Hospitality in a possible virtual context: evaluation of the sites of accommodation booking

Hotelaria em um possível contexto virtual: avaliação dos locais de alojamento reserva

DOI: 10.55905/ijsmtv9n6-028

Recebimento dos originais: 06/10/2023
Aceitação para publicação: 12/11/2023

Hamilton Pozo
Post Doctor and PhD in Business Administration
Institution: Faculdade Estadual de Tecnologia de Santos - Rubens Lara
Address: Rua Senador Feijó, 350, Santos - SP
E-mail: hprbrazil@hotmail.com
Orcid: https://orcid.org/0000-0001-7990-5010

Thames Richard Silva
Doctor in Production Engineering
Institution: Faculdade Estadual de Tecnologia de Santos - Rubens Lara
Address: Rua Senador Feijó, 350, Santos - SP
E-mail: Thames.silva01@fatec.sp.gov.br
Orcid: https://orcid.org/0000-0003-3303-2765

Fábio Emmerich de Souza Mossini
Doctor in Psychology and Educational Science
Institution: Faculdade Estadual de Tecnologia de Santos - Rubens Lara
Address: Rua Senador Feijó, 350, Santos - SP
E-mail: fabio.mossini@fatec.sp.gov.br
Orcid: https://orcid.org/0000-0002-9633-5133

Luciana Maria Guimarães
Doctor in Chemical Engineering
Institution: Faculdade Estadual de Tecnologia de Santos - Rubens Lara
Address: Rua Senador Feijó, 350, Santos - SP
E-mail: luciana.guimaraes4@fatec.sp.gov.br
Orcid: https://orcid.org/0009-0005-6142-6579

ABSTRACT
This research aims to identify whether the site, on consumer sentiment, is considered more hospitable when seeking and making a reservation of hosting means virtually. E-commerce is presented as a new form of sales using as a tool the web. For this type of trade comes a new consumer, a prosumer, who, besides the autonomy and convenience to achieve prices and purchasing research, seeks to be well attended to and satisfy that
consumer experience. Hospitality is a constituent part of this process, particularly by the trader, because it is human relations, building commitment ties, feelings of satisfaction, and recognition before the other. The method used is a qualitative and quantitative approach, exploratory. Using Bardin's content analysis technique, we used the software SPSS and qualitative data to analyze the collected quantitative data. The results suggest that among the analyzed sites, there is a search application of hospitality elements to maintain its position in the market segment.

**Keywords:** e-commerce, hospitality, sites of accommodation booking.

### RESUMO
Esta pesquisa visa identificar se o site, no sentimento do consumidor, é considerado mais hospitaleiro quando se busca e faz uma reserva de meios de hospedagem virtualmente. O comércio eletrônico é apresentado como uma nova forma de vendas usando como uma ferramenta a web. Para esse tipo de comércio vem um novo consumidor, um prosumidor, que, além da autonomia e comodidade para conseguir preços e pesquisas de compras, busca ser bem atendido e satisfazer essa experiência do consumidor. A hospitalidade é uma parte constituinte deste processo, particularmente pelo comerciante, porque é relações humanas, construindo laços de compromisso, sentimentos de satisfação e reconhecimento diante do outro. O método utilizado é uma abordagem qualitativa e quantitativa, exploratória. Utilizando a técnica de análise de conteúdo de Bardin, utilizamos o software SPSS e dados qualitativos para analisar os dados quantitativos coletados. Os resultados sugerem que, entre os sites analisados, há uma aplicação de busca de elementos hospitalares para manter sua posição no segmento de mercado.

**Palavras-chave:** e-commerce, hospitalidade, locais de reserva de alojamento.

### 1 INTRODUCTION
The main objective of the research is identifying the site; consumer opinion is considered more hospitable when seeking and making a reservation of hosting means virtually. Also, the study sought to:

a) Verify how consumers assess the following categories: appearance and hospitality of the site, the marketing of products and services, and after-sales sites in the lodging facilities.

b) The four categories were analyzed to identify which one had the most influence at the time of making the reservation and
c) By analyzing the categories, finding what booking site hosting means presents better results about the hospitality at the time of execution of the reserve means of accommodation.

The direct sales channel showed the first half of 2018 a backdrop of US $ 23.5 billion in trading volume, placing Brazil in fifth place in the ranking of the World Federation of Direct Selling Associations (WFDSA, 2018).

Over the past four years, the segment recorded a growth of 6.7%; the cosmetics and toiletries sector accounts for 84.1% of direct sales in Brazil, followed by products for the person's welfare as Articles home with 6.7%, durable goods with 4.1% and 3.4%, for clothes and accessories (ABEVD, 2018).

For Stone (1992), Direct Marketing has aspects such as interactivity by providing individualized communication between the company and the existing client and with the potential customer in direct sales trading. It facilitates contact with consumers because it knows their purchasing features, maximizing the consumer's perception of getting a personalized service. Yet, use one or more media, as professionals have been a synergy between the media, realizing that their combination is more effective than using one. He has a "measured response" since all that is done can be measured, since the costs to its profit. In addition, every transaction can be carried out regardless of location, phone use, a kiosk, the post office, or personal visits (Stone, 1992). Kotler and Armstrong (2003) teach that there are various forms of direct marketing, including quote:

1. Personal Sales - occur outside of the fixed goodwill, which, in its definition, establishes consumer products marketing system and services based on personal contact between seller and buyer (ABEVD, 2015). This sales segment is divided into types: a) door to door or door to door - so that negotiations happen, the dealer must go to the user meeting for the demonstration of products for sale; b) catalog/magazine - the interaction with the consumer is carried out through the supply of products by photograph, description, and price.

2. Patypain - the interaction occurs through the meeting between the retailer and consumers in the default location to demonstrate the products.
3. Telemarketing - principally through sale brokering the handset. The dealer can take an active role by contacting the consumer or develop a passive role, waiting for the phone contact.

4. Direct mail - consists of sending an advertisement of products or services to specific addresses. Kotler (2003) consists of an impersonal letter for a list of names and addresses to reach up to 2% of answers.

5. Catalog Marketing - companies send to address previously selected one or more catalogs, with the description of its products, in general, focusing on its entire production line. These catalogs can be in print or electronic format (CD, video, or online) (Kotler, 2003).

6. Telemarketing - this selling arrangement is also used to support the phone, but, according to Kotler (2003), with different applicability: a) interactive advertising: companies use commercial television networks, 60 or 120 seconds, for the exposure of your product persuasively combined with the availability of phone numbers, toll-free, to carry out the request. This type of sale can also be presented in advertising programs that last an average of 30 minutes called infomercials. These programs promote only one product; b) channels or telecall programs are programs or television channels entirely dedicated to selling goods and services. Some of these channel’s broadcast during the 24 hours, every day of the week. The program is generally inspiring, and their presenters greet viewers with good taste and purchase products that are available at great discounts (bought on sale by the channel). Viewers call a toll-free number to make the request, and on the other side of the line, several operators using computer terminals perform the buying process.

7. Multimedia terminals or kiosks are machines designed for sale, available to a significant flow of local people. According to Stone (1992), the advantage of the kiosk is convenience, as it requires only a bright spot in shops or supermarkets to promote and sell the product.

8. Online Marketing: is accomplished through interactive systems of online computers that connect consumers with sellers electronically "(Kotler and Earmanstrong, 1999)."
Based on this context, online sales, specifically those targeting lodging facility reservations, are carried out through the specialized sites in this follow-up. As the guiding question of the study, we have: Of the best-known areas of lodging facilities, a reservation has elements that make it more hospitable for the search and realization of reservation by the consumer.

Qualitative and quantitative research approaches have been developed as the purpose was held in an area with little systematization and reduced knowledge and, just by its nature poll, does not apply hypotheses (Vergara, 2003). It grows in a sector of Distance Education at a private university in São Paulo-SP, Brazil.

The rationale for developing this research lies in the e-commerce growth and the half of reserves hosting an overgrowing segment for leisure or business tourism.

Because it is the way to buy it dependent on the knowledge and technological skills of those looking for this product, it is necessary to investigate the hospitality of the virtual environment that sites have through facilitating elements to ensure the effectiveness of the reservation by the customer and end with satisfaction shopping experience online. The result shows that among the analyzed sites, the search application of hospitality elements as competitive.

2 THEORETICAL FRAMEWORK

The spread of e-commerce brings new ways of acquiring a product or service, revolutionizing consumer habits and relationships established in the commercial environment. People interact in a cyber virtual space, researching products and services, making surveys of prices, and being guided by the opinions of other consumers. The entire purchasing process uses the Internet due to the comfort, convenience, and costs more affordable.

E-commerce is an attractive business model since, according to the Nielsen Company (2015), only in November 2015, the number of Brazilian visitors who visited shopping sites on Black Friday more than doubled; approximately 10 million people accessed retail locations. Currently, Nielsen IBOPE has a daily audience of the Brazilian shopping sites based on a Net View survey; since 2000, it announced to the market the
monthly Internet audience in Brazil and, since October 2014, introduced the consolidation of data daily audience of Brazilian Internet (Nielsen company, 2015, p. 1).

The E-bit is also active in the Brazilian market since 2000 when it began monitoring the digital evolution in Brazilian sites. In partnership with the “Buscapé” Company, publishes Web Shoppers report semiannually, disclosing all consolidated information of Brazilian e-commerce. Obtaining such data is performed daily utilizing a computerized system in which, for the purchase, the customer is asked to answer a questionnaire. The entire purchasing process is monitored, and after delivery, the customer receives a new questionnaire by e-mail to be answered by performing the after-sales stage. This assessment available to the consumer purchase of the site allows the classification of the seller regarding the safety of the purchase, meeting delivery deadlines, and attendance, among other things, increasing the site's level of confidence. Approximately 21,000 online retailers use the E-bit services.

According to the advice Data A.T. Kearney (2015), responsible for the global retail e-commerce index, between 2014 and 2015, Brazil lost its 7th to 21st position in the ranking of 30 countries with the highest attractiveness of electronic commerce. In 2014, the digital retail grew 18%, reaching 13 billion dollars. But despite the crisis, this market presents growth prospects of 20%. The concentration of the electronic market has its more significant participation in the country's southeastern region. Home appliances and mobile telephony are the product categories with more significant growth prospects.

On the other hand, market growth is the improvement of the quality of products and services offered by companies because consumers, when facing any consumer problem, are not in direct support of after-sales services (SAC, technical assistance, etc.), and it is necessary to resort to consumer protection agencies or even to justice.

2.1 PROSUMER: THE NEW CONSUMER

Brazil has the 5th world digital population with 84 million users per month, behind Japan (4th place), India (3rd place), the United States (2nd place) and China (1st place), which are among the Latin American countries, Brazil is in 1st place (Vieira, 2015). And it is in this scenario that there is a new way to consume - prosumer - and a new kind of consumer - prosumer. It is noteworthy that for Ritzer (2010), this phenomenon is not
recent, as farmers medieval already consuming their production, that is, were involved in
the concept of co-creation. In their studies, the author explains that the prosumer image
has been used in various forms lacking a more systematic analysis rather than
centralization in the production or consumption, and even in a different way to consume.

The term prosumer surged in the 1980s, in work The third wave of Alvim Toffler, to
provide an understanding of that consumer has the option to produce their role in
consumer products of their complex life between work and housing and, Currently,
aggregate to their great interest and interactivity with new technologies - internet, social
networking, innovation processes and global markets among others (Gerhardt, 2008). At
the time, Alvim Toffler presented to justify the requirement for customization of products
and services and what happened through the popularization of "do it yourself" (Motta,
Batista, 2013).

Motta and Batista (2013) explain that consumers have become more independent,
solving their problems with more savings and convenience without needing third-party
services. In 1983, under a similar perspective, George Ritzer published an article,
McDonaldization of Society in using this metaphor to make an analysis of contemporary
American society, governed by rationality, quickly and efficiently, like the process used
by the fast-food McDonalds the production and sale of its products (Ritzer, 1983).

The author discusses a critical issue to producing goods and services since the
prosumer is very enticed due to its rationalization, featuring many advantages for
businesses, but on the other hand, putting them at risk for its many aspects considered
irrational. Ritzer (1983) states that prosumer can be understood as the irrationality of
rationality, assuming a position that deserves wide discussion to affect the replacement
of humans by humans not because of its unpredictability in the actions. Corroborating the
author Giglio (. 1996, p 156) explains that:

... The purchase is the time to value exchange when two parties negotiate to
satisfy their expectations. This point implies that the present situation of the
two parties is the factor that determines the purchase mode.

That's why the service is of critical attention to the consumer, it is this process that
comes with the elements that favor reliability, responsiveness, empathy, and security
And yet, relationship strategies are essential in influencing purchasing decisions to promote consumer satisfaction, retention, and loyalty (Kotler, Armstrong, 2007).

The prosumer is a significant customer for the success or failure of a shopping website. According to Daquila (2015), it influences consumer trends, innovations, or creations of goods and services, evaluates, and posts their purchase and consumption experience on social networks, impacting other prosumers. Therefore, according to Kotler (2010), prosumers are another market segment, and traders should understand and serve your needs. The author claims that the purpose of trade is not to protect the exchange system but instead act as a facilitator of human satisfaction since it is an invention of human beings, and their survival depends on this satisfaction.

2.2 THE HOSPITALITY AND THE VIRTUAL WORLD

Hospitality is presented by many definitions, relating hosts and guests through their interactions. Lugosi (2008) explains that many scholars seek to understand this activity in social and commercial matters. Citing scholars such as Brotherton, Lashley, and Telfer plaintiffs claim that besides the house, providing food and drink, and entertainment, hospitality is based on the human relationship, the exchange of experiences, contact, and social interaction.

To complete the analysis of Lugosi (2008), Dencker (2007) states that the human being has the characteristic of sociability; he needs the other to establish the exchange process of acceptance and coexistence. It also emphasizes the isolation of an individual’s undermined relationships through solidarity interruption, resulting in a reduced commitment to social and commercial ties.

In this context exposed by Dencker (2007), an analysis of the present social bias and the commercial aspect is necessary because, in this period, many activities take place in the virtual space, forcing individuals to support their interactions through another conformation.

It is noticed that, increasingly, the internet is responsible for the interconnection of millions of people. It is considered that it approaches and facilitates relations, but there
are contrary opinions about this "approach" since hospitality is based on the gathering of individuals.

In Lashley's (2004, p. 21) view, hospitality "suggests, first, that this is fundamentally the relationship built between host and guest," and its efficiency is focused on the feeling of generosity and genuine intent to please, recognizing the guest as an individual.

In an interview with Raynal (2013, p. 147), Anne Gotman reports that ... domestic hospitality, since the beginning of modernity, has been gradually replaced by urban and virtual hospitality, but points out that ... did not disappear the hospitality rituals or the codes on which they rest; They changed. Thus, it is observed that the way consumers interact with products and services offered in a virtual environment, mainly by the websites, is maintained. Still, the way this interaction occurs nonetheless influences the analysis of commercial hospitality in the virtual environment. In this regard, Camargo (. 2004, p 51) warns that:

Suppose we are interested in creating a style of hospitality. In that case, we will have to think of a continuum between the domestic and the public style of hospitality that moves naturally to the professional and virtual style.

3 METHODOLOGICAL PROCEDURES

The method used was qualitative-quantitative, and the quantitative approach to research included a field survey which was administered a structured questionnaire based on the Likert scale, which, according to Günter (2003), is the most suitable for the measurement of science social, particularly in surveys that seek opinions, assessments, and attitudes towards certain phenomenon. Thus, for this study, we adopted this scale, with the five answer choices: (1) Strongly disagree; (2) Disagree; (3) Indifferent; (4) Agree; (5) agree, for evaluation of the proposed alternatives. The questionnaire presents 68 statements distributed in the following categories: a) Use booking sites lodging facilities; b) Appearance and hospitality of the site; c) Marketing; and d) post-sales, see Table 1, below.
Table 1 - aspects that influence the buying decision in mid-hosting sites.

<table>
<thead>
<tr>
<th>CATEGORIES</th>
<th>ASPECTS</th>
<th>VARIABLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use</td>
<td>Frequency of use for reservation / hosting search</td>
<td>P1-1</td>
</tr>
<tr>
<td></td>
<td>Execution of lodging reservation</td>
<td>P5-1</td>
</tr>
<tr>
<td>Appearance</td>
<td>Friendly/welcoming appearance.</td>
<td>P1-2</td>
</tr>
<tr>
<td></td>
<td>Facility providing navigation feeling host</td>
<td>P5-2</td>
</tr>
<tr>
<td></td>
<td>Agility in loading images and sense of personalized service</td>
<td>P9-2</td>
</tr>
<tr>
<td></td>
<td>Visual site pollution</td>
<td>P13-2</td>
</tr>
<tr>
<td></td>
<td>Chase advertisements</td>
<td>P17-2</td>
</tr>
<tr>
<td></td>
<td>Improvements possibility Appearance</td>
<td>P21-2</td>
</tr>
<tr>
<td>Commercialization</td>
<td>Financial aspect (prices, rates, payments)</td>
<td>P1-3</td>
</tr>
<tr>
<td></td>
<td>Transparency of information on the home page</td>
<td>P5-3</td>
</tr>
<tr>
<td></td>
<td>Offered promotions</td>
<td>P9-3</td>
</tr>
<tr>
<td></td>
<td>Trust and confidence for entering confidential data</td>
<td>P13-3</td>
</tr>
<tr>
<td>After sales</td>
<td>Space dedicated to my assessment of the site</td>
<td>P1-4</td>
</tr>
<tr>
<td></td>
<td>Problems often with reservations</td>
<td>P5-4</td>
</tr>
<tr>
<td></td>
<td>Agility to solve problems / concerns</td>
<td>P9-4</td>
</tr>
<tr>
<td></td>
<td>Guarantee of accommodation offered</td>
<td>P13-4</td>
</tr>
<tr>
<td></td>
<td>Repurchase possibility</td>
<td>P17-4</td>
</tr>
</tbody>
</table>

Source: Research Data

Data collection for the qualitative approach was applied a semi-structured questionnaire with four open questions concerning the categories investigated to promote a triangulation of the data obtained.

Notably, the union of the two approaches allows the convergence of results, complementing and identifying contradictions and prospects. Demo (2002) and Melo et al. (2007) support the triangulation of data to argue that quantitative research aims to demonstrate the less formal aspects of the phenomenon under study without dismissing its importance. On the other hand, "all quantitative phenomenon involving human beings contains a qualitative dimension," which, in turn, "is historical and save a context material, time and space" (Melo et al., p. 68).

For the treatment of quantitative data, we used the SPSS 21.0 software for the semi-structured interviews, a content analysis technique supported by Bardin (1977).

3.1 POPULATION AND SAMPLE

A survey was conducted in São Paulo-SP, which concentrates the most significant number of Internet users. Sought to identify the universe of research for individuals belonging to socioeconomic class C and class B (Brazil criterion) and traveling as often twice or more during the year.
The people's insertion into the research universe was based on introductory questions about the use of lodging facility sites to buy or to accommodation types, price research, and subsequent buying decisions. To this end, we selected teachers and teaching distance tutors dedicated full-time at a private university. The questionnaire and semi-structured interview were held from 10 to 30 November 2019. Previously, it was applied a pre-validated questionnaire for testing.

A sample of 55 questionnaires distributed yielded a return of 24 questionnaires. A semi-structured interview was applied to the 24 respondents, with their answers recorded and transcribed for qualitative data analysis.

The study evaluated three sites considered to be the most popular lodging facilities. A fourth site was part listed by respondents for the identification of surveyed areas, the following classifications RH1, RH2, RH4, RH43 and to preserve their identity. For the title of respondents in the semi-structured interview, the two first initials of the names of respondents.

4 ANALYSIS OF THE RESULTS

To proceed with quantitative data analysis, we verified the reliability of Cronbach's alpha value for the four investigated sites. It was observed that alpha values were below 0.70 for two of them. Through this value, it sought the support literature to support these values because, as stated by Pasquali (2003), the higher the covariance (or correlations between items), the greater the homogeneity of the items and consistency with measuring the same size or theoretical construct. However, the internal consistency estimates the instrument's reliability because the lower the variability of the same item in a subject sample, the lower the associated measurement error. Analyzed this way, the smaller the sum of the variances of the objects of the total conflict of the subject, the more the coefficient is close to 1, meaning that it is a more consistent and, therefore, more reliable instrument.

Generally, it is considered a reliable test when the Alpha has a minimum value 0.70, but Hair et al. (2005) and DeVellis (1991) state that in some cases, particularly in exploratory research in the social sciences, an Alpha of 0.60 is acceptable, taking due care. Table 2 below is presents Cronbach's alpha for each of the surveyed sites.
Table 2 - Cronbach's alpha for the surveyed sites

<table>
<thead>
<tr>
<th>Sites</th>
<th>Cronbach's alpha</th>
<th>Cronbach's alpha based on standardized items</th>
<th>Number of items</th>
</tr>
</thead>
<tbody>
<tr>
<td>SRH1</td>
<td>0.75</td>
<td>0.733</td>
<td>17</td>
</tr>
<tr>
<td>SRH2</td>
<td>0.675</td>
<td>0.672</td>
<td>17</td>
</tr>
<tr>
<td>SRH3</td>
<td>0.666</td>
<td>0.663</td>
<td>17</td>
</tr>
<tr>
<td>SRH4</td>
<td>0.835</td>
<td>0.815</td>
<td>17</td>
</tr>
</tbody>
</table>

Source: Research data

Of the total of respondents (24 responders), it was found that the majority, 66.7%, were male; 83% were between 20 and 40 years and above 41 years, 16.7%. As for schooling, there was a predominance of experts, with 75.0%, teachers and doctors, 25.0%.

It was also noted that the sites surveyed are used simultaneously, for the most part, to research lodging facilities availability. Table 3 below shows the percentage achieved by the website usage category.

Table 3 - Results, by category: use of sites lodging facilities

<table>
<thead>
<tr>
<th>Item</th>
<th>SRH1</th>
<th>SRH2</th>
<th>SRH3</th>
<th>SRH4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Often use (%)</td>
<td>66.7</td>
<td>75.0</td>
<td>33.3</td>
<td>33.3</td>
</tr>
<tr>
<td>Effective reservation</td>
<td>54.2</td>
<td>66.7</td>
<td>16.7</td>
<td>29.2</td>
</tr>
</tbody>
</table>

Source: Research data

Using the category 75.0% of respondents agree that they use SHR2 with frequency; 66.7% use SHR1. As for SRH3 and SRH4 sites, each reached 33.3% utilization for half the hosting search. For the realization of the reserve, 66.7% of respondents said the effectiveness of resources in SHR2, SHR1 sites, with 54.2%, SHR4, 29.2%, and SHR3, 16.7%. Table 4 below shows the distribution for the category Site Appearance.
Table 4 - Distribution of results according to category: Website Appearance - in%

<table>
<thead>
<tr>
<th>Item</th>
<th>SRH1</th>
<th>SRH2</th>
<th>SRH3</th>
<th>SRH4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friendly and hospitable appearance</td>
<td>62.5</td>
<td>62.5</td>
<td>33.3</td>
<td>29.2</td>
</tr>
<tr>
<td>Navigation ease</td>
<td>66.7</td>
<td>73.9</td>
<td>37.5</td>
<td>29.2</td>
</tr>
<tr>
<td>Loading agility</td>
<td>66.6</td>
<td>62.5</td>
<td>37.5</td>
<td>29.2</td>
</tr>
<tr>
<td>Personalized service feeling</td>
<td>66.6</td>
<td>62.5</td>
<td>37.5</td>
<td>29.2</td>
</tr>
<tr>
<td>Visual pollution</td>
<td>25.0</td>
<td>29.1</td>
<td>33.3</td>
<td>16.6</td>
</tr>
<tr>
<td>Chase advertisements</td>
<td>37.5</td>
<td>83.3</td>
<td>83.0</td>
<td>41.7</td>
</tr>
<tr>
<td>Possibility of improvements in the appearance of the site</td>
<td>83.6</td>
<td>95.8</td>
<td>75.0</td>
<td>58.3</td>
</tr>
</tbody>
</table>

Source: Research data

In the category "appearance sites," SHR 1 and SHR2 showed the same percentage of 62.5% in "friendly appearance / hospitable," SHR3 got 33.3% and SHR4, 29.2%. For the item "ease of navigation," SHR2 presented a higher percentage at 73.9%. SHR1, 66.7%, followed by SHR3 at 37.5%, and SHR4, at 29.2%.

In items "Agility in loading images" and sense of personalized service, SHR1, 66.6%, SHR2 presented a higher percentage with 62.5%, SHR3 with 37.5%, and SHR4, 29.2%. The item "visual pollution" showed representative values of disagreement and indifference, and to SHR1 the percentage of disagreement stood at 41.7% and 33.3% of boredom. SHR2 was not considered visually polluted, as 54.2% of respondents disagreed with the claim that the site is visually corrupted, and 16.7% were indifferent. SHR3 was also not considered polluted because there was 50% of disagreement and 16.7% indifference, and SHR4, 41.7% of respondents disagreed with this dirty site, and 41.7% reported being indifferent.

In "pursuit of advertisements", 83.3% of respondents agreed that they feel persecuted after SHR2 access to SHR3, 83.0% of respondents agreed with the persecution of advertisements after access, SHR1, got 37.5% of those who agreed and SHR4, with 41.7%.

In "possibility of improvements in appearance," SHR2 presented a percentage of 95.8% in agreement that the site can be improved, SHR1, with 83.6%, SHR3, 75.0%, and a percentage SHR4 indifference of 58.3%. Table 5 below lists the items analyzed for the category "Marketing."
Table 5 - Distribution of the results, according to the category "Marketing"

<table>
<thead>
<tr>
<th>Item</th>
<th>SRH1</th>
<th>SRH2</th>
<th>SRH3</th>
<th>SRH4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price and payment methods. (%)</td>
<td>58.3</td>
<td>87.5</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Confidence to enter personal and confidential payment data. (%)</td>
<td>66.7</td>
<td>83.3</td>
<td>41.7</td>
<td>33.3</td>
</tr>
</tbody>
</table>

Source: Research data

For the "supply" means the item price and payment, SHR2 presented preferably with 87.5% indicating that the site has better price and payment, followed by SHR1 with 58.3%. About item "confidence to enter personal and confidential payment data" SHR2 got the highest percentage of credibility, 83.3%, SHR1, 66.7%, SHR3 with 41.7% and 33.3% for SHR4. For the "After Sales," Table 6 below shows the following results:

Table 6 - Distribution of results according to category "After Sales"

<table>
<thead>
<tr>
<th>Item</th>
<th>SRH1</th>
<th>SRH2</th>
<th>SRH3</th>
<th>SRH4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preferably due to appear hospitality. (%)</td>
<td>50.0</td>
<td>58.3</td>
<td>20.8</td>
<td>29.2</td>
</tr>
</tbody>
</table>

Source: Research data

In the "After Sales" a "preference due to the hospitality provided," SHR2 showed 58.3% agreement. Then SHR1, 50%, SHR4 obtained 29.2% agreement and SHR3, 20.8%.

Regarding the qualitative analysis of the research, semi-structured interviews to obtain data to enable the triangulation of the results with the quantitative approach. For this, we used the most significant responses for each item. To the question: How do you assess the existence of means of hosting sites " obtained the following statements (presents some of them)?

- I guess...; I think great because ...; as users, used 100%; ... so all I need, I'll search for hotels to hosting; ... even for flights [...] I do these searches. (VM).
- I think it’s excellent, right? It is an agile and fast, right? You search for the lowest price, and have the best cost-benefit ratio, especially when you must travel at a certain speed or have an emergency [...]. (NF)

In both statements, respondents appreciate the acquired independence for conducting research and developing means of accommodation reservations through specialist sites. As advantages, point out the speed and ease of searching. These reports align with the statement of Motta and Batista (2013), explaining how the consumer has
become more independent, solving their problems with more savings and convenience without needing third-party services.

To the question: Can you relate an experience with the acquisition of booking lodging facilities through specialized sites? The reports of respondents are summarized below:

- Most were good; Now, the bad has the SRH1. I made a reservation for a hotel in Rome, and then, when I arrived, this hotel was different from what was promised; it was under renovation. I had to stay in another room. The hotel that advertised in SRH1, announced that it accepted credit cards but did not accept them. I had to take money. (PD);
- So far, in the few purchases that I have made regarding the hotel, I have not had any problems. So, that was satisfactory. (AM);
- [...] For me, the SRH4 has been one of the best. Already made reservations in SRH2 is .... in SRH3 is ... in SRH1 too. But, for me, particularly, I prefer the SRH4, right? In this case! (VM);
- [...] it automatically brings you many photos, the names of hotels, prices, and reviews. (VM).

It is noticed that the reports about the experiences with the acquisition of hosting through reserves exemplify the statement Daquila (2015) about the influence of prosumers regarding consumer products and services. The prosumer evaluates and posts their purchase and consumption experience on social networks, impacting other prosumers and demonstrating their importance to the site's success. Similarly, the Kotler analysis (2010) says that marketers must understand and meet such consumer needs since trade is not the protection of the exchange system. Instead, it acts as a facilitator of human satisfaction.

The question: Do you consider trustworthy hosting sites? We obtained the following answers:

- Based on my experience, yes.; I always offered data that was confidential, and nothing ever happened. But I need to find out if they are all reliable, right? (B.C);
To this day, I never had any problems; I trust enough. (VM), about my data, provide my bank details and everything, yes. (PD.)

All respondents expressed trust in the analyzed sites, supporting the Giglio vision (1996) and Penna, Leo, and Miranda (2008) that the time of purchase is also the exchange value of the trade satisfaction of expectations of the prosumer and consolidate the elements that favor the reliability, responsiveness, empathy, and security. When asked about the sites that most use the declarations, were:

- I use SRH4, to ease the access it has. To view, you ...; It is...;
- This accessibility we have;
- [...] you play on Google, it is the words to more accessible hostels or hotels in mind in which location, in which area, it automatically brings you a plethora of photos, the names of hotels, prices, and reviews;
- [...] is, smiley faces, right?
- The emotions here, and since the offer itself;
- Here's a side that already speaks that site too, which is SRH4, SRH1, says that the hotel is already allocated, so I think it is great! (VM);
- SRH1 because it has the thing facilitation, is a straightforward website, and is very intuitive. So, you do not need to master many research techniques to be able to make a reservation;
- The site itself will forward your purchase. So, it works, will direct you, and works in your favor, not against you;
- It is as if he purchased with you;
- I think that's a strength that has no SRH3. SRH1 is an amicable site. I think so. (B.C)
- I use more oSRH1 because the prices are much better than SRH3 and SRH2;
- The SRH1 also negotiates directly with the hotel;
- It is an intermediate site;
- it is not a site that sells the same as SRH3 (PD).

The statements made are in line with the assertion Lugosi (2008) and Dencker (2007) confirms that the human being has the characteristic sociability; he needs the other
to establish the exchange process of acceptance and coexistence, as can be observed in
the reporting of AC: It is as if he purchased with you. In PD statement: In SRH3, I buy
from himself, and SRH1, no. So why do you have a lot of fees on top of SRH3, for the
same hotel? For example, I have seen daily R$ 140.00, US $ 150.00 in SRH3, and R $
90.00 in SRH1; there is dissatisfaction with the SRH3 site, considering then that if the
prosumer does not feel comfortable and confident when you make a reservation lodging
facilities online, shattering the bonds of solidarity and commercial commitment defended
by Denvker (2000). Or even stopping the sense of generosity and sincerity, highlighted
by Lashley (2004), by the prosumer about the site of means of accommodation
reservation, highlighting the low hospitality. On the other hand, the statements below
confirm the reflection of Gotman (Raynal, 2013) on substituting domestic hospitality for
urban and virtual hospitality without the last two, which can disregard the importance of
rituals and codes that constitute the interactions between individuals.

- So, for example, SRH1, is now taking more placements. Yeah, but it allows
  you to access the site and see the pictures, pricing, and promotions;
- I believe that, regardless of them being in the e-commerce market, they
  would be competing with other hosting sites;
- they have better flexibility access to the site, it's fast ...;
- they have more availability;
- I do not know what they perhaps do, accessibility to the hotels, they have
  trading is more practical, faster, easier, and the number of hotels is much higher
  in all regions;
- This is where I do the research, so for me the SRH4, for now, has been one
  of the best. (VM).
- [...] When I had a problem in SRH2 when I went to Noronha is ...;
- [...] I had rented a hosting in Noronha, and this accommodation was can-
  celed. Then, the site itself has warned. Then, the site contacted me and arranged
  another accommodation that was equal to or more significant in the case and was
  higher than what I had chosen;
- For now, I only have good experience memories. (NF).

Finishing the qualitative analysis takes up the thought of Camargo (2004) to warn:
- [...] If we are interested in creating a style of hospitality, we will have to think of a continuum between the domestic and the public kind of hospitality that moves naturally to the professional and virtual manner.

The issue for further consideration relates to e-commerce and its interaction with the prosumer, the established rules of commercial hospitality, and the unwritten codes that make up the hospitality itself.

5 CONCLUSIONS

Modernity has brought new forms of consumption and production of goods and services. E-commerce has grown considerably and must be addressed. In parallel, the evolution of the Internet with its millions of users enabled the emergence of a "new" type of consumer, prosumer.

Currently, several segments offer their products and services in a virtual environment and can be purchased online. In this context, this study sought to reflect on using lodging facilities reserves through specialized sites. For the guiding question of the study: Among the best-known sites, hosting means reservation, which has elements that make it more hospitable for the consumer's search and realization of reservation. It was considered answered since quantitative results showed a preference, even at minimal SRH2 site, followed by SRH1 site. The qualitative results also showed a preference for these two sites, and SRH1 approach was considered the most hospitable in the analysis of the statements.

The research objective was to identify the site, consumer opinion, is considered more hospitable when seeking and making a reservation of hosting means virtually the result was positive. Statements collected in the qualitative approach suggest that SRH1 features easy navigation, it is less polluted concerning information that is not in the consumer interest, and your information is lighter, causing it to feel accompanied by a professional individual. But on the other hand, SRH2 realized that the consumers who ultimately carry a more significant number of bookings through SRH2 site present more competitive and better ways of payment prices and present high levels for appearance and navigation.
For information: see how consumers evaluate the categories, appearance, and hospitality of the site; the marketing of products and services and after-sales of the lodging facilities sites was obtained: For the Appearance category and hospitality of the site, SRH1 obtained better results both in quantitative and qualitative results to present information more quickly and clearly, deserving positive emphasis on items related to appearance, navigation, and persecution advertising after access. The SRH1 site tested positive for the category marketing of products and services, but there was a slight downside to the SRH2 site because it has a pricing policy and more flexible forms of payment. In the category Aftermarket, SRH2 and SRH1 divide consumers, and the quantitative results show a slight preference for the site SRH2, and qualitative results show a higher number of positive reports regarding the SRH1 site and are considered equal.

For Element: the four categories were analyzed to identify which had the most influence when making the reservation. It was considered that price and payment methods influence significantly at the time of making the reservation because, despite the SRH1 site and website SRH2 being preferred in other categories in much the same way, the site SRH2 ultimately affects a little more than just the price factor reservations and payment. Both research approaches confirmed the results.

The element: what website hosting means booking shows better results about the hospitality at the time of execution of the reserve means of accommodation, it was considered that the SRH2 site reached a more significant outcome regarding SRH1 site because the two approaches to research he had the spotlight.

Regarding SRH3 and SRH4 sites, the results obtained in quantitative research showed that they require improvements to become more competitive, and the SRH4 site (other sites that were not privileged individually in quantitative analysis but were listed in the search reports Qualitative presented in several items related to hospitality, better results than SRH3. This result allows us to infer that the site SRH4 seeks the concepts of hospitality competitive advantage in the analyzed areas.
REFERENCES


