Analysing the influence of websites quality and content on leisure travellers star category hotel selection in the state of Uttar Pradesh

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Abstract: The present study focuses on analysing the impact of website quality and content on leisure traveller's hotel selection. A structured questionnaire was developed and distributed to respondents through online platform using Google Forms. Chi square test has been used for checking the association between website quality, content and leisure travellers. The findings of the study revealed that out of ten identified features of websites quality: clear language, high resolution photographs, videos of hotel products and services, user friendly and easily accessible websites, 'influence more' to leisure travellers in the selection of star category hotels of Uttar Pradesh. The findings of the study also concluded that out of ten identified features of website content; information about cleanliness and hygiene standards especially followed in the COVID pandemic, places of tourists interest in city and discounts and offers 'influence more' to leisure travellers in the selection of star category hotels of Uttar Pradesh.

Keywords: hotel industry; website quality; website content; leisure travellers; hotel selection.

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1   Introduction

Introduction of internet has revolutionised the world of businesses (Ginige et al., 2001), made remote work enable (Goldenberg and Levy, 2009), transformed the world of sharing information (Feldman, 2002), removed communication barriers between consumers and marketers (Pires et al., 2006) and increased the productivity and profitability level of organisations (Anser et al., 2020). The emergence of internet has immensely influenced the dynamics of tourism industry (Buhalis and Zoge, 2007) and acts as distribution channel (Tan and Dwyer, 2014) and electronic storefront of hotel industry (Ivory Research, 2020); thus becoming significant contributor of marketing mix strategies of hotel industry (Baloglu and Pekcan, 2006). In light of the expanding interest of travellers for online services, numerous hotels have set up websites to promote their products and services and have increased an expanded portion of the online market (Katsoni and Dionysopoulou, 2018; O'Connor and Frew, 2002; Weeks and Crouch, 1999). The first hotels chains which launched their websites in 1994 on the internet were Hyatt Hotels and Promus Hotel Corporation (Intelity, 2016). For hoteliers, a website is the soul of their advertising procedures. It is the best method of imparting lodging to consumers of hotel industry (Chung and Law, 2003; Park and Huang, 2017) and excellent source of information for customers making a hotel selection (O'Connor, 2008; Ye et al., 2011; Liu and Park, 2015). A visit to hotel website could be the first step by a potential customer will interface with property online and it's imperative to give a decent initial introduction. In order to achieve high level communication of information with the travellers, hotel industry professionals must focus on information quality of hotels websites (Law, 2019). Mobile websites are important sources of information of smartphone users which influence their purchasing decisions. User friendly easy-to-use website design and simple information on hotels mobile websites are preferred by customers (Wong et al., 2020).

The main motive behind leisure travellers visit to any destination is to escape from daily work life and visit places for adventure, cultural sites, sports activities, relaxation, pilgrimage activities, entertainment, natural sightseeing, etc. (Valek and Fotiadis, 2018) and safe and secure accommodation is one of the basic requirement of leisure travellers while visiting any destination. Well designed hotel websites plays a very significant role in leisure traveller hotel selection (McCarthy et al., 2010). Rooms, services, lobby, food, location of the hotel, etc. plays very important role in traveller hotel selection decision

(Wang et al., 2020). Hotels websites includes the major attributes of hotels like information about rooms, restaurants, pricing of products, scenic spots, online reviews, safety and security of guests and information about other outlets and services (Hung, 2017); which plays a very important role in leisure travellers hotel selection (Bufquin et al., 2020; Chang et al., 2014; Poddar et al., 2009; Schmidt et al., 2008).

Toh et al., (2011) surveyed 249 leisure travellers and found that 80% leisure travellers utilise hotels websites for information about products and services provided by the hotel and more than half of travellers makes their room reservation using hotel websites or through websites of third party like online travel agencies. Therefore, in the world of digitalisation, internet plays vital role in consumers behaviour as more than 50% of revenue of major brand hotels credited to online channels of marketing like websites in 2010 (Pan et al., 2013). In 2017, Global e-commerce grew by 13% and reached an estimated $29 trillion (UNCTAD, 2019) which indicates the importance of user friendly online platforms. Hotel Asia Pacific magazine ('Driving sales to hotels' own websites', 2004) and Shellum (2004) expressed that as the most un-expensive sales channel, hotel Websites could produce the biggest benefit among different online channels. Thus, most worldwide hotel chains have been attempting to recapture control of their own distribution systems on websites by offering reasonable prices and appealing web pages.

User friendly design, information management, and marketing communication are important factors of website quality which influences the perception of users while using website (Kim and Stoel, 2004). Website quality is the "over-all excellence or effectiveness of a website in delivering intended messages to its audience and viewers" (Jeong et al., 2003). Ease of use (ease of understanding information), usefulness of information, visual and emotional appeal of the website are most important dimensions of website quality which influences consumers for making purchase decision (Turkyilmaz et al., 2015). Hotels websites must be appealing and attractive to enhance users experience (Zeng et al., 2012). Hotel industry professionals must pay special attention on website quality, in order to use a website as a multifunctional platform to meet consumer needs for information and relationship (Hsu et al., 2012; Chan et al., 2020).

Website content/information, audio-visual appeal and interactive features of websites increase customer's online engagement which in turn positively influence consumers brand advocacy and loyalty (Bilro et al., 2018). Hotels must focus on improvement of website quality and must exceed users' expectations to generate positive emotions of consumers (Hsu and Tsou, 2011) and it always arouses customer's interest to select the hotel (Madan et al., 2012). Online travel agencies always focus on their websites quality and content in influencing more consumers to opt for the services while booking hotel (Huang and Lan, 2021). Well-designed website dimensions positively influence booking intention of travellers (Wang and Law, 2020). Web content is the printed, visual, or aural substance that is experienced as a component of the client experience on sites. It might incorporate – in addition to other things – text, pictures, sounds, recordings, and animations. According to Ostovare and Shahraki (2019), information provided by hotel websites should be complete, up to date and accurate and in addition websites must be well designed and utilise different graphics, simple flipping between web pages, provide contact details, pricing of products and must provide hotel reservation feasibility; as these are the key factors of hotel website and absence of any of these factors leads to negative feedback of customers.

2 Review of literature

2.1 Website quality

According to study of Ali (2016), quality of information, website system and security and privacy of customer data are the most significant factors of website quality which influence customer satisfaction and purchase intentions. Chen and Chang (2010) stated in their study that there are various important factors related to website quality which website service providers must take into consideration and keep improving the website quality to increase customer satisfaction. Wang et al. (2015) in their study stated that clear language, easy to understand information, well organised information, user friendly layout, simple website navigations, etc. are some of important features of website quality which influences customers purchase decision. Study on hotel websites in Malaysia concluded that ease of use, perceived usefulness, functionality, and usability are the significant factors which affects the purchase intention of users and among these factors, ease of use has the most significant impact on purchase intention (Raad et al., 2018). Well designed websites helps hotels in the promotion of their products and services and thus positively influence customer's hotel selection (Alhawamdeh, 2021). Website quality of hotels is a critical motivator in developing affective e-trust, commitment and online hotel booking intentions and travellers who enjoy the experience with website platform of hotels are more motivated to book a room in that particular hotel. Table 1 lists studies that adopted website quality features as their basis of research.

Table 1   Key features of website quality

Authors	Sector	Website quality features
Raad et al. (2018)	Hotel	Clear language on website
Vrontis et al. (2008)	Hotel	Easy to understand information
Sivaji et al. (2014)	Hotel	High resolution photographs of rooms and public areas
Aluri et al. (2015)	Hotel	Videos of hotel products, services and facilities
Espigares-Jurado et al. (2020)	Hotel	User friendly and easily accessible websites
Ongsakul et al. (2020)	Hotel	Well-organised information on websites
Kim and Mattila (2011)	Hotel	Usage of good color combination on website designing
Moraru (2018)	Hotel	Secured payment gateway given on website
Hahn et al. (2017)	Hotel	Provide easily accessible contact details
Yang et al. (2019)	Hotel	Indicates hotel location on Google map

2.2 Website content

Salem and Čavlek (2016) in their study found that information about rooms, Wi-Fi facilities, location of the hotel, contact details, information about surrounding areas are some of the important features of website content which influences consumer hotel selection. Maryto et al. (2018) in their study revealed that contact details of hotel, registered hotel logo, complete features of hotel, map display information, complete information about rooms, conference halls, banquet halls and room reservation, etc. are

some of the significant features of website content which motivates consumers to select the hotel. The study of Kaur and Singh (2020) showed that visual information had significant impact on electronic word of mouth (eWOM).Trustworthiness of information and qualitative information effectively evaluate hotel websites and special discounts, reservation information and assurance are some of the important features of website content which must be most significant part of the well-designed websites (Baki, 2020). The study of Bufquin et al. (2020) stated that information about hotel services and facilities on websites can influence potential customers in their purchase intention. However, too much information displayed on hotel website may have a negative impact on consumer's decision making related to hotel selection. Table 2 lists studies that adopted features of website content as their basis of research.

Table 2   Key features of website content

Authors	Sector	Website content features
Musante et al. (2009)	Hotel	Type of hotel
Salem and Čavlek (2016)	Hotel	Information about types of guestrooms
Öğüta and Cezara (2012)	Hotel	Clearly defined price of rooms
Yang et al. (2018)	Hotel	Location of the hotel
Stringam et al. (2010)	Hotel	Cleanliness and hygiene standards
Ramos et al. (2016)	Hotel	Information about places of tourists interest
Albayrak et al. (2017)	Hotel	Focus on leisure activities by hotel
Liang and Chen (2012)	Hotel	Information of discounts and offers
Edo-Marzá (2011)	Hotel	Special events in the city and hotel

2.3   *Influence of website quality and content on leisure travellers hotel selection*

The study of Sinha and Singh (2020) stated that the pervasiveness of social networking sites (SNS) is one of the major highlights of development of web 2.0 applications. In recent years, development of online start-up culture has led to the rise and growth of countless online retailers in India (Ayodeji et al., 2020) and well-designed websites are the primary need for the success of their business. With the emergence of digital era the business landscape has progressed drastically thereby influencing all the marketing and promotional activities (Mehta and Singhal, 2020) and thus made websites integral part of the success of any business. Jauhari et al. (2019) in their study stated that website quality has considerable impact on customer satisfaction, customer satisfaction has positive influence on purchase intention and website quality has a significant impact on customer purchase intention. Therefore, hotels should improve website quality and must focus on usability and information about services and facilities on website; as websites with better quality have a significant impact on hotel consumers purchase decision. Spoerr (2020) stated that leisure travellers who are one of most important segment for hotel industry pays great attention to cleanliness standard, economic value and safety and security features provided by hotels while selecting hotel. Yavas and Babakus (2005) in their study revealed that general hotel amenities, services, safety and security and room amenities are the most important factors for leisure traveller's hotel selection. Lien et al. (2015) in their study stated that convenience of usage, cost saving and time saving are some of the important factors associated with online platforms and that is the reason for

leisure travellers to reserve hotel rooms from internet websites and it also provides them crucial information regarding brand, price and services of the hotel. Many hotels have noticed leisure travellers' online booking pattern and have provided online platforms to make online booking and website is one of them.

Kirillova and Chan (2018) in their study stated that visual appearance of hotel websites increase consumers experiential value and improve their attitude towards websites. Attractive website features increase customers interest and leads to better assessment of hotels service quality and revisit intention and positively influence purchase decision. Li et al. (2015) in their study described that most important information on hotel websites which influence leisure travellers purchase decision are hotel information, information about rooms, maps/driving directions, information about hotel amenities, overview of property, products and services offered, information about food outlets, photo gallery, information about events and destination attraction information. Promotional features provided on hotels websites extensively influences hotels business success (Shuai and Wu, 2011).

3   Research gap and formulation of the problem

In the past, studies have been conducted to analyse the association of websites features on customers decision making (Lee and Kozar, 2006; Bai et al., 2008). But no specific study has been found on websites quality and content features and how these features influence decision making of consumer of hotel industry. No specific study has been found associating website quality and content features of hotels websites with leisure travellers' hotel selection. No study on influence of website quality and content features on leisure travellers' hotel selection in the Indian State of Uttar Pradesh has been found. To fulfil the above mentioned gap, the present research has been conducted with the title 'Analysing the influence of websites quality and content on leisure travellers star category hotel selection in the state of Uttar Pradesh'.

4   Objectives of the study

1   To identify the features associated with websites quality and website content of hotels.

2   To analyse the influence of websites quality on leisure travellers' hotel selection.

3   To examine the influence of websites content on leisure travellers' hotel selection.

5   Hypotheses

$H0_1$ There are no features associated with website quality and website content.

$H1_1$ There are various features associated with website quality and website content.

$H0_2$ Website quality features do not influence leisure travellers' hotel selection.

$H2_2$ Website quality features influence leisure travellers' hotel selection.

H0₃   Website content features do not influence leisure travellers' hotel selection.

H3₃   Website content features influence leisure travellers' hotel selection.

6   Research methodology

6.1   Sampling and data collection

The data for the present research paper were collected from consumers of hotel industry of India and especially from leisure travellers who visited star category hotels of Uttar Pradesh especially in Agra, Lucknow, Mathura, Prayagraj and Varanasi. For the collection of data, structured questionnaire was prepared and distributed to respondents through online platform using Google Forms. Simple random sampling model has been used to draw the sample from the population. The surveyed questionnaire consisted closed ended questions on four sections. The first section consisted questions on demographic profile of respondents. The second section consisted questions on profile of surveyed population related to travel activities and their hotel stay. The third section consisted questions on the objective, influence of hotels website quality on leisure travellers purchase decision. The fourth section consisted questions on the objective based on influence of information provided on websites on leisure travellers hotel selection. The third and fourth section consisted closed ended questions on 5-point Likert scale where 1 indicates not at all influential, 2 indicates slightly influential, 3 indicates somewhat influential, 4 indicates moderately influential and 5 indicates extremely influential. The survey was conducted in the month of October 2020. The primary source of data collection was structured questionnaire using Google Forms and secondary sources of information were Government reports, national and international journals, theses, published research articles/papers, books, websites, magazines, newspapers, etc.

6.2   Chi-square test

Chi-square tests are often used in hypothesis testing. The chi-square statistic compares the size any discrepancies between the expected results and the actual results, given the size of the sample and the number of variables in the relationship.

Formula for calculating χ^2:

$$\chi^2 = \sum \frac{O_i - E_i}{E_i} \, \mathrm{g}$$

A chi-square statistic is one way to show a relationship between two categorical variables. That is why in the present study, chi-square statistic has been used as the present study is finding the impact of website quality and content on leisure travellers hotel selection.

7 Analysis and findings

7.1 Features of website quality and content

The first objective of the study was to identify various features associated with hotels website quality and content. From the study of previous literature on hotels website quality, it has been found that clear language (Raad et al., 2018), easy to understand information (Vrontis et al., 2008), user friendly layout (Espigares-Jurado et al., 2020), high resolution photographs (Sivaji et al., 2014), videos of hotel products (Aluri et al., 2015), well-organised information (Ongsakul et al., 2020), usage of color combination (Kim and Mattila, 2011), secured payment gateway (Moraru, 2018), easily accessible contact details (Hahn et al., 2017) and hotel location on Google map (Yang et al., 2019), etc. are the most important features of website quality.

Important features of hotel website content found from the study of previous literature are information about type of hotel (Musante et al., 2009), guestrooms (Salem and Čavlek, 2016), price of rooms (Öğüta and Cezara, 2012), location of the hotel (Yang et al., 2018), cleanliness and hygiene standards (Stringam et al., 2010), places of tourists interest (Ramos et al., 2016), leisure activities (Albayrak et al., 2017), discounts and offers (Liang and Chen, 2012) and special events in the city and hotel (Edo-Marzá, 2011).

Thus, Hypothesis $H0_1$ has been rejected and $H1_1$ has been accepted as there are various features of website quality and website content.

7.2 Demographic characteristics of respondents

To accomplish the objectives of present research paper, a structured questionnaire was distributed through online platform Google Forms to 200 respondents all over India in the month of October, 2020. 172 out of 200 respondents had filled and submitted the questionnaire. Out of 172 responses, 133 responses have been found valid according to the need of the present research. Table 3 represents the demographic profile of consumers of hotel industry.

Table 3 Demographic characteristics of respondents

Variables		*(%)*
Gender	Male	76.2
	Female	23.8
	Preferred not to say	----
Age	18–30 years	41.3
	31–40 years	46.5
	41–50 years	8.1
	51–60 years	4.1
	Above 60 years	---
Marital status	Single	38
	Married	60.2
	Preferred not to say	1.8
Area of residence	Urban	86
	Rural	14

Table 3   Demographic characteristics of respondents (continued)

Variables		(%)
Educational qualifications	Undergraduate	1.7
	Graduate	36
	Postgraduate	56.4
	Doctorate	5.2
	Others	0.6
Occupation	Students	12.2
	Government job	33.1
	Private job	43
	Business	5.2
	Others	6.4
Annual income	Not earning	14
	Less than 1 Lakh	2.3
	1-3 Lakhs	23.3
	3-6 Lakhs	26.2
	6-10 Lakhs	20.9
	More than 10 Lakhs	13.4

7.3   Influence of hotels websites quality features on leisure travellers hotel selection

The second objective of the study is to analyse the influence of features of websites quality on leisure travellers hotel selection. On a Likert scale of 1 (not at all influential) to 5 (extremely influential), 133 surveyed leisure travellers response indicated the influence of various features of websites quality on their decision of hotel selection.

Table 4   Websites quality feature which influence decision for hotel selection [clear language on website]

Websites quality [clear language on website]	Responses		
	Yes	No	Total
Not at all influential	10	0	10
	7.5%	0.0%	7.5%
Slightly influential	19	0	19
	14.3%	0.0%	14.3%
Somewhat influential	7	0	7
	5.3%	0.0%	5.3%
Moderately influential	28	0	28
	21.1%	0.0%	21.1%
Extremely influential	52	17	69
	39.1%	12.8%	51.9%
Total	*116*	*17*	*133*
	87.2%	*12.8%*	*100.0%*

H$_0$ Websites quality [clear language on website] does not influence decision of selection for hotel.

H$_1$ Websites quality [clear language on website] influence decision of selection for hotel.

Table 4.1 Impact of clear language of website on leisure travellers hotel selection

Parameters		Impact decision of selection for hotel
Websites quality [Clear language on website]	Correlation coefficient Pearson chi-square	.201
	Sig. (2-tailed)	.000
	N	133

Result:

By observing the significant value of correlation in case of *websites quality [clear language on website] and decision of selection for hotel*, it can be seen that the null hypothesis will be rejected as p-value is less than 0.05.

Therefore, it can be concluded, that for these attributes, there does exists a significant association.

The Value of the *correlation coefficient is .201*, which implies a strong correlation between them.

Table 5 Websites quality features which influence decision for hotel selection [easy to understand information on websites]

Websites quality [easy to understand information on websites]	Responses		
	Yes	*No*	*Total*
Not at all influential	2	0	2
	1.5%	0.0%	1.5%
Slightly influential	21	0	21
	15.8%	0.0%	15.8%
Somewhat influential	9	0	9
	6.8%	0.0%	6.8%
Moderately influential	28	0	28
	6.8%	0.0%	6.8%
Extremely influential	29	0	29
	41.4%	12.8%	54.1%
Total	*116*	*17*	*133*
	87.2%	*12.8%*	*100.0%*

H$_0$ Websites quality [easy to understand information on websites] does not influence decision of selection for hotel.

H$_1$ Websites quality [easy to understand information on websites] influence decision of selection for hotel.

Table 5.1   Impact of easy to understand information of website on leisure travellers hotel selection

Parameters		*Impact decision of selection for hotel*
Websites quality [easy to understand information on websites]	Correlation coefficient Pearson chi-square	.042
	Sig. (2-tailed)	.000
	N	133

Result:

By observing the significant value of correlation in case of websites quality [easy to understand information on websites] and decision of selection for hotel, it can be seen that the null hypothesis will be rejected as p-value is less than 0.05.

Therefore, it can be concluded, that for these attributes, there exists a significant association.

The value of the *correlation coefficient is .042*, which implies a strong correlation between them.

Table 6   Websites quality feature which influence decision for hotel selection [high resolution photographs of rooms, restaurants and other public areas]

Websites quality [high resolution photographs of rooms, restaurants and other public areas]	Responses		
	Yes	*No*	*Total*
Not at all influential	8	0	8
	6.0%	0.0%	6.0%
Slightly influential	12	0	12
	9.0%	0.0%	9.0%
Somewhat influential	12	0	12
	9.0%	0.0%	9.0%
Moderately influential	30	0	30
	22.6%	0.0%	22.6%
Extremely influential	54	17	71
	40.6%	12.8%	53.4%
Total	*116*	*17*	*133*
	87.2%	*12.8%*	*100.0%*

H_0 Websites quality [high resolution photographs of rooms, restaurants and other public areas] does not influence decision of selection for hotel.

H_1 Websites quality [high resolution photographs of rooms, restaurants and other public areas] influences decision of selection for hotel.

Table 6.1 Impact of high resolution photographs of website on leisure travellers hotel selection

Parameters		Impact decision of selection for hotel
Websites quality [high resolution photographs of rooms, restaurants and other public areas]	Correlation coefficient Pearson chi-square	.102
	Sig. (2-tailed)	.000
	N	133

Result:

By observing the significant value of correlation in case of websites quality [high resolution photographs of rooms, restaurants and other public areas] and decision of selection for hotel, it can be seen that the null hypothesis will be rejected as p-value is less than 0.05.

Therefore, it can be concluded, that for these attributes, there exists a significant association.

The value of the *correlation coefficient is .102*, which implies a strong correlation between them.

Table 7 Websites quality features which influence decision for hotel selection [videos of hotel products, services and facilities]

Websites quality [videos of hotel products, services and facilities]	Responses		
	Yes	No	Total
Not at all influential	8	0	8
	6.0%	0.0%	6.0%
Slightly influential	11	0	11
	8.3%	0.0%	8.3%
Somewhat influential	9	0	9
	6.8%	0.0%	6.8%
Moderately influential	35	0	35
	26.3%	0.0%	26.3%
Extremely influential	53	17	70
	39.8%	12.8%	52.6%
Total	*116*	*17*	*133*
	87.2%	*12.8%*	*100.0%*

H_0 Websites quality [videos of hotel products, services and facilities] does not influence decision of selection for hotel.

H_1 Websites quality [videos of hotel products, services and facilities] influence decision of selection for hotel.

Table 7.1   Impact of videos f hotel products on website on leisure travellers hotel selection

Parameters		Impact decision of selection for hotel
Websites quality [videos of hotel products, services and facilities]	Correlation coefficient Pearson chi-square	.145
	Sig. (2-tailed)	.000
	N	133

Result:

By observing the significant value of correlation in case of websites quality [videos of hotel products, services and facilities] and impact decision of selection for hotel, it can be seen that the null hypothesis will be rejected as p-value is less than 0.05.

Therefore, it can be concluded, that for these attributes, there exists a significant association.

The value of the *correlation coefficient is .145*, which implies a strong correlation between them.

Table 8   Websites quality feature which influence decision for hotel selection [user friendly and easily accessible websites]

Websites quality [user friendly and easily accessible websites]	Responses		
	Yes	*No*	*Total*
Not at all influential	4	0	4
	3.0%	0.0%	3.0%
Slightly influential	13	0	13
	9.8%	0.0%	9.8%
Somewhat influential	11	0	11
	8.3%	0.0%	8.3%
Moderately influential	31	0	31
	23.3%	0.0%	23.3%
Extremely influential	57	17	74
	42.9%	12.8%	55.6%
Total	*116*	*17*	*133*
	87.2%	*12.8%*	*100.0%*

H_0 Websites quality [user friendly and easily accessible websites] does not influence decision of selection for hotel.

H_1 Websites quality [user friendly and easily accessible websites] influence decision of selection for hotel.

Table 8.1 Impact of user friendly and easily accessible website design on leisure travellers hotel selection

Parameters		*Impact decision of selection for hotel*
Websites quality [user friendly and easily accessible websites]	Correlation coefficient Pearson chi-square	.204
	Sig. (2-tailed)	.000
	N	133

Result:

By observing the significant value of correlation in case of websites quality [user friendly and easily accessible websites] and decision of selection for hotel, it can be seen that the null hypothesis will be rejected as p-value is less than 0.05.

Therefore, it can be concluded, that for these attributes, there exists a significant association.

The value of the *correlation coefficient is .204*, which implies a strong correlation between them.

Table 9 Websites quality feature which influence decision for hotel selection [well-organised information on websites]

Websites quality [well-organised information on websites]	*Responses*		
	Yes	*No*	*Total*
Not at all influential	3	0	3
	2.3%	0.0%	2.3%
Slightly influential	12	0	12
	9.0%	0.0%	9.0%
Somewhat influential	12	0	12
	9.0%	0.0%	9.0%
Moderately influential	25	0	25
	18.8%	0.0%	18.8%
Extremely influential	64	17	81
	48.1%	12.8%	60.9%
Total	*116*	*17*	*133*
	87.2%	*12.8%*	*100.0%*

H_0 Websites quality [well-organised information on websites] does not influence decision of selection for hotel.

H_1 Websites quality [well-organised information on websites] influence decision of selection for hotel.

Table 9.1   Impact of website's well organised information on leisure travellers hotel selection

Parameters		Impact decision of selection for hotel
Websites quality [well-organised information on websites]	Correlation coefficient Pearson chi-square	.014
	Sig. (2-tailed)	.000
	N	133

Result:

By observing the significant value of correlation in case of websites quality [well organised information on websites] and decision of selection for hotel, it can be seen that the null hypothesis will be rejected as p-value is less than 0.05.

Therefore, it can be concluded, that for these attributes, there exists a significant association.

The value of the *correlation coefficient is .014*, which implies a strong correlation between them.

Table 10   Websites quality feature which influence decision for hotel selection [usage of good colour combination on website designing]

Websites quality [usage of good colour combination on website designing]	Responses		
	Yes	*No*	*Total*
Not at all influential	10	0	10
	7.5%	0.0%	7.5%
Slightly influential	17	0	17
	8.3%	0.0%	8.3%
Somewhat influential	11	0	11
	8.3%	0.0%	8.3%
Moderately influential	43	0	43
	32.3%	0.0%	32.3%
Extremely influential	35	17	52
	87.2%	12.8%	100.0%
Total	*116*	*17*	*133*
	87.2%	*12.8%*	*100.0%*

H_0 Websites quality [usage of good colour combination on website designing] does not influence decision of selection for hotel.

H_1 Websites quality [usage of good colour combination on website designing] influence decision of selection for hotel.

Table 10.1 Impact of website's good colour combination on leisure travellers hotel selection

Parameters		*Impact decision of selection for hotel*
Websites quality [usage of good colour combination on website designing]	Correlation coefficient Pearson chi-square	.056
	Sig. (2-tailed)	.000
	N	133

Result:

By observing the significant value of correlation in case of websites quality [usage of good colour combination on website designing] and decision of selection for hotel, it can be seen that the null hypothesis will be rejected as p-value is less than 0.05.

Therefore, it can be concluded, that for these attributes, there exists a significant association.

The value of the *correlation coefficient is .056*, which implies a strong correlation between them.

Table 11 Websites quality feature which influence decision for hotel selection [secured payment gateway given on website]

Websites quality [secured payment gateway given on website]	*Responses*		
	Yes	*No*	*Total*
Not at all influential	2	0	2
	1.5%	0.0%	1.5%
Slightly influential	16	0	16
	12.0%	0.0%	12.0%
Somewhat influential	7	0	7
	5.3%	0.0%	5.3%
Moderately influential	28	0	28
	21.1%	0.0%	21.1%
Extremely influential	63	17	80
	47.4%	12.8%	60.2%
Total	*116*	*17*	*133*
	87.2%	*12.8%*	*100.0%*

H_0 Websites quality [secured payment gateway given on website] does not influence decision of selection for hotel.

H_1 Websites quality [secured payment gateway given on website] influence decision of selection for hotel.

Table 11.1   Impact of website's secured payment gateway on leisure travellers hotel selection

Parameters		Impact decision of selection for hotel
Websites quality [secured payment gateway given on website]	Correlation coefficient Pearson chi-square	.012
	Sig. (2-tailed)	.000
	N	133

Result:

By observing the significant value of correlation in case of websites quality [secured payment gateway given on website] and decision of selection for hotel, it can be seen that the null hypothesis will be rejected as p-value is less than 0.05.

Therefore, it can be concluded, that for these attributes, there exists a significant association.

The value of the *correlation coefficient is .012*, which implies a strong correlation between them.

Table 12   Websites quality feature which influence decision for hotel selection [provide easily accessible contact details]

Websites quality [provide easily accessible contact details]	Responses		
	Yes	No	Total
Not at all influential	3	0	3
	2.3%	0.0%	2.3%
Slightly influential	12	0	12
	9.0%	0.0%	9.0%
Somewhat influential	11	0	11
	8.3%	0.0%	8.3%
Moderately influential	35	0	35
	26.3%	0.0%	26.3%
Extremely influential	55	17	72
	41.4%	12.8%	54.1%
Total	*116*	*17*	*133*
	87.2%	*12.8%*	*100.0%*

H_0 Websites quality [provide easily accessible contact details] does not influence decision of selection for hotel.

H_1 Websites quality [provide easily accessible contact details] influence decision of selection for hotel.

Table 12.1 Impact of websites providing easily accessible contact details on leisure travellers hotel selection

Parameters		Impact decision of selection for hotel
Websites quality [provide easily accessible contact details]	Correlation coefficient Pearson chi-square	.052
	Sig. (2-tailed)	.000
	N	133

Result:

By observing the significant value of correlation in case of websites quality [provide easily accessible contact details] and decision of selection for hotel, it can be seen that the null hypothesis will be rejected as p-value is less than 0.05.

Therefore, it can be concluded, that for these attributes, there exists a significant association.

The value of the *correlation coefficient is .052*, which implies a strong correlation between them.

Table 13 Websites quality feature which influence decision for hotel selection [indicates hotel location on Google Map]

Websites quality [indicates hotel location on Google Map]	Responses		
	Yes	*No*	*Total*
Not at all influential	4	0	4
	3.0%	0.0%	3.0%
Slightly influential	12	0	12
	9.0%	0.0%	9.0%
Somewhat influential	10	0	10
	7.5%	0.0%	7.5%
Moderately influential	27	0	27
	20.3%	0.0%	20.3%
Extremely influential	63	17	80
	47.4%	12.8%	60.2%
Total	*116*	*17*	*133*
	87.2%	*12.8%*	*100.0%*

H_0 Websites quality [indicates hotel location on Google Map] does not influence decision of selection for hotel.

H_1 Websites quality [indicates hotel location on Google Map] influence decision of selection for hotel.

Table 13.1   Impact of websites indicating hotel location on Google map on leisure travellers hotel selection

Parameters		Impact decision of selection for hotel
Websites quality [indicates hotel location on Google Map]	Correlation Coefficient Pearson Chi-Square	.012
	Sig. (2-tailed)	.001
	N	133

Result:

By observing the significant value of correlation in case of websites quality [indicates hotel location on Google Map] and decision of selection for hotel, it can be seen that the null hypothesis will be rejected as p-value is less than 0.05.

Therefore, it can be concluded, that for these attributes, there exists a significant association.

The value of the *correlation coefficient is .012*, which implies a strong correlation between them.

7.4   *Influence of features of websites content on leisure travellers hotel selection*

The third objective of the study is to examine the influence of features of websites content on leisure travellers' hotel selection. On a Likert scale of 1 (not at all influential) to 5 (extremely Influential), 133 surveyed leisure travellers response indicated the influence of various features of websites content on their decision of hotel selection.

Table 14   Content on hotel websites which influence decision for hotel selection [type of hotel]

Websites content [type of hotel]	Responses		
	Yes	No	Total
Not at all influential	Table 6	0	6
	4.5%	0.0%	4.5%
Slightly influential	13	0	13
	9.8%	0.0%	9.8%
Somewhat influential	18	0	18
	13.5%	0.0%	13.5%
Moderately influential	35	17	52
	26.3%	12.8%	39.1%
Extremely influential	44	0	44
	33.1%	0.0%	33.1%
Total	*116*	*17*	*133*
	87.2%	*12.8%*	*100.0%*

H_0 Websites content [type of hotel] does not influence decision of selection for hotel.

H_1 Websites content [type of hotel] influence decision of selection for hotel.

Table 14.1 Impact of website content (type of hotel) on leisure travellers hotel selection

Parameters		Impact decision of selection for hotel
Websites content [type of hotel]	Correlation coefficient Pearson chi-square	.004
	Sig. (2-tailed)	.000
	N	133

Result:

By observing the significant value of correlation in case of websites content [type of hotel] and decision of selection for hotel, it can be seen that the null hypothesis will be rejected as p-value is less than 0.05.

Therefore, it can be concluded, that for these attributes, there does exists a significant association.

The value of the *correlation coefficient is .004*, which implies a correlation between them.

Table 15 Content on hotel websites which influence decision for hotel selection [clearly defined price of rooms]

Websites content [clearly defined price of rooms]	Responses		
	Yes	*No*	*Total*
Not at all influential	4	0	4
	3.0%	0.0%	3.0%
Slightly influential	11	0	11
	8.3%	0.0%	8.3%
Somewhat influential	13	0	13
	9.8%	0.0%	9.8%
Moderately influential	17	17	34
	12.8%	12.8%	25.6%
Extremely influential	71	0	71
	53.4%	0.0%	53.4%
Total	*116*	*17*	*133*
	87.2%	*12.8%*	*100.0%*

H_0 Websites content [clearly defined price of rooms] does not influence decision of selection for hotel.

H_1 Websites content [clearly defined price of rooms] influence decision of selection for hotel.

Table 15.1 Impact of website content (clearly defined price of rooms) on leisure travellers hotel selection

Parameters		Impact decision of selection for hotel
Websites content [clearly defined price of rooms]	Correlation coefficient Pearson chi-square	.014
	Sig. (2-tailed)	.000
	N	133

Result:

By observing the significant value of correlation in case of websites content [clearly defined price of rooms] and decision of selection for hotel, it can be seen that the null hypothesis will be rejected as p-value is less than 0.05.

Therefore, it can be concluded, that for these attributes, there does exists a significant association.

The value of the *correlation coefficient is .014*, which implies a correlation between them.

Table 16 Content on hotel websites which influence decision for hotel selection [location of the hotel]

Websites content [location of the hotel]	Responses		
	Yes	*No*	*Total*
Not at all influential	7	0	7
	5.3%	0.0%	5.3%
Slightly influential	9	0	9
	6.8%	0.0%	6.8%
Somewhat influential	10	0	10
	7.5%	0.0%	7.5%
Moderately influential	29	17	46
	21.8%	12.8%	34.6%
Extremely influential	61	0	61
	45.9%	0.0%	45.9%
Total	*116*	*17*	*133*
	87.2%	*12.8%*	*100.0%*

H_0 Websites content [location of the hotel] does not influence decision of selection for hotel.

H_1 Websites content [location of the hotel] influence decision of selection for hotel.

Table 16.1 Impact of website content (location of the hotel) on leisure travellers hotel selection

Parameters		Impact decision of selection for hotel
Websites content [location of the hotel]	Correlation coefficient Pearson chi-square	.014
	Sig. (2-tailed)	.000
	N	133

Result:

By observing the significant value of correlation in case of websites content [location of the hotel] and impact decision of selection for hotel, it can be seen that the null hypothesis will be rejected as p-value is less than 0.05.

Therefore, it can be concluded, that for these attributes, there does exists a significant association.

The value of the correlation coefficient is .014, which implies a correlation between them.

Table 17 Content on hotel websites which influence decision for hotel selection [information about types of guestrooms]

Websites content [information about types of guestrooms]	Responses		
	Yes	No	Total
Not at all influential	5	0	5
	3.80%	0.00%	3.80%
Slightly influential	13	0	13
	9.80%	0.00%	9.80%
Somewhat influential	11	0	11
	8.30%	0.00%	8.30%
Moderately influential	38	0	38
	28.60%	0.00%	28.60%
Extremely influential	49	17	66
	36.80%	12.80%	49.60%
Total	*116*	*17*	*133*
	87.2%	*12.8%*	*100.0%*

H_0 Websites content [information about types of guestrooms] does not influence decision of selection for hotel.

H_1 Websites content [information about types of guestrooms] influence decision of selection for hotel.

Table 17.1 Impact of website content (type of guestrooms) on leisure travellers hotel selection

Parameters		Impact decision of selection for hotel
Websites content [information about types of guestrooms]	Correlation coefficient Pearson chi-square	.004
	Sig. (2-tailed)	.000
	N	133

Result:

By observing the significant value of correlation in case of websites content [information about types of guestrooms] and decision of selection for hotel, it can be seen that the null hypothesis will be rejected as p-value is less than 0.05.

Therefore, it can be concluded, that for these attributes, there does exists a significant association.

The value of the *correlation coefficient is .004*, which implies a correlation between them.

Table 18 Content on hotel websites which influence decision for hotel selection [cleanliness and hygiene standards especially followed in the COVID pandemic]

Websites content [cleanliness and hygiene standards especially followed in the COVID pandemic]	Responses		
	Yes	No	Total
Not at all influential	4	0	4
	3.0%	0.0%	3.0%
Slightly influential	9	0	9
	6.8%	0.0%	6.8%
Somewhat influential	9	0	9
	6.8%	0.0%	6.8%
Moderately influential	15	0	15
	11.3%	0.0%	11.3%
Extremely influential	79	17	96
	59.4%	12.8%	72.2%
Total	*116*	*17*	*133*
	87.2%	*12.8%*	*100.0%*

H_0 Websites content [cleanliness and hygiene standards especially followed in the COVID pandemic] does not influence decision of selection for hotel.

H_1 Websites content [cleanliness and hygiene standards especially followed in the COVID pandemic] influence decision of selection for hotel.

Table 18.1 Impact of website content (cleanliness and hygiene standards) on leisure travellers hotel selection

Parameters		Impact decision of selection for hotel
Websites content [cleanliness and hygiene standards especially followed in the COVID pandemic]	Correlation coefficient Pearson chi-square	.111
	Sig. (2-tailed)	.017
	N	133

Result:

By observing the significant value of correlation in case of websites content [cleanliness and hygiene standards especially followed in the COVID pandemic] and impact decision of selection for hotel, it can be seen that the null hypothesis will be rejected as p-value is less than 0.05.

Therefore, it can be concluded, that for these attributes, there does exists a significant association.

The value of the *correlation coefficient is .111*, which implies a correlation between them.

Table 19 Content on hotel websites which influence decision for hotel selection [places of tourist interest in city]

Websites content [places of tourists interest in city]	Responses		
	Yes	No	Total
Not at all influential	5	0	5
	3.8%	0.0%	3.8%
Slightly influential	12	0	12
	9.0%	0.0%	9.0%
Somewhat influential	17	17	34
	12.8%	12.8%	25.6%
Moderately influential	38	0	38
	28.6%	0.0%	28.6%
Extremely influential	44	0	44
	33.1%	0.0%	33.1%
Total	116	17	133
	87.2%	12.8%	100.0%

H_0 Websites content [places of tourist interest in city] does not influence decision of selection for hotel.

H_1 Websites content [places of tourist interest in city] influence decision of selection for hotel.

Table 19.1 Impact of website content (places of tourists interest in city) on leisure travellers hotel selection

Parameters		*Impact decision of selection for hotel*
Websites content [places of tourist interest in city]	Correlation coefficient Pearson chi-square	.162
	Sig. (2-tailed)	.000
	N	133

Result:

By observing the significant value of correlation in case of websites content [places of tourist interest in city] and decision of selection for hotel, it can be seen that the null hypothesis will be rejected as p-value is less than 0.05.

Therefore, it can be concluded, that for these attributes, there does exists a significant association.

The value of the *correlation coefficient is .162*, which implies a correlation between them.

Table 20 Content on hotel websites which influence decision for hotel selection [focus on leisure activities by hotel like pools, evening entertainment, kids club, etc.]

Websites content [focus on leisure activities by hotel like pools, evening entertainment, kids club, etc.]	*Responses*		
	Yes	*No*	*Total*
Not at all influential	5	0	5
	3.8%	0.0%	3.8%
Slightly influential	14	0	14
	10.5%	0.0%	10.5%
Somewhat influential	20	0	20
	15.0%	0.0%	15.0%
Moderately influential	32	17	49
	24.1%	12.8%	36.8%
Extremely influential	45	0	45
	33.8%	0.0%	33.8%
Total	*116*	*17*	*133*
	87.2%	*12.8%*	*100.0%*

H_0 Websites content [focus on leisure activities by hotel like pools, evening entertainment, kids club, etc.] does not influence decision of selection for hotel.

H_1 Websites content [focus on leisure activities by hotel like pools, evening entertainment, kids club, etc.] influence decision of selection for hotel.

Table 20.1 Impact of website content (focus on leisure activities) on leisure travellers hotel selection

Parameters		*Impact decision of selection for hotel*
Websites content [focus on leisure activities by hotel like pools, evening entertainment, kids, club, etc.]	Correlation coefficient Pearson chi-square	.104
	Sig. (2-tailed)	.000
	N	133

Result:

By observing the significant value of correlation in case of websites content [focus on leisure activities by hotel like pools, evening entertainment, kids club, etc.] and decision of selection for hotel, it can be seen that the null hypothesis will be rejected as p-value is less than 0.05.

Therefore, it can be concluded, that for these attributes, there does exists a significant association.

The value of the *correlation coefficient is .104*, which implies a correlation between them.

Table 21 Content on hotel websites which influence decision for hotel selection [information of discounts and offers]

Websites content [information of discounts and offers]	*Responses*		
	Yes	*No*	*Total*
Not at all influential	4	0	4
	3.0%	0.0%	3.0%
Slightly influential	13	0	13
	9.8%	0.0%	9.8%
Somewhat influential	21	0	21
	15.8%	0.0%	15.8%
Moderately influential	34	17	51
	25.6%	12.8%	38.3%
Extremely influential	44	0	44
	33.1%	0.0%	33.1%
Total	*116*	*17*	*133*
	87.2%	*12.8%*	*100.0%*

H_0 Websites content [information of discounts and offers] does not influence decision of selection for hotel.

H_1 Websites content [information of discounts and offers] influence decision of selection for hotel.

Table 21.1   Impact of website content (discount and offers) on leisure travellers hotel selection

Parameters		Impact decision of selection for hotel
Websites content [Information of discounts and offers]	Correlation coefficient Pearson chi-square	.169
	Sig. (2-tailed)	.000
	N	133

Result:

By observing the significant value of correlation in case of websites content [information of discounts and offers]and decision of selection for hotel, it can be seen that the null hypothesis will be rejected as p-value is less than 0.05.

Therefore, it can be concluded, that for these attributes, there does exists a significant association.

The value of the *correlation coefficient is .169*, which implies a correlation between them.

Table 22   Content on hotel websites which influence decision for hotel selection [information about special events in the city and hotel]

Websites content [information about special events in the city and hotel]	Responses		
	Yes	No	Total
Not at all influential	8	0	8
	6.0%	0.0%	6.0%
Slightly influential	16	0	16
	12.0%	0.0%	12.0%
Somewhat influential	24	0	24
	18.0%	0.0%	18.0%
Moderately influential	35	0	35
	26.3%	0.0%	26.3%
Extremely influential	33	17	50
	24.8%	12.8%	37.6%
Total	*116*	*17*	*133*
	87.2%	*12.8%*	*100.0%*

H_0 Websites content [information about special events in the city and hotel] does not influence decision of selection for hotel.

H_1 Websites content [information about special events in the city and hotel] influence decision of selection for hotel.

Table 22.1 Impact of website content (special events of the city and hotel) on leisure travellers hotel selection

Parameters		Impact decision of selection for hotel
Websites content [information about special events in the city and hotel]	Correlation coefficient Pearson chi-square	.103
	Sig. (2-tailed)	.000
	N	133

Result:

By observing the significant value of correlation in case of websites content [information about special events in the city and hotel] and impact decision of selection for hotel, it can be seen that the null hypothesis will be rejected as p-value is less than 0.05.

Therefore, it can be concluded, that for these attributes, there does exists a significant association.

The value of the *correlation coefficient is .103*, which implies a correlation between them.

8 Conclusions

From the analysis it is necessary to mention that the both quality and content of websites of different hotels influence leisure travellers' selection of star category hotels of Uttar Pradesh.

Some features of website quality of different hotels like clear language on website, high resolution photographs of rooms, restaurants and other public areas, videos of hotel products, services and facilities, user friendly and easily accessible websites, 'influence more' on the selection of the hotel, where as the factors of quality of website like easy to understand information on websites, well-organised information on websites, usage of good colour combination on website designing, secured payment gateway given on website, provide easily accessible contact details and hotel location on Google Map 'not much influence' leisure travellers in the selection of star category hotels of Uttar Pradesh.

Similarly the factors of content of website of different hotels like cleanliness and hygiene standards especially followed in the COVID pandemic, places of tourists interest in city and information of discounts and offers 'influence more' on the selection of the hotel where as the factors of content of website of different hotels like type of hotel, clearly defined price of rooms, location of the hotel, information about types of guestrooms, information about special events in the city and hotel, focus on leisure activities by hotel like pools, evening entertainment, kids club, 'not much influence' leisure travellers in the selection of star category hotels of Uttar Pradesh.

The large number of factors of quality of website influences the selection of the different hotels as compared to the content on the website. Hence we can say the quality of the website influence more in comparison to the content on the website of the different hotels.

The findings of the present study will be helpful for the researchers and academicians of the hospitality industry and these findings will motivate them for further research in the same field. This research will also be helpful for hotel industry professionals as they must focus on the website quality and content features to attract more customers towards their hotel.

9   Limitations and suggestions for research

The findings of the study are based on the perception of leisure travellers towards website quality and content and its impact on their decision making for the hotel. Thus, the findings cannot be generalised for all the segments of tourists like business travellers, travellers who visit for medical purposes or educational purposes, etc. The second limitation of the study is that in a largely populated country like India sample size of 172 is very small and therefore, the findings may vary for leisure travellers with different profiles and income groups. Future researches can be done on impact of website quality and content on business travellers, medical tourists and educational tourists, etc.

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