

**BRAND EXPERIENCE AND POST-PURCHASE BEHAVIOR AMONG  
MILLENNIAL GUESTS IN CLASSIFIED HOTELS IN NAIROBI CITY  
COUNTY, KENYA**

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## DECLARATION

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This thesis is my original work and has not been presented for a degree in any other University or for any other award.

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## **DEDICATION**

To my late father, Patrick Muli and my dear mother Elizabeth Mumbua Muli.

Your inspirations have made me who I am today. Thanks for the commitment, words of wisdom, encouragement and sacrifices to ensure that we all went to school.

Fathers are heroes. This is for you. You were my everything.

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## **ABBREVIATIONS AND ACRONYMS**

<b>GDP</b>	:	Gross Domestic Product
<b>ICTs</b>	:	Information Technologies
<b>KNBS</b>	:	Kenya Population and Housing Census
<b>NACOSTI</b>	:	National Council of Science and Technology
<b>OTAs</b>	:	Online Travel Agencies (OTAs)
<b>SPSS</b>	:	Statistical Packages for the Social Sciences
<b>TRA</b>	:	Tourism Regulatory Authority
<b>UNWTO</b>	:	United Nations World Tourism Organization
<b>USA</b>	:	United States of America
<b>WoM</b>	:	Word of Mouth

## OPERATIONAL DEFINITIONS OF TERMS

**Affective brand experience:** refers to appeals to millennial guests' innermost feelings and sensations to generate affective experiences that vary from somewhat optimistic moods linked to a brand to strong feelings of pleasure and pride.

**Ambience brand experience:** millennial hotel guests' perceptions regarding the classified hotels' environment safety and elegance.

**Brand experience:** millennial hotel guests' perceptions of the classified hotels based on their feelings and reactions to various service experiences.

**Guests:** Millennials visiting and staying in a hotel.

**Millennials:** Individuals who are collective, enthusiastic, gifted, cultivated, concerted, unprejudiced and powerful. They have a high demand for the latest technology with an emphasis on social media and an unquenchable appetite for information. This generation was born between the years 1982-2002.

**Post-purchase behaviour:** millennials' intention to constantly conduct business with their present brand hotel and their tendency to commend the brand to others.

**Price brand experience:** millennial hotel guests' perceptions of the prices classified hotels charge for products and services rendered.

**Sensory brand experience:** memorable experiences millennial hotel guests have regarding the hotels' design, music and scent.

**Star- rated hotels-** A rating scale used to rank hotels, usually from 5 star to 2 star with 5 star offering exceptional service.

## ABSTRACT

Millennials are quickly emerging as the hospitality industry's primary target market. Players in this industry are often faced with stiff competition and other uncertainties, with each hotel brand trying to scramble for the attention of this cohort. Customer loyalty is among the most long-term resources of the hotel, while post purchase behaviour can be developed as a long-term common valuable relationship with hotel guests. This investigation aimed to evaluate the influence of brand experience and post purchase behaviour of millennial guest of classified hotel brands in Nairobi City County, Kenya. There is scanty literature on millennial guests and their brand experience and post purchase behaviour of classified hotel brands in Kenya. This study sought to fill the knowledge gap in this area. The research was conducted among millennials in Nairobi City County. An embedded mixed-method research design was applied to collect quantitative and qualitative data from millennial guests born from 1982-2002. Convenience sampling was used to select millennial respondents from each hotel category, while purposive sampling was used to collect supplementary information from the managers. A sample size of 384 respondents was obtained from the possible 10,000 target population of millennial guests in classified hotels in Nairobi City County. Questionnaires and interview schedules were used to collect data from millennial hotel guests and front office and restaurant managers. A pretest of the questionnaire and interview was conducted to evaluate their reliability and validity for the current research. Quantitative data analysis with Stastical Package for Social Sciences v.29 comprised descriptive statistics (frequencies, percentages, means, and standard deviations) and inferential statistics (multiple linear regression). Hierarchical linear regression analyses were performed to test the moderating role of each socio-demographic characteristic on the influence of hotel brand experience on the post-purchase behaviour of millennial guests. Thematic analysis with NVivo was applied to analyse data collected from key informants. The findings revealed significant positive relationships between facets of hotel brand experiences comprising price ( $r = 0.563$ ,  $p < 0.001$ ), sensory ( $r = 0.784$ ,  $p < 0.001$ ), affective ( $r = 0.712$ ,  $p < 0.001$ ), behavioural ( $r = 0.613$ ,  $p < 0.001$ ) and ambience ( $r = 0.796$ ,  $p < 0.001$ ) had a statistically significant positive relationship on hotel brand experience and post-purchase behaviour of millennial guests. Additionally, gender, age, education, income, and hotel star rating had significant moderating effects on the influence of hotel brand experience on the post-purchase behaviour of millennial guests. The study recommends that managers of classified hotels consider the current research results when developing brand experience strategies to boost future business among guests of the dynamic millennial generation.

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background to the Study

Post-purchase behaviour denotes the activities and feedbacks of clients after they have made a purchase, made up of aspects such as loyalty, word-of-mouth, and repurchase intentions. For the millennial guests, a demographic born between 1982 and 2002, understanding their post-purchase behaviour is critical given their substantial influence on market inclinations and consumption patterns.

Millennials are distinct from previous generations due to their exceptional characteristics and inclinations shaped by technological advancements, social media proliferation, and changing socio-economic conditions. (Smith, 2021) indicates that millennials heavily rely on online reviews and social media comments when making purchase decisions and evaluating their experiences post-purchase. Positive online reviews and social media commendations can expressively enhance brand loyalty and support among millennial clients.

Brands that can induce positive emotional responses through personalized interactions and meaningful engagements are more likely to foster trustworthiness and positive word-of-mouth (Lim, Y. K., Ahn, T., & Lee, H., 2021). Millennials are particularly cognizant of the ethical and conservational practices of the brands they support. Studies show that millennial consumers prefer brands that align with their values, particularly concerning sustainability and corporate social responsibility. Post-purchase behaviour, including repeat purchases and brand advocacy, is significantly influenced by a brand's commitment to ethical practices (Nguyen, P. T., Le, T. H., & VO, Q. T., 2023).

The global hotel count is estimated to be approximately 1.2 million, with growth rates averaging 2.2% over the previous three decades (Romero & Tejada, 2020). According to Shyju, P., Singh, K., Kokkranikal, J., Bharadwaj, R., Rai, S., & Antony, J. (2023), the data indicates that the global hospitality sector is projected to provide accommodation for approximately 870 million individuals. The hospitality business experiences substantial competition due to the large number of clients and parties involved Mota Veiga, P., Ambrósio, F., & Ribeiro Ferreira, R. (2020).

Statistics show that millennials in the United Kingdom alone comprise 13.8 million people. Studies have shown how millennials have impacted and transformed the hospitality industry. The hospitality industry has recognized how different millennials are; hence, it has become apparent that many changes are needed to keep up with millennials to draw them to the hotel industry as opined by Qadri, S. U., Bilal, M. A., Li, M., Ma, Z., Qadri, S., Ye, C., & Rauf, F. (2022).

The hospitality industry plays a crucial role in promoting financial growth and fostering development on a global scale. In addition to its role in promoting globalisation and contributing to sustainable development, the sector also plays a key role in the overall gross domestic product (GDP). The hospitality business has experienced a notable transformation as a result of the influence exerted by the millennial generation. Accommodation brands are currently required to adjust to the inclinations of millennials, not only in terms of pricing and services but also in terms of hotel design. Millennials are the leading hospitality industry clientele worldwide (Z. Li , C Chan, YF Chen, WH Chan & UL, IM (2023)).

Consumer choice pertains to the decisions made by individuals about the selection of products and services. The behaviours of customers are determined by consumer choice. According to Liu, Ning & Tsai, Tung-I & Xiao, Qu & Hu, Clark. (2020), the primary factors that influence customers across various categories when making repeat hotel bookings are the pricing, location, and quality of the accommodation.

Meeting the demands of customers might incentivize them to engage in recurrent purchases or seek alternative products and services that better cater to their needs ( Z. Zhu, J. Liu, W. Dong.,2021).

The hotel industry in Kenya is widely recognised as a significant contributor to the country's economy, generating substantial money and consistently achieving commendable outcomes over time. In Kenya, tourism is a major economic sector. The sector accounts for 10.4% of the country's GDP, 5.5% of Kenya's formal employment and contributes to 4.2% of National Gross Fixed Capital Formation (Kenya Tourism Satellite Account, 2019).

The bed occupancy rose by 38% from 4,138,821 in the period January to September 2021 to 5,726,609 in the same period during year 2022. The improvement in the number of bed occupancy is due to the rise in the number of visitors arriving and growing domestic tourism activity Rooms occupancy increased by 20% from 3,084,957 in 2021 to 3,687,365 in 2022 (Annual Tourism Sector Performance Report Kenya, 2022).

Kenya's hospitality industry is one of the sectors with accelerated growth and, thus, a major contributor to the economy. Kenya has been recognized as the hub of business in East Africa and is highly targeted by international brands that have resulted in competition with existing brands in Nairobi City (Kinyingi, 2018). The millennial

group would be a critical pivot to the profits of the hotel industry. It was, therefore, vital that a study be conducted to understand the brand experience and post purchase behaviour of millennial guests to classified hotel brands in Nairobi for the hotels to efficiently tap into this market.

The increase in tourist arrivals can be attributed to the presence of various accommodation options, including internationally recognised hotel brands such as Lonrho Hotels, Radisson Blu, Park Inn by Radisson, Movenpick, and Best Western. These brands have successfully established their operations in Nairobi City County, contributing to the growth of the tourism sector. The recent increase in the prevalence of major global hotel categories is establishing Kenya as a central destination for MICE tourism and business activities.

## **1.2 Statement of the Problem**

There is no currently precise definition of millennials and when they were born. This study defines millennials as those born between 1982 and 2002. Hence, the age range of millennials in 2024 is 22 to 42 years.

Singh, A., Singh, A., Madaan, G., & Unanoglu, M. (2023) opines that professionals have debated whether millennials are the most loyal to their brands or are unpredictable and unreliable. One thing that has been proven for sure is that millennials are very selective when choosing their brands and products.

Mhlanga (2018) discourses that the expectations of the millennial South African guest have become simpler due to their modern and minimalistic take on the supplies the hospitality industry must meet, yet instantaneously their expectations have become more complex as well, with the incorporation of the new and developing high-tech features of the travel experience. The risk of not understanding the preferences and

trends in the millennial choice of hotels implies that hotels may be spending funds on developing packages that may not be embraced by the millennial cohort (Shipman, 2020).

Kenya, especially Nairobi and other cities, has witnessed an upsurge in property owners investing in the hotel industry. As this sector leaps forward, much competition is expected from existing and new players. Previously, the industry had faced challenges such as political uncertainties, terrorism, and global economic recessions. These challenges have necessitated hotel managers to rethink their marketing strategies and target clientele- millennials being their best stake.

Most studies on consumer behaviour in Kenya have focused on factors influencing consumer behaviour. For instance, Abong, Geoffrey, E., & Gekonge Omayio, D. (2021) and Kosgei (2018) have done general studies of consumer behaviour in Kenya. Additionally, Mwangi (2018) conducted a study on millennials' purchase behaviour in the airline industry in Kenya.

In spite of the recognition that a positive brand experience can lead to positive post-purchase behaviours such as repeat visits, positive word-of-mouth, and brand loyalty, there is a lack of broad research that examines how social-demographic variables influence this dynamic. The absence of this knowledge creates a critical gap that prevents hotel managers and marketers in Nairobi City County from tailoring their policies to effectively engage millennial guests, thereby missing chances to maximize guest loyalty.

In light of this, the present study sought to address the gaps in the literature in the hospitality industry in Kenya by providing actionable insights for hotel management and marketing strategies to enhance guest experiences and foster stronger, more profitable relationships with millennial guests regarding millennials brand experience and their post purchase behaviour to classified hotel brands in Kenya's Nairobi City County.

### **1.3 Purpose of Study**

The primary aim of the present study was to establish the impact of hotel brand experience on the post-purchase behaviour of millennial guests in classified hotels located in Nairobi City County, Kenya. Furthermore, the present study aimed to examine the potential moderating influence of socio-demographic factors, including gender, age, educational attainment, and monthly income, on the association between hotel brand experience and the post-purchase behaviour exhibited by millennial visitors. By examining the dynamics, the study will provide acumens that can be used to tailor the needs of this generational cohort hence contributing to a more effective marketing strategy that supports the development and sustainability of the hospitality industry in Kenya.

### **1.4 Specific Objectives**

- i. To determine the relationship between price brand experience and post-purchase behaviour among millennial guests of classified hotels in Nairobi City County, Kenya.
- ii. To establish the affiliation between sensory brand experience and post-purchase behaviour among millennial guests of classified hotels in Nairobi City County, Kenya.

- iii. To identify the association between affective brand experience and post-purchase behaviour among millennial guests of classified hotels in Nairobi City County, Kenya.
- iv. To assess the relationship between behavioural brand experience and post-purchase behaviour among millennial guests of classified hotels in Nairobi City County, Kenya.
- v. To investigate the relationship between ambience brand experience and post-purchase behaviour among millennial guests of classified hotels in Nairobi City County, Kenya.
- vi. To assess the moderating effect of socio-demographic characteristics on the relationship between brand experience and post-purchase behaviour among millennial guests of classified hotels in Nairobi City County, Kenya.

### **1.5 Research Hypotheses**

- i.  **$H_{01}$ :** Price brand experience does not have a significant effect on post-purchase behaviour among millennial guests of classified hotels in Nairobi City County, Kenya.
- ii.  **$H_{02}$ :** Sensory brand experience does not have a significant effect on post-purchase behaviour among millennial guests of classified hotels in Nairobi City County, Kenya.
- iii.  **$H_{03}$ :** Affective brand experience does not have a significant effect on post-purchase behaviour among millennial guests of classified hotels in Nairobi City County, Kenya.
- iv.  **$H_{04}$ :** Behavioural brand experience does not have a significant effect on post-purchase behaviour among millennial guests of classified hotels in Nairobi City County, Kenya.

- v. ***H<sub>05</sub>***: Ambiance brand experience does not have a significant effect on post-purchase behaviour among millennial guests of classified hotels in Nairobi City County, Kenya.
- vi. ***H<sub>06</sub>***: Socio-demographic characteristics do not moderate the relationship between brand experience and post-purchase behaviour among millennial guests of classified hotels in Nairobi City County, Kenya.

## **1.6 Significance of the Study**

### **1.6.1 Industry**

The hotels in Kenya would find effective methods to market the hotel product to the millennials and hence increase post purchase behaviour among the millennials.

### **1.6.2 Policy Makers**

Understanding millennials' brand experience and post purchase behaviour would assist the policymakers tasked with marketing Kenya as a haven through the Tourism Ministry and the Kenya Tourism Board in the domestic and international markets to undertake more effective and targeted promotional activities tailored for the millennial market.

### **1.6.3 Academia**

This research would contribute broadly to the existing discipline of knowledge on millennials and their decision-making regarding the hospitality industry. It would fill the gap in the literature in areas concerning millennials and their post purchase behaviour to hotel brands. The study provides areas for upcoming researchers can work on to add value to the core teachings and skills required about millennials and the hotel industry in the country in particular how to identify and understand the

determinants of individual choices among millennials and how those determinants affected their choices regarding hotel brands.

### **1.7 Scope of the Study**

The study investigated the influence of hotel brand experience on post-purchase behaviour among millennial guests of classified born between 1982 and 2022 located in Nairobi City County Kenya. Additionally, data collection was conducted within three months, from April to July 2022 and adopted an embedded research design.

### **1.8 Limitations of the Study**

The use of questionnaires to collect the data from the millennials was a draw back because of self-reporting which might be inaccurate, the researcher got consent from the respondents who were willing to participate and they were assured of anonymity and confidentiality to encourage honest responses.

Some food and beverage managers and front office managers declined interviews due to a lack of understanding of the study's importance. However, they were subsequently explained its benefits to the hospitality industry in Kenya, which motivated them to provide the required information.

Another limitation was sampling bias and generalizability issues owing to the fact that the study focused entirely on millennial guests in classified hotels, the findings may not be applicable to other generational cohorts or guests in different types of accommodations, such as budget hotels, boutique hotels, or alternative lodging options like Airbnb.

Future research could address these limitations by including a more diverse sample, employing longitudinal designs, to gain more comprehensive understanding of the factors influencing brand experience and post-purchase behaviour.

## **1.9 Assumptions of the Study**

The present study was based on the premise that millennial guests in the hotel industry would impact post purchase behaviour in classified hotel brands in Nairobi City County.

The study assumed respondents would be honest, unbiased and accurate in answering the online questionnaires and the interview schedules. Moreover, it assumed that the sample of millennials would represent the research population and that hotel brand experience would lead to the post purchase of millennial guests to classified hotel brands.

The study presumed that the classified hotels would provide consistent level of service that define brand experience for the millennial guests.

That the constructs of brand experience and post- purchase behaviour with the moderating factors are interdependent and the measures of scale used captures the constructs accurately.

## **1.10. Theoretical and Conceptual Frameworks**

### **1.10.0 Theoretical Review**

The current study is anchored on the tenets of the reasoned action theory and rational action theory.

#### **1.10.1 Reasoned Action Theory**

The concept of reasoned action was formulated by Martin Fishbein and Icek Ajzen in 1975 to elucidate the relationship between attitudes and behaviours in human actions. This theory opines that a person's behaviour comes before his intention. The intention is founded upon two fundamentals, one being personal and the other reflecting on

social influence. On a personal level, each has beliefs about the relevance of distinct actions.

The impact of a customer's relationship with a service provider on their future behaviour is demonstrated by behavioural intent (Tavitiyaman, P., Qu, H., Tsang, W.L. & Lam, C.H. (2021). This Theory was used to expound on the cause of behaviour among millennial guests regarding their post purchase behaviour to hotels and helped identify how and where to apply strategies for changing behaviour.

Behavioural intentions and their stimulants within the context of food tourism, as evaluated by Soltani, M., Soltani Nejad, N., Taheri Azad, F., Taheri, B., & Gannon, M. J. (2021) suggests that tourists' attitudes toward local food and food destination image are influenced by local food experiential value, local food consumption value and social media influencers to explain the behavioural intentions of tourists.

The theory of reasoned action acknowledges the perspective that attitude has a limited influence on activity. To put it differently, whenever an individual's attitudes make him or her want to do a particular action, the relevant norms may influence him or her not to act as desired

#### **1.10.1.2 Rational Choice Theory**

The rational choice theory also emphasises the elements of individual choices. When given a choice between different actions, the action that is assessed best in terms of the value of the reward and the chance of that reward to indeed materialize will show the highest probability of being chosen (Enayat, T., Ardebili, M. M., Kivi, R. R., Amjadi, B., & Jamali, Y. (2022). This theory helped identify and understand the determinants of individual choices among millennials and how those determinants affected their choices regarding hotel brands.

The theory assumes that before making a choice, individuals will weigh the potential benefits and costs of each alternative and then choose the one that produces the best outcome (Fan, Han & Gao, 2022).

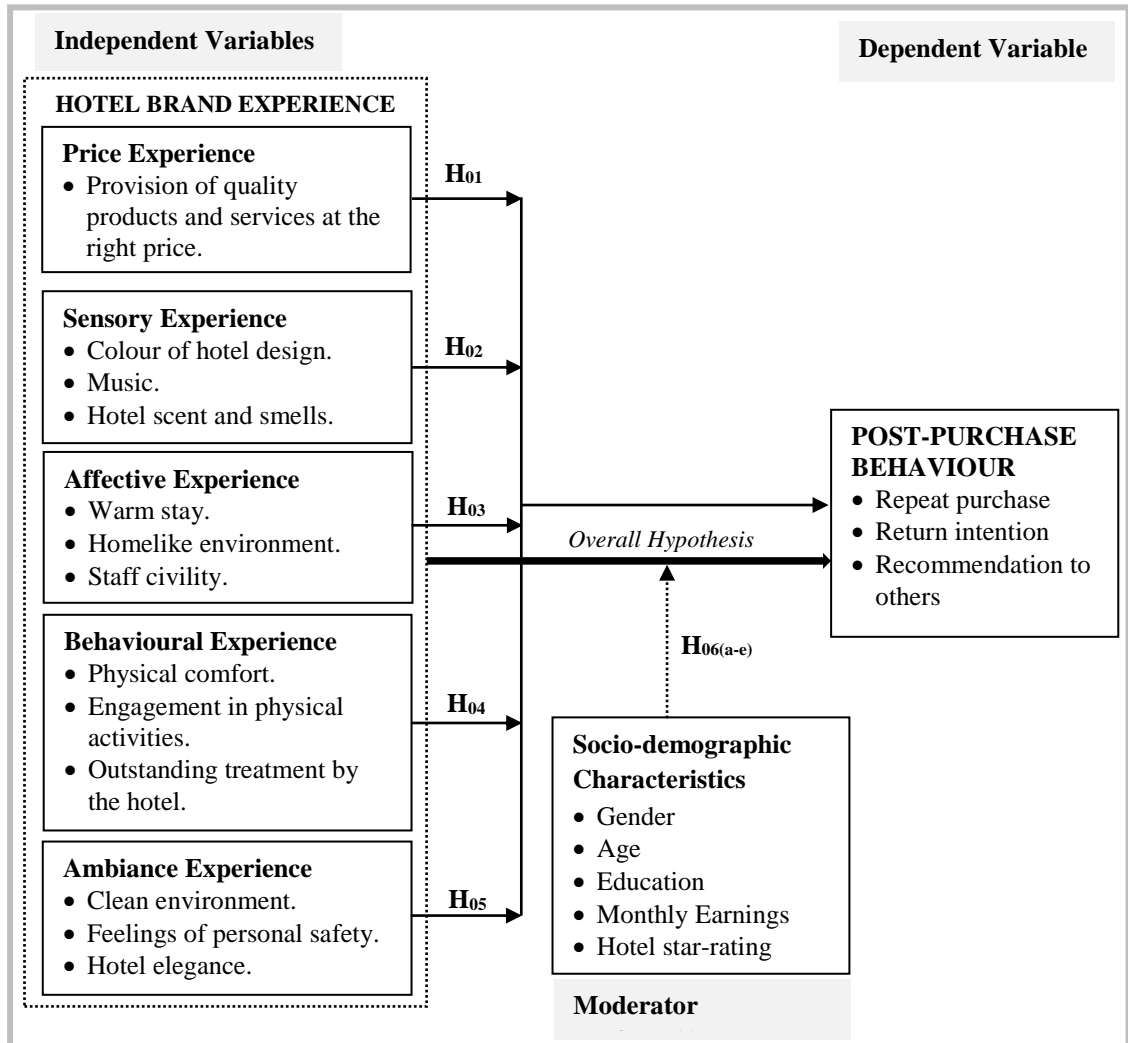
Thus, hotels should seek to offer a broad category of preferences within a particular package to enhance the chances of satisfying clients' preferences. The advantage of this approach includes the likelihood of recommendation to others through word of mouth, intent to return to the hotel and repeat bookings at the hotel because it aligns with the theory of rational choice.

The Theory of Reasoned Action and Rational Choice theory were combined to offer valued acumens into the complex decision-making processes of millennial guests concerning brand experience and post-purchase behaviour. Theory of Reasoned Action stresses the role of attitudes and social norms in shaping intentions and behaviour, making it ideal for exploring the influence of brand experiences and social influences on millennial guests while Rational Choice Theory focuses on the rational assessment of costs and benefits, which is critical for understanding how millennials make purchase decisions and re-evaluate their contentment post-purchase.

Utilizing these theories can provide a broad understanding of the factors driving millennial consumer behaviour, helping hotels tailor their approaches to meet the needs and preferences of the millennials demographic characteristics and the development of more effective marketing strategies to enhance customer satisfaction and post purchase behaviour through recommendation of hotel brands to family, return intention and enhance repeat business.

### 1.10.2 Conceptual Framework

Figure 1.1 demonstrates the study's conceptual model depicting the relationships among the study's independent, dependent, and moderator variables.



**Figure 1.1. Conceptual framework**

Source: Adapted from (Brakus, J. J., Schmitt, B. H., & Zarantonello, L.,(2009)& Hapsari, R., Clemes, M., & Dean, D. (2017)

Figure 1.1 hypothesises that hotel brand experience directly influences the post-purchase behaviour of millennial guests. Additionally, the current study suggests that aspects of hotel brand experience consisting of price brand experience, sensory brand experience, affective brand experience, behavioural brand experience, and ambience brand experience directly influence the post-purchase behaviour of millennial guests.

Additionally, the present study posits that socio-demographic factors, including gender, age, level of education, monthly income, and star rating, have a moderating effect on hotel brand experience – post-purchase behaviour relationship of millennial guests.

These variables provide a robust framework for examining the multifaceted nature of brand experience and its impact on post-purchase behaviour, ultimately guiding hotel brands in crafting more appealing and sustaining brand connections for millennials.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

This chapter analyses scholarly literature on post-purchase behaviour in the hospitality industry, focusing on millennial guests and the relationship between hotel brand experience and post-purchase behaviour. It explores the influence of hotel brand experience dimensions on post-purchase behaviour and examines the moderating effect of socio-demographic characteristics on this influence. The chapter concludes by summarizing the literature reviewed and identifying research gaps.

#### **2.2 Post-purchase Behaviour of Millennial Guests**

Post-purchase behaviour represents guest loyalty and refers to a guest's response to a particular product or service purchase. According to Smith (2020), guest loyalty refers to the attachment exhibited by guests to the products and services of an organisation. The attachment manifests in post-purchase actions such as positive word-of-mouth, intention to purchase similar products or services, and intention to support (Górska-Warsewicz & Kulykovets, 2020; Nyagadza, B., Mazuruse, G., Muposhi, A., & Chigora, F. (2022).

Given its role in making an organisation gain and maintain a competitive advantage over others, post-purchase behaviour has become a topic of substantial importance to scholars in marketing (Tartaglione, A. M., Cavacece, Y., Russo, G., & Granata, G. (2019). Guests in the hospitality industry are a major source of revenue, and their loyalty directly impacts profits (Priyo, J. S., Mohamad, B., & Adetunji, R. R. (2019). Behavioural loyalty is the opinion at which a client keeps on buying a precise product, service or brand ( Khajehim & Ebbrahim, 2020). Behavioural loyalty is cultivated by

assessing whether guests intend to purchase products and services from the same hotels in the future.

Brand loyalty leads to repurchasing the same brand (Maharani, 2021). Therefore, brands must provide a good or positive customer experience in order to create customer satisfaction which will affect customer loyalty (Oetama & Susanto, 2020), the current study linked attitudinal and behavioural behaviour to hotel brand

### **2.3 Hotel Brand Experience and Post-Purchase Behaviour**

The origin of brand experience is traced to the work of Brakus et al. (2009). Brand experience refers to all facets of consumers' sensations and behavioural reactions persuaded by direct experiences with products or services (Brakus et al., 2009). According to Gómez-Suárez & Veloso, (2020) Conversations with family, friends, and acquaintances contain experiences with brands in which positive eWOM is a powerful instrument for a brand promotion. Ahn & Back (2018) found that brand experiences positively influence customers' cognitive, affective, and behavioural brand engagement.

Brand experience gained significant importance in the hospitality industry post-COVID-19 pandemic because organisations need to reprioritise guest experience and loyalty, considering that guests are now more likely to road-test new hotel brands and experiences, especially so millennial guests who exhibit less brand loyalty (Rajgopal, 2022). Today's guests are searching for hotel brands that can meet their basic needs and wants, extrapolate their preferences, and provide outstanding, memorable experiences (Sthapit & Jiménez-Barreto, 2018).

Recent studies have shown that brand experience is based on direct and indirect interactions with a company's products and services, including consumer interactions

with logos, advertisements, packaging, and brand touchpoints in malls, public places, and shopping experiences. (Huaman Ramirez & Merunka, 2019). (Sandri & Ghani, 2023), have found that perceived brand experience positively influences brand loyalty. It is also a conglomeration of five experiences: sense, feel, think, act, and relate (Schmitt, 2012). Brakus et al. (2009) argue that brand experience is a function of four facets: sensory, affective, intellectual, and behavioural experiences.

### **2.3.1 Price Brand Experience and Post-Purchase Behaviour**

The pricing of products and services indicates the perceived value, which refers to the customers' broad assessment of the net worth of items and services based on their opinions regarding the difference between what is received and what is offered. The measurement of perceived value often encompasses dimensions such as quality and price, prestige, sensory experience, and self-gratification (El-Adly, 2019). Prior research has emphasised the significance of the perceived value derived from pricing strategies in the hotel sector to recruit and maintain a customer base.

Paulose and Shakeel's (2021) study on visitor loyalty in the Indian hotel sector found that perceived value and experience significantly influence loyalty. A survey of 170 guests at three renowned hotels revealed that brand loyalty was strongest among those who perceived high service value. However, the study's findings are limited to Kenya, as it was conducted in a different hospitality context.

Furthermore, Li (2021) did a research study in ecotourism areas of China to investigate the interconnections of tourists' perceived value, brand trust, brand satisfaction, and brand loyalty. The research shows that the value that tourists place on a brand is directly related to their commitment to using that brand in both attitudes and actions. However, the impact of tourists' perceived value was stronger on the

tourists' behavioural brand loyalty. Li's (2021) study was conducted within the context of ecotourism areas in a developed nation, warranting a study examining the influence of perceived value in the non-ecotourism sector, such as the one considered in the current study to examine the generalizability of results to other cohorts of guests such as millennials.

Moreover, Jang J., Choi, J., "Harry" Jeon, H., & Kang, J. (2019) investigated whether the determinants of Airbnb choice differed between business and leisure travellers in the U.S.A. The study results revealed that price was among other primary motives comprising location and home-like environment, making leisure and business travellers choose Airbnb as a form of accommodation. While their study showed that price is a determinant of choice of accommodation, it was conducted in a developed nation in a non-hotel sector, limiting the generalizability of the results to classified hotels in the setting of millennial guests in a developing country such as Kenya.

Lam and Gao (2020) examined the reasons that motivated millennial guests to visit local spas in Hong Kong hotels. Results of multiple linear regression showed that price, promotion, location, and product were significant attributes influencing millennial guests' intention to visit local spas. However, the influence of price was topmost among millennial guests, highlighting how this generation of guests is price-sensitive when considering hotel visits.

While previous studies have emphasised the positive correlation between price, guest satisfaction, and brand loyalty within the hotel industry, alternative research has suggested that pricing products and services may not consistently exert a substantial influence on guest loyalty. Young and Corsun (2021) examined tourists' loyalty towards peer-to-peer accommodations in Denver, Colorado. The findings

derived from data analysis obtained from a sample of 788 individuals who identified as travellers indicate that pricing does not possess a significant predictive influence on attitudinal loyalty. However, the presence of cooking facilities and the location of accommodations were identified as important predictors of attitudinal loyalty. The findings of Young and Corsun (2021) propose that the impact of price on guest loyalty is contingent upon specific circumstances.

Sharma, S., Singh, G., & Pratt, S. (2022) specify that clients often compare a product's price with an internal reference point, such as their perception of a similar product's typical or fair price. Consequently, the influence of price in fostering favourable post-purchase behaviour among millennial guests residing in classified hotels within Nairobi City County remains uncertain. Therefore, the present inquiry was deemed essential.

### **2.3.2 Sensory Brand Experience and Post-Purchase Behaviour**

Sensory brand experience is important in marketing because of its role in the post-purchase behaviour of customers, comprising attitudinal and behavioural reactions to products and services. According to Brakus et al. (2009), the sensory facet of brand experience consists of the sensory motivations among customers that emanate from product and service provisions. Huaman-Ramirez and Merunka (2019) argue that sensory stimulations comprising the visual attributes of a brand are more important because customers can easily remember them and help organisations shape the aesthetic look of their service climate.

Sensory brand experience with a brand encompasses all the touchpoints and interactions that customers have with a brand, including visual, auditory, olfactory, gustatory, and tactile elements. It is at the heart of brand experience. Actual sensory activity impacts consumer behaviour (Elder & Krishna, 2022).

Additionally, Liu K-N and Hu, C (2022) study found that sensory brand experience positively impacts brand loyalty in upscale Taiwanese hotels. Their 2021 study, focusing on mainland Chinese tourists, found that perceived brand experience positively impacts non-financial aspects of hotel performance, including brand loyalty and guest satisfaction. However, these studies were limited to high-end hotels, overlooking other hotel segments like two-, three-, and four-star hotels. Moreover, existing studies did not investigate the impact of brand experience on brand loyalty among millennial customers. The current investigation sought to investigate this gap by conducting a comprehensive analysis of the influence of hotel brand experience on millennial guests' post-purchase behaviour.

### **2.3.3 Affective Brand Experience and Post-Purchase Behaviour**

Affective hotel brand experience comprises customers' emotional responses to brands (Huaman-Ramirez & Merunka, 2019). Emotional responses to a brand may be mild (defining mood in situations when customers are unsure of the incentive caused by such emotion) or intense (defining feelings in situations when the stimulus is usually established) (Huaman-Ramirez & Merunka, 2019). Affective hotel brand experience redefines hotel-guest boundaries and buttresses the position of hospitality staff. Previous research in the hospitality arena underlines the significant role of affective brand experience in building brand loyalty.

The study conducted by Guan et al. (2021) investigated the causal connections between client experience and four primary components associated with brand development, namely brand loyalty, trust, affect, and engagement. A total of 200 participants were surveyed in order to gather data from full-service hotels located in ten different cities across China. The guest experience can be understood by its three primary dimensions: functional, emotive, and social components. The findings of the

study indicated a statistically significant causal association between the emotive brand experience and customer loyalty among individuals staying at full-service hotels in China. Nevertheless, it is important to note that the findings of this study may not be applicable to millennial hotel visitors in Kenya due to the fact that the research was carried out in a developed nation and did not adopt a generational perspective in the selection of participants.

Furthermore, Hwang, J., Choe, J. Y. (Jacey), Kim, H. M., & Kim, J. J., (2021) study on brand experience in Korean coffee shops found a positive correlation between emotive brand experience and brand loyalty, particularly in relation to human and robot barista service, highlighting the importance of human-led service in enhancing customer satisfaction. Despite the study's significant theoretical and practical consequences, the data collection took place within coffee shops located in Korea. Furthermore, the research was centred on a broad demographic of those who purchase coffee. Therefore, it is imperative to acknowledge that the findings of this study cannot be generalised to the population of millennial hotel guests in Kenya, thus emphasising the necessity of doing the present study.

Furthermore, a study was undertaken by Liu K-N et al (2022) in the specific setting of high-end hotels in Taiwan. The primary focus of their study was on mainland Chinese visitors who were residing in expensive hotels in Kaohsiung City, located in Southern Taiwan. The study found that the emotive brand experience significantly and positively impacts the brand loyalty of upmarket hotels. The research provided useful information for practitioners in the premium hotel industry, albeit it exclusively focused on mainland Chinese tourists who were staying at five-star hotels. Therefore, conducting a study that focuses on various groups of guests, including millennials,

across different segments of hotels (e.g., two-, three-, and four-star) will yield more comprehensive findings. The reason for this variation is that clients belonging to different hotel cohorts may possess distinct brand expectations.

#### **2.3.4 Behavioural Brand Experience and Post-Purchase Behaviour**

Behavioural brand experience refers to social reactions stimulated by stimuli associated with a certain brand (Brakus et al., 2009). Unlike other brand experiences, behavioural experience includes physical responses from exposure to brand stimuli (Huaman-Ramirez & Merunka, 2019). Research studies have explored the influence of behavioural brand experience on brand behaviour development (Liu K-N & Hu, C, 2022; Liu K-N & Hu, C.,2021).

Hwang et al. (2021) conducted a study wherein they gathered data from individuals who patronised coffee establishments staffed by both human and robot baristas. The research discovered that brand experience, which encompasses behavioural experience, played a significant role in promoting brand satisfaction. This, in turn, had a favourable impact on three crucial elements of branding: attitude, attachment, and loyalty. According to the study of Prentice et al. (2019), passengers' experiences with airlines affects their emotional attachment and attitudes toward their choice, behavioral engagement with the airline, and ultimately loyalty behaviour. The findings of the study indicate a considerable positive relationship between hotel brand experience and brand loyalty.

A study by Liu K-N & Hu, C, (2021) found that brand experience significantly influences brand image and loyalty among mainland Chinese tourists staying in high-end hotels in Kaohsiung. However, the impact of behavioural experiences on brand loyalty may not always be substantial. Safeer, A. A., Yuanqiong, H., Abrar, M.,

Shabbir, R., & Rasheed, H. M. W. (2021) also explored the impact of various dimensions of brand experience on consumer loyalty, focusing on consumers of prominent Chinese brands like Nike, Apple, Microsoft, Google, and Coca-Cola. The study revealed no significant positive correlation between behavioural experiences and repurchase intention.

The relationship between behavioural brand experience and post-purchase behaviour in the hospitality sector is less studied, especially for millennial hotel visitors. These visitors are known for their unpredictable preferences and behaviours. The influence of behavioural brand experience on brand loyalty may not consistently be meaningful due to various contextual factors. Therefore, the present study was conducted to examine the moderating influence of social- demographic factors on the relationship between brand experience and post-purchase behaviour among millennial guests in classified hotels in Nairobi City County, Kenya

### **2.3.5 Ambience Hotel Brand Experience and Post-Purchase Behaviour**

The concept of ambience holds significant importance within the literature on hotel marketing. Hotel ambience institutes all the experiential elements such as sights, lighting, colors, music, scent and air quality that customers interact with when they are in a hotel establishment. It comprises room temperature, room scent, colors of light bulbs and the totality of room interiors which are designed to evoke certain feelings and moods in the minds of customers. In a competitive environment customers are more likely to patronize a hotel with good ambience over time than one those with poor ambient conditions, which is why hotels are prioritizing ambience as part of marketing (Lockwood & Pyun 2020). The preceding perspective proposes that ambient settings are significant environmental clues that have the latent to impact patrons' moods and experiences (Edim & Inyang, 2023)

Hotel ambience is part of the wide-ranging servicescape which is widespread as having an influence on customers' satisfaction (Simeh, Simeh, Abdul-Nasiru, & Amponsah-Tawiah, 2019). This model incorporates various elements, including a well-maintained environment that incorporates factors such as tidy rooms, accessible car parks, and architectural design, all of which impact the guest's sensual experience.

Previous studies in hospitality marketing have shown the significance of ambience brand experience in establishing brand loyalty. Gómez-Suárez and Veloso (2020) found that ambience was the second most critical factor impacting word-of-mouth referrals in the Spanish hotel industry. However, the results may not be applicable to emerging economies like Kenya. The current study focused on millennial hotel guests' post-purchase behaviours and attitudes, which was not the case with Gómez-Suárez and Veloso's (2020) study.

In a similar vein, the study conducted by Hyun, H., Park, J., Ren, T., & Kim, H. (2018) examined the influence of experience values, namely utilitarian and hedonic values, on the loyalty of millennial visitors who had visited museums in Seoul, South Korea. The moderating role of ambience was taken into account in examining the associations between experience values, contentment, and loyalty. The study found that aesthetics and ambience moderately influence millennials' perceptions of value, contentment, and loyalty in art museums. The research yielded interesting insights regarding the impact of ambience experience on millennial guests' loyalty. However, it is important to note that the study was conducted inside the non-hospitality sector of a developed nation, specifically focusing on museums. The findings cannot be applied to all millennial tourists staying in classed hotels in a developing country like Kenya.

Furthermore, Han, H., Moon, H., & Hyun, S. S. (2019) study explored the relationship between intrinsic and extrinsic physical settings and emotional well-being in six luxury resort hotels in South Korea. The study found that both intrinsic and extrinsic factors indirectly affect emotional well-being. However, the research was limited to six high-end hotels in a developed country, making it difficult to extend the findings to millennial hotel guests in underdeveloped nations. Consequently, the study suggested the need for further research on different hotel categories and their specific attributes across diverse markets to improve the applicability of the findings—a gap addressed by the current study.

In addition, Ying, S., Chan, J. H., & Qi, X.(2020), used big data analytic methodology to study factors affecting the happiness or discontent of Chinese and North American hotel guests, using data from Ctrip.com and TripAdvisor.com, influential travel websites in China. The researchers found that various factors related to the room, environment, and hotel facility had an impact on the satisfaction levels of both groups of guests. These factors included attributes such as cleanliness, space, bedding, facilities, and style of the room, as well as the scenery and serenity of the physical surroundings of the hotels. Additionally, the availability of entertainment facilities, public areas, and parking at the hotel also played a role in influencing guest satisfaction.

In contrast, the Chinese tourists encountered more diverse characteristics pertaining to each topic. The research conducted was quantitative, focusing exclusively on Chinese and North American customers who were staying at five-star hotels in China. Given the impact of environmental factors, it is plausible that individuals hailing from

diverse countries and locations may exhibit varying post-purchase habits. Therefore, the present investigation was justified.

Liu K-N & Hu, C,(2021) study on brand experience in Taiwan's high-end hotels found a positive correlation between perceived brand experience and hotel non-monetary brand success, specifically in terms of brand loyalty and guest pleasure. Although the findings were informative, the research specifically focused on patrons of a high-end hotel, hence limiting the ability to evaluate the brand experience across various hotel classifications, such as two-, three-, and four-star establishments. Moreover, the research conducted interviews with travellers originating from mainland China. Therefore, it was necessary to conduct a comprehensive study investigating the preferences and behaviours of millennial hotel visitors from diverse geographical backgrounds staying in different types of hotels in a developing country.

Nanu, L., Ali, F., Berezina, K., & Cobanoglu, C. (2020) studied hotel lobby design elements influencing booking intentions, examining the preferences of non-millennial and millennial passengers. The researchers' investigation revealed variations in preferences among different demographic cohorts of guests. The study revealed that hotel customers who do not belong to the millennial generation exhibited a lower level of dissatisfaction with the hotel's lobby decor compared to their millennial counterparts. Nevertheless, the research was carried out within the premises of hotels situated in a highly developed nation. Probably, millennials who are guests in classed hotels in a developing country such as Kenya may have diverse experiences in terms of the atmosphere, which in turn may result in different behaviours after their visit.

In their study Zhuang, X., Lin, L., Zhang, R., Li, J. (Justin), & He, B (2021) on food delivery apps in China found that the aesthetics and ambience of a restaurant

significantly influence service quality, satisfaction, and intention to use. The study included both millennial and non-millennial customers and was conducted in a developed nation, making it hard to extract the potential impact of ambience experience on the post-purchase behaviour of millennial guests in China. Thus, the current study sought to address the gap by investigating the influence of ambience experience on the post-purchase behaviour of millennial guests in Kenya.

A study by El-Adly and Jaleel (2023) found that hotel atmospherics can significantly enhance customer loyalty in 5- and 4-star hotels in the UAE. The study assessed air quality, temperature, and odour within the hotel premises. The findings contradict previous research by Han et al., 2019, Hyun et al., 2018, Gómez-Suárez and Veloso (2020) and Ying et al. (2020). The lack of consensus among the results suggests that the impact of ambience experience on guest loyalty remains uncertain, making the present investigation justified. El-Adly and Jaleel's (2023) study suggests that the influence of hotel atmospherics on guest loyalty may not always be statistically significant.

### **2.3.6 Moderating Role of Social Demographic Characteristics**

Gender disparities can affect consumer decision-making and activities, with studies showing that male millennials have higher levels of expenditure and satisfaction compared to female counterparts (Melović, B., Šehović, D., Karadžić, V., Dabić, M., & Ćirović, D. 2021). Shapoval et al.'s (2018) study on US green restaurants found that gender significantly moderates the relationship between service quality, millennial satisfaction, and loyalty, with male millennials demonstrating stronger connections between satisfaction and attitudinal loyalty.

Age significantly impacts customer behaviour, with studies showing that age and gender significantly influence quality parameters, customer satisfaction, and behavioural intentions in the US cruise line industry (Chua et al., 2019). However, older millennials tend to have lower purchasing frequency (Melović et al., 2021). Khan et al. (2020) investigated the influence of age on customer experience and loyalty in branded hotels, indicating potential variations in the impact of customer experience on hotel guest loyalty among different age groups.

Huaman-Ramirez and Merunka (2019) found a significant difference in brand experience impact between younger and older customers, with younger individuals showing a stronger association. However, Kim et al. (2023) study on South Korean hotel vacationers challenged the conclusions reported in previous studies, suggesting that the influence of gender as a moderator in the association between customer experience and brand loyalty remains uncertain and necessitates additional research.

Customers' money has also been shown to have a significant influence on their purchasing habits and intentions, particularly in relation to the moderating effect it has on the relationship between customer experience and brand loyalty. Zhang et al. (2020) and Huaman-Ramirez and Merunka (2019) found a diminished strength of the relationship among customers with higher income levels, suggesting a reduced propensity to form emotional connections with brands when confronted with good brand encounters.

Chan and Tung (2019) conducted a study on the impact of robotic service on brand experience in various hotel segments, including budget, midscale, and luxury hotels in Japan. They found that the variation in brand experience between human and robotic service was contingent upon the hotel category. The brand experience derived from

robotic service was higher in midscale and budget hotels compared to room service provided by human staff. However, this trend was not observed in the context of luxury hotels.

El-Adly and Jaleel (2023) studied hotels in the United Arab Emirates, specifically 5- and 4-star hotels, to investigate the influence of hotel star rating as a moderating factor in the association between customer perceived value and loyalty. They found that the impact of client perceived value on loyalty was stronger among customers staying in 5-star hotels compared to those staying in 4-star hotels. However, the study focused exclusively on 5-star hotels and ignored lesser-star classifications such as 3- and 2-star hotels.

In their study Schirmer, N., Ringle, C. M., Gudergan, S. P., & Feistel, M. S. G. (2018) found that education moderates the relationship between customer happiness and loyalty in the petrol retailing industry. They found that customer satisfaction is crucial for loyalty among guests with lower education levels, while higher education customers' loyalty is not significantly influenced.

The impact of education level on customer experience and loyalty in the banking sector in Harare, Zimbabwe was studied by Manyanga, W., Makanyeza, C., & Muranda, Z. (2022) They found that education level does not influence customer satisfaction and loyalty, but the results are not applicable to all millennial visitors in Nairobi City County.

#### **2.4 Summary of Literature Review and Established Research Gaps**

Research has shown that hotel brand experience impacts satisfaction, loyalty, and post-purchase activities. Consumers' behavioural intentions are influenced by price

and brand experiences, with sensory brand experience being particularly significant. Emotional, ambience, and behavioural experiences significantly impact brand loyalty. Moderating factors such as age, gender, income, and hotel segmentation also play a role in the impact of customer experience on brand loyalty and behavioural intentions. However, prior research on the effects of socio-demographic factors on the relationship between brand experience and behavioural intentions has yielded inconclusive results. Table 2.1 indicates reviewed scholarly literature and respective research gaps.

**Table 2. 1. Summary of Literature and Research Gaps**

“Theme	Key Study	Targeted Population	Key Findings	Established Research Gap(s)
Hotel brand experience and guest loyalty	Liu, K-N et al. (2021)	Mainland Chinese tourists of upscale hotels in Kaohsiung, Taiwan	<ul style="list-style-type: none"> <li>• The largest group was aged 40 – 49 years</li> <li>• Guests’ perceived brand experience had a positive effect on brand loyalty</li> </ul>	<ul style="list-style-type: none"> <li>• The respondents were groups of mainland Chinese tourists in a foreign destination (Taiwan) who were not millennials. Targeting different segments of guests, such as millennial guests, would provide broader results.</li> <li>• Data analysis was mainly quantitative. The current study applied a mixed-method approach incorporating qualitative results into the largest quantitative framework.</li> <li>• The study implemented a generic approach and bundled various brand experiences into an aggregate score of hotel brand experience, while the current study examined the influence of each brand experience on the brand loyalty of millennial guests.</li> <li>• The study was conducted in a developed country, making it hard to generalize the results in Kenya—a developing country.</li> </ul>
	Sandri & Ghani (2023)	Budget hotel customers in Bali, Indonesia	The brand experience was found to positively impact customer loyalty to a brand.	<ul style="list-style-type: none"> <li>• The study only focused on budget hotels in a developed nation, meaning the results obtained may not apply to customers who stay in other hotels in Bali and other countries such as Kenya.</li> </ul>

**Table 2.1. Continued**

Theme	Key Study	Targeted Population	Key Findings	Established Research Gap(s)
Price hotel brand experience and guest loyalty	Jang et al. (2019)	Business and leisure travellers	Price experience was among the primary reasons leisure and business travelers chose Airbnb.	<ul style="list-style-type: none"> <li>• The study was conducted in a developed nation and targeted business and leisure travelers as respondents. On the contrary, the current study targeted millennial guests staying in classified hotels in Kenya.</li> <li>• The survey objects were Airbnb's and, as a result, limiting the generalization of the results to classified hotels.</li> </ul>
	Young & Corsun (2021)	Airbnb's hosts in Denver, Colorado	Price was not a significant motivator of attitudinal loyalty, but it did predict behavioral loyalty.	<ul style="list-style-type: none"> <li>• The study targeted travelers accommodated in Airbnb, limiting the generalizability of results to other types of visitors, such as millennial hotel guests.</li> <li>• Price was the only driver of behavioral loyalty. It was worthwhile to explore the influence of other experiences, such as sensory, affective, behavioral, and ambience, on the behavioral loyalty of other categories of guests, such as millennial guests.</li> <li>• The results of Young and Corsun (2021) regarding the influence of price experience contradicted those of Jang et al. (2019), indicating that more research is necessary to corroborate the results.</li> </ul>
Sensory hotel brand experience and guest loyalty	Liu K-N, & Hu ,C (2022)	Groups of mainland Chinese tourists staying at upscale hotels in Kaohsiung, Taiwan.	Hotel guests' perceived brand experience was found to have significant positive impacts on brand loyalty.	<ul style="list-style-type: none"> <li>• The study was conducted among hotel guests in a developed nation, limiting the generalizability of results to the hospitality industry in Kenya.</li> <li>• The study focused only on upscale hotels. The current study focused on all star classified hotels (i.e., from two- to five-classified hotels) to diversify the results.</li> <li>• Data analysis entailed testing the influence of the total score of hotel brand experience on brand loyalty, while in the current study, it entailed testing the influence of specific facets of brand experience on brand loyalty/post-purchase behaviour of guests.</li> <li>• The study focused on customers drawn from various generations (i.e., generation X and Y/millennials), making it hard to infer the influence of hotel brand experience, particularly sensory experience, on the cohort of millennial guests.</li> </ul>

**Table 2.1. Continued**

Theme	Key Study	Targeted Population	Key Findings	Established Research Gap(s)
Affective hotel brand experience and guest loyalty	Guan et al. (2021)	Customers of full-service hotels in ten cities in China	Affective brand experience was found to have a positive effect on brand loyalty	<ul style="list-style-type: none"> <li>• The effect of affective brand experience on brand loyalty was examined among guests of full-service hotels in a developed nation, calling for further testing in a developing nation like Kenya</li> <li>• The study focused on customers of differing generations defined by age, limiting the generalization of the finding to millennial guests—a gap the current study sought to address to verify the measurement model of affective brand experience.</li> </ul>
Behavioral hotel brand experience and guest loyalty	Liu K-N & Hu, C (2022)	Groups of mainland Chinese tourists staying at upscale hotels in Kaohsiung, Taiwan.	Hotel guests’ perceived brand experience was found to have significant positive impacts on brand loyalty.	<ul style="list-style-type: none"> <li>• The study was conducted among hotel guests in a developed nation, limiting the generalizability of results to the hospitality industry in Kenya.</li> <li>• The study focused only on upscale hotels. The current study focused on all star classified hotels (i.e., from two- to five-classified hotels) to diversify the results.</li> <li>• The study examined the influence of aggregated hotel brand experience, making it hard to deduce the influence of behavioral brand experience on brand loyalty.</li> <li>• The study focused on customers drawn from various generations (i.e., generation X and millennials), leaving out the influence of behavioral experience on brand loyalty/post-purchase behaviour among millennial guests.</li> </ul>
Ambience hotel brand experience and guest loyalty	Hyun et al. (2018)	Visitors of the top ten Korean museums in Seoul	Ambience moderated perceived value – loyalty relationship	<ul style="list-style-type: none"> <li>• The study was conducted in museums, a non-hospitality industry sector, in a developed nation. The current study focused on star classified hotels in a developed nation.</li> <li>• Ambience experience was plugged in as a moderator variable in the relationship between guest satisfaction and loyalty, leaving unknown its direct influence on guest loyalty in the context of star classified hotels among millennial guests in a developing nation.</li> </ul>
The moderating effect of socio-demographics on the influence of hotel brand experience on guest loyalty	Liu,K-N & Hu, C(2021), Sandri & Ghani (2023), Jang et al. (2019), Guan et al. (2021), Ku (2022), and Hyun et al (2018)			<ul style="list-style-type: none"> <li>• In addition to the gaps above, none of the reviewed studies examined the moderating role of socio-demographic characteristics (gender, age, education, monthly earnings, and star rating) on the influence of hotel brand experience on guests’ brand loyalty, particularly targeting millennial hotel guests, a gap the current study sought to address to shed more light on the nexus between hotel brand experience and guests’ loyalty.”</li> </ul>

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Research Design**

The current research adopted an embedded research design to gain an in-depth understanding of the influence of hotel brand experience on the post-purchase behaviour among millennial guests of classified hotels in Nairobi City County. An embedded research design is “a mixed methods design in which one data set provides a supportive, secondary role in a study based primarily on the other data type. The premises of this design are that a single data set is not sufficient, that different questions need to be answered, and that each type of question requires different types of data” (Creswell, 2009, p. 67). Based on the embedded research design, quantitative and qualitative data were collected in the current study, the latter supporting the primary quantitative research design framework. The use of the online will capture patterns in millennials guest behaviour while the interviews will delve into personal experiences providing a rich context for numerical data. The use of the narrative explanations in the interview schedules and use of statistical evidence provides a robust foundation for strategic decision making for the hospitality industry.

#### **3.2 Variables**

The present investigation encompasses three distinct variables: the independent variable, the dependent variable, and the moderator variable. The present study examined the independent variable of hotel brand experience, which was conceptualised to encompass five dimensions: price, sensory, affective, behavioural, and ambience. In contrast, the variable of interest in this study was the post-purchase behaviour exhibited by millennial visitors of classified hotels. This behaviour encompassed various aspects, including repeat purchases, intentions to return, and

favourable word-of-mouth recommendations. On the other hand, the moderator factors encompassed socio-demographic indicators such as gender, age, education, monthly incomes, and star rating. The latent constructs were adopted from Brakus et al. (2009). The variables in all constructs were measured on a 5-point Likert scale of agreement from 1(strongly disagree) to 5(Strongly agree).

### **3.3 Location of the Study**

The present study was conducted in classified hotels within Nairobi City County, the capital and largest city of Kenya, with a population of over 4 million as per the 2019 Kenya National Bureau of Statistics. Nairobi City, located in the Nairobi Metropolitan region, in Kenya is home to 215 classified hotel establishments, as reported by the Tourism Regulatory Authority (2022). The majority of classified hotel establishments were located in Nairobi City County, making it fit for the current study (Appendix H).

### **3.4 Target Population**

The study surveyed millennial guests in 54 Nairobi City County hotel establishments, including 11 five-star, 19 four-star, 15 three-star, and 9 two-star hotels, as well as the front office and restaurant managers of these establishments, as per the Tourism Regulatory Authority (2022) guidelines.

#### **3.4.1 Inclusion Criteria**

Only hotel guests born from 1982 to 2002 (Crampton & Hodge, 2011) who had stayed at least one night in classified hotels of their accommodation in Nairobi City County were targeted. Those who had spent a night were able to give information on the questionnaire regarding accommodation and they would have had an interaction with the hotel facilities.

### 3.4.2 Exclusion Criteria

The current study excluded hotel guests born before 1982 and after 2002 who had not stayed for a night or more in classified hotels of their accommodation during data collection.

## 3.5 Sampling Technique and Sample Size

### 3.5.1 Sample Size

Cochran's formula (1977) was utilized to determine the required sample size for millennial hotel guests based on the approximate proportion of an attribute in the target population, acceptable precision, and confidence level. The formula is as follows:

$$n_0 = \frac{Z^2 pq}{d^2}.$$

Where:  $n_0$  = required sample size,  $Z^2$  = standardised score corresponding with a 95% confidence level,  $p$  = estimated proportion of an attribute present in the target population (estimated at 50%),  $q = 1 - p$ ,  $d$  = the desired level of statistical accuracy.

Therefore, the required sample size was computed as follows:

$$n_0 = \frac{1.96^2 (0.05)(0.05)}{0.05^2} = 384$$

The sample size consisted of 384 respondents, as determined by Cochran's (1977) approach. Table 3.1 illustrates the distribution of survey participants across various classifications of hotels based on star ratings.

**Table 3.1. Survey Sample Size Computation**

Hotel Star Category	No. of Hotels	No. of Hotels for Pretesting	No. of Hotels for Actual Data Collection	% of Proportion	Sample Size	Approximated Sample Size ( <i>Sample Size/No. of Hotels</i> )
Five	11	1	10	20	77	80
Four	19	1	18	36	138	144
Three	15	1	14	28	108	112
Two	9	1	8	16	61	64
<b>Total</b>	<b>54</b>	<b>4</b>	<b>50</b>	<b>100</b>	<b>384</b>	<b>400</b>

Regarding the sample size for the qualitative data collection, Saunders and Townsend (2016) suggest that between 15 and 60 interviews are sufficient for organisational studies. Accordingly, the sample size for the current study was 30 participants, which was within the suggested range (Table 3.2).

**Table 3.2. Interview Sample Size Computation**

Hotel Star Category	No. of Hotels	No. of Hotels for Pretesting	No. of Hotels for Actual Data Collection	% of Proportion	Sample Size
Five	11	1	10	20	6
Four	19	1	18	36	11
Three	15	1	14	28	8
Two	9	1	8	16	5
<b>Total</b>	<b>54</b>	<b>4</b>	<b>50</b>	<b>100</b>	<b>30</b>

### 3.5.2 Sampling Techniques

The current study utilised convenience sampling to pick 384 respondents for quantitative data collection. The utilisation of convenience sampling facilitated efficient access to the targeted participants for data collection (Kothari, 2012). The study also employed a purposive sampling strategy to pick key informants for the purpose of collecting qualitative data. The front office and restaurant managers were chosen as they have key touchpoints with guests, well positioned to observe and understand guest behaviour.

## **3.6 Research Instruments**

### **3.6.1 Questionnaire**

The current study used an online self-administered questionnaire to collect quantitative data from the millennial guests who stayed at the targeted hotels. The online survey was created on Google Forms®. The questionnaire comprised four sections. The first section included a brief about the study's purpose and a consent form. The second section comprised screening questions: were you born between 1982 and 2002? Have you stayed in the hotel for at least a night, and are you willing to be involved in the study? Affirmative answers to the first two questions allowed respondents to answer the third question. Otherwise, respondents were directed to exit the online survey to ensure that the sample comprised only millennial hotel guests. Respondents unwilling to participate in the study were also directed to exit the survey.

The third section consisted of questions requesting respondents to indicate their level of education and monthly earnings. The fourth section comprised questions requiring respondents to rate their level of agreement with various hotel brand experiences, including price, sensory, affective, behavioural, and ambience hotel experiences. Hotel brand experience was measured with items borrowed from Brakus et al. (2009).

The fifth segment of the survey consisted of a series of questions that requested participants to assess their degree of agreement with statements pertaining to their behaviour following a purchase. The researchers employed the observable indicators of the post-purchase behaviour construct as delineated in the study done by Hapsari et al. (2017). The items within each construct were evaluated using a five-point Likert scale, except for socio-demographic factors, with 1 indicating strong disagreement and 5 indicating strong agreement.

### **3.6.2 Interview Schedule**

An online semi-structured interview schedule was used in the current study to collect qualitative data from key informants (i.e., front office and food and beverage managers). The interview schedule was developed on Google Forms® and comprised four sections. The first section consisted of a brief about the purpose of the study and a consent form requiring interviewees to express their willingness to complete the interview schedule. The second section comprised questions requiring interviewees to indicate their socio-demographic characteristics. The third section comprised questions requiring interviewees to provide information concerning the post-purchase behaviour of millennial hotel guests. The last section comprised questions requiring interviewees to provide information regarding hotel brand experience.

### **3.7 Pretesting**

To check the respondents' comprehension of each questionnaire, a pretest was conducted on a sample of 20 individuals, which accounted for 5.2% of the calculated sample size. According to Mugenda and Mugenda (2003), it is proposed that a pretest sample size ranging from 1% to 10% of the intended sample size is acceptable for pretesting. Therefore, the pretest sample size employed in the present study was deemed appropriate for data collection, analysis, and reporting of the pretest outcomes. Based on the analysis of the pretest findings, it was determined that only modest aesthetic adjustments and revisions to certain questions pertaining to quantifiable aspects of the constructs were necessary. No significant alterations were made to the refined questionnaire beyond these changes.

### 3.7.1 Validity

Face validity was used in the current study to ascertain the validity of the questionnaire, which was determined through expert judgment by professionals in hospitality and tourism management and research supervisors.

### 3.7.2 Reliability

In order to assess the dependability of the constructs employed for evaluating the independent and dependent variables, Table 3.4 presents Cronbach's  $\alpha$  coefficients for all the constructs.

**Table 3.3. Reliability Results**

Construct	Observable Items	A
Hotel brand experience	16	0.917
Price experience	4	0.786
Sensory experience	3	0.889
Affective experience	3	0.902
Behavioural experience	3	0.911
Ambience experience	3	0.843
Post-purchase behaviour	6	0.910

According to the data shown in Table 3.4, the  $\alpha$  coefficients for all the constructs varied between 0.786 and 0.917. As a result, the obtained results exceeded the recommended criterion of 0.70 for Cronbach's  $\alpha$  (Hair et al., 2010; Nunnally & Bernstein, 1995), indicating the internal consistency of the used items in the constructs. This, in turn, establishes the constructs' reliability for data analysis and reporting.

### 3.8 Data Collection Techniques

Two approaches were used in the current study to collect quantitative data. The first one comprised a field survey, whereas the second comprised an online version of the field survey. In both approaches, the list of classified establishments comprising two-, three-, four-, and five-star hotels was obtained from the tourism regulatory authority.

Additionally, the hotels were contacted to obtain the contact details of human resource managers consisting of e-mail addresses and telephone numbers. Face-to-face data collection was conducted in hotels where human resource managers provided permission to collect data from guests during service in the restaurants; if not, an online survey was conducted.

During the face-to-face data collection, well-trained research assistants distributed pen-and-paper questionnaires to hotel guests in the restaurant of the hotels with the help of service employees. Selected respondents were briefed about the purpose of the survey and were notified of their voluntary participation in the study. For the online survey, a survey link was sent to human resource managers, who were requested to send it to the restaurant managers and eventually to respondents with the help of service employees. Completed questionnaires were submitted online.

Regarding the qualitative data collection, face-to-face interviews with the hotel's front office and restaurant managers were completed in the hotels that allowed physical data collection. Otherwise, an online interview schedule was devised using Google Forms®. An online interview schedule link was generated and sent to human resource managers through emails with details requesting them to send the link to the front office and restaurant managers in their hotels. For both online surveys and interviews, human resource managers were reminded through telephone and email reminders every two weeks to boost the response rate. Quantitative and qualitative data were collected within a period of three months, ranging from April - July 2022.

### **3.9 Data Analysis**

#### **3.9.1 Analysis of Quantitative Data**

After the completion of quantitative and qualitative data, the data analysis process was conducted, comprising exploring, cleaning and transforming the data to boost the accuracy of the conclusions drawn from the data (Kothari, 2004). Data screening used frequencies and descriptive statistics to detect cases with outliers and missing values. In the current study, no significant outliers were found. However, established cases with missing values were discarded from actual data analysis. The study hypotheses were tested using SPSS ver. 25, a statistical software for social sciences, through multiple linear regression analysis, which included diagnostic tests for linearity, multivariate normality, homoscedasticity, and multicollinearity.

The study used scatterplots to confirm the assumption of linearity, with visual examinations revealing linear associations between the dependent and independent variables. The Shapiro-Wilk test was used to assess normality, with a p-value lower than the commonly used significance level of 0.05, indicating a normal distribution in the dataset.

The study used a scatter plot to examine the homoscedasticity assumption. The data did not show any pattern, confirming that heteroscedasticity was not a problem. Additionally, variance inflation factors (VIF) were used to determine multicollinearity, and no VIF value exceeded the cut-off value of 10 (Hair et al., 2010). The data analysis plan is summarized in Table 3.5.

**Table 3.4. Data Analysis Plan**

“Objective	Hypothesis	Statistic	Statistical Model/output	Inference
To determine the relationship between price brand experience and post-purchase behaviour of millennial guests in classified hotels	<b>H<sub>01</sub></b> : Price brand experience does not influence post-purchase behaviour of millennial guests in classified hotels	Bivariate Pearson Correlation	Correlation coefficient: $\pm r$ or $r = 0$	Reject <b>H<sub>01</sub></b> when the $p$ -value associated with <b>r</b> is $< .05$ ; or else, fail to reject <b>H<sub>01</sub></b>
To establish the relationship between sensory brand experience and post-purchase behaviour of millennial guests in classified hotels	<b>H<sub>02</sub></b> : Sensory brand experience does not influence post-purchase behaviour of millennial guests in classified hotels	Bivariate Pearson Correlation	Correlation coefficient: $\pm r$ or $r = 0$	Reject <b>H<sub>02</sub></b> when the $p$ -value associated with <b>r</b> is $< .05$ ; or else, fail to reject <b>H<sub>02</sub></b>
To identify the relationship between affective brand experience and post-purchase behaviour of millennial guests in classified hotels	<b>H<sub>03</sub></b> : Affective brand experience does not influence post-purchase behaviour of millennial guests in classified hotels	Bivariate Pearson Correlation	Correlation coefficient: $\pm r$ or $r = 0$	Reject <b>H<sub>03</sub></b> when the $p$ -value associated with <b>r</b> is $< .05$ ; or else, fail to reject <b>H<sub>03</sub></b>
To assess the relationship between behavioural brand experience and post-purchase behaviour of millennial guests in classified hotels	<b>H<sub>04</sub></b> : Behavioural brand experience does not influence post-purchase behaviour of millennial guests in classified hotels	Bivariate Pearson Correlation	Correlation coefficient: $\pm r$ or $r = 0$	Reject <b>H<sub>04</sub></b> when the $p$ -value associated with <b>β<sub>4</sub></b> is $< .05$ ; or else, fail to reject <b>H<sub>04</sub></b>
To investigate the relationship between ambience brand experience and post-purchase behaviour of millennial guests in classified hotels	<b>H<sub>05</sub></b> : Ambience brand experience does not influence post-purchase behaviour of millennial guests in classified hotels	Bivariate Pearson Correlation	Correlation coefficient: $\pm r$ or $r = 0$	Reject <b>H<sub>05</sub></b> when the $p$ -value associated with <b>r</b> is $< .05$ ; or else, fail to reject <b>H<sub>05</sub></b> ”

**Table 3.4** *Analysis Plan Continued...*

“Objective	Hypothesis	Statistic	Statistical Model/output	Inference
To establish the influence of hotel brand experience on post-purchase behaviour of millennial guests in classified hotels	Hotel brand experience does not influence the post-purchase behaviour of millennial guests in classified hotels.	Multivariable linear regression	$\hat{y} = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5 + \varepsilon$ Where: $\hat{y}$ = Predicted post-purchase behaviour $X_1$ = Price brand experience $X_2$ = Sensory brand experience $X_3$ = Affective brand experience $X_4$ = Behavioral brand experience $X_5$ = Ambiance brand experience $\beta_1$ = Slope associated with $X_1$ $\beta_2$ = Slope associated with $X_2$ $\beta_3$ = Slope associated with $X_3$ $\beta_4$ = Slope associated with $X_4$ $\beta_5$ = Slope associated with $X_5$ $\varepsilon$ = Error term	Reject the overall hypothesis when the $p$ -value associated with any of $\beta$ is $< .05$ ; else, fail to reject the overall hypothesis when the $p$ -values associated with $\beta$ s are greater than $.05$ .
To assess the moderating effect of socio-demographic characteristics on the influence of brand experience on post-purchase behaviour of millennial guests in classified hotels	<b>H<sub>06</sub></b> : Socio-demographic variables do not moderate the influence of hotel brand experience on post-purchase behaviour of millennial guests in classified hotels	Stepwise linear regression	$\hat{y}_1 = \beta_0 + \beta_1X_1 + \beta_2M_1 + \beta_3X_1^*M_1 + \varepsilon$ $\hat{y}_1 = \beta_0 + \beta_1X_1 + \beta_2M_2 + \beta_3X_1^*M_2 + \varepsilon$ $\hat{y}_1 = \beta_0 + \beta_1X_1 + \beta_2M_3 + \beta_3X_1^*M_3 + \varepsilon$ $\hat{y}_1 = \beta_0 + \beta_1X_1 + \beta_2M_4 + \beta_3X_1^*M_4 + \varepsilon$ $\hat{y}_1 = \beta_0 + \beta_1X_1 + \beta_2M_5 + \beta_3X_1^*M_5 + \varepsilon$ Where: $\hat{y}_1$ = Predicted post-purchase behaviour $M_1$ = Gender ( <i>Moderator<sub>1</sub></i> ) $M_2$ = Age ( <i>Moderator<sub>2</sub></i> ) $M_3$ = Education ( <i>Moderator<sub>3</sub></i> ) $M_4$ = Monthly Earnings ( <i>Moderator<sub>4</sub></i> ) $M_5$ = Hotel Star-rating ( <i>Moderator<sub>5</sub></i> ) $X_1$ = Hotel brand experience $\beta_1$ = Slope associated with $X_1$ in each equation $\beta_2$ = Slope associated with $M_{1-5}$ in each equation $\beta_3$ = Slope associated with product terms in each equation $\varepsilon$ = Error term	If the $p$ -value associated with $\beta_3$ in <b>each equation</b> is $< .05$ , reject <b>H<sub>06a-e</sub></b> ; $M_1, M_2, M_3, M_4,$ and $M_5$ moderate hotel brand experience—post-purchase behaviour link.  Otherwise, fail to reject <b>H<sub>06a-e</sub></b> ; $M_1, M_2, M_3, M_4,$ and $M_5$ do not moderate hotel brand experience—post-purchase behaviour link.”

### 3.9.1 Analysis of Qualitative Data

The qualitative data was analysed using the Abductive thematic analysis technique which was used to embed the existing theoretical framework into the study by providing a broad understanding of how millennials behave and their decision making process. The obtained data from interviews was processed through MS Excel® and exported into NVivo® for organisation and analysis. NVivo® is a data analysis package capable of detecting repeated words in narrative data to establish themes. In the current study, excerpts were used to report qualitative results and were embedded within the larger quantitative framework. Pseudo-codes were generated to reference each excerpt, as illustrated in Table 3.6.

**Table 3.5. Coding for Qualitative Data Analysis**

Hotel Category	Hotel Category Code	Participant Pseudo-codes		Complete Pseudonym
		Front Office Manager	Restaurant Manager	
Five-star	5*	FOM	RM	5*/FOM/#No. or 5*/RM/#No.
Four-star	4*	FOM	RM	4*/FOM/#No. or 4*/RM/#No.
Three-star	3*	FOM	RM	3*/FOM/#No. or 3*/RM/#No.
Two-star	2*	FOM	RM	2*/FOM/#No. or 2*/RM/#No.

As shown in Table 3.6, the criterion for referencing an interview participant was as follows: *Hotel Star Category/Department/Interview Completion Position*. For instance, 5\*/FOM/#10 represented a participant who was a front office manager in a five-star hotel whose interview was completed in the tenth position. Likewise, 4\*/RM/#8 represented a participant who was a restaurant manager in a four-star hotel, and the interview was completed in the eighth position. Similarly, 3\*/FOM/#2 represented a participant who was a front office manager in a three-star hotel whose interview was completed in the second position. Equally, 2\*/RM/#5 meant a participant who was a restaurant manager in a two-star hotel whose interview was completed in the fifth position.

### **3.10 Logistical and Ethical Consideration**

#### **3.10.1 Logistical Considerations**

The research involved obtaining approval from the Graduate School at Kenyatta University, clearance from the National Commission for Science, Technology, and Innovations (NACOSTI), and prior approval from the human resource managers of selected hotels. Both physical and online data were gathered to provide a comprehensive range of quantitative and qualitative information, ensuring a thorough and efficient study within Nairobi City County. Furthermore, the data obtained from the pen-and-paper surveys was entered into Microsoft Excel® and subsequently merged with the data collected through online submissions. Furthermore, a comprehensive data analysis was performed, and the findings were then illustrated through the use of various visual aids such as charts, tables, and graphs. The encoded data was securely stored in designated folders for easy retrieval and analysis of findings.

#### **3.10.2 Ethical Considerations**

The study involved participants who were informed of the study's objectives and invited to fill out questionnaires. They were informed that their participation was voluntary and that they could withdraw at any time. In addition, participants were provided with the guarantee that the collected data was used for this study. To ensure privacy and confidentiality, the questionnaire and interview schedule were designed to exclude questions requiring respondents to disclose personal information. The collected data was presented in a summarised format.

## **CHAPTER FOUR**

### **FINDINGS AND DISCUSSION**

#### **4.1 Introduction**

This chapter presents the findings of the impact of brand experience on the post-purchase behaviour of millennial customers staying at classified hotels in Nairobi City County. It also presents the results of the moderating influence of socio-demographic factors like gender, age, education, and monthly earnings on the relationship between brand experience and post-purchase behaviour among these customers.

In addition, this chapter provides an overview of the response rate, shows descriptive data that summarises the socio-demographic characteristics of the participants, and reports the replies pertaining to the study constructs. Furthermore, inferential results are presented in accordance with the specified objectives and corresponding hypotheses. The chapter concludes by presenting the statistical outcome model that was derived from the outcomes of hypothesis testing.

#### **4.2 Response Rates**

##### **4.2.1 Survey**

A total of 400 questionnaires were distributed to respondents. Of these questionnaires, 342 were submitted, 224 were completed and submitted online, and 118 were completed via face-to-face distribution. However, 24 returned questionnaires were discarded and excluded from the actual data analysis because of the missing data. Having discarded the unused questionnaires, 318 were used for the actual data analysis, representing a response rate of 79.5%. Concerning survey data collection, a response rate of 50% is suitable, 60% is adequate, and 70% and above is excellent (Brewer & Rojas, 2012; Babbie, 2004; Mugenda & Mugenda, 2003). Accordingly, a

survey response rate of 79.5% obtained in the current study was considered excellent for data analysis. Table 4.1 illustrates the computation of the survey response rate.

**Table 4.1. Computation of Survey Response Rate**

Data collection technique	Questionnaires				Response Rate ( <i>Useful/Distributed</i> )
	Distributed	Returned	Discarded	Useful	
Online survey	264	224	15	209	52.25%
Pen-and-paper survey	136	118	9	109	27.25%
<b>Total</b>	<b>400</b>	<b>342</b>	<b>24</b>	<b>318</b>	<b>79.50%</b>

#### **4.2.2 Interview**

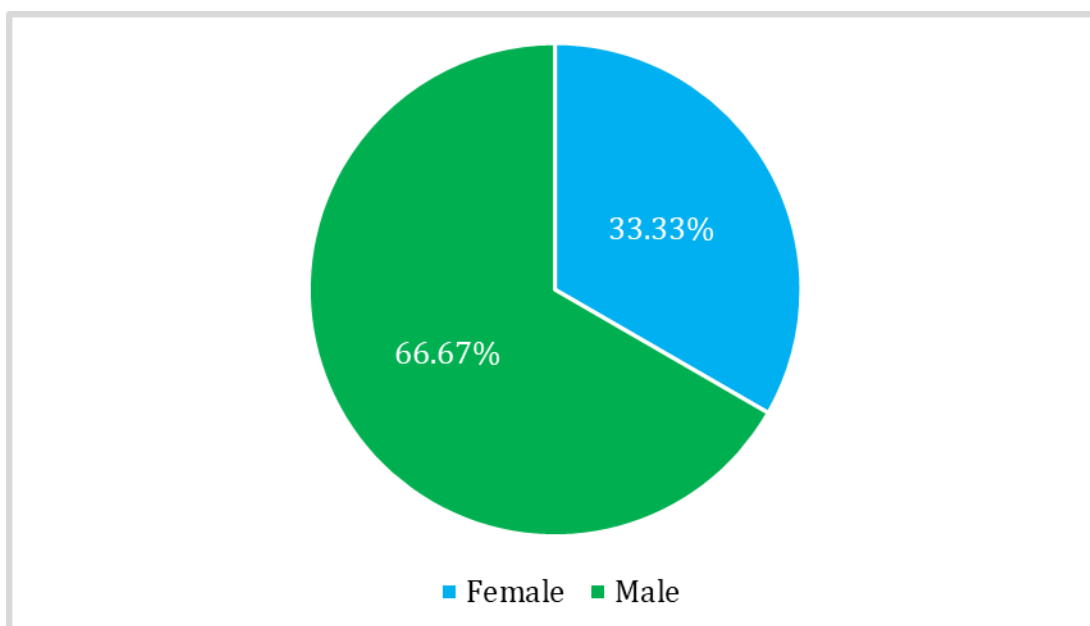
Guided by the principle of data saturation associated with the qualitative data collection interviewing technique (Yang et al., 2012), data saturation was reported after completing 20 interviews (5 from each hotel category). However, an additional interview was conducted in one hotel in each star rating category to substantiate if any new information could be gathered. Examining the additional interviews indicated that no new information was gathered, which stopped the interview process. Thus, 24 interviews were completed in the current study, representing a success rate of 80.00%.

#### **4.3 Demographic Information**

The current study sought demographic information of respondents comprising gender, age, highest level of education, and monthly earnings.

##### **4.3.1 Gender Profile**

The results in Figure 4.1 indicate that the majority of the respondents (66.67%) were male millennial guests.

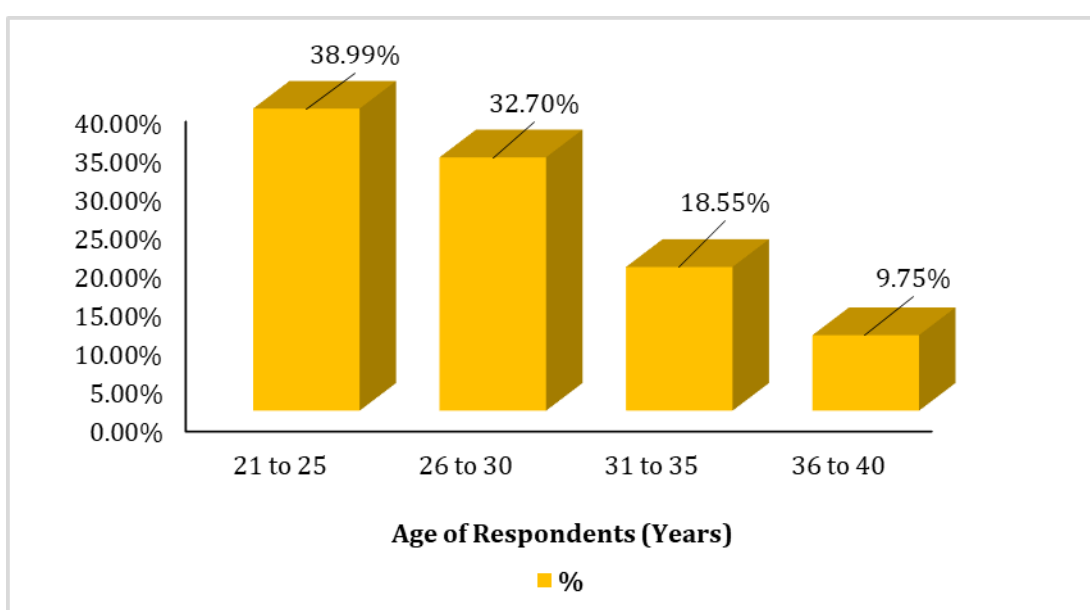


**Figure 4.1. Respondents' Gender Profile**

As shown in Figure 4.1, the results depicted that most millennial guests visiting star classified hotels in Nairobi City are male. Similar results were found by Veloso and Gomez-Suarez (2023), where the largest proportion of the sample comprised male millennial guests.

#### 4.3.2 Respondents' Age Profile

The analysis of the respondents' age profile is depicted in Figure 4.2.

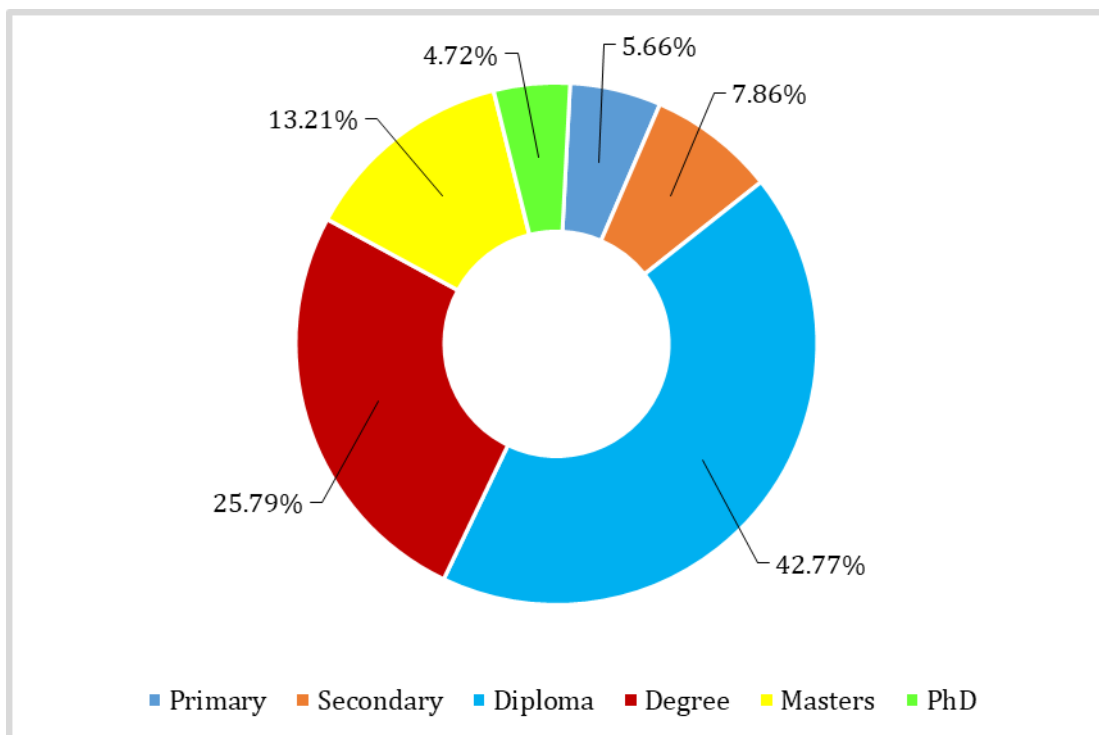


**Figure 4.2. Respondents' Age Profile**

The majority of respondents (38.99%) were aged between 21 and 25, followed by those aged between 26 and 30 (32.70%), 31 and 35 (18.55%), and 36 and 40 (9.75%). Drawing inferences from these results, it is apparent that over half (50.00%) of all the millennial guests sampled in the current study were below 30 years old. A plausible reason for this result is that millennials of this age range tend to be flexible, creative, daring, and adaptable to change. As a result, they might have gone out of their way to explore different channels, such as staying in classified hotels. It is also possible that people in this age bracket have some flexible income.

### 4.3.3 Respondents' Highest Level of Education

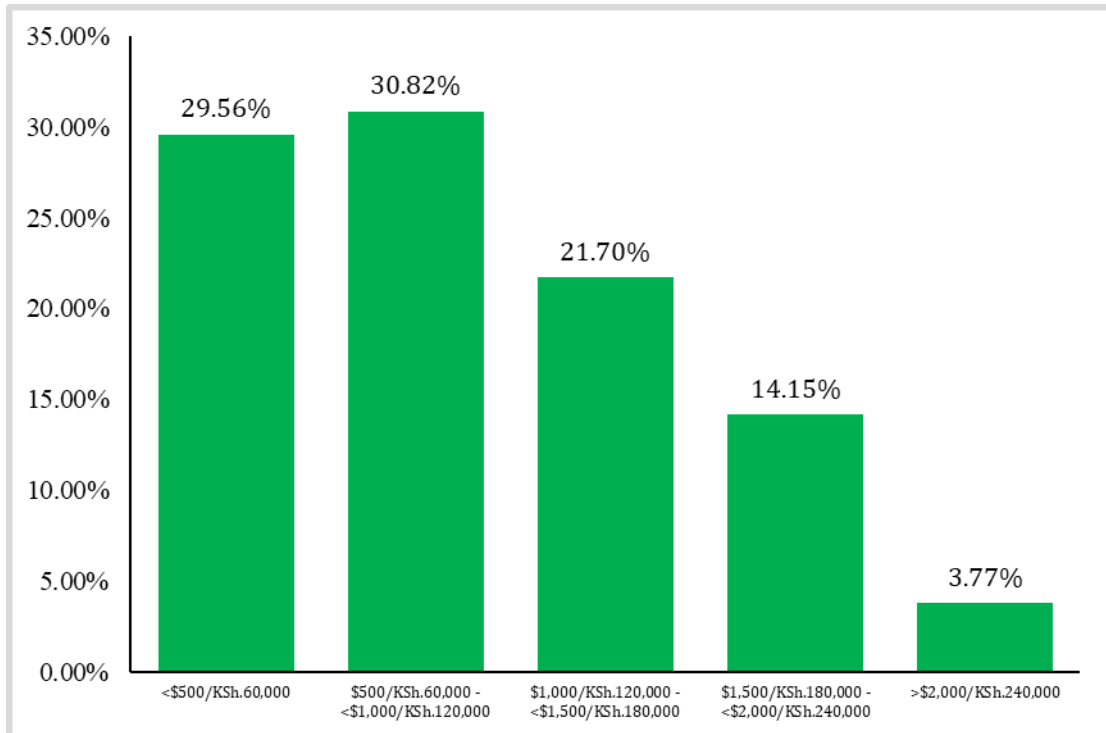
Figure 4.3 demonstrates the results of the level of education among the respondents.



**Figure 4.3. Respondents' Education Level**

As illustrated in Figure 4.3, a majority (42.77%) of respondents were holders of diploma qualifications, followed by those who were holders of degree qualifications (25.79%), master degrees (13.21%), secondary school (7.86%), primary school (5.66%), and PhD (4.72%), respectively. These results demonstrated that over three-

quarters (86.48%) of all sampled respondents in the current study were well informed with education qualifications ranging from diploma to PhD. The study's results indicated that the majority of respondents were well-informed.



**Figure 4.4. Respondents' Monthly Earnings Profile**

As shown in Figure 4.4, a large percentage of respondents (30.82%) reported earning between \$500/KSh.60,000 and less than \$1,000/KSh.120,000, followed by those whose earnings were less than \$500/KSh.60,000 (29.56%). Additionally, respondents earning between \$1,000/KSh.120,000 and less than \$1,500/KSh.180,000 and \$1,500/KSh.180,000 and less than \$2,000/KSh.240,000 accounted for 21.70% and 14.15%, respectively. Only 3.77% reported monthly earnings above \$2,000/KSh.240,000. These results demonstrated that most (70.44%) respondents earned above \$500/KSh.60,000 monthly, depicting the financial ability of millennial guests to purchase products and services provided by classified hotels.

#### 4.4 Descriptive Results of Respondents' Post-Purchase Behaviour

Table 4.2 presents the descriptive results of respondents' perspectives on their post-purchase behavioural intentions.

**Table 4.2. Descriptive Results of Post-Purchase Behaviour**

“Statement	SD n (%)	D n (%)	N n (%)	A n (%)	SA n (%)	Mean	SD
I like this hotel better than any other hotel.	19 (6.0%)	52 (16.4%)	60 (18.9%)	99 (31.1%)	88 (27.7%)	3.57	1.38
I would be inclined to stay/return to this hotel over any other hotel.	22 (6.9%)	88 (27.7%)	90 (28.3%)	83 (26.1%)	35 (11.0%)	3.09	1.41
I would be motivated to choose this hotel as my first choice compared to other brands	18 (5.7%)	42 (13.2%)	44 (13.8%)	112 (35.2%)	102 (32.1%)	3.73	1.28
I would be inclined to recommend this hotel to my friends/family.	18 (5.7%)	55 (17.3%)	44 (13.8%)	111 (34.9%)	90 (28.3%)	3.65	1.26
I would be motivated to say positive things about this hotel.	11 (3.5%)	20 (6.3%)	54 (17.0%)	133 (41.8%)	100 (31.4%)	3.91	1.01
<b>Notes:</b> n = 318. SD – Standard Deviation. Scale Anchors ( <i>Mean Range</i> ): 1 = Strongly Disagree (SD) (1.00 – 1.80), 2 = Disagree (D) (1.80 – 2.60), 3 = Neutral (N) (2.60 – 3.40), 4 = Agree (A) (3.40 – 4.20), 5 = Strongly Agree (SA) (4.20 – 5.00)”							

The minimum and maximum means for all the items were 3.09 and 3.91, respectively (Table 4.2), demonstrating that respondents' level of agreement with all items measuring post-purchase behaviour ranged between neutral and agreement. Generally, over 70.0% of respondents agreed that they were motivated to say positive things about the hotels, which was portrayed by the mean of all the responses ( $M = 3.91$ ,  $SD = 1.01$ ). Similarly, the majority (35.2% and 32.1%) agreed and strongly agreed that they were motivated to select the same hotels as their first choice compared to other brands, as represented by responses gathered from all respondents ( $M = 3.73$ ,  $SD = 1.28$ ).

Over half of the respondents (63.2%) indicated they would recommend hotels to their families and friends ( $M = 3.65$ ,  $SD = 1.26$ ). Besides, the results revealed that most (31.1% representing those who agreed and 27.7% representing those who strongly agreed) respondents liked the hotels where they were accommodated better than any other hotel, as underlined by the mean value of 3.57 ( $SD = 1.38$ ).

The qualitative analysis of data collected from key informants revealed similar results. The results indicated that millennial guests would revisit the hotels when they encounter positive brand experiences. One participant noted that “if millennial guests are treated well, they will always come back with more referrals, especially the older ones. The young millennial likes *to sample different hotels*” (4\*/RM/#5). Likewise, another participant reported that “*millennial guests are very loyal if they like the products and services provided by the hotel*” (3\*/RM/#20). These findings were consistent with K.-N. Liu et al. (2021), whose descriptive results revealed that mainland Chinese tourists were inclined to stay at the hotel even when bombarded with negative information regarding the hotels and price increments.

In contrast, the results of the current investigation revealed that the majority (28.3%) of respondents were undecided on whether they would continue their stay in the hotel or return in future ( $M = 3.09$ ,  $SD = 1.41$ ). This finding depicted the desire of millennial guests to try various accommodation facilities in a tourist destination such as the one considered in the current study, which would have undesirable implications on overall guest loyalty. On this note, analysis of qualitative data highlighted the difficulty in serving millennial guests in the current times, as manifested in the quote of one participant who retorted:

“It is hard to please millennial guests, and even harder to predict whether they would revisit the hotel in the future—sometimes they come back, sometimes they do not. They want a different experience all the time.  
(5\*/FOM/#18)

#### 4.5 Price Hotel Brand Experience and Post-Purchase Behaviour of Millennial Guests

The study aimed to investigate the influence of price brand experience on post-purchase behaviour among millennial guests. Data for this objective was collected using a Likert scale (*see* Section B of the questionnaire). The descriptive results are presented in Table 4.3.

**Table 4.3. Descriptive Results of Price Hotel Brand Experience**

“Statement	SD n (%)	D n (%)	N n (%)	A n (%)	SA n (%)	Mean	SD
The hotel provides quality accommodation that is reasonably priced	6 (1.9%)	31 (9.7%)	54 (17.0%)	148 (46.5%)	79 (24.8%)	3.83	1.38
Food and beverages served by the hotel are reasonably priced	12 (3.8%)	28 (8.8%)	52 (16.4%)	138 (43.4%)	88 (27.7%)	3.82	1.37
The hotel provides other quality services (e.g., laundry, transfers, room service, spa, etc.) worth the price charged	15 (4.7%)	29 (9.1%)	55 (17.3%)	132 (41.5%)	87 (27.4%)	3.77	1.22
Generally, products and services in the hotel are appropriately priced	21 (6.6%)	23 (7.2%)	77 (24.2%)	123 (38.7%)	74 (23.3%)	3.65	1.49

**Notes.** *n* = 318. *SD* – Standard Deviation. Scale Anchors (*Mean Range*): 1 = Strongly Disagree (*SD*) (1.00 – 1.80), 2 = Disagree (*D*) (1.80 – 2.60), 3 = Neutral (*N*) (2.60 – 3.40), 4 = Agree (*A*) (3.40 – 4.20), 5 = Strongly Agree (*SA*) (4.20 – 5.00)”

As reported in Table 4.3, respondents reported positive price hotel brand experience as revealed using the variables, which was consistent with the sentiments of one participant who said that “*the hotel prices are friendly*” (2\*/RM/#24) and “*the hotel*

*provides prices that are affordable to many millennial guests who are on the budget”* (2\*/FOM/#10).

In particular, the majority of respondents reported that hotels provided quality accommodation, as depicted by 46.5% and 24.8% who agreed and strongly agreed, respectively ( $M = 3.83$ ,  $SD = 1.38$ ). Likewise, a large percentage (71.1%) of respondents agreed and strongly agreed that the hotels offered reasonably priced food and beverages, represented by the mean value of 3.82 ( $SD = 1.37$ ). These results resonated well with the sentiments of participants. On this note, one participant revealed that *“guests cannot be happier with the prices charged for standard and en-suite rooms, given the hotel is at the heart of the city”* (3\*/FOM/#9).

Based on the results a large proportion (68.9%) of respondents agreed and strongly agreed that other services such as laundry, transfers, room service, and spa provided by the hotels were superior quality and worth the prices charged ( $M = 3.77$ ,  $SD = 1.22$ ). Participants reported similar findings. For example, one participant reported that *“as a three-star hotel, we provide our guests with 4- and -5-star spa services in a 3-star hotel at relatively friendly prices that form the bigger part of our marketing information”* (3\*/FOM/#21). Moreover, the majority (62.0%) of respondents, comprising 38.7% and 23.3%, agreed and strongly agreed, respectively, reported a positive price experience regarding the prices of products and services provided by the hotels ( $M = 3.65$ ,  $SD = 1.49$ ).

These results indicated that respondents’ price experience with products and services provided by the hotels was positive and encouraging. Managers of classified hotels in the current study revealed similar results. On this note, one participant said that *“millennial guests in the hotel provided positive feedback regarding the quality of the*

services provided, which they claim to be value for money spent” (4\*/FOM/#19). Another one noted that “the hotel provides high-quality services at affordable prices compared to other hotels outside Kenya” (5\*/FOM/#1). Overall, the results supported those of Jang et al. (2019), who found positive price brand experience among the US leisure and business travellers staying on Airbnb.

#### 4.5.1 Hypothesis H<sub>01</sub>: Price Hotel Brand Experience and Post-Purchase Behaviour

The study’s first hypothesis (H<sub>01</sub>) predicted that price hotel brand experience was not related to the post-purchase behaviour of millennial hotel guests. A bivariate Pearson correlation test was performed to examine whether the price experience predicted the post-purchase behaviour of millennial guests (Table 4.4).

**Table 4.4. Price Hotel Brand Experience and Post-Purchase Behaviour**

“Variables		Price Hotel Brand Experience	Post-Purchase Behaviour
Price Brand Experience	Pearson Correlation	1	0.563***
	Sig. (2-tailed)		0.000
Post-Purchase Behaviour	Pearson Correlation	0.563***	1
	Sig. (2-tailed)	0.000	

Notes.  $n = 318$ . \*\*\* $p < 0.001$ ”

As demonstrated in Table 4.4, price hotel brand experience was significantly positively related to the post-purchase behaviour of millennial guests ( $r = 0.563$ ,  $p < 0.001$ ). Therefore,  $H_{01}$  was rejected. Based on these results, millennial guests who exhibited positive price brand experiences were likelier to demonstrate positive post-purchase behavioural intentions. This finding resonated well with those of an existing study by Li (2021) within the context of China’s ecotourism areas, which suggests that perceived value comprising the price of services impacts the behavioural brand loyalty of tourists. In addition, the finding of the current investigation mirrored the

idea supported by Jang et al. (2019) that price is a critical factor considered by business and leisure travellers in the U.S.A. when selecting Airbnb. Besides, the findings of this study supported the study of Lam and Gao (2020), who claimed that price is vital in determining millennial guests' intention to visit local spas in Hong Kong hotels. Specifically, the context of this research is star classified hotels in Nairobi City County, and likewise, price brand experience will potentially influence the post-purchase behaviour of millennial guests. Nevertheless, the findings of this study contradicted those of Young and Corsun's (2021) study, which revealed that price was not a significant predictor of attitudinal loyalty for travellers in Denver, Colorado.

Moreover, the results of  $H_{01}$  were consistent with the responses given by participants who demonstrated that price was a crucial factor millennial guests consider when booking accommodation. The interviewees indicated that posting prices online using websites and Online Travel Agencies (OTAs) guarantees potential guests' transparency and enables them to know and choose different rates. One interviewee emphasized that “*guests want transparency and know the rate various hotels provide. The challenge is that online travel agencies have different prices for the same rooms*”(5\*/FOM/#4). However, some participants had different opinions regarding displaying prices online. One of the participants opined that “[...] *when guests need to know the price, they call or email*”(4\*/FOM/#3).

Nonetheless, participants emphasised the importance of online pricing or posting accommodation rates. One of the participants emphasized that “*online pricing results in more bookings as potential guests can compare our prices with those of competitors. The millennial generation of guests is tech-savvy, likes to compare prices*

and take what suits their budget’’ (4\*/RM/#17). On the same note, another participant noted that online pricing results in ‘‘[...] more booking as guests make reservations based on online price displays’’ (2\*/FOM/#15).

#### 4.6 Sensory Hotel Brand Experience and Post-Purchase Behaviour of Millennial Guests

The study aimed to explore the influence of sensory hotel brand experience on post-purchase behaviour among millennial guests. The descriptive results are presented in Table 4.5.

**Table 4.5. Descriptive Results of Sensory Hotel Brand Experience**

“Statement	SD n (%)	D n (%)	N n (%)	A n (%)	SA n (%)	Mean	SD
The colour of the hotel’s design soothes me.	9 (2.8%)	12 (3.8%)	60 (18.9%)	143 (45.0%)	94 (29.6%)	3.94	0.98
The music played at the hotel is nice.	22 (6.9%)	32 (10.1%)	81 (25.5%)	119 (37.4%)	64 (20.1%)	3.52	1.07
The hotel smells provide a feeling of relaxation.	17 (5.3%)	28 (8.8%)	88 (27.7%)	126 (39.6%)	59 (18.6%)	3.58	1.02

**Notes.**  $n = 318$ . SD – Standard Deviation. Scale Anchors (*Mean Range*): 1 = Strongly Disagree (SD) (1.00 – 1.80), 2 = Disagree (D) (1.80 – 2.60), 3 = Neutral (N) (2.60 – 3.40), 4 = Agree (A) (3.40 – 4.20), 5 = Strongly Agree (SA) (4.20 – 5.00)’’

As shown in Table 4.5, results revealed positive sensory hotel brand experience among respondents. Specifically, a large proportion (78.6%) comprising 45.0% and 29.6% of respondents who agreed and strongly agreed, respectively, reported that they were appeased by the colour of the hotels’ design ( $M = 3.94$ ,  $SD = 0.98$ ). Likewise, the majority (58.2%) of 39.6% and 18.6% of respondents who agreed and strongly agreed correspondingly reported that smells in hotels provided a feeling of relaxation ( $M = 3.58$ ,  $SD = 1.02$ ). Moreover, most (57.5%) respondents, encompassing respectively 37.4% and 20.1% of those who agreed and disagreed, indicated that music played at hotels was nice and pleasing ( $M = 3.52$ ,  $SD = 1.07$ ). Based on these

results, respondents' sensory hotel brand experience was positive. These results supported the descriptive results of K.-N. Liu and Hu's (2022) study where mainland Chinese tourists reported positive sensory brand experiences about upscale hotels in Taiwan.

Qualitative data analysis revealed themes consistent with millennial guests' sentiments in the current investigation. One interviewee revealed that "*the hotel invests a lot in the architectural and interior design to appease the guests*" (5\*/RM/#11). Another participant reported that "*the hotel hires a DJ on weekends to provide guests with tantalising unending music in our well-equipped music hall*" (2\*/FOM/#14). Besides, another interviewee said that "*the hotel plays different music at different timings such as lunch and dinner to ensure that the music complements guests' services*" (3\*/RM/#22). Along similar lines, one interviewee reported that "*music is something that the hotel accords the seriousness deserved. The hotel plays slower, appropriate music to encourage our millennial guests to stay longer in the restaurant during dinner*" (2\*/RM/#12). Another participant added that "*the hotel plays music in a way not to disturb our guests and which encourages guests to discuss their issues as it helps cloak what other guests are discussing*" (5\*/RM/#23).

#### **4.6.1 Hypothesis H<sub>02</sub>: Sensory Hotel Brand Experience and Post-Purchase Behaviour**

The second hypothesis ( $H_{02}$ ) predicted a non-existence of a relationship between sensory hotel brand experience and post-purchase behaviour. A bivariate Pearson correlation was applied to test this hypothesis, summarising the results in Table 4.6.

**Table 4.6. Sensory Hotel Brand Experience and Post-Purchase Behaviour**

Variables		Sensory Brand Experience	Post-Purchase Behaviour
Sensory Brand Experience	Pearson Correlation	1	0.784***
	Sig. (2-tailed)		0.000
Post-Purchase Behaviour	Pearson Correlation	0.784***	1
	Sig. (2-tailed)	0.000	

Notes.  $n = 318$ . \*\*\* $p < 0.001$

As shown in Table 4.6, the current study found a significant positive relationship between sensory brand experience and post-purchase behaviour ( $r = 0.784$ ,  $p < 0.001$ ). Consequently,  $H_{02}$  was rejected. Therefore, maintaining and enhancing the sensory brand experience would result in positive post-purchase behaviour among millennial guests. Based on the results millennial guests experiencing feelings of higher sensory hotel brand experience are more likely to exhibit positive post-purchase behaviour.

The quantitative results of  $H_{02}$  were consistent with the participants' opinions regarding the architectural design of hotels. On this note, one participant said “*From online services and product reviews, guests like our architectural design*” (5\*/RM/#23). Additionally, another participant noted that guests “*like the cleanliness and music played by the hotel. Most of our staff are also millennials, and can thus deal and interact with millennial guests at all times*” (3\*/RM/#8). Similarly, another participant revealed that the “*[...] the music is usually selected depending on the hour and day of the week [...] in different sections to provide a serene environment to guests for private conversation*” (4\*/FOM/#2).

This study's quantitative and qualitative results regarding the relationship between sensory brand experience and post-purchase behaviour aligned with previous studies.

For example, with Liu, K-N et al. (2021) study revealed that sensory brand experience positively impacted brand loyalty among guests in Taiwan. Liu, K-N et al. (2022) and Liu, K-N et al. (2021) also found similar results. Together with the results of previous studies, the current investigation underlined the importance of sensory brand experience in boosting positive post-purchase behavioural intentions among millennial guests.

#### 4.7 Affective Hotel Brand Experience and Post-Purchase Behaviour of Millennial Guests

The third objective of the current study sought to establish the relationship between affective hotel brand experience and post-purchase behaviour among millennial guests. Table 4.7 summarises the descriptive results of the affective hotel brand experience construct.

**Table 4.7. Descriptive Results of Affective Hotel Brand Experience**

Statement	SD n (%)	D n (%)	N n (%)	A n (%)	SA n (%)	Mean	SD
Staying at the hotel makes me feel warm.	8 (2.5%)	33 (10.4%)	44 (13.8%)	155 (48.7%)	78 (24.5%)	3.82	1.01
The hotel creates a home-like experience.	4 (1.3%)	15 (4.7%)	44 (13.8%)	172 (54.1%)	83 (26.1%)	3.99	0.91
I feel honestly respected when staying at this hotel.	2 (0.6%)	4 (1.3%)	21 (6.6%)	178 (56.0%)	113 (35.5%)	4.25	0.96

**Notes.**  $n = 318$ . SD – Standard Deviation. “Scale Anchors (*Mean Range*): 1 = Strongly Disagree (SD) (1.00 – 1.80), 2 = Disagree (D) (1.80 – 2.60), 3 = Neutral (N) (2.60 – 3.40), 4 = Agree (A) (3.40 – 4.20), 5 = Strongly Agree (SA) (4.20 – 5.00)”

As shown in Table 4.7, respondents generally agreed with all items of affective hotel brand experience. Specifically, a large percentage (73.2%) of which 48.7% and 24.5% of respondents agreed and strongly agreed indicated that staying in the hotels made them feel warm ( $M = 3.82$ ,  $SD = 1.01$ ). Similarly, most (80.2%) respondents, encompassing 54.1% and 26.1% of those who agreed and strongly agreed, reported

that hotels created a home-like experience ( $M = 3.99$ ,  $SD = 0.91$ ). Likewise, the majority (91.5%) of respondents, comprising 56.0% and 35.5% of those who agreed and strongly agreed, indicated that they felt respected and treated well while staying at the hotels ( $M = 4.25$ ,  $SD = 0.96$ ). These results demonstrated that respondents exuded a positive affective hotel brand experience and resonated well with those of Guan et al. (2021) study, which revealed that customers staying in full-service hotels in China demonstrated a positive affective brand experience touching on the hotels' capability to provide guests with a comfortable stay that makes them feel happy, joyful, and pleased.

Moreover, qualitative results resonated well with the quantitative findings regarding affective brand experience. For example, one interviewee reported that "*our millennial guests indicate in the guests' feedback cards that the hotel's experience is warm and employees provide outstanding treatment*" (5\*/RM/#7). Additionally, another participant noted that "*the hotel ensures that each guest is served as per the preferences, and every employee endeavours to put themselves in the guests' shoes. The hotel invests a great deal of funds in training employees' soft skills to create memorable guest experiences*" (5\*/RM/#7).

#### **4.7.1 Hypothesis H<sub>03</sub>: Affective Hotel Brand Experience and Post-Purchase Behaviour**

The third hypothesis ( $H_{03}$ ) of the present study hypothesised the non-existence of a link between affective brand experience and post-purchase behaviour of millennial hotel guests. The current research applied a bivariate Pearson correlation to test  $H_{03}$  (Table 4.8).

**Table 4.8. Affective Hotel Brand Experience and Post-Purchase Behaviour**

Variables		Affective Brand Experience	Post-Purchase Behaviour
Affective brand experience	Pearson Correlation	1	0.712***
	Sig. (2-tailed)		0.000
Post-purchase behaviour	Pearson Correlation	0.712***	1
	Sig. (2-tailed)	0.000	

Notes.  $n = 318$ . \*\*\* $p < 0.001$

As reported in Table 4.8, the results revealed a significant positive relationship between affective hotel brand experience and post-purchase behaviour of millennial guests ( $r = 0.712$ ,  $p < 0.001$ ). Consequently,  $H_{03}$  was rejected. Based on the results presented in Table 4.8, it can be deduced that positive affective hotel brand experience yields positive post-purchase behaviour of millennial guests. Consistent with Hwang et al. (2021) in Korean coffee shops and Liu, K-N et al. (2022), in upscale hotels in Taiwan, results showed that affective brand experience was positively related to guests' brand loyalty. The current investigation results show that millennial guests experiencing a positive affective hotel brand experience are more likely to exhibit positive post-purchase behaviour.

#### **4.8 Behavioural Hotel Brand Experience and Post-Purchase Behaviour of Millennial Guests**

The current study aimed to assess the relationship between behavioural hotel brand experience and post-purchase behaviour among millennial guests. The descriptive results are presented in Table 4.9. As reported in Table 4.9, respondents reported positive behavioural hotel brand experiences. Particularly, a large percentage (87.8%) of respondents, comprising 56.0% and 31.8% of those who agreed and strongly

agreed, indicated that they felt physically comfortable when staying in the hotels ( $M = 4.11$ ,  $SD = 0.88$ ).

**Table 4.9. Descriptive Results of Behavioural Hotel Brand Experience**

“Statement	SD n (%)	D n (%)	N n (%)	A n (%)	SA n (%)	Mean	SD
I am physically comfortable when staying in the hotel.	7 (2.2%)	13 (4.1%)	19 (6.0%)	178 (56.0%)	101 (31.8%)	4.11	0.88
I engage in physical activities when staying in the hotel.	18 (5.7%)	33 (10.4%)	59 (18.6%)	149 (46.9%)	59 (18.6%)	3.62	1.12
I feel treated very well in the hotel.	5 (1.6%)	18 (5.7%)	13 (4.1%)	194 (61.0%)	88 (27.7%)	4.07	0.96

**Notes.**  $n = 318$ . SD – Standard Deviation. Scale Anchors (*Mean Range*): 1 = Strongly Disagree (SD) (1.00 – 1.80), 2 = Disagree (D) (1.80 – 2.60), 3 = Neutral (N) (2.60 – 3.40), 4 = Agree (A) (3.40 – 4.20), 5 = Strongly Agree (SA) (4.20 – 5.00)”

Likewise, a large proportion (88.7%) of respondents, comprising 61.0% and 27.7% of those who agreed and strongly agreed, reported that they felt treated well at the hotels ( $M = 4.07$ ,  $SD = 0.96$ ). Similarly, most (65.5%) respondents, including 46.9% and 18.6% of those who agreed and strongly agreed, indicated that they could engage in physical activities when staying in the hotels ( $M = 3.62$ ,  $SD = 1.12$ ). These results demonstrated that respondents’ behavioural hotel brand experience was positive and inspiring. Similar responses were revealed in previous studies by Hwang et al. (2021) and Liu, K-N et al. (2022) in Korean coffee shops and upscale hotels in Taiwan, respectively.

Moreover, the results provided by interviewees were consistent with the feelings of millennial guests. On this note, one participant reported that “*the hotel has invested heavily more on guest amenities, including the spa and gym, to ensure that guests are always engaged during their stay in the hotel*” (4\*/FOM/#13). Similarly, another participant noted that “*guests express their satisfaction with the comfort provided by*

*the hotel, and they say it when they are not comfortable, which helps us to adjust” (3\*/RM/#16). Besides, another participant said that “our millennial guests are happy with us, with the way employees treat them, and with the comfort while staying at the hotel” (5\*/FOM/#18).*

#### **4.8.1 Hypothesis $H_{04}$ : Behavioural Hotel Brand Experience and Post-Purchase Behaviour**

The study tested the hypothesis ( $H_{04}$ ) that there is no relationship between behavioural brand loyalty and post-purchase behaviour using a bivariate Pearson correlation (Table 4.10). Results showed that behavioural hotel brand experience and post-purchase behaviour of millennial guests were significantly positively related,  $r = 0.613$ ,  $p < 0.001$ . Consequently,  $H_{04}$  was rejected.

**Table 4.10. Behavioural Hotel Brand Experience and Post-Purchase Behaviour**

Variables		Behavioural Brand Experience	Post-Purchase Behaviour
Behavioural Brand Experience	Pearson Correlation	1	0.613***
	Sig. (2-tailed)		0.000
Post-Purchase Behaviour	Pearson Correlation	0.613***	1
	Sig. (2-tailed)	0.000	

**Notes.**  $n = 318$ . \*\*\* $p < 0.001$

Following studies by Hwang et al. (2021) in Korea, K.-N. Liu and Hu (2022) and K.-N. Liu et al. (2021) in Taiwan and Safeer et al. (2021) in China, based on the results of the current study it demonstrated that millennial guests exhibiting behavioural hotel brand experience are more likely to demonstrate positive post-purchase behaviour intentions. The results of the qualitative analysis of the interviewees’ responses were consistent with the sentiments of the millennial guests. For example, one participant indicated that “*the hotel takes seriously issues regarding employees’ incivility towards guests*” (2\*/FOM/#6).

#### 4.9 Ambience Hotel Brand Experience and Post-Purchase Behaviour of Millennial Guests

The current study aimed to examine the relationship between ambience brand experience and post-purchase behaviour among millennial guests (Table 4.11). Generally, the results in Table 4.11 revealed a positive ambience hotel brand experience among millennial guests in the current study. In particular, a large percentage (96.2%) of respondents, 46.2% and 50.0% of those who agreed and strongly agreed, revealed that the hotel environment was clean ( $M = 4.43$ ,  $SD = 0.99$ ). Besides, a large proportion (88.4%) of respondents, consisting of 47.2% and 41.2% of those who agreed and strongly agreed, reported that the ambience in the hotels was elegant ( $M = 4.24$ ,  $SD = 0.84$ ).

**Table 4.11. Descriptive Results of Ambience Hotel Brand Experience**

“Statement	SD n (%)	D n (%)	N n (%)	A n (%)	SA n (%)	Mean	SD
The hotel has a clean environment.	2 (0.6%)	4 (1.3%)	6 (1.9%)	147 (46.2%)	159 (50.0%)	4.43	0.99
I feel personally safe when staying in the hotel.	4 (1.3%)	23 (7.2%)	10 (3.1%)	155 (48.7%)	126 (39.6%)	4.18	1.03
The hotel ambience is elegant.	5 (1.6%)	10 (3.1%)	22 (6.9%)	150 (47.2%)	131 (41.2%)	4.24	0.84

**Notes.**  $n = 318$ . SD – Standard Deviation. Scale Anchors (*Mean Range*): 1 = Strongly Disagree (SD) (1.00 – 1.80), 2 = Disagree (D) (1.80 – 2.60), 3 = Neutral (N) (2.60 – 3.40), 4 = Agree (A) (3.40 – 4.20), 5 = Strongly Agree (SA) (4.20 – 5.00)”

Additionally, the majority (88.3%) of respondents, including 48.7% and 39.6% of those who agreed and strongly agreed, indicated they felt personally safe when staying in the hotel ( $M = 4.18$ ,  $SD = 1.03$ ). These results demonstrated a positive ambience hotel brand experience among millennial guests in classified hotels. They were consistent with Han et al. (2019), who found similar results in a study investigating the nexus between intrinsic/extrinsic physical environments and the emotional well-being of guests staying at six hotel hotels in South Korea.

#### 4.9.1 Results of $H_{05}$ : Ambience Hotel Brand Experience and Post-Purchase Behaviour

The current study's fifth hypothesis ( $H_{05}$ ) predicted the non-existence of a relationship between ambience hotel brand experience and post-purchase behaviour among millennial guests. A bivariate Pearson correlation was applied to test the hypothesis (Table 4.12).

**Table 4.12. Ambience Hotel Brand Experience and Post-Purchase Behaviour**

“Variables		Ambience Brand Experience	Post-Purchase Behaviour
Ambience Brand Experience	Pearson Correlation	1	0.796 <sup>***</sup>
	Sig. (2-tailed)		0.000
Post-Purchase Behaviour	Pearson Correlation	0.796 <sup>***</sup>	1
	Sig. (2-tailed)	0.000	

Notes.  $n = 318$ . <sup>\*\*\*</sup> $p < 0.001$ ”

As depicted in Table 4.12, the current research found a significant positive relationship between ambience brand experience and post-purchase behaviour,  $r = 0.796$ ,  $p < 0.001$ . Consequently,  $H_{05}$  was rejected. Based on these results, millennial guests experiencing positive ambience hotel brand experience are more likely to exhibit positive post-purchase behavioural intentions. The study supports Tarmudi and Jaharuddin’s (2022) suggestion that ambience enhances guest satisfaction and Gómez-Suárez and Veloso's (2020) findings that there is a significant positive link between ambience and positive word-of-mouth in the Spanish hotel industry.

Besides, the results of this study were in accordance with Hyun et al. (2018) study conducted in museums in Seoul, Korea, where ambience brand experience was found to moderate the link between experience values and loyalty. Additionally, the current research results agreed with those of Ying et al. (2020) study, which discovered a

significant positive link between ambience experience and satisfaction of Chinese and North American guests staying at five-star hotels in China.

On the same note, the results of the current investigation reverberated well with Nanu et al. (2020) study, which examined the preferences of non-millennial and millennial travellers towards hotel lobby design and discovered that non-millennial hotel guests were less concerned about the design of the lobby in hotels while it was vital to millennial guests. The study contradicts El-Adly and Jaleel's (2023) study in UAE, which found a non-significant relationship between hotel ambience and guest loyalty, suggesting that ambience experience may not always significantly impact brand loyalty dimensions.

#### **4.10 Relative Effect of Brand Experience Dimensions on Post-Purchase Behaviour**

The study conducted a multiple linear regression analysis to analyse the relative impact of hotel brand experience on the post-purchase behaviour of millennial guests. (Table 4.13). As reported in Table 4.13 (*i* and *ii*), the regression model with the facets of hotel brand experience significantly predicted post-purchase behaviour of millennial guests,  $F_{(5, 312)} = 82.041, p < 0.001$ . Furthermore, significant predictors in the regression model explained 56.8% ( $R^2 = 0.568$ ) of variance in post-purchase behaviour.

Moreover, results presented in Table 4.8 (*iii*) revealed that price brand experience ( $\beta = 0.187, t = 8.293, p < 0.001$ ), sensory brand experience ( $\beta = 0.267, t = 8.364, p < 0.001$ ), affective hotel brand experience ( $\beta = 0.195, t = 4.418, p < 0.001$ ), and ambience brand experience ( $\beta = 0.148, t = 4.488, p < 0.001$ ) were significant positive predictors of post-purchase behaviour among millennial hotel guests.

**Table 4.13. Post-Purchase Behaviour Regressed on Affective Hotel Brand Experience**

<b>“i) Model Summary<sup>b</sup></b>							
Model		R	R <sup>2</sup>	R <sup>2</sup> <sub>Adj</sub>	Std. Error of the Estimate		
1		0.754 <sup>a</sup>	0.568	0.561	1.12728		

**Notes.** <sup>a</sup>. Predictors: (Constant) Price Experience, Sensory Experience, Affective Experience, Behavioural Experience, and Ambience Experience. <sup>b</sup>. Dependent Variable: Post-Purchase Behaviour.

<b>ii) ANOVA<sup>a</sup></b>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	303.962	5	60.792	82.041	<0.001 <sup>b</sup>
	Residual	231.359	312	0.741		
	Total	535.321	317			

**Notes.** <sup>a</sup>. Dependent Variable. Post-Purchase Behaviour. <sup>b</sup>. Predictors: (Constant) Price Experience, Sensory Experience, Affective Experience, Behavioural Experience, and Ambience Experience.

<b>iii) Regression Coefficients<sup>a</sup></b>							
Mode		Unstandardised		Standardised		Collinearity	
		Coefficients		Coefficients		Diagnostics	
1		B	SE	B	T	Sig.	Tolerance VIF
1	(Constant)	2.661	0.124		21.458	<0.001	
	Price Experience	0.481	0.058	0.187***	8.293	<0.001	0.314 3.184
	Sensory Experience	0.644	0.077	0.267**	8.364	0.000	0.343 2.915
	Affective Experience	0.358	0.081	0.195**	4.418	0.000	0.303 3.300
	Behavioural Experience	0.020	0.019	0.014 <sup>Ns</sup>	1.053	0.072	0.412 2.427
	Ambience Experience	0.234	0.052	0.148**	4.488	0.002	0.319 3.135

**Notes.** <sup>a</sup>. Dependent Variable: Post-Purchase Behaviour. <sup>\*</sup>  $p < 0.05$ . <sup>\*\*</sup>  $p < 0.01$ . <sup>\*\*\*</sup>  $p < 0.001$ . Ns = Not significant.”

Nevertheless, the positive effect of behavioural brand experience on the post-purchase behaviour of millennial guests was non-significant ( $\beta = 0.014$ ,  $t = 1.053$ ,  $p = 0.072$ ). Consequently, the present study yielded sufficient empirical evidence to reject the overall hypothesis, depicting that hotel brand experience has a significant positive effect on the post-purchase behaviour of millennial guests.

Holding constant the effects of other significant predictors in the regression model, the results of the present study indicated that a one standard deviation increase in price hotel brand experience was associated with a 0.187 standard deviation increase in the post-purchase behaviour of millennial guests. Likewise, a one standard deviation increase in sensory brand experience was linked to a 0.267 standard

deviation increase in post-purchase behaviour. Similarly, a one standard deviation increase in affective brand experience was associated with a 0.195 standard deviation increase in post-purchase behaviour. Equally, a one standard deviation increase in ambience brand experience was linked to a 0.148 standard deviation increase in post-purchase behaviour. Thus, the derived regression equation from the regression model was:

$$\begin{aligned} \text{Post – Purchase} = & \\ & =2.661+0.187(\text{Price hotel brand experience}) \\ & +0.267(\text{sensory hotel brand experience}) \\ & +0.195(\text{affective hotel brand experience}) \\ & +0.148(\text{Ambience hotel brand experience}) \end{aligned}$$

In terms of the relative effect of each facet of hotel brand experience, sensory hotel brand experience had the highest effect on post-purchase behaviour ( $\beta = 0.267$ ), followed by affective hotel brand experience ( $\beta = 0.195$ ), price hotel brand experience ( $\beta = 0.187$ ), and ambience hotel brand experience ( $\beta = 0.148$ ), respectively. It is clear from the results that post-purchase behaviours of millennial hotel guests in the present study are hinged on the sensory hotel brand experiences followed by affective brand experience.

This study showed that price brand experience predicted the post-purchase behaviour of millennial guests. It appears that with classified hotels' stays, perceived value in terms of reasonable value for money paid for products and services influences the post-purchase behaviours of millennial guests. The study found that price significantly influences post-purchase behavioural loyalty in classified hotels, aligning with Paulose and Shakeel's (2021) assertion that perceived value in terms of price is a positive predictor of behavioural guest loyalty in the Indian hotel industry. Besides, the results of the present study agreed with Jang et al. (2019) declaration that

price is an important factor considered by leisure and business travellers when selecting Airbnb in the U.S.A. Along similar lines, Lam and Gao (2020) found that price, among other attributes such as promotion and location, influences millennial guests' intentions to visit local spas in Hong Kong hotels. However, the results of the present study were in contrast with Young and Corsun's (2021) assertion that price is not a significant predictor of travellers' attitudinal loyalty to peer-to-peer accommodations in Denver, Colorado. It appears that the effect of price experience is contextual.

Guided by the rational choice theory, this study suggested that sensory brand experience (i.e., the colour of hotel design, music and scents) leads to positive post-purchase behavioural intentions of millennial hotel guests. Specifically, sensory brand experience appeared more important in fostering post-purchase behavioural intentions than other hotel brand experiences. Such results are consistent with previous studies (Huaman-Ramirez & Merunka, 2019 Liu, K-N et al.2020;) highlighting sensory brand experience as a driver of brand loyalty.

Furthermore, the present study's findings revealed that affective brand experience predicted the post-purchase behaviour of millennial guests. The results of the current study are in accordance with the opinion of Guan et al. (2021) that affective brand experience is vital in fostering brand loyalty among guests of full-service hotels in China. Hwang et al. (2021) focused on the service provided by human and robot baristas within the context of Korean coffee shops and emphasised that affective brand experience is a key driver of brand loyalty.

Besides, the findings of this study indicated that amid price, sensory, affective, and ambience experiences, the behavioural brand experience was not a predictor of post-

purchase behaviour of millennial hotel guests. The lack of a significant relationship between behavioural brand experience and millennials' post-purchase behavioural loyalty to classified hotels in the current study is consistent with Safeer et al.'s (2021) assertion that behavioural experience is a poor predictor of repurchase intention, word-of-mouth recommendations, and willingness to pay more in the consumers of top brands including Nike, Apple, Microsoft, Google, and Coca-Cola in China. However, the results of this study were disputatious with several previous studies. For example, the research conducted by Hwang et al. (2021), Liu, K-N et al. (2022), highlighted that behavioural experience positively and significantly influences behavioural loyalty.

Moreover, in terms of the relationship between ambience brand loyalty and millennial hotel guests' post-purchase behavioural intentions, the results of the present study indicated that ambience brand experience was a significant predictor of positive post-purchase behavioural intentions. This finding could be interpreted that millennial hotel guests consider ambience experiences an important driver of their post-purchase behaviours. They might have preferred an elegant ambience brand experience that made them feel personally safe staying in the hotels and the ability of the hotels to provide services in a clean environment. The findings supported previous studies by Gómez-Suárez and Veloso (2020), Hyun et al. (2018), Han et al. (2019), and Ying et al. (2020). However, the effect of ambience brand experience on brand loyalty is not always significant. On this note, the results of the current study were inconsistent with El-Adly and Jaleel's (2023) finding that hotel atmospherics' influence on guest loyalty was non-significant among guests of 5- and 4-star hotels in the United Arab Emirates.

#### **4.11 Moderating Role of Socio-demographic Characteristics on Hotel Brand Experience - Post-Purchase Behaviour Relationship**

The sixth hypothesis ( $H_{06}$ ) predicted the non-existence of a moderating role of socio-demographic characteristics on the influence of hotel brand experience on post-purchase behaviour. A stepwise regression was applied in the current study to test  $H_{06}$ , in which five separate stepwise regressions were performed to examine the moderating role of each socio-demographic characteristic (i.e., gender, age, education, monthly earnings, and star rating). Baron and Kenny's (1986) stages for testing the moderation effect of a variable were applied in the current investigation.

Baron and Kenny (1986), statistical moderation occurs when the strength and direction of the relationship between independent and dependent variables rely on a third variable—the moderator variable. Three paths were measured following Baron and Kenny's (1986) procedure for examining the moderation effect. The first path comprised the influence of the focal predictor (hotel brand experience) on the outcome variable (post-purchase behaviour). The second path consisted of the influence of the moderator variable (each socio-demographic variable) on the outcome variable. In contrast, the third path examined the effect of the interaction term (a product of the focal predictor and the moderators) on the outcome variable.

Statistical moderation occurs when the interaction term significantly affects the outcome variable while holding the focus predictor and moderator variables constant. Conditional plots were used to examine the impact of interaction terms on outcome variables at negative ( $-1SD$ ) and positive ( $+1SD$ ) focal predictors.

#### 4.11.1 Moderating Role of Gender on the Influence of Hotel Brand Experience on Post-Purchase Behaviour

The first sub-hypothesis ( $H_{06a}$ ) of  $H_{06}$  predicted that gender does not moderate the influence of hotel brand experience on the post-purchase behaviour of millennial guests. A stepwise regression analysis was performed to examine the moderating effect of gender on the influence of hotel brand experience on post-purchase behaviour. The results are presented in Table 4.14. The results revealed that hotel brand experience and gender explained 38.0% ( $R^2 = 0.380$ ) of variation in post-purchase behaviour. Besides, the interaction term (hotel brand experience x gender) significantly influenced the post-purchase behaviour of millennial guests ( $\beta = 0.193$ ,  $t = 2.681$ ,  $p = .006$ ). In addition, the interaction term explained an additional 5.6% ( $R^2$  change = 0.056) of variation in post-purchase behaviour. Drawing from these results, gender moderated the influence of hotel brand experience on post-purchase behaviour. Thus,  $H_{06a}$  was rejected.

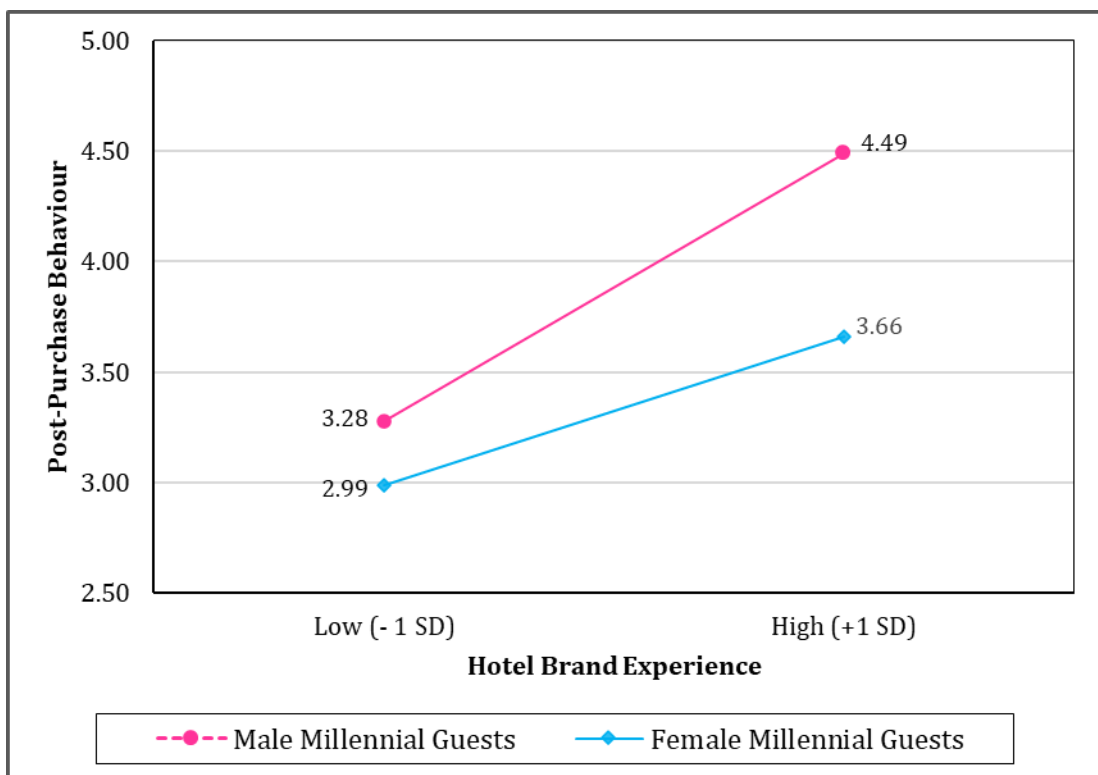
**Table 4.14. Moderating Role of Gender on Hotel Brand Experience – Post-Purchase Behaviour Relationship**

<i>Model</i>	$\beta$	SE	<i>t</i>	<i>p</i>	$R^2$	F change	<i>p</i>
					0.380	61.94***	.000
Constant	3.813	0.118	32.314***	.000			
HBE	0.658	0.161	4.087***	.000			
Gender	0.209	0.082	2.549**	.002			
Int_1	0.193	0.072	2.681**	.006			

“Notes.  $R^2$  = Coefficient of Determination.  $\beta$  = Standardized coefficient.  $t$  = t-test value associated with  $\beta$ . HBE – Hotel Brand Experience. Product terms key: *Int\_1*: HBE x Gender.  $R^2$  change = 0.056. \* $p < .05$ . \*\* $p < .01$ . \*\*\* $p < .001$ . *Ns*-Not significant.”

Additionally, the conditional effect of hotel brand experience on post-purchase behaviour across the cohorts of millennial guests defined by gender was further studied with conditional plots (Figure 4.5). As illustrated in Figure 4.5, the relationships between hotel brand experience and post-purchase behaviour at values of gender were all positive. However, male millennial guests exhibited more positive

post-purchase behaviours than their female counterparts at increasing levels of hotel brand experience. This finding indicated that, with the hotel brand experience improving, male millennial guests were more likely to return to the same hotels in future, choose the hotels again, say positive things about the hotels, and recommend the hotels to family and friends. Melović et al.'s (2021) study on millennials' online shopping behaviour in Montenegro found that males spent more than females, supporting the findings of the current study.



**Figure 4.5. Conditional Effect of Hotel Brand Experience on Post-Purchase Behaviour of Millennial Guests at Values of Gender**

Another study by Shapoval et al. (2018) found consistent results where male millennial guests of Green restaurants in the U.S.A. demonstrated stronger relationships between satisfaction and attitudinal loyalty. Nevertheless, the study's results contradicted a recent study by Kim et al. (2023) in South Korea, where gender did not moderate the relationship between customer experience and brand loyalty among hotel vacationers.

#### 4.11.2 Moderating Role of Age on the Influence of Hotel Brand Experience on Post-Purchase Behaviour

The second sub-hypothesis ( $H_{06b}$ ) of  $H_{06}$  predicted that age does not moderate the influence of hotel brand experience on the post-purchase behaviour of millennial guests. A stepwise regression analysis was performed to test  $H_{06b}$ . Since the age moderator variable was multi-categorical, the cohort of younger millennial guests between 21 and 25 years was considered a reference point of comparison. To perform the stepwise regression analysis, three dummy variables were created to compare the interaction effect of hotel brand experience on post-purchase behaviour across age categories. The dummy variables were  $W1$  representing millennials aged between 26 and 30,  $W2$  representing millennials aged between 31 and 35, and  $W3$  representing the older millennials aged between 36 and 40 (Table 4.15).

**Table 4. 15. Moderating Role of Age on Hotel Brand Experience – Post-Purchase Behaviour Relationship**

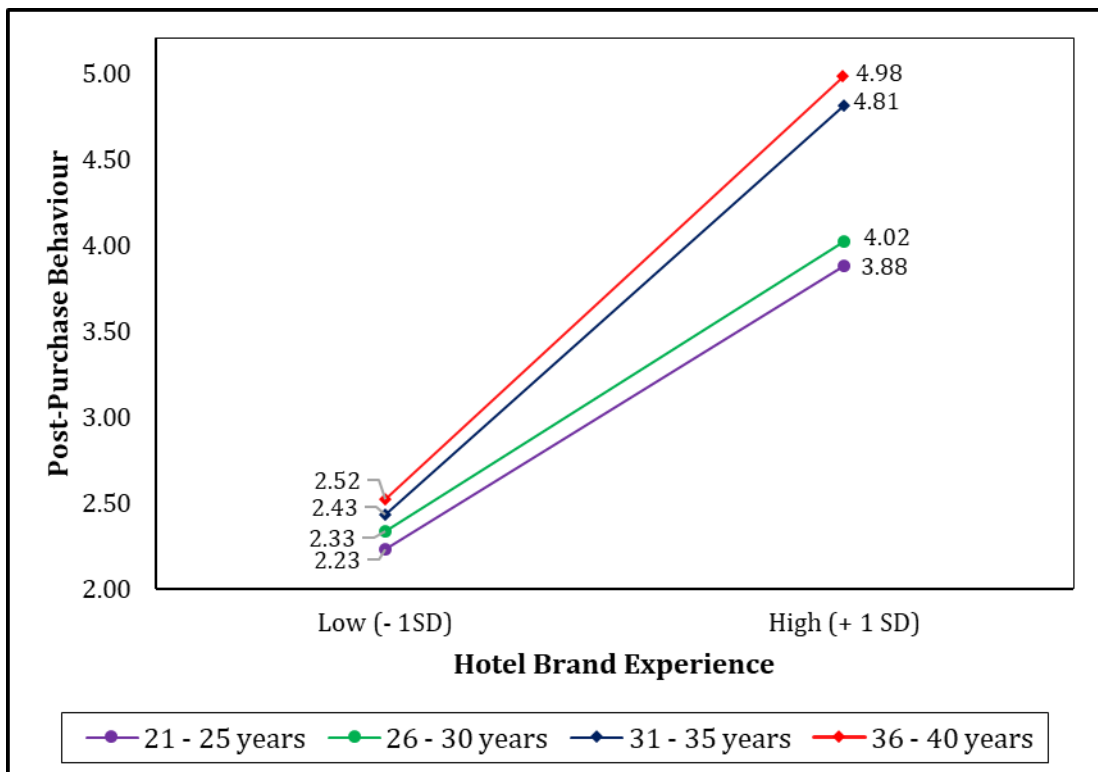
<i>Model</i>	$\beta$	SE	<i>t</i>	<i>p</i>	$R^2$	F change	<i>p</i>
					0.442	33.79***	.000
Constant	4.106	0.109	37.776	.000			
HBE	0.748	0.196	3.822***	.000			
W1	0.241	0.121	1.984*	.048			
W2	0.281	0.126	2.230*	.033			
W3	0.556	0.257	2.162*	.031			
Int_1	0.044	0.206	0.212 <sup>Ns</sup>	.832			
Int_2	0.445	0.122	3.648*	.013			
Int_3	0.294	0.114	2.579*	.016			

“Notes.  $R^2$  = Coefficient of Determination.  $\beta$  = Standardized coefficient.  $t$  = t-test value associated with  $\beta$ . HBE – Hotel Brand Experience.  $W1$  – 26 – 25 years,  $W2$  – 31 – 35 years.  $W3$  – 36 – 40 years. Product terms key:  $Int_1$ : HBE x  $W1$ ,  $Int_2$ : HBE x  $W2$ .  $Int_3$ : HBE x  $W3$ .  $R^2$  change = .061. \* $p$ <.05. \*\* $p$ <.01. \*\*\* $p$ <.001. *Ns*-Not significant.”

Results of the regression slopes presented in Table 4.15 show that hotel brand experience and age explained 44.2% ( $R^2 = 0.442$ ) of variation in post-purchase behaviour. Besides, the interaction terms ( $Int_1$ ,  $Int_2$  and  $Int_3$ ) explained an additional 6.1% ( $R^2$  change = 0.061) of variation in post-purchase behaviour.

Moreover, the effect of the first interaction term (i.e., Int\_1—a product of hotel brand experience and the cohort aged between 21 and 25 years) was statistically non-significant ( $\beta = 0.044$ ,  $t = 0.212$ ,  $p = .832$ ). However, the effect of the second interaction term (i.e., Int\_2—a product of hotel brand experience and the cohort aged between 26 and 30 years) was significant ( $\beta = 0.445$ ,  $t = 3.648$ ,  $p = .013$ ).

Likewise, the effect of the third interaction term (i.e., Int\_3—a product of hotel brand experience and the cohort aged between 36 and 40) was statistically significant ( $\beta = 0.294$ ,  $t = 2.579$ ,  $p = .016$ ). Drawing from these results, age moderated the influence of hotel brand experience on post-purchase behaviour. Consequently,  $H_{06b}$  was rejected. Moreover, the conditional effect of hotel brand experience on post-purchase behaviour across the cohorts of millennial guests defined by age was further examined with conditional plots (Figure 4.6).



**Figure 4.6. Conditional Effect of Hotel Brand Experience on Post-Purchase Behaviour of Millennial Guests Across Categories defined by Age**

As illustrated in Figure 4.6, the effect of age on the influence of hotel brand experience on post-purchase behaviour was positive. As shown, there was an insignificant difference in the conditional effect of hotel brand experience on post-purchase behaviour between cohorts aged 21 to 25 and 26 to 30. This finding indicated that, at increasing values of hotel brand experience, the post-purchase behaviour of millennial guests aged 21 to 30 was similar. A plausible reason for this finding is that millennials aged between 21 and 30 can be categorised under the younger cohorts. However, notable differences were observed between cohorts of millennial guests aged between 21 and 25 and 31 and 35 and between 21 and 25 and 36 and 40 years. In other words, at increasing values of hotel brand experience, the post-purchase behaviour of millennials aged between 31 and 40 years is more likely to be positive compared to younger millennials. These results indicated that post-purchase behaviours of older millennial hotel guests were stronger than their younger counterparts in light of substantial hotel brand experience. A possible reason for this finding is that older millennials are more likely to exhibit loyalty to hotels with positive brand experiences than younger millennials, who are more curious to experience more hotel brands.

The study's findings align with previous research, such as Chua et al. (2019) and Khan et al. (2020), but contradict Melović et al. (2021), which found older millennials to purchase less frequently and Huaman-Ramirez and Merunka (2019), which found that brand experience significantly impacts brand attachment, with a stronger link established for younger consumers.

### 4.11.3 Moderating Role of Education on the Influence of Hotel Brand Experience on Post-Purchase Behaviour

The third sub-hypothesis ( $H_{06c}$ ) of  $H_{06}$  predicted that education does not moderate the influence of hotel brand experience on the post-purchase behaviour of millennial guests. A stepwise regression analysis was applied to test  $H_{06c}$ . The education moderator variable was transformed into three categories comprising pre-college education (primary and secondary), college (diploma) and university (undergraduate, master, and PhD), and given the multicategory of this variable, the cohort of millennial guests with pre-college education was considered the reference group in the analysis.

To perform the regression analysis, two dummy variables were created to compare the interaction effect of hotel brand experience on post-purchase behaviour across education categories. The dummy variables were  $W1$ , representing millennials with a college education, and  $W2$ , representing millennials with a university education (Table 4.16).

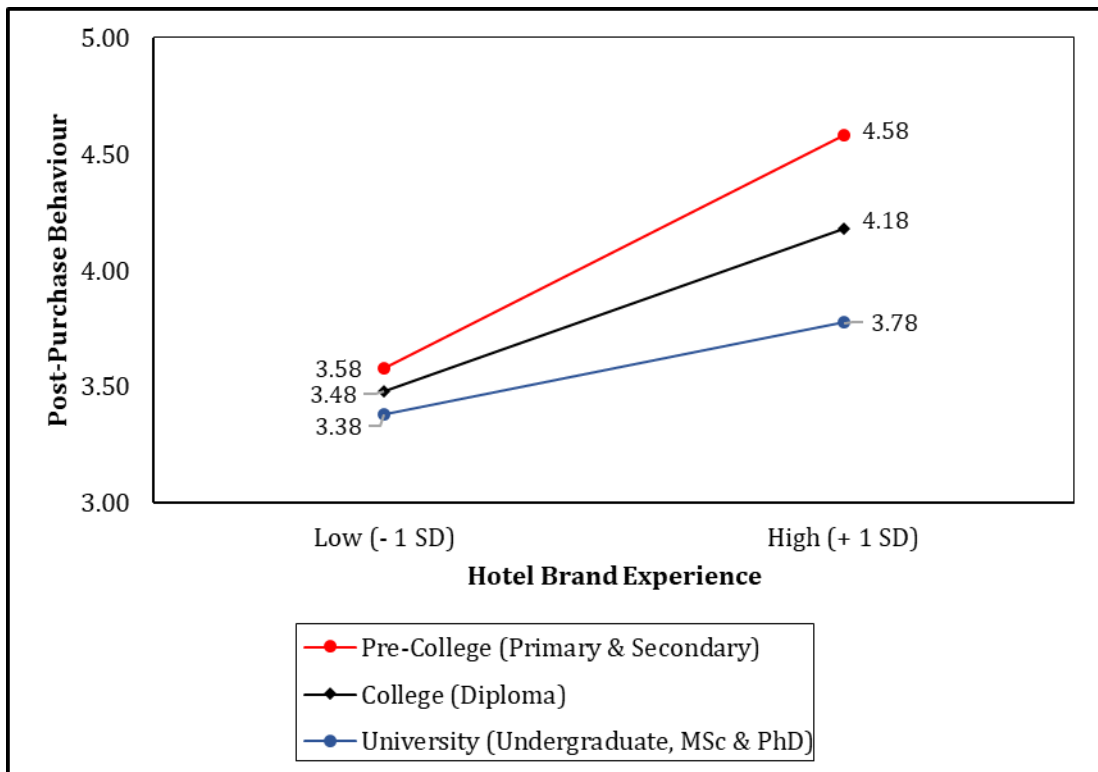
**Table 4.16. Moderating Role of Education on Hotel Brand Experience – Post-Purchase Behaviour Relationship**

<i>Model</i>	$\beta$	SE	<i>t</i>	<i>P</i>	$R^2$	F change	<i>p</i>
					0.384	37.51***	.000
Constant	2.813	0.086	32.709	.000			
HBE	0.303	0.101	3.000***	.000			
W1	0.353	0.081	4.358**	.002			
W2	0.684	0.090	7.600***	.000			
Int_1	0.287	0.129	2.225**	.006			
Int_2	0.321	0.123	2.610**	.002			

“Notes.  $R^2$  = Coefficient of Determination.  $\beta$  = Standardized coefficient.  $t$  = t-test value associated with  $\beta$ . HBE – Hotel Brand Experience. W1 – College Education. W2 – University Education. Product terms key: Int\_1: HBE x W1, Int\_2: HBE x W2.  $R^2$  change = 0.032. \* $p$ <.05. \*\* $p$ <.01. \*\*\* $p$ <.001. Ns-Not significant.”

Results of the regression slopes presented in Table 4.16 revealed that hotel brand experience and education explained 38.4% ( $R^2 = 0.384$ ) of variation in post-purchase behaviour. Additionally, the interaction terms (Int\_1 and Int\_2) explained a supplemental 3.2% ( $R^2$  change = 0.032) variation in post-purchase behaviour. Moreover, the effect of the first interaction term (i.e., Int\_1—a product of hotel brand experience and the cohort with college education) was statistically significant ( $\beta = 0.287$ ,  $t = 2.225$ ,  $p = .006$ ). Likewise, the effect of the second interaction term (i.e., Int\_2—a product of hotel brand experience and the cohort with university education) was significant ( $\beta = 0.321$ ,  $t = 2.610$ ,  $p = .002$ ), indicating that education moderated the influence of hotel brand experience on the post-purchase behaviour of millennial guests. Consequently,  $H_{06c}$  was rejected.

Moreover, the conditional effect of hotel brand experience on post-purchase behaviour across the cohorts of millennial guests defined by education was further scrutinized with conditional plots (Figure 4.7).



**Figure 4.7. Conditional Effect of Hotel Brand Experience on Post-Purchase Behaviour of Millennial Guests Across Categories defined by Education**

The study reveals significant differences in the impact of hotel brand experience on post-purchase behaviour among millennials with pre-college, college, and university education, with a notable difference being between pre-college and university students. This finding implied that millennial guests with university education are less likely to revisit, recommend, and say positive things about the hotels than those with pre-college education. In other words, it is more likely that millennial guests with college and university education can search for information concerning the star classified hotels and thus are more likely to explore other brands in the future.

While the results of the current study are valuable, they were inconsistent with previous studies conducted by Manyanga et al. (2022), where education was not a moderator of customer experience on loyalty in the banking sector of Harare, Zimbabwe and Schirmer et al. (2018) which found out that customer satisfaction had no significant impact on loyalty in the cohorts of guests with higher education. Even

though this is the case, the present study's finding provides a clear understanding relevant to the role of education in the formation of positive post-purchase behaviours of millennial hotel guests in the light of hotel brand experience.

#### **4.11.4 Moderating Role of Income on the Influence of Hotel Brand Experience on Post-Purchase Behaviour**

The fourth sub-hypothesis ( $H_{06d}$ ) of  $H_{06}$  predicted that income does not moderate the influence of hotel brand experience on the post-purchase behaviour of millennial guests. A stepwise regression analysis was applied to test  $H_{06d}$ . The income variable was recoded into three categories comprising low earners (reflecting millennials earning less than KSh 60,000 and between KSh 60,000 and less than 120,000), medium earners (reflecting millennials earning between KSh 120,000 and less than 180,000) and high earners (reflecting millennials earning between KSh 180,000 and less than 240,000 and above KSh 240,000).

The cohort of millennial guests with low earnings was considered the reference group in the analysis. To perform the regression analysis, two dummy variables were computed to compare the interaction effect of hotel brand experience on post-purchase behaviour across income groupings. The dummy variables were  $W1$  representing millennials with low monthly earnings and  $W2$  representing millennials with high monthly earnings (Table 4.17). Results of the regression slopes exhibited in Table 4.17 revealed that hotel brand experience and monthly earnings explained 43.2% ( $R^2 = 0.432$ ) of variation in post-purchase behaviour.

**Table 4.17. Moderating Role of Income on the Relationship between Hotel Brand Experience and Post-Purchase Behaviour**

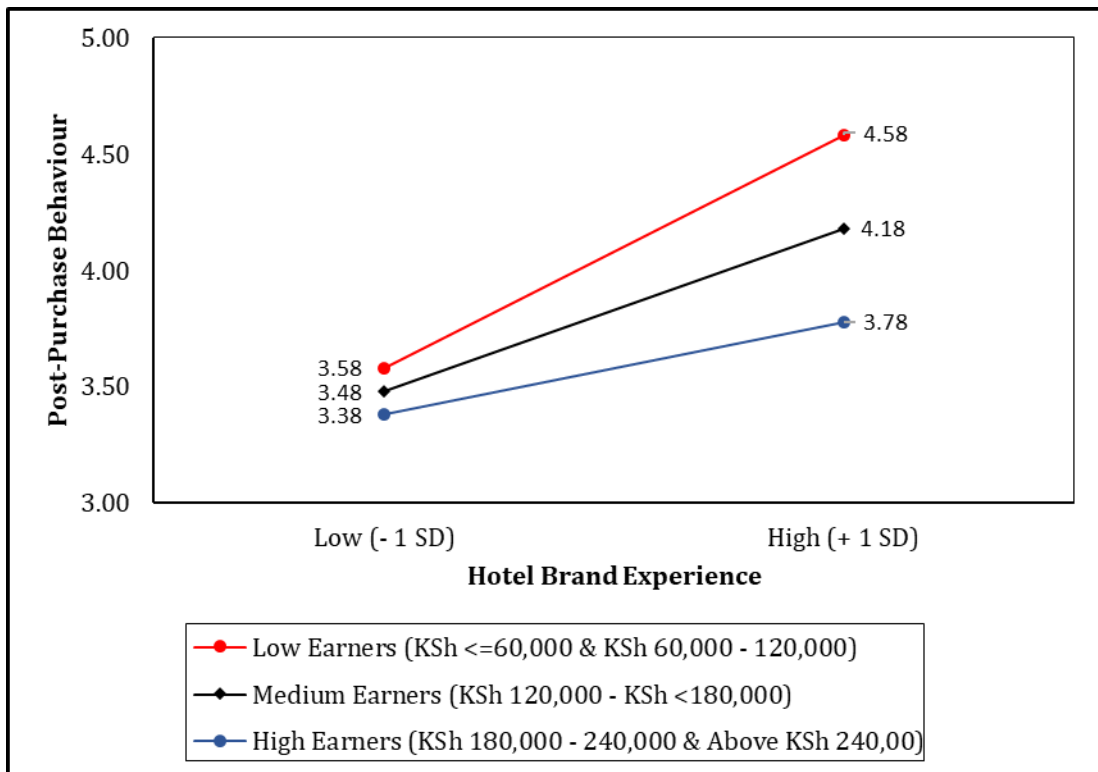
<i>Model</i>	$\beta$	SE	<i>t</i>	<i>P</i>	$R^2$	F change	<i>p</i>
					0.432	28.66***	.000
Constant	3.102	0.067	46.299	.000			
HBE	0.411	0.111	3.703***	.000			
W1	0.353	0.063	5.603***	.000			
W2	0.581	0.081	7.173***	.000			
Int_1	0.299	0.103	2.903*	.021			
Int_2	0.354	0.122	2.902*	.011			

“Notes.  $R^2$  = Coefficient of Determination.  $\beta$  = Standardized coefficient. *t* = t-test value associated with  $\beta$ . HBE – Hotel Brand Experience. W1 – Medium Earners. W2 – High Earners. Product terms key: Int\_1: HBE x W1, Int\_2: HBE x W2.  $R^2$  change = .081. \* $p$ <.05. \*\* $p$ <.01. \*\*\* $p$ <.001. Ns-Not significant.”

Moreover, the interaction terms (Int\_1 and Int\_2) explained a supplemental 8.1% ( $R^2$  change = 0.081) of variation in post-purchase behaviour. Besides, the effect of the first interaction term (i.e., Int\_1—a product of hotel brand experience and the cohort comprising medium earners) was statistically significant ( $\beta = 0.299$ ,  $t = 2.903$ ,  $p = .021$ ).

Likewise, the effect of the second interaction term (i.e., Int\_2—a product of hotel brand experience and the cohort of high earners) was significant ( $\beta = 0.354$ ,  $t = 2.902$ ,  $p = .011$ ), demonstrating that monthly earnings moderated the influence of hotel brand experience on the post-purchase behaviour of millennial guests. Hence,  $H_{06d}$  was rejected.

Moreover, the conditional effect of hotel brand experience on post-purchase behaviour across the cohorts of millennial guests defined by monthly earnings was further inspected with conditional plots (Figure 4.8). Figure 4.8 reveals significant differences in the impact of hotel brand experience on post-purchase behaviour among millennials with low and medium monthly earnings.



**Figure 4.8. Conditional Effect of Hotel Brand Experience on Post-Purchase Behaviour of Millennial Guests Across Categories defined by Monthly Earnings**

Nonetheless, the huge difference in the influence of hotel brand experience on post-purchase behaviour was prominent between cohorts of millennials with low and higher monthly earnings. As the results of the present study indicate, millennial guests with high monthly earnings were less likely to be loyal to star classified hotels than those with low monthly earnings. A plausible reason for this outcome is that it is more likely that millennial guests with higher monthly earnings have more disposable income to explore many classified hotels; hence, even with increasing hotel brand experience, they would be inclined to explore other hotel brands in the future. This is in sync with the previous study conducted by Zhang et al. (2020), which demonstrated that income directly affected Chinese consumers' luxury goods purchasing behaviour and intentions. Equally, the results of the current study corroborated with those of a study by Huaman-Ramirez and Merunka (2019), which showed that the relationship between brand experience and brand attachment was weaker in high-income

consumers, demonstrating that high-income consumers are less likely to create an emotional attachment with a brand in the face of positive brand experience, which may be attributed to their financial power to purchase from different brands.

#### **4.11.5 Moderating Role of Star Rating on the Influence of Hotel Brand Experience on Post-Purchase Behaviour**

The fifth sub-hypothesis ( $H_{06e}$ ) of  $H_{06}$  predicted that hotel star rating does not moderate the influence of hotel brand experience on the post-purchase behaviour of millennial guests. A stepwise regression analysis was applied to test  $H_{06e}$ , where hotel brand experience was the focal predictor and hotel star rating was treated as a multi-categorical moderator variable of the effect of hotel brand experience on the post-purchase behaviour of millennial hotel guests.

In the stepwise regression analysis, hotel star rating was recoded into three dummy variables (i.e.,  $W1$  reflecting millennials staying in 3-star hotels,  $W2$  depicting millennials staying in 4-star hotels, and  $W3$  representing millennials staying in 5-star hotels. The reference category was the cohort of millennial guests staying in 2-star-rated hotels (Table 4.18). The moderation model's predictors accounted for a significant 48.6% ( $R^2 = 0.486$ ) proportion of variation in post-purchase behaviour. Moreover, the interaction terms (Int\_1, Int\_2 and Int\_3) explained an additional 4.5% ( $R^2$  change = 0.045) of variation in post-purchase behaviour. Besides, the effect of the first interaction term (i.e., Int\_1—a product of hotel brand experience and the cohort comprising millennials staying in 3-classified hotels) was significant ( $\beta = 0.151$ ,  $t = 1.425$ ,  $p = 0.002$ ).

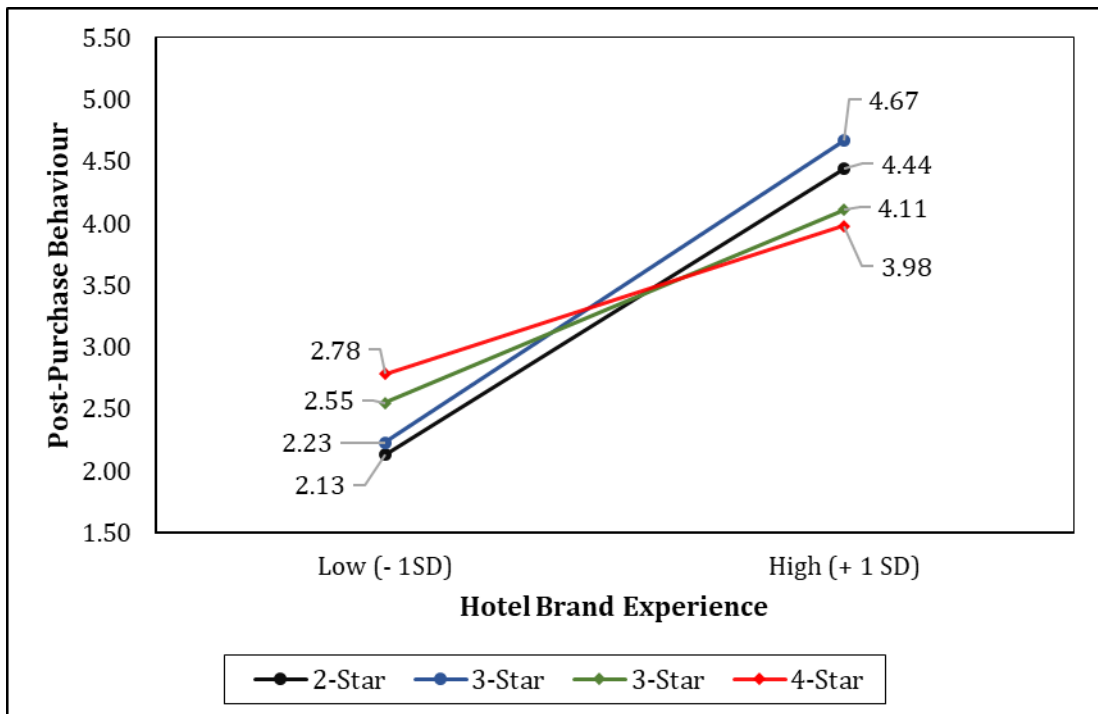
**Table 4.18. Moderating Role of Hotel Star Rating on Hotel Brand Experience – Post-Purchase Behaviour Relationship**

<i>Model</i>	$\beta$	SE	<i>t</i>	<i>P</i>	<i>R</i> <sup>2</sup>	F change	<i>p</i>
					0.486	54.16***	.000
Constant	2.211	0.114	19.394	.000			
HBE	0.412	0.084	4.905***	.000			
W1	0.212	0.093	2.280*	.048			
W2	0.304	0.103	2.951*	.003			
W3	0.488	0.112	4.357***	.000			
Int_1	0.151	0.106	1.425*	.002			
Int_2	0.213	0.099	2.152*	.018			
Int_3	0.255	0.084	3.036***	.000			

“Notes. *R*<sup>2</sup> = Coefficient of Determination.  $\beta$  = Standardized coefficient. *t* = t-test value associated with  $\beta$ . HBE – Hotel Brand Experience. W1 – 3-classified hotels, W2 – 4-classified hotels. W3 – 5-classified hotels. Product terms key: *Int\_1*: HBE x W1, *Int\_2*: HBE x W2. *Int\_3*: HBE x W3. *R*<sup>2</sup> change = .061. \**p*<.05. \*\**p*<.01. \*\*\**p*<.001. *Ns*-Not significant.”

Additionally, the effect of the second interaction term (i.e., *Int\_2*—a product of hotel brand experience and the cohort of millennials staying in 4-classified hotels) was significant ( $\beta = 0.213$ ,  $t = 2.152$ ,  $p = 0.018$ ). Furthermore, the effect of the third interaction term (i.e., *Int\_3*—a product of hotel brand experience and the cohort of millennials staying in 5-classified hotels) was significant ( $\beta = 0.255$ ,  $t = 3.036$ ,  $p = 0.000$ ). These results provided statistical evidence of a significant interaction between cohorts of millennial guests defined by hotel star rating and hotel brand experience. Hence, *H<sub>06d</sub>* was rejected.

Moreover, the conditional effect of hotel brand experience on post-purchase behaviour across the cohorts of millennial guests defined by hotel star rating was further inspected with conditional plots (Figure 4.9). As illustrated, there were significant differences in the influence of hotel brand experience on post-purchase behaviour between cohorts of millennials staying at higher-rated hotels (i.e., 5- and 4-star hotels) and those staying at lowly rated hotels (i.e., 3- and 2-star hotels).



**Figure 4.9. Conditional Effect of Hotel Brand Experience on Post-Purchase Behaviour of Millennial Guests Across Categories defined by Hotel Star Rating**

Nevertheless, the difference in the influence of hotel brand experience on post-purchase behaviour was prominent between cohorts of millennials staying at 5-star hotels and 2-star hotels. This finding demonstrated that millennial guests staying in 5-star hotels are less likely to be loyal to classified hotels than those staying at 2-star hotels. A plausible reason for this outcome is that it is more likely that millennial guests staying at higher star-rated hotels have higher expectations about the performance of the hotel brand experience, which may lead to negative post-purchase behaviour. The results of the present study contradict the findings of a recent study by El-Adly and Jaleel (2023) in that loyalty is more robust for 5-star hotels than 4-star at increasing levels of perceived value and satisfaction.

## CHAPTER FIVE

### SUMMARY, CONCLUSION AND RECOMMENDATION

#### 5.1 Introduction

This chapter provides a concise overview of the main findings. It verifies the logical deductions in accordance with the specified aims: to determine the impact of hotel brand experience, including factors such as price, sensory perception, emotional response, behavioural patterns, and ambience, on the subsequent actions of millennial visitors. Furthermore, the present study aimed to investigate the moderating influence of socio-demographic factors, such as gender, age, education, income, and hotel star rating, on the relationship between hotel brand experience and post-purchase behaviour among millennial hotel customers. Additionally, this chapter provides suggestions for the implementation of practices and the formulation of policies for hotels that are now under examination. The concluding section of the chapter provides a comprehensive overview of suggestions for future research endeavours that are closely aligned with the topic at hand.

#### 5.2 Summary of Key Findings

Several key findings emanated from the study results presented in the previous chapter. First, the current study found a statistically significant relationship between the price of hotel brand experience and the post-purchase behaviour of millennial guests ( $r = 0.563$ ,  $p < 0.001$ ), indicating that an increase in the price of hotel brand experience would increase post-purchase behaviour.

Second, the current research results revealed a statistically significant positive link between sensory hotel brand experience and the post-purchase behaviour of millennial guests ( $r = 0.784$ ,  $p < 0.001$ ). This finding demonstrated that an increase in sensory

hotel brand experience would lead to positive post-purchase behaviour of millennial hotel guests.

Third, the current research results revealed a statistically significant positive relationship between affective hotel brand experience and post-purchase behaviour of millennial hotel guests ( $r = 0.712, p < 0.001$ ). This result showed that an increase in affective hotel brand experience was associated with positive post-purchase behaviour among millennial hotel guests.

Fourth, the current research found a statistically significant positive relationship between behavioural hotel brand experience and post-purchase behaviour of millennial hotel guests ( $r = 0.613, p < 0.001$ ). Fifth, a statistically significant positive relationship between ambience hotel brand experience and post-purchase behaviour of millennial guests ( $r = 0.796, p < 0.001$ ).

Sixth, the results of the present study revealed that price brand experience ( $\beta = 0.187, t = 8.293, p < 0.001$ ), sensory brand experience ( $\beta = 0.267, t = 8.364, p < 0.001$ ), affective hotel brand experience ( $\beta = 0.195, t = 4.418, p < 0.001$ ), and ambience brand experience ( $\beta = 0.148, t = 4.488, p < 0.001$ ) were significant positive predictors of post-purchase behaviour among millennial hotel guests. Nonetheless, the influence of behavioural brand experience on post-purchase behaviour was non-significant ( $\beta = 0.014, t = 1.053, p = 0.072$ ). Besides, sensory brand experience had the highest effect on post-purchase behaviour, followed by affective brand experience.

Lastly, the research found that gender significantly moderates the influence of hotel brand experience on the post-purchase behaviour of millennial guests, with male guests showing more positive behaviour. Age also moderates this influence, with a notable difference observed between older and younger millennial guests.

Moreover, the study found that education moderated the influence of hotel brand experience on the post-purchase behaviour of millennial guests, with notable differences between those with university and pre-college education. Monthly earnings also moderated the influence of hotel brand experience, with notable differences between millennials with low and high monthly earnings. Lastly, hotel star rating moderated the effect of hotel brand experience on post-purchase behaviour of millennial guests, where substantial differences were reported between millennials staying at 5- and 2-classified hotels.

### **5.3 Conclusions**

Several conclusions are made based on the results of the present study. First, millennial guests with positive price hotel brand experience are more likely to exhibit positive post-purchase behaviour. Second, millennial guests with positive encounters of sensory hotel experiences are more likely to demonstrate positive post-purchase behaviour than their counterparts.

Third, it is more likely that millennial guests with positive encounters of affective hotel brand experience would be more inclined to revisit and say positive things about the classified hotels. Fourth, the influence of behavioural hotel brand experience was positive but non-significant. Thus, positive behavioural hotel brand experiences alone might not compel millennial guests to exhibit positive post-purchase behaviour.

Fifth, millennial guests who perceive ambience hotel brand experience are more likely to demonstrate positive post-purchase behaviour. Lastly, male millennial guests are likelier to exhibit positive post-purchase behaviour than their female counterparts. Likewise, older millennials are more likely to be loyal to classified hotels than their younger counterparts, who might be more curious to sample different hotels even at

increasing values of hotel brand experience. Besides, millennial guests with higher education qualifications are less likely to exhibit positive post-purchase behaviour when compared with those with lower education qualifications. In addition, it is more likely that millennials with higher monthly earnings will sample different hotels and thus are less likely to exhibit positive post-purchase behaviour when compared with millennials with low monthly earnings, who are more likely to revisit the same hotel in future.

## **5.4 Recommendations**

### **5.4.1 Recommendation for Practice**

Based on the conclusions, several recommendations are made for the stakeholders of classified hotels. First, hotel managers should focus on providing quality products and services at affordable prices. Such endeavours would spur positive word-of-mouth recommendations and boost future business. Regarding sensory experience, hotels should continue with the current aroma, design and music strategies while seeking better ways to ensure sensory experiences among millennial guests.

In addition, managers of classified hotels need to better ensure that millennial guests are treated well to generate homelike experiences. Therefore, hotels should invest in staff training to equip employees with the requisite skills to deliver outstanding services during guests' stays to increase chances of future visitation and positive word-of-mouth recommendations.

Moreover, the study recommended that managers and other hospitality stakeholders know that ambience is vital in ensuring customers feel comfortable. They should, therefore, invest in aspects such as good lighting, music, and general organization of the facility. This would entice more potential customers to the facilities and maintain the existing customers.

Additionally, the study recommends that hotel brands incorporate activities that attract millennial guests. This includes improving technology utilization and introducing fun activities such as concerts. The study also recommended that hotel brands hire staff that are well-informed about the current trends in the market to better serve millennial guests. Besides, managers of classified hotels could emphasise the role played by socio-demographic characteristics of millennial guests comprising gender, age, education, and monthly earnings when designing marketing strategies related to hotel brand experience.

#### **5.4.2 Recommendation for Policy**

The result of the study regarding brand experience and post- purchase behaviour of millennial guest are significant to the hospitality industry in Kenya. Millennials been the current market for the products and services hospitality industry.

The results of the study may form significant policy intervention. The Ministry of Tourism may devise marketing strategies that can be tailor made to capture this generational cohort, the policies will drive business in the hospitality sector.

#### **5.4.3 Recommendation for Further Studies**

The current research, even though it has revealed valuable results, did not attempt to study various sub-sector establishments in the hospitality industry. In future research, a larger sample could be collected from other hospitality establishments, such as restaurants in Nairobi City County and beyond, so that a comparison could be made on the influence of brand experience on the post-purchase behaviour of millennial guests.

Additionally, the current study focused on the influence of brand experience in the context of hotels on the post-purchase behaviour of millennial guests. However, other

variables, such as brand personality and knowledge, may also play important roles in post-purchase behaviour. Therefore, conducting a more comprehensive study is an avenue that would interest future researchers.

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## APPENDICES

### **Appendix A: Introduction Letter**

Josephine Nthenya Muli

P.O. BOX 48107-00100

Nairobi- Kenya

Email: [josephinemuli11@gmail.com](mailto:josephinemuli11@gmail.com)

Date:

Dear Respondent,

#### **REF: DATA COLLECTION**

I am a postgraduate Student of Kenyatta University, pursuing a Masters. Degree in Hospitality Management. To complete my study, I am conducting a study titled '**Brand experience and post-purchase behaviour among millennial guests in classified hotels in Nairobi City County, Kenya**'.

You have been selected to participate in the study by completing the attached questionnaire. Please note that your responses will be handled with utmost confidentiality and will only be used to address the purpose of this study. I take this early opportunity to thank you for accepting to participate in this study. Your feedback is highly valued.

Sincerely,

Josephine Nthenya Muli

## Appendix B: Approval of Research Proposal



### KENYATTA UNIVERSITY GRADUATE SCHOOL

E-mail: [dean-graduate@ku.ac.ke](mailto:dean-graduate@ku.ac.ke)

P.O. Box 43844, 00100  
NAIROBI, KENYA  
Tel. 020-8704150

Website: [www.ku.ac.ke](http://www.ku.ac.ke)

#### Internal Memo

**FROM:** Dean, Graduate School

**DATE:** 7<sup>th</sup> January, 2022

**TO:** Ms. Josephine Nthenya Muli  
C/o Department of Hospitality &  
Tourism Management

**REF:** T129/OL/CTY/32923/16

**SUBJECT: APPROVAL OF RESEARCH PROPOSAL**  
=====

We acknowledge receipt of your Research Proposal after fulfilling recommendations raised by the Graduate School Board of 29<sup>th</sup> November, 2021.

You may now proceed with your Data collection, subject to clearance with the Director General, National Commission for Science, Technology & Innovation.

As you embark on your data collection, please note that you will be required to submit to Graduate School completed Supervision Tracking and Progress Report Forms per semester. The Forms are available at the University's Website under Graduate School webpage downloads.

Thank you.

  
**JOHN M. ODONGI**  
**FOR: DEAN, GRADUATE SCHOOL**

CC. Chairman, Department of Hospitality & Tourism Management

#### Supervisors:

1. Dr. Rahab Mugambi  
C/o Department of Hospitality & Tourism Management  
**Kenyatta University**
2. Dr. Jane Bitok  
C/o Department of Hospitality & Tourism Management  
**Kenyatta University**

JMD/row

## Appendix C: Letter of Introduction to NACOSTI



**KENYATTA UNIVERSITY  
GRADUATE SCHOOL**

E-mail: [dean-graduate@ku.ac.ke](mailto:dean-graduate@ku.ac.ke)

Website: [www.ku.ac.ke](http://www.ku.ac.ke)

P.O. Box 43844, 00100  
NAIROBI, KENYA  
Tel. 020-8704150

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Our Ref: T129/OL/CTY/32923/2016

DATE: 7<sup>th</sup> January, 2022

Director General,  
National Commission for Science, Technology  
and Innovation  
P.O. Box 30623-00100  
**NAIROBI**

Dear Sir/Madam,

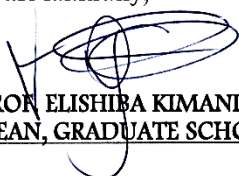
**RE: RESEARCH AUTHORIZATION FOR MS. JOSEPHINE NTHENYA MULI –  
REG. NO. T129/OL/CTY/32923/16**

I write to introduce Ms. Josephine Nthenya Muli who is a Postgraduate Student of this University. She is registered for M.Sc. degree programme in the **Department of Hospitality & Tourism Management**.

Ms. Muli intends to conduct research for a M.Sc. thesis Proposal entitled, **“Influence of Millennial Buying behaviour on Guest Loyalty in Classified Hotel Brands in Nairobi City County, Kenya.”**

Any assistance given will be highly appreciated.

Yours faithfully,

  
**PROF. ELISHIBA KIMANI  
DEAN, GRADUATE SCHOOL**

JMK/0000

## Appendix D: Research Permit- NACOSTI

 REPUBLIC OF KENYA	 NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY & INNOVATION
Ref No: 373257	Date of Issue: 28/January/2022
<b>RESEARCH LICENSE</b>	
	
<p>This is to Certify that Ms.. Josephine Nthenya Muli of Kenyatta University, has been licensed to conduct research in Nairobi on the topic: <b>Influence of Millennial Buying Behaviour on Guest Loyalty in Classified Hotel Brands In Nairobi City County, Kenya for the period ending : 28/January/2023.</b></p>	
License No: NACOSTI/P/22/15364	
373257 Applicant Identification Number	 Director General NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY & INNOVATION
Verification QR Code	
	
<p>NOTE: This is a computer generated License. To verify the authenticity of this document, Scan the QR Code using QR scanner application.</p>	

## Appendix E: Questionnaire for Millennial Hotel Guests

### SECTION A: DEMOGRAPHIC SECTION

#### 1. What is your gender?

Male  Female

#### 2. Please select the age bracket that best describes your age in years.

21 – 25  26 – 30  31 – 35  36 – 40

#### 3. What is your highest level of education?

No formal Education  Primary  Secondary  Certificate  
 Diploma  Undergraduate  Masters  PhD

#### 4. What are your monthly earnings in US dollars/Kenya Shillings?

Below \$500/KSh 60,000  
 \$500/KSh 60,000 – < \$1,000/KSh 120,000  
 \$1,000/KSh 120,000 – < \$1,500/KSh 180,000  
 \$1,500/KSh 180,000 – < \$2,000/KSh 240,000  
 Above \$2,000/KSh 240,000

### SECTION B: HOTEL BRAND EXPERIENCE

5. On a five-point scale from 1= *Strongly Disagree* (SD), 2 = *Disagree* (D), 3 = *Neutral* (N), 4 = *Agree* (A), 5 = *Strongly Agree* (SA), tick the box with the number that best describes your level of agreement with the following statements related to **hotel brand experience**.

Price Experience	SD	D	N	A	SA
The hotel provides quality accommodation that is reasonably priced.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Food and beverages served by the hotel are reasonably priced.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The hotel provides other quality services (e.g., laundry, transfers, room service, spa, etc.) worth the price charged.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Generally, products and services in the hotel are appropriately priced.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sensory Experience	SD	D	N	A	SA
The colour of the hotel's design soothes me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The music played at the hotel is nice.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The hotel smells provide a feeling of relaxation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Affective Experience	SD	D	N	A	SA
Staying at the hotel makes me feel warm.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The hotel creates a home-like experience.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel honestly respected when staying at this hotel.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<b>Behavioral Experience</b>	<b>SD</b>	<b>D</b>	<b>N</b>	<b>A</b>	<b>SA</b>
I am physically comfortable when staying in the hotel.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I engage in physical activities when staying in the hotel.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel treated very well in the hotel.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Ambience Experience</b>	<b>SD</b>	<b>D</b>	<b>N</b>	<b>A</b>	<b>SA</b>
The hotel has a clean environment.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel personally safe when staying in the hotel.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The hotel ambience is elegant.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### SECTION C: POST-PURCHASE BEHAVIOUR

6. On a five-point scale from 1= *Strongly Disagree* (SD), 2 = *Disagree* (D), 3 = *Neutral* (N), 4 = *Agree* (A), 5 = *Strongly Agree* (SA), tick the box with the number that best describes your level of agreement with the following statements related to **post-purchase behaviour**.

<b>Post-purchase Behaviour</b>	<b>SD</b>	<b>D</b>	<b>N</b>	<b>A</b>	<b>SA</b>
I like this hotel better than any other hotel.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This hotel is my preferred hotel over any other hotel.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would be inclined to stay/return to this hotel over any other hotel.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would be motivated to choose this hotel as my first choice compared to other brands.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would be inclined to recommend this hotel to my friends/family.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would be motivated to say positive things about this hotel.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Thank You for Your Participation”**

## Appendix F: Interview Schedule for Managers

### SECTION A: DEMOGRAPHIC SECTION

#### 1. What is your gender?

- Male  Female

#### 2. Please select the age bracket that best describes your age in years.

- 21 – 25  26 – 30  31 – 35  36 – 40

#### 3. What is your highest level of education?

- No formal Education  Primary  Secondary  Certificate  
 Diploma  Undergraduate  Masters  PhD

#### 4. What is your department of operation?

- Front Office  Restaurant

### SECTION A: INFORMATION REGARDING HOTEL BRAND EXPERIENCE

1. Do you display your prices online? How has been the response of your millennial guests about the prices charged by the hotel for products and services rendered?
2. How has your pricing affected your millennial guests?
3. What do your millennial guests think of the architectural design of your establishment? Does it really matter to millennial guests in your hotel?
4. What has been the general feedback provided by millennial guests about the music played by the hotel? Does it have any implication on their loyalty to the hotel?
5. What has been the general feedback millennial guests provided about your establishment's staff?
6. What is the nature of reviews that clients have left based on their interaction with your staff? Have they been positive or negative?
7. How do you deal with positive and negative reviews provided by millennial guests about your hotel?
8. Kindly indicate the physical activities available in your establishment for millennial guests.

9. What do guests say about the cleanliness of your hotel environment?

10. On a scale of 1-5, to what extent are your millennial clients repeat guests?

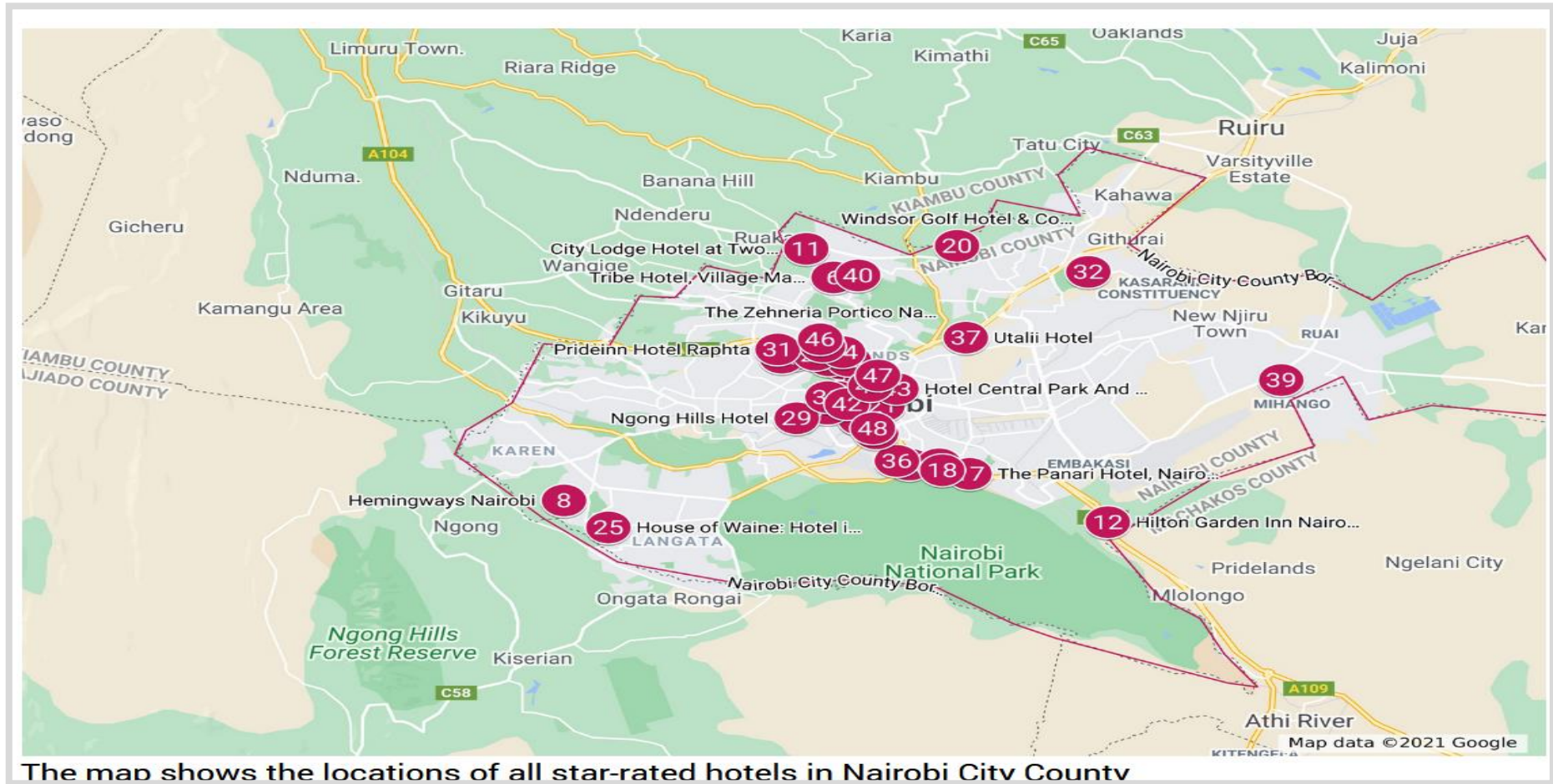
*(Tick the appropriate number that best describes your rating.)*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Not at all	To a very small extent	To some extent	To a great extent	To a very great extent

Please give the reasons for your rating". \_\_\_\_\_


\_\_\_\_\_

## Appendix G: Map of Study Area



Source: Google Maps (2021)

**Names of Hotels:**

<p><b>Star-rated Hotels in Nairobi County</b></p> <p>1 Sarova Stanley Nairobi: 5 Star Hotel in Nairobi</p> <p>2 Villa Rosa Kempinski</p> <p>3 Sankara Hotel</p> <p>4 The Boma Hotel</p> <p>5 Crowne Plaza Nairobi Airport</p> <p>6 Tribe Hotel, Village Market</p> <p>7 DusitD2 Nairobi</p> <p>8 Hemingways Nairobi</p> <p>9 Hilton Nairobi Limited</p> <p>10 Crowne Plaza Nairobi, an IHG Hotel</p> <p>11 City Lodge Hotel at Two Rivers</p> <p>12 Hilton Garden Inn Nairobi Airport</p> <p>13 Eka Hotel Nairobi</p> <p>14 Sarova Panafric Nairobi - Hotel in Nairobi</p> <p>15 Silver Springs Hotel</p> <p>16 The Nairobi Safari Club</p>	<p>17 The Panari Hotel, Nairobi</p> <p>18 Ole Sereni Hotel</p> <p>19 Fairview Hotel</p> <p>20 Windsor Golf Hotel &amp; Country Club</p> <p>21 Weston Hotel</p> <p>22 Golden Tulip Westlands Nairobi</p> <p>23 Pride Inn Lantana</p> <p>24 Executive Residency By Best Western Nairobi</p> <p>25 House of Waine: Hotel in Karen Nairobi</p> <p>26 Ibis Styles Nairobi Westlands</p> <p>27 Pridelnn Azure Hotel Nairobi</p> <p>28 Best Western Plus Meridian Hotel</p> <p>29 Ngong Hills Hotel</p> <p>30 The Heron Portico</p> <p>31 Prideinn Hotel Raphta</p> <p>32 Sportsview Hotel Kasarani</p> <p>33 Kenya Comfort Hotel Suites</p> <p>34 La Maison Royale Hotel</p> <p>35 The Clarion Hotel</p> <p>36 Boma Inn hotel</p> <p>37 Utalii Hotel</p>	<p>38 Marble Arch Hotel</p> <p>39 Fahari Gardens Hotel</p> <p>40 Villa Leone Guest House</p> <p>41 Jacaranda Hotel - Nairobi</p> <p>42 Town Lodge Upper Hill Nairobi</p> <p>43 Hotel Central Park And Conferencing Facilities</p> <p>44 After 40 Hotel</p> <p>45 Summerdale Inn</p> <p>46 The Zehneria Portico Nairobi</p> <p>47 Kahama Hotel</p> <p>48 West Breeze Hotel</p> <p></p> <p>Nairobi City County Borderline</p>
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## Appendix H: Classified Establishments-Register

No	Name of Establishment	Rating
1	Intercontinental Hotel	*****
2	Radisson Blu Hotel Nairobi	*****
3	The Sarova Stanley	*****
4	Villa Rosa Kempinski	*****
5	Fairmount The Norfolk	*****
6	Sankara Hotel	*****
7	The Boma Hotel Nairobi	*****
8	Crowne Plaza Nairobi Airport	*****
9	The Tribe Hotel	*****
10	Dusit D2	*****
11	Hemingway's Nairobi	*****
12	Hilton Nairobi Limited	****
13	Crowne Plaza	****
14	Hilton Garden Inn Nairobi	****
15	City Lodge Hotel- Two Rivers	****
16	Southern Sun Mayfair Nairobi	****
17	Eka Hotel	****
18	Sarova Panafric	****
19	Silver springs Hotel	****
20	Nairobi Safari club	****
21	The Panari Hotel	****
22	Ole Sereni	****
23	Windsor Golf Club	****
24	Fairview Hotel	****
25	Weston Hotel	****
26	Golden Tulip Westland's	****
27	Pride In Lantana Apartment and Suites	****
28	Executive Residency by Best Western	****
29	House of Waine	****
30	Ibis Style Nairobi Westland's	****
31	Azure Hotel	***
32	Best Western Plus Meridian	***
33	Ngong Hills	***
34	The Heron Porticos	***
35	Pride Inn Rhaptha Nairobi	***
36	The Comfort Suites	***
37	La Maison Royale	***
38	Clarion Hotel	***
39	Boma Inn Nairobi	***

<b>40</b>	Utalii	***
<b>41</b>	Marble Arch	***
<b>42</b>	Fahari Gardens	***
<b>43</b>	Jacaranda	***
<b>44</b>	Town Lodge	**
<b>45</b>	Central Park	**
<b>46</b>	After 40 Hotel	**
<b>47</b>	Summerdale Inn	**
<b>48</b>	Eton Hotel	**
<b>49</b>	Zehneria Hotel	**
<b>50</b>	Kahama Hotel	**
<b>51</b>	West breeze hotel	**

Source: <https://www.tourismauthority.go.ke>- Retrieved on 14<sup>th</sup> October 2022

## Appendix I: Budget

No	Description	Amount Ksh
1.	Proposal typing, printing and binding	5,000
2.	Stationery	2,000
3.	Questionnaire preparation and testing	5,000
4.	Data collection expenses	5,000
5.	Data coding and analysis	30,000
6.	Airtime expenses	6,000
7.	Thesis typing, printing and binding	20,000
8.	Subsistence	7,000
9.	Contingencies	10,000
10.	Ethical review fee	2,000
11.	Research permit fee	1,000
	<b>Total</b>	<b>93,000</b>

## Appendix J: Work Plan

Topic identification	Oct 2018						
Concept presentation and approval of topic		Nov 2018					
Proposal presentation			Nov 2019				
Pretesting questionnaire				Nov 2021			
Data collection					April- July 2022		
Data processing					July- December 2022		
Report Writing and corrections						January- September 2023	
Submission of thesis						November 2023	
Defences							May 2024