

**ONLINE REVIEWS, CONSUMERS' PREFERRED  
CRITERIA, WEB SERVICE QUALITY, AND  
SATISFACTION TOWARDS ONLINE TRAVEL  
AGENCIES**

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## **DECLARATION**

I, hereby declared that the presented work in the thesis entitled **ONLINE REVIEWS, CONSUMERS' PREFERRED CRITERIA, WEB SERVICE QUALITY, AND SATISFACTION TOWARDS ONLINE TRAVEL AGENCIES** in fulfilment of degree of **Doctor of Philosophy (Ph. D.)** is outcome of research work carried out by me under the supervision of Dr. Rahul Sharma, working as Professor, in the Mittal School of Business of Lovely Professional University, Punjab, India. In keeping with general practice of reporting scientific observations, due acknowledgements have been made whenever work described here has been based on findings of other investigator. This work has not been submitted in part or full to any other University or Institute for the award of any degree.

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## **CERTIFICATE**

This is to certify that the work reported in the Ph. D. thesis entitled “ONLINE REVIEWS, CONSUMERS' PREFERRED CRITERIA, WEB SERVICE QUALITY, AND SATISFACTION TOWARDS ONLINE TRAVEL AGENCIES” submitted in fulfillment of the requirement for the award of degree of **Doctor of Philosophy (Ph.D.)** in the Mittal School of Business, is a research work carried out by Animesh Kumar Sharma, (Registration No. - 41800104), is bonafide record of his/her original work carried out under my supervision and that no part of thesis has been submitted for any other degree, diploma or equivalent course.

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## ABSTRACT

The development of the internet has fundamentally changed how individuals organise their trip experiences. Online travel agencies have become increasingly popular as they offer convenience, extensive options, and competitive pricing. However, with the proliferation of these platforms, users often find themselves overwhelmed by choices. In this context, online travel review platforms have emerged as invaluable resources for travellers. This study focuses to dig deep into the multifaceted world of online travel reviews, shedding light on the motivations behind users' contributions, examining their sentiments towards various online travel agencies, assessing the effect of web service quality on customer satisfaction and revisit intention, and identifying the attributes that hold significance when choosing an online travel agency platform.

The phenomenon of online digital travel reviews has gained significant momentum in recent years. These platforms serve as virtual forums where travellers can share their experiences, provide insights, and offer recommendations to fellow travellers. The first aspect this study addresses is the motivation behind users' contributions to these platforms. Understanding why individuals take the time to post reviews is essential in comprehending the dynamics of online travel communities. Through this research, we have discovered that users are primarily motivated by three key factors.

Firstly, users post reviews to share their travel experiences with others. Traveling is an inherently social activity, and people often seek to relive their adventures by recounting their journeys to friends, family, and even strangers. Online travel review platforms provide a convenient avenue for travellers to narrate their stories, share their photographs, and impart valuable advice to a wider audience. This sharing not only allows them to relive their experiences but also contributes to the collective knowledge of the travel community.

Secondly, the desire to influence other travellers' decisions plays a crucial role in motivating users to post reviews. Traveling can be a daunting task, especially when one is faced with an array of choices regarding destinations, accommodations, and activities. In such circumstances, travellers often turn to online reviews to gain insights and make informed decisions. By posting reviews, users aim to guide and influence the choices of fellow travellers, helping them avoid potential pitfalls and enhance their overall travel experiences. Lastly, gaining social recognition emerges as a significant motivator for users to contribute to online travel review platforms. In today's digital age, social validation and recognition hold immense value. Posting reviews and

receiving positive feedback, likes, or comments can boost an users' self-esteem and a feeling of kinship within the travel community. It provides users with a platform to showcase their knowledge, expertise, and experiences, ultimately earning them respect and recognition among their peers.

Moving on from the motivations behind user contributions, this research study delves into the sentiments expressed towards various online travel agencies. Online travel agencies have become indispensable tools for travellers, offering a vast array of options and competitive pricing. However, the quality of service provided by these agencies can vary significantly, leading to diverse sentiments among users. The sentiment towards different OTAs was found to be mostly positive, with customers showing a preference for those that offered better prices and convenience. The study also reveals that many customers hold positive sentiments towards online travel agencies, with TripAdvisor being the most popular review platform. Furthermore, customers' sentiments towards different online travel agencies are affected by various factors, such as price, service quality, and brand reputation. The study offers insightful information into the factors that influence users' behaviours on online travel review platforms and customers' preferences when selecting an OTA. The sentiment analysis revealed that customers had mixed feelings towards different OTAs, with some being perceived more positively than others. This research indicates that sentiment analysis of online travel agency reviews reveals a spectrum of emotions, ranging from praise for exceptional service to frustration and disappointment with subpar experiences. Positive sentiments often revolve around seamless booking experiences, competitive pricing, and excellent customer service. Travellers appreciate agencies that make the booking process straightforward and hassle-free. Moreover, they value agencies that provide competitive prices and discounts, as these directly impact their travel budgets. Outstanding customer service, including responsive support and timely issue resolution, receives high praise from users. Conversely, negative sentiments primarily arise from issues related to booking complications, hidden fees, and unsatisfactory customer service. Users tend to express frustration when they encounter unexpected problems during the booking process, such as technical glitches or discrepancies in pricing. Hidden fees and unexpected charges can also lead to disappointment and negatively affect users' perceptions of online travel agencies. Moreover, inadequate customer service, characterized by unresponsive support and unaddressed issues, can lead to users venting their frustrations in their reviews.

This research study investigates the impact of the quality of web services on customer satisfaction and the likelihood of customers returning. Online travel agencies heavily rely on

their websites and digital platforms to interact with customers. Therefore, web services quality acts as a crucial role in shaping users' experiences. Research findings suggest that a user-friendly and efficient website interface, quick and reliable search functionality, and informative content significantly contribute to customer satisfaction. Users appreciate websites that are well organized, easy to navigate and provide them with the information they need to make informed decisions. Moreover, web service quality directly influences users' intentions to revisit an online travel agency. A positive web experience encourages users to return to the same platform for future travel bookings, fostering customer loyalty. On the contrary, a frustrating web experience can deter users from using the same agency again and may drive them to explore alternative options.

This research study identifies the attributes that customers prioritize when selecting an online travel agency. In an era of abundant choices, users are discerning when it comes to deciding which agency to trust with their travel plans. Factors such as price competitiveness, reliability, and a wide range of options are highly valued by users. Competitive pricing is a significant driver of choice, as travellers are keen to secure the best deals for their trips. Reliability is also crucial, as users want to have confidence that their bookings will be honored without any hiccups. Additionally, a comprehensive offering of destinations, accommodations, and activities is essential, as users seek convenience and variety when planning their travels. This research study gives valuable insights into the world of online travel reviews, shedding light on the motivations behind users' contributions, their sentiments towards various online travel agencies, influence of the quality of web services on both customer satisfaction and their intention to revisit., and the attributes users prioritize when selecting an online travel agency. Understanding these dynamics is crucial for both travellers seeking guidance and online travel agencies aiming to meet customer expectations and enhance their services in an ever-evolving digital landscape.

Additionally, impact of the caliber of web services on customer contentment and their likelihood to return, with features such as ease of use, trustworthiness, and reliability being highly valued by customers. The research further puts forwards that web service quality has a significant impact on customer satisfaction and revisit intention. Moreover, the results suggest that customers prefer online travel agencies that offer competitive prices, user-friendly interfaces, and reliable booking services. The study highlights the significant impact of quality of web services and its effect on customer satisfaction and the intention to revisit. Customers' satisfaction with online travel agencies is affected by factors such as website design, ease of

navigation, security, and customer support.

The main goal of this research work was to delve into the profound effect of web service quality offered by Online Travel Agencies (OTAs) on customer satisfaction and revisit intention, while simultaneously uncovering the key attributes that customers prioritize when selecting an OTA for their travel needs. In the increasingly digitalized world of travel booking, understanding the intricate dynamics between these variables is crucial for both OTAs and the wider travel industry.

To comprehensively explore this multifaceted research question, a mixed-method approach was employed, encompassing both qualitative and quantitative data collection methods. This methodological choice allowed for a holistic analysis, ensuring that the research findings could capture the nuanced aspects of customer preferences and experiences. By merging these two research ways, the study aimed to furnish a more extensive and nuanced apprehension of the purpose. The study's quantitative component involved surveying a substantial sample of 1,313 individuals who had utilized OTAs for travel bookings. This sizable sample was carefully chosen to ensure statistical reliability and validity. Participants were selected from a diverse range of demographic backgrounds and travel preferences to ensure the results were representative of the broader population of OTA users. The survey instrument utilized for data collection was meticulously designed to assess various aspects associated with the quality of web services, customer contentment, intention to return, and the importance of different attributes in the OTA selection process. To inspect the gathered data and scrutinize the relationships between the variables, SEM (structural equation modelling) was applied which is a powerful statistical technique that enables researchers to explore complex relationships between multiple variables simultaneously. It helps in understanding how different factors interrelate and contribute to the overall outcome, making it particularly useful for investigating the influence of website service quality on customer gratification and likeliness to return.

The unearthing of this study provided compelling evidence that web service quality offered by OTAs has a substantial and positive significant influence on customer happiness and revisit intention. This underscores the paramount importance of OTAs investing in and maintaining high-quality web services to enhance the overall customer experience. The results are consistent with the notion that in the digital age, customers place significant importance on the ease of use, functionality, and reliability of OTA websites and platforms. Furthermore, the research unearthed key insights into the attributes that customers prioritize when choosing an OTA. While web service quality emerged as a pivotal factor, price and convenience were also

identified as significant determinants of customer satisfaction and revisit intention. Price sensitivity is a common consideration for travellers, and OTAs that can offer competitive pricing are more likely to attract and retain customers. Additionally, convenience, including factors such as user-friendly interfaces, quick booking processes, and finding relevant travel-related information, plays a vital factor in influencing customer decisions.

The implications of these findings are profound for OTAs and the broader travel industry. To thrive in a competitive market, OTAs must prioritize enhancing their web service quality, ensuring that their platforms are not only functional but also user-friendly and reliable. This includes optimizing website performance, providing accurate and up-to-date information, and offering seamless booking processes. Moreover, OTAs should remain price-competitive and continually seek ways to improve convenience to meet customer expectations. This study sheds light on the important role of web service quality in creation of the consumer happiness and returning intention in the context of OTAs. The integration of both qualitative and quantitative research methods, along with the rigorous analysis using structural equation modeling, strengthens the trustworthiness and relevance of results the of this work. OTAs that heed these insights and invest in improving web service quality, pricing strategies, and convenience stand to gain a competitive edge in a dynamic and evolving industry. As customer preferences continue to evolve, staying attuned to their needs and expectations is imperative for OTAs striving to thrive and prosper in the highly competitive travel market.

This study offers valuable insights for online travel agencies looking to improve customer satisfaction, loyalty, and engagement on their platforms. By focusing on web service quality, competitive pricing, ease of use, and customer support, OTAs can enhance their reputation and credibility, attract more customers, and encourage positive reviews. Understanding customer sentiments and preferences is essential in this fiercely competitive industry, and the exposure of this research study provides a roadmap for OTAs to pursue in their quest to deliver exceptional experiences to travellers. Ultimately, customers seek OTAs that offer competitive pricing, reliable information, user-friendly interfaces, and personalized services, making it imperative for OTAs to incorporate these attributes into their strategies to ensure long-term success in the online travel market.



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## **LIST OF ABBREVIATIONS**

<b>AMOS</b>	Analysis of Moment Structures
<b>CFA</b>	Confirmatory Factor Analysis
<b>CS</b>	Customers Satisfaction
<b>EFA</b>	Exploratory Factor Analysis
<b>NCR</b>	National Capital Region
<b>OTA</b>	Online Travel Agency
<b>OTAs</b>	Online Travel Agencies
<b>OTRPs</b>	Online Travel Review Platforms
<b>OTA</b>	Online Travel Agency
<b>RI</b>	Revisit Intention
<b>SEM</b>	Structural Equation Modeling
<b>SPSS</b>	Statistical Package for the Social Sciences

# Chapter - 1

## INTRODUCTION

### 1.1 Introduction

Travel has always been a central need of humans. Travelling is a widely embraced activity owing to the numerous benefits it offers to individuals. People like to travel to pursue their passion, enjoy, learn different cultures, explore new places, see new sights, and experience different landscapes, and relax. Others, travel to make new acquaintances, build quality relationships, celebrate, taste different types of foods, among various other reasons. Engaging in travel is known to broaden one's mind, enhance creativity, and foster an appreciation of diverse perspectives. As such, many individuals travel to learn thoroughly of the world.

#### 'Athato Ghumakkad Jigyasa'-

Rahul Sankrityayan (Father of Indian Travelogue Travel literature)

Travel and tourism are a rapidly growing industry, with millions of people all over the world travelling for leisure, business, education, and various other purposes. This industry has immense economic significance, generating employment opportunities and contributing to the GDP of many countries (Aidjanovich, 2023). It has also become an essential aspect of modern life, providing people with opportunities to explore new destinations, cultures, and experiences. However, with the growth of the tourism industry come challenges and issues that need to be addressed. These include environmental impact, over-tourism, safety concerns, cultural preservation, and economic disparities, among others. Therefore, studying and understanding the various aspects of travel and tourism is crucial to addressing these challenges and ensuring sustainable development of the industry. With the increasing desire of people to explore and experience new places, cultures and activities, travel and tours have become an essential part of human life. It is no longer just a leisure activity, but also a means of education, cultural exchange, and personal growth. In recent years, the tourism sector has witnessed significant transformations, driven by the coming to light of new technologies, changing consumer preferences, and the COVID-19 pandemic (Liutikas, 2023).

The desire to explore new places, learn about different cultures and escape the daily routine has accelerated in the number of people travelling for leisure or business purposes. This growth has not only impacted the tourism industry but has also had a significant impact on the global economy. With 330 million jobs globally and 10.4% of the worldwide gross domestic product (GDP) in

2019, travel and tourism have grown to be significant economic drivers. Additionally, the United Nations World Tourism Organization forecasts that by 2030, there will be 1.8 billion international visitors, up significantly from the 1.4 billion in 2018.

Travel and tourism are dynamic and burgeoning industry in the world. This industry acts as a crucial part of the global economic system (financial framework) and has become a noteworthy contributor to the GDP of many countries (Khanal *et al.*, 2022). Travel and tourism have evolved significantly in recent years, with advancements in technology and changing consumer behaviour shaping the industry's direction. The tourism industry comprises a wide range of activities, including transportation, accommodation, attractions, and travel services, among others. The industry caters to a diverse range of travellers, from backpackers and budget-conscious travellers to luxury travellers seeking high-end experiences. The industry's growth is driven by various factors, including increasing disposable income, rising standards of living, the growing popularity of travel among millennials, and the rise of the middle class in emerging markets. The tourism industry has also faced challenges, including the COVID-19 global health crisis, which significantly disrupted the sector's global revenue in 2020 (SHT, 2020). However, the industry has shown resilience, and there are positive signs of recovery as countries reopen their borders, and vaccination programs are rolled out worldwide. The travel industry has undergone significant changes in recent years, with the emergence of internet travel agencies (OTAs) disrupting conventional travel agencies (Pencarelli, 2020). Travel agencies have held a pivotal position in the tourism sector industry for decades, providing travellers with personalized travel planning, advice, and booking services (Nikoli & Lazakidou, 2019). However, with the surfacing of cyberspace and the rise of e-commerce, the travel sector has shifted toward digital channels, giving rise to online electronic travel agencies.

Online digital travel agencies (OTAs) are digital platforms that offer travellers a multifunction shop for all their travel related requirements, including booking flights, hotels, rental cars, and tours. The popularity of OTAs has grown rapidly, and many travellers prefer the convenience, flexibility, and cost savings they offer (Talwar *et al.*, 2020). The leap up of online travel agencies has also brought transformation in the travel industry, affecting both travel agencies and travel suppliers for instance air passenger carrier (airlines) and inn (hotels) (Chang *et al.*, 2019). Despite flourishing of OTAs, traditional travel company still play an important role in the travel industry,

especially in providing personalized services, advice, and expertise that online platforms may not offer. Traditional travel agencies are also adapting to the digital era, with many of them now offering online booking services alongside their brick-and-mortar operations (Sharma *et al.*, 2020).

Travel agencies and electronic digital travel agencies (OTA) are key players in the travel and tourism industry. These entities offer a variety of services to travellers, including flight bookings, accommodation reservations, travel insurance, and tour packages, among others (Huang *et al.*, 2019). The traditional travel agency model involves a physical shopfront, where customers can visit to book their travel arrangements with the help of a travel agent. On the other hand, online travel agencies operate entirely online and allow customers to make their bookings through their websites or mobile apps (Labanauskaitė *et al.*, 2020).

The rise of worldwide internet, digital technology has significantly impacted the travel industry, and the emergence of online travel agencies has disrupted the traditional travel agency model (Othman *et al.*, 2020 and Lv *et al.*, 2020). Customers now have more control over their travel plans and can simply compare costs, look for the best offers, and book their reservations online. Online travel agencies have also expanded their services to include additional features, such as travel reviews, virtual tours, and personalized recommendations, among others. Despite the thriving of online travel agencies, traditional travel agencies still offer a significant importance in the industry. They come up with custom-built services and are often preferred by consumers who require specialized travel arrangements, such as group tours, luxury travel, and business travel, among others (Li *et al.*, 2021). Traditional travel agencies also offer a level of trust and reliability, which may be essential for some.

Travel agencies have been an intrinsic segment of the travel and tourism industry for an era. These agencies provide valuable services to travellers, including booking flights, accommodations, tours, and other travel-related services (Sawe, 2019). These platforms provide travellers with the convenience of booking travel services online, often at a lower cost than traditional travel agencies. The travel agency and OTA sectors are both experiencing rapid growth, with global revenues expected to reach trillions of dollars by 2025 (Belogolovykh, 2022). Competition between traditional travel agencies and OTAs is intense, and each seeks to gain a larger share of the market. The travel agency sector has been facing challenges from OTAs, which have disrupted the

traditional business model. On the other hand, traditional travel agencies have been adapting to the changing market by embracing technology and offering personalised services to differentiate themselves from OTAs.

The travel agency industry has been an essential player in the tourism industry for many years, providing travellers with various services, including transportation, accommodation, and other travel-related services. Online travel agencies (OTAs) have exploded in popularity in recent years, revolutionizing the travel business and altering how tourists' book and arrange their journeys. Personalized services are offered to travellers by traditional travel firms, who also help clients make trip decisions, plan transportation, and make hotel reservations. Travel agencies work with suppliers, including airlines, hotels, and tour operators, to provide travellers with a comprehensive travel package. The traditional travel agency model has been successful in catering to travellers' needs for many years. Online travel agencies have, however, emerged because of the disruption caused by the Internet's growth and technological developments in the travel agency sector. OTAs provide travellers with a platform to book their travel needs online, from flights and accommodations to tours and activities. OTAs have become popular among travellers due to their convenience, affordability, and flexibility (Feng and Liu, 2021).

Travel agencies and online travel agencies (OTAs) are two important players in the travel sector. Travel agencies have been around for decades and have traditionally provided travel-related services such as booking flights, hotels, and tours for their clients (Law *et al.*, 2015). Online travel agencies have emerged as a new model, offering similar services but with a focus on online platforms. Travel agencies have a long history and have been significant players in the tourism industry. They have been responsible for creating travel packages, arranging transportation, and providing a range of travel-related services to their clients (Bhuiyan, 2022). Despite the rise of online travel agencies, traditional travel agencies remain popular among travellers who prefer a more personalised experience and value face-to-face interaction with travel agents.

On the other hand, online travel agencies have emerged as a popular choice for travellers looking for convenience and cost-effective options (Farmaki *et al.*, 2017). They have disrupted the traditional travel agency model by leveraging technology to provide a wide range of online services, including flight and hotel reservations, tour packages, and travel insurance. However,



both travel agencies and online travel agencies face a variety of challenges, including fierce competition, changing consumer behaviour, and the impact of external constituents, for example the COVID-19 global severe diseases. Furthermore, the sustainability of the industry is a growing concern, with stakeholders increasingly advocating for responsible tourism practises. The travel industry has undergone significant changes in recent years, as well as the emergence of OTAs challenging traditional tourist agencies. The arrival of the electronic age and the extensive use of mobile devices have transfigured the way people make their tour plan and book packages. The end users can now get relevant information and services through various online platforms, making it easier for them to plan and book their travel without relying on traditional travel agencies.

A travel agency is a business entity, whether privately owned or operated by a government organization, that provides the public with travel and travel-related services. These agencies act as intermediaries between travellers and accommodation or transportation providers, crafting diverse travel packages for various destinations. (Emon, 2023). An internet online travel agency (OTA), which is a web-based marketplace, allows customers to explore and book a wide range of travel-related products and services such as accommodations, transportation, excursions, cruises, activities, and more directly from travel providers. These OTAs are utilized by millions of travellers every day for booking both leisure and business journeys. An OTA (e-travel agency) is a website or mobile app that enables customers to search for and reserve vacation accommodations, flights, rental cars, tours, cruises, excursions, and other travel-related services from suppliers. Millions of people use online travel agencies (OTA) every day to book leisure and business trips (Wahyuni, 2022).

Online travel agencies give you access to potential customers in areas and numbers that your marketing efforts cannot. In addition, OTAs provide information and tools for the business to lure tourists, get and process reservations, interact with visitors, and track feedback. Booking through internet, managing stocks or supplies, customizing packages, managing back-end operations, creating travel plans, altering business leads, accounting, and other processes may be easily made simpler to help travel firms boost bookings and cut costs. OTAs provides platform to reach the prospective visitors. Moreover, OTAs gives instruments and market information to identify and attract travellers, obtain, and process reservations, interact with visitors, and monitor reviews (Li *et al.*, 2023).

An online platform or digital enterprise commonly recognized as an OTA that provides travellers with travel services and information (Min and Lee, 2020; Statista,2023). Accommodations, travelpackages, activities, and taxi bookings are a few instances of these things. Furthermore, OTAs (online travel agencies) are intermediaries who resell these services on behalf of various businesses, including those within the hotel industry. Travellers can order plane tickets, vacation packages, hotel rooms, train tickets, and other travel-related items using a phone or computer in your room. This is known as an online travel agency (OTA) (Singh, 2019). Travel is the only focus of an OTA or travel website. The following elements make up a travel website:

1. APIs for flights, hotels, and car rentals. etc.
2. GDS (Global distribution system)
3. Adaptive web design
4. Payment processor or payment service provider
5. Business-to-Business (B2B) and Business-to-Consumer (B2C) platform

A typical online travel agency (OTA) provides many of the advantages of utilizing a traditional travel agency but with more ease and a focus on self-assistance. OTAs include an incorporated booking system that will allow same-day reservations too (Mehraliyev et al., 2020).

## **1.2 Online travel agency (OTA)**

A traveller can reserve accommodations, tours, journeys, and additional services. through an OTA platform. OTAs are self-dependent platforms who market services on behalf of other companies. These OTAs generally offers many benefits, added facilities, and a stronger focus on self-help. These OTAs (online travel agencies) have an integrated booking process that permit same-day reservations (Li *et al.*, 2021).

### **1.2.1 Elements of OTA**

When online travel agencies initially started to appear, Priceline.com (now Booking Holdings), Expedia Groups (as a Microsoft company), and Ctrip (now Trip.com) were at the forefront. By compiling data from several websites into one location so that travellers could compare alternatives, prices, ratings, and more, these OTAs transformed the travel business and altered how travel planning was done (Godlewski and Zalech, 2022). In the "dreaming phase" of their trip, many people now start their adventure on OTA websites like Tripadvisor, Hotels.com, and

Travelocity to see the available offerings in the market, they utilize OTAs as a storefront. At this point in their journey, they seek inspiration and remain receptive to different ideas, activities, and accommodation choices like bed and breakfasts, boutique hotels, or hostels during this phase of the traveling. Travellers browse social networking platforms, search websites such as Google, Bing etc and OTA platforms to find out what travel opportunities are available. Their possible travel search activities are Wide-ranging with a focus on specific destinations. OTAs are used by travellers during the planning stage to reduce their alternatives by examining elements like amenities, cost, and reviews (Chen *et al.*, 2022). According to Yieldify, travellers pay an average exceeding four months before departure researching their journey and visiting 38+ travel websites. To increase their visibility and online reservations, properties must be advertised on a wide range of channels(Ye et al., 2019.)

## **1.2.2 Types of OTA**

Online travel agencies can be segmented based on the following parameters.

- By Target Customers
- By Services
- By Technology Used to build
- By Business Model

### **1.2.2.1 Based on Target Customers:**

Online Travel Agencies (OTAs) can be classified into various category types based on their target customers. Some of the common types of OTA based on customers are:

**1.2.2.1.1 Business Travel OTAs:** These OTAs cater to the needs of business travellers who need to book flights, hotels, and car rentals for work-related trips. They often offer features such as expense tracking and reporting, loyalty programmes, and customised travel itinerary.

- |                        |                       |
|------------------------|-----------------------|
| ▪ Expedia Group        | ▪ Orbitz for Business |
| ▪ Booking Holdings     | ▪ Priceline Group     |
| ▪ Egencia              | ▪ Amadeus IT Group    |
| ▪ Travelocity Business | ▪ Concur travel       |

- Airbnb for Work
- HRS Corporate
- TripActions
- Lola.com
- On-site Business Travel
- Corporate Traveller
- American Express Global Business Travel

**1.2.2.1.2 Leisure Travel OTAs:** These OTAs target leisure travellers who are looking for vacation packages, hotel deals, and activities to do at their destination. They may offer features such as travel guides, travel insurance, and customer reviews of hotels and activities.

- Expedia
- Booking.com
- TripAdvisor
- Kayak
- Skyscanner
- Orbitz
- Priceline
- Travelocity
- Hotwire
- CheapOair
- Momondo
- Agoda
- Hotels.com
- Airbnb
- VRBO (Vacation Rentals ByOwner)

**1.2.2.1.3. Luxury Travel OTAs:** These OTAs cater to the needs of luxury travellers willing to pay more for exclusive experiences, such as private jets, luxury hotels, and personalised travel itineraries. They may also offer 24/7 concierge services and access to exclusive events.

- Virtuoso
- Abercrombie & Kent
- Traveller-made
- Inspirato
- Indagare
- Mr & Mrs Smith
- Black Tomato
- Four-Seasons Preferred Partner
- Belmond
- Leading Hotels of the World
- Rosewood Elite
- Mandarin Oriental Fan Club
- Ritz Carlton STARS
- Oetker Collection Pearl Partner
- The Dorchester
- CollectionDiamond Club.

**1.2.2.1.4. Budget Travel OTAs:** These OTAs target travellers looking for the best deals and discounts on flights, hotels, and vacation packages. They may offer features such as price alerts, last-minute deals, and low-price guarantees.

- Hostelworld
- Hostelbookers
- Agoda
- Cheap Tickets
- CheapOair
- Expedia
- Orbitz
- Priceline
- Travelocity
- Kayak
- Skyscanner
- StudentUniverse
- STA Travel
- AirAsiaGo
- Booking.com (for budgetaccommodations)

**1.2.2.1.5 Group Travel OTAs:** These OTAs cater to the needs of group travellers who want to book flights, hotels, and activities for a group of people. They may offer group discounts, customized travel itineraries, and assistance with group logistics.

- Groupize
- HotelPlanner
- GroupTravel.org
- GroupTravelOdyssey
- Grouptours.net
- TripTogether
- Airbnb for Groups
- Expedia Group Travel
- Booking.com for Groups
- Hotels.com for Groups
- Priceline Group Travel
- Travelocity Group Travel
- Orbitz Group Travel
- Kayak Group Travel
- Amadeus Group Travel

**1.2.2.1.6. Family Travel OTAs:** These OTAs cater to the needs of families who are looking to book family-friendly hotels and activities, as well as travel packages that cater to children's needs. They may also offer family-friendly travel guides and help with booking family-friendly activities.

- Ciao Bambino
- Kid & Coe
- Family Vacation Critic
- Best Family Escapes
- Family Travel Forum
- Tots to Travel
- HomeAway
- Kayak for Families
- CheapOair for Families
- Airbnb
- Booking.com for Families
- Expedia for Families
- Travelocity for Families
- Priceline for Families
- Orbitz for Families

In general, the different types of OTA cater to a diverse range of customer needs and preferences, making it easier for travellers to find the right travel options for their specific requirements.

### **1.2.2.2 Based on Services**

Online Travel Agencies (OTAs) offer a collection of services to their customers. Based on the types of services they provide, OTAs can be classified into the below sections.

**1.2.2.2.1. Flight Booking OTAs:** These OTAs specialise in providing flight booking services to their customers. These OTA platforms offer shoppers to search compare prices for flights and make bookings tickets online. Here is a list of some popular flight booking OTAs:

- Travelocity
- CheapOair
- Skyscanner
- Hopper
- Momondo
- Airfarewatchdog
- Google Flights
- Hipmunk
- CheapTickets
- OneTravel

**1.2.2.2.2. Hotel Booking OTAs:** These OTAs specialise in providing hotel reservation services to their customers. They allow customers to search for hotels, compare prices and reserve accommodations online. Here is a list of some popular Hotel Booking OTAs:

- Booking.com
- Expedia
- Hotels.com
- Agoda
- Kayak
- Priceline
- Travelocity
- Hotwire
- Orbitz
- Airbnb
- Tripadvisor
- Trivago
- HotelTonight
- Hostelworld

- VRBO

**1.2.2.2.3. Vacation Package OTAs:** These OTAs specialise in providing vacation packages that include flights, hotels, and other travel-related services, such as car rentals and activities. Customers can select from a range of pre-packaged vacation options or customise their own. Here is a list of some popular vacation package OTAs:

- Expedia
- Travelocity
- Orbitz
- Priceline
- CheapCaribbean
- CheapTickets
- Kayak
- BookIt.com
- Apple Vacations
- Southwest Vacations
- JetBlue Vacations
- Delta Vacations
- United Vacations
- Funjet Vacations
- Liberty Travel

**1.2.2.2.4. Car Rental OTAs:** These OTAs specialise in providing car rental services to their customers. They allow customers to search for car rentals, compare prices, and make reservations online. Here is a list of some popular Car Rental OTAs:

- Expedia
- Kayak
- Priceline
- Orbitz
- Rentalcars.com
- CarRentals.com
- Hotwire
- AutoEurope
- Sixt
- Hertz
- Avis
- Budget
- National Car Rental
- Enterprise Rent-A-Car
- Alamo Rent A Car

▪

**1.2.2.2.5. Cruise Booking OTAs:** These OTAs specialise in providing cruise reservation services to their customers. They allow customers to search for cruises, compare prices, and book tickets online. Here is a list of some popular Cruise Booking OTAs:

- Expedia CruiseShipCenters
- CruiseDirect
- Cruise Critic
- Vacations To Go
- Priceline
- Orbitz
- Kayak
- Costco Travel
- American Discount Cruises & Travel
- CheapCruises
- Cruise.comCruiseCompete
- iCruise.com
- Royal Caribbean
- Carnival Cruise Line

**1.2.2.2.6. Activity Booking OTAs:** These OTAs specialize in providing activity booking services to their customers. They allow customers to search for and book various activities such as tours, excursions, and other travel-related experiences. Here is a list of some popular activity booking OTAs:

- Viator
- GetYourGuide
- Klook
- Tripadvisor Experiences
- Airbnb Experiences
- Expedia Local Expert
- City Discovery
- Tiqets
- Peek
- Withlocals
- ToursByLocals
- Civitatis
- Isango!
- Musement
- Shore Excursions Group



**1.2.2.2.7. Travel Insurance OTAs:** These OTAs specialise in providing travel insurance services to their customers. They allow customers to purchase travel insurance policies online to protect against unexpected events such as cancellations of trips or medical emergencies. Here is a list of some popular Travel Insurance OTAs:

- Allianz Global Assistance
- Travel Guard
- World Nomads
- Seven Corners
- InsureMyTrip
- RoamRight
- Travelex Insurance Services
- Generali Global Assistance
- AIG Travel
- Berkshire Hathaway Travel Protection
- IMG Travel Insurance
- CSA Travel Protection
- John Hancock Travel Insurance
- AXA Assistance USA
- Nationwide Travel Insurance

**1.2.2.2.8. Metasearch OTAs:** These OTAs aggregate travel-related information from various sources and provide customers with the ability to search and compare prices for various travel-related services, such as flights, hotels, and car rentals. They do not directly sell any travel-related services, but instead refer customers to the relevant websites for booking. Here is a list of some popular Meta-search OTAs:

- Google Flights
- Kayak
- Skyscanner
- Momondo
- Hipmunk
- TripAdvisor
- Expedia
- Trivago
- Cheapflights
- Hopper
- BookingBuddy
- FareCompare
- Airfarewatchdog
- Jetradar

- Dohop

In general, OTAs offer a range of services to customers to make travel planning and booking more convenient and accessible.

### **1.2.2.3 Based on the technology used to build.**

Online Travel Agencies (OTAs) can be classified into various types depending on the technology used to build them. Here are some common types of OTA:

**1.2.2.3.1. Custom-built OTAs:** These OTAs are built from scratch using custom code and designed to meet the specific needs of a travel company. They offer maximum flexibility and control over the user interface and functionality but can be expensive to build and maintain. There are numerous custom-built OTAs available in the market. Some of the popular ones are the following.

- Booking.com
- Expedia
- Travelocity
- Kayak
- TripAdvisor
- Orbitz
- Priceline
- Agoda
- Hotels.com
- CheapOair
- Hotwire
- TravelZoo
- Trivago
- Hipmunk
- Skyscanner
- Airbnb (for lodging)
- Hopper
- FareCompare
- Google Flights
- Momondo

It is important to note that, while these companies have established themselves as OTAs, not all of them may have been built from scratch as custom-built solutions. Some may have leveraged pre-built platforms and customised them to fit their specific needs.

**1.2.2.3.2. Open-source OTAs:** These OTAs are built using open-source software, such as WordPress or Drupal, which allows for easy customisation and scalability. They are typically less

expensive than custom-built OTAs but require technical expertise to set up and maintain. There are several open-source OTAs available in the market. Some of the popular ones are the following.

- OTRAMS
- TraveloWeb
- Lemax
- Trawex
- Treksoft
- Dolphin
- PHPTRAVELS
- Pytavia
- OS Travel Booking System
- Admidio

These open-source OTAs offer a wide range of features such as customisable booking engines, multi-language support, payment gateway integrations, and various other functionalities to help businesses manage their travel bookings efficiently. It is important to note that while open-source solutions offer the advantage of being free to use, they may require technical expertise to set up and maintain, which can add to the overall cost of ownership.

**1.2.2.3.3. Hosted OTAs:** These OTAs are built on a third-party platform such as Shopify or Magento and are fully hosted and managed by the provider. They are quick to set up and require little technical expertise but offer limited customisation options. There are several hosted OTAs available in the market. Some of the popular ones are the following.

- Sabre
- Amadeus
- Travelport
- Expedia Partner Solutions
- Booking.com Affiliate Partner Program
- HotelsCombined
- Skyscanner Travel API
- Kiwi.com Affiliate Program
- Agoda Affiliate Program
- TripAdvisor Partner Solutions
- Kayak Affiliate Program
- Rentalcars Affiliate Program
- Travelocity Partner Network
- Orbitz Partner Network

These hosted OTAs offer a range of features such as access to a global inventory of travel products,

real-time pricing, and availability, booking management tools, and customer support. Hosted solutions typically come with a pricing model that may involve commission-based fees, monthly subscriptions, or pay-per-use models, depending on the specific solution and the needs of the business.

**1.2.2.3.4 Cloud-Based OTAs:** These OTAs are built using cloud-based technology such as AWS or Azure, which allows for scalable and flexible infrastructure. They offer high levels of reliability and security but can be complex to set up and require ongoing maintenance. There are several clouds based OTAs available in the market. Some of the popular ones are the following.

- Cloudbeds
- Rezdy
- ResNexus
- RoomCloud
- RoomKeyPMS
- Hotelogix
- Sirvoy
- eZee Absolute
- WebRezPro
- RMS Cloud
- Little Hotelier
- ThinkReservations
- Front Desk
- Anywhere
- InnRoad
- myallocator

These clouds based OTAs offer a variety of features, such as centralised booking management, real-time updates, channel management, automated reporting, and integrations with other travel software. Cloud-based solutions typically offer a pay-as-you-go pricing model, making them affordable and accessible to businesses of all sizes.

**1.2.2.3.5. Mobile-first OTAs:** These OTAs are designed specifically for mobile devices and offer a seamless user experience on smartphones and tablets. They often use a responsive design that adapts to different screen sizes and can include features such as push notifications and location-based services. There are several mobile-first OTAs available in the market. Some of the popular ones are the following.

- Hopper
- HotelTonight

- Booking.com mobile app
- Expedia mobile app
- Kayak mobile app
- Priceline mobile app
- Travelocity mobile app
- Skyscanner mobile app
- TripIt
- Airbnb mobile app

These mobile-first OTAs offer a range of features such as user-friendly interfaces, personalized recommendations, in-app booking, and real-time updates. Mobile-first solutions are designed specifically for mobile devices, making them ideal for travellers who prefer to make reservations and manage their travel plans on the go. Some of these apps also offer exclusive deals and discounts, making them a popular choice for budget-conscious travellers.

Each type of OTA has its advantages and drawbacks, and the decision on technology used to build an OTA will depend on the specific needs of the travel company.

#### **1.2.2.4 Based on the Business Model**

Online Travel Agencies (OTAs) can be grouped into various categories based on their business model. Here are some common types of OTA:

**1.2.2.4.1. Merchant OTAs:** These OTAs buy travel products (e.g. airline tickets, hotel rooms) in bulk at discounted rates and then sell them to customers at a markup. They typically make money through the difference between the discounted rate and the retail price. Merchant Online Travel Agencies (OTAs) are those that facilitate the booking and purchase of travel products and services on their platform. Here are some of the major merchant OTAs:

- Expedia
- Booking.com
- Hotels.com
- Agoda
- Travelocity
- Orbitz
- Hotwire
- PricelineTrip.com
- Ebookers
- Lastminute.com
- Opodo
- Kayak

- CheapTickets
- Wotif

**1.2.2.4.2. Advertising-based OTAs:** These OTAs generate revenue by displaying advertisements on their website. They may offer travel products for sale, but their main source of income is through advertising fees paid by travel companies looking to promote their products. Here are some of the advertising-based Online Travel Agencies (OTAs):

- Expedia
- Travelocity
- Orbitz
- Priceline
- Kayak
- TripAdvisor
- Hotels.com
- Trivago
- Booking.com
- CheapTickets
- Hotwire
- Agoda
- Wotif
- ebookers
- Lastminute.com
- Opodo
- Momondo

Although these OTAs do offer advertising options for hotels and other travel-related businesses, they also generate revenue through commissions and other fees charged to customers.

**1.2.2.4.3. Affiliate-based OTAs:** These OTAs partner with travel companies and earn a commission for every sale made on their website. They may offer travel products for sale, but their main source of income is through commission fees paid by travel companies. Here are some of the affiliate-based Online Travel Agencies (OTAs).

- Airbnb
- Hostelworld
- Hostelbookers
- Hostels.com
- Homestay
- Agoda Homes
- Trip Advisor Rentals
- VRBO (Vacation Rentals by Owner)
- FlipKey
- HomeAway

These OTAs generate revenue through commissions on bookings made through their platforms. They act as intermediaries between hosts or property owners and guests and provide a range of services including booking management, payment processing, and customer support.

**1.2.2.4.4. Meta-search OTAs:** These OTAs aggregate information on travel products from various sources and present it to customers in a single interface. They do not sell travel products but earn revenue by referring customers to other OTAs or travel companies. Here are some of the Metasearch Online Travel Agencies (OTAs):

- Google Flights
- Skyscanner
- Kayak
- Momondo
- Hipmunk
- TripAdvisor
- Expedia
- Trivago
- Cheapflights
- Swoodo
- Liligo
- FareCompare
- Wego
- Dohop
- JetRadar

These OTAs do not directly sell travel products or services, but instead aggregate information from other OTAs and travel suppliers to display prices and availability for flights, hotels and other travel products. They generate revenue through advertising and referral fees and function as a comprehensive service hub for customers to compare prices and find the best deal.

**1.2.2.4.5. Subscription-based OTAs:** These OTAs offer premium features, such as access to

exclusive travel deals or personalized travel planning services, for a monthly or annual fee. They may also offer travel products for sale, but their main source of income is through subscription fees paid by customers. Here are some of the subscription-based on-line travel agencies (OTAs).

- Scott's Cheap Flights
- Dollar Flight Club
- Next Vacay
- The Flight Deal
- Secret Flying
- Airfarewatchdog
- Mighty Travels
- Holiday Pirates
- Thrifty Traveller Premium
- Flystein

These OTAs offer subscription-based services that provide members with access to exclusive deals, price drops alerts, and other travel-related perks. They typically charge a monthly or annual fee for their services and are popular among budget-conscious travellers looking for discounted travel options.

Each type of OTA has its strengths and weaknesses, and the choice of the business model used by an OTA will depend on various factors, such as the target market, competition, and available resources.

### **1.3 Why Do People Use Online Travel Agencies?**

Travellers use Online travel agencies (OTAs) due to their numerous advantages, including convenience, affordability, and accessibility to a diverse range of travel options. These travel portals enable customers to compare prices, peruse reviews, and make reservations for various travel services such as flights, hotels, rental cars, and activities. OTAs offer personalized recommendations, discounted prices, and the option to bundle travel services into one seamless package. OTAs provide 24/7 customer service support, enabling travellers to resolve issues promptly and efficiently. The primary reason for the widespread usage of OTAs is their convenience, as customers can easily compare and book travel arrangements in a single platform. Additionally, OTAs offer a vast selection of competitively priced options for travel services. Furthermore, travellers may place more trust in OTAs compared to individual airlines or hotels due to the added security features such as refunds or issue resolution in the event of a booking mishap. Finally, some travellers may utilize OTAs to earn points or other incentives for future travel bookings. (Gao and Bai, 2014; Pencarelli, 2020).



## 1.4 Business Models of OTAs

OTAs usually work on two models. These two business models for OTAs are provided below;

### 1.4.1 Merchant Model

In this business strategy, hotels provide rooms to OTAs at a reduced or wholesale rate. The customer is then charged a markup price by the OTA for them.

### 1.4.2 Model of an agency

OTAs serve as distribution partners in this commission-based business. After the stay has occurred, OTAs are paid their full compensation. The hotel does not wait for the payment transfer from independent distributors; it receives payment straight from the end user.

## 1.5 What are the benefits of working with online travel agencies?

Exposure, to put it simply. Numerous people from all over the world browse online travel agency websites every day (Pilving *et al.*, 2019, Marin-Pantelescu *et al.*, 2019). Aside from that, they have established themselves as experts in all things travel-related. So, many regards the advice they get from OTAs as reliable. By adding their services to OTAs, lodging providers, such as hotels, can connect with a wide range of customers and stand out among other reliable information sources (Labanauskaitė *et al.*, 2020, Chang, 2019, Gao and Bi, 2021).

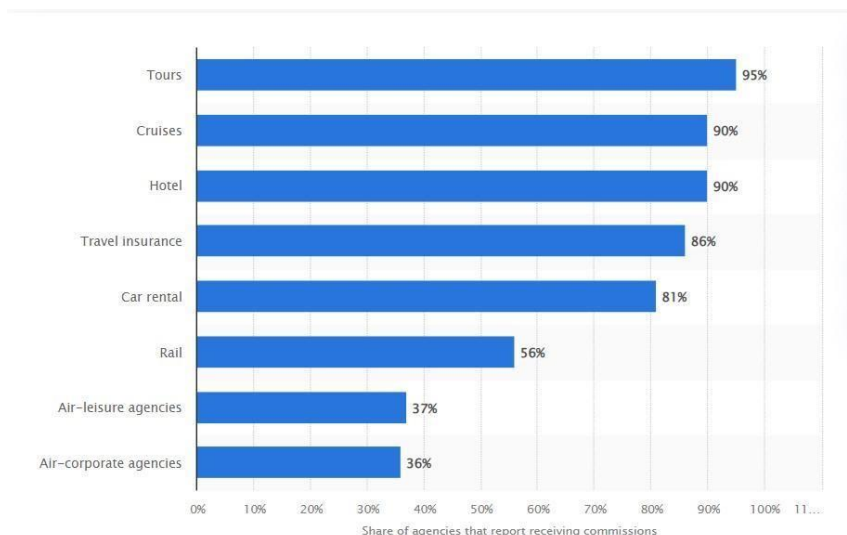


Fig 1.1 - Travel agencies' 2014 commissions by segment (Statista, 2014)

Additionally, they may benefit from the "billboard effect," which favours hotels listed on OTAs. This suggests that OTAs promote service providers like hotels on their platforms. After learning this, the consumer can even go to the hotel website to make a direct reservation (Kim *et al.*, 2020; Kazandzhieva and Santana, 2019)). The primary benefit of OTAs is their enormous

popularity, which helps tour operators access more tourists. The reason why OTAs get so many visitors is obvious:

### **1.5.1 The breadth of choice**

OTAs gives a diverse range of offerings with various experiences and price ranges. for travellers who are searching for something specific or looking for ideas, much like how customer utilize Amazon for buyer research and comparing prices.

### **1.5.2 Price comparison and deals**

OTAs are also popular among budget-conscious and bargain-hunting travellers. They enable people to search for travel within a pre decided price bracket, assess their possibilities in one location, and compare multiple choices side by side.

### **1.5.3 Convenience and ease of use**

OTAs, like other internet merchants, offer shoppers a simple and practical alternative to traditional brick-and-mortar stores. When performing vacation packages research, OTAs are a valuable time-reducing tool because they allow users to use filters to get their choices on likings.

### **1.5.4 Create marketing efficiencies**

To promote their websites, OTAs invest a lot of money. It is an economical technique to reach a much wider audience if your marketing budget is constrained. The "billboard effect" is a happening that may occur if user list their travel journey on an OTA. It may also result in increased website sales. As a form of the meta search engine, many intelligent consumers use OTAs (a search engine within a website that surfaces results from many different search engines). An individual searching on Expedia, for instance, types in "things to do Waikiki." Consumers will browse through activities, peruse reviews, and compare prices to gain further insights into their choices and narrow down on their personal choices or preferences before turning to Google.

### **1.5.5 Generate lower season bookings**

If you experience a decline in sales during the off season, listing your tours on an OTA platform enables you to benefit from their marketing initiative during a time when you might need to cut costs—to sell tours more often, easily, and reasonably.

### **1.5.6 Gain invaluable insight**

You may have statistics and data comprehensions produced by the system when you list your trips on an OTA. Think carefully about how to gauge your clients' purchasing trends. The platform's analytics can be used to evaluate various pricing plans, identify potential new trends and commercial prospects, or help you make wise business decisions. If all these things are done effectively, OTAs can be a useful instrument for direct business for ever tour operators.

## **1.6 Global Online Travel Market**

The scale of the worldwide market for online travel reservation services was at USD 519.1 billion in 2021, and it is expected to grow with a compound annual growth rate (CAGR) of 9.0% between 2022 and 2030. Change in consumer behaviour, the expansion of social media influence, rising discretionary income, and the worldwide trend toward Travel focused on adventure and exploration are all elements that have played a role in the market's growth. Additionally, the surge in international travel has recently been the driving force behind the business. According to data from the UN World Tourism Organization and projections from IMF staff, the number of international travellers rose from 680 million in 2000 to over 1.5 billion by the close of 2019 (Statista, 2023).

The Online Travel Agency (OTA) market had a significant size of USD 269,508.98 million in 2021, and it is forecasted to grow at a CAGR of 6.42% during the forecast period, eventually reaching USD 391,394.31 million by 2027 (Digital Journal, 2022). By 2027, online sales will account for 59% of all revenue in the tourism sector (Statista, 2023). Around the world, there is a growing need for online travel services. Mobile phones are available to most end consumers in the market. Smartphones and the Internet make it easy to access travel on-line. Due to cutting-edge travel applications, there is a rising demand for internet travel. The amount of travel and tourism increases as disposable income does. Social media is widely practised in various regions of the world. Online journeys reach a bigger audience thanks to these places. The places of travel, information, and videos are shared on social networks. Encourages many people to book trips online. Accurate information, trustworthy packages, and tourist attractions lead to higher booking rates. Additionally, booking through social media is more likely to convert than booking through a website. In the Internet travel sector, these critical factors will increase overall profit. With more items available, future years should see further developments. The market is divided into three segments: platform, type of booking (online travel agencies, direct travel suppliers), and type of service (transportation, travel accommodations, vacation packages, and others) (Desktop, Mobile). For each of the previously

mentioned market segments, the study furnishes market scale and forecasts in US dollars million (Vogel, 2021).

As more industries switch to online means, India's digital travel dealing is beginning to mature. Online gross bookings for travel will increase by double digits and outperform the whole travelmarket. An increasing quantity of individuals from India are turning to the ease of the internet for improved travel offers and lodgings or places to stay since the internet and the development of augmented reality (AR) have drastically changed the online digital travel industry in India. Much of the expansion of the online travel market in India would result from the growing popularity of foreign flight and hotel reservations made through websites like Cleartrip, MakeMyTrip, Yatra, and others. Since Indian customers are expected to allocate over 4% of their earnings toward travel, User demand is also on the rise. The tour and transportation packages, including those that include to and from the airport, is rapidly increasing. The government's initiative for the development of regional airports is promoting connectivity to two tire and three tire cities and towns, which is the highest ongoing growth in India regarding the accessibility and cost-effectiveness of air travel. The developing tourism sector, as well as the expanding use of smartphones and the internet across many nations, are some of the key drivers of the Indian online travel business. Additionally, the market would experience favourable growth due to fast urbanisation, rising per capita income, economic expansion, and changing consumer lifestyles toward better services and comfort.

COVID-19 has severely affected India's internet travel sector. However, the fundamentals for sustained expansion are solid. The global health crisis is a significant obstacle, but as the sector consolidates, it also presents a buying opportunity for larger firms (Carter *et al.*, 2022). However, domestic tourism is anticipated to improve more quickly, and the most recent data available indicate that there is plenty of unmet demand to enable a rather quick rebound. Flight booking and accommodations for the holidays of festivals like Christmas and New Year have allegedly increased from 25% to 30% in India, according to the industry (Chaw *et al.*, 2019). A thorough background study of the market is given, including an examination of its size and projection, market shares, trends in the industry, growth factors, and suppliers. The research also includes qualitative and quantitative evaluations based on data acquired from market participants and industry analysts at significant locations along the industry's value chain (Belhadi *et al.*, 2021). Services, book types, and countries are used to segment the market. Transport, travel accommodations, vacation packages, and others are the market segments

according to service type. OTAs and travel suppliers make up the market's booking type segments. The market has two subsegments: Desktop and mobile, according to the platform. The sizes of the markets and value projections for the various segments are included in the study.

### **1.7 Indian Online Travel Market and Growth**

With its proportion of the GDP, India's travel industries were the 7<sup>th</sup> largest contributors to the global economy. Over the past ten years, India's economy has had some of the strongest growth worldwide. The country's tourism industry should be boosted by positive economic trends as more Indians travel more frequently both domestically and internationally and have more disposable income. At the same time, the industry should grow because of the encouragement of the Indian government. The UDAN-Regional Connectivity Scheme (UDAN-RCS) in India, which was introduced in 2016, has increased domestic passenger traffic in the country by opening air travel to a wider range of socioeconomic classes. MakeMyTrip, which recently announced plans to expand into the UAE, and EaseMyTrip, which is extending its global presence, with a particular focus on international urban centers where Indians travel frequently, are among the players hoping to benefit from the increasing number of international trips to and from India. EaseMyTrip anticipates that having a larger global footprint will allow them to better serve their clients and offer better deals on regional hotels and eateries that are unwilling to do business with businesses outside of their own country.

The Travel & Tourism market in India is expected to see substantial growth over the next few years, with projected revenue of US\$18.91bn in 2023 and an annual growth rate of 13.47% between 2023 and 2027. The Package Holidays segment is anticipated to be the largest segment in the market, accounting for US\$8.33bn in 2023. In the Hotels segment, users are anticipated to arrive at 61.33m by 2027, with growth in user penetration from 6.7% in 2023 to 9.6% in 2027. The average revenue per user (ARPU) is predicted to be US\$198.60. Furthermore, online sales are projected to account for 59% of total revenue in the Travel & Tourism market in India by 2027. In terms of global comparison, the United States is predicted to generate the most revenue in the market, with a projected revenue of US\$190.40bn in 2023 (Statista, 2023). These growth projections indicate that the Travel & Tourism industry is poised for significant expansion in the coming years.

As per the findings of RedCore, a research subsidiary of RedSeer, the travel industry in India had a worth of \$75 billion in FY19-20 before the outbreak of the pandemic. The industry is

projected to grow beyond \$125 billion by FY2026-27, considering all aspects of travel, including domestic, inbound, and outbound travel by Indian nationals. As per the report, approximately 300,000 travel agents prevail as the principal drivers of the travel market within the country, responsible for the bulk of bookings at a proportion of 52%. Furthermore, the pandemic has led to a noteworthy surge in the significance of these agents in the industry (Redcore, 2019).

As per the statement of Rajat Mahajan, a partner at Deloitte India, the Indian Online Travel Agency (OTA) industry's gross booking revenue was 97,800 crores during FY20. It is projected to increase to 1.78 trillion during FY24. The OTA industry demonstrates better performance in air and bus bookings, followed by hospitality (Nagar, 2022,). According to projections, the internet (online) travel market in India is anticipated to witness significant growth and reach approximately 31 billion U.S. dollars by the FY (financial year) 2025. Additionally, it is forecasted that the air travel market will expand to 15 billion dollars by 2025, registering a CAGR (compound annual growth rate) of 16 percent (Statista, 2023).

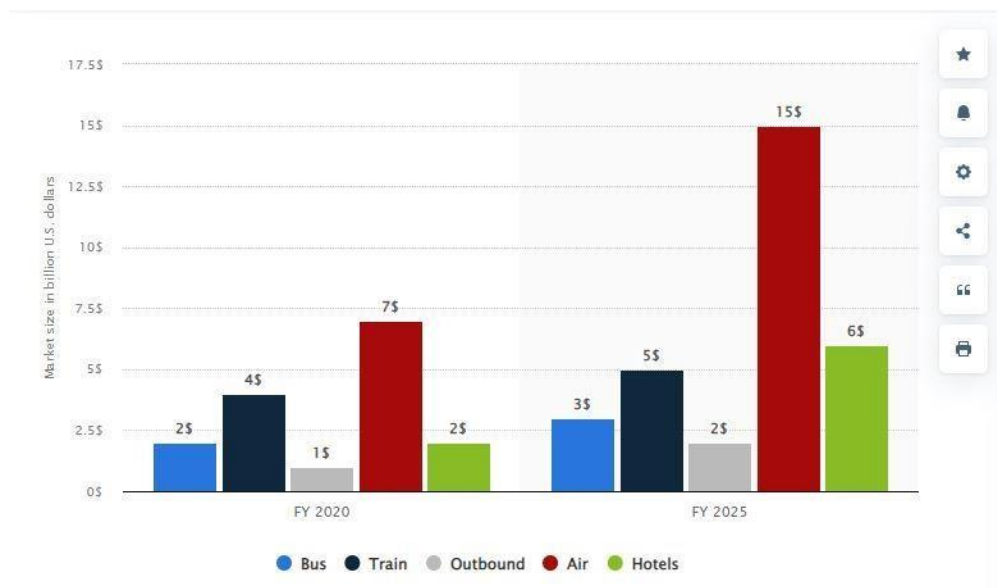


Fig 1.2 - Online travel market size in India in financial year 2020, with an estimate for 2025, by type(in billion U.S. dollars)

## 1.8 OTAs (Online Travel Agencies) in India

### 1.8.1 Make My Trip

MakeMyTrip, an online travel agency with operations in India since 2005, has been around for 21 years. For its 24-hour customer assistance, it is renowned. Additionally, it is known for its

extensive selection of travel related services, which also include flights, lodging (hotels, villas, and rooms), railway transportation, buses, vacations, taxis, charter aircrafts, visas, and other activities. It also performs effectively when managing business travel reservations. Its subsidiaries include redBus and Goibibo. MakeMyTrip puts a strong emphasis on providing lucrative rewards to its consumers, enabling its users to reduce their trip costs. Among the few, it also offers gift cards for vacations.

### **1.8.2 Yatra**

Its headquarters are in Gurugram, India. It first debuted in 2006. With more than 700 corporate clients, Yatra.com is reputed for its corporate travel related services. Additionally, it has four times have been recognized with The National Tourism Award for the Top Domestic (Rest of India) Tour Operator. More than 15 lakh hotels worldwide and nearly 1 lakh hotels in India are affiliated with it. On Yatra, you may book travel arrangements such as charter flights, hotels, vacation rentals, buses, taxis, vacation packages, trains, and freight. Customers can book their travel online from the beginning to the end as a result.

### **1.8.3 Goibibo**

Goibibo allows customers to book flights, hotels, trains, taxis, and buses online. At the time of its founding in 2009, it was a MakeMyTrip Limited subsidiary. It is renowned for offering international flights at the lowest price. Its goals function for hotels, which guarantees spotless rooms and bathrooms as well as TV, air conditioning, wifi, good customer reviews, and more, is also much liked. Goibibo has been honored with accolades such as the AWS (Amazon Web Services) Mobility Awards 2017, Economic Times Best Tech Brands (ET Best Tech Brand) 2016, and the Leisure & Travel Website of the Year India 2015, to name a few. With In addition to Goibibo's specializations in online travel booking discounts, they offer newuser deals, GoCash promotions, bank incentives, and more.

### **1.8.4 ClearTrip**

A well-known online travel company, ClearTrip.com offers a wide range of travel services, such as hotel and train ticket bookings in addition to buying flights. Established in 2006, with its main office located in Mumbai, India, ClearTrip has set itself apart with an easy-to-use interface and a dedication to streamlining the travel booking procedure. Users may easily search for and book travel alternatives because to the platform's straightforward design, making the process quick and easy. ClearTrip provides comprehensive travel options for both domestic and international travel, including travel within India. Customers can choose from a large

selection of hotels and airlines through the agency, which guarantees affordable rates and a range of options to accommodate all tastes and budgets. ClearTrip includes innovative features like ClearTrip for Business, which caters to corporate travellers with tailored solutions to meet their specific needs. ClearTrip has embraced mobile technology, offering a robust app that enables users to manage their bookings on the go, access exclusive deals, and receive real-time travel updates. With a strong focus on customer satisfaction, ClearTrip also offers 24/7 customer support to assist travellers at any time.

### **1.8.5 Booking.com**

The world's biggest OTA platform, Booking.com, has now expanded its market coverage to include independently owned hotels, bed & breakfasts, vacation rentals, and self-catering apartments run by families. Booking.com links up with more Channel Manager Products than we could ever list here. It is suggested for hotels of varying sizes, homestays, short-term rental properties, multi-property hotel chains, and resorts, and bed and breakfasts across Europe, North America, the Asia-Pacific region, and Latin America. Highly advised for mid-scale and affordable houses. Booking.com offers more than half a million properties spread over 207 countries and has 135 offices throughout the world in more than 50 different countries. The online travel agency Booking.com has been around for 25 years. It works throughout more than 70 nations, including India. In addition, it is the first digital travel platform that supports 43 different languages. On its website, there are also more than 28 million reported listings for accommodations, of which 6.2 million or more are for houses, apartments, and other unusual lodgings. Reservations for lodging, travel, lodging, rental cars, attractions, and airport taxis are available here.

### **1.8.6 EaseMyTrip**

Founded in 2005, EaseMyTrip is an online travel company. As of the 30th of September 2019, India had 52,752 travel agents, which is a sizable number. Additionally, it serves 9.27 million direct clients nationwide. In addition, it recently made a splash on the Indian stock market with the IPO of Easy Trip Planners Ltd. It ranked third among the most important online travel agencies in India in 2018–19. On its internet portals, you may reserve flights, lodging, trains, buses, taxis, vacations, activities, and charters (website and app).

### **1.8.7 Expedia.com**

The largest travel agency in the world is Expedia Group, which also owns CarRentals.com, Orbitz Travelocity, Trivago, Expedia.com, HomeAway, Hotwire.com and Vrbo among many



more brands. When attempting to reach the North American and Asian markets, Expedia.com is particularly well liked. The organization has engaged in several mergers and acquisitions since the early 2000s, with the most recent one occurring in 2015 when it acquired Travelocity from the software company Sabre Corporation. Medium and large hotels are advisable in Europe, Central America, Latin America, North America, the Middle East, Africa, Asia-Pacific, and South America. Expedia works in close to 70 countries and speaks more than 35 different languages. Expedia has more than 200 travel booking websites, more than 150 mobile apps and websites. Currently, 25 million visitors use Expedia annually.

### **1.8.8 CoxandKings**

Founded in 1758, Cox & Kings is among the most esteemed and ancient travel businesses globally. With its main office in India, the company has operations all over the world and provides a wide range of travel services, such as personalized vacation packages, escorted group tours, corporate travel planning, and specialty adventure travel. The firm, which serves both leisure and business visitors, is well-known for its exceptional customer service and broad knowledge of travel. With a strong web presence, Cox & Kings offers a smooth online booking process. Customers may easily compare packages, explore other places, and make bookings thanks to its user-friendly website. To ensure a hassle-free travel experience, the agency also provides travel insurance, help with visas, and round-the-clock customer service. With operations in multiple nations, Cox & Kings is a reputable brand in the travel business thanks to its ongoing product expansion and emphasis on innovation and client happiness.

### **1.8.9 Ixigo**

Founded in 2007, Ixigo is a well-known online travel agency (OTA) in India that caters to more than 170 million passengers. It offers all-inclusive travel options, including bookings for hotels, trains, buses, and flights. Ixigo is well-known for its cutting-edge trip planning feature, which helps customers design custom travel schedules. Notable investors including Micromax, Sequoia Capital, Fosun Kinzon Capital, and SAIF Partners have contributed money to the platform. Ixigo is the go-to alternative for travellers looking for efficiency and convenience since it uses cutting-edge technology to provide real-time travel information, discounts, and booking possibilities. Ixigo is a prominent participant in the Indian travel sector thanks to its wide range of services and easy-to-use interface.

### **1.8.10 Thomas Cook**

Following its historic collapse in September 2019, Thomas Cook - once a pioneer in the travel

industry - now functions as an internet travel company. With a complete shift from its conventional approach to a digital platform, Fosun Tourism Group revived the brand in September 2020. With more people making travel reservations online, the company needed to update and adjust to shifting consumer preferences. Reservations for flights, lodging, and whole vacation packages are just a few of the many services provided by the redesigned Thomas Cook. With an intuitive user interface, passengers may personalize their travels on this platform, which prioritizes flexibility and consumer convenience. With its strong brand image, Thomas Cook continues to deliver carefully chosen travel experiences even after switching to an online business model.

### **1.8.11 Via.com**

Located in Bangalore, India, Via.com is a well-known online travel agency (OTA). It was established in 2007 and provides a wide range of travel services, such as booking flights, hotels, vacation packages, bus and rail tickets, and vehicle rentals. Via.com uses a B2B2C business model, catering to a large network of travel agencies in addition to direct customers. Using cutting-edge technology and an intuitive platform, Via.com remains a major participant in the travel business, meeting the various needs of passengers. The platform is renowned for its wide selection, affordable prices, and dependable customer support. With a significant presence in Southeast Asia, the Middle East, and Africa, Via.com has a global reach spanning over 60 countries. One noteworthy development is Via.com's emphasis on enhancing the user experience through the expansion of its mobile app features, which include personalized travel recommendations and smooth booking processes. The business has also included machine learning and artificial intelligence into its algorithms to offer dynamic pricing and more individualized travel options.

### **Summary**

This Introduction chapter talks about the travel industry, on-line travel agencies, and their types on different bases such as target customers, the technology used to build, and services. This chapter gives a glimpse of online travel agencies in India and their market shares and what is their role in job creation. This chapter also tells about why the researcher has chosen to work on online travel agencies.

## Chapter - 2

### REVIEW OF LITERATURE

The motive of this chapter of the thesis is to present a comprehensive literature review of the research study. Especially, the chapter goals to investigate the existing research conducted on the chosen research topic, highlighting key findings, and identifying gaps in the literature. The establishment of a theoretical framework for the research study is aided by this literature evaluation. This chapter assesses the status of knowledge in the topic at the present and pinpoints new trends through the critical study of prior research works.

#### 2.1 Motivating Factors to Post Reviews on Online Travel Review Platforms

Online travel review platforms have become a popular origin of information for travellers to plan their journey (Xiang *et al.*, 2015; Cox *et al.*, 2015). These platforms provide users with a platform to share their travel experiences and views about destinations, hotels, restaurants, and other travel-related services (Kim *et al.*, 2015). However, the motivation behind why users post reviews on these platforms is a subject of ongoing research (Ayehe *et al.*, 2013). In this review of literature, we will explore the factors motivating users to write reviews on online travel review platform (AmArAl *et al.*, 2014). Online travel review platforms are widely used by travellers to tell their knowledge, opinions, and recommendations with fellow users (Schuckert *et al.*, 2015, El-Said, 2020). These platforms provide users with the opportunity to post reviews of their travel experiences, which can influence the decisions of potential travellers (Phillips *et al.*, 2017). In recent years, research study has been done to identify the elements that motivate users to post reviews on these platforms (Fazzolari and Petrocchi, 2018). This review of literature provides a comprehensive summary of the most significant factors motivating users share reviews on online travel review websites (Hou *et al.*, 2019).

Online travel review platforms have become an integral part of travel planning for individuals around the globe (Mehraliyev *et al.*, 2021). Reviews posted on these platforms provide potential travellers with valuable insights into the experiences of previous travellers and aid in decision-making. Many factors motivate users to post reviews on these platforms, which can significantly influence their purchase behaviour (Guerrero-Rodriguez *et al.*, 2023). The following literature review explores some of the key factors motivating users to write and share reviews on online travel review platforms (OTRPs) (Zhang *et al.*, 2023).

Online travel review platforms, for example TripAdvisor and Yelp, have become a main source

of facts and figures for travellers. These platforms deliver users with the option to write their experiences and viewpoint about hotels, restaurants, and tourist attractions (Guo *et al.*, 2021; Lee *et al.*, 2022). Understanding the factors that motivate users to post reviews is essential for both researchers and practitioners (Assaker *et al.*, 2020; Hwang *et al.*, 2018; Chen *et al.*, 2020). They have revolutionized the technique travellers plan and book their voyage by providing them with a platform to read reviews and make informed decisions (Filieri, 2016; Xie *et al.*, 2016; Gour *et al.*, 2021). As these platforms have gained traction, researchers have become increasingly interested in understanding the factors that motivate users to post reviews (Wang *et al.*, 2016; Mate *et al.*, 2019; Zhu *et al.*, 2022). These platforms afford users the capability to disseminate their experiential narratives, perspectives, and counsel concerning products and services within the realm of travel, encompassing lodging establishments, dining establishments, and tourist destinations (Matikiti-Manyevere and Kruger, 2019; Guerrero-Rodriguez *et al.*, 2023). Comprehending the determinants that incite users to disseminate reviews on these platforms assumes paramount significance for enterprises and scholars striving to augment user involvement and contentment (Bigne *et al.*, 2020, Thakur, 2018; Yim *et al.*; 2021). In recent years, online travel review platforms have become increasingly popular, and the number of users posting reviews on these platforms has increased significantly (Mkumbo *et al.*, 2020; Creevey *et al.*, 2019). Several studies have investigated the factors that motivate users to post reviews on online travel review platforms (Liu *et al.*, 2019; Bakshi *et al.*, 2021; Liang *et al.*, 2020; Wu *et al.*, 2016).

Online travel evaluation platforms have evolved into an indispensable fount of enlightenment for sojourners in quest of counsel and endorsements pertinent to their impending excursions. (Korfiatis and Poulos, 2013; Li *et al.*, 2019). A pivotal determinant that augments the attainment of accomplishment in these platforms is the user-generated content, which consists of reviews, ratings, and comments (Chatterjee and Mandal, 2020). Discerning the underpinning stimuli that propel users to proffer reviews on these platforms holds paramount significance for platform administrators and marketing strategists, with the objective of ameliorating both the abundance and caliber of user-crafted content (Marine-Roig and Clavé, 2015; Mendes-Filho *et al.*, 2018; Ukpabi, and Karjaluo, 2018). Online travel review platforms provide travellers with an easy way to share their travel experiences, opinions, and recommendations (Nelson, 2023; Darko and Liang, 2023). The success of these platforms depends on the volume and excellence of content generated by users (Lam *et al.*, 2020; Ana and Istudor, 2019). Understanding the factors that motivate users to post reviews on online travel review platforms

is crucial for platform operators and marketers to enhance the user-generated content (Kitsios *et al.*, 2022; Nguyen and Tong, 2022; Li *et al.*, 2023).

Online travel review platforms continue to be popular among travellers seeking information and advice on destinations, accommodations, and activities (Mohammad Arift and Du, 2019; Pinto and Castro, 2019; Kim and Kam, 2022). The quantum and caliber of content engendered by users on these platforms are crucial to their success, and understanding the factors that motivate users to post reviews is important for platform operators and marketers (Furner *et al.*, 2022; Mariani and Borghi, 2020; Gunasekar *et al.*, 2020). The popularity of online travel review platforms has led to an abundance of user-generated content (Nguyen *et al.*, 2023; Olorunsola *et al.*, 2023; Costa *et al.*, 2023). Understanding the factors that motivate users to post reviews is crucial for platform operators and marketers. Perceived usefulness is a key motivator for users to post reviews on online travel review platforms (Ventre and Kolbe, 2020; Assaker, 2020; Filieri *et al.*, 2021). According to Chen and Xie (2008), users are more likely to post reviews if they perceive the platform to be useful and believe that their reviews will help other travellers make informed decisions. One of the main reasons why users post reviews on online travel review platforms is the perceived usefulness of their reviews to other users (Acheampong and Siiba, 2020; Kirilenko *et al.*, 2019). Studies have found that users who perceive their reviews as helpful to others are more likely to post reviews (Hennig-Thurau *et al.*, 2004; Marine-Roig, 2022). Several studies have indicated that perceived usefulness and satisfaction are among the key motivators for users to post reviews on online travel review platforms (Gretzel & Yoo, 2008). When users perceive that their reviews could be useful to other travellers, they are more likely to post reviews (Shin *et al.*, 2019; Liu and Park, 2015). Additionally, users who are satisfied with their travel experience are exhibiting a greater propensity to disseminate their experiential narratives to others by means of reviews (Filieri and McLeay, 2014; Chong *et al.*, 2018). Users may also post reviews on online travel review platforms if they perceive that their review will be useful to others (Liang *et al.*, 2022). Research conducted by Zhang and Mao (2014) found that users were more likely to post reviews if they believed that their review would help others make better decisions. This suggests that users may be motivated to share their experiences if they believe that their review will be useful to others. Users are predisposed to engage in the act of composing reviews when they hold the conviction that their reviews possess the potential to be of utility to fellow travellers (Hu *et al.*, 2017). Users also perceive posting reviews to contribute to the community and help other travellers make better decisions (Katsoni and Laloumis, 2013; Confente and

Vigolo, 2018). Consumers are interested to write a review if they believe that their review will be useful to other travellers (Schuckert and Law, 2015; Zhou *et al.*, 2021). In a study by Hu, Liu, and Zhang (2017), users were also inclined to put reviews if they believed that their reviews would help others make better decisions about travel. Similarly, Xiang, Du, Ma, and Fan (2017) found that Users evince a higher proclivity to proffer reviews if they believe that their reviews will provide useful information to others. Users are notably more disposed to engage in the act of dissemination post a review if they believe that their review will be useful to other travellers. In a study by Hu, Liu, and Zhang (2017), Users exhibit an augmented proclivity to disseminate post reviews if they believed that their reviews would help others make better decisions about travel. Similarly, Xiang, Du, Ma, and Fan (2017) found that Users are inclined to a higher probability of contributing reviews if they believe that their reviews will provide useful information to others. According to a book by O'Connor and Frew (2010), users may be motivated to share their experiences if they believe that their review will help others make better decisions.

Social influence is another factor that motivates users to write online reviews on online travel review platforms (Book *et al.*, 2016; Halawani *et al.*, 2022). Users may be influenced by their social network or the desire to conform to the behaviour of others in their social network (Li and Hsu, 2015). Studies have also found that users who receive more likes or comments on their reviews are more likely to continue posting reviews (Park *et al.*, 2014; Ahn *et al.*, 2016). Social influence is another factor that has been found to motivate users to scribble reviews on online travel review platforms (Hu & Liu, 2013; Belanche *et al.*, 2019). Users may be influenced by the reviews of others and feel a sense of obligation to contribute their own reviews. Perceived social influence is another factor that motivates users to post reviews. Users likes to give reviews when they believe that their reviews will have an impact on others (Neidhardt *et al.*, 2017). Users also perceive posting reviews to express their opinions and influence others (Chen & Xie, 2017, Maness *et al.*, 2015). Social influence is another important factor that motivates users to express their feeling by writing reviews on internet-based travel review platforms. Research conducted by Gretzel et al. (2015) found that customers like to type reviews posting if they perceived that their social network would benefit from their experience. This suggests that users may be influenced by the opinions of their peers and may be motivated to share their experiences to enhance their social status (Bilgihan *et al.*, 2016). Social influence is an important factor that motivates users to post reviews on online travel review platforms

(Ma and Li, 2022; Hossain and Rahman 2023). According to a report in Hotel Management, users may be influenced by the opinions of their peers and may be motivated to share their experiences to enhance their social status (Hu et al., 2022; Talwar et al., 2020). This suggests that users are likely to post reviews if they perceive that their social network would benefit from their experience. Consumers want to give reviews if they perceive that their social network or community values online reviews (Hajli, 2018; Nusair *et al.*, 2013). In the research by Wang *et al.*, (2017), users who had a high level of social capital were motivated to write reviews on electronic travel review websites. Additionally, users may disseminate critiques on digital platforms to influence others' decisions (Ukpabi et al., 2019; Zhang *et al.*, 2023). According to Yang and Gretzel (2017), users may perceive their reviews as persuasive tools that could influence the decisions of other travellers. The authors argue that the desire to influence others could be a significant motivator for users to post reviews on these platforms (Li *et al.*, 2023; De Nicolò et al., 2023; Su *et al.*, 2022). Moreover, users may compose appraisals on digital travel platforms to influence the decisions of others (Shin *et al.*, 2019; Liu *et al.*, 2020). As noted by Han and Kim (2020), users may perceive their reviews to influence the travel choices of others by sharing their opinions and recommendations. The authors argue that this motivation is associated with the conceptual framework of social influence, which refers to the ways in which individuals affect the attitudes and behaviours of others (Jain *et al.*, 2021; Ahani *et al.*, 2021; Zeng *et al.*, 2020).

Reciprocity is the concept of returning a favor or a kind gesture (Bakshi *et al.*, 2019; Gharib *et al.*, 2020). Users may feel obligated to post reviews on online travel review platforms as a way of reciprocating the benefits they received from reading other users' reviews (Chang et al., 2020; Xu et al., 2020; Bakshi *et al.*, 2021). According to Zhou et al. (2021), users may perceive their reviews to reciprocate the benefits they have received from the platform or the travel industry. The authors argue that this motivation is associated with the theoretical construct of social exchange, which refers to the ways in which individuals exchange resources and benefits with others (Rizal *et al.*, 2020). As noted by Kim and Kim (2021), users may perceive their reviews to reciprocate the benefits they have received from the platform or the travel industry. The authors argue that this motivation is pertaining to the theoretical construct, which refers to the ways in which individuals exchange resources and benefits with others (Belanche et al., 2019; Roethke *et al.*, 2020, Tsai and Kang, 2019). Another motivation for users to post reviews on online travel review platforms is the desire for reciprocity and rewards (Tseng *et al.*, 2020; Bhattacharyya *et al.*, 2020). According to Chen et al. (2021), users may give reviews in

exchange for rewards, such as discounts or loyalty points. The authors suggest that this motivation is related to the theory of exchange, which refers to the ways in which individuals exchange resources with others (Choi *et al.*, 2019; Pitt *et al.*, 2021; La *et al.*, 2020). Users may post reviews on online travel review platforms to reciprocate the benefits they have received from the platform or the travel industry (Meijerink and Schoenmakers, 2020; Lamb *et al.*, 2020). According to Kumar *et al.*, (2021), users may perceive their reviews to reciprocate the benefits they have received, such as discounts or rewards, from the platform or the travel industry. The authors argue that this motivation is also associated with the theoretical network of social exchange, which refers to the ways in which individuals exchange resources and benefits with others (Davlembayeva *et al.*, 2021; Brandes *et al.*, 2022; Garnefeld *et al.*, 2020).

Emotion is another factor that motivates users to write reviews on online digital travel review platforms (Nilashi *et al.*, 2021; Marine-Roig, 2021). Users may be motivated to share their positive or negative emotions and experiences with others (Mariani and Matarazzo, 2021). Studies have found that users take interest to write online reviews when they experience strong emotions (Ji *et al.*, 2023). One of the key motivating factors for users to provide reviews on digital travel review platforms is personal satisfaction (Dimitrios *et al.*, 2021). According to Molinillo *et al.*, (2016), users who post reviews on these platforms feel a sense of accomplishment and satisfaction when their reviews are read and appreciated by others. This sense of satisfaction is often driven by the desire to help other travellers make informed decisions and to contribute to the community of travellers (Nguyen and Hsu, 2022).

Users may also post reviews on travel review platforms to gain personal benefits such as recognition, status, and self-expression (Rehman *et al.*, 2021, Damanik *et al.*, 2022). Writing reviews can provide users with a sense of accomplishment and recognition, especially if their reviews receive positive feedback from other users (Manner and Lane, 2017). Users post reviews on online travel review platforms to express their satisfaction with a particular product (Yang *et al.*, 2022, Ma *et al.*, 2022). A study conducted by Hu *et al.* (2016) found that users who had a positive experience with a hotel were more likely to write a review than those who had a negative experience. This suggests that personal satisfaction is a key driver of user engagement on these platforms (Moro and Stellacci, 2023). Users post reviews on online travel review platforms to express their satisfaction with a particular product or service (Wang *et al.*, 2022). A research endeavor conducted by Hu *et al.* (2016) discerned that individual who had undergone a favorable encounter with a lodging establishment exhibited a greater propensity



to engage in the act of composing a critique in contrast to those who had encountered adverse circumstances.

One of the main factors that motivate users to post reviews is their level of satisfaction or dissatisfaction with the travel experience (Lee *et al.*, 2022, Kim and Han, 2023). According to a research work by Song *et al.*, (2019), customers who are extremely satisfied or dissatisfied with their travel experience are inclined to write reviews on digital travel review platforms. Similarly, Sun *et al.*, (2020) found that users who experienced a high level of emotion during their travel are more likely to post reviews. Another motivation for users to post reviews on online travel review platforms is the desire for self-expression (Iványin and Bíró-Szigeti, 2021). The authors argue that this motivation is related to self-enhancement, which alludes to the ways in which individuals seek to enhance their self-esteem and self-worth (Ong *et al.*, 2021).

Users may post reviews on online travel review platforms to establish their personal brands (Onasanya, 2019). As noted by Wang and Li (2019), users may perceive their reviews to establish themselves as experts or authorities in the travel industry, thereby enhancing their personal brands (Hu *et al.*, 2022). The authors argue that this motivation is related to the concept of self-presentation, which refers to the ways in which individuals present themselves to others (Xin *et al.*, 2020). Another factor that motivates users to post reviews on online travel review platforms is the desire for personal benefit (Kuo, 2022; Medeková *et al.*, 2023). According to Gössling *et al.* (2019), users may perceive their reviews to obtain personal benefits, such as discounts or rewards, from the platform or the travel industry. The authors argue that this motivation is related self-interest, which points out to the ways in which individuals pursue their own goals and interests (Oliveira *et al.*, 2020). Consumers write reviews on internet travel review platforms to express their emotions (Pashchenko *et al.*, 2022). As noted by Xu *et al.* (2020), users may perceive their reviews to express their emotions, such as joy or frustration, related to their travel experiences. The authors argue that this motivation is connected emotional expression, which mentions to the ways in which individuals express their emotions to others (Niu and Wu, 2019; Ríos-Martín *et al.*, 2019).

Travellers may also be motivated to write reviews on electronic travel platforms to build their online reputation (Baka, 2016). Users who are active on online travel review platforms and have a high number of followers may have greater social influence and receive more benefits from their reviews (Guzzo *et al.*, 2010). Another factor that motivates users to post reviews on

online travel review platforms is the opportunity to gain recognition and reputation. As noted by Lee *et al.*, (2011), users may perceive their reviews to gain recognition and establish a reputation as a knowledgeable and trustworthy traveller. This motivation is related to the social identity, which touches on the ways in which individuals define themselves in relation to others (Sparks *et al.*, 2013). The authors argue that this motivation is related to the personal branding, which points out to the ways in which individuals present themselves and their skills to others. Additionally, users may post reviews on online travel review platforms to enhance their reputation (Lupu *et al.*, 2023). As noted by Chen *et al.* (2020), users may perceive their reviews to establish themselves as experts or authorities in the travel industry, thereby enhancing their reputation. The authors argue that this motivation is related to the social capital, which cite to the ways in which individuals establish and maintain social connections that provide access to valuable resources (Kele *et al.*, 2022; Lo and Yao, 2019).

Altruism is another factor that motivates consumers to write reviews on online digital travel review portals (Cem, 2013; Li *et al.*, 2021). According to Minazzi (2022), users who post reviews on these platforms are often motivated by the desire to help others. They feel a sense of responsibility to share their experiences and provide useful information to other travellers (An *et al.*, 2020). Altruistic motives are also considered to be important factors that motivate users to give reviews on OTRPs (Magno *et al.*, 2018). Users may feel that sharing their experiences and recommendations can benefit other travellers and help them make informed decisions (Presi, 2014). Several studies have shown that altruism is a significant motivator for users to post reviews on online travel review platforms (Sotiriadis and Van Zyl, 2013). Altruistic behaviour refers to a selfless concern for others' well-being, and it is thought to be an essential component of human nature (Biraglia *et al.*, 2018). Users who post reviews with the intention of helping other travellers, without expecting anything in return, are demonstrating altruistic behaviour (Xu, 2018). Altruism is a significant motivating factor for users to write experiences in form of online review on electronic travel travel review platforms because it makes them feel good about themselves and helps them contribute positively to society (Chu & Kim, 2011). Users may also post reviews on online travel review platforms to help others. Cs Ku *et al.* (2022) found in their research that users who had a high level of altruistic motives were motivated to write online reviews. This suggests that users may be motivated to share their experiences to benefit other travellers (Gretzel, 2022). Customer may also provide reviews on OTRPs (online travel review platforms) to help others (Yan and Wang, 2018). According to a report in Travel Weekly, users who are passionate about travel and enjoy

sharing their experiences with others are more likely to post reviews (Plecas, 2018). This suggests that users may be motivated to share their experiences to benefit other travellers (Yan, 2018).

Users who post reviews on online travel review platforms can receive social recognition from their peers, which is a powerful motivator for many individuals (Dimitriou and AbouElgheit, 2019). Social recognition refers to the attention and approval that consumers get from other members of the platform for their contributions (Xiang & Gretzel, 2010). The social recognition received can enhance the user's sense of belonging to the community and provide them with a sense of social status (Latifah and Setyowardhani, 2020). The desire for social recognition is one of the reasons that users frequently post photos, videos, and other content on social media platforms (Xin *et al.*, 2023). Another important motivation for users to post reviews is social recognition. According to Li (2019), users who post reviews on online travel review platforms are motivated by the desire to be recognized and valued by others. They seek social validation and approval from the community of travellers and are interested to post reviews if they receive positive feedback from others (Dedeoğlu *et al.*, 2020).

Users may post reviews on online travel review platforms to obtain recognition or status (Sigla, 2015). As noted by Munar (2013), users may perceive their reviews to establish themselves as experts or authorities in the travel industry. The authors argue that this motivation is related to the social capital, which gives the ways in which individuals establish and maintain social connections that provide access to valuable resources (Jayathilake and Sedera, 2021). Another important factor motivating users to post reviews is the desire for social recognition and status (Wany and Hasmhy, 2023). As noted by Liu *et al.* (2021), users may perceive their reviews to enhance their social status and reputation within the online travel community. The authors argue that this motivation is associated social identity, which are the ways in which individuals define themselves in relation to social groups (Adjei *et al.*, 2023; Nasution *et al.*, 2023). Several demographic factors have also been found to influence users' motivation to post reviews on online travel review platforms. For example, younger travellers like to post reviews than older travellers (Assaker, 2020; Leung and Yang, 2020). Additionally, female travellers are more likely to post reviews than male travellers (Srivastava and Kalro, 2019; John and Thumapun, 2020). To share their experiences with others, users put the reviews on OTRPs. Travellers who have had positive or negative experiences want to share their stories with others and provide insights that can help them plan their trips better (Han and Jun, 2021; Mladenovic *et al.*, 2019). Experience sharing is a critical motivator for users to post reviews because it allows them to

reflect on their own experiences and make sense of them (Prabha, 2019; Srivastava *et al.*, 2023). Sharing experiences can also be a form of self-expression and a way for users to connect with others who have similar interests (Haj Khalifa, 2022).

One motivation for users to post reviews on online travel review platforms is the desire to provide their feelings with others (Varadzhakova *et al.*, 2021). According to Fernandes and Fernandes (2018), users post reviews to share their travel experiences and provide useful information to other travellers. The authors argue that this motivation is related to the social capital, by which individuals establish and maintain social connections that provide access to valuable resources (Munar, 2014; Yang *et al.*, 2015; Chung *et al.*, 2015). Some users may be motivated to post reviews on online travel review platforms because they receive incentives, such as discounts or vouchers, in return (Cordato, 2014; Aرسال *et al.*, 2010). Incentives are often used by hotels, airlines, and travel companies to encourage users to post reviews on their platforms (Yan *et al.*, 2011; Whitehead, 2011). While incentives may be effective in motivating users to post reviews, they can also undermine the credibility of the reviews if users feel that they are being incentivized to write positive reviews (Gonçalves *et al.*, 2018). Incentives are one of the most cited factors motivating users to post reviews. Incentives can be both monetary and non-monetary (Marine-Roig, 2019, Liang *et al.*, 2013). Studies have found that monetary incentives, such as discounts and vouchers, can increase the likelihood of users posting reviews (Confente and Russo, 2015). Incentives are also a factor that motivates users to post reviews on online travel review platforms. According to a study by Cheung and Lee (2012), users' interest to post reviews if they are offered incentives such as discounts or rewards. This suggests that incentives can be an efficient way to entice users to post reviews and increase user engagement on these platforms (Correia and Dolnicar, 2021). This suggests that users want to post reviews if they receive a discount or reward for doing so (Li *et al.*, 2021). Pourabedin and Migin (2015) investigated that users were more likely to post reviews if they received a discount or reward for doing so. This suggests that businesses can incentivize users to post reviews by offering discounts or rewards (Rialti *et al.*, 2023).

Users may post reviews on online travel review platforms to obtain discounts or other incentives. According to Yu and Hsu (2022), some platforms offer rewards or incentives to users who post reviews, such as discounts on future bookings or exclusive access to promotions. The authors argue that these rewards could be a significant motivator for users to post reviews on these platforms. Some platforms offer rewards or incentives to users who post reviews, such as loyalty points or discounts on future bookings (Kim and Kim, 2022). The

authors argue that these rewards could be a significant motivator for users to post reviews on these platforms (Lo and Yao, 2019). Perceived trustworthiness and credibility of online travel review platforms can also motivate users to post reviews (Carbonell *et al.*, 2019). Users are probable to post reviews on platforms they trust and perceive as credible (Banerjee *et al.*, 2017). Trust is another important factor that motivates users to post reviews (Baker and Kim, 2019; Sebastianelli and Tamimi, 2018). Users are inevitable to put reviews when they trust the platform and believe that their reviews will be published and read by other users (Kusumasondjaja *et al.*, 2012). Users are also more likely to post reviews when they trust the reviews posted by other users (Xia and Ha, 2022).

The perceived simplicity of use and convenience of the online travel review platform also play a role in motivating users to post reviews (Siagian *et al.*, 2022; Yoopetch *et al.*, 2021; Amin *et al.*, 2021). According to a study by Filieri *et al.* (2021), users are possible to write reviews on platforms that are easy to use and navigate. One of the key reasons prompting users to share reviews on online travel review platforms is to share their travel experiences with others (Pratiwi, 2020). According to Tsi and Buj. (2021), travellers post reviews to express their feelings and emotions related to their travel experiences, which could be positive or negative. The authors argue that sharing experiences with others and providing useful information to fellow travellers is a significant motivator for users to post reviews (Icoz *et al.*, 2018). Another motivation for users to post reviews on online travel review platforms is the desire to contribute to the community (Belanche *et al.*, 2020). As noted by Fleck *et al.*, (2019), users may perceive their reviews as valuable contributions to the community and feel a sense of satisfaction in helping others. This motivation is related to the social capital that refers to the social connections and resources that individuals have access to through their participation in social networks (Ben-Shaul and Reichel, 2018). One of the intentions for travellers to write reviews on internet-based travel review platforms is to express their opinions and provide feedback (Messner, 2020). According to Artemenko *et al.* (2020), travellers post reviews to share their opinions and provide feedback to others. The authors argue that this motivation is related to the self-expression that indicates to the ways in which individuals express themselves and communicate their values and beliefs to others. Additionally, users may post reviews on online travel review platforms as a means of expressing oneself and creativity. As noted by Biloš *et al.* (2022), users may perceive their reviews as an opportunity to express their creativity and showcase their writing skills. The authors suggest that this motivation is related to self-expression, which refers to the individuals express their unique identities and perspectives

(Faliha et al., 2021).

Another motivation for users to write reviews on digital tours-travel review platforms is to help others make informed decisions (Chan *et al.*, 2022). As noted by Namahoot *et al.*, (2018), users may perceive their reviews as valuable resources that could help others make informed decisions about their travel plans. The authors argue that this motivation is related to the altruism, which intends to the ways in which individuals act to benefit others without expecting anything in return. One of the primary motivations for users to post reviews on online travel review platforms is the desire to help others make better travel decisions (Lee *et al.*, 2017). According to Niu et al. (2021), users who post reviews are often motivated by the desire to provide useful information and advice to other travellers. The authors suggest that this motivation is related to the concept of prosocially behaviour, which refers to actions that benefit others (Matikiti-Manyevere and Kruger, 2019). Another factor that motivates users to post reviews on online travel review platforms is the desire to connect with others (Manap and Adzharudin, 2013). As noted by Yan *et al.* (2018), users may perceive their reviews to associated with other travellers who like to share their interests and preferences. The authors argue that this motivation is related social identity, which indicated to the ways in which individuals define themselves in relation to others. Another factor that motivates users to post reviews on online travel review platforms is the desire to establish and maintain social connections (Teng *et al.*, 2017). As noted by Kim et al. (2021), users may perceive their reviews to establish and maintain social connections with other travellers, hotel staff, or platform operators. The authors argue that this motivation is related social capital, which intends to the ways in which individuals establish and maintain social connections that provide access to valuable resources (Munar and Jacobsen, 2014).

One more motivation factor of users to give reviews on digital travel platforms is the desire to help others (Xia *et al.*, 2022). According to Rehman et al. (2021), users post reviews to share their experiences and provide useful information to other travellers. The authors argue that this motivation is related to altruism that refers the ways in which individuals act to benefit others without expecting anything in return. Another motivation for users to post reviews on online travel review platforms is the desire to participate in the online community. As noted by Guzzo et al. (2022), users may perceive their reviews to engage with other travellers and contribute to the online community. The authors argue that this motivation is related to the social identity, which indicates to the ways in which individuals define themselves in relation to others. Additionally, users may post reviews on online travel review platforms to express their

emotions and feelings. As noted by Shin *et al.*, (2019), users may perceive their reviews to express their positive or negative emotions and feelings towards their travel experiences. The authors argue that this motivation is related to emotional expression which points out to the ways in which individuals express their emotions to others (Yoo and Gretzel, 2008). Another factor that motivates users to post reviews on online travel review platforms is the desire to influence others. According to Duffy (2015), users may perceive their reviews to influence the opinions and behaviours of other travellers. The authors argue that this motivation is related to social influence, which gives the ways in which individuals affect the attitudes and behaviours of others (Lee *et al.*, 2011). Users may post reviews on online travel review platforms to cope with negative experiences (Guerrero-Rodriguez *et al.*, 2023). As noted by Jiang *et al.* (2010), users who have had negative experiences with travel may post reviews to vent their frustrations and seek social support from others. The authors suggest that this motivation is related coping strategies that signs to the ways in which individuals manage stress and negative emotions. Perceived enjoyment is another factor that motivates users to post reviews. Users who enjoy sharing their experiences with others are more likely to post reviews (Liu and Park, 2015). Studies have found that users perceive posting reviews as a fun and enjoyable activity (Shin *et al.*, 2016).

Users may post reviews on online travel review platforms to enhance their perceived expertise and authority in the travel industry (Naujoks and Benkenstein, 2020). As noted by Park *et al.* (2014), users may perceive their reviews to demonstrate their knowledge and expertise, which enhances their perceived authority in the travel industry. The authors argue that this motivation is related to the concept of perceived expertise which indicates to the ways in which individuals are perceived as knowledgeable and competent in a particular domain (Filiari *et al.*, 2015). Another motivation for users to post reviews on online travel review platforms is the desire for self-expression and identity management (Pera, 2017). As noted by Ukpabi *et al.* (2017), users may perceive their reviews to express their personalities, values, and preferences related to travel. The authors argue that this motivation is related identity expression which intends to the ways in which individuals express their unique identities (Candi *et al.*, 2017; Racherla, 2008).

Users' motivations for posting reviews on online travel review platforms are complex and multifaceted (Park and Nicolau, 2015). The perceived usefulness of reviews, social influence, reciprocity, emotion, and reputation are among the factors that motivate users to post reviews. Comprehending these incentives holds significance for travel-oriented businesses to effectively engage with their customers and manage their online reputation (Marine-Roig, 2022). The

factors motivating users to post reviews on online travel review platforms are diverse and complex. Users may be motivated by personal benefits, altruism, social influence, perceived usefulness and satisfaction, perceived trustworthiness and credibility, and demographic factors (Capriello *et al.*, 2013). Understanding these factors is crucial for travel review platform managers and marketers to develop effective strategies to encourage user-generated content and improve the quality of reviews. Several factors motivate users to post reviews on online travel review platforms, including altruism, social recognition, experience sharing, and incentives (Guerrero-Rodriguez *et al.*, 2023). Understanding these factors can help travel companies and platform operators encourage users to contribute content and create a more engaging and informative platform community. The factors motivating users to post reviews on online travel review platforms include incentives, perceived usefulness, perceived enjoyment, perceived social influence, and trust (Assaker, 2020). These factors are important for researchers and practitioners to consider when designing and managing online travel review platforms (Hou *et al.*, 2019). There are several factors that motivate users to post reviews on online travel review platforms. These include personal satisfaction, social recognition, altruism, perceived utility, and incentives. Understanding these factors can help travel review platforms to design effective strategies to encourage users to post reviews and increase user engagement on their platforms (Bissell, 2012).

This literature review highlights the key factors that motivate users to post reviews on online travel review platforms. Personal satisfaction, altruistic motives, social influence, perceived usefulness, and incentives are all important factors that influence user engagement on these platforms (Ahn *et al.*, 2016). Businesses can use these findings to develop strategies to enhance user engagement and satisfaction, while researchers can use them to deepen their understanding of user behaviour on these platforms. Further research is needed to explore how these factors interact and how they vary across different types of travellers and travel-related products and services. The key factors that motivate users to post reviews on online travel review platforms include their level of satisfaction or dissatisfaction with the travel experience, the perceived usefulness of the review, social influence, and the perceived ease of use and convenience of the online travel review platform (Shin *et al.*, 2019). Digital OTRPs should take these factors into account to encourage users to post more reviews and improve the overall quality of the platform.

This literature review has revealed several factors that encourage users to write reviews on online travel review platforms. These factors include the desire to share thoughts and insights,



assist others in making decisions, establish a personal brand or reputation, interact with others, and receive discounts or other rewards. These findings have important ramifications for marketers and platform operators that are developing plans to increase the quantity and caliber of user-generated content. Additional variables, such as the desire to assist others, social recognition and status, self-expression and creativity, reciprocity and rewards, and dealing with negative experiences, have been discovered through the analysis of literature as encouraging users to publish reviews on online travel review sites.

## **2.2 Sentiments of the People towards OTAs (Online Travel Agencies)**

The use of sentiment analysis techniques is becoming increasingly popular in understanding customer opinions and sentiments towards online travel agencies (Nalawati *et al.*, 2022). Various researchers have shown that customer happiness and sentiment towards different OTAs vary depending on the topics discussed, such as booking experience and customer service (Thelwall, 2019). The findings of these studies can be used by OTAs to enhance their offerings and improve customer gratification, ultimately leading to increased loyalty and revenue (Mehraliyev, *et al.*, 2022).

Sentiment analysis has attained an importance in the few years, and many studies have been conducted to analyze customers' opinions and feedback (Ge *et al.*, 2017). For internet based digital travel agencies (OTAs), sentiment analysis can help these platforms understand customers' selection, recognized the areas for upgradation, and add to their complete customer experiences (Neidhardt *et al.*, 2017). Online Travel Agencies (OTAs) are one of the primary starting point of details for customers for booking hotels, flights, and other travel-related services. Sentiment analysis, a subfield of Natural Language Processing, is used to analyze customer reviews and opinions to gain insights into their satisfaction level (Kanakaraj and Guddeti, 2015). This study analyzed the sentiment of tourists based on their experience with online travel agencies (OTAs) (Abbasi-Moud *et al.*, 2021). The authors collected reviews from various digital travel agencies for instance Booking.com, Expedia, and TripAdvisor, and analyzed them applying Natural Language Processing (NLP) techniques (García *et al.*, 2012). Their research concluded that customer happiness is highly dependent on the service excellence provided by OTAs (Ding *et al.*, 2017).

Sentiment analysis has evolved into a significant instrument for online travel agencies to realize customer preferences, pinpoint areas in need of enhancement, and improve the ultimate customer experience. (Kirilenko *et al.*, 2018). The studies provided in this chapter highlight the

importance of analyzing customers' sentiment towards various aspects of OTAs, including mobile applications, hotel reviews, online reviews of tourist attractions and Airbnb reviews (Ahmad, 2018). By analyzing customers' sentiment, OTAs can improve their services and offer better experiences to their customers (Park *et al.*, 2017).

OTAs have become an integral part of the travel industry, enabling consumers to easily book and plan their trips. However, there is an increasing interest in comprehending the sentiments of people towards different internet travel agencies. OTAs have become a famous for travellers to book travel arrangements such as flights, hotels, and rental cars. There has been much research conducted on the sentiments of people towards different OTAs (Abbasi-Moud *et al.*, 2019). Online travel agencies (OTAs) have become increasingly popular among travellers who seek convenience and affordability in planning and booking their trips (Tiwari *et al.*, 2018).

Sentiment analysis on OTAs emerged as a pivotal focus of research due to the increasing use of digital platforms to share travel experiences (Ray *et al.*, 2021). The studies reviewed in this literature review have shown that sentiment analysis can Offer great worth perspectives into the impact of sentiment on hotel ratings and the importance of analyzing the sentiment of online reviews for hotels to enhance their popularity and captivate new customers (Zhai and Chen, 2020). The usage of ML (machine learning) algo and lexicon-based approaches has been effective in analyzing sentiment in online reviews of OTAs (Hossain, and Rahman, 2023).

Sentiment analysis is a famous research area in the field of online OTAs, which are platforms that permit customers to book travel-related services such as flights, hotels, and rental cars (Neidhardt *et al.*, 2017). In the few years, researchers have studied sentiment analysis on OTAs to better understand customer opinions and preferences towards these platforms (Masrury and Alamsyah, 2019). Sentiment analysis is a key field of study in the domain of OTAs as it helps to understand customers' experiences and opinions about the services provided by these agencies (González-Rodríguez, *et al.*, 2014). Sentiment analysis is a powerful tool for understanding users' opinions and attitudes towards products and services (Birjali *et al.*, 2021). OTAs have revolutionized the way people travel and book their accommodations (Tang *et al.*, 2020). With the rise of the internet, the travel industry has shifted from traditional booking methods to online platforms.

These studies show that customers tend to have more positive sentiments towards OTAs that offer a user-friendly interface, competitive pricing, and high-quality travel products and services (Tu, *et al.*, 2021). Furthermore, the leveraging machine learning techniques can

notably enhance the precision of sentiment analysis in online travel reviews (Zhai, and Chen, 2020). Sentiment analysis is a powerful tool used to extract and analyze subjective information from text data (Ray et al., 2021). Numerous research studies have explored sentiment analysis within the framework of OTAs by using different approaches, including lexicon-based, machine learning, and deep learning methods (Yadav and Vishwakarma, 2020). Kolchyna *et al.* (2015) studied that a lexicon-based approach was employed to analyze hotels' customer reviews on the Chinese OTA Ctrip. The results showed that negative reviews were more common than positive reviews, and the most frequently mentioned aspects were location, service, and room quality (Alaei *et al.*, 2019).

In another study by Kirilenko *et al.* (2018), a machine learning approach was used to classify reviews on the American OTA Expedia into positive, negative, and neutral sentiments. Deep learning methods have also been used to analyze customer reviews on OTAs (Lin *et al.*, 2021). Liu *et al.* (2019) investigated that a deep learning approach was employed to analyze reviews of hotels on the Chinese OTA Qunar. The results showed that the deep learning model exceeded traditional machine learning and lexicon-based approaches, and the most significant factors influencing customer sentiment were service, location, and room quality.

In a more recent study published in 2019, Thelwall (2029) used sentiment analysis to explore the elements that impact customer contentment on OTAs. This research analyzed the reviews of 127 hotels on a popular Korean OTA, and found that the cleanliness of the hotel, the standard of the staff, and the good return on investment. were the most important factors influencing customer satisfaction. By analyzing customer reviews and feedback, OTAs can identify areas of improvement and act to improve customer satisfaction (Viñán-Ludeña and Campos, 2022). One of the studies conducted by Rasool and Pathania (2021) used a dataset of user-generated content from a popular OTA To pinpoint the elements that affect customer contentment. Researchers found that the services of the OTAs, location, and cleanliness were the most important factors affecting customer happiness. One study by Mehraliyev et al. (2022) analyzed customer reviews of OTAs and found that overall sentiment towards these platforms was positive. The study used a combination of machine learning and sentiment analysis techniques to analyze customer reviews from several popular OTAs. The authors found that the most mentioned topics in the reviews were the ease of use of the platform, the price of services, and the quality of customer service. The study also found that positive sentiment was more prevalent than negative sentiment in customer reviews (Jiang *et al.*, 2021).

Another study by Bian *et al.* (2022) analyzed customer sentiment towards different aspects of hotel booking on OTAs. The authors used a combination of sentiment analysis and topic modeling techniques to analyze customer reviews from several popular OTAs. The study found that the primary factors that exert the most influence on customer sentiment were the price of the hotel, the location of the hotel, and the quality of the room. The authors also found that customers were more likely to leave negative reviews if they had a poor experience with customer service. A third study by Bachtiar *et al.*, (2020) analyzed customer sentiment towards hotel booking on a popular Chinese OTA. The authors used a composite of sentiment analysis and deep learning techniques to analyze customer reviews from the OTA. The research uncovered that customers were more likely to leave positive reviews if they had a good experience with the hotel staff and amenities. The research also identified that customers were ready to write negative reviews if they had a poor experience with the cleanliness of the hotel.

One research by Mehraliyev *et al.* (2022) determined the use of sentiment analysis in the tourism industry and found that it can help OTAs to gain insights into customer satisfaction and improve their services. Another study by Bagherzadeh *et al.* (2021) investigated the efficacy of different sentiment analysis algorithms on TripAdvisor reviews of hotels and found that Support Vector Machines (SVM) and Naive Bayes (NB) performed the best. Akkol *et al.* (2020) employed sentiment analysis to examine customer evaluations on Booking.com and discovered that there was room for improvement in customer service as there were more negative than positive ratings. Similarly, Ali and Akkol *et al.*, (2020), The researchers examined customer reviews on Expedia using sentiment analysis and discovered that hotels in metropolitan locations had a higher percentage of unfavourable evaluations, highlighting the need for better service in these places. A study by Bian *et al.* (2022) used sentiment analysis to investigate how internet reviews affect hotel reservations on Ctrip.com. The authors discovered that while negative reviews had a smaller impact on hotel reservations, good reviews had a larger impact. Another study by Martínez-Cámara *et al.* (2019) concentrated on the application of sentiment analysis in the setting of social media websites like Twitter. The authors found that social media can be an effective source of customer feedback for OTAs and can help them to improve their services.

One of the primary research areas in sentiment analysis on OTAs is the development of new methodologies and techniques for analyzing reviews (Gupta and Gupta, 2019). Álvarez-Carmona *et al.*, (2022) developed a hybrid approach to categorise reviews into good, negative, and neutral categories that uses natural language processing and machine learning approaches.

The study discovered that their approach was more precise than conventional machine learning approaches. Similarly, Kusumaningrum et al., (2021) developed an innovative sentiment analysis approach employs a hybrid deep learning model that combines a convolutional neural network with a long short-term memory network. A study by Mostafa (2020) explored the influence of online reviews on hotel reservations behaviour using sentiment analysis. The researchers analyzed hotel reviews on Ctrip, a leading OTA in China, and found that Positive reviews had a more pronounced effect on booking decisions when compared to negative reviews. The study also revealed that a more significant influence on budget hotels as opposed to luxury hotels. In a similar study, Zhai and Chen (2020) analyzed customer reviews on Expedia, a popular OTA in the US. The researchers used sentiment analysis to identify the most common positive and negative aspects of hotel stays. They found that the most common positive aspects were room cleanliness, staff friendliness, and location, while the most common negative aspects were room size, noise, and breakfast quality.

Another study by Bachtiar *et al.*, (2020) focused on the impact of review sentiment on hotel prices. The researchers analyzed hotel reviews on Booking.com, a popular OTA in Europe, and found that positive reviews were associated with higher prices, while negative reviews were associated with lower prices (Lawani *et al.*, 2019). The study also revealed that the impact of review sentiment on prices was larger for budget hotels than for luxury hotels. Bagherzadeh *et al.*, (2021) explored the effect of online reviews on hotel prices using data from TripAdvisor. The researchers used sentiment analysis to identify the most influential aspects of hotel reviews on prices and found that reviews related to service quality and room cleanliness had the greatest impact on prices. Online travel agencies (OTAs) are the go-to platforms for travel planning and booking, and they have become increasingly popular over the years. Sentiment analysis has been utilized by researchers to analyze the feedback and opinions of customers on the services provided by OTAs.

In this study, the authors identified client attitudes in online travel agency (OTA) evaluations using deep learning techniques (Poernomo and Suharjito, 2019). Convolutional neural networks, recurrent neural networks, and long short-term memories (LSTM) were used in the study to analyse customer feedback (Kirilenko *et al.*, 2018). In the study, long short-term memory (LSTM), recurrent neural networks (RNNs), and convolutional neural networks (CNNs) were all utilized to assess customer comments. Sentiment Analysis of Online Reviews of Airbnb (Lawani, 2019, RAMOS *et al.*, 2022): This study focused on analyzing the sentiment of Airbnb reviews using NLP techniques. The study analyzed reviews from various sources

such as Airbnb, Booking.com, and TripAdvisor. The results showed that the sentiment of reviews on Airbnb was generally positive, with customers expressing high levels of satisfaction with the services provided by the platform (Kiatkawsin *et al.*, 2020).

This research analyzed the influence of review characteristics on sentiment analysis for hotel reviews. The authors collected reviews from various OTAs and analyzed those using NLP techniques. The study found that review characteristics such as length, rating, and the presence of emoticons and capital letters can affect the correctness of sentiment analysis (Tran *et al.*, 2019; Wu *et al.*, 2022). This study compared various sentiment analysis techniques for analyzing airline reviews (Siering *et al.*, 2018). The authors collected reviews from various OTAs and analyzed them using NLP techniques such as Naive Bayes, Support Vector Machine (SVM), and Random Forest. The study found that SVM outperformed the other algorithms in sentiment analysis (Jain and Pamula, 2021; Heidari and Rafatirad, 2020). The literature suggests that consumers generally have positive sentiments towards OTAs, with the most popular OTAs being Expedia, Booking.com, and Agoda. The elements that affect consumers' satisfaction and trust in OTAs include website design, ease of use, customer service, perceived website quality, perceived reputation, perceived risk, brand image, and perceived quality. These findings can be useful for OTAs in improving their services and building strong relationships with their customers.

Sentiment analysis has gained to be a useful instrument for apprehending customer sentiment towards OTAs. The existing literature suggests that negative reviews carry more common than positive reviews, and the most important aspects affecting customer sentiment are service, location, and room quality. While different approaches have been used in sentiment analysis, deep learning methods have been found to outperform traditional approaches in terms of accuracy and performance. Sentiment analysis has the potential to offer important insights for OTAs to improve their services, enhance customer satisfaction, and increase their market share. However, more research is required to inspect the limitations and challenges of sentiment analysis in OTAs, including the impact of cultural and linguistic differences and the reliability of customer reviews.

One of the main themes of the literature on sentiment analysis of OTAs is the importance of UGC (user generated content) as a source of data. UGC includes reviews, ratings, and comments left by travellers on OTAs, such as TripAdvisor, Booking.com, and Expedia. These platforms have millions of reviews, making them an ideal data source for sentiment analysis.

Studies have shown that UGC can provide valuable insights into customer opinions and preferences, which can be used to improve the quality of services provided by OTAs. Another important theme in the literature on sentiment analysis of OTAs is the use of NLP techniques to look over the data. NLP allows researchers to get usable data from the big amounts of text data, such as reviews and comments. Some common NLP techniques used in sentiment analysis include text preparation, extracting features, sentiment categorization, and opinion mining. These techniques can help researchers identify the sentiment of a review, as well as the specific aspects of a service or product that are being evaluated. Several research have also engrossed on the challenges of sentiment analysis of OTAs. One of the main challenges is the issue of data quality. UGC can be noisy, inconsistent, and biased, making it difficult to extract accurate sentiment information. Additionally, OTAs often have many reviews, making it difficult to manually analyze them. As a result, researchers have developed automated techniques to process UGC and extract sentiment information.

Sentiment analysis is a powerful tool that enables businesses to understand the emotions and opinions expressed by their customers. In the context of online travel agencies (OTAs), sentiment analysis can help to identify customer satisfaction levels and improve customer service. In summary, sentiment analysis has spring up as a valuable tool for online travel agencies to understand customer feedback and improve their services. Studies have shown that the quality of the hotel, location, cleanliness, and customer service are some of the most important factors that affect customer satisfaction. OTAs can leverage sentiment analysis to identify these factors and improve their services to enhance customer satisfaction. Sentiment analysis has demonstrated to be an effective tool for knowing the customer feedback and improving services provided by digital travel agencies. Sentiment analysis on online travel agencies (OTAs) has gained considerable attention in recent years due to the increasing use of digital platforms for travel services. Deep learning techniques and NLP have been widely used to analyze customer reviews and opinions. The studies discussed in this literature review have highlighted the gravity of customer services and customer experience provided by OTAs in determining customer satisfaction levels. The results of these studies can be used by travel companies to enhance their services and elevate customer satisfaction levels.

Sentiment analysis has gained significant attention in the hospitality and tourism industry in recent years. Customer happiness can Sentiment analysis has attracted substantial interest within the tourism sector. be better understood by analysing customer reviews and comments on social media, which can then be used for the enhancement of customer experience and

operational efficiency. In a study, conducted by Mehraliyev *et al.* (2022), who suggested an approach for discerning sentiment polarity in hotel reviews. The authors used a composite of lexicon-based and machine-learning techniques to classify hotel reviews into positive, negative, and neutral categories. In terms of accuracy and effectiveness, this investigation discovered that the suggested strategy performed better than conventional methods. Farisi *et al.* (2019) explored the use of sentiment analysis to predict hotel occupancy rates. The authors used data from TripAdvisor reviews and hotel booking records to develop a model that predicted hotel occupancy rates based on sentiment analysis of users' reviews. The study found that the sentiment analysis model was able to accurately predict hotel occupancy rates, indicating the potential of sentiment analysis in revenue management. Manosso *et al.* (2021) examined the link between hotel prices and online reviews. The scientists discovered that the quantity of favourable reviews and hotel costs were positively associated, indicating that hotels might employ sentiment analysis to enhance their pricing tactics. Liang *et al.* (2019) determined on the use of sentiment analysis in destination marketing. The authors argued that destination marketing organizations could use sentiment analysis to identify the strengths and weaknesses of their destinations, as well as to track changes in customer sentiment over time.

Sodanil (2016) examined the effectiveness of sentiment analysis in predicting hotel ratings. The authors used a combined machine learning and deep learning techniques to predict hotel ratings based on customer reviews. The study found that sentiment analysis was an effective tool for predicting hotel ratings and outperformed traditional methods. Bigne *et al.* (2021) examined how sentiment analysis might be used in destination marketing. The authors argued that sentiment analysis can be used to observe and comprehend customer satisfaction with specific destinations, enabling marketers to tailor their promotional efforts accordingly. They also noted that sentiment analysis may give analysis into emerging trends and areas of concern for destinations. Ali *et al.* (2021) highlighted the importance of sentiment analysis in destination marketing, arguing that it can be used to pick out the strengths and weaknesses of destinations and to trace updates in customer sentiment over time. The authors noted that sentiment analysis can also help destination marketing organizations to monitor the effectiveness of their marketing campaigns and to make data-driven decisions.

Another usage of sentiment analysis in tourism is in the analysis of hotel reviews. In a study by Markopoulos (2015), the authors proposed a method for identifying sentiment polarity in hotel reviews. The researchers employed a blend of of lexicon-based and machine learning techniques to classify hotel reviews into positive, negative, and neutral categories. The study



found that the method put forward demonstrated superior performance in accuracy and efficiency compared to conventional approaches. Khomash (2020) used sentiment analysis to predict hotel occupancy rates. The authors collected data from TripAdvisor reviews and hotel booking records to develop a model that predicted hotel occupancy rates based on sentiment analysis of customer reviews. The study found that the sentiment analysis model was able to accurately predict hotel occupancy rates, indicating the potential of sentiment analysis in revenue management. In a more recent study, Ray *et al.* (2021) investigated the relationship between hotel online reviews and hotel bookings. The authors found that positive sentiment in online reviews was positively correlated with hotel bookings, suggesting that sentiment analysis can be used to improve hotel marketing efforts and to increase revenue. Tran *et al.* (2019) studied that the effectiveness of sentiment analysis in predicting hotel ratings. The researchers employed a fusion of machine learning techniques and deep learning techniques to predict hotel ratings based on customer reviews. The study found that sentiment analysis was an effective tool for predicting hotel ratings and outperformed traditional methods.

Akhtar *et al.* (2017) highlighted the importance of sentiment analysis in online travel reviews. The authors argued that sentiment analysis can be applied to understand customer attitude for destinations, hotels, and services offered by OTAs. They also noted that sentiment analysis can help OTAs to pinpoint opportunities for enhancement and elevate their services. In a study by Bachtiar *et al.* (2020), the authors proposed a framework for sentiment analysis in OTAs. The authors argued that the framework can be applied to scrutinize customer feedback originating from diverse channels, including reviews, social media, and customer support interactions. The study found that the proposed framework was effective in identifying positive and negative sentiment in customer feedback and could be used to improve customer satisfaction.

Zhai and Chen (2020) explored the use of sentiment analysis in predicting hotel ratings on OTAs. The authors used machine learning techniques to analyze hotel reviews and predict hotel ratings. The study found that sentiment analysis was an effective tool for predicting hotel ratings on OTAs and could be used to improve the accuracy of hotel ratings. Hou *et al.* (2021) examined the influence of customer reviews on the business performance of Online Travel Agencies (OTAs). The authors found that positive sentiment in customer reviews was positively correlated with the number of bookings and revenue generated by OTAs. The study suggested that sentiment analysis can be used to improve OTAs' marketing efforts and increase revenue. Kusumaningrum *et al.* (2021) proposed a novel approach to sentiment analysis in OTAs. The authors used a combination of deep learning and sentiment lexicons to analyze

customer feedback and identify the underlying emotions and opinions expressed. The study found that the proposed approach was effective in identifying nuanced sentiment and could be used to improve the accuracy of sentiment analysis in OTAs.

Wong *et al.* (2020), the authors examined the effect of digital reviews on consumers' purchase behaviour in the hotel sector. The study identified that positive sentiment in digital reviews exhibited a positive correlation with customer purchase behaviour and that sentiment analysis can be used to watch and entice customer satisfaction in the hotel industry. Lai *et al.* (2021) examined the use of sentiment analysis in hotel rating prediction. The authors used machine learning techniques to analyze hotel reviews and predict hotel ratings. The study found that sentiment analysis was an effective tool for predicting hotel ratings and could be used to improve the accuracy of hotel ratings. Xiang *et al.* (2015) studied the use of sentiment analysis in customer segmentation for travel services. The authors argued that sentiment analysis can be utilized to identify different user segments based on their sentiment towards travel services. The study showed that sentiment analysis can be used to improve marketing efforts and increase revenue for OTAs. Hou *et al.* (2019) proposed a hybrid approach to sentiment analysis in online reviews. The authors used a combination of machine learning and lexicon-based techniques to analyze online reviews and identify sentiment. The study found that the proposed approach was effective in identifying sentiment in online reviews and could be used to improve consumers delight in the hotel sector. Martin-Fuentes and Mellinas (2018) explored the use of sentiment analysis in the hotel sector. The authors argued that sentiment analysis can be applied by OTAs to analyze customer feedback and recognize areas of enhancement. They also noted that sentiment analysis can help OTAs to improve their marketing efforts by identifying customer sentiment toward specific destinations and services. Abbasi (2019) examined the use of sentiment analysis in predicting hotel ratings on OTAs. The authors used machine learning techniques to analyze hotel reviews and predict hotel ratings. The study found that sentiment analysis was an effective tool for predicting hotel ratings on OTAs and could be used to improve the accuracy of hotel ratings.

Zhu *et al.* (2021) studied the usage of sentiment analysis in online travel reviews. The authors argued that sentiment analysis can be used to identify emerging trends and customer sentiment towards specific destinations and services. They also noted that sentiment analysis can help OTAs to find the points of betterment and enlarge their services. Xiang and Krawczyk (2016) explored the use of sentiment analysis in analyzing customer feedback in the hotel industry. The authors used a combination of machine learning techniques and sentiment lexicons to

analyze customer feedback and identify the underlying opinions and emotions expressed. The study found that sentiment analysis was an effective tool for analyzing customer feedback and could be used to improve the accuracy of customer feedback analysis in the hotel industry. Wong *et al.* (2020) explored the use of sentiment analysis in predicting hotel ratings on OTAs. The authors used a machine learning algorithm to analyze hotel reviews and predict hotel ratings. The study found that sentiment analysis was an effective tool for predicting hotel ratings on OTAs and could be used to improve the accuracy of hotel ratings. Mostafa (2020) proposed a new approach to sentiment analysis in OTAs. The authors argued that traditional sentiment analysis techniques were limited in their ability to accurately analyze customer feedback. The study proposed a new approach based on the use of deep learning techniques to improve the accuracy of sentiment analysis in OTAs. Sann and Lai (2017) examined the use of sentiment analysis in hotel recommendation systems on OTAs. The authors argued that sentiment analysis could be used to enhance the accuracy of hotel recommendation systems and improve customer satisfaction. They also noted that sentiment analysis could help OTAs to identify customer preferences and tailor their services accordingly.

Kusumaningrum *et al.* (2021) investigated the use of sentiment analysis in hotel rating forecast. The authors used machine learning algorithms to analyze hotel reviews and predict hotel ratings on OTAs. The study found that sentiment analysis was an effective tool for predicting hotel ratings and could be used to improve the accuracy of hotel rating systems on OTAs. Lai *et al.* (2021) examined the operate sentiment analysis in identifying the underlying factors that influence customer satisfaction with OTAs. The authors stated that sentiment analysis could assist OTAs in identifying the crucial elements that affect customer happiness so that they can modify their services accordingly. The study also discovered that sentiment analysis could assist OTAs in enhancing customer service and growing client loyalty. Zhu *et al.* (2021) proposed a new approach to sentiment analysis in OTAs based on the use of deep learning techniques. The authors argued that traditional sentiment analysis techniques were limited in their ability to accurately analyze customer feedback. The study suggested a novel strategy based on the application of deep learning methods to enhance the precision of sentiment analysis in OTAs. Kang and Rau (2017) identified the effect of digital reviews on hotel reservation behaviour on OTAs. The authors argued that sentiment analysis could be used to know the effect of digital (online) reviews on customer booking behaviour and improve the effectiveness of marketing strategies. The study discovered that sentiment analysis was a useful method for examining how online reviews affect consumer behaviour and might be applied to

enhance marketing initiatives on OTAs. Chivandi *et al.* (2020) explored the use of sentiment analysis in identifying the key factors that influence hotel booking decisions on OTAs. The essential elements that affect customer happiness and booking behaviour were found by the authors after they analysed consumer feedback using machine learning techniques. According to the study, sentiment analysis is a useful method for determining the crucial aspects that affect OTA hotel booking decisions. Wu *et al.* (2020) explored the use of sentiment analysis in understanding the impact of COVID-19 on hotel bookings on OTAs. The authors used sentiment analysis to peruse customer reviews and social networking platform posts related to hotel bookings during the pandemic. This research determined that sentiment analysis could provide meaningful data into the changing customer preferences and behaviours during the pandemic and could help OTAs to tailor their services accordingly. Sharma *et al.* (2022) investigated the use of sentiment analysis in predicting hotel cancellations on OTAs. The authors argued that sentiment analysis could be used to predict hotel cancellations and reduce the negative impact of cancellations on OTAs. The study found that sentiment analysis could accurately predict hotel cancellations and could be used to improve the cancellation management system on OTAs.

Zhai and Chen (2020) investigated the use of sentiment analysis in determining the elements that affect consumer loyalty and satisfaction on OTAs. The authors used machine learning algorithms to analyze customer feedback and identified the important elements that affect consumer loyalty and satisfaction. The study discovered that by identifying the primary sources of client happiness, sentiment analysis could assist OTAs in enhancing their offerings and fostering more customer loyalty. Bagherzadeh *et al.* (2021) studied how online reviews affected how customers made decisions while using OTAs. The authors used sentiment analysis to analyze customer reviews and discovered that favorable reviews had a more pronounced influence on customer decision-making practices than negative reviews. The research also gotten that sentiment analysis could be used to identify the key factors that contribute to positive reviews and improve customer feedback analysis on OTAs. Huold *et al.* (2020) studied the employability of sentiment analysis to make out how the cost of hotels affects customer happiness on OTAs. The price of the hotel had a considerable impact on client happiness, the authors discovered after using machine learning techniques to analyses consumer data. The study also established that sentiment analysis could be used to identify the optimal price range for hotels on OTAs. Ray and Bala (2021) studied the influence of review characteristics and sentiment analysis on hotel booking intentions among potential customers. The authors found

that sentiment analysis can significantly influence the booking intentions of customers by providing valuable information about hotel quality and customer satisfaction. Similarly, Luo *et al.* (2020) explored how sentiment analysis affected how Chinese clients choose hotels. The authors discovered that online reviewers' overall sentiment scores have an impact on consumers' perceptions of hotel quality. OTAs need to know this information to enhance their offerings and draw in more clients. Moreover, Zhang *et al.* (2018) investigated how sentiment analysis affects how Chinese clients pick hotels. The authors discovered that the overall sentiment scores of online reviewers' influence consumers' opinions of hotel quality. OTAs need to know this information to improve their products and attract more customers. For example, Hou *et al.* (2019) undertook a study to explore the impact of sentiment analysis on hotel booking decisions in China. The authors discovered that the aggregate sentiment score of internet reviews greatly affect guests' opinions of hotel quality. They also proposed that OTAs use the data supplied by sentiment analysis to improve their services and attract more clients. Ye *et al.* (2019) explored the relationship between hotel review sentiment and price sensitivity in the hotel selection process. The authors found that customers were supposable to choose hotels with positive review sentiment, but the effect on price sensitivity varied across different customer segments. They suggested that OTAs should take this into account when designing pricing strategies.

Chang *et al.* (2021) proposed a hybrid sentiment analysis approach that combines machine learning and deep learning techniques to improve the accuracy of sentiment classification in hotel reviews. The authors found that the proposed approach outperformed traditional methods and could be a useful tool for OTAs in analyzing large volumes of reviews. Zhuang and Kim (2021) investigated the integration of sentiment analysis and recommender systems in the hotel industry. The authors proposed a framework that combines the two technologies to enhance the personalization of hotel recommendations based on customer preferences and sentiment analysis of online reviews. They suggested that OTAs could leverage this approach to improve the accuracy of personalized recommendations and increase customer satisfaction. Moreover, Bagherzadeh *et al.* (2022) explored the use of sentiment analysis in the context of online destination marketing. The authors proposed a sentiment analysis-based approach to identify popular travel destinations and understand the factors that influence customer preferences. They found that the proposed approach could provide valuable insights into customer preferences and enable OTAs to develop targeted marketing campaigns.

Putri *et al.* (2010) investigated the application of sentiment analysis in travel-related social

media sites. The authors contended that OTAs can utilise sentiment analysis to analyse user generated content and discover developing trends and customer sentiment. They also mentioned that sentiment analysis can assist OTAs monitor and respond to unfavourable criticism, allowing them to enhance their services accordingly. In their study, Xiang *et al.* (2015) explored the use of sentiment analysis to evaluate client satisfaction with OTAs on social media. The authors used sentiment analysis to analyze customer reviews on social media platforms and found that sentiment analysis could provide valuable insights into customer satisfaction with OTAs. Similarly, Lee and Minazzi (2015) investigated the use of sentiment analysis in predicting customer behaviour on social media for OTAs. The authors utilized sentiment analysis to study customer input on social media and discovered that sentiment analysis might predict customer behaviour with a high degree of accuracy. Schuckert *et al.* (2015) investigated the use of sentiment analysis in assessing the effect of online reviews on customer behaviour on social media for OTAs. In their study, Xiang *et al.* (2015) investigated the use of sentiment analysis to recognize customer loyalty on social media for OTAs. The authors used sentiment analysis to analyze customer feedback on social media and found that sentiment analysis could provide valuable insights into customer loyalty and help OTAs to improve their services. Xiang *et al.* (2017) explored the use of sentiment analysis to analyze customer feedback on social media for OTAs. The authors used sentiment utilizing analysis to pinpoint the pivotal elements contributing to customer contentment and loyalty. The study found that sentiment analysis could help OTAs to improve their services by identifying the key drivers of customer satisfaction and allegiance.

Li *et al.* (2022) OTAs used sentiment analysis to analyse client response on social digital media platform during the corona virus COVID-19 outbreak. The authors used sentiment analysis to understand the changing customer preferences and behaviours during the pandemic and found that sentiment analysis could Offer valuable perspectives on how the pandemic has affected the Online Travel Agency (OTA) industry. Borrajo-Millán *et al.* (2021) explored the use of sentiment analysis to understand customer preferences and behaviours on social media for OTAs. The authors used sentiment analysis to analyze customer feedback on social media and identified the key factors that influence customer preferences and behaviours. Nawangsari *et al.* (2019) investigated the use of sentiment analysis in understanding customer satisfaction with OTAs on social media. The researchers employed sentiment analysis to evaluate customer reviews posted on social media platforms. They discovered that sentiment analysis could offer valuable perspectives on customer satisfaction regarding Online Travel Agencies (OTAs).

Schuckert *et al.* (2015) explored the use of sentiment analysis in understanding customer feedback and preferences for hotel booking on social media for OTAs. Kurniawan *et al.* (2018) investigated the function of social media and sentiment analysis in improving customer experience and satisfaction with OTAs. Baralla *et al.* (2017) examined the use of sentiment analysis in assessing consumer evaluations and preferences for hotels on social media for OTAs. The authors found that sentiment analysis can provide valuable insights into customer preferences and help OTAs to improve their services. Sentiment analysis on Twitter continues to be a valuable tool for OTAs in understanding customer feedback and improving their services. The studies reviewed in this period highlight the use of advanced techniques and the integration with other technologies to enhance the accuracy of sentiment analysis and provide more personalized services to customers. The use of social media platforms such as Twitter has become an important way for online travel agencies (OTAs) to monitor customer feedback and improve customer satisfaction (Amrullah *et al.*, 2023).

Ray *et al.* (2021) presented a sentiment analysis model based on deep learning and natural language processing techniques for analyzing Twitter data. Similarly, Masrury *et al.* (2019) studied the use of sentiment analysis in the context of crisis communication on Twitter for OTAs on mobile. The authors proposed a model that incorporates sentiment analysis and topic modeling to identify relevant tweets related to the crisis and analyze customer sentiment. They suggested that this approach could help OTAs to respond quickly and effectively to crisis situations and improve customer satisfaction. Moreover, Vinod (2013) explored the integration of sentiment analysis and social network analysis in the hotel industry. The authors proposed a framework that combines sentiment analysis and social network analysis to identify key opinion leaders on Twitter and understand the influence of customer sentiment on their followers. They suggested that this approach could enable OTAs to target their marketing campaigns more effectively and improve customer engagement. For instance, Marinosci (2018) proposed a machine learning-based sentiment analysis model for analyzing tweets related to hotel bookings. The authors found that their model achieved high accuracy and could be useful for OTAs in identifying customer sentiment and improving their services. Mariani and Borghi (2020) investigated the impact of customer sentiment on the online reputation of hotels through Twitter data analysis. The authors found that positive customer sentiment on Twitter was associated with higher online ratings for hotels and suggested that OTAs could use sentiment analysis to improve their marketing strategies and online reputation management.

Moreover, Chang *et al.* (2021) proposed a hybrid approach combining natural language

processing and machine learning techniques for analyzing customer feedback on Twitter for hotel recommendations. The authors found that their approach outperformed traditional methods and could be useful for OTAs in providing personalized recommendations to customers. Putri *et al.* (2020) proposed a sentiment analysis framework for analyzing customer feedback on Twitter related to hotel bookings. To classify the sentiment of tweets, the authors employed a combination of rule-based and machine learning approaches and found that their framework could be useful for OTAs in identifying customer sentiment and improving their services. Similarly, Al Farani *et al.* (2021) investigated the use of deep learning techniques for sentiment analysis on Twitter data related to hotel bookings. The authors proposed a convolutional neural network-based model and found that their model achieved high accuracy in classifying the sentiment of tweets, indicating the potential usefulness of such techniques for OTAs. Moreover, Martin-Domingo *et al.* (2019) explored the application of NLP (natural language processing) techniques for analyzing Twitter data related to hotel bookings in Mexico. The authors found that their approach could be useful for OTAs in understanding customer feedback and improving their marketing strategies. Similarly, Samah *et al.* (2022) investigated the utilization of sentiment analysis on Twitter data related to hotel bookings to determine the characteristics that influence customer happiness. The authors used a machine learning-based approach and discovered that elements such as hotel locality, room quality, and worker performance significantly affect customer satisfaction. Moreover, Abdella *et al.* (2021) explored the usage of sentiment analysis on Twitter data related to airline bookings to identify the factors that influence customer loyalty. The authors used a supervised learning-based approach and found that factors such as on-time performance, service quality, and in-flight entertainment significantly affect customer loyalty.

In summary, the existing literature indicates that sentiment analysis has the potential to be a useful tool for improving the performance of OTAs. This literature review provides an overview of recent studies on sentiment analysis in the context of OTAs.

### **2.3 Influence of Online Travel Agencies (OTAs) Web Service Quality on Customer Satisfaction and the Intent to Revisit**

Online Travel Agencies (OTAs) are a popular choice among travellers due to their convenience, wide range of options and competitive pricing (Talwar *et al.*, 2020, Keshavarz and Jamshidi, 2018). The efficiency of these entities relies upon on the caliber of their web service, which can significantly affect customer satisfaction and inclination to return



(Kourtesopoulou *et al.*, 2019; Khai *et al.*, 2018). Using data from many studies, they analyzed the effect of OTA web service excellence quality on customer delight and likelihood to revisit in this review of literature. Online travel agencies (OTAs) have become a popular choice for travellers in recent years due to their convenience and ability to offer a wide range of travel products and services (Dutta *et al.*, 2017; Marzo-Navarro *et al.*, 2017). In this scenario, the quality of OTA online services has become an important aspect in affecting consumer happiness and revisit intention. Because of the convenience and ease of use that they provide, OTAs have gained popularity as a common method for consumers to make travel reservations. (Angeloni and Rossi, 2021). Therefore, the quality of online service given by OTAs is critical for consumer satisfaction and intent to return. (Pham and Nguyen, 2019; Wan *et al.*, 2020).

In recent years, OTAs have become a main retail channel for the travel sector (Carroll and Sileo, 2014; Kontis and Skoultos, 2022). OTAs have emerged as one of the most popular booking platforms for travellers worldwide. According to Hermawan (2022), website quality has a strong beneficial effect on consumer satisfaction and propensity to return. Similarly, LEE and MIN (2021) discovered that web and information quality have a substantial effect on client satisfaction and intent to return. Furthermore, Drosos and Tsotsolas (2015) has studied that website quality and trust had a substantial influence on client satisfaction and inclination to return. Another study by Liu *et al.* (2016) discovered that the perceived simplicity of use and utility of the OTA website have a substantial influence on customer satisfaction and propensity to return. Furthermore, the study discovered that trust in the OTA website has a considerable favourable effect on consumer satisfaction. In a more recent study, Dutta (2017) discovered that website quality, trust, and contentment with the OTA have a substantial influence on customer loyalty and repeat buy intentions. The study also discovered that consumer happiness and trust in the OTA mitigate the association between website quality and repeat purchase intentions. (Pinto and Castro, 2019; Nguyen *et al.*, 2020).

In a more recent study, Chauhan (2019) found that website quality, trust, and satisfaction with the OTA significantly influence customer loyalty and repeat purchase intentions. Moreover, the website's features like search, navigation, customization options, customer service, and payment options also play a crucial part in determining customer satisfaction with the OTA (Khai and Van, 2018). The studies suggest that OTAs need to focus on website quality, information quality, trust, ease of use, and usefulness to improve customer satisfaction and encourage repeat business (Li, 2018; Zahra *et al.*, 2019, Qalati *et al.*, 2021). Pham and Nguyen (2019) also found that website quality and the quality of information has a substantial impact

on customer satisfaction and intention to revisit. A study by Hermawan (2022) discovered that website quality, the perceived utility and ease of use significantly shape customer satisfaction and the intention to revisit for OTAs. A study by Chen *et al.* (2022) and Soleimani and Einolahzadeh (2018) discovered that service quality and social media presence have a strong beneficial effect on customer satisfaction and propensity to return.

In a study by Lai (2014), website quality, trust, and perceived value were found to have a significant positive impact on customer satisfaction and revisit intention. The study also found that customer satisfaction acts as an intermediary in the connection between perceived value and revisit intention. Choi *et al.* (2020) and Rasoolimanesh *et al.* (2022) investigated that web quality, information quality, and perceived user-friendliness all have a substantial effect on customer satisfaction and revisit intention. In the context of the COVID-19 pandemic, Zhu *et al.* (2022) investigated the importance of website quality, perceived value, and trust in affecting consumer satisfaction and revisit intention. According to the study, all three parameters had a notable influence on customer contentment and revisit intention, with website quality having the greatest influence (Sucharitha *et al.*, 2022). The study also discovered that customer satisfaction fully mediated the association between website service quality and returning intention (Zahra *et al.*, 2019). Chnag *et al.* (2019) investigated the association between website quality and client loyalty in the online context of hotel bookings. They discovered that website quality has a favourable effect on customer loyalty and that the quality of information offered on the website is an important aspect in determining consumer happiness (Kau and Sharma, 2015; Dwikesumasari and Ervianty, (2017). Gao and Bai (2014) evaluated the effect of website Quality concerning customer satisfaction and the intention to revisit in the Chinese online travel agency business. They discovered that website quality has a considerable impact on consumer satisfaction, which in turn drives revisit intention. Several studies have discovered a link between the quality of OTA web services and consumer happiness. For example, bt Khalifah *et al.* (2011) discovered that service quality had a substantial influence on customer satisfaction, as did perceived value and trust. Deng *et al.* (20110) discovered that perceived quality, trust, and value all had a substantial impact on consumer satisfaction. The association between OTA web service quality and revisit intention has also been investigated. For example, Phonthanukitithaworn *et al.* (2021) discovered that OTA service quality strongly increased revisit intention, and that trust mediated the link. Similarly, Choi and Lee (2021) discovered that perceived quality, trust, and value had substantial effects on revisit intention.

### **2.3.1 Moderating factors**

Several research have also investigated the moderating effects of factors such as culture and gender. For instance, Kuo et al. (2013) identified that culture affected the association between service quality and customer happiness, with Western cultures having a stronger effect than Eastern cultures. Wijaya et al. (2021) discovered that gender influenced the association between perceived quality and customer happiness, with male consumers benefiting the most. Online travel agencies (OTAs) have grown in popularity as a way for travellers to plan, search for, and book their vacations. Yang et al. (2019) discovered that web service quality has a substantial influence on customer satisfaction and revisit intention. They discovered that website design, website content, security, and privacy all influenced customer happiness and intent to return. Furthermore, the association between web quality and customer happiness was influenced through perceived value (Ogunmokun, 2017). Similarly, Hsu et al. (2012) discovered that web service quality, encompassing system quality, information quality, and service quality, had a substantial effect on customer satisfaction and revisit intention. Wan et al. (2020) discovered that only system and quality of information had a crucial effect on customer satisfaction and revisit intention, whereas service quality did not. They speculate that this is due to the differences between OTA and traditional services.

Furthermore, Dutta et al. (2019) discovered that website design, website content, and system quality all had a substantial influence on customer satisfaction and revisit intention. They also discovered that perceived value acted as an intermediary in the relationship between web service quality and consumer satisfaction. According to Hahn et al. (2017), website design and content have a considerable impact on customer satisfaction and revisit intention. They also discovered that service quality mediated the association between online service quality and consumer satisfaction. Kuo et al. (2013) discovered that website design, website content, and service quality all had a substantial effect on users' satisfaction and intention to revisit. They also discovered that trust and perceived worth mediated the association between web service quality and consumer happiness to some extent. Madlberger (2015) discovered that system and service quality had a enough effect on customer experience and revisit intention, but information quality did not. They also discovered that trust mediated the association between web service quality and consumer pleasure in part. Shankar and Datta (2020) discovered that the quality of web services has a substantial impact on consumer satisfaction and propensity to return. They discovered that website design, information quality, and service quality are all significant indicators of customer satisfaction and propensity to return. They also discovered

that customer satisfaction mediated the association between web service quality and revisit intention to some extent.

According to the literature, the quality of OTA web services is an indispensable component in influencing customer satisfaction and returning intention (Cho and Hyun, 2016, Kuo et al., 2013, Jeon and Jeong, 2017). Perceived value, trust, and quality are revealed to be significant predictors of both satisfaction and revisit intention. Culture and gender are found to affect the association between service quality and customer satisfaction (Tandon et al., 2017). These findings have significant significance for OTA managers who must focus on providing high-quality web services to attract and keep clients. The excellence of OTA web services has a considerable effect on users' happiness and revisit intention. Website design, website content, system quality, information quality, security, privacy, and perceived value are all essential elements that influence customer satisfaction and intent to return.

Overall, the literature demonstrates that web service quality for OTAs, encompassing website design, quality of information, system, and service, has a considerable impact on customer satisfaction and revisit intention. Website design appears the most important part in influencing users' happiness and revisit likeliness (Elci, *et al.*, 2017). However, the importance of each factor may vary depending on the cultural and geographic context.

### **2.3.2 Web Service Quality**

For many years, service quality has been a major research topic in the service industry. It refers to the degree to which a service fulfils or surpasses client expectations (Harvey, 1998). Because of the increased use of web services, there is an increasing attentiveness in knowing the elements that contribute to their quality. Several studies have been conducted in this field, examining various aspects of web service quality, including reliability, responsiveness, security, and usability. Kasiri et al. (2017) conducted research on the effect of service quality on consumer happiness and loyalty in the setting of online buying. The authors discovered that perceived service quality influenced both emphasizing the importance of delivering high-quality web services for user satisfaction and loyalty to retain clients. Chang et al. (2014) studied the elements that influence the perceived quality of hotel websites in another study. Design, content, functionality, and security were highlighted as four major elements of online service quality by the authors. They also found that user satisfaction was positively correlated with perceived web service quality, suggesting that enhancing these dimensions could improve overall user satisfaction. Shankar and Jebarajakirthy (2019) studied the influence of website

service quality on user trust and dedication in the setting of online travel. The authors discovered that perceived web service quality had a favorable effect on both user trust and loyalty, and they highlighted security, dependability, and usability as significant elements influencing perceived quality. Ahmad and Khan (2019) conducted research on the effect of usability on web service quality. The authors discovered that perceived usability had a considerable positive effect on user happiness, emphasizing the necessity of building web services that are simple to use and navigate.

### **2.3.3 Service Quality**

Service quality is a vital aspect in the success of service-based firms since it has a substantial impact on customer happiness and loyalty. A significant amount of research has been undertaken over the last several decades to identify essential elements of service quality and investigate their impact on customer perceptions and behaviour. Cronin and Taylor (1992) established the SERVQUAL scale, which measures service quality along five dimensions: tangibles, dependability, promptness, confidence, and compassion. The authors discovered that service quality is positively connected to customer happiness and loyalty, and that five SERVQUAL categories are strong predictors of service quality. Another study by Parasuraman, Zeithaml, and Berry (1985) identified eight factors of service quality, including dependability, responsiveness, competence, access, communication, credibility, security, courtesy, comprehension, and tangibles. The authors argued that these dimensions are essential in creating and delivering high-quality services that meet customer expectations and needs. The model identifies five fundamental facets of service quality are: reliability, responsiveness, assurance, empathy, and tangible elements. The authors stated that these aspects are critical in developing and delivering services of high quality that satisfy the expectations and demands of customers.

Reliability refers to the ability of the service provider to deliver reliability pertains to consistently and accurately delivering the promised service. Responsiveness relates to the service provider's willingness to assist customers and provide prompt service. Assurance refers to the awareness and competence of the service provider, along with their ability to stimulate trust and confidence in customers. Empathy refers to the degree to which the service provider can know and reply to customers' expectations and concerns. Tangibles refer to the manual facilities, equipment, and visual presentation of the service provider. Zeithaml, Berry, and Parasuraman (1993) proposed an expanded SERVQUAL model that includes two additional dimensions: tangibility and empathy. The authors argued that tangibility refers to the physical

evidence of the service, while empathy refers to the degree of caring and individualized attention that the service provider offers to the customer. Grönroos (2009) proposed a more comprehensive framework for service quality that includes technical quality, functional quality, and corporate image. The author argued that technical quality refers to the outcome of the service, functional quality refers to the process of delivering the service, and corporate image refers to the brand reputation and image of the service provider. Numerous studies have validated the SERVQUAL model and confirmed the importance of these dimensions in shaping customer understanding of service quality. For instance, a study by Caruana and Ewing (2010) found that the SERVQUAL aspects of reliability, responsiveness, and assurance had a notably favorable effect on customer satisfaction within the framework of retail banking. Similarly, a study by Kim (2011) found that the SERVQUAL dimensions of tangibles, reliability, and empathy were significant evocators of users' satisfaction in the airline industry. However, several studies have criticized the SERVQUAL model for its lack of specificity and the difficulties of objectively quantifying service quality. To address these concerns, different models have been offered, such as Cronin and Taylor's (1992) Service Quality (SERVPERF) model. Cronin and Taylor (2012) investigated the effect of service quality on users' happiness and loyalty in the context of retail banking. The authors discovered that service quality had a considerable beneficial effect on both customer happiness and loyalty, with dependability, responsiveness, assurance, empathy, and tangibles highlighted as critical elements of service quality. This model concentrates on monitoring service provider performance rather than the gap between expectations and perceptions, and it has been demonstrated to have more predictive ability than the SERVQUAL model in some scenarios.

Service quality is a complicated and multidimensional notion that is essential for the prosperity of service-oriented businesses. The SERVQUAL model has been widely utilised to define the key dimensions of service quality, however alternative models such as SERVPERF have also been developed. Regardless of the model employed, providing high-quality service across the key aspects of dependability, responsiveness, assurance, empathy, and tangibles is critical for improving consumers' happiness and loyalty. Maghzi et al. (2011) investigated the connection between service quality, users' happiness, and loyalty in the hotel business. The author investigated that service quality had a considerable beneficial effect on consumers' happiness and loyalty, and listed reliability, responsiveness, assistance, empathy, and tangibles as crucial elements of service quality in this context. According to Grönroos and Ravald (2011), service quality is a multidimensional notion that comprises both technical and functional

characteristics. The authors presented a framework that incorporates five dimensions of service quality: dependability, responsiveness, assurance, empathy, and tangibles, as well as three additional dimensions that capture functional aspects of service quality: access, communication, and competence.

Hume (2015) focused on technology's role in service quality. The authors argued that technology can enhance service quality by improving the speed, accuracy, and convenience of service delivery. However, they also cautioned that technology should not be seen as a substitute for human interaction, as empathy and assurance are important dimensions of service quality that cannot be replaced by technology. According to these studies, service quality is a multidimensional concept that includes both functional dimensions like access, communication, and competence as well as qualitative characteristics like dependability, responsiveness, assurance, empathy, and tangibles. Increasing customer happiness and loyalty through these improvements highlights the importance of offering top-notch services.

The relationship between customer happiness, loyalty, and the quality of banking services was examined by Talib et al. (2011). Key components of service quality were determined to be dependability, responsiveness, assurance, empathy, and tangibles. The authors discovered that the quality of service had a notably positive influence on both customer satisfaction and loyalty. Zhao *et al.* (2018) examined the role of customer participation in service quality. The authors argued that the degree of customer involvement in the service process can impact their perception of service quality. They found that customer participation had a positive effect on perceived service quality, especially when customers had control over the service process. The SERVQUAL model, created by Kuruuzum and Koksall (2010), is a commonly used framework for measuring service quality. The method encompasses five dimensions of service quality: reliability, responsiveness, assurance, empathy, and tangible aspects. According to the authors, these factors are critical for measuring consumer expectations and perceptions of service quality. Caruana and Ewing (2010) investigated the impact of emotions on service quality. The authors suggested that emotions can influence how customers perceive service quality and how they respond to service interactions. Beneficial emotions, such as joy and happiness, were found to have a considerable beneficial effect on customer evaluations of service quality. According to these studies, service quality is a multifaceted construct that comprises aspects such as dependability, responsiveness, assurance, empathy, and tangibles. Customer participation, emotions, and the SERVQUAL model are all essential aspects that might influence service quality. Improving these dimensions and aspects can increase customer

happiness and loyalty, emphasising the value of providing high-quality services.

In the hospitality sector, Dam et al. (2021) investigation focused on the connections among client satisfaction, loyalty, and service quality. The authors developed five characteristics of service quality: tangibles, reliability, assurance, responsiveness, and empathy. They discovered that service quality significantly improves customer happiness and loyalty. Pattanayak et al. (2017) investigated how customer loyalty and satisfaction in the banking industry are affected by service quality. Reliability, responsiveness, assurance, empathy, and tangibles are the main components of service quality, according to the authors, who also discovered that service quality has a major impact on customer happiness and loyalty. Zhao et al. (2012) investigated how service quality affected customer loyalty and satisfaction in the telecommunications sector. After identifying five characteristics of service quality—empathy, assurance, reliability, responsiveness, and tangibles—the authors discovered that high-quality services significantly improve consumer happiness and loyalty. According to Jian et al. (2016), client loyalty in the e-commerce sector is impacted by service quality. Website design, customer service, product quality, and delivery speed were found to be the primary characteristics of service quality by the authors, who also investigated that service quality had a substantial effect on consumer loyalty. The influence of service quality on customer loyalty within the banking sector was studied by Goyal and Chanda (2017). In addition to identifying tangibles, responsiveness, assurance, and empathy as the essential components of service quality, the authors also discovered that service quality significantly increases client loyalty. Alketbi *et al.* (2020) investigated how consumer loyalty in the hotel sector is affected by service quality. The authors discovered that client loyalty is significantly enhanced by high-quality services. They also determined that responsiveness, assurance, tangibles, empathy, and dependability are the main components of high-quality services. Al-tit (2015) also investigated how customer loyalty, contentment, and service quality relate to each other in the hospitality sector. The authors developed five characteristics of service quality: tangibles, reliability, assurance, responsiveness, and empathy. They found that customer satisfaction and loyalty are greatly increased by providing quality service excellence. In the telecoms sector, Kungumapriya and Malmarithi (2018) investigated the impact of service quality on users' delight and loyalty. The five characteristics of service quality that the authors defined are empathy, assurance, reliability, responsiveness, and tangibles. They also discovered that service quality significantly improves customer happiness and loyalty.

The relationship between customer satisfaction, loyalty, and service quality in the hotel



business was investigated by Marković and Raspor Janković (2013). The author discovered that customer happiness and loyalty were significantly enhanced by high-quality services, and they recognized that tangibles, certainty, responsiveness, empathy, and consistency were crucial aspects of high-quality services in this regard. According to Chongsanguan et al. (2017), there are both functional and technical aspects to the concept of service quality. Three additional dimensions—access, communication, and competence—that capture the functional aspects of service quality are added to the five dimensions of service quality—reliability, responsiveness, assurance, empathy, and tangibles—in the framework that the authors suggested. Service quality can also be evaluated through the lens of different stakeholders, such as employees and customers. For instance, a study by Ji *et al.* (2017) explored the impact of employee perceptions of service quality on customer satisfaction, finding that employee perceptions of tangibles, reliability, and empathy significantly influenced customer satisfaction.

#### **2.3.4 Web quality**

Online businesses, especially those in the tourism sector, depend heavily on the quality of their websites for success (Sun et al., 2016). For informational purposes, service promotion, and booking ease, travel agencies mostly rely on their websites. Mobile technology, perceived value, system quality, information quality, and service quality are some of the characteristics that make up the multidimensional construct of web quality. Due to the explosive growth in online transactions in the travel sector over the last ten years, websites' quality plays a critical role in drawing and keeping visitors (Bimaruci et al., 2020). The success of internet travel enterprises is largely dependent on the quality of their websites. Key elements of a high-quality website are usability, design, functionality, security, and mobile adaptability. Additionally, site quality may be improved, and consumer experiences can be personalized with the use of AI and machine learning. Enhancing online quality can result in higher consumer happiness, loyalty, and propensity to buy, underscoring the significance of web quality investment in the travel sector. Over the past ten years, the travel sector has experienced a sharp rise in online transactions; therefore, the quality of websites is critical to drawing in and keeping visitors. Information quality, system quality, service quality, perceived value, and mobile technology are just a few of the characteristics that make up the multifaceted concept of web quality. The importance of web quality has grown in the travel business as more clients utilize the internet to research and make travel arrangements.

The association between client loyalty and website quality in the online travel sector was investigated by Albayrak et al. (2020). The information quality, system quality, and service

quality were found to be the three main aspects of online quality, and the authors discovered that these dimensions significantly positively affected consumer loyalty. Within the hotel business, Abu ELSamen (2015) concentrated on the part that perceived value plays in website quality and client loyalty. The necessity of offering customers a high-quality website that delivers value is underscored by the authors' discovery that perceived value mediated the relationship between online quality and customer loyalty. The effect of social media on the tourism sector's websites was studied by Gururaja (2015). By offering individualized and interactive material that draws users in, the authors made the case that social media may improve the quality of websites. Particularly for younger clients, they discovered that social media improved the quality of websites. Li et al. (2018) examined how mobile technology affects customer happiness and the quality of websites in the travel and tourism sector. A mobile-friendly website that is available to customers on the go is crucial, as the authors discovered that mobile technology significantly improved online quality and customer happiness.

The effect of online quality on customer happiness and loyalty in the hotel business was studied by Akbar et al. (2010). Usability, design, and content were named as the three main aspects of web quality by the writers, who discovered that it significantly improved customer happiness and loyalty. Tam et al. (2022) investigated how purchase intention in the online travel sector is affected by the quality of the website. The three main elements of site quality—functionality, security, and usability—were investigated to have a considerable positive effect on purchase intention by the writers. Jiang and Jhang's (2016) research concentrated on the effects of mobile web quality on consumer happiness and loyalty in the airline sector. The authors discovered that responsiveness, usability, and functionality were recognized as crucial aspects of mobile web quality, and that these factors significantly increased consumer happiness and loyalty.

Doborjeh et al. (2022) talked about how machine learning and artificial intelligence (AI) might improve the quality of websites for the travel sector. The authors made the case that AI and machine learning may be used to optimize pricing and inventory management, offer personalized recommendations, and personalize the consumer experience. The impact of site quality on loyalty and trust in the online travel business was investigated by Wilis et al. (2022). The authors found that web quality had a significant positive effect on trust and loyalty, with design, content, and security identified as key dimensions of web quality. Chang et al. (2014) centered in the capacity of perceived value in web quality and customer return in the hotel sector. The authors found that perceived value mediated the relationship between web quality

and customer loyalty, highlighting the importance of providing a high-quality website that offers value to customers.

Lee *et al.* (2011) focused on the role of personalization in web quality in the travel industry. The authors argued that personalization can enhance website quality by providing customized content and services based on customer preferences. They studied that personalized quality of website had a significant positive constructive effect on users' satisfaction and loyalty. Ye *et al.* (2019) focused concerning the function of website interactivity in the travel industry. The authors argued that website interactivity can increase the consumers experience by providing personalized and engaging content. They found that website interactivity yielded a favorable impact on both customer satisfaction and loyalty., especially when it was tailored to the needs and preferences of individual travellers.

Zhou *et al.* (2009) investigated in their study that One of the main factors influencing web quality is website design. A study by King *et al.* (2016) found that websites with visually appealing and easy-to-use interfaces were more likely to attract and retain users. Websites that incorporated multimedia elements such as images and videos were found to be more effective in engaging users. Park *et al.* (2007) studied the significance of quality of website services for booking internet travel. The study discovered that customers' decision-making process while making an onlinetravel reservation is greatly influenced by elements including website design, usability, and dependability. The elements impacting consumers' trust in internet travel websites were investigated by Baki (2020) researchers. The study discovered that customers' trust in online travel websites was significantly influenced by web quality, which includes information quality, security, and website design.

### **2.3.5 Information Quality**

The travel industry heavily relies on information quality to ensure customers have accurate and relevant information to make informed decisions about their travel plans. Information quality has a vital role in the travel industry, as it can significantly impact the decision-making process of travellers. Information quality plays a crucial role in the travel sector, and it positively influences customer satisfaction, loyalty, perceived value, and travel behaviour intentions. Social media has also been discovered to have a noteworthy role in influencing travellers perceptions of information quality. Moreover, accurate and timely information is essential for creating a positive travel experience and reducing perceived risk.

The impact of information quality on travel website loyalty was examined by Berezan *et al.*

(2016). According to their findings, customers who felt that the website offered better information were more likely to be loyal to it. Information quality was also proven to be a major predictor of loyalty. They also discovered that major elements influencing website loyalty included simplicity of use and appearance. In his investigation on the online hotel booking procedure, Adnan (2032) looked at the connection between client happiness and information quality. According to their findings, the quality of the information provided to clients during the booking process had a beneficial impact on their level of happiness. The relationship between information quality, trust, and desire to book online was investigated by Lee and Min in 2021. They discovered that the intention to make an online reservation was significantly predicted by both information quality and trust, underscoring the significance of offering client's high-quality information in order to build trust. The influence of information quality on customer experience and loyalty in the tourism industry" was investigated by Kusumawati, A., and Rahayu (2020). They discovered that the quality of the information had an advantageous influence on customer experience and loyalty, highlighting the significance of giving customers accurate and pertinent information at every stage of their travel experience.

The authors Phuong and Dai Trang (2018) looked at the connection between information quality and client satisfaction in the online travel sector. The findings demonstrated that customer happiness and loyalty were positively impacted by the quality of the information. Like this, Berezan et al. (2016) discovered that information quality has a favorable effect on consumer trust and loyalty in the online travel business. An et al.'s (2021) investigation investigated how information quality affected travellers' intentions to behave. The findings demonstrated that tourist behaviour intentions, including mode of transportation and destination choice, were strongly influenced by the quality of the available information. Li (2014) discovered that travellers' perceptions of the online travel industry's value and satisfaction were positively impacted by the quality of the information provided by Dedeoglu (2019) investigated how social media affects tourists' perceptions of the quality of information. The findings showed that social media had a beneficial impact on tourists' perceptions of the quality of information, which in turn affected their judgments about where to go. Wen (2012) investigated the connection between intention to book an online trip and the quality of the information. The results indicated that the intention to book a trip online was positively influenced by the quality of the material. Hsu et al. (2017) discovered that Chinese tourists' decision-making process when selecting places depended heavily on the quality of the information they found. The impact of information quality on travellers' perceived risk and

intention to go was examined by Tavitiyaman and Qu (2013). The findings unveiled that perceived risk was significantly impacted negatively by the quality of the information, and that perceived risk positively influenced travellers' inclination to travel.

Selecting a destination, Seddighi and Theocharous's (2002) study looked at how tourists choose their destinations based on the quality of the information they receive. The quality of the material has a beneficial impact on travellers' destination decision, according to the authors. The impact of online hotel reviews' information quality on consumers' intention to buy Chen and Chang (2018) investigated the information quality of online hotel reviews and how it affected buyers' desire to buy. The authors discovered that consumers' propensity to buy is highly influenced by the quality of the information. The effect of information quality on tourist satisfaction was studied by Pratama et al. in 2021. The authors discovered that visitor happiness is highly affected by the excellence quality of the website content. The information quality of sharing economy lodging platforms was investigated by Kong et al. in 2020. The authors discovered that consumers' trust and contentment with sharing economy lodging platforms are positively impacted by the quality of the provided information.

### **2.3.6 Customer Satisfaction**

Because it has a major effect on the profitability of travel-related enterprises, consumer satisfaction in the industry is a crucial topic for research (Richard and Zhang, 2012). In the travel industry, client happiness is a critical factor that impacts the viability and longevity of companies operating in this field. A growing body of Recent years have seen extensive research conducted that examines the different aspects of the travel business that affect customer happiness. Radojevic (2015) investigated the variables influencing hotel business customer satisfaction in this systematic review. The study discovered that the three key elements that affected customer satisfaction in the hotel business were price, cleanliness, and service quality. According to the study's findings, hotels should prioritize these elements in order to raise client happiness. Akinyele and David McA (2013) looked on how customer satisfaction in Nigeria's airline sector was affected by service quality. According to the survey, customer happiness in the airline business was significantly positively impacted by service quality. The survey also discovered that the primary aspects of service quality that affected customer delight in the airline sector were tangibles, assurance, responsiveness, empathy, and dependability.

Yoon and Uysal (2005) investigated the connection between Northern Cyprus tourism motive and destination loyalty. According to the study, destination loyalty was significantly positively

impacted by visitor motivation. Additionally, the study discovered that a key element in determining destination loyalty was the caliber of services offered by hotels, eateries, and other tourism-related businesses. In the Iranian hotel sector, Mohajerani and Miremadi (2012) looked into the connections between customer happiness, loyalty, and service quality. According to the study, in the hotel industry, service quality significantly increased customer happiness and loyalty. The survey also discovered that in the hotel business, the primary aspects of service quality that affected patron pleasure and loyalty were tangibles, certainty, responsiveness, empathy, and consistency. Customer satisfaction in the hospitality business was studied by Rosman and Stuhura (2013) in relation to social media. The study discovered that in the hotel industry, social media significantly improved customer satisfaction. Additionally, social media proved to be a valuable instrument for hotel industry organizations looking to boost client loyalty and satisfaction. The effect that user happiness and loyalty have on service quality in the Vietnamese airline business was examined by Shiwakoti et al. (2022). In the airline sector, the study indicated that customer satisfaction and loyalty were significantly positively impacted by service quality. The survey also discovered that in the airline business, tangibles, assurance, responsiveness, dependability, and responsiveness were the key aspects of service quality that impacted client happiness and loyalty.

Using TripAdvisor data, Molinillo et al. (2016) investigated how internet reviews affect hotel patron satisfaction. Online reviews significantly improved hotel patron satisfaction, according to the study. Additionally, by addressing negative evaluations and customer complaints, hotel management can use online reviews to increase customer happiness, according to the study. Customer satisfaction in the travel sector is impacted by several aspects, including location, cost, quality of service, and cleanliness of the lodging, according to Wong et al. (2020). They also discovered that loyalty and repeat business—two factors that are vital to the success of companies in this industry—are positively impacted by customer pleasure. The impact of technology on consumer contentment in the travel sector was investigated in a study by Bowen and Whalen (2017). They observed that technology-based services, such as mobile applications and online booking systems, favorably enhance consumer satisfaction and can lead to growth. According to Miao et al. (2012), several factors, such as grasped value, faith in the business, and the caliber of the services provided, affect consumer happiness. Additionally, they discovered that client loyalty and repeat business are significantly impacted by customer satisfaction.

### **2.3.7 Revisit intention**

The online travel agency (OTA) sector has experienced substantial growth over the past few years, which has led to more competition across online travel companies (Lv et al., 2020). Customers' intention to return is one of the main elements that determines an OTA's success. The probability that consumers will visit a specific online travel agency platform again in the future to make travel arrangements is known as the "visit intention." Research has indicated the critical elements influencing the inclination to revisit online travel agency platforms. These variables include customer satisfaction and service quality, perceived risk and trust, price and value perception, and website design and usability. Online travel companies can acquire a competitive edge in the market by improving their platform and increasing consumers' intention to revisit. This can be achieved by recognizing these variables. The way consumers plan and reserve their vacation has changed as online travel agency (OTA) platforms grow in popularity. New technologies have improved the efficiency and usability of OTAs, making it simpler for visitors to choose and reserve their preferred lodging and activities (Benckendorff et al., 2019). OTAs are continuously searching for new methods to draw in and keep clients, though, because the OTA business is characterized by intense rivalry. Customers' intention to revisit is one of the most important success metrics in the OTA sector (Gupta et al., 2023).

### **2.3.8 Factors influencing revisit intention in OTAs platforms.**

The variables influencing customers' intention to use OTAs will be covered in the section that follows. Perceived utility and usability, social influence, satisfaction, and trust are some of these variables.

**2.3.8.1 Website design and usability** Numerous studies have emphasized how crucial website usability and design are in influencing users' intentions to return to OTAs platforms. According to a study by Gao (2013), the usability, visual appeal, and quality of web design all have a beneficial influence on visitors' intentions to return. In a similar vein, Ku and Chen's (2015) study discovered that revisit intention was significantly influenced by website usability.

**2.3.8.2 Trust and perceived risk:** In OTAs platforms, trust and perceived risk are significant determinants of revisit intention. Kim et al. (2009) studied that felt risk has a negative influence on revisit intention, but trust has a favorable affect. Similar findings were made by Hasan et al. (2017), who discovered that trust significantly increased the intention to revisit. Trust is another essential factor that influences customers' revisit intention in OTA platforms. A study by Liang and Huang (2014) found that trust in the OTA website positively influenced customers'

revisit intention. Customers who perceive the OTA website to be trustworthy are inclined to revisit the website in the upcoming days. When it comes to influencing customers' intention to utilize OTAs, trust is a crucial aspect. Trust can be defined as the belief that an online travel agency will deliver what it promises. Studies have demonstrated a positive correlation between trust and the intention to use OTAs. For instance, trust was discovered by Limbu et al. (2012) to have a major impact on customers' inclination to utilize OTAs. In a similar vein, trust has a major influence on OTA uptake, according to Kaur and Arora al. (2020). According to Sahli (2015), customers' intentions to return to OTA platforms are adversely impacted by perceived risk. As a mediator variable, perceived risk was found by Uslu and Karabulut (2018) to have an adverse effect on customers' inclination to return to OTAs platforms.

**2.3.8.3 The quality of service and customer contentment:** In OTAs platforms, coming back to reusing intention is also influenced by critical elements such as customer happiness and service quality. According to a study by Liu and Lee (2016), customer happiness has a considerable positive impact on revisit intention, whereas service quality positively influences revisit intention. In a similar vein, Prayogo and Kusumawardhani's (2017) study discovered that customer satisfaction and service quality significantly influenced the intention of customers to return. It has been determined that OTA platforms' service quality plays a crucial role in influencing customers' intentions to return. Soleimani and Einolahzadeh (2018) assert that consumers' intentions to return are strongly influenced by their impressions of the quality of the services they gotten. According to the study, elements including website design, usability, dependability, responsiveness, and empathy had a favorable impact on consumers' intentions to return. Perceived risk refers to the uncertainty or potential harm associated with a purchase decision. A study by Ozturk et al. (2017) investigated that perceived harmfulness negatively influenced customers' intention to come back to reuse the OTA platforms. Customers who perceive the risk associated with using the OTA website to be high are less likely to revisit the website in the future.

**2.3.8.4 Price and value perception** In OTAs platforms, price and perceived value are important variables that influence the propensity to revisit. According to a study by Cakici et al. (2019), value perception significantly influences revisit intention positively, but price significantly negatively affects it. Similar findings were made by Lai et al. (2020), who studied that although perceived value had a positive effect on revisit likeliness, price has a significant negative impact. The term "perceived value" describes how the consumer views the advantages of utilizing the OTA website. According to a study by Juliana et al. (2021), customers'



propensity to return was positively influenced by perceived value. Customers who perceive that the OTA website provides high value for the money are interested to revisit the website.

**2.3.8.5 Perceived Usefulness:** How much a customer trusts an OTA will assist them in achieving their travel-related objectives is known as perceived usefulness. Studies have indicated that customers' inclination to use OTAs is positively impacted by perceived usefulness. Abdullah et al. (2017) discovered, for instance, that the intention to use OTAs is heavily affected by the perceived usefulness. In a similar vein, Ozturk et al. (2016) discovered that perceived usefulness influences customers' inclination to use OTAs favorably. According to Zhang (2021), perceived value, perceived usability, and trust are the main determinants of whether customers will return to an OTA. Similar findings were made by Widiar et al. (2023), who found that customers' intentions to return to an OTA were significantly predicted by perceived utility, perceived ease of use, and contentment.

**2.3.8.6 Social Influence:** The term describes how other people's suggestions or opinions affect a customer's intention to utilize an OTA. Studies have demonstrated that customers' intention to utilize OTAs is positively impacted by social influence. Bhukya and Paul (2023), for instance, discovered that the intention to utilize OTAs is significantly influenced by social influence. Similarly, Safitri et al. (2023) discovered that customers' inclination to utilize OTAs is positively impacted by social influence. According to Agrawal and Mittal's (2023) research, social impact significantly affects consumers' intentions to return to online travel agencies' platforms. In a similar vein, Kim et al. (2018) studied that social influence has a positive effect on users' intentions to return to OTA platforms as a mediating variable.

**2.3.8.7 Perceived Ease of Use:** Customers' perception of how easy an OTA is to use is known as perceived ease of use. According to research, consumers' intentions to utilize OTAs are positively impacted by perceived simplicity of use. As an illustration, Abdullah et al. (2017) discovered that the desire to use OTAs is significantly influenced by perceived simplicity of use. Similarly, Larasetiati and Ali (2019) found that perceived ease of use has a positive impact on customers' intention to use OTAs. Wicaksono and Maharani (2020) found that Customized recommendations and personalization have a positive impact on customers' intent to return to OTAs platforms. Furthermore, Filieri et al. (2021) suggested that personalized experiences, such as customized travel itineraries, can significantly influence customers' intention to revisit an OTA platform.

Online Travel Agencies (OTAs) have gained popularity due to their convenience and wide range of options. Studies show that the quality of OTA web services significantly impacts customer satisfaction and the intent to revisit. Key factors include website quality, information quality, trust, ease of use, and service features.

#### **2.4. Attributes favored by Customers when making choices pertaining to an OTA (onlinetravel agency) platform**

Over past decade, online electronic travel agencies (OTAs) have revolutionized the way people book travel. With so many OTAs available, it can be difficult for consumers to decide which one to use. Therefore, several studies have been conducted to identify attributes favored by customers in the process of electing an Online Travel Agency (OTA) platform. Over the past decade, online travel agencies (OTAs) have revolutionized the way people book travel. With so many OTAs available, it can be difficult for consumers to decide which one to use. In recent years, the online travel agency (OTA) market has continued to grow and evolve, with new players entering the market and existing ones adapting to changing consumer preferences (Sun *et al.*, 2016).

OTAs have become an increasingly famous way for users to avail travel plans, become an important part of the travel industry, offering customers an easy way to search and book travel products, become a popular choice for travellers to search and book travel products online (Albayrak *et al.*, 2020). OTAs play a considerable role in the tourism sector by providing a platform for travellers to search and book travel products online (Ye *et al.*, 2016). Online travel agencies (OTAs) have become a necessary part of the travel industry, allowing customers to book travel products online (Kourtesopoulou *et al.*, 2019). Online travel agencies (OTAs) have become an integral part of the travel industry, offering customers a platform to book travel products online (Wang and Leung, 2019). Several studies have investigated the factors that influence customers' preferences when selecting an OTA. As online travel agencies (OTAs) continue to grow in popularity, there is a extension of literature on the factors that dominate customers' preferences when selecting an OTA (Jo *et al.*, 2022). Several studies have investigated the factors that influence customers' preferences when selecting an online travel agency (OTA).

**2.4.1 Price:** Price is the most important attribute for consumers while selecting an OTA (Gu and Wang, 2022). Consumers tend to compare prices of different OTAs before making a final decision. Price is still a crucial factor for consumers when selecting an OTA (Cui *et al.*,

2021). Consumers tend to compare prices across different OTAs to find the best deals. Price is still a key attribute for consumers when selecting an OTA (El-Nemr *et al.*, 2017). Consumers tend to compare prices across different OTAs to find the best deals. Price is one of the most central factors for users when choosing an OTA (Sun Young, 2012). A research study by Hrankai (2020) found that customers prefer OTAs that offer lower prices and discounts. Price is a critical factor for customers when selecting an OTA. A study by Pesol *et al.* (2016) investigated that customers tend to choose OTAs that offer lower prices and promotions. A study by Arismayanti and Rahyuda, (2020) found that customers prefer OTAs that offer the best price. Price is a critical factor in customer choice of OTA. In a study by Wullur and Samehe (2020), customers preferred OTAs that offered competitive prices. Price is a critical factor when choosing an OTA. A study by Davras (2021) found that price is the most influential factor for customers when selecting an OTA. Price remains the most important factor when choosing an OTA. Kah *et al.* (2022) have done research that price was the weightiest factor in customers' decision-making when selecting an OTA. A study by Bahrah and Fachira (2021) found that customers are more likely to choose an OTA that offers competitive prices. According to a study by Kah *et al.* (202e), customers are more likely to choose an OTA that offers competitive prices. A study by Mohd-Any *et al.* (2015) found that customers prefer OTAs that offer competitive pricing and promotions.

**2.4.2 Reputation:** Reputation is another important factor that influences consumer decision-making (Phonthanakitithaworn *et al.*, 2021). Consumers tend to choose OTAs with a good reputation and positive reviews from other travellers (Li, 2014). The reputation and reviews of an OTA are important for consumers when selecting an OTA (Baka, 2016). Consumers tend to choose OTAs that have a good reputation and positive reviews from other travellers. Customers value the reputation of an OTA when making a selection (Agag and El-Masry, 2017). Kwak *et al.* (2019) studied that customers prefer OTAs with a good reputation and track record of customer satisfaction.

**2.4.3 Convenience:** Convenience is also an important attribute for consumers while selecting an OTA (Bi and Kim., 2020). Consumers prefer OTAs that offer easy navigation, quick search results, and easy booking processes (Bansal and Srivastava, 2021). Khare *et al.*, (2020) have investigated in the research that users preferred OTAs that offered a seamless booking experience and easy payment options. A study by Rammurthy and Agarwal (2020) found that customers prefer OTAs that offer a convenient booking process and have a wide range of travel products. A study by Kim and Kim (2021) found that customers prefer OTAs that offer a

convenient booking process, flexible cancellation policies, and a range of payment options. Mahadin *et al.*, (2020) found that customers prefer OTAs that offer a convenient booking process and have a wide range of travel products.

**2.4.4 Variety of options:** Consumers prefer OTAs that offer a wide variety of travel options, such as flights, hotels, rental cars, and activities (Talwar *et al.*, 2020; Karl *et al.*, 2020).

**2.4.5 Mobile compatibility:** With the increase in smartphone usage, mobile compatibility has become an important attribute for consumers while selecting an OTA (Sun *et al.*, 2020). With the increasing use of mobile devices, customers also prefer OTAs that are mobile-compatible. A study by Do *et al.* (2019) researched that consumers prefer OTAs with mobile apps that offer a seamless user experience. The use of mobile devices is increasing rapidly, and customers prefer OTAs that are mobile-friendly. A study by Pencarelli (2020) found that customers prefer OTAs with a mobile app that provides a seamless user experience. With the increasing use of mobile devices, customers prefer OTAs that have a mobile-friendly website or mobile application. A study by Adeola and Evans (2019) found that customers are more likely to book through an OTA with a mobile application.

**2.4.6 Personalization:** Personalization is an increasingly important attribute for consumers while selecting an OTA (No and Kim, 2015). Customers want OTAs to provide personalized recommendations and offers grounded upon users' preferences and past nature (Li *et al.*, 2013). Personalization is an increasingly important attribute for consumers when selecting an OTA (Li, Wang, & Xie, 2019). Consumers want OTAs to provide personalized recommendations and offers based on their choices (Li *et al.*, 2022). Shin *et al.*, (2018) researched that users prefer OTAs that provide personalized recommendations based on their preferences and past behaviour. A study by Li (2016) found that customers prefer OTAs that offer customized suggestions as per their navigation habits. Personalization is an emerging trend in the OTA industry, with customers increasingly seeking tailored recommendations and experiences. In a study by Grbovic and Cheng (2018), customers preferred OTAs that offered personalized products and services. A study by Martínez-González and Álvarez-Albelo (2021) found that customers prefer OTAs that offer personalized recommendations based on their preferences and past behaviour. Sun *et al.* (2016) explored in the study that customers are more likely to book through an OTA that offers personalized recommendations and customized offers. Toufaily *et al.* (2016) studied that customers appreciate OTAs that offer personalized recommendations and tailored offers based on their preferences. A study by Ho and Bodoff

(2016) found that customers prefer OTAs that offer personalized travel recommendations based on their preferences. A study by Huang and Zhou (2019) found that customers prefer OTAs that offer personalized recommendations based on their preferences and past behaviour.

**2.4.7 User interface and design:** The user interface and design of an OTA's website or app is also an important attribute for consumers (Haikal *et al.*, 2022). Consumers prefer OTAs that have a user-friendly interface, easy navigation, and visually appealing design (Anh, 2018; Mohd-Any *et al.*, 2015). Vasudavan *et al.* (2015) researched that users prefer OTAs with a simple and easy-to-use interface. Manganari *et al.* (2014) researched that customers prefer OTAs with a simple and intuitive interface. Chan *et al.* (2022) investigated that customers preferred OTAs that had a user-friendly interface and provided clear and concise information. Hermawansyah and Kusmara (2022) found that customers prefer an OTA with intuitive for users' interface that is easy to navigate. Customers prefer an easy-to-use and user-friendly interface (Gul *et al.*, 2020). Choi *et al.* (2018) analyzed in the research that customers prefer an OTA with an easily navigable interface. Elci *et al.* (2017) investigated that users like OTAs with a clean and simple interface.

**2.4.8 Customer service:** Good customer service is a key attribute for consumers while selecting an OTA (Pujani *et al.*, 2015). Customers want to have easy access to customer support and quick resolution of any issues or problems (Sotiriadis *et al.*, 2017). Customers prefer OTAs that provide a superb customer delight, including immediate responses to their complaints (Liao 2015, Gupta 2016, Kumra, and Singh, 2018).

**2.4.9 Transparency:** Consumers also prefer OTAs that are transparent about pricing, fees, and cancellation policies (Agustina and Rachmawati, 2020). They want to have all the necessary information before making a booking. Consumers prefer OTAs that are transparent about pricing, fees, and cancellation policies (Kim *et al.*, 2020). Consumers want to have all the necessary information before making a booking (Naidoo, 2019). Consumers prefer OTAs that are transparent about pricing, fees, and cancellation policies (O'Connor, 2022). Consumers want to have all the necessary information before making a booking. A study by Luo (2017) found that customers prefer OTAs that provide clear and accurate information about pricing and policies.

**2.4.10 Digital social networking visibility:** A strong online social media presence can also influence consumer decision-making (Sakshi *et al.*, 2022). Consumers tend to choose OTAs that have active and engaging social media accounts, which can provide valuable

information and insights (Chung *et al.*, 2015; Brandt *et al.*, 2017). A powerful digital media presence can affect consumer choice when selecting an OTA (Leung *et al.*, 2013). Consumers tend to choose OTAs that have active and engaging social media accounts, which can provide valuable information and insights (Pérez-Vega *et al.*, 2018; Aluri *et al.*, 2016).

**2.4.11 User experience:** A positive user experience is important for consumers when selecting an OTA (Wani *et al.*, 2017). Consumers prefer OTAs that have a user-friendly interface, fast loading times, and an easy booking process (Hung *et al.*, 2013). Sari *et al.* (2018) investigated that users prefer OTAs with a simple and intuitive interface that provides relevant information. A user-friendly and intuitive interface is an essential attribute for an OTA. Research by Vial *et al.* (2020) indicates that customers prefer OTAs that offer an easy-to-use platform with clear navigation. A study by Long and Zhang (2016) found that customers prefer OTAs with a simple and user-friendly interface that provides a seamless booking experience. Jongmans *et al.* (2022) analyzed in their research that consumers prefer an OTA with a well-designed platform.

**2.4.12 Trust:** Customers value trust in an OTA (online travel agency) platform (Jensen and Wagner, 2018; Sharma, 2021). Ponte *et al.* (2019) studied that travellers prefer OTAs with a good reputation, positive reviews and trustworthiness. Research by Khare (2020) indicates that customers prefer OTAs that are transparent, reliable, and trustworthy. Albayrak *et al.* (2020) researched that tourists prefer OTAs that are trustworthy and have a good reputation.

Trustworthiness and credibility are crucial factors when selecting an OTA. A study by Li and Li (2021) found that trust significantly influences customers' willingness to book through an OTA. Trust is a critical factor for customers when selecting an OTA. Manganari *et al.* (2014) investigated that consumers prefer OTAs that are trustworthy and have a good reputation. Pujani *et al.* (2015) analyzed that customers prefer OTAs that are trustworthy and have a good reputation. Cui *et al.* (2018) investigated that users trust OTAs with a high level of online security and privacy protection.

**2.4.13 Trustworthiness:** Customers value trustworthiness is an important attribute when selecting a website to buy any product (Sebastianelli and Tamimi, 2018; Puspitasari *et al.*, 2020). A study by Katta and Patro. (2020) found that customers prefer websites with a positive reputation and trustworthy information. A study by Chincholkar and Sonwaney (2017) found that customers were more likely to choose OTAs that were perceived to be trustworthy and had a good reputation. A study by Cassidy and Pabel (2019) found that customers prefer

OTAs that are trustworthy and have a good reputation.

**2.4.14 Customization:** Customization is becoming increasingly important to customers when selecting an OTA (Ha and Jand, 2014). A study by Wang and Li (2019) found that customers prefer OTAs that offer personalized travel recommendations and customized services.

**2.4.15 Social Responsibility:** Social responsibility is a growing concern among customers when selecting an OTA (Chunjou and Pang, 2013; Bi and Kim, 2020; Zhu *et al.*, 2022). A study by Leung and Ma (2020) found that customers prefer OTAs that show dedication to promoting environmental sustainability and upholding social responsibility. Overall, price, reputation & reviews, convenience, variety of options, loyalty programs, user-generated content, personalization, transparency, user experience, brand reputation and mobile compatibility are the most important attributes for consumers while selecting an Online Travel Agency OTA (Chien *et al.*; 2015; Perbangsa *et al.*, 2019). Online travel agencies should focus on these attributes to attract and retain customers. These studies suggest that customers value price, user interface, trust, personalization, and mobile compatibility when choosing an OTA. OTAs that prioritize these elements are inclined to attract and perpetuate the consumers (Nataraja *et al.*, 2017; Wen 2013).

Over the past decade, online travel agencies (OTAs) have transformed travel booking, offering a user-friendly platform for searching and booking travel products. Studies show consumers prioritize price, reputation, convenience, variety, mobile compatibility, personalization, user interface, customer service, transparency, social responsibility, and trust when selecting an OTA. These attributes help OTAs attract and retain customers.

### **Research Gap**

The existing literature on online travel agencies (OTAs) highlights a significant research gap, particularly concerning the Indian market. While various studies have extensively explored different facets of OTAs globally, there remains a glaring lack of research focusing specifically on India. One area that particularly lacks comprehensive investigation is the analysis of online reviews by Indian travellers on OTA platforms. These reviews play a pivotal role in shaping consumer behaviour, yet little attention has been paid to understanding them within the context of the Indian market. Moreover, while sentiment analysis towards OTAs has received some attention in research, efforts directed towards studying online web service quality and customer services offered by OTAs in India have been limited. This gap is crucial because the quality of

online services and customer experience are paramount in influencing consumer decisions, especially in a rapidly evolving market like India's. Furthermore, existing research has failed to establish a clear understanding of the factors motivating users to post reviews online, sentiments towards different OTAs, the impact of web service quality on customer satisfaction and revisit intention, as well as the preferred attributes influencing OTA selection among Indian consumers. These aspects are critical for both OTA operators and policymakers to comprehend to effectively cater to the needs and preferences of Indian travellers. Therefore, this study aims to bridge these critical gaps by conducting a comprehensive investigation into the aspects of OTAs in the Indian context. By delving into the factors motivating online reviews, analyzing sentiment towards various OTAs, evaluating the influence of web service quality on customer satisfaction and revisit intention, and identifying preferred attributes guiding OTA selection, this study seeks to contribute significantly to the understanding of consumer behaviour and the operational dynamics of OTAs in India. Ultimately, the findings of this research will provide valuable insights for OTA operators, policymakers, and researchers alike, facilitating informed decision-making and fostering the growth and sustainability of the OTA industry in India.



## Chapter - 3

### RESEARCH METHODOLOGY

#### 3.1 Introduction

The framework for conducting the current study is presented in this chapter. It clarifies the choice of the study theme, the goals' structure, and the research hypotheses. The approach used to determine the universe and sample estimation is also covered. It also emphasizes the technologies used for data gathering and analysis. The study's design is presented in this chapter, which also outlines the study's goals, sample methodology, data collection procedures, and research techniques applied to data analysis.

#### 3.2 Need and Scope of the Study

The online travel market has been increasing in India and is anticipated to experience expansion by 6% in the upcoming years. In a recent industry report (Statista, 2018), there is a huge growth of smartphone users, and these users use different online travel agency platforms like online travel websites and travel agencies' mobile apps to book their travel-related necessities like ticket booking, hotel booking, or taxi booking. Now, it's become easier to book airline tickets, hotels, and holiday packages on online travel agency platforms. Literature review highlighted many studies on online travel agencies with respect to customer satisfaction and online reviews in a global context but lacks insights specific to the market of India on respective parameters. The number of travellers to/from and within India is constantly increasing. 70% of bookings made by seasoned travellers are made online. Budget travellers use the internet for 86% of their research and 60% of their bookings are made using OTA's. 90% of low-cost group travellers conduct their research and 55% of their reservations online (ThinkwithGoogle, 2019). The number of online travel agencies is increasing, and services being offered by them are expanding (Yahoo finance, 2023; WebinTravel, 2022).

Due to rapid growth in the travel industry, companies need to provide competitive quality services through their digital platforms. Therefore, it is necessary to investigate online consumer behaviour and sentiments toward online travel agencies in India. As per the report of The Hindu Business Line (2018), many other non-travel businesses are coming into the travel sector in India like Paytm, OYO, etc and India's ranking in global travel has improved by 12 spots, highlighting a need to research the discerning the attributes favored by clientele in

the process of selecting online travel agency platforms.

### **3.3 Objectives of the Study**

After performing a comprehensive analysis of the literature, the researcher formulated the four research study objectives listed below.

3.2 To identify factors motivating users to post reviews on online travel review platforms.

3.3 To study the sentiments of people towards different online travel agencies.

3.4 To study the effect of OTAs web service quality on customer satisfaction and revisit intention.

3.5 To identify the customers' preferred attributes while selecting an OTA (online travel agency) platform.

### **3.4 Hypothesis**

In this study, the hypothesis was applied to objective 3.

#### **Hypothesis 1**

**H<sub>0</sub>:** There is no significant effect of the quality of the OTA web service on (a) customer satisfaction, and (b) revisit intention.

**H<sub>1</sub>:** There is an effect of OTA's web service quality on (a) customer satisfaction; and (b) revisit intention.

### **3.5 Research Design & Methodology**

In the present research investigation, a descriptive research design was employed to elucidate the distinctive features and attributes of the study's target population. When engaging in research to unearth and scrutinize distinctive attributes, instances, trends, and classifications, the adoption of a descriptive research paradigm surfaces as the most judicious selection. Within a descriptive research configuration, the investigator may select from four distinct roles: that of a complete participant, a participant in the capacity of an observer, an observer in the role of a participant, or a wholly detached observer. This is a non-experimental mode of inquiry where variables are quantified in numerical form, and the researcher refrains from active manipulation of the variables under investigation.

#### **3.5.1 Sampling Techniques**

In this investigation, a sample survey was employed to amass primary data from the participants. The sample serves as a representative subset of the broader populace under

scrutiny. The immense magnitude of the cosmos and the quantitative nature of the data comprised two pivotal factors in support of the adoption of the sample survey technique. To discern samples within the studied populace, the nonprobability sampling method of purposive sampling was employed. The principal aim of purposive sampling lies in the identification of situations, individuals, or communities that hold the greatest potential for aiding in the resolution of research inquiries and concerns.

### **3.5.2 Sources of Data**

This study has harnessed both primary and secondary data resources. Primary data have been procured to scrutinize reviews on Online Travel Agencies (OTAs), explore the interconnection between the caliber of web-based services and customer contentment, as well as the inclination to revisit, and to discern the favored characteristics considered by consumers while selecting an Online Travel Agency (OTA). A secondary data source is used to collect data from social media platforms for sentiment analysis of OTAs. The secondary data is collected by using the NCapture tool of NVIVO. Using the selected hashtags user generated contents i.e. tweets associated with prominent online travel agencies was collected. A study of past literature has been performed to identify the attributes preferred by people while selecting an OTA (online travel agency).

### **3.5.3 Study population**

The study population was Delhi & NCR (Noida, Greater Noida, Ghaziabad, Gurugram, and Faridabad). The study focuses on Delhi and the National Capital Region (NCR) (MHA, 2011), chosen for its high internet penetration (DOT, 2018), crucial for examining travel behavior influenced by digital platform. This is crucial for analyzing how internet use influences travel planning. Delhi's robust travel infrastructure, including one of the busiest airports with 1,230,400 international travellers in 2020, supports this focus (MOT, 2019). Information sources on the internet influence how people make travel plans. The use of vacation planning and trip-sharing services is growing (Wang et al., 2016; Tzioras, 2018). There were over 2 billion domestic and international journeys made by Indian travellers, who spent close to \$94 billion on travel-related expenses such as hotel and food in 2018 (ThinkwithGoogle, 2019). The region also has a diverse population with substantial disposable incomes and high digital literacy, which are ideal for leveraging digital platforms for travel planning (India Online Travel Overview, 2019; Airport Authority of India: Passenger Traffic, 2024). Compared to other states, Delhi and NCR's per capita income and travel expenditures are significantly higher, indicating a stronger propensity for travel spending (The Hindu, 2023). NCR and Delhi

are combined in the study due to their integrated economic and social structures, making the NCR a natural extension of Delhi's urban dynamics (MHA, 2011). The number of international travellers at Delhi Airport has been amongst the highest in the country is approximately 1230400 and the international check posts for India Nationals' Departures (IND) from India is approximately 1789762 in 2020 (MOT, 2021). Thus, the choice of location is justified by the region's unique advantages in digital engagement and travel behavior, providing a comprehensive dataset for the study.

### 3.5.5 Sampling Unit

In this research study, an online travel website/app user has been targeted for data collection. Any person who is a user of any of the online travel agency services within India, is considered in the sampling unit for the present study.

### 3.5.6 Sample Size

Within the examination, the sample dimension for this research endeavour amounted to 1308 participants.

The sample size for the study is calculated as the formula below: “Sample size =  $(Z \text{ score})^2 \cdot \text{StdDev} \cdot (1 - \text{StdDev}) / (\text{margin of error})^2$ ”

$$= ((2.17)^2 \times .5(.5)) / (.03)^2$$

$$= (4.7089 \times .25) / .0009$$

$$= 1.177225 / .0009$$

$$= 1308.0277$$

**1308** respondents are needed. “

- 90% – Z Score = 1.645
- 95% – Z Score = 1.96
- 97% - Z Score = 2.17
- 99% – Z score = 2.326” Population Size – 24475894 Confidence Level: 97%

The margin of Error (Confidence Interval): 3% Standard of Deviation: 0.5

## 3.6 Questionnaire Developments:

The questionnaire was partitioned into distinct segments, relating to major aspects of the study.

The first section included items related to the motivation of OTA users to post reviews in online travel review platforms (OTRP). Second section of the instrument comprised items associated with constructs of the dimensions of web service excellence, client gratification, and the proclivity for subsequent visits. In the third section, there are questions about the preferences of travellers while choosing an online travel agency platform.

### **3.6.1 Development of preliminary draft**

The researcher developed the questionnaire by doing a detailed review of the past literature. The questionnaire was developed with key insights from journal articles, books, magazines, news articles and online reports. The preliminary draft of the questionnaire was sent to the industry and academia expert for their validation.

### **3.6.2 Talking Expert's Opinion / Validity of the Instrument**

Initially, the assessment of both the facial and content validity was conducted through a thorough examination of pertinent literature. Following this, these inquiries were presented to authoritative figures in the field, encompassing industry experts and scholarly professionals, to solicit their expert judgment on the questionnaire. Six industry experts from prominent online travel agency platforms like MakeMyTrip, Yatra, Clear Trip, Hello Travel, etc., and 5 academicians from academic institutes and universities like IIM Kashipur, and Lucknow University were approached to seek their opinions on the research instrument questionnaire.

After receiving feedback from experts, the instruments were updated according to suggestions/feedback received. After necessary corrections, the questionnaire was again submitted to the same experts. The items after the second review were considered to have a high consistency with different topics under study and were finally included in the instrument.

### **3.6.3 Modification of the preliminary draft**

Based on the valuable input of the industry expert and academician on the preliminary draft of the questionnaire, a validation grid was created to incorporate the suggestions. A claim, conclusion, or decision's validity is determined by how rational, accurate, and logical it is. Validity in the context of survey research is the response to the query, "Does this research demonstrate what it claims to demonstrate?" Within survey research. The grid question type was created to allow the researcher to compile different question types into a table. This implies that the researcher could, for instance, create a grid that had both a multiple-choice question and a free-text inquiry. A questionnaire or scale, which has been meticulously formulated for deployment with the designated respondents, is denoted as having undergone validation. Such

validation procedures necessitate the utilization of a representative sample to demonstrate an adequate level of both reliability and validity.

### **3.6.5 Preparation of the final draft for the data collection**

Based on the suggestions from the reviewer, the researcher created the final instrument to conduct the survey aimed at data acquisition from the populace. as per the research study.

### **3.7. Data Collection and Administration of Questionnaire**

The final research questionnaire was deployed for the acquisition of primary data within the predetermined demographic. The primary data was collected in both offline and online modes. Data collection was carried out from January 22 to June 22. The purposive sampling technique was used to administer responses from the target audience. The instrument was shared with people who were in the population's geographical area i.e., Delhi and NCR (Gurugram, Faridabad, Noida, Greater Noida and Ghaziabad) and accessible to the researcher. While collecting data, researcher ran social media ads, targeting users who were in the studies locations i.e., Delhi and NCR (national capital region like Noida, greater Noida, Ghaziabad, Faridabad and Gurugram). These social media ads were run on the Facebook, Instagram and LinkedIn platforms. The data was amassed from the end-users who have visited online travel agency platforms to book flights, hotels, holiday packages, or any other travel-related services last 6 months and who were living and doing jobs in Delhi and NCR.

#### **Online and offline (structured way)**

1200 questionnaires were distributed to the different online travel users who have used the online travel agency platform for travel booking for the data collection in Delhi and NCR region (Gurugram, Noida, Greater Noida, Ghaziabad, and Faridabad). Out of the disseminated questionnaire, 842 complete questionnaires were returned. The rate of response was 70.16%. The Google form was used for the collection of data online. A predefined questionnaire Google form link was created and sent to the researcher's social networking accounts such as Facebook, LinkedIn, Twitter, Instagram, etc. The google form link of the questionnaire was also shared in the different travel-related groups on social networking sites. 654 data were amassed during an extended span of six months.

A total of 1496 data was collected in both online and offline mode of which 654 was from the online medium and 842 were from the offline medium. After analyzing the data, leaving bogus and outliers' data; 605 data from online mode and 708 from offline; a total of 1,313 data were useful for the data analysis further. As per the standard sample size calculations in the earlier

section, there were minimum 1,308 respondents were needed for this study; and the researcher had got the 1,313 valid responses so therefore research had used it for the further analysis.

### **3.8 Tools Used for Analysis:**

In the present study, tools such as conjoint analysis, multiple regression, and factor analysis are used. These tools were derived from the critique of past literature and considering the objectives under study. For the analysis of the data related to the objective, no -1, factor analysis technique through IBM SPSS27 was used. Exploratory Factor Analysis (EFA) was employed to uncover underlying patterns or structures in data when the relationships among variables which helps to club the construct for the factor's identification. For the analysis of data related to objective no. In part 2 of the study, secondary data were extracted from the Twitter microblogging website through various hashtags; a qualitative software was used for data analysis. Qualitative software is an ideal for analyzing (Twitter) hashtags because it allows researchers to delve into the nuanced meanings, contexts, and sentiments associated with each hashtag. These tools enable the identification of emerging themes, patterns, and relationships within the data, facilitating in-depth exploration of user-generated content. Given the dynamic nature of Twitter conversations, qualitative analysis provides the flexibility to capture and interpret the evolving discourse, offering valuable insights into social trends, opinions, and behaviors that quantitative methods alone may overlook. AMOS24.0 software was used, and the SEM (structural equation modelling) tool was used for the analysis of the original empirical data collected pertaining to objective no. 3. Structural Equation Modeling (SEM) was chosen for its ability to analyze complex relationships among multiple variables simultaneously. By employing SEM, researchers could examine the direct and indirect effects of web service quality (WSQ) on customer satisfaction (CS) and revisit intention (RI) in a single model, providing a comprehensive understanding of the interconnections between these constructs. SEM also offers statistical techniques to validate the measurement model's reliability and validity, ensuring robustness in the analysis of original empirical data. Thus, SEM facilitated a rigorous investigation, capturing the nuanced relationships between WSQ, CS, and RI efficiently within the study's scope. For the creation of the questionnaire related to objective no. 4; the orthogonal design was applied through IBM SPSS27.0; and for the data analysis, a conjoint analysis tool was utilized. IBM SPSS software was chosen for orthogonal design and conjoint analysis due to its robust statistical analysis capabilities. SPSS offers comprehensive tools for designing experiments, analyzing data, and interpreting results, making it suitable for complex research like identifying customers' preferred attributes in selecting an OTA platform.

Its user-friendly interface and extensive documentation simplify the process, allowing researchers to efficiently handle large datasets and perform advanced statistical modeling. This ensures accurate insights into customer preferences, aiding in strategic decision-making for OTA platforms.

Table 3.1 - Tools used for the analysis

<b>Sr. No.</b>	<b>Objectives</b>	<b>Type of data</b>	<b>Statistical Technique</b>	<b>Software Utilized</b>
1	Objective 1	Primary	Factor Analysis	IBM SPSS 27.0
2	Objective 2	Secondary	Sentiment Analysis	Twitter platform NVivo software, MS Excel
3	Objective 3	Primary	SEM (search equation modelling)	IBM SPSS 27.0, AMOS24.0
4	Objective 4	Primary	Conjoint Analysis	IBM SPSS 27.0

### 3.9. Users' profiles:

Users profile data for example users age, gender, occupation, and their recurrence of travel. There were 1,313 users whose profiles were discussed.

Table 3.2 – Frequency of Travel

#### Users Profile

<b>Frequency of Travel</b>	<b>Number of Users</b>	<b>Number of Users (Percentage)</b>
Monthly	218	16.60%
Quarterly	293	22.32%
Half Yearly	363	27.65%
Yearly	439	33.43%



Table 3.3 – Age Criteria

<b>Age (Years)</b>	<b>Number of Users</b>	<b>Number of Users (Percentage)</b>
18-24	191	14.55%
25-40	780	59.41%
41-60	322	24.52%
Above 60	20	1.52%

Table 3.4 – Gender

<b>Gender</b>	<b>Number of Users</b>	<b>Number of Users (Percentage)</b>
Male	971	73.95%
Female	333	25.36%
Prefer Not to Say	9	0.69%

Table 3.5 – Occupation

<b>Occupation</b>	<b>Number of Users</b>	<b>Number of Users (Percentage)</b>
Student	94	7.16%
Self Employed	322	24.52%
Service	853	64.97%
Retired	44	3.35%

### 3.10 Limitations of the study

In this research study, there were limitations of geographic restrictions and biased responses by the respondents. However, the subject is vast and based on electronic tourism terminology, The endeavor to delve into the corpus of literature concerning the applications of the internet is a time-consuming pursuit. Despite the facilitative aspects of contemporary technologies that have rendered this realm more accessible, the constant emergence of new innovations, ongoing research advancements, and the imperative need for literature updates throughout the course of

study have a discernible impact on the body of existing scholarship, posing a perpetual challenge in the formulation and progression of a well-founded hypothesis. At the constructive phase, new and ongoing studies in this area have made the task vast and complicated because discussion and then the inclusion of these identified variables is an essential one, further new advanced research tools adopted in similar studies have made the work complicated and time-consuming. In questionnaire designing and during the collection of data participants' privacy, emotions, and opinions were considered primarily, and much focus was on these issues. The information provided by them remains kept confidential and not used unfairly, and the utility of secondary data is conventionally circumscribed by their congruence with the present research conundrum and the precision of the data.

### **Summary**

This chapter delved into the intricate tapestry of research methodology harnessed to orchestrate the present scholarly investigation. Within its contours, it unfurled the meticulous process of sample acquisition, the formulation of research objectives, the imperative elucidation of the study's rationale, the intricate development of hypotheses, and the rigorous scrutiny of the instrument's validity. It encapsulated the very essence of the methodological underpinning that orchestrated this erudite inquiry.

## Chapter - 4

# MOTIVATION TO POST REVIEWS ON ONLINE TRAVEL REVIEW PLATFORMS

This chapter comprises the primary aim of the researcher's investigational study pertains to the foremost research objective. which is to find the motivating factors of users to post reviews on online travel review platforms. Travel users post reviews on online travel review portals after their journey as they felt about their travel experience.

### 4.1 Motivating Factors to Write Reviews on Online Travel Review Platforms (OTRPs)

EFA (Exploratory factor analysis) was utilized considering research study's paramount objective resides in the reduction of an extensive assemblage of items into a relatively diminutive quantity of factors. Although the number of variables discovered following the use of exploratory factor analysis was smaller than that of the initial variable set, they were shown to be effective in explaining a significant amount of the heterogeneity among the items. These items (variables) were used to identify various factors, and the picking out of each component was ascertained by contemplating the interrelation between the items and that factor. To identify a factor, it was assumed that the items with the highest connection to it would also describe its conceptual meaning. The factors that were identified were given names according to the things in the portfolio that had the strongest correlation with them. When similar items were included, the factors clearly predicted an individual's total motivation to utilize online social networking websites. Several items exhibited internal structural indications implying the validity of evidence that propounds a predictable alignment of elements.

Table 4.1 depicts the descriptive statistics of items related to motivations for using social networks. In the table, the mean values were higher than the respective standard deviations and none of the values for standard deviation stood out as unusually larger than other items.

Table 4.1 Descriptive Statistics (Statistical Elucidation)

Descriptive Statistics					
Variables	N	Minimum	Maximum	Mean	Std. Deviation

VAR1	I put my travel-related reviews on an online travel review platform to share my travel experience related to hotels, travel agents, taxis, flights, etc. with others.	1313	1	5	4.07	1.085
VAR2	I put my travel-related reviews on an online travel review platform to express my feelings about the journey to the world.	1313	1	5	3.92	1.098
VAR3	I put my travel-related reviews on an online travel review platform to connect with fellow travellers	1313	1	5	3.94	1.11
VAR4	I put my travel-related reviews on an online travel review platform to share my opinion with fellow travellers	1313	1	5	3.97	1.09
VAR5	I put my travel-related reviews on an online travel review platform to make travel service providers realize for any bad service experience	1313	1	5	3.97	0.936
VAR6	I put my travel-related reviews on an online travel review platform to	1313	1	5	4.08	1.009

	save					
	others from having anyunpleasant experience					
VAR7	I put my travel-related reviews on an online travelreview platform to be seenas an influencer related to travel	1313	1	5	3.95	1.125
VAR8	I put my travel-related reviews on an online travelreview platform to tell others about offbeat destinations that are not popular	1313	1	5	4.08	1.006
VAR9	I put my travel-related reviews on an online travel review platform to get rewards/incentives from mytravel service provider	1313	1	5	3.99	1.097
VAR10	I put my travel-related reviews on an online travelreview platform to tell fellow travellers about the cost of traveling to a particular destination	1313	1	5	3.83	0.994

VAR11	I put my travel-related reviews on an online travelreview platform to vent outmy travel frustration, anger& anxiety	1313	1	5	3.96	1.118
VAR12	I put my travel-related reviews on an online travel review platform to help other travellers to make an informed decision while choosing a travel destination	1313	1	5	3.99	0.979
VAR13	I put my travel-related reviews on an online travel review platform to help travel companies to improvetheir products and services	1313	1	5	4.07	1.021
VAR14	I put my travel-related reviews on an online travelreview platform to create a bond with fellow travellers	1312	1	5	4	1.074
VAR15	I put my travel-related reviews on an online travel review platform to be seen on the internet and build myonline reputation	1313	1	5	3.87	1.155

VAR16	I put my travel-related reviews on an online travel review platform to feel a sense of belongingness with other travellers	1313	1	5	3.93	1.112
VAR17	I put my travel-related reviews on an online travel review platform to feel as part of a larger community of travellers	1313	1	5	3.94	1.118
VAR18	I put my travel-related reviews on an online travel review platform to attain good stature in the travel community	1313	1	5	3.94	1.135
VAR19	I put my travel-related reviews on an online travel review platform to say thank you to the travel agency or hotel, guide, or taxi driver	1313	1	5	4.09	0.988
VAR20	I put my travel-related reviews on an online travel review platform to pass the time	1313	1	5	3.86	1.191
VAR21	I put my travel-related reviews on an online travel review platform to impress other travellers	1313	1	5	3.86	1.215

VAR22	I put my travel-related reviews on an online travel review platform to come into contact with likemindedtravellers	1313	1	5	3.94	1.102
VAR23	I put my travel-related reviews on an online travelreview platform to help reduce uncertainty among peer travellers	1313	1	5	4.01	1.059
VAR24	I put my travel-related reviews on an online travel review platform to feel goodby telling others about my trip successes	1313	1	5	3.98	1.048
VAR25	I put my travel-related reviews on an online travel review platform because it ismore convenient than writing or calling the travel service provider for sharing my experience	1313	1	5	3.94	0.955
VAR26	I put my travel-related reviews on an online travel review platform because people who are important tome, want me to do so after atrip	1313	1	5	4.03	1.024
	Valid N (listwise)	1312				



In table 4.2, the KMO value was found to be 0.883 satisfying the requirement for sample adequacy, which demonstrated indicators of the suitability of factor analysis, so supporting the goal of condensing multiple variables into a smaller number of factors. Considering the sphericity test (Bartlett's), the hypothesis that the supposition positing that the correlation matrix manifests itself as an identity matrix was rejected. The significance value resulted in the null hypothesis being rejected, manifesting an indication denoting the correlational relationships. suitable for exploratory Factor elucidation analysis within the dataset.

Table 4.2 Kaiser-Meyer-Olkin (KMO) and Bartlett's Sphericity Test

<b>The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and Bartlett's sphericitytest</b>		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.961
Bartlett's Test of Sphericity	Approx. Chi-Square	14846 .5
	Df	325
	Sig.	0

The data garnered to ascertain the incentives driving users to proffer reviews on Online Travel Agency Platforms (OTRPs) were gathered through a five-point Likert scale, with a rating of 1 signifying dissent and 5 signifying concurrences, so principal axis factoring methodology was employed for the purpose of factor extraction from the array of variables. The data acquired using the Likert scale exhibited discreteness, rendering the principal component analysis procedure as the most apt choice, given the absence of distributional presuppositions.

By adhering to these precepts, a total of three factors were excavated (table 4.3). When combined, these variables accounted for almost 57% of the variations in the items. Because a suitable number of components were retrieved, about 64.872% of the total variation explained can be considered satisfactorily explained (Hair et al., 2009). A plot of the eigenvalues has been presented in Figure 4.1 for reference.

Table 4.3 Total Variance Explained

<b>Total Variance Explained</b>									
<b>Component</b>	<b>Initial Eigenvalues</b>			<b>Extraction Sums of Squared Loadings</b>			<b>Rotation Sums of Squared Loadings</b>		
	<b>Total</b>	<b>% of Variance</b>	<b>Cumulative %</b>	<b>Total</b>	<b>% of Variance</b>	<b>Cumulative %</b>	<b>Total</b>	<b>% of Variance</b>	<b>Cumulative %</b>
1	14.184	54.552	54.552	14.184	54.552	54.552	7.817	30.066	30.066
2	1.658	6.378	60.93	1.658	6.378	60.930	4.899	18.841	48.907
3	1.025	3.941	64.872	1.0250	3.941	64.872	4.151	15.964	64.872
4	0.960	3.693	68.565						
5	0.853	3.282	71.847						
6	0.713	2.741	74.588						
7	0.625	2.406	76.993						
8	0.58	2.229	79.223						
9	0.498	1.914	81.137						
10	0.494	1.899	83.037						
11	0.469	1.805	84.842						
12	0.404	1.554	86.396						
13	0.369	1.418	87.814						
14	0.345	1.329	89.143						
15	0.34	1.309	90.451						
16	0.315	1.21	91.662						

17	0.292	1.123	92.785						
18	0.272	1.044	93.83						
19	0.255	0.981	94.811						
20	0.249	0.956	95.767						
21	0.235	0.903	96.671						
22	0.212	0.815	97.485						
23	0.2	0.768	98.253						
24	0.168	0.647	98.901						
25	0.156	0.599	99.5						
26	0.13	0.5	100						

Scree plot is the representation of this study which shows the factor of the user's motivation factors to post reviews on online travel review platforms (Figure 4.1). This plot depicts the eigenvalues of the principal components from the analysis. This plot also helps to discover the juncture where the eigenvalues commence to level off, specifying a natural cut-off point for keeping a definite number of principal components.

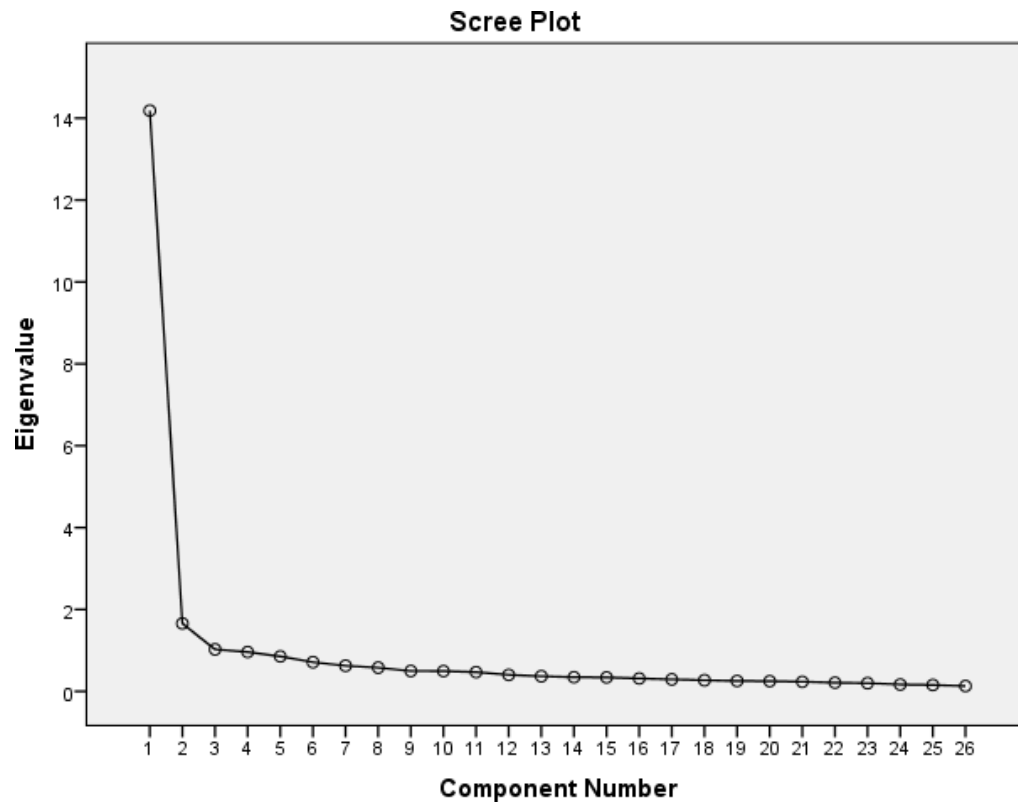


Figure 4.1 Scree Plot

Communalities help to understand the proportion of variance in an observed variable. It explains how much of the apportionment of variance within a variable is explicated by the proportion attributed to the underlying latent factors.

Table 4.4 Communalities

		<b>Initial</b>	<b>Extraction</b>
VAR1	I put my travel-related reviews on an online travel review platform to share my travel experience relate to hotels, travelagents, taxis, flights, etc. with others.	1.000	0.653
VAR2	I put my travel-related reviews on an online travel reviewplatform to express my feelings about the journey to the world.	1.000	0.766

VAR3	I put my travel-related reviews on an online travel reviewplatform to connect with fellow travellers	1.000	0.728
VAR4	I put my travel-related reviews on an online travel reviewplatform to share my opinion with fellow travellers	1.000	0.615
VAR5	I put my travel-related reviews on an online travel review platform to make travel service providers realize for any badservice experience	1.000	0.659
VAR6	I put my travel-related reviews on an online travel reviewplatform to save others from having any unpleasant experience	1.000	0.644
VAR7	I put my travel-related reviews on an online travel reviewplatform to be seen as an influencer related to travel	1.000	0.623
VAR8	I put my travel-related reviews on an online travel review platform to tell others about offbeat destinations that are notpopular	1.000	0.631
VAR9	I put my travel-related reviews on an online travel reviewplatform to get rewards/incentives from my travel serviceprovider	1.000	0.659
VAR10	I put my travel-related reviews on an online travel review platform to tell fellow travellers about the cost of traveling toa particular destination	1.000	0.449
VAR11	I put my travel-related reviews on an online travel reviewplatform to vent out my travel frustration, anger & anxiety	1.000	0.634
VAR12	I put my travel-related reviews on an online travel review platform to help other travellers to make an informed decisionwhile choosing a travel destination	1.000	0.446

VAR13	I put my travel-related reviews on an online travel review platform to help travel companies to improve their products and services	1.000	0.514
VAR14	I put my travel-related reviews on an online travel review platform to create a bond with fellow travellers	1.000	0.69
VAR15	I put my travel-related reviews on an online travel review platform to be seen on the internet and build my online reputation	1.000	0.721
VAR16	I put my travel-related reviews on an online travel review platform to feel a sense of belongingness with other travellers	1.000	0.715
VAR17	I put my travel-related reviews on an online travel review platform to feel as a part of a larger community of travellers	1.000	0.726
VAR18	I put my travel-related reviews on an online travel review platform to attain good stature in the travel community	1.000	0.735
VAR19	I put my travel-related reviews on an online travel review platform to say thank you to the travel agency or hotel, guide, or taxi driver	1.000	0.516
VAR20	I put my travel-related reviews on an online travel review platform to pass the time	1.000	0.703
VAR21	I put my travel-related reviews on an online travel review platform to impress other travellers	1.000	0.755
VAR22	I put my travel-related reviews on an online travel review platform to come into contact with like-minded travellers	1.000	0.688
VAR23	I put my travel-related reviews on an online travel review platform to help reduce uncertainty	1.000	0.679

	among peer travellers		
VAR24	I put my travel-related reviews on an online travel review platform to feel good by telling others about my trip successes	1.000	0.646
VAR25	I put my travel-related reviews on an online travel review platform because it is more convenient than writing or calling the travel service provider for sharing my experience	1.000	0.618
VAR26	I put my travel-related reviews on an online travel review platform because people who are important to me, want me to do so after a trip	1.000	0.653
Method of Extraction Employed: Principal Component Analysis.			

The rotated component matrix shows the factors of the study. The rotated component matrix reflects the factors of each variable of this study (table 4.5). This study used a total of 26 variables from VAR1 to VAR26. The table shows the factors of the variable which have factor loading more than 0.5 and the variables which factor less than 0.5 is not shown in the table because the SPSS software has suppressed the factor loadings that factors are less than 0.5. VAR 10, VAR 12, and VAR19 have factor loadings less than 0.5. All these three variables were dropped for the factor analysis.

Table 4.5 Rotated Component Matrix

<b>Rotated Component Matrix</b>				
		Component		
		1	2	3
VAR15	I put my travel-related reviews on an online travel review platform to be seen on the internet and build my online reputation	0.790		

VAR16	I put my travel-related reviews on an online travel reviewplatform to feel a sense of belongingness with other travellers	0.766		
VAR18	I put my travel-related reviews on an online travel reviewplatform to attain good stature in the travel community	0.761		
VAR17	I put my travel-related reviews on an online travel review platform to feel as a part of a larger community of travellers	0.735		
VAR14	I put my travel-related reviews on an online travel reviewplatform to create a bond with fellow travellers	0.727		
VAR21	I put my travel-related reviews on an online travel reviewplatform to impress other travellers	0.687		
VAR3	I put my travel-related reviews on an online travel reviewplatform to connect with fellow travellers	0.670		
VAR8	I put my travel-related reviews on an online travel reviewplatform to pass the time	0.664		
VAR2	I put my travel-related reviews on an online travel reviewplatform to express my feelings about the journey to the world.	0.658		
VAR22	I put my travel-related reviews on an online travel reviewplatform to come into contact with likeminded travellers	0.602		
VAR26	I put my travel-related reviews on an online travel review platform because people who are important to me, want me to do so after a trip	0.584		



VAR11	I put my travel-related reviews on an online travel reviewplatform to vent out my travel frustration, anger & anxiety	0.563		
VAR7	I put my travel-related reviews on an online travel reviewplatform to be seen as an influencer related to travel	0.556		
VAR19	I put my travel-related reviews on an online travel reviewplatform to say thank you to the travel agency or hotel, guide, or taxi driver			
VAR5	I put my travel-related reviews on an online travel review platform to make travel service providers realize for any bad service experience		0.737	
VAR6	I put my travel-related reviews on an online travel reviewplatform to save others from having any unpleasant experience		0.728	
VAR1	I put my travel-related reviews on an online travel review platform to share my travel experience relate to hotels, travelagents, taxis, flights, etc. with others.		0.688	
VAR8	I put my travel-related reviews on an online travel review platform to tell others about offbeat destinations that are not popular		0.614	
VAR4	I put my travel-related reviews on an online travel reviewplatform to share my opinion with fellow travellers		0.608	

VAR9	I put my travel-related reviews on an online travel review platform to get rewards/incentives from my travel serviceprovider		0.534	
VAR13	I put my travel-related reviews on an online travel review platform to help travel companies to improve their productsand services		0.518	
VAR12	I put my travel-related reviews on an online travel reviewplatform to help other travellers to make an informed decision while choosing a travel destination			
VAR25	I put my travel-related reviews on an online travel review platform because it is more convenient than writing or calling the travel service provider for sharing my experience.			0.735
VAR24	I put my travel-related reviews on an online travel reviewplatform to help reduce uncertainty among peer travellers			0.609
VAR24	I put my travel-related reviews on an online travel reviewplatform to feel good by telling others about my trip successes.			0.585
VAR10	I put my travel-related reviews on an online travel review platform to tell fellow travellers about the cost of traveling to a particular destination			
	Extraction Method: Principal Component Analysis.			
	Rotation Method: Varimax with Kaiser Normalization.			

With widespread acknowledgment of the appropriateness of principal component analysis, the

observed outcomes were validated. Subsequently, an orthogonal rotation method called Varimax was employed in pursuit of optimizing the dispersion of squared factor loadings across the entirety of items. in the measurement framework. Within this rotational procedure, individual variables tend to align strongly with one specific factor, leading to a concise representation of relationships. Examination of the rotated component matrix revealed a coherent grouping of variables into three factors, as theoretically anticipated (Table 4.6).

Table 4.6 Principal Component Analysis

Component	1	2	3
1	0.71	0.51	0.48 6
2	-0.513	0.847	- 0.14
3	-0.483	-0.15	0.86 2
Extraction Method: Principal Component Analysis.			

In the analysis of data, a total their factors were identified. The triad of factors exhibiting striking loadings, characterized by elevated factor determinacy, were observed across the board within the trio of factors esteemed to be duly contemplated as elements clarifying the factors motivating to post reviews on Online Travel Reviews Platforms.

- The primary factor encompasses the items pertinent to being part of the large community of travellers to impress other travellers, impress, create a bond with, talk about travel experiences, and offbeat travel places with other travellers. These factors can be clubbed as motivation to be seen as to be socially relatable.
- The second factor comprises items related to posting reviews on an online travel reviews portal is more convenient than writing or calling the travel service provider for sharing my experience. These items may be amalgamated within the factor of social capital.
- The third factor constitutes the conglomeration of items associated with helping other travellers to make an informed decision while choosing a travel destination and to make travel service providers realize any bad service experience. All these factors explained the motivation to be supportive to peers.

Table 4.7 Motivation Factors to Post Online Reviews on Online Travel Review Platforms

Sr. No.	Variables		Factor Names
1	VAR2	I put my travel-related reviews on an online travel reviewplatform to express my feelings about the journey to the world.	Need to be Socially Relatable
	VAR3	I put my travel-related reviews on an online travel reviewplatform to connect with fellow travellers	
	VAR7	I put my travel-related reviews on an online travel reviewplatform to be seen as an influencer related to travel	
	VAR11	I put my travel-related reviews on an online travel reviewplatform to vent out my travel frustration, anger & anxiety	
	VAR14	I put my travel-related reviews on an online travel reviewplatform to create a bond with fellow travellers	
	VAR15	I put my travel-related reviews on an online travel reviewplatform to be seen on the internet and build my online reputation	
	VAR16	I put my travel-related reviews on an online travel review platform to feel a sense of belongingness with other travellers	
	VAR17	I put my travel-related reviews on an online travel review platform to feel as a part of a larger community of travellers	
	VAR18	I put my travel-related reviews on an online travel reviewplatform to attain good stature in the travel community	

	VAR20	I put my travel-related reviews on an online travel reviewplatform to pass the time	
	VAR21	I put my travel-related reviews on an online travel reviewplatform to impress other travellers	
	VAR22	I put my travel-related reviews on an online travel reviewplatform to come into contact with likeminded travellers	
	VAR26	I put my travel-related reviews on an online travel review platform because people who are important to me, want me todo so after a trip	
2	VAR1	I put my travel-related reviews on an online travel review platform to share my travel experience relate to hotels, travelagents, taxis, flights, etc. with others.	Motivation for Social Capital
	VAR4	I put my travel-related reviews on an online travel reviewplatform to share my opinion with fellow travellers	
	VAR5	I put my travel-related reviews on an online travel review platform to make travel service providers realize for any badservice experience	
	VAR6	I put my travel-related reviews on an online travel reviewplatform to save others from having any unpleasant experience	
	VAR8	I put my travel-related reviews on an online travel review platform to tell others about offbeat destinations that are notpopular	
	VAR9	I put my travel-related reviews on an online travel review platform to get rewards/incentives from my travel service provider	

	VAR13	I put my travel-related reviews on an online travel review platform to help travel companies improve their products and services	
3	VAR23	I put my travel-related reviews on an online travel review platform to help reduce uncertainty among peer travellers	Motivation to Be Supportive to Peers
	VAR24	I put my travel-related reviews on an online travel review platform to feel good by telling others about my trip successes	
	VAR25	I put my travel-related reviews on an online travel review platform because it is more convenient than writing or calling the travel service provider for sharing my experience	

### Summary

This chapter was dedicated to the identification of motivational stimuli underpinning the act of composing reviews on Online Travel Review Platforms (OTRPs). After the research undertaken within this chapter, it was ascertained that three predominant factors principally impel users to author reviews across various online travel review platforms. These motivational factors encompass the desire for social relatability, the acquisition of social capital, and the provision of support to peers.

## Chapter - 5

### SENTIMENTS OF USERS TOWARDS ONLINE TRAVEL AGENCIES

This chapter comprises the secondary aim of the investigator's scholarly inquiry which is to find the of users towards online travel agencies. The researchers selected the top 11 prominent online travel agencies that are used by Indian users.

#### 5.1 Selected OTAs (Online Travel Agencies) Platforms

The researcher has chosen Online Travel Agency (OTA) platforms, and their associated hashtags listed below:

Table 5.1 -Selected OTAs (Online Travel Agencies) Platforms

<b>Sr. No.</b>	<b>OTA Platforms</b>	<b>Hashtags Used for Analysis</b>	<b>Website</b>	<b>No. of Monthly Visits (Source: similar web)</b>
1	MakeMyTrip	#MakeMyTrip, #MMT	<a href="https://www.makemytrip.com">https://www.makemytrip.com</a>	40.00M
2	Yatra	#yatra	<a href="https://www.yatra.com">https://www.yatra.com</a>	4.991M
3	Goibibo	#Goibibo	<a href="https://www.goibibo.com">https://www.goibibo.com</a>	14.73M
4	ClearTrip	#ClearTrip	<a href="https://www.cleartrip.com">https://www.cleartrip.com</a>	7.235M
5	Booking.com	#booking	<a href="https://www.booking.com">https://www.booking.com</a>	541.5M
6	EaseMyTrip	#easemytrip	<a href="https://www.easemytrip.com">https://www.easemytrip.com</a>	4.224M
7	Expedia	#expedia	<a href="https://www.expedia.com">https://www.expedia.com</a>	86.87M
8	CoxandKings	#CoxandKings	<a href="https://www.coxandkings.com">https://www.coxandkings.com</a>	44,374
9	Ixigo	#ixigo	<a href="https://www.ixigo.com">https://www.ixigo.com</a>	9.854M
10	Thomas Cook	#thomascook	<a href="https://www.thomascook.in">https://www.thomascook.in</a>	1.553M
11	Via	#via	<a href="https://www.via.com">https://www.via.com</a>	550,216

This research is qualitative in nature and relies on secondary data for assessing user sentiments toward online travel agencies. To gather this data from the Twitter microblogging platform, 11 notable hashtags related to online travel agencies were utilized. The analysis was conducted

using NVIVO software, and the data collected spans up from July 2019 to December 2022. Twitter was chosen as the primary platform for this study due to its unique feature allowing users to easily "retweet" content, thus expanding both their own reach and that of others. This capacity to build virtual networks of influence on various social media platforms, including Twitter, is a distinctive aspect. Publicly viewed tweets can contribute to public opinion inclusion in policymaking by enhancing transparency, accountability, and information aggregation.

To facilitate the analysis, the study focused on the top 11 prominent online travel agencies providing comprehensive travel services to users in India. The brand names of these agencies were identified through qualitative analysis using NVIVO software. Each captured dataset was imported into NVIVO and subjected to sentiment analysis.

Twitter's microblogging nature allows for the quick expression of feelings and thoughts, making it a rich source for sentiment analysis. Additionally, Twitter enables the identification of influencers through graph mining, particularly those with a large following. This journalistic presence reinforces Twitter's credibility, rendering it an ideal platform for accessing real-time updates and insights. Crucially, Twitter's microblogging nature facilitates the rapid expression of sentiments, making it a prime candidate for sentiment analysis. The research has used the Twitter (now X) platform for sentiment analysis of users towards online travel agencies due to its vast user traffic and the use of hashtags and mentions. This platform also allows researchers to download data through the API. Qualitative software like NVivo can capture Twitter API data through NCapture. By focusing on Twitter as the primary platform for sentiment analysis, researcher has tapped into a vast repository of real-time data, providing unparalleled opportunities for understanding and analyzing public sentiments and behaviors. The researcher used Twitter for sentiment analysis due to its accessible and comprehensive metadata, including timestamps, geolocation, and user information, which enhances analysis accuracy and depth. Unlike Facebook and Instagram, Twitter offers a well-documented public API that facilitates large-scale data retrieval, whereas other platforms have stricter privacy policies, limited API access, and complex data collection requirements. Additionally, Twitter's text-centric nature and real-time public discussions provided a richer context for sentiment analysis, making it the most suitable platform for this study.



## 5.2 Online Travel Agencies Hashtags Details

The details pertaining to the hashtags for Online Travel Agencies (OTAs) are outlined below.

### 5.2.1 MakeMyTrip

Established in India in the year 2000, MakeMyTrip is a pioneering enterprise that revolutionized the way individuals perceive travel reservations and bookings (Rishi, et al., 2019). In the analysis of MakeMyTrip, two hashtags were considered: #makemytrip and its abbreviated form, #mmt.

#### Hashtag 1. #MakeMyTrip

In the analysis, #makemytrip, there is the total of 97 coding references where mixed code was 1, negative 22, neutral 36 and positive codes were 38. (Figure – 5.1)

Codes	Number of coding references	Number of items coded
#makemytrip	97	1
#makemytrip - Mixed	1	1
#makemytrip - Negative	22	1
#makemytrip - Neutral	36	1
#makemytrip - Positive	38	1

Figure 5.1- #makemytrip Number of coding references

#makemytrip, hashtag analysis shows that there was 43.34% very positive, 28.97% moderately positive, 11.4% moderately negative, and 16.29% negative(Figure- 5.2).

	A : Very negative ▾	B : Moderately negative ▾	C : Moderately positive ▾	D : Very positive ▾
1: Files\#makemytrip ▾	16.29%	11.4%	28.97%	43.34%

Figure 5.2- #makemytrip Number of coding references percentage

Figure 5.3 -#makemytrip Sentiments of the tweets #makemytrip hashtag’s coding references in the graph as result shown.

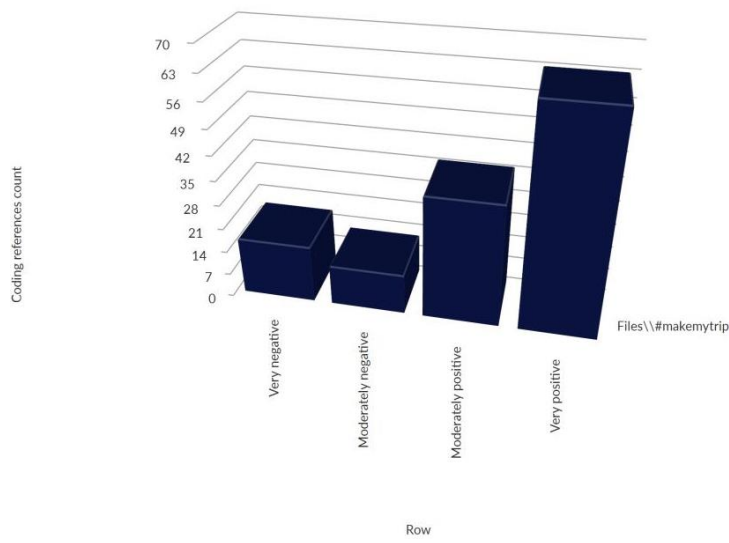


Figure 5.3 - #makemytrip Coding References, coding results graph

Figure 5.4 and 5.5 shows the autocode sentiment analysis for the hashtag #makemytrip. It depicts the positive, neutral, and negative sentiments of the users.

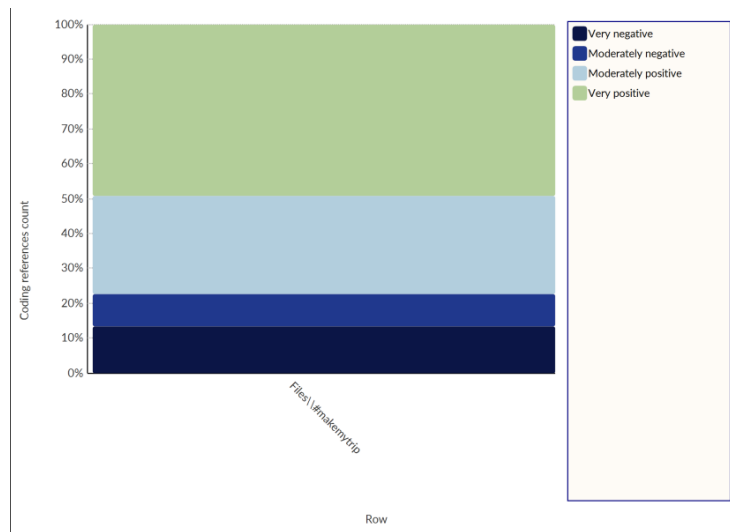


Figure 5.4 - #makemytrip Autocode Sentiment Results

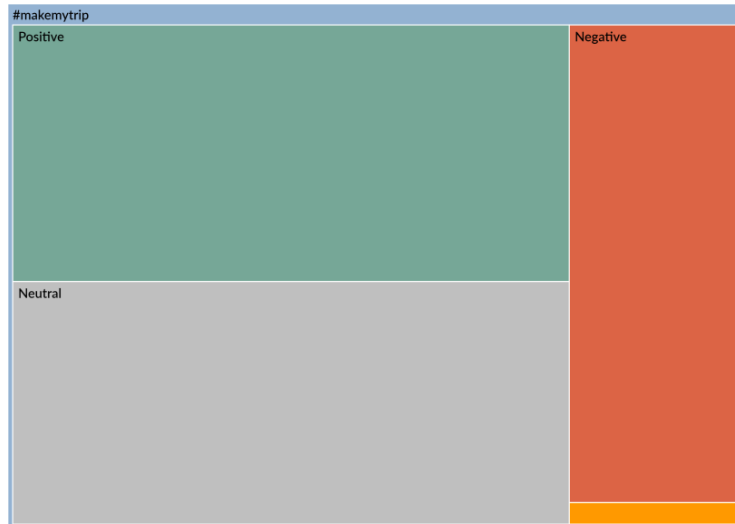


Figure 5.5 -#makemytrip Compared by number of sentiment coding references

Figure 5.6 shows the number of references of the hashtag makemytrip in the analysis.

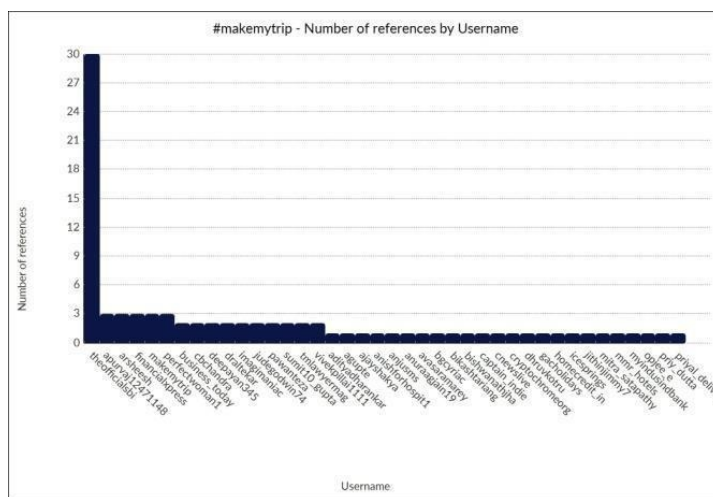


Figure-5.6 #makemytrip - Number of references by Username

Figure 5.7 hashtag MakeMyTrip ‘s usernames clustered by word similarity. It helps to understand which username is doing the number tweets and retweets.

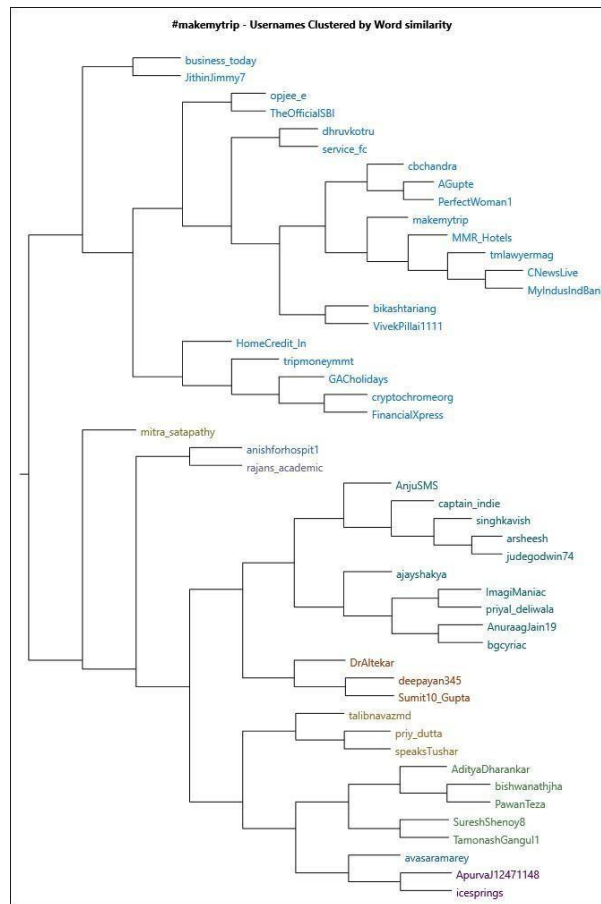


Figure 5.7 - #makemytrip - Usernames Clustered by Word similarity

Figure 5.8 shows the sociogram for hashtag MakeMyTrip. Figure 5.9 show the cluster analysis foe hashtag MakeMyTrip.

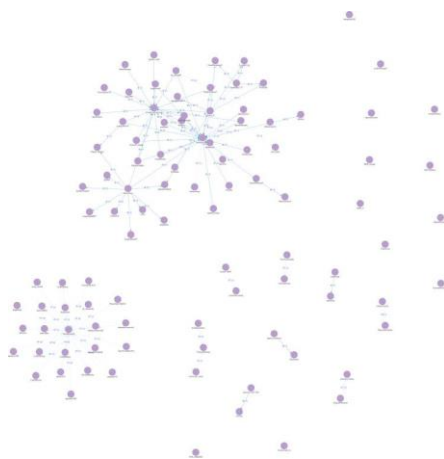


Figure 5.8 #makemytrip sociogram

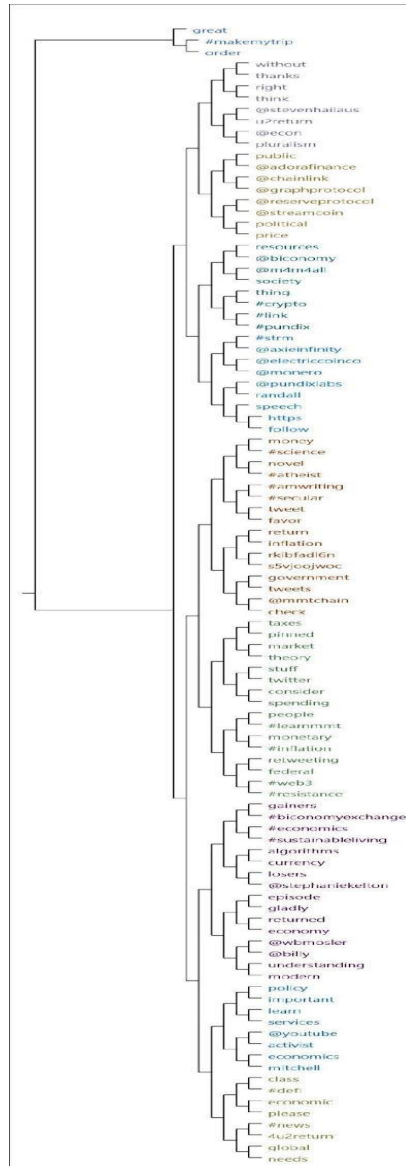


Figure 5.9 – #makemytrip cluster analysis

Figure 5.10 shows the treemap of hashtag MakeMyTrip for this analysis.



Figure 5.10 - #makemytrip tree map

Word cloud for the hashtag MakeMyTrip is shown in the Figure 5.11. It shows words which



There were 14.51% of sentiments that was very positive and 18.54% very negative while 37.59% and 29.36% were moderately positive and negative respectively. (Figure-5.14)

	A: Very negative ▾	B: Moderately negative ▾	C: Moderately positive ▾	D: Very positive ▾
1: Files\#mmt ▾	18.54%	29.36%	37.59%	14.51%

Figure 5.14 #mmt sentiments percentages

Figure 5.15 show the graphical presentation of the positive, negative, mixed sentiments of the users towards the hashtag mmt. It shows the neutral sentiments towards the OTA make my trip.

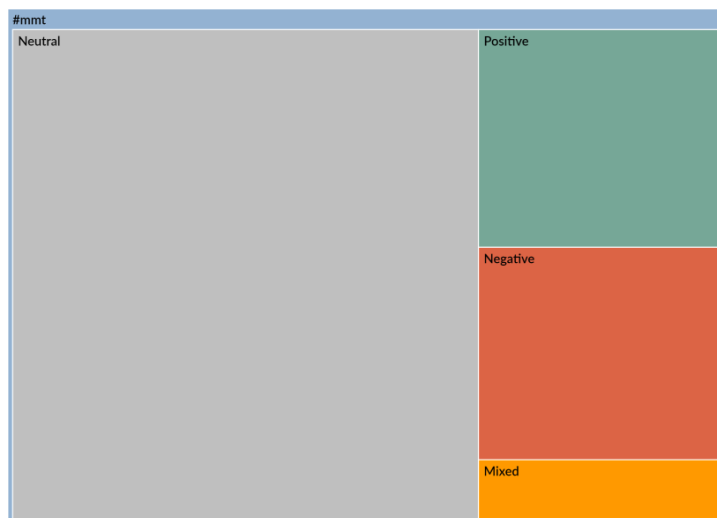


Figure 5.15 #mmt Compared by number of sentiment coding references

Figure 5.16 show the Number of references by Username for the hashtag #mmt and Usernames Clustered by Word similarity is shown in the figure -5.17.

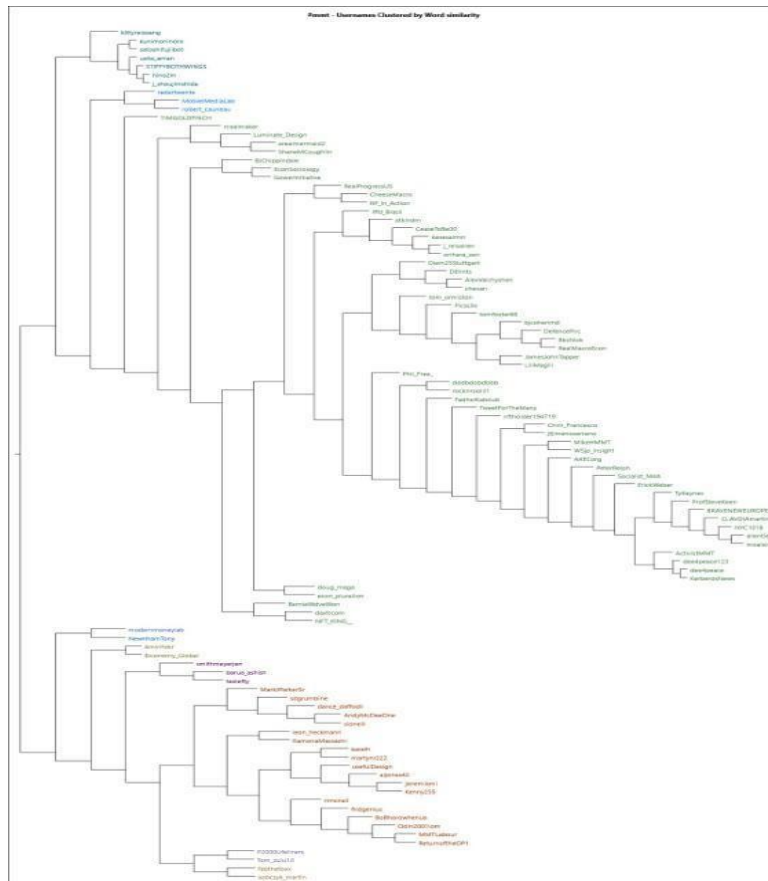


Figure 5.16 #mmt - Usernames Clustered by Word similarity

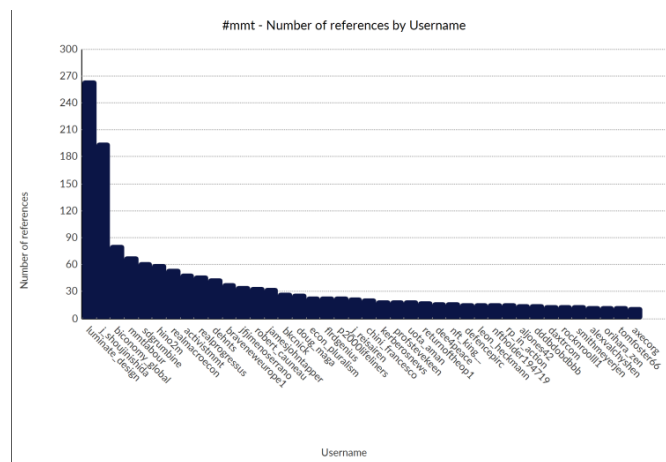


Figure 5.17 #mmt - Number of references by Username

The sociogram for the hashtag mmt is shown in the figure - 5.18. It shows maximum to lower tweets.



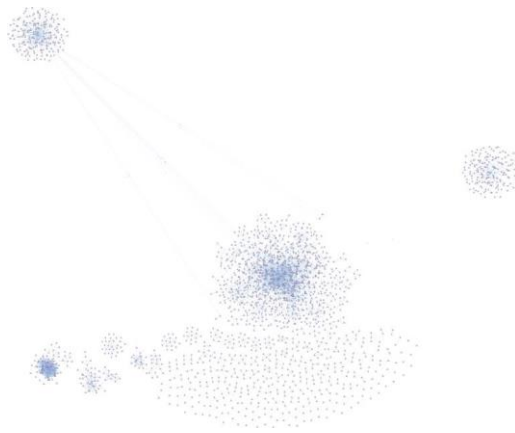


Figure 5.18 #mmt – Sociogram

The cluster analysis of the hashtag #mmt is shown in the figure 5.19.

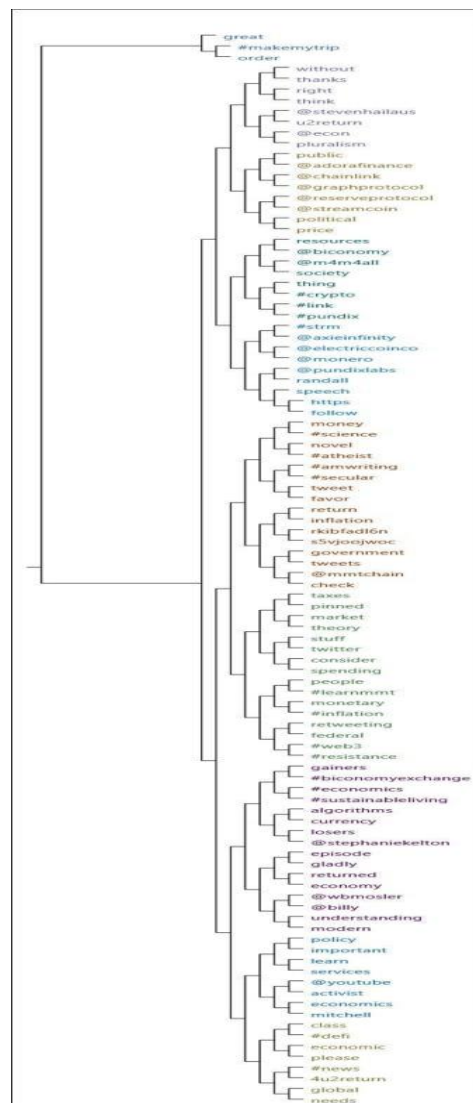


Figure 5.19 #mmt – Cluster Analysis



### 5.2.2. Yatra

Founded in August 2006 by Dhruv Shringi, Manish Amin, and Sabina Chopra, Yatra.com is an Indian online travel agency and search engine with headquarters in Gurugram, Haryana (Chandra, 2016). For Yatra.com, the #yatra hashtag was considered for data extraction and analysis.

#yatra hashtag was analyzed through the nvivo qualitative analysis tool. There were found a total of 8024 coding references where 1 was positive, 8021 neutral and 2 were mixed. (Figure-5.23)

Codes	Number of coding references	Number of items coded
(15) #yatra - Twitter Se	8024	1
(15) #yatra - Twitter Se	0	0
(15) #yatra - Twitter Se	2	1
(15) #yatra - Twitter Se	8021	1
(15) #yatra - Twitter Se	1	1

Figure 5.23 #yatra – compared by the number of sentiment coding references

Hashtag #Yatra auto code was analyzed. Slightly positive sentiments were found while there were strong negative sentiments towards the Yatra online travel agency (Figure -5.24)

	A: Very negative	B: Moderately negative	C: Moderately positive	D: Very positive
1: Files\15) #yatra ...	18.18%	51.32%	30.3%	0%

Figure 5.24 #yatra – auto code sentiment analysis

Figure 5.25 show the auto code sentiment for the hashtag yatra.

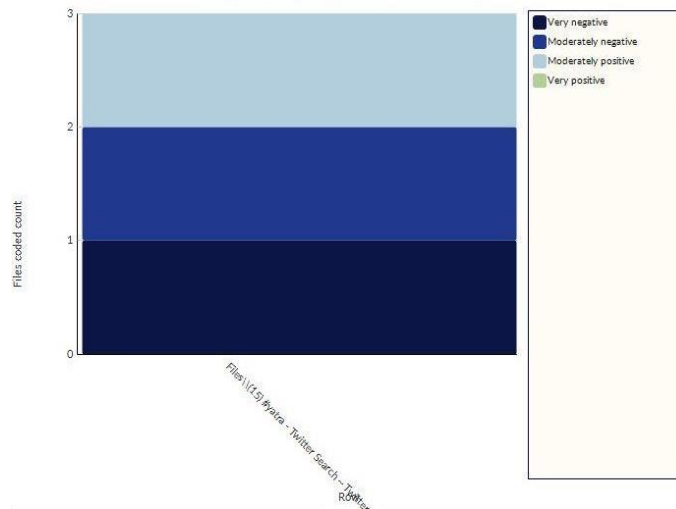


Figure 5.25 #yatra – auto code sentiment map

The number of references by username related to the hashtag Yatra is shown in the figure 5.26.

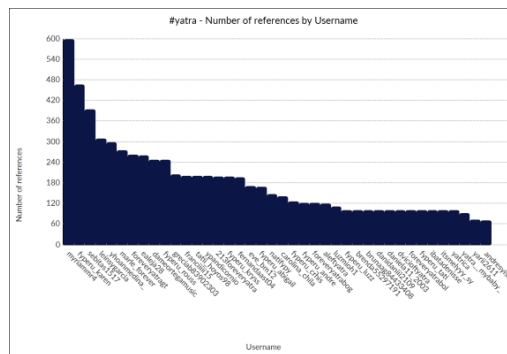


Figure 5.26 #yatra – number of references by username

The Usernames Clustered by Word similarity related to the hashtag Yatra is shown in the figure 5.27. It shows the twitter usernames who tweet the hashtag yatra.

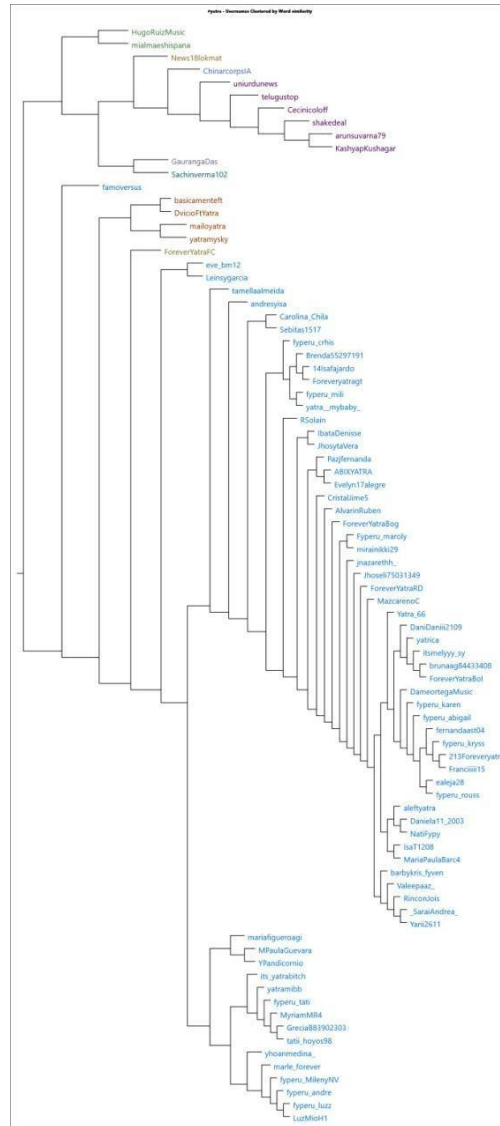


Figure 5.27 #yatra - Usernames Clustered by Word similarity

Figure 5.28 shows the autocode sentiment results related to the hashtag yatra in the sentiment analysis.

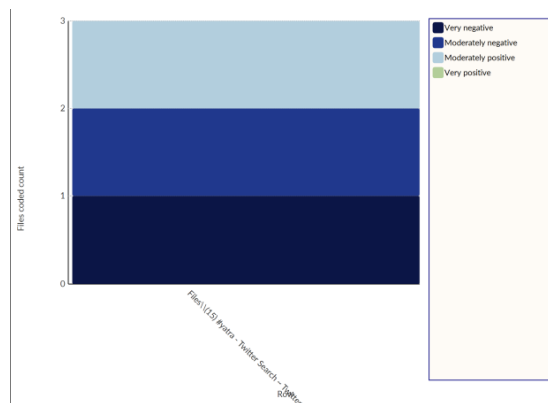


Figure 5.28 #yatra - Autocode Sentiment Results





Figure 5.31 #yatra word cloud

Figure 5.32 shows the world map of the hashtag yatra. It shows the locations where maximum tweets were done using hash tag yatra.



Figure 5.32 #yatra world map

### 5.2.3 Goibibo

Goibibo stands as the preeminent virtual expeditionary intermediary within the realm of India, proffering to its patrons a manifold array of alternatives pertaining to sojourning and conveyance, encompassing vehicular transit by means of road, rail, and aerial modes. (Bansal, et al., 2016). For Goibibo, the #goibibo hash tag was considered for the data extraction and analysis.

Hash tag #Goibibo was analyzed through the software nvivo and found that there are no positive sentiments towards the Goibibo OTA while there are strongly negative sentiments (63.75% very negative and 26.86% moderately negative). (Figure-5.33)

Name	Codes	References	A: Very negative	B: Moderately negative	C: Moderately positive	D: Very positive
#goibibo	7	52	63.75%	26.86%	9.39%	0%

Figure 5.33 #Goibibo sentiments

Figure 5.34 shows the number of references by usernames of the hashtag Goibibo in this sentiment analysis.

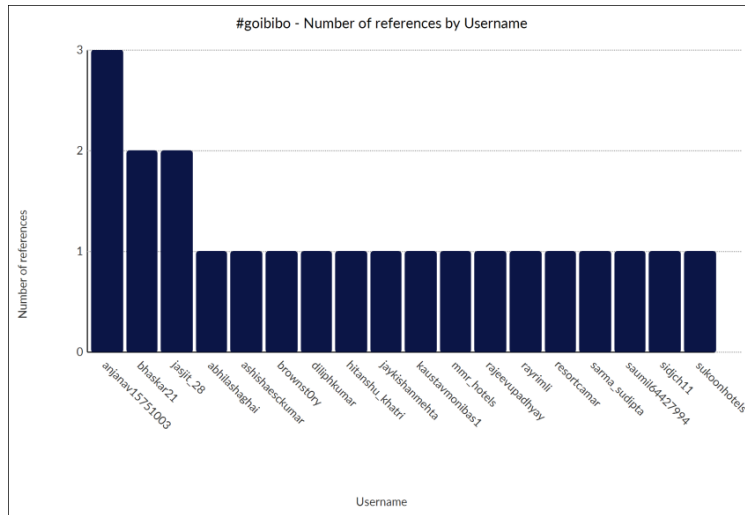


Figure 5.34 #goibibo - Number of references by Username

Figure 5.35 shows the usernames clustered by word similarity. It depicts the usernames who used similar words for using the hashtag goibibo.

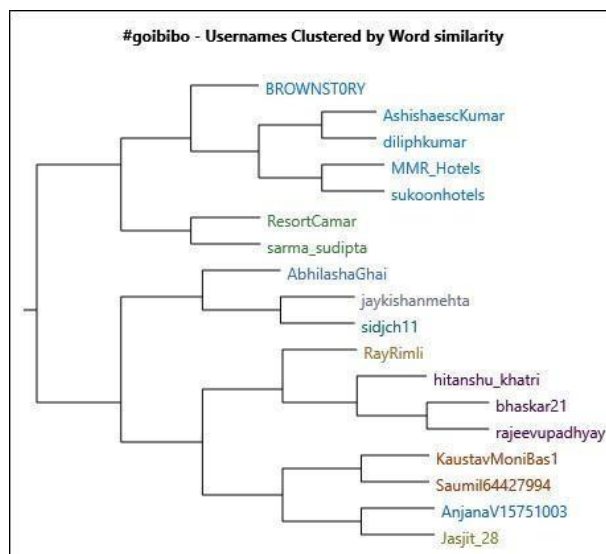


Figure 5.35 #goibibo - Usernames Clustered by Word similarity



Figure 5.36 shows the autocode sentiment results related to the hashtag Goibibo in the sentiment analysis.

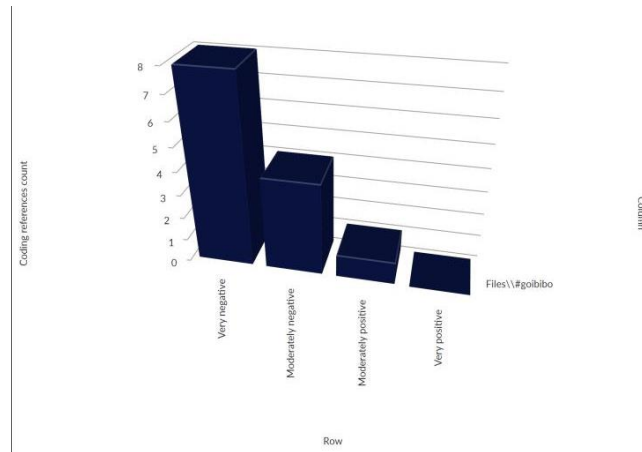


Figure 5.36 #goibibo - Autocode Sentiment Results

The number of coding references by username related to the hashtag Goibibo is shown in the figure – 5.37.



Figure 5.37 #goibibo – compare by number of sentiment coding references

The number of references by username related to the hashtag Goibibo is shown in the figure 5.38.

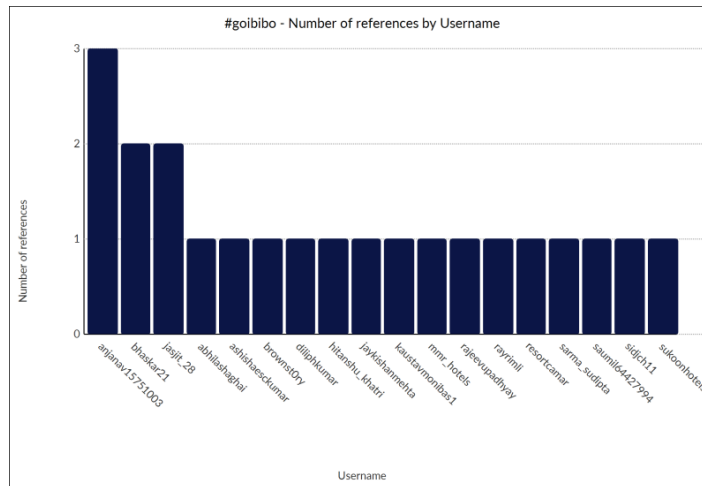


Figure 5.38 #goibibo - Number of references by Username

The Usernames Clustered by Word similarity related to the hashtag goibibo is shown in the figure 5.39.

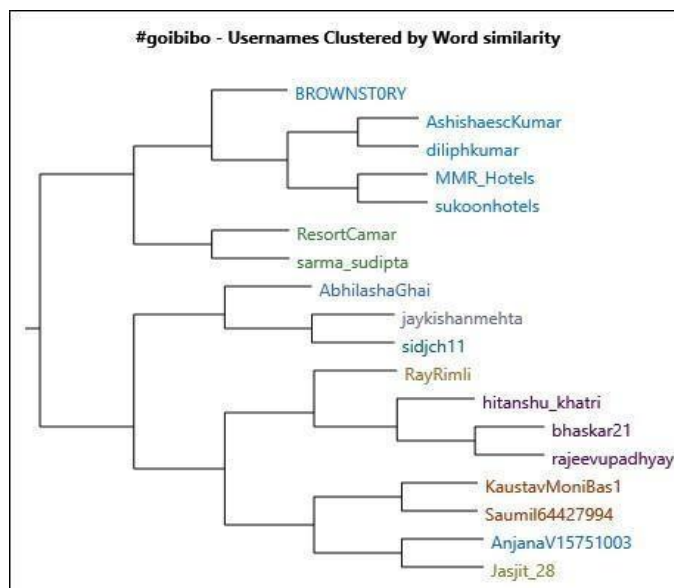


Figure 5.39 #goibibo - Usernames Clustered by Word similarity

Figure 5.40 shows treemap of word frequency to the hashtag goibibo in the analysis. It shows the twitter handles who did the tweets #goibibo.



Figure 5.40 #goibibo - treemap

Figure 5.31 shows the word cloud of the hashtag goibibo in this analysis. It shows that hashtag goibibo is used maximum while handle @goibibo and @goibibosupport is used maximum.



Figure 5.41 #goibibo - word cloud

Figure 5.32 shows the world map of the hashtag yatra. It shows the locations where maximum tweets were done using hash tag yatra.



Figure 5.42 #goibibo – world map

### 5.2.4. ClearTrip

For ClearTrip.com, the #cleartrip hashtag was considered for data extraction and analysis. Hashtag #ClearTrip is analyzed and found a total of 34 coding references. There are 9 positive, 11 neutrals, 14 mixed, and no negative codes. (Figure-5.43)

Codes	Number of coding references	Number of items coded
#ClearTrip	34	1
#ClearTrip - Mixed	14	1
#ClearTrip - Negative	0	0
#ClearTrip - Neutral	11	1
#ClearTrip - Positive	9	1

Figure 5.43 #cleartrip – compared by the number of sentiment coding reference

After analyzing the #cleartrip hashtag, it was found that there is 21.85% very positive, 39.07% moderately positive and 39.07% is moderately negative. (Figure-5.44)

	A : Very negative	B : Moderately negative	C : Moderately positive	D : Very positive
1 : Files\#ClearTrip	0%	39.07%	39.07%	21.85%

Figure 5.44 #cleartrip – compared by the number of sentiment coding refer percentage

The number of sentiment coding references related to the hashtag cleartrip is shown in the figure 5.45.



Figure 5.45 #cleartrip – Compared by number of sentiment coding references (graph)

The autocode sentiment results related to the hashtag cleartrip in the sentiment analysis in the Figure 5.46.

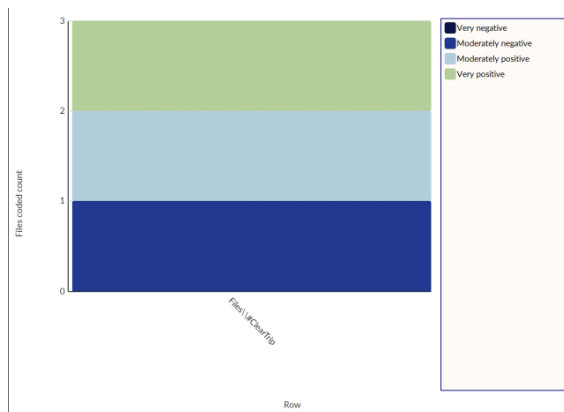


Figure 5.46 #cleartrip – Autocode Sentiment Results

Figure 5.47 shows the autocode sentiment results by graph for the hashtag cleartrip in this sentiment analysis.

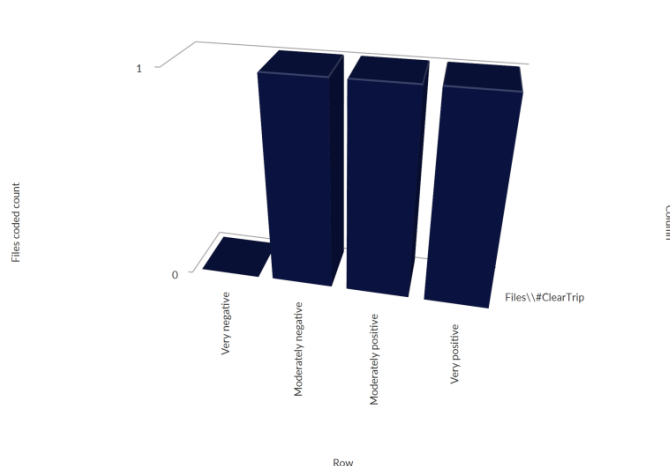


Figure 5.47 #cleartrip – Autocode Sentiment Results Graphs

Figure 5.48 shows the word cloud of the hashtag cleartrip in this analysis. It shows that # India is used maximum.



Figure 5.48 #cleartrip – wordcloud

### 5.2.5 Booking.com

Millions of travellers are effortlessly connected by Booking.com to incredible places to stay, a wide range of transportation options, and unforgettable experiences (Alderighi, et al., 2022). For Booking.com, the #booking hashtag was considered for data extraction and analysis.

Hashtag #booking was analyzed and a total of 37 coding references. There were 22 positives, 15 neutral codes, and no negative coding references (Figure-5.49).

Codes	Number of coding references	Number of items coded
#Booking	37	1
#Booking - Mixed	0	0
#Booking - Negative	0	0
#Booking - Neutral	15	1
#Booking - Positive	22	1

Figure 5.49 #booking – compared by the number of sentiment coding references

There were only positive sentiments towards booking.com OTA. There is no negative sentiment. (Figure-5.50)

	A : Very negative	B : Moderately negative	C : Moderately positive	D : Very positive
1 : Files\#Booking	0%	0%	62.5%	37.5%

Figure 5.50 #booking – compared by the number of sentiment coding refer percentage

The compared by number sentiment coding references of the hashtag booking is shown in the figure 5.51. It shows only positive and neutral sentiments and no negative or neutral sentiments.

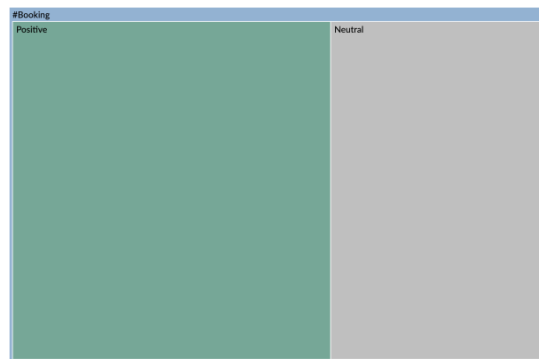


Figure 5.51 #booking – Compared by number of sentiment coding references (graph)

Figure 5.52 shows the autocode sentiment results related to the hashtag booking in the sentiment analysis

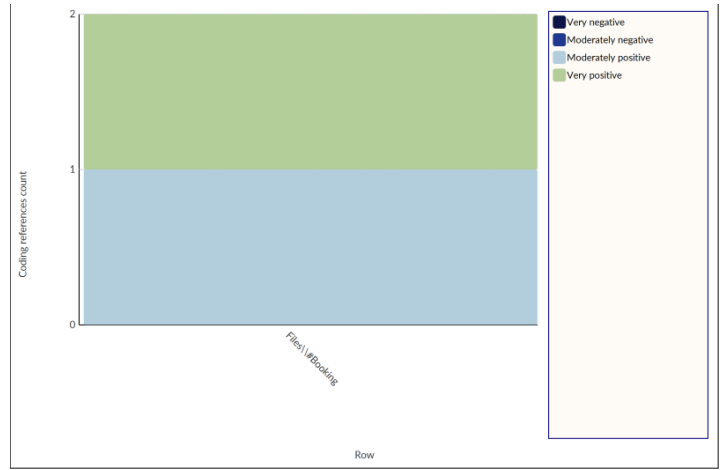


Figure 5.52 #booking – Autocode Sentiment Results

Figure 5.53 shows the autocode sentiment results by graph of the related to the hashtag booking in the sentiment analysis. It depicts that #booking has only very positive and moderately positive sentiments towards the booking online travel agency.

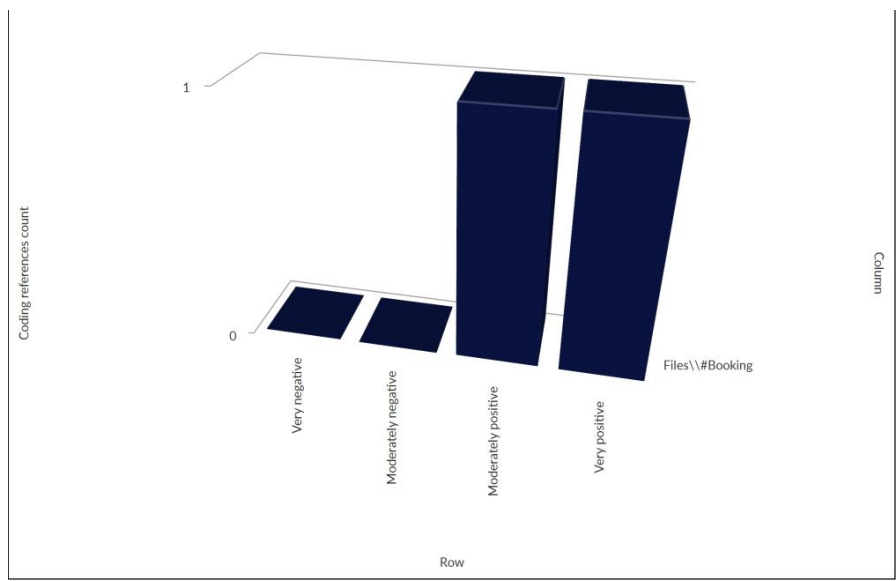


Figure 5.53 #booking – Autocode Sentiment Results Graph

Figure 5.54 shows treemap of word frequency to the hashtag booking in the analysis. It shows the twitter handles who did the tweets #booking.





Figure 5.54 #booking – treemap

Figure 5.55 shows the word cloud of the hashtag booking in this sentiment analysis. It shows that India is used maximum.



Figure 5.55 #booking – word cloud

### 5.2.6. EaseMyTrip

An Indian internet travel agency called EaseMyTrip.com was established in 2008 by Rikant Pitti and Prashant Pitti. The corporate entity, domiciled in the metropolis of New Delhi, extends an assortment of accommodations, aviation passages, holiday compendiums, vehicular reservation amenities, and bespoke branding provisions (SIDDIQUE, 2021). For EaseMyTrip.com, the #easemytrip hashtag was considered for data extraction and analysis.

Hashtag #easemytrip was analyzed in the nvivo software. 156 total coding references were found where only 31 were positive: 102 neutral, 17 negative, and 6 mixed (Figure-5.56).

Codes	Number of coding references	Number of items coded
#easemytrip	156	1
#easemytrip - Mixed	6	1
#easemytrip - Negativ	17	1
#easemytrip - Neutral	102	1
#easemytrip - Positive	31	1

Figure 5.56 #easemytrip – compared by the number of sentiment coding references

Figure 5.56 #easemytrip – compared by the number of sentiment coding refer 21.29% of tweets were very positive, 42.35% moderately positive, 31.39% moderatelynegative and 4.97% very negative (Figure-5.57).

	A : Very negative ▾	B : Moderately negative ▾	C : Moderately positive ▾	D : Very positive ▾
1 : Files\#easemytrip ▾	4.97%	31.39%	42.35%	21.29%

Figure 5.57 #easemytrip – compared by the number of sentiment coding references percentage

The compared by number sentiment coding references of the hashtag easemytrip is shown in the figure 5.58. It shows that #easemytrip has mixed sentiments towards the OTA Ease My Trip.



Figure 5.58 #easemytrip – Compared by number of sentiment coding references (graph)

Figure 5.59 shows treemap of word frequency to the hashtag easemytrip in the analysis. It shows the twitter handles who did the tweets #easemytrip.



Figure 5.59 #easemytrip – treemap

Figure 5.60 shows the autocode sentiment results of hashtag easemytrip in the sentiment analysis. This figure also shows the mixed sentiment analysis of the users towards the OTA EaseMyTrip

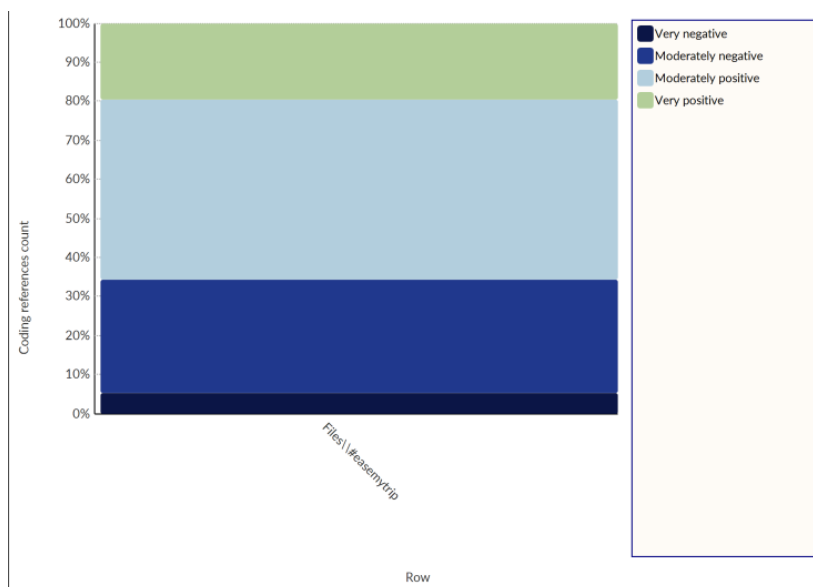


Figure 5.60 #easemytrip – Autocode Sentiment Results

Figure 5.61 shows the word cloud of the easemytrip yatra in this analysis. It shows that #easemytrip is used maximum times.



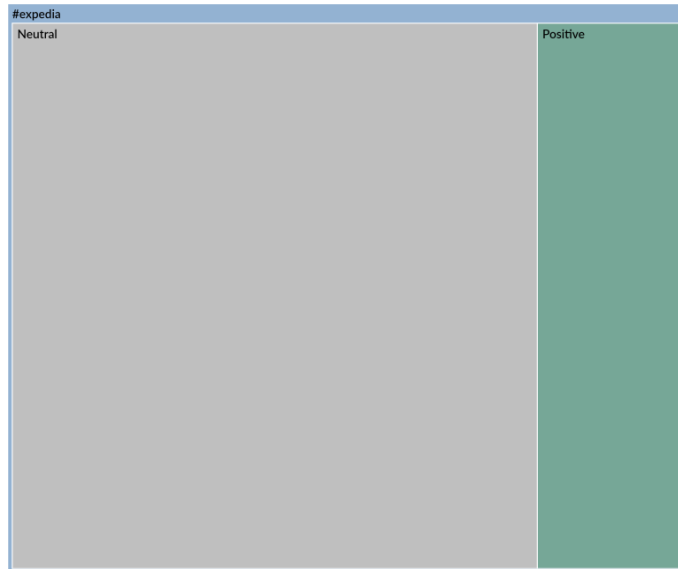


Figure 5.64 #Expedia – compared by the number of sentiments graph

Figure 5.29 shows treemap of word frequency to the hashtag Expedia in the analysis. It shows the twitter handles who did the tweets # Expedia.

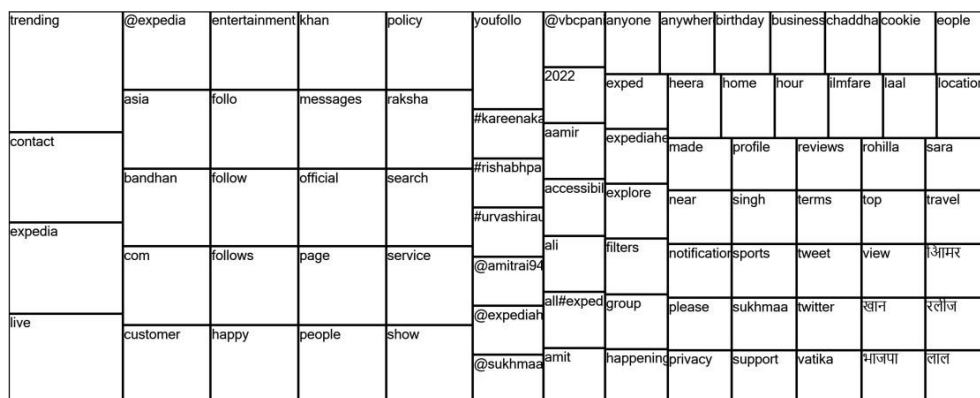


Figure 5.65 #Expedia – treemap

Figure 5.65 shows the word cloud of the hashtag Expedia in this analysis. It shows that #expedia is used maximum times.



Figure 5.66 #Expedia – word cloud

### 5.2.8 CoxandKings

Established in the year 1758, Cox & Kings Ltd. stands as an enduring bastion of the travel industry's antiquity. This venerable establishment, specializing in leisure and pedagogical voyages, maintains a global footprint with branches and affiliations dispersed across the sovereign territories of India and the United Kingdom. Furthermore, the indomitable reach of this distinguished enterprise extends its influence to subsidiaries domiciled in the United Kingdom, the United States, Canada, the Netherlands, the United Arab Emirates, Japan, Singapore, Australia, and New Zealand. For CoxandKings.com, the #CoxandKings hashtag was considered for data extraction and analysis.

Hashtags #CoxandKings were analyzed and found 42 coding references; only positive codes were found. There was no negative code. (Figure-5.67)

Codes	Number of coding references	Number of items coded
#CoxandKings	42	1
#CoxandKings - Mixed	0	0
#CoxandKings - Negative	0	0
#CoxandKings - Neutral	14	1
#CoxandKings - Positive	28	1

Figure 5.67 #CoxandKings – compared by the number of sentiment coding reference

While the percentage analyzed for the sentiments, there were 23.19% very positive and 76.81 moderately positive. There is no negative sentiment towards the CoxandKings OTA. (Figure-5.68)

	A : Very negative	B : Moderately negative	C : Moderately positive	D : Very positive
1 : Files\#\CoxandKings	0%	0%	76.81%	23.19%

Figure 5.68 #CoxandKings – compared by the number of sentiment coding refer percentage

The compared by number sentiment coding references of the hashtag CoxandKings is shown in the figure 5.69. It shows that travelers have positive and neutral towards the CoxandKings online travel agency.

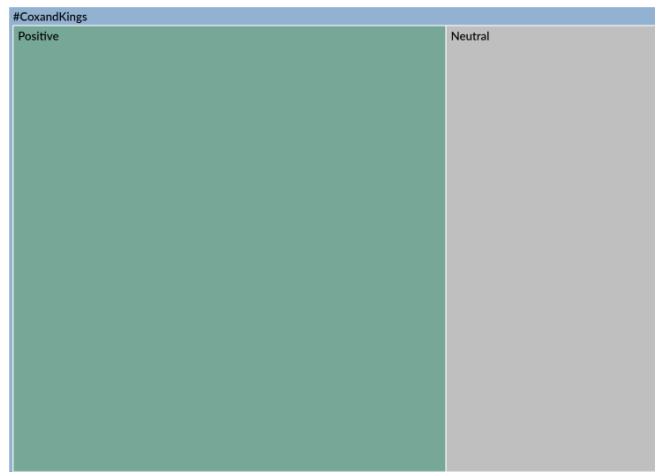


Figure 5.69 #CoxandKings – Compared by number of sentiment coding references graph

Figure 5.70 shows the autocode sentiment results related to the hashtag CoxandKings in this sentiment analysis.

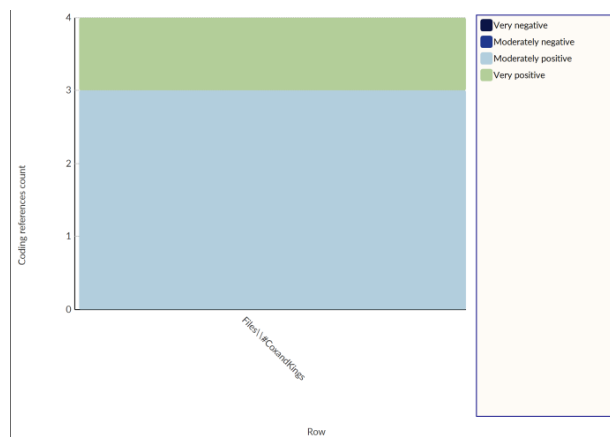


Figure 5.70 #CoxandKings – Autocode Sentiment Results

Figure 5.71 presents the autocode sentiment results by graph of the related to the hashtag CoxandKings in this sentiment analysis.

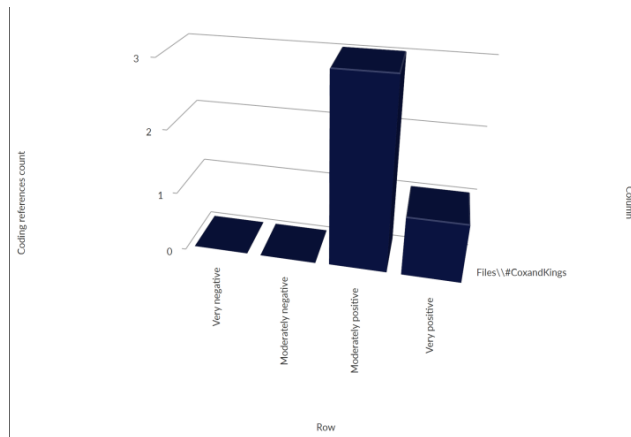


Figure 5.71 #CoxandKings – Autocode Sentiment Results Graph

Figure 5.72 shows treemap of the hashtag CoxandKings in the analysis. It shows the twitter handles who did the tweets # CoxandKings.

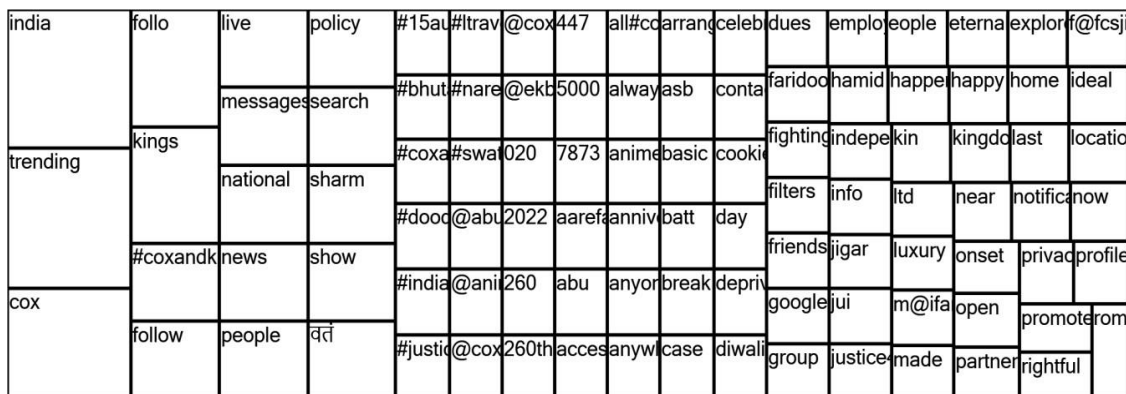


Figure 5.72 #CoxandKings – Treemap

Figure 5.73 shows the word cloud of the hashtag CoxandKings in this analysis. It shows that India is used maximum times.



Figure 5.73 #CoxandKings – word cloud



### 5.2.9 Ixigo

Indian AI-based online travel portal ixigo was established in 2007. With its headquarters in Gurgaon, ixigo gathers and analyses real-time travel data, including costs and availability for hotels, buses, trains, and airplanes. It also offers ticketing through partner websites and mobile applications. For ixigo com, the #ixigo hashtag was considered for data extraction and analysis. After analyzing hashtag #ixigo, there were found a total of 39 coding references 24 positive and 15 neutral, and also there are no negative coding references (Figure-5.74).

Codes	Number of coding references	Number of items coded
#ixigo	39	1
#ixigo - Mixed	0	0
#ixigo - Negative	0	0
#ixigo - Neutral	15	1
#ixigo - Positive	24	1

Figure 5.74 #ixigo – Compared by number of sentiment coding references

While analyzing auto code sentiments, there was found that 35.56% were very positive and 64.44% moderately positive; and there is no negative sentiment towards ixigo. (Figure -5.75)

	A : Very negative	B : Moderately negative	C : Moderately positive	D : Very positive
1 : Files\#ixigo	0%	0%	64.44%	35.56%

Figure 5.75 #ixigo – Compared by number of sentiment coding references percentage

The compared by number sentiment coding references of the hashtag ixigo is shown in the figure 5.75. It shows that there only positive and neutral sentiments towards the Ixigo.

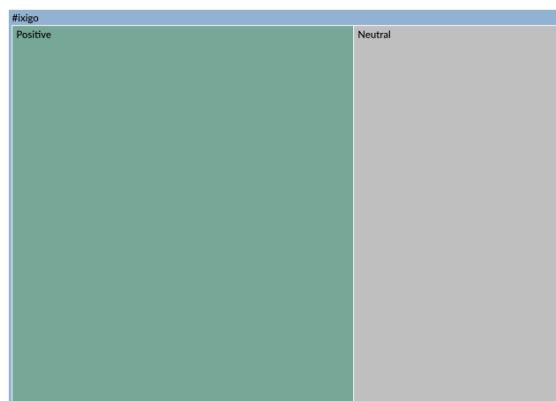


Figure 5.76 #ixigo – Compared by number of sentiment coding references (graph)

Figure 5.77 shows the autocode sentiment results by graph of the hashtag ixigo in the sentiment analysis.

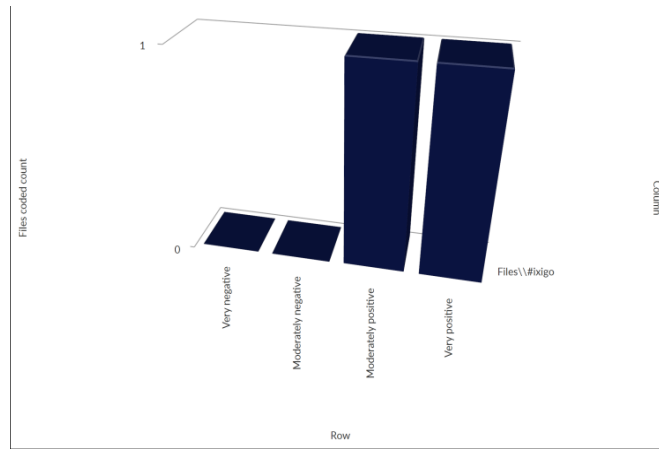


Figure 5.77 #ixigo – Autocode Sentiment Results graph by graph

Figure 5.78 shows the autocode sentiment results of the hashtag ixigo in the sentiment analysis.

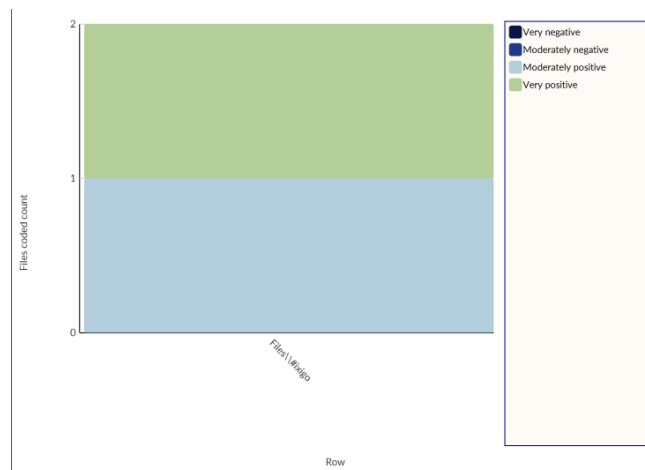


Figure 5.78 #ixigo – Autocode Sentiment Results

Figure 5.79 shows treemap of word frequency to the hashtag ixigo in the analysis. It shows the twitter handles who did the tweets # ixigo.

india	@ixigo	national	search	#15augabu	anywh	cookie	google	hamid	happen	happy	helping	home		
				#doodk	access	asb	covid	indepe	location	modi	near	notificat	now	
	follow	news	sharm	@abu	all#ixig	bajp	day	ixi	open	promote	promoted	service	shah	
trending				@aloke	aloke	batt	people	jay	policies	submit	tweet	website	कले	
	live	people	show	@anim	animes	building	eternal	jui	privacy	terms	update	कामनाएँ	दवस	
follo	messages	policy	travel	@ekb	plan	one	check	explore	kingdo	profile	top	view	मोदी	वर्त
													लाल	शुभकामना

Figure 5.79 #ixigo – tree map



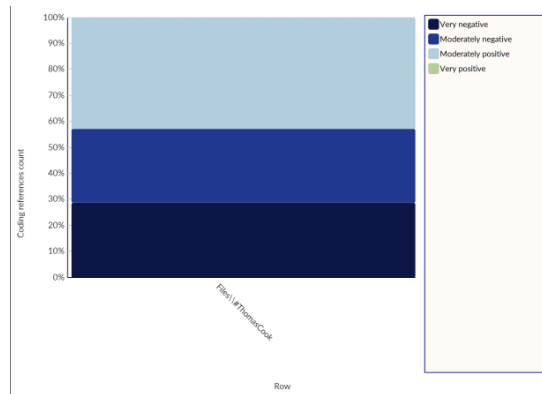


Figure 5.83 #thomascook – Autocode Sentiment Results

Figure 5.84 shows the autocode sentiment results by graph of the hashtag thomascook in the sentiment analysis.

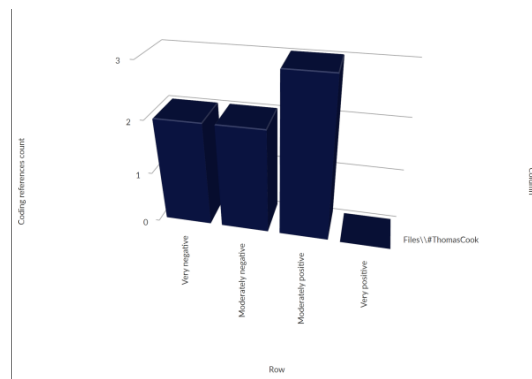


Figure 5.84 #thomascook – Autocode Sentiment Results graph

The number of references by username related to the hashtag thomascook is shown in the figure 5.85.

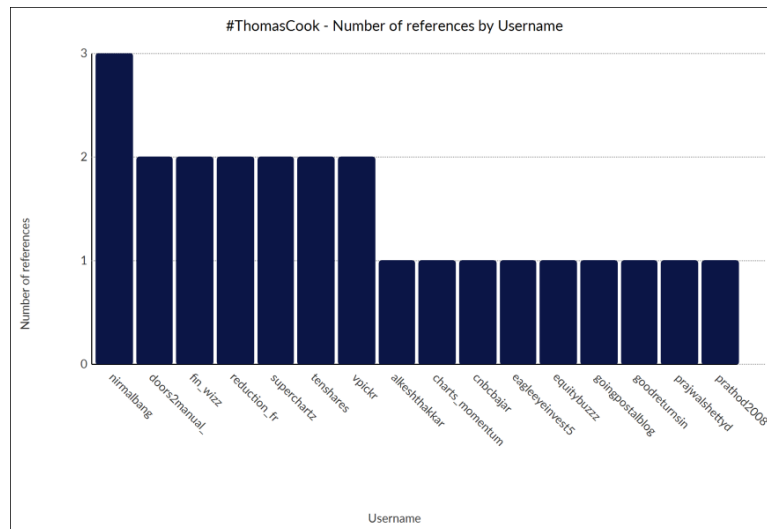


Figure 5.85 #thomascook - Number of references by Username

The Usernames Clustered by Word similarity related to the hashtag thomascook is shown in the figure 5.86. It shows the twitter usernames who tweet the hashtag thomascook.

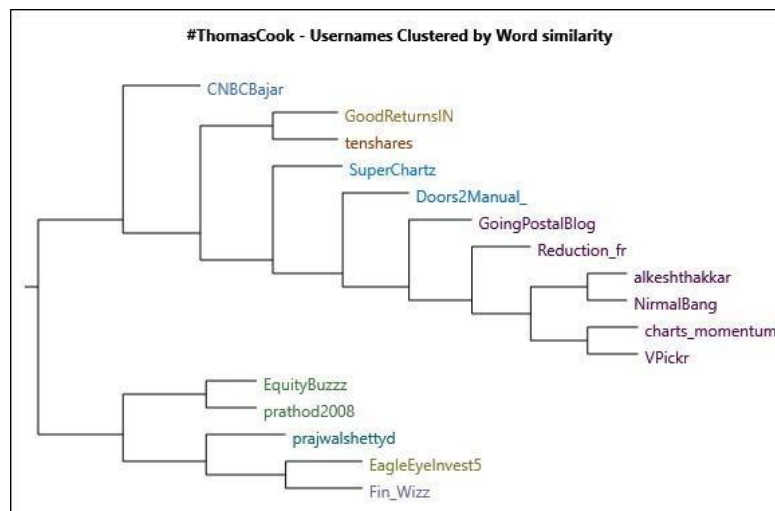


Figure 5.86 #thomascook - Usernames Clustered by Word similarity

Figure 5.87 shows treemap of word frequency to the hashtag thomascook in the analysis. It shows the twitter handles who did the tweets # thomascook.

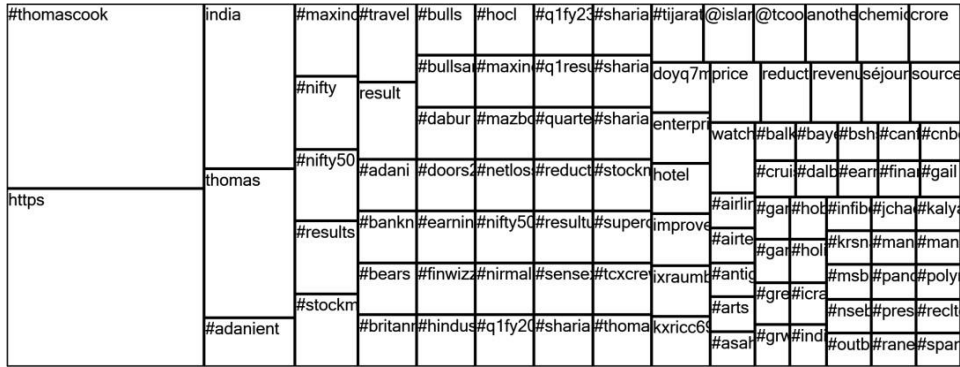


Figure 5.87 #thomascook – tree map

The sociogram of the hashtag thomascook is showing in figure 5.88. This sociogram tells the personal of the user connections within a group related to thomascook.

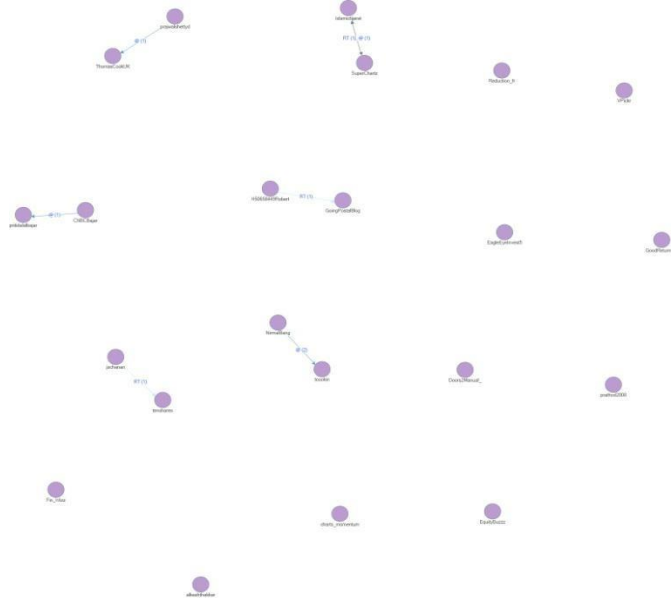


Figure 5.88 #thomascook – sociogram

Figure 5.81 shows the word cloud of the hashtag thomascook in this analysis. It shows that #thomascook is used maximum times.



Codes	Number of coding references	Number of items coded
#VIA	38	1
#VIA - Mixed	0	0
#VIA - Negative	0	0
#VIA - Neutral	16	1
#VIA - Positive	22	1

Figure 5.91 #via – Compared by number of sentiment coding references

32.04% were very positive sentiments toward via and 67.96% were moderately positive while there were no sentiments towards via OTA (Figure -5.92).

Name	Codes	References	A: Very negative	B: Moderately negative	C: Moderately positive	D: Very positive
#VIA	4	9	0%	0%	67.96%	32.04%

Figure 5.92 #via – Compared by number of sentiment coding refer percentage

The compared by number sentiment coding references of the hashtag via is shown in the figure 5.93. It shows that users have positive sentiments towards the Via OTA.



Figure 5.93 #via – Compared by number of sentiment coding references

Figure 5.94 shows treemap of word frequency to the hashtag via in the analysis. It shows the twitter handles who did the tweets # via.

india	follow	policy	#doodle	access	artistic	cookie	equitab	rioau	happer	happy	helping	indepe	kingdo	krimpr
			#joker	across	businfe	devoted	eternal	followin	krimpm	obility	platform	privacy	profile	promot
	messages	search	@anime	all#via	compar	dominik	experim	futurist	location	reimagi	service	store	submissi	
trending	national	sharm	@ekbp	animes	concept	dsruptiv	explore	globe	luisavia	ridewith	technold	thought	transittec	
	people		@luisa	anyone	contem	effective	fashion	google	luxury	romoted	technoo	tweet	vfollo	कोमन
follo		#15augu	accentu	anywhe	conven	people	filters	hamid	notificat	savarka	terms	tweets		शुभकामनाए

Figure 5.94 #via – treemap



#via hashtag sentiment analysis word cloud is shown below (Figure - 5.95) were India, #via, search and people are on top.



Figure 5.95 #via – word cloud

Table 5.2 shows the number of coding references of sentiments and Table 5.3 is a Percentage-wise depiction of sentiments.

Table 5.2 - No. coding references of sentiments

Sr. No.	Online Travel Agency	Hashtags used for the analysis	Number of Coding References	Mixed	Negative	Neutral	Positive
1	MakeMyTrip	#makemytrip	97	1	22	36	38
2	Yatra	#yatra	8024	0	2	8021	1
3	Goibibo	#goibibo	22	1	10	11	0
4	ClearTrip	#cleartrip	34	14	0	11	9
5	Booking.com	#booking	37	0	0	15	22
6	EaseMyTrip	#easemytrip	156	6	17	102	31
7	Expedia	#expedia	41	0	0	32	9
8	CoxandKings	#CoxandKings	42	0	0	14	28
9	Ixigo	#ixigo	39	0	0	15	24
10	ThomasCook.com	#thomascook	24	2	1	20	1
11	Via.com	#via	38	0	0	16	22

Table 5.2 - Percentage-wise depiction of sentiments

Sr. No.	Online Travel Agency	Hashtags used for the analysis	Very Negative	Moderately Negative	Moderately Positive	Very Positive
1	MakeMyTrip	#makemytrip	16.29%	11.40%	28.97%	43.34%
2	Yatra	#yatra	18.18%	51.52%	30.30%	0%
3	Goibibo	#goibibo	63.75%	26.86%	9.39%	0%
4	ClearTrip	#cleartrip	0%	39.07%	39.07%	21.85%
5	Booking.com	#booking	0%	0%	62.50%	37.50%
6	EaseMyTrip	#easemytrip	4.97%	31.39%	42.35%	21.29%
7	Expedia	#expedia	0%	0%	0%	100%
8	CoxandKings	#CoxandKings	0%	0%	76.81%	23.19%
9	Ixigo	#ixigo	0%	0%	64.44%	35.56%
10	ThomasCook.com	#thomascook	48.73%	13.29%	37.97%	0%
11	Via.com	#via	0%	0%	67.96%	32.04%

In these sentiments of users towards OTAs (online travel agencies), It was found the OTA Expedia very fewer negative sentiments, there were no negative tweets with hashtag Expedia (#expedia) and similar hashtag via (#via) related to via, hashtag coxandkings, hashtag #ixigo have no negative sentiments. Post analyzing the tweets and online travel agency websites, it was observed that India- specific online travel agencies are not focusing primarily on customer satisfaction as a gap has been examined in marketing information shared by the company and the views of the customers who have experienced the services. India-specific online travel agencies (OTAs) fail to fulfil their promises to the customers made during the time of booking. Customers have numerous complaints like not being able to connect with customer service executives (once the booking is done), dubious information about the applicability of discount coupons, long and tiring processes in case of a refund or for any other payment-related issues (refunds after cancelling the hotel reservation charges, etc.) and customers have also pointed towards the problem of false resolution of complaints i.e. closing the customer complaint without actual solution of the same. Online travel agencies with global targeting offer standard services to travellers while OTAs with India-specific could not provide the up to mark due to the low-cost services. Globally services providing online travel agencies provide complete services to the travellers that they had promised on their platforms; they also make refunds

timely if the travellers opt to cancel the bookings. Travellers feel satisfaction from customer are means that global targeting companies give complete satisfaction to the travellers.

### **Summary**

This chapter uncovers the reasons behind travellers' preference for utilizing online travel agencies and explores their both favourable and unfavourable sentiments regarding their experiences with these platforms. In this chapter, the main objective is to reveal or discover why travellers tend to choose online travel agencies when planning their trips. Additionally, the chapter delves into the feelings and opinions that travellers have about these agencies, considering. The dichotomous constituents encompass not only the affirmative facets (favorable sentiments) but also the adverse facets (unfavorable sentiments) of their experiences when using these online travel platforms. Essentially, it's about understanding why people like to use online travel agencies and what they think about their experiences with them, covering both the pros and cons.

## Chapter - 6

# EFFECT OF QUALITY OF WEB SERVICES ON ONLINE TRAVEL AGENCIES ON SATISFACTION OF CUSTOMERS AND THEIR INTENTION TO REVISIT

This chapter encompasses the tertiary aim of the researcher's study, which aims to finding out how the quality of web services provided by Online Travel Agencies (WSQ) affects customer Satisfaction (CS) and intention to revisit (RI). In this chapter, the primary focus is on the third objective set by the researcher. This objective is focused on investigating the impact of the caliber of web services proffered by Online Travel Agencies (referred to as WSQ) on two key factors: Customer Satisfaction (CS) and Revisit Intention. This chapter is dedicated to exploring how the quality of online services provided by travel agencies influences customers' satisfaction levels and their likelihood to revisit those agencies in the future. It implies that the researcher is conducting a study to comprehend the interconnection between web service excellence, patron contentment, and the intent of clientele. to use these agencies again.

### **6.1 Conceptual Model of Influence of Web Service Quality on User's Contentment and Subsequent Intent for Revisit**

Web service quality includes availability, accessibility, integrity, security, and performance reliability while customer satisfaction includes the service quality, customer service, price and value for the money, ease of use and convenience, timeliness and efficiency, communication and transparency, personalization, problem resolution, brand reputation and trust; and post-purchase experience. The revisit intention of the customer includes overall satisfaction, service quality and consistency, value for money, positive past experiences, product and service variety, loyalty programs and incentives, convenience and accessibility, trust, post purchase follow-ups, emotional connections, and competitive alternatives.

Website quality stands as a critical factor in both attracting customers and achieving the objectives set for a website. It is widely acknowledged that website quality is a multifaceted construct with various dimensions. A well-crafted website, characterized by good quality and functionality, has the potential to draw a diverse and high-quality audience.

The measure of website quality lies in its capacity to enable users to accomplish their goals and foster a desire to revisit the site repeatedly for similar purposes. Furthermore, website quality contributes substantially to the value perceived by online buyers and exerts a direct influence

on both reliability and credibility, thereby impacting their intention to make purchases. This comprehensive concept encompasses several components, including the usability of the website, its ease of navigation, the quality of information it provides, emotional appeal, and the level of trust it instils in users. Website quality plays a pivotal role in shaping consumers' trust in the company and significantly influences their purchasing intentions. In the realm of information systems and marketing literature, various variables contribute to system quality, such as user interactivity and website design. Information quality is assessed through factors like information content and security, while service quality is gauged by trust, empathy, and responsiveness. To assess website quality features, one must consider aspects like website structure, content, user interface, privacy, security, safety, and the quality of information provided. Multiple researchers have delved into different criteria for evaluating website quality. In this study, six key variables were identified as central: information quality, security, website functionality, customer interactions, response and fulfilment, and visual appeal.

System Quality exerts a pronounced influence in configuring customer contentment., retention, and loyalty, whether in the realm of products or services. In the digital landscape, system quality primarily revolves around the concept of ease of use, which stands as a paramount aspect of system design. Perceived system quality encompasses various factors, including the end-user's perception of a website's ease of use, reliability, accessibility, and user interface design. Consequently, a subpar system quality can be attributed to its lack of utility, appropriateness, responsiveness, and suitability. Website functionality, on the other hand, encompasses elements that enhance user-friendliness, such as navigation and accessibility. Previous research has consistently highlighted the pivotal role of website functionality in the context of e-travel services. This aspect not only precedes many consumers behavioural objectives and sentiments but also significantly influences users' satisfaction and their decision-making process when selecting a website. In the hospitality and tourism industries, the functionality of a website holds substantial sway over consumers' desires to return and make repeat purchases.

Website security encompasses the ability of an online platform to protect user data, uphold the reputation of the website, and facilitate transparent purchasing processes. It stands as a distinguishing criterion that sets apart tourism services in the online realm from those offered via more traditional channels, especially those furnished by physical travel agencies, where security concerns are less pronounced. Previous research has revealed a heightened sense of insecurity when making online purchases, with security emerging as a paramount factor in

determining trustworthiness and satisfaction during online transactions. The presence of clear and easily comprehensible information on a website serves as a catalyst for users to initiate their initial product purchases through the platform. Information quality, defined by the accuracy and accessibility of the content available on a website, exerts a profound influence on both purchase intent and the likelihood of repeat visits. Research has demonstrated that high-quality information provided on websites not only facilitates a seamless shopping experience but also aids users in making informed product-buying decisions. This component pertains to the informational resources furnished on websites, which can significantly impact users' purchasing decisions and shape their perceptions of the website's overall quality. Information quality is an integral facet of website quality, directly shaping consumers' purchase intentions, and is also a key driver of their inclination to return to the site for future interactions.

Service quality represents a pivotal metric in assessing website performance. Numerous research studies employ either the service quality model or the e-service quality model as frameworks. It hinges on consumers' evaluations of the services provided to them through the website. The quality of a website exerts a significant influence on users' inclination to utilize the site and make purchasing decisions. Crucial dimensions of service excellence within the framework of ride-sourcing services encompass comfort, the website's interior environment, safety, personnel interactions, mobile convenience, dependability, system efficiency, availability, customer service, invoicing, security, and privacy.

The quality of services exhibits marked distinctions from that of tangible goods owing to their intangible, heterogeneous, and indivisible characteristics. This distinction prompted Parasuraman et al. (1985) to contend that the appraisal of service excellence presented heightened complexities for consumers in comparison to the evaluation of merchandise quality. Consumer assessments of service excellence are contingent on a juxtaposition between their anticipations and the ascertained execution of the service. Notably, both the service delivery process and the service outcome play pivotal roles in a customer's evaluation of quality. In recognition of these disparities, Parasuraman et al. (1988) introduced SERVQUAL, a comprehensive model and assessment tool designed to address these unique aspects of service quality. SERVQUAL methodically assesses service quality within five multifaceted dimensions via an exhaustive customer survey consisting of forty-four inquiries. An underpinning tenet within the fundamental SERVQUAL framework resides in the "gap model of service excellence, which delineates service quality as the divergence between a customer's service anticipation and their factual service encounter.

To enhance purchase transactions through websites, it is imperative to concentrate on optimizing the service dimensions. Customer retention and the intention to revisit are indicative of a website's capacity to engage visitors, and encourage them to stay, make purchases, and return for more E-S-QUAL functions as a multifarious gauge for appraising consumer discernments of service excellence. The components include:

1. **Tangibility:** This pertains to the visual appeal of tangible infrastructural assets, machinery, human resources, and informational communication resources.
2. **Assurance:** Assurance pertains to the proficiency and civility of personnel, along with their capacity to inculcate reliance and assurance in clientele.
3. **Responsiveness:** Responsiveness denotes the disposition to aid patrons and furnish punctual service.
4. **Reliability:** Reliability signifies the capability to deliver the promised services consistently and accurately.
5. **Empathy:** Empathy encompasses the personalized attention and care extended by the firm to its customers.

Subpar service quality leads to customer dissatisfaction. A website's responsiveness is its ability to effectively address user queries, issues, or requests, which exerts a pivotal function in user contentment. Web responsiveness encompasses the correctness of the purchase process and its user-friendliness. This dimension emphasizes the importance of a seamless, error-free purchasing experience and prompt order fulfilment. Additionally, a website's aesthetics, defined as the amalgamation of various elements to create an overall sense of visual appeal, significantly contribute to its design quality.

Customer satisfaction encompasses how customers perceive their overall contentment with the services they have received and their reactions to this sense of contentment. It can be defined as an emotional state, encompassing both cognitive and affective elements, experienced throughout various stages of the purchasing journey. Customer satisfaction gauges the magnitude to which consumers believe a commodity or amenity has fulfilled their needs and lived up to their expectations. After making a purchase, customers may express their satisfaction through cognitive or affective means. In tandem with technological advancements, the realm of online customer contentment, known as e-satisfaction, has witnessed a surge in research activity. A robust correlation is extant between customer satisfaction and the quality

of service delivered, with a direct impact on a company's profitability. E-satisfaction, akin to the concept of happiness, characterizes the degree of delight expressed by consumers regarding previous interactions with technological services. Customer contentment is considerably impacted by factors such as timeliness, comfort, accessibility, connectivity, and the availability of information. Past research has indicated that consumer contentment can play a pivotal role in shaping customer retention, serving as a key indicator of service quality. Ultimately, customer delight is largely shaped by the quality of the customer's experience and the excellence of the specific service received. The level of customer care provided by a company is intertwined with and influences both customer loyalty and satisfaction.

The term "revisit intention" denotes an individual's inclination to both return to a particular place or setting and recommend it to others. This concept has garnered significant attention from researchers in recent years and is often incorporated into models measuring customer loyalty. Positive customer experiences directly influence the likelihood of customers returning. To explore these dynamics, researchers have examined the connections between service quality, corporate image, customer satisfaction, complaints, and passengers' intent to revisit.

The researcher conducted a thorough literature review and identified 23 different elements (constructs) that are relevant to their study. These constructs can be categorized into three main groups: those related to web service quality, those related to customer satisfaction, and those related to the intention of customers to revisit a service or product. These constructs will likely serve as the basis for the variables and measurements in the research study.

Table 6.1 – Latent variables and observed variables

<b>Latent Variables</b>	<b>Variable</b>	<b>Observed variable</b>
Webs Service Quality(WSQ)	WSQ 1	I like to use an online travel agency platform that offers quick loading time across devices.
	WSQ 2	I like to use an online travel agency platform that has information properly organized across relevant pages
	WSQ 3	I like to use an online travel agency platform that looks attractive and feels trustworthy



	WSQ 4	I like to use an online travel agency platform that offers multiple login options
	WSQ 5	I like to use an online travel agency platform that is responsive and does not crash
	WSQ 6	I like to use an online travel agency platform that gives multiple options to connect (sms, email, chat, what) with the company
	WSQ 7	I like to use an online travel agency platform that offers me with personalized attention
	WSQ 8	I like to use an online travel agency platform that offers up-to-date and reliable information
	WSQ 9	I like to use an online travel agency platform that offers an easy/guided booking process
	WSQ 10	I like to use an online travel agency platform that offers reliable and quick service through its associated partners too
	WSQ 11	I like to use an online travel agency platform that allows easy modification of package even after booking
	WSQ 12	I like to use an online travel agency platform that provides quality recommendations on travel packages
	WSQ 13	I like to use an online travel agency platform that offers quick information exchange i.e prompt replies to customer inquiries
	WSQ 14	I like to use an online travel agency platform that offers secure and flexible payment options
	CS 1	I like to use an online travel agency platform that offers me with personal information security
	CS 2	I find the support staff with OTA's to be highly supportive.
	CS 3	OTA's platforms adapt their offerings to match my needs

	CS 4	OTA's have enough resources to make the travel booking experience comfortable and enriching.
	CS 5	Overall, I am satisfied with the OTA experience.
	RI 1	I intend to continue using OTA services for my next purchase to check travel reviews & ratings etc.
	RI 2	I intend to continue using OTA services for discounts on my next bookings
	RI 3	I intend to continue using OTA services because of the dedicated support teams
	RI 4	I intend to continue using OTA services because I find it easy to make travel-related bookings through such services.

A hypothesis was built to test whether customer service and intent to return (revisit intention) to OTA platforms are influenced by the web services' quality.

**H<sub>0</sub>:** There is no significant effect of OTA's web service quality on (a) customer satisfaction and (b) revisit intention.

**H<sub>1</sub>:** There is a strong effect of OTA's web service quality on (a) customer satisfaction and (b) revisit intention.

## 6.2 Testing of the Conceptual Model

After completing the data collection phase of the research study, the researcher utilized the Structural Equation Modelling (SEM) methodology for the scrutiny and appraisal of the influence of web service quality on both patron satisfaction and the proclivity for future patronage. The collected data of sample size 1,313 is analyzed by utilizing IBM SPSS and AMOS software.

### 6.2.1 Reliability testing

Reliability testing was done in the SPSS 27.0 software with the help of the reliability of the testing. In the reliability testing, reliability statistics are shown in Table 6.2. It means the respondents understand the items. Cronbach Alpha has been widely used when the reliability of a Likert scale needs to be checked.

Table 6.2: Reliability Statistics

Constructs	No. of Items	Cornbach's Alpha
Web Service Quality	14	0.913
Customer Satisfaction	5	0.792
Revisit Intention	4	0.768

### 6.2.2 Measurement model (CFA)

Assessing the internal homogeneity reliability, distinctiveness validity, and converging validity of the suggested model is important before doing the final analysis to assess it (Hair et al., 2019). The preliminary investigation centered its attention on the excellence of web services of the scale structures. The soundness (validity) and dependability (reliability) of the measurement instruments. were heavily emphasized in this study. The primary-level constructs within the Confirmatory Factor Analysis (CFA) model encompass web service quality (WSQ) and customer satisfaction (CS), and revisit intention (RI), and they are all validated and reliably assessed. The CFA results showed that the data matched the model well or with sufficient goodness of fit ( $\chi^2=428.13$ ,  $df =196$ ,  $p = 0.00$ ,  $\chi^2/df = 1.689$ ,  $CFI = 0.962$ ,  $TLI = 0.950$ ,  $RMSEA = 0.045$ ). Upon ascertaining the congruity of the model fit was accurate, the normalized factor loadings were examined. It was found that the construct-representing items consistently reported loading above the suggested threshold of 0.50. The proposed model is recursive, and its sample size is 1313. Its chi-square value is 428.13. The degrees of freedom are 196, the Probability level is 0.0, The quantity of unique sample instances is 276, and the number of distinct parameters estimated is 49. To examine the correlations between variables, the research study employs structural equation modeling (SEM). There are 49 variables total in the model, with 23 being observable and 26 being unseen. 23 endogenous and 26 exogenous variables out of the total are dependent and independent variables, respectively. Through the simultaneous evaluation of observable and latent (unobserved) variables, SEM enables the study to explore complicated correlations and comprehend the underlying structure of the data.

### 6.2.3 Measures of model fit

The value of GFI (Goodness-of fit indices) is 0.955 which is accepted (as per standard it should be near to one for a perfectly fit model) and AGFI is 0.937 which is also good and CFI (comparative fit index) which is 0.955 is also perfect as recommended. RMSEA values of

0.045, less than the threshold value of 0.08, prove that the model is fit for the proposed model. The outcomes are depicted in Table 6.3, which shows the statistically fit of the data. The value of CMIN/DF (discrepancy divided by degree of freedom) was observed as 1.689 which is less than 2.00 and it is good (Figure 6.1).

Table 6.3: values of the measurement model

Indicators	GFI	AGFI	CFI	RMSEA	CMIN/DF
Measurement model	0.955	0.937	0.955	0.045	1.689

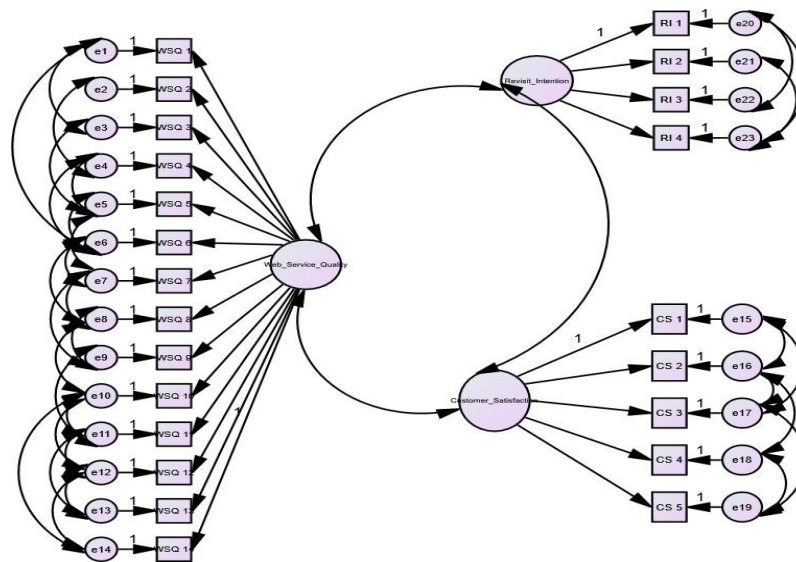


Figure 6.1 - Measurement Model

Construct validity of the instrument was assessed through the development of the measurement model. To evaluate the construct validity, convergence validity and composite reliability were used. (Table 3). This study used Cronbach's Alpha to assess each construct's reliability (Cronbach's Alpha should be greater than 0.70) (Hair et al., 2019). For internal consistency and convergence validity studies, composite reliability (CR Value  $\geq 0.70$ ) is also employed. Comparing the measurement error level to the average variance explained for determining the

amount of variation that a construct captures (AVE Value  $\geq 0.50$ ). All reliability and convergent indicator values matching the qualifying requirements for the measurement model are displayed in Table 6.4 of the study. The average variance explained (AVE) for latent variable WSQ, CS and RI are 0.641, 0.643, and 0.631 respectively which are greater than threshold 0.5. These values are accepted when composite reliability (CR) is greater than 0.7 which is 0.961 for web service quality, 0.900 for customer satisfaction, and 0.872 for revisit intention construct.

Table 6.4: Examination of Reliability and Validity

<b>Constructs</b>	<b>Items</b>	<b>Loadings/ weight</b>	<b>Cronbach's Alpha</b>	<b>CR</b>	<b>AVE</b>
Web Service Quality (WSQ)	WSQ1	0.874	0.913	0.961	0.641
	WSQ2	0.704			
	WSQ3	0.793			
	WSQ4	0.742			
	WSQ5	0.749			
	WSQ6	0.896			
	WSQ7	0.786			
	WSQ8	0.768			
	WSQ9	0.871			
	WSQ10	0.803			
	WSQ11	0.793			
	WSQ12	0.797			
	WSQ13	0.752			
	WSQ14	0.857			
	CS1	0.771	0.792	0.872	0.643

Customer Satisfaction (CS)	CS2	0.814			
	CS3	0.761			
	CS4	0.884			
	CS5	0.773			
Revisit Intention (RI)	RI1	0.859	0.769	0.900	0.643
	RI2	0.741			
	RI3	0.745			
	RI4	0.827			

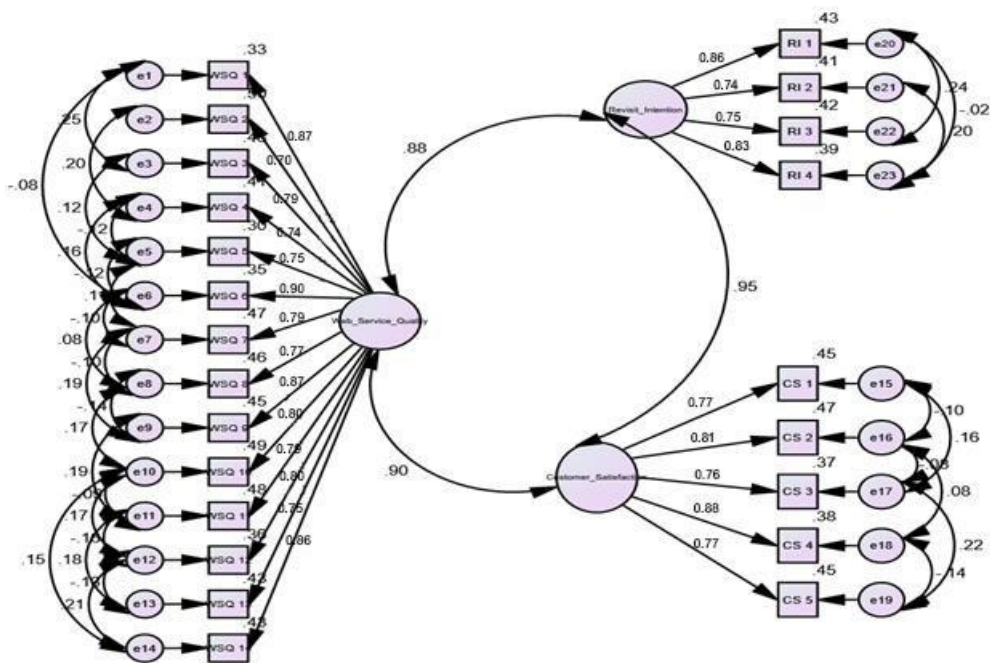


Figure 6.2 - Confirmatory Factor Analysis Model

For the assessment of discriminant validity, the investigator employed both Fornell's and Larcker's (F & L) criteria and HTMT criterion. According to the F & L standard, the square root of the

Average Variance Extracted (AVE) for each construct was examined (WSQ-0.801,CS-0.802, and RI-0.795) The AVE square root for each construct should surpass the inter-items correlation, indicating a lack of complications. This examination revealed that the AVE squareroot for each construct exceeded the correlation between latent constructs. The scrutiny of discriminant validity (see Table 6.5 Part-A) was performed. This research also scrutinized and substantiated discriminant validity criteria through HTMT recommended by Henseler et al. (2015). To fulfill the stipulated requirement for discriminant validity, the correlations among items within a construct and across constructs should fall below the critical threshold of 0.90. Table 6.5 Part-B ascertains that there are no discernible issues with discriminant validity for webservice quality and customer satisfaction, as well as web service quality, customer satisfaction,and revisit intention. Their respective values remain comfortably beneath the threshold at 0.83,0.84, and 0.81.

Table 6.5 - Discriminant Evaluations

Part A: Evaluation of Discriminant Validity			
Constructs	WSQ	CS	RI
WSQ	<b>0.801</b>		
CS	0.689	<b>0.802</b>	
RI	0.633	0.692	<b>0.795</b>

Part B: Analysis of Discriminant Validity (HTMT Evaluation)			
Constructs	WSQ	CS	RI
WSQ			
CS	0.83		
RI	0.84	0.81	

#### 6.2.4 Hypothesis testing

The research hypothesis was evaluated using Structural Equation Modeling (SEM) with maximum likelihood estimation. The connection between latent variables is known as covariance. With a critical ratio of 15.476 and a standardized regression weight estimate value of 0.026 (2.6%), web service quality (WSQ) significantly and positively influenced customer satisfaction (CS). This demonstrates that the customer satisfaction (CS) of consumers of onlinetravel agencies is positively

and significantly impacted by web service quality (WSQ). A critical ratio of 15.858 and a standardized regression weight estimate value of 0.029 (2.9%) indicated that customer satisfaction had an affirmative and substantial influence on patron contentment. This demonstrates that the intention of users of online travel agencies to return is positively and significantly impacted by customer satisfaction. With a critical ratio of 15.905 and a standardized regression weight estimate value of 0.024 (2.4%), Web service quality exhibited a favorable and noteworthy impact on the intention to revisit. This demonstrates that the revisit intention (RI) of users of online travel agencies is positively and significantly impacted by web service quality (WSQ) (Table 6.6).

Table 6.6: Path Analysis

<b>Hypothesis</b>	<b>Estimate</b> <b>s /</b> <b>Standard</b> <b>Beta</b>	<b>S. E.</b>	<b>C. R./ t-</b> <b>statistic</b> <b>s</b>	<b>P</b>	<b>Label</b>	<b>Decision</b>
WSQ→CS	0.404	0.026	15.476	***	par_21	Supported
CS→RI	0.461	0.029	15.858	***	par_22	Supported
WSQ → RI	0.386	0.024	15.905	***	par_23	Supported

### 6.2.5 Structural model

The study also looked at the statistical significance of the path estimates to test the suggested hypotheses. The path estimations revealed that a statistically significant and positive correlation is evident between WSQ (Web Service Quality) and CS (Customer Satisfaction) (WSQ→CS:  $\beta = 0.404$ , t-Statistics= 15.476 p = 0.000), CS also statistically influences RI (CS→RI:  $\beta = 0.461$ , t-Statistics= 15.858 p = 0.000). The current investigation so discovered evidence in favor of the concept. A considerable impact of RI on WSQ was also discovered by the results. (WSQ→RI:  $\beta = 0.000$ , t-Statistics= 0.386, p = 0.00). A dependable variable (DV) must also have a negligible influence (p = 0.000) to examine the mediating impact amid an independent variable (IV). According to the current study, customer satisfaction somewhat mediates the association between the quality of a web service and the likelihood of returning (Collier, 2020). This criterion dictates



that the current study (Table-6) full mediation effect in between WSQ→ RI (WSQ→CS→RI [indirect effect] = 0.000, 95% Boot-LLCI=0.175, Boot-ULCI =0.335) (Collier, 2020). It suggests that a crucial part of the RI process is establishing a positive worth scale. The automation of services can therefore considerably and favorably influence the growth of positive CS through the production of value.

Table 6.7: Mediation Effect

Path	Total Effect	Direct Effect	Indirect Effect	Percentile Bootstrap at 95% level of confidence Interval (CI)		P	Decision
				Lower CI	Upper CI		
WSQ→CS→RI	0.179	0.271	0.000	0.175	0.345	0.000	Mediation Effect

Both customer satisfaction (CS) and web service quality (WSQ) exert a beneficial influence on revisit intention (RI), with WSQ additionally demonstrating a constructive effect on RI. The research study substantiates the hypothesis that customer satisfaction functions as an intermediary in the linkage between web service quality and revisit intention (or customer loyalty), and it further affirms that service quality exerts a constructive influence on customer satisfaction. Additionally, customer satisfaction has a significantly positive impact on revisit intention.

### Summary

This chapter scrutinizes the impact of web service quality on the contentment of customers and their intent to return to online travel agency platforms. It reveals a notable correlation between the quality of web-based services and both the contentment of customers and their inclination to revisit. The chapter presents findings that demonstrate a notable and meaningful influence of web service quality on both customer satisfaction and their likelihood to return to the website or service in the future. In essence, it highlights that Web services' quality has a big impact on how satisfied customers are and whether they are inclined to come back for future interactions or transactions.

## Chapter - 7

# CUSTOMERS' PREFERRED ATTRIBUTES WHILE SELECTING AN OTA (ONLINE TRAVEL AGENCY) PLATFORM

This chapter comprises the fourth objective of the researcher's research study which is to identify the customer's preferred qualities during the process of selecting an OTA (online travel agency) platform. This chapter represents a pivotal component of the researcher's comprehensive research study, encompassing the fourth objective, which seeks to discern and analyze the preferred attributes and identifies the attributes that hold paramount importance for customers that customers prioritize in the selection of the OTA platform.

### 7.1 Customers Preferred Attributes

Travel website attributes refer to the specific features, characteristics, and functionalities that online travel platforms offer to users. These attributes are designed to elevate the user's experiential quotient, provide relevant information, and facilitate the booking and planning of trips.

For the customer website preferred attribute, these elements were discerned via rigorous scrutiny of literature. The first one is convenience, the subsequent is website design, the Tertiary is supporting service, and the quaternary one is security and privacy. Under the convenience factor, the ability to search for flights, hotels, rental cars, and vacation packages based on user preferences and book them directly on the website. Search and booking services have revolutionized the way we plan and execute our travel experiences. With just a few clicks or taps, travellers can seamlessly arrange various aspects of their journeys. Whether it's booking a flight to far-off destinations, securing a comfortable and convenient hotel stay, renting a car for exploring new landscapes, or even embarking on all-inclusive vacation packages, these services offer unparalleled convenience. Furthermore, travellers can also explore the serene beauty of the oceans by easily booking cruises or streamlining their land travel plans with train and bus reservations. Search and booking platforms have not only made travel more accessible but have also simplified the process, allowing individuals to tailor their adventures according to their preferences and budgets.

Under the website design attribute, a user-friendly interface is required. It is an intuitive and easy-to-navigate website layout with clear menus, search bars, and filters to help users find what they're looking for quickly. Comprehensive details about destinations, accommodations, airlines, and

activities, including prices, availability, and reviews. Maps that display the locations of hotels, attractions, and points of interest, allow users to plan their itineraries visually. When it comes to website design, several crucial attributes play a pivotal role in ensuring a positive user experience. Easy navigation is a fundamental aspect, allowing visitors to effortlessly explore the website's content and find what they're looking for without frustration. Fast page load time is equally essential, as nobody likes waiting around for sluggish websites to load. Mobile friendliness is increasingly important in today's digital landscape, ensuring that the site functions seamlessly on various devices, from smartphones to tablets. In the realm of travel and booking websites, low-fare notifications stand out as a particularly valuable attribute. These notifications keep users informed about budget-friendly travel options, helping them snag the best deals and make the most of their travel plans. A well-designed website that incorporates these attributes can significantly enhance the overall user experience and keep visitors engaged and satisfied.

Travel website convenience attributes are designed to make the entire journey planning process hassle-free and tailored to individual preferences. Easy package cancellation offers peace of mind, allowing travellers to adjust their plans if unforeseen circumstances arise. Multiple payment options cater to a diverse range of users, ensuring secure and convenient transactions. Fast and customized search filters streamline the search process, enabling travellers to find precisely what they need quickly. The availability of price comparison tools empowers users to make informed choices, securing the best deals for their adventures. Options to personalize travel packages cater to unique desires, allowing travellers to craft their dream experiences. Access to fellow travellers' reviews offers valuable insights and recommendations, enhancing the decision-making process. Finally, the inclusion of reward points and coupons incentivizes loyalty, providing cost-saving benefits for repeat customers. Together, these attributes contribute to a seamless and enjoyable travel booking experience, meeting the diverse needs of travellers worldwide.

Travel website support services exert a pivotal function in augmenting the overall customer experience and aiding when it's needed most. Live chat support offers immediate help, enabling users to have their questions answered and issues resolved in real-time, ensuring a smooth booking process. E-mail and WhatsApp-based support provide flexibility for travellers who prefer asynchronous communication, allowing them to reach out at their convenience and receive detailed, written responses to their inquiries. The presence of a dedicated tour associate adds a

personalized touch to the customer journey, offering expert guidance and tailored recommendations to help travellers plan their trips to perfection. Additionally, a toll-free number ensures that customers can easily reach out for assistance without incurring extra costs, making it convenient for those who prefer voice-based interactions. These comprehensive support services demonstrate a commitment to customer satisfaction, making the travel booking process more accessible, convenient, and enjoyable for all.

When it comes to travel website security and privacy, two critical attributes take centre stage: the security of financial transaction information and the protection of customer data. Ensuring the security of financial transaction information is paramount, as travellers entrust these platforms with their sensitive payment details. Robust encryption protocols, secure payment gateways, and stringent data protection measures are essential to safeguarding this information from potential cyber threats and unauthorized access. Equally important is the protection of customer information, which includes personal details such as names, addresses, and contact information. Travel websites must adhere to strict data privacy regulations and employ robust cyber security practices to prevent data breaches and maintain the trust of their customers. By prioritizing these attributes, travel websites not only protect sensitive information but also provide peace of mind to travellers, fostering a secure and trustworthy online booking experience.

These attributes collectively contribute to a seamless and satisfying user experience on travel websites, making it easier for individuals to research, plan, and book their trips. Website attributes are categorised.

Table 7.1 - Website Attributes

<b>Convenience</b>	<b>Website Design</b>	<b>Support Service</b>	<b>Security and Privacy</b>
Easy Package Cancellation	Easy Navigation	Live Chat Support	Security of Financial transaction information
Multiple Payment Options	Fast page Load Time	e-mail/WhatsApp based support	Security of customer information
Fast & Customized Search Filters	Mobile Friendliness	Dedicated Tour Associate	

Availability of Price comparison	Low-fare notifications	Toll-free number	
Options to Personalize Travel Packages			
Availability of Fellow Travellers' review			
Reward Points & Coupons			

## 7.2 Profile Creation

A total of 32 unique cards or profiles were meticulously generated by employing conjoint analysis techniques, facilitated by the powerful IBM SPSS software. These meticulously crafted profiles were then disseminated to the survey respondents, whose invaluable input was solicited and subsequently gathered for the express purpose of conducting an in-depth analysis. In this comprehensive endeavour, a grand total of 1,313 data points were meticulously and methodically collected from participants residing in the vibrant and diverse Delhi and National Capital Region (NCR). This extensive dataset serves as a robust foundation for the forthcoming analytical examination.

Table 7.2 - Unique cards or Profiles

Sr. No.	Convenience	Website_Design	Support_Service	Security_and_Privacy	Rank (1-5)
1	Easy Package Cancellation	Easy Navigation	Live Chat Support	Security of Financial transaction information	
2	Multiple Payment Options	Fast page Load Time	e-mail/Whatsapp based support	Security of customer information	

3	Fast & Customized Search Filters	Mobile Friendliness	Dedicated Tour Associate	Security of Financial transaction information	
4	Availability of Price comparison	Easy Navigation	e-mail/Whatsapp based support	Security of customer information	
5	Options to Personalize travel Packages	Fast page Load Time	Dedicated Tour Associate	Security of customer information	
6	Fast & Customized Search Filters	Fast page Load Time	Toll free number	Security of Financial transaction information	
7	Availability of Price comparison	Fast page Load Time	Dedicated Tour Associate	Security of Financial transaction information	
8	Availability of Fellow Travellers review	Mobile Friendliness	Toll free number	Security of customer information	
9	Fast & Customized Search Filters	Mobile Friendliness	e-mail/Whatsapp based support	Security of customer information	
10	Fast & Customized Search Filters	Low-fare notifications	Dedicated Tour Associate	Security of Financial transaction information	
11	Multiple Payment Options	Low-fare notifications	Live Chat Support	Security of customer information	
12	Availability of Price comparison	Low-fare notifications	Toll free number	Security of Financial transaction information	

13	Fast & Customized Search Filters	Easy Navigation	Toll free number	Security of Financial transaction information	
14	Options to Personalize travel Packages	Low-fare notifications	Toll free number	Security of customer information	
15	Availability of Fellow Travellers review	Fast page Load Time	e-mail/Whatsapp based support	Security of Financial transaction information	
16	Multiple Payment Options	Easy Navigation	Dedicated Tour Associate	Security of Financial transaction information	
17	Easy Package Cancellation	Mobile Friendliness	e-mail/Whatsapp based support	Security of Financial transaction information	
18	Availability of Fellow Travellers review	Low-fare notifications	Live Chat Support	Security of Financial transaction information	
19	Reward Points & Coupons	Low-fare notifications	e-mail/Whatsapp based support	Security of Financial transaction information	
20	Easy Package Cancellation	Low-fare notifications	Dedicated Tour Associate	Security of customer information	
21	Multiple Payment Options	Mobile Friendliness	Toll free number	Security of Financial transaction information	
22	Availability of Fellow Travellers review	Easy Navigation	Dedicated Tour Associate	Security of customer information	

23	Fast & Customized Search Filters	Low-fare notifications	e-mail/Whatsapp based support	Security of customer information	
24	Fast & Customized Search Filters	Easy Navigation	Live Chat Support	Security of customer information	
25	Reward Points & Coupons	Fast page Load Time	Live Chat Support	Security of Financial transaction information	
26	Reward Points & Coupons	Easy Navigation	Toll free number	Security of customer information	
27	Options to Personalize travel Packages	Easy Navigation	e-mail/Whatsapp based support	Security of Financial transaction information	
28	Fast & Customized Search Filters	Fast page Load Time	Live Chat Support	Security of customer information	
29	Options to Personalize travel Packages	Mobile Friendliness	Live Chat Support	Security of Financial transaction information	
30	Reward Points & Coupons	Mobile Friendliness	Dedicated Tour Associate	Security of customer information	
31	Easy Package Cancellation	Fast page Load Time	Toll-free number	Security of customer information	
32	Availability of Price comparison	Mobile Friendliness	Live Chat Support	Security of customer information	

### 7.3 Customer Preferred OTA Attributes

Following the completion of the conjoint analysis, the resultant tables reveal an absence of reversals in the data. Respondents' assessments indicate that they attributed the highest utility score to the convenience attribute, which registered at 37.901, closely followed by the supportservices



attribute at 24.087. This observation underscores the fact that customers prioritize convenience and the quality of support services over website design, security, and privacy when selecting online travel agency platforms (Table 7.3).

Table 7.3 - Importance Values

Convenience	37.901
Support Service	24.087
Website Design	23.47
Security and Privacy	14.545

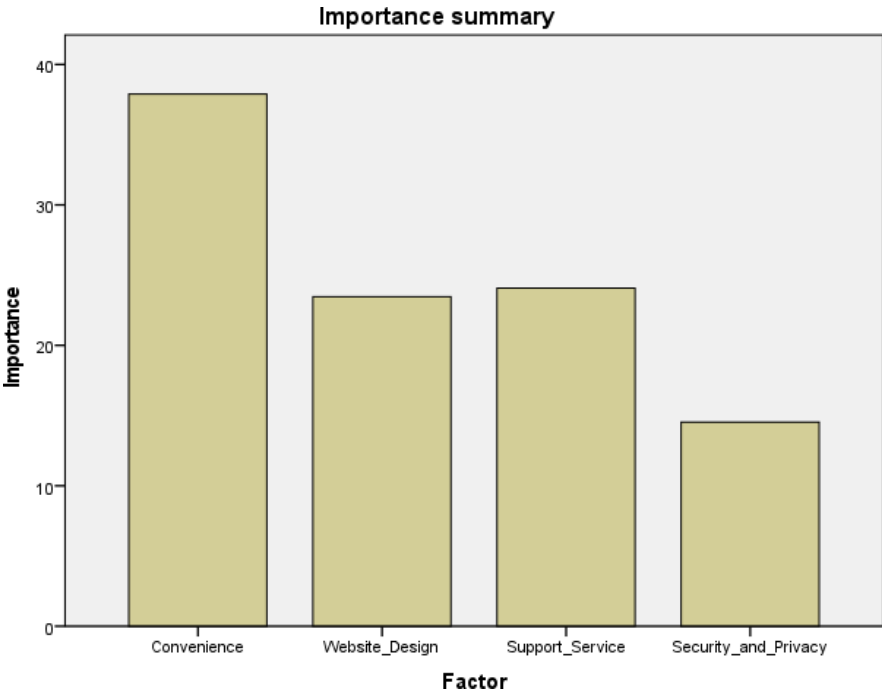


Figure 7.1 - Importance Summary

Table no. 7.4 helps to understand the number of levels or categories within each attribute being analysed and clarifies that these levels are discrete, meaning they are distinct and not continuous values. This information is essential for understanding how respondents provided their preferences or rankings for each attribute in the analysis. The table provides information about different attributes and their respective numbers of levels, as well as their relation to ranks or scores. Here's an explanation:

1. **Convenience:** This attribute has 7 levels, and its relation to ranks or scores is "Discrete." In the context of your analysis, this means that respondents were asked to rank or score convenience on a scale or in a way where there are 7 distinct and separate levels or categories to choose from. For example, participants may have been requested to evaluate the degree of convenience using a quantified scale ranging from 1, denoting the minimum level of convenience, to 7, signifying the utmost degree of convenience (Figure 7.2).

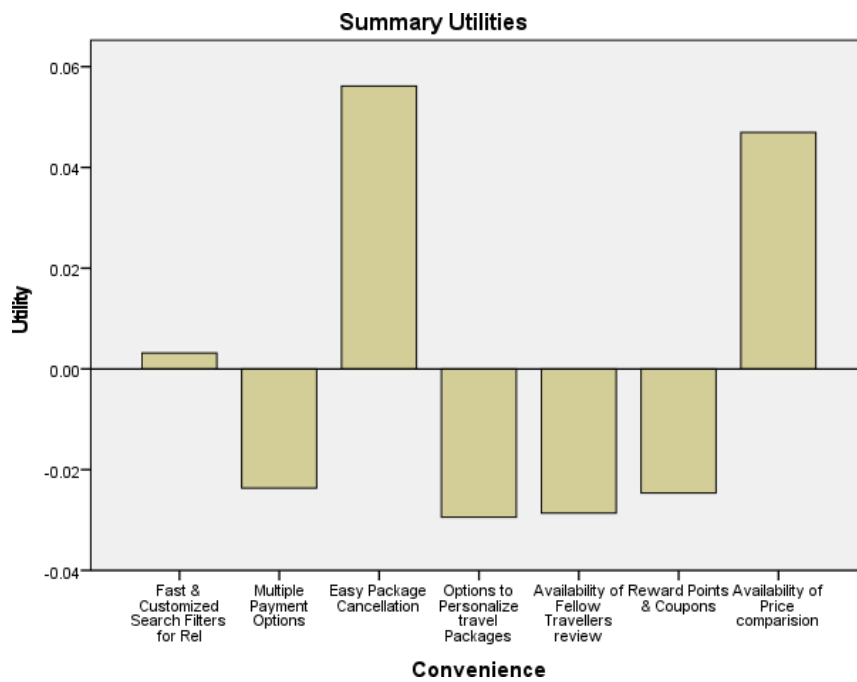


Figure 7.2 - Convenience

2. **Website Design:** This attribute has 4 levels, and its relation to ranks or scores is also "Discrete" (Figure 7.3). Like convenience, this indicates that respondents ranked or scored website design

on a scale with 4 distinct and separate levels or categories.

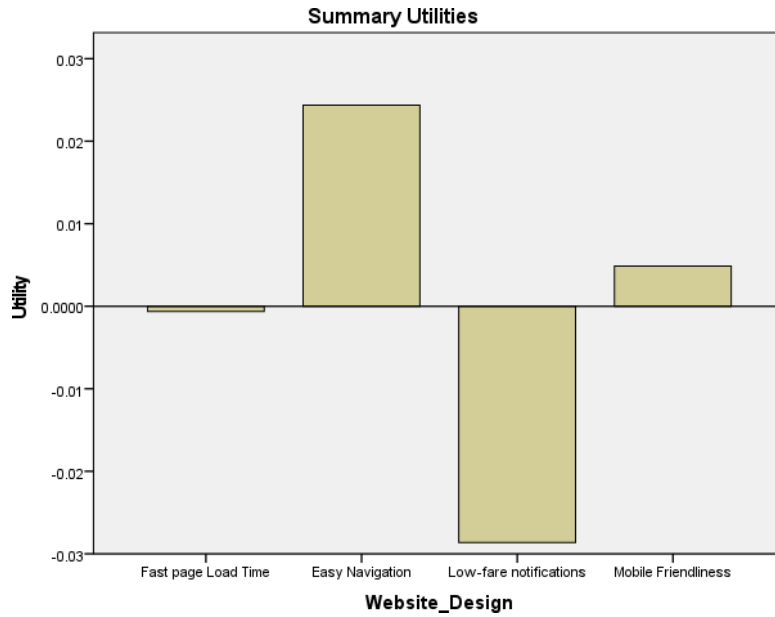


Figure 7.3 - Website Design

- Support Service:** This attribute also has 4 levels and is "Discrete" (Figure 7.4). Respondents ranked or scored support service with 4 distinct categories or levels, likely indicating different levels of satisfaction or preference.

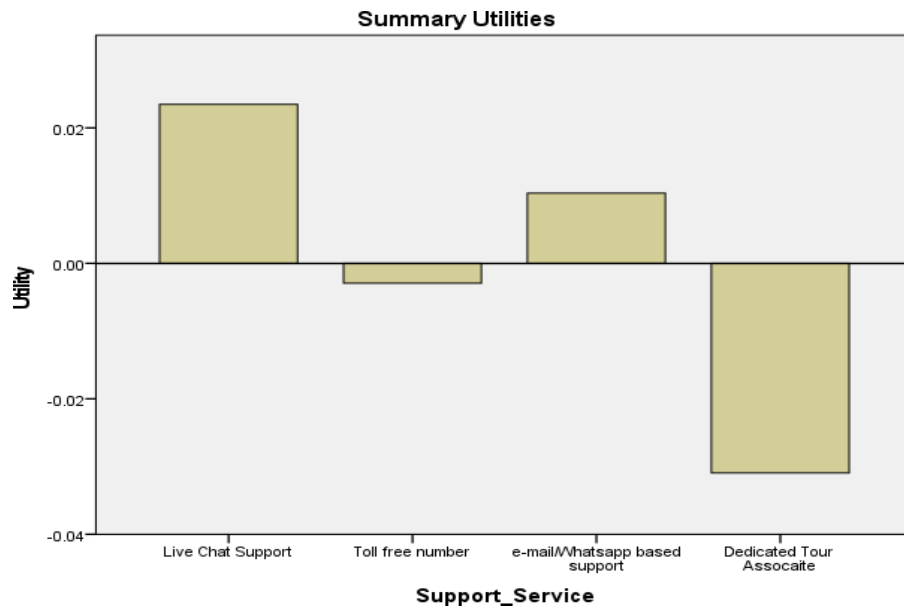


Figure 7.4 - Support Service

4. **Security and Privacy:** This attribute has 2 levels and is also "Discrete" (Figure 7.5). In this case, respondents were likely presented with just two options or levels related to security and privacy, and they had to choose between these two discrete categories.

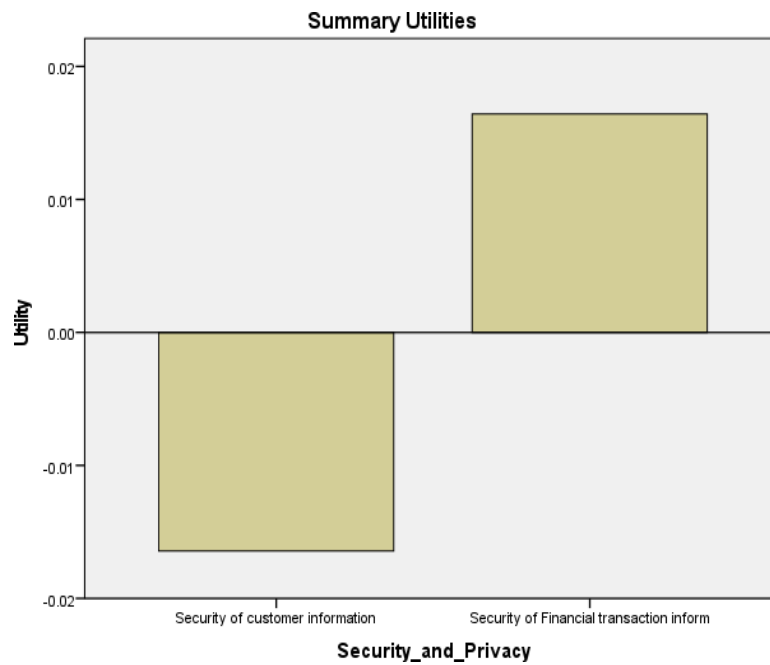


Figure 7.5 - Security and Privacy

Table 7.4 - Description of the Model

	<b>No. of Levels</b>	<b>Relation to Ranks or Scores</b>
Convenience	7	Discrete
Website Design	4	Discrete
Support Service	4	Discrete
Security and Privacy	2	Discrete
Each element exhibits orthogonality.		

There are seven levels in the attribute of convenience: fast and customized search filters, multiple payment options, easy package cancellation, options to personalize travel packages, availability of fellow travellers' reviews, reward points and coupons, and availability of price comparison. Website design attributes comprise four levels, that is, fast page load time, easy navigation, low fare notification and mobile friendliness. There are four levels in the attribute of support services namely, live chat support, toll-free number, email-based /WhatsApp-based support and dedicated tour associate. Only two levels in the attribute of security and privacy are included security of customer information and security of financial transactions information. In the most preferred attribute of convenience, the levels of fast and customized search filters, easy package cancellation and availability of price comparison information have been found to carry positive utilities (Table 7.5).

Table 7.5 - Utilities

		Utility Estimate	Std. Error
Convenience	Fast & Customized Search Filters	0.003	0.023
	Multiple Payment Options	-0.024	0.030
	Easy Package Cancellation	0.056	0.030
	Options to Personalize travel Packages	-0.029	0.030
	Availability of Fellow Travellers review	-0.029	0.030
	Reward Points & Coupons	-0.025	0.030
	Availability of Price Comparison	0.047	0.030
	Website Design	Fast page Load Time	-0.001
	Easy Navigation	0.024	0.020

	Low-fare notifications	-0.029	0.020
	Mobile Friendliness	0.005	0.020
Support Service	Live Chat Support	0.023	0.020
	Toll free number	-0.003	0.020
	e-mail/Whatsapp based support	0.010	0.020
	Dedicated Tour Associate	-0.031	0.020
Security and Privacy	Security of customer Information	-0.016	0.011
	Security of Financial transaction information	0.016	0.011
(Constant)		4.027	0.012

In this analysis, concerning the relationships between observed and estimated preferences, Pearson's correlation coefficient (R) yields a value of 0.684, whereas Kendall's tau coefficient produces a value of 0.545 (Table 7.6).

Table 7.6 - Correlations (Associations)

	<b>Value</b>	<b>Sig.</b>
Pearson's <i>R</i>	.684	<.000
Kendall's tau	.545	<.001
<p><b>Note.</b> <sup>a</sup>. Correlations between empirically observed and computationally projected preferences.</p>		

In attribute of convenience, as per the data analysis, it is revealed that easy and multiple payment methods/options are more important than any other level (feature), that is, predictive search bar, easy and fast search filters, fast booking, or easy package cancellations. In the attributes of website design, customers prefer product/packages & services filtering more as compared to any other feature. In the support services attributes, customers prefer live chat support services rather than a toll-free number, e-mail support, or WhatsApp-based support services. In the attributes of security and privacy, customers are anxious regarding the safeguarding of financial transaction data.

### **Summary**

This chapter delves into the key criteria that customers prioritize when choosing an online travel agency (OTA) platform. It sheds light on the fact that convenience and customer support services reign supreme as the most vital factors. Following closely are considerations related to website design, security, and privacy. The chapter also underscores that within the realm of convenience, users favor attributes such as ease of package cancellation and the availability of price comparison tools on the platform. In the website design category, factors such as intuitive navigation and mobile friendliness are of paramount importance to OTA users. In the realm of customer support services, live chat and WhatsApp chat services are highly preferred. Meanwhile, in matters concerning security and privacy, users prioritize safeguarding their financial information. Collectively, the insights provided in this chapter serve as a valuable resource for OTA managers looking to enhance the features and offerings of their online travel agency platforms.

## Chapter - 8

# FINDINGS, SUGGESTIONS, IMPLICATIONS, LIMITATIONS, AND FUTURE DIRECTIONS

This chapter comprises the findings, suggestions, and conclusion on the objectives for which researcher has conducted this research work. This study focused on pinpointing the users' motivating component to post reviews on online travel review platforms; sentiment analysis of the users towards online travel agencies; the influence of perceived quality of service eminence of website on customer delightfulness and intention to come back, and Recognition of the favored travel website aspects when choosing an internet-based travel agency platform. Based on the findings, suggestions have been recommended along with the conclusion.

### 8.1 Findings

Objective wise findings of this research study are given below.

#### 8.1.1. Factors motivating users to post reviews on OTRPs (online travel reviews platforms).

Factors that drive travellers/users to post reviews online travel review platforms are given below.

- I. Social relatability is discovered to be the most crucial factor influencing the users to post online reviews. The major reason indented for the same is to become socially relatable. Travellers have been found to explore new destination to make an impression among fellow travellers by sharing their travel stories.
- II. Building social capital (called as bonding) also acts as a factor that motivate users to post online reviews on OTRPs. The intention behind such behaviour is to establish new connections by using the travel service provider as medium to share their travel experiences.
- III. With intention to support the liked minded people, travellers post their travel reviews on OTRPs. The idea is to support fellow travellers in making well-informed decisions when selecting a travel destination and ensuring that travel service providers are aware of any sub-par service experiences.

#### 8.1.2 Sentiments of users toward different online travel agencies

Online travellers express a variety of sentiments towards different OTAs (online travel agencies).



- I. Users express positive sentiments towards the online travel agencies where they find reliability for booking flights, accommodations, and other travel-related services. Users tend to have positive sentiments towards OTAs that offer clear and fair refund policies. A transparent refund policy instils trust in users, knowing that they can get their money back or make changes to their bookings if necessary.
- II. Users have experienced dissatisfaction with OTAs' when delays, unresponsiveness, or ineffective complaint resolution attempts are observed. These negative sentiments highlight the need for OTAs to improve their customer service and issue resolution processes to maintain positive customer relationships. Users express strong negative sentiments when they encounter online travel agencies that promote fake or misleading offers. This can include false discounts, unrealistic promises, or hidden fees. Such practices erode trust and can lead to frustrated and dissatisfied customers. Users are more inclined to avoid OTAs that immerse in deceptive advertising and opt for platforms that offer genuine deals and transparency.
- III. Multinational online travel agencies (OTAs) operating in India often offer superior customer experiences when contrasted with their locally based counterparts. The global reach and extensive resources of these multinational OTAs enable them to provide a more comprehensive and seamless booking process, enhancing the overall satisfaction of travellers.

### **8.1.3. Impact of online (internet-based) travel agencies' web service quality on customer contentment and the intention to revisit**

Based on the data analysis major findings are given below for the online travel agency platforms.

- I. Web service quality has a significant effect on customer satisfaction. Customer satisfaction is a critical factor in the success of online travel agency platform. When users experience a high-quality web service, their propensity to experience satisfaction is heightened. with their overall experience. Factors contributing to customer satisfaction in web services include usability, performance, reliability, and responsiveness. A seamless and efficient web service can lead to higher customer satisfaction. Providing various ways for users to connect or interact with a web service, such as through chat support, email, or social media, enhances accessibility and user satisfaction.

- II. Web service quality exerts a pronounced influence on the intention to revisit. Revisit intention is a measure of whether users are inclined to return to a website or use a web service in the future. It is strongly influenced by their past experiences. Positive experiences with web service quality, such as quick loading times, user-friendly interfaces, and relevant content, can increase the probability of users exhibiting return behaviour to the website or service.
- III. Web service quality includes the quick loading time on all devices; information organized across relevant pages; attractiveness and trustworthiness; multiple options to connection etc. Users expect web services to load quickly, regardless of the device they are using, including smartphones, tablets, and desktop computers.
- IV. Web service quality also includes relevant and updated information, easy and guided booking process, allowing easy modification and cancellation of booking etc. Organizing information in a logical and user-friendly manner enhances the user experience. It ensures that users can easily find the information they need.

#### **8.1.4. Identification of website characteristics considered during the process of choosing an online electronic travel agency platform.**

Customers prefer the travel website attributes when they select an OTA (online travel agency) platform.

- I. Convenience plays a pivotal role in customers' choices. Users favour OTA platforms that offer fast and customized search filters to streamline the process of finding relevant information swiftly. Furthermore, the ease of modifying purchases and the presence of price comparison features are highly sought-after attributes, ensuring that customers can make well-informed decisions effortlessly.
- II. The design and user-friendliness of the website are critical factors in customer satisfaction. Customers tend to prefer OTA platforms that provide easy navigation, ensuring that they can effortlessly explore the platform's offerings. Additionally, mobile-friendliness is crucial in today's fast-paced world, as customers want the flexibility to access the platform on various devices.
- III. Quality support services are instrumental in enhancing the overall customer experience. Customers highly value live chat support services, which offer immediate assistance and

solutions to their queries. Additionally, platforms that provide support through channels like email and WhatsApp, rather than relying solely on toll-free numbers, tend to be favored. The availability of a dedicated tour associate is also appreciated, as it adds a personalized touch to the customer's journey.

- IV. Under the security and privacy factor, customers prefer the security of financial transaction information over the security of customer information attribute of OTA (online travel agency) platform. Security is paramount in the digital age, and customers prioritizedifferent aspects of it. While financial transaction information security is of utmostimportance, customers also value the protection of their personal information. T

## **8.2. Suggestions**

- I. OTRPs (online travel review platforms) should give users the option to post their video reviews.
- II. Online travel agency platforms should create online spaces where users can disseminate their experiential narratives in booking and traveling with others. Existing users should beable to provide thumbs up or thumbs down on various travel holiday packages based on their experiences on the OTA platform.
- III. OTAs should ensure that their platform is intuitive, in line with current trends, and easy to navigate for users. A user-friendly interface helps encourage more individuals to contribute reviews and disseminate their travel escapades.
- IV. Online travel agencies should showcase user profiles prominently, allowing travellers to create a personal identity on the platform. This will motivate users to post reviews to build their online travel persona.
- V. OTA platforms should emphasize the storytelling aspect of travel experiences on their platform that will encourage users to share not just facts but also personal anecdotes, photos, and videos.
- VI. OTAs should implement a rewards or loyalty program for active reviewers. Recognize and reward users who consistently contribute to the platform with badges, discounts, or other incentives.

- VII. OTAs should organize periodic challenges or contests that encourage users to post reviews about specific destinations or types of travel experiences. This can spark engagement and motivate more reviews.
- VIII. OTAs should provide a threaded option on their platform related to any offer or service for travellers, where users can leave their comments.
- IX. OTA platforms should offer a 24/7 real live chat support service that allows customers to get immediate assistance with their inquiries, booking issues, or travel-related concerns. Option of all possible channels like chat support, email, social media, WhatsApp etc must be offered to customers to get their issues resolved.
- X. OTAs need to be transparent pricing structures and must advertise the same publicly. This will help build trust among users, knowing they won't encounter hidden fees or deceptive pricing tactics. OTAs should also communicate clearly about any additional charges or conditions with the users that may apply.
- XI. OTAs should continue offering fair and accommodating refund policies. The need of the hour is to create a niche in the crowded space by offering the fastest refunds.
- XII. OTAs should create educational content or guides or hand holding video to help users understand the booking process better. This can reduce user confusion and enhance their overall experience with the platform.
- XIII. OTAs should design and float engagement activities like tourist destination customer contest to enhance customer connect and to create a positive sentiment towards the OTAs.
- XIV. OTAs should focus on web service quality by prioritizing web service quality as a core aspect of platform's development and should regularly monitor and improve factors such as usability, performance, reliability, and responsiveness that directly impacts on the customer satisfaction and revisit intention. To judge the quality of websites or apps, eye tracking studies can also be conducted.
- XV. OTAs should increase revisit intention by emphasising quick loading times, user-friendly interfaces, and relevant content to encourage users to return to their platform and should implement personalization features similar travel destination suggestion to tailor the user

experience based on past interactions and preferences.

- XVI. OTAs should prioritize visual design and trustworthiness by investing in an attractive and user-friendly visual design that engages users and should display trust signals, such as user reviews, security badges, and industry certifications, to build credibility.
- XVII. OTA platforms should implement advanced AI based search filters that allow customers to refine their travel options based on their preferences, such as budget, travel dates, and specific destinations.
- XVIII. OTA platforms should allow customers to easily modify their bookings (based on previous experiences), including changes to travel dates, accommodations, or flight options, without incurring excessive fees.
- XIX. OTA platforms should offer a comprehensive price comparison feature that allows customers to compare prices across different airlines, hotels, and packages, providing transparency and helping them make informed decisions. A game changing experience to customers could be offered if price comparisons for similar travel or holiday packages across different OTA's can also be offered.
- XX. OTA platforms should highlight their efforts to offer best security of financial transactions for customers like implementation of industry-standard encryption and security protocols to protect customers' payment information. This would enhance trust of customers in the platform.

### **8.3 Conclusion**

The discoveries arising from this investigation illuminate the matter at hand on various factors driving individuals from Delhi and the National Capital Region (NCR) to share their reviews on Online Travel Review Platforms (OTRPs). Travellers have been identified as motivated to post reviews for several reasons, including showcasing their expertise in travel, both seeking and offering information, demonstrating altruism by contributing to the well-being of fellow travellers, and disseminating accurate information. The study suggests that travellers engage in posting reviews on online travel platforms with the dual objectives of receiving rewards from travel service providers and informing fellow travellers about the expenses associated with visiting specific destinations.

After conducting an analysis of user sentiment concerning various online travel agencies (OTAs), we found that sentiments varied, ranging from moderately positive to very positive, as well as from moderately negative to very negative. When examining the gathered data regarding these OTAs, it became evident that those with a global presence generally received positive feedback. Conversely, Indian-specific OTAs garnered mixed sentiments, both moderately positive and moderately negative, primarily stemming from issues related to their travel services for customers. To enhance their reputation and customer satisfaction, online travel agencies operating exclusively in India must prioritize improvements in customer support, expedited resolution of customer complaints, and fulfilment of promises made during flight, hotel, and service bookings, as well as facilitating easy refunds for cancelled services.

Customers can easily access the necessary information to book packages on online travel agencies (OTAs) and swiftly return for the same thanks to high-speed internet and digital technology. To ensure customer satisfaction and encourage repeat business, OTAs should provide reliable services, respond promptly to client inquiries, offer user-friendly applications, and prioritize customer-centric approaches. The study's findings reveal a robust correlation is established between the caliber of web services and both patron satisfaction and the inclination for subsequent visitation. Therefore, OTA platforms are advised to focus on enhancing customer happiness while delivering top-notch web services and products, as retaining customers proves to be a challenging task. This research is particularly relevant to OTAs in India that adhere to various quality standards. It substantiates the hypothesis that the quality of web services significantly impacts customer service and the intention to return to OTA platforms. Consequently, the study's results will assist OTAs in developing higher-quality platforms for their users and gaining deeper insights into web quality of services, client contentment, and the probability of recurrent commercial transactions.

The investigation portrays an understanding of the emerging Indian traveller's online surfing behaviour. Due to rapid technological changes, online travel agency platforms (OTAs) must incorporate the latest features into their platforms. This research study was set to examine the customers' preferred attributes while selecting online travel agencies (OTA) platforms. The findings highlight that easy and multiple payment methods/options, detailed product/service information, online review, feedback facility, products/ packages, service filtering, and live chat support services are the prominent features people consider when selecting an online travel agency

platform.

## **8.4 Limitations**

This research study exhibits several limitations in the context of biased responses, generalizability, time, and resource constraints. The geographical scope of this study was confined to the Delhi and NCR region, encompassing Noida, Greater Noida, Ghaziabad, Faridabad, and Gurugram, exclusively for quantitative research analysis. Furthermore, the study was subject to time limitations, adding another layer of constraint to the research endeavour.

- I. **Biased reply:** The study acknowledges the potential for biased responses. This could be due to various reasons, such as respondent bias, social desirability bias, or selection bias. Biased responses can undermine the precision and dependability of the data amassed, and by extension, the veracity of the research's conclusions.
- II. **Location:** The study's geographical scope was limited to the Delhi and National Capital Region (NCR) area, specifically covering Noida, Greater Noida, Ghaziabad, Faridabad, and Gurugram. The result of this study could not be too generalized at country level.
- III. **Qualitative research limit:** The study was carried out within the constraints of limited temporal and resource capacities, which may have influenced the research process and the depth of analysis. Limited time and resources could lead to a smaller sample size, a shorter data collection period, or a less comprehensive data analysis.

## **8.5 Implications**

Implications of this study are discussed in the below sections.

### **8.5.1 Managerial implications**

Understanding the factors that motivate users to post reviews on online travel review platforms can be useful for travel companies and online review platforms. Online travel agencies can use this information to encourage more positive reviews and improve customer satisfaction. Managers can design incentives and rewards for users who leave reviews and provide an exceptional customer experience. Online travel agencies (OTAs) can focus on providing excellent customer experiences to encourage customers to write positive reviews. Managers should monitor negative feedback and address it promptly and effectively by acknowledging the issue, apologizing for the inconvenience, and providing a solution or compensation if necessary. OTAs managers can use the insights gained

from studying the sentiments of people towards them to improve their services and differentiate themselves from competitors. The study also offers to marketing and branding efforts, as companies can highlight their strengths in areas where they have received positive sentiment. Online travel agencies can invest in marketing efforts to raise awareness of their unique attributes and differentiate themselves from competitors. This study helps managers to understand what factors hold the greatest significance to customers when opting out a travel agency. OTA Managers can use this research study to develop marketing campaigns that highlight the agency's unique features and differentiate it from competitors.

### **8.5.2 Practical Implications**

This study also helps OTA platform operators to identify areas for improvement in their review systems to encourage greater participation and more high-quality reviews. By analyzing customer sentiment, online travel agencies can identify common pain points and improve customer experiences. The study's findings guide online travel agencies in designing their web service and user experience to meet customer expectations and retain customers. Online travel agencies should focus on providing high-quality web services, such as user-friendly interfaces, fast loading speeds, and mobile compatibility. Internet e-travel agencies (OTAs) can use customer feedback to identify areas for improvement in their web services and prioritize these improvements. Improving web service quality can lead to increased customer satisfaction and higher revisit intentions, leading to improved business performance. This study also suggests to online travel agencies to prioritize transparency, furnishing users with plain and accurate details on pricing, fees, and booking terms. By using this research study, OTAs can differentiate themselves by providing unique and personalized experiences, such as customized travel itineraries and local insights.

### **8.5.3 Theoretical Implications**

This research offers theoretical perspectives on the elements that drive user-generated content on online review platforms, which could have broader implications for research on online consumer behaviour. This study provides theoretical implications for the understanding of consumer behaviour, particularly in the context of online travel, understanding consumer behaviour and preferences towards different online travel agencies platforms. This study provides theoretical astuteness into the elements that drive customer happiness and repeat business in the context of online travel agencies, which could have implications for research on web service quality and



customer fealty. This study provides theoretical implications for understanding the relationship between service excellence quality and customer behaviour, and for the service quality literature. This study contributes to an improved comprehension of the elements that effect consumer decision-making within the framework of online travel agencies, which could have implications for research on consumer behaviour, decision-making, and preferences in the travel sector. This research also contributes to developing new theories or existing ones related to customer decision-making and preference formation in online service environments.

### **8.6 Scope of Future of Research**

Future research could focus on identifying differences in motivational factors for posting reviews across different demographic groups, such as age, gender, education, income, travel experiences, and nationality. It could also investigate how the frequency and length of reviews are affected by motivational factors. Future researchers can explore the impact of content created by users (UGC) on online electronic travel review dais (platforms) and conduct a comparative study between the motivations of users who post reviews on different online travel review platforms (e.g., TripAdvisor, Expedia, Booking.com). Future research could explore the reasons for positive or negative sentiment towards specific online travel agencies, as well as the impact of sentiment on consumer behaviour, such as booking decisions and loyalty. Future research could investigate the specific aspects of OTA web service quality that are most essential for customer comfort and revisit intention. Future research could delve into the relative importance of different attributes in customers' selection of an OTA, such as price, customer service, range of travel options, loyalty programs, customer reviews, and website usability. Researchers could investigate how customer demographics, such as age, gender, and income, influence attribute preference and the use of AI (Artificial Intelligence) and ML (Machine Learning) automation. Additionally, studies could explore how OTA companies can tailor their offerings to meet the unique needs and preferences of different customer segments in the online travel industry.

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## APPENDICES

### Questionnaire

For objective no. 1:

1	I put my travel-related reviews on an online travel review platform to share my travel experience relate to hotel, travel agent, taxi, flight etc. with others.
2	I put my travel-related reviews on an online travel review platform to express my feelings about the journey to the world.
3	I put my travel-related reviews on an online travel review platform to connect with fellow travellers
4	I put my travel-related reviews on an online travel review platform to share my opinion with fellow travellers
5	I put my travel-related reviews on an online travel review platform to to make travel service provider to realize for any bad service experience
6	I put my travel-related reviews on an online travel review platform to save others from having any unpleasent experience
7	I put my travel-related reviews on an online travel review platform to be seen as an influencer related to travel
8	I put my travel-related reviews on an online travel review platform to tell others about offbeat destinations that are not popular
9	I put my travel-related reviews on an online travel review platform to get rewards / incentives from my travel service provider
10	I put my travel-related reviews on an online travel review platform to tell fellow travellers about cost of traveling to a particular destination
11	I put my travel-related reviews on an online travel review platform to vent out my travel frustration, anger & anxiety
12	I put my travel-related reviews on an online travel review platform to help other travellers to make an informed decision while choosing travel destination
13	I put my travel-related reviews on an online travel review platform to help travel companies to improve their products and services
14	I put my travel-related reviews on an online travel review platform to create a bond

	with fellow travellers
15	I put my travel-related reviews on an online travel review platform to be seen on the internet and build my online reputation
16	I put my travel-related reviews on an online travel review platform to feel a sense of belongingness with other travellers
17	I put my travel-related reviews on an online travel review platform to feel as a part of a larger community of travellers
18	I put my travel-related reviews on an online travel review platform to attain good stature in the travel community
19	I put my travel-related reviews on an online travel review platform to say thank you to travel agency or hotel, guide or taxi driver
20	I put my travel-related reviews on an online travel review platform to pass the time
21	I put my travel-related reviews on an online travel review platform to impress other travellers
22	I put my travel-related reviews on an online travel review platform to come into contact with likeminded travellers
23	I put my travel-related reviews on an online travel review platform to help reduce uncertainty among peer travellers
24	I put my travel-related reviews on an online travel review platform to feel good by telling others about my trip successes
25	I put my travel-related reviews on an online travel review platform to because it is more convenient than writing or calling the travel service provider for sharing my experience
26	I put my travel-related reviews on an online travel review platform to because people who are important to me, want me to do so after a trip

**For the objective no. 2:**

<b>sr. no.</b>	<b>Constructs</b>
1	I like to use an online travel agency platform that offers quick loading time across

	devices.
2	I like to use an online travel agency platform that has information properly organized across relevant pages
3	I like to use an online travel agency platform that looks attractive and feels trustworthy
4	I like to use an online travel agency platform that is responsive and does not crash
5	I like to use an online travel agency platform that provides multiple options to connect (sms, email, chat, what) with the company
6	I like to use an online travel agency platform that offers me with personalized attention
7	I like to use an online travel agency platform that offers up to date and reliable information
8	I like to use an online travel agency platform that offers an easy/guided booking process
9	I like to use an online travel agency platform that offers reliable and quick service through its associated partners too
10	I like to use an online travel agency platform that allows easy modification of package even after booking
11	I like to use an online travel agency platform that provides quality recommendations/suggestions on travel packages
12	I like to use an online travel agency platform that offers quick information exchange i.e. prompt reply to customer inquiries
13	I like to use an online travel agency platform that offers secure and flexible/multiple payment options
14	I like to use an online travel agency platform that provides users with proper information security

<b>Sr. no.</b>	<b>Constructs</b>
1	The services offered by OTA's met my expectations
2	I find the support staff with OTA's to be highly supportive.

3	OTA's platforms adapt their offerings to match my needs
4	OTA's have enough resources to make travel booking experience comfortable and enriching.
5	Overall, I am satisfied with the OTA experience.

<b>Sr. no.</b>	<b>Constructs</b>
	I intend to continue using OTA services for my next purchase to check travel reviews & ratings etc.
2	I intend to continue using OTA services for discounts on my next bookings
3	I intend to continue using OTA services because of dedicated support teams
4	I intend to continue using OTA services because I find it easy to make travel related booking through such services.

**For objective no. 4:**

<b>Convenience</b>	<b>Website_Design</b>	<b>Support_Service</b>	<b>Security_and_Privacy</b>	<b>Rank (1-5)</b>
Easy Package Cancellation	Easy Navigation	Live Chat Support	Security of Financial transaction information	
Multiple Payment Options	Fast page Load Time	e-mail/Whatsapp based support	Security of customer information	
Fast & Customized Search Filters	Mobile Friendliness	Dedicated Tour Associate	Security of Financial transaction information	
Availability of Price comparison	Easy Navigation	e-mail/Whatsapp based support	Security of customer information	

Options to Personalize travel Packages	Fast page Load Time	Dedicated Tour Associate	Security of customer information	
Fast & Customized Search Filters	Fast page Load Time	Toll free number	Security of Financial transaction information	
Availability of Price Comparison	Fast page Load Time	Dedicated Tour Associate	Security of Financial transaction information	
Availability of Fellow Travellers Review	Mobile Friendliness	Toll free number	Security of customer information	
Fast & Customized Search Filters	Mobile Friendliness	e-mail/Whatsapp based support	Security of customer information	
Fast & Customized Search Filters	Low-fare notifications	Dedicated Tour Associate	Security of Financial transaction information	
Multiple Payment Options	Low-fare notifications	Live Chat Support	Security of customer information	
Availability of Price comparison	Low-fare notifications	Toll free number	Security of Financial transaction information	
Fast & Customized Search Filters	Easy Navigation	Toll free number	Security of Financial transaction information	

Options to Personalize travel Packages	Low-fare notifications	Toll free number	Security of customer information	
Availability of Fellow Travellers Review	Fast page Load Time	e-mail/Whatsapp based support	Security of Financial transaction information	
Multiple Payment Options	Easy Navigation	Dedicated Tour Associate	Security of Financial transaction information	
Easy Package Cancellation	Mobile Friendliness	e-mail/Whatsapp based support	Security of Financial transaction information	
Availability of Fellow Travellers Review	Low-fare notifications	Live Chat Support	Security of Financial transaction information	
Reward Points & Coupons	Low-fare notifications	e-mail/Whatsapp based support	Security of Financial transaction information	
Easy Package Cancellation	Low-fare notifications	Dedicated Tour Associate	Security of customer information	
Multiple Payment Options	Mobile Friendliness	Toll free number	Security of Financial transaction information	
Availability of Fellow Travellers Review	Easy Navigation	Dedicated Tour Associate	Security of customer information	



Fast & Customized Search Filters	Low-fare notifications	e-mail/Whatsapp based support	Security of customer information	
Fast & Customized Search Filters	Easy Navigation	Live Chat Support	Security of customer information	
Reward Points & Coupons	Fast page Load Time	Live Chat Support	Security of Financial transaction information	
Reward Points & Coupons	Easy Navigation	Toll free number	Security of customer information	
Options to Personalize travel Packages	Easy Navigation	e-mail/Whatsapp based support	Security of Financial transaction information	
Fast & Customized Search Filters	Fast page Load Time	Live Chat Support	Security of customer information	
Options to Personalize travel Packages	Mobile Friendliness	Live Chat Support	Security of Financial transaction information	
Reward Points & Coupons	Mobile Friendliness	Dedicated Tour Associate	Security of customer information	
Easy Package Cancellation	Fast page Load Time	Toll free number	Security of customer information	

Availability of Price Comparison	Mobile Friendliness	Live Chat Support	Security of customer information	
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**LIST OF PUBLICATIONS:**

Sr. No.	Title	Journal	Publication Status	Published URL
1	Identification of the Customers' Preferred Attributes while Selecting an OTA (Online Travel Agency) Platform	Indian Journal of Marketing	<b>Published</b>	<a href="http://dx.doi.org/10.17010/ijom/2022/v52/i7/170538">http://dx.doi.org/10.17010/ijom/2022/v52/i7/170538</a>
2	Considerations in Artificial Intelligence-based Marketing: An Ethical Perspective	Applied Marketing Analytics	<b>Published</b>	<a href="https://hstalks.com/article/7947/considerations-in-artificial-intelligence-based-ma/">https://hstalks.com/article/7947/considerations-in-artificial-intelligence-based-ma/</a>
3	The role of generative pre-trained transformers (GPTs) in revolutionising digital marketing: A conceptual model	Journal of Cultural Strategy Marketing	<b>Published</b>	<a href="https://ideas.repec.org/a/aza/jcms00/y2023v8i1p80-92.html">https://ideas.repec.org/a/aza/jcms00/y2023v8i1p80-92.html</a>
4	Navigating the Ethical Landscape: Implementing Machine Learning in Smart Healthcare Informatics	Indian Journal of Community Health	<b>Published</b>	<a href="https://doi.org/10.47203/IJCH.2024.v36i01.024">https://doi.org/10.47203/IJCH.2024.v36i01.024</a>

5	Privacy and Data Protection Risks in AI Applications: A Comparative Study of Global Data Protection Bills of BRICS Countries	Global Journal of Comparative Law	<b>Published</b>	<a href="https://brill.com/view/journals/gjcl/13/1/article-p56_003.xml">https://brill.com/view/journals/gjcl/13/1/article-p56_003.xml</a>
6	Impacts and Implications of COVID-19 Pandemic on Travellers in India: A Review	Shodh Sanchar Bulletin	<b>Published</b>	NA
7	Analyzing the Effect of Web Service Quality on Customer Satisfaction and Revisit Intention in Online Travel Agencies (OTAs)	Journal of Tourism and Development	<b>Published</b>	<a href="https://proa.ua.pt/index.php/rtd/article/view/33214/23593">https://proa.ua.pt/index.php/rtd/article/view/33214/23593</a>
8	Navigating Compliance and Regulations in Marketing Analytics: Upholding Ethical Standards and Consumer Trust	Applied Marketing Analytics	<b>Published</b>	<a href="https://hstalks.com/article/8511/navigating-compliance-and-regulations-in-marketing/">https://hstalks.com/article/8511/navigating-compliance-and-regulations-in-marketing/</a>
9	The Multifaceted Motivations Behind Online Travel Agency (OTA) Platform Usage in the AI Era	International Journal of Information Management Science	<b>Published</b>	<a href="https://www.ijims.org/index.php/home/article/view/86/73">https://www.ijims.org/index.php/home/article/view/86/73</a>

10	Generative Artificial Intelligence and Legal Frameworks: Identifying Challenges and Proposing Regulatory Reform	Kutafin Law Review	<b>Published</b>	<a href="https://doi.org/10.17803/2713-0533.2024.3.29.415-451">https://doi.org/10.17803/2713-0533.2024.3.29.415-451</a>
11	How AI is Transforming Social Media Marketing: Unveiling Potential, Addressing Concern	Journal of Cultural Strategy Marketing	<b>Accepted</b>	NA
12	Click, Customize, Conquer: Sentiment Analysis and Strategies for Optimizing Online Travel Agencies	SCMS Indian Journal of Management	<b>Accepted</b>	NA
13	Analyzing the Engagement Patterns of #RamMandir on Instagram	Galactica Media: Journal of Media Studies	<b>Accepted</b>	NA
14	Ethical Considerations and Challenges of Implementing Machine Learning in Smart Healthcare Informatics	Journal of Health Management	<b>Accepted</b>	NA
15	Bibliometric Exploration of Artificial Intelligence Applications in Healthcare: Trends and Future Directions	Journal of Public Health and Development	<b>Accepted</b>	NA

16	Assessing the Influence of Artificial Intelligence on Sustainable Consumption Behavior and Lifestyle Choices	Young Consumers	<b>Accepted</b>	NA
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**Book Chapters:**

<b>Sr. No.</b>	<b>Chapter Title</b>	<b>Book / Publishers</b>	<b>Publication Status</b>	<b>Published URL</b>
1	Cyber security and Indian Cyber Laws	Revitalising Social Institutions for Peace, Justice and Environmental Protection, (RSIPJEP-2022) <i>River Publishers</i>	<b>Published</b>	<a href="https://doi.org/10.13052/rp-9788770040075">https://doi.org/10.13052/rp-9788770040075</a> <b>e-ISBN: 9788770040075</b>
2	Artificial Intelligence & Machine Learning in the era of Digital Marketing	Recent Advances in Computing Sciences Taylor & Francis	<b>Published</b>	<a href="http://dx.doi.org/10.1201/9781003405573-42">http://dx.doi.org/10.1201/9781003405573-42</a>

3	Virtual Tourism - Modern Way of Tourism	Revive to Survive: Initiatives and Innovations <i>Bharti Publications, New Delhi</i>	<b>Published</b>	ISBN - 978-93-90818-04- 4
4	COVID-19 Impact on Travel Industry and Scope of Virtual Tourism	Building Self- Reliant India: Funding and Promotion of Aspiring Entrepreneurs <i>Himalaya Publishing House Pvt. Ltd.</i>	<b>Published</b>	ISBN - 9789354951671
5	Motivation Factors to Post Reviews on OTRPs	Business Agility in Volatile Times <i>Excel Books Private Limited, India</i>	<b>Published</b>	NA
6	Detox for Success: How Digital Detoxification Can Enhance Productivity and Well-Being	Business Drivers in Promoting Digital Detoxification <i>Scopus Indexed Book Chapter</i>	<b>Published</b>	<a href="https://doi.org/10.4018/979-8-3693-1107-3.ch006">https://doi.org/10.4018/979-8-3693-1107-3.ch006</a>
7	From clicks to Virtual Realms: Exploring metaverse driven E-commerce and consumer shifts	Research, Innovation, and Industry Impacts of the Metaverse <i>Scopus Indexed</i>	<b>Published</b>	<a href="https://www.igi-global.com/chapter/from-clicks-to-virtual-realms/349150">https://www.igi-global.com/chapter/from-clicks-to-virtual-realms/349150</a>

		<i>Book Chapter</i>		
8	Exploring the Metaverse: Transformative Applications of AI in Virtual Tourism Experiences	The AI Metaverse Revolution: Transforming Multi-Business Scenarios (Emerald Publishing)	<b>Accepted</b>	NA
9	Unlocking Business Potential: Exploring Augmented Reality Applications for Immersive Customer Experiences	Web 3.0 Unleashed - Transforming Businesses with Augmented Potential (Emerald Publishing)	<b>Accepted</b>	NA



**LIST OF CONFERENCES:**

<b>Sr. No.</b>	<b>Title of the Research Paper Presented</b>	<b>International Conference Name</b>	<b>Organized By</b>	<b>Date</b>
1	Factors Motivating Users to Post Reviews on Online Travel Review Platforms	Business Agility in Volatile Times (BAVT)	Mittal School of Business, LPU	Wednesday, December 18, 2019
2	Impacts and Implications of Covid-19 Pandemic on Travellers in India	Rethinking Business: Designing Strategies in the Age of Disruptions (RBDS)	Mittal School of Business, LPU	Saturday, December 19, 2020
3	A Study on the Effect of OTA (online travel agencies) Web Service Quality on customer Satisfaction and revisit intention	Innovations in contemporary Marketing: Theory & Practices	IIM Shillong	Wednesday, April 21, 2021
4	Cyber security and Indian Cyber Laws	Revitalizing Social Institutions For Peace, Justice And Environmental Protection, RSIPJEP-2022	School of Law, LPU	Saturday, April 16, 2022
5	Artificial Intelligence & Machine Learning in the era of Digital Marketing	1st International Conference on Recent Advances in Computing Sciences (RACS-2022)	School of Computing Science, LPU	Friday, November 04, 2022

6	Revealing Sentiments of Travellers towards Online Travel Agencies in India	Business in the Turbulent World Keeping Connections Alive (BTWCA)	Mittal School of Business, LPU	Monday, November 21, 2022
7	The Role of Generative Pre-Transformer (GPT) in Revolutionizing Digital Marketing	Digital Transformation for Business Sustainability & Growth (DTBSG)	Mittal School of Business, LPU	Friday, August 18, 2023
8	Governance in the Age of Artificial Intelligence (AI): A Comparative Analysis of Policy Framework in BRICS Nations	International Conference New Paradigms in Economy, Commerce, and Society (ICNPECS 2024)	Christ University	Friday, April 24, 2024
9	A Race to Sustainability: A Comparative Analysis of E-Waste Management Policies in China and India	Sustainable Future: Technology, Business Transformation and Circular Economy (SFTBC)	Mittal School of Business, LPU	Friday, May 04, 2024

**List of Workshops:**

<b>Sr. No.</b>	<b>Title</b>	<b>Organized By</b>	<b>Date</b>
1	Research Paper Writing Workshop	DAV University, Jalandhar	8 Feb'20 - 9 Feb'20
2	Structural Equation Modelling using AMOS and SMART PLS	Dr. Ajay Chauhan, Research Shiksha, Delhi	4 May'20 – 6 May'20
3	R training	Spoken Tutorial Project, IIT Bombay	January 2020 semester
4	Machine Learning & Artificial Intelligence	Andhra Loyola Institute of Engineering & Technology, Vijaywada, Andhra Pradesh	1 Jul'20 -3 Jul'20
5	International Workshop on Research With R	Haryana Commerce & Management Association	23 Aug'20 - 4 Oct'20
6	National Workshop on Social Media Analysis Using NVIVO	School of Management, BBD University, Lucknow	12 Sep'20
7	Effective Methods and Strategies for Quality Research Paper Writing and Academic Publishing	Himalayan School of Management Studies, SRHU, Dehradun	24 Oct'20
8	National Faculty Development Program on Advanced Research	Dr. Shailesh Kaushal, Lucknow University	26 Oct'20 - 1 Nov'20
	Methods and Quantitative Data Analysis using SPSS		
9	Writing Research Paper and Bibliometric Analysis	Department of Commerce, SBBS University, Punjab	12 Dec'20

10	Refresher Course on Research Methodology and Data Analysis	Mittal School of Business, LPU	24 May'21 - 12 Jun'21
11	Refresher Course on Mixed Methods	Mittal School of Business, LPU	10 Jan'22 - 31 Jan'22
12	Art and Science of writing effective literature: Getting published in a high impact journal	Auro University, Surat	30 Sep'23