

MKT07

Trust and Hotel Booking Intention: The Impact of Crisis Events as a Moderator

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Abstract

This study examines the impact of COVID-19 on consumer trust in the hotel industry and its effect on booking intentions. Grounded in Social Contagion Theory, the research analyzes trust dynamics across pre-, during, and post-pandemic stages using data collected from Qualtrics surveys. While overall trust remained stable, the study found a significant decrease in trust's impact on hotel booking intentions after the pandemic. Consumers now prioritize booking flexibility and customer service, reshaping hospitality marketing strategies. The findings highlight the importance of adapting to new consumer expectations and maintaining trust to navigate the post-pandemic landscape effectively.

Conference Track

Marketing