

## THE INFLUENCE OF PERSONAL FACTORS ON CONSUMER BUYING DECISION-MAKING TOWARDS LEISURE HOTEL SERVICES

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### ABSTRACT

Some hospitality businesses face challenges related to meeting consumer expectations, amidst the continuous and rapid growth of the industry, resulting in intensified competition. This competition often leads to struggles in meeting consumer demands. Despite significant investments in service delivery aimed at exceeding consumer expectations, reports of non-success and high rates of consumer complaints persist in some hospitality businesses. Thus, this paper aims to investigate personal factors influencing consumer decision-making towards leisure hotel services. The paper adopts a systematic literature review approach to achieve its objective. Data were gathered from secondary sources, employing an exploratory qualitative study approach with published peer-reviewed articles indexed in Scopus, Science Direct and Google Scholar databases. Initially, 50 relevant research papers were identified and inclusion and exclusion criteria were applied to refine the selection. Ultimately, 16 papers published between 2018 and 2023 met the inclusion criteria. The findings from these 16 articles unveiled eight key personal factors influencing consumer decision-making: ego and psychological perceptions, income level, age, lifecycle, gender, self-concept and social lifestyle. Hence, it can be concluded that consumer choice regarding leisure hotel services hinges upon satisfying these personal factors. This paper aims to contribute to the existing body of knowledge and literature while providing insights to help hospitality businesses navigate the highly competitive industry. Future research directions could delve into exploring the influence of political, physical and

geographical factors on consumer decision-making, as well as examining the selection criteria employed by companies when choosing hotels for business purposes.

### KEYWORDS

personal factors, consumer, buying decision, hotel leisure services, hospitality industry

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### INTRODUCTION

The rapid expansion of the hospitality industry amplifies competition, potentially impacting decision-making for managers and marketers (Hole, Khedar & Pawar 2019; Floricic 2020; Bhrmanachote & Sawangdee 2021; Rather, Tehseen, Itoo & Parrey 2019). Research underscores the substantial

contribution of the hospitality industry to the global economy, constituting 5% of the Gross Domestic Product (Harwood, Scott & Reisman 2022). Despite its importance, the hospitality industry is not effectively leveraging differentiation as a marketing strategy to attain a competitive edge (Floridic 2020; Santos *et al.* 2021; Haarhoff 2018). This deficiency is attributed to the industry's failure to adapt to shifting personal attitudes, technological advancements, and societal demand trends (Haarhoff 2018).

The rapid growth of the hospitality industry significantly influences consumer buying behaviours, compelling business managers to understand their consumers' demands and buying patterns (Joshi & Budke 2023). Although most hospitality establishments heavily invest in meeting or surpassing consumer expectations, instances of shortcomings and a high volume of complaints persist in certain hospitality businesses (Shereni, Saarinen & Rogerson 2023). Consumers expect value in exchange for their resources and emotional investment when procuring services (Makanyeza, Sivotwa & Jaiyeoba 2021; Tanrikulu 2021), hence experiencing dissatisfaction when hotels fail to accommodate their diverse needs and preferences (Shereni, Saarinen & Rogerson 2023).

The Theory of Planned Behaviour emerges as a suitable framework for understanding consumer behaviour (Yadav, Balaji & Jebarajakirthy 2019; Bashir, Bayat, Olutuase & Latiff 2019; Ulker-Demirel & Ciftci 2020; Dedunu & Sedara 2023). Makanyeza *et al.* (2019) concur that consumer buying decision-making and attitudes can be analysed within this theoretical framework. To ensure sustainability, lodging business owners must establish effective marketing strategies (Roseta, Sousa & Roseta 2020; Maggon & Chaudhry 2018; Oancea and Horga 2018; Rachmawati *et al.* 2019). Market research is crucial for understanding fundamental industry

challenges (Hole *et al.* 2019; Bhrmanachote & Sawangdee 2021; Maggon & Chaudhry 2018). Additional studies on consumer behaviour are recommended to explore factors influencing leisure tourist destination choices (Sreen *et al.* 2023; Kim, Lee & Jund 2018). The rapid growth and fierce competition within the hospitality industry prompt businesses to analyse emerging consumer preferences to enhance survival and competitiveness (Lu & Chi 2018; Shereni, Saarinen & Rogerson 2023; Rather *et al.* 2021). While hotels strive to provide exceptional services to increase consumer satisfaction, mistakes and complaints remain inevitable (Maggon & Chaudhry 2018; Mhlanga 2018).

Rachmawati *et al.* (2019) emphasise the significant impact of personal factors on buying decisions, underlining their importance in understanding consumer behaviour. Haarhoff (2018) asserts that sustainable leisure destinations in the competitive hospitality industry must grasp consumer perceptions about the destination. Popovic *et al.* (2019) highlight that over the past three decades, researchers have extensively investigated factors influencing hotel location selection.

Contrary to personal factors, Kimb and Heoc (2019) and Wu and Gao (2019) argue that positive word-of-mouth significantly influences consumer behaviour and aids hotels in acquiring new customers. Therefore, these researchers contend that personal factors play a primary role, with word-of-mouth being secondary in influencing consumer buying decision-making (Kimb & Heoc 2019). Thus, the objective of this study is to explore personal factors shaping consumer buying decisions toward leisure hotel services. Popovic *et al.* (2019) and Joshi and Budke (2023) concur that understanding the personal factors and influences of potential consumers is crucial for the success of leisure hotels. Studying consumer buying behaviour aims to

enhance consumer satisfaction by analysing factors influencing their decisions (Tweephoncharoen & Vongurai 2019). For marketers to make effective decisions regarding sales and profitability, they must comprehend the factors driving consumers' buying decisions (Sarker *et al.* 2013; Ahn & Kwon 2022; Joshi & Budke 2023).

## LITERATURE REVIEW

According to Husnain, Rehman, Syed & Akhtar (2019), comparable research findings support the idea that consumers' buying decisions become more complex as their income levels rise. The continuous, sequential process of buying is followed by the consumer evaluation to determine which products and services offer the best value in meeting their demands (Shah & Trupp 2020). Hasan (2023) explored the theory of repeat buying behaviour of consumers towards a green hotel in Bangladesh. To succeed in the market and create efficient marketing plans, hospitality businesses should have a solid understanding of their target consumers (Dlomo & Ezeuduji 2020). Makanyeza *et al.* (2021) define consumer decision-making as the intention and desire of consumers to buy a particular product or service. Husnain *et al.* (2019) noted that it is critical to identify the barriers preventing potential consumers from completing a purchase. The Covid-19 pandemic had a negative impact on travellers' personal factors such as psychological factors, income and travellers preferences. For example, travellers had health and safety concerns as well as financial challenges due to loss of jobs at the time (Bhrammanachote & Sawangdee 2021; Borges, Vieira, Rodrigues & Sousa 2022; Jha & Pradhan 2020).

Research studies found that the hospitality industry contributes to the global economy (Hole *et al.* 2019; Floricic 2020; Shereni *et al.* 2023). Hotels, restaurants and airlines are

among the companies within the hospitality industry (Ghani *et al.* 2022). These companies provide consumers with a range of products and services, such as lodging, food and beverages, tours, and travel (Hole *et al.* 2019; Floricic 2020). Floricic (2020) suggest that the hospitality industry should make the best use of its resources to offer services that respect the sociocultural preferences of its consumers (Floricic 2020). The hotel business, according to recent studies (Ghani *et al.* 2022; Tweephoncharoen & Vongurai 2019), is more concerned with providing leisure, upscale services and guaranteeing consumer happiness than meeting the basic necessities of society.

## RESEARCH METHODOLOGY

To achieve its objectives, this paper employed a systematic literature review approach. Data were sourced from published, peer-reviewed papers available in the Scopus, Science Direct, and Google Scholar databases. The study adopted an exploratory qualitative approach to delve into the subject matter. Initially, a total of 50 research papers were identified as potentially relevant for inclusion in the review. However, after careful scrutiny, only 16 publications meeting the study's criteria were selected. These papers were limited to those published between 2018 and 2023, indicating a recent and focused analysis. The selection process involved the application of rigorous inclusion and exclusion criteria to refine the search results. Specifically, the inclusion criteria focused on individual personal factors influencing consumer buying decisions and behaviours concerning leisure hotels. The search criteria excluded papers on consumer buying decision-making on other aspects not relating to hospitality and tourism products and services. Ultimately, the chosen 16 papers satisfied these inclusion criteria, forming the basis of the study's analysis.

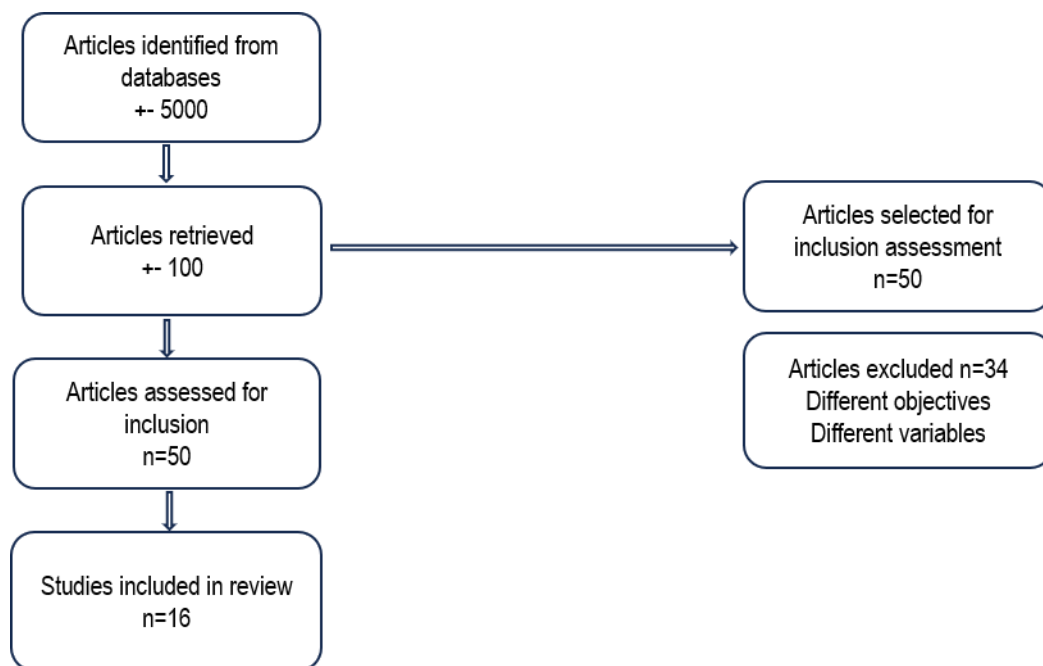
## RESULTS

After reviewing 16 publications, it emerged that eight significant personal factors influence consumers' choices regarding leisure hotel services. Personality emerges as a crucial factor, as highlighted by Sofi and Najjar (2018), alongside ego and psychological perceptions, income level, age, lifecycle, gender, self-concept and social lifestyle (Katrodia, Naude & Soni 2018; Lu & Chi 2018). Therefore, satisfying these personal factors is essential for selecting leisure hotel services.

Consumer attitudes and behaviours evolve throughout the lifecycle, influenced by factors such as financial status, life experiences, and maturity (Kimb & Heoc 2019; Yadav *et al.* 2019). Balaji, Jiang and Jha (2019) examined guests' perceptions of environmentally friendly hotels and found that their attitudes and intentions to pay for green services directly correlate with their perception of green hotel attributes (Balaji *et al.* 2019; Makanyeza *et al.* 2021). Similarly, Tweephoncharoen and Vongurai (2019) revealed that travellers'

propensity to buy hotel services in Bangkok, Thailand, is influenced by electronic word-of-mouth. Research by Santos *et al.* (2021) on factors affecting tourist behaviour underscores the significant impact of consumer emotions and engagement on their behaviour toward tourism services.

Considering the pivotal role of consumer personality in purchasing decisions, marketers must address service-related concerns that directly impact consumers (Rachmawati *et al.* 2019; Wang, Wong & Narayanan 2020). Attitudes and behaviours of consumers, as highlighted by Bashir *et al.* (2019) and Maggo and Chaudhry (2018), directly influence their decision-making processes. Nimri, Patiar and Jin (2020) and Makanyeza *et al.* (2021) emphasise that consumer attitudes significantly shape their intentions toward green hotels. However, Qubbaj *et al.* (2023); Jackulin and Sethuraman (2022); Roseta, Sousa and Roseta (2020); Kimb and Heoc (2019) argue that consumers are more influenced by brand image, product, and service marketing than by personal factors in their buying decisions. Conversely,



**FIGURE 1: PRISMA**

**TABLE 1: RESEARCH ARTICLES USED FOR THE CONTENT ANALYSIS**

Authors	Year	Title	Focus/Variables	Publishing Journal
1. Sofi & Najar	2018	Impact of Personality Influencers on Psychological Paradigms: An Empirical-Discourse of Big Five Framework and Impulsive Buying-Behaviour	Personality Influencers, Impulsive Buying Behaviour	European Research on Management and Business Economics
2. Haarhoff	2018	Tourist perceptions of factors influencing destination image: A case study of selected Kimberley resorts.	Tourist perceptions, factors influencing destination image, Kimberley resorts.	African Journal of Hospitality, Tourism and Leisure.
3. Lu & Chi	2018	Examining Diners' Decision-Making of Local Food Purchase: The Role of Menu Stimuli and Involvement.	Diners' Decision-Making of Local Food Purchase, Stimuli	International Journal of Hospitality Management
4. Husnain, Rehman, Syed & Akhtar	2019	Personal and In-store Factors Influencing Impulse Buying Behaviour among Generation Y Consumers of Small Cities	Personal, Instore Factors, Impulse Buying Behaviour, Generation Y, Small Cities	Business Perspectives and Research
5. Yadav, Balaji & Jeberajakirthy	2019	How Psychological and Contextual Factors Contribute to Travelers' Propensity to Choose Green Hotels	Psychological factors, Contextual Factors, Propensity to choose Green Hotels	International Journal of Hospitality Management
6. Balaji, Jiang & Jha	2019	Green Hotel Adoption: A Personal Choice or Social Pressure?	Green Hotel Adoption, Personal or Social Pressure	International Journal of Contemporary Hospitality Management
7. Tweephoncharoen, & Vongurai	2019	The Factors Influencing on Purchase Intention of Thai and Chinese Customers Towards the Hotel Industry in Bangkok, Thailand	Purchase Intention, Hotel Industry	AU-GSB e-Journal
8. Bashir, Bayat, Olutuase & Latiff	2019	Factors Affecting Consumers' Intention Towards Purchasing Halal Food in South Africa: A Structural Equation Modelling	Halal Awareness, Intention, Buying Behaviour, Theory of Planned Behaviour, South Africa	Journal of Food Products Marketing
9. Nimri, Patiar & Jin	2020	The Determinants of Consumers' Intention of Purchasing Green Hotel Accommodation: Extending the Theory of Planned Behaviour	Determinants of Consumer Intention, Purchasing Accommodation, Theory of Planned Behaviour	Journal of Hospitality and Tourism Management
10. Shah & Trupp	2020	Trends in Consumer Behaviour and Accommodation Choice: Perspective from India	Consumer Behaviour, Accommodation Choice	Tourism in India Marketing Perspectives
11. Santos et al.	2021	Factors Influencing Touristic Consumer Behaviour	Consumer Behaviour, Tourism Behaviour	Journal of Organisational Change Management
12. Pappas & Glyptou	2021	Accommodation Decision-Making during the COVID-19 Pandemic: Complexity Insights from Greece	Accommodation decision-making, Covid-19 pandemic	International Journal of Hospitality Management
13. Situmorang et al.	2021	Impulsive Buying of Five Star Hotel Jakarta: Effect New Normal Era Mediated of Price and Promotion	Impulsive Buying of Five Star Hotel	Academy of Strategic Management Journal
14. Slahuddin & Ali	2021	Impact of Factors on Consumer's Decision-Making Process for Online Shopping in Pakistan	Factors on Consumer Decision Making, Online Shopping	Journal of Economic Development, Management, IT, Finance and Marketing.
15. Jackulin & Sethuraman	2022	A Study on Women's Decision-Making Towards The Purchase of Baby Products	Women's Decision Making, Purchase	Journal Of Positive School Psychology
16. Green et al.	2023	The Interplay of Personality Traits and Motivation in Leisure Travel Decision-Making during the Pandemic	Personality Traits, Leisure Travel Decision-Making, Pandemic	Tourism Management Perspectives

Situmorang *et al.* (2021) contend that leisure hotel pricing significantly impacts consumer impulsive buying behaviour.

The demand for products and services in the hospitality service industry is influenced by several human factors, including age, gender, income level, educational background, consumer preferences and attitude (Kimb and Heoc 2019; Makanyeza *et al.* 2021; Bashir *et al.* 2019). An exploratory study conducted by Husnain *et al.* (2019) examined the impact of individual factors on impulsive buying decision-making. The findings revealed that among Pakistani Generation Y consumers, family dynamics and the availability of time and money were the most crucial personal elements influencing purchasing decisions. Researchers suggest that consumers allocate their limited resources based on these personal factors, expecting value in return (Mhlanga 2018; Wang *et al.* 2020).

The Covid-19 pandemic heightened travellers' concerns about health and safety during leisure travel, negatively affecting leisure destinations (Pappas & Glyptou 2021; Matondolo 2022). A study by Slahuddin and Ali (2021) explored primary elements influencing consumers' online apparel buying decisions, highlighting the significant influence of consumer demographic characteristics. Similarly, Luareti and Benedetti (2018) argue that while consumer buying behaviour is directly linked to personal factors, environmental considerations, such as green practices, have also become crucial.

Internal factors, including age, gender, motivation, and attitude, play a significant role in consumer decision-making (Makanyeza *et al.* 2019). Product or service production and marketing are greatly influenced by buyer attributes, such as age, gender and income (Haarhoff 2018; Katrodia *et al.* 2018). Personal factors identified by Rashmawati *et al.* (2019) include unstable elements like age, life cycle stage, occupation, economic

conditions, lifestyle, personality and self-concept. Haarhoff (2018) argues that the leisure destination image influences consumer buying decision-making. Qiao *et al.* (2021) examined factors influencing decision-making of visually impaired travellers towards leisure tourism, revealing physical impairments as personal factors influencing purchasing decisions. Sofi and Najjar (2018) explored the impact of personal factors on impulsive buying decisions of young consumers, highlighting a significant influence.

## RECOMMENDATIONS

Consumers' perceptions of the services they receive are heavily influenced by their unique personalities (Joshi & Budke 2023). Floricic (2020). Therefore, it is crucial for hospitality businesses to consider these factors for strategic planning and to achieve consumer satisfaction. Leisure hotels should also segment their target market according to demographic characteristics. This will guide the leisure hotels to provide leisure services according to the different demographic characteristics of consumers (Tata, Sharrock & Westerlaken 2023).

Examining the processes consumers undergo before making purchasing decisions helps marketers create value, expand their consumer base, and develop more effective marketing plans (Dlomo & Ezeuduji 2020; Jackulin & Sethuraman 2022). Hospitality industry marketers must understand consumer buying behaviour to learn how consumers make purchasing decisions (Joshi & Budke 2023; Qalati, Siddiqui & Yusheng 2024).

To thrive in the competitive hospitality industry, leisure hotels must understand consumer needs and offer tailored services accordingly (Shereni, Saarinen & Rogerson 2023). Achieving this involves identifying the personal variables influencing consumer

purchasing behaviour and implementing effective marketing strategies (Situmorang *et al.* 2021; Joshi & Budke 2023; Tanrikulu 2021). Bhrmanachote and Sawangdee (2021) emphasize the need for hospitality businesses to develop efficient marketing plans to satisfy a wide range of individual consumer demands. According to Makanyeza *et al.* (2021), gender significantly influences consumer buying decisions towards the tourism services, with women more likely than men to choose luxury products and services. Demographic factors also affect consumer purchasing decisions towards hotels (Wang *et al.* 2020).

Consumers with higher income and savings tend to buy more opulent services, while those with lower income typically opt for more affordable services (Pappas & Glyptou 2021). The availability of funds plays a significant role in activating the purchasing process and consumers' interest in making a purchase (Husnain *et al.* 2019). Consumer personalities vary and are influenced by time and place, which can significantly impact their purchasing decisions (Kimb & Heoc 2019).

## CONCLUSION

This study investigates the personal factors influencing consumer decision-making regarding leisure hotel services. Employing a systematic review approach, peer-reviewed articles from the Scopus, Science Direct, and Google Scholar databases were thoroughly examined. The findings elucidated eight key personal factors shaping consumer buying decisions: ego and psychological perceptions, income level, age, lifecycle, gender, self-concept and social lifestyle. From these findings, it is evident that for leisure hotels to thrive in the highly competitive hospitality industry, managers must comprehend consumer expectations and the personal factors influencing consumer decision-making.

Subsequently, hotel managers should devise products, services, and, most importantly, effective marketing strategies that positively influence these personal factors of consumers.

## FUTURE RESEARCH

Future studies may explore other aspects, such as political, physical, and geographical factors, that influence consumer buying decision-making. Additionally, researchers could investigate the selection criteria that companies follow when choosing a hotel for business purposes.

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