

Analysing the Effect of Tripadvisor on Reservation Intention of Hotels for Travellers from New Delhi, India

การวิเคราะห์ผลกระทบต่อการตัดสินใจในการจองโรงแรมของนักท่องเที่ยวจากนิวเดลี

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มหาวิทยาลัยนานาชาติสแตมฟอร์ด

Abstract

The objective of this study is to analyse the effect TripAdvisor has on the reservation intention or booking intention of hotels for travellers originating from New Delhi, India.

This research study has a quantitative research approach and the data was collected by an online questionnaire and conducted on 400 candidates from New Delhi who had used TripAdvisor before. The data was analyzed by descriptive statistics such as frequency, percentage, mean, and standard deviation. The hypotheses were tested with the use of Regression Analysis. The results showed that the TripAdvisor did have a significant effect on the intention to book/reserve hotel rooms in the case of travellers from New Delhi. This highlighted the importance of having Online Content Management and Online Reputation Management teams for hotels, regardless of the hotel's size.

The results also showed that Generation Y travellers from New Delhi were more accustomed to booking hotel rooms online when compared to their counterparts Generation X and baby boomers.

Keywords: Traveller Reviews, Online User Generated Content, Online booking

บทคัดย่อ

วัตถุประสงค์ของงานวิจัยนี้คือ การวิเคราะห์ผลกระทบต่อการตัดสินใจจองโรงแรมหรือเลือกโรงแรมผ่าน TripAdvisor (เว็บไซต์ แอปพลิเคชัน) ของนักท่องเที่ยวที่อาศัยในนิวเดลี ประเทศอินเดีย งานวิจัยชิ้นนี้เป็นงานวิจัยเชิงคุณภาพและข้อมูลทั้งหมดถูกรวบรวมผ่านทางแบบสอบถามออนไลน์ โดยผู้วิจัยได้ทำการเก็บ

ข้อมูลจากผู้ตอบแบบสอบถามเป็นจำนวน 400 คน ในนิวเดลี ประเทศอินเดีย โดยอ้างอิงจากกลุ่มคนที่มีประสบการณ์ในการใช้ TripAdvisor มาก่อน ข้อมูลถูกวิเคราะห์ผ่านการเก็บสถิติเชิงพรรณนา เช่น ความถี่ ร้อยละ ค่าเฉลี่ย และส่วนเบี่ยงเบนมาตรฐาน งานวิจัยชิ้นนี้ถูกทดสอบกับ ทฤษฎีสัมประสิทธิ์สหสัมพันธ์ แบบเพียร์สัน และทฤษฎีการวิเคราะห์การถดถอย โดยผลงานวิจัยบ่งชี้ว่า TripAdvisor มีผลกระทบอย่างมีนัยยะต่อการตัดสินใจจองโรงแรมหรือเลือกโรงแรมผ่าน TripAdvisor (เว็บไซต์ แอปพลิเคชัน) ของนักท่องเที่ยวที่อาศัยในนิวเดลี ประเทศอินเดีย ยิ่งไปกว่านั้นปัจจัยสำคัญที่ส่งผลต่อนักท่องเที่ยวในการใช้ TripAdvisor คือระบบบริหารจัดการเว็บไซต์และการจัดการชื่อเสียงบนโลกออนไลน์ขององค์กร (โรงแรม) และส่วนที่ไม่สำคัญต่อนักท่องเที่ยวคือ ขนาดห้อง ผลงานวิจัยยังบ่งชี้อีกว่านักท่องเที่ยวเจนเนอเรชันวายจากนิวเดลี ประเทศอินเดียมีความคุ้นเคยในการใช้ TripAdvisor ของโรงแรมที่ดีกว่าเจนเนอเรชันอื่น ๆ เช่น เจนเนอเรชันเอ็กซ์ และเบบี้บูมเมอร์

คำสำคัญ : ความเห็นจากนักท่องเที่ยว ความเห็นจากผู้ใช้งานจริง การจองโรงแรมออนไลน์

Introduction

Nowadays, online travel bookings are on an all-time high point and increasing steadily. The internet has facilitated its users to engage in two-way communication in travel related enquiries. Through the Internet, individuals can make their ideas and opinions more easily accessible to other Internet users (Dellarocas, 2003). This two way communication between the user and the concerned party has resulted in a huge increase in volume of user or consumer generated content on the World Wide Web. Many surveys have indicated that one of the most popular online activities is searching of travel-related information on various websites, blogs, social media, etc. (Pew Internet and American Life Project, 2006).

One-third of traveller purchasers visited a message board, forum, online community or traveller review sites before their online travel purchasing as they felt that these online reviews and user generated content would be of positive help to their purchase decision. (Complete Inc, 2007). Many people visit social networking sites such as Facebook, Twitter, Pinterest, etc. to get information and usually the information they have access to is generally from someone they know or have acquaintance with. Naturally, travellers often base their expectations on other travellers' experiences to get as much beneficial information as they can to avoid risk and also to boost up travellers' confidence while decide on their travel plans (Fotis, Buhalis&Rossides, 2012). With so much user generated content and two way interaction, trust becomes a vital issue. Photo and video sharing have become a norm in the 21st century (R'athonyi, 2013).

Forrester research (2006), suggested that more than 34% of the total purchasing on the internet is related to travel and tourism. Out of this huge chunk of travel related purchasers, more than 74% used accessed the reviews of prior customers as a source of information. (Gretzel and Yoo, 2008). A review website like TripAdvisor, is a helpful tool not only for people who are planning their travels but also for people who have already traveled by allowing them to post pictures, share experiences, review hotels, give suggestions, etc. (Chung & Buhalis, 2008). Such is human psychology that people prefer to trust other people's reviews and experiences rather than what the hotel tells them. Even if a potential purchaser does not know the person who posted a review, there is a high chance that he would still take his word and trust him/her.

According to Nielsen's latest global trust in Advertising report, (2012), online consumer reviews are a whopping second most trusted source of brand information with more than 70% consumers suggesting that they have no problem in trusting these reviews. It is important to analyse the effect of this on travellers' purchasing intention of booking hotels. In particular, online reviews influence more than US\$10 billion in online travel purchases every single year (Compete, 2007), and it is thus important to analyse their effect. Many studies in the past have been based on the effect of user generated content on travel purchase decision, but there has not been such a study in India involving Indian users and the effect of online user generated content on their hotel purchase intention. That is why it is important to conduct such a research.

Research Objectives

- 1) To analyse the effect traveller reviews on TripAdvisor have on Travellers' purchase intention of booking hotel rooms.
- 2) To analyse the effect photos and videos of hotels posted by travellers on TripAdvisor have on Travellers' purchase intention of booking hotel rooms.
- 3) To analyse the effect the hotel's response to traveller reviews on TripAdvisor has on travellers' purchase intention of booking hotel rooms.
- 4) To have a better understanding of the perception and attitude travellers from New Delhi have towards online travel.
- 5) To better understand, the user generated content on TripAdvisor that could influence purchase intention

Conceptual Framework

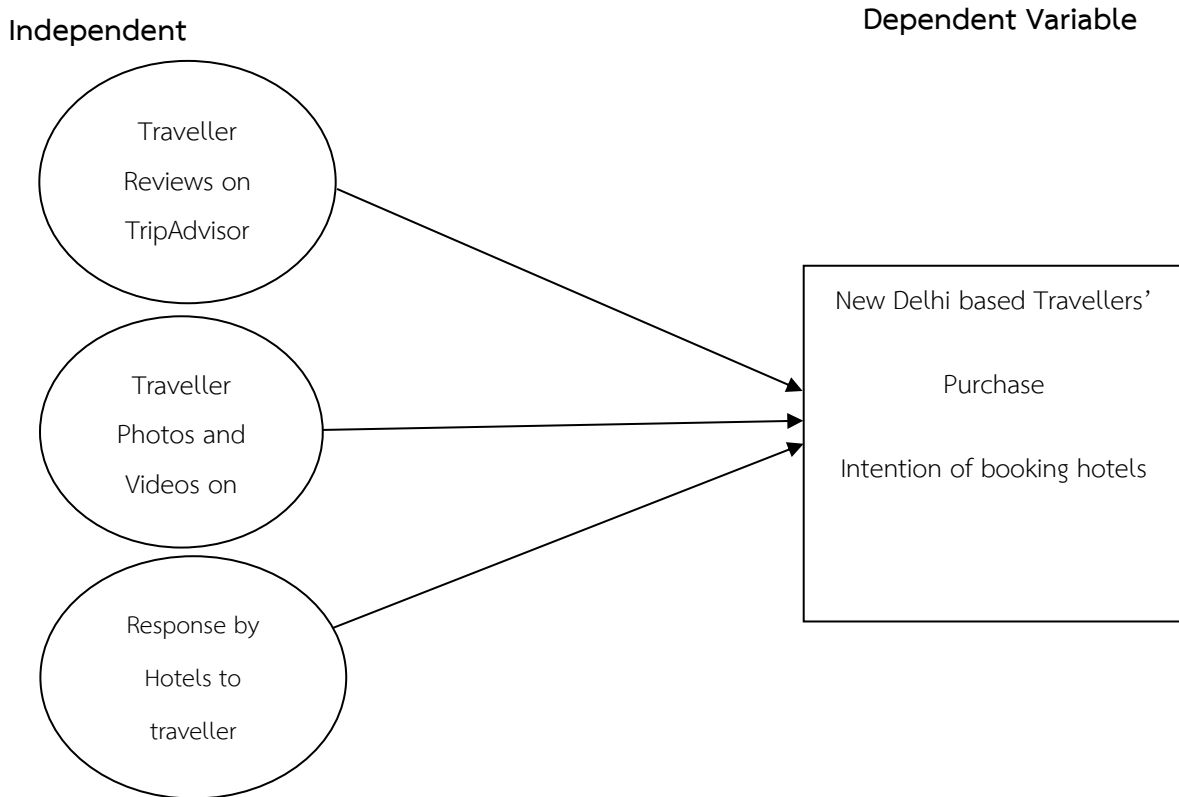


Figure 1.1 Conceptual Framework

Source: Stead, 2012. Richard & Guppy, 2014.Seng&Theng,2015

- H1 - Traveller Reviews on TripAdvisor have an effect on purchase intention of booking hotel rooms for Travellers from New Delhi
- H10 - Traveller Reviews on TripAdvisor do not have an effect on purchase intention of booking hotel rooms for Travellers from New Delhi
- H2 - Traveller Photos and videos on TripAdvisor have an effect on purchase intention of booking hotel rooms for Travellers from New Delhi
- H20 - Traveller Photos and videos on TripAdvisor do not have an effect on purchase intention of booking hotel rooms for Travellers from New Delhi
- H3 - Response of Hotels to traveller reviews have an effect on purchase intention of booking hotels for travellers from New Delhi
- H30 - Response of Hotels to traveller reviews does not have an effect on purchase intention of booking hotel rooms for travellers from New Delhi

Literature Review

Purchase Intention

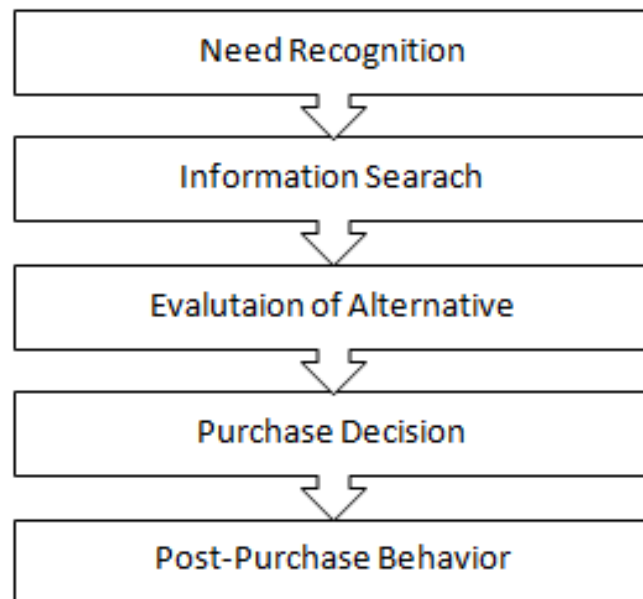
Internet users that actively participate in an online consumer community end up changing their attitudes toward the online community related activities that could affect their purchase intention (Brown, Broderick and Lee, 2007). Purchased intention is a part of planned behaviour. Purchase intention can be understood to be purchase probability associated with an intention category at the percentage of individuals that will actually end up buying the product (Whitlar&Svenson, 2003).

Purchase Decision Making

The final purchase is the only visible part of the complete decision making process. There are many more aspects involved with the purchase decision. A buying decision process describes the process a customer goes through will making the final purchasing decision making.

A consumer decides to make a purchase when a problem or a need arises which is affected either by internal or external stimuli (Kotler & Keller, 2012).

After a need is recognised by the customer, the next step is looking for information regarding the product, in this case, the hotel. This is where user generated content on the internet comes into play. The consumer will try to find out as much information on different products and evaluate choices. There are many sources of information but online user generated content is one of the main sources towards which consumers look before purchasing a hotel's product or service. Online user-generated reviews about travel destinations, hotels, and tourism services have become important sources of information for travelers (Pan, MacLaurin, & Crotts, 2007). Online content in the form of reviews are an important source of information to both travelers and hotels. So, it is important to understand the effect of user generated content on consumer purchasing decision.



TripAdvisor

TripAdvisor was launched in the February of 2000, in the United States of America, operating websites in the United Kingdom, France and Germany (Huang, 2010). It is a part of Expedia Inc, which also is one of the biggest players in the Online Travel Agent industry. Sites such as TripAdvisor are creating an outlet for millions to share and provoke discussion on an array of topics, including travel (Donoghue, 2006). TripAdvisor gives travellers an option of viewing qualitative as well as quantitative reviews related to a hotel. It is used by millions all over the world in both the pre-travel and post-travel phase. In 2011, TripAdvisor included 474000+ Hotels, from 85,000 + cities, with more than 6 Million traveller photos (TripAdvisor, 2011). TripAdvisor has been constantly growing and is reaching out to more and more people and online travel is on the rise. The platform has given travellers a voice, and enabled them to post their opinions, experiences, level of satisfaction, etc while their stay at different hotels and thus helping fellow travellers in their pre-travel phase. TripAdvisor became the largest online travel community in the world with its drastically rising popularity resulting in more than 40 million unique monthly visitors and above 20 million registered members (TripAdvisor, 2011). Another reason for this rise is the encouragement done by hotels to their guests to write reviews on such sites. In a recent survey done by Google analytics in 2015, the popularity of TripAdvisor has rose further with number of monthly visitors increasing by more than 10 times in the last four years. In 2015, TripAdvisor has 340million monthly visitors with 78 million members (TripAdvisor, 2015).

There are many different types of contents that a traveller can post on TripAdvisor. This user generated content includes Reviews, photos and videos. All reviews on TripAdvisor have a standard structure. Along with what the user has written in his review, the user's name, duration of membership on TripAdvisor, Score, Date of stay, travelling group, etc are also given to make the review less ambiguous and more meaningful for the fellow traveller to read and analyse. This information is given to help the viewers and help building credibility and trust related to the reviews (O'Connor, 2010). Also, TripAdvisor has a standard structure for all hotel listings which includes hotel name, star rating, phone number, and the most important "The Popularity Index". This popularity index is calculated using an algorithm based on the reviews a hotel reviews. The attention to detail and the clarity and credibility of reviews makes TripAdvisor seen as one of the most prominent stand alone user generated reviews site within the travel industry (O'Connor, 2010). Trip advisor uses various techniques to spot out fraudulent reviews which are very common in the hotel industry due to a high level of competition. TripAdvisor claims to have personnel trained in fraud detection, detecting algorithms, timely checks and readers' abuse investigation techniques to help improve integrity and credibility (Jeong and Jeon, 2008). The growing influence of user generated review sites such as TripAdvisor has forced hotels to increase the attention given to such sites as it can be a key factor in success or failure of a hotel, making online reputation management an extremely important activity for the hotel to carry. Hotel management not managing user generated reviews on TripAdvisor are bound to see decreased RevPAR (O'Connor, 2010). Hotels have deployed teams such as Content management teams and Online reputation management teams to ensure user generated content as well as the content posted by the hotel online is appropriately managed

Tripadvisor has integrated with Facebook to create a set of applications that engage more travellers by encouraging them to be involved with giving and receiving user generated content. The "Facebook Login" option enables users to access their Tripadvisor account more easily. This has helped to bind Travel and Social Network together (Facebook, 2014). After logging onto Facebook using Tripadvisor, users can view "exclusives" of a destination such as friends' check-ins, ratings, reviews, likes and other such information. In Tripadvisor's Facebook application, users can pin places where they have travelled and also share destinations that they would like to visit in the future. According to a recent study by Facebook, a shopping One-Third of the reviews and content was by users who had logged in through Facebook login

(Facebook, 2014). Kevin Carter, a TripAdvisor spokesperson had mentioned that the company is giving more importance to candid traveller photos and videos to improve the quality of the content posted by the user by making it more useful for a fellow traveller as it was considered an extension to traveller reviews (Thooz, 2014). TripAdvisor also provides forums to its users. Many of these forums have destination experts who assist fellow travellers by representing a particular destination. These experts are not employees of TripAdvisor and do not receive any kind of financial reward from the company. They are just passionate travellers who are willing to help out fellow travellers who are in their pre planning phase. Destination experts also moderate forums and assist travellers in navigating through the TripAdvisor website (TripAdvisor, 2014). These forums help TripAdvisor in collecting intelligence about a particular destination. TripAdvisor also has a Web2.0 Mash up feature. This helps a traveller to quickly identify and locate hotels near their preferred destination. The map also points out places of interest, tourist attractions and major landmarks near the hotel. This feature is helpful to both business and leisure travellers. Business travellers can locate hotels near their place of work or meetings whereas leisure travellers can check the hotel distances from entertainment places , airports , famous tourist spots, etc. It can be safely said that TripAdvisor provides its users with many functions and services. The business model of TripAdvisor is based on harnessing the power of the online users across the globe.

Related Research

Gretzel (2007) - An Online Travel Review Study was done for TripAdvisor. The main purpose of the study was to examine the role and impact of travel reviews in the pleasure trip planning process, Identify factors which influence review readers' evaluations of a review and investigate the influence of consumer-generated reviews on trip planning. A web-based survey led to 1480 responses, which represented a 21.1% response rate. The result of this study showed that most of the surveyed TripAdvisor users travelled frequently for pleasure and did not make spontaneous decision regarding travel planning. Almost all respondents used the internet as a source for travel planning and most frequent online activity related to travel planning was reading comments/reviews of other travellers. Travellers in their pre-planning stages who are reading fellow traveller reviews are under the perception that other travelers' online reviews have great impacts on their pleasure trip planning process. The study also emphasized that

TripAdvisor had an advantage as they provided a much greater number of traveller reviews and users could evaluate different reviews with more purpose

Bashar. (2014) - Impact of social travel networks on Travel planning - The case of TripAdvisor. The main purpose of this research was to study the impact of social network sites on the travel planning process. TAM and IAM theories were used to create a conceptual model. Data was collected through a research questionnaire and credible evidence was found to support the model. Therefore, the researcher came to a conclusion that travellers are putting more and more trust in Social Travel Networks.

A. Herrero Crespo (2015) - to explain the influence on behaviour, as perceived by users, of the user generated content created by others on social networking sites by carrying out empirical research in the hospitality sector in Portugal and Spain. The research also focuses on the factors that determine the influence of e-word-of-mouth from social networking sites on consumer behaviour. The qualitative research consisted of 6 in-depth interviews hotel managers who use social networking sites to manage user generated content. For quantitative research, a three-part questionnaire was prepared and the target population was people in Spain and Portugal who used social networking sites to search for information when making a travel purchase decision. Using regression analysis, it was observed that the users were more affected by social networking sites in terms of their behaviour while they considered the information received as credible and valuable.

Research Methodology

The research was based on quantitative data as it enabled to develop hypotheses. The target population for collecting data for this research was people from New Delhi, India who had used TripAdvisor. The population was over the age of 18 years. 74 Million People used Travel sites in India and time spent on Travel portals by Indian users was the highest in the World (Tnooz, 2013). This population figure was used as a source to calculate sample size, by using Yamane Formula.

$$n = N / 1 + N (e)^2$$

n = sample size

N = population size

e = level of precision

By putting in the values, we get:

$$n = 74000000 / 1 + 74000000(0.5)^2$$

$$n \approx 400$$

According to this formula, the sample size of this research will be 400 internet users in India that use online travel websites for travel purchases.

A non-probability sampling technique was used and the research instrument was an Online Questionnaire. The questionnaire contained a total number of 25 questions. The Questionnaire was made using help of validated researches done previously. It consisted of demographic questions and questions related to the research topic. A 5 point Likert Scale was used in the questions used to measure the dependent variable “purchase intention” and also the independent variables. This study used a Likert scale to measure responses since this scale was widely used in both marketing and social science (Burns & Bush, 2002).

Measures for Questionnaire

Questions to measure traveller reviews and photos & videos are adapted from “Online Travel Review Study” (Gretzel, 2007).

Questions to measure Hotel’s response to reviews are adapted from “Responding to TripAdvisor: How Hotel Responses to Negative Online Reviews Effect Hotel Image, Intent to Stay, and Intent to Return” (Avant, 2013).

Questions to measure Purchase Intention were adapted from “A case study on TripAdvisor” (Bashar, 2014).

Reliability Statistics

Traveller Reviews

	Cronbach's Alpha Based on Standardized Items	N of Items
Cronbach's Alpha		
.893	.896	6

Traveller Photos & Videos

	Cronbach's Alpha Based on Standardized Items	N of Items
Cronbach's Alpha		
.893	.896	6

Hotel Response

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.820	.815	3

Purchase Intention

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.951	.952	3

Descriptive statistics were used due to the process of converting data into information by encoding the data. To test hypotheses, different types of statistical tools such as Pearson-Correlation, ANOVA and Linear Regression Analysis were used in this research. Also, Cronbach's Alpha was used to check reliability of different scales in the questionnaire.

Research Finding

The 400 respondents consisted of 214 male respondents and 186 female respondents. The difference between the number of respondents from each gender was not high and did not create a big split in the sample. The majority of the respondents were between the age of 18-23 and 24-29, a majority of whom are Millennial or Generation Y. The age group 48 & above had the least number of respondents, making baby boomers the least frequent amongst the sample. All respondents of the questionnaire had visited TripAdvisor at least once. The objective of ensuring responses from people who had visited/used TripAdvisor was fully accomplished since all 400 respondents stated so. A huge majority of the respondents preferred to book online. More and more people had been switching to online booking and this data showed that more than 92% of the respondents preferred to do so.

The data suggested that respondents feel that traveller reviews reduced their risk and uncertainty while making booking/reserving decision for hotel rooms. A mean of 3.66 suggested a moderately high level of agreement. A low level of variance showed a relatively high level of homogeneity among the respondents. The distribution was skewed to the left. Most respondents strongly agreed to the notion that fellow traveller photos and videos helped in imagining what the hotel actually looked like. This suggested that respondents would be more willing to trust fellow traveller photos and videos rather than those posted by hotel's

themselves as they could be deceiving at times. Service Recovery Response” had the highest mean value and “Disregarding Response” also had a very high mean value. This suggested that a review with a hotel response be it positive or negative had a higher chance of having an effect on purchase intention rather than a review with no response.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.812a	.659	.657	.46051

Predictors: (Constant), HotelResponse, TravellerReviews, TravellerPhotosnVideos

Pearson’s Correlations suggests that all three independent variables are significantly and positively co-related with the Dependent Variable.

Pearson Correlation

		Purchase Intention	Traveller Reviews	Traveller Photos & Videos	Hotels’ Response
Purchase Intention	Pearson	1	.720**	.695**	.769**
	Correlation				
	Sig. (1-tailed)		.000	.000	.000
	N	400	400	400	400
Traveller Reviews	Pearson	.720**	1	.781**	.708**
	Correlation				
	Sig. (1-tailed)	.000		.000	.000
	N	400	400	400	400
Traveller Photos & Videos	Pearson	.695**	.781**	1	.718**
	Correlation				
	Sig. (1-tailed)	.000	.000		.000
	N	400	400	400	400
Hotels’ Response	Pearson	.769**	.708**	.718**	1
	Correlation				
	Sig. (1-tailed)	.000	.000	.000	
	N	400	400	400	400

** . Correlation is significant at the 0.01 level (1-tailed).

Traveller Reviews and purchase intention are significantly positively correlated ($r=.720$). Traveller Photos & Videos is positively correlated with purchase intention ($r = .695$). Hotels’ Response to Travel reviews is positively correlated with purchase intention ($r=.769$).

The R Square Value in the model summary told us that 65.9% variance in Purchase intention could be predicted by the three independent variables.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	162.484	3	54.161	255.390	.000a
	Residual	83.981	396	.212		
	Total	246.464	399			

In ANNOVA analysis the F value = 255.390 and the Significance = <.05. Therefore we could confirm that our independent variables significantly predicted our dependent variable. The data showed that “hotel responses” had the largest effect on traveller purchase intention with a β value = .473 and significance (p =.000). “Traveller reviews” had a β value = .275 and significance (p=.000), thus significantly affected “Purchase Intention”. Also the independent variable “Traveller Photos and Reviews” had a β value = .191 and significance (p=.005). Also, Generation Y travellers were more accustomed to Online Travel than their counterparts Generation X and Baby Boomers. out of the population sampled, a Larger percentage of male respondents preferred online booking as compared to their counterparts, female respondents.

Hypothesis Statement	β value	Purchase Intention	
		Significant level	Testing results of hypothesis
1.Traveller Reviews	.275	.000	Accepted H1
2.Traveller Photos & Videos	.191	.005	Accepted H1
3.HotelResponse to Reviews	.473	.000	Accepted H1

Conclusion

The aim of this research was to analyse the effect Trip Advisor has on the purchase intention of booking of hotel rooms for travellers from New Delhi, India. Purchase intention here refers to intention to reserve/book a hotel room. This was done by understanding what type of content on TripAdvisor can have an effect and bringing to light how travellers perceive this information. All the findings of this research can be summarized by comparing them to the objectives of the research.

1. To analyse the effect traveller reviews on TripAdvisor have on Travellers' purchase intention of booking hotelrooms. The research findings suggest that traveller reviews do have an effect on the purchase intention of booking hotelrooms for travellers from New Delhi, India. The descriptive statistics for this variable showed a mean of 3.6, which shows a level of agreement. It was significantly correlated to Purchase intention with $r=.720$ and significance value (p) = .00. Also the standardized beta value was .275 which further proved a significant relationship. These results clearly show that traveller reviews did have a significant influence.

2. To analyse the effect photos and videos of hotels posted by travellers on TripAdvisor have on Travellers' purchase intention of booking hotel rooms. From the research findings we can conclude that Traveller photos and video do have an effect on purchase intention of booking hotel rooms for travellers from New Delhi, India. The descriptive statistics for this variable showed a mean value of 3.49 and standard deviation of .58. This showed a level of agreement. Also, the Pearson Correlation table showed that "traveller photo and videos" was significantly positively related to "Purchase Intention". Sometimes, travellers in their pre-travel phase are a bit sceptical about the photos of the hotel on the internet that are posted by the management. Hence, they might rely on photos or videos posted by fellow travellers to give them a better idea about the hotel. For example, in some cases the photos posted by a hotel on a travel website seem misleading only to the sheer disappointment of the traveller. This makes the photos posted by fellow travellers more important than photos posted by the hotel for some people.

3. To analyse the effect the hotel's response to traveller reviews on TripAdvisor has on travellers' purchase intention of booking hotel rooms. The research findings suggested that a hotel's response to a traveller review does have an effect on purchase intention. The descriptive statistics showed a mean value of 3.74 and showed a high level of agreement. Pearson correlation suggested a significant positive relation between the variable and "Purchase Intention". According to Regression analysis, this variable had the greatest impact on "Purchase Intention", hence suggesting that this was the strongest predictor. For example, if a hotel gets a negative review on TripAdvisor from a dissatisfied customer, a hotel's response to this review can have effect on the traveller who is in pre-travel phase and is accessing this content.

Discussions

This topic has been a case of discussion for many hoteliers and e-marketing professionals lately. Studies within the same field have been done, but none of the studies were done in the geographic location which was chosen in this research, which is why the hypothesis of this research paper consists of both a online user generated content analysis on the market and also a test of hypotheses based on the objectives for the questionnaire in collecting the data for the research.

Nowadays, online travel agents such as Expedia, Agoda, Booking.com, ClearTrip, and many others, have become the most popular way of booking hotel. Online travel has taken over and it has become a very important topic for hoteliers to give more attention to and to learn more about. In today's hotel industry, a hotel's e-marketing strategy can be a backbone for its success. Websites such as TripAdvisor have given travellers a platform to discuss, review, rate and basically tell fellow travellers the way they perceive a particular hotel. A traveller who visits TripAdvisor and is in his/her pre travel phase has access to many types of content on TripAdvisor that could be useful while choosing a hotel. This content could be fellow traveller reviews, photos or videos, hotel ranking or maybe the way a hotel responds to a traveller review. Thus, it is vital that a hotel takes care of its reputation on such platforms. Many hotels have content management teams and online reputation management teams to manage a hotel's image on these types of sites as this image/reputation is the only way a traveller who is searching and finding hotels online can judge a hotel property. The hotel has to make sure that the traveller sees it in a good light and does not hesitate before booking a room in the property. A way of managing traveller reviews is by responding to them on the travel website, in this case TripAdvisor. For example, if a dissatisfied traveller has written a negative review on TripAdvisor, it is advisable that the hotel responds promptly and appropriately to the review as it could have an effect on a traveller who is using this information as a helping source while booking a hotel room. This response by the hotel might help in reducing ambiguity and shedding some light on the situation, (dissatisfaction of the review writer) and result in affecting a fellow traveller in pre-travel phase.

New Delhi, India was chosen as the location to conduct this research as the concept of online travel has been becoming more and more popular due to the trends of online buying behaviour of Indians. Online purchasing in India is becoming so popular that according to a

report released by Global Network Initiative (GNI), working to promote privacy and user rights on the web, online platforms in the country with user-generated content can contribute around US\$ 41Billion to India's GDP by 2015 (Anwar, 2014). Noticing this, TripAdvisor had created TripAdvisor India and has become a go-to information source for many travellers in their pre-travel or post-travel phase.

Recommendations

Recommendation for Further Study

1. This research suggests that TripAdvisor has an effect on purchase intention of booking hotels for travellers from New Delhi, India. There are several methods that can be taken into consideration in order to improve the limitation of the study. The current study is based on a specific geographical location, therefore for future studies more areas can be taken into consideration. Since the structured questionnaire is close ended, to become less biased it can be made into an open ended one to know about the views and opinions of travellers using TripAdvisor.

2. This research includes the current trends of online travel in India, but with time, Improving technology and a change in online shopping behaviour, new traveller websites can make their mark in the industry while the one used in this research can be of less use. Focus groups could be an alternate way to investigate the opinions and views of travellers regarding this subject.

Recommendation for Hotels

1. This study will be an available source for other researchers to expand their research studies. The findings from this hotel can also help hoteliers understand the effect user generated content on TripAdvisor has on a traveller's purchase decision and how they can make the most of this by acting wisely. Some hotels, mainly 3 and 4 star, do not have dedicated teams to handle this content about the hotel which is online.

2. Bigger hotels have dedicated teams such as content management team or online reputation management team to make sure that the hotel is handling user generated content in the best way possible as these hotels realize that doing the same has an effect on the success of the hotel. Hotels that target customers from New Delhi can apply the findings of this research while making their e-marketing strategy or when posting content about their hotel on TripAdvisor.

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