

SCHOOL OF GRADUATES STUDIES

**KWAME NKRUMAH UNIVERSITY OF SCIENCE AND TECHNOLOGY, KUMASI -
GHANA**

KNUST

**ASSESSING THE IMPACT OF CONSUMER SENTIMENTS AND ONLINE RATINGS
ON CONSUMER PURCHASE INTENTION: (A CASE STUDY OF GHANA
HOSPITALITY INDUSTRY)**

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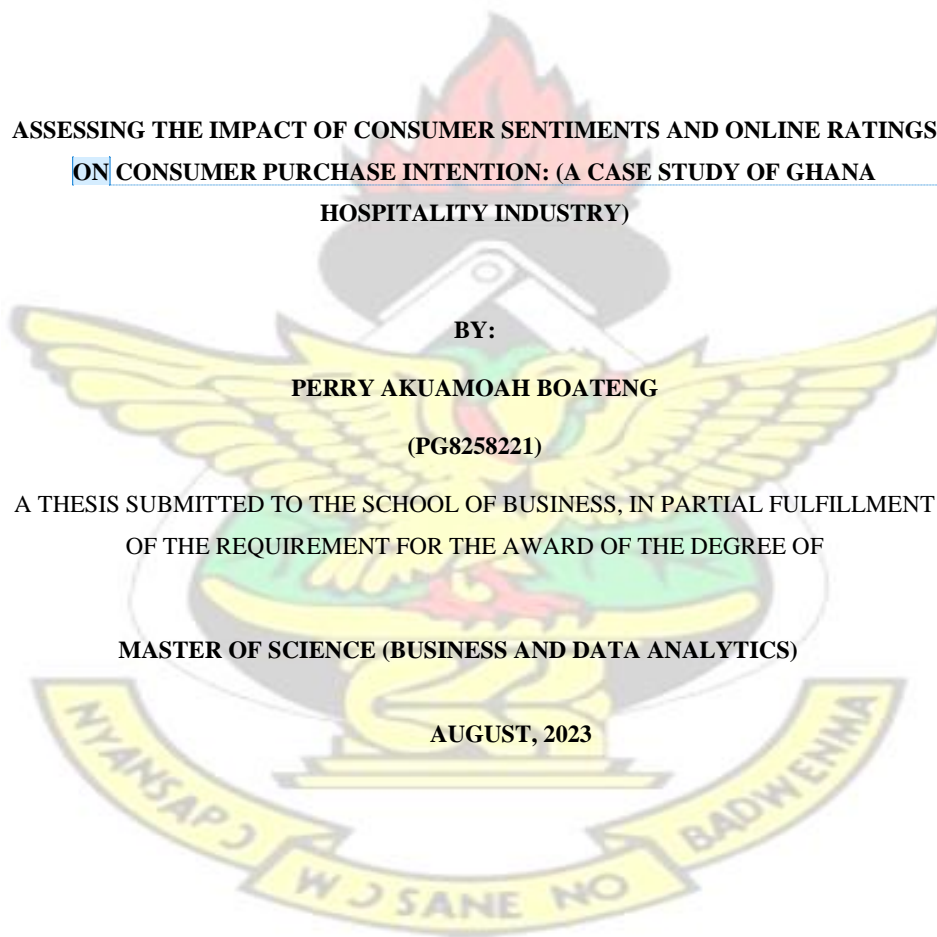
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**A THESIS SUBMITTED TO THE SCHOOL OF BUSINESS, IN PARTIAL FULFILLMENT
OF THE REQUIREMENT FOR THE AWARD OF THE DEGREE OF
MASTER OF SCIENCE (BUSINESS AND DATA ANALYTICS)**

AUGUST, 2023



DECLARATION

I hereby declare that this thesis is the result of my original work towards the MSc. in Business and Data Analytics, and that to the best of my knowledge, it neither contains material published by another person nor materials which have been accepted for the award of any other degree of the University, except where due acknowledgments have been made in the text.

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DEDICATION

I dedicate this thesis first of all to the Almighty God for his strength and the divine wisdom granted me to deliver this study. I also dedicate this to my family, especially my parents for their unwavering support throughout my course.

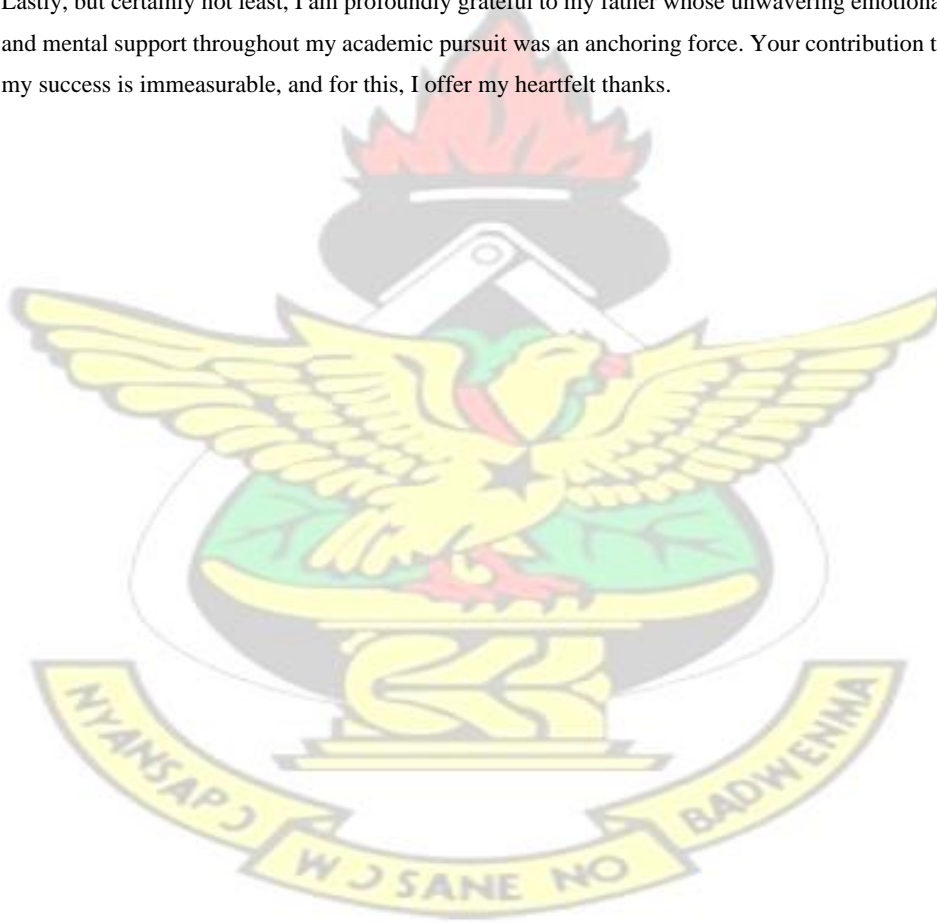


ACKNOWLEDGEMENT

This project's successful culmination could not have been achieved without the divine sustenance bestowed upon me by the Supreme Being, and for this, I am immensely thankful. His strength and guidance have been paramount, and to Him, I give all credit and adoration.

I am deeply appreciative of my academic lecturers and my cohort of friends, whose invaluable assistance and support in a variety of ways were crucial in the accomplishment of this thesis.

Lastly, but certainly not least, I am profoundly grateful to my father whose unwavering emotional and mental support throughout my academic pursuit was an anchoring force. Your contribution to my success is immeasurable, and for this, I offer my heartfelt thanks.



ABSTRACT

This study delves into the dynamics of consumer sentiment within the Ghanaian hospitality industry, investigating the factors influencing sentiment and its connection to purchase intention. The study extends to the integration of socio-demographic variables to gain a holistic understanding. The project begins by introducing the significance of consumer sentiment and its pivotal role in shaping customer behaviors and industry trends. Methodologically, a quantitative approach was employed, combining a comprehensive literature review with a survey of diverse respondents (176) using a random sampling technique, including event organizers, travelers, residents, and more. The survey captured responses related to hospitality service usage, sentiment factors such as price, brand loyalty, online reviews, product/service quality, and advertisements/promotions, as well as socio-demographics like age, gender, education, and religion. Reliability, factor analysis, correlation analysis, regression modeling, and ANOVA were used to uncover relationships and trends within the data. The study's outcomes are multi-faceted. Findings highlight that various factor significantly influence consumer sentiment in the Ghanaian hospitality industry, notably price, brand loyalty, online reviews, product/service quality, and advertisements/promotions. The positive correlation between these factors and consumer sentiment underscores their vital roles. The results also indicate that consumer sentiment strongly impacts purchase intention, reflecting the pivotal role of sentiment in driving customer decision-making. Interestingly, the integration of socio-demographic variables into the analysis yielded nuanced insights, revealing diverse patterns in how different demographic groups perceive and respond to various sentiment factors. The study offers valuable implications for businesses to tailor their strategies based on socio-demographic characteristics to enhance customer experiences and drive business success. This project contributes to the field by providing a comprehensive exploration of consumer sentiment within the Ghanaian hospitality industry. The integrated analysis of sentiment factors and socio-demographics offers a more nuanced understanding of customer behaviors, which can inform targeted marketing strategies. Overall, this study serves as a foundational resource for businesses seeking to navigate the complex landscape of consumer sentiment in the hospitality industry in Ghana.

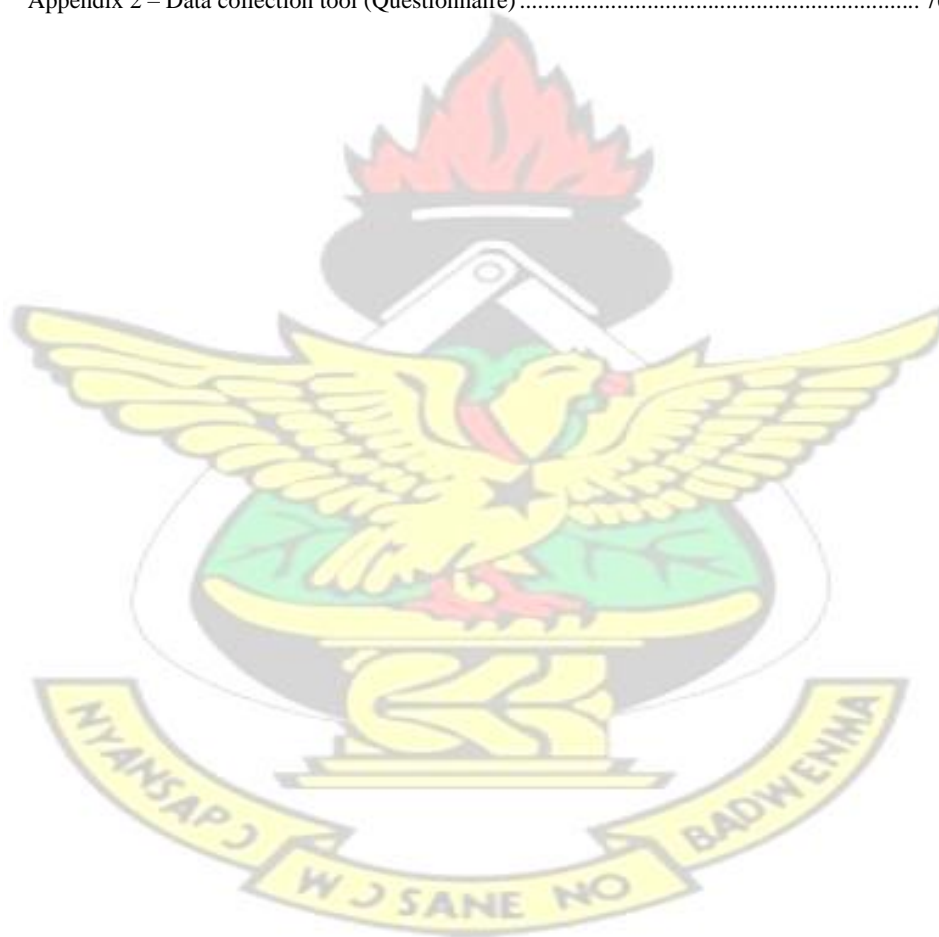
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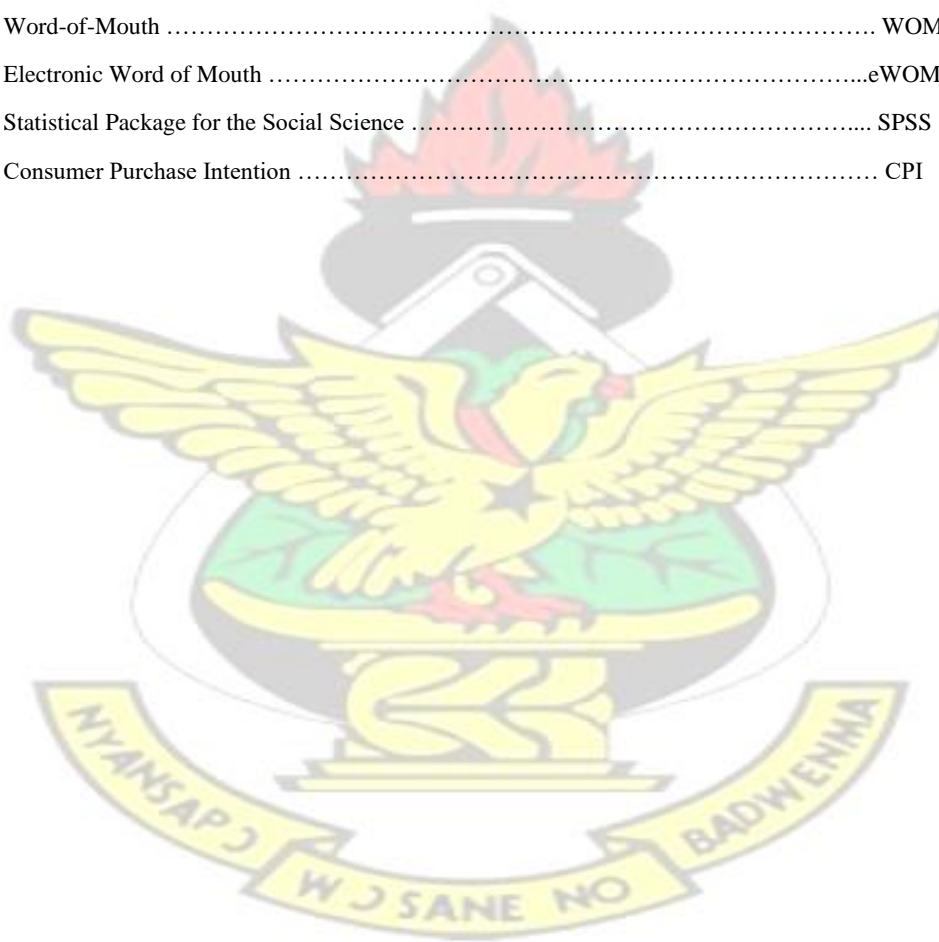
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ABBREVIATIONS

Social Proof Theory.....	SPT
Theory of Planned Behavior	TPB
Information Processing Theory.....	IPT
Elaboration Likelihood Model	ELM
Word-of-Mouth	WOM
Electronic Word of Mouth	eWOM
Statistical Package for the Social Science	SPSS
Consumer Purchase Intention	CPI



CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

After globalization, electronic commerce plays a vital role in the business world with rapid development and popularization because of advancement and emerging of technologies as well as consumers purchasing power and internet users (Chawla and Kumar, 2021). The Internet behaves as a specific platform that connects buyers and sellers for the exchange of products and services while using an online website (Khan et al. 2021).

Globally, the hospitality industry ranks as one of the most competitive business sectors with competing organizations relying on a cocktail of strategies to stay relevant and attract and retain customers (Amoako et al. 2019). It covers segments such as hotels, travel and tourism, restaurants and bars, recreation, and entertainment. Due to the intense competition within the hospitality industry in Ghana, it has become needful for hoteliers to implement data analytics strategies.

The hospitality industry is broad covering segments such as hotels (lodging), travel and tourism, restaurant and bars, recreation, entertainment etc. Like many other industries in Ghana, the hospitality industry faces a constant flux in consumer needs which becomes a great challenge as they sought to satisfy their customers to remain competitive. This has resulted in several options available to these customers for instance, low switching cost provided by advancement of technology. To meet the ever-changing customer demands in today's digital age, hospitality businesses must leverage analytical technologies and tools to harness data at their disposal in order to determine what customers want ahead of time. This will provide them with insight about their preferences, expectations, and desires in order to improve their product or services to meet their customer needs.

Every consumer of a product or service has a specific need that it seeks to satisfy from its usage. When these needs are not met, it increases chances of losing the customer to a competitor. The growth of hospitality businesses in the industry is hinged on customer's perception and sentiments. Online reviews or what is called electronic word of mouth (eWOM) provides feedback platforms for customers and prospective customers of hospitality businesses to make their sentiments known

to service providers. These sentiments can make or mar the growth of the service providers if not well managed.

Data analytics is a process whose main objectives are to find valuable information, suggest conclusions and support decision making. Predictive analytics is part of data analysis where something is forecasted. It aids organizations to be more proactive towards providing customer-centric services to meet the ever-changing needs of their customers ahead of time.

The consumer is the king of the business world. Factors influence the consumer's tendency to buy a commodity in E-commerce based on the income of consumers, information about a product, advertisement, price of the product, product brand, brand loyalty, product quality, product reviews, etc. Therefore, consumer behavior is important in the online purchase of the commodity (Xie and Lou, 2020). The process through which consumers decide to buy things through E-commerce is known as online consumer behavior. The actions themselves, such as identifying the problem of making a purchase, are based on constantly changing expectations and requirements (Vanhala *et al.*, 2020)

Consumers get benefits from online purchasing commodities because of the virtuality E-commerce platform provides, but, also, some challenges regarding products available on platforms, such as inconsistencies between specific information and actual goods, poor quality of commodities, unsatisfactory after-sales service and so on, are some of the drawbacks of internet purchase commodities (Chen *et al.* 2018)

Analyzing the sentiment tendency of consumer evaluations can aid hospitality businesses in improving service quality and customer satisfaction (Yang *et al.*, 2020). Sentiment Analysis for product reviews, otherwise known as text orientation analysis, is the method of evaluating subjective comments text with the emotional color of the customer automatically (Alsaedi and Khan, 2019).

The objective of this research study is to assess how consumer sentiments and online ratings affects the purchase intention of prospective customers within the Ghanaian hospitality industry.

1.2 Statement of the Problem

The rise and spread of the digital age have resulted in an increase in online consumer reviews and ratings, notably in the hospitality industry. The fundamental issues for survival and growth of hospitality businesses in today's era are measurement and management of service quality and customer experience. (Onur, *et.al* 2012). Online reviews and ratings have emerged as prominent facets of the digital age, shaping perceptions and influencing decisions of consumers across industries, particularly in hospitality. While there's an increasing recognition of their impact on a global scale, a tailored understanding for Ghana's unique market is crucial yet noticeably absent.

Consumer sentiments, forged through online ratings and reviews, have the potential to make or break businesses. They can bolster a hotel's reputation, leading to increased bookings, or diminish its standing, resulting in lost revenue (Onur, *et.al* 2012). However, the depth and nuances of this relationship – how exactly consumer sentiments drawn from online reviews translate into purchase intentions in the context of Ghana's hospitality sector – remain underexplored.

But herein lies the gap. While global studies provide insights into consumer behavior, they often lack the specificity needed for Ghana's unique market dynamics. It's understood, for instance, that online ratings and reviews significantly drive customer behavior. However, the intricate variables that fuel these sentiments and their cascading effect on purchase decisions in Ghana's hospitality context remain unclear (Zhang *et.al*, 2014).

Hotels and restaurants are faced with issues of assessing the effect of open online customer feedbacks on their brand loyalty, customer satisfaction and purchase intent. They try to seek ways to curtail its effects on prospective customers, while still retaining their current customers and yet remain competitive in their ecosphere (Wen *et.al*, 2008). The dynamics of consumer attitudes and their subsequent influence on purchase intention in Ghana's booming hospitality sector have not been adequately investigated.

Furthermore, the universal influence of demographic characteristics on purchasing behaviors has been established in various industries. However, there's limited clarity on how these demographic variables, such as age, gender, or education level, interplay with online sentiments to influence purchase intentions specifically within the Ghanaian hospitality landscape (Wen *et.al*, 2008). An in-depth understanding of these aspects is required for stakeholders in the Ghana hospitality industry to modify their tactics, improve client happiness, and, as a result, increase their economic

output. Given the research topic, there's an urgent need to delve deeper into this unexplored. The uncharted territories of how online reviews mold consumer sentiments, and in turn, how these sentiments, when viewed through the lens of demographic variables, affect purchase intentions in Ghana's hospitality sector require comprehensive exploration. The existing literature, while insightful, often paints a global picture, underscoring the need for a study tailored to Ghana's unique socio-economic and digital context.

1.3 Research Objectives

This research study seeks to achieve the following objectives:

- 1) To examine the relationship between consumer sentiments and online reviews and purchase intention of consumers in the Ghana's Hospitality industry.
- 2) To examine whether demographic characteristics influence consumer's purchase intentions.

1.4 Research Questions

This research seeks to answer the following questions:

- ✓ How do online reviews reflect the consumer sentiments, and how do they correlate with their purchase intentions in the Ghana Hospitality industry?
- ✓ Do demographic characteristics like age, gender, and income significantly influence purchase intentions in the Ghana Hospitality industry?

1.5 Justification of the Study

Online reviews and ratings have become critical for customers making educated selections in the digital age. Ghana's hospitality business, a substantial contributor to the country's economy, is strongly reliant on consumer choices determined by internet sentiments. Understanding the complexities of consumer sentiments, particularly in a culturally diverse landscape like Ghana, can provide significant insights to stakeholders, increasing their customer engagement and retention tactics. Furthermore, internet ratings function as predictions of future consumer behavior

as well as feedback. However, the extent to which these ratings and feelings significantly influence customer purchasing intentions in Ghana is little known. Furthermore, given Ghana's diversity, it is critical to determine whether demographic aspects influence consumers' interpretation and response to online comments. A concentrated study on these factors not only solves an existing research need, but also provides actionable data to the Ghana Hospitality industry, promoting a more consumer-centric approach, increasing satisfaction, and driving economic growth.

1.6 Research Methodology

The study population was all consumers that use or access hospitality industry in Ghana. A sample size of not less than 160 was targeted. Purposive & conveniences sampling technique was adopted in selecting respondents and data collection tool (Kobocollect) was deployed to enable the spread of the assessment tool across many respondents as possible. The study employed a quantitative research approach and for data analysis and interpretation and the analysis tool (SPSS) was used. Once the data was gathered, we performed multiple statistical evaluations to determine the relationship between consumer sentiment and their purchasing intentions within the hospitality sector. Consequently, two regression models were formulated.

1.7 Scope of the Study

This research delves into the relationship between customer sentiment and purchase intentions, employing predictive analytics techniques. Through a survey, insights were gathered on customer sentiment, taking into account factors such as Brand loyalty, Product/service quality, Advertisement & promotion, Online reviews/ratings, and Price. Principal component analysis was employed to pinpoint the most relevant components that shape customer sentiment. The study scope is narrowed down to only the hospitability industry in Ghana.

1.8 Limitations of the study

While this study aims to provide comprehensive insights into the influence of online ratings and sentiments on consumer purchase intentions in the Ghana Hospitality industry, there are inherent limitations. First, the dynamic nature of online reviews and sentiments might mean that the data

collected during the study period may not remain consistent in the long run, especially with rapid technological advancements and changing consumer behaviors. Secondly, Ghana as developing nation has more IT illiterate limiting the number of consumer that may make use of online/internet reviews but still have their sentiment about the industry. Furthermore, relying primarily on online sources might exclude a segment of the population who do not actively participate in online platforms, hence possibly not capturing the full spectrum of consumer sentiments. The study's focus on demographic factors such as age and gender may overlook other socio-economic or cultural variables that can influence consumer reactions to online feedback.

1.9 Organization of the Study

The research study is structured into five main chapters. Chapter one provides an introduction to the research topic, offering a study background. Within this chapter, the research objectives and questions are outlined, and the research problem is clearly defined and justified. This is followed by a comprehensive literature review which delves into both conceptual and empirical literature relevant to the study, explaining theories crucial for realizing the research objectives. The research methodology chapter details methods employed, including research techniques, sampling procedures, questionnaire design, and data collection methods. In the Data Analysis & Findings chapter, results from the data analysis are showcased using graphs, statistical tables, and other illustrative methods aiming to address the research objectives. The final chapter, Conclusions and Recommendations, summarizes the study's key findings, discussing the study's implications and suggesting potential improvements or directions for future research.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This literature review chapter delves into the relevant research about the present project. The chapter is structured into four primary sections, each addressing specific aspects of the study. Section 2.1 is dedicated to defining the fundamental variables central to this investigation. Moving forward, Section 2.2 delves into the exploration of key theories that align with the objectives outlined in the study. Additionally, Section 2.3 delves into an in-depth analysis of the existing body of literature that revolves around the intertwined theories considered for the study and how they were consider. Section 2.4 comprehensively elucidates the conceptual framework underpinning the research, and section 2.5 conclusion thus; providing a comprehensive understanding of the theoretical underpinnings and their practical implications.

2.1 Conceptual Review

Within this section, the study encompasses the elucidation of key terminologies that hold significance in the realm of the Ghanaian hospitality industry, encompassing consumer sentiment and online ratings. Furthermore, this chapter further extends its scope to encompass the definitions of additional pertinent terms.

2.2 Ghanaian Hospitality Industry

The hospitality sector in Ghana has undergone a remarkable transformation over the years, evolving from its modest origins to become a crucial contributor to the nation's economy. This historical narrative mirrors the convergence of cultural richness, economic dynamics, and global influences that have shaped the industry's progress (Austin, 2002). Ghana's hospitality legacy is rooted in traditional African customs, where communities warmly receive travelers with shelter, nourishment, and companionship. These customs, deeply ingrained in Ghana's cultural tapestry, established the groundwork for a hospitable ethos that endures into the modern era (Sanneh, 2016). The era of colonial rule ushered in foreign influences that reconfigured Ghana's hospitality landscape. Grant (2009), in "The Urban and Economic Transformation of Accra, Ghana," noted

the inception of colonial-era hotels catering to administrative personnel and travelers, marking the initial steps toward a more structured industry. However, this sector remained predominantly limited to urban centers and catered to a restricted clientele.

Ghana's attainment of independence in 1957 prompted a renewed emphasis on national identity and economic development. The tourism sector emerged as a pivotal catalyst, spurring efforts to showcase the country's cultural heritage, historical sites, and natural splendor. The expansion of hotels and lodges accommodated a burgeoning influx of visitors, gradually diversifying the hospitality landscape.

Amidst the surge of globalization, Ghana's hospitality sector witnessed the entry of international hotel chains, introducing global standards and practices. This augmentation contributed to elevating the caliber of accommodations, services, and amenities. Concurrently, local hospitality entities infused their offerings with cultural authenticity, engendering a distinctive allure for both local and international patrons (Ghana Tourism Authority, 2022).

When compared to other nations such as Rwanda, Kenya, and the United Arab Emirates (Dubai), Ghana's hospitality voyage is marked by a fusion of cultural authenticity and modernization. While these countries all recognize the hospitality sector's potential for economic growth, each has navigated a distinctive path (Christie et al., 2014).

Countries renowned for their distinguished hospitality industries include Rwanda, Kenya, and the UAE. Rwanda's commitment to sustainable tourism and conservation, particularly through successful gorilla tourism initiatives, has earned global acclaim. This stands in contrast to Ghana's emphasis on cultural heritage and historical sites. Kenya's reputation as a premier destination for wildlife enthusiasts is intertwined with its rich wildlife and safari experiences. The alignment of the hospitality sector with wildlife tourism has resonated with a niche audience seeking unique encounters with nature. The United Arab Emirates, epitomized by Dubai, has harnessed opulent infrastructure and luxury offerings to position itself as a global luxury tourism hub, distinguishing itself from Ghana's approach.

In the context of Ghana's hospitality sector, its historical trajectory embodies the harmonious amalgamation of cultural heritage, economic aspirations, and global influences (Pierre, J. 2009). Drawing insights from the evolution of hospitality in Rwanda, Kenya, and the UAE, Ghana's

distinctiveness is characterized by its cultural authenticity, diversified offerings, and a growing emphasis on sustainable tourism. This comparative exploration offers a valuable perspective to assess Ghana's place within the global hospitality landscape.

2.2.1 E-commerce and Hospitality Industry in Ghana

The fusion of technology and the hospitality industry has catalyzed the emergence of electronic commerce (e-commerce) as a catalytic force within Ghana's hospitality domain. E-commerce, which entails the digital exchange of goods and services, has fundamentally reshaped the interaction dynamics between hospitality businesses and their clientele. This evolution encompasses refined customer engagement, operational streamlining, and an elevated guest experience (Awiagah, 2016).

Recent years have witnessed a notable surge in the integration of e-commerce practices within Ghana's hospitality sector. The widespread availability of internet connectivity, coupled with the ubiquity of mobile devices and digital platforms, has empowered both consumers and enterprises to partake in seamless online transactions. As evidenced by Amofah's report (2022), the escalating prevalence of smartphones and the upsurge in mobile internet usage have collectively fostered an environment ripe for the advancement of e-commerce endeavors.

Online Booking and Reservations

The influence of e-commerce has left a deep imprint on the reservation and booking procedures in the hospitality sector. The seamless functionality of online booking platforms empowers travelers to secure accommodations, flights, and experiences with remarkable ease, all at the click of a button. The hospitality industry, including hotels, lodges, and guesthouses, has warmly embraced online reservation systems, thereby enriched guest convenience and strategically optimizing occupancy rates. Research studies, such as the one conducted by Camilleri (2018), underscore the fact that these online booking systems offer attributes of transparency, flexibility, and real-time updates, collectively contributing to an enhanced level of guest satisfaction.

Customer Experience and Personalization

The integration of e-commerce has empowered hospitality enterprises in Ghana to finely customize their offerings according to the unique preferences and requirements of individual customers. Through harnessing the capabilities of data analytics and customer profiling, establishments are equipped to meticulously craft personalized suggestions, special promotions,

and tailored services. This not only amplifies the holistic customer experience but also nurtures the cultivation of customer loyalty and recurrent business engagements. An elevated customer experience seamlessly translates into favorable online reviews and word-of-mouth recommendations, wielding considerable influence over the decisions of prospective guests (Kalantzis & Cope, 2023).

2.2.2 Challenges and Future Prospects

In the face of notable advancements in e-commerce integration, persistent challenges remain within Ghana's hospitality sector. Issues related to data security, online payment fraud, and digital literacy demand attention to instill heightened trust among both businesses and consumers. Furthermore, disparities in internet connectivity and infrastructure across varying regions present obstacles in establishing a standardized e-commerce experience.

The outlook for e-commerce within Ghana's hospitality industry is decidedly promising. As the landscape evolves, the incorporation of augmented reality (AR), virtual reality (VR), and artificial intelligence (AI) could potentially redefine guest interactions. Such innovations would allow travelers to virtually explore accommodations and destinations before making reservations. The government's proactive endeavors towards cultivating a digital economy and fostering local start-ups are poised to contribute to an ecosystem conducive to the flourishing of e-commerce (Aniqoh, N. A. F. A., 2020).

E-commerce has marked the dawn of an era brimming with both opportunities and challenges for Ghana's hospitality sector. The confluence of technology and hospitality has effectively reshaped how businesses engage with customers, optimize their operational strategies and curate guest experiences. As e-commerce continues its evolution, stakeholders must navigate these challenges while harnessing the latent potential of digital innovations to elevate Ghana's hospitality landscape to new heights.

2.2.3 Consumer Sentiments

Consumer sentiment has been extensively investigated in the literature due to its significant role as a determining factor in consumer behavior. It exerts influence over a range of aspects including

purchasing decisions, brand loyalty, word-of-mouth communication, and broader market trends. Recognizing and comprehending consumer sentiment is crucial for businesses to tailor their strategies effectively, enrich customer experiences, and drive positive outcomes. This sentiment is shaped by a multitude of factors, spanning personal experiences, social interactions, cultural norms, economic circumstances, and marketing stimuli. Researchers have delved into the impact of different constructs on consumer sentiment (Geetha, M., Singha, P., & Sinha, S. 2017).

Consumer sentiment, also referred to as consumer perception or consumer attitude, stands as a central concept within consumer behavior and marketing. It encapsulates the emotional and cognitive assessments, sentiments, and beliefs that individuals harbor towards products, services, brands, or the overall market arena (Eachempati, P et.al, 2022). The essence of consumer sentiment lies in how consumers interpret and respond to various facets of their engagements with businesses, products, and the overarching market environment.

Price

The assessment of perceived value in relation to cost is a pivotal determinant significantly influencing consumer sentiment. Consumers weigh the worth of a product or service against its price. Research conducted by Chen et al. (2019) highlights that price sensitivity plays a role in shaping consumer sentiment, with lower prices generally evoking more favorable sentiments. Nevertheless, the impact of price on sentiment isn't uniform and can vary based on demographic groups and industry contexts.

The perceived value of a product or service in proportion to its cost holds the power to sway consumers' emotional responses toward a purchase. Lower price points tend to kindle positive sentiment, while higher prices can potentially evoke negative sentiment if they aren't commensurate with the perceived value offered (Campbell, M. C., 1999).

Product/service quality

This factor constitutes another pivotal catalyst for consumer sentiment. The caliber of a product or service holds sway over how consumers gauge its value and their overall contentment. Notably, research by Kim and Jeong (2019) emphasizes that favorable encounters with offerings of superior quality amplify consumer sentiment, thereby fostering elevated intentions for repurchases and generating positive word-of-mouth. Positive encounters with top-notch products or services play

a significant role in bolstering consumer sentiment, engendering satisfaction, and promoting positive word-of-mouth.

Brand loyalty

Consumer sentiment is further molded by the emotional bond individuals share with a brand. Brands that inspire trust and loyalty often evoke positive emotions in consumers. Yoo and Jeon (2021) underscore that robust brand loyalty nurtures optimistic sentiment, enabling consumers to overlook minor imperfections and maintain a favorable disposition toward their favored brands. These emotional ties to brands cultivate constructive sentiment, leading consumers to exhibit leniency towards imperfections and a heightened propensity to endorse the brand.

Online reviews and ratings

The advent of social media and online platforms in recent years has magnified the influence of consumer sentiment. Online reviews, discussions on social media, and the opinions of influencers can swiftly shape consumer sentiment and consequently impact brand perception. This phenomenon has a substantial effect on consumer sentiment. Online platforms have empowered consumers to access and disseminate information about products and services. Nanda, A. P., & Banerjee, R. (2021) underscore how positive online reviews and high ratings amplify consumer sentiment, engendering a sense of trust and validation that can sway purchasing decisions. This influence of positive reviews and high ratings on consumer sentiment has a significant impact. Enhancing the hospitality industry involves gaining a deeper understanding of customers, a task that is facilitated through the analysis of ratings and reviews. The significance of online customer ratings within the hospitality sector is underscored in the literature (Xie, Zhang, & Hang, 2014). Furthermore, online reviews of hotels furnish valuable comparative insights and benchmarks for assessing customer satisfaction levels (Mauri & Minazzi, 2013; Zhou, Ye, Pearce, & Wu, 2014). The proliferation of online platforms dedicated to hotel ratings has been on the rise, driven by the escalating impact of tourism on the global economy, contributing to approximately 9.4% of the global GDP (Baumgarten & Kent, 2010).

Advertisement and promotion

These strategies exert a crucial influence on shaping consumer sentiment by shaping consumers' perceptions and attitudes towards products and services. Javed et al. (2023) highlight that adept advertising campaigns have the capacity to evoke positive emotions, thereby enriching consumer

sentiment. Conversely, deceptive or misleading advertising can yield detrimental consequences, eroding consumer trust and sentiment.

Cultural and Demographic Factors

Demographic attributes such as age, gender, and cultural background have the potential to shape consumers' perceptions and responses to various marketing stimuli, consequently affecting their sentiment. This impact on sentiment has been highlighted by Jang et al (2009).

Economic Conditions

Economic fluctuations and uncertainties have the capacity to impact consumer sentiment, leading to shifts in spending patterns and market trends. This phenomenon was underscored by Ludvigson, S. C. (2004) in their research. Consumer sentiment isn't just shaped by the array of factors mentioned; it also significantly impacts consumer behavior. Favorable sentiment typically translates to increased purchase intentions, recurring buying behavior, and positive word-of-mouth endorsements (De Matos et al., 2008). Conversely, negative sentiment has the potential to trigger decreased sales, diminished customer allegiance, and even harm a brand's image.

In conclusion, consumer sentiment within the hospitality industry is molded by a confluence of factors, encompassing price, product/service quality, brand loyalty, online reviews/ratings, and advertisement/promotion. These elements collectively mold consumers' perceptions, attitudes, and intentions, showcasing the intricate interplay between diverse components that shape their holistic sentiment towards products and services. Grasping these intricacies is pivotal for businesses to adeptly cater to consumers' preferences and elevate their overall experience. Undoubtedly, consumer sentiment stands at the core of consumer behavior and market dynamics. Hence, businesses ardently monitor, comprehend, and influence consumer sentiment to tailor strategies, elevate customer experiences, and ultimately achieve success in their endeavors.

2.2.4 Consumer Sentiment and Purchasing Intention (Hospitality Industry)

Consumer sentiment, the amalgamation of emotional and cognitive responses towards products, services, and brands, plays a pivotal role in shaping purchasing intentions within the hospitality industry. This literature review aims to examine the intricate relationship between consumer sentiment and purchasing intention in the context of the hospitality sector. The review explores

existing studies that delve into the impact of various factors on consumer sentiment and how it subsequently influences individuals' intentions to make reservations or purchases within the realm of hospitality. Consumer sentiment is a multifaceted construct influenced by a spectrum of factors. These factors encompass price, product or service quality, brand loyalty, online reviews or ratings, and advertisement and promotion. Price sensitivity affects consumer sentiment, with lower prices generally eliciting more positive sentiments (Chen et al., 2019). The perceived quality of products and services significantly influences consumer sentiment (Kim & Jeong, 2019). An emotional attachment to brands and strong brand loyalty fosters positive sentiment (Yoo & Jeon, 2021). Additionally, effective advertising campaigns can evoke positive emotions, enhancing consumer sentiment (Javed et al., 2023). Furthermore, online reviews and ratings amplify consumer sentiment by creating a sense of trust and validation (Nanda & Banerjee, 2021).

2.2.5 Purchasing Intention and Its Link to Consumer Sentiment

Purchasing intention, a precursor to actual purchase behavior, is intricately connected to consumer sentiment. Positive sentiment often leads to higher purchasing intentions, repeat purchases, and positive word-of-mouth recommendations (De Matos et al., 2008). Conversely, negative sentiment can result in lost sales, reduced customer loyalty, and potential damage to a brand's reputation.

Factors Influencing Consumer Sentiment and Purchasing Intention

Demographic characteristics such as age, gender, and cultural background can influence how consumers perceive and react to different marketing stimuli, impacting their sentiment (Jang et al., 2009). Economic fluctuations and uncertainties can also influence consumer sentiment, affecting spending patterns and market trends (Ludvigson, 2004).

Several theoretical frameworks provide insights into the dynamics of consumer sentiment and purchasing intention. The Social Proof Theory emphasizes the influence of others' opinions on individual decision-making, especially in uncertain situations (Iyengar et al., 2001). The Theory of Planned Behavior (TPB) considers individual attitudes, subjective norms, and perceived behavioral control as determinants of behavioral intentions (Cao et al., 2022). The Information Processing Theory delves into how individuals gather, process, and utilize information to make decisions (Hamilton, 2022).

Consumer sentiment is a critical determinant of purchasing intention within the hospitality industry. The interplay of various factors like price, quality, brand loyalty, online reviews, and advertising shapes consumer sentiment, subsequently influencing purchasing intentions. Businesses in the hospitality sector must comprehend these dynamics to tailor their strategies, enhance customer experiences, and drive business success. Future research could focus on specific demographic groups and their unique responses to these factors, contributing to a more nuanced understanding of the relationship between consumer sentiment and purchasing intention in the hospitality industry.

2.3 Theoretical Review

Consumer sentiment, Online reviews/ratings, and consumer purchase intention have a wide range of definitions and there have been several project theories that have tried to conceptualize these terms. This section expatiates on three main theories: Social Proof theory, Theory of Planned Behavior (TPB), and Information Processing Theory,

2.3.1 Social Proof Theory

This theory proves valuable in comprehending why individuals often lean on the opinions and sentiments of others, especially when navigating uncertain scenarios. The hospitality industry frequently introduces such circumstances, where prospective guests turn to the past experiences of prior guests (manifested through reviews and ratings) as a means to mitigate their uncertainties. An intrinsic pillar in the realm of social psychology, this theory posits that individuals tend to conform to the conduct and actions of their peers, operating under the presumption that these actions embody appropriate behavior within a given context. This very theory accentuates the potency of peer behavior in shaping individual decision-making processes, rendering it particularly pertinent in the domain of consumer behavior and purchase intentions (Iyengar, S. et al., 2001).

Within the scope of this study, Social Proof Theory stands as a guiding framework that enables the exploration of the impact of online ratings and consumer sentiments on purchase intentions within the context of Ghana's hospitality industry. According to Holm (2023), the assumptions integral to this study seamlessly aligns with the core tenets of Social Proof Theory;

Informational Influence

Individuals are more likely to rely on the behaviors and choices of others when faced with uncertainty or lack of information. This study assumes that consumers may use online ratings and sentiments as indicators of service quality and value, reducing uncertainty and influencing their purchase decisions.

Normative Influence

People tend to conform to social norms and seek acceptance within a group. The study assumes that consumer sentiments and online ratings can create a sense of normative influence, encouraging potential customers to align their decisions with the perceived consensus.

Impact of Visibility

The study acknowledges that individuals are more likely to be influenced by the actions of those they perceive as similar to themselves or those who are visible within their social circle. Therefore, this study assumes that the influence of online ratings and sentiments would be stronger among consumers who share similar demographics and preferences.

Online Context

The study considers the assumption that in the digital age, where information is readily accessible online, consumers are more likely to seek and be influenced by online ratings and sentiments as social proof in their decision-making process.

By adopting the lens of Social Proof Theory and aligning with its assumptions, this study aims to unveil the intricate connections between consumer sentiments, online ratings, and purchase intentions in the vibrant landscape of the Ghanaian hospitality industry.

2.3.2 Theory of Planned Behavior (TPB)

This theory provides a comprehensive framework for comprehending the dynamic interplay among attitudes (personal feelings towards a specific hotel stay), subjective norms (external opinions or experiences), and perceived behavioral control (ease or difficulty of booking and staying processes). Notably, online reviews and sentiments exert a pivotal influence on shaping these attitudes and subjective norms.

The Theory of Planned Behavior (TPB) stands as a psychological construct aimed at understanding and foretelling human behavior, encompassing individual attitudes, subjective norms, and perceived behavioral control. This theoretical foundation asserts that these three fundamental elements mold behavioral intentions, consequently impacting the likelihood of engaging in specific actions. TPB emphasizes the role of individual beliefs, perceptions, and social influences in shaping decision-making processes (Cao, J., Qiu et al., 2022).

Within the framework of this study, TPB emerges as a guiding principle to scrutinize the interrelation between consumer sentiments, online ratings, and purchase intentions within Ghana's hospitality industry. The assumptions upheld for this study resonate with the fundamental tenets of TPB, as acknowledged by Shanbhag, P. R., Pai et al. (2023);

Attitudes

The study assumes that positive consumer sentiments and favorable online ratings can positively influence consumers' attitudes toward engaging with hospitality services, subsequently fostering favorable intentions to make a purchase.

Subjective Norms

The study acknowledges that individuals are influenced by the perceived opinions and norms of their social environment. Therefore, it assumes that consumers' intentions to purchase hospitality services are likely to be influenced by the collective sentiments expressed through online ratings and reviews.

Perceived Behavioral Control

The study posits that consumers' perceived control over their purchase decisions can be influenced by the credibility and authenticity of online sentiments and ratings. Positive reviews may enhance consumers' confidence in their ability to make informed decisions.

Behavioral Intention

The study assumes that the combination of positive consumer sentiments and favorable online ratings would lead to heightened behavioral intentions among consumers, resulting in an increased likelihood of making a purchase.

By embracing the principles of the Theory of Planned Behavior, this study seeks to unravel the intricate interplay between consumer sentiments, online ratings, and purchase intentions in the context of Ghana's dynamic hospitality industry.

2.3.3 Information Processing Theory

Online reviews and ratings serve as vital sources of information for consumers when assessing and making decisions about hotels or restaurants. This theory will shed light on how consumers engage with this information to arrive at a purchasing choice.

The Information Processing Theory, a cognitive framework, delves into the intricacies of how individuals gather, process, store, and utilize information to make decisions. It underscores the significance of mental processes like attention, perception, memory, and decision-making in shaping human behavior. This theory asserts that individuals aren't passive recipients of information but rather actively participate in cognitive processes to interpret and respond to stimuli. (Hamilton, P, 2022)

Within this study's context, the Information Processing Theory serves as a perspective through which to examine how consumer sentiments and online ratings influence purchase intentions in Ghana's hospitality industry.

The assumptions made for this study align with the core tenets of this theory (Rieu, A., Leuders, T., & Loibl, K., 2022); by leveraging this framework, the research aims to uncover the intricate cognitive processes that underlie the impact of consumer sentiments and online ratings on purchase intentions in Ghana's hospitality sector;

Attention

The study assumes that consumers' attention is directed toward online reviews and sentiments when evaluating hospitality services. Positive or negative sentiments may capture consumers' attention and influence their subsequent actions.

Perception

The study acknowledges that consumers' perception of the quality and authenticity of online sentiments can shape their attitudes and intentions toward making a purchase. Positive perceptions of online reviews may lead to a more favorable view of the hospitality offerings.

Memory

The study assumes that consumers may store and recall information from online reviews and sentiments when making purchase decisions. Positive memories of previous experiences shared by others could contribute to positive purchase intentions.

Decision-Making

The study posits that consumers engage in cognitive processes to assess the relevance and credibility of online reviews. These processes influence their ultimate decision to purchase hospitality services.

By grounding the study in the principles of the Information Processing Theory, the research aims to unveil the intricate cognitive processes through which consumer sentiments and online ratings impact purchase intentions in the Ghanaian hospitality industry.

Also, the two theories built further on the demographics analysis aspect of the study and how their outcome might be improved if some demographic analysis is considered.

2.4 Empirical Review

In the dynamic realm of the hospitality industry, consumer sentiment has emerged as a vital factor influencing purchasing decisions. Various empirical studies have consistently emphasized its centrality in determining the behavior of consumers. One of the primary determinants of consumer sentiment, as highlighted by Chen et al. (2019), is the price. The research underscored that consumers' perception of value, especially in relation to price, exerts a profound impact on their sentiments. Strategically pricing services and products in alignment with their perceived value can, thus, evoke more positive consumer sentiment.

Furthermore, the quality of products and services has been empirically proven to be a catalyst for consumer sentiment. Studies by Kim and Jeong (2019) offered compelling evidence suggesting that offerings of high caliber amplify positive sentiment. Thus, businesses that consistently deliver superior quality often witness repeat patronage and garner favorable reviews. Brand loyalty, another pivotal component, has also been the subject of extensive research. Yoo and Jeon (2021) have revealed through their studies that there exists a robust correlation between the depth of brand loyalty and the positivity of consumer sentiment. Trusted and revered brands tend to experience

enhanced sentiment, allowing for occasional minor imperfections to be overshadowed by the larger loyalty consumers hold for the brand.

In the digital era, the proliferation of online platforms has reshaped the dynamics of consumer sentiment. As demonstrated by empirical data from Nanda & Banerjee (2021), online reviews and ratings play an influential role. Positive online reviews, as per their findings, significantly bolster consumer sentiment, thereby influencing purchasing decisions. Moreover, the realm of advertising and promotion isn't far behind. Javed et al. (2023) presented empirical evidence showcasing the power of effective advertising campaigns in not only resonating with the audience but also substantially enhancing consumer sentiment.

Research has convincingly shown the strong bond between positive sentiment and purchasing intention. De Matos et al. (2008) highlighted that such positivity often leads to higher purchasing intentions, repeat engagements, and favorable recommendations. On the flip side, negative sentiment can pose challenges, causing a dip in sales and potentially tarnishing brand reputation.

Several theoretical frameworks, backed by empirical validations, bridge the interplay between sentiment and intention. The Social Proof Theory, for instance, underscores the weight of peer and societal opinions on individual choices, especially when faced with ambiguity (Iyengar et al., 2001). Concurrently, the Theory of Planned Behavior (Cao et al., 2022) and the Information Processing Theory (Hamilton, 2022) provide alternative viewpoints on how sentiments evolve and influence purchasing decisions.

Another study aimed to examine the factors influencing the purchase intentions of customers for Bono brand. Utilizing a sample size of 384, the research employed a descriptive survey methodology with data collected through questionnaires that included a five-point Likert scale. The main findings revealed that brand name, product quality, and advertising significantly impacted customers' purchase intentions, whereas packaging and price did not have a notable influence (Journal of Multidisciplinary Engineering Science and Technology, 2015). However, the research was limited to a single brand and did not consider potential cultural and geographic differences, potentially limiting the generalizability of the results.

Hendy Tannady, Herman Sjahruddin, Idris Saleh, et al. (2022) examined the role of product innovation and brand image in influencing purchase decisions. The researchers utilized validity

and reliability tests for their research instruments, using established parameters and Cronbach's alpha statistic to ensure the integrity of the tools. The study incorporated 140 respondents and evaluated multiple variables, including product innovation, brand image, customer interest, and purchase decisions. Descriptive analysis revealed varied information sources for the respondents and diverse usage patterns of different products. Through regression analyses, the study confirmed that product innovation positively influenced both brand image and customer interest. Similarly, brand image had a significant positive effect on customer interest, which in turn significantly affected purchase decisions. Overall, the combined variables explained 39.3% of the variance in purchase decisions, suggesting other influential factors not covered in this study (Hendy Tannady et al., 2022).

In the study titled "Consumer Buying Decision Process Toward Products" by Sheikh Qazzafi, delved into the process of the consumer buying decision process. Using a purely theoretical approach based on secondary data, Qazzafi examined 60 articles, books, and blogs, ultimately utilizing 45 of these sources to answer research questions about the processes consumers undergo when purchasing goods or services. The main findings highlight five-stage decision-making process consumers often follow: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase decision. However, the study is limited by its theoretical nature, excluding empirical research or practical case studies (Sheikh Qazzafi, 2019).

Sivaram, Munawar, and Ali (2020) sought to investigate the influence of brand awareness and perceived quality on the purchase intention of customers in the CS Finance Tangerang area. Specifically, the objectives were to examine: 1) the impact of brand awareness on purchase intention, 2) the relationship between brand awareness and perceived quality, and 3) the effect of perceived quality on purchase decisions. Adopting a conclusive research design, the authors employed a descriptive research approach to elucidate the causal relations between the variables. This design encompassed a single cross-sectional research technique, collecting data from respondents at a specific point in time. The analysis leveraged Structural Equation Modeling (SEM) using Lisrel, a statistical modeling method encompassing factor analysis, path analysis, and regression. Data was gathered between February and August 2018, involving 200 respondents from the CS Finance Tangerang customer base. The findings revealed a significant positive relationship between brand awareness and purchase intention, brand awareness and perceived

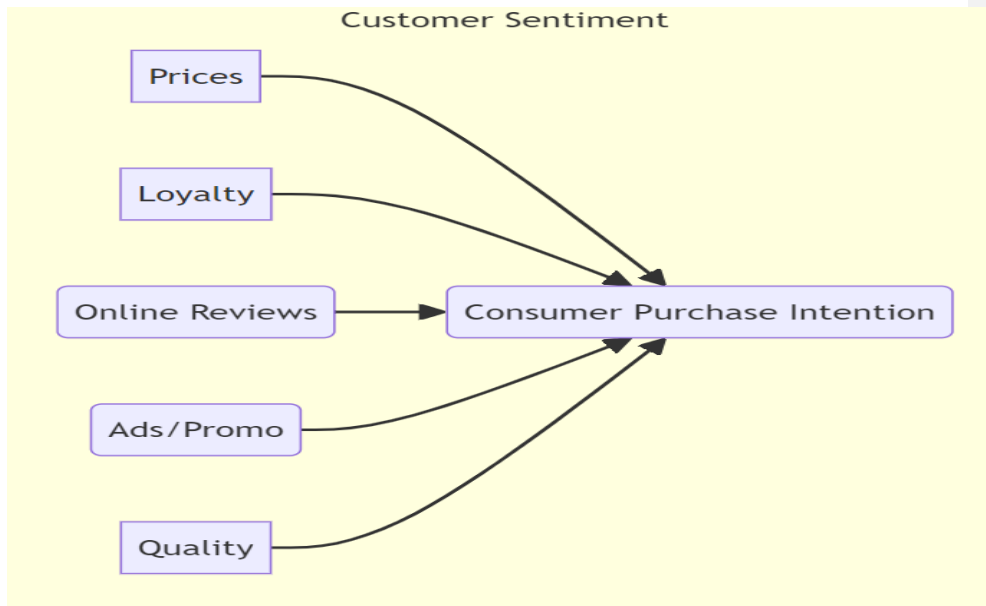
quality, and perceived quality and purchase intention among CS Finance Tangerang area customers (Sivaram, M., Munawar, N. A., & Ali, H., 2020).

Dangi, Gupta, and Narula (2020) sought to assess the factors motivating consumers to purchase organic food amidst a backdrop of growing environmental concerns and a surge in demand for eco-friendly products. Utilizing a meta-analysis methodology, the researchers analyzed secondary literature sources from 2001 to 2020, including 91 pertinent research articles primarily sourced from peer-reviewed journals. The total sample encompassed 1,54,072 participants from both high-income and emerging economies. Their study underscored a notable discrepancy between the rising interest in organic food, attributed to its perceived health and environmental benefits, and the actual buying behavior. Notably, the findings indicated that while various socio-demographic, psychographic, and product-related factors influence consumer behavior, there exist inconsistencies among these categories, especially regarding ethical considerations apart from health and environmental issues. These findings have implications for marketers and policymakers in crafting strategies to bridge the gap between organic food interest and consumption, particularly in light of the pivotal role socio-demographics play in shaping these behaviors.

In conclusion, the empirical narrative underscores the indispensable role of consumer sentiment in the hospitality industry. As the industry evolves, especially with technological advancements, it becomes imperative for businesses to stay attuned to shifting consumer sentiments.

2.5 Conceptual Research Model

The conceptual model depicted below illustrates the interconnectedness of the theories and factors under consideration in this study. Consumer sentiment is a formative construct, influenced by price, product quality, brand loyalty, online reviews/ratings, and advertisement/promotion, subsequently impacts purchasing intention, as well as demographic characteristics, further contribute to shaping the relationship between consumer sentiment and purchasing intention in the hospitality industry.



Source: Yao, H. (2022)., and Geetha, M., Singha, P., & Sinha, S. (2017).

Figure 2.1: Conceptual Model

As we embark on a journey to explore the multifaceted connection between consumer sentiment and purchasing intention in the hospitality industry, these foundational theories and the conceptual model provide a roadmap for understanding the complexities of consumer behavior. By investigating how the Social Proof Theory, TPB, and Information Processing Theory interact and influence consumer decision-making processes, we aim to uncover insights that can empower businesses to tailor their strategies, enhance guest experiences, and ultimately drive positive outcomes in the ever-evolving landscape of the hospitality sector.

2.5.1 The Influence of consumer sentiments and online reviews on purchase intention in the Ghana's Hospitality industry.

In the modern Ghanaian hospitality industry, the relationship between consumer sentiments and purchase intentions, especially in light of online reviews, requires a robust theoretical and

empirical foundation. Online reviews, increasingly pivotal in this sector, shape perceptions and influence purchasing decisions. But why and how does consumer sentiment impact purchase intentions? To elucidate this, one must delve into pertinent theoretical frameworks and empirical evidence.

Firstly, from the theoretical standpoint, Social Proof Theory posits that individuals often seek guidance from their peers, especially in ambiguous or unfamiliar situations. In the realm of hospitality, online reviews serve as this very "peer guidance," affirming or challenging sentiments and thereby influencing purchase behaviors. The Theory of Planned Behavior further enriches this perspective by emphasizing the relationship between individual attitudes, subjective norms, and perceived behavioral control. Within this framework, an individual's sentiment towards a service or product—fueled by personal experiences or those of others—directly impacts their purchase intention. Similarly, societal pressures or norms presented via online reviews can sway sentiments and consequently, purchasing decisions. The Information Processing Theory offers insights into the cognitive journey consumers undertake, navigating through a plethora of online reviews. This cognitive process—spanning attention, perception, memory, and decision-making—shapes sentiments and influences purchase intentions.

Empirically, numerous studies have substantiated the connection between consumer sentiments and purchase intentions. For instance, research within the hospitality sector has consistently demonstrated that positive online reviews elevate consumer trust and, in turn, purchase intentions. Conversely, negative reviews can deter potential customers. The empirical data, combined with the aforementioned theoretical frameworks, provides a compelling argument for the profound influence of consumer sentiments on purchase intentions in the Ghanaian hospitality landscape. Thus, for businesses aiming for optimal strategies and enhanced customer engagement, understanding this relationship is not just beneficial but imperative. Based on this argument the following hypothesis is constructed.

H1: Consumer sentiments (Price) and online reviews significantly impact purchase intentions within Ghana's hospitality industry.

H2: Consumer sentiments (Product/Service quality) and online reviews significantly impact purchase intentions within Ghana's hospitality industry.

H3: Consumer sentiments (Brand) and online reviews significantly impact purchase intentions within Ghana's hospitality industry.

H4: Consumer sentiments (Promotion & Ads) and online reviews significantly impact purchase intentions within Ghana's hospitality industry

H5: Consumer sentiments (Online Reviews) and online reviews significantly impact purchase intentions within Ghana's hospitality industry

2.5.2 The relationship between demographic characteristics and consumer purchase intentions within Ghana's hospitality industry.

Consumer behavior within the hospitality industry is not a uniform phenomenon, as it can be influenced by various demographic factors such as age, gender, and cultural background. Different demographic groups may perceive and react to customer sentiments and online ratings differently due to varying preferences, experiences, and decision-making processes. Understanding the potential demographic variations in the impact of customer sentiment and online ratings is crucial for tailoring marketing strategies, enhancing customer experiences, and optimizing business outcomes. Demographic characteristics, as illustrated by the studies within the field of consumer behavior, can significantly shape how individuals process information, assess value, and make purchasing decisions. For instance, age-related differences might result in distinct preferences for certain aspects of hospitality offerings, while gender-related variations could influence the importance assigned to customer sentiment and online ratings. These demographic nuances underscore the need for a nuanced examination of how these factors interplay within the Ghanaian hospitality industry.

2.6 Conclusion

In conclusion, the extensive body of literature surrounding consumer sentiment and its impact on the hospitality industry provides a comprehensive understanding of the multifaceted dynamics that shape consumer behavior and purchasing intentions. Through the exploration of various theoretical frameworks, including Social Proof Theory, Theory of Planned Behavior, and Information

Processing Theory, we have gained insights into the intricate interplay of factors influencing consumer sentiment.

The literature review has illuminated the pivotal role of factors such as price, product/service quality, brand loyalty, online reviews/ratings, and advertisement/promotion in shaping consumer sentiment. These constructs collectively contribute to consumers' perceptions, attitudes, and intentions, highlighting the complex web of elements that underpin their overall sentiment toward products and services. Moreover, demographic characteristics and economic fluctuations have been identified as additional factors that intricately mold consumer sentiment.

As consumer sentiment significantly influences consumer behavior, it serves as a driving force in shaping purchasing intentions, repeat purchases, and word-of-mouth recommendations. Positive sentiment tends to yield favorable outcomes, while negative sentiment can lead to detrimental effects on sales, loyalty, and brand reputation. The reviewed literature emphasizes the significance of monitoring, understanding, and harnessing consumer sentiment to craft effective strategies, enhance customer experiences, and achieve business success.

Moving forward, this comprehensive literature review sets the stage for the empirical investigation of consumer sentiment and its implications on the Ghanaian hospitality industry. The integration of theoretical frameworks and insights from previous research will provide a solid foundation for the current study's methodology and analysis. By examining the factors influencing consumer sentiment and their effects on purchasing intentions, this study aims to contribute to the advancement of knowledge in consumer behavior within the context of the hospitality industry.

CHAPTER THREE

RESEARCH APPROACH & METHODOLOGY

3.0 Introduction

This chapter outlines the research methodology, detailing the research design, target population, sampling techniques, types and sources of data, data gathering methods, data analysis procedures, measures for ensuring data validity and reliability, and the ethical considerations adhered to during the research.

3.1 Research Method

A research method serves as an instrument or mechanism that researchers utilize to carry out investigations (Almalki, 2016). The analysis of data can be approached through various means, typically categorized into two primary techniques: qualitative and quantitative research methods. Quantitative research primarily employs mathematical techniques, with a significant focus on applying statistics to numerical data. Proponents of quantitative research typically view situations from a broader perspective, holding the belief that "an objective reality exists independently of observation" (Almalki, 2016). This method can be described as a deductive approach that delves into human or societal concerns with the aim of testing a hypothesis comprising several research variables. These variables, once numerically represented, undergo mathematical and statistical scrutiny to determine if the initial hypothesis can elucidate or predict the focal phenomenon (Yilmaz, 2013).

The heterogeneous character of qualitative research, on the other hand, makes it challenging to define (Yilmaz, 2013). Almalki (2016) describe this approach as "gaining a perspective of issues from investigating them in their specific context and the meaning that individuals bring to them. It focuses upon drawing meaning from the experiences and opinions of participants".

Some researchers choose to apply a mixed-method approach for their research. That is, they employ both quantitative and qualitative approaches to aid them in arriving at the best analysis possible which cannot be achieved when using only one of these methods.

3.2 Research Design

In this study, the primary framework employed was a descriptive research design. This was especially significant when analyzing the general landscape of consumer sentiments within the Ghanaian Hospitality industry. Simultaneously, an explanatory research design was adopted to delve deeper into specific factors and variables influencing these sentiments, eventually leading to the formulation of a predictive model.

To derive insightful and actionable results, the study was grounded in a quantitative research methodology. This approach, as referenced in prior sections, hinges on robust data collection methods which include, but are not limited to, surveys, experiments, polls, and interviews. Given the nature of our objectives – which entail understanding subjective feelings and preferences of consumers the survey method was identified as the most suitable avenue for data collection.

Surveys, as a tool, facilitate the systematic collection of information from a designated sample, leveraging their feedback on a set of structured questions (Ponto J, 2015). Embracing the digital age, the study predominantly utilized online or web-based questionnaires. Their growing preference can be attributed to the unmatched convenience they offer in terms of distribution and user interaction (QuestionPro, 2020). Moreover, the chosen survey approach didn't just cater to quantitative data collection. The design was intricate enough to capture some qualitative elements, rendering a holistic view of consumer sentiments. This fusion of data types, undoubtedly, maximizes the comprehensiveness of insights, fortifying the research's stance in contributing valuable findings to the realm of the Ghanaian Hospitality industry.

3.3 Study Population

The study population refers to a specific group of individuals who share distinct characteristics relevant to the research focus. For this study, our population encompasses individuals residing in Ghana, ranging from those of working age (18 years) to seniors (65+). In addition to locals, tourists and other visitors to the country are integral to our research, given their firsthand experience with the Ghanaian hospitality industry. This includes patrons of hotels, motels, guesthouses, as well as household and business owners who interact with the hospitality sector. Essentially, any individual who has engaged with or accessed hospitality facilities in Ghana is considered relevant for this study.

3.4 Sample Size and Sampling Technique

Sampling is a pivotal method, allowing researchers to select a subset of individuals from a broader population to represent its entirety (Sharma, 2017). The two main sampling categories encompass probability and non-probability sampling techniques. Within probability sampling, individuals are chosen randomly, typically ensuring each has an equal chance of being selected. In contrast, non-probability sampling rests on the researcher's discretion, and the probability of any individual being selected remains unspecified (Sharma, 2017).

For this research on the Ghanaian Hospitality industry, two non-probability techniques were employed: purposive sampling and convenience sampling. The former involves deliberate selection of subjects based on their potential to provide insights on the study's objectives, a method articulated by Robinson (2014). Convenience sampling, as elaborated by Edgar and Manz (2017), hinges on selecting individuals based on factors like accessibility, location, or online reach.

Given our focus on consumer sentiments within the hospitality sector, subjects were selected for their deep-rooted experiences and insights within the industry. An online questionnaire was designed using Kobocollect Forms and was disseminated to individuals who've interacted with or benefitted from the Ghanaian hospitality ecosystem. Emphasizing the convenience sampling technique, this method targeted those readily accessible or within easy online reach.

As per Davis (2021), it's often recommended to have at least 100 samples for every significant population subgroup in survey research. In alignment with our objectives, we gathered data from 100 individuals who had directly experienced the Ghanaian Hospitality services for a significant duration. To ensure the study's robustness, especially when utilizing PLS-SEM for estimation, Hahm et al. (2022) suggest a rule of thumb: a minimum sample size equivalent to 10 times the highest number of pathways directed towards any construct within the model. Thus, given the in-depth nature of our questionnaire, the minimum recommended sample size for this study would be 160. However, to enhance the study's validity, online surveys targeted consumers actively engaging with hospitality-based social media pages in Ghana. After careful screening, the study would consider a sample not less than 160 respondents to and not more than 385 responses from these consumers.

3.5 Types and Sources of Data

Research endeavors typically leverage two central data streams: primary and secondary data. Primary data entails information gathered first-hand by the researcher, tailored to address the specific research topic. Conversely, secondary data represents pre-existing information, previously collected for other purposes but available for current research utilization (Hox and Boeije, 2004).

Each data source offers unique merits. Primary data can delve deeply into specific issues pertinent to the research, ensuring precision, current insights, and allowing researchers enhanced control over the data acquisition process. Secondary data, meanwhile, stands out for its cost-efficiency, accessibility, and potential time-saving attributes.

Given the nuanced nature of consumer sentiments within the Ghanaian Hospitality industry, this study prioritized the use of primary data. The research instrument selected for this data acquisition was a questionnaire, carefully designed to capture the multifaceted experiences and perspectives of participants within this industry

3.6 Data Collection Method

Various data collection methods exist, ranging from polls and interviews to focus groups. For this study, centered around understanding consumer sentiments within the Ghanaian Hospitality industry, a questionnaire was the chosen instrument. As defined by Roopa and Rani (2012), a questionnaire is a structured tool comprised of a series of questions crafted to elicit specific information from participants.

The appeal of questionnaires lies in their cost-effectiveness, efficiency, and accessibility. In the digital age, their advantages have only multiplied. Researchers can distribute questionnaires online, eliminating geographical constraints and allowing for wider reach and faster data collection. For this study, the Kobocollect software was utilized to disseminate the questionnaire, ensuring streamlined access to the survey instrument and enhancing the convenience of the data collection process.

The survey designed for this research was divided into four parts. Section A delved into the sociodemographic details of the respondents. Section B identified the kind of respondent and explored their experiences within the hospitality sector. Section C captured detailed information

on customer sentiment, whereas Section D gathered insights on customer purchase intentions based on the variables explored in Section C. Hard copies of the questionnaire were provided for those who preferred them. Below is a summary table outlining the various metrics employed during data collection.

Table 3.2: Measurement Items (Variables of interest)

Variables	No. of Measurement Items	Sources
Customer Sentiment (Formulative Construct)		
Price	7	(Ghali-Zinoubi, Z., & Toukabri, M. 2019) -
Brand Loyalty	8	(Holmes, G.R et.al 2020) – Modified
Product/Services review/online ratings	10	(Meltzer, J.P 2019) – <i>Modified</i>
Product/Service Quality	10	(Susanti, N., & Jasmani, J. 2020) - <i>Modified</i>
Advertisement & Promotion	10	(Wall, 2022 & Gaski, J. F et.al 1986) – <i>Modified</i>
Customer Purchase Intention	6	(Irshad, 2012) <i>Modified</i>

Note: Items considered were reviewed and modified to suit this study.

3.7 Validity and Reliability Tests

The integrity and robustness of research largely depend on the quality and validity of its data. In this study, several measures were employed to ensure the credibility of the data collection process.

- **Selection of Participants:** Data was gathered from prominent stakeholders within the Ghanaian Hospitality industry. This included not only service providers but also managers and consumers who have extensively interacted with or benefited from the sector. Their firsthand experience and insights fortified the authenticity of the responses.
- **Participant Criteria:** To ensure the relevance and reliability of the data, participants were required to meet specific qualifications. They should have been engaged with the Ghanaian Hospitality industry for at least a year, ensuring that their responses would draw from

genuine and extensive experiences. Such a benchmark ensures that the information is rooted in seasoned understanding rather than superficial observations.

- **Survey Flexibility:** Recognizing the importance of thoughtful responses, participants weren't pressured to complete the survey instantly. By hosting the questionnaire online, respondents had the autonomy to answer at their convenience, reducing the chances of rushed or insincere responses. This approach is grounded in the belief that respondents are more accurate when they aren't pressured by time constraints.
- **Statistical Validity Checks:** To further validate the data, various statistical analyses were executed. Tests like Cronbach's Alpha were used to assess the internal consistency of the survey, ensuring that the questions were coherent and reliable. Additionally, correlation analysis helped identify and negate potential issues, such as multicollinearity, ensuring the data's fitness for deeper analysis.

3.8 Research Ethics

Upholding research ethics is foundational to any research endeavor, acting as guiding principles that ensure the responsible execution and reporting of research activities (WTC, 2014). This study, centered around the Ghanaian Hospitality industry, was steadfast in its adherence to these principles.

A primary ethical consideration was the protection of respondents' personal data and privacy. Throughout the data collection process, we maintained a stringent no-identifier policy. As a result, the data remained entirely anonymous, ensuring participants were shielded from any potential privacy concerns. Participants were informed of the study's commitment to anonymity, bolstering the trustworthiness of the research process. Their engagement was entirely voluntary. To further the study's ethical commitments, participants were provided with open channels to communicate with the researcher. Should they encounter any ambiguities or seek clarifications during the questionnaire completion, assistance was readily available. This transparent approach ensured that participants felt supported and informed throughout their engagement.

Moreover, participants were given the autonomy to choose their level of involvement. After being briefed on the study's objectives and methodology, they could either opt to partake in the survey

or decline. In instances where participants chose not to continue, their decision was respected without any attempts to persuade or coerce them otherwise.

3.9 Profile of Study Area

This section presents a brief profile of the industry of study for this paper

Nestled on the West African coast, Ghana stands as a beacon of rich cultural heritage, captivating ecosystems, and historical treasures. These distinguishing attributes have propelled its hospitality industry into the spotlight, marking it as one of West Africa's fastest-emerging sectors. The government, recognizing this potential, is ardently channeling efforts to elevate its stature, aspiring to rival renowned tourist hubs like Rwanda, Kenya, and the Arab Emirates, specifically Dubai.

Ghana's geographical diversity is a testament to its allure. It unfurls a tapestry of sun-kissed beaches, verdant rainforests, vast savannahs, and pulsating urban hubs. Cities like Accra, Kumasi, Cape Coast, Tamale, and Takoradi are pivotal epicenters fueling the hospitality boom. The country's historic landmarks — from the stoic Cape Coast Castle and the mystic Paga Crocodile Sanctuary to nature reserves like Kakum and Bole parks and vestiges of the Ashanti kingdom — magnetize history aficionados and explorers. Furthermore, the rich tapestry of ethnic groups, such as the Ashanti, Fante, Ewe, and Dagbani, crafts a vibrant cultural mosaic. The diverse festivals, indigenous ceremonies, and delectable cuisines amplify Ghana's hospitality charm.

The ascendancy in tourist inflow has spurred the rise of an array of accommodation options, spanning luxurious resorts in the Volta region to chic boutique hotels in the heart of Accra. This flourishing hospitality sphere, coupled with iconic attractions, significantly contributes to Ghana's economic fabric. The mingling of international and local tourists has not only bolstered employment opportunities but also invigorated ancillary sectors, including transportation and culinary services. However, the journey isn't devoid of challenges. Issues like infrastructural gaps, seasonal tourism fluctuations, and external influences on international arrivals persist. Yet, initiatives like the celebrated "Year of Return, Ghana 2019" have etched Ghana on the global tourism map. With strategic infrastructure investments and targeted marketing campaigns, the horizon looks luminous for Ghana's hospitality sector.

3.10 Data Analysis and Tools

Quantitative and qualitative analyses are distinct methods of interpreting data. Qualitative data analysis is essential for all qualitative studies as it enables researchers to distill valuable insights from the gathered information (Ngulube, 2015). Conversely, quantitative data analysis delves into tasks such as preprocessing, trend identification, coding, and generating descriptive metrics from raw data (Ngulube, 2015). For this study, we primarily rely on quantitative analytical techniques, utilizing tools like R-studio, SPSS, and Microsoft Excel for data processing and interpretation.

The first objective, aimed at deciphering the intricacies of consumer sentiments in Ghana's hospitality sector, will employ Qualitative (Exploratory) Analysis. This will encompass open-ended survey queries, targeting insights regarding consumer attitudes and perceptions tied to selected factors within the industry. A Descriptive Analysis will offer a snapshot of sentiment distributions, such as the percentages of positive, neutral, and negative feedback. To discern underlying patterns influencing consumer sentiments, Reliability test will be utilized.

The study's second objective, understanding the interplay between consumer sentiments, online reviews, and purchasing intentions in Ghana's hospitality realm, will involve a Correlation Analysis. This analysis will delineate the linear correlation between sentiment scores and purchase intentions. Complementing this, a Least Square Regression Analysis will be undertaken to ascertain if consumer sentiments can predict purchase behaviors.

The third objective, centering on demographic segmentation, will engage Segmentation Analysis to differentiate sentiments and online reviews based on demographic categories, illuminating potential patterns or deviations.

Two regression models will be crafted for this study: one emphasizing the relationship between consumer sentiments and purchase intention, and the other integrating specific demographic traits, visualized through a logistic regression model.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND DISCUSSION

4.0 Introduction

In this chapter, an analysis of the data collected is performed and the results are presented. Results is presents into four sections. The first section presents the socio-demographics outcome of respondent and the experience of respondent with the hospitality industry in Ghana. The second section, also presents the exploration analysis of component of customer sentiment. The third sections run and present the regression outcome with and without socio-demographics in R-studious. The hypothesis is presented in the fourth section and finally, the findings are discussed in detail in the last section. The interpretation of the data will assist in rejecting or failing to reject the hypothesis.

4.0.1 Data cleaning and Missing Data

This section discusses how data was cleaned from the sample. The questionnaire was equipped with some skip logics which prevent individuals that had not access any hospitality services in Ghana for the past 3 month to be excluded. The study expected a minimum of 160 data samples, but at the end of the survey & interviews a total of 176 samples were collected. Six (6) of the questionnaires automatically ending at a point of interview and was cleaned from the data in response to the skip logic implemented.

4.1 Demographic Characteristics of Respondents.

This section summarizes the demographics and experience of respondent gathered. This section summarizes the demographic data gathered from respondents such as gender, age, level of education, type of respondent among others. This information was requested in the section A & B part of the questionnaire and the data gathered is shown in the table below.

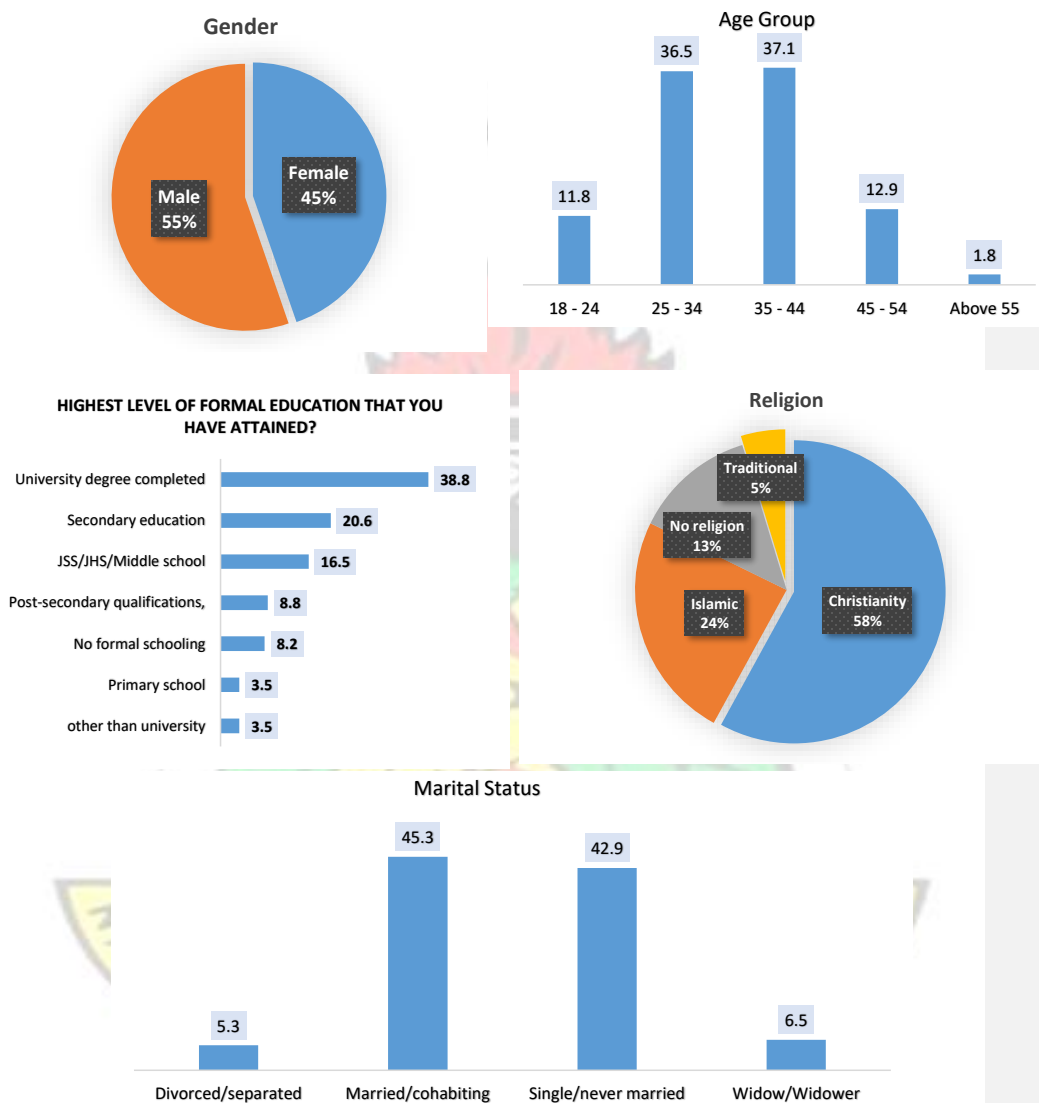


Figure 4.1: Socio-Demographics of Respondents

From **figure (4.1)**, the data reveals a well-balanced representation of gender among survey respondents, with both females (44.7%) and males (55.3%) participating in the study. The age distribution shows a significant proportion of respondents in the 25-34 (36.5%) and 35-44 (37.1%) age groups, indicating a diverse range of perspectives. Education levels vary, with the largest group holding a university degree (38.8%), followed by secondary education (20.6%). Respondents with varying levels of education, from primary school to post-secondary qualifications, contribute to the diversity of the sample. Religious affiliations highlight Christianity (58%) as the dominant group, followed by Islamic (24%), no religion (13%), and traditional beliefs (5%). The distribution of respondents' marital status within the survey reveals the following composition: 5.3% are divorced or separated, 45.3% are married or cohabiting, 42.9% are single or never married, and 6.5% are widowed or widowers. This breakdown offers insights into the marital status diversity among the survey participant

4.1.1 Experience of Respondents

This presents the type of respondent interviewed and experiences with respect to the subject matter.

From **figure (4.2)** below, the distribution of respondent types reveals a diverse range of participants contributing to the study. Among the respondents, local residents constitute the majority (62.4%), reflecting their significant presence in the study. Academics and researchers (11.2%) provide valuable insights from an academic perspective, while hospitality service providers (8.8%) and business travelers (6.5%) bring industry-specific viewpoints. Foreigners (6.5%) and event organizers (2.4%) offer unique perspectives as well. The presence of travel bloggers and influencers (2.4%) adds a digital dimension to the study. This diverse mix of respondent types ensures a comprehensive exploration of the influence of consumer sentiment and online reviews on purchase intentions within the Ghanaian hospitality industry, considering various stakeholder viewpoints.

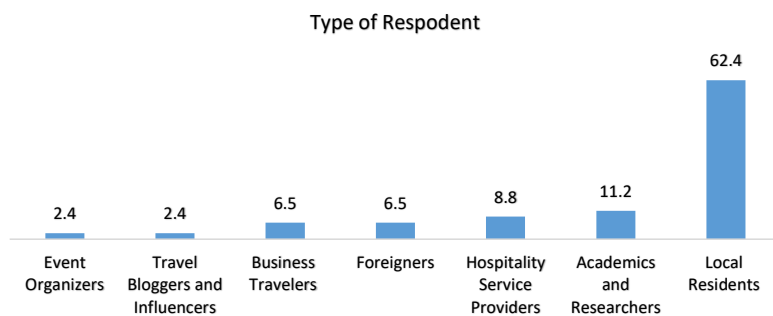


Figure 4.2: Type of Respondent

Respondents' engagement frequency with hospitality services in Ghana shows varied patterns. A significant portion of participants (39.4%) reported using or engaging with these services occasionally, indicating a balanced level of interaction. Additionally, a substantial proportion (32.9%) mentioned rare engagement, while 27.6% indicated frequent usage. This distribution highlights the diversity of respondent experiences, ranging from occasional to frequent interactions with hospitality services in Ghana. The responses provide insight into the extent to which consumers are connected to the offerings within the local hospitality industry.

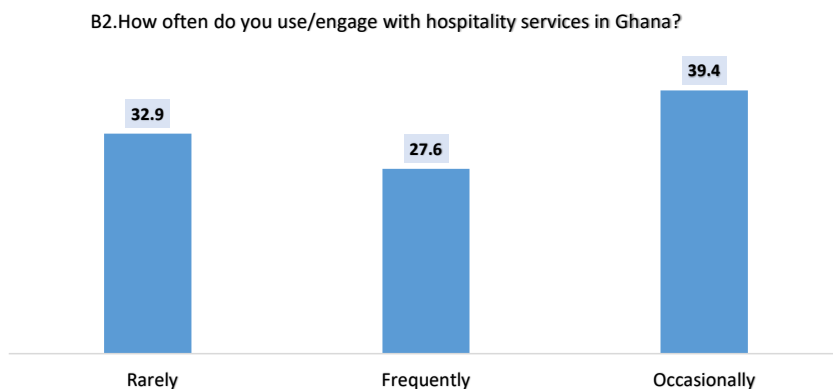


Figure 4.3: Usage of hospitality services by respondent

B3. What types of hospitality services have you used in Ghana?

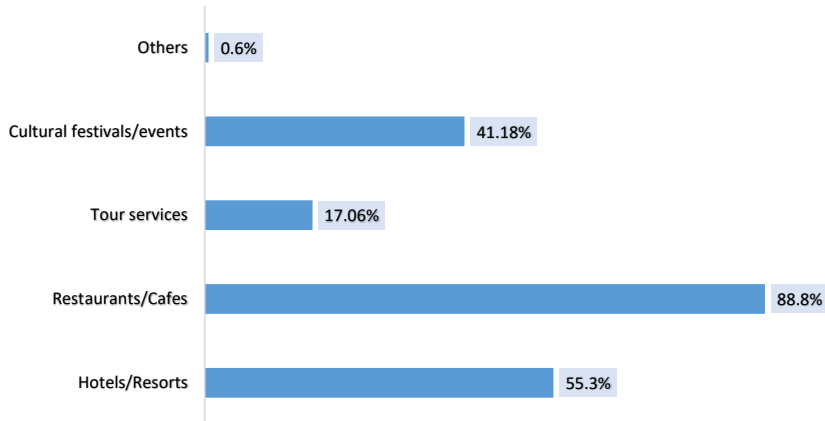


Figure 4.4: Types of Hospitality services used

Respondents' utilization of various hospitality services in Ghana is evident from their reported preferences. The majority of participants (88.8%) have engaged with restaurants and cafes, indicating a widespread usage of dining establishments. Hotels and resorts also feature prominently, with 55.3% of respondents indicating their use. Cultural festivals and events are favored by a significant proportion (41.18%), reflecting an interest in experiencing local culture and traditions. Meanwhile, a notable percentage (17.06%) has utilized tour services to explore Ghana's attractions. Other services collectively account for a smaller portion of respondent experiences. This diversity in service utilization highlights the wide array of hospitality offerings that participants have engaged with, indicating a multifaceted engagement with the hospitality sector in Ghana.

The survey participants' experiences with hospitality services are widely distributed across various regions and cities in Ghana. The Greater Accra region emerges as the most commonly experienced, with 55.3% of respondents indicating their engagement. The Central region and the Eastern region also show significant levels of engagement at 47.65% and 60.6%, respectively. Other regions that stand out include the Ashanti region (41.76%), Western region (43.53%), and Volta region (25.9%). It's notable that the survey's reach extends to regions like the Northern, Upper East, Bono, Ahafo, and Bono East, each ranging from 16.5% to 17.6%. Furthermore, participants have

also experienced hospitality services in areas such as the Savanna, Western North, and North East regions, with each registering around 13.5%. The Oti and Upper West regions have similar levels of experience at 11.2% and 11.8%, respectively. These findings reflect a diverse geographic distribution of respondents' interactions with hospitality services across Ghana, underscoring the industry's broad reach and impact.



B4. Which region(s) or city(ies) in Ghana have you experienced these hospitality services? (Multiple answers are possible)

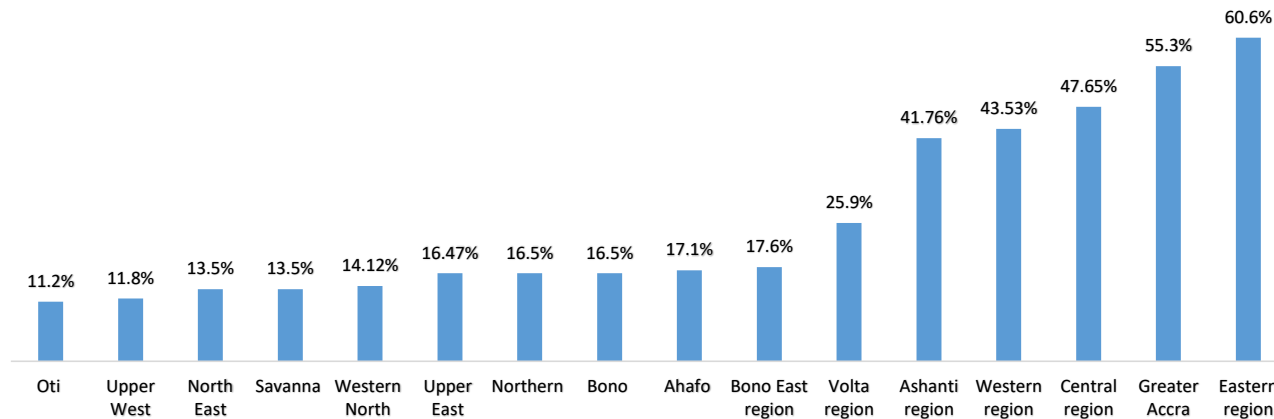


Figure 4.5: Regions of experience of Hospitality services

In terms of sources respondents access their information from in terms of hospitality in Ghana, the survey reveals that respondents utilize a wide range of sources for information when it comes to engaging with hospitality services in Ghana. The most dominant source is the internet and social media, with a significant 93.5% of respondents relying on these platforms to gather information. Following closely are family and friends, with 84.7% of respondents relying on personal networks for recommendations and insights.

Television emerges as a prominent source, with 82.9% of respondents citing it as a way to access information about hospitality services. Radio also plays a substantial role, with 74.7% of participants tuning in for information. Newspapers are another well-utilized source, with 49.4% of respondents indicating that they rely on print media for information. Community Information Centers are chosen by 15.9% of respondents, while only a negligible percentage relies on other sources. This diverse array of information sources demonstrates the multi-channel approach that respondents adopt to stay informed about hospitality services in Ghana. The prevalence of internet and social media usage underlines the growing influence of digital platforms in shaping consumers' choices within the hospitality industry.

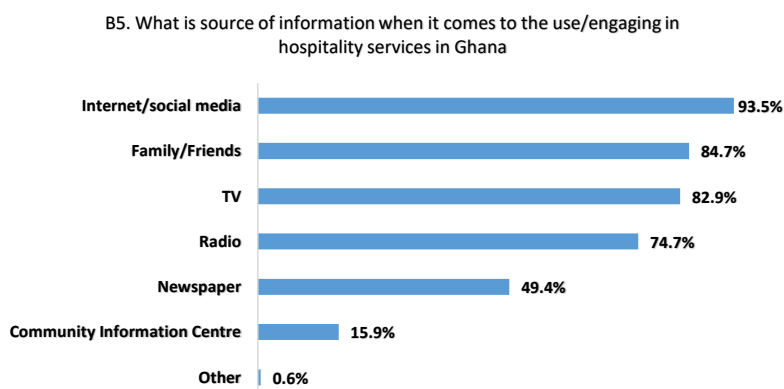


Figure 4.6: Sources of Information

The respondents' ratings for their overall experience with hospitality services in Ghana (question B6) indicate that, on average, they have rated their experiences positively, with a mean rating of **8.09 out of 10**. The standard deviation of 1.557 suggests moderate variability in the ratings, but the overall trend suggests that respondents have generally had favorable experiences with hospitality services in Ghana.

4.2 Factors that inform Consumer Sentiment

This section presents the reliability (Scale) analysis on the items used to assess consumer sentiment and a descriptive analysis on the component and how this factors effect consumer sentiment.

4.2.1 Reliability & Validation Analysis

The reliability of the five factors that were measured in the study was evaluated using coefficient alpha. Discriminant validity was established by comparing the alphas with inter-category correlations. It was observed that the "Price" factor initially had an alpha value of **0.369**, but after purification, the alpha value improved to **0.906**. On the other hand, the remaining factors exhibited strong alpha values above 0.976, indicating their suitability for considering all the items within those factors.

Factor analysis was also employed to assess the reliability and discriminant validity. The alpha coefficients and item-to-total correlations for each scale category are provided in the **Appendix (1)**. This approach serves as indirect evidence of validity, as per Churchill (1976), representing a necessary but not sufficient condition for validation. After the factor analysis was conducted it was identified that three items thus C1, C2 & C5 were not relevant to constructing a composite value.

4.2.2 Descriptive Analysis

From **table (4.2)**, the mean scores and standard deviations for various measuring scales associated with consumer sentiment. These scales encompass several factors, including Price, Brand Loyalty, Online Reviews/Ratings, Product/Service Quality, and Advertisement/Promotions.

For the Price factor, the mean score is 3.20, with a corresponding standard deviation of 1.48. This indicates that respondents' sentiments regarding price exhibit moderate variation, with an average sentiment level. Moving to Brand Loyalty, the mean score stands at 4.17, accompanied by a standard deviation of 0.90. This suggests that, on average, respondents hold a relatively positive sentiment towards brand loyalty. The narrow standard deviation implies that responses are relatively consistent in this regard. Regarding Online Reviews/Ratings, the mean score is 4.11, with a standard deviation of 0.91. This signifies that respondent generally maintain a favorable sentiment towards online reviews and ratings. The standard deviation indicates moderate variability among their responses. For Product/Service Quality, the mean score reaches 4.26, accompanied by a standard deviation of 0.72. This implies that respondents exhibit a reasonably positive sentiment towards the quality of products and services. The relatively low standard deviation suggests a relatively consistent sentiment across respondents. Lastly, for Advertisement/Promotions, the mean score is 4.12, with a standard deviation of 0.78. This signifies that respondents' sentiment towards advertisement and promotions tends to be positive, with moderate variability observed among their responses.

In summary, the data indicates that respondents generally hold favorable sentiments towards Brand Loyalty, Online Reviews/Ratings, Product/Service Quality, and Advertisement/Promotions. On the other hand, their sentiment towards Price is somewhat moderate and variable.

Table 4.1: Factors that Influences Consumer sentiment in the Hospitality industry

Consumer sentiment (Measuring scales)	Mean	Standard Deviation
Price	3.20	1.48
Brand Loyalty	4.17	0.90
Online Reviews/ Ratings	4.11	0.91
Product/Service Quality	4.26	0.72
Advertisements/Promotions	4.12	0.78

Table (4.2) further presents the descriptive for individual items/indictors that was used to constructs the composite variables.

Table 4.2: Descriptive of Consumer Sentiment by Item Specific

Code	Question	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
Price						
C1.	Most products I buy are overpriced	23.0%	3.5%	3.5%	11.2%	58.8%
C2.	Businesses could charge lower prices and still be profitable.	10.6%	2.9%	1.2%	17.6%	67.6%
C3.	Most prices are reasonable considering the high cost of doing business	32.4%	7.6%	2.9%	20.6%	36.5%
C4.	Competition between companies keeps prices reasonable.	20.0%	5.9%	1.8%	25.9%	46.5%
C5.	Companies are unjustified in charging the prices they charge.	17.1%	4.1%	5.9%	20.0%	52.9%
C6.	Most prices are fair.	38.8%	12.4%	2.9%	19.4%	26.5%
C7.	In general, I am satisfied with the prices I pay	32.9%	12.4%	2.9%	22.9%	28.8%
Brand Loyalty						
C8.	I consistently prefer to patronize this brand over others in the same industry.	4.1%	2.9%	4.7%	42.4%	45.9%
C9.	I often return to this brand for my purchases/services.	3.5%	1.8%	5.9%	45.9%	42.9%
C10.	I frequently recommend this brand to friends and family.	3.5%	2.9%	3.5%	44.1%	45.9%

C11.	Even if a competitor offers a better price, I would stay with this brand.	5.9%	7.1%	7.6%	38.2%	41.2%
C12.	I feel a strong personal connection to this brand.	4.1%	4.7%	10.0%	38.8%	42.4%
C13.	I trust that this brand will consistently meet or exceed my expectations.	3.5%	3.5%	2.9%	48.8%	41.2%
C14.	I believe this brand offers value for the money I spend.	3.5%	2.9%	4.7%	44.1%	44.7%
C15.	I am willing to pay more for this brand's product/service because I believe in its quality.	5.3%	5.3%	5.9%	41.2%	42.4%
Product/Services review/Online ratings						
C16.	I generally trust online reviews to reflect the true quality of a product/service.	7.1%	5.9%	5.9%	39.4%	41.8%
C17.	Online reviews heavily influence my decision to purchase a product/service.	7.1%	7.1%	5.3%	38.8%	41.8%
C18.	I often check multiple sources to verify the accuracy of online reviews.	4.7%	4.1%	3.5%	42.9%	44.7%
C19.	Negative reviews help me understand potential issues with a product/service.	4.1%	2.4%	1.8%	45.9%	45.9%
C20.	I regularly leave reviews for products/services I have used.	8.8%	10.0%	2.4%	37.6%	41.2%
C21.	I give more importance to the overall star rating than individual written reviews.	4.7%	10.0%	7.1%	38.8%	39.4%
C22.	The reviews I read usually align with my own experience of the product/service.	5.3%	1.8%	8.2%	46.5%	38.2%
C23.	Detailed reviews that explain both pros and cons are more influential to me than short comments.	4.1%	5.9%	6.5%	42.4%	41.2%
C24.	I appreciate when companies respond to negative reviews in a constructive manner.	4.1%	1.8%	0.6%	44.1%	49.4%
C25.	The most recent reviews are more important to me than older ones.	3.5%	5.9%	5.3%	40.6%	44.7%
Product/Service Quality						
C26.	The products/services I purchase often meet or exceed my expectations.	1.2%	5.3%	5.9%	46.5%	41.2%
C27.	The durability of products I buy is usually up to the mark.	1.8%	2.9%	5.9%	45.3%	44.1%
C28.	I believe that the products I buy offer good value for money.	1.2%	2.4%	2.9%	48.2%	45.3%
C29.	Modern products/services seem to prioritize aesthetics over functionality.	1.8%	2.9%	10.0%	43.5%	41.8%
C30.	I often find that products/services come with features that I never use.	2.4%	2.9%	7.1%	41.2%	46.5%
C31.	After-sales support and service is a true reflection of a product's quality for me.	2.4%	5.3%	4.7%	44.1%	43.5%

C32.	I feel most companies listen and act on feedback to improve the quality of their products/services.	1.8%	5.3%	4.1%	44.7%	44.1%
C33.	I've noticed that some products/services are designed for short-term use, pushing consumers to repurchase frequently.	1.2%	2.9%	3.5%	45.9%	46.5%
C34.	Companies seem more focused on aggressive marketing than on the actual quality of their products/services.	1.8%	2.9%	5.3%	45.9%	44.1%
C35.	Environmentally sustainable products/services often seem to have better quality and longevity.	1.2%	2.4%	8.2%	45.3%	42.9%
Advertisement & Promotion						
C36.	Promotional offers often influence my purchasing decisions.	3.5%	4.7%	4.7%	43.5%	43.5%
C37.	Personalized advertisements make me feel more valued as a consumer.	1.2%	2.9%	5.9%	47.1%	42.9%
C38.	Most online advertisements are relevant to my interests.	3.5%	8.8%	4.7%	42.9%	40.0%
C39.	I believe businesses use promotions more to clear old stock than to genuinely offer value.	2.4%	4.7%	4.1%	42.4%	46.5%
C40.	Advertisements on social media platforms are usually more engaging than those on traditional platforms.	2.9%	2.9%	5.3%	43.5%	45.3%
C41.	I trust businesses that provide clear and detailed information in their advertisements more than those that don't.	1.8%	3.5%	4.1%	45.3%	45.3%
C42.	Flash sales and limited-time promotions create a sense of urgency that often leads me to buy impulsively.	3.5%	2.9%	5.9%	48.8%	38.8%
C43.	I feel overwhelmed by the number of promotional emails I receive daily.	18.2%	5.3%	8.2%	36.5%	31.8%
C44.	Brands that advertise their sustainable practices or social responsibility initiatives earn more of my trust.	3.5%	3.5%	7.1%	46.5%	39.4%
C45.	Celebrity endorsements in advertisements increase my likelihood of purchasing a product.	5.3%	5.9%	10.6%	40.6%	37.6%

Respondent were further assessed on how likely each of these factors may affect their purchase intentions and the results is presented below, the factors being assessed are Price, Brand Loyalty, Online Ratings & Reviews, Product/Service Quality, and Advertisement & Promotion. From **figure (4.7)**, the majority of respondents express a positive sentiment towards the influence of these factors on their purchase intentions. In the "Very Likely" and "Likely" categories, respondents consistently demonstrate a strong inclination for these factors to impact their decision-making. In the "Neutral"

category, a small proportion of respondents express a more neutral sentiment, indicating a level of uncertainty or indifference regarding the influence of these factors on their purchase intentions. The "Unlikely" and "Very Unlikely" categories show that only a small percentage of respondents perceive these factors as having a limited impact on their purchase intentions. In summary, all the factors were influential and had an effect on their purchase intentions within the hospitality industry.

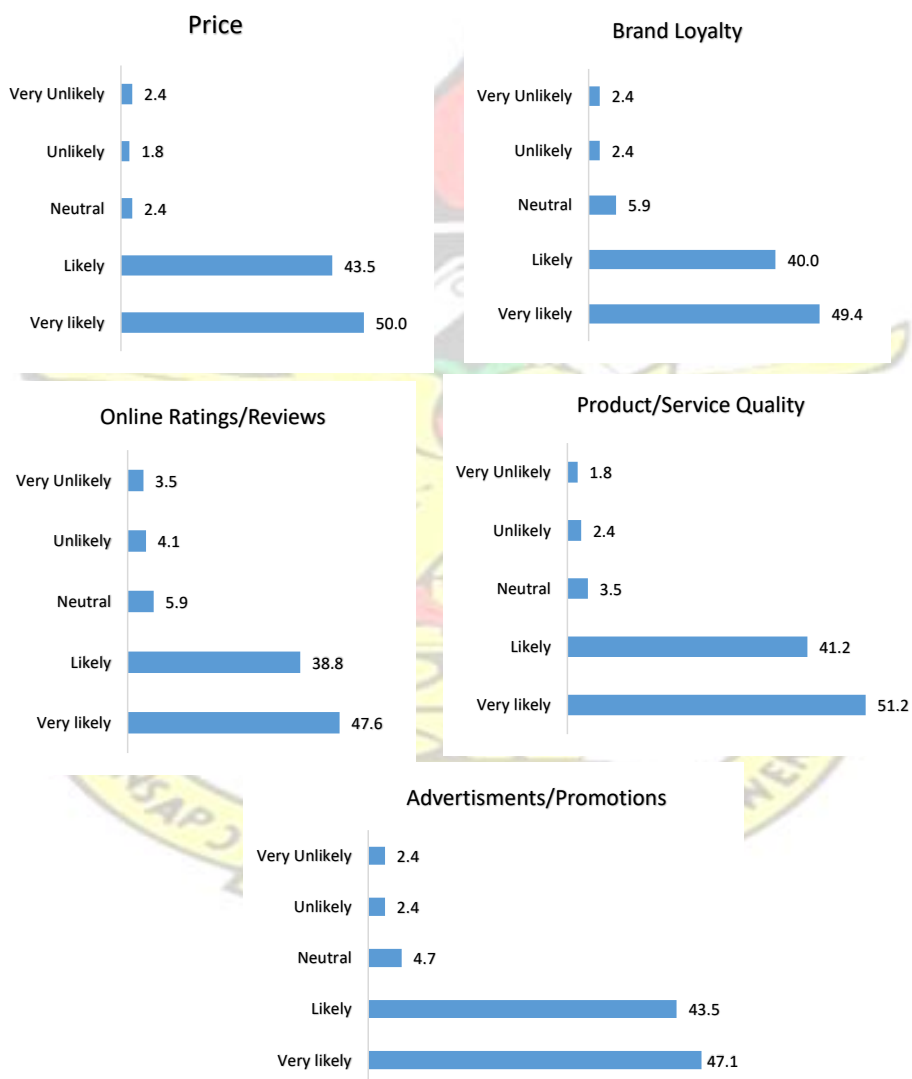


Figure 4.7: Likelihood to Purchase a product/service by Consumer Sentiment (factors)

Figure (4.8) indicates that a majority of respondents, approximately 84.1%, have made a purchase of a service or product in the past three months based on their sentiment. This suggests that a significant portion of the surveyed individuals have been influenced by their consumer sentiment when making purchasing decisions within the hospitality industry.

On the other hand, a relatively small percentage, around 9.4%, indicated that they did not make a purchase based on their sentiment, while approximately 6.5% of respondents remained undecided.

Overall, the table reflects a positive trend where a substantial proportion of respondents have translated their consumer sentiment into actual purchases within the hospitality sector. This underscores the impact of consumer sentiment on their decision-making behavior and suggests that their sentiment plays a significant role in driving their purchasing choices.

D7. Overall, did you make a purchase of service/product in the past three month based on your sentiment

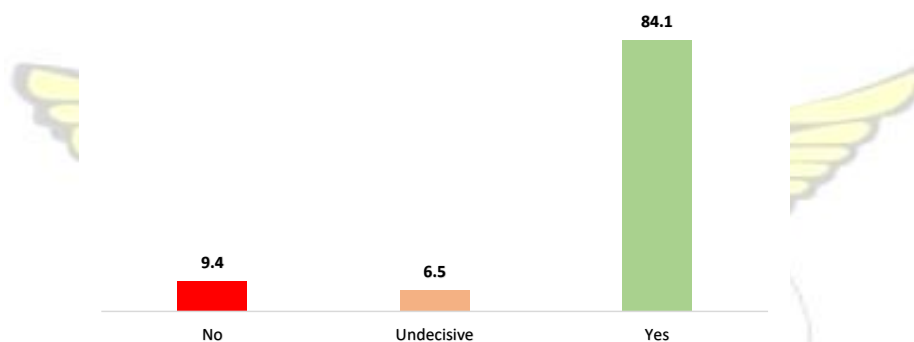


Figure 4.8: Purchase Intention of respondent in the last three month based on their sentiment

4.3 Regression Analysis

The study sought to understand the relationship and create a model to predict consumer purchase intention based on its sentiments. The simple linear regression model would be adopted. To further understand the relationship between dependent and independent variables. A second model would then include socio-demographics of respondents. The regression models would be generated using Spss.

4.3.1 Model 1 (Linear regression)

The correlation **table (4.3)** displays the relationships between various variables and "Consumer Purchase Intention." Each correlation coefficient indicates the strength and direction of the

relationship, while the associated p-values determine the statistical significance of these relationships. Price shows a weak and statistically insignificant negative correlation with Consumer Purchase Intention. Brand Loyalty, Online Ratings, Product Quality, and Ads Promotion exhibit moderate and statistically significant negative correlations with Consumer Purchase Intention.

This suggests that higher levels of Brand Loyalty, Online Ratings, Product Quality, and Ads Promotion are associated with decreased Consumer Purchase Intention. The significant correlations emphasize the influence of these factors on purchase intentions within the study's context.

Table 4.3: Correlation Analysis

Pearson Correlation	Consumer Purchase Intention	Price	Brand loyalty	Online Ratings	Product Quality	Ads & Promotion
Consumer Purchase Intention	1.000	-0.105*	-0.274*	-0.333*	-0.446*	-0.411*
Price		1.000	0.384*	0.378*	0.360*	0.415*
Brand loyalty			1.000	0.808*	0.785*	0.792*
Online Ratings				1.000	0.793*	0.810*
Product Quality					1.000	0.880*
Ads & Promotion						1.000

The regression model summary in **table (4.4)** below, indicates that the model, which includes the predictors Ads Promotion, Price, Brand Loyalty, Online Ratings, and Product Quality, explains a portion of the variability in Consumer Purchase Intention. The R^2 value of 0.224 suggests that approximately 22.4% of the variation in Consumer Purchase Intention can be attributed to the predictors in the model. The adjusted R^2 value of 0.201 takes into account the model's complexity and sample size, providing a slightly more conservative estimate of the model's fit. The standard error of the estimate, which measures the average difference between observed and predicted values, is approximately 0.49355. The F-statistic of 9.489 with a significance level of 0.000 indicates that the model as a whole is statistically significant, implying that at least one of the predictors contributes significantly to predicting Consumer Purchase Intention. However, it's worth noting that the Durbin-Watson statistic of 1.962 suggests the presence of some positive autocorrelation in the model's residuals, which could affect the reliability of the model's estimates. Further investigation into this autocorrelation and potential model improvements may be warranted.

Table 4.4: Regression Model Summary

Model Summary ^b										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.474 ^a	0.224	0.201	0.4935	0.224	9.489	5	164	0.000	1.962
a. Predictors: (Constant), Ads promotion, Price, Brand loyalty, Online ratings, Product Quality										
b. Dependent Variable: Consumer Purchase Intentions (CPI)										

Table (4.5) further presents the results of the variance analysis for the regression model. It shows that the predictors (Ads Promotion, Price, Brand Loyalty, Online Ratings, Product Quality) collectively have a significant impact on explaining the variation in Consumer Purchase Intention. The regression model's overall significance level is very low ($p < 0.001$), indicating that it is statistically significant. The Regression Sum of Squares accounts for 22.4% of the total variability in Consumer Purchase Intention. The Residual Sum of Squares represents the unexplained variability in the model. With 5 predictors and 164 degrees of freedom for the Residual, the model's F-statistic is 9.489. The analysis suggests that the predictors contribute significantly to predicting Consumer Purchase Intention.

The Coefficients table presents the impact of predictor variables on Consumer Purchase Intention (cpi) in the regression model. The unstandardized coefficients indicate the change in cpi for a one-unit change in each predictor, while standardized coefficients (Beta) show the change in standard deviation units. The constant term is 2.683, representing the predicted cpi when predictors are zero. Price's coefficient of 0.023 suggests a small positive impact, but it's not statistically significant ($p = 0.424$). Brand Loyalty's coefficient is 0.152, indicating a positive impact, though marginally significant ($p = 0.060$). Online Ratings has a coefficient of -0.012, insignificantly affecting cpi ($p = 0.878$). Product Quality's coefficient of -0.353 is significant ($p = 0.003$), negatively impacting cpi. Ads Promotion's coefficient is -0.148, insignificant ($p = 0.198$), suggesting a small negative impact. Collinearity statistics show no major multicollinearity concerns. These findings provide insights into the relationships between predictor variables and Consumer Purchase Intention within the hospitality industry.

Table 4.5: Regression Estimate

Model	Coefficients				T	Sig.	Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	Tolerance			VIF	
	B	Std. Error	Beta					
1 (Constant)	2.683	0.228		11.746	0.000			
Price	0.023	0.028	0.061	0.801	0.424	0.817	1.225	
Brand loyalty	0.152	0.080	0.247	1.894	0.060	0.278	3.594	
Online ratings	-0.012	0.081	-0.021	-0.154	0.878	0.261	3.835	
Product Quality	-0.353	0.118	-0.461	-2.985	0.003	0.198	5.045	
Ads & Promotion	-0.148	0.114	-0.209	-1.293	0.198	0.180	5.541	

a. Dependent Variable: Consumer Purchase Intention

The Residuals Statistics **table (4.6)** provides information about the residuals, which are the differences between the observed and predicted values of the Consumer Purchase Intention (cpi) based on the regression model. The predicted values range from 0.7684 to 2.3445, with an average of 1.2235 and a standard deviation of 0.26150. Residuals range from -0.77516 to 1.84703, with an average of 0.00000 and a standard deviation of 0.48619, indicating that, on average, the residuals are close to zero. Standardized Predicted Values range from -1.740 to 4.287, while Standardized

Table 4.6: Residuals Statistics

Residuals Statistics					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	0.7684	2.3445	1.2235	0.26150	170
Residual	-0.77516	1.84703	0.00000	0.48619	170
Std. Predicted Value	-1.740	4.287	0.000	1.000	170
Std. Residual	-1.571	3.742	0.000	0.985	170
a. Dependent Variable: Consumer Purchase Intentions					

Residuals range from -1.571 to 3.742. These statistics help evaluate the model's fit and the distribution of residuals around the predicted values of cpi.

4.3.2 Model Two (2)

Model two seeks to further assess the relationship in the presence of some selected socio-demographic variables (Dummy variables). Correlations offer a preliminary understanding of the relationships between variables, it is imperative to note that correlation does not equate to causation, necessitating further in-depth analyses, such as regression analysis, to explore the predictive relationships and impacts of these variables on consumer purchase intentions. From **Table (4.7)**, there is a weak and mostly non-significant correlations between demographic variables and other factors suggest that demographic characteristics might not have a substantial direct impact on purchase intentions in this context. However, considering the research objective to examine the influence of demographic characteristics on purchase intentions, additional analyses and potentially, a segmentation approach might reveal more nuanced insights into specific consumer behaviors and preferences within different demographic groups.

Table 4.7: Correlation Matrix with Socio-Demographics

		Correlations				
		Marital Status	Education	Age	Gender	Religion
Pearson Correlation	Consumer Purchase Intention	-0.029	0.010	-0.005	0.043	0.123*
	Price	-0.030	0.060	-0.020	-0.004	-0.113*
	Brand loyalty	0.062	0.085	0.095	-0.030	-0.130
	Online ratings	0.001	0.074	0.013	-0.074	-0.071
	Product Quality	0.077	0.026	0.129*	-0.075	-0.165*
	Ads promotion	0.026	0.041	0.122	-0.062	-0.134*

Model two (2) summary in **table (4.8)** below, shows the comparison between two different models. The first model included only the factors Ads Promotion, Price, Brand Loyalty, Online Ratings, and Product Quality as predictors of Consumer Purchase Intention (cpi). The second model expanded to include socio-demographic variables like Gender, Marital Status, Education, Religion, and Age in addition to the initial predictors.

The R-squared value for the first model (0.224) indicates that the predictors explain approximately 22.4% of the variance in cpi. After adding socio-demographic variables in the second model, the R-squared value slightly increased to 0.232, explaining 23.2% of the variance in cpi. The adjusted R-squared value, which considers the number of predictors, dropped from 0.201 to 0.184 in the second

model, indicating a marginal decrease in the model's goodness of fit due to the inclusion of more variables. The F-change statistic of 0.312 for the addition of socio-demographic variables in the second model is not statistically significant ($p > 0.05$), suggesting that these variables do not significantly improve the model's explanatory power. The Durbin-Watson value in both models is above 1.5, indicating that there is no significant autocorrelation in the residuals of the models.

Table 4.8: Model Summary after Introducing Socio-Demographics

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Model Summary ^c Change Statistics					Durbin - Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
	0.482 ^b	0.232	0.184	0.4988	0.008	0.312	5	159	0.905	1.993

b. Predictors: (Constant), Ad's & promotion, Price, Brand loyalty, Online ratings, Product Quality, Gender, marital Status, education, religion, age

c. Dependent Variable: Cpi

From **table (4.9)**, the unstandardized coefficients (B) represent the degree to which the dependent variable (Consumer Purchase Intention) changes with a one-unit change in an independent variable, assuming all other variables are held constant. Notably, socio-demographic variables like Marital Status, Education, Age, Gender, and Religion exhibit relatively low impact and are not statistically significant in predicting Consumer Purchase Intention, given their respective significance values (Sig.) are well above the conventional threshold (0.05). For instance, Age has a coefficient (B) of 0.047 and is not statistically significant ($p=0.353$), implying that a one-unit increase in Age only increases Consumer Purchase Intention by 0.047 units, and this effect is not statistically reliable. Similarly, variables like Education ($B=0.001$, $p=0.954$) and Gender ($B=0.000$, $p=0.995$) demonstrate negligible and non-significant impacts on the dependent variable. Despite the low impact of socio-demographic variables, other variables like Product Quality ($B=-0.346$, $p=0.005$) and Brand Loyalty ($B=0.152$, $p=0.065$) exhibit more pronounced and statistically significant (or marginally significant, in the case of Brand Loyalty) impacts on Consumer Purchase Intention. Particularly, Product Quality has a negative relationship, indicating that a unit increase in Product Quality is associated with a 0.346-unit decrease in Consumer Purchase Intention, which might be counterintuitive and warrants further exploration. The Variance Inflation Factor (VIF) values for all variables are below the common threshold of 10, suggesting that multicollinearity is not a significant concern in this model. However, the relatively low impact and non-significance of socio-demographic variables might

suggest that these factors do not directly influence Consumer Purchase Intention in a substantial manner within the studied context.

Table 4.9: Model Two (2) Regression coefficients

Model Two (2)		Coefficients			t	Sig.	Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients			Tolerance	VIF
		B	Std. Error	Beta				
2	(Constant)	2.506	0.345		7.257	0.000		
	Price	0.026	0.029	0.069	0.889	0.375	0.807	1.239
	Brand loyalty	0.152	0.082	0.247	1.860	0.065	0.273	3.661
	Online ratings	-0.008	0.084	-0.013	-0.095	0.925	0.248	4.026
	Product Quality	-0.346	0.121	-0.451	-2.845	0.005	0.192	5.203
	Ads promotion	-0.162	0.117	-0.230	-1.389	0.167	0.177	5.655
	Marital Status	-0.027	0.057	-0.039	-0.474	0.636	0.704	1.420
	Education	0.001	0.021	0.004	0.058	0.954	0.968	1.033
	Age	0.047	0.050	0.078	0.932	0.353	0.681	1.469
	Gender	0.000	0.078	0.000	0.006	0.995	0.970	1.031
	Religion	0.037	0.051	0.052	0.725	0.469	0.936	1.068
a. Dependent Variable: Consumer Purchase Intention								

In conclusion, the addition of socio-demographic variables to the model does not significantly enhance its explanatory ability for Consumer Purchase Intention (cpi) within the Ghanaian hospitality industry.

The ANOVA table (4.10) present a comparison between two regression models. The first model includes the predictors Ads Promotion, Price, Brand Loyalty, Online Ratings, and Product Quality. The second model expands to include additional socio-demographic predictors like Gender, Marital Status, Education, Religion, and Age which were treated as dummy variables. For the first model, the regression explains a significant amount of variance as indicated by the regression sum of squares (11.557) and the associated F-statistic (9.489), which is highly significant ($p < 0.001$). The second model, with the added socio-demographic predictors, also explains a significant amount of variance as indicated by the regression sum of squares (11.945) and the F-statistic (4.801), which is also highly significant ($p < 0.001$). The residual sum of squares in both models (39.949 for the first model and

39.561 for the second model) is relatively consistent, suggesting that the models are capturing a similar amount of unexplained variance.

In conclusion, both models are statistically significant in explaining the variance in Consumer Purchase Intention (cpi) within the Ghanaian hospitality industry. The second model, which includes additional socio-demographic predictors, still retains its significance, suggesting that these additional predictors contribute to the model's explanatory power.

Table 4.10: Comparison of Anova of both models

		ANOVA ^a				
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	11.557	5	2.311	9.489	.000 ^b
	Residual	39.949	164	.244		
	Total	51.506	169			
2	Regression	11.945	10	1.195	4.801	.000 ^c
	Residual	39.561	159	.249		
	Total	51.506	169			

a. Dependent Variable: cpi

b. Predictors: (Constant), Ads promotion, Price, Brand loyalty, Online ratings, Product Quality

c. Predictors: (Constant), Ads promotion, Price, Brand loyalty, Online ratings, Product Quality, Gender, Marital Status, Education, Religion, Age

4.4 Discussion of Results

The analysis of the impact of consumer sentiments and online ratings on consumer purchase intention in the Ghanaian hospitality industry has unveiled several intriguing findings. The demographic characteristics of the respondents, were diverse, spanning various age groups, educational levels, and religious affiliations, providing a rich dataset that encompasses a wide range of consumer perspectives.

4.4.1 Relationship between consumer sentiments and purchase intention of consumers in the Ghana's Hospitality Industry

Drawing from the empirical review, the experience of respondents and their engagement frequency with hospitality services in Ghana, as highlighted, showed varied patterns, with a notable portion interacting with these services occasionally and a substantial proportion indicating rare engagement. This variability in engagement levels with hospitality services is crucial in understanding the different touchpoints and experiences that might influence their purchase intentions. The literature supports that consumers' previous experiences and frequency of engagement with a service or product

category can significantly influence their perceptions and purchase intentions (Dai & Busalim et.al, 2007 & 2018).

Respondents' reliance on various information sources, notably the internet and social media, underscores the pivotal role of digital platforms in shaping consumer choices within the hospitality industry. This aligns with the literature that emphasizes the growing influence of online platforms and social media in consumer decision-making processes, especially in the hospitality and tourism sectors (Khan, Hashim, & Aziz, 2020). The respondents' overall positive ratings for their experiences with hospitality services in Ghana further highlight the potential impact of positive word-of-mouth and online reviews in influencing future consumer behaviors and intentions, as supported by the literature (Saleem et.al, 2018). Also, this observation corroborates with the earlier literature which suggests that positive sentiment can lead to higher purchasing intentions and favorable recommendations (De Matos et al., 2008) and that positive online reviews significantly influence consumer sentiment.

4.4.2 Relationship between demographic characteristics and consumer purchase intention

The diversity and demographic representation in the sample underline its strength in capturing a broad spectrum of consumer behaviors and sentiments. This comprehensive coverage ensures that the findings can be applied across multiple consumer segments within the hospitality industry. Specifically, the pronounced representation from the age groups 25-34 and 35-44 synchronizes with trends identified by Nanda & Banerjee (2021), which spotlighted the influential role of online reviews and ratings in shaping consumer sentiment. Moreover, the prominence of these demographic segments in online platforms has been highlighted by Lisun (2020), reinforcing their importance in modern consumer decision-making processes.

Diving into the regression analysis results, the statistically significant impacts of Brand Loyalty and Product Quality on Consumer Purchase Intention align with the empirical studies mentioned earlier. For instance, Yoo and Jeon (2021) revealed the robust correlation between brand loyalty's depth and the positivity of consumer sentiment. Similarly, Kim and Jeong (2019) provided evidence emphasizing the significant role of product and service quality in amplifying positive consumer sentiment.

However, the negligible impact of demographic factors such as Age, Gender, and Education on purchase intentions presents an intriguing divergence. While the empirical review does underscore the importance of consumer sentiment, shaped by variables like brand loyalty and product quality, the limited influence of demographic variables contrasts with studies like that by Naylor (2018),

which suggests that such demographic factors can indeed mold purchase intentions. This divergence hints at the nuanced nature of consumer behavior, where the role of demographic variables may vary depending on the specific context, industry, or region. As such, there might be other latent variables or interactions that mediate or moderate the relationship between demographics and purchase intentions.

In conclusion, the findings from this analysis underscore the nuanced and multifaceted nature of consumer purchase intentions within the Ghanaian hospitality industry. While consumer sentiments and online ratings exhibit notable impacts on purchase intentions, the direct impact of demographic characteristics appears to be limited, suggesting that other psychological and behavioral factors might play a more pivotal role in shaping consumer behaviors and intentions in this context. Future research might explore these relationships further, potentially incorporating additional variables and exploring possible mediating and moderating effects to develop a more comprehensive understanding of consumer purchase intentions within the industry.



CHAPTER 5

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION

5.1 Introduction

In this chapter, a summary of the findings from earlier chapters as well as the conclusion which can be drawn from the research findings based on set objectives is presented. This section also presents recommendations for future work as well as recommendations for the Ghanaian hospitality industry.

5.2 Summary of Findings

The study sets out to explore factors that inform consumer sentiment in the Ghanaian hospitality industry. Furthermore, the investigation delved into establishing the intricate connection between consumer sentiment factors and their impact on purchase intentions. In an effort to provide a more comprehensive perspective, the study extended its analysis to incorporate the socio-demographic characteristics of respondents, enhancing the understanding of these intricate relationships.

The subsequent sub-sections present this summary based on the study's objectives

5.2.1 Relationship between consumer sentiments and purchase intention of consumers in the Ghana's Hospitality Industry

The regression analysis underscored a nuanced relationship between consumer sentiments, online reviews, and purchase intentions. While Brand Loyalty and Product Quality exhibited a statistically significant impact on Consumer Purchase Intention, other factors like Online Ratings showed a less direct impact. The findings suggest that while online reviews and ratings are crucial, other intrinsic factors like loyalty and perceived quality might have a more direct and significant impact on purchase intentions. This is consistent with literature that highlights the multifaceted influences on purchase intentions, where online reviews provide informational and social influence, while intrinsic factors like loyalty and perceived quality directly impact the evaluative process and decision-making (Khan, Hashim, & Aziz, 2020).

5.2.2 Relationship between demographic characteristics and consumer purchase intention

The analysis indicated that demographic characteristics such as Age, Gender, and Education did not significantly influence consumer purchase intentions in the Ghanaian hospitality industry. Despite the diverse demographic representation in the sample, these variables exhibited negligible and non-significant impacts in the regression models, suggesting that demographic factors might not be direct predictors of purchase intentions in this context. This might imply that other psychological and

behavioral factors play a more pivotal role in shaping purchase intentions, which is somewhat divergent from certain literature that suggests demographic factors can influence purchase behaviors and intentions (Naylor, 2018). This discrepancy might hint at the context-specific nature of these relationships and warrants further exploration in future research.

5.3 Conclusion

In summary, this study's findings offer a multifaceted perspective on the dynamics of consumer sentiment within the Ghanaian hospitality industry. The analysis highlights the intricate interrelationships among factors that shape consumer sentiment and their subsequent impact on purchase intentions. In synthesizing the insights from the discussions, it becomes evident that the hospitality industry stands at a crossroads where both intrinsic factors like brand loyalty and product quality, as well as extrinsic influences such as digital platforms, play pivotal roles in shaping consumer decisions. While brand loyalty and product quality have reaffirmed their foundational importance in driving consumer purchase intention, the rapidly evolving digital landscape, especially among younger demographics, underscores the importance of businesses adapting and optimizing their online strategies. However, a one-size-fits-all approach, particularly with respect to demographic considerations, may not yield the desired outcomes. Instead, a more nuanced, context-specific strategy, informed by localized research, may prove more fruitful. As the hospitality industry continues to evolve in an increasingly digital era, understanding and responding to these intricate consumer behavior dynamics will be key to sustained success and growth.

The implications of the discussed findings are especially for stakeholders in the hospitality industry. Firstly, the pronounced influence of Brand Loyalty and Product Quality on Consumer Purchase Intention signifies those businesses should prioritize fostering brand loyalty and ensuring superior product and service quality. Efforts focused on these areas are likely to yield positive consumer sentiments, leading to increased purchase intentions and, subsequently, business growth. Secondly, while online platforms have evidently grown in their role as decision-making tools, particularly for younger demographics, businesses should strategically employ digital tools to target and resonate with these influential segments, especially those within the 25-44 age bracket. This can enhance their brand's digital footprint, directly impacting consumer perceptions and sentiments. Lastly, the nuanced role of demographic factors necessitates a deeper understanding of the unique regional or sectoral intricacies in consumer behavior. Businesses should refrain from broad generalizations based on demographics and instead adopt a more context-specific approach, possibly tailoring their strategies based on insights derived from localized research. This nuanced approach can enable businesses to anticipate shifts in consumer behavior more accurately and adapt accordingly.

5.4 Recommendation

This section presents recommendations for practice and recommendations for further studies based on findings from the study.

5.4.1 Recommendation of practices

The study's outcomes offer a range of practical recommendations for the Ghanaian hospitality industry. These insights stem from the investigation of factors influencing consumer sentiment, their connection to purchase intentions, and the impact of socio-demographics. The recommendations encompass strategies to enhance pricing alignment with perceived value, foster brand loyalty, and manage online reviews effectively. Prioritizing product and service quality, crafting compelling advertising, and personalizing experiences are also emphasized. Tailoring approaches to specific socio-demographic groups and leveraging technology for customization can further optimize consumer sentiment. Continuous monitoring, adaptability, and a culture of improvement are advised to maintain positive sentiment and meet evolving customer needs effectively. These recommendations provide a holistic guide for businesses to navigate the dynamic hospitality landscape and cultivate positive consumer sentiment for lasting success.

5.4.2 Recommendation of Further Studies

Future studies in the field of consumer sentiment within the Ghanaian hospitality industry should consider several promising directions thus;

- Exploring the impact of cultural variations on consumer sentiment can provide a deeper understanding of how local norms and values shape preferences.
- Investigating the role of emerging technologies, such as artificial intelligence and virtual reality, in influencing consumer sentiment could shed light on the evolving landscape of customer experiences.
- Delving into the psychological underpinnings of sentiment through advanced methodologies like neuroimaging can uncover the intricate cognitive processes driving decision-making.
- Comparative studies across industries and regions can offer valuable insights into context-specific factors. Longitudinal research can reveal how consumer sentiment evolves over time and across different touchpoints.
- Understanding the influence of influencers and social media on consumer sentiment can provide insights into modern consumer behavior.

Lastly, expanding socio-demographic factors beyond basic categories to encompass nuanced variables can offer a richer understanding of their impact. These avenues for further exploration can contribute to a more comprehensive understanding of consumer sentiment and guide businesses in crafting effective strategies to enhance customer satisfaction and drive success in the hospitality industry.

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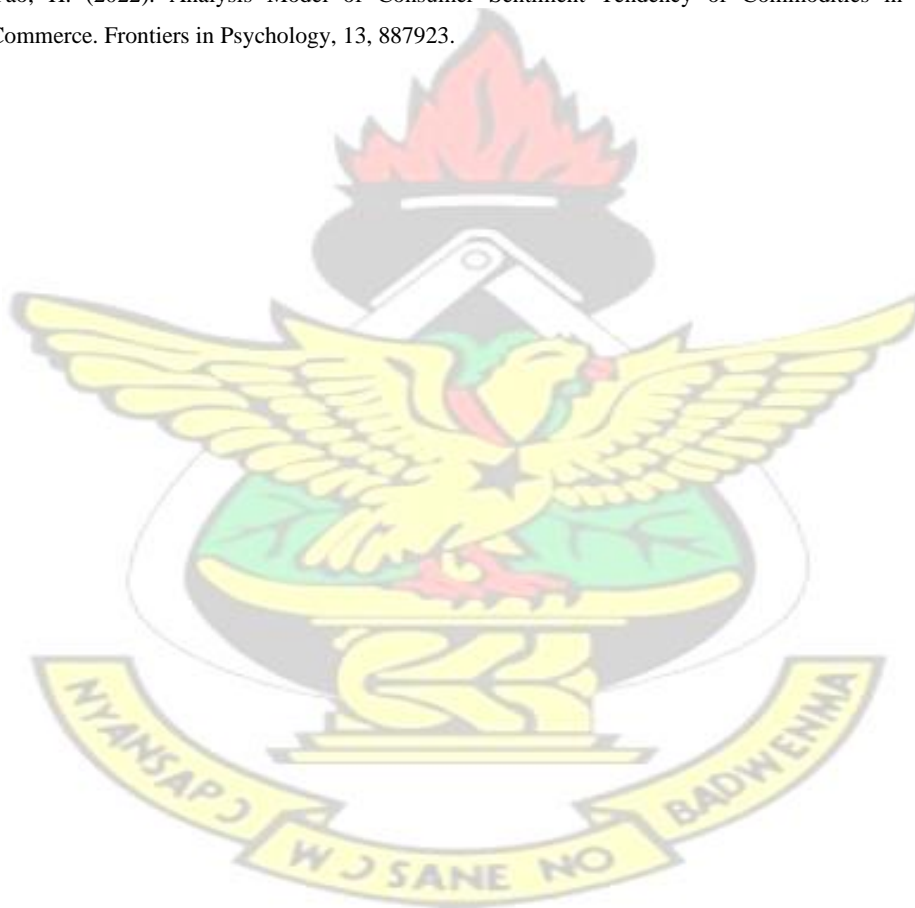
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Appendix

Appendix 1 – Reliability and Factor Analysis outcome

Reliability

Reliability Statistics (Before Factor Analysis)	
Cronbach's Alpha	N of Items
.963	45

Reliability Statistics (After Factor Analysis)	
Cronbach's Alpha	N of Items
.976	42

Reliability Test by Component of Customer Sentiment

Reliability Statistics (Price)		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.906	.905	4

Reliability Statistics (Brand)		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.966	.968	8

Reliability Statistics (Product Quality)		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.958	.960	10

Reliability Statistics (Online Reviews)		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.957	.957	10

Reliability Statistics (Promotion & Ads)		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.926	.939	10

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.928
Bartlett's Test of Sphericity	Approx. Chi-Square
	9467.246
	df
	861
	Sig.
	.000

Total Variance Explained							
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings ^a
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	24.571	58.502	58.502	24.571	58.502	58.502	18.871
2	2.653	6.316	64.818	2.653	6.316	64.818	7.381
3	2.096	4.990	69.808	2.096	4.990	69.808	17.581
4	1.557	3.706	73.514	1.557	3.706	73.514	19.279
5	1.260	3.001	76.515	1.260	3.001	76.515	3.646
6	.969	2.306	78.821				
7	.910	2.168	80.989				
8	.782	1.863	82.851				
9	.660	1.572	84.423				
10	.608	1.448	85.871				
11	.560	1.334	87.204				
12	.513	1.221	88.425				
13	.426	1.015	89.440				
14	.393	.935	90.375				
15	.371	.883	91.258				
16	.351	.835	92.094				
17	.286	.681	92.775				
18	.276	.657	93.432				
19	.251	.598	94.030				
20	.239	.570	94.600				
21	.235	.559	95.159				
22	.225	.535	95.693				
23	.189	.450	96.143				
24	.177	.420	96.564				
25	.173	.411	96.975				
26	.162	.386	97.360				
27	.128	.306	97.666				
28	.117	.279	97.945				
29	.116	.275	98.220				
30	.098	.233	98.453				
31	.090	.215	98.668				
32	.087	.208	98.877				
33	.075	.180	99.056				
34	.072	.170	99.227				
35	.069	.165	99.391				
36	.060	.143	99.534				
37	.052	.123	99.657				

38	.043	.103	99.760				
39	.040	.096	99.856				
40	.026	.063	99.918				
41	.021	.051	99.969				
42	.013	.031	100.000				

Extraction Method: Principal Component Analysis.

a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance.

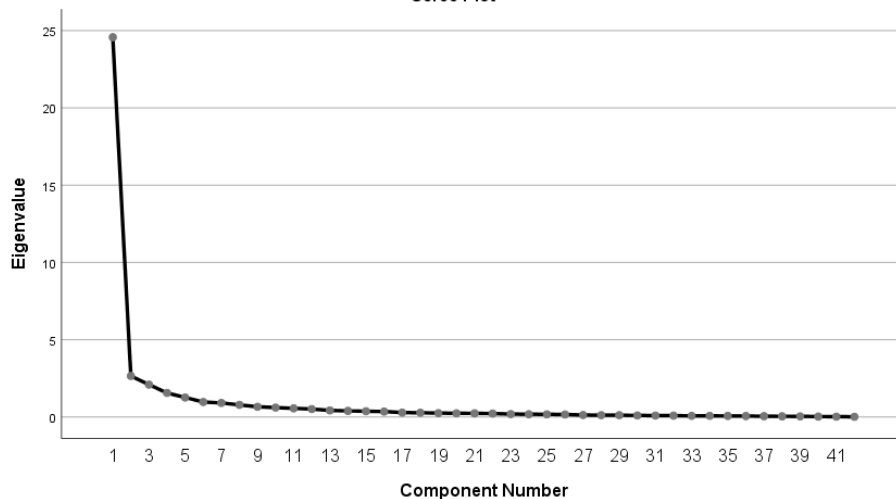
Component Correlation Matrix

Component	1	2	3	4	5
1	1.000	.338	-.568	-.646	-.195
2	.338	1.000	-.311	-.343	-.004
3	-.568	-.311	1.000	.661	.216
4	-.646	-.343	.661	1.000	.201
5	-.195	-.004	.216	.201	1.000

Extraction Method: Principal Component Analysis.

Rotation Method: Oblimin with Kaiser Normalization.

Scree Plot



Pattern Matrix^a

	Component				
	1	2	3	4	5
C3. Most prices are reasonable considering the high cost of doing business		.939			
C4. Competition between companies keeps prices reasonable		.790			
C6. Most prices are fair		.894			
C7. In general I am satisfied with the price I pay		.899			
C8. I consistently prefer to patronize this brand over others in the same industry				-.908	
C9. I often return to this brand for my purchases/services				-.945	
C10. I frequently recommend this brand to friends and family				-.917	
C11. Even if a competitor offers a better price I would stay with this brand				-.798	
C12. I feel a strong personal connection to this brand				-.873	
C13. I trust that this brand will consistently meet or exceed my expectation				-.709	
C14. I believe this brand offers value for the money I spend				-.744	
C15. I am willing to pay more for this brand's product/service because I believe			-.412	-.536	
C16. I generally trust online reviews to reflect the true quality of a product			-.865		
C17. Online reviews heavily influence my decision to purchase a product/service			-.837		
C18. I often check multiple sources to verify the accuracy of online reviews			-.797		
C19. Negative reviews help me understand potential issues with a product/service			-.500	-.429	
C20. I regularly leave reviews for product/services I have used			-.780		
C21. I give more importance to the overall star rating than an individual's written			-.715		

C22. ThereviewsIreadusuallyalignwith myownexperienceoftheproductse			-.787		
C23. Detailedreviewsthatexplainbothpros andconsaremoreinfluentialt			-.756		
C24. Iappreciatewhencompaniesrespon dtonegativereviewsinaconstruct	.458				
C25. Themostrecentreviewsaremorei mportanttomethanolderones	.449				
C26. TheproductsservicesIpurchaseoft enmeetorexceedmyexpectations	.377				-.403
C27. ThedurabilityofproductsIbuyisusu allyuptothemark	.425				-.528
C28. IbelievehattheproductsIbuyoffer goodvalueformoney	.407		-.440		-.385
C29. Modernproductsservicesseemtop rioritizeaestheticsoverfunction	.581				
C30. Ioftenfindthatproductsservicesco mewithfeaturesthatIneveruse	.537				
C31. Aftersalessupportandserviceisatr uereflectionofaproductsquali	.383				
C32. Ifeelmostcompanieslistenandact onfeedbacktoimprovethequalityo	.638				
C33. Ivenoticedthatsomeproductsservi cesaredesignedforshorttermuse	.729				
C34. Companiesseemmorefocusedon aggressivemarketingthanontheactual	.847				
C35. Environmentallysustainableprodu ctsservicesoftenseemtohavebet	.832				
C36. Promotionaloffersofteninfluence mypurchasingdecisions	.522				
C37. Personalizedadvertisementsmak emefeelmorevaluedasaconsumer	.735				
C38. Mostonlineadvertisementsarerele vanttomyinterests	.352		-.333		

C39. I believe businesses use promotion more to clear old stock than to genu	.883				
C40. Advertisements on social media pla tforms are usually more engaging th	.530				
C41. I trust businesses that provide clear and detailed information in thei	.703				
C42. Flash sales and limited time promoti ons create a sense of urgency that o	.554				
C43. I feel overwhelmed by the number of promotional emails I received daily	.329				.383
C44. Brands that advertise their sustaina ble practices or social responsi	.491		-.355		
C45. Celebrity endorsements in advertis ements increase my likelihood of p					

Extraction Method: Principal Component Analysis.

Rotation Method: Oblimin with Kaiser Normalization.^a

a. Rotation converged in 21 iterations.



Correlations							
		Consumer Purchase Intention	Price	Brand loyalty	Online ratings	Product Quality	Ads promotion
Pearson Correlation	Consumer Purchase Intention	1.000	-0.105	-0.274	-0.333	-0.446	-0.411
	Price	-0.105	1.000	0.384	0.378	0.360	0.415
	Brand loyalty	-0.274	0.384	1.000	0.808	0.785	0.792
	Online ratings	-0.333	0.378	0.808	1.000	0.793	0.810
	Product Quality	-0.446	0.360	0.785	0.793	1.000	0.880
	Ads promotion	-0.411	0.415	0.792	0.810	0.880	1.000
Sig. (1-tailed)	Consumer Purchase Intention		0.087	0.000	0.000	0.000	0.000
	Price	0.087		0.000	0.000	0.000	0.000
	Brand loyalty	0.000	0.000		0.000	0.000	0.000
	Online ratings	0.000	0.000	0.000		0.000	0.000
	Product Quality	0.000	0.000	0.000	0.000		0.000
	Ads promotion	0.000	0.000	0.000	0.000	0.000	

Appendix 2 – Data collection tool (Questionnaire)

ASSESSING THE IMPACT OF CONSUMER SENTIMENTS AND ONLINE RATINGS ON CONSUMER PURCHASE INTENTION: (A CASE STUDY OF GHANA HOSPITALITY INDUSTRY)

Questionnaire

CONFIDENTIALITY STATEMENT

This survey will typically take not more than 30minutes to complete. Your participation in this research is purely voluntary, and there are no associated risks for opting out, before, during and after completion of the research. Please, be assured that the information you provide is strictly confidential and will be used for statistical and research purposes only. For any other questions or clarification concerning the questionnaire or research, please feel free to contact me on Perry Boateng (+233 547183497).

SCREENING QUESTION

The nature of the research requires that we first gather information regarding your age to determine your eligibility to participate in this survey. Please answer this question to the best of your knowledge.

Code	QUESTION	RESPONSE	ENUMERATOR'S ASSESSMENT
SQ1	Are you above 18 years	YES <input type="checkbox"/> NO <input type="checkbox"/>	IF YES, CONTINUE INTERVIEW
SQ2	Have you utilized or purchased any hospitality services/products in Ghana within the last three months?	YES <input type="checkbox"/> NO <input type="checkbox"/>	IF NO, DISCONTINUE INTERVIEW

SECTION A: DEMOGRAPHIC AND SOCIO-ECONOMIC INFORMATION

NOTE: In this survey,

Hospitality is defined as the friendly, generous reception and entertainment of guests, visitors, or strangers. It encompasses a broad range of activities within the service industry, including lodging, food and beverage service, event planning, theme parks, transportation, and other fields within the tourism sector. The primary focus of the hospitality industry is to provide customers with a positive experience and satisfy their needs, whether it's through accommodations, meals, or other services. The essence of hospitality is about creating a relationship between the host and the guest, ensuring comfort, convenience, and care.

Code	Question	Respondents	Skips
A1	SEX OF RESPONDENT?	1= Male 2= Female	
A2	HOW OLD ARE YOU (IN YEARS)?	1- 18 – 24 2- 25 – 34 3- 35 – 44 4- 45 – 54 5- 55+	
A3	WHAT IS YOUR MARITAL STATUS?	1= Married/cohabiting 2= Single/never married 3= Divorced/separated 4= Widow/Widower	
A4	WHAT IS THE HIGHEST LEVEL OF FORMAL EDUCATION THAT YOU HAVE ATTAINED?	1= No formal schooling 2= Primary school 3= JSS/JHS/Middle school 4= Secondary education 5= Post-secondary qualifications, other than university 6= University degree completed	
A5	RELIGION	1= Christianity 2= Islamic 3= Traditional 4= No religion 5= Other (specify)	
A6	Occupation of respondent	

SECTION B: PROFILE AND EXPERIENCES OF THE RESPONDENT

Code	Question	Response	Skips
B1	Select a category you fall under?	1 = Tourists/Visitors (Foreigners) 2 = Hospitality Service Providers (Transport Providers etc.) 3 = Business Travelers (Investors, Developers, NGOs, Environmentalists) 4 = Event Organizers	

		5 = Local Residents (Government Officials, Traditional Leaders, Locals) 6 = Academics and Researchers (Students etc.) 7 = Travel Bloggers and Influencers	
B2	How often do you use/engage with hospitality services in Ghana?	1 = Frequently 2 = Occasionally 3 = Rarely 4 = Never	
B3	What types of hospitality services have you used in Ghana? (Multiple choice Allowed)	1 = Hotels/Resorts 2 = Restaurants/Cafes 3 = Tour services 4 = Cultural festivals/events 5 = Others: _____	
B4	Which region(s) or city(ies) in Ghana have you experienced these hospitality services? <i>Multiple answers are possible.</i>	1 = List of regions	
B5	How would you rate your overall experience with the hospitality services in Ghana? On a scale of 1-10)		
B6	What is source of information when it comes to the use/engaging in hospitality services in Ghana. (Multiple choices allowed)	1 = Internet/social media 2 = TV 3 = Newspaper 4 = Radio 5 = Community Information Centre 6 = Family/Friends 7 = Other (Specify)_____	

SECTION C: Factors that Inform Customer Sentiment (Price, Brand Loyalty, Product/Services review/Online ratings, Product/services Quality, and Advertisement & Promotion)

Here are set of statements centred on Customer sentiments and Ratings. Respondents can indicate their level of agreement or disagreement with each statement using a scale ranging from "Strongly Disagree" to "Strongly Agree"

Code	Question	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree	Refused/don't know
Price							
C46.	Most products I buy are overpriced	1	2	3	4	5	99
C47.	Businesses could charge lower prices and still be profitable.	1	2	3	4	5	99
C48.	Most prices are reasonable considering the high cost of doing business	1	2	3	4	5	99
C49.	Competition between companies keeps prices reasonable.	1	2	3	4	5	99
C50.	Companies are unjustified in charging the prices they charge.	1	2	3	4	5	99
C51.	Most prices are fair.	1	2	3	4	5	99
C52.	In general, I am satisfied with the prices I pay	1	2	3	4	5	99
Brand Loyalty							
C53.	I consistently prefer to patronize this brand over others in the same industry.	1	2	3	4	5	99
C54.	I often return to this brand for my purchases/services.	1	2	3	4	5	99
C55.	I frequently recommend this brand to friends and family.	1	2	3	4	5	99
C56.	Even if a competitor offers a better price, I would stay with this brand.	1	2	3	4	5	99
C57.	I feel a strong personal connection to this brand.	1	2	3	4	5	99
C58.	I trust that this brand will consistently meet or exceed my expectations.	1	2	3	4	5	99

C59.	I believe this brand offers value for the money I spend.	1	2	3	4	5	99
C60.	I am willing to pay more for this brand's product/service because I believe in its quality.	1	2	3	4	5	99
Product/Services review/Online ratings							
C61.	I generally trust online reviews to reflect the true quality of a product/service.	1	2	3	4	5	99
C62.	Online reviews heavily influence my decision to purchase a product/service.	1	2	3	4	5	99
C63.	I often check multiple sources to verify the accuracy of online reviews.	1	2	3	4	5	99
C64.	Negative reviews help me understand potential issues with a product/service.	1	2	3	4	5	99
C65.	I regularly leave reviews for products/services I have used.	1	2	3	4	5	99
C66.	I give more importance to the overall star rating than individual written reviews.	1	2	3	4	5	99
C67.	The reviews I read usually align with my own experience of the product/service.	1	2	3	4	5	99
C68.	Detailed reviews that explain both pros and cons are more influential to me than short comments.	1	2	3	4	5	99
C69.	I appreciate when companies respond to negative reviews in a constructive manner.	1	2	3	4	5	99
C70.	The most recent reviews are more important to me than older ones.	1	2	3	4	5	99
Product/Service Quality							
C71.	The products/services I purchase often meet or exceed my expectations.	1	2	3	4	5	99
C72.	The durability of products I buy is usually up to the mark.	1	2	3	4	5	99
C73.	I believe that the products I buy offer good value for money.	1	2	3	4	5	99
C74.	Modern products/services seem to prioritize aesthetics over functionality.	1	2	3	4	5	99

C75.	I often find that products/services come with features that I never use.	1	2	3	4	5	99
C76.	After-sales support and service is a true reflection of a product's quality for me.	1	2	3	4	5	99
C77.	I feel most companies listen and act on feedback to improve the quality of their products/services.	1	2	3	4	5	99
C78.	I've noticed that some products/services are designed for short-term use, pushing consumers to repurchase frequently.	1	2	3	4	5	99
C79.	Companies seem more focused on aggressive marketing than on the actual quality of their products/services.	1	2	3	4	5	99
C80.	Environmentally sustainable products/services often seem to have better quality and longevity.	1	2	3	4	5	99
Advertisement & Promotion							
C81.	Promotional offers often influence my purchasing decisions.	1	2	3	4	5	99
C82.	Personalized advertisements make me feel more valued as a consumer.	1	2	3	4	5	99
C83.	Most online advertisements are relevant to my interests.	1	2	3	4	5	99
C84.	I believe businesses use promotions more to clear old stock than to genuinely offer value.	1	2	3	4	5	99
C85.	Advertisements on social media platforms are usually more engaging than those on traditional platforms.	1	2	3	4	5	99
C86.	I trust businesses that provide clear and detailed information in their advertisements more than those that don't.	1	2	3	4	5	99
C87.	Flash sales and limited-time promotions create a sense of urgency that often leads me to buy impulsively.	1	2	3	4	5	99
C88.	I feel overwhelmed by the number of promotional emails I receive daily.	1	2	3	4	5	99
C89.	Brands that advertise their sustainable practices or social responsibility initiatives earn more of my trust.	1	2	3	4	5	99
C90.	Celebrity endorsements in advertisements increase my likelihood of purchasing a product.	1	2	3	4	5	99

SECTION D: CONSUMER PURCHASE INTENTION BASED ON CONSUMER SENTIMENT

Based on the factors listed above

Code	Question	Respondents	Skips
D1	How likely is Price a factor that is likely to affect your purchase intentions in the Hospitality industry.	1= Very unlikely 2= Unlikely 3= Neutral 4= Likely 5= Very Likely	
D2	How likely is Brand Loyalty a factor that is likely to affect your purchase intentions in the Hospitality industry?	1= Very unlikely 2= Unlikely 3= Neutral 4= Likely 5= Very Likely	
D3	How likely is Online ratings & review a factor that is likely to affect your purchase intentions in the Hospitality industry?	1= Very unlikely 2= Unlikely 3= Neutral 4= Likely 5= Very Likely	
D4	How likely is Product/Service Quality a factor that is likely to affect your purchase intentions in the Hospitality industry?	1= Very unlikely 2= Unlikely 3= Neutral 4= Likely 5= Very Likely	
D5	How likely is Advertisement & Promotion a factor that is likely to affect your purchase intentions in the Hospitality industry?	1= Very unlikely 2= Unlikely 3= Neutral 4= Likely 5= Very Likely	
D6	I carefully consider multiple factors before deciding to purchase a product/service.	1= Very unlikely 2= Unlikely 3= Neutral 4= Likely 5= Very Likely	
D7	Overall, did you make a purchase/use based on the factors considered for customer sentiment for	1= Yes 2= No 3= Undecisive	

Thank you for your time.

Note: Data, Spss Output and Other relevant document used is available at the link below

https://drive.google.com/drive/folders/1bxT7XryANSqE47vIWUUGFDzLtdVWuuvI?usp=drive_1ink

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