



Article Title

The influence of online reviews to online hotel booking intentions

Citation

Zhao, X., Wang, L., Guo, X., & Law, R. (2015). The influence of online reviews to online hotel booking intentions. *International Journal of Contemporary Hospitality Management*, 27(6), 1343-1364.

Abstract

This study aims to investigate the impacts of online review and source features upon travelers' online hotel booking intentions.

Methods

This study developed a research model and empirically examined the model by [collecting data](#) from business travelers in the Mainland China. Factor analysis was adopted to identify features of online reviews content and source attribute. Regression analysis was used to examine impacts of these attributes upon travelers' online booking intention.

Results

Six features of online reviews content and one source attribute were identified, namely, usefulness, reviewer expertise, timeliness, volume, valence (negative and positive) and comprehensiveness. Regression analysis results testified positive causal relationships between usefulness, reviewer expertise, timeliness, volume and comprehensiveness and respondents' online booking intentions. A significantly negative relation between negative online reviews and online booking intentions was identified, whereas impacts from positive online reviews upon booking intentions were not statistically significant.

Conclusion

Online reviews are a useful information source for most travelers to generate their intentions and make trip decisions ([Gretzel and Yoo, 2008](#)). Understanding how online reviews affect travelers' online booking intentions is vitally important for hotels to optimize e-WOM as a marketing tool. Previous studies mostly investigated features of either information channel or review itself and rarely had a more comprehensive perspective of e-WOM. The current study extends the existing knowledge by unfolding the roles of the specific features of both online reviews' content and source. The present findings demonstrate that impacts of online reviews on travelers' actions depend on six characteristics/features, including usefulness, reviewer expertise, timeliness, volume, valence and comprehensiveness. These features play identical roles in manipulating traveler intentions and decisions.