

## Hotel Sales Promotion Effectiveness: An Experimental Study about Promotional Fit Presence vs. Absence on Behavioral Intentions

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**Abstract :** This research investigates the effects of online hotel sales promotion fit (SP fit) on traveler purchase intention (PI) and word-of-mouth (WOM). It examines these relationships based on the need for cognition (NFC), intention to travel (TI), promotional attractiveness (PA), and demographics within resource matching theory (RMT). One factor (SP: Fit presence for monetary and nonmonetary vs. Fit absence for monetary and nonmonetary) design was employed to test the effects of SP fit on traveler behaviors. Data collection was conducted from 300 subjects through Qualtrics. One-way MANOVA was performed to test the main effects of SP fit, and PROCESS simple moderation test for the interaction effects. Results revealed promotional fit increased the effectiveness of monetary and nonmonetary sales promotions. "F&B discount card at the hotel" was the most preferred deal. Fit absence for monetary sales promotion (MSP) and fit presence for nonmonetary sales promotion (NMSP) yielded significant results. The participants were involved in their intention to travel and perceptions of promotional attractiveness to value the promotions.

**Keywords :** need for cognition, promotional attractiveness, sales promotion fit, travel intention

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