

Impact of User-generated Reviews on Consumers' Hotel Booking Intentions: A Case Study of National Capital Region of Delhi

Ms. Suman Lata

Research Scholar

Department of Tourism and Travel Management

Central University of Jammu.

Abstract

Purpose: - The growth of web 2.0 has enabled consumers to upload their experiences on online travel platforms which assist novice travelers to make their decision regarding hotel booking. The present study aims to determining the various factors influencing consumers' hotel booking intentions.

Design/Methodology/Approach: - A research model was constructed for this paper and tested empirically by using a sample of 270 from national capital region of Delhi. The proposed hypotheses were validated with the help of structural equation modeling (SEM) using partial least squares (PLS).

Findings: - The paper found that all dimensions positive reviews, negative reviews and review credibility are the significant predictor of consumers' online hotel booking intentions. Further, positive review was found the strongest predictor of consumer hotel booking followed by review credibility and negative reviews respectively.

Research limitations/Implications: - The findings of this paper were based on the responses taken from the Indian travelers from national capital region of Delhi. This study has analyzed the influence of only three dimensions to predict the consumers' hotel booking intentions and has produced variance of 30% only which is less than half signifies that some important predictors are missing in this study. Further study can take other dimensions of reviews to analyze consumer' hotel booking behavior.

Practical Implications: - This study has provided implications for hotel managers and online travel channels. Hotel managers should monitor negative reviews and make some strategies to solve these issues. Hotel managers and online travel channels should avoid fraudulent reviews as it can destroy their brand's image.

Originality: - This study has examined the influence reviews published on online travel channels on consumers' hotel booking intentions in the region of NCR Delhi.

Keywords: Online Reviews, consumers' Hotel Booking Intentions, Online Travel Portals.

1.0 Introduction

Online reviews play an integral part in customers' information seeking behavior (Lak & Turetken, 2017). The introduction of social media and web 2.0 applications have expanded the digital channels that have made a reach of online reviews worldwide (Laldhari & Michaud, 2015). These platforms are considered as most suitable tools to acquire information from other consumers and to build a relationship with them (Escobar-Rodriguez and Carvajal-Trujillo, 2013). Each year millions of consumers use user-generated reviews before making their actual purchase. Reviews published by third parties are considered more trustworthy than the official site. In tourism and hospitality industry, travelers always seek, read and scrutinize online reviews before their booking. Previously, travelers prefer to buy package from travel agency but now with the growth of online tourism travelers rely on the reviews of other users and make their travel arrangements own (Coursaris, Osch & Albin, 2018). A study conducted by Tsao, Hsieh, Shih, and Lin (2015) revealed that more than 80% of travelers admit that they consult online reviews about hotel before booking and 53 % claimed that they don't book hotel for which don't have reviews. In the year 2018, more than 600 million travelers' reviews for 7.5 million properties across 49 countries across the world were hosted by TripAdvisor (TripAdvisor, 2018). The tourism and hospitality products require more interpersonal interaction and need to be experienced by the consumer due to its intangible nature so the role of reviews in hospitality sector is considered more crucial (Abd-Elaziz, Aziz, Khalifa & Ma'youf, 2015). Consumers scan complete information before purchasing a product and services that they are determined to buy, especially in case of experience goods (Morrison & Cheong, 2008) such as in the tourism and hospitality industry (Liu, Zang, Law & Zang, 2019; Zhang, Ye, Law, & Li, 2010). Liu et al., (2019) stated that tourism and hospitality products could not be evaluated before consumption; this is the reason these products are considered riskier (Morrison & Cheong, 2008). Online consumer opinions are available regarding various products/services like hotels, restaurants, and destinations (Zhang et al., 2010), and they are growing fast. The strength of reviews presents the consumers' experience regarding products/services (Zhao, Xu & Wang, 2019). Positive reviews published by consumers reflect their satisfaction towards the service whereas negative reviews are the representation of consumers' disappointment with the experience of services.

Comparing with the official websites information, online reviews have a consumer perspective to help customers in their purchase decisions by providing them relevant recommendations (Kim & Johnson, 2016; Lee et al., 2011). Therefore, consumers are highly dependent on online reviews to do purchase decisions (Koh et al., 2010). Therefore, with the increasing importance, there is a need to understand what makes online reviews helpful to a consumer in the process of decision making (Cheung, Lee, & Rabjohn, 2008; Erkans & Evans, 2018; Hussain, Ahmed & Jafar, 2016; Mudambi & Schuff, 2010; Zhang et al., 2010).

Vermeulen and Seegers (2009) posited that user-generated reviews assist hotels to get aware of and improve their services, which would increase the consumers' probability to book a hotel. Kim et al. (2015) revealed that hotel performance could be increased by handling carefully negative online reviews or complaints. (Mauri and Minazzi,

2013) and (Pelsmacker, Tilburg and Halthof, 2018) stated that with the pervasiveness of positive reviews, consumers' hotel booking intentions increase and decrease in the case of negative comments. Ye et al. (2011) founded that positive online reviews significantly increase the number in hotel reservations: a 10% upgrading in the reviews and rating can generate a 4.4% increase in sales.

Many studies have been studied user-generated reviews in the context of the tourism industry (Chen, Shang & Li, 2014; Jalilvand et al., 2012; Chen et al., 2016). Previous studies on service industry have mainly focused on developed nations rather than developing like Malaysia, Taiwan, China etc. (Wang et al., 2010; Zhang, et al., 2010). In addition, the developing countries like especially India, there has been a dearth of such empirical studies to have an authentic perspective on influence wielded by user-generated reviews on hotel booking intentions, and the present study will be a novel endeavor in its regard. Therefore, the current study has taken an attempt to fill this research gap by examining the determinants of reviews' influence on consumers' hotel booking intentions.

2.0 Literature Review and Hypotheses Formulation

The development of hospitality sector has made a significant contribution and growth in the online industries (Kangogo *et al.*, 2013). Online reviews have magnetized consumers especially in the hospitality sector due to intangible nature of services (Canhoto & Clark, 2013) and help consumer in their decision making (Cox *et al.*, 2009). Sparks and Browning (2010) revealed in their study found that hotels are considered to be more trustworthy if previous customers have published positive reviews about it. Papathanassis and Knolle (2011) stated that consumer uses online reviews while searching, planning holiday vacations, and purchase decision travel industry. Further, it is also confirmed by Mauri and Minazzi (2013) that reviews published by experienced consumers are considered significantly crucial in the hospitality sector as it impacts consumers' purchase intentions and expectations. Also, they found before hotel booking, more than 75% of respondents use online reviews. Gretzel *et al.* (2007) also confirmed the consumer eagerly gathers information from online travel aggregators, and it helps them to make an easy comparison.

2.1 Positive reviews

Positive reviews are comments published by experienced consumers which often compliment the quality orientation of product (Brown, Barry, Dacin, and Gunst, 2005; Fong, Kian, Fern & Quan, 2018) and serve as a recommendation vehicle in promoting and building the image of product or services to others. Ji and Zhang (2009) stated that the reviews generated by previous consumers have great impact on customer's willingness to buying. Further, a study conducted by Priester et al., (2004) on hotel awareness and hotel consideration and founded that only positive reviews will improve hotel attitude and increase hotel consideration. Sorensen and Rasmussen's (2004) stated that 62.9% demand increases when positive reviews are generated whereas only 34.4% demand increases in case of negative reviews. Various researches has confirmed positive review as a strongest predictor of online booking intention in various contexts including online reviews influence on booking behavior (Poon et al.,

2014; Quan et al., 2018), Modeling consumer distrust of hotel reviews (Ahmed & Sun, 2018) review upload with personal information (Koendars, 2015), ewom and ELM influence on hotel booking (Leong, Heo, Ooi & Lin, 2017). Thus we hypothesize:

H1: Positive reviews positively influences the consumers' hotel booking intentions

2.2 Negative reviews

Negative messages are defined as buyers' criticism of firms (Singh & Pandya, 1991). These messages are considered as viral messages and the tendency of spreading these messages is quite higher than the messages of satisfied consumers. The high number of negative comments for a product or service tend to make unfavorable attitude of consumers towards the product (Lee, park & Han, 2008) and create harmful results to business manufacturers and retailers (Zhao, Wang, Guo & Law, 2015). Despite negative comments bring lower travelers' attitudes lower for a hotel but it will provide awareness to hotel managers to work efficiently on their weaknesses (Vermeulen & Seegers, 2009). Existing researches has also studied negative reviews impact on consumers' booking intentions (Poon et al., 2014; Ahmed & Sun, 2018; Quan et al., 2018; Zang, Liang, Li & Zhang, 2018). Thus we hypothesize:

H2: Negative reviews positively influence consumers' hotel booking intentions.

2.3 Review Credibility

Flanagin and Metzger (2008) pointed that credibility refers to message or source believability. While searching for information, the users' perception for the credibility of message determines how much he has gained viewpoint of received information (Wathen & Burkell 2002). Smith and Vogt (1995) also noticed that consumers' unbelievability for information leads him/her not to adopt that information. A survey conducted by Fan et al. (2013) by taking 117 consumers and founded that adoption of online reviews is influenced by gender basis, which further impacts consumers' buying decisions. Awad and Ragowsky (2008) found information credibility is a significant predictor of consumers' decision-making processes. In the context of Chinese consumer behavior, it was founded that when they perceive user-generated reviews credible, they make decision to purchase consequently (Cantallops & Salvi, 2014). Thus we hypothesize:

H3: Review credibility positively influences consumers' hotel booking intentions

2.4 Consumers' Hotel Booking Intentions

Purchase intention is considered as a customer's intention to attempt purchasing a product (Wang, Law, Gulliet, Hung & Fong, 2015). Danish, Hafees, Ali and Shahid (2019) recognized in their study that positive and negative WoM could significantly influence the purchasing decisions of potential customers. Booking intention is affected by online reviews because of user-generated information preference (Doh & Hwang, 2009; Mauri & Minnazi,

2013; Viglia, Minazzi & Buhalis, 2016). Potential customers visit hotel booking websites and read reviews published by other customers to know about that hotel before making an actual booking. Sparks & Browning (2010) emphasize that these reviews have a strong influence that can increase or devastate a firm's reputation. Due to this reason, user-generated reviews are perceived to be unbiased and more reliable than other types of information. Information provided by firms through advertising only reflects the right side of the product and do not always reveal the actual sides of the products. Various studies have been examined the relationship between purchase intention and actual behavior in the tourism and hospitality industries (Ali, Ryu & Hussain, 2016; Amin & Tarun, 2019; Boo & Park, 2019; Leung, Bai & Stahura, 2015; Macharia, 2019; Verma, Chandra & Kumar, 2018; Wang et al., 2018) empirically.

3.0 Research Method

3.1 Measurement

This study aims to examine the determinants of reviews' influence on consumer hotel booking intentions. This study has employed quantitative techniques with a questionnaire method to collect data from the respondents. The items of the questionnaire were taken from the previous scale. There are four constructs in it: namely positive reviews, negative reviews, review credibility and consumer hotel booking intentions. The items of positive reviews and negative reviews were adapted from (Poon et al., 2014; Lee & Youn, 2015), the items of review credibility were adapted from (Pendergast, Ko, & Yuen, 2010), the items of consumer hotel booking intentions were adapted from (Danish et al., 2019). For each variable, respondents were asked to indicate the agreement of each statement using the five point Likert scale ranging from "1-strongly disagree" to "5-strongly agree". The questionnaire was divided into two sections. Section one focused on the items on the determinants of hotel booking. The items in section two focused demographic information, including age, gender, and employment status. The respondents of this study were taken from National capital region of Delhi. It was orally confirmed from respondents that do they use online reviews from online travel channels for hotel booking and the respondents with the answer yes were selected for the questionnaire filling. A total of 350 questionnaires were distributed, out of which 295 were received. Further, 25 questionnaires were removed due to missing values and the incomplete responses of respondents. Finally, 270 questionnaires were selected for the study of this paper.

<INSERT TABLE 1>

4.0 Data Analyses

For the hypotheses testing, this study has employed Structural equation modeling (SEM) by performing Partial least squares (PLS) Version 3.0 (Ringle et al., 2015). It also meets the condition of non-normality and small-medium sample size. There are two models in PLS: inner model and outer model. The inner model is known as the structural model and outer model is known as the measurement model.

4.1 The Measurement Model

The first stage in the PLS measurement model is to examine the convergent and discriminant validity. The Convergent validity of the model was assessed by examining the correlation (loading) between the indicators, and the construct scores were computed using PLS techniques. The measurement scales were evaluated using the three criteria suggested by Fornell and Larcker (1981), and Chin (1998b): (1) The factor loading of all indicators should be significant and exceed 0.5; (2) Composite reliability should exceed 0.7; (3) Average variance extracted (AVE) from each construct should exceed 0.5. Table 2 shows the values for the loadings of the measurement model. All the values of reflective measures met the recommended levels for composite reliability and AVE.

<INSERT TABLE II>

Discriminant validity is considered appropriate when the values of square root of AVE is greater than the correlation between the constructs (Fornell and Larcker, 1981) as presented in Table 3

<INSERT TABLE III>

4.2 The Structural model

After PLS algorithm, the bootstrapping procedure was performed with 5000 iterations. The hypotheses of this study were analyzed by examining the t-statistics, path coefficients, R square and goodness of fit indices. PLS doesn't provide any method to calculate the goodness of fit indices for this model. It was calculated manually by applying the diagnostic tool presented by Tenenhaus *et al.* (2005) to assess the model fit. The GoF measure uses the geometric mean of the average communality and the average R^2 (for endogenous constructs). Hoffmann and Birnbrich (2012) report the following cut-off values for assessing the results of the GoF analysis: GoF small _ 0.1; GoF medium _ 0.25; and GoF large _ 0.36. For the model used in this study, a GoF value of 0.476 was calculated, indicating a very good model fit, as shown in Table IV.

<INSERT TABLE IV>

<INSERT FIGURE 1>

Positive reviews ($\beta=0.339$, $p<0.05$), negative reviews ($\beta=0.182$, $p<0.05$), and reviews credibility ($\beta=0.283$, $p<0.05$) were found to be statistically significant on consumers' hotel booking intentions. The value of coefficient of determination refers to the explanatory variables on the respective constructs. All the three dimensions of review characteristics explain 30.8 percent of consumers' online hotel booking intentions ($R^2 = 0.308$). In regard to model validity, Chin *et al.* (2008) classify the endogenous latent variables as substantial, moderate or weak based on the R^2 values of 0.67, 0.33 or 0.19, respectively. Accordingly, consumers' hotel booking intentions ($R^2 = 0.308$) can be described as moderate.

5.0 Discussions and Conclusion

This study mainly focuses on the consumers' intention that how reviews published on online travel channels influence their hotel booking. Data for this study was conducted from Delhi NCR by taking 270 respondents who read reviews posted by experienced travelers on online travel channels. The findings of this study state that consumers' intentions are influenced by positive reviews, negative reviews and review credibility. All three hypotheses H1, H2 and H3 were supported.

<INSERT TABLE V>

The first hypothesis of this study ($\beta=0.339$, t -statistics= 5.89, $p<0.05$) was found statistically significant on consumers' hotel booking intentions. The positive reviews published by previous consumers are testimony that used services and products from specific a hotel or brand are excellent. The results of this study found consistent with previous studies and confirmed that positive and favorable reviews regarding a hotel increase the likelihood of consumers and lead them for actual hotel booking (Poon *et al.*, 2014; Duverger, 2013; Godek *et al.*, 2004; Mauri and Minazzi, 2013; Sorensen & Rasmussen's, 2004; Vermeulen and Seegers, 2009; Ye *et al.*, 2011).

The second hypothesis H2 of this study ($\beta=0.182$, t -statistics= 3.09, $p<0.05$) was also found positively significant and indicates that negative reviews also do influence the consumers' intentions for hotel booking. The findings of the present study found contrast with previous studies in existed literature (Lo *et al.*, 2019; Park & Liu, 2009) which states that negative reviews have more influence on intentions than positive reviews. Although the study found the results of this hypothesis as significant but the result of positive reviews are found more significant in this study.

The H3, third hypothesis of this study ($\beta=0.283$, t -statistics= 6.12, $p<0.05$) was also found positively significant and indicates that the credibility of reviews also influences the consumers' intentions for hotel booking. The findings of his study found consistent with previous studies in existed literature (Baek *et al.*, 2012; Cheung *et al.*, 2008; Cox *et al.*, 2009; Kwok and Xie, 2016; Metzger and Flanagin, 2013; Nhon and Khuong, 2015).

5.1 Managerial Implications

This study provides implications for hotel managers and online travel channels. Since reading online reviews from online travel channels has become a trend and travelers feel more comfortable and satisfied by searching information regarding hotels, it has provided an efficient way to hoteliers to build their hotel image and brand awareness among consumers. Consumer's comments are an essential medium that helps hoteliers to understand the strength and weaknesses of their products and do improvement accordingly. As previous studies pointed that positive reviews uploaded by previous consumers are taken more favorable for booking decisions (Poon et al., 2014). Hotel managers should always provide best and promised facilities to consumers which would encourage consumers to upload positive reviews for hotels. It is also observed that hotels with positive reviews only are considered fake. So in spite of deleting all negative reviews from websites, hotel managers should focus on their weakness and improve their service quality As well as hotel managers should continuously monitor the reviews and make strategies to overcome negative reviews. The responses given by hotels are visible to all readers, so the efficient handling of negative reviews by hotels will be noticed and appreciated which might further satisfy and pacify the dissatisfied guest too and motivate him to write positive for their genuine service recovery (Lo & Yao, 2019). Hotels and online travel channels should always avoid fraudulent reviews as it can tarnish their image.

6.0 Limitations and Future scope

The data for current study has taken from Indian travelers so the findings of this study can't be generalized in other countries. The travelers who read reviews from online travel channels in other countries might have a different perception, culture and intentions. This paper has taken only three determinants of online reviews and produce variance 30% only which reflects that there are some other important variables missing in this study. Further studies can take other variables such as review consistency, review sidedness, review quality, review quantity etc. this paper hasn't taken any moderator or mediation so further studies can study their work by taking mediation such as trust, attitude, perceived usefulness and moderator as consumer skepticism, personal involvement.

References

- Abd-Elaziz, M. E., Aziz, W. M., Khalifa, G. S., & Abdel-Aleem, M. (2015). Determinants of Electronic word of mouth (EWOM) influence on hotel customers' purchasing decision. *International Journal of Heritage, Tourism, and Hospitality*, 9(2/2).
- Ahmad, W., & Sun, J. (2018). Modeling consumer distrust of online hotel reviews. *International Journal of Hospitality Management*, 71, 77-90. <https://doi.org/10.1016/j.ijhm.2017.12.005>

- Ali, F., Ryu, K., & Hussain, K. (2016). Influence of experiences on memories, satisfaction and behavioral intentions: A study of creative tourism. *Journal of Travel & Tourism Marketing*, 33(1), 85-100. <https://doi.org/10.1080/10548408.2015.1038418>
- Amin, S., & Tarun, M. T. (2019). Enhancing Green Hotel Visit Intention: Role of Green Perceived Value, Perceived Consumer Effectiveness and Environmental Knowledge. *International Business Research*, 12(5), 123-132.
- Awad, N. F., & Ragowsky, A. (2008). Establishing trust in electronic commerce through online word of mouth: An examination across genders. *Journal of Management Information Systems*, 24(4), 101-121. <https://doi.org/10.2753/MIS0742-1222240404>
- Baek, H., Ahn, J., & Choi, Y. (2012). Helpfulness of online consumer reviews: Readers' objectives and review cues. *International Journal of Electronic Commerce*, 17(2), 99-126. <https://doi.org/10.2753/JEC1086-4415170204>
- Boo, S., & Park, E. (2019). Locals' Experiences of Hotel Special Event Packages and their Purchase Intention of Hotel Room Nights. *Event Management*, 23(3), 287-301. <https://doi.org/10.3727/152599518X15403853721439>
- Brown, T. J., Barry, T. E., Dacin, P. A., & Gunst, R. F. (2005). Spreading the word: Investigating antecedents of consumers' positive word-of-mouth intentions and behaviors in a retailing context. *Journal of the academy of marketing science*, 33(2), 123-138. <https://doi.org/10.1177/0092070304268417>
- Canhoto, A. I., & Clark, M. (2013). Customer service 140 characters at a time: The users' perspective. *Journal of marketing Management*, 29(5-6), 522-544. <https://doi.org/10.1080/0267257X.2013.777355>
- Cantalops, A. S., & Salvi, F. (2014). New consumer behavior: A review of research on eWOM and hotels. *International Journal of Hospitality Management*, 36, 41-51. <https://doi.org/10.1016/j.ijhm.2013.08.007>
- Chen, C., Ma, J., Susilo, Y., Liu, Y., & Wang, M. (2016). The promises of big data and small data for travel behavior (aka human mobility) analysis. *Transportation research part C: emerging technologies*, 68, 285-299. <https://doi.org/10.1016/j.trc.2016.04.005>
- Chen, Y. C., Shang, R. A., & Li, M. J. (2014). The effects of perceived relevance of travel blogs' content on the behavioral intention to visit a tourist destination. *Computers in Human Behavior*, 30, 787-799. <https://doi.org/10.1016/j.chb.2013.05.019>
- Cheong, H. J., & Morrison, M. A. (2008). Consumers' reliance on product information and recommendations found in UGC. *Journal of Interactive Advertising*, 8(2), 38-49. <https://doi.org/10.1080/15252019.2008.10722141>

Cheung, C. M., Lee, M. K., & Rabjohn, N. (2008). The impact of electronic word-of-mouth: The adoption of online opinions in online customer communities. *Internet research*, 18(3), 229-247. <https://doi.org/10.1108/10662240810883290>

Chin, Wynne W. "Commentary: Issues and opinion on structural equation modeling." (1998): vii-xvi. <https://www.jstor.org/stable/249674>

Coursaris, C. K., Van Osch, W., & Albin, A. (2018). Antecedents and Consequents of Information Usefulness in User-generated Online Reviews: A Multi-group Moderation Analysis of Review Valence. *AIS Transactions on Human-Computer Interaction*, 10(1), 1-25. DOI 10.17705/1thci.00102

Cox, C., Burgess, S., Sellitto, C., & Buultjens, J. (2009). The role of user-generated content in tourists' travel planning behavior. *Journal of Hospitality Marketing & Management*, 18(8), 743-764. <https://doi.org/10.1080/19368620903235753>

Danish, R. Q., Hafeez, S., Ali, H. F., Shahid, M., & Nadeem, K. (2019). Impact of Online Consumer Reviews on Hotel Booking Intentions: The Case of Pakistan. *European Scientific Journal*, 15(7).

De Pelsmacker, P., Van Tilburg, S., & Holthof, C. (2018). Digital marketing strategies, online reviews and hotel performance. *International Journal of Hospitality Management*, 72, 47-55. <https://doi.org/10.1016/j.ijhm.2018.01.003>

Doh, S. J., & Hwang, J. S. (2009). How consumers evaluate eWOM (electronic word-of-mouth) messages. *CyberPsychology & Behavior*, 12(2), 193-197. <https://doi.org/10.1089/cpb.2008.0109>

Duverger, P. (2013). Curvilinear effects of user-generated content on hotels' market share: a dynamic panel-data analysis. *Journal of Travel Research*, 52(4), 465-478. <https://doi.org/10.1177/0047287513478498>

Erkan, I., & Evans, C. (2018). Social media or shopping websites? The influence of eWOM on consumers' online purchase intentions. *Journal of Marketing Communications*, 24(6), 617-632. <https://doi.org/10.1080/13527266.2016.1184706>

Escobar-Rodríguez, T., & Carvajal-Trujillo, E. (2014). Online purchasing tickets for low cost carriers: An application of the unified theory of acceptance and use of technology (UTAUT) model. *Tourism Management*, 43, 70-88. <https://doi.org/10.1016/j.tourman.2014.01.017>

Fan, Y. W., Miao, Y. F., Fang, Y. H., & Lin, R. Y. (2013). Establishing the adoption of electronic word-of-mouth through consumers' perceived credibility. *International Business Research*, 6(3), 58.

- Flanagin, A. J., & Metzger, M. J. (2008). The credibility of volunteered geographic information. *GeoJournal*, 72(3-4), 137-148.
- Fong, S. W. L., Kian, T. P., Fern, Y. S., & Quan, S. L. The Impact of Online Consumer Review to Online Hotel Booking Intention in Malaysia.
- Fornell, C., & Larcker, D. F. (1981). Structural equation models with unobservable variables and measurement error: Algebra and statistics. <https://doi.org/10.1177/002224378101800313>
- Hoffmann, A. O., & Birnbrich, C. (2012). The impact of fraud prevention on bank-customer relationships: An empirical investigation in retail banking. *International journal of bank marketing*, 30(5), 390-407. <https://doi.org/10.1108/02652321211247435>
- Hussain, S., Ahmed, W., Jafar, R. M. S., Rabnawaz, A., & Jianzhou, Y. (2017). eWOM source credibility, perceived risk and food product customer's information adoption. *Computers in Human Behavior*, 66, 96-102. <https://doi.org/10.1016/j.chb.2016.09.034>
- Jalilvand, M. R., & Samiei, N. (2012). The impact of electronic word of mouth on a tourism destination choice: Testing the theory of planned behavior (TPB). *Internet Research: Electronic Networking Applications and Policy*, 22(5), 591-612. <https://doi.org/10.1108/10662241211271563>
- Ji, X.F., & Zhang, Y.L. (2009). The impacts of online word-of-mouth on consumer's buying intention on apparel: An empirical study. *International Symposium on Web Information Systems and Applications*, 24-28.
- Kangogo, E. J., Musiega, D. J. M., & Manyasi, J. (2013). Effect of customer satisfaction on performance of the hotel industry in the western tourism circuit of Kenya. *European Journal of Business and Management*, 5(14), 87-100.
- Kim, A. J., & Johnson, K. K. (2016). Power of consumers using social media: Examining the influences of brand-related user-generated content on Facebook. *Computers in Human Behavior*, 58, 98-108. <https://doi.org/10.1016/j.chb.2015.12.047>
- Kim, W. G., Li, J. J., & Brymer, R. A. (2016). The impact of social media reviews on restaurant performance: The moderating role of excellence certificate. *International Journal of Hospitality Management*, 55, 41-51. <https://doi.org/10.1016/j.ijhm.2016.03.001>
- Koh, N. S., Hu, N., & Clemons, E. K. (2010). Do online reviews reflect a product's true perceived quality? An investigation of online movie reviews across cultures. *Electronic Commerce Research and Applications*, 9(5), 374-385. <https://doi.org/10.1016/j.elerap.2010.04.001>

- Kwok, L., & Xie, K. L. (2016). Factors contributing to the helpfulness of online hotel reviews: does manager response play a role?. *International Journal of Contemporary Hospitality Management*, 28(10), 2156-2177. <https://doi.org/10.1108/IJCHM-03-2015-0107>
- Ladhari, R., & Michaud, M. (2015). eWOM effects on hotel booking intentions, attitudes, trust, and website perceptions. *International Journal of Hospitality Management*, 46, 36-45. <https://doi.org/10.1016/j.ijhm.2015.01.010>
- Lak, P., & Turetken, O. (2017). The impact of sentiment analysis output on decision outcomes: an empirical evaluation. *AIS Transactions on Human-Computer Interaction*, 9(1), 1-22. <https://aisel.aisnet.org/thci/vol9/iss1/1>
- Lee, J., Park, D. H., & Han, I. (2008). The effect of negative online consumer reviews on product attitude: An information processing view. *Electronic commerce research and applications*, 7(3), 341-352. <https://doi.org/10.1016/j.elerap.2007.05.004>
- Lee, J., Park, D. H., & Han, I. (2011). The different effects of online consumer reviews on consumers' purchase intentions depending on trust in online shopping malls: An advertising perspective. *Internet research*, 21(2), 187-206. <https://doi.org/10.1108/10662241111123766>
- Lee, M., & Youn, S. (2009). Electronic word of mouth (eWOM) How eWOM platforms influence consumer product judgement. *International Journal of Advertising*, 28(3), 473-499. <https://doi.org/10.2501/S0265048709200709>
- Leong, L. Y., Hew, T. S., Ooi, K. B., & Lin, B. (2019). Do electronic word-of-mouth and elaboration likelihood model influence hotel booking?. *Journal of Computer Information Systems*, 59(2), 146-160. <https://doi.org/10.1080/08874417.2017.1320953>
- Leung, X. Y., Bai, B., & Stahura, K. A. (2015). The marketing effectiveness of social media in the hotel industry: A comparison of Facebook and Twitter. *Journal of Hospitality & Tourism Research*, 39(2), 147-169. <https://doi.org/10.1177/1096348012471381>
- Liu, X., Zhang, Z., Law, R., & Zhang, Z. (2019). Posting reviews on OTAs: Motives, rewards and effort. *Tourism Management*, 70, 230-237. <https://doi.org/10.1016/j.tourman.2018.08.013>
- Lo, A. S., & Yao, S. S. (2019). What makes hotel online reviews credible? An investigation of the roles of reviewer expertise, review rating consistency and review valence. *International Journal of Contemporary Hospitality Management*, 31(1), 41-60. <https://doi.org/10.1108/IJCHM-10-2017-0671>

- Macharia, H., & Cheng, Y. (2019). How do social media marketing activities influence customer equity and purchase intention: An empirical study of hotel industry based on Y-Generation.
- Mauri, A. G., & Minazzi, R. (2013). Web reviews influence on expectations and purchasing intentions of hotel potential customers. *International Journal of Hospitality Management*, 34, 99-107. <https://doi.org/10.1016/j.ijhm.2013.02.012>
- Metzger, M. J., & Flanagin, A. J. (2013). Credibility and trust of information in online environments: The use of cognitive heuristics. *Journal of Pragmatics*, 59, 210-220. <https://doi.org/10.1016/j.pragma.2013.07.012>
- Mudambi, S. M., & Schuff, D. (2010). What makes a helpful review? A study of customer reviews on Amazon.com. *MIS quarterly*, 34(1), 185-200.
- Nhon, H. T., & Khuong, M. N. (2015). THE EFFECTS OF CONSUMER-GENERATED MEDIA ON VIETNAMESE TRAVELERS'DECISION MAKING-MEDIATION ANALYSIS OF PERCEIVED CREDIBILITY AND TRUST. *International Journal of Electronic Commerce Studies*, 6(2), 315. doi: 10.7903/ijecs.1377
- Papathanassis, A., & Knolle, F. (2011). Exploring the adoption and processing of online holiday reviews: A grounded theory approach. *Tourism Management*, 32(2), 215-224. <https://doi.org/10.1016/j.tourman.2009.12.005>
- Park, Y. A., Gretzel, U., & Sirakaya-Turk, E. (2007). Measuring web site quality for online travel agencies. *Journal of Travel & Tourism Marketing*, 23(1), 15-30. https://doi.org/10.1300/J073v23n01_02
- Poon, Y. L., Lim, C. Y., Yong, D. M. K., Hiribae, C. M., & Tan, A. Y. W. (2014). *eWoM Influence on Booking Intention: A study of hotels in KL* (Doctoral dissertation, UTAR).
- Prendergast, G., Ko, D., & Siu Yin, V. Y. (2010). Online word of mouth and consumer purchase intentions. *International Journal of Advertising*, 29(5), 687-708. <https://doi.org/10.2501/S0265048710201427>
- Priester, J. R., Nayakankuppam, D., Fleming, M. A., & Godek, J. (2004). The A2SC2 model: The influence of attitudes and attitude strength on consideration and choice. *Journal of Consumer Research*, 30(4), 574-587. <https://doi.org/10.1086/380290>
- Singh, J., & Pandya, S. (1991). Exploring the effects of consumers' dissatisfaction level on complaint behaviours. *European Journal of Marketing*, 25(9), 7-21. <https://doi.org/10.1108/EUM000000000000621>
- Smith, R. E., & Vogt, C. A. (1995). The effects of integrating advertising and negative word-of-mouth communications on message processing and response. *Journal of Consumer Psychology*, 4(2), 133-151. https://doi.org/10.1207/s15327663jcp0402_03

- Sorensen, A. T., & Rasmussen, S. J. (2004). Is any publicity good publicity? A note on the impact of book reviews. *NBER Working paper, Stanford University*.
- Sparks, B. A., & Browning, V. (2010). Complaining in cyberspace: The motives and forms of hotel guests' complaints online. *Journal of Hospitality Marketing & Management, 19*(7), 797-818. <https://doi.org/10.1080/19368623.2010.508010>
- Tenenhaus, M., Vinzi, V. E., Chatelin, Y. M., & Lauro, C. (2005). PLS path modeling. *Computational statistics & data analysis, 48*(1), 159-205.
- Tsao, W. C., Hsieh, M. T., Shih, L. W., & Lin, T. M. (2015). Compliance with eWOM: The influence of hotel reviews on booking intention from the perspective of consumer conformity. *International Journal of Hospitality Management, 46*, 99-111. <https://doi.org/10.1016/j.ijhm.2015.01.008>
- Verma, V. K., Chandra, B., & Kumar, S. (2019). Values and ascribed responsibility to predict consumers' attitude and concern towards green hotel visit intention. *Journal of Business Research, 96*, 206-216. <https://doi.org/10.1016/j.jbusres.2018.11.021>
- Vermeulen, I. E., & Seegers, D. (2009). Tried and tested: The impact of online hotel reviews on consumer consideration. *Tourism management, 30*(1), 123-127. <https://doi.org/10.1016/j.tourman.2008.04.008>
- Viglia, G., Minazzi, R., & Buhalis, D. (2016). The influence of e-word-of-mouth on hotel occupancy rate. *International Journal of Contemporary Hospitality Management, 28*(9), 2035-2051. <https://doi.org/10.1108/IJCHM-05-2015-0238>
- Wang, J., Wang, S., Wang, Y., Li, J., & Zhao, D. (2018). Extending the theory of planned behavior to understand consumers' intentions to visit green hotels in the Chinese context. *International Journal of Contemporary Hospitality Management, 30*(8), 2810-2825. <https://doi.org/10.1108/IJCHM-04-2017-0223>
- Wang, L., Law, R., Guillet, B. D., Hung, K., & Fong, D. K. C. (2015). Impact of hotel website quality on online booking intentions: eTrust as a mediator. *International Journal of Hospitality Management, 47*, 108-115. <https://doi.org/10.1016/j.ijhm.2015.03.012>
- Wathen, C. N., & Burkell, J. (2002). Believe it or not: Factors influencing credibility on the Web. *Journal of the American society for information science and technology, 53*(2), 134-144. <https://doi.org/10.1002/asi.10016>
- Ye, Q., Law, R., Gu, B., & Chen, W. (2011). The influence of user-generated content on traveler behavior: An empirical investigation on the effects of e-word-of-mouth to hotel online bookings. *Computers in Human behavior, 27*(2), 634-639. <https://doi.org/10.1016/j.chb.2010.04.014>

Zhang, Z., Ye, Q., Law, R., & Li, Y. (2010). The impact of e-word-of-mouth on the online popularity of restaurants: A comparison of consumer reviews and editor reviews. *International Journal of Hospitality Management*, 29(4), 694-700. <https://doi.org/10.1016/j.ijhm.2010.02.002>

Zhao, X., Wang, L., Guo, X., & Law, R. (2015). The influence of online reviews to online hotel booking intentions. *International Journal of Contemporary Hospitality Management*, 27(6), 1343-1364. <https://doi.org/10.1108/IJCHM-12-2013-0542>

Zhao, Y., Xu, X., & Wang, M. (2019). Predicting overall customer satisfaction: Big data evidence from hotel online textual reviews. *International Journal of Hospitality Management*, 76, 111-121. <https://doi.org/10.1016/j.ijhm.2018.03.017>



Table I. Demographic profile of respondents

	Characteristics	Frequency	Percentage
Gender	Male	147	55.4%
	Female	123	44.6%
Age	Below 20	25	9.2%
	21-35	112	41.5%
	36-50	95	35.2%
	51-65	24	8.9%
	Above 65	14	5.2%
	Employment Status	Employed	140
Self-Employed		55	20.3%
Student		35	12.9%
Others		40	14.9%



Table II Item Loadings, Composite Reliability, AVE, Cronbach Alpha Coefficients

Construct	Scale Item	Loadings	Composite Reliability	AVE	Chronbach Alpha
Negative Review (NG)	PR1	0.915	0.935	0.783	0.907
	PR2	0.862			
	PR3	0.769			
	PR4	0.979			
Positive Review (PR)	NR1	0.902	0.913	0.725	0.874
	NR2	0.750			
	NR3	0.804			
	NR4	0.937			
Review Credibility (RC)	RC1	0.907	0.926	0.759	0.893
	RC2	0.756			
	RC3	0.848			
	RC4	0.959			
Hotel Booking (HB)	HB1	0.739	0.859	0.670	0.754
	HB2	0.854			
	HB3	0.858			

Table III Discriminant validity of constructs

	ACR	ATT	COM	DVI
NR	0.851			
PR	0.172	0.885		
RC	-0.026	0.319	0.871	
HB	0.233	0.461	0.386	0.819

Table IV Goodness of fit index

Constructs	AVE	R2
Positive Reviews	0.725	
Negative Reviews	0.783	
Reviews Credibility	0.759	
Consumers' booking Intention	0.670	0.308
Average Score	0.734	0.308
AVE *R2		0.226
(GOF =AVE*R2)		0.476



Table V Summary of test results for the structured model

Hypotheses	Path	Standardized Coefficient	P value	Decision	Constructs	R-Squared
H1	PR-HB	0.339	0.000	Supported	Consumers' booking intention	0.308
H2	NR-HB	0.182	0.000	Supported		
H3	RC-HB	0.283	0.002	Supported		

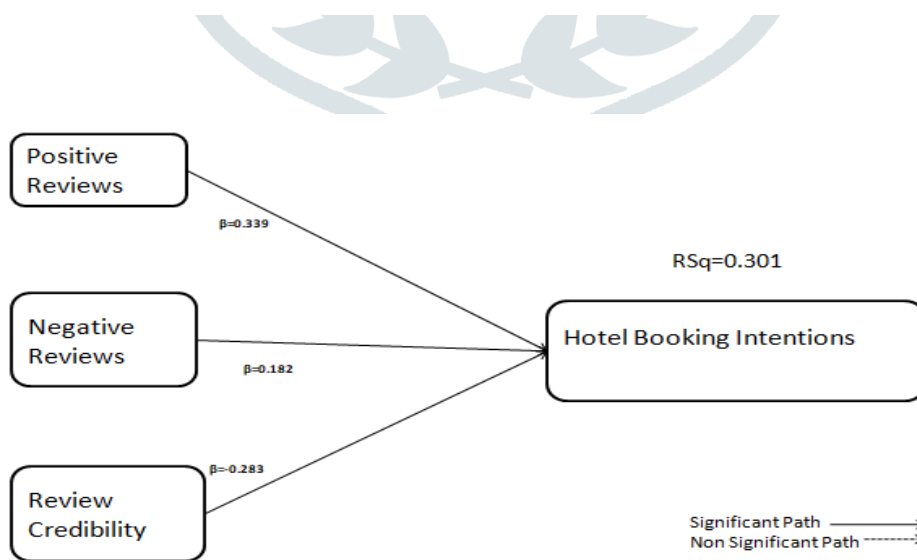


Fig 1. The Structural Model

Questionnaire

Part I: User-generated reviews for Online Hotel Booking

INSTRUCTION: This section asks questions which use rating scales. Please select the number that best describes your opinion from this following scale.

(Using Scale (1-5) where 1 denotes 'Strongly Disagree', 2 denotes 'Disagree', 3 denotes 'Neutral', 4 denotes 'Agree' and 5 denotes 'Strongly Agree')

PR1	I will book a room if the reviews published on online travel portals recommended the hotel	1	2	3	4	5
PR2	I will book a room if the reviews published on online travel portals said positive things about the hotel.	1	2	3	4	5
PR3	Positive reviews on the online booking portals increase my booking desire on the hotel.	1	2	3	4	5
PR4	I will book a room if the reviews published on online travel portals reflect positive attributes about the hotel.	1	2	3	4	5
NR1	I will book a room if the reviews published on online travel portals discouraged others to book a room at the hotel.	1	2	3	4	5
NR2	I will book a room if the reviews on the online booking portals said negative things about the hotel.	1	2	3	4	5
NR3	The negative reviews on the online booking portals will affect my decision on whether to choose the hotel.	1	2	3	4	5
NR4	I will book a room if the reviews published on online travel portals reflect negative attributes about the hotel.	1	2	3	4	5
RC1	I think the reviews published on online booking portals are convincing.	1	2	3	4	5
RC2	I think the reviews published on online booking portals are strong.	1	2	3	4	5
RC3	I think the reviews published on online booking portals are credible.	1	2	3	4	5
RC4	I think the reviews published on online booking portals are accurate.					
HBI1	On the basis of User-generated reviews published on online travel portals, I only book branded hotels.	1	2	3	4	5
HBI2	I always pay close attention to User-generated reviews published on online travel portals when I book hotels.	1	2	3	4	5
HBI3	User-generated reviews published on online travel portals are my main information channel for booking hotel.	1	2	3	4	5

Part II: Information About Yourself

INSTRUCTION: Please place a mark in the category that best describes you – or fill in the blank. Your responses are for research purposes only. They will be kept confidential and reported as aggregate data only.

3.1 Gender: Male Female

3.2 Age (in yrs): 18-24 25-34 35-44 45-54 55-64 Above 65

3.3 Employment Status. Employed Self Employed Student Unemployed Retired

***Thank you for taking the time to complete the questionnaire. Your information is very valuable and greatly appreciated ***

