

Identification of the Customers' Preferred Attributes While Selecting an OTA (Online Travel Agency) Platform

Animesh Kumar Sharma¹

Rahul Sharma²

Abstract

This paper aimed to identify customers' preferred attributes when selecting an online travel agency's platform. The use of online travel agency platforms is increasing rapidly among travelers to search for information related to holiday packages, availability of flights, hotel bookings, itinerary details, etc. The online travel business is forecasted to touch \$820.18 billion by 2023, highlighting the need to study the OTA attributes. Multiple online travel agency platforms have entered the market, making it extremely important to identify attributes of OTA platforms that play a part in shaping consumer purchase intention. This study will help online travel service providers understand the attributes preferred by customers when opting for an online travel agency. The research findings highlighted different attributes and their subsequent levels in influencing customers' choices.

Keywords : customers' preferred attributes, travel website attributes, online travel agency, OTA platforms

Paper Submission Date : May 28, 2021 ; **Paper sent back for Revision :** December 31, 2021 ; **Paper Acceptance Date :** March 25, 2022 ; **Paper Published Online :** July 15, 2022

The new age of online travel has a prominent impact on the tourism industry worldwide (Xiang et al., 2015; Ying et al., 2016). Customers can make online travel bookings through the online service provider (such as Indigo, Booking.com) or through OTAs (online travel agencies), which aggregate the facilities provided by many travel and tourism companies. Online travel agencies offer travel and tourism-related services such as flight tickets, hotel reservations, cab bookings, and holiday packages through websites and mobile apps, and customers are leaning towards the use of online travel platforms (Gustafson, 2012; Singh & Yadav, 2018). The digitization process has gained speed with technological development, and the tourism sector has also not been untouched by all its dynamics (Sharma et al., 2020). The tourism and hospitality industry has the highest online sales volume among various sectors taking a digital leap (Pinto & Castro, 2019).

Digitalization of travel-related services leading to more customer-specific personalization has led to building online loyalty (Bi & Kim, 2020). Information technology and e-commerce have affected the traditional method of booking travel packages (Elhaj & Barakeh, 2015). Today's customers are more technology-friendly and are ready to dive into the digital space without any doubts (Amaro & Duarte, 2016; Shankar et al., 2021; Shankar, 2020). The tourism industry, which includes services, flights, and hotels has changed because of the use of digital

¹ *Research Scholar*, Mittal School of Business, Lovely Professional University, Jalandhar-Delhi G.T. Road, Phagwara - 144 411, Punjab. (Email : animesh.41800104@lpu.in) ; ORCID iD : <https://orcid.org/0000-0002-6673-319X>

² *Associate Professor*, Mittal School of Business, Lovely Professional University, Jalandhar-Delhi G.T. Road, Phagwara - 144 411, Punjab. (Email : rahul.12234@lpu.co.in) ; ORCID iD : <https://orcid.org/0000-0001-8880-7527>

technologies (Talwar et al., 2020). Tourism and travel agencies permit service providers to make an optimal strategy to offer customer-oriented booking services through online transactions (Gao & Bi, 2021).

When picking on sites for online shopping, people prefer websites that offer quality products, better prices and discounts, minimum delivery time, and good after-sales services (Chincholkar & Sonwaney, 2017). With increasing value being sought by customers in online travel-related bookings, several new service providers are entering this ecosystem (Masiero et al., 2020). Online travel agencies (OTAs) have been improving upon their services and are offering customers price comparison, reservation options, various discounts, and different types of payment options (Chen et al., 2021; Romero & Tejada, 2020; Peng et al., 2018). With the added advantages offered by online travel agencies, the audience has bought the idea to move digital (Guillet et al., 2020; Lee et al., 2017; Shi & Hu, 2020; Wicaksono & Maharani, 2020). Due to the rapid increase of digital technologies the tourism industry has changed into a global structure (Sharma et al., 2020), and online travel agencies are considered an important channel in the tourism and hospitality industry (Guillet et al., 2020).

Vila et al. (2021) found usability and branding as the two crucial factors influencing users' selection or consumers' buying intention with any online travel agency. Various studies have tried to identify the reasons behind customers' use of online travel agencies. Intention to book travel online is influenced by social demographic factors, attitudes, perceived risks, and compatibility (Amaro & Duarte, 2013; Mishra & Ojha, 2014; Sharma et al., 2022; Verma et al., 2018). Customers prefer the online travel agencies' platform due to ease in searching for useful information (Abdulla & Suresh, 2017; Lee et al., 2013). Work has even been done to explore the functionality of OTA websites in predicting customer satisfaction and repurchase intention (Fu Tsang et al., 2010). One question that is still unanswered is about how customers decide to choose an OTA platform? As the market for online travel service providers is getting competitive and almost all the service providers are offering similar kinds of benefits, the attributes customers consider when opting for a service provider are important to understand.

Review of Literature

To shed light on consumers' choice of online travel agency platforms, a comprehensive review of past studies was conducted to identify attributes that are considered important by travelers. Various studies have been done on customers' preferred attributes for e-commerce platforms, but studies related to preferred attributes for online travel agency platform selection were found to be limited.

The convenience factor is an important attribute for the customers of the travel & tours website. Convenience may be related to easy and fast search filters for the products, multiple payment options, EMI converter facilities, fast booking of the packages, fast website load time, easy booking of hotels and flights, easy booking for holiday travel packages, and easy cancellation of booked items. The relationship quality positively impacts customers' sense of e-loyalty toward OTAs, and it has been investigated that two determinant factors increase the user experiences: usability and branding (Vila et al., 2021). The user interface serviceability is an important factor in customer satisfaction with OTAs (Lee et al., 2017). Customers prefer the website feature if the OTAs have premium membership options, attractive prices, deals and discounts on the packages, great package components, reward options, and loyalty programs (Zanin & Marra, 2012). Customers are influenced by coupons provided by online travel booking platforms (Zhao et al., 2014). Four dimensions of service quality have a positive impact on e-loyalty (Yahua & Insin, 2020). The internet and information technologies have exponentially increased commerce and marketing in the tourism sector. The tourism sector has grown faster in the digital mode than the other sectors (Buhalis et al., 2020).

Travelers expect that the travel website should be informative (quality content), interactive (website functionality), and attractive (user interface) (Chu, 2011). Customers prefer the aesthetics and responsive website

design of online travel agencies. Functional design, beautiful and 3d images, easy navigation of the online travel website on each platform, and product and package filtering options are the preferred attributes of the OTAs by the customers. Website design attracts customers by making them comfortable while using online shopping websites (McDowell et al., 2016). The aesthetic web design of the e-commerce pages affects the order and preference (Deng & Poole, 2012). Trust is the main factor in determining the customers' intention to purchase, follow, and recommend (Leung & Ma, 2020). Customers prefer push notifications about new packages, products, and services offered by OTA (online travel agency) platforms. The customers also like the easy access of the OTAs on different platforms. Website design also affects the customers (Pengnate & Sarathy, 2017). The most researched design features are content and system designs, followed by social, sensory, and hedonic elements (Chan et al., 2021). The user preferences for tourism websites and user experience depend on four factors : (a) content of the website, (b) usability, (c) functionality, and (d) branding (Muhtaseb et al., 2012). Consumer trust has a positive impact on the perceived trustworthiness of e-commerce websites since all parties (including consumers, suppliers, and intermediaries) are unknown in the online world (Aeron et al., 2019).

Customers prefer the support services provided by the online shopping platform. Online customers want instant solutions for the problems they are facing. Customers prefer the support services like live chat support services, toll-free number support, email-based support, and WhatsApp-based support provided by online travel agency platforms. Support services, website usability, and consumer satisfaction are interrelated, and the customers prefer the best support services from the online shopping websites (Belanche et al., 2012). Customer services have a crucial role in the website attributes. There is a positive relationship among the determinants of customer inertia, app image, app knowledge, and customer satisfaction. Online shopping consumers prefer websites that offer better prices, and fast delivery of products when selecting online shopping platforms (Chincholkar & Sonwaney, 2017). Both online travel portals and suppliers provide a similar array of other travel products. Previous studies observed that service quality was linked with consumer satisfaction (Al-hawari & Mouakket, 2012) and customer loyalty intention of customer perception as empathy, assurance, and responsiveness (Agag & El-Masry, 2017). Online selling platforms build customers' trust by providing high-quality products (Shafiee & Bazargan, 2018). The usage of online travel agencies broadly depends on three factors: system quality, service quality, and information quality (Agustin, 2018).

Customers are also concerned about online travel platforms' security and privacy features. As online transactions are increasing daily due to rapid growth in digital technologies, the security concerns have also increased. There is a huge impact on perceived security and customer innovativeness on online travel shopping sites (Cui et al., 2018). Building trust is a key hurdle for business travelers since they are cautious of online transactions. Cases of online theft and internet security issues are also blocked. A safe and secure payment channel is a significant barrier to overcome. Hotels booked through online travel portals aren't always up to par, and quality is a huge issue. The most troublesome element for online travel portals is the expected tour components by business visitors (Datta, 2021). Greater perceived security enhances the website image and trust; consumers with a higher level of creativity tend to trust online travel websites and platforms; website image has an intermediary effect between perceived security and trust; and trust also has an intermediary effect between online travel website image and e-loyalty. The desire to book hotels online is directly related to the convenience of use, price, promotion, perceived privacy/security, and online reviews of online travel intermediaries. Due to the clients' hunger for exceptional rates as well as to study the rating of their hotels before booking using these applications, pricing, promotion, and reviews are regarded as major elements associated with the use of travel intermediaries (Emam & Mohammed Abdelaal, 2021).

Customers can only understand perceived security through information provided by the website. The website's safety refers to security instilled among the customers (Cui et al., 2018). Both website security and design motivate the users to purchase using e-commerce portals (Jeon & Jeong, 2017; Yu & Chen, 2018). Website security is an

important website attribute that helps customers develop trust (Anderson & Swaminathan, 2011). Customers who have trust are more likely to make online transactions (Hsin Chang et al., 2013). The customer's intention to use and adopt new technologies such as services related to online and mobile app payments is a risk barrier due to perceived security concerns (Lu et al., 2011; Moorthy et al., 2017). Customers hesitate to share their personal and financial (credit card, debit card, etc.) information while booking travel services on mobile apps (Kim et al., 2020). It is found that there are few factors for customers' preferred criteria while they are opting for OTAs (online travel agency platforms) after a detailed review of existing literature. These factors are convenience, website design, customer support services, and security and privacy.

Research Methodology

The present study was conducted during the first quarter of 2021 and is a two-stage study that started with the identification of attributes influencing choice behavior related to an online travel agency platform in the first stage and was followed by an exploratory investigation in the second stage. In the first stage, using a descriptive research design, quantitative research was conducted where respondents were asked to rate their preferences for different items in focus. In Stage II, exploratory research was conducted to identify the use of keywords in the title and meta tags of prominent online travel agency platforms.

In the Stage-I of the study, the data were collected using a predefined set of questions from various online travel agency platform users, who used the platform to find and research the information; planning for any holiday destination or book hotels, holidays, or made use of such services for any such allied services. In Stage - I, a sample size of 211 respondents was considered, and the sample unit consisted of online travel agency service users from Delhi and NCR (Gurugram, Ghaziabad, Faridabad, Noida, and Greater Noida). This study population was proposed based on the number of internet users. As per TRAI (Telecom Regulatory Authority of India), the maximum internet penetration in India is in the region of Delhi and NCR (DOT, 2018). Moreover, the maximum number of flight bookings happen from this geography of the country (MOT, 2019).

For the recognition of the sample from the population under study, the purposive sampling technique was used, which is a non-probabilistic sampling technique. The sample size of 211 was narrowed down considering the population size of 18.35 million in the Delhi – NCR region (MHA, 2011), with an acceptable margin of error of 7% and a confidence level of 95%.

Based on the identified attributes of online travel agency platforms and their subsequent levels in the literature review, a total of 32 combinations (cards) were created using the technique of orthogonal research design. These 32 combinations were presented to the target respondents for a rating on a Likert scale of 1 – 5, where 1 indicated the least liked combination and 5 indicated the most liked. Upon data collection, using the multivariate technique of conjoint analysis, the utilities were calculated for different attributes and their respective levels to online travel agency users.

In Stage II of the study, the data for title tags, meta tags, heading 1 tag, and heading 2 tags from five prominent online travel agency platforms of India were collected. This collected data were matched with the customer-preferred attributes identified in Stage-I of the study.

The final instrument for the collection of responses in Stage-I was administered using a combination of personal and online methods. The questionnaire was administered online using the services of [surveymonkey.com](https://www.surveymonkey.com). The link of the survey was shared on online social networking websites using accounts of researchers and networks of friends/followers or people in the circle of researchers' social networking sites. Individual messages of the survey link were also sent to contacts using email services and WhatsApp to administer the questionnaire. For Stage II, all tag-related information was viewed using the page source of the online travel agency platforms and manually collecting the respective data from company websites. For analyzing the

quantitative data to identify the utilities of respondents towards different attributes of online travel agency platforms, the IBM-SPSS version 25 was used.

Analysis and Results

Customer Preferred OTA Attributes

After performing the conjoint analysis, the output tables indicate that there were no cases of reversals, and the respondents perceived maximum utility from the attribute of convenience as having a value of 46.553, followed by the attribute of support services (23.023). It is observed that convenience and quality of support services are regarded as more important values than website design, security, and privacy by the customers when they choose online travel agency platforms (Table 1).

Table 1. Importance Values

Convenience	46.553
Website Design	15.686
Support Service	23.023
Security and Privacy	14.738

Table 2. Model Description

	No. of Levels	Relation to Ranks or Scores
Convenience	6	Discrete
Website Design	4	Discrete
Support Service	4	Discrete
Security and Privacy	2	Discrete

All factors are orthogonal.

Table 3. Utilities

		Utility Estimate	Std. Error
Convenience	Predictive search bar	-.020	.047
	Easy and fast search filters	-.061	.047
	Easy and multiple payment method/options	.155	.062
	Detailed product/service information	.052	.062
	Fast bookings	-.071	.062
	Easy package cancellation	-.055	.062
Website Design	Fast page load time	-.042	.042
	Online review and feedback facility	.018	.042
	Easy navigation	-.011	.042
	Products / packages & services filtering	.034	.042
Support Service	Live chat support	.058	.042
	Toll-free number	-.003	.042
	E-mail based support	-.053	.042
	WhatsApp based support	-.002	.042
Security and Privacy	Security of customer information	-.036	.024
	Security of financial transaction information	.036	.024
	(Constant)	3.717	.026

Table 4. Correlations

	Value	Sig.
Pearson's <i>R</i>	.665	.000
Kendall's tau	.392	.001

Note. ^a. Correlations between observed and estimated preferences.

As depicted in Table 2, there are six levels in the attribute of convenience: facility of predictive search bar, easy and fast search filter, easy and multiple payment methods/options, detailed product information, and easy package cancellation. Website design attributes comprise of four levels, that is, fast page load time, online review and feedback facility, easy navigation, and products/packages & service filtering. There are four levels in the attribute of support services namely, live chat support, toll-free number, email-based support, and WhatsApp-based support. Only two levels in the attribute of security and privacy are included — security of customer information and security of financial transactions.

In the most preferred attribute of convenience, the levels of easy and multiple payment methods/options and detailed product/service information have been found to carry positive utilities (Table 3). In this analysis, with respect to the correlations between observed and estimated preferences, the Pearson's *R*-value is 0.665, while Kendall's tau value is 0.392 (Table 4).

In the attribute of convenience, as per the data analysis, it is revealed that easy and multiple payment methods/options are more important than any other level (feature), that is, predictive search bar, easy and fast search filters, fast booking, or easy package cancellations. In the attributes of website design, customers prefer product/packages & services filtering more as compared to any other feature. In the support services attributes, customers prefer live chat support services rather than a toll-free number, e-mail support, or WhatsApp-based support services. In the attributes of security and privacy, customers are concerned about the security of financial transaction information.

OTAs' (Online Travel Agencies) Website Tags Audit

Upon performing a website audit of five OTAs, namely makemytrip.com, yatra.com, cleartrip.com, goibibo.com,

Table 5. Website Tags

S.No.	OTAs' Website	Title	Description	H1 Tag	H2 Tag
1	makemytrip.com	MakeMyTrip - #1 Travel website, 50% off on hotels, flights & holiday	Find best deals at MakeMyTrip for flight tickets, hotels, holiday packages, buses, and train/railway reservations for India & international travel. Book cheap air tickets online for domestic & international airlines, customized holiday packages, and special deals on hotel bookings	Not Defined	Not Defined
2	yatra.com	Flight, cheap air tickets, hotels, holiday, train package booking - Yatra.com	Flight booking, cheap air tickets of domestic & international airlines with Yatra.com India. Get the best travel deals for hotels, holidays, trains, and air tickets	Book flights, hotels, trains, buses, cruise, and holiday packages	Popular international flight routes

3	cleartrip.com	#1 site for booking flights, hotels, packages, trains & local activities	Cleartrip - Your most trusted partners for booking domestic & international flights, hotels, holiday packages & local activities. 24*7 support, 100% genuine reviews	Search flights	Fly anywhere. Fly everywhere.
4	goibibo.com	Goibibo - Best travel website. Book hotels, flights, trains, buses, and cabs with up to 50% off	Get the best deals on all your online travel bookings. Book hotels, flights, buses, trains, and cabs at Goibibo. 100% customer satisfaction through our best prices, great discounts, and 24x7 customer support	Domestic and international flights	Not Defined
5	Expedia.co.in	Expedia Travel: Vacations, cheap flights, airline tickets & airfares	Check out Expedia's daily travel deals & promotions. Great cheap flights, car, and hotel deals. Find your perfect holiday or city break and save now on your next trip!	Expedia Travel: Search hotels, cheap flights, car hire, things to do & holidays	Supercharge your planning powers

and Expedia.co.in, the following information related to the title tag, meta tag, heading 1 tag, and heading 2 tags were collected, as shown in Table 5.

Upon analyzing the tags of the five online travel agencies (OTAs), it is observed that these OTAs are not using the keywords associated with the customer preferred attributes in their home page's metadata, which includes the meta title, meta description, and header tags (h1 & h2 tags).

OTAs need to include the keywords related to online review and feedback facility, easy and multiple payment method/options, detailed product/service information, products/packages & services filtering, live chat support, and security of financial transaction information in the tags of their respective websites.

Particularly, the platforms of MakeMyTrip and Goibibo should define their header tags (which were not defined at the time of analysis) considering the keywords associated with customers' preferred attributes.

Implications

Managerial Implications

The findings of the present study can be used by OTAs to design their advertisement strategy in a more impactful way, considering the attributes that matter the most to their target audience. Branding campaigns must be designed keeping in mind the perceived utilities of various attributes considered in this study. Moreover, while spending money on paid search or time on search engine optimization activities, the managers must be more alert to customer benefits like convenience and extended support services.

Theoretical Implications

The present study adds to the existing literature on customers' preferred attributes by identifying the assigned utilities towards the attributes of convenience, website design, support services, security, and privacy by customers while using services of online travel agency platforms. At the stage of service evaluation, while opting

for the service of any travel agency platform, it is found that people's choice is more influenced by the availability of multiple modes of payments and the support features for customers like live chat support.

Conclusion

The study portrays an understanding of the emerging Indian traveler's online surfing behavior. Due to rapid technological changes, online travel agency platforms (OTAs) must incorporate the latest features into their platforms. This research study was set to examine the customers' preferred attributes while selecting the online travel agencies (OTA) platforms. The findings highlight that easy and multiple payment methods/options, detailed product/service information, online review, feedback facility, products/ packages, service filtering, and live chat support services are the prominent features people consider when selecting an online travel agency platform. In this research, it is found that most users prefer the online travel agency platforms because of the convenience provided to them. Online travel agency platforms need to use the iterations as per the requirements of the customers' preferred attributes in their website's metadata tags.

Limitations of the Study and Scope for Future Research

The present study has identified the customers' preferred attributes while selecting an online travel agency platform. This study suffers from two limitations. The first limitation of this research is the geographical area of the study. This study sample was limited only to Delhi and the NCR region in India. The second limitation is related to the generalization of the results. This study is based on 211 respondents who used online travel agency websites in the past six months. In future research, the customers' preferred attributes related to an online travel agency platform could be identified in different geographical regions.

Authors' Contribution

Dr. Rahul Sharma conceived the idea and developed qualitative and quantitative designs to undertake the empirical study. Animesh Kumar Sharma extracted research papers and generated concepts relevant to the study design. Dr. Rahul Sharma verified the analytical methods and supervised the study. Animesh Kumar Sharma collected the data, and he also performed the numerical computations using SPSS 23.0. Animesh Kumar Sharma wrote this manuscript in consultation with Dr. Rahul Sharma.

Conflict of Interest

The authors certify that they have no affiliations with or involvement in any organization or entity with any financial interest or non-financial interest in the subject matter or materials discussed in this manuscript.

Funding Acknowledgement

The authors received no financial support for the research, authorship, and/or the publication of this article.

References

- Abdulla, A., & Suresh, K. (2017). Onward ho! Studying place emotions, language style, and social tendencies in travel blogs. *Prabandhan: Indian Journal of Management*, 10(6), 7–28. <http://doi.org/10.17010/pijom/2017/v10i6/115370>
- Aeron, P., Jain, S., & Kumar, A. (2019). Revisiting trust toward e-retailers among Indian online consumers. *Journal of Internet Commerce*, 18(1), 45–72. <https://doi.org/10.1080/15332861.2019.1567186>
- Agag, G. M., & El-Masry, A. A. (2017). Why do consumers trust online travel websites? Drivers and outcomes of consumer trust toward online travel websites. *Journal of Travel Research*, 56(3), 347–369. <https://doi.org/10.1177%2F0047287516643185>
- Agustin, K. I. (2018). Information systems success dimension in Indonesia online travel agency industry. *Russian Journal of Agricultural and Socio-Economic Sciences*, 11(83), 221–228. <https://doi.org/10.18551/rjoas.2018-11.26>
- Al-hawari, M. A., & Mouakket, S. (2012). Do offline factors trigger customers' appetite for online continual usage? A study of online reservation in the airline industry. *Asia Pacific Journal of Marketing and Logistics*, 24(4), 640–657. <https://doi.org/10.1108/13555851211259061>
- Amaro, S., & Duarte, P. (2013). Online travel purchasing: A literature review. *Journal of Travel & Tourism Marketing*, 30(8), 755–785. <https://doi.org/10.1080/10548408.2013.835227>
- Amaro, S., & Duarte, P. (2016). Travellers' intention to purchase travel online: Integrating trust and risk to the theory of planned behavior. *Anatolia*, 27(3), 389–400. <https://doi.org/10.1080/13032917.2016.1191771>
- Anderson, R. E., & Swaminathan, S. (2011). Customer satisfaction and loyalty in e-markets: A PLS path modeling approach. *Journal of Marketing Theory and Practice*, 19(2), 221–234. <https://doi.org/10.2753/MTP1069-6679190207>
- Belanche, D., Casaló, L. V., & Guinalú, M. (2012). Website usability, consumer satisfaction and the intention to use a website: The moderating effect of perceived risk. *Journal of Retailing and Consumer Services*, 19(1), 124–132. <https://doi.org/10.1016/j.jretconser.2011.11.001>
- Bi, Y., & Kim, I. (2020). Older travelers' e-loyalty: The roles of service convenience and social presence in travel websites. *Sustainability*, 12(1), 410. <https://doi.org/10.3390/su12010410>
- Buhalis, D., López, E. P., & Martinez-Gonzalez, J. (2020). Influence of young consumers' external and internal variables on their e-loyalty to tourism sites. *Journal of Destination Marketing & Management*, 15, Article 100409. <https://doi.org/10.1016/j.jdmm.2020.100409>
- Chan, I. C., Law, R., Fong, L. H., & Zhong, L. (2021). Website design in tourism and hospitality: A multilevel review. *International Journal of Tourism Research*, 23(5), 805–815. <https://doi.org/10.1002/jtr.2443>
- Chen, K., Wang, P., & Zhang, H.-Y. (2021). A novel hotel recommendation method based on personalized preferences and implicit relationships. *International Journal of Hospitality Management*, 92, Article 102710. <https://doi.org/10.1016/j.ijhm.2020.102710>
- Chincholkar, S., & Sonwaney, V. (2017). Website attributes and its impact on online consumer buying behavior: An empirical study of online consumers in Mumbai region. *Indian Journal of Science and Technology*, 10(1), 1–9. <https://doi.org/10.17485/ijst/2017/v10i47/119973>

- Chu, S.- C. (2011). Viral advertising in social media : Participation in Facebook groups and responses among college- aged users. *Journal of Interactive Advertising*, 12(1), 30–43. <https://doi.org/10.1080/15252019.2011.10722189>
- Cui, F., Lin, D., & Qu, H. (2018). The impact of perceived security and consumer innovativeness on e-loyalty in online travel shopping. *Journal of Travel & Tourism Marketing*, 35(6), 819–834. <https://doi.org/10.1080/10548408.2017.1422452>
- Datta, B. (2021). What influences business travelers behavioral intentions of travel booking : A study of the bottlenecks of online travel portals. *Geo Journal of Tourism and Geosites*, 37(3), 929–933. <https://doi.org/10.30892/gtg.37326-728>
- Deng, L., & Poole, M. S. (2012). Aesthetic design of e-commerce web pages - Webpage complexity, order and preference. *Electronic Commerce Research and Applications*, 11(4), 420–440. <https://doi.org/10.1016/j.elerap.2012.06.004>
- Department of Telecommunications, Ministry of Communications, Government of India. (2018). *Telecom statistics India - 2018*. <https://dot.gov.in/sites/default/files/statistical%20Bulletin-2018.pdf>
- Elhaj, M. R., & Barakeh, M. Z. (2015). The impact of e-commerce on travel agencies profitability in respect of size: Evidence from the U.S. *Advances in Economics and Business*, 3(10), 436–446. <https://doi.org/10.13189/aeb.2015.031003>
- Emam, H. E., & Mohammed Abdelaal, F. (2021). Factors influencing intentions in hotel booking through online travel intermediaries applications. *Journal of Association of Arab Universities for Tourism and Hospitality*, 21(3), 101–134. <https://dx.doi.org/10.21608/jaauth.2021.91968.1229>
- Fu Tsang, N. K., Lai, M. T., & Law, R. (2010). Measuring e-service quality for online travel agencies. *Journal of Travel & Tourism Marketing*, 27(3), 306–323. <https://doi.org/10.1080/10548401003744743>
- Gao, G.-X., & Bi, J.-W. (2021). Hotel booking through online travel agency : Optimal Stackelberg strategies under customer-centric payment service. *Annals of Tourism Research*, 86, Article 103074. <https://doi.org/10.1016/j.annals.2020.103074>
- Guillet, B. D., Mattila, A., & Gao, L. (2020). The effects of choice set size and information filtering mechanisms on online hotel booking. *International Journal of Hospitality Management*, 87, Article 102379. <https://doi.org/10.1016/j.ijhm.2019.102379>
- Gustafson, P. (2012). Managing business travel: Developments and dilemmas in corporate travel management. *Tourism Management*, 33(2), 276–284. <https://doi.org/10.1016/j.tourman.2011.03.006>
- Hsin Chang, H., Rizal, H., & Amin, H. (2013). The determinants of consumer behavior towards email advertisement. *Internet Research*, 23(3), 316–337. <https://doi.org/10.1108/10662241311331754>
- Jeon, M. M., & Jeong, M. (2017). Customers' perceived website service quality and its effects on e-loyalty. *International Journal of Contemporary Hospitality Management*, 29(1), 438–457. <https://doi.org/10.1108/IJCHM-02-2015-0054>
- Kim, J., Franklin, D., Phillips, M., & Hwang, E. (2020). Online travel agency price presentation : Examining the influence of price dispersion on travelers' hotel preference. *Journal of Travel Research*, 59(4), 704–721. <https://doi.org/10.1177%2F0047287519857159>

- Lee, K. -W., Han, H., & Hwang, J. (2017). Developing a matrix for assessing serviceability of U.S. online travel agency websites. *Social Behavior and Personality: An International Journal*, 45(1), 115–126. <https://doi.org/10.2224/sbp.5479>
- Lee, W., Tyrrell, T., & Erdem, M. (2013). Exploring the behavioral aspects of adopting technology: Meeting planners' use of social network media and the impact of perceived critical mass. *Journal of Hospitality and Tourism Technology*, 4(1), 6–22. <https://doi.org/10.1108/17579881311302329>
- Leung, D., & Ma, J. (2020). Antecedents and consequences of consumers' trust in hybrid travel websites. *Journal of Travel & Tourism Marketing*, 37(6), 756–772. <https://doi.org/10.1080/10548408.2020.1812468>
- Lu, Y., Yang, S., Chau, P. Y., & Cao, Y. (2011). Dynamics between the trust transfer process and intention to use mobile payment services: A cross-environment perspective. *Information & Management*, 48(8), 393 – 403. <https://doi.org/10.1016/j.im.2011.09.006>
- Masiero, L., Viglia, G., & Nieto-Garcia, M. (2020). Strategic consumer behavior in online hotel booking. *Annals of Tourism Research*, 83, Article 102947. <https://doi.org/10.1016/j.annals.2020.102947>
- McDowell, W. C., Wilson, R. C., & Kile Jr., C. O. (2016). An examination of retail website design and conversion rate. *Journal of Business Research*, 69(11), 4837–4842. <https://doi.org/10.1016/j.jbusres.2016.04.040>
- Ministry of Home Affairs. (2011). *Census of India 2011*. https://www.censusindia.gov.in/2011census/dchb/0700_PART_B_DCHB_0700_NCT%20OF%20DELHI.pdf
- Ministry of Tourism, Government of India. (2019). *India tourism statistics - 2019*. <https://tourism.gov.in/sites/default/files/2020-04/India%20Tourism%20Statistics%202019.pdf>
- Mishra, A., & Ojha, N. K. (2014). Need of marketing of India as a tourist destination: Evaluation of India's performance in tourism. *Prabandhan: Indian Journal of Management*, 7(8), 45–54. <http://doi.org/10.17010/pijom/2014/v7i8/59360>
- Moorthy, K., Ling, C. S., Fatt, Y. W., Yee, C. M., Yin, E. C., Yee, K. S., & Wei, L. K. (2017). Barriers of mobile commerce adoption intention: Perceptions of generation X in Malaysia. *Journal of Theoretical and Applied Electronic Commerce Research*, 12(2), 37–53. <https://doi.org/10.4067/S0718-18762017000200004>
- Muhtaseb, R., Lakiotaki, K., & Matsatsinis, N. (2012). Applying a multicriteria satisfaction analysis approach based on user preferences to rank usability attributes in e-tourism websites. *Journal of Theoretical and Applied Electronic Commerce Research*, 7(3), 28–48. <https://doi.org/10.4067/S0718-18762012000300004>
- Peng, H.- G., Zhang, H. - Y., & Wang, J.- Q. (2018). Cloud decision support model for selecting hotels on TripAdvisor.com with probabilistic linguistic information. *International Journal of Hospitality Management*, 68, 124–138. <https://doi.org/10.1016/j.ijhm.2017.10.001>
- Pengnate, S., & Sarathy, R. (2017). An experimental investigation of the influence of website emotional design features on trust in unfamiliar online vendors. *Computers in Human Behavior*, 67, 49–60. <https://doi.org/10.1016/j.chb.2016.10.018>
- Pinto, I., & Castro, C. (2019). Online travel agencies: factors influencing tourists' purchase decisions. *Tourism & Management Studies*, 15(2), 7–20. <https://doi.org/10.18089/tms.2019.150201>

- Romero, I., & Tejada, P. (2020). Tourism intermediaries and innovation in the hotel industry. *Current Issues in Tourism*, 23(5), 641–653. <https://doi.org/10.1080/13683500.2019.1572717>
- Shafiee, M. M., & Bazargan, N. A. (2018). Behavioral customer loyalty in online shopping: The role of e-service quality and e-recovery. *Journal of Theoretical and Applied Electronic Commerce Research*, 13(1), 26–38. <https://doi.org/10.4067/S0718-18762018000100103>
- Shankar R. S., Koshy, E. R., & Chandan. (2021). Do frequency of visit and length of stay alter perceived cognitive destination image? A multivariate approach. *Prabandhan: Indian Journal of Management*, 14(12), 19–34. <http://doi.org/10.17010/pijom/2021/v14i12/167458>
- Shankar, R. S. (2020). Impact of perceived destination personality on tourists' behavior. *Prabandhan: Indian Journal of Management*, 13(12), 36–46. <http://doi.org/10.17010/pijom/2020/v13i12/156588>
- Sharma, A., Sharma, S., & Chaudhary, M. (2020). Are small travel agencies ready for digital marketing? Views of travel agency managers. *Tourism Management*, 79, Article 104078. <https://doi.org/10.1016/j.tourman.2020.104078>
- Sharma, M., Antony, R., Sehrawat, R., Cruz, A. C., & Daim, T. U. (2022). Exploring post-adoption behaviors of e-service users: Evidence from the hospitality sector/online travel services. *Technology in Society*, 68, Article 101781. <https://doi.org/10.1016/j.techsoc.2021.101781>
- Shi, P.-P., & Hu, Y. (2020). Service quality assessment of travel agency O2O model based on improved evidence theory. *Journal of Quality Assurance in Hospitality & Tourism*, 21(5), 524–541. <https://doi.org/10.1080/1528008X.2020.1712305>
- Singh, N., & Yadav, P. (2018). Social media influences holiday travel decisions: A rationale for profound analysis. *Prabandhan: Indian Journal of Management*, 11(2), 40–56. <http://doi.org/10.17010/pijom/2018/v11i2/121395>
- Talwar, S., Dhir, A., Kaur, P., & Mäntymäki, M. (2020). Why do people purchase from online travel agencies (OTAs)? A consumption values perspective. *International Journal of Hospitality Management*, 88, Article 102534. <https://doi.org/10.1016/j.ijhm.2020.102534>
- Verma, M., Verma, A., & Khurana, S. (2018). Influence of travel motivation and demographic factors on tourist participation in world's largest mass religious gathering - The Kumbh Mela. *Prabandhan: Indian Journal of Management*, 11(8), 7–19. <http://doi.org/10.17010/pijom/2018/v11i8/130641>
- Vila, T. D., González, E. A., Vila, N. A., & Brea, J. A. (2021). Indicators of website features in the user experience of e-tourism search and metasearch engines. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(1), 18–36. <https://doi.org/10.4067/S0718-18762021000100103>
- Wicaksono, A., & Maharani, A. (2020). The effect of perceived usefulness and perceived ease of use on the technology acceptance model to use online travel agency. *Journal of Business and Management Review*, 1(5), 313–328. <https://doi.org/10.47153/jbmr15.502020>
- Xiang, Z., Wang, D., O'Leary, J. T., & Fesenmaier, D. R. (2015). Adapting to the internet: Trends in travelers' use of the web for trip planning. *Journal of Travel Research*, 54(4), 511–527. <https://doi.org/10.1177%2F0047287514522883>

- Ying, T., Norman, W. C., & Zhou, Y. (2016). Online networking in the tourism industry : A webometrics and hyperlink network analysis. *Journal of Travel Research*, 55(1), 16–33. <https://doi.org/10.1177%2F0047287514532371>
- Yu, T.-W., & Chen, T.-J. (2018). Online travel insurance purchase intention : A transaction cost perspective. *Journal of Travel & Tourism Marketing*, 35(9), 1175–1186. <https://doi.org/10.1080/10548408.2018.1486781>
- Zanin, L., & Marra, G. (2012). A comparative study of the use of generalized additive models and generalized linear models in tourism research. *International Journal of Tourism Research*, 14(5), 451–468. <https://doi.org/10.1002/jtr.872>
- Zhao, X., Liu, Y., Bi, H., & Law, R. (2014). Influence of coupons on online travel reservation service recovery. *Journal of Hospitality and Tourism Management*, 21, 18–26. <https://doi.org/10.1016/j.jhtm.2014.03.001>

About the Authors

Animesh Kumar Sharma is a Research Scholar at Mittal School of Business, Lovely Professional University. His research interests are digital marketing, social media marketing, search engine marketing, and the applications of technology.

Rahul Sharma is an Associate Professor at Mittal School of Business, Lovely Professional University. He is a PhD in the area of social media marketing and specializes in consultation of digital media strategy. He is recognized for teaching excellence based on technical and research fundamentals.