

# Emotional response of priceline website

Business



Priceline enables the customer to choose from 165, 000 hotels in addition to being able to carry out all the booking transactions online. Additionally, the website enables the customer to accomplish several other activities such as check the status of any bookings as well as receive alerts in case of won bids. Moreover, customers can also give feedback on different services. The website appeals to the customers who may be willing to make last-minute flight bookings or even compare prices in different hotels worldwide.

On opening each column, it becomes even easier for the customer to analyze the services offered by Priceline in different regions of the world. The website contains navigation tools that enable the customer to access further details on each specific service. Additionally, sections such as vacation packages display images that add to the strength of the website.