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Emotional, cognitive and behavioural repercussions of hotel guests' experiences

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Abstract

Purpose – Hotels offer high-quality guest experiences to positively impact their emotions, satisfaction, perceived value, word-of-mouth (WOM) and electronic word-of-mouth (eWOM). This study aims to investigate the impacts of the quality perceived by hotel guests on their positive emotions, negative emotions, perceived value and satisfaction; verify the impacts of the price on perceived value and satisfaction; examine the impacts of satisfaction on WOM and eWOM; and test the moderating effect of hotel guests' behavioural engagement on social networking sites (HGBE-SNS) on the relationship between satisfaction and eWOM.

Design/methodology/approach – This survey included 371 guests who assessed their experiences at three Brazilian hotels. Structural equation modelling tested the hypothetical model supported by the stimulus-organism-response (S-O-R) theory (Mehrabian and Russell, 1974).

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Findings – The quality perceived by hotel guests (stimulus) positively impacts perceived value, positive emotions and satisfaction and negatively affects negative emotions (organism). Price (stimulus) negatively impacts perceived value but does not affect satisfaction. Perceived value positively impacts satisfaction. Satisfaction positively impacts WOM and eWOM (responses). The HGBE-SNS moderates the relationship between satisfaction and eWOM.

Originality/value – To the best of the authors' knowledge, this study is the first that simultaneously demonstrates the relationships between perceived quality, price, perceived value, positive and negative emotions, satisfaction, WOM, eWOM and HGBE-SNS. Hotels must offer their guests high-quality services to positively impact' perceived value, positive emotions, satisfaction and WOM. Low prices boost the perceived value but do not directly increase guest satisfaction. Satisfied hotel guests share their experiences via WOM, but high HGBE-SNS is crucial to boost eWOM.

Keywords Hospitality, S-O-R theory, Consumer behaviour, Social media, ADANCO, Emotions

Paper type Research paper

Repercusiones emocionales, cognitivas y conductuales de las experiencias del huésped de un hotel

Resumen

Objetivo – Los hoteles ofrecen experiencias de alta calidad a sus huéspedes para influir positivamente en sus emociones, satisfacción, valor percibido, boca a boca (WOM) y boca a boca electrónico (eWOM). Este estudio tiene como objetivo a) investigar el impacto de la calidad percibida por los huéspedes del hotel en sus emociones positivas, emociones negativas, valor percibido y satisfacción; b) verificar el impacto del precio en el valor percibido y la satisfacción; c) examinar el impacto de la satisfacción en el WOM y eWOM; d) probar el efecto moderador del compromiso conductual de los huéspedes del hotel en las redes sociales (HGBE-SNS) en la relación entre satisfacción y eWOM.

Diseño/metodología/enfoque – En esta encuesta participaron 371 huéspedes que evaluaron sus experiencias en tres hoteles brasileños. La modelización de ecuaciones estructurales puso a prueba el modelo hipotético apoyado en la teoría estímulo-organismo-respuesta (S-O-R) (Mehrabian y Russell, 1974).

Resultados – La calidad percibida por los clientes del hotel (estímulo) influye positivamente en el valor percibido, las emociones positivas y la satisfacción, y negativamente en las emociones negativas (organismo). El precio (estímulo) afecta negativamente al valor percibido, pero no a la satisfacción. El valor percibido afecta positivamente a la satisfacción. La satisfacción afecta positivamente al WOM y al eWOM (respuestas). El HGBE-SNS modera la relación entre satisfacción y eWOM.

Originalidad/valor – Este estudio es el primero que demuestra simultáneamente las relaciones entre calidad percibida, precio, valor percibido, emociones positivas y negativas, satisfacción, WOM, eWOM y HGBE-SNS. Los hoteles deben ofrecer a sus clientes servicios de alta calidad para influir positivamente en el valor percibido, las emociones positivas, la satisfacción y el WOM. Los precios bajos aumentan el valor percibido pero no incrementan directamente la satisfacción de los huéspedes. Los huéspedes satisfechos comparten sus experiencias a través del WOM, pero un alto nivel de HGBE-SNS es crucial para impulsar el eWOM.

Palabras clave hostelería, teoría S-O-R, comportamiento del consumidor, redes sociales, ADANCO, emociones

Tipo de artículo Trabajo de investigación

酒店客人的情感、认知和行为体验反响

摘要

目的 – 酒店提供高质量的宾客体验, 对宾客的情绪、满意度、感知价值、口碑（WOM）和电子口碑（eWOM）产生积极影响。本研究旨在 a) 调查酒店客人感知到的质量对其积极情绪、消极情绪、感知价值和满意度的影响; b) 验证价格对感知价值和满意度的影响; c) 检验满意度对 WOM 和电子口碑的影响; d) 检验酒店客人在社交网站上的行为参与（HGBE-SNS）对满意度和电子口碑之间关系的调节作用。

设计 – 本次调查包括 371 位客人, 他们对自己在巴西三家酒店的入住体验进行了评估。结构方程模型检验了由刺激-组织-反应（S-O-R）理论（Mehrabian 和 Russell, 1974 年）支持的假设模型。

研究结果 – 酒店客人感知到的质量（刺激因素）对感知价值、积极情绪和满意度有积极影响，而对消极情绪（有机体）有消极影响。价格（刺激因素）对感知价值有负面影响，但不影响满意度。感知价值对满意度有积极影响。满意度对 WOM 和 eWOM（反应）产生积极影响。HGBE-SNS 可调节满意度与网络口碑之间的关系。

原创性/价值 – 本研究首次同时展示了感知质量、价格、感知价值、积极和消极情绪、满意度、WOM、eWOM 和 HGBE-SNS 之间的关系。酒店必须为客人提供高质量的服务，才能对 "感知价值"、"积极情绪"、"满意度 "和 "WOM "产生积极影响。低价会提升感知价值，但不会直接提高客人满意度。满意的酒店客人会通过 WOM 分享他们的体验，但高 HGBE-SNS 对促进 eWOM 至关重要。

关键词 ：酒店业、S-O-R 理论、消费者行为、社交媒体、ADANCO、情感

文章类型 研究型论文

1. Introduction

In recent decades, academics, managers and marketers have focussed their work on assessing the perception of customers about their experiences with services in economic sectors such as restaurants (Chinelato *et al.*, 2023; Souki *et al.*, 2020) and hotels (Bravo *et al.*, 2019; Alnawas and Hemsley-Brown, 2019; Aguilar-Rojas *et al.*, 2015). Customer experience involves cognitive, affective, social and physical responses to interactions with a service provider or product across multiple touchpoints during their journey (Kim and So, 2022). Hence, hotel experiences can generate emotional, cognitive and behavioural impacts on guests (Shahid and Paul, 2022).

Hotels can influence guests' perceptions about the quality of their experiences and, consequently, their attitudes and behavioural intentions (Bravo *et al.*, 2019). Thus, several studies demonstrate that guests' perception of the quality of their hotel experiences impacts their satisfaction (Padma and Ahn, 2020; Jeaheng *et al.*, 2020; Bravo *et al.*, 2019), emotions (Sukhu *et al.*, 2019; Bravo *et al.*, 2019), perceived value (Alnawas and Hemsley-Brown, 2019), word-of-mouth communication – WOM (Shahid and Paul, 2022; Chen *et al.*, 2022a; Bravo *et al.*, 2019; Aguilar-Rojas *et al.*, 2015) and electronic word-of-mouth – eWOM (Souki *et al.*, 2023; Line *et al.*, 2020). Kim and So (2022) argue that creating positive guest experiences is critical in today's hospitality and tourism industry. In this regard, hotels must monitor the quality of guest experiences and their impacts on attitudes and behaviours to be more competitive (Alnawas and Hemsley-Brown, 2019).

In addition to the benefits hotels offer, guests evaluate the price they pay to enjoy the experiences. Several studies focus on the perception of guests about the prices paid for their hotel experiences and the impacts on perceived value and satisfaction. However, studies on the effects of hotel prices on guest satisfaction are contradictory (Jeaheng *et al.*, 2020; Alnawas and Hemsley-Brown, 2019). Therefore, the impact of price on guests' satisfaction with their hotel experiences is the first gap in the literature that this study aims to fill.

Previous research assessed the impacts of guest satisfaction with hotel experiences on WOM (Bravo *et al.*, 2019; Sukhu *et al.*, 2019) or eWOM (Serra-Cantallops *et al.*, 2020). However, studies in tourism, hospitality and food service that contemplated WOM and eWOM concomitantly are scarce (Lin *et al.*, 2022; Confente *et al.*, 2020). Furthermore, the conditions that impact WOM differ from those that affect eWOM (Lin *et al.*, 2022; Serra-Cantallops *et al.*, 2020). The new information and communication technologies have increased the number of people engaged in social networks, expanding the impacts of eWOM (Wang and Kubickova, 2017). Despite the increasing importance of eWOM in tourism and hospitality, this topic requires further investigation to consolidate theoretical knowledge about guests' eWOM (Confente *et al.*, 2020). In this regard, the second gap that this research fills is to examine the impacts of guest satisfaction with their hotel experiences on WOM and eWOM concomitantly.

Casaló *et al.* (2017) argue that social networking sites (SNS) are ideal for creating, sharing and recommending content among users with similar needs, interests or problems. However, consumers have different levels of behavioural engagement on the SNS (Correia *et al.*, 2018; Dolan *et al.*, 2016). Thus, the third gap this study intends to fill refers to testing whether the construct hotel guests' behavioural engagement on social networking sites (HGBE-SNS) affects the strength of the relationship between their satisfaction with the experiences and eWOM.

This study uses the stimulus-organism-response theory (S-O-R), proposed by Mehrabian and Russell (1974), to assess how physical and social stimuli affect people's emotional and cognitive states, influencing their subsequent behavioural responses. S-O-R theory has been used in studies of consumer experiences in tourism and hospitality (Chen *et al.*, 2022b; Kim *et al.*, 2020). However, the S-O-R theory has not been used concomitantly in previous studies in hospitality to describe the relationships between environmental stimuli – price and perceived quality by hotel guests; organism (cognitive and emotional states) – perceived value, satisfaction and positive and negative emotions; and behavioural responses – WOM and eWOM. In addition, to the best of the authors' knowledge, no previous study has included the HGBE-SNS as a moderator of the relationship between hotel guests' satisfaction with experiences (organism) and eWOM (response). Thus, this study`s objective is to fill those gaps in the literature.

This study aims to:

- investigate the impacts of the perceived quality by hotel guests on their positive emotions, negative emotions, perceived value and satisfaction;
- verify the impacts of price on the perceived value and satisfaction;
- check the impacts of perceived value on satisfaction;
- examine the impacts of satisfaction on WOM and eWOM; and
- test the moderating effect of HGBE-SNS on the relationship between their satisfaction and eWOM.

This study contributes to academia by using the S-O-R theory to demonstrate the direct impacts of perceived quality by hotel guests (stimulus) on perceived value, positive and negative emotions and satisfaction (organism) and its repercussions on WOM and eWOM (responses). In addition, it shows that price (stimulus) negatively impacted perceived value and did not affect satisfaction directly (organism). In contrast, perceived value positively impacted satisfaction. This study also reveals that guest satisfaction affects WOM and eWOM (responses) differently, as satisfaction significantly impacts WOM, regardless of the presence of other constructs. However, the HGBE-SNS moderates the relationship between satisfaction (organism) and eWOM (response). Thus, guests with low HGBE-SNS tend not to use eWOM, even if they are satisfied with their hotel experiences. On the other hand, the HGBE-SNS amplifies the intensity of the relationship between satisfaction and eWOM (moderating effect). Hence, guests with high HGBE-SNS tend to intensify their use of eWOM regarding their hotel experiences as their satisfaction increases.

This study also brings managerial benefits by demonstrating that hotels must offer their guests tangible and intangible attributes that stimulate a high perception of the quality of their experiences, positively impacting their emotions, perceived value, WOM and eWOM. Strategies based merely on price reduction do not increase hotel guest satisfaction. Thus, hotels must balance the benefits provided to their guests through perceived quality attributes and the prices charged, generating more perceived value and, consequently, higher satisfaction. The present study confirms previous research demonstrating the impact of satisfaction on WOM. However, it reveals that guests who perceive the quality of their

hotel experiences favourably and declare themselves satisfied do not always show positive eWOM. Hence, hotel managers should not extrapolate findings from WOM indicators to eWOM. Accordingly, to establish strategies to impact eWOM positively, they should be aware that their audiences have different levels of HGBE-SNS.

2. Theoretical background and research hypotheses

This study used the S-O-R theory to demonstrate the causal relationships between the constructs of the hypothetical model (Figure 1). The stimuli included were the following factors of perceived quality of hotel guests' experience: accessibility and convenience; infrastructure; hotel restaurant; infrastructure and leisure activities; quality of services; atmosphere; customer orientation; social endorsement; reputation; and status (Souki *et al.*, 2020; Radojevic *et al.*, 2018). The researchers tested the impacts of the factors above on hotel guests' positive and negative emotions, perceived value and satisfaction (organism). This survey also investigated the effect of price (stimulus) on perceived value and satisfaction (organism). Moreover, the researchers examined the impact of perceived value on

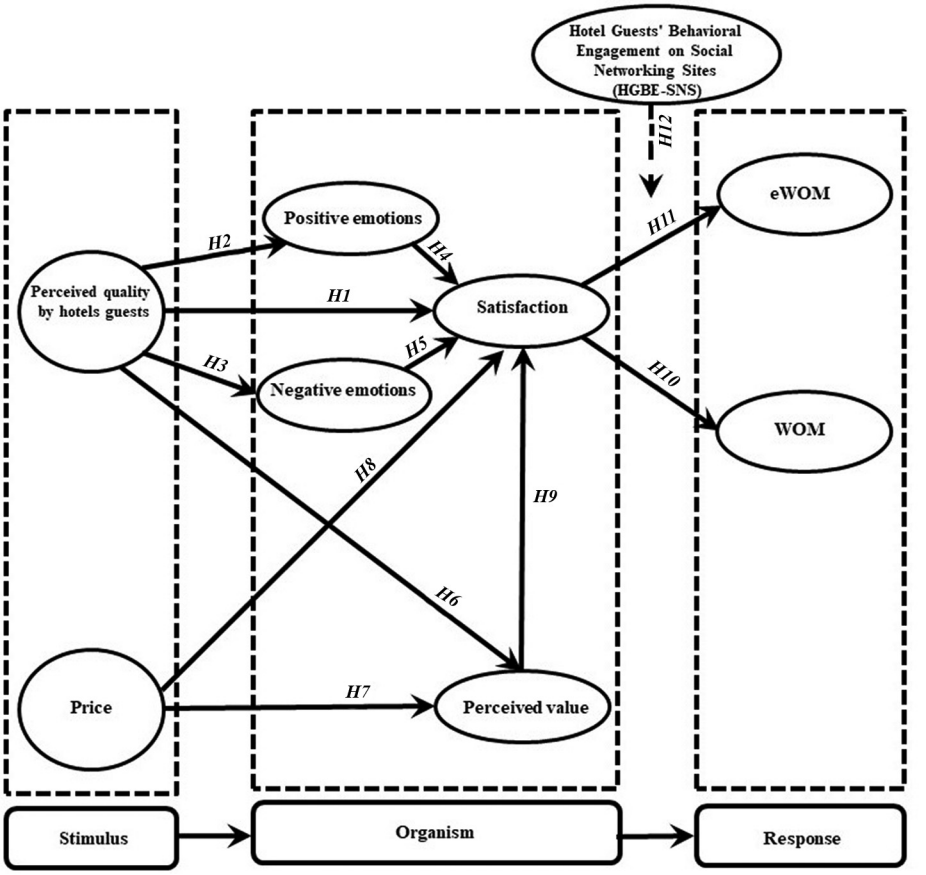

Figure 1.
Hypothetical model

satisfaction. This study also evaluated whether guests' satisfaction with their hotel experiences is an antecedent of their WOM and eWOM (response). Finally, this study checks the moderating effect of HGBE-SNS on the relationship between hotel guest satisfaction (organism) and eWOM (response).

2.1 Perceived quality and its relationship with hotel guest satisfaction

Perceived quality is related to consumers' perception of the performance of products or services in tangible and intangible attributes that can satisfy their needs, expectations and desires compared to competitors (Souki *et al.*, 2020; Zeithaml, 1988). Oliver (2014) defines satisfaction as a state of pleasure or contentment resulting from the comparison of consumer expectations and the performance perceived by them. It is worth mentioning that satisfaction encompasses cognitive and affective components (Kim *et al.*, 2020; Aguilar-Rojas *et al.*, 2015). Consumers tend to be satisfied when the performance of products or services meets or exceeds their expectations. However, they tend to be dissatisfied if the perceived performance is lower than expected.

Several studies show that the quality perceived by guests about their hotel experiences positively impacts their satisfaction (Serra-Cantallops *et al.*, 2020; Padma and Ahn, 2020; Jeaheng *et al.*, 2020; Choi and Kandampully, 2019; Alnawas and Hemsley-Brown, 2019; Bravo *et al.*, 2019). Thus, according to the S-O-R theory, it is proposed that the quality perceived by guests about their hotel experiences is a stimulus that affects their satisfaction (organism). Therefore, the subsequent hypothesis is as follows:

H1. The quality guests perceive concerning their hotel experiences directly and positively impacts their satisfaction.

2.2 Perceived quality and its impact on positive and negative emotions

Emotions are responses of a biological nature, which act as motivators of people's behaviour, constituting a central component of consumer experiences (Bastiaansen *et al.*, 2019). Song and Kim (2021) argue that most studies on consumer behaviour in tourism, hospitality and food service are focused on positive emotions. However, consumers' emotional responses to perceived quality during their consumption experiences can be positive or negative (Oliveira *et al.*, 2023). In this sense, Souki *et al.* (2020) proposed separate indicators to measure negative (angry, annoyed, frustrated, upset and disgruntled) and positive (happy, excited, calm, optimistic and enthusiastic) emotions.

S-O-R theory supports this study, which proposes that guests perceive the quality of their hotel experiences as external stimuli capable of impacting their positive and negative emotions (organism or affective states). Bravo *et al.* (2019) and Alnawas and Hemsley-Brown (2019) corroborate that the quality guests perceive during their hotel experiences impacts their emotions. Thus, the hypotheses are as follows:

H2. Perceived quality positively and directly impacts hotel guests' positive emotions.

H3. Perceived quality negatively and directly impacts hotel guests' negative emotions.

2.3 Positive and negative emotions and their impact on hotel guests' satisfaction

Stimulating emotions is pivotal to generating enchanting hotel experiences (Lin *et al.*, 2022).

Serra-Cantallops *et al.* (2020) and Bravo *et al.* (2019) affirm that positive emotions positively impact hotel guest satisfaction. Chinelato *et al.* (2023) argue that positive emotions

contribute to satisfying experiences while negative emotions negatively impact consumer satisfaction. Oliveira *et al.* (2023) corroborate that consumers who experience negative emotions tend to consider their expectations frustrated. Based on the S-O-R theory, positive and negative emotions (organism-emotional state) impact satisfaction (organism-cognitive and emotional states). Hence, the hypotheses are as follows:

H4. Positive emotions directly and positively impact guest satisfaction with their hotel experiences.

H5. Negative emotions directly and negatively impact guest satisfaction with their hotel experiences.

2.4 Perceived quality and its effect on perceived value

Zeithaml (1988) conceptualises perceived value as the general assessment of the usefulness of products or services based on consumers' perception of what they receive (benefits) and what they give in return (sacrifices). Thus, perceived value is a trade-off between the benefits and sacrifices consumers perceive in a transaction (Matos and Rossi, 2008).

Alnawas and Hemsley-Brown (2019) demonstrate that perceived quality directly and positively affects the perceived value in hospitality. Thus, aligned with the S-O-R theory, this study suggests that the quality guests perceive regarding their hotel experiences are benefits (stimuli) that impact their value perceptions (organism-cognitive state). Hence, the hypothesis is as follows:

H6. The quality guests perceive concerning their hotel experiences directly and positively impacts the perceived value.

2.5 Perceived price and its impact on the perceived value by guests regarding their hotel experiences

Iglesias and Guillén (2004) state that consumers make non-monetary and monetary sacrifices to obtain products or services. Among the non-monetary sacrifices, time spent, physical and mental efforts and transaction costs stand out. Price is the monetary value consumers pay to purchase a product or service.

Perceived value refers to the relationship between the benefits perceived by consumers and the price of obtaining products or services (Souki *et al.*, 2020). Therefore, lower perceived prices tend to generate perceived higher values (Jeaheng *et al.*, 2020; Iglesias and Guillén, 2004). Based on the S-O-R theory, this study tests price as an external stimulus associated with the quality guests perceive about their hotel experiences, which can affect perceived value (organism-cognitive state). The hypothesis is as follows:

H7. The perceived price directly and negatively affects the perceived value of guests concerning their hotel experiences.

2.6 Impacts of perceived price on guest satisfaction with their hotel experiences

Several recent studies contemplated guests' perceptions of prices in their hotel experiences (Jeaheng *et al.*, 2020; Alnawas and Hemsley-Brown, 2019; Radojevic *et al.*, 2018). However, how prices affect hotel guest satisfaction is still controversial in the scientific literature, creating a gap in theoretical knowledge. Some studies argue that high prices negatively impact consumer satisfaction. On the other hand, others demonstrate that high prices are positively associated with guest satisfaction (Radojevic *et al.*, 2018). Some studies suggest

that price does not directly affect customer satisfaction but only indirectly through perceived value (Jeaheng *et al.*, 2020; Souki *et al.*, 2020).

Based on the S-O-R theory, the present study tests whether the perceived price is an external stimulus that impacts guests' satisfaction (organism – cognitive and emotional states) with their hotel experiences. In this context, the hypothesis is as follows:

H8. The perceived price directly and negatively impacts hotel guests' satisfaction.

2.7 Impacts of perceived value on guest satisfaction with their hotel experiences

Prior research demonstrates that the value guests perceive in their hotel experiences positively and directly impacts their satisfaction (Jeaheng *et al.*, 2020; Alnawas and Hemsley-Brown, 2019). As mentioned earlier, satisfaction encompasses cognitive and affective components (Oliver, 2014). Thus, consonant with the S-O-R theory, perceived value (organism-cognitive state) positively affects satisfaction (organism-cognitive and emotional states). Based on the above, the hypothesis is as follows:

H9. Perceived value directly and positively impacts guest satisfaction concerning their hotel experiences.

2.8 Impacts of guest satisfaction with their hotel experiences on word-of-mouth

WOM refers to the informal interpersonal communication between former clients, current consumers and prospects about experiences, perceptions and opinions about products, services, brands, destinations and professionals, among other objects (Souki *et al.*, 2020). WOM involves sharing experiences and opinions among consumers, influencing their future attitudes and behaviours. Matos and Rossi (2008) state that the WOM valence can be positive, negative or neutral. Aguilar-Rojas *et al.* (2015) argue that if their experience is unsatisfactory, guests may not revisit the service provider, spread negative WOM and complain to others. In contrast, positive WOM is a critical success factor in the hotel industry because it provides valuable information that can guide consumers' behaviour and buying decisions (Shahid and Paul, 2022; Bravo *et al.*, 2019).

Chen *et al.* (2022a) demonstrated through the S-O-R theory that the quality perceived by honeymooners with their experiences in a tourist destination is an external stimulus that directly affects their satisfaction (organism – cognitive and emotional state) and indirectly their WOM (response). Choi and Kandampully (2019), Sukhu *et al.* (2019) and Aguilar-Rojas *et al.* (2015) argue that hotel guests' satisfaction positively impacts WOM. Thus, the hypothesis is as follows:

H10. Guests` satisfaction with their hotel experiences directly and positively impacts their WOM.

2.9 Impacts of guest satisfaction with their hotel experiences on electronic word-of-mouth

Hennig-Thurau *et al.* (2004) define eWOM as any positive or negative statement made by potential, current or former consumers about a product or company, made available to a multitude of people and institutions through the internet (Casaló *et al.*, 2017). The evolution of information and communication technologies has allowed consumers to expand their engagement in social networks and their proactivity to generate and share content through the internet (Souki *et al.*, 2022). The increase in interactivity between companies and consumers has strongly influenced the tourism and hospitality industry (Sann *et al.*, 2020).

Wang and Kubickova (2017) argue that the platforms most promoting eWOM in the hotel industry are the SNS. Thus, hotel guests share their experiences through smartphones, posting texts and photos of the facilities on the SNS. Confente *et al.* (2020) affirm that guest opinions, ratings and recommendations are crucial for hotels, making eWOM monitoring critical in this industry.

Several studies have focused on the impacts of guest satisfaction with their hotel experiences on eWOM (Redditt *et al.*, 2022; Serra-Cantallops *et al.*, 2020). However, these studies' results are dissonant. Some research has revealed that customer satisfaction (Casaló *et al.*, 2017) or dissatisfaction affects eWOM (Redditt *et al.*, 2022). In contrast, other studies have not proven this relationship (Serra-Cantallops *et al.*, 2020). Hence, the hypothesis is as follows:

H11. Guests' satisfaction with their hotel experiences directly and positively impacts their eWOM.

2.10 Moderating effect of hotel guests' behavioural engagement on social networking sites on relationship between satisfaction (organism) and electronic word-of-mouth (response)

The HGBE-SNS corresponds to active manifestations such as following and liking posts from contacts, commenting on third-party posts, sharing other people's content and developing and posting content such as texts, videos and photos on social networks (Correia *et al.*, 2018; Dessart, 2017). While some people are active on social media, others are more passive (Dolan *et al.*, 2016). According to Bailey *et al.* (2021), consumers who demonstrate active engagement have habits such as posting photos, videos or audio on social networks, writing and posting comments and recommending products, services, companies or brands to other users.

The HGBE-SNS is a construct that is more aligned with the metrics that managers use to measure the performance of companies in the SNS (Dessart, 2017). Souki *et al.* (2023) point out that understanding HGBE-SNS and its impacts on eWOM is pivotal in hospitality. Wang and Kubickova (2017) suggest that managers should develop strategies to increase user engagement in SNS to increase eWOM effectiveness. However, no previous research has shown how engagement level interferes with the strength or direction of the relationship between hotel guests' satisfaction (organism) and eWOM (responses). The hypothesis is as follows:

H12. HGBE-SNS moderates the relationship between hotel guests' satisfaction with their experiences and eWOM.

3. Methodology

This research is quantitative and descriptive, consisting of a single cross-sectional survey. The researchers conducted a literature review, revealing several quality factors perceived by guests to assess their hotel experiences. Also, the literature review demonstrated the need to include the price construct (Jeaheng *et al.*, 2020; Radojevic *et al.*, 2018). All the perceived quality factors included in the hypothetical model are benefits hotels offer their guests. On the other hand, the price corresponds to the monetary value guests pay to enjoy these benefits (Souki *et al.*, 2020). Thus, the hypothetical model must include benefits and costs to assess guests' hotel experiences.

The S-O-R theory advocates that the perceived quality and price paid by guests in their hotel experiences are stimuli that influence their emotional and cognitive states (organism) and behaviours (responses). This study's hypothetical model includes the perceived value (Souki *et al.*, 2023; Jeaheng *et al.*, 2020), positive and negative emotions (Souki *et al.*, 2020; Bastiaansen *et al.*, 2019) and satisfaction (Jeaheng *et al.*, 2020; Alnawas and Hemsley-Brown, 2019) as

organisms. Furthermore, this hypothetical model included WOM (Bravo *et al.*, 2019) and eWOM (Chen *et al.*, 2022a; Line *et al.*, 2020; Sann *et al.*, 2020) as responses. Finally, the HGBE-SNS is an external construct that moderates the relationship between satisfaction and eWOM (Chinelato *et al.*, 2023; Correia *et al.*, 2018; Dolan *et al.*, 2016). This study's constructs and their respective measurement items were adapted from previous studies (Table 1).

The questionnaire included the sociodemographic characteristics of the interviewees and contained scales with an interval of 11 points, with 0 – totally disagree and 10 – totally agree. It also included the alternative "I do not know/It does not apply" because some guests might not have used some of the services offered by the hotels. Considering that most of the constructs and indicators used in this study were adapted from the research conducted by Souki *et al.* (2020), the authors chose to maintain the same scale pattern used by these authors. Furthermore, there is broad support for using 11-point agreement or disagreement scales in the literature (Wu and Leung, 2017). It is because scales with more points increase sensitivity in measuring responses, allowing the capture of subtle nuances and differences in respondents' perceptions, attitudes or opinions. It is particularly relevant in multivariate statistical analyses such as structural equation modelling, which requires great precision in measuring the relationships between variables. Leung (2011) argues that 11-point scales can be treated as continuous, improving the accuracy of model parameter estimates. This author developed a study that compares the psychometric properties and the normality of Likert-type scales of 4, 5, 6 and 11 points. This study found no statistically significant differences between the scales evaluated regarding mean, standard deviation, correlation between items, item-total correlation, reliability, exploratory factor analysis or factor loading. However, the results revealed that 11-point scales are closer to normality. The author concludes that this study provides evidence to support using the 11-point Likert-type scale. Wu and Leung (2017) and Lundmark *et al.* (2015) corroborate that 11-point scales allow for greater response accuracy, improving measurement quality compared to more minor scales.

Respondents were guests of three hotels located in three cities in Brazil, and the sample was on convenience and accessibility. The questionnaires were applied on the premises of the hotels at different times, seven days a week, to contemplate the opinions of distinct guest profiles. The researchers used the G* Power 3.1.9.4 software (Faul *et al.*, 2009) to ascertain the sample's adequacy and the statistical analyses' power (Hair *et al.*, 2017; Chin and Newsted, 1999). Considering a rigorous criterion (significance of 1%, statistical power of 0.01 and the average effect size of $f^2 = 0.15$), the recommended minimum sample size was 231 individuals (Cohen, 1988). This study involved 371 hotel guests, corresponding to 1.60 times more observations than recommended. G* Power 3 post hoc analysis revealed a statistical power of 0.999 for this research model, indicating that the sample size is acceptable.

Structural equation modelling using partial least squares tested this research's hypothetical model, as suggested by Henseler (2021a), Hair *et al.* (2019b) and Ali *et al.* (2018). ADANCO 2.3 is the statistical software that analysed this survey's data (Henseler, 2021b). Subsection 4.4 provides more information about moderation and the procedures for analysing this investigation data.

4. Analysis and discussion of results

4.1 Sample description

The sample comprises 371 guests from three hotels in Brazil. Regarding gender, 55.0% are female, and 45.0% are male. The guests' age range with the highest frequencies is between 18 and 35 years old (41.5%) and between 36 and 49 years old (38.0%). Concerning the

Constructs and measurement items	Factor loadings
Accessibility and convenience	
Adapted from Souki *et al.* (2020) ρA = 0.823; ρc = 0.917; CA = 0.820; AVE = 0.847	
This hotel . . .	
is well located	0.927
is easy to get to	0.914
Infrastructure	
Adapted from Souki *et al.* (2020) and Radojevic *et al.* (2018) ρA = 0.891; ρc = 0.913; CA = 0.885; AVE = 0.636	
This hotel . . .	
has a beautiful external appearance	0.770
has an attractive internal appearance	0.824
appears to be well-organised	0.831
has a clean and hygienic environment	0.847
has apartments of different size	0.691
has spacious and comfortable apartments	0.811
Hotel's restaurant	
Adapted from Souki *et al.* (2020) ρA = 0.929; ρc = 0.944; CA = 0.926; AVE = 0.773	
This hotel's restaurant . . .	
has an attractive appearance	0.867
is well-sanitised and clean	0.875
offers a varied menu with several options for customers	0.856
offers food of excellent quality	0.903
has an excellent service	0.893
Infrastructure and leisure activities	
Adapted from Radojevic *et al.* (2018) ρA = 0.832; ρc = 0.883; CA = 0.824; AVE = 0.655	
This hotel offers . . .	
swimming pools	0.779
recreation	0.837
games room	0.864
multi-sport courts	0.751
Services quality	
Adapted from Souki *et al.* (2020) ρA = 0.932; ρc = 0.944; CA = 0.930; AVE = 0.707	
This hotel . . .	
offers polite and kind staff to serve the guests	0.871
has employees with the necessary knowledge to answer customers' questions	0.837
has employees always willing to help customers	0.884
has honest and transparent employees in customer relations	0.779
has employees with a good appearance (uniform, hygiene)	0.826
has employees who solve customer needs and desires quickly and effectively	0.837
has employees who respond to customer requests within the promised time	0.849
Atmosphere	
Adapted from Souki *et al.* (2020) ρA = 0.887; ρc = 0.920; CA = 0.883; AVE = 0.741	
This hotel has . . .	
a pleasant atmosphere	0.872
a warm and friendly environment	0.896
a good relationship between people (managers, employees and customers)	0.863
friendly and nice customers	0.809

(*continued*)

Table 1. Constructs and measurement items` refinement

Constructs and measurement items	Factor loadings
Customer orientation	
Adapted from Souki *et al.* (2020) ρA = 0.900; ρc = 0.929; CA = 0.897; AVE = 0.765	
This hotel . . .	
cares and strives to solve customer problems	0.868
cares about customer opinion and satisfaction	0.863
is honest, fair and transparent with customers	0.906
handles customer complaints in a correct and timely manner	0.861
Social endorsement	
Adapted from Souki *et al.* (2020) ρA = 0.896; ρc = 0.903; CA = 0.860; AVE = 0.700	
This hotel . . .	
is highly valued by my friends and/or family	0.864
is a place where the people I like to hang out with frequent	0.872
is a place that my friends and/or family visit regularly	0.731
is a place that my friends and/or family recommend	0.871
Reputation	
Adapted from Souki *et al.* (2020) ρA = 0.833; ρc = 0.885; CA = 0.827; AVE = 0.658	
This hotel . . .	
is traditional	0.807
is quite well known/famous	0.814
has a good reputation	0.824
is a recognised brand in its industry	0.798
Status	
Adapted from Souki *et al.* (2020) ρA = 0.908; ρc = 0.928; CA = 0.896; AVE = 0.762	
This hotel. . .	
is frequented by people with a high social status	0.870
is frequented by successful people	0.890
gives its patrons prestige	0.889
has a trendy restaurant	0.842
Price	
Adapted from Souki *et al.* (2020) ρA = 0.842; ρc = 0.898; CA = 0.829; AVE = 0.746	
This hotel. . .	
charges high prices for hosting	0.890
usually has a high bill	0.895
charges the highest prices among hotels of the same category in its region	0.802
Perceived value	
Adapted from Souki *et al.* (2020) ρA = 0.882; ρc = 0.927; CA = 0.881; AVE = 0.808	
This hotel [. . .]	
is good value for money	0.878
offers a quality of services compatible (fair) considering the price it charges its customers	0.908
charges a fee for its services that is worth paying	0.911
Positive emotions	
Adapted from Souki *et al.* (2020) ρA = 0.920; ρc = 0.938; CA = 0.917; AVE = 0.750	
The experiences I had at this hotel made me feel . . .	
happy	0.885
excited	0.882
calm	0.875
optimistic	0.857

(*continued*)

Table 1.

Constructs and measurement items	Factor loadings
enthusiastic	0.830
Negative emotions	
Adapted from Souki *et al.* (2020) ρA = 0.953; ρc = 0.963; CA = 0.951; AVE = 0.837	
The experiences I had at this hotel made me feel . . .	
angry	0.858
annoyed	0.922
frustrated	0.917
upset	0.925
disgruntled	0.950
Satisfaction	
Adapted from Souki *et al.* (2020) ρA = 0.942; ρc = 0.958; CA = 0.941; AVE = 0.850	
This hotel met my expectations	0.908
I was satisfied with my decision to visit this hotel	0.924
This hotel provided me with pleasant and fun experiences	0.920
I had the pleasure of staying in this hotel	0.934
WOM	
Adapted from Choi and Kandampully (2019) and Dedeoglu *et al.* (2018) ρA = 0.922; ρc = 0.943; CA = 0.918; AVE = 0.804	
I say positive things about this hotel to my relatives and friends	0.861
I share my experiences with this hotel with others	0.873
I recommend this hotel to others	0.928
I encourage people to visit this hotel	0.922
eWOM	
Adapted from Serra-Cantallops *et al.* (2020) and Line *et al.* (2020) ρA = 0.941; ρc = 0.962; CA = 0.941; AVE = 0.894	
I talk about this hotel on social networks	0.944
I share my experiences with this hotel on social networks	0.956
I give my opinion about this hotel on social networks	0.937
HGBE-SNS	
Adapted from Correia *et al.* (2018) and Dolan *et al.* (2016) ρA = 0.880; ρc = 0.905; CA = 0.868; AVE = 0.657	
I seek information about hotels on social networks	0.708
I tag people on social networks when I take pictures in hotels	0.866
I share content about hotels posted by friends on social networks	0.879
I often check in (report where I am) on social networks when I stay in hotels	0.817
Advertisements of hotels on social networks help me choose where to stay	0.769

Notes: Dijkstra–Henseler's rho (ρA); Jöreskog's rho (ρc); Cronbach's alpha (CA); average variance extracted (AVE)

Table 1.

education level of the hotel guests, 40.2% completed high school, 16.7% are college students and 19.1% concluded their undergraduate courses. Finally, 59.8% of respondents are married, and 29.4% are single.

4.2 Estimation of the measurement model

This survey's measurement model uses confirmatory factor analysis (CFA). The first step was to specify the variables that compound each construct. Afterwards, the researchers

assessed the factor loadings of the constructs' variables. Hair *et al.* (2019a) recommend that loads be more significant than 0.6. The minimum factor loading in this research was 0.691 (Table 1). The bootstrap test showed that all factor loadings of the variables were significantly less than 0.001. Henseler (2021a) recommends that the CFA assess the constructs' reliability.

Thus, the Dijkstra–Henseler rho (ρA) and the Jöreskog rho (ρc) tested this research constructs' reliability. Sarstedt *et al.* (2017) propose that the values of these indicators must be between 0.7 and 0.9. The lowest ρA found was 0.823, and ρc was 0.883. Furthermore, Hair *et al.* (2019b) suggest that Cronbach's alpha (CA) coefficient for previously tested scales is more significant than 0.7. The lowest CA value in this research was 0.820. Therefore, all reliability indicators met the recommendations (Table 1).

The researchers tested the constructs' convergent validity through the average extracted variance (AVE), as Hair *et al.* (2019a) advised. This indicator assesses the average percentage of variance shared between the latent constructs (Fornell and Larcker, 1981). The convergent validity is demonstrated when the constructs' AVEs are more remarkable than 0.50 (Sarstedt *et al.*, 2017). All variables presented an AVE above 0.636, supporting the measures' convergent validity (Table 1).

This study evaluated the discriminant validity (DV) between model constructs using the heterotrait–monotrait (HTMT) ratio of common factor correlations. Henseler (2021a) argue that the HTMT criterion allows for estimating the true correlation between two constructs. Ali *et al.* (2018) emphasise that the HTMT criterion is the mean of all the correlations of the indicators measuring different constructs relative to the geometric mean of the average correlations of the indicators measuring the same construct. High HTMT values demonstrate problems of DV between the constructs. HTMT values should be less than 0.90 if the model includes conceptually similar constructs and 0.85 when the constructs are distinct (Hair *et al.*, 2019b). The HTMT values of the constructs in this research are less than 0.890, demonstrating that the DV is adequate for all constructs in the model.

4.3 Nomological model analysis

This study's structural model was evaluated through its path coefficients ($\wp$) and significance (α). Path analysis demonstrates the cause-and-effect relationships between the constructs of this study's hypothetical model. Additionally, the researchers used the bootstrapping technique to estimate the model (Hair *et al.*, 2019a). The model path coefficients and their significance are in Figure 2.

According to Ringle *et al.* (2014), the model's Pearson coefficient of determination (R^2) evaluates the portion of the variance of the endogenous variables explained by the structural model. When its value is equal to or less than 2%, R^2 has a negligible effect. However, the impact is medium when its value equals 13%. Finally, percentages equal to or greater than 26% indicate a strong impact. The R^2 values of the model constructs in this study are available in Figure 2.

This study's first three hypotheses refer to the impacts of perceived quality on satisfaction (*H1*), positive emotions (*H2*) and negative emotions (*H3*). The results support these hypotheses as the perceived quality impacted satisfaction ($\wp = 0.414$), positive emotions ($\wp = 0.798$ and $R^2 = 63.6\%$) and negative emotions ($\wp = -0.500$ and $R^2 = 25.0\%$). Chinelato *et al.* (2023) and Souki *et al.* (2020) found similar results in restaurants in Peru and Brazil, respectively.

The research's results also supported the impacts of positive emotions (*H4*) and negative emotions (*H5*) on guest satisfaction regarding their hotel experiences. The results

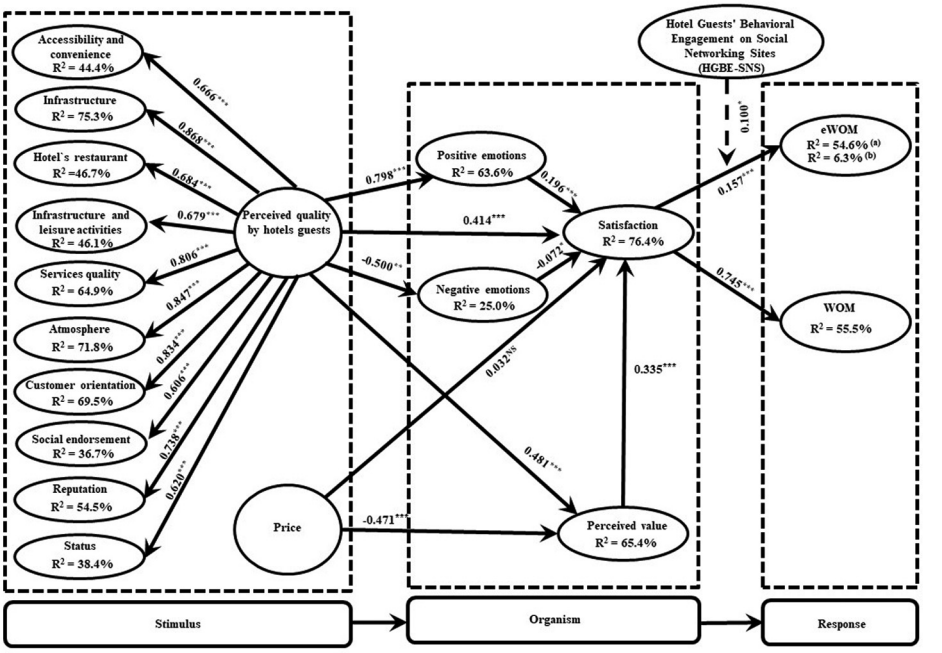

Figure 2.
Structural model

Notes: * – Path is significant at 1% ($p < 0.01$); *** – Path is significant at 0.1% ($p < 0.001$); R^2 – Pearson's coefficient of determination. [a] – Model with HGBE-SNS. [b] – Model without HGBE-SNS

reveal positive emotions positively impacted guest satisfaction ($\wp = 0.196$). The studies by Serra-Cantallops *et al.* (2020), conducted with hotel guests in five countries, and Bravo *et al.* (2019) in hotels in Spain confirm this research finding. On the other hand, negative emotions negatively affected their satisfaction with their hotel experiences ($\wp = -0.072$). Such findings coincide with studies in restaurants conducted by Chinelato *et al.* (2023) in Peru and Souki *et al.* (2020) in Brazil.

Hypothesis *H6* is supported because the perceived quality by guests regarding their hotel experiences positively impacts their perceived value ($\wp = 0.481$). This result is congruent with the investigations by Souki *et al.* (2023) in Brazilian hotels and by Alnawas and Hemsley-Brown (2019) in the United Kingdom's hotel sector.

Hypotheses *H7* and *H8* tested the direct impacts of price on perceived value and guest satisfaction with their hotel experiences. The results demonstrate that price negatively influenced perceived value ($\wp = -0.471$). This research finding is consistent with Souki *et al.* (2023) and Jeaheng *et al.* (2020). However, price did not directly affect satisfaction ($\wp = 0.032$), corroborating the findings of Souki *et al.* (2020) and Jeaheng *et al.* (2020). In contrast, this result refutes that of Radojevic *et al.* (2018), where high prices were positively associated with guest satisfaction.

This survey also confirmed the direct and positive relationship between perceived value and hotel guests' satisfaction (*H9*), as the path coefficient found was 0.335 ($p < 0.001$). Jeaheng *et al.* (2020) and Alnawas and Hemsley-Brown (2019) also found a positive

relationship between these constructs. It is worth mentioning that the perceived quality ($\wp = 0.414$), along with positive emotions ($\wp = 0.196$), negative emotions ($\wp = -0.072$) and perceived value ($\wp = 0.335$), contribute to explaining guest satisfaction ($R^2 = 76.4\%$). These results align with those found by Souki *et al.* (2020).

This study confirms that satisfaction impacts WOM ($\wp = 0.745$ and $R^2 = 55.5\%$), corroborating *H10*, as Aguilar-Rojas *et al.* (2015) suggest. Also, satisfaction impacts eWOM ($\wp = 0.157$), supporting *H11*. This result is consistent with previous studies showing that satisfaction significantly impacts WOM (Bravo *et al.*, 2019; Sukhu *et al.*, 2019) and eWOM (Chinelato *et al.*, 2023; Serra-Cantallops *et al.*, 2020). Finally, this survey's responses supported all the above hypotheses except for *H8*, as the price did not directly and negatively affect satisfaction.

4.4 Moderating effect of hotel guests' behavioural engagement on social networking sites on relationship between satisfaction and electronic word-of-mouth

To assess the moderating effect of the HGBE-SNS on the relationship between hotel guests' satisfaction and eWOM (*H12*), the researchers tested two model options, the first including and the second excluding the moderating construct. Hair *et al.* (2017) highlight that moderation describes a situation where the relationship between two constructs depends on a moderating variable. Hence, this variable modifies the strength or direction of the relationship between two constructs that integrate a structural model. Matos and Rossi (2008) point out that the moderation test evaluates the effect of a predictor variable on an outcome variable influenced by a third variable. Therefore, the predictor–outcome relationship must be analysed using a third variable (moderator).

The moderating effect of the HGBE-SNS on the relationship between satisfaction (predictor construct) and eWOM (response construct) was analysed following the procedures recommended by Henseler (2021a) for a two-stage approach. In the first stage, the model was estimated with all constructs present. Then, the standardised scores of the predictor construct (satisfaction) and the supposedly moderating construct (HGBE-SNS) were extracted. After that, a moderating construct was created based on the multiplication of the standardised scores of the predictor construct and the construct tested as moderator. Finally, in the second stage, a new model was tested, including the supposedly moderating construct (HGBE-SNS) and the predictor (satisfaction) and response (eWOM) constructs.

The results demonstrate that the moderator construct has an effect (f^2) of 0.100 with a significance of 0.01 (two-tailed) in the relationship between satisfaction and eWOM (Figure 2). Hair *et al.* (2017) claim that this effect is significant for moderating relationships:

- $f^2 = 0.005$ – small;
- $f^2 = 0.010$ – mean; and
- $f^2 = 0.025$ – large.

The model that includes the HGBE-SNS as a moderating construct of the relationship between satisfaction and eWOM reached an $R^2 = 54.4\%$. This result supports *H12*, confirming that the HGBE-SNS strongly moderates the relationship between satisfaction and eWOM.

Dawson (2014) argues that bidirectional interactions exhibit how a relationship between an independent variable (X) and a dependent variable (Y), moderated by a third variable (M), occurs. In this study, satisfaction is the independent variable, and the dependent variable is eWOM. Figure 3 graphically shows the effects of the bidirectional interaction between the

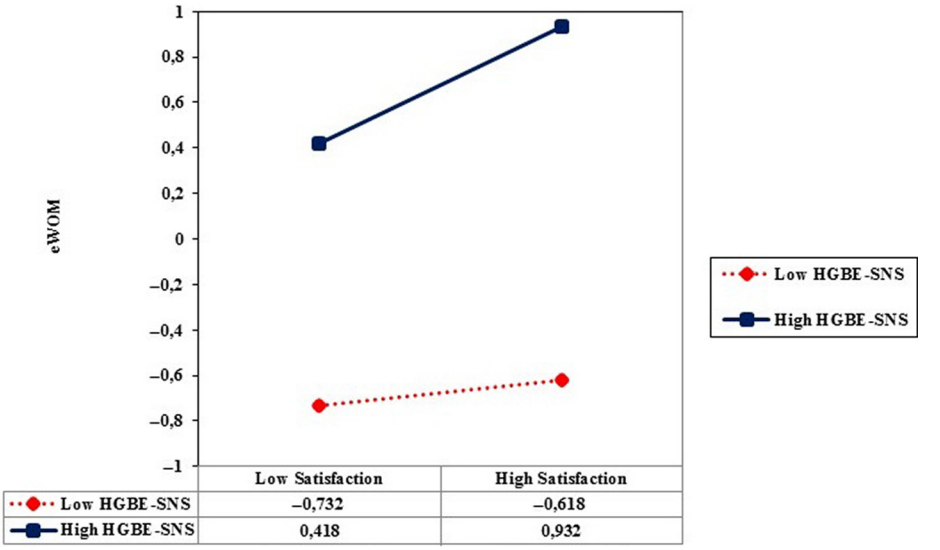

Figure 3.
Effects of the bidirectional interaction between the standardised variables

standardised variables, revealing how the HGBE-SNS moderates the relationship between satisfaction and eWOM.

A variable M moderates the relationship between variables X and Y, making it stronger or weaker depending on its variation (Gardner *et al.*, 2017). Figure 3 presents a blue line demonstrating the relationship between guest satisfaction with hotel experiences and eWOM when HGBE-SNS is one standard deviation above the mean (high). Thus, satisfaction impacts eWOM more when guests are highly engaged in SNS. In contrast, the red dotted line illustrates the relationship between satisfaction and eWOM when HGBE-SNS is one standard deviation below the mean (low). Figure 3 shows that low HGBE-SNS weakens the relationship between guest satisfaction and eWOM. This result confirms previous studies indicating that hotel guests with low behavioural engagement in SNS tend to present a passive posture (Bailey *et al.*, 2021). Hence, they do not seek information or share their experiences with others but only observe the content provided by third parties on the SNS (Correia *et al.*, 2018). This result reveals that guests with low engagement on social networks tend not to communicate via eWOM, even if they have had fabulous hotel experiences. On the other hand, hotel guests with high HGBE-SNS seek information and participate more actively in SNS, sharing their experiences and influencing others (Souki *et al.*, 2022; Bailey *et al.*, 2021; Correia *et al.*, 2018). Therefore, guests with satisfactory moments in hotels and high HGBE-SNS tend to develop and share content on their experiences through eWOM.

Additionally, the authors tested an alternative model, excluding the construct HGBE-SNS. However, the results reveal that the Pearson determination coefficient of the eWOM was much lower ($R^2 = 6.3\%$) compared to the model that includes the HGBE-SNS ($R^2 = 54.4\%$).

5. Conclusions

5.1 Theoretical implications

No previous studies used the S-O-R theory to simultaneously describe the relationships between all the constructs contemplated in the present study (stimulus – perceived quality

and price; organism – perceived value, satisfaction, positive and negative emotions; and responses – WOM and eWOM). Moreover, to the best of the authors' knowledge, no prior research tested the moderator effect of HGBE-SNS on the relationship between hotel guests' satisfaction and eWOM. Hence, this study's first theoretical implication is to concurrently demonstrate the direct impacts of perceived quality by hotel guests (stimulus) on the organism (emotional and cognitive states), represented by satisfaction (*H1*), positive emotions (*H2*), negative emotions (*H3*) and perceived value (*H6*). Furthermore, it reveals that positive emotions positively impact guests' satisfaction (*H4*), and negative emotions negatively affect it (*H5*), corroborating with the study by Chinelato *et al.* (2023).

This research's second theoretical implication is to prove that price (stimulus) does not directly affect the satisfaction of hotel guests (organism). Thus, the rejection of hypothesis *H8* fills the first gap identified in the present study. It is worth mentioning that prior studies covering this relationship are contradictory, as some show a positive relationship, others a negative relationship, and others do not prove links between such constructs (Jeaheng *et al.*, 2020; Souki *et al.*, 2020; Radojevic *et al.*, 2018). On the other hand, price (stimulus) negatively impacts perceived value (organism), supporting *H7*. This finding corroborates previous studies' results (Jeaheng *et al.*, 2020; Souki *et al.*, 2020). Perceived value positively impacted satisfaction (*H9*), confirming preceding research (Jeaheng *et al.*, 2020; Souki *et al.*, 2020; Alnawas and Hemsley-Brown, 2019).

This study's third theoretical implication is to demonstrate that guest satisfaction with their hotel experiences (organism) impacts WOM and eWOM simultaneously (responses), supporting *H10* and *H11*. However, satisfaction explains WOM more pronouncedly ($R^2 = 55.5\%$) than eWOM ($R^2 = 6.3\%$), filling this study's second theoretical gap.

This study's fourth theoretical contribution is to reveal that the explanatory power of satisfaction on the eWOM substantially amplifies under the moderating effect of the HGBE-SNS (from $R^2 = 6.3\%$ to $R^2 = 54.6\%$). The results prove that HGBE-SNS intensifies the strength of the relationship between satisfaction and eWOM, as proposed by *H12*. Hence, guests with low HGBE-SNS tend not to eWOM, even if they are satisfied with their hotel experience (Figure 3). On the other hand, guests with high HGBE-SNS intensify eWOM about their hotel experiences as their satisfaction increases. This result fills this study's third theoretical gap.

5.2 Managerial contributions

The present study provides several managerial contributions. The first contribution is proving that hotels must offer their guests experiences that generate a high perception of quality in both tangible attributes (e.g. infrastructure, accessibility and convenience) and intangible attributes (e.g. service quality, atmosphere and customer orientation) as a stimulus to positively impact the perceived value, positive emotions and satisfaction. Such information supports hotel managers in prioritising the attributes that most positively influence the quality of their customers' experiences. Marketing and social media managers should highlight these attributes in marketing campaigns. Moreover, customer service teams and hotel employees must provide high-quality, customer-oriented services. Employees must be polite and kind, maintaining a pleasant atmosphere. In addition, they must respond to customers' questions, be willing to help and seek solutions quickly, effectively and punctually.

The second managerial contribution is that price does not directly influence guest satisfaction regarding hotel experiences. On the other hand, perceived value positively impacts satisfaction. Accordingly, hotel managers should refute strategies based exclusively on price reduction as a stimulus to increase guests' satisfaction. Pricing strategies must also consider the quality attributes guests perceive during their hotel experiences to increase perceived value

and, indirectly, satisfaction. Furthermore, marketing and social media managers should create campaigns highlighting the benefits and value of the hotel experience rather than focusing solely on discounts and price offers.

This study's third managerial contribution is to reveal that guest satisfaction with their hotel experiences influences WOM and eWOM differently. These constructs are conceptually distinct and have specific indicators and dissimilar antecedents. It is managerially inappropriate to extrapolate survey results on hotel guest WOM to eWOM and vice versa. Therefore, they must establish specific systems for monitoring guest reviews through WOM and eWOM, to react according to customers' communication preferences.

The study's fourth managerial contribution is that offering what guests perceive as high-quality experiences is not always enough to influence eWOM positively. Also, hotel marketing and social media professionals must realise that guests must be satisfied and highly engaged in SNS to share their positive experiences intensely through eWOM. Hence, those professionals ought to recognise that groups of guests may have distinct behaviours regarding sharing their experiences. Consequently, they must segment guests based on their HGBE-SNS and develop different strategies depending on the behavioural profile of their customers.

Marketing and social media professionals can encourage guests with high HGBE-SNS to share their hotel experiences by sharing pictures and videos of attractive and stimulating areas using hotel-related hashtags on SNS. Finally, hotels should offer exclusive benefits for customers with high HGBE-SNS to share their experiences on SNS. Hence, if the HGBE-SNS is high, hotels should encourage guests to report their experiences through eWOM and monitor whether the reviews are positive or negative. If the eWOM is positive, the hotel will have achieved the desired attitudinal and behavioural responses. However, some guests unfavourably perceive the quality of their hotel experiences, impacting their negative emotions, perceived value and satisfaction. In these cases, the eWOM will be negative. Thus, the hotel must use service recovery strategies to improve the quality of guest experiences, generating positive affective, cognitive and behavioural repercussions.

Customers with low HGBE-SNS tend not to use SNS to search for hotel information, tag people in photos taken at these establishments or share content on social networks when staying in hotels. In these circumstances, eWOM is not adequate. However, WOM tends to be a more reasonable alternative for communicating hotel guest experiences. Hotels should maintain traditional survey methods to monitor guest perceptions of quality, attitudes and behavioural intentions to gather feedback from those sharing their offline experiences (WOM). Finally, marketers and social media professionals should encourage increased customer engagement on social media through contests or sweepstakes.

Table 2 summarises this study's conclusions and its theoretical implications and managerial contributions:

5.3 Research limitations and directions for future research

This study has some limitations. The first limitation is that it included guests from three hotels in Brazilian cities. Future studies may find different results if they include hotel guests in other countries. Moreover, the proposed model can be adapted and tested in hotels of distinct categories, such as boutique hotels, chain hotels, luxury hotels, lifestyle hotels and farm hotels.

The second limitation is that respondents completed the questionnaires at a specific time (single cross-sectional study). Future studies may use a multiple cross-sectional or longitudinal design to monitor the evolution of guests' behaviour over time.

The third limitation is that it only tested the moderating effect of the HGBE-SNS on the relationship between satisfaction and WOM. Future studies may contemplate other

Conclusions	Theoretical implications and managerial contributions
Tangible and intangible attributes act as stimuli guests perceive during their hotel experiences, generating emotional, cognitive and behavioural repercussions	This study identifies tangible and intangible attributes that positively stimulate perceived value, positive emotions and satisfaction (organism). Such attributes act as stimuli for a nomological chain explained by S-O-R theory that results in behavioural responses (WOM and eWOM). Hotels should prioritise and publicise the attributes that most positively influence the quality guests perceive regarding their experiences
The S-O-R theory has never been used in previous investigations in hospitality to describe all the relationships contemplated in the present study	This study is more comprehensive than the previous ones by simultaneously demonstrating that the quality perceived by hotel guests is a stimulus that influences satisfaction, positive emotions, negative emotions and perceived value (organism). Positive emotions positively impact guest satisfaction, and negative emotions negatively affect their satisfaction. Guests' satisfaction impacts WOM and eWOM (responses). HGBE-SNS moderates the relationship between hotel guests' satisfaction with experiences and eWOM
The results of prior research addressing the relationship between price and guest satisfaction are contradictory	This research proves that price does not directly affect hotel guest satisfaction. Hence, hotel managers should refute strategies based exclusively on price reduction as a stimulus to increase guests' satisfaction
Studies that simultaneously focus on the impacts of satisfaction on WOM and eWOM are scarce. The conditions that satisfaction impacts WOM and eWOM differ	Hotel guests' satisfaction positively affects both WOM and eWOM. However, satisfaction impacts WOM more pronouncedly than eWOM. The explanatory power of satisfaction in eWOM is amplified under the moderating effect of HGBE-SNS. Therefore, hotel managers must segment customers based on their HGBE-SNS and develop distinct strategies depending on guests' behavioural profiles

Table 2. Conclusions and theoretical and managerial implications

constructs that moderate the relationship between stimulus and organism and between organism and response.

Future research may include other antecedent and consequent constructs of WOM and eWOM, expanding theoretical and managerial knowledge on these topics. Finally, future research may use the S-O-R theory to analyse other models, including distinct constructs such as stimuli, organisms and responses.

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