introduction sent to the General Managers and personal visits.

The management of the targeted hotels were approached and briefed on the purpose of the study. Permission was granted by the general managers of the hotels to conduct the study with their top managers on condition that the researcher would ensure that minimal disruption was created in the operations of the hotels and that the questionnaires would be self-administered. All the respondents were briefed on the purpose of the questionnaires and voluntary responses were solicited. The researcher emphasized to those participating in the interviews that strict confidentiality in handling of questionnaires would be maintained and therefore no one was forced to participate.

Consequently, willing participants were given informed consent forms to fill and sign as an indication of their acceptance. In order to ensure confidentiality, they were guaranteed anonymity and assured that their responses would be used solely for purposes of the study. The managers and guests were therefore not supposed to indicate their names or the hotels for which they worked or visited. The researcher was also personally liable for all the information and ensured that the completed schedules and questionnaires were securely stored in locked files and password protected computers which could only be accessed by her.

CHAPTER FOUR

RESULTS AND DISCUSSIONS

4.1 Introduction

This chapter reports the findings and discussions of this study which have been presented and discussed in line with the four specific objectives of the study as well as integrating those of the qualitative phase.

4.2 Thematic Analysis and Themes from Interviews

This section explores data generated from interviews with guests' and managers' which formed the qualitative data. From these interviews, several factors were identified and were developed into main themes from the interviews that were conducted with guests and managers of four and five star hotels in Nairobi and Mombasa.. These themes have been analyzed thematically by discussing them in line with the specific objectives of this study.

From the guest's interviews, six themes were identified as: visits to the hotels, use of social media, contributions of social media to guests' loyalty, guests' feedback on services received, influence of social media use on evaluation of guests' post purchase experiences and importance of use of social media for communication. Additionally, some questions from the guest's interviews also generated sub themes (social media for branding the hotels, social media as a marketing tool and number of visits to the hotels).

On the other hand, the factors that emerged from the managers' interviews were: the use of social media by the hotels for guests' communication, social media strategies that were used by the hotels to maintain social media presence, embracement of both social and traditional media, impact of social media use on hotels, success of social media,

influence of social media use on guests' post purchase evaluations and measurement of guest loyalty. This study considered them as the main themes from the managers of four and five star hotels in Nairobi and Mombasa. The sub themes that emerged from the main themes from the managers' interviews as well as those of guests' were integrated with the main themes during triangulation and combined with quantitative data to ensure triangulation of data sources as explained in figure 3.1.

4.3 Descriptive Statistics

This section presents the descriptive statistics of the main variables of the study which were social media use, post purchase evaluation and guests' loyalty. The descriptive statistics presented here show means, standard deviations, skewness as well as kurtosis. As stated in section 4.2, results from the qualitative strand have been integrated to further complement interpretation of the quantitative results.

4.3.1 Distribution of the Respondents by Key Characteristics

This section presents an overview of the characteristics of the guests' responses as well as their key demographic information from the data that was collected from the questionnaires from 406 respondents who were sampled from thirty - six hotels in Nairobi and thirty - two hotels in Mombasa. The information contained here includes the key responses of the guests' characteristics and their use of different social media types that they use for communication with their hotels. The information is used to ascertain whether the key characteristics of the respondents have an effect on their use of social media. This information is contained in Table 4.1 below:

Table 4.1: Percent distribution of guest respondents by key characteristics

Characteristic	Category	N	Percent
Age group	24 years and below	72	17.7
	25 -34	113	27.8
	35-49	118	29.1
	50-59	46	11.3
	60 and above	57	14.0
Gender	Male	214	52.7
	Female	192	47.3
Education	Primary	8	2.0
	High school	103	25.4
	University	267	65.8
	Other	28	6.9
Annual Household income	30,000 or less	85	20.9
	31000 to 50000	80	19.7
	51000 to 70000	146	36.0
	Above 70000	95	23.4
Work status	Employed	175	43.1
	Unemployed	16	3.9
	Business Owner	150	36.9
	Student	48	11.8
	Retired	5	1.2
	Other	12	3.0
	Nationality (Region of Origin)	Kenya	169
	Other African countries	55	13.5
	Europe	142	35.0
	Americas	16	3.9
	Asia and Oceania	24	5.9
How often do you visit this hotel?	Everyday	22	5.4
	Every week	31	7.6
	Every month	81	20.0
	Once a year	174	42.9
	Other	98	24.1
Reason for visited hotel	Business	108	26.6
	Leisure	284	70.0
	conference/meetings/seminars	9	2.2
	Other	5	1.2
Total		407	100.0

The results in Table 4.1 show that majority of the respondents were males (50.2%), aged between 25-49 years (56.9%) and attained college or university education (65.8%). The findings also indicate that almost 3 out of every 5 guests earned Shs. 51000 and above (59.4%). Additionally, majority of the guests were employed Kenyan citizens. The results also reveal that the bulk of the guests were leisure travelers (70%) and the frequency of visits to the hotels was once a year (42.9%).).

4.3.2 Hotel Managers' Perception on Guests' Use of Social Media, Post Purchase evaluation and Loyalty

This study sought to establish the effects of use of social media on post purchase evaluation and guests' loyalty in four and five star hotels in Kenya.

The findings presented in this section summarize the perception of hotel managers' on guests' use of social media, post purchase evaluation and loyalty as well as the extent of use of social media for guests' communication and transactions within four and five star hotels in Kenya.

The results presented in Table 4.2 summarize hotel managers' responses based on means and standard deviations of 16 likert scale questions that were asked in the managers' questionnaire. Results obtained show a mean of 3.2 to 4.4 with a standard deviation of .76 to 1.34. The range for the means (2.2) and standard deviations (.58) variances indicate that nearly all the items are tapping into the same concept. (See the item g on the managers' questionnaire):

'My hotel uses the social media to contact the guests' had the lowest mean.

Item l): 'my hotel is likely to meet the customers' needs' had the highest mean.

These results indicated that the managers may not be aware that their hotels do not often use social media to contact customers but they are more likely to be certain about their loyalty and somehow on positive post - purchase evaluation. This can be observed from the fact that they are more likely to be neutral on items that are more associated with social media

Table 4.2: Hotel managers' statements on social media use, post purchase evaluations and guests' loyalty

Item	Mean	Std. Deviation	N
<i>Perception on guest use of social media</i>			
Social media- guest hotel choice	4.24	0.93	45
Social media -guest hotel awareness	3.76	1.03	45
Social media -guest information search	3.89	1.05	45
Social media -guest hotel experience evaluation	3.91	1.02	45
consumer review website consultation hotel information	4.31	0.76	45
consumer review website frequency hotel information	4.11	1.01	45
<i>Perception on hotel use of social media</i>			
social media- hotel guest contact	3.20	1.32	45
customer review sites - collect guest information	3.93	1.12	45
Social media -guest experience evaluation	4.24	0.91	45
consumer review website consultation guest information	3.40	1.25	45
consumer review website frequency guest information	3.47	1.34	45
<i>Perception on hotel on post purchase evaluation</i>			
positive Post purchase evaluation-word of mouth	4.13	1.01	45
post purchase experience	4.27	0.91	45
<i>Perception on hotel on guests loyalty</i>			
Meet customer needs	4.44	0.76	45
Guest services recommendations	4.27	0.89	45
Customer loyalty confidence	3.58	1.29	45

4.3.2.1 Use of Social Media

Thematic analysis of qualitative data established the extent to which the hotels used social media in order to communicate with their guests. This was achieved by asking the managers to state whether their hotels use the social media to communicate with their guests. Twenty hotel managers declared that they used the social media; five managers reported use of both the social and traditional media while three managers did not respond. This study found that majority of the respondents expressed the fact that they used social media to communicate with the guests. In comparison, some respondents who used the social media also argued that it is gaining more momentum within hotels, it is more preferable by most people and that it is used globally. On the other hand, use of both social and traditional media was preferred by other hotel managers to reinforce either of the media especially where there was lack of one of the types at a certain point in time during hotel operations. The study also noted that those who embraced both social media and traditional media indicated that some guests preferred to use both and thus the need to have both in places.

Studies have established that the growing role of use of social media in tourism and hospitality has become increasingly important (Leung et al, 2013). Leung et al, (2013) further observed that social media use plays a significant role in many aspects of tourism such as information search and decision making processes, tourism promotion. Moreover, Baird & Parasins (2011) found out that use of social media was important in focusing on best practices for interacting with consumers who use it to interact with brands and need to feel that the company is trustworthy and is giving honest information.

Use of social media has revolutionized communication especially within the hotel sector and consequently the marketing of tourism destinations (Marios & Van, 2013). The field study explored how guests used social media to transact with the hotels whenever they wanted to make their bookings within the four and five star hotels in Kenya. This was done in order to establish the extent of use of social media and to identify the platforms that were commonly used by guests especially when communicating with hotels.

Qualitative results indicated that use of social media for communication (theme six) was important to guests in several ways such as: instant information whenever they used the social media, it made them have a sense of belonging, their concerns are addressed and that they got the feeling that they are already in the hotel even before they got there. The results from the guests' interview established that guests used the social media for their transactions with the hotels and for communicating with amongst themselves. Qualitative results further established that Trip Advisor, Facebook, Google, Twitter, WhatsApp and Wiki Travel emerged as the most popular platforms (see fig.4.1). The study similarly revealed that guests used social media to choose their hotels and frequently visited customer review sites. And that their frequency of visits was highly significant ($p=.01$) with a frequency of 46.6% (see Table 4.3 and 4.23). These results however established that while majority of guests recognized the importance of use of social media for communication and transacting with the four and five star hotels, some guests felt that use of other means of communication such as making phone calls, personal visits to the hotels as well as use of print media were also important to them.

The field study established that there is a strong linkage between extent of use of social media and improvement in communication with the hotels. This implies that, if the four

and five star hotels in Kenya improved the extent of use of the social media by enhancing the use of the most popular types, then this would lead to more transactions by guests within the four and five star hotels in Kenya. It would also improve the business and marketing of the hotel services as well as their connection with their guests through social media.

These results are similar to other studies by Leung et al (2013) which established that social media use plays a significant role in many aspects of tourism such as information search and decision making processes, tourism promotion as well as focusing on best practices in interacting with consumers. Studies by Leung et al (2013) further established that leisure travelers in the United Kingdom chose their hotels on the basis of their transactions through social media.

Marios (2013) established that social media use has revolutionized communication especially within the hotel sector and consequently the marketing of tourism destinations. This further implies that social media use is a strong tool for communication as well as for marketing the hotels and that if the extent of its use is fully implemented by managers in four and five star hotels in Kenya, this would further improve communication between the hotels and guests.

The field study further established that use of both social and traditional media was preferably practiced by other hotel managers too to reinforce either of the media especially where there was lack of either of the types at a certain point in time. This implies that, since the use of social media is important for communicating with guests by a majority of the managers within the four and five star hotels in Kenya, the hotel

managers were making an attempt to embrace the use of social media within the hotels. The managers however retorted that it was wise for the hotels to augment the use of social media with that of traditional media so that they can attract those guests who prefer to use the traditional media and therefore may not use the social media as frequent as others users.

The study further noted that use of social media is gaining momentum within hotels, was more preferred by most people who use it to transact with the hotels and that it is also global. The Travel Market Report (2011) acknowledged that 'hotels are now trying to use the internet to book in their guests and to manage guests' circle. Although majority of hotel managers seem to have understood the importance of social media use for guests' communication, the rate at which they use it to transact with the guests is still comparatively low. The more focused the hotel managers were on use of social media, the more positive effect it would have on the business within the hotels. This is because the sustainability of the hotel business highly depends on how effective their communication with their guests was done through the use of social media. Other studies by Zieng et al, (2009) and Chan & Gullet. (2011) also established that use of social media can adequately provide a good medium for increasing business volumes as well as guests' loyalty within the hotels. These authors similarly established that social media is an effective tool for hotels that want to increase their business volumes and enhance guests' loyalty

4.3.2.2 Social Media Types

Results from thematic analysis of qualitative data established that the hotel managers expressed the fact that they used several social media types to enhance their

communication with their guests. However, these results found out that the most commonly used social media types by the hotels were Trip Advisor which attracted the use of ten hotels managers, Twitter and Facebook, where each attracted five managers. Moreover, the study further noted that some hotels used more than one type of social media to communicate with their guests as was reported by four managers. Two managers emerged as either non - users or non - committal on the type of social media they used to communicate with their guests.. On the other hand, two managers reported to have used Wiki Travel and WhatsApp to check on guests' bookings.

Other social media types that were used, (My space, LinkedIn, Wiki Pedia, Fleckr, Instagram, Booking com, Expedia, You Tube, Google.com and Wiki travel) recorded very low user frequencies. It is significant to note that the most popular social media types that were used by the guests were the same ones that were popularly used by the hotel managers within the four and five star hotels in Kenya. This implies that these hotels were able to communicate effectively with those guests who used the same types of social media.

However, the field study established that some managers could only be categorized as non – users of social media since they preferred to use the traditional media only. This study noted that this category of managers did not have as much knowledge of social media use as compared to those who frequently used the social media to communicate with their guests in four and five star hotels in Kenya. This implies that the hotels whose managers would only be categorized as non-users of the social media did not interact with their guests through the social media and therefore they lacked knowledge on guests' experiences expressed through the social media about their hotels. Non interaction with

the guests through social media implies a negative impact on the success of social media use within the four and five star hotels in Kenya. Furthermore, since the use of more than one type of social media was more beneficial to the four and five star hotels whose managers used more than one type of social media, other managers who used only one type of social media should also adopt the use of more than one type of social media so that they can engage more guests in their communication thus get to know their experience of their stay in the hotels.

Other types of social media include blogs, special collaborative projects, content communities and virtual game worlds (Lange-Faria & Elliot, (2012)). However, this study did not establish their use within four and five star hotels in Kenya. Other studies (Lange-Faria &, Elliot, (2012), Chunling & Wei, 2012) established that some social media applications have been organized into domains such as expressing, networking, sharing and gaming and that consumer socialization through peer communication using social media websites has become an important marketing issue through the development and increased popularity of social media. This study however did not establish use of these websites by the four and five star hotels in Kenya. This means that if the managers in four and five star hotels frequently visited these web sites that use these social media applications that were used by guests, then this would result in better flow of communication between the hotels and the guests thereby enhancing communication between the hotel managers with the guests. The social media types that allow the guests to socialize and communicate with their peers within the hotels would be important for marketing the hotel services thus making them more popular in terms of social media use.

4.3.2.3 Social Media Strategies

Communication strategy is designed to help the destination to communicate effectively as well as increase awareness, achieve publicity, and target a specific market, change consumer behaviour and perception, increase visitation numbers in social media sites and to demonstrate destination success (Alberta et al, 2015).

This study sort to establish if the hotel managers had used any strategies to maintain consistent flow of use of social media within the four and five star hotels in Kenya by asking the following questions during the interviews with the hotel managers.

Q4... ‘When did your hotel begin to implement social media strategies for guests’ communication?’

Q5a...how many people are responsible for maintaining M social media presence, developing campaigns, as well as strategies for marketing?’

Q5b... do you have any particular strategies to gain followers on social media?).

The results from the above questions established that the hotel managers had used social media strategies in order to enhance communication with their guests. While some hotels had used social media since its inception, majority of the respondents, fifteen managers indicated that their hotels had used social media for not more than six years. Nevertheless, the results further noted that most of the hotels (eighteen) used their employees to maintain a social media presence as a strategy within the hotels. Such employees were from marketing department and their IT specialists. This study established that some hotels had done this through paid up adverts, posting of special events and festivals as well as personal engagement of individual guests through their social media networks. Other managers of the hotels (seven) had their strategies

maintained from their headquarters located far away from the hotels while one manager reported not using any strategy but explained that they relied on their guests who would use either word of mouth or social media to market them after receiving good services while two managers did not answer this question. The study found that since some hotels did not have any strategy to maintain social media presence, it may not be possible for them to reach out to their guests through use of the social media. This may be impacting negatively in terms of communications with the guests as well as marketing the hotels through the social media.

The fact that the managers were not directly responsible for the strategies themselves implied that they could not respond to guests concern at their will. This study established that hotels do not use the social media strategies effectively to continuously ensure effective communication with their guests through the social media since the hotel managers were not directly responsible for the strategies that were used to maintain social media use with the hotels. Nevertheless, since the hotels had some strategy to maintain social media presence, it is a clear indication that they were making an attempt to embrace use of social media use within their hotels.

These results agree with those of Xi, Leung & Stahura, and (2013) who established that hotel customers' social media experiences influence their attitudes towards social media sites which in turn influences their attitudes towards the hotel brand. They further noted that hotel customers' attitudes towards hotel brand affected their booking intentions.

Other studies by Wang et al, (2012) had established that online consumer socialization through peer communication directly affects purchase decisions by conformity and by reinforcing product development. Further studies also established that use of social media

for communication was found to be more convenient to the guests since they were able to connect with the hotels as well as their peers through the social media, (Chunling & Wei, 2012).

4.3.2.4 Impact of Social Media

Theme four established the impact of the social media use within the hotels by asking the Managers the following questions:

Q7... explain the significance of the social media use by both the guests and the hotel managers for communication.

Q8a... what do you consider to have been the biggest social media success/failure,

Q8b... has it improved the communication or connectivity with your guests?).

Majority of the managers, (twenty-two) felt that social media use had a positive impact on communication and explained that since the inception of social media, communication has improved considerably. The following were some of the positive feelings of the impact of social media on hotels by the managers:

M1 (M)... views expressed by the guests on social media help the hotels to improve on their services..

M2 (N)... it has led to an increase in business

M6,14,17,(N)... it has improved communication

M10 (M)... it has improved connectivity

Nevertheless, some managers, (four) felt that negative comments posted by guests on social media were working to the advantage of their competitors and not to their advantage and therefore they indicated that their preference would be that that the guests talked directly to the hotels instead of communicating through the social media. The

managers further felt that these adverse comments impacted negatively especially on repeat visits since some guests who review these postings on the social media may be discouraged to visit the hotels again.

The negative comments that some guests indicated as a concern to them during the interviews included the following:

G15,13,9 (N)... some hotels ignore guests' comments while they are out of the hotels

G8,12,17 (M)... hotels only tend to be more concerned when they are marketing their products but less when you are within the hotels.

The field study indicated that social media use had a positive impact on communication because there has been a considerable improvement since the inception of use of social media within the four and five star hotels in Kenya. The study noted that majority of the hotel managers felt that the positive comments they received from their guests had a positive impact on marketing of hotels through social media and that they had realized great success towards their business within the hotels as a result of more repeat guests.

These results compare with results from other studies who established that clear website, online interactivity and web site security have a positive relationship with social media marketing (Sahika & Tahari, 2016). Studies by McCarthy et al, (2010) established that watching and responding to customer complaint as early as possible can allow speedy service recovery. Leung et al, 2013 also noted that social media has a capacity to help hotels engage potential guests, increase online revenues, increase online presence thereby leading to greater success within the hotels because its communication has greatly improved within the hotels. This therefore means that the positive impact of social media

use in four and five star hotels in Kenya implies that more guests can now choose their hotels on the basis of social media.

4.3.3 Perception of respondents' use of Social Media for hotel transactions

This section intended to assess the extent to which guests in four and five star hotels in Kenya use the social media for the hotels' transactions. In order to address this, this study used **RQ (ii)**...what are the effects of use of social media on guests' loyalty in four and five star hotels in Kenya? (See Table 4.3 for the responses)

The results in this section analyzed social media use by guests in four and five star hotels in Kenya by summarizing the types of social media platforms used. Figure 4.1 below presents the types of social media platforms that were used by the respondents and their frequencies with an aim of highlighting the most popular platforms that were likely to be used by majority of the guests.

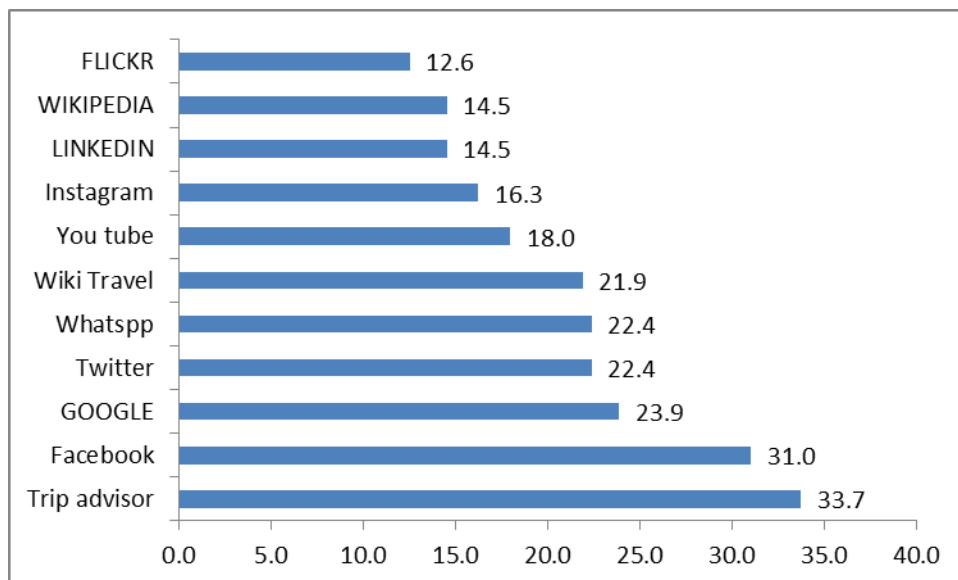


Figure 4.1: Percent distribution of respondents who reported to have used different types of social media

Figure 4.1 above presents the results of the use of different types of social media by the guests. These results established that Trip Advisor and Facebook had the highest number of users; 33.7% and 31% and therefore the most popular platforms. The results also noted that Google (23%), Twitter (22.4%), WhatsApp (22.4%) and Wiki Travel (21.9%) were also used. The above social media types posted the highest percentage of their use by a majority of guests and this study therefore considered them to be the most popularly used types. Other social media types (Flickr, Wikipedia, LinkedIn, Instagram and YouTube) were also used even though the percentage of their use was negligible). The results on how guests used social media platforms has been presented in Table 4.3 below.

Table 4.3: The respondents who used the social media

Descriptive statistics for social Media		
Hotel Choice through Social Media	Frequency	Percent
No extent at all	82	20.2
To small extent	70	17.3
To large extent	131	32.3
To very large extent	122	30.1
Total N	405	100
Number of social media types used	Frequency	Percent
None	113	27.9
only 1 type	88	21.7
two types	55	13.6
3 types	41	10.1
4 or more types	108	26.7
Total N	405	100
Reason for Social Media Use	Frequency	Percent
Detailed hotel Information	91	36.5
Other Guest Feedback and reviews	38	15.3
Ease of Use and Convenience	96	38.6
Friends information and reviews	24	9.6
Total N	249	100
Use of Social Media for Hotel Search	Frequency	Percent
Often	188	63.3
Rarely	109	36.7
Total N	297	100
Customer Review Site Visit	Frequency	Percent
Yes	190	49
No	198	51
Total N	388	100
Frequency of Customer Review Site Visit	Frequency	Percent
Once a day	76	46.6
Once a week	30	18.4
Once a fortnight	4	2.5
Once a month	38	23.3
after a year	15	9.2
Total	163	100

Theme two had sought to establish the reasons for use of social media by guests. The results in Table 4.3 above indicated that guests used the social media for different

reasons. Use of social media for choosing their hotels to a large extent had a frequency of 131;(32%) while to a very large extent had a frequency of 122; (30%).

In order to determine the number of social media types that were used, the results indicated that those who used four or more types of social media had a frequency of 108; (26.7%). The study also ascertained the reasons for social media use and noted that ease of use and convenience had a frequency of 96; (38.6%) while detailed hotel information had a frequency of 91; (36.5%). This study also established how often the social media was used for hotel search and found that the guests who often used social media for their search for hotels had a frequency of 188; (63.3%). while those who rarely used social media for hotel search had a frequency of 109; (36.7%).

The results from the field study determined the guests' who visited customer review sites where those who visited the sites had a frequency of 190; (31%) while those who never visited had a frequency of 198; (51%). Frequency of visits to the customer review sites established that guests who visited the sites daily had a frequency of 76; (46.6%). The results of the interviews therefore established that the guests used the social media for feedback services and for communicating with their hotels. These results from the guests who used the social media further established the significant role that the use of social media plays in connecting the guests to their hotels.

Theme four however established that the guests expressed different opinions on feedback of services that they received through the social media. While five guests said they would not get their feedback from the social media, fifteen guests reported that they would get their feedback from social media. On the other hand, five other guests reported that they

would walk to the hotels to get their feedback while three guests did not answer. Those who said they would not get their feedback from the social media had reasons, such as:

i), they normally do not get instant response from the hotels, ii) some hotels ignore their comments, iii) some hotels took too long to reply while others said that whether they got feedback or not, they would still go to the hotels of their choice).

Nevertheless, the results from the interviews established that majority of the guests would give their feedback through the social media since it is faster and easier to reach the hotels as compared to other means of communication within the hotels.

Theme six established that use of social media for communication was important to the guests in several ways. Twenty-two, (22) guests expressed the following reasons as being important to them: (i, instant information whenever they used the social media, i) a sense of belonging to the hotels, concerns are addressed as well as a feel like they are already in the hotel even before they get there)

Q12 (N).... ‘I always received instant information whenever I used the social media’

G 10 (M)... ‘Communication with the hotels through the social media makes me have a sense of belonging’

G6 (N)...‘my communication with the hotel through the social media ensures my concerns are addressed’

G18 (M)... ‘My communication with the hotels makes me feel like I am already in the hotel even before getting there’

However, seven (7) of the guests did not think that their use of social media for communication was important and they had the following reasons:

G1(M) ... ‘no importance in social media use since other means of communication are available within hotel e.g. making telephone calls, sending e mails etc.’

G5, (N)... ‘A phone call would be easier for me due to quick reach to the hotel’

G8 (M)... ‘Nonuse of the social media, some hotels are positive only when you communicate through social media but attitude changes while you are there’

G 9(M)... ‘I received very minimal response from hotels through social media’

G2(N)... ‘I don’t think there is any importance in the use of social media for communication since I can also use other means of communication to reach the hotel’

G 7(N)... ‘ I prefer to make a phone call to the hotels to get information since I don’t trust the use of social media’

G 12(N)... ‘Some hotels are positive while communicating through the social media and yet when you visit them they treat you like any other guest who may not have used the social media to communicate with them’.

The results from the interviews also revealed that while the largest number (22) of the guests used social media for their transactions with the hotels and for communication only a few of the guests (7) did not think that there was any importance in the use of social media for communication since other means of communication were also available within hotels, (as has been reported above) as follows: a phone call would be easier for me due to quick reach of the hotels’ non - use of the social media, some hotels are positive only when you communicate through social media but attitude changes while you are within the hotels.

This study found that social media was important for connecting with the hotels to a majority of guests while only a minority indicated that it was not important since they could use other means to communicate with the hotels other than the social media.

Table 4.4: Percent Distribution of the respondents by number of media types used and key characteristics

		Number of types of social media used						
		None	1	2	3	4+	Total Number	
All Respondents		28.1	21.7	13.5	10.1	26.6	100	406
Age	24 years and below	25.0	19.4	13.9	15.3	26.4	100	72
	25 -34	29.2	16.8	15.0	12.4	26.5	100	113
	35-49	24.6	24.6	14.4	7.6	28.8	100	118
	50-59	34.8	32.6	10.9	4.3	17.4	100	46
	60 and above	31.6	19.3	10.5	8.8	29.8	100	57
	(P value = 0.6)							
Sex	Male	28.5	21.5	12.6	7.5	29.9	100	214
	Female	27.6	21.9	14.6	13.0	22.9	100	192
	P value= 0.261							
Nationality	Kenya	26.6	29.6	17.2	11.2	15.4	100	169
	Other African countries	29.1	21.8	7.3	9.1	32.7	100	55
	Europe	31.7	14.8	10.6	9.2	33.8	100	142
	Americas	18.8	25.0	12.5	18.8	25.0	100	16
	Asia and Oceania	20.8	4.2	20.8	4.2	50.0	100	24
	P value =0.002							
Education	Primary	62.5	25.0	0.0	0.0	12.5	100.0	8
	High school	32.0	17.5	9.7	12.6	28.2	100.0	103
	University	25.1	23.6	15.7	9.7	25.8	100.0	267
	Other specify	32.1	17.9	10.7	7.1	32.1	100.0	28
P value =0.399								
Work status	Employed	23.4	26.9	17.1	10.3	22.3	100	175
	Unemployed	50.0	12.5	0.0	12.5	25.0	100	16
	Business Owner	30.0	22.7	10.0	10.0	27.3	100	150
	Student	27.1	6.3	16.7	12.5	37.5	100	48
	Other specify	33.3	0.0	16.7	0.0	50.0	100	12
	Retired	60.0	40.0	0.0	0.0	0.0	100	5
	P value =0.031							
Total		28.1	21.7	13.5	10.1	26.6	100	406
Total number		114	88	55	41	108	406	

Table 4.4 above provides the distribution of respondents by the number of media platforms used as well as the key characteristics of the respondents. The table also provides information on the percentage of respondents who used several types of social media platforms and those who did not. The aim of this information was to establish whether there is any statistical significance between those who used several types of social media and those who did not. In order to establish the statistical significance, cross tabulation was used to establish the p – values of the social media types used. The results established that overall, (nine) respondents did not use any social media platform and (eight) respondents used four or more types of social media platforms. When disaggregated by age, (six) respondents aged below twenty five years did not use any social media while (nine) respondents used four or more types of social media. However, this difference was not statistically significant (p – value =0.6).

In this regard, the second theme also addressed how guests used the social media to book their hotels as well as well as how they accessed any other information about the hotels which they visited. This study found that seventeen guests had used the social media to transact with hotels while six used other means of communication to transact with the hotels. These results noted that the largest number of guests had used social media to communicate and transact with their hotels while only a smaller number used other means to communicate. Two guests who did not use social media for transactions preferred to use other means, for example making personal visits (two), word of mouth (three) while (one) did not respond. Guests who did not use social media but used personal visits to the hotels had the following reasons for not using the social media.

G1(M)... ‘I received no feedback from the hotels, the responses from the hotels took too long in some hotels’

G 12 (M)... ‘Some communication sites that were used by some hotels were not friendly to them’

G 7 (N)... ‘some hotels are only interested in you while you are still within the hotel but forget about you immediately you leave’

These results indicate that although the guests would want to use social media to communicate to the hotels about their choice, some hotels still do not use social media to reply to guests’ concerns.

The study findings indicated that a majority of the guests gave their feedback on hotel services through social media since this was important to them when evaluating the services they received in four and five star hotels in Kenya. However, the findings of this study indicated that guests expressed different opinions on feedback on services through social media. Some guests reported that they would walk to the hotels to give their feedback due to non-response from the hotels that often ignored their feedback or took too long to respond, while others felt that although hotels did not respond to their feedback, they would still go to the hotels of their choice. On the other hand, it was observed that the feedback given through social media by guests was faster and reached the hotels more easily as compared to other means of communication that were also used within four and five star hotels in Kenya.

These results imply that feedback mechanisms through the social media are more effective and can lead to improved communication and better transactions within the four and five star hotels in Kenya. The results further imply that if the hotels acted faster on the guests’ comments given through social media, this would enhance positive interaction between them and the guests in four and five star hotels in Kenya since customers are

likely to express an intended behaviour related to the service or the company. These results compare with those of Andreason and Lenderstad, (1998) who established that behavior of hotel guests include the likelihood of future renewal of service contracts, how likely they are to provide positive word of mouth and their likelihood of providing their feedback through mechanisms such as voice or to exit. Likewise, other studies, established that the acknowledgement that social media site users prefer social media sites with regular and frequent updates as well as postings from the service providers would be a good attempt if this was practiced by the four and five star hotels in Kenya (Campbel, 2010 and Kimani; 2012).

4.3.4 Perception of Respondents on Post -Purchase Evaluations

Post - purchase evaluations play an important role in customers' repeat purchase decisions. (Muggee et al 2010) who observed that the customers' tendency to replace their products and services depends on their experiences with, and feelings towards the old product or service. Objective one of this study sort to establish the effects of post purchase evaluations on guests' loyalty in four and five star hotels in Kenya. This objective had a research question which sort to address it as follows: What are the effects of guests' post purchase evaluations on guests' loyalty in four and five star hotels in Kenya? This section therefore sought to establish the guests' post purchase evaluation experience with the hotel services offered in order to know the respondents' perception on the services they received from the hotels and to establish whether their evaluations would lead to their loyalty. The results presented in Table 4.5 below show the statements on the guests' post - purchase evaluations.

Table 4.5: A Summary of Descriptive Statistics on Respondents' Perception on Post - Purchase Evaluation

GUESTS' POST- PURCHASE EVALUATION STATEMENT	Total number of Respondents =406						Percent Responses that are Valid	Percent Missing Responses
	Percent who							
	Neither Agree nor disagree	Disagree Strongly	Disagree	Agree	Agree Strongly			
	1	2	3	4	5			
a) The service I received from the hotel meant a lot to me	9.6	1.7	5.2	51.2	31.5	99.3	.7	
b) The purchase was very important to me	8.6	1.7	6.9	54.2	27.6	99.0	1.0	
c) The purchase was very relevant to me	8.6	1.5	6.2	53.7	28.6	98.5	1.5	
d) I would consider purchasing from the same service provider again	8.1	1.5	6.2	50.7	31.8	98.3	1.7	
e) I think that the hotel should repair the services (for unsatisfactory services)	17.5	6.2	15.8	36.7	22.7	98.8	1.2	
f) The benefits I get from using the services of my hotel are important to me	10.3	2.5	6.4	52.5	27.8	99.5	.5	
g) I will tell other people about my good experience with this hotel	10.3	1.7	6.9	49.0	31.5	99.5	.5	
h) I have experienced satisfaction with the services of this hotel	9.1	1.7	7.4	48.3	32.3	98.8	1.2	
i) I like the hotel's use of social media to communicate with their guests after check out	20.4	4.7	8.4	39.4	24.6	97.5	2.5	
j) The hotel uses the social media to communicate with their guests after check-out from the hotel	26.6	5.7	7.6	39.2	19.0	98.0	2.0	

k) I will use the social media to communicate to this hotel about my purchase experience	20.2	5.2	11.3	43.1	19.2	99.0	1.0
l) I will use the social media to evaluate my experience of the services I get from the hotel	17.5	4.9	13.8	44.3	18.2	98.8	1.2
m) I will make my future bookings to this hotel through the social media	23.2	4.4	12.6	41.9	16.5	98.5	1.5
n) I will tell to my friends to choose this hotel through the social media	22.4	5.2	10.6	43.8	16.7	98.8	1.2
o) I will increase the awareness of this hotel through the social media	24.1	6.4	11.1	41.4	15.8	98.8	1.2
p) I will share the information about this hotel through the social media	22.4	6.7	8.6	44.3	17.2	99.3	.7
q) I will share my opinions and attitude about this hotel to other people through the social media	22.9	6.4	7.4	44.1	19.0	99.8	.2

The table above explains how each guest ranked the importance of their statements where the statement with the highest ranking indicated how positive the guests' perception on their post- purchase evaluation.

This study however noted that in some instances like in table 4.5, some respondents did not give feedback on some questions in the questionnaires. In order to address the missing data, the researcher used regression analysis which is one method that is deemed to be robust in solving the problems caused by the missing data. This is supported by findings from a study by Kang Hyun (2013), who established that one technique of handling the missing data is to use the data analysis methods which are robust to the problems caused by the missing data. From the analysis in table 4.5, results obtained showed that the rankings for the statement on "Neither agree nor disagree" had its highest ranking at 26.6%, "disagree strongly" had its highest ranking at 6.4%, "disagree" had its highest ranking at 15.8%, "agree" had its highest ranking 54.2%, while "agree strongly" had its highest ranking at 28.6%. The above results show a trend where majority of the respondents agreed with the questions that addressed their post purchase evaluation of their experience with the highest score of 54.2%: that is item (b) "The purchase was very important to me".

These results indicate that majority of the guests agreed to the statement that addresses the importance of their purchase and therefore positively evaluated their post purchase experience within the four and five star hotels in Kenya. These results agree with studies by Muggee et al, (2010). Who established that post - purchase evaluations play an important role in customers' repeat purchase decisions. Muggee et al, (2010) further

noted that the customers' tendency to replace their products and services depends on their experiences with, and feelings towards the old product or service.

Similarly, this study further sought to establish the guests' post purchase evaluation experiences by analyzing the guests' post - purchase evaluation statements. Table 4.6 below has analyzed the statements by calculating their means and standard deviations.

Table 4.6: Guests' Post Purchase Evaluation Statements:

GUESTS' POST- PURCHASE EVALUATION STATEMENT		Mean	Std. Deviation	N
a)	The service I received from the hotel meant a lot to me	3.91	1.163	363
b)	The purchase was very important to me	3.88	1.122	363
c)	The purchase was very relevant to me	3.94	1.087	363
d)	I would consider purchasing from the same service provider again	3.97	1.094	363
e)	I think that the hotel should repair the services (for unsatisfactory services)	3.45	1.367	363
f)	The benefits I get from using the services of my hotel are important to me	3.84	1.153	363
g)	I will tell other people about my good experience with this hotel	3.89	1.154	363
h)	I have experienced satisfaction with the services of this hotel	3.91	1.146	363
i)	I like the hotel's use of social media to communicate with their guests after check out	3.44	1.439	363
j)	The hotel uses the social media to communicate with their guests after check-out from the hotel	3.22	1.496	363
k)	I will use the social media to communicate to this hotel about my purchase experience	3.41	1.374	363
l)	I will use the social media to evaluate my experience of the services I get from the hotel	3.41	1.340	363
m)	I will make my future bookings to this hotel through the social media	3.28	1.409	363
n)	I will tell to my friends to choose this hotel through the social media	3.29	1.415	363
o)	I will increase the awareness of this hotel through the social media	3.21	1.436	363
p)	I will share the information about this hotel through the social media	3.31	1.412	363
q)	I will share my opinions and attitude about this hotel to other people through the social media	3.32	1.435	363

Table 4.6 above shows the results of the means and standard deviation of the guests' statement on evaluation of their post purchase experience within four and five star hotels in Kenya. The statements that had the highest % on the Linkert scale on agreeing (Table 4.5) had equally higher means on the respondents' statement on post purchase evaluation. Itema (a) (The service I received from the hotel meant a lot to me) - 51% against a mean of 3.19, item (b) (The purchase was very important to me) – 54% against a mean of 3.88,

item (c) (The purchase was very relevant to me) – 53.7% against a mean of 3.94 and finally, item (d) (I would consider purchasing from the same service provider again) – 50.7% and a mean grade of 3.97, item (f) The benefits I get from using the services of my hotel are important to me, item – 52.5%, against a mean of 3.84, I will tell other people about my good experience with this hotel – 49% and a mean of 3.89, item (g) and finally item (h) I have experienced satisfaction with the services of this hotel - 48% and a mean of 3.9.

The statements from the respondents posted with higher ratings show that they were more important to them and therefore they were more likely to agree as compared to others that were rated lower. From these results, the study noted that the guests evaluated their post purchase experiences positively within four and five star hotels in Kenya. These results agree with those of Thurau & Klee (1997) who established that, besides satisfaction and overall quality perception, the customers' evaluation of the relationship with a company also impacts on their loyalty.

The study results established that the guests positively evaluated their post purchase experience and indicated that the purchase of the services within four and five star hotels was very important to them. The results further indicated that majority of the guests positively evaluated their post purchase experience. Other studies also established that post - purchase evaluations play an important role in replacement of purchases and that consumers' tendency to replace the product or service they own by purchasing a new one depends on their experience with and feelings towards the old product or service (Muggee et al, 2010).

The positive evaluation of the guests' post - purchase experience in four and five star hotels in Kenya should play a positive role in marketing hotel services through the guests who provide a positive word of mouth. Replacement of purchases by the guests would depend on their positive evaluation and this implies that if guests have a positive evaluation of their post purchase experience then they would want to make a repeat purchase within the four and five star hotels in Kenya. Similarly, importance of purchase to the guests also means that the guests would have an attachment with the purchase they made within the hotels. They would therefore want to make the purchase again from the same service provider thus improving business volumes for the hotel. The positive evaluation of the guests post purchase experience would therefore improve their relationship with the four and five star hotels in Kenya considerably.

4.3.5 Perception of respondents on Guests' Loyalty

This section established guests' loyalty within the hotels as far as use of the hotel services is concerned as well as continued use of the services currently and for the future as well as recommending the hotel to other people. Muggee et al,(2010) established guest loyalty is an integral part of doing business since no business can survive without establishing a loyal customer base. Similarly, Kandampuly et al, 2002) also noted that guest loyalty is a dominant factor in the success of an organization. The guests' loyalty statements are presented in table 4.7 below.

Table 4.7: A summary of statistics on respondents' perception on loyalty

		Total number of Respondents =406					Percent Responses that are Valid	Percent Missing Responses
		Percent who			Agree Strongly			
GUEST LOYALTY STATEMENT		Neither Agree nor disagree	Disagree strongly	Disagree		Agree	Agree Strongly	
		1	2	3	4	5		
a)	I would consider recommend this hotel to other people	12.8	2.2	3.7	48.5	32.0	99.3	.7
b)	I intend to continue using the services of this hotel in future	11.6	2.2	4.2	50.7	30.0	98.8	1.2
c)	I would encourage others to do business with this hotel	15.0	3.4	5.4	44.8	29.8	98.5	1.5
d)	I would say positive word of mouth about this hotel to others.	12.8	3.0	6.2	45.3	32.0	99.3	.7
e)	I would consider this hotel as a first choice	16.3	4.9	9.1	42.6	26.1	99.0	1.0
f)	I feel that I can trust my hotel services in future	14.3	3.4	7.9	46.8	25.4	97.8	2.2
g)	I feel a strong sense of attachment to my hotel	22.4	5.9	9.9	39.7	20.9	98.8	1.2
h)	My hotel deserves my loyalty	22.7	5.4	10.3	40.1	20.2	98.8	1.2
i)	Other customers of my hotel ought to be loyal to it	26.8	6.4	11.1	34.7	19.0	98.0	2.0
j)	I feel it would be wrong for me to leave my hotel now.	22.2	10.8	15.0	33.0	16.7	97.8	2.2
k)	I would not leave my hotel now because I have a strong sense of obligation to it	25.6	10.1	16.0	30.3	16.5	98.5	1.5

l)	I definitely intend to maintain my relationship with my current Hotel	23.4	6.4	9.6	41.9	16.7	98.0	2.0
m)	I feel I will renew my contract with this hotel	28.3	8.1	10.6	36.2	14.8	98.0	2.0
n)	I will definitely purchase the services of this hotel in the future	22.2	7.4	8.1	37.7	23.6	99.0	1.0
o)	I hate to switch once I get used to the services of this hotel	23.9	10.1	11.8	37.7	15.3	98.8	1.2
p)	If I like hotel x, I will rarely switch from it to try another hotel	23.9	10.1	12.8	34.7	17.0	98.5	1.5
q)	I always think of hotel x as ideal accommodation	22.2	10.8	9.4	38.4	17.7	98.5	1.5
r)	I recommend hotel x as ideal accommodation	24.6	8.4	8.4	39.2	17.5	98.0	2.0
s)	I consider hotel x as my first choice when I need to stay in a hotel	26.8	8.9	9.1	36.0	17.0	97.8	2.2
t)	I always stay at hotel x even though there are other options	27.8	10.3	9.9	36.7	14.3	99.0	1.0
u)	I am likely to provide voice for services offered by my hotel	27.3	7.1	8.9	39.7	15.3	98.3	1.7
v)	I am not likely to exit the services of my hotel	31.0	7.9	7.1	36.5	15.8	98.3	1.7

The results from table 4.7 above present how the guests' responses were ranked where they neither agreed nor disagreed, strongly disagreed, disagreed, agreed and strongly agreed. Those who neither agreed nor disagreed had the lowest ranking at 11.6% item (b), (I intend to continue using the services of this hotel) and the highest at 31.0%, item (v), (I am not likely to exit the services of this hotel), strongly disagreed, had the lowest ranking at 2.2% item (b), ((I intend to continue using the services of this hotel). while the highest was at 10.8%, those who disagreed had the lowest ranking at 3.7, item (a), (I would consider recommending this hotel to other people) while the highest was at 16.0% item(k) (I would not leave my hotel now because I have a strong sense of belonging) those who agreed had the lowest at 30.0%, and finally those who strongly agreed had the lowest rating at 14.8% (I definitely intend to maintain my relationship with my hotel) item(i) while the highest was at 32.0% (I would consider recommending this hotel to other people), (f).

From the results above, the column on agree had the highest ratings with the highest at 50.7% (agree) while those with the lowest was at 30.3% (agree). This means that a majority of the guests favorably agreed with the variables that measured guest loyalty. The column on strongly agree had the highest at 32.0% while the lowest was at 14.8%. This means that 32.0% strongly agreed favorably with the variables that measured guest loyalty. The columns on disagree strongly had the least ratings where the lowest was at 2.2% while the highest was at 10.85%. This implies that only 10.85% of the guests disagreed with the variables that measured guest loyalty and therefore their measure was good. The column on disagree had the lowest at 3.7% while the highest was at 16.0%. of those guests who disagreed with variables that measure guest loyalty. Lastly the column where the guests neither agreed had the lowest at 11.6% while the highest was at 31.0%.

The results above also show that majority of guests (31%) neither agreed nor disagreed with the measures of guest loyalty. From the results of the ratings in all the columns, those variables that measure guest loyalty on the two columns on agree and strongly agree were rated highest as compared to those columns on disagree and strongly disagree.

These ratings agree with those in the PCA analysis results where the same variables were also rated highly. For example, “I would consider recommending this hotel to other people” at .831% on this column while on the guest loyalty statement on agreed, it was rated at 48.5% while strongly agreed was rated at 32.0%, “I definitely intend to maintain my relationship with my current hotel “at .756% in PCA while on the guest loyalty statement, it was rated at 41.9% on agree and at 16.7% on strongly agree and lastly “I intend to continue using the services of this hotel in future” was at .848% in PCA while on guest statement on agreed it was at 50,7% while on strongly agree, it was 30.0%. These results agree with the findings by Coleman (2012) who observed that the higher the loadings, the more important the variable. The results also agree with other studies by Muggee et al, (2010) who established that guest loyalty is an integral part of doing business since no business can survive without establishing a loyal customer base. Similarly, Kandampuly et al, 2002) also noted that guests’ loyalty is a dominant factor in an organization’s success.

Table 4.8: Guests' loyalty statements on means and standard deviations

GUEST LOYALTY		Mean	S.D	N
a)	I would consider to recommend this hotel to other people	3.83	1.266	358
b)	I intend to continue using the services of this hotel in future	3.86	1.218	358
c)	I would encourage others to do business with this hotel	3.68	1.349	358
d)	I would say positive word of mouth about this hotel to others.	3.78	1.280	358
e)	I would consider this hotel as a first choice	3.57	1.343	358
f)	I feel that I can trust my hotel services in future	3.71	1.263	358
g)	I feel a strong sense of attachment to my hotel	3.32	1.445	358
h)	My hotel deserves my loyalty	3.28	1.451	358
i)	Other customers of my hotel ought to be loyal to it	3.11	1.516	358
j)	I feel it would be wrong for me to leave my hotel now.	3.15	1.417	358
k)	I would not leave my hotel now because I have a strong sense of obligation to it	2.97	1.466	358
l)	I definitely intend to maintain my relationship with my current Hotel	3.23	1.432	358
m)	I feel I will renew my contract with this hotel	3.02	1.470	358
n)	I will definitely purchase the services of this hotel in the future	3.34	1.465	358
o)	I hate to switch once I get used to the services of this hotel	3.11	1.432	358
p)	If I like hotel x, I will rarely switch from it to try another hotel	3.11	1.440	358
q)	I always think of hotel x as ideal accommodation	3.20	1.430	358
r)	I recommend hotel x as ideal accommodation	3.15	1.467	358
s)	I consider hotel x as my first choice when I need to stay in a hotel	3.06	1.496	358
t)	I always stay at hotel x even though there are other options	2.94	1.490	358
u)	I am likely to provide voice for services offered by my hotel	3.04	1.495	358
v)	I am not likely to exit the services of my hotel	2.94	1.532	358

The results from Table 4.8 above explain the means and standard deviation of guest's loyalty statements. From this table, the highest mean was at 3.83 a) (*I would consider recommending this hotel to other people*) with a standard deviation of 1.266 with the lowest mean at 2.94 (*I always stay in hotel X even though there are other options*) with a

standard deviation of 1.532 a) (*I am not likely to exit the services of my hotel*). The items with the highest mean indicate that the guest is more likely to consider recommending the hotel to other people while those with lowest mean show that the guests are not sure whether they will always stay in hotel X even though there are other options. From the above analysis. The statements with higher means also have higher standard deviations which means that they depict higher rankings on loyalty.

This study established that majority of hotel managers in four and five star hotels measured guests' loyalty by the number of referrals from repeat guests, positive comments from guest comment books and the social media sites, verbal comments from guests, customer profiling as well as use of software to know loyal guests. The study also observed that other strategies that were used to reward loyal guests included non-payment for a room for children under the age of ten, loyalty cards which earned points to be used for future purchases by guests as well as vouchers for free services within the hotel. Others measures included a surprise celebration for birthdays and anniversaries and discount on payments by guests. Guest loyalty in four and five star hotels in Kenya would enhance consideration to renew contract with the same service provider, increasing patronage, willingness to purchase the same services in future as well as maintaining a relationship with the same service provider.

4.4 Reliability Results

To test the internal consistency of the items in the Linkert scale, Cronbach alpha was used and based on the standardized items. A measure of 0.7 is the threshold value for high internal consistency of the items Cronbach (1984). Cronbach's alpha test was carried out to establish the reliability of 16 Linkert type questions that were asked on guests' post -

purchase evaluation. The reliability statistics was .920 which means that the questions were reliable. The Likert scale for the 16 items was therefore found to have high reliability values with good internal consistency. Reliability Statistics revealed that Cronbach's alpha test for guest loyalty was at .951, where Cronbach's alpha test was based on standardized items at .951, and the total number of items tested were 22. The results show that the internal consistency of the variables was reliable.

4.5 Factor Analysis Results

Factor Analysis was carried out on post purchase evaluation and guest loyalty to ascertain uni-dimensionality, construct and discriminant validity of items and estimate composite scores of the variables using factor scores in order to identify significant factors. Total variance explained from initial extraction and rotated extraction were reported. The composite scores for each component were estimated using factor scores generated from factor analysis. These scores were used in regression and moderation analysis. The results are reported in this section (see Table 4.11)

4.5.1 Factor Analysis on Guests' Post - Purchase Evaluation responses

Exploratory factor analysis using component analysis was conducted with the tested variables that asked the hotel guests about their perceptions on post purchase evaluation of the hotel.

4.5.1.1 KMO and Bartlett's Test for post purchase evaluation

The sample in this study consisted of an appropriate size for factor analysis according to Coleman, (2012). The sample suitability for the analysis was assessed by resulting correlation matrix and using Kaiser –Meyer Olkin (KMC) measure of sampling adequacy

with scores of .920 which falls into the meritorious category. The suitability for factor analysis was also evaluated using Bartlett's Test of Sphericity whose result was significant at .000 (approximate chi-square = 7086.292). This means that the items were sufficient for factor analysis.

Table 4.9: KMO and Bartlett's Test

KMO and Bartlett's Test			
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			.920
Bartlett's Test of Sphericity	Approx. Chi-Square		7086.292
	Df		136
	Sig.		.000

4.5.1.2 The Post - Purchase Evaluation components with total variance explained

The total variance explained in table 4.10 below shows that the number of components that can be chosen out of the 17 variables is four (4). The first component explains 24.4 % of total variance and all the three components cumulatively explain about 70 % of total variance. (see Table 4.11)

Table 4.10: Post - Purchase Evaluation components with total variance explained

Total Variance Explained										
Initial Eigenvalues				Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings			
Factor	Total	% of		Total	% of		Cumulative	Total	% of Variance	
		Variance	Cumulative %		Variance	%			% of Variance	Cumulative %
1	7.5	44.4	44.4	7.3	42.7	42.7	4.1	24.4	24.4	
2	2.9	17.1	61.4	2.6	15.5	58.2	3.1	18.0	42.4	
3	1.5	8.6	70.1	1.2	7.0	65.2	2.4	13.9	56.3	
4	1.0	6.0	76.1	.7	4.4	69.6	2.3	13.3	69.6	
5	.8	4.8	80.8							
6	.6	3.4	84.2							
7	.4	2.5	86.8							
8	.4	2.4	89.2							
9	.3	2.0	91.2							
10	.3	1.7	92.9							
11	.3	1.6	94.4							
12	.2	1.3	95.7							
13	.2	1.1	96.8							
14	.2	1.0	97.8							
15	.2	.9	98.7							
16	.1	.7	99.4							
17	.1	.6	100.0							

The results above show how the total variance explains the components that were retained and further explains that only components whose Eigen-values were greater than 1 were retained. The total variance for the three components above have been explained as follows: four components contain a cumulative total of 70 % of the total variation variables with as many components as the original input variables.

4.5.1.3 Rotated components that were extracted from post purchase evaluation components.

Four components were extracted from the rotated matrix as indicated in Table 4.12 below. Items with factor loadings below 0.40 after rotation were suppressed hence not shown on the table for ease of interpretation (Garson, 2012). The researcher named the post - purchase evaluation components as follows. Component 1 (Information Sharing PPE), Component 2 (Purchase Importance PPE), Component 3 (Service Performance PPE), and Component 4 (Hotel Communication PPE). These results revealed that the first component loads heavily on items m to q which were related to ‘information sharing post purchase evaluation’. The second component loads more on items a to d which were more anchored on satisfaction with services or purchase importance. The third component loads mostly on items f to h and basically on satisfaction with services performance post - purchase evaluation. The fourth component loads on items i to k which were related to use of social media on communication after utilizing services. It is worth noting that some of the items such as items e, and I did not load or cross load on several components and were thus regarded as not valid measures of PPE.

Table 4.11: The rotated components that were extracted from Post - Purchase

Evaluation components

		Rotated Factor Matrixa			
		Factor			
		1	2	3	4
a)	The service I received from the hotel meant a lot to me		0.76		
b)	The purchase was very important to me		0.91		
c)	The purchase was very relevant to me		0.79		
d)	I would consider purchasing from the same service provider again		0.67	0.40	
e)	I think that the hotel should repair the services (for unsatisfactory services)				
f)	The benefits I get from using the services of my hotel are important to me			0.72	
g)	I will tell other people about my good experience with this hotel			0.84	
h)	I have experienced satisfaction with the services of this hotel			0.75	
i)	I like the hotel's use of social media to communicate with their guests after check-out				0.66
j)	The hotel uses the social media to communicate with their guests after check-out from the hotel				0.79
k)	I will use the social media to communicate to this hotel about my purchase experience	0.46			0.69
l)	I will use the social media to evaluate my experience of the services I get from the hotel	0.51			0.50
m)	I will make my future bookings to this hotel through the social media	0.68			
n)	I will tell to my friends to choose this hotel through the social media	0.85			
o)	I will increase the awareness of this hotel through the social media	0.89			
p)	I will share the information about this hotel through the social media	0.86			
q)	I will share my opinions and attitude about this hotel to other people through the social media	0.84			

These results show that the post purchase evaluation is not a single component construct but it has four components named as Purchase Importance PPE, Service Performance PPE, Hotel Communication PPE and Information Sharing PPE. These four components were used as independent variables in regression analysis and moderation analysis.

4.6 Factor Analysis on Guests' loyalty responses

Principal components analysis was used to analyze the data set in Table 4.13. In order to establish the variation in each variable, the variables have been compressed into four components.

4.6.1 KMO and Bartlett's Test for Guest Loyalty

The sample in this study consisted of an appropriate size for both factor analyses (Coleman, 2012). The sample suitability for the analysis was assessed by resulting correlation matrix using Kaiser –Meyer Olkin (KMC) measure of sampling adequacy with scores of .920 which falls into the meritorious category. The suitability for factor analysis was also evaluated using Bartlett's Test of Sphericity whose result was significant at 0.000 (approximate chi-square = 7068.292). This means that the items were sufficient for factor analysis.

Table 4.12: KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.919
Bartlett's Test of Sphericity	Approx. Chi-Square	7068.292
	Df	231
	Sig.	.000

In Table 4.12 above, the exploratory factor analysis using principal component extraction was conducted with the tested variables that asked the hotel guests about their perceptions on guest loyalty with the hotel.

4.6.2 The Guest Loyalty components with total variance explained

The total variance explained in Table 4.14 shows that the number of components that can be chosen out of the 22 variables is four (4). The first component explains 25% of total variance and all the four components cumulatively explain 70 % of total variance. (see Table 4.13 below on total variance explained).

Table 4.13: The Guest Loyalty components with total variance explained

Factor	Total Variance Explained								
	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	10.9	49.63	49.63	10.62	48.27	48.27	14.63	21.05	21.05
2	2.44	11.04	60.67	2.12	9.65	57.92	4.00	18.18	39.23
3	1.95	9.03	69.70	1.70	7.74	65.66	3.64	16.56	55.79
4	1.17	5.30	75.00	.87	3.95	69.61	3.04	13.82	69.61
5	.74	3.37	78.37						
6	.66	2.99	81.36						
7	.51	2.31	83.68						
8	.49	2.24	85.92						
9	.42	1.93	87.85						
10	.133	1.52	89.37						
11	.32	1.44	90.81						
12	.30	1.36	92.17						
13	.26	1.17	93.33						
14	.24	1.08	94.41						
15	.22	.99	95.40						
16	.19	.86	96.26						
17	.16	.71	96.97						
18	.15	.70	97.67						
19	.15	.66	98.33						
20	.14	.64	98.98						
21	.12	.55	99.52						

4.6.3 Rotated components that were extracted from guest loyalty component.

Four components were extracted from the rotated matrix as indicated in Table 4.14 below. Items with factor loadings below 0.40 after rotation were suppressed hence not shown on the table for ease of interpretation (Garson, 2012). The researcher named the guest loyalty components as follows. Component 1 (Service Preference Loyalty), Component 2 (Favorable Disposition Loyalty), Component 3 (Word of Mouth Loyalty), and Component 4 (Increased Patronage Loyalty). The first component loaded highly on items q to u related to service preference loyalty. The second component loads highly on items g to k related to favorable disposition towards the hotel. The third component loads highly on items a to d related to word of mouth loyalty. Finally, the fourth component loads highly on items i to o related to increased future patronage. However, it can be noted that some items such as e, f, and p did not load on any component or were cross loading on components. This indicates lack of construct and discriminant validity.

Table 4.14: The rotated components that were extracted from Guest Loyalty components

		Rotated Factor Matrix^a			
		Factor			
		1	2	3	4
a)	I would consider recommend this hotel to other people			0.81	
b)	I intend to continue using the services of this hotel in future			0.80	
c)	I would encourage others to do business with this hotel			0.77	
d)	I would say positive word of mouth about this hotel to others.			0.80	
e)	I would consider this hotel as a first choice		0.47	0.54	
f)	I feel that I can trust my hotel services in future		0.47	0.47	
g)	I feel a strong sense of attachment to my hotel		0.78		
h)	My hotel deserves my loyalty		0.79		
i)	Other customers of my hotel ought to be loyal to it		0.79		
j)	I feel it would be wrong for me to leave my hotel now.		0.79		
k)	I would not leave my hotel now because I have a strong sense of obligation to it		0.61		0.42
l)	I definitely intend to maintain my relationship with my current Hotel				0.65
m)	I feel I will renew my contract with this hotel				0.67
n)	I will definitely purchase the services of this hotel in the future				0.72
o)	I hate to switch once I get used to the services of this hotel	0.4			0.61
p)	If I like hotel x, I will rarely switch from it to try another hotel	0.5			0.55
q)	I always think of hotel x as ideal accommodation	0.6			0.45
r)	I recommend hotel x as ideal accommodation	0.7			
s)	I consider hotel x as my first choice when I need to stay in a hotel	0.7			
t)	I always stay at hotel x even though there are other options	0.8			
u)	I am likely to provide voice for services offered by my hotel	0.7			

These results further affirm that guests' loyalty is not a unidimensional construct but a multi-dimensional one. The four components of loyalty above were used as dependent variables in regression and moderation analysis.

4.7 The relationship between Post Purchase Evaluations and Guest Loyalty

Objective one was to establish the effect of post purchase evaluations on guest loyalty in four and five star hotels in Nairobi and Mombasa, Kenya. In order to achieve this objective, hypothesis 1 was stated as H_{O1} : post purchase evaluation does not have significant effect on guests' loyalty in four and five star hotels in Nairobi and Mombasa, Kenya. To test this hypothesis, Bi-variate correlations and multiple regressions were used to test the relationships between the social media variables and post purchase evaluation variables.

4.7.1 Bivariate correlations between Post - Purchase evaluation and Guest Loyalty

This study used Pearson correlation between post purchase evaluation and guest loyalty to test the relationship of word of mouth, favorable disposition, increased patronage and service preference of guest loyalty. The results below indicate that word of mouth was positively related to post - purchase service importance, service performance. The relationship with hotel communication was relatively low while that of information sharing was significantly high. The study also established that favorable disposition was positively related to post - purchase service importance even though the significance was low, post purchase service performance also had a low significance while post - purchase hotel communication as well as post - purchase information sharing were highly significant. The study indicated that increased patronage was positively related to post - purchase service importance even though the significance was low, post - purchase

service performance was significant while post - purchase hotel communication was relatively low. On the other hand, post - purchase information sharing was very highly significant. This study also established that service preference was related to post - purchase importance even though the significance was low, post - purchase service performance was relatively low while post - purchase hotel communication was significant and Post Purchase Information Sharing was highly significant. (See results on Table 4.15 below)

Table 4.15: Bivariate correlations between Post - Purchase Evaluation and Guest loyalty

	Post							
	Post Purchase	PP Service	Hotel	Post purchase	Word of	Favourable	Increased	Service
	service Import	perform	commun	Information	Mouth	Disposition	Patronage	Preference
				Sharing	Loyalty	loyalty	loyalty	loyalty
Post Purchase Service Importance	1.000							
Post purchase Service performance	.601**	1.000						
Post purchase Hotel communication	.290**	.441**	1.000					
Post purchase Information Sharing	.299**	.308**	.545**	1.000				
Word of Mouth Loyalty	.267**	.285**	.172**	.315**	1.000			
Favourable Disposition loyalty	.214**	.228**	.342**	.357**	.408**	1.000		
Increased Patronage loyalty	.242**	.297**	.246**	.366**	.414**	.569**	1.000	
Service Preference loyalty	.269**	.288**	.329**	.392**	.448**	.550**	.707**	1.000

****.** Correlation is significant at the 0.01 level (2-tailed).

*****. Correlation is significant at the 0.05 level (2-tailed).

4.7.2 Multiple Regressions Results

The field study wanted to establish whether there was any significant interaction effect between post - purchase evaluations and guest loyalty predictor variables in order to find out the variance that existed. The study results established that there is a significant interaction between post purchase evaluation and word of mouth loyalty where:

$f(4.398) = 17.64, p = .00$, post - purchase evaluation and favourable disposition,

$f(4.398) = 19.84, p = .00$, post - purchase evaluation and increased patronage loyalty,

$f(4.398) = 20.97, p = .00$, post - purchase evaluation and service preference loyalty,

$f(4.397) = 24.69, p = .00$, post - purchase evaluation and word of mouth loyalty.

(see Table 4.16 in model summary below)

Table 4.16 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error	Change Statistics				
				of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1a Word of Mouth Loyalty	.39	.15	.14	1.04	.15	17.64	4.00	398.00	.00
1b Favourable Disposition Loyalty	.41	.17	.16	1.15	.17	19.84	4.00	398.00	.00
1c Increased Patronage Loyalty	.42	.17	.17	1.15	.17	20.97	4.00	398.00	.00
1d Service Preference Loyalty	.45	.20	.19	1.17	.20	24.69	4.00	397.00	.00

The results in the model summary (Table 4.17) indicate that post - purchase evaluation accounted significantly for the variance of all the four predictor variables of guest loyalty where word of mouth loyalty had R^2 change =0.15, p = .00, favorable disposition loyalty R^2 change =0.17, p = .00, increased patronage loyalty R^2 change =0.17, p =.00 and in service preference loyalty R^2 change =0.20, p = .00. Since the R^2 change for the four predictor variables of guest loyalty were all significant, it indicates that there is a potential significant interaction between post - purchase evaluation and the four variables of guest loyalty.

Table 4.17: Anova

ANOVA^b						
		Sum of				
Model		Squares	df	Mean Square	F	Sig.
1a Word of	Regression	76.25	4	19.06	17.64	.00
Mouth	Residual	430.20	398	1.08		
Loyalty	Total	506.45	402			
1b Favourable	Regression	104.65	4	26.16	19.84	.00
Disposition	Residual	524.73	398	1.32		
Loyalty	Total	629.38	402			
1c Increased	Regression	110.27	4	27.57	20.97	.00
Patronage	Residual	523.19	398	1.31		
Loyalty	Total	633.46	402			
1d Service	Regression	134.39	4	33.60	24.69	.00
Preference	Residual	540.20	397	1.36		
Loyalty	Total	674.58	401			

Table 4.18: Post - Purchase Evaluation and Guest Loyalty predictor variables

Model		Coefficients ^a		Beta	T	Sig.
		Unstandardized Coefficients	Standardized Coefficients			
		B	Std. Error			
1a Word of Mouth Loyalty	(Constant)	3.82	.05		73.69	.00
	Purchase Importance PPE	.11	.07	.10	1.73	.08
	Service Performance PPE	.20	.07	.17	2.84	.00
	Hotel Communication PPE	-.10	.07	-.09	-1.49	.14
	Information Sharing PPE	.31	.06	.28	5.00	.00
1b Favourable Disposition Loyalty	(Constant)	3.18	.06		55.53	.00
	Purchase Importance PPE	.09	.07	.07	1.25	.21
	Service Performance PPE	.04	.08	.03	.55	.59
	Hotel Communication PPE	.23	.07	.18	3.17	.00
	Information Sharing PPE	.28	.07	.22	4.05	.00
1c Increased Patronage Loyalty	(Constant)	3.16	.06		55.40	.00
	Purchase Importance PPE	.05	.07	.04	.72	.47
	Service Performance PPE	.23	.08	.18	2.97	.00
	Hotel Communication PPE	-.02	.07	-.01	-.24	.81
	Information Sharing PPE	.39	.07	.31	5.59	.00
1d Service Preference Loyalty	(Constant)	3.08	.06		52.98	.00
	Purchase Importance PPE	.12	.07	.09	1.64	.10
	Service Performance PPE	.13	.08	.10	1.63	.10
	Hotel Communication PPE	.14	.07	.11	1.88	.06
	Information Sharing PPE	.36	.07	.28	5.16	.00

This study found a linkage between several PPE and GL (H1a) predictor variables. The standardized regression weights (β) and two tailed significance levels (p) in Table 4.18 indicate that significant predictors of word of mouth loyalty are service performance PPE ($\beta=.17$, $p=.00$) and Information Sharing PPE ($\beta=.28$, $p=.00$), those for favorable disposition loyalty are hotel communication PPE ($\beta=.18$, $p=.00$) and information sharing PPE ($\beta=.22$, $p=.00$), those for increased patronage loyalty are service performance PPE ($\beta=.18$, $p=.00$) and information sharing PPE ($\beta=.31$, $p=.00$) while service preference loyalty had only one significant predictor which is information sharing PPE ($\beta=.28$, $p=.00$).

The results in Table 4.18 above imply that some of the post - purchase evaluation indicators had a positive significant effect on guest loyalty since all the four predictors of loyalty were positively influenced by post - purchase evaluation predictors even though service preference loyalty had only one significant predictor. The positive linkage between post - purchase evaluation and guest loyalty predictors implies that whenever there is a unit standard increase in post purchase predictors then there would be an increase in guest loyalty. This therefore implies that whenever the hotel management invests in all the predictor variables of post purchase evaluation, then there would be a significant positive effect on guest loyalty. However, Hotel Communication PPE under both Word of Mouth and Increased Patronage Loyalty had negative insignificant effect on Guest Loyalty.

The study indicated that word of mouth was positively related to post - purchase service importance and service performance while the relationship with hotel communication was relatively low, while that of information sharing was significantly high. This study also

noted that favorable disposition was positively related to post - purchase service importance although the significance was low. Post - purchase service performance also had a low significance while post - purchase hotel communication as well as post - purchase Information Sharing was highly significant. The study indicated that increased patronage was positively related to post - purchase service importance although the significance was low and that post - purchase service performance was significant while post - purchase hotel communication was relatively low. On the other hand, post purchase information sharing was very highly significant. This study also noted that service preference was related to post - purchase importance although the significance was low. Post - Purchase service performance was relatively low while post - purchase hotel communication was significant while post - purchase information sharing was highly significant.

The field study results on regression analysis indicated that predictor variables (PPE) explains the variation in word of mouth loyalty ($R^2 = 0.15$), in favorable disposition Loyalty ($R^2 = 0.17$), in increased patronage loyalty ($R^2 = 0.17$) and in service performance loyalty ($R^2 = 0.20$). The results also indicated that post - purchase evaluation explains the variance of word of mouth loyalty and that it was highly significant, ($p = .00$), the variance of favorable disposition was highly significant ($p = .00$), the variance of increased patronage was also highly significant ($p = .00$) and that of service performance which was also highly significant ($p = .00$). The results indicate that post purchase evaluations had an impact on word of mouth loyalty, favorable disposition loyalty, increased patronage loyalty and service preference loyalty. The results therefore imply that post – purchase evaluation had a significant effect and therefore would influence guest loyalty positively

and that guests in four and five star hotels evaluated their experience positively through word of mouth, favourable disposition, increased patronage and service preference.

This study further noted that there was a linkage between post purchase evaluations and guest loyalty predictors where the significant predictors of word of mouth loyalty were service performance PPE ($\beta=.17$, $p=.00$), information sharing PPE ($\beta=.28$, $p=.00$), those for favorable disposition loyalty were hotel communication PPE ($\beta=.18$, $p=.00$), information sharing PPE ($\beta=.22$, $p=.00$), those for increased patronage loyalty were service performance PPE ($\beta=.18$, $p=.00$), information sharing PPE ($\beta=.31$, $p=.00$) while service preference Loyalty had only one significant predictor which was information sharing PPE ($\beta=.28$, $p=.00$).

The results imply that post - purchase evaluation had a positive significant effect on guest loyalty within the four and five star hotels in Kenya since all the four predictors of guest loyalty were positively influenced by post - purchase evaluation predictors although service preference loyalty had only one significant predictor. The positive influence between post - purchase evaluation and guest loyalty predictors implies that, whenever there is a unit standard increase in post – purchase evaluation predictors, and then there would be an increase in guest loyalty within the four and five star hotels in Kenya. This therefore implies that whenever the hotel management invests in all the four predictor variables of post - purchase evaluation, then this would have a significant effect on guest loyalty within the hotels. These findings agree with those of Muggee et al, (2010) who found out that post - purchase evaluations play an important role in replacement of purchases and that consumers' tendency to replace the product or service they own by

purchasing a new one depends on their experience with, and feelings towards the old product or service.

4.8 The relationship between Social Media Use and Guest Loyalty

Objective two sought to establish the effect of use of social media on guest loyalty in four and five star hotels in Nairobi and Mombasa, Kenya. In order to establish this effect, RQ ii had asked: what are the effects of use of social media on guests' loyalty? Independent sample T tests were carried out on the guests' loyalty predictor variables and those of use of social media to identify these effects. The results of these tests have been discussed in section 4.8.1 below.

4.8.1 Independent sample T tests results for Use of Social media and Guest loyalty

The Independent Sample Test was done using Leven's Test for Equality of Variances to establish the relationship between use of social media and guest loyalty, (Table 4.19). The results show that whenever the guests visited customer review sites, increased patronage was significant, ($p = 0.02$), when using Twitter, word of mouth was highly significant, ($p=0.01$), when using Face Book, service preference had a weak significance, ($p = 0.05$) and when using WhatsApp, word of mouth was highly significant, ($p = 0.01$). The results from guests' interviews had established that Trip Advisor, Facebook and Twitter were more preferred by guests. The earlier results, (see Table 4.3) further established that customer review site visits had a frequency of 190 and 49% of the total visits. The results similarly noted here that the visits to customer review sites was important to the guests since they used social media for feedback services and for communicating with the hotels to make their bookings. The study also established that the guests who visited customer review site once a day had a frequency of 76, (47%) while

those who visited once a month had a frequency of 38, (23%). These results indicate that majority of the guests had a strong interest in visiting customer review sites as compared to those who rarely visited the sites (e.g. those who visited after a year had the least,9.2%.)

Table 4.19: Independent sample T tests results on social media use and guest loyalty

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means			
		F	Sig.	t	Df	Sig. (2-tailed)	
Customer Review Site Visit							
Increased Patronage	loyalty	Equal variance	1.97	.16	2.29	386	.02
		Equal variances not assumed			2.30	385	.02
Twitter							
Word of Mouth	Loyalty	Equal variances assumed	11.25	.00	-3.67	345	.00
		Equal variances not assumed			-3.38	137	.00
Facebook							
Service Preference	loyalty	Equal variances assumed	.50	.48	-2.00	342	.05
		Equal variances not assumed			-1.99	254	.05
WhatsApp							
Word of Mouth	Loyalty	Equal variances assumed	11.95	.00	-3.04	333	.00
		Equal variances not assumed			-2.76	134	.01

4.8.2 Bivariate correlations between Use of Social Media and Guest loyalty

Pearson correlation was used to test the relationship between hotel choice through social media, number of social media types used and the frequency of customer review site visit variables of guest loyalty (See Bivariate results in Table 4.20). The results below indicate that hotel choice through social media was significantly positively related to service preference and increased patronage even though the significance was low on increased patronage. The number of social media types used was positively related to word of mouth and guest loyalty. Customer Review site visits was positively highly related to word of mouth and guest loyalty, increased patronage as well as being highly related to service preference loyalty.

Table 4.20: Bivariate correlations between Social media and Guest Loyalty

	Word of Mouth Loyalty	Favorable Disposition loyalty	Increased Patronage loyalty	Service Preference loyalty	Hotel Choice through Social Media	Number of social media types used	Frequency of Customer Review Site Visits
Word of Mouth Loyalty	1						
Favourable Disposition loyalty	.408**	1					
Increased Patronage loyalty	.414**	.569**	1				
Service Preference loyalty	.448**	.550**	.707**	1			
Hotel Choice through Social Media	-0.001	0.057	.123*	.168**	1		
Number of social media types used	-.098*	0.009	0.005	-0.041	.497**	1	
Frequency of Customer Review Site Visits	.360**	-0.004	.156*	.254**	-0.103	-.397**	1

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

4.8.3 Multiple regressions results on Use of Social Media and Guest Loyalty

The results in the model summary below indicate that social media use accounted significantly for the variation of all the three predictor variables of guest loyalty where word of mouth loyalty had $R^2 \text{ change} = 0.23$, $p = .00$, favorable disposition loyalty $R^2 \text{ change} = 0.08$, $p = .13$, increased patronage Loyalty $R^2 \text{ change} = 0.11$, $p = .03$ and in service preference loyalty $R^2 \text{ change} = 0.12$, $p = .01$. Since the $R^2 \text{ change}$ for the three predictor variables of guest loyalty were significant, this indicates that there is a potential significant interaction between social media and the three variables of guest loyalty. Only one predictor variable of guest loyalty was not statistically significant, (favorable disposition), implying that this variable was not a good predictor of guests' loyalty. (see Table 4.21) for these results.

Table 4.21 Multiple regression results on Use of Social Media and Guests' Loyalty

Model Summary

Model (DV)	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
2a Word of Mouth Loyalty	.48	.23	.19	1.08	.23	5.55	7	132	.00
2b Favourable Disposition Loyalty	.28	.08	.03	1.26	.08	1.64	7	132	.13
2c Increased Patronage Loyalty	.33	.11	.06	1.15	.11	2.33	7	132	.03
2d Service Preference Loyalty	.35	.12	.08	1.20	.12	2.68	7	132	.01

The results from the ANOVA test (See Table 4.22 below) further established that the interaction between social media use and word of mouth loyalty was highly significant, $f(7.132) = 5.55$, $p=0.00$, increased patronage loyalty was significant, $f(7.132) = 2.23$, $p=.03$, service preference loyalty was significant, $f(7.132) = 2.68$, $p = .01$ while there was no interaction between social media and favourable disposition since there was no statistical significance. These results are similar to those obtained in the study by Hayes, (2013).

Table 4.22 ANOVA Results

			ANOVA^b				
			Sum of	Mean			
Model			Squares	df	Square	F	Sig.
2a Word of Mouth Loyalty	Regression		45.24	7	6.46	5.55	.00
	Residual		153.58	132	1.16		
	Total		198.81	139			
2b Favourable Disposition Loyalty	Regression		18.20	7	2.60	1.64	.13
	Residual		209.46	132	1.59		
	Total		227.66	139			
2c Increased Patronage Loyalty	Regression		21.72	7	3.10	2.33	.03
	Residual		176.02	132	1.33		
	Total		197.73	139			
2d Service Preference Loyalty	Regression		27.20	7	3.89	2.68	.01
	Residual		191.47	132	1.45		
	Total		218.67	139			

These results from the correlation between social media use and guests' loyalty (See Table 4.24) found a linkage between several SM and GL (H2a) predictor variables. The standardized regression weights (β) and two tailed significance levels (p) in Table 4.24 indicate that significant predictors of word of mouth loyalty are frequency of customer review site visit SM ($\beta = .38, p = .00$), detailed hotel information SM ($\beta = .34, p = .00$), those for favorable disposition loyalty are detailed hotel information reason SM ($\beta = .21, p = .05$), ease of use reason SM ($\beta = .25, p = .02$) while increased patronage loyalty had no significant predictor. Predictors for service preference loyalty are frequency of customer review site visits SM ($\beta = .27, p = .01$), detailed hotel information reason SM ($\beta = .27, p = .01$) and ease of use reason SM ($\beta = .23, p = .03$). These results indicate that the frequency of customer review site visit SM as well as detailed hotel information reason SM were highly significant on word of mouth loyalty where both had ($p = .00$). However, detailed hotel information reason SM had a weak significance on favorable disposition loyalty ($p = .05$) while ease of use reason SM was significant ($p = .02$). On the other hand, increased patronage loyalty did not have any significance. Predictors of service preference loyalty are frequency of customer review site visits SM and detailed hotel information reason SM were both significant, ($p = .01$) while ease of use reason SM had a rather weak significance ($p = .03$).

It is interesting to note that while frequency of customer review site visits SM are highly significant on word of mouth loyalty ($p = .00$) it was less significant on service preference loyalty ($p = .01$) which implies that word of mouth was a stronger predictor of guest loyalty as compared to Service Preference. The study also noted that detailed hotel information reason SM was highly significant on word of mouth loyalty but had a weak significance on favorable disposition loyalty ($p = .05$) while it was significant on service

preference loyalty ($p=.01$). The study further noted that ease of use reason SM was significant on favorable disposition loyalty ($p= .02$) although it had a weak significance on service preference loyalty. ($p=.03$).

The above results imply that social media use has a positive correlation with guest loyalty since it had a positive significance on most of the predictor variables of guest loyalty. This positive linkage of social media use on guests' loyalty predictors implies that whenever there is a unit standard increase in use of social media predictors, then there would be an increase in guest loyalty within four and five star hotels in Kenya. This therefore implies that whenever a hotel invests in the significant predictor variables of use of social media, then there would be a significant effect on guest loyalty. The results agree with findings by Chui, Ling, Sun & Hsu, (2009) who observed that the Technological Acceptance Model Theory theorizes that the attention to accept or use an IT is determined by perceived usefulness and perceived ease of use. Chui et al, (2009) further noted that this theory posits that IT usage is a direct function of behavioral intention to use social media which, in turn, is a function of perceived usefulness and attitude towards usage. Chui et al (2009) further observed that perceived usefulness and satisfaction influenced loyalty intentions towards online shopping and that perceived ease of use acts indirectly on loyalty.

Table 4.23 Correlation between Social Media Use and Guest's Loyalty

		Coefficients ^a				
Model		B	Std. Error	Beta	T	Sig.
2a Word of Mouth Loyalty	(Constant)	4.54	.59		7.74	.00
	Frequency of Social Media use	-.22	.13	-.14	-1.73	.09
	Frequency of Customer Review Site Visit	.32	.07	.38	4.56	.00
	Detailed Hotel Information SM Reason	-.85	.25	-.34	-3.44	.00
	Other Guest feedback SM Reason	-.52	.33	-.15	-1.57	.12
	Ease of Use SM Reason	-.46	.26	-.17	-1.72	.09
	Friends Reviews SM reason	-.78	.52	-.12	-1.50	.14
	Use of Social Media for Hotel Search	-.20	.21	-.08	-.96	.34
2b Favourable Disposition Loyalty	(Constant)	4.33	.69		6.31	.00
	Frequency of Social Media use	-.05	.15	-.03	-.33	.74
	Frequency of Customer Review Site Visit	.00	.08	.00	.04	.97
	Detailed Hotel Information SM Reason	-.57	.29	-.21	-1.98	.05
	Other Guest feedback SM Reason	-.26	.39	-.07	-.67	.50
	Ease of Use SM Reason	-.73	.31	-.25	-2.36	.02
	Friends Reviews SM reason	-	.61	-.15	-1.73	.09
	Use of Social Media for Hotel Search	1.05	.25	-.16	-1.79	.08
2c Increased Patronage Loyalty	(Constant)	4.45	.63		7.08	.00
	Frequency of Social Media use	-.21	.14	-.13	-1.51	.13
	Frequency of Customer Review Site Visit	.12	.07	.14	1.62	.11
	Detailed Hotel Information SM Reason	-.30	.26	-.12	-1.14	.26
	Other Guest feedback SM Reason	.13	.35	.04	.38	.71
	Ease of Use SM Reason	-.38	.28	-.14	-1.34	.18
	Friends Reviews SM reason	-	.56	-.16	-1.86	.06
	Use of Social Media for Hotel Search	1.04	.22	-.15	-1.70	.09
2d Service Preference Loyalty	(Constant)	2.98	.66		4.54	.00
	Frequency of Social Media use	.15	.14	.09	1.08	.28
	Frequency of Customer Review Site Visit	.22	.08	.25	2.80	.01
	Detailed Hotel Information SM Reason	-.70	.28	-.27	-2.55	.01
	Other Guest feedback SM Reason	-.25	.37	-.07	-.69	.49
	Ease of Use SM Reason	-.66	.30	-.23	-2.22	.03
	Friends Reviews SM reason	-.67	.58	-.10	-1.16	.25
	Use of Social Media for Hotel Search	-.32	.23	-.12	-1.38	.17

4.9 Thematic Analysis Results

The third theme from the guests' interviews established the amount of contribution that use of social media makes towards guests' loyalty within the hotels. During the interviews, the guests were asked whether they thought their use of social media contributed to their loyalty within hotels and this brought up a number of responses which the guests raised about the hotels through use of social media.

G26M... I learnt about the hotel when it advertised its services through social media,

G10 M.... 'The hotels that use the social media are highly ranked by me

G4N..... 'I learnt about my hotel from their reviews posted on the social media.

G22N....'Hotel postings through the social media as well as other peoples comments on social media made me like my hotel.

These responses show how the guests valued social media use regarding the information that they received about the hotels they reviewed. The study results further found out that although the use social media contributed to guests' loyalty, seven guests did not think their use of social media influenced their loyalty, five guests said the hotel advertisement on social media contributed to their loyalty, another five of the guests said that the hotels that were highly ranked in the social media contributed to their loyalty, four guests who read hotel reviews through the social media said it contributed to their loyalty, four guests who read other guests' comments said it contributed to their loyalty while three of those interviewed felt that hotel postings on social media contributed to their loyalty. A total of five guests neither agreed nor disagreed in response to this question.

These results further established that seven of the guests did not think that use of social media alone contributed to their loyalty while others felt that there were other aspects about the hotels that they got from the social media which contributed to their loyalty e.g. adverts on services offered by the hotels, hotel postings, ranking of hotels through the social media, hotels reviews, as well as positive comments about the hotel from other guests through the social media. The results of the interviews therefore established that the guests used the social media for feedback services and for communicating with their hotels and somehow this contributed to their loyalty.

Results from the Independent Sample T tests established that, whenever the guests visited customer review sites, increased patronage loyalty was significant, ($p = 0.02$), when using Twitter, word of mouth was highly significant, ($p=0.01$), when using Facebook, service preference had a weak significance, ($p = 0.05$) and when using WhatsApp, word of mouth was highly significant, ($p = 0.01$). The results noted that Trip Advisor, Facebook and Twitter were more preferred by guests. The results on frequency of the visits further established that customer review site visits had a high frequency from the total visits to the sites.

The results from the T tests above confirmed that visit to customer review sites were important to the guests since they used social media for feedback services and for communicating with the hotels to make their bookings. Further results done using Pearson correlation to test the relationships between post purchase evaluation predictor variables and those of guests' loyalty established that hotel choice through social media was significantly positively correlated to service preference and increased patronage even though the significance was low on increased patronage implying that service preference

would influence increased patronage positively but to a lower extent. The number of social media types used was positively related to word of mouth and guest loyalty meaning that the more the types of social media that were available for guests' use within the hotels, the more they are likely to spread word of mouth through social media. Similarly, customer review site visits was positively highly related to word of mouth loyalty and increased patronage but was related to a lesser extent to service preference loyalty. This means that the higher the visits to the customer review sites by guests in four and five star hotels in Kenya, the more they would spread word of mouth and this would result into their increased patronage to these hotels.

This study also found out that there was a high correlation between predictor variables of use of social media and those of guest loyalty. On hotel choice through the social media SM, increased patronage loyalty was significant though the significance was low, ($p=.05$), service preference loyalty was very significant, ($p=.01$). This implies that social media use had a positive effect on hotel choice such that whenever the guests chose their hotels through social media, their patronage within the four and five star hotels in Kenya would improve and that their service preference for these hotels would improve to a very large extent.

On the number of social media types SM, word of mouth loyalty was significant even though its significance was low ($p=.05$). Social media use had less influence on the number of social media types used such that even if the guests used many types of social media, it would have very little effect on word of mouth loyalty of guests in four and five star hotels in Kenya. On customer review site visits SM, word of mouth loyalty was very significant ($p=.01$), increased patronage loyalty was also significant ($p=.05$) while service

preference loyalty was very significant, ($p=.01$). This means that social media use had less effect on customer review site visits and that whenever the guests visited customer review sites through the social media, there would be very little influence on word of mouth loyalty. These results confirm the fact that the four and five star hotels did not fully use as many types of social media as compared to the guests' use of social media types. The results from the manager's interviews further confirmed the fact that the hotels rarely visited customer review sites and this means that there is a missing link between guests' visits to the review sites and that of the managers' visits. This therefore means that the hotels are not able to address the guests concerns that were posted in the customer review sites. This implies that if the hotels made an attempt to visit customer review sites then there would be a unit increase in guests' loyalty within hotels.

The study results on multiple regression on guest loyalty predictor variables established that predictor variables of guest loyalty (GL) explain about the variation in word of mouth loyalty ($R^2 =0.23$), in favorable disposition loyalty ($R^2 =0.08$), increased patronage loyalty ($R^2=0.11$) and that of service preference loyalty ($R^2=0.12$). The results of this study further indicate that guest loyalty explains the variance of word of mouth loyalty and that it was highly significant ($p= .00$). It also explains the variance of favorable disposition as well as that of increased patronage although the significance was rather low ($p =0.03$) and the variance of service preference which was significant ($p = .01$). These results indicate that word of mouth, favorable disposition, increased patronage and service preference were important predictor variables of guest loyalty although favorable disposition was not statistically significant and therefore it was not a very good predictor of guest loyalty. The predictor variables would contribute to guest loyalty within the four and five hotels in Kenya thereby increase sales as well as improve marketing of these

hotels through use of social media. These results agree with the study findings by White et al, (2007) who established that hotels need to recognize the importance in which guests demonstrate their loyalty since they demonstrated their loyalty in various ways.

Results from studies by other authors likewise established that guests' loyalty can be achieved through other ways. In as much as satisfaction leads to loyalty, true loyalty can only be achieved when other factors such as embedded social networking are present, (Oliver, 1999, Ranaweera & Nelly, 2003). Use of social media therefore contributes positively to brand performance, retailer performance and consumer related loyalty (Rapp, Skinner, Spacher, Crew & Hughes, 2013). Xi, Kurt & Stahura (2013) established that hotel customers' social media experiences influence their attitudes towards social media sites which in turn influence their attitude towards hotel brand. Results from thematic analysis of the guests' interviews established that hotel branding was important to them and learning that some hotels were branded increased their loyalty to these hotels. This finding is supported by findings from Xi et al, (2013) who further noted that hotel customers' attitudes towards hotel brand affects their booking intentions.

4.10 The relationship between Use of Social Media and Post - Purchase Evaluation

Objective three sort to establish the effects of use of social media on post purchase evaluations in four and five star hotels in Kenya. Hypothesis iii (HO₃) stated that social media use does not have a significant effect on guests' post - purchase evaluation in four and five star hotels in Nairobi and Mombasa, Kenya.

In order to achieve the above objective, independent sample T tests, Bi-variate correlations and multiple regressions were used to test the relationships between the

social media variables and post purchase evaluation variables. Furthermore, the guest's interviews had sort to establish the influence of use of social media on their post - purchase experiences. The findings from the thematic analysis have been integrated in this section to support the quantitative results.

4.10.1 Independent sample T tests results

Independent sample T tests were used to test the relationships between social media variables with nominal values and post purchase evaluations (see Table 4.24 below). The social media variables included use of social media for hotel search (often, rarely), customer review site visit (Yes, No) and use of five common social media applications and sites reported earlier including Facebook, WhatsApp, Google, Twitter and Trip advisor (Yes, NO). The dependent variables include purchase importance PPE, service performance PPE, hotel communication PPE and information sharing PPE. This section reports only significant results at P level= ≤ 0.05 (see table 4.24 below) while the completed results are reported in Appendix 3.

Table 4.24 Independent sample T tests results for Post – Purchase Evaluation

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	T	Df	Sig. (2- tailed)
Use of Hotel social media for hotel search						
Post purchase Hotel communication	Equal variances assumed	3.05	.08	3.02	295.00	.00
	Equal variances not assumed			2.96	212.35	.00
Post purchase Information Sharing	Equal variances assumed	1.73	.19	2.21	295.00	.03
	Equal variances not assumed			2.17	212.86	.03
Customer Review Site Visit						
Post purchase Service performance	Equal variances assumed	17.41	.00	3.28	386.00	.00
	Equal variances not assumed			3.30	358.74	.00
Post purchase Hotel communication	Equal variances assumed	.63	.43	3.01	386.00	.00
	Equal variances not assumed			3.01	385.72	.00
Post purchase Information Sharing	Equal variances assumed	5.25	.02	3.09	386.00	.00
	Equal variances not assumed			3.10	384.71	.00
WhatsApp use						
Post purchase Hotel communication	Equal variances assumed	14.25	.00	2.04	333.00	.04
	Equal variances not assumed			2.29	201.16	.02
GOOGLE use						
Post purchase Service performance	Equal variances assumed	6.88	.01	-2.68	324.00	.01
	Equal variances not assumed			-2.47	152.14	.02

The results in Table 4.24 indicate that guests who used social media for hotel search often significantly used post - purchase hotel communication, $p = .00$ and information sharing post - purchase evaluations compared to those who did not, $p = .03$. Furthermore, guests

who visited customer review sites had a positive and significant post – purchase service performance, $p = .00$, while those who used hotel communication post purchase evaluation, $p = .00$ and information sharing post purchase evaluations, $p = .00$. Guests who used WhatsApp often were likely to use hotel communication post - purchase evaluation, $p = .04$ while guests who used Google search were likely to use service performance post - purchase evaluation, $p = .01$.

These results imply that social media use had a positive and significant influence on guests' hotel search during post purchase hotel communication and information sharing. Similarly, use of social media had a significant positive influence on customer review site visits during post purchase service performance, post purchase hotel communication and post - purchase information sharing. However, use of social media influenced WhatsApp on post purchase hotel communication even though the significance was statistically lower as compared to other social media types. Similarly, use of social media significantly influenced use of Google during post purchase service performance. The results imply that use of social media was less significant when the guests used WhatsApp and Google within the four and five star hotels in Kenya.

4.10.2 Bivariate correlations between Use of Social Media and Post - Purchase

Evaluation

Pearson Correlation was used to test the relationship between extent of use of social media, number of social media types used, and frequency of customer review site visits variables and post - purchase evaluation. The results in Table 4.26 indicate that extent of use of social media was significantly positively related to service performance, hotel

communication and information sharing post purchase evaluations. Frequency of customer review site visits was significantly positively related to post purchase evaluation of service importance and service performance. Although the number of social media types was not correlated to post - purchase evaluation, it was highly positively correlated to extent of use of social media and negatively correlated to frequency of customer review site visits.

Table 4.25: Bivariate correlations between Use of Social Media and Post - Purchase Evaluation

	Post purchase service Import	PP Service perform	Post Hotel commun	Post purchase Information Sharing	Extent of Social media Use	Number of social media types used	Frequency of Customer Review Site Visits
Post Purchase Service Importance	1.000						
Post purchase Service performance	.601**	1.000					
Post purchase Hotel communication	.290**	.441**	1.000				
Post purchase Information Sharing	.299**	.308**	.545**	1.000			
Extent of Social Media Use	0.058	.165**	.162**	.171**	1.000		
Number of social media types used	0.050	0.020	0.007	-0.008	.497**	1.000	
Frequency of Customer Review Site Visits	.174*	.172*	-0.046	0.083	-0.103	-.397**	1.000

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

4.10.3 Multiple regressions results on Use of Social Media and Post - Purchase

Evaluations

Multiple regressions were used to test the relationship between extent of use of social media, number of social media types used, and frequency of customer review site visits variables with post - purchase evaluation variables using models 1a, 1b, 1c and 1d representing the four dependent variables. The model summary, ANOVA statistics and coefficients of parameter estimates are presented in Tables 4.27, 4.28 and 4.29 below

The results in the model summary Table 4.27 below indicate that use of social media significantly accounted for only two predictor variable of post - purchase evaluation (service performance and information sharing), where purchase importance PPE ($R^{2\text{change}} = 0.03$), $p = .17$, service performance PPE ($R^{2\text{change}} = 0.08$), $p = .00$, hotel communication PPE ($R^{2\text{change}} = 0.03$), $p = .18$ and in Information Sharing PPE ($R^{2\text{change}} = 0.06$), $p = .02$. These results indicate that although the variation of social media on purchase importance PPE and hotel communication PPE was not significant, the variation on service performance PPE was highly and positively significant, while the variation on information sharing was also significant.

These results indicate that there is a potential interaction between social media and the two variables of post – purchase evaluation that were significant while there is no likelihood of an interaction between the other two variables which had no statistical significance.

Table 4.26: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
3a Purchase Importance PPE	.18	.03	.01	.91	.03	1.69	3.00	159.00	.17
3b Service Performance PPE	.28	.08	.06	.83	.08	4.63	3.00	159.00	.00
3c Hotel Communication PPE	.17	.03	.01	1.18	.03	1.65	3.00	159.00	.18
3d Information Sharing PPE	.25	.06	.04	1.12	.06	3.48	3.00	159.00	.02

The results from the Anova test (see Table 4.28) further established that the interaction between social media use and purchase importance PPE was not significant, $f(3.159) = 1.69$, $p = .17$, service performance PPE was highly, positively significant, $f(3.159) = 4.63$, $p = .00$, hotel communication PPE was not significant, $f(3.159) = 1.65$, $p = .18$ while information sharing PPE was very significant, $f(3.159) = 3.48$, $p = .02$. These results portray that there were interactions between social media and service performance PPE and Information Sharing PPE while there was no interaction between social media and purchase importance PPE and Hotel Communication PPE since there was no statistical significance.

Table 4.27: ANOVA

		ANOVA^b				
Model		Sum of Squares	df	Mean Square	F	Sig.
3a Purchase Importance PPE	Regression	4.18	3.00	1.39	1.69	.17
	Residual	130.82	159.00	.82		
	Total	135.00	162.00			
3b Service Performance PPE	Regression	9.64	3.00	3.21	4.63	.00
	Residual	110.35	159.00	.69		
	Total	119.98	162.00			
3c Hotel Communication PPE	Regression	6.91	3.00	2.30	1.65	.18
	Residual	222.50	159.00	1.40		
	Total	229.41	162.00			
3d Information Sharing PPE	Regression	13.20	3.00	4.40	3.48	.02
	Residual	201.08	159.00	1.26		
	Total	214.27	162.00			

The results therefore imply that the social media use significantly influenced post - purchase evaluation through its predictors of frequency of customer review Site Visits,

the number of social media types used and hotel choice through the social media in four and five star hotels in Kenya.

This study found a linkage between several SM and PPE (H3a). The standardized regression weights (β) and two tailed significance levels (p) in Table 4.29 indicate that the significant predictor of purchase importance PPE is frequency of customer review site visit SM ($\beta = 17, p = .04$) even though it had a low significance, and the significant predictor of service performance PPE is the number of social media types used SM ($\beta = 25, p = .00$), while hotel communication PPE had no significant predictor since there was no statistical significance among the predictors. However, the significant predictors of information sharing PPE are hotel choice through the social media SM ($\beta = 16, p = .05$) and the number of social media types used SM ($\beta = 25, p = .01$).

These results show that there is a positive linkage between social media use and post – purchase evaluation variables.

Table 4.28 Correlation results of Social Media Use on Post Purchase Evaluation.

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
3a Purchase Importance	(Constant)	3.81	.32		12.11	.00
PPE	Hotel Choice through Social Media	-.03	.09	-.03	-.31	.76
	Number of social media types used	.00	.05	.01	.06	.95
	Frequency of Customer Review Site Visit	.11	.05	.17	2.04	.04
3b Service Performance	(Constant)	4.23	.29		14.61	.00
PPE	Hotel Choice through Social Media	.02	.08	.02	.27	.79
	Number of social media types used	-.14	.05	-.25	-2.88	.00
	Frequency of Customer Review Site Visit	.04	.05	.07	.90	.37
3c Hotel Communication	(Constant)	3.33	.41		8.10	.00
PPE	Hotel Choice through Social Media	.20	.11	.15	1.77	.08
	Number of social media types used	-.12	.07	-.15	-1.69	.09
	Frequency of Customer Review Site Visit	-.07	.07	-.09	-1.07	.28
3d Information Sharing	(Constant)	3.28	.39		8.41	.00
PPE	Hotel Choice through Social Media	.21	.11	.16	1.96	.05
	Number of social media types used	-.18	.07	-.25	-2.83	.01
	Frequency of Customer Review Site Visit	.00	.07	.00	.00	1.00

4.10.4 Thematic analysis results

Theme five sought to establish whether use of social media had any influence on guests' evaluation of their post - purchase experience. This was done by asking the respondents this question: 'In your opinion, do you think use of social media would influence your evaluation of post purchase experiences?' While twenty-two guests reported that use of social media had an influence on their evaluation of post - purchase experience, ten guests said it did not have an influence and only one guest said the social media use partly has an influence on their post purchase experience. The following comments are those that some guests reported that had an influence on their evaluation of post purchase experience:

G8 (M)... 'the more postings the hotels have, the more the guests are likely to book the hotels'

G16(N)... 'updates on changes on prices are important'

G27((M)... 'technology is the way to go'

G30 (M)... 'posts on social media are a source of updated information'.

G26 (N)... 'feedback would provide the needed insight and show concern'.

Those guests who thought that use of social media had no influence on their evaluation of post purchase experience had the following comments:

G3(M)... 'No, service received is the most important for me'

G32(N)... 'I would partly use and partly not use the social media to evaluate my post purchase experience'

Other guests did not give reasons why they thought there was no influence of social media use on their evaluation of post purchase experience.

Theme five established that a majority of the guests felt that use of social media had an influence on the evaluation of their post purchase experience. However, a few guests felt that social media use had no influence on the evaluation of their post - purchase experience.

Theme eleven established that there were both positive and negative evaluation of the guests' post purchase experiences. The managers were asked to respond to the questions that addressed whether they thought that use of social media by the guests can influence the evaluation of their post purchase experiences as follows:

.... 'Do you think use of social media by guests can influence their evaluation on post purchase experience?'

... 'Is there an incidence where a guest has evaluated their experience negatively through the social media?'

The positive evaluations included (prompt services, efficient check out process, positive friendly staff, good food, good atmosphere etc.) while negative evaluations included (slow check in process, presence of bedbugs in the rooms, hotel is poorly located, too much traffic on your way to the hotel, too much noise within hotels from conference rooms and poor services during meal times etc.). While some respondents (twelve) thought that use of social media had an influence on the guests' post purchase experience, others (six) thought it never had. Nevertheless, those who thought that social media had a positive influence on their post purchase experience were eighteen and they had the following reasons: (Sharing of post purchase experience gave us an opportunity to make corrections where necessary; sharing of post purchase experiences by guests makes the hotels to know their guests' feelings; the social media gives them more space to share their experiences; guests were more open on the social media than when they spoke face

to face).Among the managers who thought that there was a negative influence, (three) had the following reasons:

M12(N).....sharing of post purchase experiences by guests on social media had a negative influence on the guests who would want to visit the hotels for the first time.

M6(M)..... post purchase experience should be shared with the hotels and no other people from outside the hotels.

M20(M)..... experiences change every now and again and therefore not constant.

Moreover, the managers were further asked this question: ‘Is there any incidence where a guest who had evaluated their experience negatively through the social media had come back to your hotel? Some managers, (thirteen) had the following comments to this question: negative comments will always be there, appropriate actions are always taken whenever they are experienced, guests still come back even after negative comments).

This study noted that social media use had an influence on the evaluation of the post purchase experience of the majority of the guests either positively or negatively. However, the study established that use of social media had no influence on the evaluation of the post purchase experience of some guests in four and five star hotels in Kenya. This study further noted that although use of social media can influence the guests’ evaluation on their post - purchase experience either positively or negatively, some guests would still make a repeat visit even after experiencing negative evaluation of their post purchase experience. This implies that use of social media did not influence the negative evaluation of post purchase evaluation experience of the guests within four and five star hotels in Kenya.

Hotel customers' social media experiences influence their attitudes towards social media sites which, in turn, influences them towards hotel brand and affects their booking intentions and attitudes towards the hotel brand (Xi. Leung, Kurt & Stahura, 2013). Although use of social media had a positive influence on guests post purchase evaluation, the negative evaluation did not affect the guests' repeat visits. Similarly, Kotler et al, (2003) established that 'the outcome of post purchase evaluations can either be positive or negative. However, this study indicated that negative evaluations did not have an effect on repeat purchase of the guests in four and five star hotels in Kenya.

The effect of post purchase evaluation factors such as online verses off line – shopping environment such as importance of purchase and perceived benefits are crucial for customers and that they would determine their decision on whether to make a repeat purchase or not (Cho et al 2002). This finding implies that the importance of purchase as well as perceived benefits of a service would be crucial to guests in four and five star hotels in Kenya thereby determining their decision to purchase or not. For a business to have the ability to compete internationally and specifically to create what is valued by a customer, it requires knowing how they use and evaluate products after purchase (Bertrand et al, 1987). The four and five star hotels in Kenya need to understand the influence of social media on the evaluation of post - purchase experience of their guests.

4.11 The effect of Use of Social Media and Post Purchase evaluation on Guest

Loyalty

The model summary below explains the cumulative effect of social media and post purchase evaluation on guest loyalty. The results in the model summary (Table 4.30) indicate that social media and post purchase evaluation only significantly accounted for

the variation of Word of Mouth GL ($R^{2\text{change}} = 0.16$), $p = .00$). However, the variation of favorable disposition GL was not significant, ($R^{2\text{change}} = 0.03$), $p = .69$, the variation of increased patronage GL was not significant either, ($R^{2\text{change}} = 0.14$, $p = .24$) and the variation of service preference GL also did not have any statistical significance, ($R^{2\text{change}} = 0.07$, $p = .07$). These results indicate that use of social media and post – purchase evaluation only explained the variation of Word of Mouth GL which had a statistical significance while the other three variables were not statistically significant implying that word of mouth had a significant interaction with social media and post – purchase evaluation.

Table 4.29 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
4a Word of Mouth Loyalty	.52	.27	.21	.94	.16	4.65	7	150	.00
4b Favourable Disposition Loyalty	.39	.15	.09	.96	.03	.68	7	150	.69
4c Increased Patronage Loyalty	.38	.14	.08	.92	.05	1.34	7	150	.24
4d Service Preference Loyalty	.47	.22	.16	.89	.07	1.93	7	149	.07

Predictors: (Constant), Information Sharing Post Purchase Evaluation, Service Performance Post Purchase Evaluation, Hotel Communication Post Purchase Evaluation, Purchase Importance Post Purchase Evaluation, Friends Reviews SM reason, Use of social media for hotel search, Other Guest feedback and reviews SM Reason, Frequency of Social Media Use, Access to Detailed Hotel Information SM Reason, Frequency of Customer Review Site Visit, Ease of Use & convenience SM Reason

The results from ANOVAc test (see Table 4.31) further established that the interaction between social media use and post - purchase evaluation on word of mouth loyalty was highly positively significant, $f(11,150) = 4.931$, $p = .000$ while favorable disposition guest loyalty was not significant, $f(11,150) = 2,411$, $p = .009$, increased patronage loyalty was not significant either $f(11,150) = 2.294$, $p = .013$, and service preference loyalty was highly, positively significant, $f(11,149) = 3.784$, $p = .000$. These results indicate that there were positive interactions between social media and post - purchase evaluation on word of mouth loyalty and service preference loyalty since they were statistically significant while there were no interactions between social media and post purchase evaluation on favorable disposition loyalty and increased patronage loyalty which had no statistical significance.

Table 4.30 ANOVAc

Model		Sum of Squares	Df	Mean Square	F	Sig.
4a Word of Mouth Loyalty	Regression	48.223	11	4.384	4.931	.000
	Residual	133.369	150	.889		
	Total	181.593	161			
4b Favourable Disposition Loyalty	Regression	24.295	11	2.209	2.411	.009
	Residual	137.438	150	.916		
	Total	161.733	161			
4c Increased Patronage Loyalty	Regression	21.138	11	1.922	2.294	.013
	Residual	125.666	150	.838		
	Total	146.804	161			
4d Service Preference Loyalty	Regression	32.700	11	2.973	3.784	.000
	Residual	117.071	149	.786		
	Total	149.771	160			

Table 4.31: Coefficients (a)

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
4a Word of Mouth Loyalty	(Constant)	-1.24	.51		-2.42	.02
	Purchase Importance Post	.02	.10	.01	.15	.88
	Purchase Evaluation					
	Service Performance Post	.14	.11	.12	1.27	.20
	Purchase Evaluation					
	Hotel Communication Post	-.03	.08	-.03	-.40	.69
	Purchase Evaluation					
	Information Sharing Post	.18	.07	.19	2.45	.02
	Purchase Evaluation					
	Frequency of Social Media Use	-.14	.09	-.11	-1.50	.14
	Frequency of Customer Review	.26	.06	.36	4.61	.00
	Site Visit					
	Access to Detailed Hotel	-.56	.20	-.25	-2.77	.01
	Information SM Reason					
	Other Guest feedback and reviews SM Reason	-.36	.28	-.11	-1.30	.20
	Ease of Use & convenience SM Reason	-.26	.22	-.10	-1.16	.25
Friends Reviews SM reason	-.37	.42	-.07	-.88	.38	
Use of social media for hotel search	.25	.17	.12	1.49	.14	
4b Favourable Disposition Loyalty	(Constant)	-1.28	.52		-2.46	.02
	Purchase Importance Post	.10	.10	.09	.98	.33
	Purchase Evaluation					
	Service Performance Post	.04	.11	.04	.35	.72
	Purchase Evaluation					
	Hotel Communication Post	.11	.08	.13	1.38	.17
	Purchase Evaluation					
	Information Sharing Post	.16	.07	.19	2.22	.03
	Purchase Evaluation					
	Frequency of Social Media Use	-.04	.09	-.04	-.48	.63
	Frequency of Customer Review	-.02	.06	-.03	-.32	.75
	Site Visit					
	Access to Detailed Hotel	-.22	.20	-.10	-1.06	.29
	Information SM Reason					
	Other Guest feedback and reviews SM Reason	-.05	.28	-.02	-.18	.86
	Ease of Use & convenience SM Reason	-.28	.22	-.12	-1.23	.22
Friends Reviews SM reason	-.58	.43	-.11	-1.35	.18	
Use of social media for hotel search	.17	.17	.08	.97	.33	

Table 4.32 Coefficients (b)

4c	(Constant)		- .86	.50		-1.74	.08
Increased Patronage	Purchase Importance Post Purchase Evaluation		.08	.10	.08	.83	.41
Patronage	Service Performance Post Purchase Evaluation		.00	.11	.00	-.02	.98
Loyalty	Hotel Communication Post Purchase Evaluation		-.01	.07	-.01	-.11	.91
	Information Sharing Post Purchase Evaluation		.19	.07	.23	2.69	.01
	Frequency of Social Media Use		-.10	.09	-.09	-1.14	.26
	Frequency of Customer Review Site Visit		.07	.05	.11	1.35	.18
	Access to Detailed Hotel Information SM Reason		.03	.19	.01	.14	.89
	Other Guest feedback and reviews SM Reason		.24	.27	.08	.89	.38
	Ease of Use & convenience SM Reason		-.05	.21	-.02	-.24	.81
	Friends Reviews SM reason		-.51	.41	-.10	-1.25	.21
	Use of social media for hotel search		.27	.16	.14	1.62	.11
	4d Service	(Constant)		-1.83	.48		-3.79
Preference	Purchase Importance Post Purchase Evaluation		.15	.10	.14	1.58	.12
Loyalty	Service Performance Post Purchase Evaluation		-.04	.11	-.04	-.39	.69
	Hotel Communication Post Purchase Evaluation		.11	.07	.13	1.46	.15
	Information Sharing Post Purchase Evaluation		.18	.07	.21	2.61	.01
	Frequency of Social Media Use		.08	.09	.07	.87	.38
	Frequency of Customer Review Site Visit		.16	.05	.24	3.03	.00
	Access to Detailed Hotel Information SM Reason		-.34	.19	-.17	-1.80	.05
	Other Guest feedback and reviews SM Reason		-.08	.26	-.03	-.30	.77
	Ease of Use & convenience SM Reason		-.23	.21	-.10	-1.13	.26
	Friends Reviews SM reason		-.18	.40	-.04	-.46	.65
Use of social media for hotel search		.03	.16	.02	.20	.84	

The results on Table 4.32 above found some linkage in social media use on the relationship between post purchase evaluations and guest loyalty. The standardized regression weights (Beta) and two tailed significance levels (p) indicate that significant predictors of social media and post - purchase evaluation on guest loyalty are word of mouth loyalty which has information sharing PPE ($\beta=.19$, $p=.02$), frequency of customer

review site visits SM ($\beta=.36$, $p=.00$) and access to detailed information SM ($\beta = .25$, $p=.01$). Favorable disposition loyalty which only has information sharing PPE ($\beta=.19$, $p=.03$). Increased patronage loyalty also has only information sharing PPE ($\beta=.23$, $p=.01$) while service preference loyalty has information sharing PPE ($\beta=.21$, $p= .01$) and frequency of customer review site visits SM ($\beta=.24$, $p=.00$). These results indicate that in word of mouth loyalty, information sharing PPE, frequency of customer review site visits SM and access to detailed hotel information SM reason were significant where frequency of customer review site visits was highly, positively significant. The results further indicate that in favourable disposition loyalty, only information sharing PPE was significant and similarly in increased patronage loyalty, only information sharing PPE was highly significant. Similarly, in service preference loyalty, information sharing PPE was highly significant while frequency of customer review site visits SM was highly positively significant. These results imply that there was a positive significant interaction between social media use and post - purchase evaluation on these predictor variables of Guest Loyalty. This implies that use of social media and post - purchase evaluation had an influence on Guest Loyalty in four and five hotels in Kenya.

4.12 The Moderating effect of Use of Social Media on the relationship between Post - Purchase Evaluation and Guest Loyalty

The fourth objective of this study sought to establish the moderating role of use of social media on the relationship between guests' post - purchase evaluation and loyalty in four and five star hotels in Nairobi and Mombasa, Kenya. Ho4 stated that use of social media does not moderate the relationship between guests' post purchase evaluation and guests' loyalty. To achieve this objective, moderated multiple regressions involving a two-way interaction among independent variables was carried out using The Process macro in

SPSS Linear Regression module. The focal independent variables were labeled X while frequency of social media use (W) and frequency of customer review sites were the moderators (Z).

Table 4.33 below summarizes statistically the significant interaction terms (moderators) from the models which were indicating the frequency of social media use (W) and frequency of customer review site visits which were the moderators (Z). This summary indicates that these two were a significant moderator of the effect of post purchase evaluation variables on guest loyalty.

The results from the moderation analysis on social media use on the relationship between post purchase evaluation and guest loyalty indicate that in word of mouth loyalty, service performance PPE interacted positively with customer review site visits, SM ($\beta = .23$, $p = .02$) while information sharing PPE also interacted significantly with social media use, ($\beta = .23$, $p = .03$). In favourable disposition loyalty, only service performance PPE had a significant interaction with customer review site visits SM, ($\beta = .21$, $p = .03$). In increased patronage loyalty, purchase importance PPE had a highly, positive and significant interaction with social media use, ($\beta = .31$, $p = .00$) while it also had a significant interaction with customer review site visits, ($\beta = .18$, $p = .02$). Service performance PPE had a highly positive and significant interaction with customer review site visits, ($\beta = .29$, $p = .00$) while information sharing PPE also had a highly positive and significant interaction with social media use, ($\beta = .33$, $p = .00$). These results also indicate that in service preference loyalty, purchase importance PPE had a highly positive and significant interaction with customer review site visits ($\beta = .24$, $p = .00$) while service performance PPE also had a highly positive and significant interaction with customer review site visits,

($\beta=.32, p=.00$) while information sharing PPE had a significant interaction with social media use, ($\beta=.25, p=.01$). (see Appendix iv for R^2 change)

Table 4.33 Moderation results

Dependent variable	X (independent variables)	W (SM USE moderator)				Z (CRS VISIT moderator)			
		Beta	S.E	t-stat	P value	Beta	S.E	t-stat	P value
Word of Mouth Loyalty	PI PPE								
	SP PPE					.23	.10	2.37	.02
	HC PPE								
	IS PPE	.23	.10	2.16	.03				
Favourable Disposition Loyalty	PI PPE								
	SP PPE					.21	.10	2.15	.03
	HC PPE								
	IS PPE								
Increased Patronage Loyalty	PI PPE	.31	.08	3.71	.00	.18	.08	2.35	.02
	SP PPE					.29	.09	3.13	.00
	HC PPE								
	IS PPE	.33	.10	3.22	.00				
Service Preference Loyalty	PI PPE					.24	.08	3.21	.00
	SP PPE					.32	.09	3.53	.00
	HC PPE								
	IS PPE	.25	.10	2.53	.01				

Predictors: (Constant), IS PPE- Information Sharing Post Purchase Evaluation, SP PPE =Service Performance Post Purchase Evaluation, HC PPE= Hotel Communication Post Purchase Evaluation, PI PPE = Importance of Purchase Post Purchase Evaluation

The results from the moderation analysis on social media use on the relationship between guests' post purchase evaluation and guests' loyalty indicated that frequency of Social Media use does not affect post - purchase evaluations in purchase importance of word of mouth loyalty. This implies that there is no interaction effect between use of social media and post - purchase evaluation in purchase importance of word of mouth loyalty. The results further indicated that customer review site visits moderated the relationship between service preference of word of mouth loyalty where service preference was significant ($p=0,02$). This means that there was an interaction between customer review site visits and service preference where the effect was significant in predicting guest loyalty.

The results further indicated that frequency of use of social media moderated the relationship between information sharing of word of mouth loyalty. This implies that there was an interaction between frequency of social media use and information sharing of word of mouth even though the interaction term was not significant in predicting guest loyalty. The study results further indicated that use of social media did not have an interaction effect on post - purchase evaluations in purchase importance of favorable disposition loyalty. On the other hand, the results indicated that visits to customer review sites had an interaction effect on the relationship between service performance of favorable disposition where the interaction term of service performance was significant ($p=.03$). This means that Service Performance is important in predicting guest loyalty.

Moreover, the results noted that frequency of use of social media had an interaction effect on post - purchase evaluation in purchase importance and information sharing of increased patronage loyalty. This implies that the interaction term could predict guest loyalty. Furthermore, customer review site visits had an interaction effect on the

relationship between purchase importance and increased patronage loyalty where the interaction effect was significant ($p=.02$). This further indicates that purchase importance would predict guest loyalty. On the other hand, service importance was highly positively significant ($p=.00$) and this implies that the interaction effect was significant in predicting guests' loyalty in four and five star hotels in Kenya.

This study further noted that frequency of use of social media did not moderate post - purchase evaluation in purchase importance and service performance of service preference loyalty. This means that frequency of use of social media did not have an integration effect between post - purchase evaluation in purchase importance and service preference loyalty. However, this study noted that visits to customer review sites had a moderating influence on the relationship between purchase importance and service performance of service preference loyalty and that purchase importance and service performance were both highly, positively significant ($p=.00$). This implies that the interaction effect of customer review site visits on purchase importance and service performance loyalty had a positive significance in predicting guest loyalty. However, the study also indicated that frequency of use of social media had an interaction effect on the post - purchase evaluation in information sharing of service preference loyalty and the positive effect would predict guests' loyalty in four and five star hotel in Kenya.

These results found that purchase importance does not have an effect on frequency of social media use, while service performance had a positive significant effect on customer review site visits. The relationship between purchase importance and increased patronage loyalty was significant, whereby service importance was highly, positively significant. Purchase importance and information's sharing had an effect on frequency of use of

social media. Purchase importance and increased patronage were both statistically significant while service importance was highly, positively and statistically significant. However, purchase importance and service preference did not have an effect on frequency of use of social media. Purchase importance and service performance both had a high and positive effect on customer review site visits while information sharing had a positive effect on frequency of social media use.

The results indicated that customer review site visits significantly moderated the relationship between service preference of word of mouth loyalty, service performance of favorable disposition loyalty, purchase importance and increased patronage loyalty. This further indicates that purchase importance would predict guest loyalty and further implies that whenever customers visited the review sites, there would be significant effect on the relationship between guests' post purchase evaluation and guests' loyalty to the hotels. This means that if hotels invest in social media use, then there would be improved effect on post purchase evaluation by customers and hence increased loyalty.

These results agree with studies by Genimon V, Joseph & Kennedy Andrew Thomas, (2020) on their study on moderating effect of social media usage on technology barriers to technology adoption by teachers which established that educator's technology adoption was significantly moderated by social media usage. Genimon & Kennedy, (2020) further found out that moderating impact of social media use on technology barriers to technology adoption was significant to teachers. Other findings from previous studies by Adam Cockrell, (2018) on the moderating effect of social networking on cost reduction had similar results with the above findings where the author established that networking strength moderated the relationship between supply market analysis and cost reduction.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

This chapter highlights a summary of the research findings, and provides conclusions and recommendations on the effect of social media use on guest's post purchase evaluation and guests' loyalty in four and five star hotels in Kenya.

5.1 Introduction

Demand for quality hotel service has led to adoption of information and communication technologies. Of late, online social media has revolutionized communication, post purchase evaluation and the marketing of the tourism industry. Despite the contribution of social media in hotel business, the extent of its use by hotels in Kenya for guests' transactions has not been established. Moreover, the extent to which guests use social media for their hotel transactions remains unexplored. Guests' post purchase evaluation and loyalty further influence hotel performance, yet information about them is not well documented. The purpose of this study therefore was to determine the effect of social media use on guests' post - purchase evaluation and loyalty in four and five star hotels in Kenya. Specific objectives were to: establish the effect of post purchase evaluations, on guests' loyalty in four and five star hotels in Kenya; the effect of social media use on guests' loyalty in four and five star hotels in Kenya; the effects of social media use on guests post purchase evaluations in four and five star hotels in Kenya well as the moderating effect of social media use on the relationship between guests' post - purchase evaluations and guests' loyalty in four and five star hotels in Kenya. The study had four research questions: What are the effects of post purchase evaluations on guests' loyalty in four and five star hotels in Kenya? **(RQ1)**, what are the effects of use of social media on guests' loyalty in four and five star hotels in Kenya? **(RQ2)**, what are the effects of use of

social media on guests' post purchase evaluation in four and five star hotels in Kenya **(RQ3)**, does use of social media have a moderating role on the relationship between guests' post purchase evaluation and guests loyalty in four and five star hotels in Kenya? **(RQ4)**. The guests and hotel managers in four and five star hotels in Kenya formed the population of this study. Stratified and simple random sampling were used to identify sixty-eight four and five star hotels in Nairobi and Mombasa, Kenya. Krejcie and Morgan (1970) formula was used to calculate the sample size of four hundred and six guests who completed the structured and semi structured questionnaires. Convenience sampling was used to identify twenty - eight managers and thirty - three guests who participated in the in depth interviews.

Data was analyzed qualitatively and quantitatively using, thematic analysis, narrative analysis, descriptive analysis, principal component analysis, exploratory factor analysis, regression analysis as well as through Cronbach Alpha's tests. The interpretation of the guests' interview transcripts on guests' use of social media, post purchase evaluations and guests' loyalty was done. Hotel manager's interviews reported their hotels' use of the social media for communicating with their guests, the types of social media used, and strategies used to maintain the social media presence. Frequencies and percentages were used to determine the demographic characteristics of the guests. Regression analysis established the relationships between social media use and post purchase evaluations and guests' loyalty. Moderation analysis established that there were positive and significant interactions between social media use and the predictor variables of post purchase evaluations on those of guests' loyalty.

5.2 Summary of Findings

Objective one sought to establish the effect of post purchase evaluations on guest loyalty in four and five star hotels in Nairobi and Mombasa, Kenya. The study established that post - purchase evaluation had a significant effect on guests' loyalty in four and five star hotels in Kenya. Further results on perception of guests on their post purchase evaluation experiences established that a majority of the guests positively evaluated their post purchase experience within the hotels.

Furthermore, the study established that there was a correlation between post - purchase evaluations and guest loyalty in four and five star hotels in Kenya since all the four variables that predict post - purchase evaluation had positive relationship with the predictor variables of guests' loyalty. The study results further established that there was a significant interaction effect between post – purchase evaluation predictor variables and those of guest loyalty. In addition, post - purchase evaluation accounted for the variation of all the four predictor variables of guest loyalty in four and five star hotels in Nairobi and Mombasa, Kenya. The results therefore confirmed that post purchase evaluations had a significant, positive effect on guests' loyalty in four and five star hotels in Kenya.

Objective two established the effect of use of social media on guests' loyalty in four and five star hotels in Nairobi and Mombasa, Kenya. The results of this study established that social media use in totality had a significant effect on guest loyalty. The results established that guests used social media to a large extent for feedback, transactions as well as communication with the hotels. Similarly, the study established that majority of the hotel managers also used some of the common social media platforms that were used by the guests for communication as well as transactions. The study results further established that although use of social media contributed to guests' loyalty, use of other

types of communication by guests also influenced their loyalty. This study therefore established that social media use had a positive impact on guests' communication and transactions with the four and five star hotels in Kenya and this contributed to their loyalty.

Objective three established the relationship between use of social media on post - purchase evaluations and guests' loyalty in four and five star hotels in Nairobi and Mombasa, Kenya. The study results established that use of social media influenced the guests' evaluation on their post - purchase experience either positively or negatively. The results noted that some guests would still make a repeat visit even after experiencing negative evaluation of their post- purchase experience. Although the study established that a majority of the guests thought that social media use had an influence on the evaluation of their post - purchase experience, the results found out that a few guests thought the social media use had no influence on the evaluation of their post - purchase experience. The results thus confirmed that majority of the guests had high levels of loyalty within the four and five star hotels in Kenya.

In addition, the results from the managers' perception on guests' use of social media, post purchase evaluation and guest loyalty established that the managers were not certain about their guests' use of social media but were more certain of their loyalty. Further results established that hotel managers perceived that their guests were loyal to their hotels and perhaps used both interpersonal communication as well as social media to inform potential customers about their experience in the hotel.

Objective four established the moderating role of social media use on the relationship between guests' post - purchase evaluation and loyalty in four and five star hotels in Nairobi and Mombasa. The results revealed the significance of the predictor variables social media use, guests' post purchase evaluation and guests' loyalty. The above results established the interactions of the moderator variable (social media use) on the predictor variables of the Independent (post - purchase evaluation) and the dependent (guest loyalty) variables. Moderation analysis established that there were positive and significant interactions between social media use and the predictor variables of post - purchase evaluations on those of guests' loyalty. The results established that social media use had a moderating effect on the relationship between post - purchase evaluations and guest loyalty in four and five star hotels in Kenya.

5.3 Conclusions

The conclusion of this study was based on the four objectives and four hypotheses. Objective one sought to establish the effect of post purchase evaluations on guests' loyalty in four and five star hotels in Kenya. The null hypothesis for this objective stated that post purchase evaluations do not have a significant effect on guest loyalty in four and five star hotels in Nairobi and Mombasa, Kenya. The findings suggest that that it does not support the null hypothesis and concludes that post - purchase evaluation has a significant effect on guests' loyalty in four and five star hotels in Kenya.

Objective two sought to establish the effect of use of social media on guests' loyalty in four and five star hotels in Nairobi and Mombasa, Kenya. This study found out that use of social media had a significant influence on guest loyalty. The study therefore concludes by rejecting the null hypothesis of this objective that stated that: "Social media use does

not have a significant effect on guests' loyalty in four and five star hotels in Nairobi and Mombasa, Kenya".

In objective three, the study sought to establish the effect of use of social media on guests' post - purchase evaluation and in four and five star hotels in Nairobi and Mombasa, Kenya. To this end, the study findings established that there was a positive and significant relationship between use of social media on guests' post -t purchase evaluation in four and five star hotels in Nairobi and Mombasa, Kenya. This study rejected the null hypothesis that stated that use of social media does not have a significant effect on guests' post purchase evaluations in four and five star hotels in Nairobi and Mombasa, Kenya.

Objective four sought to investigate the moderating role of use of social media on the relationship between guests' post purchase evaluation and guests' loyalty in four and five star hotels in Nairobi and Mombasa, Kenya. Moderation analysis established a positive and significant interactions between social media use and the predictor variables of post - purchase evaluations on those of guests' loyalty. Since social media use had a moderating effect on the relationship between post - purchase evaluations and guest loyalty in four and five star hotels in Kenya, this study rejected the null hypothesis that stated that use of social media does not moderate the relationship between guests' post purchase evaluation and guests' loyalty in four and five star hotels in Nairobi and Mombasa, Kenya.

5.4 Recommendations

This study established that post purchase evaluations have a significant effect on guests' loyalty and therefore have a major role to play within the hotels to increase the loyalty of their guests. In obtaining guest loyalty, the hotels should consider use of those predictor variables that have a positive and significant effect on guest loyalty during post purchase evaluations such as purchase importance, service performance, hotel communication and

information sharing. There is need for the hotels to recognize the aspects of the services they provide that will influence the guests' positive post-purchase evaluation of their experience within four and five star hotels in Kenya. The study recommends that stakeholders in the hotel industry should invest more of their resources on guests' post-purchase evaluations since it positively affects the level of guests' loyalty in four and five star hotels in Kenya. This would have a direct impact on the hotel growth in terms of business volumes due to more recommendations from guests thereby improving on hotel after sales visits.

In addition, use of social media can be enhanced through frequency of use, access to detailed hotel information, the frequency of visits to customer review sites as well as the number of social media types that are available within the four and five star hotels. It is important that the hotels improve on how they use the social media for communicating with their guests by paying particular attention to the above areas of social media that can improve its use within the hotels and among the guests. Use of social media within hotels should be supported with strategies that ensure its continued use within the hotels at all times. Despite the fact that the hotels would want to augment the social media use with traditional media within hotels, this study strongly recommends that hotels enhance the use of social media types whose popularity has been established by this study for guests' transactions and communication so as to improve on their use within the four and five star hotels in Kenya and attract more guests. This study established that guests would want to continue their communication even after their visits by visiting customer review sites to express their experience with hotel services and to recommend the hotel to other would be guests. Continued communication with the guests through effective and consistent use of

social media within the hotels would ensure that hotels maintain their relationships with their guests even after their visits.

Finally, in the current world, use of social media for communication and interaction among communities that have been formed through social media has become an indispensable way of life. Therefore, the four and five star hotels in Kenya should not underrate the current advances in social media use. In this regard, hotel managers should therefore find it necessary to adopt and /or keep pace with the advances in communication technology so that they can attract not only leisure guests but also target business guests who would rely more on proper channels of communication while transacting their business within or outside the hotels.

On the other hand, guest loyalty within four and five star hotels can also be improved by the hotels identifying components of guests' loyalty that can influence their loyalty within the hotels such as positive word of mouth, service preference, favourable disposition as well as increased patronage. The aim of the hotels should be to create favourable conditions for word of mouth since a satisfied customer is better placed to advocate for services for a hotel after experiencing the way service was delivered. Since the guests would have numerous opportunities to acquire the same services elsewhere, the service engagement while the guests are still in the hotel and engaging them on their post purchase experience is paramount. The hotels should understand and adopt the components of guests' loyalty since they directly impact on guests' loyalty and would lead to improved business thereby improving hotels' efficiency and performance. Other recommendations to the hotels include training and developing their hotel staff on use of social media so as to ensure that all managers are well grounded and conversant with its use in order that all guests concerns through the social media are addressed instantly.

Objective four established that social media positively and significantly moderated the relationship of post - purchase evaluation on guest loyalty. This study recommends that hotel management should invest more, monitor and control use of social media as well as embrace strategies that would promote its use within hotels since it facilitates the relationship between post purchase evaluation and guests' loyalty.

5.5 Suggestions for further studies

This study was conducted within four and five star hotels in Nairobi and Mombasa Kenya to investigate the moderating effect of use social media on guests' post - purchase evaluation and loyalty. It is suggested that other studies could be carried out in hotels with lower ratings to investigate whether there is a moderation effect of social media use on Other variables of guests' loyalty within hotels, for example trust and satisfaction.

The researcher did the study on hotels only as establishments that provide hospitality services. In future, another study could investigate use of social media within other hospitality establishments e.g. lodges and listed hotels to find out the extent of use of social media and whether it has any effect on guests' post purchase evaluation and guests' loyalty.

Focus group discussions are more efficient, help participants to listen and reflect opinions of others thereby generating more reactions. Participants are also able to seek clarification on points made by other participants. Given that the study instruments were mainly questionnaires and interviews, it is suggested that focus group discussions could be included in future studies in order to engage more with guests in hotels and obtain more information of their experiences within four and five star hotels in Kenya.

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APPENDICES

Appendix I: Letter of Request for Completion of Questionnaires. EFFECT OF SOCIAL MEDIA USE ON GUESTS' POST PURCHASE EVALUTIONS AND LOYALTY IN 4 AND 5 STAR HOTELS IN KENYA

Dear Sir/Madam

Completion of research questionnaire:

My name is Elizabeth Ockeyoh Otieno and I am a student at Maseno University department of Ecotourism Hotel and Institution Management. I am conducting a study on **“Effect of Social Media Use on Guests’ Post Purchase Evaluation and Loyalty in 4 and 5 star hotels in Kenya”** as part of the fulfillment for the requirements of a PhD degree in Hospitality Management. The objective of this questionnaire is to obtain the views of the Hotel guests and managers in order to know the effect of use of social media on guests’ post - purchase evaluations and loyalty. This research will be carried out purely for academic purposes. The information obtained from you will be treated with the privacy and confidentiality that it deserves and may not be used for any other purposes. I would highly appreciate if you would complete the attached questionnaire. Your name will not be included in the study and the data files will be kept in lockable cabinets and once processed, the data will be secured by a password. In case you have concerns or questions, please feel free to contact me or Maseno University Ethics and Review Committee (MUERC) P.O. BOX Private Bag, Maseno. Telephone Numbers: 057 351 622 EXT. 3050

Thank you,

Ockeyoh Elizabeth Otieno

Maseno University

Dept. of Eco-Tourism Hotel & Institution Management

Private Bag, Maseno

Tel. 0722372792, email address, ockeyohelizabeth@yahoo.com/eotieno@maseno.ac.ke

Appendix II: Guest Questionnaire

DEMOGRAPHIC INFORMATION

Please tick or write where applicable

1. How often do visit this hotel?

Everyday

Every week

Every month

Once a year

Other (Please specify)

2. Please indicate your gender.

Male Female

3. Please indicate your age

.....
.....
.....
.....

4. Please indicate your level of Education

Primary

High school

University

Other (Specify)

5. Please indicate household income your annual

Less than 10,000/=

10,000/= to 30000/=

31,000/= to 50,000/=

51000/= to 70,000/=

Other (please specify)

6. Please indicate your occupation

- Employed
- Unemployed
- Business Owner
- Student
- Other - specify

7. Please indicate your nationality

- Kenyan
- Other (Specify)

8. Please indicate the reason why you visited the hotel.

- Business
- Leisure
- Other(specify)

9. Please indicate how long you have been a guest in this hotel

.....

.....

.....

.....

10. Please indicate how you found out about this hotel

.....

.....

.....

.....

GUESTS' USE OF THE SOCIAL MEDIA

11. Please indicate the extent to which you are likely to choose a hotel through the social media

- No extent at all
- To a small extent
- To a large extent
- To a very large extent
- Other (specify)

12. Kindly indicate the type of social media that you are likely to use to choose your hotel

- Face book Twitter WhatsApp Trip advisor
- You tube Wiki Travel MySpace Instagram Flickr
- LinkedIn Wikipedia Google

Other (specify)

13. Kindly state your reasons for using the social media mentioned in question 12 above to choose your hotel

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.....

14. Please indicate how often you use the social media to search for hotels when looking for accommodation options

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.....

15. Kindly state your hotel post purchase evaluation experiences (the guest's experience, satisfaction, feelings and emotions) after using the hotel services

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.....
.....
.....

16. Please indicate whether you have consulted any customer review site to search for hotel information Yes No

17. If the answer to question 16 above is YES, please indicate the site that you have used and the reasons why you used it

.....
.....
.....
.....

18. If the answer to question 16 above is YES, please state how frequently you use the customer review site

Once a day once a week once in a fortnight
Once a month after a year
Other (specify)

19. Kindly state the reasons why you use the customer review site as frequent as indicated in question 18 above.

.....
.....
.....
.....

GUESTS' POST- PURCHASE EVALUATION

20. Based on the scale (1-5) provided below kindly indicate your level of agreement with the following statements.

Scale:

1	2	3	4	5
Neither Agree nor disagree	Strongly Disagree	Disagree	Agree	Strongly Agree

a) The service I received from the hotel meant a lot to me	1	2	3	4	5
b) The purchase was very important to me	1	2	3	4	5
c) The purchase was very relevant to me	1	2	3	4	5
d) I would consider purchasing from the same service provider again	1	2	3	4	5
e) I think that the hotel should repair the services (for unsatisfactory services)	1	2	3	4	5
f) The benefits I get from using the services of my hotel are important to me	1	2	3	4	5
g) I will tell other people about my good experience with this hotel	1	2	3	4	5
h) I have experienced satisfaction with the services of this hotel	1	2	3	4	5
i) I like the hotel's use of social media to communicate with their guests after check out	1	2	3	4	5
j) The hotel uses the social media to communicate with their guests after check-out from the hotel	1	2	3	4	5
k) I will use the social media to communicate to this hotel about my purchase experience	1	2	3	4	5
l) I will use the social media to evaluate my experience of the services I get from the hotel	1	2	3	4	5
m) I will make my future bookings to this hotel through the social media	1	2	3	4	5
n) I will tell to my friends to choose this hotel through the social media	1	2	3	4	5
o) I will increase the awareness of this hotel through the social media	1	2	3	4	5
p) I will share the information about this hotel through the social media	1	2	3	4	5
q) I will share my opinions and attitude about this hotel to other people through the social media	1	2	3	4	5

GUEST LOYALTY

21. Based on the scale (1-5) provided below kindly indicate your level of agreement with the following statements.

Scale:

1	2	3	4	5
Neither Agree nor disagree	Strongly Disagree	Disagree	Agree	Strongly Agree

a) I would consider recommend this hotel to other people	1	2	3	4	5
b) I intend to continue using the services of this hotel in future	1	2	3	4	5
c) I would encourage others to do business with this hotel	1	2	3	4	5
d) I would say positive word of mouth about this hotel to others.	1	2	3	4	5
e) I would consider this hotel as a first choice	1	2	3	4	5
f) I feel that I can trust my hotel services in future	1	2	3	4	5
g) I feel a strong sense of attachment to my hotel	1	2	3	4	5
h) My hotel deserves my loyalty	1	2	3	4	5
i) Other customers of my hotel ought to be loyal to it	1	2	3	4	5
j) I feel it would be wrong for me to leave my hotel now.	1	2	3	4	5
k) I would not leave my hotel now because I have a strong sense of obligation to it	1	2	3	4	5
l) I definitely intend to maintain my relationship with my current Hotel	1	2	3	4	5
m) I feel I will renew my contract with this hotel	1	2	3	4	5
n) I will definitely purchase the services of this hotel in the future	1	2	3	4	5
o) I hate to switch once I get used to the services of this hotel	1	2	3	4	5
p) If I like hotel x, I will rarely switch from it to try another hotel	1	2	3	4	5
q) I always think of hotel x as ideal accommodation	1	2	3	4	5
r) I recommend hotel x as ideal accommodation	1	2	3	4	5
s) I consider hotel x as my first choice when I need to stay in a hotel	1	2	3	4	5
t) I always stay at hotel x even though there are other options	1	2	3	4	5
u) I am likely to provide voice for services offered by my hotel	1	2	3	4	5
v) I am not likely to exit the services of my hotel	1	2	3	4	5

HOTEL MANAGERS' QUESTIONNAIR

22. Based on the scale (1-5) provided below kindly indicate your level of agreement with the following statements.

Scale:

1	2	3	4	5
Neither Agree nor disagree	Strongly Disagree	Disagree	Agree	Strongly Agree

a) My guests are likely to use the social media to choose the hotel	1	2	3	4	5
b) My guests found the hotel through the social media	1	2	3	4	5
c) My guests will frequently use the social media to search for hotel information	1	2	3	4	5
d) My guests will evaluate their experience with the hotels favorably through the social media	1	2	3	4	5
e) My guests will consult a customer review site to search for hotel information	1	2	3	4	5
f) My guests will frequently use a customer review site to search for hotel information	1	2	3	4	5
g) My hotel uses the social media to contact the guests	1	2	3	4	5
h) My hotel uses customer review sites to get information from the guests	1	2	3	4	5
i) My hotel uses the social media to collect the guest's experience with the hotel	1	2	3	4	5
j) My hotel uses the social media to consult the customer review sites to gather information about its customers	1	2	3	4	5
k) My hotel frequently uses the social media to contact the customer review sites to get guests information about the hotel	1	2	3	4	5
l) My Hotel is likely to meet the customer needs	1	2	3	4	5
r) My guests will be willing to provide positive word of mouth	1	2	3	4	5
s) My guests will be willing to provide their actual experience with our services	1	2	3	4	5
t) My guests are likely to provide voice for the services offered	1	2	3	4	5
u) My guests are not likely to exit the services of my hotel	1	2	3	4	5

Appendix III: Interview Schedules

GUESTS' INTERVIEW SCHEDULE

Date of the interview: _____

Location (City or town where the interview is conducted) _____

Name of the hotel _____

Respondents Name (optional) _____

Gender of the Respondent: M F _____

Approximate Age of Respondent: 22-35 36-45 46-55 56-65 65+

Interviewer _____

- 1) Have you visited this hotel before?

- 2) Have you used the social media for transactions within 4 and 5 star hotels in Kenya?
(For example, use of social media for check in and checkout, searching for a booking, reserving a booking etc. Is there an incident you would want to report about use of social media for the above functions e.g. when you tried to use the social media and the hotel did not respond?)

- 3) Have you ever used the social media to evaluate your post- purchase experiences within the 4 and 5 star hotels in Kenya? (Is there any positive or negative post purchase experience you would want to share with us?)

- 4) Does your use of social media to determine your loyalty in a 4 or 5 star hotel?

- 5) Would you frequent a hotel that responds to your concerns through social media?

- 6) In your opinion, do you think use of social media would influence your evaluation of post- purchase experiences in 4 and 5 star hotels?

- 7) In your opinion, do you think your positive post purchase evaluation can influence your loyalty to 4 and 5 star hotels in Kenya?

Interviewee Debrief

Finally, is there anything else you would like to share with us about your hotel? Do you have any question you would want to ask or do you need any further clarification on what we have discussed?

Thank you once again for giving us your time and willingness to participate in this interview. Your information will be combined with others who have participate in similar interviews and analyzed to provide a broad picture of the effect of social media use on guests' post – purchase evaluation and loyalty. This picture will assist in understanding the effect of use of social media by both the guests and hotels for a more effective communication.

Would you want to comment further on the use of the social media by hotels and their guests?

Thank you for your valuable time and contributions.

HOTEL MANAGERS' INTERVIEW

Date of the interview: _____

Location (City or town where the interview is conducted) _____

Name of the hotel _____

Respondents Name (optional) _____

Gender of the Respondent: M F _____

Approximate Age of Respondent: 22-35 36-45 46-55 56-65 65+

Position in the hotel: _____

Interviewer _____

- 1) How long have you been working in this hotel?
- 2) How long have you been working in your current position?
- 3) a) Does your hotel use social media for guest communication?
b) If the answer to the above question is yes then specify the social media that is used by the hotel e.g. Tweeter, Facebook etc.
- 3) When did your hotel begin to implement a social media strategy for guests' communication?
- 4) How many people are responsible for maintaining a social media presence, developing strategies, campaigns etc.?
(Probe question: Do you have any particular strategies to gain followers on social media)
- 5) a) Does your hotel embrace use of traditional media as well?
b) If the answer to the above question is yes, how do the social media and traditional media reinforce each other at your hotel?
c) State your level of preference of either of the media and provide reasons for doing so. (For example state which media do you value more than the other and give reasons for this)
- 5) Explain the significance of the social media use by guests and the hotel for communication. (For example, give examples of how use of social media by both the guests and the hotel has any positive impact on communication?)
- 6) What would you consider to have been the biggest social media success / failure?
(Probe question: For example, has it improved communication or connectivity with your guests or do you think it has had no impact?)

- 7) Does your hotel intend to continue using social media for guests' communication?
- 8) Explain how the hotel uses social media to establish guests' post – purchase experience (For example through the guests' Facebook, Twitter, WhatsApp LinkedIn or any other account to establish their experience with your hotel)
- 9) a) Do you think use of social media by guests can influence their evaluation on post - purchase experience?(Is there any incidence where a guest has evaluated their experience negatively through social media for example where they thought there was poor service experienced during their stay, lack of transport to the airport, no guest laundry services etc.? Or positive evaluations by guests on their post- purchase experience through the social media e.g. prompt service while in the room, efficient check out process etc.?)
 b) Have you had a case of a guest coming back to the hotel after a negative post-purchase experience?
- 10) How does your hotel measure guest loyalty? Are there any specific programs?
 (Probe question: is there any document to show this?)
- 11) Does the hotel use any reward systems as a strategy for retaining loyal guests? (For example, giving a non-paid room for a child or two who are 10 years or below who accompanies the parents? or any other strategies)

Interviewee Debrief

Finally, is there anything else you would like to share with us about your hotel? Do you have any question you would want to ask or do you need any further clarification on what we have discussed?

Thank you once again for giving us your time and willingness to participate in this interview. Your information will be combined with others who have participated in similar interviews and analyzed to provide a broad picture of the effect of social media use on guests' post – purchase evaluation and loyalty. This picture will assist in understanding the effect of use of social media by both the guests and hotels for a more effective communication.

Would you want to comment further on the use of the social media by hotels and their guests?

Thank you for your valuable time and contributions.

Appendix IV: Moderation Regression Process Analysis Results