

**IMPACT OF ONLINE MARKETING ON PURCHASE INTENTIONS IN THE HOTEL  
INDUSTRY: A CASE STUDY OF HILTON AND SAROVA STANLEY HOTEL**

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**BHHM/004/2012**

**A REPORT SUBMITTED IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR  
THE AWARD OF BACHELORS' DEGREE IN HOTEL AND HOSPITALITY  
MANAGEMENT, SCHOOL OF TOURISM AND NATURAL RESOURCES,  
DEPARTMENT OF TOURISM AND HOSPITALITY MANAGEMENT), MAASAI  
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**JULY, 2015**

## **ABSTRACT.**

The main objective of this study will be to evaluate the impact of online marketing on purchase intentions in hotels in Nairobi. Specific objectives are: To analyze social media marketing and their impact on purchase intentions in hotels, to explore use of online travel agents and its impact on purchase intentions in hotels and to investigate websites impact on purchase intentions in hotels.

In order to achieve these objectives, this research will use a descriptive research design. It will involve systematic collection and analysis of data in order to answer questions or test hypothesis.

The study Based on the findings of this study, it is concluded that the use of online marketing can positively impact on purchase intentions. Thus, from the findings of this study, it was concluded that hotels can enhance guest purchase intentions through online marketing.