The contribution of influencers to hotel consumers' decision-making.

Abstract

Bachelor Thesis for Obtaining the Degree

Bachelor of Business Administration in

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Abstract

The objective of the study is to understand the contribution of influencers to hotel consumers' decision making. Extant literature suggests that the effectiveness of the influencers' messages hinges upon multiple criteria, like trustworthiness, image congruence, and reliability. However, the factors that define those criteria are not sufficiently explored. Hence this thesis aims at exploring which characteristics contribute to the perceived reliability of the message posted by the influencer and moreover, which of these characteristics are the most important contributors to the decisions made by the hotel guests. This thesis can discover the amusing relationship between influencers and consumers while exploring the charisma of influencers. Therefore, it can provide more information for marketers to open up their promotions and marketing. The aim of the study will be achieved by employing a quantitative approach. The data will be collected by means of an online survey and further analyzed with the statistical software.