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APPENDIX

APPENDIX

A- QUESTIONNAIRE

IMPACT OF eWOM ON TRAVEL RELATED DECISION MAKING IN INTERNATIONAL TOURISM: A STUDY WITH SPECIAL REFERENCE TO TRAVELLERS FROM COIMBATORE DISTRICT

Dear respondents,

I am currently pursuing my doctoral research to understand the electronic word of mouth (eWOM) factors influencing consumers' travel-related decision making in the context of international tourism. Please spare a few minutes of your time for filling up the survey questionnaire given below. I assure that your responses will be analyzed for academic purposes only. Thanks in advance for your time and cooperation.

Ms Ponnala Harshavardhini NA

PhD Research Scholar

Department of Management – GRGSMS

PSGR Krishnammal College for Women

Section I

1. In the past 5 years, how many international tours did you have (with family / friends/ solo)?
 - Nil
 - 1-3
 - 4-6
 - 7-9
 - Above 9

2. Are you planning any international tours in the near future (once the pandemic settles down)?
 - Definitely yes
 - Probably yes
 - Not sure

- Probably no
- Definitely no

3. What is the major purpose of your international travel? (Check all that applies)

- Pleasure/ vacation
- Scenic/ natural beauty and landscape
- Events and entertainment
- Recreation and relaxation
- Adventure
- Visiting relatives and friends
- Culture and architecture
- Health and wellness
- Religious reasons
- Others

4. How frequently do you use/plan to use internet and social media for your tour planning?

- Always
- Often
- Sometimes
- Rarely
- Never

5. What are your typical online activities during tour planning?

- Read travel related blogs
- Watch videos online
- Look at comments/ materials, other travellers have posted in social media
- Use interactive trip planners
- Listen to travel related audio files/podcasts
- Chat with travel experts/ previous travellers
- Others
- None of the above

6. How extensively do you use travel related online reviews during different tour planning phases? (Scale: 1= Never; 5= Always)

Tour planning phases	Always	Often	Sometimes	Rarely	Never
Beginning of the tour, to get ideas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Middle of the tour, narrow down choices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
At a later stage, to confirm decisions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
During the tour, to decide what to do at destination	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
After the tour, to compare and share experiences	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. How extensively do you use travel related online reviews for the following travel related decisions? (Scale: 1= Never; 5= Always)

Travel related decisions	Always	Often	Sometimes	Rarely	Never
Where to stay? (accommodation/ hotels)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Where to eat? (restaurants)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
What to do? (shopping, other activities)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Where to go? (spots, attractions, destinations)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
When to go? (suitable time)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How to go? (travel route, airlines, local transport)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. Which of the following formats and medium of online reviews do you prefer to use for your travel purposes? (Check all that applies)

- Virtual communities (for eg- tripadvisor)
- Social media
- Travel review/ guide sites
- Online travel agency sites (for eg- Expedia)
- Search engines or portals
- Local destination websites
- State tourism websites
- Company sites (for accommodation, transport etc)
- Meta-travel search engines (for eg- makemytrip)
- Others

9. What is your typical travel planning related decision-making style during international tour? (Scale: 1= Strongly disagree; 5= Strongly agree)

Travel planning decision-making style	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
I often make travel decisions on the spur of the moment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I generally make hasty decisions in the context of travel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I spend a lot of time collecting information related to my tour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I seek out the advice/ comments of other people in making important travel decisions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. How important are the following information for you, while using online reviews for your tour planning? (Scale: 1= Not at all important; 5= Extremely important)

Importance of Information for Travel Review Evaluation	Extremely important	Very important	Somewhat important	Not very important	Not at all important
Travel date (of the reviewer)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Type of website/ platform in which the review is posted	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Purpose of trip (for the reviewer)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of detailed descriptions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Photos provided along with review	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Videos provided along with review	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other travellers' rating of	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

usefulness of the review					
Date on which the review was posted	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11. With regard to travel related online review evaluation, which of the following roles do you usually play? (Scale: 1= Never; 5= Always)

Roles	Always	Often	Sometimes	Rarely	Never
I seek opinions/ experiences / posts of others on various internet platforms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I post my opinions/ experiences on various internet platforms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I share the opinions/ experiences/ posts of others on various internet platforms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Section II

12. Please rate your level of agreement on the following statements reflecting your opinions towards online travel-related reviews associated with international tour, available in various social media platforms (Scale: 1= Strongly disagree; 5= Strongly agree)

SNo.	Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
EQL1	I think the online reviews of other travellers are informative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
EQL2	I think they are accurate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
EQL3	I think they are useful	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
EQL4	I think they are timely and up to date	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
EQL5	I think they are relevant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
EQT1	If the ranking and recommendations for a travel related online review is high, I	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	infer that there is a good reputation regarding it					
EQT2	If the number of online reviews is large, I infer that it is popular	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
EQT3	The more a travel related review is mentioned, the more I am aware of it.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
EQT4	The more a travel related review is discussed, the more it influences my travel related decision.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SCR1	I believe that the travelers' testimonials about their travel experiences are unbiased	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SCR2	I believe that the people who post online travel reviews are knowledgeable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SCR3	I believe that they are experts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SCR4	I believe that they are reliable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SCR5	I trust travel reviews by specific reviewers who submit reviews frequently	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SCR6	I tend to believe the reviews, if many people have liked or agreed on it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
HMP1	I prefer travel reviews by people who have my same gender	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
HMP2	I prefer reviews by people who is in my same age group	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
HMP3	I prefer reviews by people who have the same interests as that of mine.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

HMP4	I prefer reviews by people who travel in the same way that I travel.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SIT1	I often read travel related reviews and testimonials when I see them available on the internet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SIT2	I prefer to gather travel related information from various online platforms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SIT3	I often search for travel related reviews before I make a decision to travel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SIT4	I visit more than five websites to read about travel related information before making a choice	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LOI1	I typically become very involved when I plan to travel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LOI2	I devote a lot of effort for planning a trip	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LOI3	Travel planning process takes up much of my time for a trip	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LOI4	I tend to leave travel related planning to others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PUF1	The online travel reviews are useful when I need to plan my travel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PUF2	They help me to plan my travel with ease	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PUF3	They help me to plan my travel faster	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PUF4	They enhance my effectiveness in planning my travel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

ATT1	I have a positive opinion about the online travel related reviews obtained on social media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ATT2	I think following such reviews would be beneficial for me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ATT3	I like such reviews obtained on social media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ATT4	Overall, my attitude towards such reviews is favourable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TRU1	I believe the travel reviews demonstrate true travel related information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TRU2	I believe the travel must offer the same experience as described by the reviews	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TRU3	The reviews are trustworthy for me to choose the travel related destination or service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
IUS1	I am very skilled in using the internet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
IUS2	I know how to find what I want on the internet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
IUS3	I know more about using the Internet than most people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
INT1	Reading online travel related reviews gives me desire to plan my travel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
INT1	I will plan my travel based on online travel reviews	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
INT2	In the future, I intend to make travel plans.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
INT3	I get tips on travelling from other travelers' reviews and	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	testimonials					
INT4	I get to know of new destinations/ travel-related services from such reviews	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
INT5	I prefer to travel to a destination/choose a travel-related service with higher ratings and positive reviews	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
INT6	Number of negative reviews on a destination/ travel-related service affect negatively on my choice	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
INT7	I feel confident to travel to a destination/choose a travel-related service based on reviews	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
INT8	I will worry about my choice, if I couldn't read about them before making the decision	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
INT9	I will never visit a destination/ choose a travel-related service without reading reviews from other travelers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Section III

13. Your age

- Up to 25 years
- 25-29 years
- 30-39 years
- 40-56 years
- 57 years and above

14. Your gender

- Male
- Female

15. Your highest education

- Schooling
- Graduation
- Post-Graduation
- Others

16. Your current occupation

- Employed in a private job
- Employed in a Government job
- Self-employed/ entrepreneur
- Not employed
- Student

17. Your family size

- 2 or less members
- 3-4 members
- 5-6 members
- Above 6 members

18. Your monthly family income

- Up to Rs 30000
- Rs 30001-Rs 60000
- Rs 60001- Rs 90000
- Above Rs 90000

19. Your marital status

- Married
- Unmarried

20. Your area of residence

- Urban
- Semi- Urban
- Rural
