

Call For Participants



A Study On Firms' Intervention In An Online Consumer Review Site

30 min(s) to complete

Sincere Gratitude

Interview

Nottingham, UK

University of Nottingham

This study is about online consumer reviews (e.g. the ones on TripAdvisor, Booking.com, etc) and how a response from the hotel influences the service quality model. The researcher will collect data from three groups of actors which interact in this communication process (the reviewers, the potential tourists and the hotel management) and combine the answers to give a better understanding about how the review and its response affect the service quality model.

Find out more online

Poster printed on 29/04/2024 Study expires on 31/12/2017

More info

by scanning the QR code
or visiting the URL

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