

Impact Of Online Platform on Customer Booking Decision in Hotel Booking

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Abstract- *The rapid advancement of digital technology has significantly transformed the hospitality industry. Online hotel booking platforms such as MakeMyTrip, Booking.com, Agoda, and Goibibo have changed the traditional reservation process by offering convenience, transparency, and instant access to information. Customers can compare prices, read reviews, evaluate ratings, and access promotional offers before making their final booking decision. This study examines the impact of online platforms on customer booking decisions in hotel booking. The research focuses on factors such as online reviews, pricing strategies, platform features, and customer trust that influence booking intentions. Primary data was collected from 168 respondents using a structured questionnaire. The collected data was analyzed using frequency and percentage analysis. The findings reveal that price, customer reviews, discounts, and platform features play a significant role in influencing hotel booking decisions. The study concludes that online platforms have a strong impact on customer behavior in the hospitality industry.*

Keywords: *Online Booking Platforms, Customer Behavior, Hotel Booking Decision, Online Reviews, Digital Hospitality.*

I. INTRODUCTION

The hospitality industry has undergone a significant transformation with the development of digital technologies and increased internet usage. Traditional hotel booking methods such as walk-in reservations, telephone bookings, and travel agencies have gradually been replaced by online booking platforms. These platforms allow customers to search, compare, and book hotels conveniently using computers or mobile devices.

Online travel agencies provide several features that simplify the booking process. Customers can compare prices, read online reviews, check ratings, view hotel

images, and explore different accommodation options before making a decision. These features provide transparency and help customers evaluate hotels based on multiple factors rather than relying only on price or location.

The growing use of smartphones and digital payment systems has further increased the popularity of online booking platforms. Customers now prefer online platforms because they provide flexibility, instant confirmation, and easy cancellation options. As a result, understanding how online platforms influence customer booking decisions has become important for both researchers and hospitality businesses.

II. REVIEW OF LITERATURE

Several researchers have studied the impact of online reviews and digital platforms on consumer behavior. Vermeulen and Seegers (2009) examined the influence of online hotel reviews on consumer attitudes and found that positive reviews significantly increase booking intentions. Sparks and Browning (2011) studied the effect of review valence and concluded that positive reviews improve trust while negative reviews may discourage bookings.

Filieri and McLeay (2014) investigated the role of review credibility in hotel booking decisions. Their findings revealed that the quality and reliability of online reviews strongly influence consumer decision-making. Kim, Chung, and Lee (2011) explored customer trust in online travel agencies and found that website quality, security features, and ease of navigation significantly influence customer trust and satisfaction.

Cantalops and Salvi (2014) analyzed the impact of online reviews on hotel performance and concluded that customer feedback significantly affects hotel occupancy rates and revenue. Pavlou (2003) studied trust in e-commerce and found that trust reduces perceived risk and increases the likelihood of online purchases.

Although previous studies have explored the influence of reviews, pricing strategies, and trust individually, limited research has examined the combined impact of these factors on customer hotel booking decisions within a specific regional context.

III. RESEARCH METHODOLOGY

This study adopts a descriptive research design to analyze the influence of online platforms on customer hotel booking decisions.

Primary data was collected using a structured questionnaire distributed to respondents who have experience using online hotel booking platforms. Secondary data was obtained from journals, books, and online research articles related to consumer behavior and digital hospitality platforms.

Convenience sampling was used to select respondents for the study. A total of 168 responses were collected and analyzed. The collected data was analyzed using statistical tools such as frequency distribution and percentage analysis. Tables were used to present the results in a systematic and understandable format.

IV. DATA ANALYSIS

The analysis of demographic characteristics shows that the majority of respondents belong to the age group above 25 years. Male respondents slightly dominate the sample population compared to female respondents. Most respondents are undergraduate students and belong to the middle-income group.

The results show that many respondents use online booking platforms occasionally rather than for every hotel reservation. Goibibo and MakeMyTrip are the most preferred platforms among respondents.

The analysis also reveals that price plays a major role in hotel booking decisions. Many respondents

compare multiple platforms before booking and prefer options that offer the best value for money. Discounts and promotional offers also influence hotel selection.

Online reviews and ratings significantly affect customer decisions. Many respondents believe that reviews are mostly genuine, although some remain cautious. Customer-uploaded photos and detailed hotel descriptions also help customers evaluate hotels before booking.

Table 1: Demographic Profile of Respondents

Variable	Category	Frequency	Percentage
Age	Below 18	29	17.3%
	18–21	44	26.2%
	22–25	39	23.2%
	Above 25	56	33.3%
Gender	Male	97	57.7%
	Female	71	42.3%

Source: Primary Data

Interpretation:

The demographic profile indicates that the largest proportion of respondents (33.3%) belongs to the age group above 25 years, followed by 26.2% in the 18–21 age category and 23.2% in the 22–25 group. Only 17.3% of respondents fall below 18 years. In terms of gender distribution, male respondents constitute 57.7% of the sample while female respondents account for 42.3%. This shows that a greater proportion of male respondents participated in the survey. The demographic composition suggests that young adults and working individuals form the major group of online hotel booking platform users.

Table 2: Preferred Online Booking Platform

Platform	Frequency	Percentage
Booking.com	42	25.0%
MakeMyTrip	51	30.4%
Goibibo	54	32.1%
Others	21	12.5%
Total	168	100%

Source: Primary Data

Interpretation:

The table shows that Goibibo is the most preferred online hotel booking platform among respondents, with 32.1% selecting it as their preferred platform. This is followed by MakeMyTrip with 30.4% and Booking.com with 25%. A smaller portion of respondents (12.5%) prefer other booking platforms. The results indicate that customers tend to prefer well-known online travel agencies that provide competitive pricing, promotional offers, and user-friendly interfaces.

Table 3: Importance of Price in Hotel Booking Decision

Response	Frequency	Percentage
Strongly Agree	78	46.4%
Agree	61	36.3%
Neutral	24	14.3%
Strongly Disagree	5	3.0%
Total	168	100%

Source: Primary Data

Interpretation:

The table reveals that price plays a significant role in hotel booking decisions. A large proportion of respondents (46.4%) strongly agree that price is an important factor when choosing a hotel, while 36.3% agree with this statement. Only a small percentage of respondents remain neutral (14.3%) or strongly disagree (3%). This indicates that most customers are highly price-sensitive and consider pricing as one of the key determinants when selecting hotels through online booking platforms.

Table 4: Influence of Online Reviews on Booking Decision

Response	Frequency	Percentage
Strongly Agree	62	36.9%
Agree	60	35.7%
Neutral	36	21.4%
Disagree	8	4.8%
Strongly Disagree	2	1.2%
Total	168	100%

Source: Primary Data

Interpretation:

The results indicate that customer reviews significantly influence hotel booking decisions. A

majority of respondents (36.9%) strongly agree and 35.7% agree that customer reviews affect their decision when selecting a hotel. Meanwhile, 21.4% of respondents remain neutral and only a small proportion disagree with the statement. This finding suggests that online reviews play an important role in shaping customer perceptions and building trust in hotel booking platforms.

V. FINDINGS

The study identified several important factors influencing customer hotel booking decisions.

Most respondents rely on online platforms to search and compare hotel options before making a booking decision. Pricing strategies, discounts, and promotional offers significantly influence booking behavior.

Online reviews and ratings play an important role in building customer trust and shaping booking intentions. Customers also value secure payment systems, customer support services, and easy cancellation policies.

The study also found that customer experience plays a significant role in repeat booking behavior. Positive booking experiences increase customer satisfaction and loyalty toward online booking platforms.

VI. CONCLUSION

Online booking platforms have transformed the way customers search and book hotels. These platforms provide transparency, convenience, and access to a wide range of information that helps customers make informed decisions. The study shows that factors such as price, online reviews, platform features, and customer trust significantly influence hotel booking decisions.

The results indicate that customers rely heavily on digital information when evaluating hotel options. Therefore, hospitality businesses and online travel agencies must focus on improving service quality, maintaining transparent pricing strategies, and ensuring the authenticity of customer reviews. Enhancing platform usability and providing secure

payment systems can further increase customer satisfaction and trust.

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