



A STUDY ON INFLUENCE OF ONLINE REVIEW SITES ON TOURIST WHILE CHOOSING HOTEL ACCOMMODATION

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ABSTRACT

The study was completed to understand and gain information about the increasing recognition of the online review sites in the Indian marketplace and the demographic profile of people using the review sites. This study has focussed on finding the significant factors considered by the customers to assess the sites and the percentage of individuals favoring a particular site from the numerous sites available in the market. Now days, online sites happen to be very much admired by individuals. They have become techno savvy and feel very comfortable in using the internet. From the time when World Wide Web has emerged online reviews have attained vast fame. Individual can decide their preference of accommodation at just one click by sitting in their home. The reviews, ratings and ambience can be checked on their fingertips. Based on the extensive literature review regarding online review sites and the need of an hour the main objective of the paper is to understand the influence of online review sites on people while choosing accommodation. For this, with the help of quota sampling method 111 respondents were selected and data was collected through structured questionnaire. On the basis of data analysis, it is found that most of the customers were perceived that online review sites are better option than mass media. It is evident that online review sites do have a significant influence on customers. The findings suggests that review sites should have numerous hotel options so that consumer can select hotel accommodation as per their liking or requirement. They should provide last-minute discount deals so that consumer can book accommodation at eleventh hour. Review sites can boost marketing and bring in new customers through last-minute discount deals. The study suggests some ideas and suggestions for hotels to engage themselves in the online sites and the customers to use online review sites that will help to increase the popularity and productivity of the same.

Key words: Online Review sites, Tourist, Hotel Accommodation

Introduction

A Review site is a website or app on which one can post or share their own experience regarding a product, any service or any person or any business or any app. It has been found that Censx shows that 82 % of the clients read online reviews for the services which they intend to take. Out of 82 % of clients, 52 % of people prefer 5 star or 4-star ratings. There is a immense impact on any business service or product of online reviews. The reviews given online deflect customer attention to the best features of the service available as well as help in attracting new customers

The customers turn towards the review sites to check the product or vicinity that great suits to their desires and satisfies them or convinces them while making a decision about outings, or where to dwell, where to go, what to shop for what to consume. A low rating score turns away the new customer's and a high rating score attracts bulk of recent or old customers. Lots of importance to online reviews is given by new customers. These reviews influence them away although they have not experienced the product, business or services. If customers notice that other people are contented with a particular service, they willingly give themselves a try for such services. Different people post online reviews of accommodation and also recommend or invite friends and family member as well as the whole world to give a try to the respective service

To establish oneself or to strengthen one's roots hotels must use these online review sites so as improve their business and develop according to the likes and dislikes of the customers on an accommodation. There are many factors that a hoteliers must consider like online reputation and its online publicity. Review sites such as Trip Advisor and yelp have a tremendous influence on how travellers choose their accommodation, table reservations etc. Mostly the general agreement is what people need so it is important that a hotel has a good reputation for its quality services and competent standards. Studies reveal that if a hotel sector becomes more observant and focus on online reviews, they would gain extra profit. Customers try to balance their reviews with their interest assumption. Current generations have adopted digital framework, use of online tools, blogs, social networking sites, online communities .The internet has become a platform to encourage or allow people to interact with the company. It helps to promote one's business. One can easily upload its service or product on the web sites. Customers can compare the product and offers by different companies and make its purchase according to his or her own satisfaction or needs, they can also compare the reviews posted by other's and also share their experience regarding to the service. Online reviews are help in influencing the customer while making purchasing decisions. Hotel reviews are valuable for the guest as well as the owner. They play a crucial role in online booking. As per the research, when any guest plans to book a hotel for a overnight stay maximum of their will read at least 6 to 12 reviews posted recently for the same location. Hotel reviews gives a chance to the hoteliers to work on their guest satisfaction. There is a need for the hotels to stay on the top of review sites so that interested customers may get to reach. Hospitality review sites offer a hotel with a higher percentage of quality. General review sites offer a wider audience for a hotel to be in the list of top review sites is like being a cherry on the cake.

Trip Advisor gives the best advice regarding the quality of service, impression of the hotel, location reviews, how many user's have visited the hotel. Trip Advisor is one of the leader's in hotel bookings. Due to this site about 87% of travelers have a clear view of the hotel. This site has over 1.3 million hotel listing. Booking.com it is one of the world's top choices for booking accommodation and is used by travelers especially throughout Europe. This site has about 30 million hospitality listing and facilities. If a hotel is on booking.com site 35% of guest will surely take efforts in posting their reviews after their stay. Expedia is most preferred travel agency for adults in United States. There are many expedia platforms for hotel reviews like Travelocity, Orbitz, Ebookers, Wotif, Hotel.com. Google is a general review site. It does not focus on hotel industry only. Customers make use of Google's hotel search tool to differentiate between the hotels based on location, price and their reviews. Many users visit this leading search engine to find their location-based searches as to feel homely and convenient for their travel. The sharpness in today's online review sites have led to a significant change in the field. Due to such site's customers get information just by one click. Earlier one person had to visit the travel agency or the travel agent for any queries regarding the product or its use or any complaints but nowadays users have to just go on the review sits and enquire. Consumer's reviews greatly affect the people's decision while choosing accommodation. People consider other's views or users ratings or reviews while finding the one which suits them or is suitable or convenient for them. These reviews create a mindset of user's towards the hotel. People even check how many reviews do which hotel persist number of reviews also matter's a lot. More reviews indicates that many people have visited that hotel and less reviews symbolises

that less people are interested in that particular hotel, which gives a idea that may be the hotel is not so good. Although positive and negative reviews can influence customers approach towards a hotel but they differ in their impact. Negative reviews carry more weight than positive reviews. Even if there are 100's of positive reviews; one negative review is more highlighted or more read by customers as they think it more informative. Older adults are not ready to use internet or computer technology. They tend to search for less information than young adults so they face difficulties. All consumers do not trust hotel after reading one or two reviews on an average they read 10 to 12 reviews before opting for the same. They usually go for bookings after reading or going through recent positive reviews also. Reviews play on crucial role in customer's choice regarding any hotels or industry. These reviews provide information about the services or facilities of a particular hotel, its location etc. booking the sale or attracting customers. Due to countless online reviews and publicity or ratings on social networks, customers are more informed more aware and hotels do get a chance to connect themselves to the customers and built a trust between them in order to develop a feeling of safety and security for the customers.

LITERATURE REVIEW

Sony Kusumasondjaja (Nov 2006) investigated the main and interactional effects of review valence and the presence of source identity on consumer vision of trustworthiness of an online review. An experimental design is developed involving 639 travel customers. Results indicate that a negative online review is deemed more credible than a positive online review; while a positive online review leads to a greater initial trust than negative online reviews are considered more reliable than a positive online review while positive online review leads to a greater preliminary trust than a negative review. These results can be considered valid only when the identity of the reviewer is made public or make known or disclosed in public. However, when the reviews' identity is not disclosed then there is no meaning or no difference between positive and negative reviews in terms of trust for product impact of the product reliability

A group in the University of Denver (April 2008) study showed the value of online consumer reviews and the management responses on a hotel review website. This review was based on the purchase value, location, cleanliness and the numbers of consumer reviews. This research has founded how the hotel uses customers reviews and management responses to put weight or strengthen or influence or control hotel business.

Rohit Verma, Debra Stock, Laura McCarthy (August 2009) discussed the internet search preferences and mobile device use of 2,830 recent travellers. Business travellers mostly prefer their company's guidance and selection of hotel for a stay or business event, some of them do use search engine or travel agents view to learn more about available hotels. On the other hand, the people who have the hobby of travelling or enjoying free time, follows advice of colleagues or friends for hotel bookings continued by travel related websites, search engines and OTA's. However, travellers of all kinds direct their attention or take up such sources as the brand Websites, OTAs and trip Advisor

David C. DeAndrea (May 2009) mentioned in his research about the ability of the customers to contribute to the websites and how it has become significant feature for any association in the Web. The study examines how customers judgment of a product is probably influenced by online reviews and how online reviews plays a crucial role in developing an impression of the product. The research furnish comfort on the fact how online reviews can affect the customers rating on an organisation.

Mredu Goyal (Feb 2014) found that there was a speedy growth in technology and communication channels and there is more use of internet and websites. Among them topped social media, social media gives customers the control to gather/ gain information about numerous products and services. His study stands on the effect of social media on the consumer behaviour on hotel industry of Jaipur city. Research discloses that customers are more and more moving away from traditional advertising and are actively seeking out on social media platforms because they think it compatible and helpful in better decision making and also saves time

Amit singh (Jan 2018) tried to know the driver's preference of online booking for travel and tourism. There has been a sudden burst (Increase in) travel booking portals in India Which facilitates customers for booking of travel and accommodation. Chiefly, these travel portals offer packages which include travel and accommodation. The values that emphasize customers to travel portal are attractive offers, usually a bundle of bid and ease of booking. In this experimental research using advance booking facility, discounting and timesaving have emerged as significant factors that leads to increase in the choice of online travel booking over offline booking or via travel agents

Paul Phillips (October 2015) stated that hotel who take care of quality of rooms provision of internet and building show high impact on hotel performance and positive comments have highest impact on the customer's demand. This study contributes to theories of valence on hotel performance and present salient implications for practitioners to enhance performance.

MANAL BENNACIRI (2016) stated Blogging is one of the most noteworthy social networking tools, The Travel and Tourism Industry today discloses that blogs have not only positive impacts but negative impacts also if we do not accomplish them appropriately and all the hotel managers should be very pensive in providing a blog opportunity to the customer High customer rating results in high prices of the hotel and the prices of five-star hotels are more sensitive to online customer ratings She stated that hotel owners should have a way to relate and simplify for customer when negative comments or post are published. Also, they should have a plan of action for monitoring the reviews and a professional lookout to social media.

Beverley A. Sparks stated that People generally depend on easy to process type of information when considering / judging a hotel based upon reviews. High level of trust is obvious when a positively framed set of reviews focused are relation building services. Positive framed information along with numerical ratings increases both booking intentions and consumer belief.

Raja Norliana explored the features that influence online booking by applying a quantitative research approach through descriptive research. These factors include location, price, safety and facilities that may affect the online reviews and valence reviews towards the choice of the hotel

Shadena Sewbhiek Singh stated that hotel preferences are positively influenced by average rating of the location near the city center, safety low and safety high and facilities high and negative influenced by the location near the famous monuments and price. For the credit level facilities low, there is no moderating effect so this level could not be taken in consideration for hotel preference.

Dipendra Singh tested that the complete rating of the hotel was a important factor in deciding its market ranking rather than number of reviews. As the blog used by Trip Advisor and other review sites is of sole unshared / exclusive nature, research helps illuminate scholar's and practitioners' understanding of how to improve hotel performance and online impressions

As per blog on pagesus (September 2017) Hotels were acquainted with Trip Advisor's value and its influence. But its not just enough to have ones hold on this one site alone. With an expanding number of online reviews sites, it is need to have a broader and more inclusive strategy yelp, google and facebook each have their own huge audience and unique benefit which can help hotel marketers. In fact Google and facebook are making it easier a hotel with inventive tools and visually engaging associates. As the travel review space continues to change, hotel will need to start thinking beyond trip Advisor

Katia Laura Sidali (January 2009) mentioned in her research that In order to decrease information fluctuation in tourist industry, customers refer to multiple information sources. Among which e reviews are based on suggested ideas to reflect quality of information as they refer customers past experience

Fabia Rothenfluh (2016) suggested that individuals only trust review information to choose a hotel, but refuse to depend on reviews for choosing a physician. The design and content of Web-based PRWs need to be modified to better deal the differing information requirements of health customers.

Pranjal Prashar, Founder & CEO Rep Up. co (2016) written in his blogs on hospitality net that Google assigns a high priority to online reviews and the content on OTAs when it comes to search results. So, the top search results for your hotel brand will most likely be a guest review

Zhao, X., Wang stated in his international journal of Contemporary Hospitality that this effect of online reviews on customers or travellers' actions depend on six features is utility/ viability reviewer expertise, satisfaction, volume, valence and comprehensiveness. These characteristics play identical roles in manipulating traveller intentions and choices

Adlina Amrisha Augustine Faculty of Social Sciences and Liberal Arts, UCSI University (2020) stated in global scientific journal that the trust for an website has its main influence when customers make an online

hotel booking purpose and the lowest concern when it comes to online hotel booking intention is profit making Price

Linda W. Lee (2013) stated Online reviews are pervasive with customers craving for the advice of other customers over industrial specialists or particulars provided by the marketer. Over 7,000 online hotel reviews posted on Trip Advisor reconsidered using Leximancer, as well as moderate hotels. It also states the importance of reviews providing by creative customers with regard to market research and part of an overall marketing

Rohit Varma, (2012) stated that “Consumer preferences for online, social media and mobile Innovations in the Hospitality industry made a Summary of internet search preferences of recent travellers. As per the gathered information for a hotel stay. It was observed that business travellers prefer to follow their company’s recommendation for hotel although many of them use search engines or online travel agents to learn more about available hotel.

Uttam Chakraborty (2018) mentioned that source and review quality have more effect on credibility opinions of online reviews as compared to the effect of review flexibility and receiver Moreover, credible online reviews have impact on pleasure seeking brands rather than functional brand

Dr. Rizwan Qaiser Danish (2009) that negative online reviews have no direct and indirect impact on hotel booking intentions of online customers. This study is an attempt in introducing a combination of online consumer reviews dimension in regulating hotel booking intention

RESEARCH METHODOLOGY

This research is done to understand the perception of people and awareness of people regarding online review sites and their usage to find accommodation. The information will float in form of questionnaire and the feedback will be collected on the basis of the survey . the questionnaire would be filled by various people and then onto the same observation will be done.

Data Collection & Data Analysis

Primary Data: Questionnaires are administered to customers in Pune city (India) for the purpose of collection of primary data through google forms and results obtained were analyzed. It is designed in such a way that the people can fill it online .The main focus of the questionnaire is to understand the factors that influence customers while choosing a hotel accommodation from online sites.

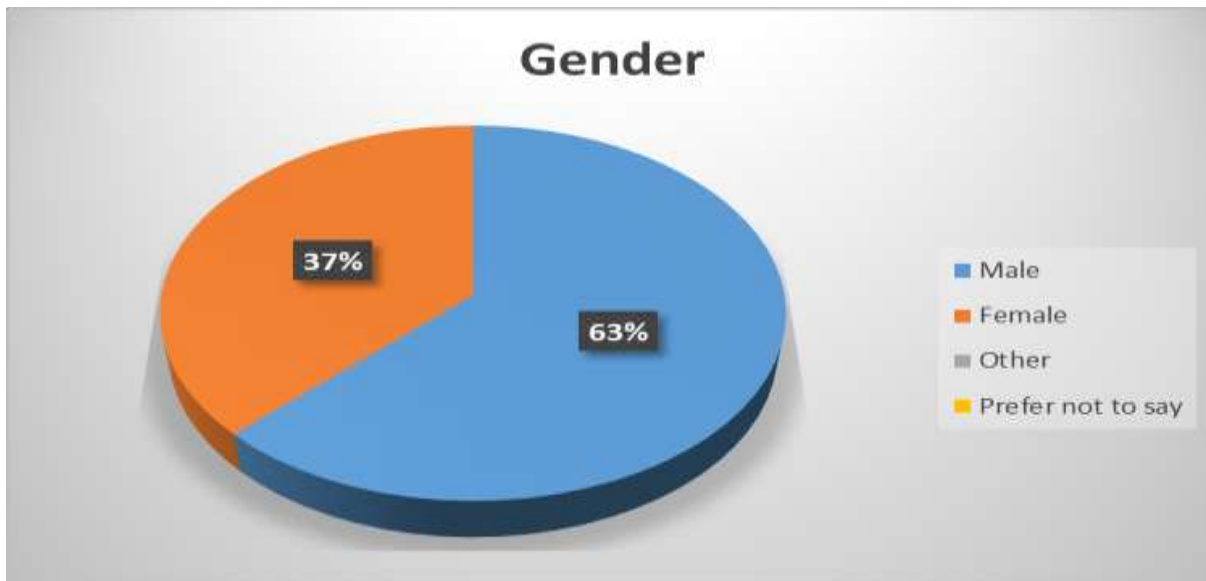
Secondary data is collected from various online reports, e-newspaper articles. The population were the customers visiting restaurants. A total sample of 111customers in Pune city were selected. The method adopted for sampling was Quota sampling.

OBJECTIVES

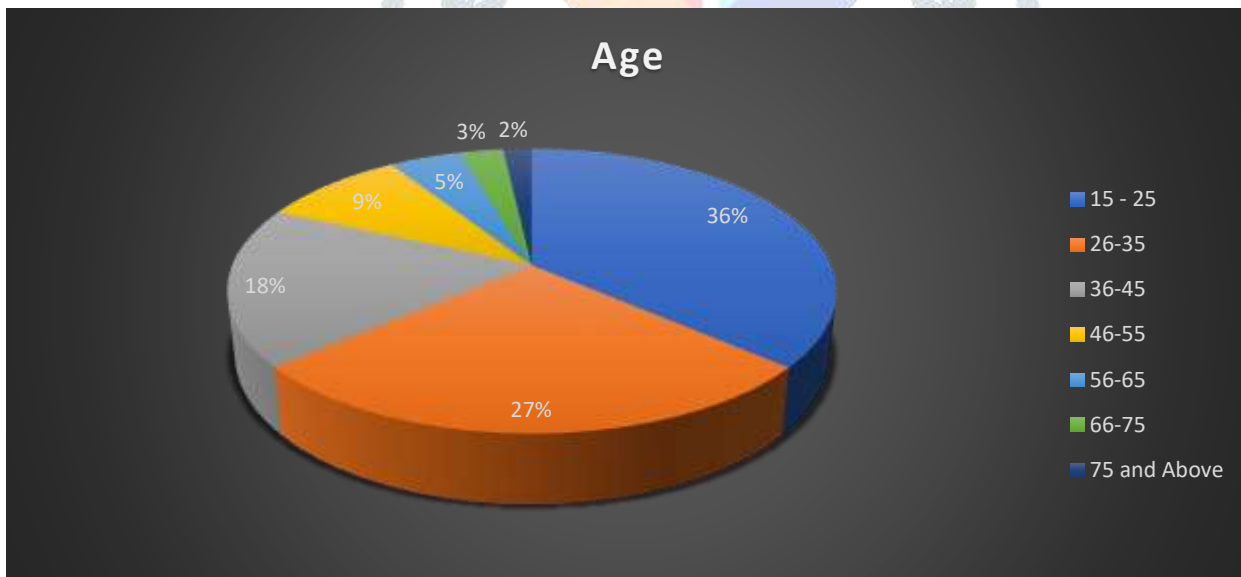
- 1) To study the demographic profile of people using online review sites.
- 2) To explore the factors that influence customers while choosing a hotel accommodation from online sites.
- 3) To identify and understand the factors that influence customers while choosing a hotel accommodation from online sites
- 4) To identify the reasons of popularity of online review sites.

DATA ANALYSIS

Demographic profile of the customers

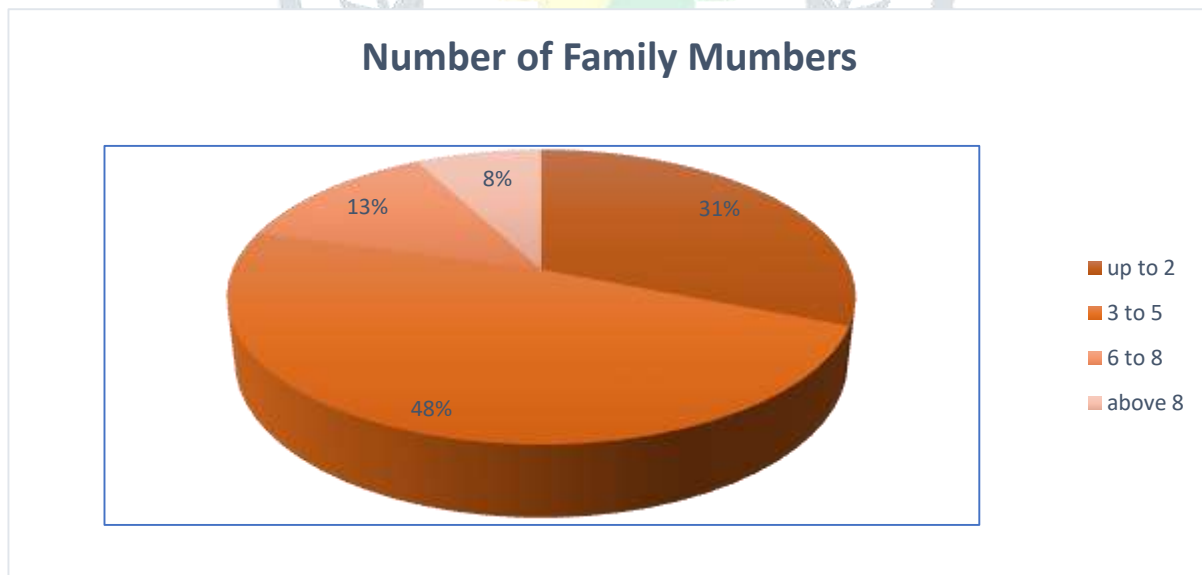
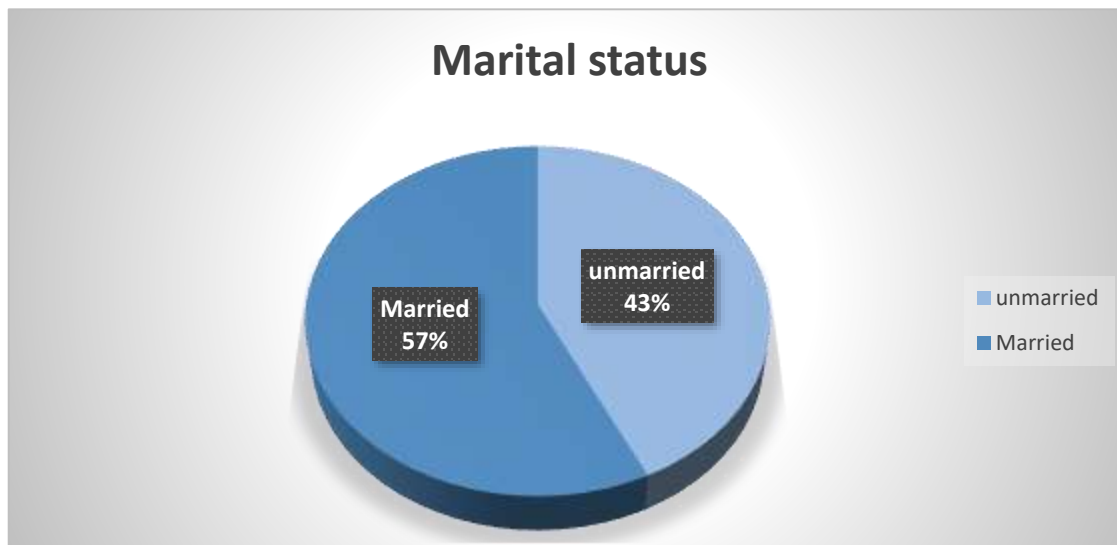


Interpretation: The graph denotes the gender distribution of the customers included in the study sample. Among total 111 respondents the proportion of female customers was nearly 37 % whereas the percentage of male customers was 63 % respectively. It can be observed from the table that the proportion of Males traveling is more than of the Female customers.

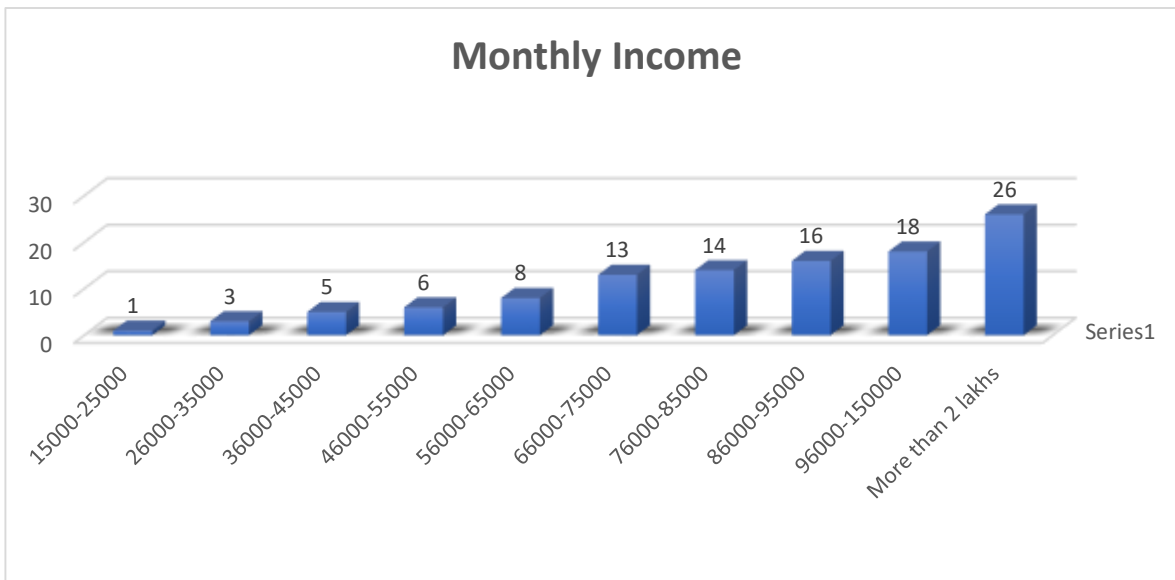


Interpretation: -This response was taken from different age groups so that feedback can be collected from people of different age groups. There were 7 different age groups which included 15-25, 26-35, 36-45, 46-55, 56 – 65, 66-75, 76 and above to know which age group uses online review sites the most, where just 2% people are from the age group 76 and above, 3% people are from the age group 66-75, 5 % people are from the age group 56-65, 9% people are from the age group 46-55 , 18% people are from the age group 36-45 and 27 % people are from the age group 26-35 and 36% people are from the age group 15-25 which states that the youth and adults are the main customers of online review sites.

Interpretation: In case of Marital status of the people the pie chart shows that most of the people are married which is 57% prefer to travel more than unmarried which is 43%



Interpretation: Number of Family Member of respondents are depicted in this chart. Out of 111 respondent There are 31% respondents have up to 2 family members, 40 % respondents have 3 to 5 family members, 13% respondents have 6 to 8 family members and 8% respondents have above 8 family members.



Interpretation: The respondents were from different economic status as they belong to varied demographic profiles and income plays a major role in the person’s choice of lifestyle. In this, 1% of the respondents draw a monthly income of 15,000-25,000, 3 % of the respondents draw 26,000-35,000, 5 % of the respondents draw 36,000-45,000, 6% of the respondents draw 46000-55000, 8% of the respondents draw 56000-65000, 13 % of the respondents draw 66000-75000, 14% of the respondents draw 76000-85000, 16% of the respondents draw 86000-95000, 18% of the respondents draw 96000-150000 and 26% of the respondents draw more than 2 lakhs, which showcases that the people from income group of 66000-more than 2 lakhs finds online review sites helpful.



Interpretation: -The respondents were from various demographic status, this leads to the question of number of respondents actually using these review sites and the above pie chart depicts that 86% of respondents use these review sites, 8.3 % of respondents not sure about popularity of online review sites and only 4.5 % of respondents actually have never used these review sites which explains the popularity of the review sites in these years



Interpretation: -The above pie chart interprets that 76.4 % of respondents find online review sites useful to find a good accommodation, 18.9 % of respondents are unsure about usefulness of online review sites and from total respondents only 4.5 % of respondents claim that online review sites have proved to be of not much help to them which states that the online review sites are favored by majority of customers.



Interpretation: -The above graph is an expansion around variety of factors to decide selecting an accommodation through online sites. Location of the hotel being a key factor 77.47% found it to be of utmost important, 18.91% rated it as somewhat important and 3.60% responses were for least important which proves that location of the hotel factor found significant while selecting an accommodation through online sites.

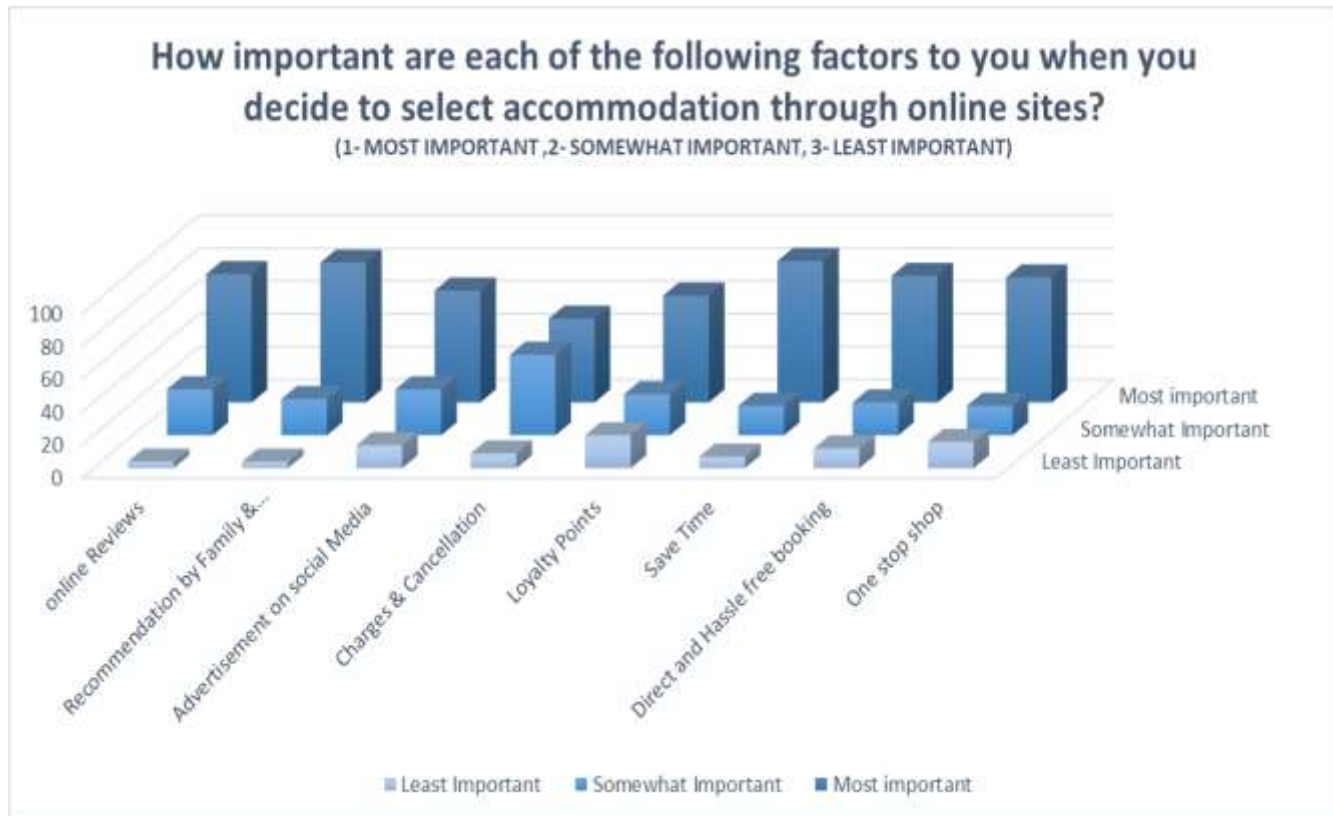
As for the price deals 73.87% were in favor of most important, 22.52% responded for it to be of somewhat important and a 3.60% rated it as least important which explains that price also plays big role as customers are more and more being selective based on prices.

In terms of accessibility 73.87% went with most important, 20.72% gave it somewhat important and 4.50% were of least important. Which explains accessibility factor is extremely important which consider while selecting accommodation through online sites

The cleanliness and comfort of hotel's accommodation is of most important to 81.98%, 14.41% rated it as somewhat important while a 3.60% responded as of least important which shows that cleanliness and comfort of accommodation is major factor which consider while selecting accommodation through online sites

A 52.25% gave an aesthetically appealing environment the most important, 36.03% were of somewhat important and 10.81% gave the least important which proves that aesthetically appealing environment is quite important factor which consider while selecting accommodation through online sites

With respect to safety and security for 84.68% it was of the most important, somewhat important was given by 13.51% whereas only 1.80% gave the least important. Privacy would be of most important for 81.08%, of somewhat important to 15.31% while 3.60% rated it of least important. Which explains that safety and security and privacy are significant factor which consider while selecting accommodation through online sites



Interpretation: Booking an accommodation through online reviews is of most important to a 70.27% respondents, 25.22% somewhat important and 3.60% respondents least important.

For recommendation made through family and friends 76.57% consider most important, 19.81% of somewhat important and 3.60% the least important.

Since advertisement on social media plays a key role 61.26% gave the most important, 25.22% responded to somewhat important while 12.61% to least important.

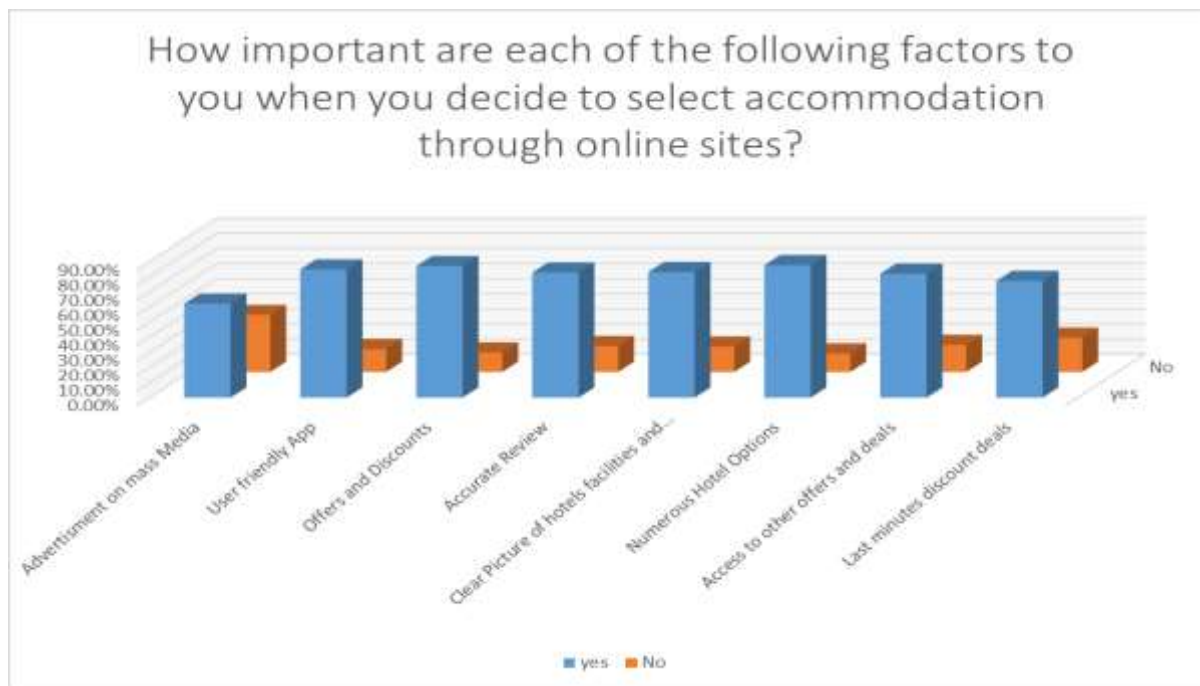
45.94% found charges and cancellation the most important whereas 44.14% somewhat important and 8.10% the least important.

In case of loyalty points 58.55% respondents feel this factor most important, 22.52% somewhat important and 18.01% as least important.

Through online time can be saved possibly hence 77.47% rated it as most important, 16.21% as somewhat important and 6.30% as the least important.

Direct and hassle free booking being a factor of ease 70.64% gave it the most important, somewhat important of 18.34% and 11.00% rated as the least important.

Every bit of information related is available at a time most important was given to one stop shop factor by 68.46% while 16.21% and 14.41% for somewhat important and least important respectively.



Interpretation: The above graph explains various reasons to go with an online review site for an accommodation. As observed, 62.26% do want to have an advertisement on mass media while 37.73% were not in favor.

With respect to an app 84.90% want a user-friendly app and 15.09% did not mind the app being less user friendly.

An 87.15% would like to avail good offers and discounts whereas 12.84% were not in favour for offers and discounts.

For an online review 82.85% opted for it to be accurate and 17.14% do accept the review however it is.

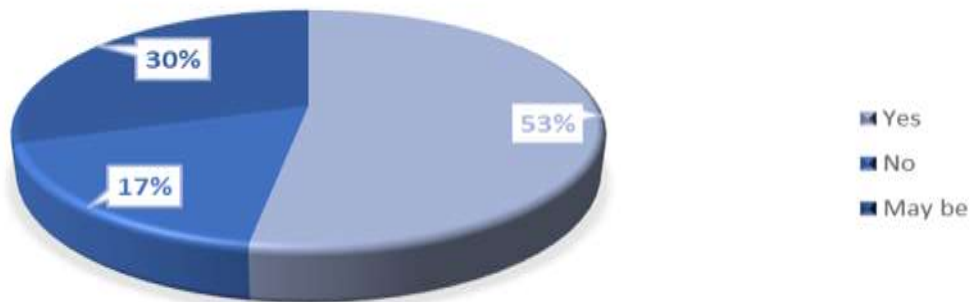
To have a clearer perspective about booking 83.17% required clear pictures of the hotels facilities and services they offered while 16.82% had no issue with the quality and detailing of services.

Since accommodation's prices vary from hotel to hotel 87.73% need to have numerous hotel options before booking and 12.26% said no to having variety of options.

Along with the choice made 82.07% would also prefer having access to other offers and deals while 17.92% did not mind the inaccessibility.

For discounts 77.31% may want to have the last-minute discount deals and 22.68% would not want the same.

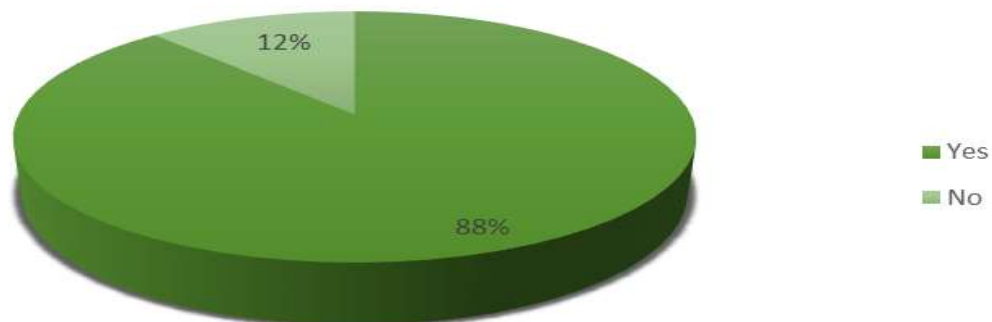
DO YOU THINK ONLINE REVIEW SITES MAKES YOU SPEND MORE THAN YOUR BUDGET THROUGH OFFERS AND OTHER INFLUENCING TACTICS?



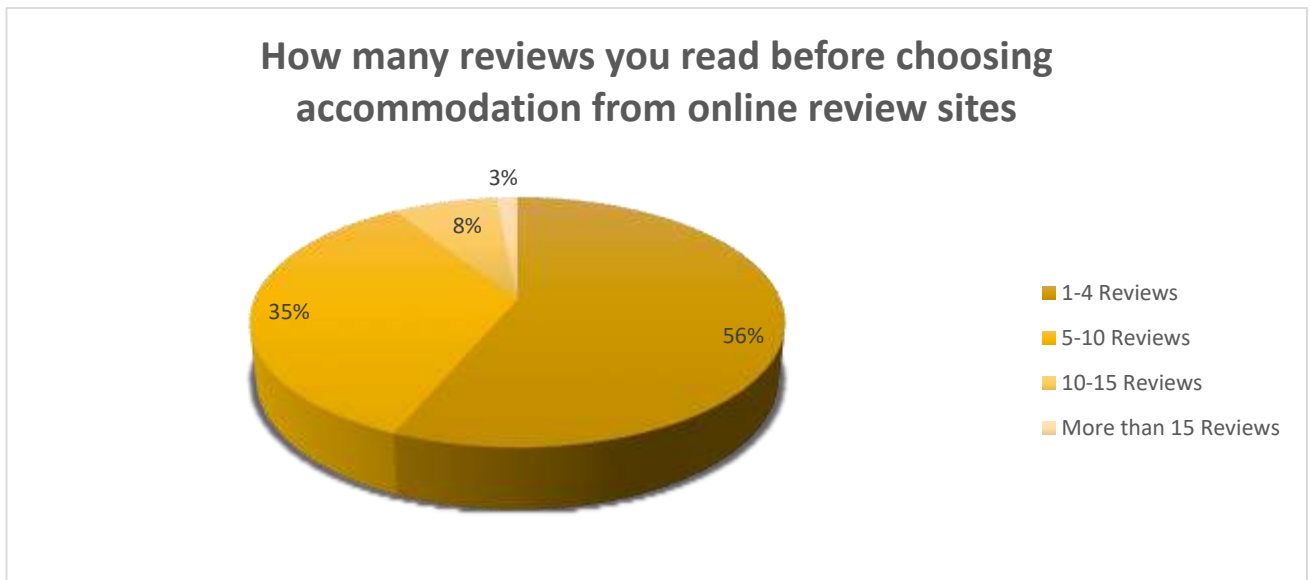
Interpretation: The above pie diagrams shows that 53% of the respondents do think that online review sites make them spend more than the budget through offers and other influencing tactics, while 17 % of the respondents do not think the above which proves that online review sites make them spend more than the budget

CHART 11

Does a negative review affect your thinking while choosing accommodation?



Interpretation: 88 % of respondents are of view that negative review does affect their thinking while choosing accommodation through online review sites, where as 12 % do not get affected. So hence it proves to be that negative reviews do affect people's thoughts while choosing accommodation

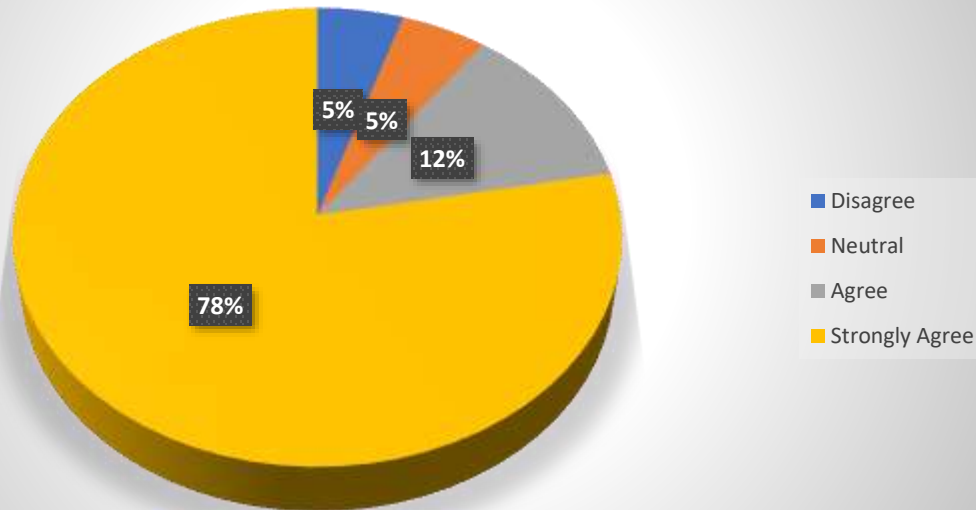


Interpretation: The pie chart interprets that 56% of the respondents read only 1-5 reviews before choosing accommodation, 35% of people read 5-10 reviews, 8% of people read 10-15 reviews and 1% read more than 15 reviews which proves that most of the people do not read more than 5 reviews.



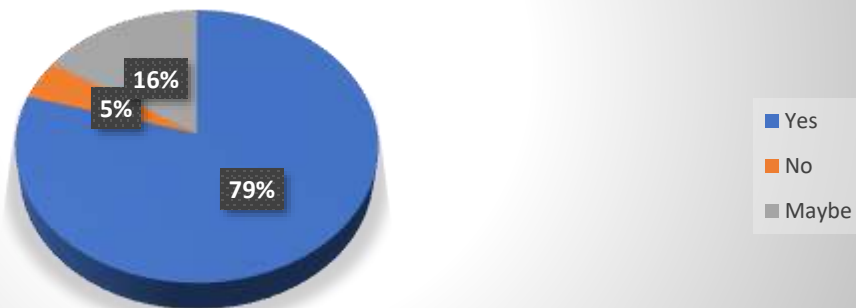
The above graph shows that 22% of the respondents say that Trip Advisor is the most popular site that is useful to find an accommodation. 18% of respondents say that Trivago is the most popular site, 20% say that Google is popular, 11% say that Booking.com is popular while as 9% say that Facebook is popular, 8% say that Expedia is popular 4% say that Hotel.com and Orbitz are popular, 3% say that Trevelocity is popular, 1% of respondents say that Yelp is popular which proves that Trip Advisor is the most popular site useful to find an accommodation

Do you agree that finding a good accommodation is easier via online review sites compared to mass media?

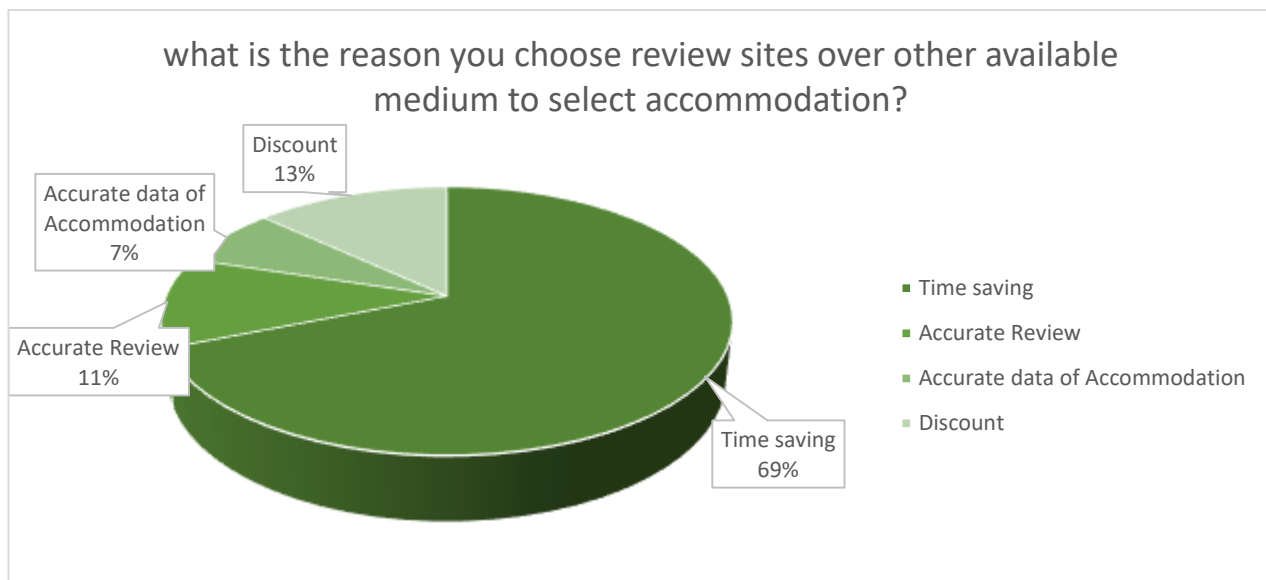


The above pie chart interprets that 78% of respondents agree to the fact that finding a good accommodation facility is easier via online review sites compared to mass media whereas 5% of the respondents disagree to it.

Do you think the offers and discounts available on online review sites are the reasons for their increasing popularity?



The above pie chart depicts that 79% of respondents agree to the fact that offers and discounts available on online review sites are the reasons for their increasing popularity whereas 5% of respondents do not agree with the same, and 15.9 % of respondents are not sure about offers and discounts available on online review sites are the reasons for their increasing popularity



Interpretation: The above pie chart depicts that 11 % of respondents consider accurate reviews as an important factor while choosing accommodation, 7 % of respondents consider accurate data of accommodation important. 13 % of respondents rated discounts as an important factor whereas 69 % of respondents consider time- saving is the most important factor while choosing online review sites to find an accommodation.

FINDINGS

- Among total 111 respondents the proportion of female customers was nearly 37 % whereas the percentage of male customers was 63 % respectively.
- 27 % respondents are from 26-35 age group and 36% people are from the age group 15-25 which states that the youth and adults are the main customers of online review sites.
- Most of the people are married which is 57% prefer to travel more than unmarried which is 43%
- 31% respondents have up to 2 family members, 40 % respondents have 3 to 5 family members,
- People from income group of 66000-more than 2 lakhs finds online review sites helpful.
- 86% of respondents use these review sites to choose an accommodation
- 76.4 % of respondents find online review sites useful to find a good accommodation
- 77.47% of respondents find Location of the hotel utmost important factor while deciding accommodation through online sites.
- 73.87% respondents find price deals important decision making factor while selecting accommodation through online sites
- 73.87% respondents find accessibility of the hotel most important factor
- Cleanliness and comfort of hotel's accommodation is of most importance to 81.98%
- More than half of the respondents i.e 52.25% respondents think aesthetically appealing environment the most important
- Safety and security factor is of the most importance for 84.68% respondents.
- 70.27% customers intensely prefer to use online review sites to book their accommodation.
- 76.57% respondents believe that selection of accommodation is majorly depending upon the reviews made by family and friend.
- 61.26% of respondents find advertisement on social media influence customers while selecting an accommodation
- 45.94% and 58.55% respondents found charges and cancellation factor and loyalty respectively can affect the decision of consumer while selecting an accommodation.
- 77.47% respondents prefer online review sites as it save time
- 70.64% customers prefer direct and hassle-free booking being a factor of ease.
- 68.46% respondents find more convenient to shop at one stop shop for travel related bookings as every bit of information related is available at one stop shop.

- 62.26% do want to have an advertisement on mass media whereas with respect to an app 84.90% want an user friendly app.
- 87.15% respondents would like to avail good offers and discounts, for an online review
- 82.85% opted for it to be accurate whereas to have a clearer perspective about booking 83.17% required clear pictures of the hotels facilities and services they offered
- Since accommodation's prices vary from hotel to hotel 87.73% need to have numerous hotel options before booking.
- Along with the choice made 82.07% would prefer to have access to other offers and deals and for discounts and 77.31% wish for the last-minute discount deals.
- 63.2% of respondents believe that online review sites do not make them spend more than the budget through offers
- 88 % of respondents are of view that negative review does affect their thinking.
- 56% of respondents read only 1-5 reviews before choosing an accommodation.
- 22% of respondents prefer Trip Advisor over other leading review sites and Google is preferred by only 20 % of the respondents to find an accommodation
- 78% of respondents agree to the fact that finding a good accommodation facility is easier via online review sites compared to mass media.
- 79% of respondents believe that discounts and offers made available on online review sites are the reasons for their increasing popularity
- 69 % of respondents consider time-saving as the most important reason why they prefer to use online reviews sites.

SUGGESTIONS & RECOMMENDATIONS

- Hotels can register themselves onto the online review sites so that the Online review sites make it easy for hotel to sell their inventories and get more reservation.
- Hotel should give more importance to key Factors like location of the hotel, pricing, accessibility, privacy, cleanliness and comfort, safety and security as these are utmost important factors which are consider by consumer while selecting accommodation through online sites.
- Hotels ought to try to advertise through online review sites as according to data influences the customer to try out new hotel for accommodation. It will also reassure potential guests and motivate them to book directly. It will cost hotel far less than any advertising campaign and strengthen hotel brand reputation for the long haul.
- Review site app should be user friendly so that consumer can find easy to use and effective for target market. It can also boost sales and revenue of the hotel
- Offering good offers and discount is an effective way to gain consumer attention. Discounts not only bring new business and attention as a marketing tool, it can also help enhance the reputation of hotel. And it also helps to increase customer loyalty.
- Clear pictures of the hotels facilities and services are significant that review sites present a range of high-quality photos of a hotel and the amenities it offers. Providing customers with a range of images allows individuals to create a detailed psychological picture of what their experience will be like before they purchase. This will provide the user with an idea of what the hotel, rooms and amenities are like.
- Review sites should have numerous hotel options so that consumer can select hotel accommodation as per their liking or requirement.
- Review sites should provide last-minute discount deals so that consumer can book accommodation at eleventh hour. Review sites can boost marketing and bring in new customers through Last-minute discount deals
- Hotels should come up with offers that are budget friendly to attract new customers
- Hotel should try to communicate with consumer posting negative review, a thoughtful response to a review will improve their impression of the hotel. So, whether it's a review from a delightful or disappointed guest, hotel has to make sure that reply to it in the best possible manner. Whenever hotel

receive a negative review, consider it an opportunity to assess the gap between hotel accommodation services and guests' expectations.

- Hotel should encourage consumer to post more quality review regarding their experience to pass on a better understanding about the hotel accommodation
- Hotel should try to enroll on the review site Trip Advisor, Trivago and Google as these are preferred by most consumer according to data
- More offer and discounts should be promoted as it is a motivating factor for consumer to try out new hotel for accommodation
- Review sites should try to optimize the sites more to focus on time management as according to data it is most important factor for consumer while using online review site

CONCLUSION

The latest growth in technology has become a great push for many changes in our lives. Similarly, the online review sites have also taken over the traditional methods of word of mouth or advertising and have helped people get a clear picture of accommodation of any hotel with reliable information posted by others. Online review sites give hotel the chance to develop a closer relationship with their customers. Based on the results, the customers that book a hotel accommodation through online sites, the most critical factor that influence the decision-making of consumer was the price, but offers and discount, online reviews, no of hotel options and photos have also an important impact on the final decision. Various guests choose a hotel based on the personal experience and recommendation of friends and tourist agencies. A review site should not just be used as a tool to market a business as most of respondents are of view that negative review does affect their thinking and more than half of respondents read only 1-5 reviews before choosing an accommodation.

It should also be used as a tool to connect with the satisfied and dissatisfied customers and most importantly to get a feedback to improve business and to increase more potential customers.

There are many online review sites that people prefer to use like Trip Advisor, Google, Trivago etc. In this competitive market even newly, opened hotel get a chance to compete due to such review sites building an equal platform for everyone to flourish. The research process was carried out to find out the influence of online review sites on tourist while choosing an accommodation. The research was conducted in Pune with respondents representing various sections of society. The respondents were asked to fill in the survey containing various questions that helped determine the result. As per the research and analysis it is concluded that majority of the respondents preferred online review sites because they are easy to operate and time-saving. And those who use online review sites find it reliable to find a good accommodation in hotel. Although online review sites have made a great influence on people's live. There is still great scope for improvement with regards to distinguishing fake reviews from genuine ones creating more accuracy and increasing the trust among the customers

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