

Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Economics



Bachelor Thesis

Hotel Hospitality and Consumer Behaviours

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BACHELOR THESIS ASSIGNMENT

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Economics and Management

Thesis title

Hotel Hospitality and Consumers Behaviour

Objectives of thesis

The aim of the bachelor thesis is to determine and to evaluate the hotel hospitality and consumers behavior in the Czech Republic.

The aim will be fulfilled based on the partial aims. Then, several hypotheses will be defined and verified. Based on the results of empirical analysis the final conclusions will be introduced.

Methodology

The bachelor thesis will cover both, theoretical and empirical part. Theoretical part will contain theoretical background of the selected topic as well as the methodological framework. Scientific literature will be used to prepare the literature overview. Based on the empirical analysis the results will be presented and some recommendations will be suggested.

The aim of the thesis will be fulfilled based on own survey of consumers' behaviour and hypothesis testing.

The proposed extent of the thesis

40 – 50 pages

Keywords

Consumption, consumers behaviour, hotel, hospitality, survey.

Recommended information sources

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Expected date of thesis defence

2022/23 SS – FEM

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Declaration

I declare that I have worked on my bachelor thesis titled "Analysis of Hotel consumption and consumer behaviour in the Czech Republic" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the bachelor thesis, I declare that the thesis does not break any copyrights.

In Prague on 15th March 2023

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Acknowledgement

I would like to thank My supervisor Ing. Lenka Rumánková Ph.D for spending her valuable time to advice and support during my work on this thesis.

Hotel Hospitality and Consumer Behaviours

Abstract

The Czech Republic was a former of Czechoslovakia from 1918-1993. The Czech Republic is peacefully separated from Slovakia on the 1st of January 1993. Czech Republic is the small country which is located in central Europe. On the 1st of May 2004, Czech Republic has become the 9th member of European Union. In the Europe, The Czech Republic was ranked as the 8th safest country and the most peaceful country. After becoming the member of European Union, The Czech Republic was becoming the country which is travel destination (easier travel) and trade are among the thing seen most positively due to the economic benefit of the EU's membership. That is the reason to cause the Czech republic's economic keep growing. Services is the one of the most factors for Czech's economy. Almost 61% of service sector was contributed in 2021. The increasing of tourists year over year can lead the number of accommodations in the Czech Republic as well. From the data, in 2021 the number of the hotel and other accommodations was increased to 10898 which mean it was increased approximately 1.85% if compared to the previous year (2020). Even the hotel is the most power in the Czech's market, but it has many obstacles for foreign investors to develop of the hotel industry. They must understand and deeply study on the hotel consumption, consumer behavior before entering to the Czech's market. Thus, it is the article comprehensively analyzes the Czech's hotel consumption and consumer behavior.

Keywords: Hotel, Consumption, Consumer behaviour, Hospitality, Survey.

Hotelová Pohostinnost a Spotřebitelské Chování

Abstrakt

Česká republika je bývalé Československo z let 1918-1993. Česká republika byla pokojně oddělena od Slovenska 1. ledna 1993. Česká republika je malá země, která se nachází ve střední Evropě. Dnem 1. května 2004 se Česká republika stala 9. členem Evropské unie. V Evropě byla Česká republika hodnocena jako 8. nejbezpečnější země a nejklidnější země. Česká republika se po vstupu do Evropské unie stala zemí, která je cestovní destinací (snazší cestování) a obchod patří vzhledem k ekonomické výhodnosti členství v EU k těm nejpozitivněji. To je důvod, proč ekonomika České republiky neustále roste. Služby jsou jedním z nejdůležitějších faktorů české ekonomiky. V roce 2021 se na sektoru služeb podílelo téměř 61 %. Meziroční nárůst turistů může vést i v počtu ubytování v České republice. Z údajů vyplývá, že v roce 2021 se počet hotelů a dalších ubytování zvýšil na 10 898, což znamená nárůst o cca 1,85 % oproti předchozímu roku (2020). I hotel je největší silou na českém trhu, ale pro zahraniční investory má mnoho překážek v rozvoji hotelnictví. Před vstupem na český trh musí porozumět a hluboce studovat hotelovou spotřebu, spotřebitelské chování. Jedná se tedy o článek komplexně analyzující českou hotelovou spotřebu a spotřebitelské chování.

Klíčová slova: Hotel, Spotřeba, Spotřebitelské chování, Pohostinství, Průzkum

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1. Introduction

The Czech Republic is widely recognized as a renowned historical destination and a popular travel spot for tourists and visitors seeking to delve deeper into the country's rich past and scenic beauty. Although the Czech Republic lacks a sea, it offers a host of other fascinating attractions, which is a significant contributing factor to its annual influx of numerous tourists. The steady increase in tourist and visitor numbers has prompted investors to set up businesses in the Czech Republic. Given the favorable conditions and opportunities available, these investors have found the hospitality industry to be a particularly suitable solution for their business ventures.

According to (Statista, 2023), Between 2010 and 2019, the number of inbound tourists to the Czech Republic steadily increased. However, the outbreak of the COVID-19 pandemic in 2020 resulted in restrictions on travel, causing a decrease in the number of inbound tourists. In 2021, with the gradual easing of pandemic-related restrictions, the number of inbound tourists began to slowly rise again. The growing number of tourists visiting the Czech Republic has led to an increased demand for accommodation, resulting in a rise in the number of facilities available for sale. Original owners of established businesses have tended to sell at high prices, creating an opportunity for foreign investors seeking to invest safely by purchasing hotels in the Czech Republic. Investors from South Korea and China have been particularly interested in buying established companies and expanding their clientele with clients in their home country. In 2016, an investor bought a hotel in the Czech Republic for approximately 174 million euros. In mid-2017, six hotels were sold to foreign investors for approximately 165.5 million euros (approximately 4.3 billion Czech koruna). The Chinese group CEFC made significant investments in Czech accommodations in 2017, purchasing Motel One from the Penta investment group, the Mandarin hotel in Lesser Town, and Le Palais in Vinohrady. M&L Hospitality Trust from Singapore also invested in Prague and now owns the Hilton Hotel (Nemcova, 2021).

It is widely acknowledged that tourists can be classified as either domestic or foreign. Their main purpose is to seek high-quality accommodation and services that can provide them with a home-like experience. Since tourists come from diverse regions of the world, they bring with them unique cultural, traditional, attitudinal, and lifestyle preferences, including dietary requirements. Consequently, it is crucial for investors, owners, and researchers to carefully

analyze the impact factors that influence hotel consumption in the Czech Republic. In order to reduce risks and enhance the success of their business ventures, hotel owners and investors must gain a deep understanding of their consumers' behavior and preferences. Therefore, studying consumer behavior should be given greatest importance for hotel owners and investors seeking to develop and improve their business operations.

2. Objective and Methodology

2.1 Objective

According to (Statista, 2023), The hotel industry worldwide has experienced growth, with a market size of 1.21 trillion U.S. dollars, and it remains among the most competitive businesses globally. The Czech Republic is no exception, with a growing number of hotels despite some experiencing bankruptcy. Although marketers, researchers, and investors have made efforts to tailor hotel consumption to Czech culture and lifestyle, it is still challenging to achieve sustainable success in the Czech market. The lack of research on factors that influence hotel consumption and limited empirical evidence poses significant risks to businesses. For instance, customers expect to have comfortable accommodation, quality services, and delicious food during their stay, even if they are students. These expectations become even more critical when they are planning vacations. Not all customers prefer to stay in hotels, and some opt for hostels to share rooms with more than three people and enjoy more affordable rates. While some customers prefer thrilling experiences, others prefer a more relaxed environment.

The main objective of the thesis is to investigate and identify the multiple factors that influence consumers' behavior in relation to hotel consumption in the Czech Republic. The proposed approach entails gathering data through questionnaires and subsequently utilizing this data to develop a comprehensive data model. One of the key research questions that the study aims to explore is whether there is a noteworthy correlation between individuals' income and their choice of hotel. This will involve analyzing whether individuals with higher incomes demonstrate a greater inclination towards selecting high-end hotels compared to those with lower incomes. To comprehend the connection between consumer behavior and hotel consumption in the Czech Republic, the thesis employs data modeling and survey questionnaires to investigate influencing factors. Subsequently, hypotheses are established, including variables such as age, gender, occupation, and monthly income, that are known to influence hotel consumption in the Czech Republic. The hypotheses will be validated through empirical research, which will ascertain consumer behavior and factors affecting hotel consumption in the Czech Republic. Finally, based on the research outcomes, recommendations will be provided to potential investors or business owners interested in operating in the Czech market.

2.2 Methodology

This thesis comprises of five distinct sections. The first section pertains to the thesis introduction, which entails providing an overview of the research background, framework, and the significance of hotel consumption in the Czech Republic.

The second section is dedicated to outlining the objectives and methodology of the thesis. This section will highlight the thesis's innovation and purpose, along with providing a detailed account of the research methodology and techniques to be used.

The third section of this thesis will be dedicated to conducting a literature review. This portion of the thesis will involve identifying numerous keywords, such as consumer behavior, hotel, and consumption. Definitions of these keywords will be obtained from various sources, including books, journal articles, websites, and other relevant materials. In addition, secondary data obtained from the Czech Statistical Office will be used to evaluate hotel consumption trends in the Czech Republic from 2012 to 2021. This data will highlight consumption trends of hotels within three specific categories, and the results of this analysis will be discussed. The trend function will be utilized to determine whether hotel industry consumption in the Czech Republic has increased or decreased during the aforementioned time period. Furthermore, a $Y=ax + b$ equation will be constructed to predict future consumption patterns. In terms of hotel consumption, two indexes will be used: the base index and the chain index. The base index will indicate whether hotel consumption has increased or decreased in comparison to the first year of the survey (2012). On the other hand, the chain index will demonstrate how hotel consumption has increased or decreased over a given period, in relation to the preceding period's value.

The fourth part is the practical part, which is focused on consumer perception of hotel consumption, and also the factors influencing on hotel consumption in the Czech Republic. To get this purpose, the questionnaire will be conducted. The primary data has been gained by conducting the questionnaire. Questionnaires will be produced through the online platform. After that all the answer form the questionnaire will be sorted out. In this part, the procedure of statistical software SAS will be used to analyze the data and match up the questionnaires to prove the purpose of this research. Another step is to test the hypothesis and verify the empirical analysis and the conclusion will be stated. There are 141 respondents to answered in this survey. The consumers in the Czech Republic willingness to participated in behaviorally conduct and their desire to purchase the products or services in hotel industry are significantly affecting by their level of self-awareness. Future more, given the fact that

they have substantial of hotel in this market, the particular culture characteristic on self-awareness which are specific to the Czech Republic cannot be underestimated. Self-awareness, culture, and consumer behavior have been identified as being significantly predictive. Based on this description, the six hypotheses could be stated to identify the motivation of consumer behavior of hotel consumption in the Czech Republic.

The hypothesis could be proposed as the following:

- H0₁: There is no significant difference between gender and hotel consumption.
- H0₂: There is no significant difference between age and hotel consumption.
- H0₃: There is no significant difference between the level of education and hotel consumption.
- H0₄: There is no significant difference between monthly income and hotel consumption.
- H0₅: There is no significant difference between occupation and hotel consumption.
- H0₆: There is no significant difference between price and hotel consumption.

The study will employ Chi-Square test to determine whether there is a significant relationship between the independent variables and the dependent variable (hotel consumption). The level of significance will be set at $\alpha = 0.05$, which will be compared to the P-value of each hypothesis testing. To perform the Chi-square test, contingency tables will be generated using the Statistical Analysis System (SAS) software. This contingency table will display the observed and expected frequencies. It is crucial that all expected frequencies are greater than 5, and the sample size is greater than 40, to ensure the validity of the Chi-square test. The results of the hypothesis testing will be derived using the Chi-square test if these conditions are satisfied. Otherwise, the test will be deemed invalid. Assuming the Chi-square test is valid, the statistical table will provide the P-value, which will be compared to the predetermined level of significance, represented by alpha.

- If the P-value is greater than the significance $\alpha = 0,05$, the Null hypothesis is accepted, and the conclusion is that no relationship exists between the two variables under consideration.

- If the P-value is less than the significance $\alpha = 0,05$, the Null hypothesis is rejected, and the conclusion is that there is a relationship between the two variables.

The final section of this study which is the fifth part, encompasses the outcomes and conclusion. The results will be based on the findings from the hypothesis testing, questionnaire survey, and research analysis. Subsequently, based on the conclusion, various recommendations will be presented to enhance the hotel industry in the Czech Republic, as well as for international firms that seek to enter the Czech market.

2.2.1 Categorical Data Analysis

According to (Hlavsa & Zuzana, 2020), A categorical data variable pertains to a measurement scale that comprises a predefined set of categories. Categorical scales are widely utilized in the realm of social sciences to gauge attitudes and viewpoints. In biomedical sciences, categorical scales are employed to measure outcomes, such as the efficacy of medical treatments.

In the realm of statistics, categorical variables can be divided into two distinct types, namely ordinal and nominal. Ordinal variables pertain to outcomes that are arranged in a certain order, such as educational attainment, age category, or income category. Conversely, nominal variables do not have any inherent order, and each outcome is equally important. Examples of nominal variables include nationality, gender, country, region, or preferences on something. The chi-squared distribution is commonly used to test for the independence of two categorical variables, which has important applications. For instance, the Century Brewery recently conducted a study on the market segments for their three types of beer: lager, dark, and euro beer. The brewery's market research team raised a question concerning whether male and female beer drinkers have different preferences for the three types of beer. If the preference for beer is independent of the drinker's gender, the brewery will launch a single advertising campaign for all three beers. However, if the preference for beer is dependent on the drinker's gender, the brewery will tailor its marketing strategies to cater to different target market (Chen, 2011).

2.2.2 Type of Contingency table

Contingency table is a table showing the distribution of one variable in row and another variable in the column. It is used to organize the data and study the correlation between two existing variables. The contingency table has minimum of two rows and two columns. In statistical, there are two types of contingency table which are two-way contingency table (2x2) and the classical contingency table (2x3, 3x3, until NxM).

- Two-way contingency table (2x2)

Table 1: 2x2 contingency table

Var.A/Var.B	B ₁	B ₂	Σ
A ₁	n ₁₁	n ₁₂	n ₁₁₊ n ₁₂
A ₂	n ₂₁	n ₂₂	n ₂₁₊ n ₂₂
Σ	n ₁₁₊ n ₂₁	n ₁₂₊ n ₂₂	n

Source: (Hlavsa & Zuzana, 2020)

According to (Adelin, 2017), In this 2x2 contingency table consists of:

- Two existing variable A and B
- n_{ij} in each column is represented the outcome
- n is represented to the number of observations
- Σ is represented to the marginal frequency or distribution of variables.

According to (Lisa), In order to get Chi-square test valid as the description above, the expected frequency needs to be calculated where E_{ij} is represented to the expected frequency in each column.

$$E_{11} = \frac{(n_{11+} + n_{12})(n_{11} + n_{21})}{n}$$

$$E_{12} = \frac{(n_{11+} + n_{12})(n_{12} + n_{22})}{n}$$

$$E_{21} = \frac{(n_{21+} + n_{22})(n_{11} + n_{21})}{n}$$

$$E_{22} = \frac{(n_{21+} + n_{22})(n_{12} + n_{22})}{n}$$

- Classical contingency table

Table 2: Classical contingency table

Var.A/Var.B	B ₁	B ₂	...	B _j	Σ
A ₁	n ₁₁	n ₁₂	...	n _{1j}	n ₁₁ + n ₁₂ +...+ n _{1j}
A ₂	n ₂₁	n ₂₂	...	n _{2j}	n ₂₁ + n ₂₂ +...+ n _{2j}
...
A _i	n _{i1}	n _{i2}	...	n _{ij}	n _{i1} + n _{i2} +...+ n _{ij}
Σ	n ₁₁ + n ₂₁ +...+ n _{i1}	n ₁₂ + n ₂₂ +...+ n _{i2}	...	n _{1j} + n _{2j} +...+ n _{ij}	n

Source: (Hlavsa & Zuzana, 2020)

In this classical contingency table consists of:

- Two or more existing variables
- n_{ab} in each column is represented the outcome
- n is represented to the number of observations
- Σ is represented to the marginal frequency or distribution of variables.

The expected frequency of this classical contingency table is the same method of calculating the expected frequency of the 2x2 contingency table above.

3. Literature Review

3.1 Definition of consumption

“Consumption indicates a broad set of practices, processes, and outcomes” (Bell & Valentine, 1997). Consumption is an activity in which corporate units use goods or services. It uses productions or services to satisfy individual or collective human wants or needs (Theme, 2013). In the hotel industry, Consumption may be considered as the experience concerning different sensations and emotional states (Holt, 1995). The meaning of consumption has evolved significantly since the 17th century when it meant as “Wasting of the body by diseases” (Burchfield, 2000).

From an economic perspective, the consumption function depicts the connection between consumer expenditure and the several determinants at play. At the level of households and families, these determinants may encompass income, wealth, projected future income or wealth, risk, interest rates, age, education, and family size. Consumer preferences also play a role in shaping the consumption function, such as their propensity and willingness to defer gratification, their risk tolerance, and their desire to leave a legacy. The property of the consumption function is a crucial aspect of many issues in both microeconomic and macroeconomic analyses (Britannica, 2016). On the contrast, John Maynard Keynes' 1936 work, "The General Theory of Employment, Interest, and Money," was a groundbreaking publication that introduced the concept of the consumption function. This function outlines how anticipated household spending on consumption interacts with other influencing factors, including income, wealth, interest rates, and future aspirations. (Keynes, 1936)

3.2 Definition and the factors influencing Consumers' behavior

3.2.1 Definition of consumers' behaviours

“Consumer behavior reflects to the totality of consumers' decision with respect to the acquisition, consumption, and disposition of goods, services, activities, experiences, people, and ideas by human decision-making over time” (Hoyer , MacInnis, & Pieters , 2012). As per the aforementioned source, consumer behavior extends beyond the act of purchasing tangible products such as soap or mobile phones. It encompasses consumers' utilization of services, engagement in activities, experiences, and adoption of ideas. For example,

consumer behavior could be observed in their decisions regarding how they choose to attend a dentist appointment, participate in a concert, travel, or donate to UNICEF. Additionally, consumers may exhibit human-like decision-making, such as casting a vote for a politician, selecting a book by a particular author, or watching a film or TV show featuring preferred actors based on their preferences. Based on (Tara, 2022), “Consumers behavior is the study of individuals and organizations and how they select and use products and services.” Consumer behavior pertains to the decision-making process, encompassing an understanding of consumers' desires, their price sensitivity, their purchasing patterns, and their selection criteria. In the hospitality industry, consumer behavior significantly impacts how customers make choices regarding hotels, restaurants, and other associated services. As per (Smith, 2016), study the consumer behavior primarily focuses on the psychological underpinnings, motivations, and behaviors of consumers. Consumer behavior acknowledge in the following questions,

- a. How consumers consider and feel about different alternatives (Brands, Products, services, and retailers)
- b. How customer reason and select between different alternatives
- c. The consumer of behavior which researching and purchasing
- d. How is consumer behavior influenced by their environment (Social, Culture, peers)
- e. How marketing tactics should be raised and developed to improve consumer behavior effectively.

3.2.2 Factors influencing consumers' behavior

Consumer behavior approaches the determination of buying behavior. It could be affected by many factors. This thesis will focus on four main factors influencing consumer behavior. There are cultural, personal, psychological, and social.

Culture

Culture constitutes the most fundamental determinant of individuals' desires and behaviors, as it is shaped by the values, perceptions, preferences, and actions of significant societal entities. Cultural factors are reflected in indicators such as people's habits, which are characterized by persistent behaviors within a society and residential areas. A residential area is an area that provides more specific information, identification, and socialization

(Kotler & Keller, Marketing management, 2016). Cultural factors encompass various aspects of individuals' lifestyles, such as their clothing, cuisine, travel preferences, and general way of life. Given that each country, region, and society across the globe has a unique culture, it is crucial for marketers and business owners to conduct a thorough analysis and evaluation of the cultural nuances of the markets they intend to enter. In the hospitality industry, a comprehensive understanding of a particular region or country's culture may facilitate the development of a more culturally sensitive approach. This approach may entail recognizing the similarities and differences between cultures, gaining a deeper understanding of the local cuisine, communication styles, and religious practices, and adapting services accordingly.

A prime illustration of this concept is demonstrated by Starbucks, a globally recognized coffee brand. Starbucks' organizational culture is deeply rooted in the values and principles espoused by former CEO, Howard Schultz. The energetic culture at Starbucks is closely intertwined with the company's distinctive capabilities and can be analyzed based on four key principles. These principles include valuing employees and their contributions, fostering strong bonds among employees, promoting a culture of inclusion and diversity, and taking pride in delivering exceptional customer service (Dudovskiy, 2022). In 1982, the CEO of Starbucks, Howard Schultz, embarked on a trip to Milan where he noticed the prevalence of coffee bars along almost every street in the city. While these bars served excellent espresso, Schultz observed that they were more than just a place to purchase coffee; they served as a social meeting place for Italians who cherished their morning coffee and enjoyed it in the company of friends and family. Schultz was inspired by this cultural phenomenon, and in 1984, the first Starbucks coffee shop was established in Milan, Italy, featuring high-quality coffee and a comfortable store environment (Translation, 2019).

Social

One of the four principal determinants that significantly impact consumer behavior is social influence. This factor refers to external forces that affect consumers' purchasing decisions, whether directly or indirectly. Social influence encompasses group references, family dynamics, roles, and status (Rani, 2014).

According to the same author, family represents the most influential factor affecting individuals. Consumers are greatly impacted by their family environment and socialization, which helps to shape their personalities and values. For instance, if someone in the family is

lactose intolerant, they may advise the younger generation to avoid consuming any beverages that contain lactose. Additionally, roles and status can significantly impact consumer behavior. Individuals take on a range of roles, such as parental, professional, and social roles. Status is evaluated based on social class, with the wealthy and affluent upper-class individuals often prioritizing quality, while economically disadvantaged lower-class individuals focus more on affordability.

Personal

Personal could be influenced by many sectors such as age, personality, lifestyle, occupation, personal income, etc. (Gejjar, 2013).

- **Age:** consumer purchasing behavior is spirited and swapped at the different stages of age and different stages of the life cycle or different stages of the relationship. This also conducts lifestyle, experiences, and education. The marketer classified the group of ages which started from up to 12 years, 13 years to 18 years, 19 years to 26 years, 36 years to 50 years, and over 50 years. In these stages of age, people continuously change their behavior. For example, people at 70 years couldn't afford a sports car but they can probably buy a family car (Qazzafi, 2020). Another one is the different stages of the life cycle. It is related to human relationships such as being single, married, divorced, having kids, retiring, etc. (Kotler P. , 2017).
- **Occupation:** An individual's occupation or professional influences purchasing behavior. Lifestyles, purchasing considerations, and decisions vary greatly depending on the type of occupation. For example, buying a doctor can be easily distinguished from buying a lawyer, teacher, employee, entrepreneur, landlord, and so on (N & Sa, 2016). People who are living in wealthy and comfortable tend to stay in the comfort and quality hotel while economically people prefer to stay in accommodations which have cheaper prices. Thus, the businessman can be determined in the assembling of goods or services by given the characteristic of the occupational community. A person's lifestyle could be reflected in their habit, attitude, interest, and their perspective (Sathish & Rajamohan, 2012).
- **Personality:** The way that consumer purchase something is not only about their wealth, but also includes their personality, social status, and self-perception (Belk, 1985). Assigning human personality traits to product or service brand personality. A brand is identified by paralleling them to the dimension of personality traits. Since the consumer would often link their choice of the brand with celebrity characters or

famous historical (McCracken, 2019). There are five broad traits that can be divided into facets to give a more detailed analysis of individual personalities as Openness, Conscientiousness, Agreeableness and Neuroticism (Goldberg, 1990). For instance, the correlation between different personalities and different types of hotel consumption shows that extrovert individuals tend to absorb extravagant experiences (extravagant hotels) while introverts are more likely to prefer quieter hotels (Sub hotels) (Watson & Clark, 1997).

Psychological

- **Motivation:** Consumers are driven to purchase a certain product based on their desire to satisfy a particular need and want. These need and want could be based on physical sensations such as hunger, and thirst or physical need such as the desire to feel a sense of belonging. For example, to minimize the feeling of hunger, the first thing that people want to buy are water, food, rice, meat etc (Bögenhold, 2009). According to Maslow's need hierarchy theory, there are five factors of consumers' needs such as physiological need, safety or security need, social need, esteem need, and self-actualization. The physiological need is known as necessities need or primary needs such as food, clothing, air and shelter. People probably give value in different things and different ways. Some might value more on loving and belonging more than esteem, while other people think in a different way (cherry, 2022). For example, being a foreign student in the Czech Republic, the most important thing that I would need is accommodation (physical need). I would not care about gaining respect and appropriation of others (Esteem).
- **Perception:** Customer perception describes the feeling, opinions, and beliefs they have about products or services (Stella, 2022). From the same source, customer perception can influence the success and failure of the business. For instance, if a particular Pizza restaurant in the town is extremely famous with a high reputation, the general customer perception in that town would recommend going to this restaurant if you would like to have pizza. This situation could strongly affect the ability of pizza restaurants to make a profit. According to (Durmaz & Diyarbakirlioglu, 2011), People probably generate a different impression of the same stimulus through three perceptual processes such as selective focus, selective

distortion, and selective retention. People have exposed to too many stimuli every day. On the other hand, selective attention has the ability to change most of the details that the customer is revealed. Thus, the advertisement could be updated and has been worked harder to attract customer attention (Kotler & Armstrong , Principle of Marketing, 2010).

- **Learning:** Learning is conceptual that behavior of an individual is learned. For example, once customer wants to purchase a product or service, they get a deeper understanding and acknowledge its experience. For instance, they would like to know if that brand is good quality enough. Thus, they can choose to have a brand which is suitable for their requirement (Neubauer, , Witcop, & Varpio, 2019). According to (Gajjar D. N., 2013), learning rotates the behavior of an individual of customer activated by skill, experience, and knowledge. To conclude, A particular brand of product or service, should provide specific information, and keep it updated to the customer in order to improve customer behavior.
- **Belief and Attitude:** Customers have certain beliefs and attitudes towards different products. Marketers care about these beliefs and attitudes because they shape a brand's image and influence consumer buying behavior. Marketers can change customer beliefs and attitudes by launching specific campaigns in this regard (Gajjar N. B., 2013). Attitude has been learned through experience and relationships with others.

The aforementioned factors are the primary drivers that impact consumer behavior. They not only provide insights into consumers' characteristics, but also aid in comprehending their attitudes, behaviors, and purchasing patterns. Analyzing and assessing these factors can assist in the marketing strategy of a particular brand. This knowledge can help marketers identify customer expectations, needs, desires, and satisfaction levels. As a result, marketers can minimize risks when entering new markets or launching new products.

3.3 Definition and characteristic of hotel

A hotel is a building, symbol, company, or entity that serves services of accommodation, catering, and other service facilities such as food and beverage, spa, bar etc. All these services are served to attract for people whether they are staying in the hotel or just using only the facilities. According to Rumeckso (2002:2), he stated the definition of the hotel that

“hotel is a building with hires the room with facilities such as food and beverage, which is run well to get the benefits”. Due to Sulastiyono (2007:3), *“hotel is an accommodation that gives the facilities like rooms, food and beverage and other supporting facilities such as sport area, and laundry”*.

Hotel was first identified in the late 18th century, serving upper-class customers. (Sherman, 2007). The hotel is an establishment that provides overnight accommodation, food and beverage, and other services. The stars classification system has classified the hotel. It has been rated from 1-star to 5-star hotel, the highest standard including exclusive and other facilities. According to (Kolawole, 2016), hotel ranking, and classification discover the standard of the hotel providing that is available objective and the ability to purchase hotel accommodation that reaches expectations on time. Moreover, it could inform customers how to recognize qualities and evolve at the level of facilities and services. The higher hotel classification refers to superior prices and, accordingly, higher guest expectations, suggesting that classification is an excellent tool for predicting the price (Martin-Fuentes, 2016). In hotel industry, hotels are classified according to the star classification system. In the star ranking on hotels industry is stated from one start to five-star hotel. This ranking intends to bridge the gap between the customer’s expected and what the hotel is being offered to the customer (Organization, 2016). According to (Martin, 2016), the higher hotel classification be in tune with the superior price and accordingly to the higher expectation from the guest. He mentioned that the high star ranking classification are also a good way for the guest to predict the price as well.

Due to (Star system for Czech hotels , 2017), The classification system indicates to the facilities by the accommodation unit as the following:

- 5-stars hotel is an exceptional world class standard
- 4-stars hotel is an excellent standard
- 3- stars hotel is a very good standard
- 2-stars hotel is a good overall standard
- 1-stars hotel is fair and acceptable standard

The Star classification reveals the standard of consumer care and the quality services and facilities. Due to (Olukayode, 2016), Hotel ratings and classifications determine the standard of hotel offerings available at a destination and the ability to obtain hotel accommodations that meet those expectations in a timely manner. Hotel ratings and classifications inform consumers how to recognize quality, distinguish between facilities and services at all levels, and provide more transparency. This is a key requirement for both business and leisure travelers.

According to Czech Statistical Office (CZSO, 2021), the capacity of the hotel in the Czech Republic in 2021 was established in total 10 898 accommodations which contains of 226 848 rooms. This amount is included the hotels, hostels, boarding house, tourists' campsite, and another type of accommodations.

Capacity of accommodation establishments by category

Period: 2021
Territory: Czech Republic

	Accommodation establishments	Rooms	Bed places	Places for tents and caravans
Collective accommodation establishments total	10,898	226,848	586,061	53,708
incl. Hotel *****	69	7,976	15,486	.
Hotel, motel, hotel *****	809	45,371	94,144	43
Hotel, motel, hotel ****	1,589	49,611	113,940	704
Hotel, motel, hotel **	211	5,488	13,884	66
Hotel, motel, hotel *	112	2,303	6,016	56
Hotel garni ****, ***, **, *	159	3,541	8,349	5
Boarding House	4,736	47,179	130,583	1,224
Tourist camp-site	580	9,916	36,622	49,447
Holiday Dwelling	321	7,011	27,158	507
Hostel	754	11,713	38,043	408
Other	1,558	36,739	101,836	1,248

Code: CRU01/11

Table 3: Capacity of accommodations establishment by categories in the Czech Republic 2021 by (CZSO, 2021)

3.4 Hotel consumption

Hotels are generally treated as disinhibition areas where the consumer can satisfy their own desire such as engaging in illicit interaction (Berdychevsky & Urieli, 2013). The recognition of hospitality consumption in commercial contexts as the freedom to engage in hedonistic behavior, free from normative pressures, has many implications. For commercial hospitality, leisure, and tourism operators, this is a key feature of their business offerings to their customers. Therefore, the ability to create compelling products and deliver positive experiences represents an economic opportunity (Gilmore & Pine II, 2002).

In this part, the hotel consumption of five-stars hotels, four-stars hotels, and three-star hotels was described as the down below and also the comparison of the hotel consumption during the Covid-19 situation and after recovery individually.

3.4.1 Five-stars hotel consumption

The Five-stars is the highest ranking in the star classification system. A five-star hotel is one of the hotels which offer the guests the ultimate in luxury through personalized service, a wide range of amenities, and sophisticated accommodation (Alliance, 2022). Five-stars hotel has been considered the luxury hotel (Digital Luxury Group, 2013). Five-star hotels are probably the most luxurious. A five-star hotel is one hotel that offers its guests a first-class level of luxury through personalized service, a range of facilities, and advanced accommodations. These facilities are among the most complex and must meet all standards of service, facilities, and comfort. This five-stars hotel is the type of the most dynamic among other types of hotels in the industry and enjoys special status during peak season, but it is often impacted hardly during economic crisis (Chu, 2014). According to (Alliance, 2022), Five-stars hotel services employees should be amiable, conscientious, discreet, and be able to anticipate the requirement of the guests. Moreover, expect consistent and flawless excellence. All these services are included 24 hours receptionist, Laundry, ironing, dry cleaning, shoe polishing, medical team, resources on call, luxury spa area, etc. The five-stars' room should be contained luxury robes and slippers, a smart flat-screen TV with an international program, a stocked mini-bar (mini fridge with cocktails, wine accessories, snacks), Digital room key entry, WIFI, and extra facilities.

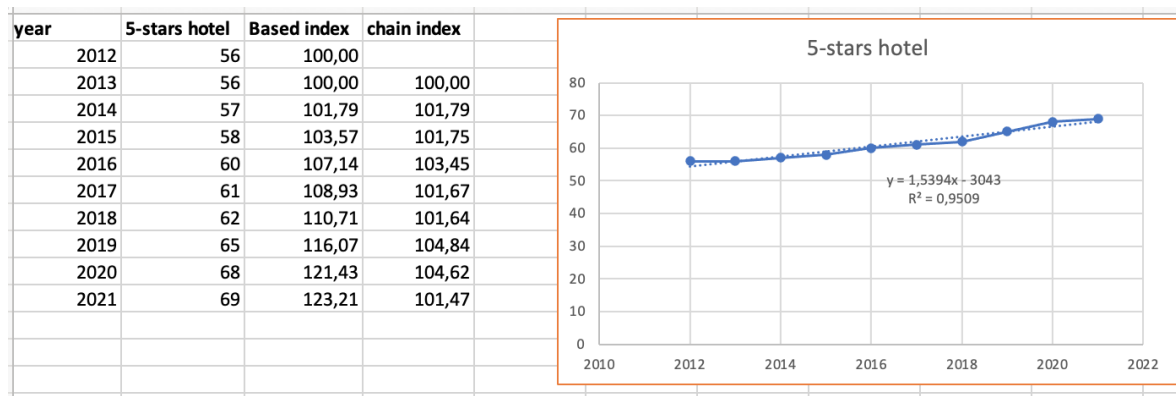


Figure 1: Five-stars hotel consumption from 2012-2021 (CZSO, 2021)

According to (Czech Statistical Office, 2021), The survey data of the number of five-star hotels from 1st December 2012 to 1st December 2021 reported that the number of five-star hotels in 2021 is 69 accommodations. Since the five-star hotel could be considered as a luxury hotel, similarly luxury consumer purchases their products or services to illustrate and intend their wealth (Dubois & Duquesne, 1993). On the other hand, this article could apply to the hotel industry which was growing year over year as five-stars hotel. As the figure 1, The data was increased by just a tiny if compared to the previous year. In 2020, the data was recorded from 68 five-stars hotel in the Czech Republic. The Czech Republic had a limited facility in comparison to five-stars hotel because of the Covid-19 pandemic. During the Covid-19 situation, the economy of the Czech Republic was in crisis and has horribly affected tourism and all related sector such as the spa industry, hotel industry, etc. (Novotny, 2021). The data in the table above seemed to be increased only one or two of the five-stars hotel increased in the period of 2012 to 2021. In 2022, The top five five-stars in the Czech Republic are The Golden Well, Alchemist Prague Castle Suites, The Grand Mark Prague, Aria, Three Storks Hotel (Heike, 2022)

3.4.2 Fours-stars hotel consumption

The four-star hotel is the second highest ranking in the star classification system followed by the five-star hotel. According to (Landman, 4 Star Hotel, 2021), A four-stars hotel is a hotel that provides guests with above-average luxury services and experiences. A four-star hotel is fully equipped and well-designed. The purpose of all the services standard is to get the guest's satisfaction. The title of the four-star hotel could be used on different types of hotels such as boutique hotels, resorts, etc. The four-star hotel refers to the offering full services such as a committed concierge, valet parking, on-demand turndown services, and 24-hour room services. The rooms consistently feature large beds, supplementary seating, a minibar, etc. The rooms of the guests and hotel lobbies may also feature architectural as crown molding (Morgan, 2022). Moreover, A four-stars hotel could also have an indoor or outdoor pool or spa area for the guests to relax or enjoy during their stay. The best example of a four-stars hotel is the Hilton Grand Vocation resort, Westin by Mariotte (Jones, n.d.)

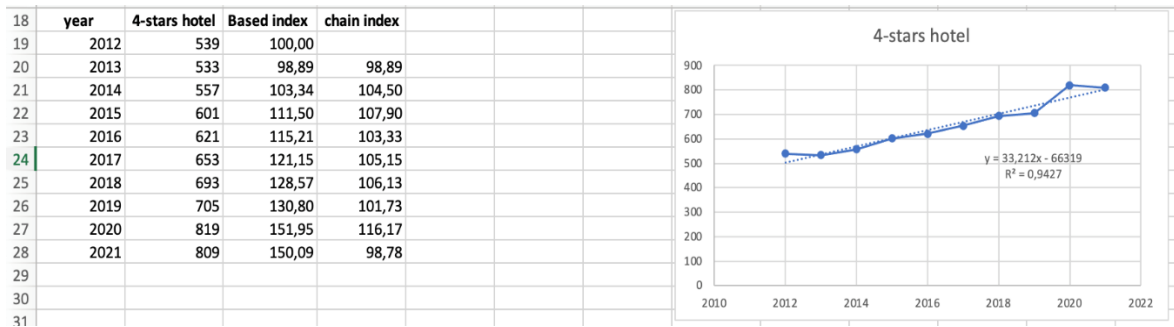


Figure 2: Four-stars hotel consumption from 2012-2021 (CZSO, 2021)

According to Czech Statistical Office (CZSO, 2021), Before the Covid-19 pandemic from 2013 to 2020, the amount of the four-stars hotel increased year over year. The data in figure 2 above shows that in 2019, the number of four-star hotels in the Czech Republic was recorded at 705 hotels. In the next following year 2020, the data reported 819 hotels. The data was increased 114 hotel which mean it increased by approximately 16% in one year (2019-2020). The Covid-19 situation could lead to the amount of the four-stars hotel completely decreasing. In 2021, the number of four-stars hotels decreased from 819 to 809 hotels in the Czech Republic. In 2021, the number of four-star hotels in the Czech Republic was 809 hotels consisting of 45371 rooms.

3.4.3 Three-stars hotel consumption

A three-star hotel is a hotel that has the quality above-average quality of the hotel. Comfort and services are the first priority at these hotels. A significant upgrade over one-star and two-stars hotels, the hotel offers more spacious rooms with quality amenities. It is also provided multiple room options and a variety of room services. Most of the guest rooms have furniture such as sofas, dressing tables, tables, and chairs. Other facilities such as a restaurant, pool, spa, and fitness center are optional for this type of hotel (Hasa, 2017). The hotels should have an appropriate reception area. Moreover, the hotel should consist of at least five bedrooms. All those rooms should have their own bathroom. After registration, the guests must have 24 hours to access to the hotel without a key. The staff and receptionist should be available to the residents at least on the phone at any time (Landman, 3 Star Hotel, 2020). According to (Narmeen , 2020), The three-star hotel would provide the services 24 hours while one-star hotels and two-stars hotels may not serve 24-hour services. On the other hand,

the number of facilities offered by the three-star hotel is extraordinarily higher than of one-star and two-stars hotels.

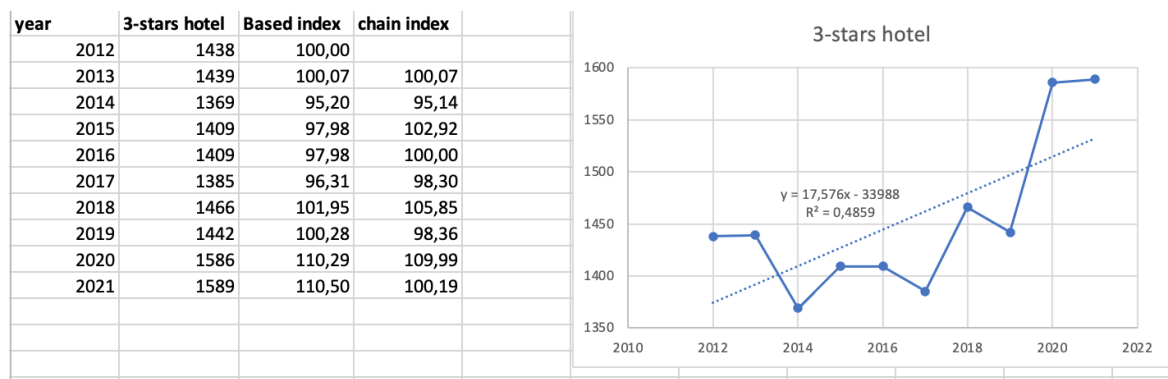


Figure 3: Three-stars hotel consumption from 2012-2021 (CZSO, 2021)

According to Czech Statistical Office (CZSO, 2021), The data in figure 3 shows that the number of the three-star hotel seemed to be increased and decreased from one year to one year. Overall, the trend function shows that the number of the three-stars hotel will rise in the future. From 2013 to 2014, the number fluctuated, decreasing, and it dropped from 1439 to 1369. After that, the number of three-star hotels slowly increased in 2015, and it stayed still in 2016 with the amount 1409, but it decreased again in 2017. The data in 2018 increased by 81 compared to the previous year. Nothing stays still, the number of the three-star hotel dropped again in 2019, but it was only 24 hotels. After that, the number of the three-star hotel appeared to be increasing year over year until 2021. The hotel accomplishment reported for 12 months to February 2012 show that Prague’s hotel market was getting better from the economic crisis with the occupancy and average rate growing (Payne, 2012)

3.5 Valuable international hotels brands in the Czech Republic

As we know, the Czech Republic is one famous country for tourists to visit and research this beautiful landscape. That is the reason to attract many investors to invest in hospitality in the Czech Republic.

The hotel group probably directly own the hotels while the others have multiple sub-brands under its parent chain or conduct hotel in Prague (and its vicinity) under franchise agreements. According to reservation.com, The world’s top hotel brands such as Hilton Hotels and Resorts, which owns brands under Waldorf Astoria and DoubleTree, Hyatt Hotel

Corporation, which manages sub-chains such as Hyatt agency, and Andaz hotel. Marriott hotel has been owned brand by The Ritz Carlton and Aloft. The international hotel chain in Prague, Czech Republic handles around 40% of 4-star and 5-star hotels which constitute about 2/3 of the total number of rooms and hotel classification (hotel categories). (Hrdlickova, 2016)

U.S. Hotel in Czech Republic	Location	U.S owner
Prague Marriott Hotel	Prague	Marriott International, Inc.,
Clarion Congress Hotel Prague	Prague	Choice Hotels International known as the Clarion brand, represented by a hotel group CPI Hotels
Clarion Hotel Prague Old Town	Prague	Choice Hotels International known as the Clarion brand, represented by a hotel group CPI Hotels
Clarion Hotel Prague City	Prague	Choice Hotels International known as the Clarion brand, represented by a hotel group CPI Hotels
Clarion Congress Hotel České Budějovice	České Budejovice	Choice Hotels International known as the Clarion brand, represented by a hotel group CPI Hotels
Clarion Grandhotel Zlatý Lev Liberec	Liberec	Choice Hotels International known as the Clarion brand, represented by a hotel group CPI Hotels
Clarion Congress Hotel Olomouc	Olomouc	Choice Hotels International known as the Clarion brand, represented by a hotel group CPI Hotels
Clarion Congress Hotel Ostrava	Ostrava	Choice Hotels International known as the Clarion brand, represented by a hotel group CPI Hotels
Clarion Hotel Špindlerův Mlýn	Spindleruv Mlyn	Choice Hotels International known as the Clarion brand, represented by a hotel group CPI Hotels

Clarion Congress Hotel Ústí nad Labem	Usti nad Labem	Choice Hotels International known as the Clarion brand, represented by a hotel group CPI Hotels
BEST WESTERN PREMIER Hotel International	Brno	Best Western International
BEST WESTERN Hotel Vista	Ostrava	Best Western International
BEST WESTERN PLUS Hotel Meteor Plaza	Prague	Best Western International
BEST WESTERN City Hotel Moran	Prague	Best Western International
BEST WESTERN Hotel Kinsky Garden	Prague	Best Western International
BEST WESTERN Hotel Pav	Prague	Best Western International
BEST WESTERN Amedia Praha	Prague	Best Western International
Hilton Prague	Prague	Hilton Worldwide Holdings
Hilton Prague Old Town	Prague	Hilton Worldwide Holdings
Park Inn Prague	Prague	Carlson Rezidor Hotel Group
Park Inn by Radisson Hotel Ostrava	Ostrava	Carlson Rezidor Hotel Group
Radisson Blu Alcron Hotel	Prague	Carlson Rezidor Hotel Group
Sheraton Prague Charles	Prague	Starwood Hotels & Resorts Worldwide
Augustine, a Luxury Collection Hotel	Prague	Starwood Hotels & Resorts Worldwide
Ramada Prague City Centre	Prague	Wyndham Worldwide Corporation (Ramada brand)
Ramada Airport Hotel Prague	Prague	Wyndham Worldwide Corporation (Ramada brand)

Table 4: U.S hotel and resort in the Czech Republic (Hrdlickova, 2016)

4. Practical Part

Regarding the methodology section, the approach employed in this research is a web-based questionnaire. When the sample population is geographically dispersed, an online survey is often the most effective method for collecting data compared to other techniques like interviews or observation. This approach offers the advantage of providing national or even global coverage. Additionally, web-based surveys leverage the internet's potential to reach out to organizations and individuals that would be hard, if not impossible, to contact through traditional channels (Steve, 1998). This questionnaire is used to examine the factor influencing consumer behaviour from gender, age group , occupation, income, and so on.

4.1 Evaluation of Survey

In this section, the survey will be assessed based on the responses obtained from the questionnaire administered to individuals in the Czech Republic. The purpose of the survey is to determine the factors that influence hotel consumption among consumers in the Czech Republic. The survey comprises ten questions divided into two parts. The first part captures basic demographic information, such as gender, age, occupation, income, education level, and average hotel consumption per year. The second part investigates factors that influence the purchase of hotel services. These two aspects were explored to identify the factors that affect hotel consumption in the Czech Republic.

Although there are no restrictions on the countries of origin of the respondents, this questionnaire was administered only to residents of the Czech Republic. The survey was conducted online, allowing for easy participation by the respondents. Upon completion of the survey, all responses were stored in a summary table, which was used to evaluate the survey.

4.1.1 Basic overview of respondents

To begin with, the survey results indicate that gender was the primary factor examined, with a total of 141 respondents. Out of these respondents, 77 or 54.6% were females, while 64 or 45.4% were males, as depicted in figure 4. Following gender, the age of the respondents was analyzed, with a focus on specific age groups. The results show that the age group of 26 to 40 (figure 5) was the most significant, followed by the age group of 18 to 26. These findings suggest that hotel consumption preferences in the Czech Republic are primarily influenced by females aged between 26 to 40. It is noteworthy that the respondents of the survey are current residents of the Czech Republic.

What is gender?

141 responses

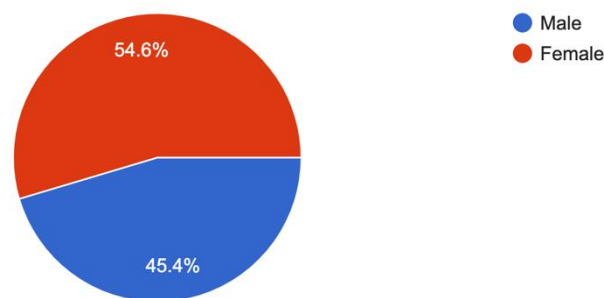


Figure 4: Gender

Your age

141 responses

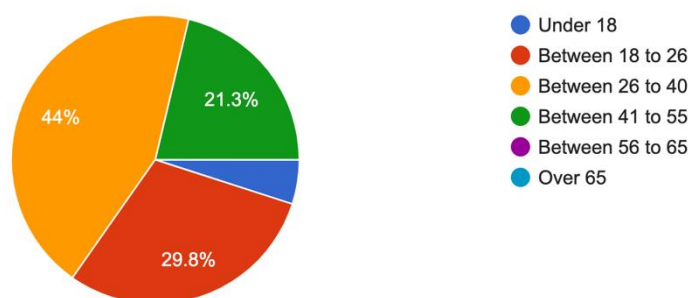


Figure 5: Age

Based on the respondents' qualifications, the majority of them possess a bachelor's degree, comprising 55.3% of all participants, with the next highest group having a secondary degree, totaling 27% of the respondents (Figure 6). These two groups can be deemed as significant contributors to hotel consumption in the Czech Republic.

What is your highest qualification?

141 responses

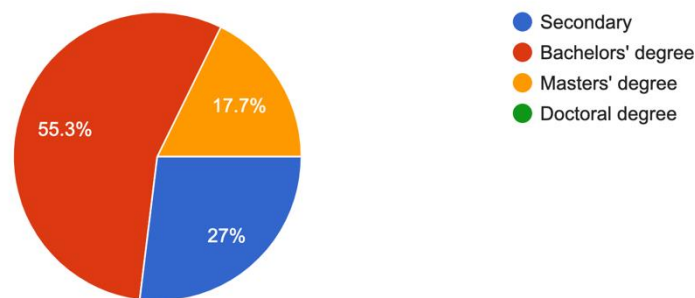


Figure 6: Qualification

Based on the survey report, the respondents' primary occupation for purchasing hotel services is students with part-time jobs, which accounts for 59 individuals (41.8%), followed by employees with 49 individuals (34.8%) (as shown in Figure 7). These groups of respondents are consistent with the age group identified in the second question of the survey. The Czech Republic offers many part-time job opportunities, which provide a great source of income for students. Additionally, the Czech Republic is a popular destination for tourists and researchers due to its rich history, and foreign students are welcome to pursue their studies in various majors. Moreover, the Czech Republic provides cheap public transport tickets for students under 26 years old, making it easy for them to explore the country. Therefore, hotel services remain in high demand during travel or trips.

What is your occupation?

141 responses

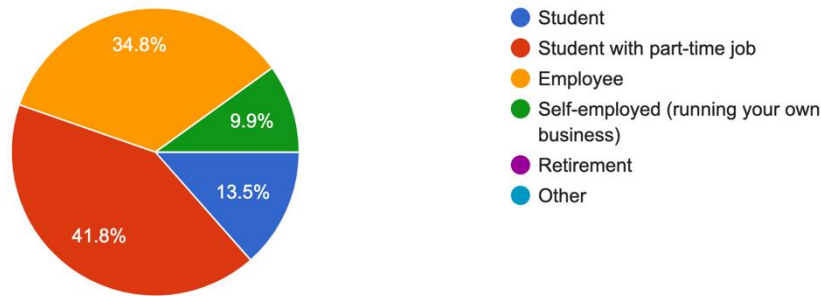


Figure 7: Occupation

Regarding the personal monthly income before tax of respondents, the largest proportion of respondents (41.9%) reported a monthly income of 10000czk to 20000czk, followed by the group of 20001czk to 35000czk with 39 respondents (27.7%) (Figure 8). These two income groups are considered significant in terms of hotel consumption in the Czech Republic and are representative of the age group and occupation as previously described. However, it should be noted that there may be bias due to sample selection, which could affect the validity of these findings. Additionally, the price of hotels may have a significant impact on hotel consumption, and higher prices may lead to the use of substitute services such as hostels. Thus, hotel owners and investors should carefully consider this factor when setting hotel prices.

What is your monthly income before Tax?

141 responses

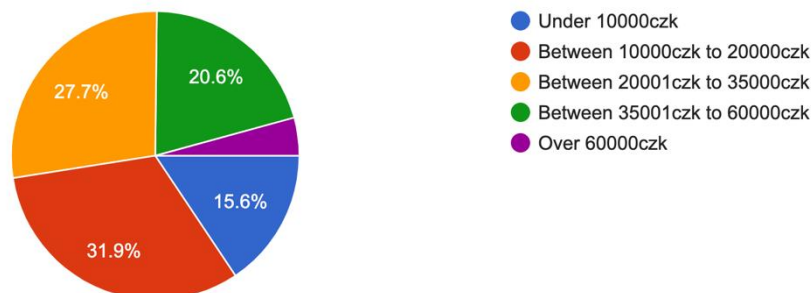


Figure 8: Monthly income before Tax

However, from the perspective of average hotel consumption in personal, the population using it 5 to 7 times is rated as the highest proportion of 48 people which is 34% and followed by the population using it twice times 28 people which is 19,9% and it also similar to the group of using between 6 to 8 times as well (19,1%) (Figure 9). In this factor, the owner of the hotel or investors who wants to run their business in the Czech Republic be able to estimate the hotel consumption per year of the people is residing in the Czech Republic.

On average, how often do you spend on the hotel per year?
141 responses

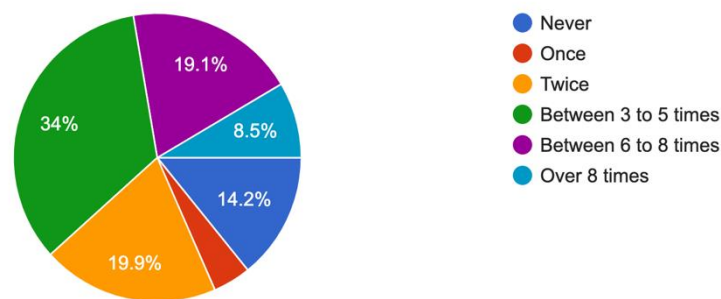


Figure 9: The amount of hotel consumption per year individually

According to the Hotel star classification system, there are five categories of hotels will be identified to see which kind of hotel the consumer would choose for their stay. After the survey, some data will be collected. The three-star hotel which is in the middle range of the hotel star classification system will be proposed as the highest consumption in the Czech Republic. Due to the survey, there are 45 participants which is 31,9% are going to choose the three-stars hotel. It is followed by the Fourth-stars hotel which is 28,4%. As the description and the analysis of the data collection above between age, gender, and qualification, we can see that most of the participants are in the age group of 26-40. At the same time, they are students with part-time jobs. So, their income would probably be less than 20000czk per month before tax. From an economic point of view, The higher income, the higher expenses. Thus, the student with a part-time job in the age group of 26 to 40 couldn't afford a higher Hotel star ranking. That is the reason why the Three-stars hotel is the most usable one in this survey.

Based on the hotel star classification, what kind of hotel would you prefer to stay in?

141 responses

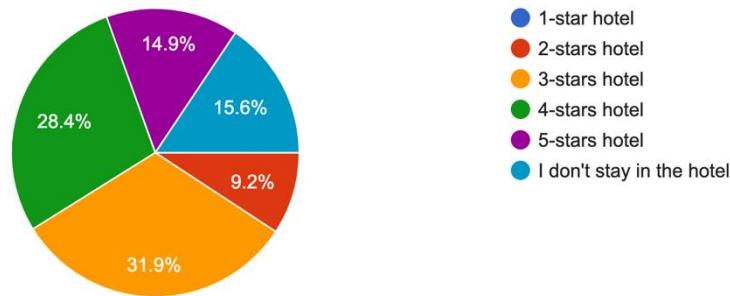


Figure 10: Hotel preferences

The last two questions are about the opinion of how much they can spend in a hotel per night and the focus factor once they choose the hotel. It is comprehensible that the consumers will consider the location and price as the priority decision before they purchase the hotel services. These factors can describe that the consumer is aware that the hotel's location should not be far away from the city center, and after that, the price should be acceptable.

From figure 11, the acceptable price of the hotel is between 1000czk to 2000czk per night which is 50 people (35,5%) from the respondents and followed by a price under 1000czk per night which is 39 people (27,7%).

From figure 12 shows that the motivation of the respondents is considered on the location, which is 123 people (87,2%) and followed by the price which is 100 people (70,9%).

What is the hotel's price per night that is suitable for you?

141 responses

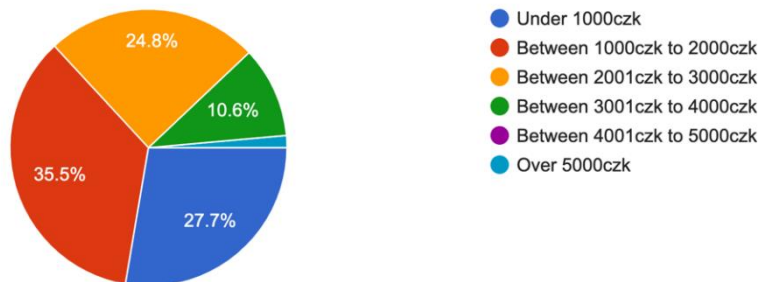


Figure 11: Hotel's price

Once you choose the hotel, what factors do you focus on?

141 responses

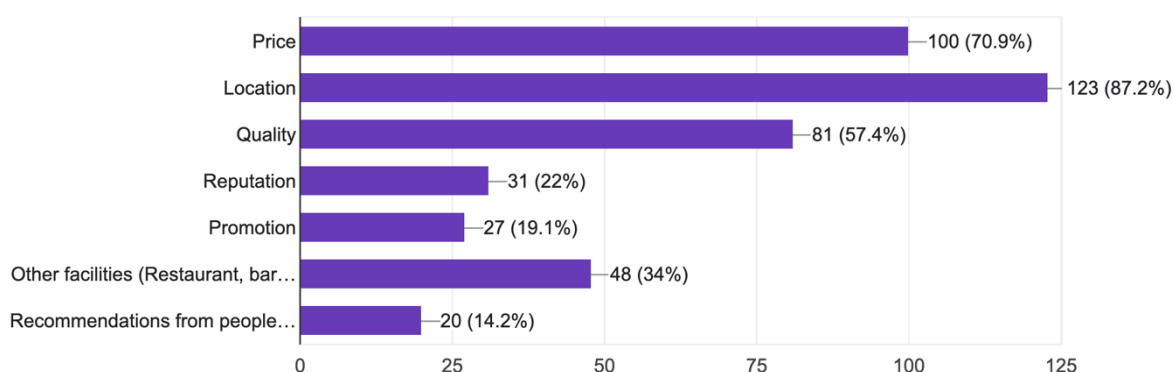


Figure 12: Factor influencing by individually

4.2 Hypothesis testing

The hypothesis is the statistical procedure in order to investigate the relationship between those variables from the data collection (Roger B & Kenneth J, 2006). Statistical inferences aim to draw conclusions about a population based on data gathered from a sample of that population, as it is not always feasible to observe or measure every member of the population. To make generalizations about the population, statistical inference techniques are employed. Hypothesis testing involves two statements, the Null hypothesis (H_0) and the Alternative hypothesis (H_1). The Null hypothesis suggests that there is no statistical significance between a set of observations, while the Alternative hypothesis suggests that there is a statistical significance between a set of observations. Various methods can be used to test these hypotheses, such as t-test, ANOVA, Chi-square test, and fisher factorial test. For this thesis, the Chi-square test will be utilized to test all hypotheses, as the number of observations is greater than 40, and all expected frequencies are greater than 5. Since there are 141 respondents in this study, and the expected frequency is greater than 5, the Chi-square test is the best method to use. As the description in the methodology part, there are six hypothesis testing as the following:

- H_{01} : There is no relationship between gender and hotel consumption.
- H_{02} : There is no relationship between age and hotel consumption.
- H_{03} : There is no relationship between occupation and hotel consumption.
- H_{04} : There is no relationship between qualification and hotel consumption.

- H0₅: There is no relationship between monthly income and hotel consumption.
- H0₆: There is no relationship between price and hotel consumption.

4.2.1 Analysis of the relationship between gender and hotel consumption

There are two statements to be proposed:

- H0₁: There is no relationship between gender and hotel consumption.
- HA₁: There is a relationship between gender and hotel consumption.

Table 5: Contingency table between gender and hotel consumption

Frequency Expected	Table of Gender by Hotel consumption			
	Gender(Gender)	Hotel consumption(Hotel consumption)		
		No	Yes	Total
	Female	11 12.014	66 64.986	77
	Male	11 9.9858	53 54.014	64
	Total	22	119	141

Table 6: Statistical table of gender by hotel consumption

Statistics for Table of Gender by Hotel consumption			
Statistic	DF	Value	Prob
Chi-Square	1	0.2235	0.6364
Likelihood Ratio Chi-Square	1	0.2227	0.6370
Continuity Adj. Chi-Square	1	0.0574	0.8106
Mantel-Haenszel Chi-Square	1	0.2219	0.6376
Phi Coefficient		-0.0398	
Contingency Coefficient		0.0398	
Cramer's V		-0.0398	

In this case, $\alpha = 0,05$ will be used to compare with the P-value of the test. Table 5 shows that all the expected frequencies are greater than 5 and the number of observations is 141 which is greater than 40. Thus, the Chi-square test is valid in this hypothesis testing.

Table 6 shows the value of the Chi-square test which is 0,6364. This value is greater than $\alpha = 0,05$. Based on the hypothesis testing theory, If the P-value is greater than $\alpha = 0,05$, the null hypothesis is accepted. To sum up, **there is no relationship between gender and hotel consumption.**

4.2.2 Analysis of the relationship between age and hotel consumption

There are two statements to be proposed:

- H0₂: There is no relationship between age and hotel consumption.
- HA₂: There is a relationship between age and hotel consumption.

Table 7: Contingency table between age and hotel consumption

Frequency Expected	Table of Age by Hotel consumption		
	Age(Age)	Hotel consumption(Hotel consumption)	
		No	Yes
Between 27 to 55	11 14.355	81 77.645	92
Under 18 to 26	11 7.6454	38 41.355	49
Total	22	119	141

Table 8: Statistical table of age by hotel consumption

Statistics for Table of Age by Hotel consumption			
Statistic	DF	Value	Prob
Chi-Square	1	2.6729	0.1021
Likelihood Ratio Chi-Square	1	2.5702	0.1089
Continuity Adj. Chi-Square	1	1.9355	0.1642
Mantel-Haenszel Chi-Square	1	2.6540	0.1033
Phi Coefficient		-0.1377	
Contingency Coefficient		0.1364	
Cramer's V		-0.1377	

In this case, $\alpha = 0,05$ will be used to compare with the P-value of the test. To get the Chi-square test is valid, some classification data will be merged in the category of age group. The age group “Under 18 and Between 18 to 26” will be merged into one age group “Under 18 to 26” and then the age group “Between 27 to 40 and Between 41 to 55” will be merged into one age group “Between 27 to 55”. After all the age groups are merged, In table 7 shows that all the expected frequencies are greater than 5 and the number of observations is 186 which is greater than 40. Thus, the Chi-square test is valid in this hypothesis testing.

In table 8 show the value of the Chi-square test which is 0,1021. This value is greater than $\alpha = 0,05$. Based on the hypothesis testing theory, If the P-value is greater than $\alpha = 0,05$, the null hypothesis is accepted. To sum up, **there is no relationship between gender and hotel consumption.**

4.2.3 Analysis of the relationship between occupation and hotel consumption

There are two statements to be proposed:

- H_{03} : There is no relationship between occupation and hotel consumption.
- H_{A3} : There is a relationship between occupation and hotel consumption.

Table 9: Contingency table between occupation and hotel consumption

Frequency Expected	Table of occupation by Hotel consumption			
	occupation(occupation)	Hotel consumption(Hotel consumption)		
		No	Yes	Total
Employee	5 7.6454	44 41.355	49	
Self-employed (running your own business)	2 2.1844	12 11.816	14	
Student	7 2.9645	12 16.035	19	
Student with part-time job	8 9.2057	51 49.794	59	
Total	22	119	141	

Table 10: Statistical table of occupation by hotel consumption

Statistics for Table of occupation by Hotel consumption			
Statistic	DF	Value	Prob
Chi-Square	3	7.7989	0.0504
Likelihood Ratio Chi-Square	3	6.4941	0.0899
Mantel-Haenszel Chi-Square	1	0.5518	0.4576
Phi Coefficient		0.2352	
Contingency Coefficient		0.2289	
Cramer's V		0.2352	
WARNING: 25% of the cells have expected counts less than 5. Chi-Square may not be a valid test.			

The table 10 shows that 25% of the expected frequency is less than 5. So, the hypothesis could not be tested in this part. Due to the occupation data is not classification data, the data could not be merged. Thus, the Chi-square test is invalid in this hypothesis testing.

4.2.4 Analysis of the relationship between qualification and hotel consumption

There are two statements to be proposed:

- H0₄: There is no relationship between qualification and hotel consumption.
- HA₄: There is a relationship between qualification and hotel consumption.

Table 11: Contingency table between qualification and hotel consumption

Frequency Expected	Table of highest qualification by Hotel consumption			
	highest qualification(highest qualification)	Hotel consumption(Hotel consumption)		
		No	Yes	Total
Bachelors' degree	9 12.17	69 65.83	78	
Masters' degree	2 3.9007	23 21.099	25	
Secondary	11 5.9291	27 32.071	38	
Total	22	119	141	

Table 12: Statistical table of qualification and hotel consumption

Statistics for Table of highest qualification by Hotel consumption

Statistic	DF	Value	Prob
Chi-Square	2	7.2146	0.0271
Likelihood Ratio Chi-Square	2	6.6571	0.0358
Mantel-Haenszel Chi-Square	1	4.8933	0.0270
Phi Coefficient		0.2262	
Contingency Coefficient		0.2206	
Cramer's V		0.2262	

In this case, $\alpha = 0,05$ will be used to compare with the P-value of the test. In table 11 shows that only one expected frequency in the group of Masters' degree would say "NO" for hotel consumption is less than 5 and otherwise are greater than 5. Due to the higher amount of sample size which is 141 and it is greater than 40. Thus, the Chi-square test is valid in this hypothesis testing.

In table 12 show the value of the Chi-square test which is 0,0271. This value is less than $\alpha = 0,05$. Based on the hypothesis testing theory, If the P-value is less than $\alpha = 0,05$, the null hypothesis is rejected. To sum up, **the qualification is statistically significant on hotel consumption.**

4.2.5 Analysis of the relationship between income and hotel consumption

There are two statements to be proposed:

- H0₅: There is no relationship between income and hotel consumption.
- HA₅: There is a relationship between income and hotel consumption.

Table 13: Contingency table between income and hotel consumption

Frequency Expected	Table of monthly income before Tax by Hotel consumption			
	monthly income before Tax(monthly income before Tax)	Hotel consumption(Hotel consumption)		
		No	Yes	Total
Between 20001czk to Over 60000czk	7 11.546	67 62.454	74	
Under 10000czk to 20000czk	15 10.454	52 56.546	67	
Total	22	119	141	

Table 14: Statistical table of income by hotel consumption

Statistics for Table of monthly income before Tax by Hotel consumption

Statistic	DF	Value	Prob
Chi-Square	1	4.4633	0.0346
Likelihood Ratio Chi-Square	1	4.5250	0.0334
Continuity Adj. Chi-Square	1	3.5355	0.0601
Mantel-Haenszel Chi-Square	1	4.4317	0.0353
Phi Coefficient		-0.1779	
Contingency Coefficient		0.1752	
Cramer's V		-0.1779	

In the monthly income before tax, $\alpha = 0,05$ will be used to compare with the P-value of the test. To get the Chi-square test is valid, some classification data will be merged in the category of monthly income before tax. The monthly income before tax group “Under 10000czk and Between 10000czk to 20000czk” will be merged into one age group “Under 10000czk to 20000czk” and then the monthly income before tax in the group “Between 20001czk to 35000czk and Between 35001czk to 60000czk and Over 60000czk” will be merged into one monthly income before tax group “Between 20001czk to Over 60000czk”. After all the age groups are merged, in table 13 shows that all the expected frequencies are greater than 5 and the number of observations is 141 which is greater than 40. Thus, the Chi-square test is valid in this hypothesis testing.

In table 14 shows the value of the Chi-square test which is 0,0346. This value is less than $\alpha = 0,05$. Based on the hypothesis testing theory, If the P-value is less than $\alpha = 0,05$, the null

hypothesis is rejected. To sum up, **the income is statistically significant on hotel consumption.**

4.2.6 Analysis of the relationship between Price and hotel consumption

There are two statements to be proposed:

- H0₅: There is no relationship between price and hotel consumption.
- HA₅: There is a relationship between price and hotel consumption.

Table 15: Contingency table between price and hotel consumption

Frequency Expected	Table of Price by Hotel consumption		
	Price(Price)	Hotel consumption(Hotel consumption)	
		No	Yes
Over 1000czk	7 15.915	95 86.085	102
Under 1000czk	15 6.0851	24 32.915	39
Total	22	119	141

Table 16: Statistical table of price by hotel consumption

Statistics for Table of Price by Hotel consumption			
Statistic	DF	Value	Prob
Chi-Square	1	21.3922	<.0001
Likelihood Ratio Chi-Square	1	19.1282	<.0001
Continuity Adj. Chi-Square	1	19.0599	<.0001
Mantel-Haenszel Chi-Square	1	21.2405	<.0001
Phi Coefficient		-0.3895	
Contingency Coefficient		0.3629	
Cramer's V		-0.3895	

In the category price, $\alpha = 0,05$ will be used to compare with the P-value of the test. To get the Chi-square test to be valid, some classification data will be merged in the category of age group. The price group “Between 1000czk to 2000czk, between 2001czk to 3000czk, between 3001czk to 4000czk, between 4001czk to 5000czk, and over 5000czk” will be merged into one age group “Over 1000czk”. These price groups are merged due to insufficient responses. After the data merging, in table 15 shows that all the expected frequencies are greater than 5 and the number of observations is 141 which is greater than 40. Thus, the Chi-square test is valid in this hypothesis testing.

In table 16 show the value of the Chi-square test which is 0,0346. This value is less than $\alpha = 0,05$. Based on the hypothesis testing theory, If the P-value is less than $\alpha = 0,05$, the null hypothesis is rejected. To sum up, **the Price is statistically significant on hotel consumption.**

5. Results and Discussion

In this part, all the results of hypothesis testing will be discussed based on economics point of view. In the previous chapter is about the hypothesis testing which has dependent variable as the hotel consumption and other six independent variables such as gender, age, occupation, qualification, income, and price. Those independent variables will be tested with the dependent variable to know if there are statically significant. Chi-squared test will be used in the testing procedure and the level significant $\alpha = 0,05$ will be used to compared with the p-value of each test.

The data was acquired by administering a questionnaire to 141 participants. Each hypothesis testing is done through the statistical analysis software (SAS). Due to the table 6, the p-value of hypothesis testing between gender and hotel consumption is 0,6363 which is greater than $\alpha = 0,05$. Thus, the null hypothesis is accepted. It means that gender and hotel consumption are not statistically significant. In simple word, there is no relationship between gender and hotel consumption. Based on economic point of view, The age and the gender of the consumer don't affect to the hotel consumption. Thus, investors, marketers, and other businesspeople should not give undue importance to these factors when considering hotel consumption. Instead, they should focus on the three factors that were found to influence hotel consumption which are qualification, income, and price. Hotel consumption is a term of men and women who are in needs of the services. It is the same situation for the independent variable "age". The table 8 shows the p-value of its test is 0,1021 which is also greater than $\alpha = 0,05$. So, there is no relationship between age and hotel consumption. Age is not the factor influencing on the hotel consumption. Everyone can enjoy their time whenever they need. As mentioned earlier, The Czech Republic is one of the destination countries which has many things to explored. Thus, even men are women, how old they are, there is not a factor influencing on the hotel consumption. On the other hand, the dependency between occupation and hotel consumption could not be tested. So, it should not be noted that the relationship between occupation and hotel consumption could not be tasted as shown in figure 10. As the table 12, table 14 and table 16, shows that the qualification, income, and the price are the factor influencing on the hotel consumption. These three factors should be focused before investor, marketer or businesspeople want to entering business into the Czech market.

6. Conclusion

In conclusion, Hotel is the services that can served to all people around the world even though who are they, where are they from. According to the statical overview in literature review, the number of accommodations in the Czech Republic increased from 2012 to 2021 with the number of each category of the hotel seem to be increased as well. The graph of trend functions of each hotel categories can predict that the number of the hotel will increasing year over year.

The population of the survey has 141 participants which is 54,6% of female and 45,4% of male. Most of them are in age group between 26 to 40 which is covered of 44% and followed by age group of 18 to 26 which is 29,8%. They are mostly in Bachelors' degree as student with part-time job. The most preferred hotel of them is Three-stars hotel which has 31,9% of chosen from participants and followed by four-stars hotel which is 28,4%. On average, they use hotel between 3 to 5 times per year. The most three factors of the hotel which they pay attention the most are location, Price, quality. The location is the top factor influencing which is responded by 123 participants and follow by the price which is responded by 100 participants and the last one is the quality which is responded by 81 participants. These should be the key factor of self-awareness of the consumer that businesspeople must not overlooking.

From author's point of view, this research is not representative to the whole population due to the small sample size of the respondents. This research was investigated from the small group who are residing in the Czech Republic, and they are in different native such as Cambodia, Czech, Kazakhstan, Russians, and other nationalities. To concluded, this research could not apply properly to the evaluation of the hotel consumptions in the Czech Republic. Moreover, the precise factor that affects consumer behaviour as a whole remains unclear. However, we can ascertain that the personal factor holds the greatest influence on hotel consumption. In the analytical section, our hypothesis examines how consumer personal data, such as gender, age, occupation, qualification, income, and price, impact or do not impact their hotel consumption behaviour. While the data collected from a small group of respondents may not be representative of the entire population, it does provide insight into the individual preferences of this group.

In conclusion, understanding consumer behaviour and hotel consumption remains a complex topic that requires further development. This research serves as an excellent example for business professionals, demonstrating the importance of considering not only personal factors but also a range of other factors related to diverse groups of consumers. Business owners must strive to comprehend the needs and preferences of these groups and work to improve and develop their operations accordingly in order to meet their unique requirements. To summarize, considering the ever-evolving trends and attitudes towards consumption, the subject matter discussed in the dissertation warrants significant attention and further examination. A comprehensive and prolonged investigation involving a larger sample size could provide deeper insights into the influence of personality on the consumers' behaviour of hotel consumption in the Czech Republic.

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8. Appendix

Questionnaire

1. What is your gender?

- Male
- Female

2. Your age

- Under 18
- Between 18 to 26
- Between 27 to 40
- Between 41 to 55
- Between 56 to 65
- Over 65

3. What is your occupation?

- Student
- Student with part-time job
- Employee
- Self-employed (running your own business)
- Retirement
- Other

4. What is your highest qualification?

- Secondary
- Bachelor's degree
- Master's degree
- Doctoral degree

5. What is your monthly income? (CZK)
 - Under 10000czk
 - Between 10000czk to 20000czk
 - Between 20001czk to 35000czk
 - Between 35001czk to 60000czk
 - Over 60000czk

6. Have you ever stayed in the hotel?
 - Yes
 - No

7. What classification of the hotel would you prefer to stay in?
 - 1-star hotel
 - 2-stars hotel
 - 3-stars hotel
 - 4-stars hotel
 - 5-stars hotel
 - I don't stay in the hotel

8. What is the hotel's price per night that is suitable for you? (CZK)
 - Under 1000czk
 - Between 1000czk to 2000czk
 - Between 2001czk to 3000czk
 - Between 3001czk to 4000czk
 - Between 4001czk to 5000czk
 - Over 5000czk

9. On average, how often did you spend on the hotel?
 - Never
 - Once
 - Twice time
 - Between 3 to 5 times

- Between 6 to 8 times
- Over 8 times

10. Once you choose the hotel, what factors do you consider?

- Price
- Quality
- Location
- Reputation
- Promotion
- Other facilities (Restaurants, bar, lounge, spa etc)
- Recommendation from people surrounding