We have also found that application is preferred over phone calls and more likely to be used over face-to-face encounters.

For hotels concentrating on the younger generation, using Apps and selling their services through apps can be beneficial. We have concluded that this generation would rather use the apps than engage in personal interactions. Allowing them to use technology for the hotel services can give them more satisfaction in the hotel experience as they prefer application usage over personal encounters. A hotel can even provide personalized services with high data assurance (or transparent communication).

F 9 : 9 F 9 B 7 9 G ·

Barwise, P., & Strong, C. (2002). Permission-Based Mobile Advertising. *Journal of Interactive Marketing* pp: 14-24.

Berkup, S., (2014). Working With Generations X And Y In Generation Z Period Management of Different Generations in Business Life. *Mediterranean Journal of Social Sciences*.

Berry, L., Parasuraman, A., & Zeithaml, V. (1988). The service quality puzzle. *Business Horizons* 31(5): 35-43.

Chellappa, R. & Sin, R. (2005). Personalization versus Privacy an Empirical Examination of the Online Consumers Dilemma. *Information Technology and Management* 6(2-3): 181-202.

Crosby, P.B. (1979). Quality is Free the Art of Making Quality. Certain McGraw Hill New York.

Culnan, M. J., & Armstrong, P. K. (1999). Information Privacy Concerns Procedural Fairness and Impersonal Trust an Empirical Investigation. *Organization Science* 10(1): 104-111.

Dimitrov, D., (2014). Statistical Methods for Validation of Assessment Scale Data in Counseling and Related Fields Hoboken Wiley pp: 14-15.

Fernandes, N., & Radebe, T. (2018). Creating a positive digital customer experience to foster loyalty a Generation Z perspective. In SAIMS conference Stellenboch, South Africa. *The South African Institute of Management Sciences* pp: 423-437.

Fister-Gale, S., (2015). Forget millennials: Are you ready for Generation Z. Available online at: http://eds.b.ebscohost.com.proxy.lnu.se/eds/pdfviewer/pdfviewer?sid=1587bc3d-0f9d-48d2-bfcee09ebe1f7223%40sessionmgr115&vid=10&hid=103

Grönroos, C. (1984). A Service Quality Model and its Marketing Implications. *European Journal of Marketing* 18(4): 36-44.

Joinson, A. N., & Paine, C. B., Joinson, K., McKenna, T. Postmes., Reips, U. (2007). Self-disclosure, privacy and the Internet. In A. N. & U Oxford handbook of Internet psychology Oxford England Oxford University Press. pp: 237-e252.

Kokko, T., Moilanen, T. (1997). Personalization of services as a tool for more developed buyer seller interactions. *International Journal of Hospitality Management* 16(3): 297-304.

Lee, C., & Cranage, D. (2011). Personalization privacy paradox the effects of personalization and privacy assurance on customer responses to travel Web sites. *Tourism Management* 32(5): 987-994.

Matveeva, A., & Krasnov, R. (2019). Generation Z as a generation for market of goods and services in digitization. Proceedings Of the International Scientific and Practical Conference on Digital Economy. Available online at: https://doi.org/10.2991/iscde-19.2019.177

Parasuraman, A., Berry, L., & Zeithaml, V. (1988). Servqual a multiple item scale for measuring consumer perceptions of service quality. *Journal Of Retailing* 64(1): 12-40.

Phelps, J., Nowak, G, & Ferrell, E. (2000). Privacy Concerns and Consumer Willingness to Provide Personal Information, *Journal of Public Policy and Marketing* 19(1): 27-41.

Priporas, C., Stylos, N. & Fotiadis, A., (2017). Generation Z consumers expectations of interactions in smart retailing A future agenda. *Computers in Human Behavior* 77: 374-381.

Salesforce. (2020). Trends in Customer Trust The future of personalization data and privacy in the Fourth Industrial Revolution. Salesforce.

Sima, C. (2016). Generations BB, X, Y, Z, α the changing consumer in the hospitality industry The Routledge Handbook of Hotel Chain Management Maya Ivanova, Stanislav Ivanov Vincent P Magnini Chapter 40: 471-479.

Smith, K. (2017). Mobile advertising to Digital Natives preferences on content, style, personalization, and functionality. *Journal Of Strategic Marketing* 27(1): 67-80.

Sundar, S. & Marathe, S. (2010). Personalization versus Customization: The Importance of Agency Privacy and Power Usage. *Human Communication Research* 36(3): 298-322.

Surprenant, C.F., & Solomon, M.R. (1987). Predictability and Personalization in the Service Encounter *Journal of Marketing* 51: 73-80.

Tavakol, M., & Dennick, R. (2011). Making Sense of Cronbachs Alpha. *International Journal of Medical Education* 2: 53-55.

Trochim, W., (2020). Research Methods Knowledge Base Conjointly.com. Available online at: https://conjointly.com/kb/likert-scaling

Turner, A., (2015). Generation Z Technology and Social Interest. *The Journal of Individual Psychology* 71(2): 103-113.

Williams, K. & Page, R. (2011). Marketing to the Generations. *Journal of Behavioral Studies in Business*.