What is the influence of e-WOM on consumer’s attitudes and purchase intention regarding glamping services in Colombia?

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OATH OF PERSONAL WORK

I undersigned Sofía MONSALVE GOMEZ declare that the following graduating project is my own work. No part of this research has been submitted in the past for publication or for degree purposes.

I am fully responsible for the truthfulness of this declaration.

Date: October 27, 2020

Signature:

Sofía Monsalve Gómez.
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1. ABSTRACT

This paper evaluates the influence of e-WOM on customer's attitude and purchase intention regarding glamping services in Colombia. This study was conducted using information available on TripAdvisor about BubbleSky glamping. A survey was launched to collect data about the use of online travel communities by glamping visitors in Colombia. The findings show that the use of TripAdvisor for information search in travel planning tends to positively influence customer's attitudes and purchase intentions towards glamping services. This paper confirms the importance of e-WOM regarding glamping services in Colombia and contributes to a major understanding in terms of the influence of e-WOM on reservation making process.

Keywords:
Glamping, e-WOM, customer's attitude, purchase intention, online travel communities.

Objectives:

- Understand how e-WOM can change customer’s attitude during the decision-making process when booking a glamping.
- How often customers tend to consult online travel communities to book a glamping.
- Analyze the influence of online travel communities on customer’s attitude, considering the three components of it and analyzing each one in a precise way.
- Analyze the influence of online travel communities on customer’s purchase intention.

Research question: What is the influence of e-WOM on consumer's attitudes and purchase intention regarding glamping services in Colombia?
2. INTRODUCTION

In July 2020, Colombia has been nominated for 14 categories of the World Travel Awards, considered as the “Tourism Oscar”. The country is nominated in important categories such as South America’s Leading Adventure Tourism Destination 2020, Best destination in South America and Best Nature Destination. It shows that Colombia is an attractive destination for tourism worldwide and they are becoming competitive country in the international tourism scene.

In addition, during the last years, the tourism in Colombia has been growing a lot, indeed, 2018 is considered as the best year in the history of the sector, reaching historical numbers of non-resident visitors and hotel occupancy (Ministerio de Industria, 2019). Tourism has been one of the most dynamic and fastest growing sectors in the country, travelers are more interested to visit the country and discover unexplored places with new adventures in natural places.

The peace deal made in 2016 by the government and rebel groups promoted the growth of the sector and made the country more attractive to foreigners. The country has become an important tourist player in Latin America because of its natural attractions, cultural diversity, and people. (El Tiempo, 2019). Important medias recognized around the world, such as Forbes or The New York Times, classified Colombia as a country that people should visit. These medias classified the country as one of the countries with the greatest biodiversity and nature offering in the world.

This historical growth and the attractiveness of the country gave rise to new trends related to sustainability, comfort, and adventure. The variety of landscapes, climates, and exotic destinations attract people to visit the country and enjoy a travel in connection with nature. All these elements make the country attractive and allowed it to be a preferred destination for tourists.

Today, it is possible to find new ways of doing tourism, focusing on natural attractions and luxury. New experiences around the tourism sector and hotels emerged,
“Glamping” is one of them. It is about camping with the comforts of a luxury hotel but in connection with the nature. This type of hotels has transformed travel experience and has had a significant growth in the last few years, its positioning has been through social networks and internet, people can get closer to this experience thanks to photos posted on social media and customers ‘reviews.

This is the reason why, electronic word of mouth (e-WOM) has an important role on the consumer’s behavioral intention when booking a glamping, the growth of internet and the use of social media has changed the decision-making process and has given more power to the customer. Now people have access to a lot of information and can compare many options before making a reservation. Social connectivity allows them to share their experiences, reviews, and recommendations. All this information available online can affect the brand reputation influencing consumer’s purchase intention.

This study investigates the influence of e-WOM on the hotel industry, more precisely in a new trend called “glamping”. It is going to be focused on one specific source of e-WOM, which is online travel communities. The selection of this source is the increase use of online interactions between travelers and tourists.

In order to analyze this effect, the following research will be focused on the research question: **What is the influence of e-WOM on consumer’s attitudes and purchase intention regarding glamping services in Colombia?**
3. LITERATURE REVIEW

a) Glamping services.

In the last years, the demand for ecotourism and outdoor hospitality is increasing constantly. Travelers are looking for destinations that allow them to get away from urban places and let them unwind and, at the same time, they are more interested in service quality aspects in ecotourism, they want more natural and outdoor activities allowing them to enjoy natural resources.

At the same time, they are interested on sustainable tourism experience, meaning that they want to travel and satisfy their needs but in a more responsible way, preserving the environment and local cultures. This kind of activities include the consumption of local products, consumed where and when they are produced by local communities. Today, travelers are more concerned about the environment, they are demanding environmental protection as a part of the service and they are willing to pay more to enjoy natural.

They are also more interested on ecotourism activities and experiences related to the surrounding natural resources of the place, they want to interact with local communities, socialize with other ecotourist and interact with the hotel staff in order to learn more about the place that they are visiting (Brochado & Brochado, What makes a glamping experience great?, 2018)

Moreover, camping can be considered as one popular form of nature-based tourism, the concept has evolved according to the demand of outdoor activities, passing from basic tents to more luxurious accommodations, such as glamping. Glamping has become a global trend in outdoor vacation activities with comforts, in fact, travelers do not need to be worried about sleeping bags or tents to pitch, glamping offer a natural experience including amenities such as bathrooms, wi-fi and
kitchens (Brochado & Pereira, Comfortable experiences in nature accomodation: Perceived service quality in Glamping, 2017).

Glamping, short name of “glamorous camping”, is defined as an activity “where stunning nature meets modern luxury. It’s a way to experience the untamed and completely unique parts of the world—without having to sacrifice creature comforts” (Glamping.com, 2020). It can also be considered as “the activity of camping with some of the comforts and luxuries of home” (GlampingHub, 2020). Glamping experience allows travelers to enjoy an experience including nature, glamour, and luxury, now travelers can live an outdoor experience with comforts of a traditional hotel.

An advantage of this new activity is that it is eco-friendly, the idea is to take advantage of the surrounding elements of the nature to build and supply the glamping. Also, guests can enjoy adventures thanks to the connection with the nature, hotels are located in natural places, such as forest, beaches, mountains or deserts, when customers can do activities such as hiking, mountain biking, canoeing, animal watching, rafting, etc. Moreover, glamping offers different types of accommodations according to the location, customers can stay in yurts, treehouses, tents, villas, etc (Brochado & Brochado, What makes a glamping experience great?, 2018).

Furthermore, in the last years, glamping is becoming a trend on the tourism sector, that is why, this type of hotel was selected for this study. It is becoming more and more popular worldwide and the concept start to be recognized. It attracts new travelers around the world, and it is a new option for those who like camping and comfort at the same time.

It is a combination of the best of camping and the best of the hotel industry. It changes the camping habits and attract new travelers who did not camp due to lack of comfort, such as internet connection. Travelers are satisfied with this new offer in
the tourism sector because they do not have to sacrifice the luxuries from home and at the same time, they can live an experience connected with the nature and exploring new landscape. Glamping allows to enjoy a travel with sustainability, nature, and comfort at the same place (Milohnić, Cvelić Bonifačić, & Licul, 2019). According to Ruben Martinez, Glamping Hub founder, with glamping people get access to certain parts of the environment that they would not have access to otherwise, it gives a special closeness to the nature. He affirmed that glamping provides luxury accommodations in a remote area and it allows to be disconnected (McNulty, 2019).

Also, this new travel trend is mostly supported and practiced by Millennials (people born between 1980 and 2000), who usually share their experience through social media and like to use internet to look for information (Milohnić, Cvelić Bonifačić, & Licul, 2019). For them, it is a new alternative and interesting new way of camping because they have accessibility to internet services in a natural place. Even if people try to escape from technology during their trips, the majority of them stay connected and tend to share their experience by publishing pictures, videos or comments on social medias and online travel communities (Houghton, 2018).

Moreover, Glamping is aligned with the Global Consumer Trends because it can be considered as a new way to be disconnected from work and social life. Consumers are looking for new activities to enjoy their free time and reduce the stress. According to Euromonitor International, one of the Top 10 Global Consumer Trends in 2019 is “finding my JOMO, the joy of missing out”. It means that people are looking for new ways to disconnect from technology and prioritize what they truly want and enjoy doing (Angus & Westbrook, 2019).

Regarding the impact of e-WOM on ecotourism experience and glamping hotels, a study made by Brochado and Brochado (2018) analyzed the content of e-reviews provided by tourists on glamping booking websites. They founded that guests normally relate glamping experiences with calm, relax and romantic
accommodations. They also founded that travelers tend to use mention the luxe through elements such as perfect views, privacy, organization, and friendly staff. In the same way, they also talked about the connection with nature, mentioning outdoor activities which allow them to visit spots such as mountains and rivers. For the food, travelers “valued the organic, healthy, local and genuine taste and simplicity of the food prepared for meals and the meticulous presentation of the food” (Brochado & Brochado, What makes a glamping experience great?, 2018).

Regarding this new trend in Colombia, it is possible to say that the country has the conditions to create this kind of experience for travelers. Indeed, the country where this study is conducted has natural places and beautiful landscapes who match perfectly with glamping hotels. In the last years, more than 270 glampings have arrived in different regions of the country, showing that this kind of hotels can be developed in Colombia.

b) Word-of-Mouth

What is e-WOM?
Every day, people share information, opinions, experiences and news with friends, family, colleagues, and people around them. With the growth of internet and communication technologies, sharing this information has become easier and faster, customers can share online content wherever and whenever they want (Chen & Berger, 2016).

Word of mouth is an “informal communication directed at other customers about the ownership, usage or characteristics of particular goods” (Berger, 2014). With the emergence of new technologies, “traditional word of mouth, which was spread from person to person vocally has been replaced gradually by electronic word of mouth” (Mhlanga & Siyongwana, Electronic hotel customer satisfaction: E-WOM comments of hotels in Pilgrims Rest, Mpumalanga, 2018).
Electronic word of mouth involves the inclusion of internet-based technology in this exchange of communication (Mhlanga & Siyongwana, Electronic hotel customer satisfaction: e-WOM comments of hotels in Pilgrims Rest, Mpumalanga, 2018). Internet and new technologies such as social medias or texting increased the speed of transmission and the ease of communication (Berger, 2014). Now, people interact on social medias and can be connected with others all day along, they comment and share real-time activities and easily access the information that they want.

The concept includes product reviews and advertising about it. It also includes recommendations, mentions or discussions about a product or a service (Berger, 2014). Online reviews can be defined as “peer generated product evaluations posted on the company or third-party websites” (Chakraborty, 2019) and they are an increasingly important source of information, they complement or substitute traditional ways of communication (Chevalier & Mayzlin, 2006) and are considered as an integral part of the decision-making process (Chakraborty, 2019).

Customers have access to this information for long periods of time and have the option to compare online reviews from different sources. It can affect their behavior by changing their intention to purchase a product or acquire a service (Reimer & Benkenstein, When good WOM hurts and bad WOM gains: The effect of untrustworthy online reviews, 2016). Indeed, “word of mouth has a huge impact on consumer behavior” (Berger, 2014), when customers search information, learn about characteristics and evaluate different alternatives, they are considering reviews and opinions from other customers before taking a decision (Floyd, Freling, Alhoqail, Young Cho, & Freling, 2014).

According to a report made by Nielsen (2015), 83% of respondents trust on recommendations made by family members or friends. 66% of them trust customer opinions posted online. Online recommendations have become very important on the decision-making process and they cannot be underestimated.
Impact of e-WOM in hotel industry

In addition, “Word-of-mouth (WOM) has long been considered as a vital external information source for travel-related product purchases and decision making” (Yee Loong Chong, Khong, Ma, McCabe, & Wang, 2018). The growth of internet increases the amount of information available about tourism. Indeed, it gave rise to e-WOM, an important source of information which has become more popular due to the popularity of social medias and mobile applications (Yee Loong Chong, Khong, Ma, McCabe, & Wang, 2018).

This growth has an impact on the hotel industry, with the digitalization of WOM, customers can obtain recommendations from friends, family or other customers before making a reservation, it gives them the opportunity to be informed and learn more about services offered by hotels, that is why, e-WOM has a significant effect on the hotel selection and the decision making process (Mhlanga & Siyongwana, Electronic hotel customer satisfaction: e-WOM comments of hotels in Pilgrims Rest, Mpumalanga, 2018).

Also, “e-WOM has become an influential factor in hotel bookings” (Belarmino & Koh, 2018), nowadays is easy to find reviews about hotels, travel destinations and travel services. Hotel selection is one of the most important components when planning a travel. Customers are making their travel plans based reviews and recommendations, search for relevant information before making a reservation has become an important step in travelers ‘decision making process (Zhao, Wang, Guo, & Law, 2014). Customers read many reviews and compare opinions from different websites to ensure a good decision.

In addition, user-generated content, more specifically customer reviews and ratings, can be considered as an important source of information for tourists, providing immediately available information and relevant content about the destination and the overall experience in the hotel (Brochado & Brochado, What makes a glamping
experience great?, 2018). The most common types of e-WOM on the hotel industry are reviews and ratings. These two sources of information present some limitations. First, they are subjective, they represent customers’ preferences and personal opinions, and users are more likely to share their experiences and write a review only when they feel extremely satisfied or extremely dissatisfied. Second, they are easy to manipulate, people can share the information they want, they can share only one part of the experience or the most convenient moment according to the situation or the platform where they are publishing. That is why, in some cases, information may be shared only for convenience, in order to improve the brand image or increase the awareness about products. (Gavilan, Avello, & Matinez-Navarro, 2018).

However, the belief is that customers trust on recommendations posted by other customers. They prefer to rely on reviews than on the information provided by companies because they consider that customers are more independent, and they feel free to express their opinion. Studies have proved that word of mouth tend to be more persuasive than traditional marketing because the interactions are perceived as independent and not manipulated. Online reviews and rating are allowing travelers to evaluate past experiences from other customers, they can access to information related with quality and level of service before the travel (Zhao, Wang, Guo, & Law, 2014).

Hotels, as a service, are intangible and difficult to evaluate before a reservation and it increases the perception of risk because the traveler cannot perceive the quality of the service before the consumption. E-WOM facilitates the reservation process and influences the consumer behavior because it represents a way to have additional information before a reservation, reducing the uncertainty and the complexity of making a hotel choice.

Factors that could influence the selection of a hotel are location, brand, price, loyalty programs and word of mouth. Moreover, with the internet, e-WOM has become one of the most important factors. It allows guests to share an opinion or a complaint in
real time and people can be updated about new experiences published (Belarmino & Koh, 2018). It also changes the way of communication across social circles, now, people can join in virtual communities, which are very influential in the tourism sector (Mhlanga & Siyongwana, Electronic hotel customer satisfaction: e-WOM comments of hotels in Pilgrims Rest, Mpumalanga, 2018).

Moreover, the information transmitted via e-WOM could be negative or positive, customers use to share with others information about a product or company according to their experience (Filieri, 2015). High arousal messages have more impact, they increase the virality and the contagiousness of the message. Indeed, messages with high arousal are shared faster than others one, also negative e-WOM has more impact and is more influential than positive (Herhausen, Ludwig, Grewal, Wulf, & Schoegel, 2019).

E-WOM is considered as an information source influencing travel intention and choice of destination (Yee Loong Chong, Khong, Ma, McCabe, & Wang, 2018). In fact, according to TripAdvisor (2014), 77% of customers usually or always search for reviews before choosing a hotel and 73% of travelers use photos from posted by others to take a decision. Also, people consider that online reviews are more credible than articles written by professionals (Carter & Jeacle, 2011). It shows that online reviews are becoming one of the most trusted sources when booking a hotel.

The increasing power of e-WOM in the tourism industry represents a new challenge for hotels, they need to be aware and learn about how to control the information shared through internet. In fact, companies can take advantage of the interactive communication with customers and increase customer’s satisfaction by offering a good experience. Hotels must consider that social influence has become a new way of advertising, companies should ensure a consistence experience, including pre-purchase, purchase, and post-purchase, in order to generate positive and high-arousal WOM between customers. Companies must work on reduce the negative e-WOM and stimulate positives feedbacks by offering a good service. Nowadays it
is really important because an increasing number of travelers are using the internet to seek destination information and to conduct online transactions, such as a reservation.

**Sources of e-WOM**

Moreover, the main sources of e-WOM are official companies’ websites, online travel agencies (OTA) and third-party review websites (Belarmino & Koh, 2018). E-WOM has increase the use of third-party opinion platforms, this kind of platforms are useful to collect travel information based on experiences and opinions of past customers. They also allow customers to interact by providing reviews, ratings or comments about hotels, restaurants, places, etc (Yee Loong Chong, Khong, Ma, McCabe, & Wang, 2018). These platforms are considered as a source of information when travelers are planning a trip, they are perceived as reliable and present an image of impartiality. At the same time, they are becoming an important obligatory point of passage where people can read other’s opinion and recommendation (Carter & Jeacle, 2011).

Also, online reviews have become a dispensable factor in travelers’ decision-making process, opinions on hotels, travel destination and relevant information about flights and hotels is available on internet and are considered as an important source of e-WOM. Indeed, customers tend to rely on reviews shared by other travelers because they are more honest and independent. It show the power and the usefulness of online reviews on customers’ intentions (Zhao, Wang, Guo, & Law, 2014).

Today, customers play an important role on the decision-making process for companies, that is why, companies should involve them on their strategy and include them to offer most valuable product and services. According to Baglieri and Consoli (2009), customers should be involved in the production of tourism services in order to get useful information about their needs and desires, and also to bring them a good experience. With the internet, customers and companies can be connected more easily, for companies is easier to collect information about customers’ needs.
and clients have the opportunity to interact with companies and other customers to obtain useful knowledge. They found that 77% of travelers consult online reviews when they planned a trip, showing the importance of online reviews and comments on the decision making-process (Baglieri & Consoli, 2009).

The digital era and the increase of information available on the internet give rise to online communities, considered as “communication platforms and social networking opportunities for people holding the same interests and concerns to interact with one another in cyberspace” (Casaló, Flavián, & Guinalíu, 2011). These communities are common on the tourism sector because they offer opportunities to interact and give feedbacks about past experiences. They facilitate the communication process among customers because they offer many services in only one website. Indeed, people can exchange travel information, create connections, provide travel suggestions, and ask for recommendations during all the travel process.

Furthermore, thanks to online communities, customers have the opportunity to read others’ comments as well as participate to the traveler’s community by sharing knowledge and creating interesting content about experiences. In tourism research and investigations, the concept of share knowledge can be defined as “traveler’s willingness to share expertise or experience with other travelers and members of online travel communities” (Okazaki, Andreu, & Campo, 2016).

Moreover, previous studies prove that “online review sites provide important information for tourism product purchases and that advice shared within these communities increasingly affects customer spending” (Belanche, Casaló, Flavián, & Guinalíu, 2018).

According to Mahat and Hanafiah (2020), the increasing number of users posting their travel-related experience and service on social media platforms, such as Facebook, Instagram, or Twitter, gave rise to online platforms specialized in the tourism and hospitality sector. These travel-related platforms are becoming an
important source of information to obtain opinions before planning their trip. Indeed, the authors affirm that other studies have shown that there is an increasing number of travelers who rely on online reviews to plan their trips and use online website to investigate about their destination (Mahat & Hanafiah, 2020).

At the same time, according to Bagleri and Consolo (2009), past studies affirmed that this kind of platforms, also called online communities, are composed by the following elements:

- People who want to interact to satisfy their needs and be more informed before taking a decision.
- A shared purpose, such as an interest, a need, an information, or a service provided by a specific community
- Rules that guide people to interact and share experience, exchange information and opinion
- Supports to facilitate social interactions and give a sense of togetherness to the members of the community

(Baglieri & Consoli , 2009)

An online travel community was selected in order to develop a more specific analysis about the influence of this kind of communities on the tourism. The selection of this community is justified by the fact that it is recognized around the world and today, it can be considered as the “biggest tourism virtual community” (Baglieri & Consoli , 2009).

This community is called TripAdvisor, it is a “tourism web site based on free sharing of travel guides and on hotels, destinations, tourism attractions researches. Founded in February 2000, it offers reviews and information to help planning a vacation” (Baglieri & Consoli , 2009). It offers travel advice to customers and it is providing a lot of useful information about hotels, restaurants, and touristic places around the world. This website provides e-WOM information such as rankings, reviews, photos, comments and forums. It also has detailed features such as hotel’s popularity index
to classify the hotels, and reviewer status, which allows to classify reviewers according to their popularity and their helpful votes posted on TripAdvisor.

TripAdvisor is the world’s largest travel platform with millions of travelers’ reviews and opinions, it has become a useful tool to be informed during the decision-making process. That is why, today it is considered as one of the most popular online reviews sites and its popularity is transforming the way people take a decision before a travel. Indeed, it has an important effect on customer’s attitude, it is guiding people along their booking process, giving them relevant information about their destination but with a particularity, the content of the website is generated by other users. Nowadays, it is possible to say that “most of the TripAdvisor users have been inspired to visit a new destination influenced by the TripAdvisor' reviews and recommendation” (Mahat & Hanafiah, 2020).

This website attracts millions of users daily, it “acts as a forum for everyday travelers to air their personal opinions regarding hotel quality whilst also reading the recommendations of fellow travelers” (Carter & Jeacle, 2011). This website offers a lot of elements that can be considered for take a decision, such as comments, reviews, photos, and reviews. For example, the availability of ratings is important for travelers, because it is an instant signal of attractiveness to them, ratings represent how well past customers have liked the place and how comfortable they felt during their experience.

This aspect can be completed by travelers’ comments and opinions, giving relevant and important information to the new travelers who are looking for amazing experiences. TripAdvisor as an unique feature that make it more attractive than others: information and advice posted on the website are constructed from the accumulated opinions travelers, their guidance is built with experiences of tourists, people who really lived the experience and want to share it, it also offers insights and tips (Carter & Jeacle, 2011).
Also, a research about online reviews was made by Anderson (2012), who proved again the strong power of TripAdvisor on tourism sector. He found that TripAdvisor (a third-party website) is the dominant source of online reviews and it is playing an important role on the customer decision making process when booking a hotel. He also found that the number of travelers visiting TripAdvisor prior to booking is increasing in the last three years and the reviews across channels have a positive impact on hotel performance, a good online reputation increases the hotel occupancy. The most dominant factor in hotel selection decision is the guest experience mentioned in customer reviews, meaning that past-experiences and information shared by people who already visited the hotel are influencing traveler's decision (Anderson, 2012).

Also, the Worldwide Travel Path to Purchase (2017), made by TripAdvisor and comScore, proved that TripAdvisor is becoming an important step on online hotel reservations, according to them, “worldwide, 57% of hotel transactors visit TripAdvisor before their purchase, 15% visit it during the transaction day and 29% after transaction” (TripAdvisor & comScore Data services, 2017).

Other study, made by Jeacle and Carter (2011), investigated about the trust generated by TripAdvisor and this impact on customer’s reactions. According to them, the cofounder of TripAdvisor affirmed that “Our traffic is so high now that we know, that for better or for worse, we have a significant impact on where visitors are choosing to stay. For every city we kind of have a satisfaction index; we rate which hotels our travellers like the most. If you’re ranked first or you’re ranked 20th, the number of reservations calls or bookings you’re going to get is going to change”. It shows that the website has a direct impact on the choices made by their users, and it proves the power of this website on the tourist sector.

Furthermore, TripAdvisor offers several services to satisfy their members and create a community with a big number of interactions. All these services can be useful for travelers to get more information about the destination and the accommodation they
wish. These services are lists of places to visit (for example, ideas for a rainy day in a destination), maps combining hotel’s popularity index with Google Maps to help the travelers with their location, and the rating of a specific place they want to visit. Additional information and reviews available of other websites such as magazines or guidebooks, and others.

To develop the study about the influence of online travel communities on the Glamping sector, it is interesting to consider some different elements of e-WOM that TripAdvisor presents to the readers of the tourism sector and that can be useful when making a reservation:

- **Rating:** It is a summary of the ratings from guests and past visitors who reviewed the place. It summarizes the overall experience of the customers. Ratings are displayed on a 1-5 scale, where 3 is the average and 5 is excellent. This element is really important on customer’s decision and they are considered as relevant to make a choice, indeed, TripAdvisor affirmed that “The majority of customers say Tripadvisor bubble ratings are important when choosing an accommodation, restaurant or attraction. In fact, 83% believe it is significant when choosing an accommodation, 70% when choosing a restaurant and 58% when deciding what attractions to do” (TripAdvisor, 2020)
- **Reviews:** TripAdvisor has reviews and opinion on over 270,000 hotels around the world.
- **Comments:** Represent a written remark expressing the traveler’s opinion and experience on a specific establishment.
- **Photos:** Visual content posted on TripAdvisor to add more information about an establishment. Photos can be posted by the company (for example the hotel or restaurant) and by travelers who want to share their experience. Also, photos can be commissioned by TripAdvisor, who offers to take professional and honest photos of hotels.
- **Reviewer status:** It is composed by badges and helpful votes and it indicate the members who write reviews for the benefit of TripAdvisor travel
community. The reviewer status is linked with the number of reviews the person post on TripAdvisor, the levels are:

<table>
<thead>
<tr>
<th>Level</th>
<th>Range</th>
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<tbody>
<tr>
<td>Reviewer</td>
<td>3–5 reviews</td>
</tr>
<tr>
<td>Senior Reviewer</td>
<td>6–10 reviews</td>
</tr>
<tr>
<td>Contributor</td>
<td>11–20 reviews</td>
</tr>
<tr>
<td>Senior Contributor</td>
<td>21–49 reviews</td>
</tr>
<tr>
<td>Top Contributor</td>
<td>50+ reviews</td>
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Source: (TripAdvisor, 2020)

- Hotel popularity index: It is ranking based on the popularity of a specific hotel, it is measured by both quantity and quality of content written about the hotel on the internet. The information is retrieved from newspapers, guidebooks, and user-generated content and then, based on it, a score is assigned to each hotel (TripAdvisor, 2002).
- Forums: Message boards where travelers ask and answer question about their destination and interests related with travels

c) Consumers attitudes and purchase intentions

Purchase intentions

Purchase intention can be defined as a “process of deciding whether to use or not a product” (Arta & Yasa, 2019) or as “the likelihood that a customer plans or is willing to buy a certain brans in the future” (Chetioui, Benlafqih, & Lebdaou, 2019). It is a selection process between two or more options of purchase decision considering external and internal factors. The concept allows to understand the purpose of buyers when making a purchase decision knowing that the choice is associated with perceptions, behaviors, and attitudes of the customers regarding the product or service.

For this study, it is important to understand that intentions are different from attitudes. Indeed, Spears and Singh (2004), affirmed that attitudes are summary evaluations
and intention is the motivation to make an effort to carry out a behavior. That is why, they defined purchase intention as “an individual’s conscious plan to make an effort to purchase a brand” (Spears & Singh, 2004).

Nowadays, the selection process can be influenced by other opinions and it directly affects the purchase intention. In addition, the growth of internet increases the use of communication platforms and the interaction between customers around the world. The exchange of opinions through social media increases the recommendations shared by e-WOM, which is becoming important when taking a purchase decision, it allows customers to know about relevant factors such as price, quality and experience when they are taking its decision (Nuseir, 2019). In a research conducted by Mauri and Minazzi (2013), 75% of the respondents affirmed that they consult reviews from other customers before booking and hotel. It is also a convenient way to remove uncertainty because it helps to dispel doubts by reading reviews and recommendations.

ii) **Customer’s attitude**

According to (Ajzen, 2008) an attitude can be defined as the tendency to respond to an object with some degree of favorableness or unfavorableness. Anything towards which one has an attitude is called an attitude object, and in that way, an attitude is the evaluative reaction towards an attitude object. This reaction is normally based on the expectations or beliefs concerning the object.

Also, “an attitude is an enduring organization of motivational, emotional, perceptual, and cognitive processes with respect to some aspect of our environment” (Hawkins & Mothersbaugh). It is the way that people, think and act toward an object or an aspect on his environment and it represents an important influence on consumer’s behavior and its lifestyle.
In the last years, this variable has become one of the most important elements on marketing research because it determines consumer behavior and can change their buying intention.

That is why, it is important to understand why people develop attitudes and how it affects their behaviors by analyzing important elements of customer’s attitude such as their components and their effect on the purchase intentions.

According to Hawkins and Mothersbaugh, an attitude has three components:

1) The cognitive component: it is what the consumer believes about an attitude object. This component includes all the beliefs that a consumer has about an object, and these beliefs can be about the emotional benefits of using a product as well as about objective features.

2) Affective component: Consist on feelings and emotions toward an object, how customer feels about the object. It is the affective evaluation of the product, and this evaluation can be just a feeling developed without cognitive information or can be the result of the product’s performance of each attribute.

3) Behavioral component: This component is the way the consumer tends to respond toward an object, it is about the response tendencies and the intentions to take actions about this object.

These three components tend to be consistent, meaning that a change in one attitude component tends to produce changes in the other components (Hawkins & Mothersbaugh)
d) The effect of word-of-mouth on consumer attitudes and purchase intention.

Several studies have been made to understand the effect of e-WOM on consumer behavior. These investigations found that online reviews have an impact on customer purchase intention. According to Chevalier and Mayzlin (2006), e-WOM influence the purchase behavior of customers, they found that reviews and the ranking are important factors that buyers consider during the purchase decision process.

Also, other report shows that consumers feel more confident with user-generated e-WOM, it means reviews and recommendations from other customers, than e-WOM generated by companies and marketer because they consider that customers are more honest, and they feel empathy when they are writing a review (Erkan, The Influence of Electronic Word of Mouth in Social Media on Consumers’Purchase Intention, 2016). Indeed, Anderson (2012) shows that an increase in user-generated content score can increase the hotel performance. He found that reviews are an important element that travelers consider when they are planning a hotel room purchase, the number of consumers consulting online reviews websites is increasing.
over time. In this study he also found that the experience shared by other customers on online reviews is the most influential factor on hotel selection (Anderson, 2012).

Furthermore, purchase intention is influenced by online ratings and elements of online customers reviews such as valence and the source of the review. “The valence (positive or negative) of the message is one of the most considered variables” (Mauri & Minazzi, 2013), the valence of the messages posted online has an important impact on online sales of hotel rooms. If the valence of the review is positive the consumer’s perception improves but if it is negative, it can affect company’s reliability and purchase intention. Indeed, negative e-WOM is more influential than positive and customers that are dissatisfied are more likely to share their experience with others.

To analyze the three components and the purchase intentions regarding the use of online travel communities, more specifically TripAdvisor, when booking a glamping in Colombia the following hypothesis are going to be tested through a survey. These hypotheses are focused on customer’s behaviors, believes and feelings, as well as purchase intention. A deep analysis of the effect of each element of e-WOM (including reviews, comments, pictures, reviewer status, ratings and hotel’s popularity index) posted on TripAdvisor is going to be done through a real case study of a Glamping in Colombia.

The first hypothesis is about the influence of e-WOM on customer’s purchase intention. Previous studies already investigated about it and proved it. Indeed, a study made by Nuseir (2019), founded that e-WOM has a positive impact on the online purchase intention. Also, Kudeshia and Kumar (2016), proved that user-generated positive e-WOM has a strong positive effect on purchase intention, this study shown that user-generated content influences the purchase intentions (Kudeshia & Kumar, 2016). Another interesting study about this topic is the one conducted by Vermeulen and Seegers (2009), these authors founded affirmed that “The current research makes clear that exposure to an online hotel review improves
the average probability for consumers to consider booking a room in the reviewed hotel” (Vermeulen & Seegers, 2009). Also, regarding the hotel industry, Torres, Singh and Robertson-Ring (2015) confirmed the relationship between hotel’s rating on TripAdvisor and the hotel’s average revenues from online transactions, they demonstrated that TripAdvisor ratings as well as the number of reviews had positive relationship with the average size of online booking transactions and also affirmed that the number of reviews (rakings and ratings) on TripAdvisor increase the number of online transactions (Torres, Singh, & Robertson-Ring, 2015).

These studies presented above shown the influence of e-WOM on purchase intentions and customer’s behavior. To continue researching about the topic and add relevant information to this field of research, it is interesting to propose the following hypothesis, focused on the tourism sector and more specifically on the effects of online travel communities on purchase intentions regarding glamping services:

**H1: The use of online travel communities, such as TripAdvisor, for information search in travel planning positively influences customer’s purchase intention when booking a glamping.**

Furthermore, customers form attitudes through social learning, this process is influenced by both internal and external factors such as culture, education, experience, or personality. With the increasing influence of social media and online shopping, customers rarely make decision by themselves, they tend to look other’s opinion and they choices are influenced by people on their environment. Indeed, Farzanegan (2019), affirmed that they are two factors that heavily affect consumer behavior and attitudes, first the reference groups are constantly influencing their beliefs and behaviors, meaning that they influence their attitude and their purchase intention because the consumer feels identified with this group and wants to include their opinions and suggestions in the decision making process when purchasing new goods or services. Second, with the increasing use of social media and online interactions, customers are usually looking for information from past or current
experiences before making a buying decision, and thus being influenced by e-WOM. Online communities and platforms with user-generated content are becoming important elements that affect and change travelers’ attitudes, they contain useful information, such as photos, reviews, recommendations or ratings, about touristic places and increase the information level of the customer, giving them more elements to select the best option. According to the author, if many customers recommend a service, other customers are likely to believe the recommendations and change their attitude toward a brand in accordance to the existing reviews. Online reviews tend to reduce customer’s uncertainty and the perceived risk, giving the customer the trust to finish their decision-making process.

Studies about e-WOM analyzed the impact of this variable on customer attitude. One of this studies about the impact of online interactions was made by Farzanegan (2019), who confirmed that e-WOM positively affects brand attitude and has a positive impact on the intention of customers to buy online, showing the importance of online reviews and recommendations on customer’s attitude, they can increase the customer trust and change the judgment that the customer had about an specific product or service.

Also, other study, focused on analyze customer’s attitude in the tourist sector, considered other factors that could have a significant impact on customer’s attitudes when making an online reservation, such as destination image and travel intention. This study wanted to explain the effects of e-WOM on travel planning behavior. Tourist attitude has been defined as “psychological tendencies expressed by the positive or negative evaluation of tourists when involved in certain behaviors” (Lee, 2009).

Normally, before the trip, travelers have beliefs, ideas and impressions about the destination, the collection of destination attributes forms a destination image which influence the behavioral intention on tourist decision travel. Another important element to analyze on tourist’s attitude is travel intention, which represents “how a
person is willing to adopt a behavior and how much effort he is likely to deploy against that behavior” (Lee, 2009). Investigations made during this study showed that e-WOM has an influence on tourist’s attitude, affecting their destination image and travel intention, indeed, travelers post information online with the intention to be heard or seen by a lot of people on internet. They can share their travel experience through pictures and comments on social media or third-party websites and it will be diffused on the internet, touching a large number of users and creating a destination image on them. They also give recommendations and opinions about tourist destination through internet and social media, which can be read by other, having a positive significant effect on customer’s attitude (Lee, 2009).

In addition, a study conducted by Vermeulen and Seegers (2009) wanted to determine the impact of online reviews on the attitudes of travelers to hotels. During this study, they found “that exposure to online reviews enhances the awareness of hotels and positive reviews can improve the attitudes of travelers toward hotels” (Reza Jalilvand & Samiei, 2012). Other studies confirmed the effects of e-WOM on customers’ attitudes, such as the one conducted by Reza Jalilvand and Samiei (2012), where they proved that e-WOM among tourist has a significant, positive and direct impact on attitude toward visiting Isfahan, the place where they conducted this study.

To test the influence of e-WOM on customer’s attitudes, each component of the attitude (cognitive, affective, and behavioral) is going to be analyzed, that is why, the following hypothesis tests different hypotheses regarding customer’s attitude.

The following hypothesis is going to be tested through this study:

H2: The use of TripAdvisor for information search in travel planning positively influences customer’s (a) cognitive, (b) emotional, and (c) behavioral aspects towards glamping services.
4. METHODOLOGY

Knowing that social media and internet have change the way people make decisions, the idea of this study is to analyze and understand how online interactions, such as reviews, opinions, recommendations, and experiences, can affect consumer’s behavior. In order to do this, the following study is going to be focused on the influence of e-WOM in customer’s attitude and purchase intention, in the tourism sector in Colombia, more specifically in the new hotel’s trend called Glamping. The main objectives of the survey are:

- Understand how e-WOM can change customer´s attitude during the decision-making process when booking a glamping.
- How often customers tend to consult online travel communities to book a glamping.
- Analyze the influence of online travel communities on customer’s attitude, considering the three components of it and analyzing each one in a precise way.
- Analyze the influence of online travel communities on customer’s purchase intention.

These objectives are focused on analyze the attitude and purchase intention on the decision-making process of a customer when booking a glamping.

The research is focused on Colombia, where this kind of hotels has become a trend due to the suitable environmental conditions that the country has. Also, the increasing power of the tourist sector, the popularity of glamping and the number of natural places where travelers can enjoy this kind of hotels, make this study more interesting. Internet growth and online communication transformed the way travelers communicate, giving them the opportunity to learn more about their hotel before the
trip, the idea is to analyze the impact of e-WOM on the tourist sector; more specifically with glamping hotels by interviewing glamping user’s and analyzing reviews and rating from TripAdvisor.

To accomplish the objectives of the research, a survey is going to be conducted regarding e-WOM on the tourism sector, more specifically regarding glamping accommodations. For this case study a quantitative research will be applied, a survey is going to be launched in a selected group of customers who already went to a glamping and used online communities travel during their reservation process. These customers have visited at least one glamping in Colombia and looked for information online during their reservation process. The idea is to ask them about the influence of each type of e-WOM perceived on online communities, the survey analyze the influence of reviews, ratings, comments, reviewer status, photos, and hotel’s popularity index. It is important to understand the influence of each of these factors to know if they have the same influence or if they are some with biggest impact on customer attitudes and purchase intention.

To create a more realistic situation, the respondent is exposed to e-WOM of a specific Glamping hotel, called BubbleSky Glamping and located in Retiro, Antioquia. According to TripAdvisor (2020), “BubbleSky is a romantic Glamping vacation rental with its own outdoor Jacuzzi for two and is in Antioquia, Colombia. It is a fantastic accommodation for couples looking for an intimate getaway that is close to nature. Unlike conventional honeymoon suites, this vacation rental is made from a transparent "bubble" that lets guests sleep under the light of the moon and stars at night”. The selected glamping is one of the most popular on online travel communities, more specifically on TriAdvisor, which is the platform hosen as example to develop this study. BubbleSky glamping has 152 reviews and its popularity index is number one of eight specialty lodging in Retiro. Different elements of e-WOM were taken from TripAdvisor to show to the respondent past experiences of other travelers and analyze their beliefs, behaviors, feelings, and purchase intention towards these elements. The following image show this hotel’s profile on TripAdvisor:
First of all, to make sure to target the right customer, the respondents have to confirm that he/she already went to glamping and that he/she normally use online travel communities, such as TripAdvisor, during the reservation making process. It allows to collect the right data and have more precise information because these persons already lived the experience and are used to participate and read information posted in online travel communities to increase their knowledge about a place before visit it. Then, they also must give their gender and their age, four categories of age were created: Less than 18, between 19 and 28, between 29 and 38, and more than 39.

The second part of the survey is to analyze customers’ attitudes. This part of the questionnaire is based on a previous study conducted by Kwon and Vogt (2010), who wanted to examine attitudes and opinions regarding place marketing, this study was selected because it identifies the role of cognitive, affective and behavioral components in customer’s attitudes towards an specific attitude object in the tourism industry. This study was modified for the survey, it is adapted analyze the customer’s attitude regarding Glamping in Colombia and analyzing each element of e-WOM posted on TripAdvisor. The three components of customers’ attitudes were analyzed through the following questions:
To understand the **cognitive component** the following instruction was given to the respondent: “Please, choose the answer that best represents how you consider that online travel communities, such as TripAdvisor, influence your reservation process when booking a glamping”. A 7-point scale where 1 equals strongly disagree, and 7 equals strongly agree was used. These questions are adapted to analyze six elements: Reading ratings, reading reviews and comments, seeing pictures, seeing hotel’s popularity index, seeing reviewer status and reading forums; the objective was to understand in which level these elements influence the respondent to make a reservation at a specific establishment.

Then, to study the **affective component** (feelings and emotions), the respondent has to see ratings, reviews, comments, and pictures about BubbleSky hotel, posted on TripAdvisor, meaning that he is exposed to the real profile of this hotel on TripAdvisor. The respondent can see photos, comments, ratings, and other elements posted by other travelers about this Glamping. Also, the analysis of the affective component includes deep questions, this part includes two more elements to study with the objective to better understand customers’ feelings and emotions. These elements are the effect of a positive or negative comment, and the number of helpful votes and contributions of a reviewer. It is important to analyze these aspects because they can have an influence on the decision making process, so it is interesting if they can create more influence on feelings or affect the customers’ emotions.

The following images are taken from the survey to explain what it is mentioned above. Both images are comments about the same glamping, the differences are the reviewer status and if the comment is positive or negative. It is possible to see that the first image is about a positive comment and the reviewer has more than 100 contributions and many helpful votes. For the second one, the number of contributions and helpful votes decrease, and the comment is negative.

This situation is presented to the respondents and they have to answer questions about it.
Image 2: Positive comment and reviewer status with big number of contributions and helpful votes

Source: (TripAdvisor, 2020)

Image 3: Negative comment and reviewer status with small number of contributions and helpful votes

Source: (TripAdvisor, 2020)

Then, their feelings and emotions were studied toward the following sentence:

“Please, choose the answer that best represents your overall feelings towards the
glamping qualified in this rating you just read”. Again, a 7-point scale was used, where 1 equals very negative feelings, 4 equals neutral feelings and 7 equals very positive feelings.

Regarding the last component, the behavioral component the respondent has to use the information that he already has about BubbleSky, the idea is to analyze how strong is the influence of this content on customer’s behavior when booking a glamping, for this part, the deep analysis about the positive or negative comment and the reviewer status are used again in order to compare the results and see it they have a different effect on customer’s behavior.

To obtain this information, an 7-point scale was used, where 1 equals strongly disagree and 7 equals strongly agree.

After interrogating the respondent about each component of its attitude using a real case of BubbleSky, the last part was about the purchase intention. This part of the survey was based on a previous study made by Spears and Singh (2004), who conducted a study to measure attitudes and purchase intention.

In this case, the idea is to measure if the respondent wants to make the effort to book a room in BubbleSky after using online travel communities. The question to measure it was: “How likely is that you decide to book a room in a BubbleSky hotel after reading the information available about it on TripAdvisor?”, where 1 represent very unlikely and 7 represent very likely.

Last part of the questionnaire is to collect demographic information about the respondent, in order to know if some aspects like age and gender can be relevant for the study, for example in terms of use of online community travel and Glamping trend’s. Demographic information is important to understand consumer’s attitude because it can enable to discover trends or patrons, it also can help to identify segments to analyze the information in a more precise way. Also, it is important considering what was said regarding the popularity of this kind of hotels within young people who tend to interact online and verify the information before a decision.
For this survey, a specialized platform is used to collect more precise information and create a friendly survey. Indeed, this platform is from a company specialized in marketing research and marketing studies for companies in France, called Madeinvote. Its objective is to understand consumer’s behavior and collect their opinions thought surveys and questionnaires to get key insights. This platform is selected for this study because it allows to distribute the survey and collect information in a specialized way. It also facilitates the data analysis and the extraction of relevant information of the survey. Knowing that the survey is relatively long, the collaboration of Madeinvote is useful because they are experts on creation of the survey to make it more friendly and to personalize it to attract respondents, creating an interactive survey easy to respond.

The methodology to spread the survey within a specific group of travelers who already visited a Glamping in Colombia is the word of mouth. The idea is to contact people who already visit a Glamping and ask them to spread the survey with friends, family and contacts who might have visited this kind of hotels. It is an effective way to attend respondents because it is between persons who like to travel and discover new adventures.

Also, to attend a big number of customers, the survey is diffused through social media (Instagram and Facebook personal account), asking people to attend the survey and at the same time to share it with their contacts. Knowing that it is a new trend and it becomes popular between young people, the use of social media is a good strategy to call their attention and invite them to collaborate with the study.

To support the research and develop the study of Glamping in Colombia, secondary data such as local newspaper, academic articles regarding purchase intentions and customer’s attitude in the tourism sector and past research will be used. It could be useful to compare the results with previous studies. Also, information posted online about Glamping trends and news about tourism sector are going to be used for the analysis of the results as well as information posted on online communities travel which can be useful to understand the results of the survey and compare these results with the obtained results in order to verify the information and confirm the
viridity the hypothesis. Comments, reviews, photos, and reactions posted on TripAdvisor are going to be used for the analysis. Past studies related with consumer's attitude, purchase intention and e-WOM on the tourism sector are going to be used to analyze the results and compare them with the results obtained in this study.

5. RESULTS & ANALYSIS

The tourism sector is one of the most affected by the current world crisis (COVID-19), it makes the collection of information more difficult because hotels in Colombia are closed since March 2020, reducing the number of glamping visitors in the last months. In addition, as mentioned before, Glamping can be considered as a new trend in the tourism sector in Colombia, this kind of hotels are relatively new in the country, making difficult to find a big number of travelers who already visited these places.

For these reasons, the participants of this study are a specific group and small population, who already visited a glamping in Colombia and tend to use TripAdvisor during the decision-making process when booking a Glamping. People who have these characteristics are normally young people who tend to use internet and online information before a reservation. Also, this popularity among young people can be explained by the increasing use of social media and the tendency to check other’s experiences before booking.

First of all, 202 people opened the survey but only 63 of them met with the requirements of the study. The answers that were considered correspond to those people who already visited a glamping in Colombia and tend to consult online travel communities to obtain more information about the place they would like to visit. Regarding the demographic results, the total number of travelers who attended the survey is 63, 36 women (57.14%) and 27 men (42.86%). Most of them are between 19 and 28 years old, indeed, 88% (56 people) belong to this age range, 32 women
and 24 men. Regarding the age of the other respondents, two of them are less than 18 years old, others two are between 29 and 38 years old and the last three are more than 39 years old.

The big number of participants between 19 and 28 years old can be explained by the combination of two requirements at the beginning of the survey to make sure to target the right respondents (questions regarding the use of online travel communities and the glamping services). Indeed, this result can be explained by the difficulty to find respondents who went to a Glamping in Colombia and used online travel communities during their reservation making process. One of the biggest challenges during the data collection was to find people who meets with both characteristics at the same time. During the data collection, it was noted that people under the age of 18 are not familiar with the concept of glamping but they tend to use online travel communities when they want to plan a trip. People over 29 years old are less familiar with online travel communities and some of them did not know the concept of glamping. That is why people within this range of age are not considered as a part of the respondents.

Moreover, as it was mentioned before, Glamping is considered as a tourism trend around the world, mostly between millennials because it gives them the opportunity to camp with luxury (including interesting services for them such as internet connections, privacy and comfortable spaces). It could be another reason to explain the big number of respondents obtained on this age range.

In addition, in order to analyze each component of attitudes and understand the impact of e-WOM during the reservation process in glamping services, a description of the results obtained for each component is going to be presented and explained. To analyze the results and give a better explanation of the results, the options of the 7-point Likert scale for the cognitive component are:

1- Strongly disagree
2- Disagree
3-Somewhat disagree
4-Neither agree nor disagree
5-Somewhat agree
6-Agree
7-Strongly agree

a) Cognitive component:

Graph 1: Results of the cognitive component: Influence of content posted on TripAdvisor on the reservation making process.
First, the results for the cognitive component are presented above. According to these results, the three elements of e-WOM who most influences customers to make a reservation are: 1) Pictures, 2) Reviews and comments and 3) Ratings.

Regarding the first one, pictures, 41.27% of the respondents strongly agree on the influence of photos on their reservation process and 35.94% agree with the same element. Also, this element has the highest average (mean = 5.84) and the mode is 7 (strongly agree), it is the only element that has 7 has the mode, showing the strong influence of this factor on the travelers decision when booking a glamping.

The second element which influences a customer the most to make a reservation are reviews and comments. Indeed, 25.40% of the respondents strongly agree and 34.92% of them agree with the influence of both elements (reviews and comments) on their decision when making a reservation. The average is high (mean 5.44) and the mean is 6.

On the contrary, forums are the element with less influence on customer’s attitudes, regarding the cognitive aspect. According to the results, forums are not considered as influential, it is possible to observe that it is the element with more “strongly disagree” compared with the others, 11.11% of the respondents disagree with the influence of this element and 23.81% of them are neutral regarding this element. It is also the element with the lowest average (mean = 4.10).

Regarding hotel’s popularity index and the reviewer status, it is possible to observe that they have an influence on the customer’s decision, but this influence is not as strong as the other elements, their biggest results are mostly in “somewhat agree”.

The next component to be analyzed is the affective component. For the analysis of these results, it is important to remember that the surveyed travelers were exposed to a real case study: BubbleSky Glamping. The photos, comments, ratings, reviewer status and hotel’s popularity index analyzed were taken from TripAdvisor and
showed to the respondents during the survey. In this case, it is also important to remember that respondents were exposed to two types of comments: one positive and one negative, and to two different reviewer status.

b) Affective component:

The following graph presents the results obtained for the affective component:

*Graph 2: Results of the affective component: Feelings towards content about BubbleSky Glamping posted on TripAdvisor*

Observing the results obtained, it is possible to say that again, pictures are the most influential element of e-WOM affecting customer’s attitude. In this case, regarding feelings and emotions, pictures have a strong influence on attitudes, 61.90% of the
respondents confirmed that seeing pictures posted on TripAdvisor generates very positive feelings. The average is 6.49 and the mode is 7, showing striking impacts on feelings and attitudes.

Results regarding the influence of pictures almost double the influence caused by other analyzed elements that have an impact on feelings, such as ratings and the reviewer status #1 (Image 1). Even if these two elements have a strong impact, pictures have a very big impact on customers’ feelings and consequently, in customers’ attitudes. Then, ratings have also an important impact on customers’ feelings, 31.75% of the surveyed travelers affirmed that reading ratings generates very positive feelings and 58.73% of them, affirmed that ratings causes positive emotions. It can be confirmed by a mean of 6.23 and 6 as the mode.

Comparing the results regarding the positive comment with the reviewer status #1 vs. the negative comment with the reviewer status #2, it is clear that the first group generates more influence feelings and emotions on customers, while the other group does not generate emotions, 30.16% of the respondents confirmed it by saying that negative comment and a reviewer profile with small number of contributions and helpful votes does not have an effect on their attitude (neutral feelings). Also, for these two factors, the mode is 3 for the negative comment and 4 for the reviewer status, showing a tendency to neutral feelings.

Moreover, these results were expected knowing that, in general and from a customer’s perspective, bad comments coming from low-ranked profiles tend to be ignored or not trusted.

The results of the affective component show that small details of e-WOM, such as the number of helpful votes and number of contributions of one reviewer, can change travelers’ feelings and emotions.
This example taken from TripAdvisor, allows to understand how e-WOM affects different components of attitudes and how customers' beliefs can change after visiting an online travel community. An observed trend on the customer's attitude results is the influence of pictures, indeed, for the three components, pictures are the factor that most influences them. It can be explained by the importance of pictures today, mainly within the respondents. They are between 19 and 28 years old and they are a generation influenced by internet and social media content. Customers would rather look for pictures than read comments and reviews, which can be manipulated and, in some cases, longer than just seeing a photo.

c) Behavioral component:

Furthermore, to complete the analysis of customer attitude, the following graph shows the results obtained about the last component, the behavioral component.

*Graph 3: Results of the behavioral component: Behavior towards content about BubbleSky Glamping posted on TripAdvisor*
The behavioral component was analyzed after showing the real case study from TripAdvisor to the respondent, meaning that they already have the information about BubbleSky Glamping on mind, and had to respond based on this information.

Observing the results, 49.21% of the surveyed travelers affirmed that pictures are the factor that most influences their behavior when booking a glamping, proving again the big influence of this factor on customer’s attitude. The mean is 6.03, confirming this influence mentioned before, and proving the big impact that pictures could have on customers and how much they can affect the decision when making a reservation.

The influence of pictures is followed by ratings, reviews, and comments, which are also highly influential elements. Indeed, 33.33% and 30.16% respectively affirmed that these elements affected their behavior during their reservation making process.

Regarding hotel's popularity index and the reviewer status, it is possible to observe that they have an influence on the customer's decision, but this influence is not as strong as the other elements, their biggest results are mostly in “somewhat agree”.

d) Changes on attitudes: Exposure to TripAdvisor Content

Moreover, another important element to analyze is the change on customer's attitude when they are exposed to a real-life example. To analyze it, the results are going to be compared before and after showing them the example of BubbleSky Glamping. The cognitive component represents what customers believed about the influence of information posted on TripAdvisor on their decisions without the example. What people answered at the beginning of the survey was based only on beliefs and habits when making a reservation. The behavioral aspect is about customers’ behaviors after seeing the hotel’s profile on TripAdvisor. It means, it represents travelers’ behaviors influenced by information posted on this website.
Cognitive and behavioral components allow to create two scenarios: Before and after the exposure to real content on TripAdvisor. As questions were the same for both components, it is interesting to analyze the changes and study how much impact e-WOM could have on attitudes.

To do this comparison, the first analysis was about comparing the average of each component. The following graph shows the change of the average between the two components. In all the cases, with all the elements of e-WOM analyzed, the average between both components increases, showing that customers’ attitudes tend to change when they are exposed to information available on TripAdvisor. It shows that customers are influenced by e-WOM, and content posted on online travel communities positively affects customer’s decision, reinforcing their beliefs and bringing them to take a decision with external support, user-generated content posted on online travel communities.

*Graph 4: Comparison of average score: cognitive and behavioral component*

![Average Score Change Graph](image)

The biggest change is presented on ratings, where the average score increased by 14.68%, meaning that people believed that ratings had less influence on their decision but after reading the example, they realized that e-WOM tends to affect their behavior when making a reservation.
Then, reviewer status also had a big evolution, the average score for this element increased by 9.63% after seeing the example. A possible explanation of this behavioral change is the awareness of this factor. Indeed, reviewer status is not as popular as other elements, such as photos, ratings, and reviews. Respondents did not consider it as an influential factor because they were not informed about the existence of it until the real case example shown during the survey. That is why, reviewer status was included and explained during the survey, and results proved that it could have a positive influence on customer’s attitude.

In addition, it could be interesting to analyze changes on pictures, considered as the most influential element on customers’ attitudes throughout this study. Regarding it, the average score only grew by 3.26% after seeing the content of TripAdvisor. Two possible reasons can explain this performance. First, it might be possible that respondents were already conscious about the influence of pictures on their attitudes, therefore there is not a big difference between beliefs and behaviors. The second one is related with the age of the surveyed people, almost all of them are between 19 and 28 years old. They are part of a group of population characterized by being social media users and internet seekers.

Then, when comparing the change in average score (cognitive vs behavioral) of the whole group of respondents against the average change in score of each individual respondent, the average individual change is much higher. The change in the score given by each individual respondent was calculated by using the following formula:

\[
F(x) = \frac{\text{Behavioral component score}(x) - \text{Cognitive component score}(x)}{\text{Cognitive component score}(x)}
\]

Where \(x=\text{Each individual respondent}\)

These results were later averaged to obtain the average individual score change.
The following graph illustrates the procedure explained above. It compares the average score change (analyzed before) with the average individual score change, called “Avg perception change” on the graph.

**Graph 5: Comparing two average changes**

![Graph showing average change percentages](image)

The graph shows a big difference between both averages. The average score change of the group is lower than the average individual score change. This comparison is useful to understand that even if the average score change is low, the change on individual score is high. It gives another perspective to analyze the effect of e-WOM on attitudes and shows that content posted on TripAdvisor tends to change customers’ attitudes.

For example, comparing both scores change of ratings, it is possible to observe that average individual change is 37.03% while average score change is only 14%. It is almost the double. The individual score change gives a more detailed analysis of the effects and allow to better understand the change of attitude for each individual customer.

Almost all the individual score changes are over 30%, showing an important positive change on attitudes.
Affective component was not included on this analysis because questions regarding this aspect were more focused on studying how feelings and emotions tend to change but it included other factors such as negative and positive comments.

e) Purchase intention

The last factor to analyze is purchase intention. After interrogating travelers about their attitudes and study changes on attitudes when using online travel communities, respondents had to express their decision about booking or not a room in a glamping after being exposed to e-WOM.

The following graph shows the purchase intention after the influence of the information posted on TripAdvisor about BubbleSky Glamping and, after studying the changes on attitudes.

*Graph 6: Purchase intention*

<table>
<thead>
<tr>
<th>PURCHASE INTENTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.00% 3.17% 12.70% 31.75% 34.92% 17.46%</td>
</tr>
<tr>
<td>1- Very unlikely 2 3 4 5 6 7- Very likely</td>
</tr>
</tbody>
</table>

It shows that e-WOM not only tends affect customer’s attitudes but at the same time, this changes on attitudes can be reflected on a positive effect on purchase intention.
As it can be observed on the graph, after reading the information posted on TripAdvisor, almost 84% of the respondents affirmed they would decide to book a room in BubbleSky Glamping (considering people who selected 5, 6 or 7). Observing the graph, 17.46% confirmed that it is very likely they decide to book a room in BubbleSky glamping after reading the content posted on TripAdvisor, then 34.92% affirmed it is likely they decide to book it and 31.75% expressed that it somewhat influence their booking process.

These results show that e-WOM tend to influence the purchase intention and have a positive relation with the user-generated content, meaning that information available on TripAdvisor tend to promote the decision of booking a glamping.

The results presented above proved that e-WOM tends to positively influence customer’s attitude and purchase intention. This study evidence a positive tendency of e-WOM on purchase intention and confirms that e-WOM is becoming an influential element when making decisions.

As it was mentioned above, the hotel selected for this research was positioned on TripAdvisor. A good profile, with positive comments and ratings, beautiful pictures and high popularity index tends to positively influence attitudes, affecting at the same time customer’s purchase intention.

It confirms and complements studies about the influence of e-WOM on the hotel industry, mentioned on the literature review.

f) Analysis by gender:

To go deeper on the analysis of demographics results, a comparison by gender was made. The objective of this comparison is to identify if the effect of e-WOM on customer’s attitude and purchase intention tend to vary by gender.

The first graph presents the average score by gender for the cognitive component:
Graph 7: Average score by gender: Cognitive component

As it is possible to observe when analyzing the cognitive component, women tend to be more influence to make a reservation when reading content posted of TripAdvisor. In all the analyzed elements of e-WOM, women have a high average score, showing that they consider that their beliefs are affected by online travel communities.

The biggest difference between men and women is presented when observing comments and reviews. Indeed, in the graph is the possible to see a small change on the curve trend. Women beliefs about comments and reviews tend to be more affected by the content posted on TripAdvisor.

The reviewer status is one of the factors with less impact for both gender and at the same time, the difference between women and men is the smaller.
Then, the affective component presents biggest changes between genders and the influence of e-WOM vary according to the factor.

Men feelings and emotions tend to be more positive regarding factors such as reviewer’s status and pictures. However, when analyzing the negative comment, it seems that women are more affected by it, they expressed to have more negative feelings when reading it. In general, it is possible to observe that men tend to be more emotionally engaged with content posted on TripAdvisor.

Regarding other factors, such as ratings and reviews, it is possible to observe that they tend to generate positive feelings in both genres, averages scores are close. Then, pictures have tendency to generate more positive feelings in men that in women, but in both cases, pictures tend to generate very positive feeling. The element who generates negative feelings (or almost neutral feelings) is the reviewer status #2, meaning that for both genders it does not have a big impact when making a reservation.
When comparing the behavioral component by gender, it is possible to observe that e-WOM content tends to influence both genders similarly. Both curves have the same tendency and in the table is evident that averages scores are close.

Content posted on TripAdvisor tends to have more influence in women’s behavior. Indeed, when comparing the averages scores, almost all women’s averages are around 6, showing that e-WOM tends to have a strong influence when they book a glamping.

Reviewer status is the factor with less influence when analyzing the behavioral component. For both genders, the average score is lower compared with other factors, but it stills having an influence for travelers when making a reservation because averages scores are over 5.
After comparing each component of customer's attitude by gender, it is interesting to observe the changes on average score regarding the purchase intention. Scores are really close and it is possible to observe that, as it was mentioned before, travelers consider that content posted on TripAdvisor is going to affect their decision when booking a glamping, influencing them to make a reservation.

The analysis by gender reveal that women are more likely to make a reservation in BubbleSky glamping after reading content posted on TripAdvisor.

To conclude this analysis, it is possible to say that e-WOM tend to have more influence in women. However, differences between men and women are not big, meaning that, it could have more influence in women but at the same time, it tends to influence men.

When analyzing all the averages scores, including attitudes and purchase intention, the majority are over 5, showing that e-WOM tend to be an influential factor for men and women, when making a reservation in a glamping in Colombia.

The age was not included in this analysis because almost all the respondents are between 19 and 28 years old. As it was already mentioned, 88.89% of the respondents are between this range of age so the results presented along this study are focused on this age range. Only 11.11% of the surveyed people are outside this range of age.

For these reasons, results by age are not significant and not comparative. Nevertheless, some interesting finding can be taken from the analysis by gender and can be completed during future studies regarding glamping services in Colombia.

<table>
<thead>
<tr>
<th>Average score by gender: Purchase intention</th>
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<tr>
<td>Hombres</td>
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<td>Mujeres</td>
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6. CONCLUSIONS & MANAGERIAL RECOMMENDATIONS

Two major findings emerge from the research presented in this study. First, information about hotels posted on TripAdvisor tends to positively affect customer’s attitude. The results obtained during this study reveal that e-WOM tend to influence each component of attitudes, meaning that content posted on TripAdvisor could have a positive effect on Colombians’ beliefs, emotions, and behaviors. Second, according to the results obtained on this research, the use of TripAdvisor for information search when making a reservation influences customer’s purchase intention, respondents confirmed that is likely they decide to book a room on BubbleSky glamping after reading the information available on TripAdvisor.

Also, based on the analysis of attitudes and comparing the changes on attitudes during the reservation making process, it was possible to perceive that customers’ beliefs and behaviors tend to be affected by information available on TripAdvisor. It proves that online travel communities have tendency to influence people when they are making a reservation in a glamping, and attitudes could change according to the information posted by other users.

These results represent a first step to understand the influence of e-WOM during the reservation making process when selecting a glamping in Colombia. They evidence that e-WOM information on TripAdvisor influences Colombians’ attitudes and purchase intentions.

That means that the survey conducted, and the results obtained allow to confirm the two hypotheses of this research. It is possible to say that the use of TripAdvisor for information search in planning travel tend to positively influences the three components of attitudes and purchase intentions towards glamping services.

Most importantly, this study has contributed to a major understanding in terms of the influence of e-WOM on reservation making process regarding glamping services in Colombia since they are minimal studies focused on this sector.
Knowing that during the pandemic crisis the use of internet and online connections increased, glamping owners to be informed about the effects that the digital era could have on the tourism sector in Colombia. One of them is the increasing use of online travel communities to take a decision. These websites, who work both as informants and recommenders are becoming important on customer’s mind.

In addition, this study helps marketers and glamping owners by improving their understanding of the influence of e-WOM (TripAdvisor content) on customer’s attitude and purchase intention when making a reservation. With this information, glamping owners can have an idea about this influence and start to be aware of information posted on online travel communities, because it plays an important role on the decision-making process.

Considering that customers are exposed to online content and online information is available 24/7 for everyone, Glamping owners need to be aware about the importance of e-WOM on their business. They should improve their online presence and build a strong online reputation to increase their attractiveness.

Glamping in Colombia is an increasing trend, therefore a recommendation for owners is to start to build a strong online image and take care of the online reputation. Glamping services are focused on offering innovative experiences in connection with nature. Thanks to it, glampings are normally located in places with beautiful landscapes and spots, which can easily call the attention on social media. This study wants to encourage them to share information, and post interesting content on online travel communities to attract new customers.

Also, create connections with customers by asking them to post all kind of e-WOM information and share their experience.

This study can represent a first step to develop future investigations about two worldwide topic trends:

- Glamping, which is changing the way people go on vacations and it is also an increasing trend during the COVID crisis.
• Online travel communities and e-WOM content, which are becoming important and influential source of information for travelers around the world.

7. LIMITATIONS & FUTURE DIRECTIONS

The present study has several limitations. First, this study was conducted during the pandemic crisis (COVID-19), which reduced the number of travelers and stopped the tourism sector in Colombia during months. It affected the number of glamping visitors and reduced the number of possible respondents for the survey developed during this study.

The COVID crisis also change the way to conduct the study. Before the crisis, some Glamping owners were open to help by spreading the survey to frequent customers and also providing information about the way they manage their online reputation regarding online travel communities and their own website. Unfortunately, it was not possible to contact them since the beginning of the crisis when they were forced to close.

In addition, considering that glamping was an emergent trend in Colombia (before the crisis) and glamping experience was beginning to gain popularity but was not positioned on the hotel's sector in Colombia, the information available was reduced, until now, there is not a lot investigations and research about this trend in Colombia. The information presented about Glamping in Colombia correspond to information posted on important newspapers of the country and organizations such as the Colombian tourism office. This information was complemented with research’s and studies about glampings conducted in other countries, such as Portugal.

The research only focused TripAdvisor, future research should include other online travel communities to better understand the influence of e-WOM and information available on internet. It can be useful because people have access to a lot of websites when they are making a reservation and they tend to consult different websites, not only TripAdvisor.
Also, this study can be extended by considering more hotels, not only the most popular glamping in Colombia (according to TripAdvisor). It can be useful to analyze if the popularity of the hotel can have an influence on the decision-making process regarding glamping services. It also can be interesting to do comparisons between different glamping services offered in the country.

This study can represent one of the first studies about the impact of e-WOM on the Glamping industry in Colombia. It proved that e-WOM tends to be an influential element on the decision-making process when booking a glamping and, it also demonstrated that e-WOM tends to positively influence traveler’s purchase intention.

As a future direction, the pandemic crisis also created new needs and new trends in the tourism sector around the world. Hotels owners should adapt their activities to the new social rules, such as social distancing and outdoor activities. Travelers are looking for new landscapes and experiences allowing them to travel respecting the rules, with the pandemic crisis “the entire travel landscape has changed dramatically” (Contreras, 2020).

Glamping can be considered as a solution that fits perfectly with new trends and needs of the tourism sector. Indeed, it offers freestanding private accommodations with personal space and open-air spaces with social distancing. In addition, as glamping are in natural spaces and respect the environment, travelers do not have to share spaces (such as elevators). The concept of privacy also allows to respect COVID measures, each room normally has a private jacuzzi and food is served at the room, allowing to be away from others and share closed spaces.

At the same time, with the crisis, e-commerce and online transactions increased a lot, companies were forced to improve their online presence and develop their business online. As mentioned during the study, e-WOM is becoming important for companies in the digital era, content posted on internet by users is a source of information that customers tend to consult before a purchase.

Due to this, this study can be considered as useful for the future development of Glamping in Colombia. It provides information about the relevance of online travel
communities and user-generated content on purchase intention. It also proves the influence of this content on customer's attitude, showing that this kind of sources can change the feelings or the behavior of customers when taking a decision.

Glamping is becoming an ever more popular trend on the tourism sector. This popularity has been reinforced by the pandemic crisis, even if the tourism sector was stopped during months, the new reality is inviting people to change the way they travel and chose natural places, avoiding touristic places.
8. ACKNOWLEDGMENTS

First, I would like to express my gratitude towards Rennes School of Business and my master’s professors for the knowledge they gave us. It was useful for the development of my study.

Special thanks to Ms. Clara KOETZ, who helped develop my idea and guided me all along the project. She was the best supervisor and she helped me to develop a study on the tourism sector during a worldwide pandemic, a big challenge.

Also, thanks to my parents, who always supported me in every moment of my career and who accompanied me from distance to achieve this objective.

Thanks to all my friends who supported me during the process and who helped me to stay strong during the pandemic crisis.

Thanks to Madeinvote, the company where I am going my internship, thanks to them I could have more precise results.
9. ANNEXES

Survey

Introduction:
Hello, my name is Sofía Monsalve and I am a MSc student in Digital Marketing and Communication. For my graduating project, I am developing a study about the influence of e-WOM on consumer’s attitudes and purchase intention regarding glamping services in Colombia.

I invite you to take part in this research via a survey. Your answers will be anonymous, and you only need 5 minutes to complete it.

Thank you in advance!

What is Glamping?
Short name of “glamorous camping”, it can be defined as “the activity of camping with some of the comforts and luxuries of home” (GlampingHub, 2020).

1) Have you ever been to a Glamping in Colombia?
   Yes
   No (If no, STOP survey)

2) Do you use Online travel communities (such as TripAdvisor) during your reservation making process?
   Yes
   No (If not, stop the survey)

Cognitive component:
Please, choose the answer that best represents how you consider that online travel communities, such as TripAdvisor, influence your reservation process when booking a glamping:
**Reading ratings** posted on TripAdvisor influences me to make a reservation at a specific establishment.

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<th>Strongly disagree</th>
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**Reading reviews and comments** posted on TripAdvisor influences me to make a reservation at a specific establishment.

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**Seeing pictures** posted on TripAdvisor influences me to make a reservation at a specific establishment.

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**Seeing hotel’s popularity index on** TripAdvisor influences me to make a reservation at a specific establishment.

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Seeing the review status on TripAdvisor influences me to make a reservation at a specific establishment.

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Reading forums posted on TripAdvisor influences me to make a reservation at a specific establishment.

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Affective component:

Imagine that you are looking for a hotel to spend your vacation. You search on TripAdvisor and you come across the following rating of a glamping:
Please, choose the answer that best represents your overall feelings towards the glamping qualified in this rating you just read.

<table>
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<tr>
<th>Very negative feelings</th>
<th>Neutral feelings</th>
<th>Very Positive feelings</th>
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Source: Fuente especificada no válida.

Please choose the answer that best represents your overall feelings towards the glamping qualified in the review above.

Source: Fuente especificada no válida.
Romantic Glamping!

“What a fun experience, the service was excellent, fun and romantic evening under the stars. Sleeping in a bubble with views all around was magnificent. We BBQ our dinner, hot tub, the kind of camping I enjoy. Pack light as the resort is on hilly terrain. If you like fine wine bring your own.”

Date of stay: November 2019
Trip type: Traveled as a couple

Source: Fuente especificada no válida.

Please choose the answer that best represents your overall feelings towards the glamping qualified in the comment above

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<th>Very negative feelings</th>
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Please choose the answer that best represents your overall feelings towards the glamping qualified in the comment above, considering the reviewer status (number of contributions and helpful votes).
Bubblesky, not as great as I had hoped

“We recently went on a trip to what was billed as the place to see. While I have to admit the thought of paying upwards of $300 per night for camping in Medellin didn’t thrill me I thought why not. I don’t want to prolong my review so I’ll just write a few key points that ultimately ruined what could be one of the best experiences in South America.

We arrived promptly and first off the signage to get there is almost non existent. Maybe they decided to do this for a reason, maybe not.

Upon checkin we were brought up to our Bubble. My first impression was that it was a very cool and unique place to sleep. So far so good.

The evening comes and there is a “heater” element sitting so that we could keep warm. It didn’t work and we were told that it was just for decor. That was issue number one.

A big selling point of this particular bubble is the jacuzzi which wasn’t working well. We didn’t pay much mind to it since at night it gets a little chilly and we weren’t so interested in jumping in so we decided to sit by the fire (which we were given enough for an hour or two at most). Once that ended we decided to hit the bed. Sleeping in the bubble is definitely unique.
Next morning - now we really want to hit the Jacuzzi but guess what? It really doesn't heat up at all so we decide to call for service. It took almost 2 hours and by that time we were almost at checkout. The nice gentleman obviously can't get this thing to work so he gives us a hose with "hot" water. A hose? How crazy is this? I spent $500 for one night and I'm supposed to warm the jacuzzi with a hose? Imagine how upset I was. Now normally I don't get upset about much but this was silly.

Ok, so final thoughts - is Bubble-sky cool? Sure and it could be quite amazing. Do I think it's worth it? For what they charge absolutely not. For what they charge this place should be run like a 5 star hotel. At this point I doubt I would ever go back. I'm glad it was a one-night thing though. Hope this review helps.

Date of stay: March 2019
Trip type: Traveled as a couple

Source: Fuente especificada no válida.

Please choose the answer that best represents your overall feelings towards the glamping qualified in the comment above

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Please choose the answer that best represents your overall feelings towards the glamping qualified in the comment above, considering the reviewer status (number of contributions and helpful votes).

<table>
<thead>
<tr>
<th>Very negative feelings</th>
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Please choose the answer that best represents your overall feelings towards the glamping shown in the pictures above
Behavioral component:

After reading the comments, ratings, reviews and seeing pictures about BubbleSky glamping, and taking into account its popularity index and the reviewer status, please choose the best answer regarding the influence of content in TripAdvisor on your reservation process when booking a glamping.

**Reviews and comments** posted on TripAdvisor have a strong influence when I book a glamping

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<th>Strongly disagree</th>
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**Ratings** posted on TripAdvisor have a strong influence when I book a glamping

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**Pictures** posted on TripAdvisor have a strong influence when I book a glamping
Hotel’s popularity index on TripAdvisor has a strong influence when I book a glamping

Reviewer status on TripAdvisor has a strong influence when I book a glamping

Purchase intention:

After reading the information posted on TripAdvisor and talking about your past experience with glamping’s reservation, please evaluate the outcome of each following statement about the influence of e-WOM on your purchase intention when booking a glamping.

How likely is that you decide to book a room in a BubbleSky hotel after reading the information available about it on TripAdvisor?
Very unlikely  |  1  | 2  | 3  | 4  | 5  | 6  | 7  | Very likely
---|---|---|---|---|---|---|---|---

General Questions

1. What is your gender?
   - Man  - Woman

2. How old are you?
   - Less than 18  - Between 19 and 28  - Between 29 and 38  - More than 39
10. REFERENCES


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TripAdvisor. (2020). All about your TripAdvisor bubble rating. Retrieved from TripAdvisor: https://www.tripadvisor.co.uk/TripAdvisorInsights/w810#:~:text=Your%20Tripadvisor%20bubble%20rating%20is,average%20and%205%20is%20excellent.


