

The Relationship Between the Holiday Planning and Booking Process and WOM Intention: A Comparison Across Three Countries

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Abstract

Word of mouth (WOM) is considered as a highly important channel for sharing tourism related information and it is fundamental to understand the antecedents of tourism-related WOM behavior. Given the lack of research into this area, this study aims to investigate how the complexity of the planning and booking process and satisfaction with the vacation are related to WOM intention. We examine the relationships across countries and booking forms. Based on a web survey of 5159 respondents from three countries, the findings suggest that both the planning process and the booking process affect the satisfaction of the vacation and, in turn, the WOM intention. Findings also show that German respondents have a higher WOM intentions compared to UK and Dutch respondents. Finally, the result shows that consumers who purchase a package tour have a higher probability of WOM sharing, than consumers who package the trip themselves. Findings will contribute to increased knowledge on WOM intention for tour operators, travel agencies and academia.

Keywords: *Word of mouth; Booking and planning process; cross-countries*

Track: Tourism Marketing