

## **A Behavioral Study of Consumers' Selection of Hotels Based on the Online Reviews**

**Prof. Yasmeeen Aowte<sup>1</sup>, Manali Manwadkar<sup>2</sup>**

<sup>1</sup>HOD, Department of Business Economics, R.P. Gogate College of Arts and Science and  
R.V. Jogalekar College of Commerce

<sup>2</sup>Department of Commerce, R.P. Gogate College of Arts and Science and R.V. Jogalekar  
College of Commerce

### **Abstract**

The 21<sup>st</sup> century is synonymous with rapid technical advancements, diverse innovations, increased connectivity, and substantial indulgence in digital activities by the masses. As such there is increased online traffic on the Internet and an increment in the user-generated content. Owing to this, online reviews function as the one-stop platform for users to gain first-hand information about hotel selections. This study tries to shed light on the impact, these online review platforms have on the selection criteria as well as consumer behavior at large. The study undertook mixed strategy utilizing both qualitative and quantitative approaches of data collection to identify the factors influencing the choices of the consumers, the trust metric in frame, the reliability of these online reviews, the consequent effects in the hotel industry, and the ways the hoteliers could use this online agenda as an opportunity to harness this customer base and seek a growth incline in the business.

**Keywords:** online review, Hotel management, hotel selection, consumer behavior, reliability