THE INTERNATIONAL JOURNAL OF BUSINESS & MANAGEMENT

Effect of Post Purchase Evaluations on Guest Loyalty in Four and Five Star Hotels in Nairobi and Mombasa, Kenya

Elizabeth Ockeyoh Otieno
Lecturer, Department of Ecotourism, Hotel & Institution Management,
Maseno University, Kenya
Dr. Billy Indeche Wadongo
Lecturer, Department of Ecotourism, Hotel & Institution Management,
Maseno University, Kenya
Dr. Erick V. O. Fwaya
Lecturer, School of Hospitality, Tourism & Leisure Studies,
Masai Mara University, Kenya

Abstract:
Demand for quality hotel service has led to adoption of information and communication technologies. Guests' post purchase evaluation and loyalty further influence hotel performance, yet information on them is not well documented. The purpose of this study therefore was to establish the effect of post purchase evaluations on guest loyalty in 4- & 5-star hotels in Kenya. Concurrent triangulation design was employed. The population comprised of 3644 guests and 68 top managers in 4- and 5-star hotels in Nairobi and Mombasa where there ishighest concentration of the hotels as well as hotel bed space of 3644 based on the year 2015 bed occupancy rate calculated at 40% and 31% for Nairobi and Mombasa respectively. Krejcie and Morgan formula was used to determine a sample of 362 guests and top managers. This study employed multi - stage random sampling technique. Both questionnaires and interview schedules were used to collect data. Quantitative analysis revealed that post purchase evaluations had a significant effect (R^2=0.256. p=0.000) with Purchase importance having significant positive influence ($\beta1$= 0.120, p<0.05 while Service performance having insignificant positive influence ($\beta2$= 0.076, p>0.05); on guest loyalty. The study concluded that Post purchase evaluations had significant effecton guest loyalty the study recommended that stakeholders in the hotel industry should invest more on guests' post purchase evaluations since it significantly affects the guest's loyalty.

Keywords: Kenyan Hotel Industry, post purchase evaluation, loyalty,quantitative and qualitative study.

1. Background of the Study

`Post purchase evaluations play an important role in customers' repeat purchase decisions (Muggee, Hendrick, Scefferstein & Schoomans, 2010). The customers' tendency to replace their products and services depends on their experiences with, and feelings towards the old product or service (Muggee et al, 2010). Nonetheless, there is little information on the post- purchase evaluation experiences of guests in hotels including 4 and 5 star hotels in Kenya.

1.1. Objective of the Study

To establish the effect of post purchase evaluations on guest loyalty in 4 & 5 star hotels in Nairobi and Mombasa, Kenya

1.2. Theoretical Review

1.2.1. Post - Purchase Evaluations

Post - purchase evaluations have been described as comparisons that customers make during ownership of a product/service (Muggee et al, 2010). Muggee et al, (2010) have observed that post - purchase evaluations play an important role in replacement purchases and that consumers' tendency to replace the product/service they own by purchasing a new one depends on their experience with and feelings towards the old product or service. Fisher, Gardiald, Clemons, Wooodraff, Schumann and Burns (1994) established that throughout the consumption circle, from pre - purchase considerations of alternatives to choose consumption, customers evaluate products and services. Customers' post - purchase behavior refers to all behavior, positive or negative, that is generated from the purchase (Kotler, Amstrong, Saunders & Wong, 2003). Kotler et al, (2003) also established that cognitive dissonance, which is a buyer's thought shortly after a purchase, concerns whether the decision to purchase was right or wrong. They also observed that the outcome of evaluations can either be positive or negative.

The consumer decision-making process comprises the various steps a consumer passes through when making a purchase decision (Olshavsky and Granbois, 1979). This process encompasses all steps from the recognition of a need through the pre-purchase search for information about potential ways to satisfy the need, the evaluation of alternative options to the actual purchase and the post-purchase processes including experience and evaluation of the product.

Moreover, Sharma, (2014) observed that the theory of cognitive dissonance is important in analyzing the post-purchase behavior of consumers' experience and that it plays a role in many judgments, decisions and evaluations. Sharma, (2014) further observed that when an individual holds two or more elements of knowledge that are relevant to each other but inconsistent with one another, a state of discomfort is created. On the other hand, the cognitive theory by Sharma (2014) has however failed to establish whether the role that this theory has an influence on guest loyalty or not since post purchase evaluation should lead to some positive gain on the side of the organization which should in turn lead to guest loyalty. However, Gbadamosi (2009) observed that the state of discomfort which arises leads to a drive like-motivation to restore harmony by shifting beliefs to realign them with behavior. Lange et al, (2012) determined that consumer's intention to re-visit a web site and purchase from that website is directly related to the perceived level of flow. Lange et al, (2012) further noted that positive flow experienced in the online context influences attitude and behaviors among users and that the time people commit to social media suggests the presence of flow. The flow theory, however, has not addressed the importance of post purchase evaluation and its mediating effect on the social media and guest loyalty.

1.2.2. Guest Loyalty

Guest loyalty has been defined as the relationship between relative attitude towards an entity (brand/service/store/vendor) and patronage behavior, (Al-abdi, 2010). Al-abdi, (2010) also observed that, as a concept, customer loyalty can be conceptualized in different perspectives and with a wide variety of classifications. On the other hand, Kandampuly et al, (2000) have described a loyal customer as one who repurchases from the same service provider whenever possible and who continues to recommend or maintain a positive attitude towards the service provider. Guest loyalty has been defined differently by other researchers. Gremler and Brown (as cited in Caruana, 2002, p.813) defined loyalty as the degree to which a customer exhibits repeat purchasing behavior from a service provider, possess a positive attitudinal disposition toward the provider, and considers using only this provider when a need for this service exists. Likewise, loyalty has also been described as a combination of a deeply held commitment and repeat purchase behavior despite available alternatives that would allow for switching behavior. (Timothy L. Kenengham, Carly M. Frennea, Lerza Aksoy, Alexander Buoye and Vikas Mittal, 2005). Kandampuly et al, (2000) further established that there are two dimensions of customer loyalty: behavioral and attitudinal and that the behavioral dimension refers to a customer's behaviour on repeat purchases, indicating a preference for a brand or service over time while attitudinal dimensions refer to a customer's intention to repurchase and recommend. Kandampuliy et al (2000) recommended that both behavioral and attitudinal dimensions are good indicators of a loyal customer and that a customer who has the intention of repurchasing and recommending is very likely to remain with the company. A study by Dimitrades (2006) reported similar findings but established a composite perspective as a third dimension. This author suggested that the behavioral perspective (purchase loyalty) strictly looks at repeat purchase history, based on the customers' purchase history whereby the emphasis is on future actions.

Dimitrades, (2006) further noted that the attitudinal perspective, in contrast, allows gain in supplemental understanding of loyal behavior where customer loyalty is approached as an attitudinal construct. The author further suggested that attitude denotes the degree to which a customer's disposition towards a service is favorably inclined. The author posits that this inclination is affected by activities such as customers recommending service providers to others or commitment to re-patronize. The composite perspective might be considered as an alternative to affective loyalty since both attitude and behaviour in a loyalty definition arguably increase the predictive power of loyalty. Customer loyalty expresses an intended behavior related to the service or the company. This includes the following: the likelihood of future renewal of service contracts, how likely the customer is to provide positive word of mouth and the likelihood of the customers providing voice or to exit (Andreason and Lenderstad, 1998). Voice and exit are two feedback mechanisms where exit implies that the customer would stop buying the company's services while voice is the customer's complaint expressing their dissatisfaction directly to the company (Andreason et al, 1998).

1.2.3. Psychological Ownership Theory

Asatryan and Oh (2008) have applied Psychological Ownership Theory to explain why former guests are motivated to offer Word-of-mouth feedback. Asatran and Oh, (2008) noted that on one level, some customers develop feelings of connections with firms they are loyal to that manifest into a sense of ownership, as evidenced by the 'mine', 'my', 'our' language they use in their reviews. On the other hand, Mattila (2001) observed that in such circumstances, one would assume that a loyal guest would provide positive feedback to others, directing their negative feedback to management. Mattila, 2001 however further observed that, where no such loyalty exists, the motive to write either a negative or positive review may be a desire to control or influence the business indirectly by communicating with its future potential customers. Mattila, 2002 concluded that loyal consumers' motives in posting positive reviews on travel blogs are attempts to reward firms; the motives of non-loyal customers are purportedly based on the satisfaction of being helpful to other consumers. However, according to other authors, (Pierce, Kostova and Dirks 2003), the desire by the consumer to control through such communication may result in feelings of efficacy, intrinsic pleasure and extrinsic satisfaction in providing such advice to others. On the other hand, Reichheld,1996 observed that not only is the cost of retaining an existing customer less than the cost of acquiring a new customer but also existing customers cost is less to maintain than newly acquired customers.

1.2.4. The Social Identification Theory

The Social Identification Theory (SIT) has been used by ChunHoon Park and Young Gul Kim (2003) to explain the effect of brand personality and brand identification. Chunhoon et al, (2003) have described the theory as one where a person identifies himself/herself as a member of a society and an expression of identification with an organization. This theory is; however, organization based on brand loyalty and fails to identify how customers can benefit from an organization through social interaction and identification with an organization. This theory was also applied on an organization by Ashworth and Mael, (2010) who established that people tend to classify themselves and others into various social categories e.g. organizational membership, religious affiliation, gender and age cohort. Ashworth et al, (2010) further observed that people may be classified in various categories and different individuals may utilize different categorization schemas.

1.3. Empirical Review on Guests' Post Purchase Evaluations and Loyalty

Thurau and Klee (1997) established that, besides satisfaction and overall quality perception, the customers' evaluation of the relationship with a company also impacts on customer loyalty. Garbarino and Johnson (1999) observed that, although there are many empirical studies on evaluations such as perceived service quality or customer satisfaction, no studies have examined how evaluations might vary for customers who have a strong or weak relational bond to a firm. Garbarino and Johnson (1999) further established that those customers with strong relationships not only have higher levels of trust and commitment but also that trust and commitment become central in their attitude and belief structures. Cho, Im, Hiltz and Fjermested (2002) conducted a study that aimed at investigating the effects of post-purchase evaluation factors on propensity to complain in the online versus offline-shopping environment. Such factors included degree of customer dissatisfaction, importance of the purchase, perceived benefits/costs from complaining, personal characteristics and situational influences. Cho et al (2002) further observed that these factors are crucial for customers and that they would determine their decision on whether to make a repeat purchase or not and that there are different impacts of post-purchase evaluation factors on propensity to complain in the online versus offline shopping environments. This suggests that propensity to complain influenced the customers' repeat purchase intention both in online and offline shopping environments.

Moreover, Bolton, Kannan, and Bramlett, (2000) found that members in loyalty reward programs over look a negative evaluation of the company vis-a` -vis its competitors in their re-patronage decisions, suggesting that in a competitive industry like the service industry, all evaluations by guests are important since the improvement of services by the organizations will be influenced by the comments by the guests. Likewise, Gerpott, Rams and Schindler (2001) analyzed a two-stage model where overall customer satisfaction has a significant impact on customer loyalty.

Bertrand et al, (1987) observed that the urgings have been especially prominent in the growing body of practitioner literature relating to quality, customer satisfaction, and customer service. Bertrand et al (1987) further argued that American businesses' ability to compete internationally, and specifically to create what is valued by the consumer, requires knowing how consumers use and evaluate products after purchase.

On the other hand, Rosenbloom, (2002) observed that the collapse of large numbers of dot-com companies required managers, who felt that the Internet had changed everything, to relearn that profits indeed do matter. Rosenbloom, (2002) further observed that the traditional laws of marketing were not rescinded with the arrival of the e-commerce era but that organizations not only need to attract new customers, but also must retain them to ensure profitable repeat business. Additionally, Rosenbloom, (2002) also observed that in several industries, the high cost of acquiring customers renders many customer relationships unprofitable during early years.

1.4. Research Design

This study used the concurrent triangulation research strategy which combines qualitative and quantitative research approach that involves administering interviews and questionnaires to both guests and managers over the two different phases of the study. The population comprised of 3644 guests and 68 top managers in 4 and 5 star hotels in Nairobi and Mombasa where there are highest concentration of the hotels as well as hotel bed space of 3644 based on the year 2015 bed occupancy rate calculated at 40% and 31% for Nairobi and Mombasa respectively. Krejcie and Morgan (1970) formula was used to determine a sample of 362 guests and top managers. This study employed multi - stage random sampling technique. Both questionnaires and interview schedules were used to collect data

1.4.1. Concurrent Triangulation Research Approach

Concurrent triangulation research approach combines qualitative and quantitative approaches where there are two concurrent data collection phases (Terrell, S. 2011). Terrell, (2011) further explains that in the above approach, data is integrated during the interpretation phase where either a lack of convergence or convergence may occur and that this strengthens the knowledge claims. Terrell, (2011) also notes that data integration can also occur during analysis and that priority should be equal but can be given to either approach. Concurrent triangulation has been described as the most common and well-known approach to mixing methods by other researchers (Creswell, Plano Clark, et al., 2003). According to Morse,1991, p.122, the purpose of this design is to obtain different but complementary data on the same topic to best understand the research problem in order bring together the differing strengths and non – overlapping weaknesses of quantitative methods (large sample size, trends, generalization) with those of qualitative methods (small N, details, in depth), Patton, (1990).

Concurrent triangulation design and its underlying purpose of converging different methods has been discussed extensively in the literature by Jick, 1979; Brewer & Hunter, 1989 and Greene et al., 1989). These authors established that

this design is used when a researcher wants to directly compare and contrast quantitative statistical results with qualitative findings or to validate or expand quantitative results with qualitative data with a primarily purpose for confirmation, corroboration or cross-validation within a single study.

<u>1.4.2. Model Specification</u>
The model for the study was as follows:
$$Y = \beta_0 + \beta_1 X_{1i} + \beta_2 X_{2i} + \beta_3 X_{3i} + \epsilon_i \quad \text{...(3.1)}$$
Where:
Y- Guest loyalty
$\beta_0, \beta_1, \beta_2, \beta_3$-
X_{1i}-Purchase Importance for
X_{2i}- Service performance
X_{3i}- Information sharing
ϵ_i–error term

1.5. Guests' Post Purchase Evaluation Responses
In order to analyze the data set, principle component analysis was used, (See Table 1 below). Principal components analysis (also known as empirical orthogonal function analysis) is a multivariate data analysis technique that is employed to reduce the dimensionality of large data sets and simplify the representation of the data field under consideration, (Jill S.M. Coleman, 2012) and Mishra Sarkar, U., Taraphder, S., Datta, S., Swain D., and Saikham R et al (2017). Coleman, (2012) further noted that (PCA) is used to understand the interdependencies among variables and trim down the redundant (or significantly correlated) variables that are measuring the same construct. Principle Component Analysis is a statistical technique used to examine the interrelations among a set of variables in order to identify the underlying structure of those variables. Colman, (2012) further describes it as a non-parametric analysis whose answer is unique and independent of any hypothesis about data distribution. Likewise, PCA is suitable for a data set with a large number of variables and the higher the loadings, the more important the variables. The variables in Table 1 have been compressed into three components in order to explain the variation in each one of them.

	Principal components		
	1	2	3
a) The service I received from the hotel meant a lot to me	.119	.212	.850
b) The purchase was very important to me	.120	.143	.895
c) The purchase was very relevant to me	.040	.242	.820
d) I would consider purchasing from the same service provider again	.123	.441	.695
e) I think that the hotel should repair the services (for unsatisfactory services)	.116	.439	.173
f) The benefits I get from using the services of my hotel are important to me	.123	.703	.425
g) I will tell other people about my good experience with this hotel	.126	.793	.373
h) I have experienced satisfaction with the services of this hotel	.099	.795	.336
i) I like the hotel's use of social media to communicate with their guests after check out	.388	.739	.113
j) The hotel uses the social media to communicate with their guests after check-out from the hotel	.417	.637	.012
k) I will use the social media to communicate to this hotel about my purchase experience	.674	.466	.018
l) I will use the social media to evaluate my experience of the services I get from the hotel	.687	.446	.061
m) I will make my future bookings to this hotel through the social media	.795	.251	.065
n) I will tell to my friends to choose this hotel through the social media	.869	.120	.079
o) I will increase the awareness of this hotel through the social media	.902	.105	.110
p) I will share the information about this hotel through the social media	.880	.133	.128
q) I will share my opinions and attitude about this hotel to other people through the social media	.847	.094	.137

Table 1: Principal Component Analysis of GUESTS' Post- Purchase Evaluation Statement

In Table 1 above, the exploratory factor analysis using principal component extraction was conducted with the tested variables that asked the hotel guests about their perceptions on post purchase evaluation of the hotel. The sample in this study consisted of an appropriate size for factor analysis according to Coleman, (2012). The sample suitability for the analysis was assessed by resulting correlation matrix and using Kaiser –Meyer Olkin (KMC) measure of sampling adequacy with scores of .920 which falls into the meritorious category. The suitability for factor analysis was also evaluated using Bartlett's Test of Sphericity whose result was significant at 0.001 (approximate chi-square = 7447.428). This means that the items were sufficient for factor analysis.

From PCA above, three components, emerged from the trend of the guests' responses and these were as follows: In component 1, there is use of social media for communication (represented in yellow), in component 2, there is social media experience (represented in green) and component 3, post purchase evaluation (represented in blue). Use of social media for communication is shared by other respondents from the green column who also used the social media for communication and had social media experience as well. Likewise, post purchase evaluation was equally shared by those who had an experience with social media. The total variance of the three components has been explained on Table 2. In component 1, the highest loading is at .902% while component 2 had the highest loading of .795% with component 3 with the highest loading of .895%. This implies that the variables in component 1 were more important to the guests followed by those in component 3 and lastly by those in component 2. These results purport that use of the social media was more important to the guests than other forms of communication.

These findings can be compared with the social exchange theory by Emerson, (1976) which explains how human beings relate to instances which do not have a cost benefit reward. The theory states that individuals engage in behaviors they find rewarding and avoid behaviors that have too high a cost. In other words, all social behavior is based on each actor's subjective assessment of the cost-benefit of contributing to a social exchange.

2. A Scree Plot Graph on Eigen-Values and Factor Loading Scores on Guests' Post Purchase Evaluation.

This study further sort to find out the factor loading scores on guests' post purchase evaluation by using a scree plot with Eigen values. A Scree plot shows the variance that is associated with each factor. This plot is used to determine how many factors should be kept. Typically, the plot shows a distinct break between the steep slope of the large factors and the gradual trailing of the rest (See fig. 2below)). The values used in this case of analysis was to extract scores whose Eigen-values were greater than 1. The scree plot below shows Eigen-value and the variable factor loading scores on the graph (Fig. 2.0).
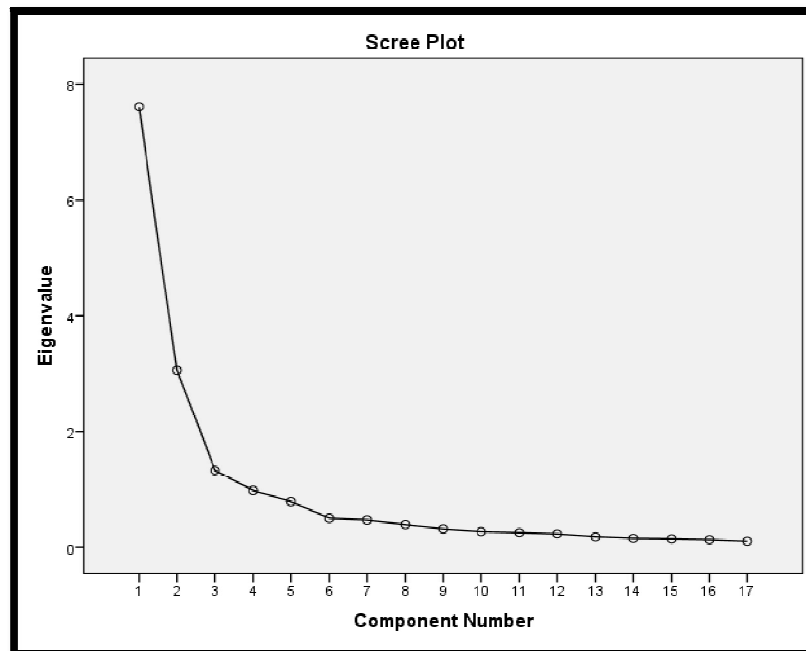

Figure 1: The Components on Post Purchase Evaluation and
Their Eigen-Values

The scree plot above shows that the number of components that can be chosen out of the 17 variables is three (3). The first component explains 29.6 % of total variance and all the three components cumulatively explain 70 % of total variance. The values of Figure 1 have been further explained in Table 2 below which shows the total variance of the components.

Total Variance Explained						
Componen t	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.612	44.778	44.778	5.044	29.670	29.670
2	3.060	17.997	62.775	3.747	22.041	51.712
3	1.335	7.854	70.629	3.216	18.917	70.629
4	.984	5.789	76.417			
5	.793	4.665	81.082			
6	.510	2.999	84.080			
7	.481	2.828	86.909			
8	.400	2.352	89.261			
9	.325	1.913	91.174			
10	.276	1.626	92.800			
11	.259	1.522	94.323			
12	.236	1.391	95.714			
13	.185	1.086	96.800			
14	.158	.928	97.728			
15	.148	.869	98.597			
16	.133	.781	99.378			
17	.106	.622	100.000			

Table 2: The Components with Total Variance Explained
Extraction Method: Principal Component Analysis

The results above show the total variance as well as explains the components that were retained and further explains that only components whose Eigen-values were greater than 1 were retained. The total variance for the three components above has been explained as follows: 3 components contain a cumulative total of 70.629% of the total variation variables with as many components as the original input variables. Component 1 explains 29.670% of the variation, component.

Question Item	1	2	3
a) The service I received from the hotel meant a lot to me	0.119	0.212	0.85
b) The purchase was very important to me	0.12	0.143	0.895
c) The purchase was very relevant to me	0.04	0.242	0.82
d) I would consider purchasing from the same service provider again	0.123	0.441	0.695
e) I think that the hotel should repair the services (for unsatisfactory services)	0.116	0.439	0.173
f) The benefits I get from using the services of my hotel are important to me	0.123	0.703	0.425
g) I will tell other people about my good experience with this hotel	0.126	0.793	0.373
h) I have experienced satisfaction with the services of this hotel	0.099	0.795	0.336
i) I like the hotel's use of social media to communicate with their guests after check out	0.388	0.739	0.113
j) The hotel uses the social media to communicate with their guests after check-out from the hotel	0.417	0.637	0.012
k) I will use the social media to communicate to this hotel about my purchase experience	0.674	0.466	0.018
l) I will use the social media to evaluate my experience of the services I get from the hotel	0.687	0.446	0.061
m) I will make my future bookings to this hotel through the social media	0.795	0.251	0.065
n) I will tell to my friends to choose this hotel through the social media	0.869	0.12	0.079
o) I will increase the awareness of this hotel through the social media	0.902	0.105	0.11
p) I will share the information about this hotel through the social media	0.88	0.133	0.128
q) I will share my opinions and attitude about this hotel to other people through the social media	0.847	0.094	0.137

Table 3: The Rotated Components That Were Extracted from Post Purchase Evaluation Components.

These results were obtained by using factor analysis rotation which was done by using Varimax Kaiser method. Varimax Kaiser method is an orthogonal rotation that minimizes the number of variables that have high loadings on each factor thereby simplifying the interpretation of the factors, Field, A. P, (2005). Field, (2005) further noted that rotation maximizes the loading of each variable on one of the extracted factors whilst minimizing the loading on all other factors by working through changing the absolute values of variables whilst keeping their differential values constant.

These results revealed that the first component loads heavily on items k to q and mostly on social at 0.902 (Future use of social media after post purchase evaluation). The second component loads more on items f to j which were more anchored on satisfaction with services and partly on use of social media on communication after utilizing services (post purchase and intends to use social media to promote….). The third component loads mostly on items a to c and basically on satisfaction with services only (post purchase evaluation self) while Item 'e' appears not to be consistent with other items. These results therefore show that the guests expressed their willingness to continue use the social media in the future for communicating with hotels after evaluating their post purchase experience.

3. Regression Results for Post Purchase Evaluations on Guest Loyalty

This study sought to establish the effect of post purchase evaluations on guest loyalty in 4 & 5 star hotels in Nairobi and Mombasa, Kenya. The output for the model that tested the effect of post purchase evaluations on guest loyalty in 4 & 5 star hotels in Nairobi and Mombasa, Kenya was as per Table 4 below:

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.506[a]	.256	.250	.860	.256	41.098	3	358	.000

Table 4: Model Summary
a. Predictors: (Constant), IS, PI, SP

From Table 4 above, the coefficient of determination, (R^2= 0.256, p=0.000). Hence, 25.6% guest loyalty is explained by post purchase evaluation and the effect is significant. This implies that post purchase evaluation has a significant effect on guest loyalty. This means that whenever the hotels' management invests in post purchase evaluation then there would be a significant effect on guest loyalty.

Post purchase evaluation was measured by Purchase Importance, Service Performance and Information Sharing as independent variables while guest loyalty was the dependent variable. The regression results were as per the Table 5 below:

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.321	.207		6.388	.000		
PI	.121	.056	.120	2.170	.031	.677	1.477
SP	.070	.052	.076	1.335	.183	.646	1.549
IS	.359	.044	.410	8.175	.000	.825	1.212

Table 5: Regression Results

Results from the above analysis in table one show clearly that purchase importance had a significant positive influence on guest loyalty (β_1= 0.120, p<0.05). This implies that whenever there is a unit standard increase in purchase importance then this would lead to 0.120 increase in guest loyalty. This therefore implies that whenever the hotels increase the investment on purchase importance then their guest loyalty would have some slight improvement.

Service performance had an insignificant positive influence on quest loyalty (β_2= 0.076, p>0.05). This implies that a unit standard increase in service performance would lead to an increase in guest loyalty even though the influence is not significant. This therefore means that whenever the hotels' management monitors service performance then there would be a minimal insignificant influence on guest loyalty.

Information sharing had a significant positive influence on guest loyalty (β_3= 0.410, p<0.05). This implies that a unit standard increase in information sharing would lead to a 0.410 increase in guest loyalty. This means that whenever the hotel management invests more on information sharing then there would be considerable increase in guest loyalty.

The finding that post purchase evaluation has a significant effect on guests' loyalty supports those of Muggee *et al*, (2010) who observed that post - purchase evaluations play an important role in replacement of purchases and that consumers' tendency to replace the product/service they own by purchasing a new one depends on their experience with and feelings towards the old product or service.

This finding further agrees with Sharma, 2014 who observed that the theory of cognitive dissonance is important in analyzing the post - purchase behavior of consumers' experience and that it plays a role in many judgments, decisions and evaluations. The above results further support the findings by Lange et al, (2012) who determined that consumer's intention to re-visit a web site and purchase from that website is directly related to the perceived level of flow. Lange et al (2012) noted that positive flow experienced in the online context influences attitude and behaviors among users and that the time people commit to social media suggests the presence of the above flow.

4. Conclusions and Recommendation

The study established that post purchase evaluation had a significant effect on guests' loyalty. The null hypothesis for this objective stated that post purchase evaluations do not have a significant effect on guest loyalty in 4 and 5 star hotels in Nairobi and Mombasa, Kenya. Based on this finding, the study concluded by not accepting the null hypothesis.

Based on the conclusion of the study that Post purchase evaluations had a significant effect on guest loyalty in 4 & 5 star hotels in Nairobi and Mombasa, Kenya, the study recommends that stakeholders in the hotel industry should invest more of their resources on guests' post purchase evaluations since it positively affects the level of guests' loyalty. This would directly impact on the hotel growth since most guests would prefer revisits.

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