

EXPLORING CONSUMER BEHAVIOUR IN DIGITAL HOSPITALITY: A BIBLIOMETRIC ANALYSIS OF ONLINE HOTEL BOOKING INTENTIONS

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Abstract

This study intends to present a comprehensive bibliometric view of research on Hotel Booking Intentions through online within the broader domain of digital hospitality. The objective of the study is to evolve keyword trends, collaborative research networks, and citation structures between 2021 and September 2025. A total of 285 peer-reviewed articles indexed in the Web of Science database were reviewed using VOS Viewer software to map keyword co-occurrence, co-authorship patterns, country-wise scientific contributions, and citation linkages. The findings reveal the emergence of 18 dominant keywords organized into major thematic clusters, reflecting growing scholarly attention toward consumer intentions, digital platforms, trust, user experience and technology adoption in hospitality. The analysis also highlights influential authors, institutions, and collaboration of countries contributing significantly to the intellectual development of OHBI research. Collaboration networks indicate increasing international partnerships, demonstrating the globalization of digital hospitality scholarship. By systematically mapping the knowledge structure of online booking of hotel intention research, this study offers valuable theoretical and methodological insights for future investigations. Furthermore, it identifies active research nations and provides direction for underrepresented countries to expand their scholarly contributions in online booking behaviour and digital tourism ecosystems.

Keywords: *Bibliometric study, Consumer intentions, Hospitality, Online booking, Tourism*

INTRODUCTION

Technology is growing day by day in all kinds of fields whether it is innovation, invention or in the field of business, commerce and tourism sector. In hospitality sector, AI (Artificial Intelligence) also plays an important role. Now-a-days people used to book online hotels for their staying.

While choosing an online hotel consumer searched for the category of hotel, brand image and price (El-Said, O. A. 2020). Trust is another construct which helps to examine the intention of consumer in hotel online booking (Lien, C. H., Wen; L. C., & Wu, K. L. 2015). Reviews in hotel booking of hotels are very prominent because it can connect to the consumer mindset who is going to book any hotel on the basis of performance review of hotels (Chan, I. C. C., Lam, L. W., Chow, C. W., Fong, L. H. N., & Law, R. 2017; Sparks, B. A., & Browning, V. 2011). In marketing Word of Mouth (WOM) has a psychological impact towards intention of a particular area. In online hotel booking also WOM plays very important role as it describes the maximum potential consumers by which they can connect with the hotels (Ladhari, R., & Michaud, M. 2015). The habit of adopting new things moderates the decision behaviour (Agag, G., & El-Masry, A. A. 2016).

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Technology has been rapidly transforming almost every sector of the society, and the hotel industry is not an exception. The growing resilience to Artificial Intelligence (AI), automation and digital platforms are redefining the way services are offered to consumers and the way it is consumed. Not long back, travelers mainly relied on travel agents or visit hotels in-person, but, the preference for booking has now shifted towards online booking platforms. The ease of booking, flexibility, and transparency offered by digital booking systems allow customers to book reservations in a matter of few clicks.

While booking hotels online platforms, customers often evaluate various aspects such as quality of services, price competitiveness, star ratings, location-based advantages and various facilities provided. Further, intangible aspects like reliability and trust are equally critical along with these tangible factors. Trust may reduce consumer hesitation, especially in matters of financial transactions, and help build confidence in choosing a reliable hotel.

Components like online reviews and consumer ratings play an important decisive role in Organising consumer perceptions. Positive reviews may more likely attract repeat customers and consecutive referrals, while negative reviews may damage brand reputation significantly. These reviews serve as virtual word-of-mouth (WOM), influencing customer decisions even before they directly engage with the service provider.

Word-of-Mouth, whether traditional or in the form of electronic (e-WOM) reviews, strongly act as psychological triggers for influencing consumer intention. In the era of social networking and forums for travel, e-WOM spreads faster while carrying higher credibility than most conventional advertisements. Often, it helps in reaching out untapped customer segments who heavily rely on peer-experiences before making any travel decisions.

Furthermore, customer adaptability to digital innovations have shown to moderate their online booking behaviour. Tech-savvy individuals are highly receptive to AI-enabled features like personalized recommendations, chatbots and flexible pricing models, while others may hesitate adopting online booking platforms. This gap in adaptability may impact how hotels strategies and implement their digital marketing campaigns.

Technological tools today, such as big data analytics and machine learning not only provide assistance to hotels in predicting their demand patterns, but also design targeted promotions, and deliver customized experiences. Transparency feature in cancellation policies, loyalty programs and secure gateways for payment, further enhance consumer satisfaction and trust.

The sustainability factoring online booking has emerged as a new dimension in influencing booking intentions. Environmentally-conscious travelers favor hotels that sustain eco-friendly practices. Thus, online platforms actively highlight such initiatives to attracts Checo-conscious segment. Alternatively, Virtual Reality (VR) offers consumers with an immersive way to evaluate and explore hotels before booking. Altogether, the online hotel booking consumer intention is shaped by a mix of technological, psychological, and social constructs. Crucial factors like WOM, trust, reviews, sustainability adaptability, and innovation collectively shape consumer mindset and ultimately influence their final decision. This indicates that digital transformation has been not only enhancing convenience but also reshaping the entire hospitality industry landscape.

LITERATURE REVIEW

Literature review of hotel booking through online

Cao, Z., Shi, G., Gao, M., & Yu, J. (2025), two studies were conducted by researchers here. In study 1, an experiment shows that greater price dispersion increases perceived transaction

and acquisition utility, boosting purchase intent. Study 2, using an online survey, confirms that price differences motivate consumers, not deter them, even when they have complete information. Instead, it stimulates consumers' decision-making process, enhancing their purchase intentions.

Singh, P., Ahuja, P., & Sharma, R. (2025), This research examines why customers leave online booking platforms early, focusing on the impact of sustainability initiatives on hotel websites. Four experiments explore how sustainability features influence customers' intention to bypass platforms. The results show a chain of mediation involving sustainability initiatives, ontological security, and impregnable feelings, with high territoriality acting as a moderating factor. The findings suggest that marketing managers and web designers should redesign travel offerings to highlight sustainability and create a more appealing, holistic travel experience.

Biswas, A. (2023), This study analyzed the online hotel booking intentions (OHBI) Indian travelers with a sample size 560 during the first COVID-19 wave using structural equation modelling. It found that website credibility, interactivity and ease of use increase perceived usefulness (PU), also increases OHBI. Perceived usefulness and ease of use partly mediate these effects. Additionally, service affordability strengthens the relationship, while it is also observed that perceived pandemic risk slightly weakens it. The study highlights key factors influencing travelers' behaviour.

Salameh, A. A., Al Mamun, A., Hayat, N., & Ali, M. H. (2022), This study explores factors influencing the use of hotel booking online platforms, especially in the post-COVID-19 era. Based on 884 survey responses, it identifies six key factors, with perceived benefits, service quality and system quality significantly predicting users' intention to use OHBPs. Online reviews positively impact both intention and actual usage, though they don't significantly moderate the relationship between intention and usage. The study highlights that while intention alone has low predictive power, actual usage is strongly influenced by these factors.

Amin, D., Mahomed, A. S., Ab Aziz, Y. B., & Hashim, H. B. (2021), This study explores factors influencing online hotel booking intentions by integrating visual content and online reviews into the Technology Acceptance Model (TAM). Using PLS-SEM, it found that visual network presentations and usefulness are key drivers of booking intentions. While online reviews and visuals presentations of hotels positively affect perceived usefulness, it also affects ease of use and reviews alone do not directly influence intention of booking of hotels.

El-Said, O. A. (2020), this study investigates reviews influence hotel booking intentions, considering the moderating effects of brand image and price. Based on survey data from 432 online booking users, it found that negative reviews significantly impact intentions of booking, while positive reviews do not. Brand image, price importance all moderate this effect to varying degrees. The findings highlight the importance of managing negative reviews to support hotel marketing efforts. Chakraborty, U. (2019), this study examines how source, receiver and message factors influence the online hotel reviews (PCOR) and its impact on intentions of booking of hotels. Using structural equation modeling, the study found that two-sided reviews have the strongest significant effect on credibility. It is one of the first studies to link these factors with PCOR and offers insights into how review authenticity affects booking decisions.

Li, L., Peng, M., Jiang, N., & Law, R. (2017), This research article explores how the quality of economy hotel websites in China affects users' trust (e-Trust) and their intention to book online. A survey consisting of 298 users from three different hotel chains from Guangzhou, it was found that website usability, along with entertainment and complementarity significantly

impact e-Trust, while ease of use had no impact. Notably, complementarity had the strongest impact on booking intentions of consumers. Simultaneously, e-Trust also influenced these intentions positively. The research may help connect website quality with the online booking behaviour for better projections on China's economy hotel sector.

RESEARCH GAP

From the extant literature, it can be seen that consumer booking behaviour has been discussed widely, however, a bibliometric mapping in this upcoming specific domain is limited. There is little structured knowledge that highlights keyword patterns, collaborative research networks and core references on online hotel-booking intentions. Numerous empirical studies have been reported in the domain under discussion but, bibliometric study focusing on a particular time period and database platforms are relatively few.

RESEARCH OBJECTIVES

- a) To identify the significant keywords and co-authored documents linked to online hotel booking behaviours of consumers.
- b) To examine the existing relationships among various countries' authors who have studied the online hotel-booking intention of consumers.

METHODOLOGY

The present study adopted bibliometric research design by using the software VOS Viewer. A bibliometric study is used to analyses the publication trend, relevant researchers, word clouds, as well as top sources. It provides a comprehensive overview of the existing research body in the selected domain.

Data Source

Web of Science (WoS) database was used for the purpose of this research study.

Data Collection

Articles related to online hotel booking intentions were collected from Web of Science database. A total of 285 records retrieved were related to online hotel-booking domain from the year 2021 to September 6, 2025.

Tools Used

VOS Viewer software for bibliometric mapping is used here to show the various relation and data visualization. Mapping keywords, co-authorship, citations, and countries involved.

Analysis Dimensions

- a) Keyword co-occurrence.
- b) Author and country collaboration.
- c) Citation and reference analysis.

RESULT DATA ANALYSIS

Keyword Co-occurrence on online hotel booking is shown Figure 1.1.

Co-occurrence of keywords mapping is visualized here. 18 keywords are identified most in relation with the related topic. Eighteen major keywords emerged, forming thematic clusters such as “online booking–consumer behaviour–intention” and “hospitality–tourism–trust.”

Co-occurrence of Keywords Map

- a) Nodes = Keywords.
 - b) Node Size = Frequency of occurrence (bigger node = more used keyword).
 - c) Colors = Different clusters (groups of keywords used together in research).
 - d) Lines = Links between keywords (how often they appear together).
- Here, 18 keywords were mapped. Example: “online booking” may strongly connect with “consumer intention” and “tourism.”

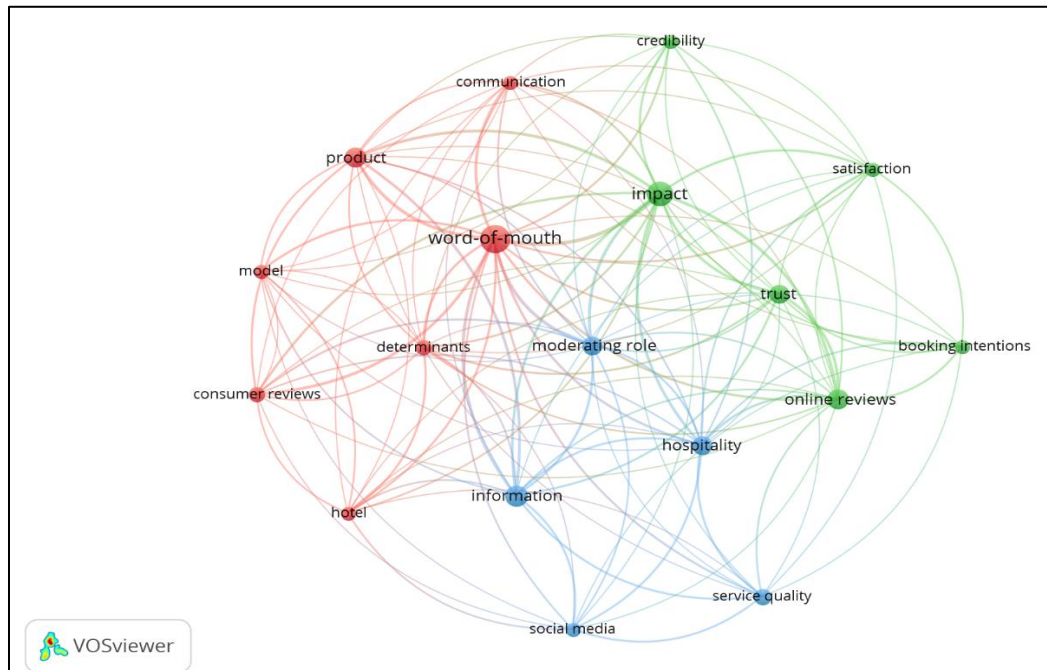


Figure 1.1 Keywords cloud

The highly searched keyword in this topic is “Word of mouth, impact, information, hospitality, online reviews, trust”. It means (Figure 1.1) these keywords have power to identify the result on online hotel booking behaviour or intentions of the consumers may be by the help of Online Travel Agencies (OTAs).

Co-author and Country Collaboration

Online hotel booking is shown in Figure 1.2. Only four countries are active to publish research papers related to online hotel booking intention.

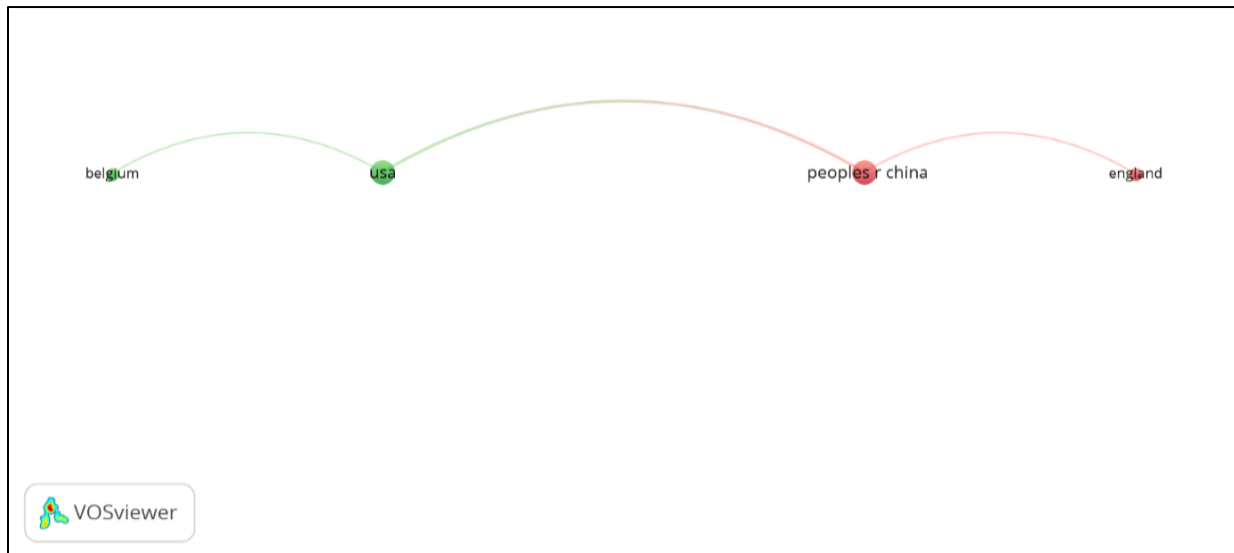


Figure 1.2 Countries contribution

The analysis (Figure 1.2) revealed significant contributions from England, Belgium, the USA, and China, with strong cross-country collaboration networks, particularly between Asian and European researchers. It defined those other countries and region like India; Russia is not in this network regarding this topic.

Co-author mapping on online hotel booking

Author mapping showed limited but notable co-authorship connections, suggesting room for broader research partnerships on online hotel booking in Figure 1.3.

The visualization of documents and citation

The documents visualization and citation provided in (Table 1) a future direction in online hotel booking intention research in Figure 1.4.

At least 20 sources were reported for the co-author relationship on online hotel booking

A total of 23 results on online hotel booking were reported from 20 sources for co-author. It is shown in Figure 1.5., Tourism manage and hospitality manage are the strongly related documents which have a minimum of 20 sources for co-author.

Citation author produced was more than 51 and total links were more than 7. This relation is shown table 2. The diagram shown in Figure 1.6. Minimum citation 51 and maximum is 370.

Cited references on online hotel booking are shown in table3 with visualization map Figure 1.7

Minimum Author's 5 citations map on online hotel booking is shown here related to the topic online hotel booking intention in Figure 1.8.

Table 1. Documents visualization and citation

Selected	Document	Citations	Links ▼
☒	mauri (2013)	457	9
☒	chan (2017)	116	6
☒	zhao (2015)	254	6
☒	de pelsnacker (2018)	164	4
☒	el-said (2024)	3	4
☒	akhtar (2019)	21	4
☒	li (2019)	60	3
☒	zhao (2021)	31	2
☒	roozen (2018)	37	2
☒	gonzalez (2019)	19	2
☒	peng (2018)	177	2
☒	anaya-sanchez (2019)	22	2
☒	salameh (2022)	5	1
☒	sreejesh (2016)	17	1
☒	manganari (2017)	33	1
☒	berezina (2016)	341	1
☒	park (2020)	90	1
☒	xie (2016)	126	1
☒	wang (2022)	42	1
☒	akhtar (2020)	30	1
☒	sharifi (2019)	23	1
☒	morosan (2018)	26	1
☒	su (2017)	8	1
☒	deng (2023)	9	1
☒	zeng (2020)	82	0
☒	ghosh (2018)	34	0
☒	cain (2021)	5	0
☒	le (2023)	23	0
☒	sharma (2020)	9	0
☒	lopes (2024)	5	0
☒	blomberg-nygard (2016)	40	0
☒	ahn (2017)	30	0
☒	pera (2019)	92	0
☒	dorcic (2019)	132	0



Figure 1.3 Co-author mapping

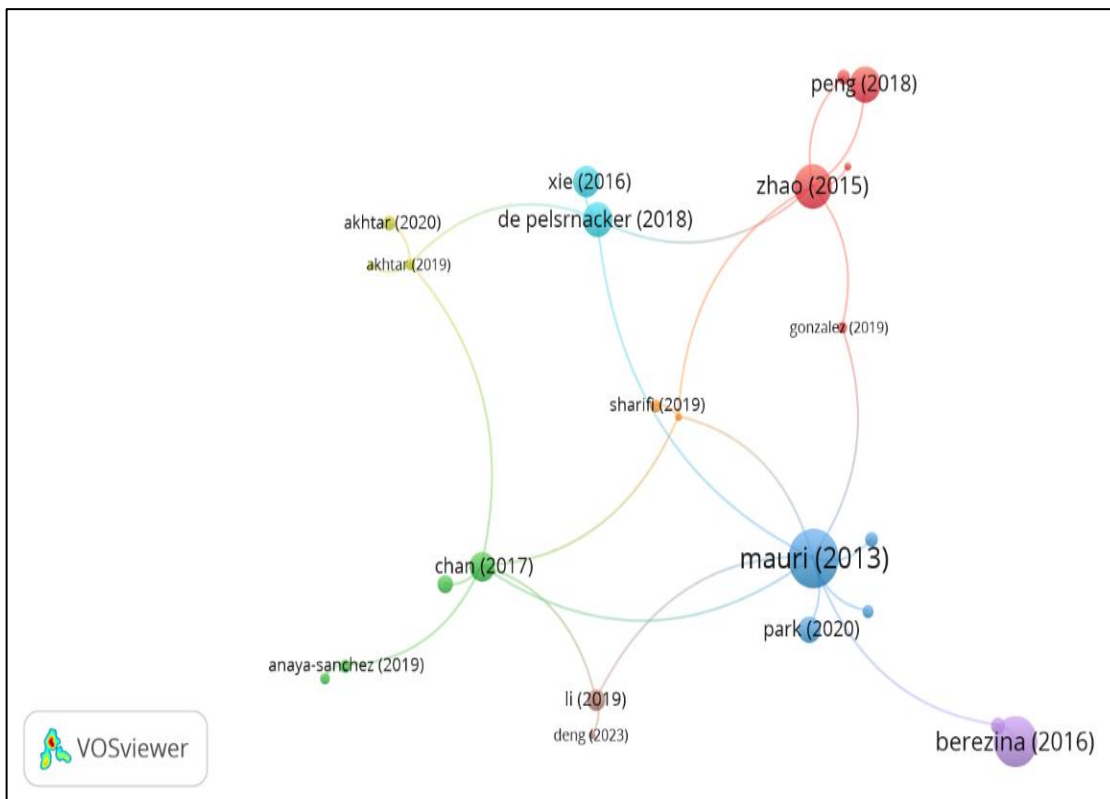


Figure 1.4 Document Visualization

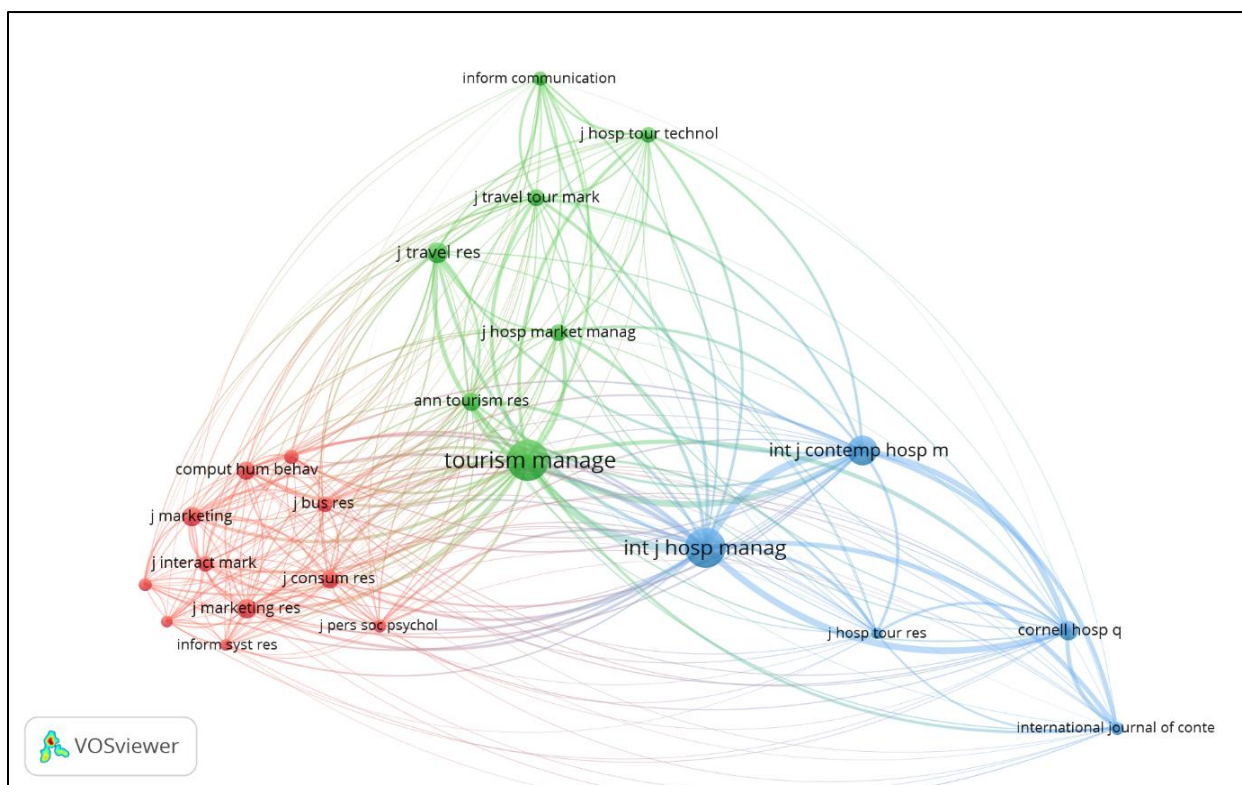


Figure 1.5 Highly related documents

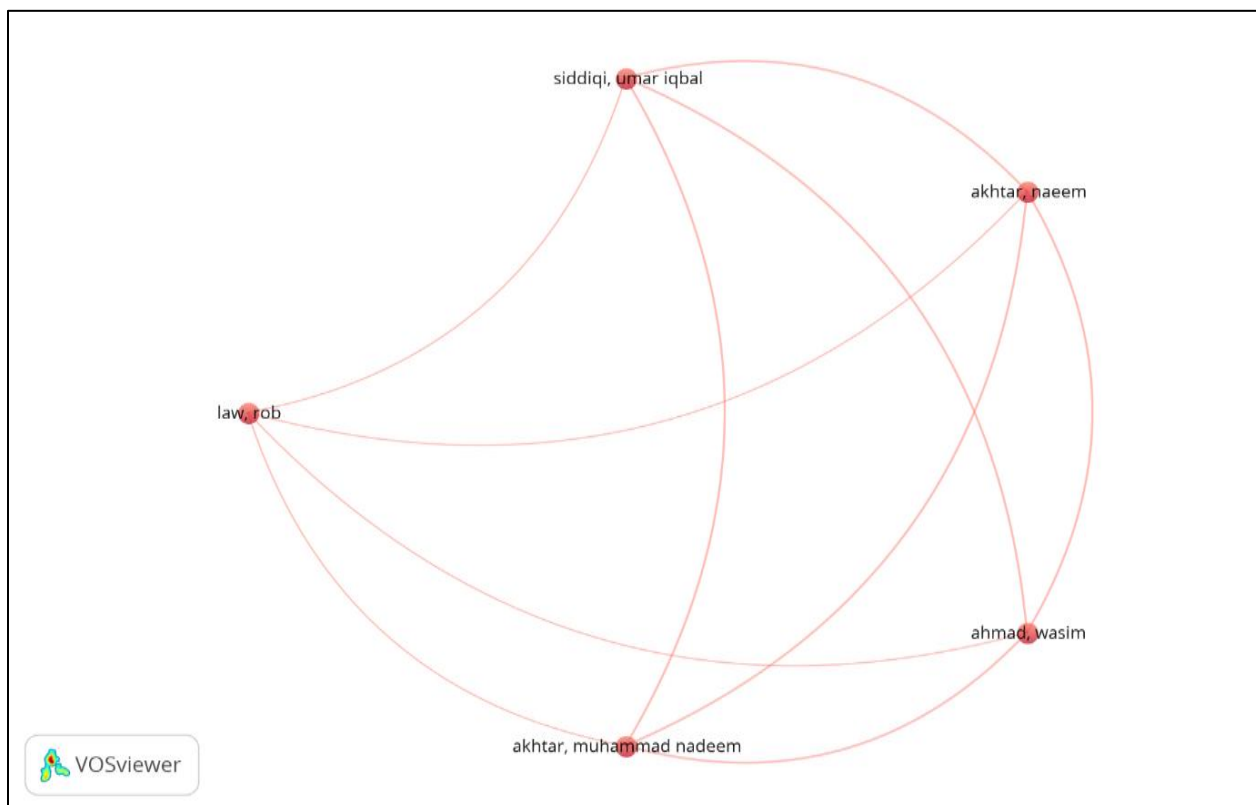


Figure 1.6 Authors with citation limit to minimum with 51 to 370

Table 2: Citation author

Selected	Author	Documents	Citations	Total link strength 
	ahmad, wasim	2	51	7
	akhtar, muhammad nadeem	2	51	7
	akhtar, naeem	2	51	7
	siddiqi, umar iqbal	2	51	7
	law, rob	2	370	4

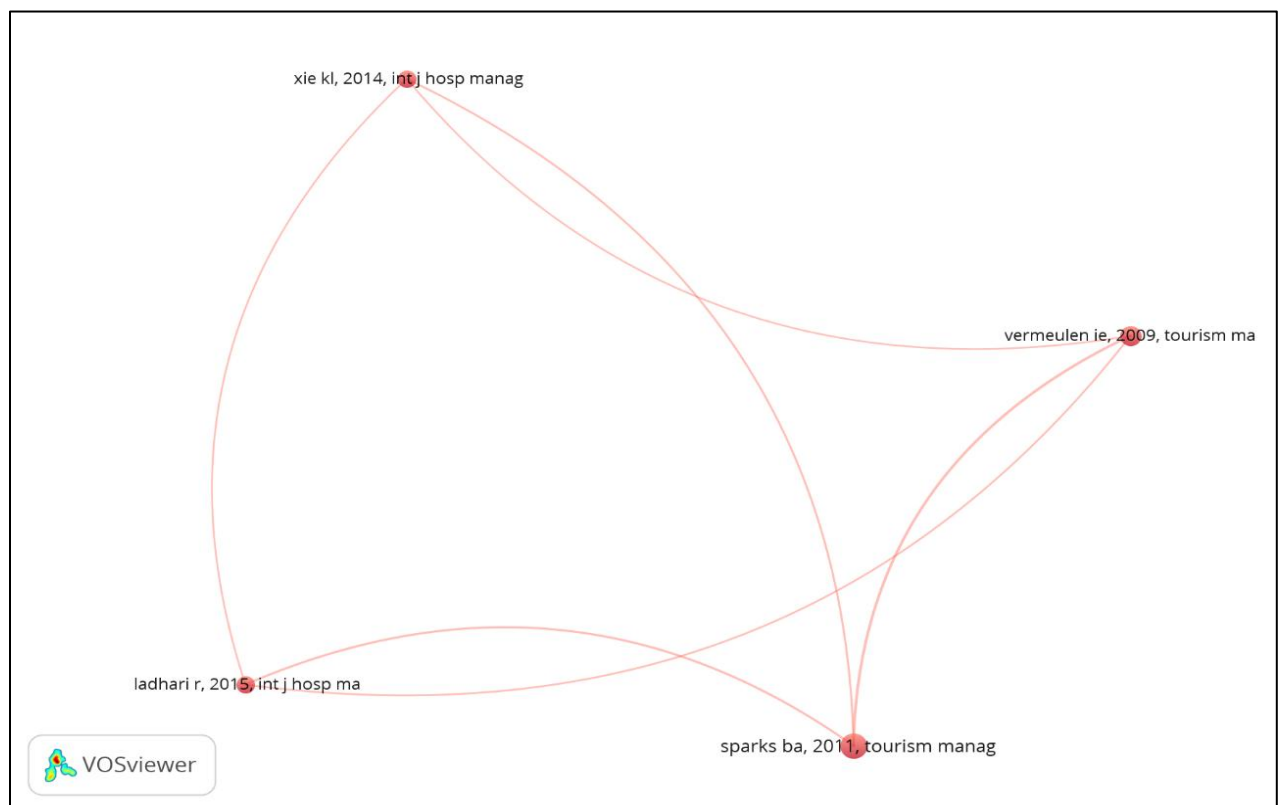


Figure 1.7 Cited reference and citation with link on online hotel booking is showing in table 3

Table 3: Cited references on online hotel booking

Selected	Cited reference	Citations	Total link strength ▼
✓	sparks ba, 2011, tourism manage, v32, p1310, doi 10.10...	23	32
✓	vermeulen ie, 2009, tourism manage, v30, p123, doi 10....	14	27
✓	ladhari r, 2015, int j hosp manag, v46, p36, doi 10.1016/j...	11	23
✓	xie kl, 2014, int j hosp manag, v43, p1, doi 10.1016/j.ijh...	11	20

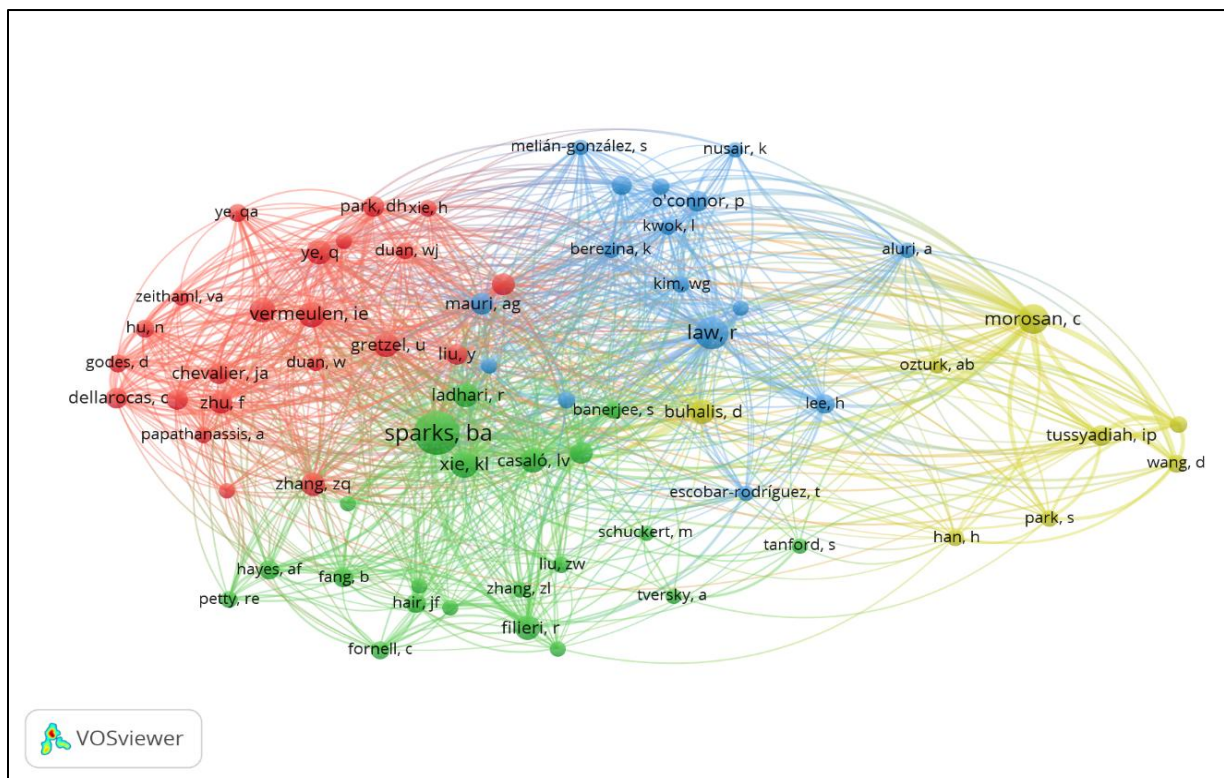


Figure 1.8 Minimum Author's 5 citations map

RESULTS

The findings on online hotel booking reveal three major outcomes. Consumer hotel booking intentions are studied mostly around trust, digital adoption, price and decision-making behaviour. A limited number of countries and scholars account for the majority of contributions. Greater interdisciplinary and international collaboration is still required. India was showing any rank in countries collaboration generating publications. However, England, China are the leading countries in production related to this area.

Frequently occurring keywords on the online hotel-booking emphasizes on consumer psychology, technology adoption, and trust of consumers. The majority of publications in the domain come from developed as well as emerging economies, while other low-economy regions remain underrepresented. There is heavy reliance on a few highly cited works that indicates the need for diversification and updated theoretical approaches. Word of mouth, trust are generally highlighted words related to this area of hospitality.

DISCUSSION

The bibliometric analysis on online hotel booking evidence-based on Web of Science database shows that this domain is an emerging but focused research area. While publications outputs are dominated by developed economies, there is a high scope for inclusive as well as diversified contributions. Future studies should also focus on integrating advanced technologies like artificial intelligence and personalized recommendation systems into consumer intention models.

CONCLUSION

This bibliometric study indicates the growing nature of studies on online hotel booking intentions but relatively it is concentrated to specific authors and regions. A Bibliometric mapping approach offers a systematic and effective way to identify key contributions, and uncover existing gaps, and provide directions for future research.

IMPLICATIONS OF THE STUDY

The study provides better insights to policy-makers in the hotel industry, research student and ultimately the society. By following correct guidelines, policy-makers and hotel-owners can perform better and improve their online services.

LIMITATIONS

The analysis was limited to the database of Web of Science, and excluded other eminent repositories like Scopus and Google Scholar. VOS Viewer provides visual networks but does not assess qualitative insights in depth. The time of using the selected database is also a limitation since it does not cover all articles. There may be chances of newer published reports after the conduction of this bibliometric research.

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