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WHAT ARE THE DETERMINANTS OF CONSUMERS' ONLINE REVIEWS ADOPTION FOR HOTEL BOOKINGS: A STRUCTURAL EQUATION MODELLING APPROACH

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ABSTRACT

Experienced travelers share their reviews regarding hotel services which serve as a testimony for novice travelers and help them to make their decision whether to book that hotel or not. The current study aims to identify the various factors affecting the intentions of travelers for online hotel bookings. Data was collected from 419 respondents who adopt online reviews published on online travel aggregators for online hotel bookings. The respondents for this study are taken from Delhi. Further, the hypotheses of this study were validated with the help of structural equation modeling (SEM) using partial least squares (PLS). The paper found Information quality; Source credibility, Information sidedness, and Information consistency are the significant predictor of traveler's Information usefulness for hotel bookings. Further, the relationship between Information usefulness and online hotel bookings intentions was also found statically significant. This study has provided implications for hotel managers that hotel managers should continue to monitor the negative reviews and take some necessary actions to overcome these issues. As well as they should focus on their service quality which helps them to make their customers happy and encourage them to upload positive reviews. This study analyzed the travelers' adoption of user-generated reviews from online travel aggregators for online hotel bookings by using an information adoption model with additional constructs.

KEYWORDS

Online Hotel Booking; Online Travel Aggregators; Online Reviews; Consumer's Intentions; Information Adoption Model

ECONLIT KEYS

L89; L96; M30; Z31, Z39

1. INTRODUCTION

The online review has become a significantly important factor for purchase (Siering, Muntermann & Rajagopalan, 2018). With the growth of web 2.0 and social media, consumers use online platforms (Arora & Lata, 2020). The most primary channels for sharing experiences are blogs, reviews, videos etc. (Tseng, Chang, Wang, Wang & Lin, 2021). Consumers critically scan, seek and read reviews to gather more information before their final purchase (Zhu & Zhang, 2010). Reviews used by consumers for decision making are in the global context, so online suggestions published by experienced customers can't be ignored by companies (Matute, Polo-Redondo & Utrillas, 2016).

Consumer opinion platforms are known as online platforms that which make it probably easy for novice consumers to understand the reviews of experienced customers related to various products/services (Balouchi et al., 2017; Hennig-Thurau & Walsh, 2003). More than ninety percent of potential consumers adopt reviews from online sources, blogs, and other forms of consumer opinion platforms before their actual purchase (Cheung & Thadani, 2012). Textual reviews provide detailed information about previous consumer's consumption experiences and also highlight the different attributes of products/services (Zhao, Zhu & Wang, 2019: Zeng, Cao, Lin & Xiao, 2020). A study conducted by Israel, Zerres & Tscheulin (2019) state that travelers' usefulness of virtual information (reviews, videos etc.) influence their online hotel booking intentions. Online Travel Aggregators (OTA) are consumer-dominated information sources where consumers post reviews for the products/services experiences they have consumed (Akehurst, 2009; Shao, 2009) and offer multiple services such as air tickets, hotel booking rental cars, destination attraction, etc. to the consumers. While planning about a destination, Tripadvisor is most widely used by travelers (Sotiriadis, 2017).

Online travel aggregators promote tourism products/services and provide a platform through which potential customers can receive valuable information without geographical or time limitations (Kucukusta et al. (2015). El-Said (2020) stated that the digital manifestation of word of mouth has a great impact on hotel industry. Tourism industry has greatly affected by user-generated content, but most probably, the hospitality sector is highly affected (Cantallopos & Salvi, 2014). In the context of the hospitality sector, user-generated reviews have been found to have a stronger effect (Cantallops & Salvi, 2014). Kangogo et al. (2013) pointed that the growth of the hospitality sector is growing swiftly in the global world as well as positively impacted global economies, which has led to the growth of online industries. Canhoto & Clark (2013) postulated that the attractiveness of user-generated reviews considered prominent in the hospitality industry. This might signify that online reviews assist consumers in their hotel booking (Cox et al., 2009). Sparks & Browning (2011) revealed in their study that hotels are considered to be more trustworthy if previous customers have published positive reviews about it. Papathanassis & Knolle (2011) stated that

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consumer uses online reviews while searching, planning holiday vacations, and making a purchase decision in the travel industry. Further, it is also confirmed by Mauri & Minazzi (2013) that user-generated reviews are considered significantly crucial in the hospitality sector as it impacts consumers' purchase intentions and expectations. In addition, they found that more than 75% of respondents search and use online information before hotel booking which is published by previous consumers.

Gretzel *et al.* (2007) also confirmed that consumers eagerly gather information from online travel aggregators, and it helps them to make an easy comparison. 92.3% of respondents use Tripadvisor and Lonely Planet, as well as online travel channels are widely used for travel bookings. Therefore, it can be stated that user-generated reviews published on online travel aggregators are considered as an important source that provides relevant information that helps consumers' decision making. The significant increasing demand for user-generated reviews has attained research attention, and many researchers have focused on how reviews effects consumers booking intentions (Cantallops & Salvi, 2014; Casado-Diaz et al., 2020; Chakraborty & Biswal, 2020; El-Said, 2020; Fotis *et al.,* 2012; Israeli *et al.,*2017; Schamel 2012; Verkaris & Neohofer, 2016; Wen, Lin, Liu & Xiao, 2020; Xiang & Gretzel, 2010; Xu, 2020; Zeng, Cao, Lin & Xiao, 2020; Zhang et al., 2018). For instance, Lo & Yao (2019) posited that positive reviews influence the hotel booking intentions of travelers. Zang *et al.* (2010) focused that how eWOM makes online popularity of restaurants. User-generated reviews impact travelers' decision-making processes (Vermeulen & Seegers, 2009). Schamel (2012) revealed the influence of high ratings on the hotel room price.

Existing literature has identified the influence of user-generated reviews on users' attitude in the hospitality sector in various contexts including the sale of hotel rooms (Ai, Chi & Ouyang, 2019; Novikova, 2019; Blal & Struman, 2014), consumer decision making (Gursoy, 2019; Cheng & Loi, 2014), hospitality industry (Kim *et al.*, 2015). However, there is still scarcity in existing literature in understanding the traveler's adoption of online reviews for online hotel booking intention. Therefore, this study aims to identify the various determinants that influence traveler's adoption of online reviews published on online travel aggregators for online hotel bookings. The current study has applied an information adoption model with additional two constructs, i.e. information sidedness and information consistency in this study.

2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

This paper seeks to understand various determinants of information adoption that influence the consumers' hotel booking intentions. While, it has been identified that there are myriad of factors that influence the consumers' hotel booking decision. The current study focused on the reviews published on online travel intermediaries and their relative influence on consumer's booking intentions.

2.1) INFORMATION ADOPTION MODEL

The information adoption was proposed by Sussman & Siegal in 2003 wherein they propose that consumer can adopt information through two routes. These routes are information quality as central route and source credibility as a peripheral route. In the current study, a detailed review was undertaken for information adoption model in various contexts including social media adoption (Chung, Han & Koo, 2015), eWom adoption (Filieri, Alguezaui, & McLeay 2015, Hussain et al., 2017), Purchase Intention (Khwaja, Mahmood & Zaman, 2020), online product adoption for new product development (Lee & Yang, 2014), travel websites adoption (Tseng & Wang, 2015), online reviews adoption (Shen, Zhang & Zhao, 2015), Health Sector (Wang & Sun, 2020).

2.1.1) INFORMATION QUALITY

Information quality refers to the quality of information "how the provided information is useful for the consumer" (Yeap et al., 2014). Information quality plays a significant role and helps customers to evaluate the quality of products/services (Erkan & Evans, 2016b). Information uploaded on online platforms should be update, accurate with substantial value (Khwaja et al., 2020). Existing literature has confirmed information quality as strong predictor of information usefulness in various contexts including social media adoption (Chung et al., 2015), eWom adoption (Filieri, 2015; Hussain et al., 2017), YouTube adoption (Arora & Lata, 2020), travel websites adoption (Tseng & Wang, 2015), Purchase Intention (Khwaja, Mahmood & Zaman, 2020), online reviews adoption (Shen et al., 2015), online travel communities (Cheung, Lee & Rabjohn, 2008). Thus, we hypothesize:

H1: Information Quality positively influences Information Usefulness.

2.1.2) SOURCE CREDIBILITY

Source credibility refers to the extent to which the users consider the source as credible for providing information about the product (Goldsmith et al., 2000; Ismagilova, Slade, Rana & Dwivedi, 2020). Various researches have validated source credibility as essential antecedents of information usefulness in various contexts including consumers' decision process (Filieri & McLeay, 2014), social media adoption (Chung et al., 2015), YouTube adoption (Arora & Lata, 2020), online reviews adoption (Shen et al., 2015), ewom adoption (Filieri, 2015; Hussain et al., 2017, Khwaja & Zaman, 2020), travel websites adoption (Hsieh & Li, 2020; Tseng & Wang, 2015), travel information adoption (Li, Ong & Ito, 2020). Thus, we hypothesize:

H2: Source credibility positively influences Information Usefulness.

2.1.3) INFORMATION SIDEDNESS

Information sidedness refers to both sides of reviews (positive and negative) which are considered important factors of online reviews (Chen et al., 2014). Reviews published with positive feedback are regarded as favorable experiences of experienced customers and influence the booking decision of potential customers whereas negative reviews posted by unsatisfactory customers discourage the other's buying decisions (Qiu *et al.,* 2012). So, positive reviews leads to more bookings (Chakraborty, 2019). Various researches have studied information sidedness in past literature and considered it as an important factor of online reviews (Chen et al., 2014; Daowd, Hasan, Eldabi, Rafi-Ul-Shan, Cao & Kasemsarn, 2020; Garg & Pandey, 2020; Hu et al., 2012; Purnawirawan et al., 2012; Qiu et al., 2012; Shih & Sung, 2020; Xue & Zhou, 2010; Wang, Li & Liu, 2020; Zhang, Craciun & Shin 2010). Thus, we hypothesize:

H3: Information Sidedness positively influences Information Usefulness.

2.1.4) INFORMATION CONSISTENCY

Information consistency refers to "whether the information provided by one source is consistent with other sources" (Barry and Schamber, 1998). While making buying decision customers have a propensity to obtain maximum information through reviews regarding products and services from different sources (Luo et al., 2013), sometimes information expresses the same viewpoint (Barry and Schamber, 1998) therefore these reviews are considered highly consistent. Existing studies have confirmed the information consistency as strongest predictor of online reviews (Chen & Chang, 2018; Cheung *et al.,* 2009; Sirithanaphonchai, 2017; Kelman, 1958; Luo, Wu, Shi & Zu, 2014; Pan & Zhang, 2011; Vandenbosch & Higgins, 1996; Wu, Tipgomut, Chung & Chu, 2019; Zhang et al., 2010; Zhang & Watts, 2003).Thus we hypothesize:

H4: Information Consistency positively influences Information Usefulness.

2.1.5) INFORMATION USEFULNESS

Information usefulness refers to "a person believes received information is valuable and will enhance his buying or booking decision" (Luo et al., 2014a). Various studies in the past literature have confirmed Information usefulness as a key construct in adoption theories. A survey conducted by Cheung et al. (2008) has revealed that information usefulness makes a major role in encouraging consumers' information adoption through online reviews. Potential consumer sees the online reviews published

at online platforms and it helps them in their decision making (Arora & Lata, 2020). Therefore, if the consumer understands that reviews published on online travel aggregators for hotels are useful, the probability of adopting those reviews will be higher.

Various studies have found information usefulness as the most reliable predictor of information adoption including online consumer reviews (Shen et al., 2015), destination visit (Arora & Lata, 2020; Chung et al., 2015; González-Rodríguez et al., 2016; hotel reviews adoption (De Castro, Goncalves, Reis & Sonsini, 2020; Hu, 2020; Liu & Park, 2015; Zeng et al., 2020), YouTube adoption (Arora & Lata, 2020). Thus, we hypothesize:

H5: Information Usefulness positively influences Online Booking Intentions.

3. RESEARCH METHODOLOGY

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 adopted from the previous studies. There are six constructs in it: namely information quality, source credibility, information consistency, information sidedness, information usefulness and hotel booking intentions. The items of information quality, source credibility, and information usefulness were adapted from Tseng & Wang (2015), the items of Information sidedness and information consistency were adapted from Cheung et al. (2009), the questionnaire items of hotel booking intention were adapted from Poon et al. (2014). An adapted scale from previous literature was taken to measure the construct by ranging 5 (strongly agree) to 1 (strongly disagree).

3.1) SAMPLE SIZE AND DATA COLLECTION

The travel and tourism market in India is worth 42b USD and is expected to grow at the compounded annual rate of 10.2% in the next ten years (Red Seer Analysis, 2009). Young Indian travelers are tech-savvy and adopt online information. Consumers are widely using online travel portals while choosing destinations and hotel bookings. Online travel portals are an internet platform that provides flexibility and cost comparison of products/services offered by different companies (Red Seer Analysis, 2009). The most famous online travel portals used by Indian travelers are MakeMyTrip, yatra.com and cleartrip.com. So, the respondents taken for this study are the travelers who adopt reviews from online booking portals for their hotel bookings. The respondents for this study were taken from Delhi who adopts information from online travel aggregators and has intentions to make online hotel bookings in the coming one year. For data collection, total 570 questionnaires were distributed. Four hundred

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seventy three questionnaires were received back from respondents and further 54 questionnaires were removed due to incompletion and missing values. Finally, 419 respondents' answers were taken for data analysis, providing a response rate of 73.5 %. A purposive sampling technique was used for data collection. Data was collected in the month of January and February 2020. 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.

Variables	Group	No. of Respondents	Percentage (approx.)
Gender	Male	228	54.5%
	Female	191	45.5%
Age	Below 20	55	13.1%
	21-35	157	37.4%
	36-50	105	25.1%
	51-65	53	12.6%
	Above 65	49	11.7%
Employment Status	Employed	163	38.9%
	Self-Employed	137	32.6%
	Student	98	23.3%
	Others	21	5.1%

Table 1: Demographics
Source: Own elaboration

4. DATA ANALYSES

For this study, data was analyzed by using PLS software in version 3.0. It meets the condition of small-medium sample and non-normality conditions (Hulland, 1999). There are two models: Outer models and inner models. The outer model in PLS is known as a measurement model, and inner model is called structural model.

4.1) THE MEASUREMENT MODEL

The measurement model has been examined by convergent and discriminant validity. The convergent validity is analyzed by using Fornell & Larcker (1981) criteria. Table 2 shows all value of factor loadings, composite reliability and AVE are above then the threshold values. The values of factor loadings and composite reliability are above 0.7 and the value of AVE is above 0.5.

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Construct	Scale Item	Loadings	Composite Reliability	AVE	Cronbach Alpha
Information Quality (IQ)	IQ1	0.828	0.933	0.823	0.891
	IQ2	0.932			
	IQ3	0.958			
Source Credibility (SC)	SC1	0.814	0.802	0.575	0.628
	SC2	0.710			
	SC3	0.747			
Information Sidedness (IS)	IS1	0.944	0.941	0.842	0.906
	IS2	0.910			
	IS3	0.898			
Information Consistency (IC)	IC1	0.836	0.910	0.771	0.851
	IC2	0.906			
	IC3	0.892			
Information Usefulness (IU)	IU1	0.971	0.973	0.924	0.959
	IU2	0.958			
	IU3	0.955			
Hotel Booking Intentions (HBI)	HBI1	0.823	0.942	0.884	0.908
	HBI2	0.923			
	HBI3	0.934			

Table 2: Item Loadings, Composite Reliability, AVE, Cronbach Alpha Coefficients
Source: Own elaboration

Discriminant Validity is an extent in which the one variable is linked with its own construct only and doesn't show the reflection of any other variable (Ramayah*et al.*, 2013).The Fornell & Larcker criterion indicates that value of AVE should be greater than the square root of other factors presented in the model which indicates that particular construct shares maximum variance with its indicators only rather than any other construct.

	IC	HBI	IQ	IU	SC	IS
IC	**0.878**					
HBI	0.751	**0.919**				
IQ	0.647	0.728	**0.907**			
IU	0.771	0.820	0.708	**0.961**		
SC	0.442	0.417	0.362	0.469	**0.758**	
IS	0.353	0.404	0.356	0.424	0.136	**0.918**

Table 3: Discriminant validity of constructs
Source: Own elaboration

4.2) THE STRUCTURAL MODEL

The structural model and hypotheses of this study were tested using PLS. It used the bootstrapping method by putting 5000 iterations to get statistical significance and path coefficients. PLS does not provide the value of overall goodness of fit (GoF) indices. The diagnostic tool provided by Tenenhaus et al. (2005) was used to calculate GoF indices. Hoffmann & Birnbrich (2012) provide the cut-off values: GoF small _ 0.1; GoF medium _0.25; and GoF large _ 0.36. The GoF value found for this model was 0.745 for information usefulness and 0.731 for online hotel booking intentions. These values are above than threshold values so it indicates excellent model fit (Table 4).

Constructs	AVE	GFI	R Square
Information Quality	0.823		
Source Credibility	0.575		
Information Sidedness	0.842		
Information Consistency	0.771		
Information Usefulness	0.924		
Hotel Booking Intentions	0.844		
Average Score	0.796		
AVE* R2 (IU)	0.556		0.697
AVE* R2 (HBI)	0.535		0.673
(GoF= AVE* R2) IU		**0.745**	
(GoF= AVE* R2) HBI		**0.731**	

Table 4: Goodness of fit indices
Source: Own elaboration
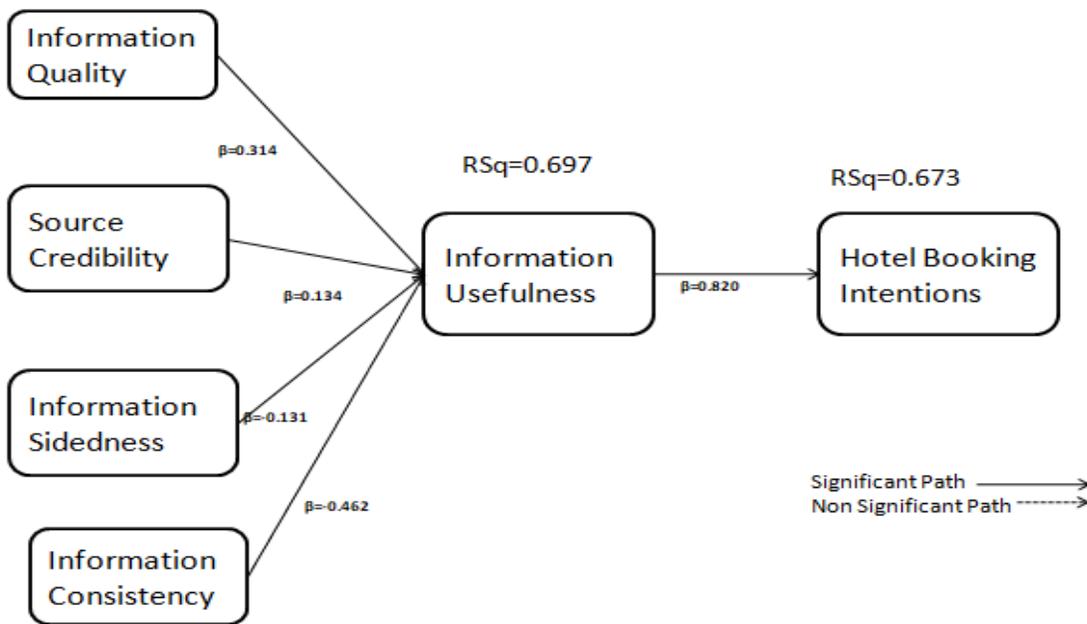
Figure 1: The Structural Model

Information Quality (β=0.314, $p<0.05$), Source credibility (β=0.134, $p<0.05$), Information Sidedness (β=0.131, $p<0.05$), and Information Consistency (β=0.462, $p<0.05$) were found statically significant in predicting the information usefulness of consumers. Further, Information Usefulness (β=0.820, $p<0.05$) was also found statically significant in determining the online hotel booking intentions of consumers through online travel aggregators. The R Square value of the model explains the variance explained by the independent variables (Wixom & Todd, 2005). The R Square value of 0.67 is considered as substantial, the value of 0.33 is considered as average and the value of 0.19 is taken as weak (Chin, 1998). The R Square value for information Usefulness is 0.697 and for online hotel booking intention is 0.673 which achieved an acceptable fit of the model.

5. RESULTS AND DISCUSSION

This study has used the adoption model of Sussman & Siegal (2003) to evaluate the online hotel bookings intentions of consumers. The objective of this study is to

determine the influence of review characteristics (Information Quality, Source Credibility, Information Sidedness, and Information Consistency) in predicting the information usefulness of consumers for hotel booking through online travel aggregators. The proposed HI, H2, H3, H4 and H5 were found significant in this study. From the independent variables, the fourth variable information consistency explained the highest variance for information usefulness and considered to be the strongest predictor of information usefulness.

Hypotheses	Path	Standardized Coefficient	P value	Supported	Constructs	R2
H1	IQ-IU	0.314	0.000	Yes	Information Usefulness	0.697
H2	SC-IU	0.134	0.000	Yes		
H3	IS-IU	0.131	0.000	Yes		
H4	IC-IU	0.462	0.000	Yes		
H5	IU-HBI	0.820	0.000	Yes	Hotel Booking Intentions	0.673

Table 5: Summary of test results for the structured model
Source: Own elaboration

The proposed first hypotheses H1 indicates (path coefficient = 0.314, t statistics = 5.735, $p < 0.05$) information quality was found statistically significant on information usefulness. The results show that consumers' intentions are highly influenced for hotel booking when they find review presented on online travel aggregators as true, reliable and up-to-date. The high quality reviews insist on the consumer to trust and help them to plan their tour. The finding of this dimension is consistent with the previous researches (Arora & Lata, 2020; Coursaris, Osch, & Albini, 2018; Lee & Shin, 2014; Salehi-Esfahani, 2016; Tseng & Wang, 2015; Xu, 2014; Zhu, Chang Luo, 2016; Zu et al., 2015).

The second hypothesis of the study (path coefficient = 0.134, t statistics = 3.527, $p < 0.05$) was also found statically significant. The results show that consumers seek highly credible information. The credibility of information increases when the information provided is highly expert and trustworthiness. The reviews uploaded by experience travelers are more trustworthy as compared to novice travelers. The results of this dimension are consistent with previous researches (Arora & Lata, 2020; Cheung et al, 2008; Cheung et al., 2009; Coursaris, Osch & Albini, 2018; Kang & Namkung, 2019; Lee & Shin, 2014; Salehi-Esfahani, 2016; Tseng & Wang, 2015; Xu, 2014; Zhang & Watts, 2008; Zhu, Chang Luo, 2016; Zu et al., 2015)

The third hypotheses H3 indicates (path coefficient = 0.131, t statistics = 3.814, $p < 0.05$) was also found statically significant. The consumer tends to believe more when reviews updated on platform are two sided (positive and negative). Reviews published on one sided only are considered as vague and untrustworthy. The finding found consistent with previous study done by Caccinelli & Toledano (2018) in context of

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Booking.com which state that information sidedness of reviews plays prominent role in consumer's decision making.

The proposed hypothesis H4 indicates (path coefficient = 0.462, t statistics = 8.214, p < 0.05) were found statistically significant. The result of this dimension was the strongest predictor for information usefulness and reflected that reviews published on one platform should be consistent with reviews published on other platforms. Consumers do believe reviews posted on online travel aggregators regarding hotel booking are consistent with the information published on other platforms. The results of current paper found consistent with the earlier studies (Bigné, William & Soria-Olivas, 2020; Chakraborty, 2019; Guillet, Matilla & Gao, 2020; Lo & Yao, 2019; Park & Lee, 2014; Xu, 2014).

The proposed H5 indicates (path coefficient = 0.820, t statistics = 29.304, p < 0.05) was also found statically significant. It shows that information usefulness of reviews profoundly influenced the consumers' intention for hotel bookings from online travel aggregators. This study also provides similar results like previous studies (Abdullah, Jayaraman, Shariff, Bahari & Nor, 2017; Coursaris, Osch & Albini, 2018; Zhao et al., 2015).

6. CONCLUSION

The objective of this study was to evaluate the relative influence of various determinants on the online hotel booking intentions that how consumers adopt reviews from online travel intermediaries and further it impacts on their booking decision. That data was collected from the general consumers who read reviews from online travel portals such as MakeMyTrip, Goibibo and have intentions to book hotels in the coming one year. The respondents were taken from Delhi and the findings of this appear says that information quality of reviews plays a pivotal role in influencing consumer's intentions.

Novice travelers do observe the reviews published by experienced travelers and consider them for their booking decision. Reviews published by official sites are considered less worthy as compared to consumer generated content. Therefore, information published on online travel intermediaries must be true. The influence of information consistency have highest influence on information usefulness of consumers' online hotel booking intention whereas the influence of source credibility was found lowest among all the determinants which states that consumers' do not see the credibility of the source.

The proposed model in this study achieves an acceptable fit and variance of 69.7% and 67.3% for information usefulness and online hotel booking intentions.

6.1) THEORETICAL IMPLICATIONS

The findings of this study shall be an addition in the online hotel booking literature in an emerging market context. This study has validated a past theory in new context. All values were above than threshold values of composite reliability for all dimensions so this construct is considered as reliable instrument and future studies can take it. Further, this study has studies the behavior of Indian travelers and has added data in this context, which will help future researchers to understand Indian traveler's booking behavior clearly. There is extensive existing literature on review adoption, but specific studies associated with are view published on online travel aggregators regarding online hotel booking has not received scholarly intention. The current study also adds two new constructs, i.e. information sidedness and information consistency along with the information adoption model given by Sussman & Siegal (2003). Finally, this study contributes to the scarce literature on understanding the review adoption from online travel aggregators in a hospitality context.

6.2) PRACTICAL IMPLICATIONS

In an emerging market context, this study has confirmed that information quality, source credibility, information sidedness, and information consistency are significant predictors of information usefulness for online hotel booking intentions. Travelers always look for accurate, reliable and up-to-date information. Experienced customers publish online reviews and share their experiences. Potential travelers keenly observe the positive and negative comments posted by previous customers; therefore, hotel managers should actively monitor all the negative information and focus on how to overcome these issues in their marketing communication materials (Wei et al., 2013). This would further encourage the hotel managers to focus on the quality provided by them to the customers which in turn ensure happy customers, and who will be encouraged to publish positive reviews.

User-generated reviews create a high word of mouth effect on the booking intentions of novice travelers, so hotel managers should examine the online behavior of users by scrutinizing their online feedback/reviews (Wang et al., 2019). The less influence of source credibility shows consumers tend to believe in information quality rather its source. Hotel managers should publish the responses and comments of previous travelers and promote in marketing communication. In addition, hoteliers should form different groups of customers according to their needs: it will further help them to understand correctly and make better marketing strategies. Consistently monitoring of reviews will help the hotel to build its image as these reviews serve as testimony to thousands of potential travelers who are searching hotel information. After experiencing the services of hotel, some customers provide detailed review. The most important elements of hotel services such as room cleanliness, comfort of bed, billing,

and staff communication plays significant role to enrich the customers experiences and reinforcing hotel position (Ladhari & Michaud, 2015), therefore hotel managers should take these points into their consideration to make their customer happy. Review provided with positive information helps the hotels to build its positive image and results in high bookings. However, reviews with negative messages can tarnish the image of hotels but it cannot be avoided (Lo & Yao, 2019). So, hotel managers should continue to watch all information published by customers: they should give thanks and show their gratitude to the happy customers and as well as apologies from dissatisfying customers.

7. LIMITATIONS AND FUTURE SCOPE

Although this research has shed a light on various issues, there are some limitations associated with this research that can be taken in future study. The respondents of this study are taken from India so its results cannot 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 study has not taken any moderator so further studies can take moderator as gender, age, consumer skepticism, personal cognization. The quantitative techniques are applied in this study so future studies can apply quantitative and qualitative method so that more insights of this study can be reflected. The mediation analysis has not done in this study so future studies can take it

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