



RISK IT BUT CONTROL IT! THE EFFECTS OF CONSUMER'S HOTELS VACATION RISK TYPES ON REPEATING THE EXPERIENCE AGAINⁱ

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Abstract:

The decision to spend a great holiday in Egypt relies on different factors to be analysed. As visitors increasingly rely on online customer evaluations, booking reviews, Word of Mouth, and past experiences, the risk of choosing the wrong hotel after considerable effort can ruin their holiday. The various risk associated with choosing suitable accommodation for consumers is an important area for hospitality to monitor. Unlike other industries, from risk assessment to compliance, there is no one industry standard or regulatory framework to guide methodologies in the hospitality industry. As a result, consumer risk perception and its effect on purchase behaviour are essential to tourism and hospitality business management. Hence, the study objectives were to measure the impact of various risk types associated with the hospitality industry on consumer repeat purchase behaviour. The results indicated that three types of risks significantly negatively affect the repeat purchase decisions to spend the holiday in the same hotel. Family travellers are keener on financial risk than other travellers. The study has a managerial and academic contribution to how to deal with such types of risks.

Keywords: consumer behaviour, hospitality industry, hotels, risk, risk management

Resumo:

A decisão de passar umas ótimas férias no Egito depende de diversos fatores a serem analisados. À medida que os visitantes confiam cada vez mais em avaliações de clientes on-line, avaliações de reservas, boca a boca e experiências anteriores, o risco de escolher o hotel errado após um esforço considerável pode arruinar suas férias. Os vários riscos associados à escolha de acomodações adequadas para os consumidores são uma área

ⁱ ARRISQUE, MAS CONTROLE! OS EFEITOS DOS TIPOS DE RISCO DE FÉRIAS DOS HOTÉIS DO CONSUMIDOR NA REPETIÇÃO DA EXPERIÊNCIA NOVAMENTE

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importante para a hospitalidade monitorar. Ao contrário de outros setores, desde a avaliação de riscos até a conformidade, não há um padrão do setor ou estrutura regulatória para orientar as metodologias no setor de hospitalidade. Como resultado, a percepção de risco do consumidor e seu efeito no comportamento de compra são essenciais para a gestão de negócios de turismo e hospitalidade. Assim, os objetivos do estudo foram medir o impacto de vários tipos de risco associados ao setor de hospitalidade no comportamento de compra repetida do consumidor. Os resultados indicaram que três tipos de riscos afetam significativamente negativamente as decisões de compra repetidas para passar as férias no mesmo hotel. Viajantes em família são mais interessados em riscos financeiros do que outros viajantes. O estudo traz uma contribuição gerencial e acadêmica sobre como lidar com esses tipos de riscos.

Palavras-chave: comportamento do consumidor, hotelaria, hotelaria, risco, gestão de risco

1. Introduction

Understanding why travellers avoid certain hotels is as important as why they prefer to visit others (Sönmez and Graefe, 1998). Risk is unavoidable in everyday life, especially if it involves travelling on vacation for relaxation or entertainment after a long workday. Risk is described as "*a combination of the likelihood, or frequency, of occurrence of a given hazard and the size of the consequences of the occurrence*" (Crozier and Glade, 2005). Risk research has a long history supporting a vast body of knowledge, while the study of travel-related risk frequently increases in response to global crises (Lee *et al.*, 2021; Pennington-Gray, 2018). It has long been established that all purchasing behaviour involves some risk-taking, and customers seek to avoid some of these risks (Bauer, 1960).

Consumer risk perception of accommodation in hotels must be addressed since it affects the welfare of both customers and hotels manager (Magnusson *et al.*, 2001). Given the proclivity for risk perceptions to influence decisions about whether or not to go on vacation again, it is surprising that the literature in this field is conceptually underdeveloped. As a result, perceived risk is a driver of consumer behaviour, while its impact varies substantially among product categories and buying contexts (Nelson, 2004). According to Millburn and Billings (1976) and Nelson (2004), perceived risk is the subjective judgement of an event that entails uncertainty or the chance of loss. Consumers are concerned about the repercussions of their purchases when they consider substantial risks (Michaelidou and Dibb, 2009).

The study broadens the current understanding of consumer behaviour in the hospitality industry by identifying and analysing various consumer actions. A better knowledge of how risk is perceived, constructed, and interpreted during a vacation can benefit hotel research and the larger discourse in tourism and risk studies. Understanding risk perception is also vital for investigating visitor decision-making, and this paper makes an essential contribution in this regard. As a result, this study emphasises the

relevance of actions employed to control the many types of risks buried in the hospitality industry. The paper works towards a conceptual model based on the research literature, which links the antecedent factors which shape consumer perception of risk and the possible effect on choosing the holiday hotel for the next vacation.

2. Literature Review

2.1 Consumer Risk Perceptions in the Hospitality Sector

Perceived risk has been defined as "*a consumer's thoughts about the potential uncertainty associated with undesirable outcomes in a buying transaction*" (Kim *et al.*, 2008, p. 546). Risk perceptions are concerned with how people interpret, characterise, and evaluate uncertainty (Slovic *et al.*, 1982); they indicate how people consider and analyse risk. Uncertainty and consequences are two components of perceived risk (Lin *et al.*, 2009). Uncertainty refers to the consumer's total subjective uncertainty about the purchase, and consequences refer to the significance of the loss (Dowling, 1986) and include negative consequences related to functional, performance, or psychological goals, such as money and time spent fulfilling purchasing goals (Lin *et al.*, 2009).

Understanding how visitors perceive risk is crucial because the existence of danger, whether real or imagined, has the potential to impact tourist decision-making (Karl, 2018). Understanding why travellers avoid certain hotels is as important as why they prefer to visit others (Sönmez and Graefe, 1998). Most studies on visitors' views of risk regard it as a harmful and undesirable aspect, predominantly associated with health or safety (Le and Arcodia, 2018; Simpson and Siguaw, 2008). Risk is viewed negatively because theorising of risk in tourism has drawn mainly on risk as understood within consumer decision-making, which posits risk from a positivist perspective and is primarily based on economics' expected utility theory (Mansfeld, 1992; Sirakaya and Woodside, 2005). Individuals are rational decision-makers, goal-oriented, and able to maximise utility in anticipated utility theory (Decrop and Snelders, 2005; Hosany and Witham, 2010; Sirakaya and Woodside, 2005), with risk considered a hindrance to reaching an objective. Li *et al.* (2020) discovered that if there is too much risk, the purchase is abandoned, or actions are taken to reduce the risk. They found a direct negative association between risk perception and buying behaviour. Jacoby and Kaplan (1972) recognised forms of perceived risk in a consumer buying situation. This research adopts some of them to fit the study context: financial, performance, functional, social and time-loss.

2.1.1 Financial Risk

Financial risk is "*the potential loss of money or wealth if the item does not deliver value for money*" (Sönmez and Graefe, 1998). The majority of research look at financial risk concerning hotels via the eyes of visitors' perceptions regarding value for money. It shows that money worries in hotels are seen differently depending on whether people had previously taken a hotel vacation or not. Gong and Liang (2019) are the few researchers

considering financial risk; according to their findings, several travellers are apprehensive about incurring additional costs. Indeed, a focus on 'hidden' expenses as impacting risk perception is underrepresented in the literature, indicating that further research is needed to understand better the complexity connected with this component of financial risk. Lewis (1985) analyses 66 hotel attributes to determine how business and leisure travellers select hotels. The results suggest that location and price determine hotel selection for business and leisure travellers. Hence the following hypothesis was proposed:

H1: Financial risk affects the consumer's repeat purchase intention to the same hotel.

2.1.2 Performance Risk

The loss experienced when a service does not execute as planned is referred to as performance risk (Kushwaha and Shankar, 2013, Sweeney *et al.*, 1999). Jacoby and Kaplan's (1972) previously established definition of performance risk incorporating satisfaction factors, as noted by Sönmez and Graefe (1998). They show that performance risk is mainly associated with a hotel's qualities or service quality (Brida *et al.*, 2021). Similarly, Zhang *et al.*, 2015 identified certain qualities that influence overall happiness or discontent with a vacation, citing poor service quality, high price, and lengthy check-in as critical variables. Huang and Hsu (2010) investigated how interactions with other clients, such as enriching the experience through good interactions, might significantly impact holiday pleasure. Papathanassis (2016) makes an essential contribution to understanding performance risk. He observes declining service and limits in providing basic amenities during a vital occasion, resulting in an unpleasant experience that falls short of the expectations of a vacation.

In conclusion, the research indicates that performance risk is primarily considered in service quality. Hotel attributes such as cleanliness, location, room rate, security, service quality, and hotel or chain reputation are regarded as necessary by travellers for evaluating hotel quality of performance (Atkinson, 1988; Barsky and Labagh, 1992; Cadotte and Turgeon, 1988; LeBlanc and Nguyen, 1996; Lewis, 1985; Lewis and Chambers, 1989; McCleary *et al.*, 1993). Hence the following hypothesis was proposed:

H2: Performance risk affects consumers' repeat purchase intention to the same hotel.

2.1.3 Social Risk

Social risk is a loss that may cause embarrassment and loss of self-esteem in front of family or friends (Kushwaha and Shankar, 2013, Murray and Schlacter, 1990). Self-concept is "*the entirety of the individual's thoughts and feelings having reference to himself as an object*" (Rosenberg, 1979, p. 7). Self-concept extends beyond an individual's sense of self to items and services consumed (Todd, 2001). There has been minimal research into social or psychological danger in hotels, especially compared to other risk categories. A

perceived risk emerges when there is a mismatch or incongruity between self-concept and product image. Hence the following hypothesis was proposed:

H3: Social risk affects consumers' repeat purchase intention to the same hotel.

2.1.4 Functional Risk

Functional risk in a hotel context indicates this area is not clearly understood concerning holiday decision-making; it is a significant gap considering the relative frequency of such events, and the numerous ways mechanical or equipment failure can occur. Similarly, Changes caused by mechanical faults harm tertiary service providers such as hotels, airlines, ground transportation and port services (Holland *et al.*, 2022). Hence the following hypothesis was proposed:

H4: Functional risk affects consumers' repeat purchase intention to the same hotel.

2.1.5 Time-loss Risk

According to Roselius (1971), time-loss risk refers to the time, inconvenience, and effort required by a consumer to alter, fix, or replace a product or service when it fails. Sönmez and Graefe (1998) extend this to account for the risk that the travel experience would take too long or be a waste of time (Lee *et al.*, 2001, p. 111). Little research has focused on customer concerns about time loss. However, not all consumers have the same time constraints. Retired travellers may have significantly different time constraints than those who work full-time and have school-aged children.

H5: Time risk affects the consumer's repeat purchase intention to the same hotel.

2.2 Repeat Purchase Behaviour

A favourable business image is also crucial as the primary contributor to recurring purchases, and the consequence of satisfaction may strengthen a customer's decision to utilise a specific brand of service on a given occasion (Cronin and Taylor, 1992). Customer satisfaction and repurchase intention are considered to be qualitatively distinct phenomena. Satisfaction may be a purely cognitive and affective evaluation, whereas repeat intentions have a behavioural component (Mittal *et al.*, 1998). Therefore, hoteliers must understand which qualities most likely affect consumers' choice intentions (Richard and Sundaram, 1993). Sirgy and Tyagi (1986) mention that a customer's repeat purchase and brand loyalty are closely associated with his or her satisfaction with an initial purchase. Hence the following model has been proposed (Figure 1).

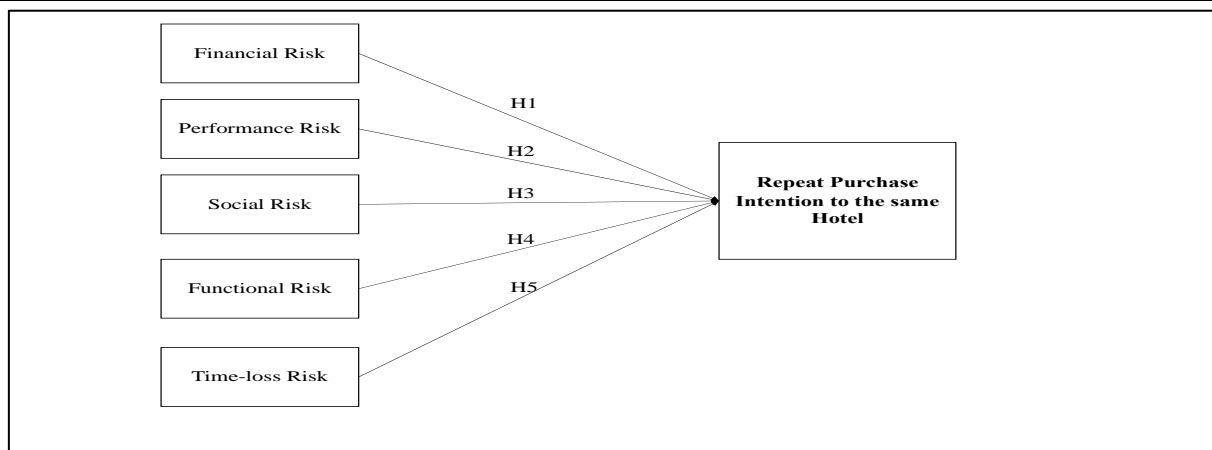


Figure 1: Proposed Research Model

3. Research Methodology

3.1 Measurement

This study's measurements were adapted and updated from earlier literature to fit the context of the study to measure the influence of risk on consumer intention to repeat the purchase to the same hotel. Table 1 shows the measurement scales and authors.

Table 1: Measurement Scales

Scale	Measurement	Author
Financial Risk	The hotel was more expensive than staying at other hotels in the same area. The hotel did not have a uniform pricing standard. I got a lower service compared to the money I paid. The hotel did not save me enough money.	Yuan <i>et al.</i> (2021) Yi <i>et al.</i> (2020) Tussyadiah and Pesonen (2018)
Performance Risk	The performance of the hotel falls short of its advertised level. My request or complaint at the hotel was not handled promptly. The services and rooms provided by the hotel underperformed my expectations. The hotel's surrounding public services were not performed as well as I expected. My accommodation experience at the hotels was poor.	Yi <i>et al.</i> (2020) Yuan <i>et al.</i> (2021)
Social Risk	Choosing this hotel was not fit in well with my self-image or self-concept. Staying in this hotel negatively affected the way others think of me.	Yang <i>et al.</i> (2015) Featherman and Pavlou (2003)
Functional Risk	The facilities and equipment of the hotel posed a threat to my safety. The neighbourhood around the hotel posed a threat to my safety. The hotel guests posed a threat to my safety.	Yuan <i>et al.</i> (2021)

Time-loss Risk	Finding a suitable room may take time. Communicating with the host may take time. Finding the accurate location of the room may take time. Checking into the room may take time.	Featherman and Pavlou (2003) Yuan <i>et al.</i> (2021)
Repeat Purchase Behaviour	I will continue to go to this hotel. I will encourage people in my social circle to go to this hotel. I will keep choosing this hotel even if others of similar quality offer cheaper accommodation than this one.	Hansen (2006), Lu (2007)

3.2 Sample and Data Collection

A convenience sample was used; any customer who spent their last summer vacation at a hotel was eligible to fill out the questionnaire by confirming the first question, "Did you recently spend your summer holiday in a hotel?". One hundred and eighty-five customer responses were collected. The survey was available to the public in mid-August for one week, as a high percentage of respondents were already finishing their vacations to recall their experience and intention to revisit the hotel. The survey was posted in several Facebook groups for nomads and tourism sharing experiences in Egypt.

3.3 Profile of Respondents

The demographic profile of the respondents is shown in Table 2. According to the distribution of respondents, 40% were females, and 60% were males. According to the age, 51% were between 40 and 49. Regarding marital status, a large percentage of respondents were married. Most respondents received a university degree or more at the Educational level. It was seen that the traveller type affects the type of risk necessary, affecting them as well as; seen most of the family travellers are keen on financial and performance risk, especially those married with a child, while the solo traveller is keen on time-loss risk, social risk and performance risk.

Table 2: Descriptive statistics for Demographic variables

Variable		N	Percentage
Gender	Female	74	40%
	Male	111	60%
Age	20-29	15	8%
	30-39	48	26%
	40-49	95	51%
	49 and more	27	15%
Marital status	Single	60	32.5%
	Married without children	37	20%
	Married with one child	48	26%
	Married with more one-two child	40	21.5%
Traveller Type	Solo traveller	29	15.7%
	Family	95	51.3%
	Group of friends	61	33%
Education Level	High school	0	0%
	University degree	119	64.4%

	Postgraduate studies	66	35.6%
What is the most significant risk you are afraid of when going on a hotel vacation?	Financial risk	93	50.2%
	Performance risk	35	19%
	Social risk	13	7.1%
	Functional risk	17	9.1%
	Time-loss risk	27	15%
Total		185	100%

4. Research Results

4.1 Reliability and Validity Analysis of Variables

Internal Cronbach's consistency values assessed the reliability of the measurement items; the study results showed a good range from 0.783 to 0.950 (Table 3).

Table 3: Reliability of Instruments

Instruments	Number of Items	Cronbach's Alpha
Financial Risk	4	0.783
Performance Risk	5	0.891
Social Risk	2	0.871
Functional Risk	3	0.950
Time-loss Risk	4	0.894
Repeat Purchase Intention	3	0.921

4.2 Structural Model

The outcomes from the structural model are presented in Table 4. Generally, the model provides an excellent fit to the data with acceptable absolute, incremental, and parsimonious indices.

Table 4: Measurement of the total construct

Question items	Construct	Factor Loading	CR(t)	Probability	SMCC
The hotel was more expensive than staying at other hotels in the same area.	← Financial Risk	.829	N/A	N/A	.587
The hotel did not have a uniform pricing standard.	← Financial Risk	.873	9.440	***	.583
I got a lower service compared to the money I paid.	← Financial Risk	.853	9.305	***	.570
The hotel did not save me enough money.	← Financial Risk	.807	9.265	***	.597
Measures: RMSEA: .000; Chisq/df: .901; NFI: 0.951; TLI: 0.906; CFI: 0.857; AVE: 0.543; CR: 0.572					
The performance of the hotel falls short of its advertised level.	← Performance Risk	.719	9.987	N/A	.509
My request or complaint at the hotel was not handled promptly.	← Performance Risk	.702	9.945	***	.568
The services and rooms provided by the hotel underperformed my expectations.	← Performance Risk	.794	9.958	***	.512
The hotel's surrounding public services were not performed as well as I expected.	← Performance Risk	.709	9.165	***	.576
My accommodation experience at the hotels was poor.	← Performance Risk	.735	9.168	***	.541

Measures: RMSEA: .000; Chisq/df: .991; NFI: .992; TLI: .929; CFI: .993; AVE: 0.588; CR: 0.550					
Choosing this hotel was not fit in well with my self-image or self-concept.	← Social Risk	.908	9.309	N/A	.591
Staying in this hotel negatively affected the way others think of me.	← Social Risk	.974	9.853	***	.598
The facilities and equipment of the hotel posed a threat to my safety.	← Social Risk	.897	9.697	***	.564
Measures: RMSEA: .000; Chisq/df: .982; NFI: .933; TLI: .979; CFI: .992; AVE: 0.519; CR: 0.581					
The neighbourhood around the hotel posed.	← Functional Risk	.763	8.871	N/A	.537
The hotel guests posed a threat to my safety.	← Functional Risk	.709	8.720	***	.593
Measures: RMSEA: .000; Chisq/df: .962; NFI: .972; TLI: .966; CFI: .992; AVE: 0.600; CR: 0.598					
Finding a suitable room may take time.	← Time-loss Risk	.961	9.877	N/A	.510
Communicating with the host may take much time.	← Time-loss Risk	.939	9.455	***	.579
Finding the accurate location of the room may take time.	← Time-loss Risk	.901	9.122	***	.589
Checking into the room may take time.	← Time-loss Risk	.895	9.980	***	.532
Measures: RMSEA: .000; Chisq/df: .998; NFI: .976; TLI: .995; CFI: .982; AVE: 0.513; CR: 0.564					
I will continue to go to this hotel.	← Repeat Purchase Intention	.975	9.865	N/A	.569
I will encourage people in my social circle to go to this hotel.	← Repeat Purchase Intention	.986	9.640	***	.568
I will keep choosing this hotel even if others of similar quality offer cheaper accommodation.	← Repeat Purchase Intention	.934	9.467	***	.651
Measures: RMSEA: .000; Chisq/df: .973; NFI: .984; TLI: .968; CFI: .986; AVE: 0.593; CR: 0.599					
Whole Model Measures: RMSEA: .065; Chisq/df: 1.488; NFI: .953; TLI: .964; CFI: .986; AVE>0.5 CR: >1.97					

4.3 Hypotheses Test

The study results found that three hypotheses out of five were statistically significant, and the remains were not (see Table 5).

Table 5: The Hypotheses Relationships

Construct	Construct	Estimate	S. E	CR	Probability
Financial risk	Repeat Purchase Intention	.182	.082	1.624	***
Performance risk	Repeat Purchase Intention	.174	.074	1.701	***
Social risk	Repeat Purchase Intention	.164	.084	1.463	0.964
Functional risk	Repeat Purchase Intention	.154	.076	1.726	***
Time loss risk	Repeat Purchase Intention	.189	.036	1.894	0.987

5. Findings and Discussions

Little research has addressed the source and ramifications of risk, particularly in spending a vacation in a hotel environment. More profound knowledge of the phenomenon of repeat purchasing will assist hoteliers in cultivating consumer loyalty for their products and services.

In this regard, our study is among the first to indicate a direction for further research along these lines. The research found that from the five types of risk associated with the study, only three risk types have significantly positively affected the non-repeat purchase behaviour of the consumer to revisit the hotel; financial, performance and

functional risks. Performance risk is mainly associated with underperformance that did not meet the consumer's expectations and the low quality of rooms and services provided. Similarly, the Functional risk has the same negative impact on the repeat of the stay, including anything that threatens the safety of consumers. In addition, financial risk influences the repeat visit to the same hotel; anything wrong with the payment or any hidden cost not mentioned before can risk the hotel's image. The demographic variables have also seen a significant impact in perceiving the type of risk affecting the consumers. Families with children are keener about the financial risk, which can be very rational as mostly the family visit payment is being paid by one customer. Conversely, the solo traveller was keener on social risk, affecting their self-image and self-concept.

Providing high-quality service, increasing client satisfaction and being transparent with the prices that should be paid are critical success elements for hotel and tourism businesses (Barsky and Labagh, 1992; LeBlanc, 1992; Stevens *et al.*, 1995; Legohere, 1998). To be successful in the sector and to outperform the competition, hotel providers must give unrivalled client pleasure. Customers are more likely to create loyalty when they have a positive experience with the services they have received (Cronin and Taylor, 1992), resulting in repeating the experience (Fornell, 1992) and positive word-of-mouth (Halstead and Page, 1992).

From a managerial standpoint, the findings provide critical insights into the various risk management activities during consumers' stay in hotels during their vacation. Consideration of these risks, for example, may assist managers in planning or reconfiguring the hotel's quality and services provided to promote beneficial consumer intention to come back successfully.

6. Limitations and Future Research


As the research was aimed at Egyptian hotels, this study did not analyse the impacts on the type of hotel; five stars, four stars, or two stars of passengers in their stays, as well as their overall satisfaction levels based on the hotel. As a result, bias may exist since passengers may have varied risk perceptions of different hotel classifications. Future study is needed to advance empirical frameworks and conceptual foundations for understanding risk in tourism in general and explicitly concerning vacations. As a result, risk regulators active in hotel management and regulation must investigate how and why customers perceive hotel risk types. In addition, the tourism industry must learn how to incorporate these concerns into risk management approaches. While risk is an inherent component of travel (Ritchie and Jiang, 2019), risk in tourism has mainly influenced holiday choice in terms of destination avoidance (Reichel *et al.*, 2009), enabling both academics and practitioners to shift their attention from how consumers perceive risks to what they do to control those risks.

Conflict of Interest Statement


The authors declare no conflicts of interest.

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