

<p>How Does the Experiential Value Effect on Customer Decision-Making in Tourism and Hospitality: the Mediating Role of Viral Marketing?</p>	<p>عنوان البحث</p>
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<p>Abstract</p> <p>The aim of the study is to identify the experiential value influences (EV) on customer decision-making (CDM): by examining the mediating role of viral marketing (VM) in hospitality and tourism. This study depend on a quantitative approach and primary data was collected by questionnaire. Data was gathered from customers of four- and five-star hotels as well as travel agencies in Sharm El Sheikh City using a convenience sample technique. Out of the 500 questionnaires distributed, only 375 were returned with a response rate of 75%. Partial least squares (PLS-SEM) structural equation modeling (SEM) was utilized to test the study model. The finding presented that EV has a positive effect on CDM. Also, it reported that there is direct relationship between effect of experiential value and viral marketing. Thus, EV has a positive impact on VM. It explained that there is a positive influence that indicate the relationship between VM and CDM. Also, it showed that EV was indirectly influences on CDM through VM as a mediated. Consequently, the study hypotheses were approved, providing empirical evidence of the direct or indirect relationship between EV, VM and CDM. This research contributes to EV and VM knowledge through associating EV and VM to CDM. Also, examining their effects on customer decision making. This study has some obstacles that it faced, including the process of distributing the questionnaire to customers is not easy in order to avoid annoying them, and thus some errors appeared in data. The study recommends more research to compare the findings with those of other studies conducted in different contexts in order to recognize variations and improve the results' generalizability.</p> <p>Keywords: experiential value; viral marketing; customer decision-making; hotels; travel agencies; Egypt.</p>	