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FACTORS AFFECTING INDIAN CUSTOMER'S DECISION-MAKING WHILE BOOKING A HOTEL

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Abstract

Because of the significant development of the hotel and hospitality sector in particular, management and industry experts have expanded desires over recent years to consider how visitors chose hotels to stay in and the dominant influences in decision-making. In addition, the purpose of this paper is to perform in-depth analysis and compare literature on hotel reservations and the method of decision making practiced by guests. In addition we also tend to know nothing on how visitors chose to stay at their hotel, even after several years of experiments, since this field may be subjective and tough to study. This has also led to the fact that most recent studies rely instead of decision making itself on preference characteristics, which helps this paper to analyse a broad range of literatures such that best practices may be established in this area and to propose potential study. The bulk of the research in the report was examined by way of a research of the material which is the most comprehensive and structured approach for gathering documents based on main issues.

The goal of the analysis is to evaluate the factors influencing tourists in choosing alternative styles of lodging. Data were gathered using a well-structured questionnaire spread through 111 respondents and with the assistance of exploratory factor analysis the variables that impact decision-making were discovered. Findings found that the key motive was protection, security and demand for money services. Finally, some proposals and recommendations have been created to promote the creation of a healthier, environmentally secure, attractive and competitive atmosphere for the stay of visitors through alternative hotel operators.

Introduction

There has been surprisingly increased numbers of travellers in India in recent decades in the hospitality market, from 525 million in 1995 to 1,2 billion in 2016 (World Bank, 2017). This substantial increase in travellers has led to a new push and pull element, which requires attention from the management of the hotel sector to maximize profits and thus win target audiences. Due to economic prosperity, better incomes and the constant and continuous development of the world's economy, consumer purchasing power has improved favorably, as well as higher revenues from tourism throughout the hospitality sector. In the highly competitive environment that hospitality industries are, in order to gain a competitive edge, businesses need to understand customer behaviour and decision making. The preference of accommodation is one of the biggest challenges in the decision-making process for visitors. Sometimes it is really difficult to select the best place to stay. A maximum hotel selection model could help hoteliers, general managers and tourism industry in general to settle on higher satisfaction on more effective indicators of high quality of service (Sohrabi et al. 2012). In addition, companies need to take a close look at the wide range of characteristics of their customers to understand the travelling, attitudes and values which make up consumer views in purchasing decisions (Niininen et al. 2006). (Niininen et al. 2006) In addition, the psychology, socio-demography and consumer behaviour analysis underpin the analysis of the market preferences and interests that help them choose a particular hotel (Han

and Kim 2010). This paper reviews relevant literature on the collection of hotels and clients. Moreover, we also do not seem to know very much how passengers pick hotels to stay in, after several years of research. That is to say because most of the previous studies concentrated not on the decision-making process but rather on selecting qualities (Jones and Mei Chan, 2010). The nature of the key constructs developed by Jone and Mei (2010) due to their simplicity and objectivity in comparison to other frameworks is chosen for the purposes of this study researcher (Lockyer, 2002; Lockyer 2005; Sagestaad, 2013).

In addition, most studies neglect the variation between pre- and post-acquisition judgments (Noone and McGuire, 2013; Shohrabi et al, 2012). There are many characteristics that the customer could not know about prior to collection and booking, such as bed comfort, which could have a huge impact on hotel preference and choice. In addition, knowledge on the hotel preference is affected by non-price details (Noone and McGuire, 2013). The secret to analysis therefore is to examine the decision-making method and influences impacting hotel selection extensively in literature. This is often seen in the latest up-to - date literature of rapidly evolving patterns and travellers in contrast to previous ones. Picked hotels may be influenced by several variables, such as hotel costs, as a key element in hotel choices. The so-called rate barriers are meant to enable customers to split into appropriate rate categories according to criteria, behaviour or ability to pay to select a hotel for their stay. Many hotel specialists are under the pressure to establish hotel price controls that are ideal for their clients and at the same time safeguarding their corporations' privileges. As can be seen in the practice of revenue management, which is usually paid on demand basis for the most part, hotels are common for category visitors and charge distinctive rates to different sectors on the basis of different demands (Guillet et al., 2014). In the modern era of technical growth, it is increasingly necessary for hotels to have strong social networking exposure, which is the way innovations have advanced and social media channels expanded over recent decades such as

Facebook , Twitter and LinkedIn, to name a few. Prior to the 'age of online media,' consumers usually had very limited resources to obtain details on hotel room transactions services and products and were primarily told about the hotel's destination brochures and travel agents. In addition, old-style sources of information, as named above, have been substituted with social and online media as visitors have been using social media to plan and make decisions regarding their stay in a hotel using user-generated information (UGC). In the sense of tourism, travellers use social media to communicate their experiences with other users, connect to people from different locations, or purchase goods and services relevant to travel (Varkaris and Neuhofer, 2017). Visitors express their travel insight for many reasons. The booming social web has a beneficial and detrimental impact on hotels and on the film sector, since a larger reach covers all social networking outlets as well as review pages like tour guide and Yelp. It has also come to light that such rating platforms could be misused and bogus details posted, such that hotels may react and have complete reviews, such that their business drivers may not have social networks.

Statement of the problem

We may not even know if tourists choose hotels to stay in after several years of trying to work out how people choose hotels while travelling. This could be possibly because of the attention paid to evaluating "choice" features which decide and because analysis has not taken into consideration particular factors influencing selective methods themselves. In addition, some studies on this subject, which analyse the diversity of the features, are fundamentally inconsistent. This study reveals potential decision making and main factors that affect choices in certain segments of the market, especially in the area of leisure and business (Jones and Mei Chan 2010). A review of the theoretical framework and expanded review of literature with a review of previous and new literature on this topic will be carried out for this article. This research was carried out through manual and electronic papers and the survey and

questionnaire were pursued. The results were examined. The papers were checked in a variety of hotels, which included a study of both past and recent literature that related to the mechanism of consumer decision-making.

Research Question

The purpose of this analysis is to explore key features not previously known in the hotel selection method. The research questions will be: In line with the purpose and objectives of the study:

1. When choosing a hotel, what are the main factors that influence consumers?

2. What is the consumer's decision-making process when the hotel is chosen?

Research Objective

In this review, the analysis aims are:

1. Determine the customer behaviour when considering a hotel when taking decisions.

2. Identify the variables that affect customers during a hotel stay decision.

3. To explore customer attributes and decision-making in the style of hotel collection.

Literature Review

In order to explain the present thesis to its logical end, a comprehensive bibliography was reviewed and selected to include a summary of the hotel availability variables that influence the availability of alternative accommodation and the effect of customer reviews. In the Reynolds &Emenheiser (1996) report it is indicated that a possible development in the hospitality sectors will play a major role in alternate suppliers such as bed and breakfast operators. The reasons behind the-knowledge and attraction of niche markets, such as alternative accomodation, include improved rivalry and consumer segmentation, more adaptive and special needs and communication

technologies, have been suggested by Novelli(2005) and Scarinci and Richins(2008).

In Gunasekaran N 's analysis. The four factors influencing the decision of clients to choose alternative lodging, namely value for money, homely climate, the guest host relationship and the local environment, were explored by Victor Anandkumar (2012). In addition, the Suvachart Research Paper (2017) carried out an exploratory factor study and established the five variables.

There are three forms of alternate housing, according to Foxley (2001) and Canwell and Sutherland (2003), i.e. Guest houses and enterprises such as Homestay and Bed and Breakfast are also accessible in Service Apartments. The guesthouse is therefore quite tiny relative to a normal hotel, and features minimal amenities and fewer space in Canwell and Sutherland (2003).

In the Gilbert and Terrata (2001) report, which is unique to marketing campaigns, it has been proposed to choose alternative hoteliers that the visitor population itself is a motivating force. Previous investigators noticed that visitors are affected by influences that delight country living and scenery, as an alternative to a hotel or an exit from a larger hotel, visit the local people and find fun in local history during their choice of alternative accommodation (Norman, 1988, Upchurch, 1996; Ingram, 2002).

Previous studies of rural lodges by Ng, David, & Dagger, (2011) have shown that accommodations are highly necessary, intangible function. Litvin, Goldsmith & Pan, (2008); In the words of Khan (2016), the motive of the tourist is psychological and mental, and the tourist 's decision towards the facilities that he has given him / her was reported.

Hotel Selection Attributes

The hotel attributes studies were long present in the research on hospitality, as defined by Dolnicar (2002). This study explores the problem for tourists in

business by asking respondents, instead of measuring explicitly the worth of qualities, to state their hopes and disappointment in an open question format. Studies carried out in recent decades have been very focused on determining which hotel characteristics of interest to the visitors. Furthermore, hotels require high investments and there is a significant cost involved with these investments. In order to determine whether investments are viable, profound studies are necessary (Dolnicar, 2003). It is necessary to remember that sufficient market segmentation is the secret to a company's survival at a dynamic marketplace. When a solid base for information is identified about the target group, the concept of market segmentation will better be applied. In comparison, in the past a great many experiments have been carried out to investigate the looks of the dream hotel bid (Dolnicar, 2002). As seen in Figure below, different hotel advantages are divided into relaxation and transitional company, conference and conference visitors by Dube and Renghan (1999). As described above, it is extremely important to segment hotel guests to ensure maximum loyalty for all clients and to render their product more appealing for each targeted market. Therefore, the hotel's management must ensure that the hotel provides separate groups to each consumer while accepting several consumer segments at the same time. They must also make sure that all packages offered for each segmented category are separate but not necessarily identifiable (Dube and Renghan, 1999).

It is important to remember that many scholars have identified different hotel elements, including the distinctive combination of the visitor. These surveys have identified variations in lavish recreation and company characteristics. For business travellers "place," "brand name and prestige," "physical space," "price value" and "guestroom design," the top five characteristics of a hotel have been discovered by Dube and Renaghan (2000), while the top-five qualities created the highest value during their stay have been described as the "interpersons service" and the "quality" (functionality). Lewis (1984) described business travellers' highest preference factors: venue, price, service level, quality food, and cleanliness. Bowen and Shoemaker (1998) researched

factors in loyalty which affected the selection process for luxury business travellers. In the report, Yang et al .(2017) described the hotel prices as one of the main attributes of hotel selection as "Softwares updates available" as the first one, accompanied by "Check in and cheque out anytime" and "The hotel uses information from your previous stays to personalise facilities for you." Price is a kind of assessment of efficiency and services available by customers on the basis of hotel service. Place is also quite critical since once picked cannot be modified. Hotel management will differ facilities, room rates, interior design and service standards but the position cannot alter, which is why it is important that the future success of the hotel is decided during the pre-construction phase. In addition, the site of the new hotel project is a crucial viability consideration. Price and place are usually seen as subjective aspects that influence the preference of visitors. Tangible hotel features, such as services and services, may also affect the preference of customers to build their household expenditure (Yang, Huang and Shan, 2017).

Kuckusta (2017) analysed visitors' attitude towards various hotel facilities in a related analysis. Study would show that Wi-Fi is deemed the most useful hotel facilities for Chinese customers and telephones. In addition, the availability of luxurious room facilities has dictated the guest desire to pay is impaired. Find out how you pay the room rate and then set a higher standard for your readiness to pay until luxurious facilities are put in the bed.

Push and Pull Factors

Push factors are defined as internal motives for travellers to look for behaviour to reduce requirements, while pull factors are goal forces, visitor perception and experience (Gnoth, 1997). It primarily includes the ability to flee, rest and recover, reputation, health and wellbeing, and adventure. Since a tourism destination is desirable, pull factors such as: beaches, leisure and cultural attractions are increasing. In addition, push factors are very relevant if people are to choose to fly mainly to a specific destination, while pull factors

are more essential in explaining their preference of destination and hotel (Mohammad &Som, 2010).

Previous analysis of pull and push influences was undertaken primarily in conjunction with the selection of a tourist destination, but it was not appropriate for the hotel itself. Kim and Klenosky (2003) investigated the effect of pressing and pulling forces on visitors in the Korean National Park. They examined 12 motivating factors that were important for getting tourists to the National Park and highlighted four main factors: the "worth of environmental and health resources," "adventure and bonding," "family collecting and learning" or "freedom from everyday routines." During qualitative research Ryan and Prayag (2010) conducted interviews in Mauritius as a popular tourist destination. In addition the role of nationality and the link between driving and driving factors has been investigated by this study. They established the significant relationship between nationality and diverse cultural backgrounds as regards the interpretation of the destination by the tourist as regards its cognitive and affective aspects. The findings have presented tourists with diverse perspectives from the destination. The visual answers indicate that tourists not only add positively to the experience of travel but that they are still very interested in seeking to recognize and evaluate location and cultural past. The similar result of the Ryan and Cave (2005) was that different nationality was significantly influenced by the cultural background on the choice of the destination. Another Mohammad &Som (2010) study, which was previously stated, investigated the reasons foreign travellers travel to Jordan, and found that the four main factors for travelling to Jordan are to "explorate the place they have never been before," to "relieve" and to "get away from the daily routines."The same study also revealed that incorporating more recreational opportunities and events in order to foster tourism would help consumers face the demands of the four drivers. Likewise the Australian tourist in the US was also observed by Uysal and McDonald (1994). They stated that "newness" and "rest / hobby" played a critical role in assessing how they travel.
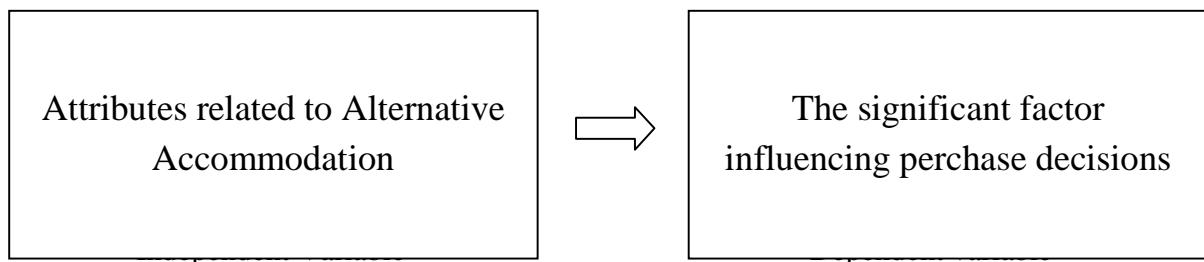
Research Methodology

Research Objectives:

In this review, the analysis aims are:

1. Determine the customer behaviour when considering a hotel when taking decisions.

2. Identify the variables that affect customers during a hotel stay decision.

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Conceptual Model of the Study:

Attributes related to Alternative Accommodation		The significant factor influencing perchase decisions

Method:

The research is observational as well as analytical, focusing on both primary and secondary references. Qualitative as well as quantitative data is included. Comfortable surveys were used for the experiments, and data were collected using a well organised query which dispersed 111 respondents. In the already accepted alternative housing with Service Apartments and guest houses as well as company homes like bed & breakfast and Homestay, both national and foreign guests were chosen to provide their answers. The criteria for choosing the respondent was to be a successful guest in an alternate hotel, a decision maker and an autonomous traveller and to have an appropriate responsive maturity era. Locations have been chosen so that the place with the most touristic flow in India should be protected geographically.

Data Analysis

After collecting data by survey questionnaire, the data were evaluated using the Statistical Social Science Package- 17 (SPSS-17) in near relation to the objectives and hypothesis of the study. Interior accuracy has been calculated with the alpha coefficient value of Cronbach. Exploratory factor analysis

Reliabiity Test

Nunnally (1978) suggests that Cronbach's alpha has better internal coherence in its calculated dimension and greater reliability with better alpha values (above 0.70). The alpha value for Cronbach is greater than 0.840, so it is clear that strong internal reliability was accomplished and that more study should be done for the questionnaire.

Demographic And Travel Details Of The Tourist:

The Indians of the travellers contributed 74%, while the foreigners contributed 26%. Much of the visitors were men with 66%, while the women were 34%. Many is 26–35 years of age with 26.5% accompanied by 46–55 years with 25.5% and 36–45 years with 21.0%. The respondents above the age of 55 were 9% and the remaining 18% were under the age of 26. 60% were married tourists and 40% were single tourists. Check in with friends and relatives was almost 78 percent and with the partner 16.5 percent of respondents. For the visit itself 3.5% came, and 2% preferred 'other' to respond. The overwhelming number of visitors visiting Mussoorie is trained with 59.5% graduates, 25.5% postgraduates and 11% professional graduations. Just 2.5% had graduated at high school and 1.5% had a degree beyond post-graduate schooling. The number of respondents contained all sorts of visitors, such as teachers, workers, business people, homeowners. 40% had more than 50,000 rupees on a monthly salary, 30% had no salary and stayed less than 50,000 rupees. 50% of respondents' trips were focused on pleasure or fun, 15% on moral arguments and 12,5% on the importance of culture and tradition, of which the bulk of foreigners once again were tourists. Others went on college, honeymoon, adventure or official home. A tourist who stayed only for one day was 13(6.5%), while the rest of tourists stayed between 1 and 7 days where 30% stayed 3-5 days, 25% stayed 1-2 days and 22.5% stayed 1 week. Tourists just stayed one day. For more than seven days, 40 respondents persisted.

Factor Analysis:

Factor analysis of the 24 variables was done by using Principal Component analysis after checking the appropriateness of Factor analysis (Malhotra,

2005) by using the Bartlett's test of sphericity (significance level at 0.01 level)
and Kaiser-Meyer-Olkin (KMO) statistic (>0.6).

Table 1: Assessment of KMO and Barlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.888
Bartlett's Test of Sphericity	Approx. Chi-Square	5436.259
	Df	259
	Sig.	.000

The KMO value was explicitly seen in Table 1. and the Bartlett Sphericity
Test indicates a mathematical value at 0.01 and should be interpreted as the
matrix of associations was not an ID matrix. Table 1. The data obtained from
the tourists was sufficient for factor analyses, as shown in the chart. Varimax
rotation with Kaiser normalisation rotation was then used to rotate variables of
an own value greater than 1 and a loading of 0.5 and above. Five variables
have arisen on the basis of the criteria of own value (i.e., own value > 1). A
screen plot has been developed to evaluate the amount of variables. Things
which did not provide some significant explanation or which had very little
additional explanatory capacity to clarify the inspiration of travellers were
withdrawn. Lastly, there were four variables illustrating the overall variation
to 85.199%. Factor analysis created four dimensions, including a clean and
stable home setting, value for money facilities, local appeal and guest
connections.

Table 2: Final factors, items, loadings, communalities and Eigen values

Factors	Significant variables	Factor loadings	Eigen values	% of variance
Factor 1: Safe and Secure Homely Atmosphere (N=10)	1) Local Environment 2) Homely atmosphere 3) Safety and Security 4) Own space 5) Cleanliness 6) Quality of Food Services 7) Flexibility stay 8) Unique appeal 9) Wanted a change 10) Availability of internet and phone	0.712 -0.827 0.829 0.726 0.955 -0.811 0.785 0.654 0.952 0.811	9.225	42.777
Factor 2: Value for money services (N=6)	1) Personalized hospitality 2) Experience 3) Ease of availability 4) Online reviews 5) Not exorbitantly price 6) Value for money	-0.629 0.939 0.746 0.752 0.644 -0.757	3.226	14.304
Factor 3: Local appeal (N=6)	1) Local Culture 2) Local lifestyle experience 3) Interaction with locals 4) Crowd avoidance 5) Local support 6) Something different	0.752 0.671 0.854 0.622 0.664 0.655	3.226	14.304
Factor 4: Host &Guest relationship (N=2)	1) Past experience with hotels 2) Cordial relationship with the host	0.946 0.931	2.288	10.456

Factor 1: Safe and Secure Homely Atmosphere

The first component to be reached from a factor study of ten things is the secure and safe atmospheric factor. This factor has an explicit variance of 42.677 percent and therefore achieves full benefit whenever a visitor opts for alternate lodging. It consisted of the local climate, homely climate, security and protection, own room, cleanliness, food service efficiency, accessibility remain, specific appeal, required improvements and internet and phone availability. It shows the value of a fun, secure and supportive community and offers individual attention to resources.

Factor 2: Value for money services

The second factor illustrates a variance of 17.962 percent which requires Personalized service, expertise, convenient connectivity, positive ratings and a value-for - money basis. This aspect reflects on the significance of balancing the expected value with the observed value offered by the various facilities to the visitors such that their value for money is equal. This aspect plays an important role in price choices for alternative hotels and should therefore always be kept primed.

Factor 3: Local appeal

Local history, the local living environment , social engagement, crowd evasion, social aid, something distinctive and 14,204 percent of the variance described. It poses the need to provide a local appeal and to have a true environment through exhibits, encounters, visible proof and kitchens.

Factor 4: Host & Guest relationship

The last aspect was just two elements: Previous experience in hotels and cordiality and a 10,356% stated variance. It implies that the partnership between host and visitor should be polite, safe, and beginning from the first pre-trip touch to the contact during the trip and the communication after the trip.

Discussion and Conclusion

The research findings are compatible with earlier studies and these variables are also identified as motivators in this report. Some factors taken into account in this study have demonstrated their important role in deciding whether to stay in alternative accommodation over traditional hotels. Factors are similar to their purpose and thus alternative providers of accommodation should maintain such alternatives and create a competitive appeal between

themselves, with adequate facilities for sustainable development and the need
for time to remain intact.

The results of the study considered the existence of four factors that affect the
motivation of the tourists and the decision that lead to choices for alternative
accommodations, including apartments for services and guest houses
including Bed&Breakfast and Homestay. These four factors are safe and
secure, cost-effectiveness services, local appeal and host and guest relation.
The only appeal that has emerged as a new feature, the availability of web
services and a justified price for services have emerged as the latest
dimensions. Marketers and entrepreneurs should work on the clean and stable
area of their goods in order to improve the stays of visitors in alternate
lodging. Facilities such as wireless internet connectivity and a friendly
approach towards consumers must be offered at a highly affordable price. The
more satisfied the tourist, the more likely he or she is to visit again and
recommend these alternative destinations to others, is his or her image that
matches the expected image. The cumulative nature of the elements of all
explained factors should be focussed optimally on every element. This makes
it an exciting location to learn and develop development and market practises.

To conclude, it is necessary to notice that many leading experts in the
hospitality industry have analysed variables impacting the hotel selection and
decision-making method. Given the very competitive and increasing
increasing hospitality market, studies must be carried out in an significant
direction. In the selection method, more scholars concentrated on customer
preference rather than decision-making, which renders this topic more
relevant and challenging to measure because of its scope. Moreover, the
findings may be different due to cultural, religious and economic influences
that influence the various criteria for hotel preference. This is confirmed by
several regional analyses. However, various experiments on the subject have
shown that the characteristics discussed in the literature chart contain several
parallels. Much of the literature review journal analyses is analysed by the
study of the text. This analyses are the most thorough and structured way of
recording the topic of research that emphasises the main themes which affect
selection of hotels and decision making in this case. Second , the paper
presented explanations and quotes from the literature which provided insights
into a broad range of studies on a specific subject. Literature on the hospitality
sector provided a brief description of the theoretical landscape including a
Mean to End Principle, the hotel collection analysis and customer decision
making. We explored the definition of end theory in the theoretical sense of
the literature review, which addressed the guest as individuals motivated by a

particular purpose and who use a product and service for an end. In addition, this ensures that travellers profit from the same goods or facilities that visitors retain to satisfy their needs. The principle comprises of three major characteristics: price perceived, perceived cost and meaning perceived. Due to the service aspect that can always be measured and the vast variety of visitor items and facilities, the price perceived is complicated to analyse in the hospitality industry. Furthermore, quality perceived by a certain measurement of the good or service may be described as a customer. Quality viewed as a tradeoff between what the buyer gives up versus what he receives. In addition, the method of hotel selection is checked. This segment includes tracking of the characteristics of the hotel, the push and pull variables, visitor incentive, and the structure mechanism for hotel selection. Motivation for visitors is the first step in the whole process as the motivation behind the decision to travel is discovered at this point. The system for hotel selection addresses different phases of the hotel selection method such as review, collection, reservation and stays. Each phase is accompanied by its own process with various attributes. Also addressed are variations of characteristics that are also related to pull and push influences. Moreover, this paper-examined decision-making method relies on four key criteria, the most critical of which in consolidated studies were the literature review. These qualities can be personal and not mandatory for all customers, as already stated.

These influences have been identified across a variety of literature evaluated by colleagues and recurring observations in the literature discussed together. The most significant characteristics extracted from literature and compiled on the literature map were place, price, social media and service delivery. The place was primarily built as a guest and business owners attribute. The location of the guests played an important role owing to its principal characteristics such as accessibility to the environment of the resort, facilities , public transport and shopping to name a few. In addition , the price also has a major position, since customers are increasingly selective, particularly in the mid-scale hotel market, focused on prices. The establishment of competitive rates that all parties gain is therefore essential for the hotel. One of the main variables affecting hotel preference and playing an significant part in purchasing decisions is the essence of industry service quality. Social networking has had a very significant influence on the selection phase in the last decade and this is one of the attributes of literature, also one that plays an essential part in the process. Because of the massive growth of 356 per cent over the last 5 years, the position of social media and how it influences visitors when choosing to buy a product or service is important for hotels businesses to consider. The option between a hotel is very complicated for

many consumers since conventional methods of selection by sales agents and travel leaflets are now migrated to an online environment which offers consumers different factors, including online reviews, SEO and Online Travel Agent (OTA), to name a few. All of them have very comparative considerations which affect the final decision to buy a hotel stay.

Limitations

Because study is focused on the social and psychological conduct, thus there can be potential for prejudicial and little careless knowledge, when addressing questions that are representing in the examination and therefore in the understanding, which can not be literally ignored. Many times people refuse to express their true selves so that the survey oriented study is one of the big constraints. Taken sizes should have been greater in order to render the analysis more representative and real. Also the reports on the overall population of travellers and visitors in India could not be generalised. In the peak seasons, data for the survey were only gathered and could also have an impact on the outcome, thereby being a restriction. Money and time requirements were also one of the study's boundaries.

Recommendations for future Research

Although the research has some limits and clear goals, the purpose, motive and the method of decision-making could be integrated in other elements or a whole different component may be discussed in potential investigations. Further findings and further cold explanations of the same or related analysis may be interpreted by utilising sophisticated statistical instruments and techniques.

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