ONLINE TRAVEL AGENCIES IN CHINA: THE IMPACT OF ONLINE REVIEWS,

TRUST, PERCEIVED RISK, PERCEIVED EASE OF USE, PERCEIVED

USEFULNESS AND PERCEIVED ENJOYMENT ON PURCHASE INTENTION

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A Dissertation Presented to

The Graduate School of Bangkok University

In Partial Fulfillment

of the Requirements for the Degree

Doctor of Philosophy in Communication Arts

By

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2021

This dissertation has been approved

for the Graduate School by

Chairman, Doctoral Program in Communication

Bangkok University

Dean of the Graduate School

Bangkok University

Hanxin, Zhang. Ph.D. (Communication Arts), August 2021, Graduate School,

Bangkok University.

<u>Online Travel Agencies in China: The Impact of Online Reviews, Trust, Perceived</u>

<u>Risk, Perceived Ease of Use, Perceived Usefulness and Perceived Enjoyment on</u>

<u>Purchase Intention</u> (196 pp.)

<u>Advisors of dissertation</u>: Assoc. Prof. Rosechongporn Komolsevin, Ph.D.

ABSTRACT

The purpose of this study is to better understand online consumer behaviour

by analyzing these consumers' motivations and intentions leading them to purchase

hotel rooms via online travel agencies (OTA). In particular, this paper seeks to

demonstrate the impact levels of the following variables: electronic word-of-mouth

(eWOM) (in the form of online reviews, or ORs), perceived risk (PR), trust (TR),

perceived usefulness (PU), perceived ease of use (PEOU), perceived enjoyment (PE),

and the dependent variable, purchase intention (PI). Quantitative research methods

and structural equation modeling were applied in order to construct a conceptual

model into which survey data collected from 438 respondents in China was then

inputted. The results obtained using Structural Equation Model (SEM) analysis

(significance level = 0.05) reveal four significant trends among the customers in the

sample: (1) Online reviews and their three dimensions (volume (VO), valence (VA)

and quality of online reviews (QA)) had a svignificantly negative impact on customers' perceived risk, and a significantly positive impact on customers' trust; (2) online reviews and the three dimensions thereof (VO, VA and QA) significantly affected purchase intention, as mediated by trust and perceived risk; (3) perceived ease of use significantly influenced both perceived usefulness and purchase intention; and, (4) perceived usefulness and enjoyment significantly influenced purchase intention. The results indicate that all of the independent variables could have significant impacts on online travel agency customers' purchase intentions, and that these consumers' attitudes and perceptions are critical factors affecting the motivation towards online hotel booking transactions, which in turn affects these tourists' decision-making. The results of this study offer a valuable contribution to scholars' efforts to address a critical knowledge gap in the field; further, this study proposes a potential framework for gaining a deeper understanding of consumer behavior and developing appropriate marketing strategies.

ACKNOWLEDGMENT

Upon the completion of the thesis, I would like to express my sincere thanks and gratefulness to a group of people who have supported and encouraged me during challenging periods in completing this dissertation.

First of all, I would like to offer my sincere gratitude to my advisor, Assoc. Prof. Dr. Rosechongporn Komolsevin who has always provided great supports, advices and inspirations throughout my dissertation process. I also would like to express my deepest appreciation to my co-advisors, Assoc. Prof. Dr. Ratanasuda Punnahitanond and Assoc. Prof. Dr. Pacharaporn Kesaprakorn who have continually given great recommendations, comprehensive expertise and blessings in completing this dissertation.

Furthermore, I would like to express my heartfelt thanks to my parents who always supported me, willingly discussed with me, and offered valuable insights. Their continuous support and encouragement have accompanied me through the difficult course of the thesis and moments of my life.

Last but not least, I would like to express my warmest gratitude to my girlfriend, Qin Mengyang, for her instructive suggestions and valuable comments on the writing of this thesis. Her unwavering support has sustained me through frustration and depression. Without her invaluable help and generous encouragement, the present thesis would not have been accomplished. I also own much to my friends

and classmates for their valuable suggestions and critiques which are of help and

significance in making the research a reality.
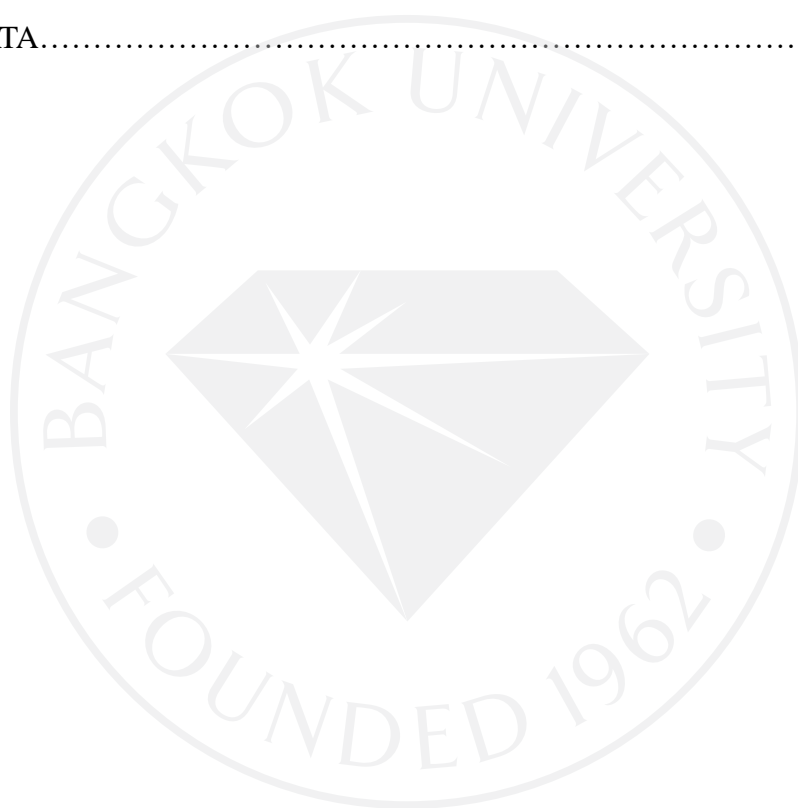
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CHAPTER 1

INTRODUCTION

This chapter describes the introduction of this study which includes the

overview of consumer perception, electronic word-of-mouth (eWOM), the tourism

industry in both China and global scales, and online travel agency (OTA). Thereafter,

the rationale and statement of the problem, the purpose of this study, the scope of this

study, research questions, expected benefits and the definition of key terms are put

forward as shown below:

1.1 Background of Research

1.2 Rationale and Problem Statement

1.3 Research Objectives

1.4 Scope of the Study

1.5 Significance of the Study

1.6 Research Questions

1.7 Definition of Terms

1.1 Background of Research

In recent years, with the rapid development of Internet technology and the

continuous improvement of Chinese people's living standards, China's tourism

economy has achieved rapid growth and people can easily buy and book tourist

products through the electronic B2C platform, including train tickets, flights, car rentals, vacation packages and even hotel rooms. The process of purchase decisions of the hotel consumers has progressively developed from the traditional model to the network, and more and more consumers are involved in the sharing and evaluation of hotel products.

1.1.1 Consumer Perception and Behavior

Consumer's behavioral intention is the forecast of A consumer future action intention, which is connected with the consumer's current situation and future behavior. Fishbein and Ajzen (1975) proposed that behavioral intention is the degree of the purpose of a specific activity that people expect, and it is likely to urge consumers to take the expected action. Ajzen and Driver (1991) also put forward that behavioral intention is a significant part in behavioral expression, which precedes behavior and can accurately explain consumer behavior activities.

Also, there are negative and positive differences in behavioral intention. Consumers praise and enjoy products with positive evaluation or attitude, which means they have a positive behavioral intention. On the contrary, consumers' negative reactions, such as criticism, reduction of purchase or non-purchase indicated consumers' negative behavioral intention for the products (Parasuraman, Zeithaml, & Berry, 1985). Drucker, a management expert, once pointed out the only aim of business is to create consumers. As market competition intensifies, the status of consumers becomes more and more critical. In the early 1900s, the well-known

experimental psychologist Walter D. Scott began to study consumer behavior and sought new applications. By combining theories and methods of psychology, sociology, anthropology, marketing, economics and other related disciplines, Scott (1910) discovered the influencing factors of consumer buying habits, characteristics and purchasing decisions, and for the first time proposed the application of psychology in advertising.

The 'consumer behavior' is a dynamic interactive process of perception, cognition, behavior and environmental factors defined by the American Marketing Association, and it's the behavioral foundation for humans to execute the trading activities in daily life. Furthermore, the act of consumers to purchasing goods begins with the process of understanding the products. It is the precondition for the formation of consumer purchasing behavior. Consumer's perceived psychological activities are the foundation of other consumption activities, and there are two parts of the primary phase of cognitive action, which are sensation and perception. The sensations are the reaction of individuals into the attributes of items, and also the process of assessing, identifying and picking out the input information to obtain the outcomes or form decisions (Peter & Olson, 1993).

Meanwhile, some of the information and results become perception, which is a comprehensive reflection of the attributes of things based on feelings. As a reflection of objective reality, perception is not negative or passive, but positive and active.

1.1.2 Information Exchange and eWOM

Since the 90s of the last century, the Internet has experienced tremendous development from Web 1.0 to Web 2.0. With the emergence and widespread application of Web 2.0 technology, the popularity of the Internet connects everyone as a big community. Social media, as the most representative product of Web 2.0, has promoted the creation of cultural phenomena by the masses. Mass culture is no longer mastered and transmitted by elites, but created, spread and shared by each person.

With the development of the Internet, the emergence of third-party platforms has made information more economical and faster than ever before. The "Third Party" means the e-commerce trading system that provides standard trades for both parties in the C2C online trading industry (Tao, 2010). Access to more information makes it easier for consumers to get products that better suit their needs.

Prior to making a buying decision in an unknown service or product, individuals are inclined to rely on collecting related details or information relating to them. Besides, they are less likely to believe in messages that are professional messages, but they prefer to follow candid reports or their own online and offline research (Cakim, 2010). In the Web 2.0 era, the accelerated evolution of virtual communities has motivated companies to promote services and products with brand new network marketing methods. Consumers also produce a lot of WOM information once they swap information on product tips and consumption experiences in virtual communities. In the research of Westbrook (1987), word-of-mouth communication

refers to the process in which consumers convey information such as user experience

and attribute characteristics of a certain service or product to additional users through

informal discussion. Traditional WOM is limited to the social network of

acquaintances. On the contrary, online word-of-mouth in electronic media helps them

get relevant information regarding a service or product from friends around them, as

well as from other people who have experience in related products or services by

breaking through the limitations of time and space. In terms of vacation destination

selection, it also becomes one of the most dependable sources of information

(Martinez-Costa, Pladevall -Viladecans, Mas-Machuca, & Marimon, 2018; Murphy,

Mascardo & Benckendorff, 2007). As an important factor affecting consumer

behavior, E-WOM is one of the most often frequently sources of information for

tourists and has been widely concerned (Yoon & Uysal, 2005).

WOM (word-of-mouth) and eWOM (Electronic word-of-mouth) have been

recognized by many marketing researchers and scholars, and are considered to be the

critical factors affecting consumers' perception, product evaluations and purchasing

decision (e.g. Cantallops & Salvi, 2014; Chevalier & Mayzlin, 2006; DeMatos &

Rossi, 2008; Sweeney, Soutar & Mazzarol, 2008; Wang, 2011). Social networks,

online travel forums and travel reviews have obtained great significance for sharing

tourism experiences among consumers (Hu, Chen, & Chou, 2017). Online reviews

refer to online shopping consumers' opinions, evaluations, and attitudes towards

companies, sellers, brands, products or services, or their own experiences.

Online reviews, as a form of eWOM, have experienced massive growth (Brown, Broderick, & Lee, 2007). Consumers can talk about their experiences, information and knowledge together with different customers (Hajli, 2014; Lin, Wang, & Hajli., 2019). Consumers believe that online reviews are as trustworthy as the information posted by brand websites, and consumers have faith in eWOM to build their perceptions of hotels and trigger subsequent purchase decisions (Li & Bernoff, 2008). Furthermore, a previous study has proved that valid reviews grow e-retailers' sales (Ghose & Ipeirotis 2011), generate consumers' purchase intentions (Filieri, 2015), along with their willingness to make hotels reservation (Zhao, Wang, Guo, & Law, 2015).

Faced with the personalized and diversified consumption tendency, enterprises can no longer focus on all consumers, but on the differences between consumers. A large amount of information, on the one hand, gives consumers a lot of choices. On the other hand, it also lengthens the time of product selection. The limited characteristic of time makes consumers unwilling to spend more time collecting information, especially with small expenditures such as daily necessities.

Gabbianelli and Pencarelli (2020) believed that the tourism business is closely influenced by eWOM and, within the tourism industry, accommodations are likely the most influenced. Because intangible products such as hotel service and experience are hard to appraise before their consumption, the impact of eWOM has proved to be crucial significant for the hospitality market. Therefore, service suppliers

have begun making use of eWOM as a publicity method by encouraging users to share their feelings online (Yang, Park, & Hu, 2018). As a result of the intangible nature of the tourism product, tourists usually assess different choices and search for authentic and dependable information to make decisions, especially user-generated content. In addition, travelers pay extra focus to the digital platforms which boost information exchange and interaction among customers to reduce the perceived risk. Today more than ever, the management and communication of reservations are determined by using tools that are continuously up-to-date, as well as the competitiveness and attractiveness of hotel facilities rely upon their visibility and presence online (Gabbianelli & Pencarelli, 2020).

1.1.3 Tourism Industry and Online Hotel Reservation Market

Online hotel bookings consist of direct online booking by customers according to information provided by customers' online access to the hotel or its travel agency. Online travel agencies are essential players in the global online travel market because they provide services such as marketing, information sharing and transactions that benefit both accommodation providers and consumers.

In the last decade, the hospitality and tourism business has experienced the most challenging reform in distribution channels, New industry models, types of offers and a completely new way of communication. Notably, the Internet, as an integrated platform for sales, business, customer participation and marketing, has changed the relationship among owners, third parties, customers and hotel guests

(Green & Lomanno, 2012). Based on three pillars: participation, interaction and sharing, the communication between website and user has reached a high level (Gabbianelli & Pencarelli, 2020).

In July 2020, the United Nations conference on trade and development (UNCTAD) issued a report that, prior to the Covid pandemic, tourism is not only a significant driving force for economic development and growth, but also one of the fastest-growing economic sectors in the world, a total of 1,407 million international tourist arrivals in 2018. According to the market research report published by Renub Research (2018), the online tourism market will reach $1.2 trillion by the end of 2024. The penetration of online tourism and hotel segments in the Asia-Pacific region is proliferating.

China has been rated as one of the four most popular tourist destinations in 2019 (United Nations Conference on Trade and Development, 2020). Therefore, this research focuses on the Chinese tourism and hotel market. Based on the "China Tourism Consumption Big Data Report 2018" released by the National Institute of Tourism, the value of domestic tourists reached about 5.54 billion, a growth of 10.76% in comparison to the same period last year. The tourism income was about 5.97 trillion Yuan, breaking through the 5 trillion marks for the first time, up by 10.50% compared with the same period of the previous year. Furthermore, the number of outbound tourists of Chinese citizens achieve 149.72 million, a growth of 14.70% over the same period last year. The total travel expenses were more than 200 billion

US dollars, keeping up the status of the biggest source country of outbound tourists in the world. In particular, the online tourism market is also booming. "2018 China Online Travel Industry Research Report" released by iResearch (2019) pointed out that the online travel market transaction volume in 2018 will exceed 1.48 trillion Yuan, a growth of 26.3% in comparison to 1.17 trillion Yuan in 2017.

Figure 0.1: Revenue of China's Online Travel Market from 2013 to 2022

Source: iResearch Global Group. (2018). *Research report on China's online tourism industry in 2018*. Retrieved from http://www.iresearchchina.com/content/ details8_51180.html.

Growing users base and expanding channels promoted the growth of the revenue of the hotel market. Revenue of China's online accommodation market multiplied from 56.80 billion Yuan in 2013 to 223.00 billion Yuan in 2018. The online penetration rate reached 35.7%. With the maturation of online sales channels of hotels as well as other sorts of accommodation and the expansion of the population on tourism travels, accommodation booking will increase reasonably. The revenue of the online accommodation market will reach 387.70 billion Yuan in 2022, and the proportion of online booking will reach 44.3% by 2022.
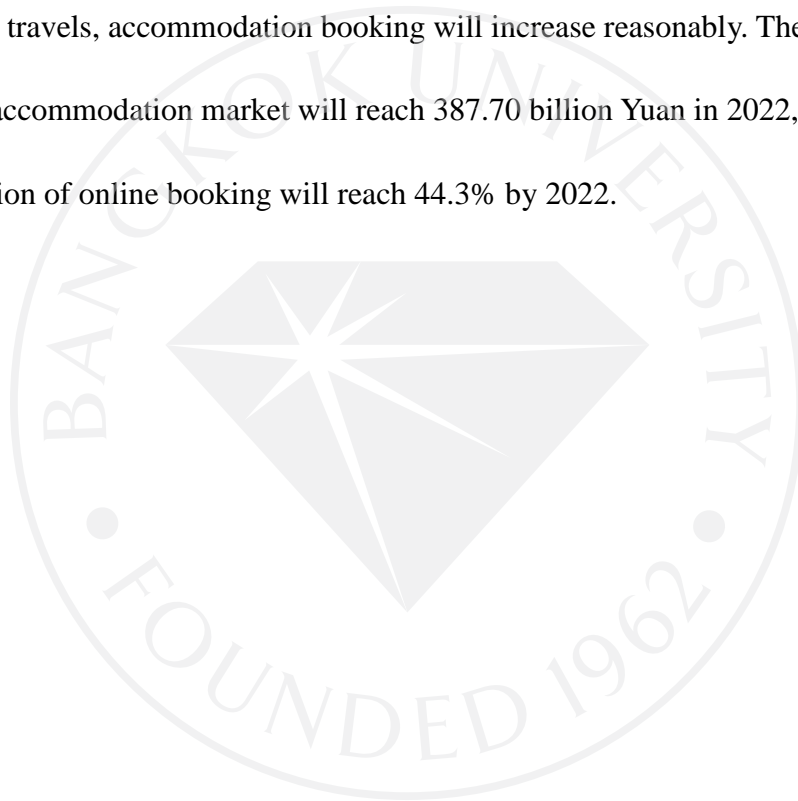
Figure 0.2: Revenue of China's Online Accommodation Market from 2013 to 2022
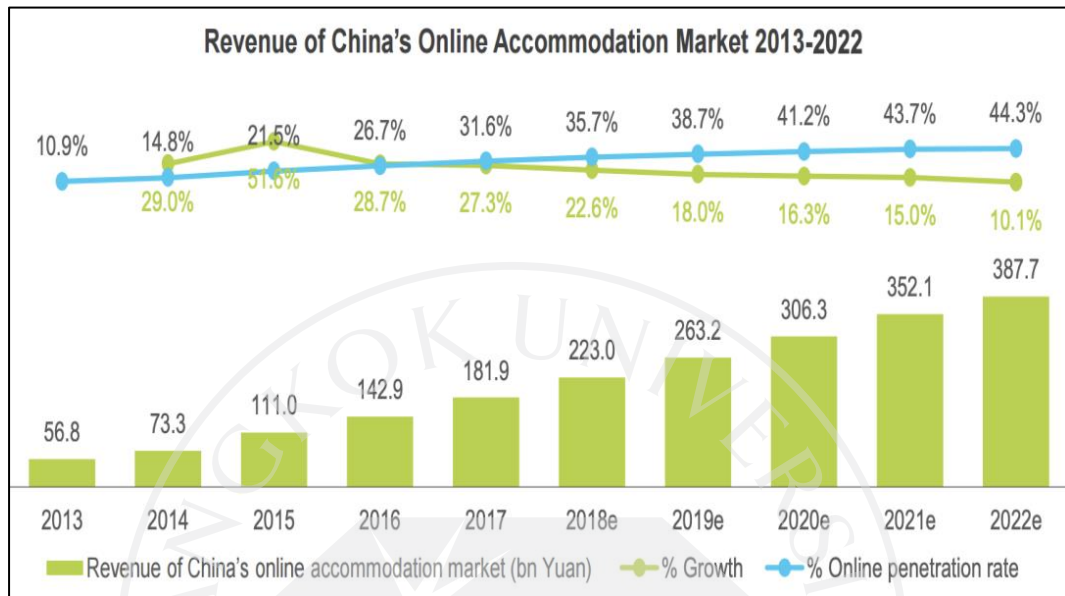
Source: iResearch Global Group. (2018). *Research report on China's online tourism industry in 2018*. Retrieved from http://www.iresearchchina.com/content/ details8_51180.html.

The vigorous growth of tourism has caused the development of many other related sectors, including aviation, the hotel industry, passenger transport and others. However, as the cost of online access is gradually increasing, many enterprises have begun to implement the offline strategy, and the overall growth of the online accommodation market is slowing down. Under the background of the shared economy, the non-standard accommodation market is gradually rising and brings

opportunities and challenges for online travel agencies. The opportunity is that Online

Travel Agency (OTA) can strengthen comprehensive product service capacities

through collaboration with the non-standard accommodation companies. About the

challenge, the hotel reservation behavior of Chinese consumers is gradually changing,

and the non-standard accommodation causes a decline in the market share of

traditional hotels. Therefore, it's very significant to understand the changes in

consumer behavior in recent years and achieve customer trust through public praise

Figure 0.3: Monthly Active Users (MAU) in the First Quarter of 2018

Source: TrustData. (2019). *Report of China's online hotel reservation industry in Q1*

2018. Retrieved from http://www.itrustdata.com.

The figure above illustrates that China's online accommodation market is still huge and expanding steadily. According to the latest data released by TrustData (2019), as of the second quarter of 2018, more than 91.09 million active users booked a hotel online every month, 20.1% more than the 75.81 million users in the first quarter. Growth rates of online hotel booking users have remained steady, with about 20 million new users added in the second quarter of 2018. More and more people chose to book accommodations through mobile terminals.

Under such a tendency, the online travel agency website is for integrating the information of many hotels on a site which helps customers choose the hotel they need quickly and conveniently. Also, most hotels integrate information technology into their overall business operation. The third-party online hotel reservation website and online travel agency are good examples of combining IT and business processes throughout the hospitality industry. Prior to the advent of OTA, consumers would have to get in touch with a department of hotel reservation by telephone directly. Nevertheless, the emergence of OTA gives users various advantages and convenience before rooms reservation (Kim, Kim, J. U., & Park, 2017). Consumers can use mobile devices such as mobile phones, computers and tablet PC to book accommodation through mobile applications. Therefore, a better mobile hotel reserving experience enriches value for those customers and hotels gain more sales.

Based on "China Online Hotel Reservation Industry Development Report 2018 Q2" released by TrustData (2019), the following charts show the most popular

online travel agencies in 2018, including Meituan (49.80%), Ctrip (20.40%), Qunaer

(11.40%), eLong (9.60%), and Alitrip (5.40%). The order amount of the Top 5

booking sites accounts for 96.60% of the market share.

Figure 0.4: The Proportion of Orders for Each Platform
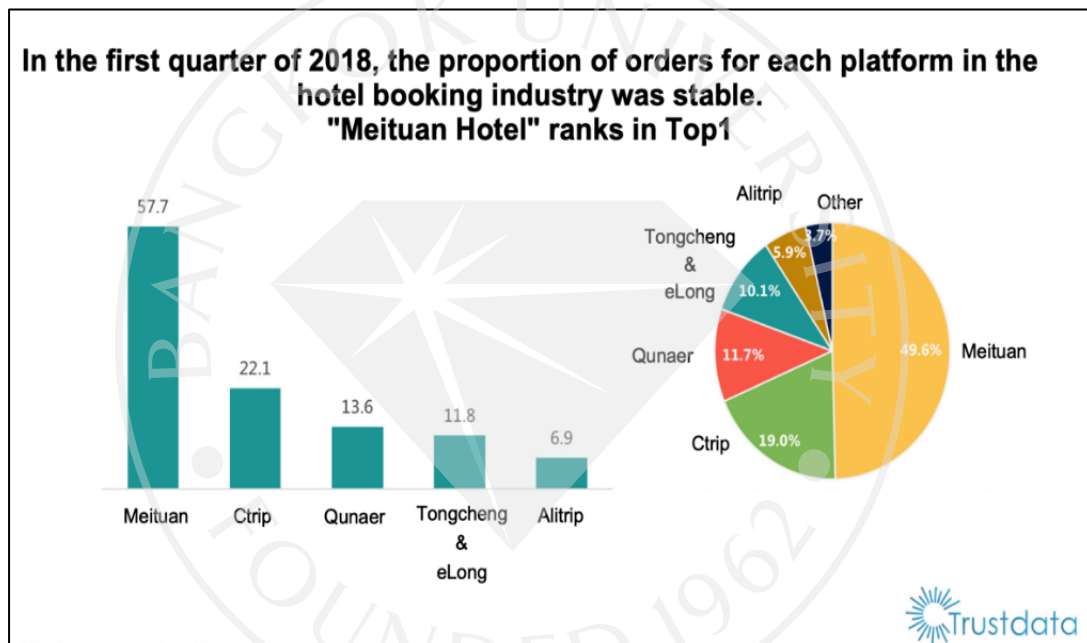
Source: TrustData. (2019), *Report of China's online hotel reservation industry in Q1*

2018. Retrieved from http://www.itrustdata.com.

Since 2020, COVID-19 pandemic had brought international travel to an

abrupt halt, which has a significant impact on the tourism industry, and has led to

serious damage in the global economy. Due to the coronavirus pandemic, the global

tourism industry may lose at least $1.2 trillion, or 1.5% of global GDP, in only four

months (United Nations Conference on Trade and Development, 2020). Research on

"2020 Outlook for the Recovery of Hospitality and Tourism Industries in China after

COVID-19 Pandemic" is published by iResearch in April, 2020. The study put

forward that the hospitality and tourism industries in China are now in the thawing

period. The resumption of work in all regions has been basically completed, and local

consumption is recovering. The research also recommended that the hospitality

industry should improve medium and long-term operational efficiency and realize the

best collaboration of the whole industry. Further, after the vaccine is in effect or after

an effective preventive measure is initiated, the tourism and hospitality industry will

be prosperous again due to its enormous potential.

1.1.4 Online Travel Agency (OTA)

Online travel agencies (OTAs) are travel aggregators who interface with

prospective tourists via the Internet to sell travel-related products, including cruises,

hotel rooms, holiday packages and flights (Talwar, Dhir, Kaur, & Mäntymäki, 2020).

It serves customers by giving services for previewing travel products and searching

for information (Tsang, Lai, & Law, 2010). The adoption of online travel agencies by

consumers has gradually become a global phenomenon. Driven by Internet

technology, OTAs have been developing rapidly and continuously. Gradually, they

have occupied more and more shares in the direct marketing market of the tourism

industry and also become one of the powerful participants (Stangl, Inversini, &

Schegg, 2016). Further, OTA has occupied a dominant position in most of the world's tourism markets, replacing traditional forms of travel agencies (Drozdowska, Faron, & Gruszka, 2019). The global market share of online travel agencies will increase from $564.87 billion in 2016 to $755.94 billion in 2019 (Statista, 2019).

With the popularity of social commerce functions on e-commerce sites, suppliers and consumers have established two-way communication (Huang & Benyoucef, 2013), improving the shopping experience (Han &Windsor, 2011). Travelers, on the Internet, can easily access comments posted by lots of users to evaluate resorts and hotels worldwide to determine whether the quality of services they will receive meets their expectations (Browning, So, & Sparks, 2013). As the Internet is the main source of information for trip planning, OTAs dominate the online information and booking channels in the tourism industry (Xiang, Magnini & Fesenmaier, 2015).

The online travel agencies in the tourism market have a dominant position mainly because of online reviews. It has become a significant source of information, allowing visitors to conduct more assessments and make a decision on hospitality purchases (Browning et al., 2013; Sparks, Perkins, & Buckley, 2013). In particular, customer reviews on OTA websites are accessible by the public online. Through computer-mediated conversations, consumers can interact with others socially, share product-related experiences or information, and make informed purchase decisions (Blazevic et al., 2013). Also, shopping or hotel reservation via online travel agencies

offers customers the opportunity to decrease the cost of shopping in terms of no physical effort and even saving time (Chen & Kao, 2010). OTAs are trying to provide safer, simpler, more enjoyable and friendlier web pages.

1.2 Rationale and Problem Statement

The Internet not only changes the way people communicate with each other, but also transformed the approach people search for information, and more importantly, converts the way people shop. When consumers make purchasing decisions, they always make a trade-off between gains and losses, which means that perceived benefit and perceived risks co-occur. They have an impact on consumers 'purchasing behavior. Meanwhile, the calculation of perceived value is the ratio or trade-off between total benefits received and total sacrifice. However, in past consumer behavior studies, perceived value and perceived risk were often studied separately. Moreover, the volume, quality and valence of online reviews are used to reflect consumers' perceived benefit. This study will focus on perceived risk as a mediating variable to analyze consumer online booking behavior.

The process of online shopping is essentially carried out in an information asymmetry environment. Because of the incomplete symmetry of information, consumers will perceive certain risks when they purchase goods. At that time, consumers will expand the scope of information search through browsing reviews to collect more useful information to reduce the risk of purchase decisions, and after that

form product trust. Academic researches focus on the impact mechanism of online

transaction evaluation and online word-of-mouth influencing mechanism. However,

there are few articles that study the combined impact of online communication with

consumer perception on purchasing decisions.

In the e-commerce sector, the biggest problem for developing countries, such

as China, is how to improve consumer trust. Before forming an online purchase

intention, customers will depend on third-party information and information on the

hotel website. Therefore, the development and improvement of hotel websites make

users vulnerable to the trustworthiness and the reliability of the content on the hotel's

website. Consumers do not make online purchases, mainly because of the lack of

consumer trust.

The key reason whether customers do not shop online is confidence issues

(Putra, Rochman, & Noermijati, 2017). Also, Kim, Ferrin, and Rao (2008) proved that

the level of trust and risk felt by the Internet consumers has a strong influence on their

decision in making purchases. If consumers feel highly trusted and have more

experience using the Internet, they seem to choose to purchase from the websites

promoting online sales of enterprises or hotels, but these online data also cause many

problems, which make it difficult for customers to trust the website.

Technology Acceptance Model (TAM) was originally used to study people's

acceptance of technology, including two basic variables: perceived usefulness and

perceived ease of use. In today's online shopping era, this model has been applied to

study consumers' acceptance of online shopping. This study used the TAM model to analyze customers' intentions concerning the purchasing of hotel room(s). Enjoyment, as a novel variable, is also applicable to the study of hotel purchase behavior. Due to the addition of website features, this study is more reasonable and comprehensive.

The online hotel information content is the main obstacle to online transactions, and most of the investigation on trust concentrates on e-commerce between trading partners, while very little attention is paid to the faith and privacy of customers in the process of forming a hotel reservation intention. Although prior studies have analyzed the effects of value and trust on people's intention to purchase, no research has examined the impact of online reviews and customer trust indicators on consumers' purchase intention (Kim et al., 2017).

In the field of e-commerce research in China, there is few studies have examined customer's purchasing decisions, especially the desire of customers to purchase items from the same online vendor. Therefore, in order to solve this critical gap in the literature, the researcher focuses on consumer perception and website characteristics, and tries to answer the following research questions:

1) To what extent do online reviews, perceived risk, trust towards OTA, perceived ease of use, perceived usefulness and perceived enjoyment help us to predict consumers' purchase intention?

2) This research also focuses on the analysis of the text characteristics of consumer network communication. How does the volume of online reviews, the

valence of online reviews and reviews quality relate to perceived risk and trust towards OTA?

1.3 Research Objectives

The main goals of this research are to

1.3.1 Study the relationship between customers' evaluation of eWOM in the form of online reviews, psychological factors, website characteristics and purchasing behavior by combining the various perspectives which have been utilized in the process of consumer decision making.

1.3.2 Grow an integrated model to explain the influence of online review and psychological factors on customer purchasing behavior in hotel bookings through an online travel agency. The consequences of this study directed to contribute to managerial and theoretical implications of online communication, online customer behavior and website characteristics in the hospitality market.

Specifically, the objective of this research is to analyze the factors impacting customers' intention to use OTA to make a hotel reservation, including customers' trust towards OTA, perceived risk and customers' online reviews. In addition, perceived ease of use of the website, perceived usefulness of the website, perceived enjoyment of website in relation to customers' purchase intention was examined and the research conjectures were verified through empirical analysis.

In summary, the purpose of this research is to develop a theoretical model which integrates online review, perceived risk, trust towards OTA, perceived ease of use, perceived usefulness and perceived enjoyment as the factors that influence purchase intention of consumers who have purchased hotel room(s) through an online travel agency. This study further explores how marketing professionals use e-WOM or consumer psychology to construct strategies that affect consumers' purchase intention.

1.4 Scope of the Study

eWOM has proved to have a profound impact on the consumption and purchase behavior of many categories of product consumers, such as restaurants (Kim, Li, & Brymer, 2016), movies (Liu, 2006; Duan, Gu & Whinston, 2008a), cars (Fan, Che, & Chen, 2017), books (Hong, Xu, Wang, & Fan, 2017; Chevalier & Mayzlin, 2006), cameras (Gu, Park, & Konana, 2012) and online games (Zhu & Zhang, 2010). This paper mainly focuses on the relationship between eWOM, website characteristics and purchase intention in the accommodation industry of China. Online review is an important form of eWOM. In addition, this paper will divide online review into three dimensions according to the factors involved in the process of online reviews dissemination. This paper studied the impact of each dimension on perceived risk and trust towards OTA respectively, and takes perceived risk and trust as mediating variables to explore the relationship between online reviews, perceived risk, trust

towards OTA and purchase intention. Further, the psychology of consumers, respectively perceived ease of use, perceived usefulness and perceived enjoyment, were also analyzed as the influencing factors. Due to the availability of many platforms for hotel booking, this paper only studied hotel booking through the Chinese top five online travel agencies.

Based on the Utility Theory, consumer behavior theories, the Two-Step Flow of Communication Theory and network model of influence, and combined with the characteristics of Chinese consumer groups, this paper hypothesized the relationships among variables. By referring to the maturity scale at home and abroad, the questionnaire was designed, and the data obtained from the survey were analyzed empirically to verify the proposed research hypotheses. Therefore, it is significant to research the influence of online review in the context of perceived risk related to an online hotel reservation, in the expectation of understanding how online review affects the purchase intention and seeking solutions for the hotel marketers to better their website service or the online commenting system.

To find accurate respondents, the researcher used a "screening process" to ensure the participants fit the criteria to participate in the study. The framework was tested by 468 participants who need to complete an online questionnaire, which will take around 20 to 25 minutes. The required demographics of the target population is Chinese citizens aged between 21 and 50 who have previously booked a hotel through the OTA within the past year, and have habits of reading product reviews.

1.5 Significance of the Study

Different economic development situations, market environments and social environments will lead to differences in word-of-mouth communication closely related to social relations between different countries compared the differences in the influence of word-of-mouth content on British and Chinese consumers. The research results show that word-of-mouth communication is greatly affected by cultural differences, especially for British consumers. As a result of differences in cultural values and backgrounds, word-of-mouth communication effects may vary in different regions. Thus, the empirical analysis of word-of-mouth communication based on China's social environment is of great value and an important complement to the theory of word-of-mouth.

eWOM seems to be particularly crucial for experience products, because the quality of hotels cannot be judged easily prior to consumption (Casalo, Flavian, Guinaliu, & Ekinci, 2015). Chinese consumers have strong conformity behavior and psychology of following. When faced with new things, their behavioral decisions are susceptible to the speech or behavior of others. Park (2000) also points out that social pressures are particularly significant in China's cultural context. Besides, with the accelerated evolution of social networking websites, individuals are surrounded by lots of public opinion and information, and are more vulnerable to the impact of their social environment. Through the study of online reviews, enterprises can increase the quantity and improve the quality of online reviews and guide consumers to actively

share positive consumption experiences, to enhance consumer trust, and help e-commerce enterprises to gain a competitive advantage.

Previous studies have proved that effective management of online reviews can not only improve room occupancy (DePelsmacker, Tilburg & Holthof, 2018), the average value of online booking transactions (Torres, Singh & Robertson-Ring, 2015), but also improve consumers' willingness to pay (Nieto-García, Muñoz-Gallego & González-Benito, 2017). Zhao et al. (2015) stated that online reviews, as a useful source of information, can help most travelers generate their intentions and make travel decisions. In particular, it is crucially important for hotels to optimize e-WOM as a marketing instrument by understanding how online reviews affect travellers' online booking intentions. The framework of this paper will benefit both researchers and hotel industry executives in tourism management and hospitality. The result of the research will also contribute to improve the reservation rate of hotel companies on OTA and understand the needs of online purchasing customers. The conclusion of the study is helpful for hotels to enhance the customer's trust and reduce perceived risk by managing the information displayed on the third-party sites.

Although many marketers recognize the significance of word-of-mouth in marketing mixes, only a few researchers combine emotional factors and utility factors to investigate consumers' purchase intention. Similarly, the framework of this paper is based on the Technology Acceptance Model, which is widely used by scholars. Thus, there's a gap in the literature surrounding factors which influence customer purchase

decision through eWOM in the form of online reviews explained on different theories. Also, this study is significant as it can be accepted by businesses for winning the business potential on the Internet environment by having a better understanding of communication between customers and hotel providers. The research results in this paper will also help hotel enterprises further understand the concerns of online purchasing customers, help hotels to reduce customer perceived risk and increase customer shopping experience by managing information displayed on OTA websites.

This study will be helpful for companies to have a deeper understanding of consumer behavior and to develop appropriate marketing strategies. The conclusion of this study will also help OTAs websites to further focus on the important components of online review and customers' demand, guide and disseminate online word-of-mouth, provide more practical and comprehensive information, and ultimately form consumer trust and purchase behavior. For customer relations professionals, a better understanding of eWOM communication effect is helpful for them to develop integrated marketing plans and communication strategies. In addition, hotel practitioners may have a deeper understanding of different aspects of online reviews and related structures, thus providing more and more in-depth insights into how businesses may harness our analysis to their advantages. Since these research problems have not been studied in China, this study first reviews the literature on related topics, and establishes a theoretical model for this study.

1.6 Research Questions

Based on an extensive literature survey, the following questions were developed in order to fulfill research objectives.

1.6.1 What is the statistical significance between online reviews (volume of online reviews, valence of online reviews and reviews quality) and purchase intention?

1.6.2 Does customers' trust towards OTA significantly mediate the relationship between online reviews (volume of online reviews, valence of online reviews and reviews quality) and purchase intention?

1.6.3 Does perceived risk significantly mediate the relationship between online reviews (volume of online reviews, valence of online reviews and reviews quality) and purchase intention?

1.6.4 Is there a significant relationship between perceived ease of use and purchase intention?

1.6.5 Is there a significant relationship between perceived usefulness and purchase intention?

1.6.6 Does perceived usefulness significantly mediate the relationship between perceived ease of use and purchase intention?

1.6.7 Is there a significant relationship between perceived enjoyment and purchase intention?

1.7 Definition of Terms

The following sections provide the definitions of essential variables examined in this research to create a better understanding for readers.

1.7.1 Electronic Word-of-Mouth (eWOM)

eWOM can be regarded as any statements, positive or negative, made by potential, actual, or former consumers about a product or company through the Internet (Hennig-Thurau, Gwinner, Walsh, & Gremler, 2004). In the online tourism context, customers who are satisfied with the consumption experience will promote the products of the online travel agency, so as to maintain their loyalty by spreading positive word-of-mouth (Martinez-Costa, et al., 2018).

1.7.2 Online Review

As part of eWOM, online review is a direct evaluation or opinion of someone rather an advertisement, and is also one of several factors that determine a person's purchasing decisions (Togas, Kindangen, & Tumbuan, 2019). It serves two primary aims: to make recommendations and to provide service and product information. In detail, online review or commonly known as "product review" is defined as a context of opinion in the online review system that contains either rational or emotional review content by actual customers. Rational information refers to information that presents the attributes of a product that is rational, objective, and specific with the interests of consumers as its appeal. The emotional text message means the message that can stimulate consumers' emotions to increase purchase willingness which

associates with consumer's feelings or other non-relative information (Park & Lee, 2009; Chevalier & Mayzlin, 2006).

One of the most common forms of word-of-mouth in the hotel industry is the customer's evaluation of hotels they have stayed in regarding different aspects of their experiences. In this study, the focus is on the volume, valence and quality of the online reviews. Volume means the number of online reviews about a hotel in a certain period of time; valence is the degree of positivity or negativity (rating) of online reviews (Blal & Sturman, 2014).

1.7.3 Perceived Risk

Forsythe, Liu, Shannon, & Gardner (2006) defined perceived risk as a subjective understanding of consumers' potential loss in online shopping. In this study, the researcher explains perceived risk as, under the circumstance of booking hotels using an online travel agency, the consumer's subjective perception of potential loss from purchasing online.

1.7.4 Trust towards OTA

Trust refers to the real feeling of belief that a person or customer has relied on the word, promise, and commitment from a third party in conditions involving risk or benevolent intentions from the other party. Trust in this research means a willingness to rely on an online travel agency (OTA) when customers have confidence in that agency's reliability and integrity.

1.7.5 Perceived Ease of Use

The perceived ease of use is the subjective perception by the customer regarding the amount of effort necessary to learn and use the website (Koufaris & Hampton-Sosa, 2004), and is defined as the degree to which a person believes that using a particular system would be free of effort (Agag & El-Masry, 2016; Ling, Daud, Piew, Keoy, & Hassan, 2011). In this research, "ease of use" is the consumer's perception that hotel room online booking will involve a minimum of effort. An easy-to-use website can diminish customers' efforts to get the information introduced.

1.7.6 Perceived Usefulness

Davis (1989) defined perceived usefulness as the degree to which a person believes that using a specific system can improve his or her job performance. Agag and El-Masry (2016) propose that perceived usefulness refers to the extent to which the customer believes that using a specific system improves his/her travel planning. Applying this definition to this paper, perceived usefulness is defined as consumers' perceptions that using online travel agencies as a medium can improve the results of hotel room purchasing experience.

1.7.7 Perceived Enjoyment

"Enjoyment" originates from the interesting and fun of online shopping experience, reflecting consumers' perceptions on the potential amusement of internet shopping (Monsuwe, Dellaert, & Ruyter, 2004). In the research, "perceived

enjoyment" is described as the pleasure that consumers get through using an online travel agency to make a hotel reservation.

1.7.8 Purchase Intention

Purchase intention is consumers' expectations that purchasing services or products will likely satisfy their needs (Chang & Chen, 2008). Purchase intention is also described as an attitude that customers who are willing to buy a product in the future and repeat the purchase (Halim & Hameed, 2005). In this study, the researcher will define purchase intention in the case of booking hotels online as the situation where users tend to book the hotel room through an OTA.

CHAPTER 2

LITERATURE REVIEW

In this chapter, the researcher displayed and explained the relevant theories

being adopted to develop the conceptual framework. This chapter reviewed the related

literature on online review, trust, perceived risk, perceived ease of use, perceived

usefulness, perceived enjoyment, and purchase intention. In a new research

environment, the researcher gave a new definition and measurement dimension of the

critical variables in this study on the basis of predecessors. At the same time,

according to the previous research results, the researcher inquired into the relationship

between the above variables and put forward the research hypotheses. The contents of

this chapter are as follows:

2.1 Theoretical Analysis of Consumer Behavior in Tourism Research

2.2 Related Literature Review

2.3 Conceptual Framework

2.4 Research Hypotheses

2.1 Theoretical Analysis of Consumer Behavior in Tourism Research

Seven theories relevant to consumer behavior -- Utility Theory, Theory of

Reasoned Action, Theory of Planned Behavior, The Model of Goal-Directed Behavior,

and Two-Step Flow of Communication and Network Model of Influence, Technology

Acceptance Model (TAM), and Innovation Diffusion -- were reviewed to provide a

theoretical ground for developing a conceptual framework.

2.1.1 Utility Theory

Utility theory is the core of consumer behavior theory and the study of how

to realize the maximization of consumer satisfaction by distributing revenue between

services and goods. The utility theory proposed by Fishburn (1970) is based on

consumers' decision-making behavior. Consumers are only concerned about their own

interests and are regarded as rational decision-makers (Schiffman & Kanuk 2007).

Zinkhan (1992) put forward consumer is regarded as a 'rational economic man,'

which means that consumers must know all available consumption choices, be able to

fully rate each choice, and be able to choose the best purchase behavior.

In the process of consumption, consumers will be driven and restricted by

two opposite forces. Consumers consume or own as many goods as possible for their

own satisfaction, but the consumers are limited by income or the means to obtain

income. Thus, the best alternative for consumers is to utilize the restricted income

reasonably for various commodities to maximize the "benefits". However, with the

development of the economy and the optimization of the consumption environment,

various factors affect consumers' purchase and decision-making behavior.

In summary, consumers buy products in order to achieve optimal utility.

eMarketer (2013) reported that customers visit an average of 17 travel websites to

search for product information before booking, and 66% of travelers claim they are

willing to search for deals before booking travel products for seeking the best value

for their money. Bennett (2007) put forward that third-party intermediaries, including

meta-search engines and online travel agencies, have become particularly effective

channels to find attractive hotel discounts. Moreover, the larger the utility of products,

the greater the price of consumers' payment intention.

The expected utility of consumers determines their hotel booking behavior

and is affected by perceived risk. These risk perceptions may have different impacts

on expected utility, which is based on the consumers' expected benefits (Chen &

Schwartz, 2010).

2.1.2 Theory of Reasoned Action (TRA)

The theory of Reasoned Action was put forward in 1975 by Fishbein and

Ajzen (1975), two American scholars. The theory is utilized to study how attitude

affects human behavior consciously and the formation process of people's cognitive

information attitude. Under the basic assumption that human beings are rational,

consumers can consider the consequences and meaning of their actions by

synthesizing information before they act. Attitude, belief, feeling and intention are all

psychological activities of human beings (Fishbein, 1979).

Among these four elements, the closest to the rational individual behavior is

the intention. The researcher also assumes that consciousness controls most of the

human behavior. It means the specific behavior intention of a person in a particular

situation will affect the subsequent action of the person. Therefore, the main point of

the TRA is that attitude and subjective norm are two crucial factors that determine

individual behavioral intention, but both of these factors are different in influence

weight. The theory is used to predict customers' intention of specified behaviors via

consumers' attitude toward that their subjective norms and specific behavior (Hansen,

Jensen, & Solgaard, 2004). A complete theoretical model of the Theory of Reasoned

Action is shown below:

Figure 0.5: The Theory of Reasoned Action
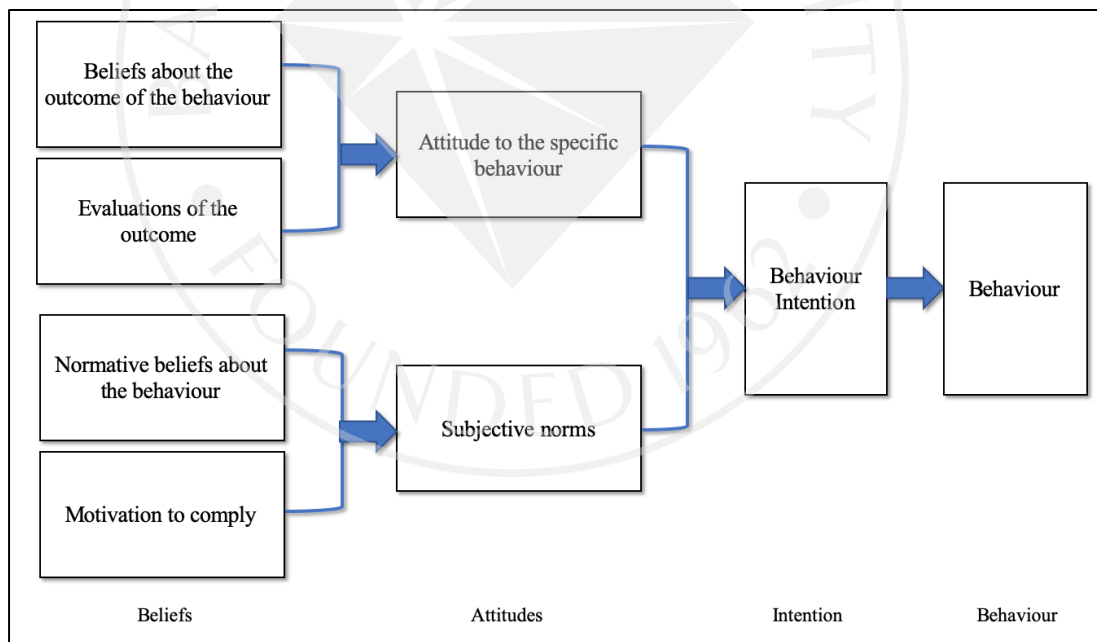
Source: Ajzen, I., & Fishbein, M. (1980). *Understanding attitudes and predicting*

social behavior. Englewood Cliffs, NJ: Prentice Hall.

Based on the TRA, Fishbein and Ajzen (1975) presented two determinants that influence consumer behavior. Attitude affects one's intention to buy products, and the social subjective norms determine one's intention to buy or not to buy products. Njite and Parsa (2005) augmented the TRA with two new constructs, trust and expected benefits, and applied the model to study the factors affecting online shopping in the hospitality industry. It was also put forward by Njite and Parsa (2005) that as the hotel industry and tourism industry become more and more closely connected with the Internet, the trust of customers and the factors affecting their purchasing intentions through the Internet have also changed.

2.1.3 Theory of Planned Behavior (TPB)

The theory of planned behavior (TPB) explains how a person's judgment of behavior difficulty affects people's behavior intention, which is an extension of rational behavior theory. In the later research, Ajzen (1991) found that the subjective norm and behavior attitude in the theory of Reasoned Action belongs to the category of human subjective thinking, but the behavior of human beings is under certain control without complete voluntary. Ajzen (1991) used perceived behavioral control as a variable to represent the part of human behavior that is not fully controlled by the mind. This new concept modifies the model of Reasoned Action and forms a new theoretical model, as shown in Figure 2.2.

Ajzen (1991) first followed a basic assumption based on the Theory of Reasoned Action, and believed individual behavior is divided into two parts. One part

of the behavior is completely controlled by the mind, and the other part of the

behavior is completely free from mind control. In real life, human behavior is almost

no extreme situation, most of them are in the middle part of two kinds of behavior.

The "attitude" and "subjective norm" in rational behavior can predict the behavior part

under the complete control of mind, while "perceived behavioral control" can predict

the behavior that is not completely under the control of mind. Ajzen (1991) believed

that all behaviors are indirectly influenced by intention. Furthermore, the intention is

influenced by three significant factors which are perceived behavioral control, attitude

and subjective norm.

Consumers' attitudes toward services or products are more likely to predict

their actual purchase action under specific circumstances (Njite & Parsa, 2005; Shim,

Eastlick, Lotz, & Warrington, 2001). However, it has been argued that neither the

TRA nor the TPB specified how the intention was generated to influence behavior.

Most consumer behavior is goal-oriented (Bagozzi & Dholakia, 1999). Baumgartner

and Pieters (2008) defined that a goal is an internal representation of the ideal states

that people are trying to achieve and the undesirable state they are trying to avoid".

Therefore, both TRA and TPB do not clearly describe the psychological process of

intention formation, so they are not applicable to explain goal-oriented behavior

(Bagozzi, Gurhan-Canli, & Priester, 2002; Baumgartner & Pieters, 2008).

The Theory of Planned Behavior (TPB) has been widely used in western

countries, especially in the United States. On the contrary, there are only a few studies

about TPB in China. Hofstede (2001) used dimension scores to discuss cultures in different spheres of life and finds that Chinese tend to conform to social norms and responsibilities. In addition, personal interests, attitudes, or personal needs are put in a minor position. Therefore, some cross-cultural studies on the TPB suggest that the Chinese people's attitude toward behavioral intention is less influential than that of the subjective norm, while the opposite findings were found among the Americans.

Figure 0.6: The Theory of Planned Behavior
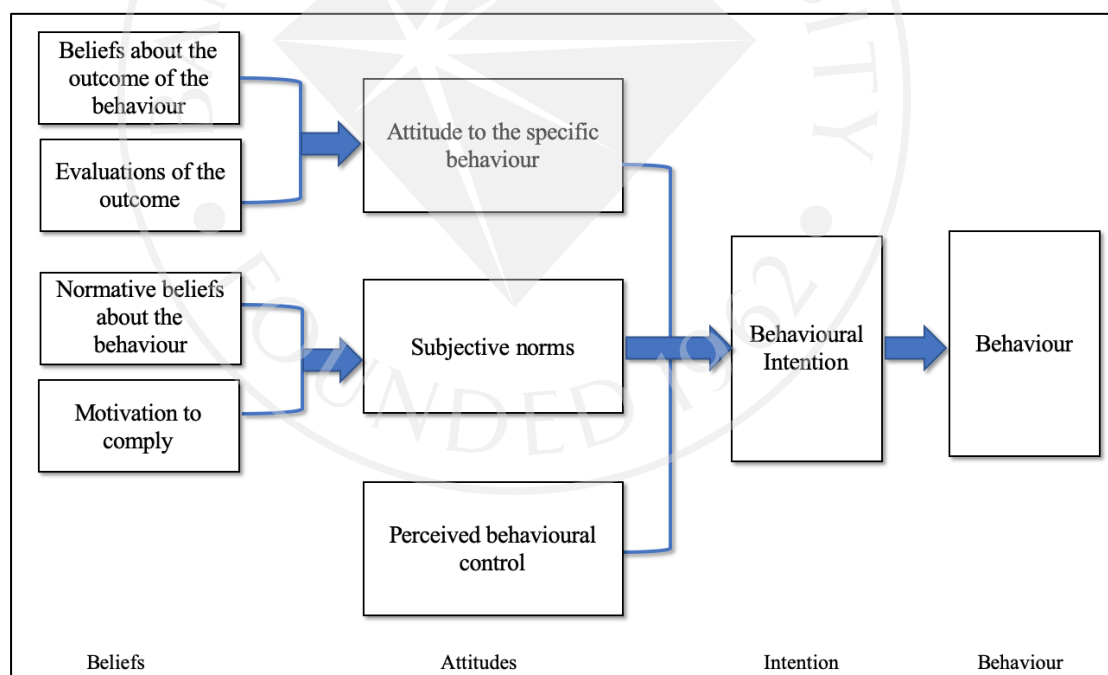
Source: Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, *50*(2), 179-211.

2.1.4 Network Model of Influence

Through a large-scale investigation of factors affecting voter behavior during the US presidential election campaign, the concept about "opinion leaders" were first found, and a two-step flow of communication concept was suggested. The theory illustrated informal personal contacts were mentioned far more frequently than exposure to radio or newspaper as sources of influence on voting behavior. Information is always transmitted by the mass media to a small number of opinion leaders in the community, and then spread to the public by opinion leaders in the era of mass communication. Opinion leaders have a great influence on changing people's attitudes and behaviors. Based on their theory, as shown in Figure 2.3, a small minority of "opinion leaders" (stars) act as an intermediary between the mass media and the majority of society (circles).

Figure 0.7: Schematic of the Two-Step Flow Model of Influence
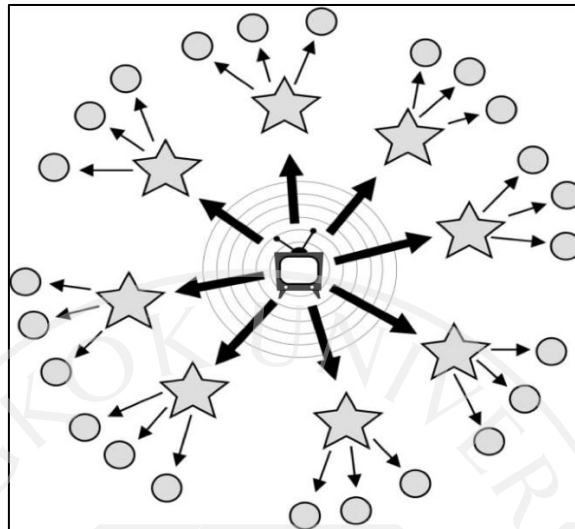
Source: Watts, D. J., & Dodds, P. S. (2007). Influentials, networks, and public opinion

formation. *Journal of Consumer Research, 34*(4), 441-458.

The Two-Step Flow of Communication Theory has been widely applied in

the kinds of literature of marketing, communication and the diffusion of innovations

(Van den Bulte & Joshi, 2007; Vernette, 2004). Furthermore, Burt (1999) studied

diffusion research based on this theory and put forward that opinion leaders are like

opinion brokers, who transmit information across social boundaries between groups.

Watts and Dodds (2007) discovered the limitations of the two-step flow theory and

developed a Network Model of Influence (Figure 2.4). Firstly, influence can flow in

any direction, not only from opinion leaders to major societies. Secondly, the impact

can propagate many steps, not just the two steps.

Figure 0.8: Schematic of Network Model of Influence
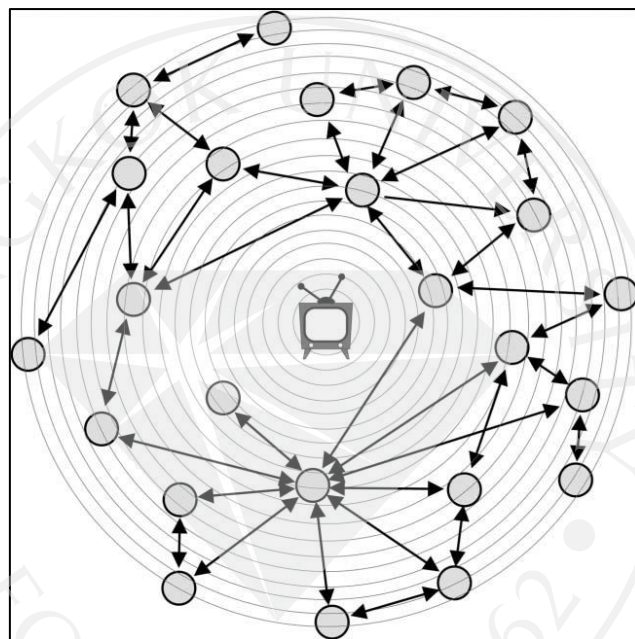
Source: Watts, D. J., & Dodds, P. S. (2007). Influentials, networks, and public opinion

formation. *Journal of Consumer Research, 34*(4), 441-458.

Based on the two theories above, many researchers, such as Karakaya and

Barnes (2010) and Ferris-Costa (2011), proved that Word-of-Mouth communication

could act as a diffusion of innovations and the dissemination of information. Product-

related discussions and sharing of product-related content, including direct

recommendations, online mentions and reviews, are part of word-of-mouth.

Consumers do not only communicate, but also convey certain messages (e.g. brands,

products, companies,) to someone through communication channels (e.g. website,

telephone), and ultimately cause consequences (e.g. influencing the attitude and

purchase intention of the speaker or audience). Therefore, eWOM has an important

impact on consumer behavior, characterized by convenience, speed, one-to-many

reach, and its absence of face-to-face human pressure (Berger, 2014; Sun, Youn, Wu,

& Kuntaraporn, 2006).

    2.1.5 Technology Acceptance Model (TAM)

    Davis (1985) first proposed the Technology Acceptance Model (TAM) in his

doctoral dissertation (Davis, 1989; Davis, Bagozzi, & Warshaw, 1989). By referring to

the input-output theory, self-efficacy theory, expectation theory and change adoption,

and based on the rational behavior theory, Davis (1989) proposes a model suitable for

information technology research. The model posits that perceived usefulness and

perceived ease of use, as two particular beliefs, have mainly relevance for computer

acceptance behavior and determine the willingness of users to adopt information

systems. TAM model is a mature and widely used research method, as shown in

Figure 2.5.

Figure 0.9: Technology Acceptance Model
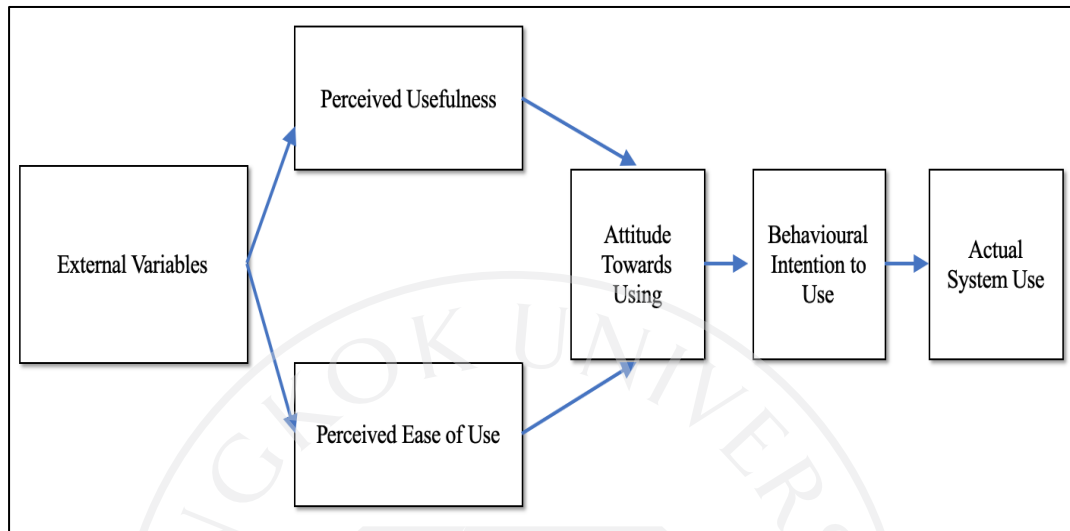
Source: Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user

acceptance of information technology. *MIS Quarterly*, *13*(3), 319-340.

TAM has received extensive empirical supports throughout its development

(Chiemeke, Evwiekpaefe & Chete, 2006; Lee, Lee, H. S., & Kim, 2007; Roy,

Kesharwani & Bisht, 2012). In e-commerce, customers not only have the

characteristics under the traditional conditions, but also can shop online by

commodity search engines. Therefore, the technology acceptance model can predict

the user's behavior of accepting new technology and further study the online

consumer's purchase behavior. With the popularity of network technology, TAM also

plays an important role in online shopping environment. Online consumers have

general consumer characteristics, as well as computer and network user characteristics. The extended TAM is adopted in this article to investigate consumers' willingness to book hotels on the platform of online travel agencies. Through the innovation of TAM basic model, based on the results of previous studies, online review, trust, perceived risk and perceived enjoyment are taken as independent variables to make the research results more persuasive and comprehensive.

2.1.6 Innovation Diffusion Theory (IDT)

Innovation diffusion theory is one of the classical methods for the study of communication effect. This theory, proposed by Everett Rogers in the 1960s, attempts to persuade people to accept new ideas, practices or objects through the media, and focuses on the impact of mass communication on society and culture. Diffusion is a process in which members of a social system communicate with each other through certain channels over time (Rogers, 1995). Potential users will decide whether to adopt innovation according to their belief in the formation of innovation (Agarwal, 2000).

The Innovation Diffusion Theory has gained a lot of empirical supports in explaining consumer acceptance, especially in the field of online shopping (Agag & El-Masry, 2016; Amaro & Duarte, 2015; Hung, Yang, Yang, H. E., & Chuang, 2011). The theory explores a group of factors that affect consumers' willingness to adopt new technology, including visibility, complexity, compatibility, trialability and relative advantage (Lu, Yang, Chau & Cao, 2011).

2.2 Related Literature Review

      2.2.1 The Concept of Word of Mouth (WOM) and Electronic Word of Mouth (eWOM)

      As early as the 1950s, the phenomenon of WOM has been widely concerned by scholars. In the early literature of marketing, WOM is regarded as a means to increase the market share of enterprises or commodities. Whyte (1954) found that WOM plays an important role in marketing activities, especially in the promotion and distribution stage of products. Whyte (1954) moreover, also discovered that the effect of word of mouth is more important for young white collars, and explained that this group of consumers would face more choices and decisions related to shopping, and interpersonal network plays a value-oriented role in this group (Whyte, 1954).

      Katz (1957) proposed the Two-Step Flow Theory in the process of information transmission, and defined the concept of "opinion leader" and "opinion follower" for the first time. The theory states that opinion leaders can access information earlier than the average person and then disseminate it to a broader group. During this period, scholars paid more attention to the effect of WOM on the dissemination of advertising information and the influence of market diffusion of new products, rather than making a more in-depth discussion on itself, such as the motivation of consumers for word of mouth communication.

      In the 1960s, scholars gradually explored the causes and consequences of the word-of-mouth phenomenon more deeply. Dichter (1966) used the method of an in-

depth interview to conduct a follow-up survey on 255 consumers in 24 regions of the United States, and analyzed the psychological reasons influencing consumers' WOM recommendation and WOM acceptance. The study found that about 80 percent of consumers are influenced by "referrals" when making purchasing decisions. Moreover, online transaction platforms provide an effective channel for consumers to generate and retrieve product reviews. Arndt (1967) utilized the field experiments method to track the shopping behavior of about 500 women and conducted in-depth interviews with 90 percent of participants to explore the influence of product-related WOM communication among consumers on short-term buying behavior. His research proved that WOM is a kind of interaction among consumers rather than a tool to control the buying behavior of the recipients of word of mouth. WOM communication is also a process in which consumers seek social support for making purchasing decisions and reduce risks through community behavior (Xie, Zhang, & Zhang, Z., 2014).

In the 1970s, scholars began to focus on whether word-of-mouth behavior in a particular product or industry also affected decision-making. The study proposed that the internal word-of-mouth communication behavior of enterprises has an essential influence on the procurement decision-making process, among which the influence effect of opinion leaders is more obvious compared with other influencing factors. In industrial markets, Czepiel (1974) explored how WOM affects the diffusion of major technological innovations. The research found that an active and

efficient informal communication network makes enterprises interconnected and plays a vital role in the diffusion of technological innovation.

During the 1980s and 1990s, more and more scholars recognize that previous studies have assumed that consumers spread positive WOM information, while in fact consumers choose to spread positive or negative WOM information based on different shopping experiences. Therefore, scholars gradually focus on the impact of negative WOM on consumer behavior. For example, Richins (1983) first explored the influence of consumer dissatisfaction on negative WOM communication behavior in 1983. Through in-depth interviews and questionnaires, the researcher identified the causes of dissatisfaction and complaints among 53 adult consumers and 72 college students, and defined negative word of mouth as the interpersonal interaction between consumers in order to discredit a market organization or product. The author also proposed that the positive and negative emotional reactions of consumption will directly affect the satisfaction evaluation of the shopping experience.

In the 21st century, people can communicate with others through the information-sharing platforms and some information exchange tools, including e-mail, e-commerce sites, social networking sites, instant messaging tools, etc.) on the Internet, so as to obtain or share information. At this time, eWOM has become a principal research object in the field of communication. Especially within a service context, the significance of WOM to consumers' purchase intention has been proved by scholars. When faced with high involvement products, customers tend to rely on

WOM transmission from experienced sources to reduce perceived risks and uncertainties (Park & Kim, 2008).

The term "eWOM" means that consumers share experiences or ideas about products or services they bought in a particular company or hotel over the Internet (Kietzmann & Canhoto, 2013). It can be used to achieve informal communication between consumers about a certain business or product characteristics through electronic means. eWOM can be spread through Internet channels, including online travel agencies, social media, E-mail, SNS communities and online comment websites. It is more effective than traditional media, television, radio, magazines and advertising in newspapers (Martinez-Costa et al., 2018).

Online reviews, as the most accessible form of eWOM, play a more significant role in the purchase process of modern consumers. Satisfied consumers may share their positive experiences about the company with some people, but dissatisfied consumers will also inform others about negative experiences. According to Channel Advisor product reviews are an important factor affecting online shopping decisions, and consumers trust other people's advice most when shopping online. Over 90% of customers read online reviews before buying, and 83% of them thought reviews would affect whether they actually purchase the products.

McKenzie and Adams (2018) published a report and pointed out that before purchasing services or products, 63% of the travel product and services customers have conducted online surveys. In the United States alone, almost half of the

respondents (48%) said they had posted online reviews. Comparing with China, the

survey by the China Internet Network Information Center (2010) revealed that 82.1%

of the Internet users in China read online reviews, and 41.1% said they would read

online reviews before buying each product. Therefore, online reviews are not only one

of eWOM's the most influential forms, but also one of the company's most powerful

sales tools.

2.2.2 Overview of eWOM Research

After the 21st century, the rapid development of the Internet not only

facilitates the social interaction between people, but also promotes the spread of e-

word-of-mouth information among consumers. According to the four elements of

social communication defined by Cheung and Thadani (2012), a holistic model that

includes all aspects of eWOM research is proposed, as shown in Figure 2.6. There are

five essential components in the model, including stimuli (the content of information),

responses (the impact of WOM information), communicators (source of information),

receivers (the audience of information) and contextual factors (impact of the platform).

Figure 0.10: An Integrative Framework of the Impact of eWOM Communication
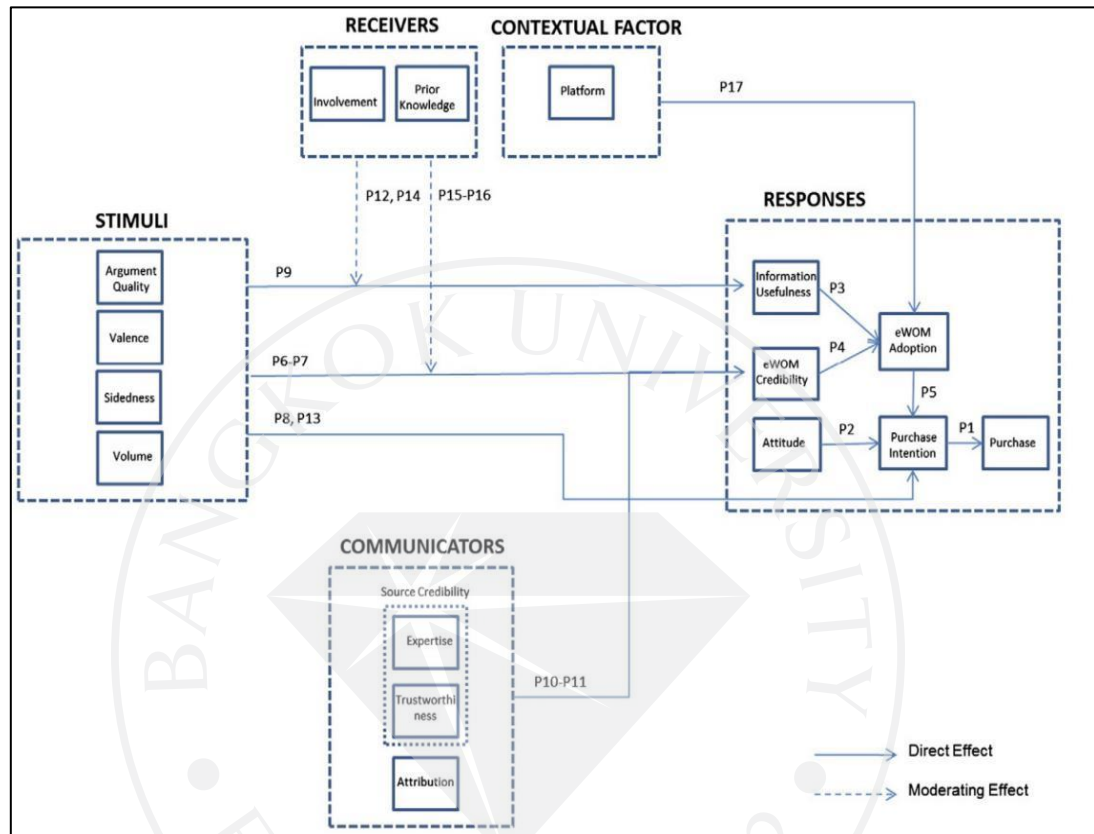
Source: Cheung, C. M., & Thadani, D. R. (2012). The impact of electronic word-of-mouth communication: A literature analysis and integrative model. *Decision Support Systems, 54*(1), 461-470.

As a WOM communicator of information sources, consumers measure the credibility of information sources through the reliability and professionalism. Yeap, Ignatius, and Ramayah (2014) discovered that when consumers evaluate the

eWOM platform, the influence of source credibility even exceeds the quality of word-of-mouth information. Furthermore, Teng, Khong, Chong, and Lin (2017) found that in social media, one of the key characteristics of trustworthy information is high source credibility. The credibility of eWOM information sources can influence information usefulness and quality through the mediating role of perceived risk, thus influencing information adoption (Hussain, Ahmed, Jafar, Rabnawaz & Jianzhou, 2017).

Based on the online social networking framework, Kim, Kandampully, and Bilgihan (2018) analyzed the impact of relationship strength, source credibility and homogeneity on consumer attitudes. Chiou, Hsiao, and Chiu (2018) examined the importance of consumer knowledge in determining consumers' perception of the credibility of online reviews and found that attribution theory plays a mediating role in perceived credibility. In addition, Reimer and Benkenstein (2018) explained consumers' reactions to incentive-based review content by using attribution theory.

The direct reason that affects the recipients is the content characteristics of eWOM information, including volume of eWOM, the validity of eWOM, the quality of eWOM, the integrity of eWOM, etc. (Cheung & Thadani, 2012). Hussain et al. (2017) also examined the relationship among perceived risk, source credibility of eWOM and customer information adoption. Moreover, Teng et al. (2017) also demonstrated that the quality of information is one of the important precursors to the validity of eWOM information in social media.

Some scholars also analyzed the influence of eWOM valence. The effect of profile picture on the credibility of perceived review depended on review valence (Xu, 2014). Lin and Xu (2017) found that review valence had a significant impact on brand attitude, trustworthiness and purchase intention. The research on different levels of hotel reviews shows that the valence of reviews has a greater impact on luxury hotels, while the volume of reviews has a more significant impact on lower-tier hotels (Blal & Sturman, 2014). By evaluating the impact of internal information (internal reference price) and external information (eWOM volume and valence) on consumers' willingness to pay (WTP) for an accommodation, the valence has a direct impact on consumers' WTP, which is strengthened by both internal reference price and volume (Nieto-García et al., 2017).

Online reviews provided by consumers who have previous purchase experience have become the primary source of information for consumers and marketers to understand product quality. As one of the most powerful channels to generate word-of-mouth, online reviews are also an influential factor in product sales forecasting and consumer decision-making process (DePelsmacker et al.,2018; Duan & Whinston, 2008). Thus, this paper used online reviews to quantify word-of-mouth and focused on its impact on consumer perception.

Zhang, Craciun and Shin (2010) put forward that the online popularity of the brand can be enhanced by consumer-created reviews and the volume of those reviews. By collecting the data from the Yahoo Movie Website, Liu (2006) examine the

dynamic patterns of WOM and found the volume of online reviews affects box office

revenue. New forms of customer communication on the Internet, both the number of

reviews and customer content quality, have an essential impact on customer behavior

on sales of books at two online retail sites (Chevalier & Mayzlin, 2006). Furthermore,

the research published by Duan, Gu, and Whinston (2009) showed that people are

significantly impact by the information inferred from others' behavior. For example,

online users' choice of software depends largely on changes in popularity information

and download rankings. Customers pay attention not only to review scores but

exposure and reputation of the evaluators in the period of reading online reviews (Hu,

Liu, & Zhang, 2008).

Online reviews will influence the consideration of consumers to do online

hotel booking intention online (Vermeulen & Seegers, 2009). Leeraphong and Mardjo

(2013) found that most consumers generally read online reviews before booking, and

other people's online shopping results affect their booking decisions. In detail, when

former consumers share their hotel experience in online reviews, potential consumers

will get more detailed information about the target Hotel, which will gradually raise

expectations before making a decision. eMarketer (2007) reported that 33% of

frequent travelers and 25% of infrequent leisure travelers had changed hotel

accommodation according to online reviews from other consumers. Further, nearly six

out of ten consumers prefer to make consumption on websites with peer-written

reviews. Hence, online reviews have fundamental implications for management

activities such as customer acquisition and trust-building.

     In the recent marketing literature, the text-based analysis of consumer reviews has attracted considerable attention (e.g. Berger, Sorensen & Rasmussen, 2010; Ludwig et al., 2013; Villarroel et al., 2017; Laer, Escalas, Ludwig, & Hende, 2018). By reviewing the literature on the dimension of online reviews (as shown in Table 2.1), eWOM in the form of consumer reviews of products or services includes three key dimensions valence of reviews (average rating), the volume of reviews, and review quality.

Table 0.1: Definition of Online Review Dimensions

Online Review Dimensions	Chatterjee (2001)	Doh and Hwang (2009)	Zhu and Zhang (2010)	Cui and Guo (2012)	Lee and Shin (2014)
Volume of reviews	√		√	√	
Valence of reviews	√	√		√	
Review quality		√		√	√
Comment platform					√

     For online consumer reviews, it is generally agreed that three review-related factors are important, i.e., the valence of reviews (Chintagunta, Gopinath, & Venkataraman, 2010; Cui, Lui, & Guo, 2012; Sun, 2012; Tirunillai & Tellis, 2012; Wu,

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Wu, Y., Sun, & Yang, 2013; Ye, Law, Gu, & Chen, 2011; Zhang et al., 2013), the

volume of reviews (Chintagunta et al., 2010; Cui et al., 2012; Duan, Gu, & Whinston,

2008b; Wu et al., 2013; Zhu & Zhang, 2010) and review quality (Awad & Ragowsk,

2008; Kelton, Fleischmann, & Wallace, 2008; Lee & Shin, 2014). Therefore, this

study takes the online reviews provided by the online travel agency as the research

object. The research content is mainly the relationship between these three dimensions

of this variable and the consumer's purchase intention. This study refers to the

consumers' evaluation of information about the services or products that consumers

have already consumed, and the focus of the research is also on the information itself.

"Valence of reviews" means the emotional tendency of online reviews, which

reflects the perception of consumers towards services, products or sellers expressed

through commentary. It is one of the significant elements related to response (Cheung

& Thadani, 2012), which can be negative, positive or neutral (Anderson, 1998). Some

scholars believed that the influence of negative content on participants' opinions is

greater than that of positive content. Compared with positive information, negative

information will greatly reduce the trust of consumers, and can attract more attention.

Therefore, consumers pay more attention to negative information than to positive

information. However, some specific studies have concluded that purchase intention

is higher for positive WOM in comparison with negative WOM (East, Hammond, &

Lomax 2008; Sparks & Browning 2011).

"Volume of reviews" refers to the number of personal opinions expressed by consumers on the goods or services they enjoy after they have completed their purchasing activities. It represents the popularity of the product and sales performance. Cheung, Lee and Rabjohn (2008) indicate that people can use the number of reviews as a measure of the popularity of a product, which will affect their purchase intention. The more comments, the more consumers who buy the product, the better the sales of the product, and the more attractive it will be to potential consumers. Besides, more useful product information can be obtained quantitatively to help consumers reduce information asymmetry.

"Review quality" is defined as the persuasiveness of information, and is usually measured in terms of its comprehensiveness, relevance, accuracy and timeliness (Cheung & Thadani, 2012). High-quality reviews have a more significant impact on readers' purchase intention than low-quality reviews.

2.2.3 Influence Mechanism of eWOM

1) Reference group theory

Bearden and Estel (1982) proposed that if consumers search and refer to the WOM information of other members in the online community for decision-making, they actually become the online reference group of consumers. The network reference group is defined as "a virtual group of online consumers who participate in social interaction activities based on common interests, goals and voluntary principles, which have an essential impact on consumers' attitudes, behaviors and decisions

(Pentina, Prybutok & Zhang, 2008). Travelers believe that information, comments and opinions from other users, as well as content generated on social media platforms, are useful to help them avoid making a poor decision when choosing a product with an excellent quality-to-price ratio (Gabbianelli & Pencarelli, 2020).

2) Conformity theory

Many scholars have summarized the influence of related consumers as the informational social influence and normative social (Miller & Prentice, 1996; Cialdini & Trost, 1998). On the one hand, groups are an essential source of information to provide a basis and the reference for decision-making in fuzzy situations; on the other hand, members of the group gradually establish a social norm in the interaction, that is, to stipulate the internal cause of acceptable implicit rule or explicit rule (Miller & Prentice, 1996). The impact of reference group can be divided into three categories: value expressive, informational effect and utilitarian effect. Social impact theory attempts to study when people are most likely to conform to social influences. Nowak, Szamrej, and Latane (1990) put forward that conformity theory depends on three factors: intensity (the importance of the group to consumers), proximity (the degree of closeness between the group and consumers in time and space), and volume (the number of people in the reference group). Also, Brown and Reingen (1987) and Reingen and Kernen (1986) used the theory of social relations to argue that the relationship between disseminators and recipients in word-of-mouth communication can be divided into weak ties and strong ties, and compared the functions of the two

kinds of relations at the macro and micro levels.

2.2.4 Online Review

A website is an important platform for eWOM publishing and dissemination. Information from reliable comment websites can change the perceived risk of reviewers and generate trust. Park and Lee (2009) found that the reputation of websites can affect the information credibility perceived by consumers. Because hotels and tourism products are more experience-oriented, information searchers do not want to get information from a professional hotel industry expert. In other words, recommendations from experienced former consumers are more persuasive than comments from industry experts. The difference in details provided by reviewers may be clues for information receivers to judge whether the posters are experienced and knowledgeable. In brief, the opinions from former hotel guests are actually more helpful in the same hotel (Wu, 2013).

In the process of online hotel reservation, consumers will purposefully search for comment information, so as to get more content related to goods or services and reduce the risk of this reservation. Risk and uncertainty are the main reasons for the existence of trust as intermediary factors. Smith (2002) proposed that comments that can fully express consumers' subjective wishes and shopping feelings will reduce consumers' perceived risk and directly affect the formation of trust. In the overall reviews, positive reviews account for a large proportion, which can positively affect customers' attitudes towards products or website platforms. Customers can perceive

the expression of goodwill and ability of reviewers from positive comments.

Previous research has found that the purchase behavior of consumers is significantly affected by the previous positive comments of other users (Moe & Trusov, 2011), and there is a positive correlation between the valence of consumer reviews and product sales (Xie et al., 2014). Verma, Stock and McCarthy (2012) put forward high customer rating has a strong positive impact on the intention of hotel reservation. In addition, online sales of hotels will increase with the improvement of customer rating (Ogut & Tas, 2012).

Purchase intention is also affected by the quality of online product reviews. High-quality online comments are persuasive and often contain more product-related content or understandable and reliable argumentation; On the contrary, low-quality online reviews have the following characteristics: low relevance, unreliability and weak persuasion (Lee & Shin, 2014). Awad and Ragowsk (2008) also prove that the quality of eWOM significantly affects the formation of online trust. Kelton et al. (2008) established a digital information trust model by combining trust research in behavioral science and social science with human-computer interaction and information quality. Due to the absence of quality control and standard procedures, as well as the lack of many environmental and behavior clues that affect the development of trust, it is necessary to establish trust in the network environment.

As one of the characteristics of the information itself, the volume of online reviews has an impact on trust. The more reviews on an OTA's website, the more

customers book hotels, the higher the credit rating of the platform, the more likely it is to inspire the herd mentality of customers (a kind of psychological phenomenon that an individual is influenced by public behavior and shows his own perception, judgment and cognition in line with public opinion or most people), and the greater the trust of review readers in the product. In addition, online reviews can help customers reduce the risk of booking hotels, reduce the distrust of potential customers about products, and build confidence in their shopping choices.

2.2.5 Trust

1) Definition of trust

Scholars have different definitions of trust from the perspectives of communication, organizational behavior, sociology, psychology, marketing and so on. In the field of social psychology, trust has been defined as "the willingness of a party to be vulnerable to the actions of another party based on the expectation that the other will perform a particular action important to the trustor, irrespective of the ability to monitor or control that other party" (Mayer, Davis, & Schoorman, 1995). Rousseau, Sitkin, Burt, and Camerer (1998) state that trust depends on positive expectations of intentions of a person to the other. It represents the consumer's positive perception of a particular brand. This optimistic attitude directly affects consumers' purchase intention.

In the field of marketing, trust is mainly concentrated in channel management and relationship marketing. Trust is a kind of belief that the other party will perform

acts in favor of the other party, and will not do unexpected acts harmful to trading

partners, and is a kind of confidence and re-belief of the partners based on their ability

and commitment to establish and maintain a cooperative partnership of loyalty. Trust

is a subjective feeling, and in a sense, it is a consumer's attitude of believing that

suppliers will provide goods or continuous services.

Trust is a kind of interpersonal relationship beyond expectation, which is

usually formed on the basis of individual psychological state. In addition, lots of

studies have proved that customer trust is the fundamental determinant of business

transactions (Chu & Shiu, 2009). In online shopping, it is necessary to establish a

long-term relationship between sellers and buyers (Sirdeshmukh, Singh, & Sabol,

2002).

In summary, the trust which will be investigated in this study is based on the

following four sources: Firstly, when customers check hotel website information, the

efficiency of transaction processing, the functionality of the website and the accuracy

and reliability of information content. Secondly, customer trust in third-party

customers and experience reviews of travelers provided online. These reviews are

similar to the book or product reviews on Amazon.com. Customers need to rely on the

brand and reputation of the hotel and online travel agency, as well as the suggestions

and comments of other people who previously stayed at the hotel. Thirdly, after the

first and subsequent visits, customers have interacted with hotel staff and personally

experienced the services provided by the hotel. Thus, customers generate goodwill

trust. Fourthly, trust comes from support from family, society or influential people.

2) Related research on trust in Network Environment

Trust is the intermediary between consumers' purchase intention and word-of-mouth communication. It not only affects consumers' purchase decisions, but is also affected by online reviews. Kim, Chung and Lee (2011) put forward that online consumers believe more in reviews on e-commerce websites and make purchasing decisions only based on reviews. In addition, high-quality reviews can have a positive impact on the trust of online retailers. Consumers tend to make judgments on websites based on the degree of trust, which has a positive impact on consumers' behavior (Wang, 2002). Lee and Turban (2001) put forward lack of trust has become one of the most common reasons for consumers not to participate in e-commerce. Therefore, trust plays an important role in online transactions (Kim et al. 2011; Wu & Chang, 2005).

Online channel is a new and convenient way of doing shopping with uncertainty. Because trust can affect many elements of online transactions and brand image, such as privacy and security, the establishment of "trust" becomes more critical and challenging. Online consumers want online merchants to be able to consider the interests of consumers, and be able to deliver the products or services ordered in accordance with their commitments. For e-commerce, it is essential in improving trust for customers. If there is no trust as a prerequisite, customers will avoid shopping online (Kim, Zhao, & Yang, 2008). The success of e-commerce

depends mainly on maintaining and gaining the trust and confidence of customers. It is necessary to understand how risk and trust affect online purchasing intention.

Research by Pavlou (2002) showed that various factors lead to consumer uncertainty about online transactions, such as the ease with information collection, the extensive use of technology, and the newness of the operation. Consumers will feel more vulnerable due to increased uncertainty. Further, the behavior of consumers booking online is not only about the perception of benefit, but also about the trust of the website or hotel. Therefore, unless the customer is convinced that the transaction process is reliable and confidential, the risk of information disclosure such as personal identity and financial information will reduce people's purchase intention.

Fam, Foscht and Collins (2004) found that trust is one of the most relevant variables for the success of e-business in the travel and accommodation industry in the tourism context. Bonsón Ponte, Carvajal-Trujillo and Escobar-Rodríguez (2015) used quota sampling to analyze 489 participants and proved the significantly positive effect of trust antecedents on consumers' online purchase intention.

In the field of tourism and e-commerce, some previous researches have proved the relationship between online purchase intention and trust (Gefen, Karahanna & Straub, 2003; Grazioli & Jarvenpaa, 2000; Kim et al., 2008; Kim, Xu & Gupta, 2012), and the relationship is significant and positive (Bigne, Sanz, Ruiz, & Aldas, 2010; Escobar-Rodríguez & Carvajal-Trujillo, 2014; Sanz-Blas, Ruiz-Mafe, & Perez, 2014; Wen, 2010). Also, Pavlou (2002) explained that people with higher trust

prefer online shopping by forming a positive attitude. In addition, McKnight and Chervany (2001) also emphasized the important role of trust in the formation of consumer attitudes. When consumers have a higher degree of trust in the seller, they will have a higher degree of purchase intention (Gefen & Straub, 2004; Jarvenpaa, Tractinsky, & Saarinen, 1999).

Therefore, trust is a kind of personality trait that should promote the formation of a positive attitude towards a trusting behavior such as hotel booking. On the other hand, the direct link between trust and intention is intended to capture the possible effects of not being completely regulated by attitudes. Mansour, Kooli, and Utama (2014) took a sample of 401 online consumers in Indonesia as the sample and found that the higher customers trust websites and the lower the perceived risk of online trading, the greater the customer's willingness to purchase on the website. This study will test the positive correlation between online trust and online purchase intention.

2.2.6 Perceived Risk

The Oxford Dictionary defined risk as the possibility that something bad will happen at some point in the future. Aven and Renn (2009) pointed out that risk is uncertainty about and severity of the outcomes of activity concerning something that human value. In real life, consumers need to make choices in an environment of incomplete information, so they take the risk of making the wrong decision (Yang, 2013).

By introducing the concept of perceived risk into marketing literature, Bauer (1960) found that consumers' purchase behavior may not be able to ascertain the expected results, and some results even lead to consumer dissatisfaction. Thus, perceived risk can be considered as a function of the uncertainty in the potential outcomes of the behavior and the possible unpleasantness of these outcomes. Lee and Tan (2003) proved that customers have a higher perception of risks in e-commerce than offline businesses. Forsythe and Shi (2003) investigated four types of the perceived risk of customer concern, and defined perceived risk in online shopping as the subjective loss expectation of online shoppers when considering a specific online purchase.

Product risk, time risk and financial risk, have always been three indispensable dimensions for the study of perceived risk in the online shopping environment. Product risk is the potential loss when the product fails to realize as expected; Time risk is defined as the time required to find suitable websites, search information and process transactions;

Financial risk, which is the monetary loss that may result from the purchase of an item or service. Nepomuceno and Richard (2014) reviewed the experience of previous researchers in examining how online purchases reduce perceived risk, and used three types of perceived risk to measure this perception. The empirical studies show that both privacy and security considerations have a significantly negative effects on consumer perceived risk.

Transaction security is an attribute of the service quality function dimension, which is valued by customers (Berbegal-Mirabent, Mas-Machuca, & Marimon, 2016). Moreover, when purchasing products, consumers are worried that their personal data may be abused by other irresponsible parties, which may lead to transaction security risks and privacy issues (Zhou, Dai, & Zhang, 2007). Comparing the relationship between trust and perceived risk, Yang et al. (2015) studied how trust and perceived risk affect consumer behavior of online payments in China's online payment environment and put forward that perceived risk can divide into transactional risk and systemic risk.

2.2.7 Perceived Enjoyment

Hedonism theory describes that the aim of individual behavior is to obtain pleasant emotions and avoid unpleasant or painful feelings, which is also the ultimate goal of any behavior. Enjoyment is a positive mindset, which means the degree to which a person is satisfied with a particular situation (Menon & Kah, 2002). In the field of information technology, enjoyment means the degree of personal happiness when participating in computer activities. It can also be defined as a sense of happiness and well-being resulting from the performance of one or more events (Davis et al., 1989; Venkatesh, 2000). In addition, perceived enjoyment plays a vital role in consumer experience, which is also the intrinsic motivation of individual emotions (Babin, Darden, & Griffin, 1994).

Menon and Kahn (2002) found that the pleasant and exciting stimulation in the online shopping experience will lead consumers to browse more content and be more likely to engage in subsequent shopping activities. Kim, Lee, Han, and Lee, M. (2002) proposed that the interface design, overall style, and animation effect of tourism websites as the physical appearance of emotional stimulation will directly affect the enjoyment of potential tourists. Also, a good navigation system, as a key factor of emotional stimulation, has a positive impact on enjoyment (Kang & Kim, 2006). If the waiting time of network response is too long, people's perceived enjoyment will be greatly reduced. Further, Palmer (2002) put forward that affective transfer factors, including download speed, are also significant factors to stimulate perceived enjoyment of network users.

2.2.8 Purchase Intention

"Intention" is an essential concept in the field of psychology, which refers to the preparation state of behavior. Purchase intention is closely related to purchase behavior and can be measured by the possibility of planning to purchase a product by consumers. Further, many studies predict consumer purchasing behavior through purchase intention. Purchase intention as a situation where the consumer tends to buy a certain product in a particular condition. Purchase intention is a kind of decision-making that studies the reason to buy a particular brand by consumers (Shah et al., 2012). The purchase intention can be regarded as the subjective tendency of consumers to choose a particular product, and is proved to be an important index to

predict consumer behavior. The methods of purchase intention and theoretical basis

mainly have the following views：

First of all, purchase intention is based on the attitude of consumers, and

attitude is the emotional degree of people's approval or opposition to stimulation.

Trust is an affective attitude. Psychology believes that the trust of individuals towards

things affects their willingness to act. Therefore, if consumer trust is taken as the

research factor of the purchase intention, it should also be analyzed in combination

with the consumer's personal situation. Kim and Littrell (2001) use the famous

Fishbein model to measure visitors' attitudes. So far, this is a model which has been

accepted by many scholars. The study shows tourists' trust in the culture of tourist

destinations will affect their willingness to buy souvenirs.

Secondly, minimum perceived risk is another basic influencing factor of

purchase intention. The pursuit of the maximum value is the principle of positive

purchase decision, on the contrary, the pursuit of minimum perceived risk is a reverse

decision principle. Bauer (1960) and other scholars believed that consumers prefer to

choose the minimum risk perception plan. In addition, adverse consequences and

uncertainty are two dimensions of perceived risk. Uncertainty means the uncertainty

of the product's own attributes; the adverse consequences are the loss of money, time

and psychology after purchasing of the product. Wood and Scheer (1996) regarded

perceived risk as one of the costs of acquiring products, and integrated it with the

overall evaluation of the transaction into the perceived value model. They believed

that perceived risk will directly affect the purchase intention，and will also affect it through the overall evaluation of the transaction with perceived gains and monetary costs. In short, when perceived risk is reduced to a level acceptable to consumers or completely disappeared, consumers will decide to purchase. There is a negative correlation between consumers' purchase intention and perceived risk.

Thirdly, the study of purchase intention is usually based on the theory of planned behavior (TPB), an initial theory to predict human social behavior. In the field of marketing, this theory has been used to analyze and predict the rational consumption behavior in recent years, containing four levels. The first level and the second level are consumer behavior and purchase intention, both of which directly determine how consumers view consumer behavior and the possibility of taking specific action. The third level is the factors that influence consumers' purchase intention, including: consumers' attitude towards products and subjective rules. In other words, this is the consumer's own control of consumer behavior judgments. The fourth level is the analysis of the above factors, such as "attitude", "rule", judgment and so on, which vary according to the specific product.

In conclusion, consumers' purchase intention is influenced by consumers' attitudes and subjective norms (TRA theory), perceived behavior control, subjective criteria and consumers' attitudes (TPB theory). Also, perceived usefulness and perceived ease of use as crucial factors of purchase intention (TAM theory).

This study will further prove that trust and perceived risk are the key factors affecting

consumers' purchase intention.

2.2.9 The Linkage between Online Review, Trust, and Perceived Risk

Based on the theory of planned behavior, evaluation, normative beliefs and

control beliefs all have positive effects on behavioral intention. Persuasion theory

holds that communicators, information and receivers can influence the impact of

persuasion. In this study, online reviews actively searched by consumers during online

booking can include evaluations, norms and beliefs of the masses.

As information itself, the influence of persuasion on consumers will also

form their own control beliefs and trust. According to the research model of the

influence of online reviews and the literary analysis of online consumers' purchase

behavior, scholars have established different theoretical models by studying the

connotation of different variables, but ultimately verified that online review positively

affects trust. Therefore, this study believes that online reviews have a positive

correlation with trust. The most important thing of network marketing is to establish a

multi-dimensional trust of consumers, reduce perceived risk, and maintain excellent

communication and cooperation relationships.

Gabbianelli and pencarelli (2020) put forward that consumers use online

review websites as reference groups to reduce the uncertainty of purchase decisions.

Hennig-Thurau and Walsh (2003) studied the relationship between perceived risk and

online reviews and pointed out risk reduction is one of the main motivations for word-

of-mouth communication. Also, the greater the perceived risk of purchase decision, the more likely consumers are to search for relevant product information through online reviews. Bansal and Voyer (2000) put forward that online review has a more substantial influence on purchase decisions in high-risk scenarios. Further, consumers will be affected by perceived risk in making purchasing decisions, and the higher perceived risk, the more information consumers will get from online reviews.

From the perspective of consumers' psychology and behavior, this study reveals consumers' perception of risk and risk avoidance behavior under the risk environment. Under this psychological and behavioral tendency, when the risk perceived by consumers is high, on the one hand, the dependence on external information is greater, that is, the influence of online review may be more considerable; on the other hand, the perception and understanding of existing information will also be in the direction of risk aversion. In brief, evaluation of eWOM in the form of online reviews can influence purchasing intention through trust and perceived risk.

2.2.10 The Linkage between Trust, Perceived Risk, and Purchase Intention

As previously noted, trust is an emotion that is willing to rely on the other side and has high expectations for their words, statements or commitments. Trust is considered to be a customers' faith in someone, something or another party's commitment regarding a benevolence, reliability and expectation of ability (Chung & Kwon, 2009). Trust can reduce the perceived risk of consumers. Without the existence

of risks or uncertainties, trust does not exist anymore. Kim and Prabhakar (2004) suggested that perceived risk and trust affect customers' attitudes on the network, but they also affect behavior. Jarvenpaa, Tractinsky, and Vitale (2000) put forward trust directly affects consumers' attitudes toward the website, and it can also affect the attitudes toward websites through perceived risk. When a person's trust in a website increases, the risk he perceives will naturally decrease.

Pavlou (2003) verified the relationship between trust and perceived risk through the empirical method, and found that trust can directly affect intention, but also indirectly affect intention through perceived risk. Under different levels of perceived risk, trust has different effects on behavior. The higher the environmental risk is, the greater the impact of trust on behavioral attitudes and willingness. Therefore, the author suggests that trust will affect purchase intention through perceived risk, and trust will directly affect consumers' purchase intention.

In exploring the field of online shopping, Masoud (2013) and Dai, Forsythe, & Kwon (2014) believed that perceived risk affects online consumers' purchase decisions to varying degrees. Consumers' purchase intentions are influenced by perceived risks, and their purchasing decisions are determined by the level of risk they feel. Consumers may purchase less or not purchase during the shopping process if consumers cannot reduce the perceived risk in some ways (such as searching for evaluation information, etc.). Wood and Scheer (1996) regarded perceived risk as a cost in consumer's online purchases, expressing concern about future uncertainty and

having an essential impact on purchase intention. Perceived risk has a significant

negative effect on consumers' intentions or behavior (Pavlou, 2003; Vellido, Lisboa,

& Meehan, 2000).

Nepomuceno et al. (2014) found that consumers will find ways to reduce

their perceived risk to a large extent, such as past shopping experience and brand

image. Ariff, Sylvester, Zakuan, Ismail and Ali (2014) studied 300 Malaysian

consumers and proposed that product, financial and non-delivery risks are all

hazardous and negatively affect the attitude of online shoppers. In addition, the online

buyers' attitude also has a significant positive impact on online shopping behavior.

Based on these literature reviews, companies should raise their trust and reduce

perceived risk to enhance consumer purchase intentions and satisfy their customers'

needs. The following hypotheses were developed from the literature above to show

the relationship among trust, perceived risk and purchase intention.

2.2.11 The Linkage between Perceived Ease of Use, Perceived Usefulness,

Perceived Enjoyment and Purchase Intention

Davis (1985) put forward the influence of external influences, including

system or website design features and individual differences on the user's intention,

which is mediated by people's perception of the usefulness and easiness of the new

system. Perceived ease of use is considered a prerequisite for customers to participate

in the online travel community, including purchasing travel online and recommending

online communities (Agag & El-Masry, 2016). The technology acceptance model

shows that perceived usefulness directly affects attitudes and intentions and is a critical determinant of consumer acceptance of information technology (Davis, 1989).

Bedi, Kaur, and Lal (2017) regarded perceived online enjoyment and online experience as the antecedent of online buying. Their research proves online purchase intentions are strongly influenced by perceived enjoyment and consumers' attitudes. Zhao et al. (2015) combined perceived enjoyment and perceived interactivity with traditional adoption theory, and set up a user acceptance model. The results show perceived enjoyment significantly and positively affects customer behavioral intentions. Moreover, Van der Heijden (2003) studied users' acceptance of e-commerce websites and found perceived enjoyment has a positive impact on consumers' attitudes and behavior intentions. Further, Monsuwe et al. (2004) applied the technology acceptance model to the online shopping environment to study the shopping behavior of consumers in the United States and Europe. Their research shows that people's intention to shop online is not only affected by enjoyment, usefulness and ease of use, but also by trust and situational factors.

2.3 Conceptual Framework

According to the above literature review and theoretical basis, this paper constructs the model of purchase intention based on the Technology Acceptance Model. The model consists of seven variables, including evaluation of eWOM in the form of online reviews, perceived risk, trust towards OTA, perceived usefulness,

perceived ease of use, enjoyment and purchase intention. Trust, perceived risk and

perceived usefulness are mediating variables in the paper. All these independent

variables assumedly affect purchase intention, the dependent variable, directly or

indirectly. The conceptual framework for this research is shown in Figure 2.7 below:

Figure 0.11: The Purposed Conceptual Framework for This Research
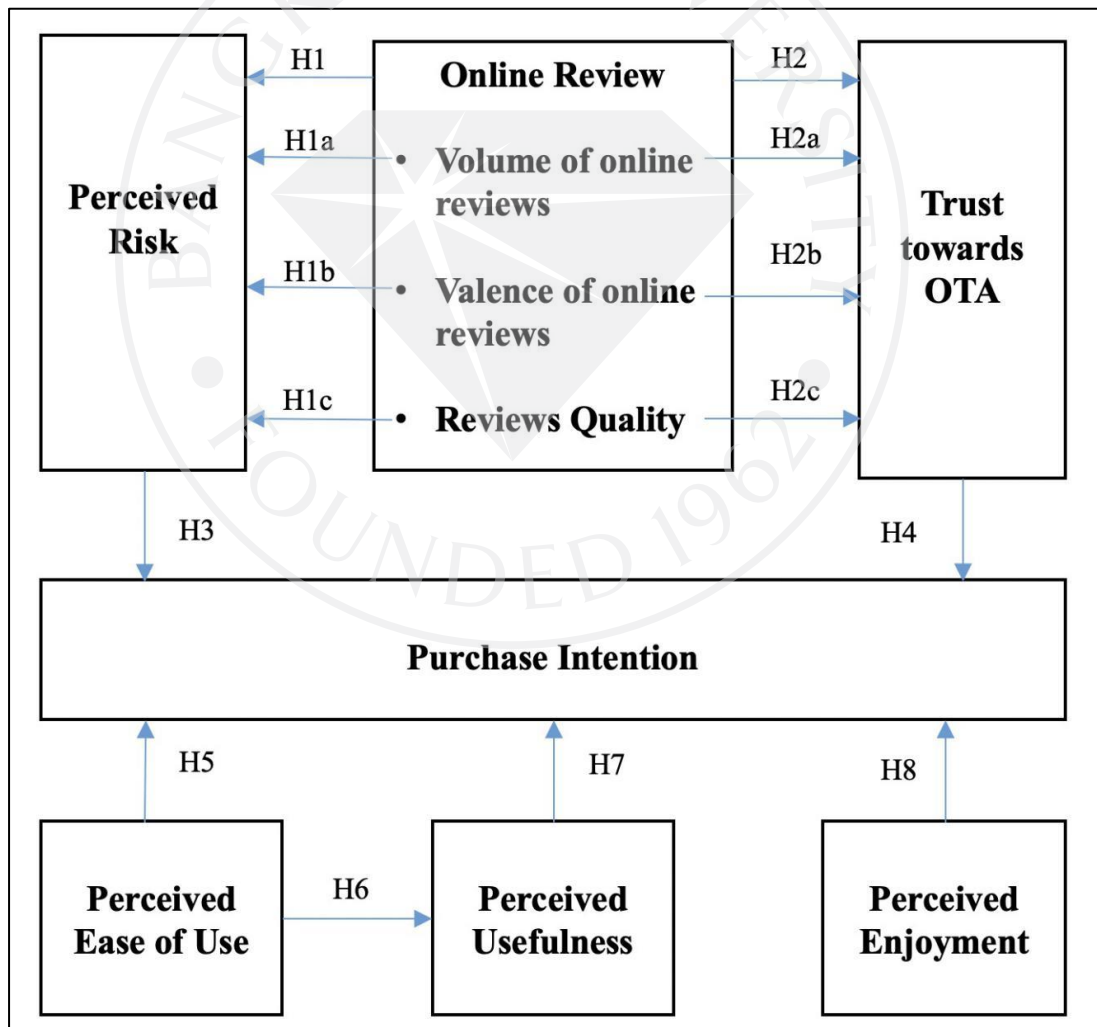
2.4 Research Hypotheses

According to the expected relationship between eight independent variables, three mediating variables and one dependent variable presented in the above conceptual framework, the following fourteen research hypotheses were developed from the theoretical framework in order to answer the research questions.

H1: Evaluation of online reviews has an impact on customers' perceived risk.

H1a: The volume of online reviews is negatively associated with customers' perceived risk.

H1b: The valence of online reviews is negatively associated with customers' perceived risk.

H1c: Reviews quality is negatively associated with customers' perceived risk.

H2: Evaluation of online reviews has an impact on customers' trust towards online travel agencies.

H2a: The volume of online reviews is positively associated with customers' trust towards online travel agencies.

H2b: The valence of online reviews is positively associated with customers' trust towards online travel agencies.

H2c: Reviews quality is positively associated with customers' trust towards online travel agencies.

H3: Perceived risk is negatively associated with purchase intention.

H4: Customers' trust towards online travel agencies is positively associated with purchase intention.

H5: Perceived ease of use is positively associated with purchase intention.

H6: Perceived ease of use is positively associated with perceived usefulness.

H7: Perceived usefulness is positively associated with purchase intention.

H8: Perceived enjoyment is positively associated with purchase intention.
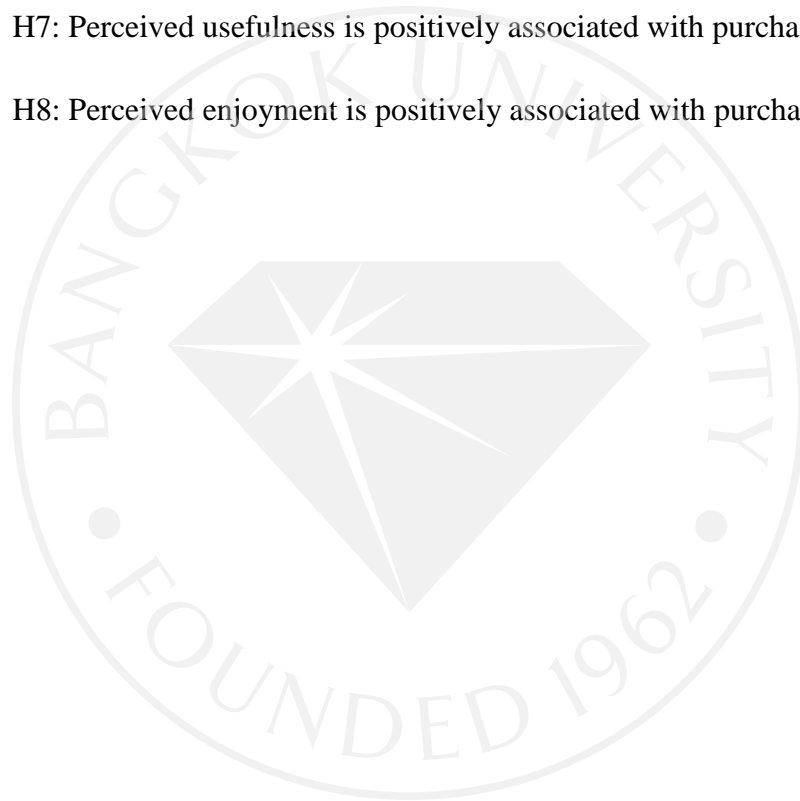
CHAPTER 3

METHODOLOGY

In this chapter, the procedures throughout the research were illustrated and consisted of methodologies and sources that provided information. In addition, the chapter explained the detailed presentation of the variables being examined. According to the literature review in Chapter 2, the self-administered questionnaire was designed. This chapter reported several elements of research methodology, such as research design, sampling and population design, research instrument, data collection and data analysis. The objective of this part was to illustrate how the study was designed to investigate the expected causal relationships between variables in the model. The chapter contains five sub-sections as the followings:

3.1 Research Design

3.2 Population and Sampling

3.3 Research Instrument

3.4 Data Collection

3.5 Data Analysis

3.1 Research Design

A quantitative research approach was proposed to explore the effects of independent variables on the dependent variable. Using quantitative analysis as a statistical tool was a valuable contribution because it explained the expression of respondents in terms of mathematics and interpretation yield with unbiased results (Lawonk, 2014). Therefore, the data of the research were evaluated using statistics and quantitative analysis to achieve reasonable and effective results. Therefore, the researcher used quantitative analysis and statistics to evaluate the data.

As the aim of this study was to investigate the effects of online review, perceived risk, trust, perceived usefulness, perceived ease of use and perceived enjoyment on Chinese's purchase intention under the circumstances of booking a hotel through an on online travel agency website, this study formed the questionnaire on the basis of the theories and research models of predecessors.

3.2 Population and Sampling

Consumers who had in the past used an online travel agency to book a hotel was chosen as the population of this study. Based on the data from CNNIC (TrustData, 2019), by June 2018, the number of the netizens, booking air tickets, hotels, train tickets or holiday products online in China, achieved 393 million, an increase of 17.07 million compared with the end of 2017, with a growth rate of 4.5%. The proportion of Internet users booking tourist vacation products, hotels, train tickets and airline tickets

was 12.1%, 25.7%, 40.1% and 23.8%, respectively.

Figure 0.12: Users' Age Analysis
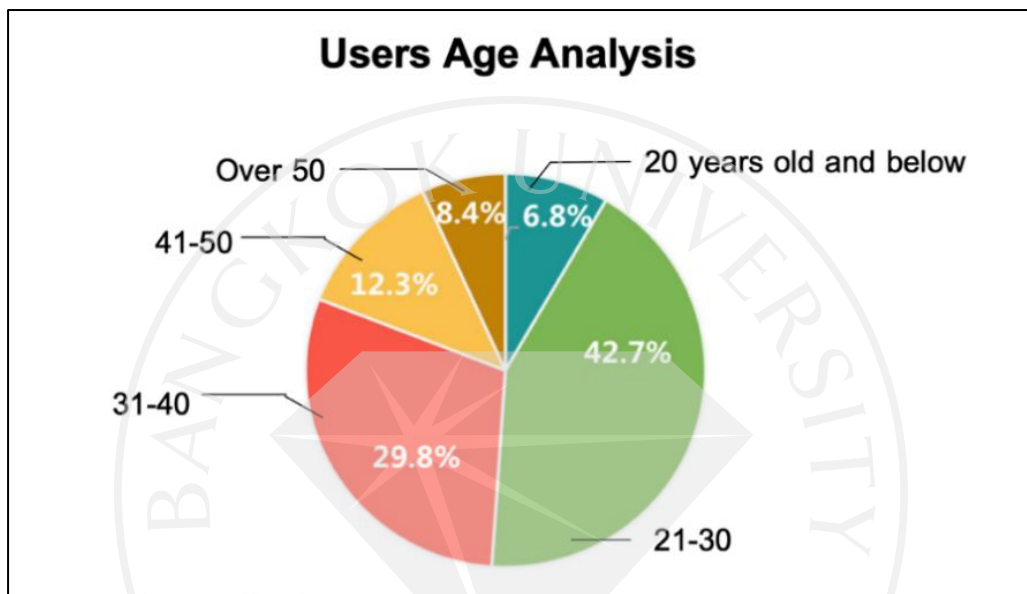
Source: TrustData (2019), *Report of China's online hotel reservation industry in Q1 2018.* Retrieved from http://www.itrustdata.com.com.

According to the Trustdata 2018 research report above, the figure showed that most of the online users were between 21 and 50 years old, accounting for 84.8%. Therefore, the age of the target population in this study would be between 21 and 50 years.

In this research, a non-probability sampling technique called "convenient sampling" was adopted. To determine the sample size to be collected for the study to be effective, the total number of individuals using the OTAs for hotel bookings was considered. Therefore, based on the above data, the researcher calculated the population of this article as 101,001,000, and this figure was used to calculate the sample size. The G*Power was applied to calculate the sample size with an error rate of 0.5. To obtain enough power of the statistical test in this research, the study applied G*Power 3.1.9.4 developed by Faul, Erdfelder, Buchner, & Lang (2009) to calculate the minimum sample size according to the usage of multiple regression.

From the G*Power results, it suggested the minimum sample size for this study is at least 44 based on t-tests. This present study used multiple regression as a statistic tool and followed the statistic formula provide by Tabachnick and Fidell (2007) and used the following equation to determine the estimated sample size number: N (sample size) > 50 + 8 (M), where M equals to the number of independent variables. Since the study had five independent variables, the calculation of sample size should be larger than 50 + 8(5) = 90. However, as suggested by Green (1991), the calculation should commonly add 10% to 30% in order to compensate for respondents that are unreachable or do not respond for any reason. Therefore, this study's sample size should not be smaller than 90 x (1+30%) = 117. In order to ensure data reliability, the researcher had adjusted the total sample size up to 400 persons, which means that 400 valuable questionnaires would be collected.

According to the research topic, the respondents should meet the following criteria: First of all, they should have certain network usability and experience; secondly, they have the experience of booking hotels from online travel agencies for the last six months; thirdly, the selected respondents need to have the experience of reading online reviews.

The Structural Equation Model (SEM) as the statistical analysis method was mainly used in this study. From the viewpoint of scholars, when using SEM to analyze data, more than 150 samples are needed. The sample size is related to measurement items and free parameters. The more parameters, the larger sample size is required.

3.3 Research Instrument

The self-administered questionnaires were used as the research tool for this study. The following sub-sections describe the reliability and validity of this instrument.

3.3.1 Questionnaire

The screening topics were arranged in the first half part of the survey, which could preclude some of the respondents who were not in line with this study. And then, the researcher put the part which could be easily answered in the first half of the questionnaire, and the slightly sensitive question was placed in the second half part.

By convention, the researcher conducted a small-scale pretest before finalizing a large-scale questionnaire. The items of questionnaire were modified according to the feedback and data of the original version. The final questionnaire was divided into three sections. The first part was to recognize the consumers' third-party hotel booking websites usage and shopping habits regarding online travel agencies. With close-ended answer choices, it includes the following questions:

1) Have you used an online travel agency to book hotels in the past one year?

2) Which online travel agency website do you use most often?

3) How often do you use this website to purchase hotel room (s)?

4) Why you choose this website?

5) Do you have the habit of reading online reviews?

The second part was designed to examine that "consumers 'cognition and online review and perceived risk" and "consumers' purchase intention." The items were measured based on five-likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). In addition, the index settings referred to the relevant theories, and were chosen from the existing research. Table 3.1 presented the measurement of each variable and its source.

Table 0.2: Questionnaire Design

Factor	Measuring Items	Source
Volume of online reviews	I pay more attention to hotels having a larger volume of online review Volume of online reviews relates to attentions a hotel gets Larger volume of online reviews reflects that many people are interested in a hotel	Duan, Gu, & Whinston (2008a). Danish, Hafeez, Ali, Shahid& Nadeem (2019)
Valence of online reviews	The online reviews positively evaluate the hotel In general, the online reviews recommend the hotel The rating score of hotel online reviews is high	Cheung, Luo, Sia, & Chen (2009). Tantrabundit (2015).
Reviews Quality	Online reviews have sufficient information about hotel products and services supporting the opinion Online reviews are objective, credible and fair Online reviews are clear and understandable	Park, Lee, & Han (2007).

(Continued)

Table 0.3 (Continued): Questionnaire Design

Factor	Measuring Items	Source
Trust	I believe the reviews demonstrate the true service level or quality of the hotel. I believe the hotel must offer the same service level as described by the reviews. The reviews are trustworthy for me to choose the hotel.	Wu (2013)
Perceived Risk	Reading the reviews helps me reduce the uncertainty of my hotel selection. Reading the reviews decreases my concerns about unpleasant experiences that may happen when staying in the hotel I choose. Reading the reviews increases my confidence in hotel choice.	Wu (2013)
Perceived ease of use (PEOU)	Learning to operate the site is easy. The site is flexible to interact with. My interaction with the site is clear and understandable. It is easy to become skillful at using the site. The site is easy to use.	Chiu, Chang, Cheng & Fang (2009)

Table 0.4 (Continued): Questionnaire Design

Factor	Measuring Items	Source
Perceived usefulness (PU)	This site improves my performance when searching for and purchasing hotel room(s). This site increases my productivity when searching for and purchasing hotel room(s) This site makes it easier to search for and purchase hotel room(s) This site enhances my effectiveness in hotel room(s) searching and reservation. This site is useful for searching for and buying hotel room(s)	Chui et al (2009)
Perceived Enjoyment	I have fun when interacting with this site. Using this site to purchase products provides me with a lot of enjoyment. It is very comfortable to use this site to purchase hotel room(s)	Davis, Bagozzi & Warshaw. (1992) Teo, Lim & Lai (1999)

Table 0.5 (Continued): Questionnaire Design

Factor	Measuring Items	Source
Purchase Intention	I am willing to purchase hotel room(s) on this site. I am willing to recommend this site to my friends. I am willing to make another purchase from this site.	Kim, Ferrin, & Rao (2008)

The third part was to survey respondents' characteristics, including gender, level of education, the level of monthly consumption and occupation. Furthermore, each of these characteristics would be asked in the form of close-ended questions. The actual questionnaire is shown in Appendix A.

3.3.2 Reliability

For questions measuring the same dimensions or variables in the questionnaire, the measurement is reliable only if the answers are the same or similar. Reliability analysis is used to measure whether the sample answers are reliable, that is, whether the respondents have answered the scale items truthfully. It is a measure that provides the degree of stability and consistency of the scale measurement results (Carmines & Zeller, 1979). In other words, through the measurement of the same object, if the results of multiple measurements are very close, then the results are

credible and high reliability. The stability refers to the reliability coefficient of the

repeated test at different time points, and consistency means whether the internal

items of the scale measure the same trait or content. Also, measurement reliability has

two dimensions: repeatability and internal consistency (Zikmund, 1995). Internal

consistency was accepted in this study to test reliability, and Cronbach's Alpha

coefficient, a the most commonly used reliability test method of the Likert scale, was

used as well. According to the Gliem & Gliem, R. R. (2003)'s model, Cronbach α

coefficient greater than 0.70 is considered to be reliable. The results of the reliability

analysis of all the relevant scales are presented in Chapter 4.

3.3.3 Validity

Validity is identified as the accuracy of a measurement, and exploratory

factor analysis was performed to test the validity. This analysis is able to extract the

separate constructs for the measured variables, and factor analysis attempts to account

for the variance common to the factor (Meyers et al., 2013). Since all measured items

used in this study were developed from the existing studies, factor analysis is more

appropriate to test the validity to find the underlying variables. The results of validity

analysis are presented in Chapter 4.

3.4 Data Collection

There are two kinds of methods, e-questionnaire and paper questionnaire, which are related to an online marketing survey. Compared with paper questionnaires, online electronic quizzes have some advantages, including low cost, rapid response, no geographical restrictions, higher response rate and so on (Kaplowitz, Hadlock, & Levine, 2004). Online survey can enable respondents to answer questionnaires in a similar environment, more in line with the interests and hobbies of netizens, so that it can get more accurate responses from respondents. In contrast, one disadvantage of electronic questionnaires is that consumers are unwilling to answer online questionnaires that are too long. The survey experience of the NFO Research showed that if the questionnaires are too long, the response rate will be significantly reduced.

The data collected in this paper was primarily based on the Chinese professional survey website www.wjx.cn for questionnaire distribution and recovery. The formal investigation was conducted in April, 2020. The questionnaire was disseminated on the popular social network platform in China, thus ensuring the breadth of the questionnaire survey.

In order to make the data more reliable, this study established data collection standards. Firstly, this study deleted incomplete questionnaires. Next, if ten or more answers are consistently the same in the survey, the answers are invalid. Additionally, there are two conditions testing whether the respondents are allowed to continue to fill in the questionnaire. In the first screening question, respondents are asked if they had

ever booked a hotel on the online travel agency website. If the individual chooses

"No" for this question, he/she will not be allowed to fill out the questionnaire. The

second screening question is asking if the respondent chooses "official hotel website"

rather than third-party platforms as his/her most popular booking portal. If his/her

answer is official hotel websites, the data collection will be aborted.

3.5 Data Analysis

The data analysis includes descriptive statistics, data screening and the

creation of demographic profiles of respondents. To verify the validity of the

measurement scales, confirmative factor analysis was utilized. At last, the research

hypotheses and the proposed conceptual model were validated by the structural

equation model.

3.5.1 Descriptive Statistics

The online survey was conducted from April 8, 2020 to April 14, 2020

through an online crowdsourcing platform in China, a platform providing functions

equivalent to Amazon Mechanical Turk, to collect data. This research totally received

a completed sample of 438 questionnaires. In order to ensure the accuracy of the

survey sample information, this study screened out and deleted invalid questionnaires,

including questionnaire that was filled out in less than one minute, questionnaire that

was not completely filled out, and questionnaires that 10 or more questionnaires with

the same answers in succession. According to questions 8 and 9 of the questionnaire,

"Have you used an online travel agency to book a hotel in the past year?" and "Do you have the habit of browsing online comments?" For screening questions, those who answered "yes" to both questions entered the data analysis. Therefore, after eliminating outliers in the data, the final sample size was 334, with 76.3% valid response rate.

Descriptive statistics in terms of frequency and percentage were used to investigate and describe the respondents' previous hotel booking experience through online travel agencies and their demographics. Means and standard deviations were also calculated for all six variables being examined in this study.

3.5.2 Inferential Statistics

The model contained nine factors -- eight independent variables, three mediating variables and one dependent variable. The independent variables are the evaluation of online reviews, perceived risk, trust, perceived enjoyment, perceived ease of use and perceived usefulness- in which perceived risk, trust, and perceived usefulness are also treated as a mediating variable, and purchase intention serves as a dependent variable. Data analyses were performed using statistical package software, and hypothesis testing was performed using Structural Equation Modeling.

3.5.2.1 Confirmatory Factor Analysis (CFA)

The researcher needed to make a comprehensive measurement and evaluation of hotel purchase intention from the aspects of trust, online review, perceived risk, website features and enjoyment. The purpose is to confirm or explain

the assumptions, terminology or concepts of Chinese consumers about booking hotels

on an online travel agency.

This method proved an adequate model fit to ensure a satisfactory level of

measurement of both reliability and validity for the underlying variables and their

respective factors. Researchers can have a good understanding of the number of

factors needed to explain the relationship between measured variables by utilizing

CFA (Wu, 2013).

In this research, a pretest is the first step in the investigation, and the draft

instrument will be subjected to quantitative testing of all validities. This stage was

designed to facilitate revision and eventually form an instrument that can be formally

validated. After the pretest, the confirmatory factor analysis (CFA) was used to assess

discriminant validity and convergent validity. In this paper, extraction (AVE) and

comprehensive reliability (CR) were used to test the convergent validity of the model.

It considered adequate evidence for construct validity if CR values above 0.70 and

AVE values above 0.50 (Hair, Black, Babin, Anderson, & Tatham, 2010). Additionally,

it was recommended that standard factor loadings are higher than 0.60.

3.5.2.2 Structural Equation Modeling (SEM)

In this research, the SEM was used to investigate the relationship among

evaluation of online review, trust and perceived risk, as well as the impact of

perceived enjoyment, perceived ease of use and perceived usefulness on online

purchase intention. In examining these main effects, two-step approach was accepted

to validate the main effect model of the research. The first step is the validation of the validity of measurement model. After the model was proved, the researcher would then examine it and the structural model that contains the relationship between the variables, and then use the maximum likelihood estimation to estimate the path coefficients. Several goodness of fit index were assessed, including comparative fit index (CFI), the root mean square error of approximation (RMSEA), chi-square statistic, goodness-of-fit index (GFI) and normed chi-square statistic ($\chi2/df$). In addition, the proposed conceptual model was compared to a fully recursive model to reveal significant paths among latent variables not hypothesized. By comparison, a new model would be proposed to fit the data of this study. The table of cut-off values for the goodness of fit indices is as follows:

Table 0.6: Cut-Off values for Goodness of Fit Indices

Goodness of fit indices	Threshold	References
Chi-square (χ^2)	Non-significant	Kline (1998)
Normed Chi-square (χ^2/df)	< 5.0	Bollen (1989); Hair, Black, Babin, & Anderson (2009)
Root Mean Square Error of Approximation (RMSEA)	< .080	Schreiber, Nora, Stage, Barlow, & King (2006)
Goodness-of-Fit Index (GFI)	> .80	Byrne (1998)
Comparative Fit Index (CFI)	$\geq$ .90	Hu & Bentler (1999)
Tucker Lewis Index (TLI)	$\geq$ .90	Hu & Bentler (1999)

Source: Wu, M. (2018). *Customers' perceptions of service quality, using an online reservation system, and online reviews affecting intention to use the system to book a hotel room*. Unpublished dissertation, Iowa State University, USA.

CHAPTER 4

RESULTS

This chapter provides the research results, containing five sub-sections. The

first section introduces the demographic information of the respondents. Secondly,

descriptive statistics of the mean and standard deviation of the extracted factors and

their measurement items were carried out. Then, the CFA results of the initial

measurement model were interpreted. The results of the validity, reliability and SEM

analysis were then presented. At the end of this chapter, a revised model based on

both the CFA results towards the measurement model and the results of comparing the

initial model to a fully recursive model towards the structural model was examined as

an alternative model.

4.1. Demographic Information

4.2. Initial Measurement Model

4.3. Structural Equation Modeling (SEM) of the Initial (Reduced) Model

4.1 Demographic Information

4.1.1 Demographic Characteristic of the Participants

This study adopted the descriptive analysis method to analyze the basic

situation of the respondents, such as gender, age, income and so on. According to

table 4.1 below, over half of the respondents were males (58.08%, n=194), and the

rest were females (41.92%, n=140). The majority ages of the participants were age

between 31-40 years old (42.22%, n=141) followed by the 21-30 years old group

(39.82%, n=133) and 40-50 years old group (17.96%, n=60), respectively. There are

253 married respondents, accounting for 75.75%, and the rest are single (15.57%,

n=52), widowed (4.19%, n=14), divorced (2.99%, n=10) and separated (1.5%, n=5).

In regards to education, the majority of respondents had obtained a bachelor degree

(48.2%, n=161), followed by respondents with a high school diploma (29.64%, n=99),

respondents with a master degree (9.58%, n=32) and respondents with a doctor degree

(1.8%, n=6), respectively.

Occupation was divided into 7 categories, the top three groups represented in

the survey were self-employed/businessman (37.13%, n=124), company employee

(31.44%, n=105) and civil servant/professional (24.85%, n=83). Only 5.7% of

participants reported that they were students (2.4%, n=8), retirees (1.2%, n=4) and

unemployed (2.1%, n=7). The majority of respondents' monthly income ranked

between 1,001 to 4,000 Yuan, 4,001 to 7,000 Yuan and 7,001 to 10,000 Yuan,

representing 41.02%, 35.93% and 13.77%, respectively. The demographic

characteristics of the samples are shown in Table 4.1.

Table 0.7: Demographic Profile of the Respondents (n=334)

Demographic Variable		Frequency(n)	Percent (%)
Gender	Male	194	58.08
	Female	140	41.92
Age	21 to 30	133	39.82
	31 to 40	141	42.22
	40 to 50	60	17.96
Marital status	Single, never married	52	15.57
	Married	253	75.75
	Widowed	14	4.19
	Divorced	10	2.99
	Separated	5	1.5
Education	Junior high school	36	10.78
	High school	99	29.64
	Bachelor degree	161	48.2
	Master degree	32	9.58
	Doctor degree or higher	6	1.8

(Continued)

Table 0.8 (Continued): Demographic Profile of the Respondents (n=334)

Demographic Variable		Frequency(n)	Percent (%)
Occupation	Company employee	105	31.44
	Self-employed/Businessman	124	37.13
	Civil servant or professional	83	24.85
	Student	8	2.4
	Retired	4	1.2
	Unemployment	7	2.1
	Others	3	0.9
Monthly income	≤ 1,000 Yuan	14	4.19
	1,001 to 4,000 Yuan	137	41.02
	4,001 to 7,000 Yuan	120	35.93
	7,001 to 10,000 Yuan	46	13.77
	≥10,001 Yuan	17	5.09

This research selects Chinese consumers as the research object, and analyzes whether the sample can effectively cover enough Chinese provinces. As can be seen from the figure below, the sample covers 31 provinces, accounting for 91% (34 provinces in total), except Tibet, Macao and Taiwan. In particular, Shandong and Shanxi Province had the largest number of respondents, 52 people (11.87%) and 47 people (10.73%), respectively.

Figure 0.13: Distribution of Sample Sources on the Map

Figure 0.14: Geographic Location Situation of Questionnaire
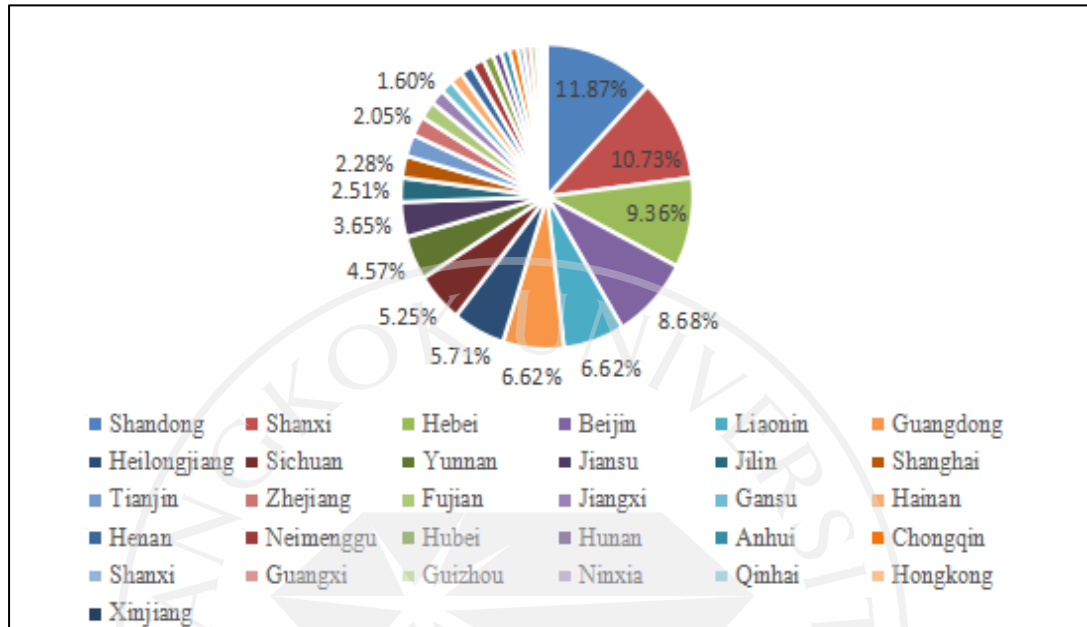
4.1.2 The Level of Customer Behavior Agreement

From Table 4.2 Ctrip, Meituan, and Qunaer are the three most popular online travel agencies in China, accounting for 32.9%, 25.7%, and 22.2% respectively (80.8% in total). In addition, Fliggy and Tongcheng-Elong occupied 12.3% and 6.3% market share in China, respectively. Approximately one-third of the respondents reported using Ctrip Website to purchase hotel room(s) and therefore, the five websites can basically cover the online travel agency website selection for Chinese consumers' hotel reservations.

Table 0.9: Results of Travel and Booking Experiences

Item	Option	Frequency (n)	Percent (%)
Website	Meituan	86	25.7
	Ctrip	110	32.9
	Qunaer	74	22.2
	Fliggy (Alitrip)	41	12.3
	Tongcheng-Elong	21	6.3
	Other	2	0.6

Note. n=334

The analysis revealed that the respondents reported the following reasons for choosing the aforesaid websites respectively: a large number of hotels are available for reservation (61.7%, n=206), the feedback mechanism, such as comments, is true and effective (51.2%, n=171), truthful and authentic picture and descriptive information (41.9%, n=140), offer special concessions (41.9%, n=140), online transaction security (37.1%, n=124), and support a variety of online payment methods (24.6%, n=82), respectively

The results from Table 4.3 illustrate the frequency and time of users using online travel agencies. There were 57 respondents who used the OTA website less than 1 time a year, accounting for 17.1% of the total number; the number of respondents who used 1 to 2 times a year was 173, accounting for 51.8%; 79

respondents used the website 3 to 5 times a year, accounting for 23.7%; and there were 25 respondents who purchased hotel room(s) more than 5 times per year, accounting for 7.5% of the total. Browsing and using the OTA website has become a habit of Chinese people, and more than 80% of them use it at least once a year. In addition, it is obvious that there are 47 respondents who spent on average less than 15 minutes browsing the booking website, accounting for 14.1% of the total; 138 respondents indicated they spent 16 to 30 minutes on the website, accounting for 44.3%; those browsing between 31 to 45 minutes was 89 respondents, accounting for 26.6%; there were 40 respondents who spent between 46 to 60 minutes on the site, account for 12%; and only 10 respondents who said they spent an average time of more than 60 minutes on the website, accounting for 3% of the total. In summary, about 70% of the respondents spend 16-45 minutes on the OTA websites.

For the average cost of hotel reservation, most respondents spent an average of 500 to 1000 Yuan, accounting for 33.5% of the total; 56 respondents indicated they spent less than 500 Yuan, accounting for 16.8%; the average spent by 79 respondents was between 1001 and 1500 Yuan, accounting for 23.7%; 43 respondents spend within 1501 to 2,000 Yuan, accounting for 12.9%; and there are 44 respondents who spent more than 2000 Yuan on average, accounting for 13.2% of the total.

Table 0.10: Results of Travel and Booking Experiences

Index	Option	Frequency (n)	Percent (%)
Reasons for choosing this website	Truthful and authentic picture and descriptive information	140	41.9
	A large number of hotels are available for reservation	206	61.7
	The feedback mechanism, such as comments, is true and effective	171	51.2
	Offer special concessions	140	41.9
	Online transaction security	124	37.1
	Support a variety of online payment methods	82	24.6
	Others	1	0.3
Frequency of utilization per year	Less than 1 times per year	57	17.1
	1 to 2 times per year	173	51.8
	3 to 5 times per year	79	23.7
	More than 5 times per year	25	7.5

(Continued)

Table 0.11 (Continued): Results of Travel and Booking Experiences

Index	Option	Frequency (n)	Percent (%)
Average browsing time	Less than 15 minutes	47	14.1
	16 to 30 minutes	148	44.3
	31 to 45 minutes	89	26.6
	46 to 60 minutes	40	12.0
	more than 60 minutes	10	3.0
Average cost of ticket booking	Less than 500 Yuan	56	16.8
	501 to 1000 Yuan	112	33.5
	1001 to 1500 Yuan	79	23.7
	1501 to 2000 Yuan	43	12.9
	2001 to 2500 Yuan	14	4.2
	2501 to 3000 Yuan	10	3.0
	3000 Yuan and more	20	6.0

4.1.3 Normal Distribution of Variables

The mean and standard deviation of the main factors -- Volume of online

reviews (VO), valence of online reviews (VA), review quality (QA), Perceived Risk

(PR), Online Review (OR), Trust (TR), Perceived Ease of Use (PEOU), Perceived

Usefulness (PU), Perceived Enjoyment (PE), and Purchase Intention (PI) -- are shown

in Table 4.4. All items were assessed by a 5-point Likert scale. The 5 to 1 scale was

the following: 5= strongly agree; 4= agree; 3= neither agree nor disagree; 2= disagree, and 1= strongly disagree. The mean value can reflect the centralized trend of the data, and the standard deviation can reflect the discrete degree of the whole set of data. In this study, the mean of Likert scale represents the high level (greater than or equal to 3.5), the medium level (between 2.5 and 3.4) and the low level (less than or equal to 2.4), respectively. The analysis results reveal that the distribution of all examined variables is considered normal.

Table 4.4: Descriptive Statistics for Variables of the Model

	Mean Statistic	Std. Deviation Statistic	Skewness		Kurtosis	
			Statistic	Std.Error	Statistic	Std.Error
VO	3.99	0.74	-1.974	.133	4.638	.266
VA	4.06	0.72	-1.641	.133	2.805	.266
QA	4.08	0.73	-1.828	.133	3.973	.266
PR	2.01	0.71	2.008	.133	4.354	.266
TR	3.99	0.81	-1.664	.133	3.192	.266
PEOU	4.00	0.70	-1.775	.133	3.628	.266
PU	4.04	0.73	-1.808	.133	3.756	.266
PE	3.99	0.78	-1.583	.133	2.665	.266
PI	3.98	0.72	-1.656	.133	3.270	.266
OR	4.04	0.65	-2.209	.133	5.350	.266

4.2 Initial Measurement Model

The initial measurement model was examined by reliability analysis and validity analysis. Details of their analysis results are shown below.

4.2.1 Reliability analysis

Reliability analysis is mainly used to examine whether the questionnaire is reliable, and the consistency and stability of the test results. Its purpose is to control and reduce random errors. In other words, the question of reliability is to what extent an indicator measures the same thing consistently. The higher the reliability of the questionnaire, the lower the interference with people, time, place and object, and the higher the degree of facts or beliefs that can be reflected.

The internal consistency of the scale is used to test its reliability in this research. This indicator can measure whether the items in the factors have similar characteristics. Internal consistency is often judged by Cronbach value. This method can also be used to analyze the reliability of the Likert scale. The level of reliability is in direct proportion to the level of Cronbach. It is generally believed by scholars that if α value is below 0.65, it is not an ideal value. The minimum acceptable standard is between 0.65 and 0.70. If α value is between 0.70 and 0.80, it is considered excellent. If α value is above 0.8, it is considered to be very good.

In this study, the reliability of the questionnaire data is shown in Table 4.5. Cronbach Alpha reliability test was carried out on the volume of online reviews (VO), the valence of online reviews (VA), reviews quality (QA), perceived risk (PR), trust

towards OTA (TR), perceived ease of use (PEOU), perceived usefulness (PU),

perceived enjoyment (PE) and purchase intention (PI) scales. Cronbach's Alpha of all

scales is above 0.7, indicating good reliability of the scale. The reliability of the

overall questionnaire reached 0.806, with good reliability and reliable data results,

which can be used for subsequent data analysis.

Table 0.12: Sample reliability test results

	N of Items	Cronbach's Alpha	Total
Volume of online reviews (VO)	3	0.705	
Valence of online reviews (VA)	3	0.727	
Reviews Quality (QA)	3	0.715	
Perceived Risk (PR)	8	0.890	
Trust towards OTA (TR)	3	0.799	0.806
Perceived ease of use (PEOU)	4	0.747	
Perceived usefulness (PU)	3	0.724	
Perceived Enjoyment (PE)	3	0.758	
Purchase Intention (PI)	3	0.706	

4.2.2 Validity Analysis

Validity analysis is a method to measure whether the questionnaire is consistent with the research requirements. In other words, the validity of the questionnaire reflects the extent to which the variable covers the research purpose, mainly including structure and content validity.

The questionnaire used is a scale with good validity as stated in the previous studies. On this basis, it was modified and integrated according to the content characteristics of this study. Before the formal issuance of the questionnaire, a small-scale interview and pretest was conducted, and then the questionnaire was adjusted and improved according to the feedback suggestions. Therefore, it could be considered that the design process of the scale was rigorous and the validity was good.

The research used the Exploratory Factor Analysis (EFA) to evaluate the structural validity of the questionnaire. The correlation of variables is the premise of EFA analysis, that is to say, it is appropriate to conduct the EFA analysis when the correlation is high.

In this paper, structural validity was utilized to test validity. Generally, the structural validity needs to be reflected by KMO and Bartlett sphericity test results. If the value of KMO is greater than 0.9, then the construct validity is considered very good. If it is less than 0.5, then the validity is very poor, indicating that it is not suitable for factor analysis and should be abandoned. At the same time, the significance of Bartlett spherical test is less than 0.05, which indicates that the

questionnaire is suitable for factor analysis. KMO and Bartlett sphere tests were used

to test the questionnaire to test the structural validity of the questionnaire.

Kaiser-Meyer-Olkin (KMO) tested each item to ensure they qualified for

factor analysis as well as provided the significant statistic result of correlation. The

KMO analysis results of the scale are shown in Table 4.6, which shows the KMO

value is 0.970. The Bartley sphere test is significant, with good structural validity and

satisfying the conditions of factor analysis. Exploratory factor analysis and Kaiser

standardized with orthogonal rotation method were conducted. A total of nine factors

were extracted from the questionnaire, and the factor loading of all questions was

above 0.6 (Field, 2009), indicating that the factor analysis is appropriate for the data

set. The results of the Bartlett Test of sphericity were ($\chi2$ =7215.042, df =528, P

= .000), suggesting the factor ability of the correlation matrix (Field, 2009).

According to the reliability and validity analysis, the sample data is suitable to be

conducted for the next factor analysis.

Table 0.13: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.970
Bartlett's Test of Sphericity	Approx. Chi-Square	7215.042
	df	528
	Sig.	.000

The following table shows the results of the EFA. It can be seen that through factor analysis, a total of nine factors were obtained. After the varimax rotation, most of the items have a large difference in factor loading in each common factor. It is found that items with maximum loading (higher than 0.5) are no cross-factor phenomenon, and no need to delete or modify any item. In brief, the result shows that the studied scale has the discriminant validity.

Table 0.14: Rotated Component Metrix

	Component								
	1	2	3	4	5	6	7	8	9
Q1	.163	.385	.160	.124	.154	.134	.024	.703	.138
Q2	.361	.299	.185	.207	.143	.408	.079	.693	.021
Q3	.240	.285	.018	.237	.288	.020	.149	.665	.020
Q4	.251	.183	.093	.223	.096	.275	.622	.005	.421
Q5	.158	.468	.015	.186	.123	.186	.596	.175	.088
Q6	.220	.268	.144	.161	.347	.484	.617	.069	.089
Q7	.194	.176	.688	.146	.213	.223	.016	.239	.084
Q8	.428	.222	.726	-.009	.221	.356	.234	.285	.021
Q9	.165	.169	.696	.165	-.029	.269	.183	.141	.028
Q10	-.614	-.239	-.092	-.230	-.084	-.317	-.291	-.175	.037

(Continued)

Table 0.15 (Continued): Rotated Component Metrix

	Component								
	1	2	3	4	5	6	7	8	9
Q11	-.517	-.191	-.384	-.402	-.046	-.118	-.124	-.038	-.187
Q12	-.662	-.227	-.248	-.057	-.299	-.059	-.320	-.131	-.055
Q13	-.607	-.207	-.040	-.327	-.084	-.143	-.102	-.169	-.247
Q14	-.546	-.270	-.210	-.129	-.369	-.238	-.210	-.156	-.118
Q15	-.607	-.207	-.284	-.434	.029	-.115	-.232	-.096	.022
Q16	-.712	-.202	-.248	-.246	-.187	-.153	-.087	-.022	-.037
Q17	-.529	-.481	-.066	-.153	-.078	-.013	-.188	-.386	-.011
Q18	.392	.144	.210	.225	.549	.097	.179	.076	.191
Q19	.252	.267	.233	.675	.245	.020	.217	.036	.100
Q20	.517	.234	.275	.286	.352	.067	.218	.032	.310
Q21	.283	.631	.205	.033	.236	.071	.267	.222	.175
Q22	.274	.200	.161	.150	.160	.711	.066	.088	.137
Q23	.066	.117	.486	.416	.039	.280	.337	.376	.073
Q24	.583	.141	.360	.068	.240	.124	.099	.156	.283
Q25	.169	.025	.270	.158	.252	.078	.072	.069	.725
Q26	.205	.184	.160	.153	.132	.284	.178	.183	.685
Q27	.129	.145	.359	.393	.276	.081	.205	.451	.751
Q28	.286	.213	.189	.114	.137	.596	.178	.074	.277

(Continued)

Table 0.16 (Continued): Rotated Component Metrix

	Component								
	1	2	3	4	5	6	7	8	9
Q29	.109	.232	.309	.110	.269	.610	.046	.050	.310
Q30	.311	.187	.473	-.003	.243	.723	.224	.052	.267
Q31	.160	.198	.238	.731	.159	.193	-.014	.159	.116
Q32	.246	.358	.228	.604	.405	.170	.444	.100	-.031
Q33	.268	.322	.313	.742	.224	.048	.222	.311	.466
Initial	16.438	1.457	1.347	0.861	0.809	0.762	0.718	0.677	0.673
Egenvalues	49.811	4.414	4.081	2.61	2.45	2.309	2.176	2.052	2.041
% of Variance Cumulative%	49.811	54.225	58.306	60.916	63.366	65.675	67.851	69.903	71.943

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 13 iterations.

The convergence validity test results are shown in Table 4.8. The standardized factor coincidence of all measurement items is above 0.6, reaching the detection value, which indicates that each measurement item has strong explanatory power to the latent variable. At the same time, the combined reliability of latent variables has reached 0.7, which indicates that each measurement item has high internal consistency. All AVE values meet the criteria greater than 0.5, which indicates

the measurement items can reflect the characteristics of latent variables. To sum up,

the measurement model has good convergence validity in general.

Table 0.17: Summary of Construct Reliability and Average Validity Evaluation

Factor	Item	Standardized factor load	AVE	CR
Volume of online reviews (VO)	Q1	0.74	0.539	0.701
	Q2	0.693		
	Q3	0.656		
Valence of online reviews (VA)	Q4	0.618	0.572	0.729
	Q5	0.682		
	Q6	0.672		
Reviews Quality (QA)	Q7	0.71	0.660	0.718
	Q8	0.633		
	Q9	0.727		
Perceived Risk (PR)	Q10	0.713	0.708	0.892
	Q11	0.698		
	Q11	0.698		
	Q12	0.647		
	Q13	0.8		
	Q14	0.69		
	Q15	0.736		
	Q16	0.684		
	Q17	0.722		

(Continued)

Table 0.18 (Continued): Summary of Construct Reliability and Average Validity

Evaluation

Factor	Item	Standardized factor load	AVE	CR
Trust towards OTA (TR)	Q18	0.723	0.677	0.803
	Q19	0.825		
	Q20	0.705		
Perceived ease of use (PEOU)	Q21	0.589	0.727	0.747
	Q22	0.631		
	Q23	0.675		
	Q24	0.68		
Perceived usefulness (PU)	Q25	0.676	0.668	0.725
	Q26	0.693		
	Q27	0.722		
Perceived Enjoyment (PE)	Q28	0.693	0.712	0.759
	Q29	0.736		
	Q30	0.605		
Purchase Intention (PI)	Q31	0.696	0.751	0.710
	Q32	0.703		
	Q33	0.74		

The results of the discriminant validity test are shown in Table 4.9. The

square root of the average extraction variance on the diagonal is greater than the

corresponding correlation coefficient, which indicates that the scale has good

discriminant validity.

Table 0.19: Comparison between Correlation Coefficient Matrix and AVE Square

Root

	VO	VA	QA	PR	TR	PEOU	PU	PE	PI
VO	0.734								
VA	0.662	0.756							
QA	0.758	0.656	0.812						
PR	-0.796	-0.736	-0.777	0.841					
TR	0.732	0.681	0.668	-0.812	0.823				
(PEOU	0.798	0.752	0.804	-0.858	0.764	0.853			
PU	0.783	0.719	0.736	-0.785	0.741	0.79	0.817		
PE	0.749	0.733	0.74	-0.793	0.729	0.827	0.728	0.844	
PI	0.758	0.728	0.741	-0.808	0.802	0.802	0.798	0.744	0.867

Note: volume of online reviews (VO), valence of online reviews (VA), reviews

quality (QA), perceived risk (PR), trust towards OTA (TR), perceived ease of use

(PEOU), perceived usefulness (PU), perceived enjoyment (PE) and purchase intention

(PI)

4.3 Structural Equation Modeling (SEM) of the Initial (Reduced) Model

    4.3.1 Full Model Construction

    In order to explore the influencing factors of hotel purchase intention on the online travel agency website, it is necessary to carry out preliminary empirical study. During the construction of the model, it has been shown that the factors influencing consumers' purchase intention (PI) are divided into online review dimension and website dimension, including eight variables: volume of online reviews (VO), valence of online reviews (VA), reviews quality (RQ), perceived risk (PR), trust towards OTA (TR), perceived ease of use (PEOU), perceived usefulness (PU), and perceived enjoyment (PE).

Figure 0.15: Structural Equation Model Diagram
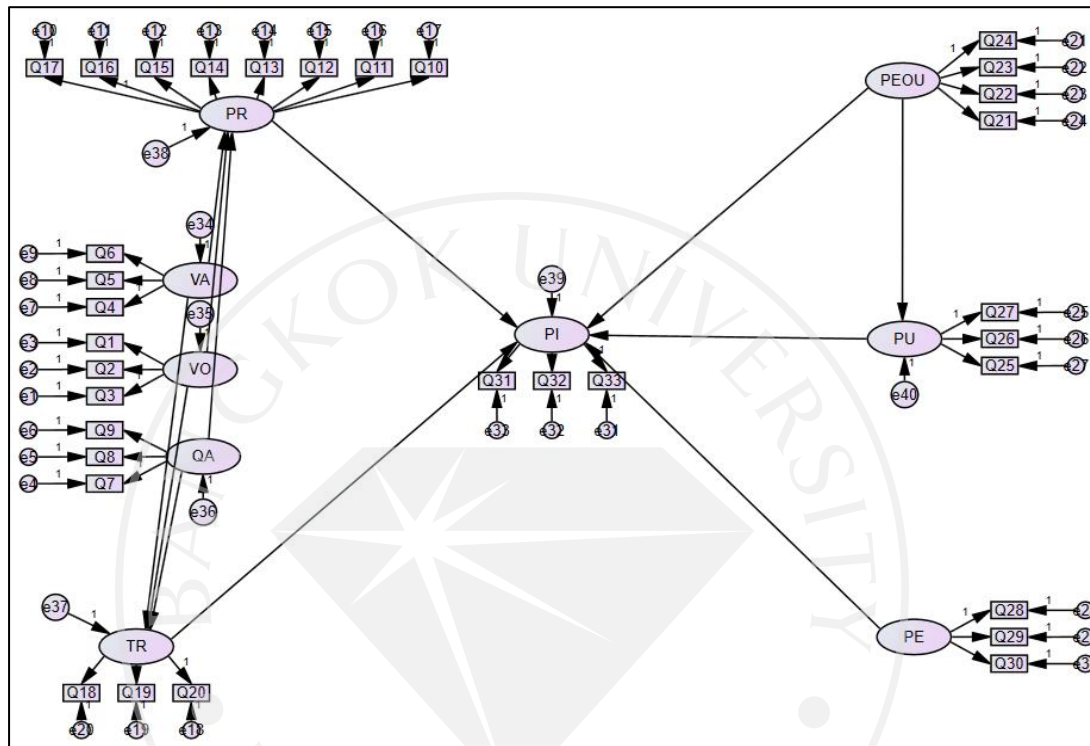
Based on the results of the validity test mentioned above, the factor loading

of each item in the measurement model meets the validity standard. Therefore, the

whole structural equation model was constructed according to the measurement model.

The model has nine potential variables: volume of online reviews (VO), valence of

online reviews (VA), reviews quality (RQ), perceived risk (PR), trust towards OTA

(TR), perceived ease of use (PEOU), perceived usefulness (PU), perceived enjoyment

(PE), and purchase intention (PI). Thirty-three (33) observation variables were used to

indirectly measure these nine potential variables.

4.3.2 Model Fit Test

Measuring the consistency between the hypothetical model and the observed data is the main purpose of model evaluation. As shown in Table 4.10, the fitting degree of the model is tested from six index such as CMIN/DF, GFI and CFI.

Table 0.20: Model Fitting Results

Goodness of fit indices	Threshold	Model results	Conclusion
Chi-square(X2)	Non-significant	0.338	√
Normed Chi-square(CMIN/DF)	<5.0	1.131	√
RMSEA	<0.08	0.020	√
GFI	>0.8	0.994	√
CFI	>0.9	1.000	√

From the fitting results in the table, Chi-square, CMIN/DF, RMSEA, GFI, CFI and TLI have all reached a good level among the fitting indexes of the model in this study, which indicates that the model constructed in this study is well-adapted and basically meets the requirements and is acceptable.

4.3.3 Path Significance Test

AMOS version 22.0 software was selected to perform SEM operation on the collected data, and the operation results had been analyzed. The path significance test of the model is shown in Table 4.11 below:

Table 0.21: Path Significance Test

Hypothesis	Path			Estimate	S.E.	C.R.	P.	Standardized path coefficient
H1	PR	<---	OR	-1.052	0.043	-24.388	<0.001	-0.937
H1a	PR	<---	VO	-0.36	0.043	-8.327	<0.001	-0.373
H1b	PR	<---	VA	-0.286	0.038	-7.438	<0.001	-0.288
H1c	PR	<---	QA	-0.3	0.044	-6.867	<0.001	-0.306
H2	TR	<---	OR	1.089	0.053	20.518	<0.001	0.853
H2a	TR	<---	VO	0.449	0.061	7.389	<0.001	0.409
H2b	TR	<---	VA	0.347	0.054	6.428	<0.001	0.308
H2c	TR	<---	QA	0.175	0.061	2.839	0.005	0.156
H3	PI	<---	PR	-0.153	0.036	-4.213	<0.001	-0.196
H4	PI	<---	TR	0.26	0.032	8.168	<0.001	0.38
H5	PI	<---	PEOU	0.184	0.044	4.143	<0.001	0.232
H6	PU	<---	PEOU	0.821	0.035	23.514	<0.001	0.79
H7	PI	<---	PU	0.275	0.043	6.418	<0.001	0.36
H8	PI	<---	PE	0.057	0.025	2.338	0.019	0.08

From the analysis results of AMOS output, the normalized coefficients of the eight path hypothesis relationships in the conceptual model built by the research

institute are significant, which indicates that the path relationships in the theoretical

model established have been verified. In order to better reflect the test results of

theoretical models and hypotheses in this study, and to more intuitively show the path

coefficient and significance level between each latent variable, the following test

results of hypotheses are demonstrated through the model path diagram, as shown in

Figure 4.4.

Figure 0.16: Demonstration of validation results of the research model
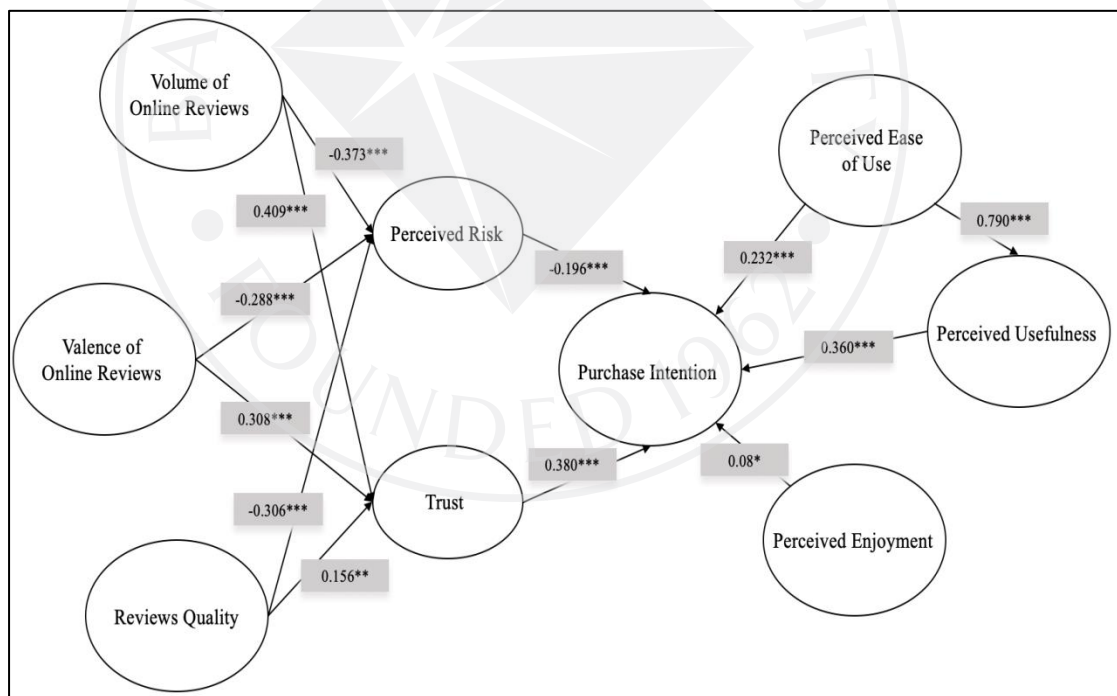
4.3.4 Utility Analysis and Discussion

Utility is the degree of interaction between variables, which can be divided

into direct utility and indirect utility. Direct utility means that a variable directly

influences and changes another variable through its own changes, while indirect

utility means that a variable influences the target variable through influencing other

variables. The sum of the two utilities is the overall utility of the variable to the target

variable.

In the path analysis function of AMOS 22.0 statistical software, check "direct

utility and indirect utility analysis of variables" to calculate the effect relationship

between each potential variable, and sort out the overall utility table under the

standardization of each variable in Table 4.12.

Table 0.22: Standardized Overall Utility Table among Variables

	Online Review	PE	PEOU	PU	TR	PR
PU	0	0	0.79	0	0	0
TR	0.853	0	0	0	0	0
PR	-0.937	0	0	0	0	0
PI	0.503	0.08	0.512	0.357	0.377	-0.194
QA	0.832	0	0	0	0	0
VA	0.785	0	0	0	0	0
VO	0.86	0	0	0	0	0

Note. perceived usefulness (PU), trust towards OTA (TR), perceived risk (PR),

purchase intention (PI), reviews quality (QA), valence of online reviews (VA),

volume of online reviews (VO), perceived enjoyment (PE) and perceived ease

of use (PEOU)

Table 4.13: showed the data results of direct utility results of variables integrated by

AMOS 22.0.

Table 0.23: Standardization among Variables Directly Affects Utility

	Online Review	PE	PEOU	PU	TR	PR
PU	0	0	0.79	0	0	0
TR	0.853	0	0	0	0	0
PR	-0.937	0	0	0	0	0
PI	0	0.08	0.23	0.357	0.377	-0.194
QA	0.832	0	0	0	0	0
VA	0.785	0	0	0	0	0
VO	0.86	0	0	0	0	0

1) The direct effect of PEOU (perceived ease of use) on PU (perceived

usefulness) is 0.79, which indicates that improving PEOU (perceived ease of use) can

improve PU (perceived usefulness).

2) The direct effects of PE (perceived enjoyment), PEOU (perceived ease of

use), PU (perceived usefulness) and TR (trust towards OTA) on PI (purchase intention)

are 0.08, 0.23, 0.357 and 0.377 respectively, indicating that when PE (perceived

enjoyment), PEOU (perceived ease of use), PU (perceived usefulness) and TR (trust

towards OTA) are increased, PI (purchase intention) of users can be improved.

3) PR (perceived risk) has a direct impact on PI (purchase intention) of -

0.194, which indicates the greater perceived risk, the lower the user's purchase

intention.

The indirect utility results of each variable are shown below:

Table 0.24: Standardized Indirect Impact Utility Table among Variables

	Online Review	PE	PEOU	PU	TR	PR
PU	0	0	0	0	0	0
TR	0	0	0	0	0	0
PR	0	0	0	0	0	0
PI	0.503	0	0.282	0	0	0
QA	0	0	0	0	0	0
VA	0	0	0	0	0	0
VO	0	0	0	0	0	0

Online Review and PEOU (perceived ease of use) have indirect effects on the

user's PI (purchase intention), which are 0.503 and 0.282, respectively. Respective

Online Review affects PI (purchase intention) by influencing PR (perceived risk) and

TR (trust towards OTA), while PEOU (perceived ease of use) affects PI(purchase

intention) by influencing PU (perceived usefulness).

Using the bootstrap function of AMOS 22.0, set the number of bootstrap samples to 2000 and Percentile confidence intervals to 95%, using the maximum likelihood estimation method. If Bootstrapping is within 95% confidence interval and its estimation interval does not contain 0 under the condition of significance, the assumption that the utility does not exist is rejected, i.e. the utility existence assumption passes. The following mediating variable report in table 4.15 is compiled by calculation.

Table 0.25: Summary of the Intermediary Variable

Path	Effect	Estimate	Bootstrapping Bias-Corrected 95% CI		p-value (2-tailes)	Conclusion
			lower	upper		
OR→TR→PI	effect	0.853	0.802	0.890	0.001	Significant
	Direct effect	0.853	0.802	0.890	0.001	Significant
	Indirect effect	0.503	0.270	0.717	0.001	Significant

(Continued)

Table 0.26: Summary of the Intermediary variable

| Path | Effect | Estimate | Bootstrapping Bias-Corrected 95% CI | | p-value (2-tailes) | Conclusion |
			lower	upper		
OR→PR→PI	effect	-0.937	-0.965	-0.899	0.001	Significant
	Direct effect	-0.937	-0.965	-0.899	0.001	Significant
	Indirect effect	0.503	0.270	0.717	0.001	Significant
PEOU→PU →PI	effect	0.790	0.710	0.847	0.001	Significant
	Direct effect	0.790	0.710	0.847	0.001	Significant
	Indirect effect	0.282	0.137	0.421	0.001	Significant

Note. perceived usefulness (PU), trust towards OTA (TR), perceived risk (PR), purchase intention (PI), reviews quality (QA), valence of online reviews (VA), volume of online reviews (VO), perceived enjoyment (PE) and perceived ease of use (PEOU)

According to the report form of intermediary variables, in these three intermediary pathways of OR→TR→PI, OR→PR→PI and PEOU→PU→PI, the indirect effects are all significant, indicating that the three intermediary effects are all valid. At the same time, the total effect and direct effect of the three intermediary channels are also significant, which indicates that TR, PR and PU play a part of the intermediary role in their respective intermediary channels.

In summary, hypothesis testing results yield that all proposed research hypotheses were supported. Discussions of these findings are presented in the next chapter.

CHAPTER 5

DISCUSSION

This last chapter provides a summary of all results and findings including

research conclusions, contributions, practical implications, limitations and suggestions

for future research. This paper also summarized the limitations and proposed future

research directions of this study, hoping to give some help to future researchers. The

contents of this chapter mainly include the following five sub-sections:

5.1 Conclusions

5.2 Discussion

5.3 Theoretical and Practical Implications

5.4 Limitations

5.5 Recommendations for Further Research

5.1 Conclusions

The popularity of the Internet and the rapid development of information and

communication technology increasingly promoted the application of information

technology in the hotel industry (Wu, 2018). The primary aim of this research is to

analyze the influence of online reviews, trust, perceived risk, perceived ease of use,

perceived usefulness, and perceived enjoyment on the hotel purchase intention in

online travel agencies. To verify the reliability of the framework and explore the

interaction and relationship between variables, this research project collected an ample sample data size and analyzed the results of the questionnaire survey.

This study combined the currently popular online shopping trends, analyzes the mechanism of online reviews and websites' effect on consumers' purchase intention through technology acceptance models, and proposed hypotheses. Based on the background of this study and the existing mature scale, the researcher designed a research questionnaire according to the related literature, and analyzed the collected questionnaire data through a statistical package and AMOS.

A total of 438 questionnaires were collected, of which 334 were considered valid. According to the research findings, the proportion of males and females was quite balanced, with 194 males (58.08%) and 140 females (41.92%). Most respondents were between 31 and 40 years old, and most of them were married (75.75%), holding a bachelor's degree (48.2%), and company employee (31.44%), self-employed (37.13%) or civil servant (24.85%), with a monthly income level of between 1001 to 4000 RMB per month (41.02%) or between 4001 to 7000 RMB per month (35.93%), respectively. When the respondents were asked which online travel agency website is most commonly used, most of them indicated that they are willing to select Meituan (25.75%), Ctrip (32.93%) and Qunaer (22.16%) website to purchase hotel room(s). Also, more than half of the respondents bought hotel room(s) 1 to 2 times a year (51.8%), the average browsing time was about 16 to 30 minutes, and the purchase price of each room was mainly between 501 and 1000 Yuan (33.53%). When

asked about the reasons why respondents used this website they chose, the highest

number of them indicated it was due to a large number of hotels are available for

reservation (61.68%).

From the result of descriptive analysis, it can be seen that the sampled

consumers who purchased hotel room(s) online are mostly young people. They may

be more familiar with the application and operation of online hotel room purchase,

and more receptive to this modern way of reservation. Married people have more

purchasing power and more time to travel. In terms of education level, highly

educated people often have a series of needs such as work, travel, and can quickly

accept new online travel agency software. From the perspective of occupational

analysis, it can be seen that users with incomes over ¥1001 are the main user groups

of OTAs. Furthermore, the users of online travel agencies should be people with a

certain economic basis, such as employees, self-employed/businessmen and

government workers. Due to the characteristic of work, they may need to go on the

business trip frequently. Online travel agencies can help them find the right hotel

more easily and quickly. In addition, the proportion of males and females collected in

the questionnaire is relatively balanced.

Based on the above interpretation of the descriptive statistics of the

respondents, they also showed that the sample data are reasonable. Most of the time

spent on the Internet is between 16 and 45 minutes, which can ensure that consumers

have enough time to contact the online sources and browse word-of-mouth

information. Therefore, the object of this study has good typicality and is suitable for the following analyses. In the analysis of the correlations between variables, the result showed that the variable with the highest average mean was review quality (mean=4.08, SD=0.73), the second-highest mean was valence of online reviews (mean=4.06, SD=0.72), followed by perceived usefulness (mean=4.04, SD=0.73), next was the variable perceived ease of use (mean=4, SD=0.70); with the lowest being perceived risk (mean=2.01, SD=0.71).

To study the influence mechanism of online reviews and website utility on consumers' purchase intention, the researcher analyzed the integrated structure model and obtained the research results about the intermediary effect. The specific research and conclusions are shown below:

Table 0.27: The Summary for All Research Hypotheses

No.	Research Hypothesis	Sig (<0.05)	Conclusion	Result
H1	Evaluation of online reviews has an impact on customers' perceived risk.	0.000	Negatively related significantly	Accepted
H1a	The volume of online reviews has a negative impact on customers' perceived risk.	0.000	Negatively related significantly	Accepted

(Continued)

Table 0.28 (Continued): The Summary for All Research Hypotheses

No.	Research Hypothesis	Sig (<0.05)	Conclusion	Result
H1b	The valence of online reviews has a negative impact on customers' perceived risk.	0.000	Negatively related significantly	Accepted
H1c	Reviews quality has a negative impact on customers' perceived risk.	0.000	Negatively related significantly	Accepted
H2	Evaluation of online reviews has an impact on customers' trust towards online travel agency.	0.000	Positively related significantly	Accepted
H2a	The volume of online reviews has a positive impact on customers' trust towards online travel agency.	0.000	Positively related significantly	Accepted
H2b	The valence of online reviews has a positive impact on customers'trust towards online travel agency.	0.000	Positively related significantly	Accepted
H2c	Reviews quality has a positive impact on customers' trust towards online travel agency.	0.005	Positively related significantly	Accepted

(Continued)

Table 0.29 (Continued): The Summary for All Research Hypotheses

No.	Research Hypothesis	Sig (<0.05)	Conclusion	Result
H3	Customers' perceived risk has a negative impact on purchase intention.	0.000	Positively related significantly	Accepted
H4	Customers' trust towards online travel agency has a positive impact on purchase intention.	0.000	Positively related significantly	Accepted
H5	Perceived ease of use has a positive impact on purchase intention.	0.000	Positively related significantly	Accepted
H6	Perceived ease of use has a positive impact on perceived usefulness.	0.000	Positively related significantly	Accepted
H7	Perceived usefulness has a positive impact on purchase intention.	0.000	Positively related significantly	Accepted
H8	Perceived Enjoyment has a positive impact on purchase intention.	0.019	Positively related significantly	Accepted

Figure 0.17: Summary of Hypothesis Testing Results
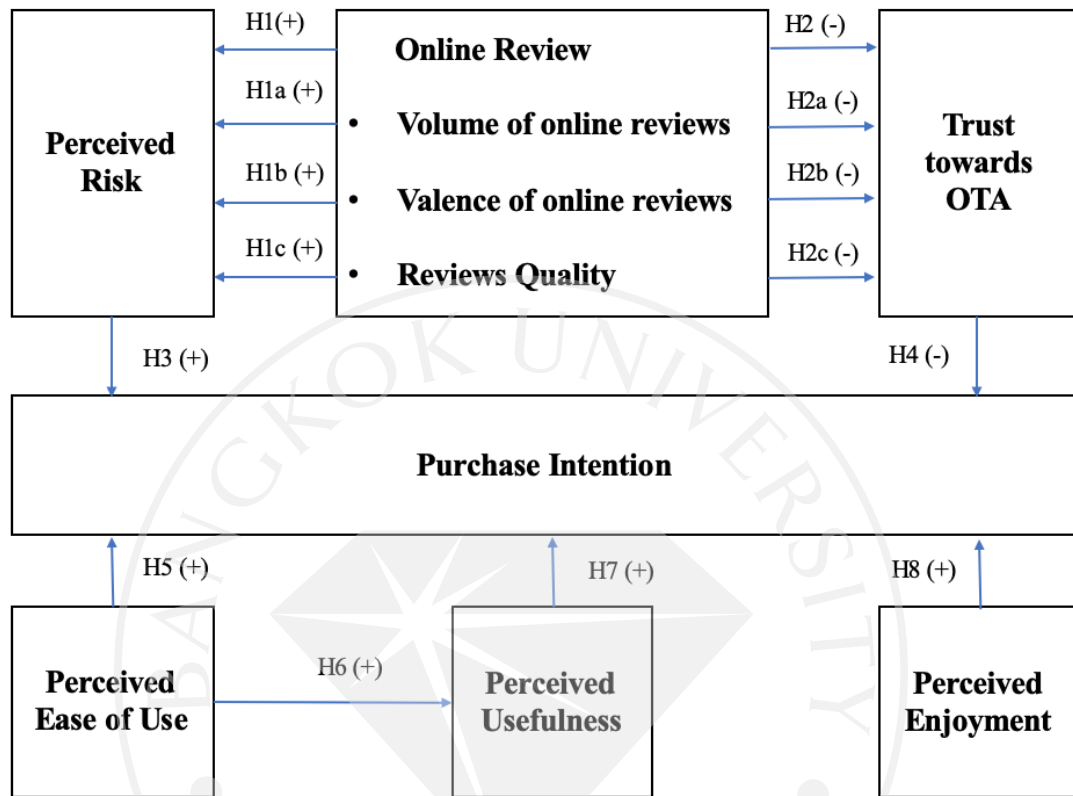
Table 5.1 summarized the testing result of all hypotheses. That is, online

reviews and its three dimensions (volume, valence and quality of online reviews) had

a significant negative impact on customers' perceived risks, and had a significant

positive impact on customers' trust. Under the condition of perceived risk as a

dependent variable, the volume of online reviews ($\beta = -0.373$) had a stronger impact

than valence ($\beta = -0.288$) and quality ($\beta = -0.306$) of online reviews. Similarly, under

the condition of trust as a dependent variable, the influence intensity of the quality of

online reviews ($\beta = 0.156$) is the lowest of these three. Moreover, both trust and

perceived risk as mediating variables had a significant impact on purchase intention, in which perceived risk (β = -0.196) has a negative effect and trust (β = 0.38) has a positive effect. Therefore, trust has a greater impact on purchase intention. Furthermore, perceived ease of use had a significant positive impact on perceived usefulness and purchase intention, standardized path coefficient is 0.79 and 0.232 respectively. Both of perceived usefulness and enjoyment have significant positive effects on purchase intention, standardized path coefficient is 0.36 and 0.08 respectively. Further, perceived usefulness has a higher impact on purchase intention.

5.2 Discussion

This section discusses the intermediacy role of trust and perceived risk on the causal relationship between online reviews and purchase intentions. It also discusses the indirect influence of perceived ease of use on purchase intention through perceived usefulness. In addition, the relationship between perceived enjoyment and purchase intention is discussed.

5.2.1 Online Review, Trust and Purchase Intention

Online reviews have become an important source of information affecting tourists' purchase choices (Sparks et al., 2013) and guide people to make more effective evaluations of hotels (Browning et al., 2013). The impact of online reviews on consumer outcomes, such as consumers' trust and intention to book the hotel (Sparks & Browning, 2011) and consideration of hotel (Vermeulen & Seegers, 2009),

has been proven by previous research. From the above statistical analyses and results, it can be concluded online reviews have a positive impact on consumer trust through the three dimensions of online review—volume, valence and quality.

The greater the volume of online reviews, the more trust consumers have in online reviews for the information that online travel agencies provided. A large number of online reviews means more people purchase and share experiences. Due to the herd psychology of potential buyers and risk aversion, consumers will tend to purchase products approved by other consumers, so the number of online reviews in this way increases consumer trust towards online travel agency websites. Ye, Law and Gu (2009) reported that positive online reviews contribute significantly to an increase in hotel bookings. This result seemingly is in line with theories and existing literature such as Torres et al. (2015)'s, which also prove that both ratings and the number of reviews had a positive effect on online hotel room(s) purchase. Moreover, Torres et al. (2015) and Ye et al. (2009) also launched the conclusion that the number of reviews has a positive impact on online hotel reservations.

Online review quality has a significant influence on consumers' trust. Considering the virtual environment of the network, the uncertainty of commodity attributes and the doubt of the authenticity of online reviews, more detailed, more user experiences and more information disclosure of high-quality online reviews will affect consumers' consumption attitudes and generate a greater sense of trust in OTAs.

The same result could be found with the study of Ponte et al. (2015)'s, which stated many consumers do not trust websites and are still reluctant to purchase tourism products online. Therefore, the importance of improving consumer trust should to be recognized by tourism managers. Consumers' trust and perceived risk play an intermediary role between online reviews and purchase intention. If online shopping consumers have trust in the services or products or, they will approve and accept it, and this will cause more active potential purchase intention of consumers.

Positive reviews can also improve the company's reputation. The overall valence of a set of hotel comments would affect customer trust and therefore purchase intention (Sparks &Browning, 2011). In accordance with previous literature such as Gretzel and Yoo (2008)'s and Ladhari and Michaud (2015)'s, online reviews have an influence on the perception of trust and hotel booking intentions.

5.2.2 Online Review, Perceived Risk and Purchase Intention

Some customers will rely on eWOM to guide their choices to reduce risk, and positive e-WOM can help to establish a positive image for the brand, increasing customers' intentions to purchase (Jeong & Jang, 2011). Based on the research of Ye et al. (2011), with the increasing volume of eWOM, it becomes a reliable indicator of hotel performance and reduces the uncertainty of hotel service, which in turn positively effects on online hotel reservation.

The results showed perceived risk has a significant and negative impact on purchase intention, which is similar to the research proposed by Kim et al. (2008),

who put forward perceived risk as a crucial factor affecting customers' purchase intention in the online environment. In online shopping situations, tangible products may be regarded as invisible products, because consumers are not directly linked to the goods which have been bought (Peterson, Balasubramanian, & Bronnenberg, 1997). Especially in the category of experiential products like hotels, people are even more susceptible to perceived risk. Perceived risk plays an important role when buying online (Bhatnagar & Ghose, 2004; Jiuan, 1999). Entirely in line with the study of Gabbianelli and Pencarelli (2020), the perceived risk of customers will decrease with the increase of online comments.

5.2.3 Perceived ease of use, Perceived usefulness and Purchase Intention

The results of this research showed a successful application of technology acceptance model, which was put forward by Davis (1989) to explain system adoption regarding users' perceived ease of use and perceived usefulness of the system, to investigate hotel customers' acceptance of OTA website in the process of making reservations. If customers find it is not easy to use online purchasing or have a low amount of experience in using OTA websites, this group of people has a meager chance of purchasing again. Koufaris and Hamton-Sosa (2004) also proposed that the difficulty of using web pages is one of the essential reasons why consumers give up online shopping. Only when customers feel this website is easy to use will it be likely that they continue to utilize it. Table 5.1 illustrated the significance value of these relationships, and proved that perceived ease use has a significant and positive impact

on perceived usefulness and purchase intention. An easy-to-use system will make users feel more useful, and then form an intention to purchase. According to this well-known attested to fact, it can be said that these three factors do have a positive relationship.

5.2.4 Perceived Enjoyment and Purchase Intention

The objective of this study was to research customers' willingness to purchase hotel room(s) by using online travel agencies in China. As can be seen from Table 5.1, the significance value of this relationship is 0.019, which is less than 0.05, indicating that consumers' enjoyment has a significant positive impact on purchase intention. This relationship has not only been demonstrated in this study, but these findings have been previously verified by many scholars, as shown in the literature review in Chapter 2 Venkatesh (1999) believed that PE and PU have the same influence on customers' behavioral intention. Davis et al. (1992) also proved that perceived usefulness and enjoyment are both core elements affecting customer behavior intention.

5.3 Theoretical and Practical Implications

The results presented in this paper will surely benefit both academics and practitioners. For the academics, the article outlined a conceptual model of purchase intention as it relates to E-commerce. The research results not only contributed to theoretical construction, but also had certain recommendations to media and

management science. This research will help other researchers understand the direct and indirect relationship among online experiences, online reviews, consumer attitudes and purchase intentions.

This study provides enterprises with insights on how to effectively manage consumer reviews. For the practitioners, the constructs organized in a path model, serve as an assessment framework to evaluate current importance and identify opportunities for improvement. Besides of that, the results of this study have practical significance for marketers and managers to design strategic plans and implementation tools to improve the performance of online hotel reservations.

5.3.1 Implications for Hospitality Industry

Online travel agencies need to realize the importance of establishing close and lasting relationships with customers, and constantly improve customer experience to maintain competitiveness. This research has explicated online review as one of the powerful tools in influencing online purchase intention. The researcher also verified that online reviews could cultivate trust of customers. Trust is a cognitive concept, which is intangible and therefore cannot be measured directly. Therefore, hotel managers should know how to trigger to infuse trust in new or existing consumers.

Consumers will not form a purchase intention unless they have confidence in the product or the transaction process. Hotel managers have recognized the importance of trust, but still haven't fully explained how and why this trust is established. This paper proves that there are three dimensions of online review that

influence customers' trust. For example, hotel managers can design promotion strategies based on trust factors, such as inviting hotel connoisseur connoisseurs to write experiences or guiding customers to share positive experiences on the website. Hoteliers can use special software, such as "intelligent " monitoring tools, to capture hotel reviews for online reputation and comment management. Briefly, hoteliers need to invest in customer relationship management to create and improve positive eWOM.

The written information online is available for long-term use and is accessible to other consumers, thus giving consumers greater power. Therefore, online travel agencies should pay more attention to the quality and quantity of online reviews, and drive consumers to publish high-quality and positive online reviews through some reasonable methods, such as bonuses or coupons, to avoid negative eWOM (Vazquez-Casielles, Suarez-Alvarez & Del Rio-Lanza, 2013).

For positive online reviews, hotels should take an encouraging attitude to guide consumers to provide more high-quality commends; on the contrary, for negative online reviews, hotels should give feedback and optimize hotel rooms or services according to consumers' opinions in time. In particular, hotels should communicate with consumers, rather than deliberately hide negative online comments. For example, hotels should actively respond to consumers who leave negative comments, provide after-sales service, so as to build up consumers' trust. Tourism managers should manage WOM communication in OTA websites to strengthen and increase their reputation. Electronic service giants like TripAdvisor and Yelp have

online comment systems to monitor the market pulse, so as to design key marketing

strategies in terms of service quality, promotion, advertising, supplier monitoring, etc.

Chen and Xie (2008) considered businesses are urged to treat online reviews

as a new addition to the marketing communication mix. Specifically, the marketing

staff of enterprises or hotels can take the initiative to have a dialogue with consumers

and directly address the problem of service quality (Martin & Bennett, 2008). In the

process of website supervision, online travel agencies need to establish an emergency

response plan and take effective remedial measures to deal with the behaviors of

publishing false information and deliberately writing negative comments on online

websites. In addition, negative reviews will bring losses to enterprises and websites

and lose potential consumers. Therefore, websites should establish corresponding

monitoring mechanisms to keep abreast of the trends and content of reviews, so as to

raise service efficiency and quality, and enhance the competitiveness of enterprises.

In this research, perceived risk was found to act as an inhibitor in the process

of online reservation, and lack of trust was the main reason why consumers do not

shop online. To attract consumers to participate in online shopping, hotel suppliers

should increase consumers' trust, such as publishing privacy policies, interacting with

customers, promoting their excellent reputation, or providing guarantees. In addition,

convenience and usefulness may be essential factors in a network environment, and

these two aspects should be considered as necessary requirements.

Hotel operators must also pay attention to the attributes of a website, including well-designed, easy to navigate, and high interaction efficiency. Also, the research framework shows consumers' intentions towards online shopping are not only strongly influenced by utilitarianism, but also significantly predicted by hedonic factors such as "enjoyment." Hence, marketers should also emphasize the fun of online shopping during the hotel search and purchasing process to create a positive shopping experience for consumers. Generally speaking, sustainable competitive advantage in the tourism domain comes from higher service standards and continuous customer care.

5.3.2 Implications for Consumers

Based on this survey, it was found that the users of the OTAs attached great importance to the convenience and feedback mechanism. Customers hope to avoid risk by reviewing comments. The main reason why the samples use these websites is that they can find suitable hotel room(s) more conveniently. Furthermore, most websites also promise the preferential price of hotel rooms, which could be another highlight for attracting customers.

After recognizing the nature of online reviews, hotels may adopt various inducements, including rebates, to prompt consumers to share positive reviews. Hence, when consumers refer to online comments, they need to make comprehensive judgments in different aspects to make overall judgments, such as the applause rate. Information with follow-up comments and added picture comments tends to have

higher credibility. In addition to identifying hotel information, consumers also need to identify whether online reviews are completely shared voluntarily by consumers.

Because of the significance of online reviews, consumers should also realize that when filling in online reviews, they should release their personal feelings and real experiences about the products, rather than publishing false information to mislead other consumers.

5.4 Limitations

The current study contributes to an emerging field of research regarding the determinants of consumer behavior; however, there are still some limitations and improvements. In the process of online questionnaire distribution, although the authoritative online survey platform had been selected and there were rigorous survey and supervision steps, some respondents might have a relatively weak sense of responsibility and nonstandard response due to the inability to conduct real-time language communication and on-the-spot supervision for each survey object. Besides, the sample used in this paper may not be representative of the entire online shopping population in China

This study only discussed the hotel industry and selected some variables to study the impact of online reviews on consumers' purchase intentions. Hence, future research may subdivide a certain scope of research, such as in-depth research based on hotel product attributes, different characteristics of consumer groups, and different

types of e-commerce platforms. Also, further research may characterize and identify the impact of eWOM information from different formats or resources, which will also be beneficial to understand information systems and design online feedback.

5.5 Recommendations for Further Research

Finally, the researcher proposes some ideas for future work. This research model can be replicated to different tourism products for verification to draw more insightful conclusions. Furthermore, by repeating this study in different countries, cross-cultural differences can be examined. Other external factors such as brand and platform may also be added to the research model to make it more comprehensive and detailed. Another future research line can combine other variables, such as consumer heterogeneity, consumer personality traits, product price, and user experiences with the Internet and social demographic characteristics. Further suggestions could be to make cross-cultural comparison between hotels in different countries, or to understand how to integrate organic communication with that of third parties, and to incorporate eWOM into marketing strategies.

This research mainly obtained data through a survey, and used statistics to test the hypotheses and analyze the data. For future research, scholars may consider using text mining to conduct more in-depth research on the content of online reviews, which can not only understand the expression of consumers' emotions, but also provide a reference for large platforms with a large number of review data.

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APPENDICES

Appendix A

Questionnaire (English Version)

Dear Respondent:

My name is Hanxin Zhang and I am a Ph.D. student at Bangkok University, Thailand. This survey is designed to study the factors that affect the purchase intention when customers use online travel agency to purchase hotel room(s). This article only discusses the situation that the user need pay full when purchasing hotel room(s) on the online travel agency. I hope you can participate in the following questionnaire, which will be very helpful for this study.

Online travel agency is a third-party website that allows consumers to buy various travel-related services directly via the Internet, such as Ctrip, Qunar, Fliggy and Tongcheng-Elong. The following questionnaires will use website to represent online travel agency.

It is an anonymous questionnaire whereby all responses will remain confidential and analyzed at an aggregate, not an individual level. The collected data will be used for academic purposes only. The approximate time to complete this questionnaire is 10 minutes. Your participation is voluntary, and you may withdraw from the questionnaire at any time with no obligations. However, I sincerely hope you can participate and provide your valuable advice.

This survey is a part of my study, I will be grateful if you would fill out the

questionnaire for me and your opinions are valuable for the study.

Thank you for your time and cooperation.

Sincerely yours,

Hanxin Zhang

Bangkok University

Email: a416147266@gmail.com

Part 1 Demographic Questions

1. Which city do you live in China?

2. What is your gender?

　　□ Male　　　　　　　　　□ Female

3. How old are you?

　　□ ≤ 20 (terminated，thanks)　　□ 21 to 30

　　□ 31 to 40　　　　　　　　□ 41 to 50

　　□ ≥51 (terminated，thanks)

4. What is your marital status?

　　□ Single, never married　　□ Married

　　□ Widowed　　　　　　　□ Divorced

　　□ Separated

5. What is your highest level of education?

　　□ Elementary　　　　　　□ Junior high school

　　□ High school　　　　　　□ Bachelor degree

　　□ Master degree　　　　　□ Doctor degree or higher

6. What is your current occupation?

　　□ Company employee　　　□ Self-employed/Businessman

　　□ Civil servant or professional　　□ Student

　　□ Retired　　　　　　　　□ Unemployment

　　□ Others

7. Approximate monthly income in Chinese Yuan (¥):

   □ ≤1,000 Yuan   □ 1,001 to 4,000 Yuan

   □ 4,001 to 7,000 Yuan   □ 7,001 to 10,000 Yuan

   □ ≥10,001 Yuan

8. Have you used an online travel agency to book hotels in the past one year?

   □ Yes   □ No (terminated, thanks)

9. Do you have the habit of reading online reviews?

   □ Yes   □ No (terminated, thanks)

10. Which online travel agency website do you use most often? (please select only

one）

   □ Meituan   □ Ctrip

   □ Qunaer   □ Fliggy (Alitrip)

   □ Tongcheng-Elong   □ Others (Mango, Airbnb, etc.)

   Not Qualified: Thank you for your interest in this study. Unfortunately, you

are not qualified to participate in this survey.

Please answer the following questions based on your last experience using

OTA you chose above:

11. Why did you choose this website? (can be more than one choice)

□ Truthful and authentic picture and descriptive information

□ A large number of hotels are available for reservation

□ The feedback mechanism, such as comments, is true and effective

□ Offer special concessions

□ Online transaction security

□ Support a variety of online payment methods

□ Others_____

12. How often do you use this website?

□ Less than 1 times per year   □ 1~2 times per year

□ 3~5 times per year   □ More than 5 times per year

13. How much time do you spend on browsing this website on average?

□ Less than 15 minutes   □ 16~30 minutes

□ 31~45 minutes   □ 46~60 minutes

□ more than 60 minutes

14. How much money did you pay for purchasing hotel room(s) on average each time?

        □ Less than 500 Yuan   □ 501~1000 Yuan

        □ 1001~1500 Yuan   □ 1501~2000 Yuan

        □ 2001~2500 Yuan   □ 2501~3000 Yuan

        □ More than 3000 Yuan

Part 2 Variable Questions

Please recall your last experience of using the online travel agency selected above to answer the following questions and indicate your agreement level with the following statements.

(1= strongly disagree; 2= disagree; 3= Neither Agree nor Disagree; 4= agree; 5= strongly agree)

Factor	No.	Questions	5	4	3	2	1
Volume of online reviews (VO)	1	I pay more attentions to hotels having larger volume of online review					
	2	Volume of online reviews relates to attentions a hotel gets					
	3	Larger volume of online reviews reflects that many people are interested in a hotel					

Factor	No.	Questions	5	4	3	2	1
Valence of online reviews (VA)	4	I'm more likely to choose Hotels with more positively reviews					
	5	I'm more likely to choose Hotels with more recommendations in online reviews					
	6	I'm more likely to choose Hotels with high rating score					
Reviews Quality (QA)	7	I'm more likely to believe online reviews have sufficient information related hotel products and services					
	8	In my opinion, most of the content of online reviews are objective, credible and fair					

Factor	No.	Questions	5	4	3	2	1
	9	In my opinion, most of the contents of online reviews are clear and understandable					
Perceived Risk (PR)	10	I don't worry a waste of money when I purchase the hotel room(s) on this website					
	11	I think my credit card information is safe when I use it on this website					
	12	I believe might not get overcharged if I purchase the hotel room (s) on this website					
	13	It's not going to happen to me that I can't stay in the hotel I have already purchased					

Factor	No.	Questions	5	4	3	2	1
	14	When I purchased a hotel room(s) online, it's not going to happen to me that I can not get the room as good as expected					
	15	The personal information that I provide on this website is secure					
	16	The monetary information that I provide on this website is well protected					
	17	This website will not use unsuitable methods to collect my personal data					

Factor	No.	Questions	5	4	3	2	1
Trust towards OTA (TR)	18	I believe in the information that this website provides					
	19	This website is genuinely concerned about its customers					
	20	This website gives me the impression that it is reliable					
Perceived ease of use (PEOU)	21	This website is flexible to interact with.					
	22	My interaction with the website is clear and understandable.					
	23	It is easy to become skillful at using the website.					
	24	In general, the website is easy to use.					

Factor	No.	Questions	5	4	3	2	1
Perceived usefulness (PU)	25	This website enhances my effectiveness in hotel room(s) reservation.					
	26	This website makes it easier to purchase hotel room(s)					
	27	In general, this website is useful for purchasing hotel room(s)					
Perceived Enjoyment (PE)	28	I have fun when interacting with this website.					
	29	Using this website to purchase hotel room(s) provides me with a lot of enjoyment.					
	30	It is very comfortable to use this website to purchase hotel room(s)					

Factor	No.	Questions	5	4	3	2	1
Purchase Intention (PI)	31	I am willing to purchase the hotel room(s) on this website.					
	32	I am willing to recommend this website to my friends.					
	32	I am willing to make another purchase from this website.					

Thank you for taking the time to complete this survey. Your participation in the study is greatly appreciated.

Appendix B

Questionnaire (Chinese Version)

亲爱的受访者您好：

我叫张焓昕，是泰国曼谷大学的博士研究生。本调查旨在研究客户使用在线旅行社订购酒店客房时影响购买意向的因素。本文只讨论客户在通过在线旅行社预订酒店时需要支付全款的情况。希望您能够参与以下问卷的填写，这将对这个研究有很大帮助。

在线旅行社是指允许消费者直接通过互联网预订各种旅游相关服务的第三方网站，例如携程、去哪儿、飞猪、同程艺龙等。本问卷描述的网站都是指在线旅行社。

这是一个匿名调查问卷，您所有的填写内容都将被保密。并且，本研究只作总体分析而不进行个人层面进行分析。收集的数据将仅用于学术目的。完成这份问卷的大概时间是 10 分钟。您的参与是自愿的，您可以随时退出问卷而不承担任何义务。但我真诚的希望您能参与，并提供您的宝贵意见。

本次调查是我研究的一部分，您的宝贵意见对我的研究很有价值，如果您能为我填写问卷，我将不胜感激。

感谢您的支持与协助。

研究生 张焓昕

曼谷大学

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第 1 部分　人口统计问题

1. 您居住在中国的哪个城市？

2. 您的性别是什么？

    □ 男　　　　　　　　□ 女

3. 您的年龄是多少？

    □ ≤ 20 (感谢您的参与，您已经完成此次问卷调查!)

    □ 21 ~ 30

    □ 31~ 40

    □ 41~ 50

    □ ≥51(感谢您的参与，您已经完成此次问卷调查!)

4. 您的婚姻状况？

    □ 未婚　　　　　　□ 已婚

    □ 丧偶　　　　　　□ 离婚

    □ 分居

5. 您的最高学历是什么？

    □ 小学　　　　　　□ 初中

    □ 高中　　　　　　□ 大学

    □ 硕士/研究生　　　□ 博士或以上学位

6. 您现在的职业是什么?

　　□ 公司职员　　　　　　□ 自由职业者

　　□ 公务员或专业人员　　□ 学生

　　□ 退休　　　　　　　　□ 待业

　　□ 其他

7. 您的月收入大约是多少 (¥)?

　　□ ≤ 1,000 元　　　　　□ 1,001 ~ 4,000 元

　　□ 4,001 ~ 7,000 元　　□ 7,001 ~ 10,000 元

　　□ ≥ 10,000 元

8. 您是否在过去一年内使用过在线旅行社预订酒店?

　　□ 有

　　□ 没有(感谢您的参与，您已经完成此次问卷调查!)

9. 您有浏览网上评论的习惯吗?

　　□ 有

　　□ 没有(感谢您的参与，您已经完成此次问卷调查!)

10. 您最常使用哪个在线旅行社网站预定酒店? (请选择您最常用的一个)

　　□ 美团　　　　　　　□ 携程

　　□去哪儿　　　　　　□ 飞猪

　　□ 同程艺龙　　　　　□ 其他 (芒果网等)

请根据您最近一次使用上述选择的在线旅行社的体验回答以下问题：

11. 您选择这个网站的原因是什么? (多选)

 □ 图文信息真实可信　　　□ 可预订酒店多

 □ 评论等机制真实有效　　□ 优惠幅度大

 □ 在线交易安全、有保障　□支持多种在线支付手段

 □ 其他_____

12. 您平均多久使用一次这个网站?

 □ 少于1次/年　　　　□ 1~2 次/年

 □ 3~5 次/年　　　　□ 大于5次/年

13. 您平均每次浏览这个网站的时间是多久?

 □ 少于 15 分钟　　　□ 16~30 分钟

 □ 31~45 分钟　　　 □ 46~60 分钟

 □ 大于 60 分钟

14. 您每次的平均花费是多少?

 □ 少于 500 元　　　□ 501~1000 元

 □ 1001~1500 元　　□ 1501~2000 元

 □ 2001~2500 元　　□ 2501~3000 元

 □ 大于 3000 元

第 2 部分 变量问题

请根据您最近一次使用上述选择的在线旅行社的体验回答以下问题。 请在以下表格中表明您的同意级别。

（1 =非常不同意; 2 =不同意; 3 =中立; 4 =同意; 5 =非常同意）

编号	问题	5	4	3	2	1
1	我更关注在线评论数量较多的酒店					
2	在线评论的数量多，说明酒店得到的关注多					
3	大量的在线评论反映出对该酒店感兴趣的人多					
4	我会更倾向于选择在线评论总体评价是正向的酒店					
5	我会更倾向于选择在线评论中有更多人表示推荐的酒店					
6	我会更倾向于选择在线评论综合得分较高的酒店					

编号	问题	5	4	3	2	1
7	我会更倾向于相信在线评论内容中大部分都与该酒店产品和服务密切相关的评论					
8	我认为，在线评论的内容大部分是真实、可靠、公正的					
9	我认为，在线评论的内容大部分是比较简洁明了，生动易懂的					
10	我不会担心因为在这个网站预订酒店而造成多余的金额损失					
11	我认为，使用这个网站时不会造成信用卡安全隐患					
12	我认为通过这个网站预订酒店不会被收取超额费用					
13	我认为不会发生无法入住已预定酒店的情况					
14	当我预订了酒店房间，我认为我可以入住和我预期相符的房间					
15	我提供给该网站的个人信息是安全的					

编号	问题	5	4	3	2	1
16	我提供给该网站的付款账户信息会被保护					
17	该网站不会使用不合适的方式来收集我的个人信息					
18	我相信这个网站提供的信息					
19	这个网站切实地考虑到了顾客的需求					
20	这个网站给我的印象是可靠的					
21	该网站的操作设计得很灵活					
22	该网站的操作逻辑很容易理解					
23	学会使用该网站很容易					
24	总的来说，这个网站使用起来很方便					
25	该网站提高了我订购酒店房间的效率					
26	该网站使得订购酒店房间变得更加容易					
27	总的来说，该网站对于我订购酒店房间很有用					

编号	问题	5	4	3	2	1
28	我觉得，使用该网站订购酒店房间是很有趣的					
29	我觉得，使用该网站订购酒店房间是很令人愉快的					
30	我觉得，使用该网站订购酒店房间是很自在舒服的					
31	我愿意通过这个网站预订酒店					
32	我会向我的朋友推荐这个网站					
33	我会从这个网站消费其它产品					

感谢您抽出时间完成此次问卷调查。再次感谢您参与这项研究

BIODATA

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2010-2014:   Bachelor of Economics, Guangxi University

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   July 2019-May 2021:   Director of Operations, BEKE, China

   September 2017-July 2019:   Project Manager, Broad Thai Group, Bangkok

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