



The impact of online reviews on trust and hotel booking intentions among Chinese visitors in Thailand

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Article Info

Article history:

Received 19 July 2024

Revised 25 December 2024

Accepted 03 January 2025

Available online 08 May 2026

Keywords:

Chinese tourists,
hotel booking intention,
online reviews,
Stimulus-Organism-Response (S-O-R) model,
trust

Abstract

The growth of social media platforms and Online Travel Agencies (OTAs) has made it easier for Chinese visitors to access and contribute to online reviews. Applying the Stimulus-Organism-Response (S-O-R) model, this study aims to understand how online reviews impact trust and hotel booking intentions among Chinese tourists in Phuket, Thailand. It investigates to what extent online reviews, including review quality and positive and negative reviews, impact the trust and hotel booking intentions of 400 Chinese tourists who booked hotels online. The Structure Equation Modeling (SEM) findings showed that positive and negative reviews strongly affect trust among Chinese tourists, while reviewing quality, negative reviews, and trust directly affect hotel booking intentions. This study provides valuable insights for hotels to understand Chinese tourists' online booking behavior and intentions. It also highlights the influence of online reviews on Chinese tourists' booking intentions, which aided in managing tourists' overall services and experience in drawing Chinese tourists for hotel booking and tourism recovery.

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Introduction

Technology significantly transforms the tourism and hospitality industries (Wu et al., 2020). To meet customer expectations and satisfaction and sustainably grow their businesses in the long term, tourism and hotel operators should clearly understand the technological impacts on tourist behaviors, such as online purchasing (Pham et al., 2020), social media (Pop et al., 2022), and online reviews (Kim & Kim, 2022). As a result, online reviews have increasingly become a significant source of information for travel planning and influence consumers' purchasing decisions in the hotel industry (Kamble et al., 2020; Kim & Kim, 2022; Li et al., 2013). In addition, past research emphasizes the critical influence of online reviews on trust and online booking decisions (Cheng et al., 2019; Ozturk et al., 2017). Positive reviews can enhance trust in a hotel's quality and services, ultimately influencing their booking intentions (Kim et al., 2017; Sparks & Browning, 2011). Conversely, negative reviews can deter potential guests and decrease bookings (Chakraborty, 2019; El-Said, 2020). Nevertheless, some studies reveal different impacts of online quality, positive and negative reviews on trust, and online hotel booking (El-Said, 2020; Gellerstedt & Arvemo, 2019; Zhao et al., 2015; Zhu et al., 2020). Additionally, online reviews, including review quality, and positive and negative reviews impact trust and online booking intention, all these factors are not studied simultaneously in one study. Therefore, some knowledge gaps related to online reviews impacting trust and hotel booking intentions still exist.

Chinese tourists were among the most significant, substantial, and attractive tourist markets (Chen et al., 2023). Thailand was one of the most sought-after travel destinations among Chinese travelers (Chen et al., 2023). Chinese tourists entering Thailand numbered slightly over three million, or about 12.46 percent of the international tourists in 2023, and numbers have continuously increased in recent years (Ministry of Tourism and Sports, 2023). Chinese tourists are technologically savvy (Wu et al., 2020), rely heavily on online reviews when making travel decisions, and prefer online booking over other methods due to its flexibility, convenience, and attractive incentives (Fan et al., 2023). They prioritize digital social relationships when traveling and seek more deterministic information before planning a vacation to Thailand (Wan, 2022). Additionally, Zhao et al. (2015) also found that online reviews significantly influence Chinese business travelers' booking intentions, emphasizing the importance of timely and comprehensive reviews for hotels to attract Chinese tourists.

Although online booking has become a vital channel for booking hotels (Cheng et al., 2019; Kamble et al., 2020), only a few studies examine the impact of online reviews on hotel booking intention in the Chinese tourist segment (Chen et al., 2023; Wu et al., 2020; Zhao et al., 2015). Ozturk et al. (2017) supported the significance of trust and perceived value in online hotel booking intentions. Limited research focuses on how review content affects Chinese tourists' trust and hotel booking intentions in a destination-specific context, especially in Thailand (Chen et al., 2023). There remains a significant gap in understanding how Chinese tourists, specifically, are affected by the quality of online reviews (both positive and negative) when deciding to book a hotel in Thailand. Therefore, it is crucial to understand how online reviews impact Chinese tourists' trust and hotel booking intention. This study investigates whether the quality of the reviews and the positive and negative online reviews influence Chinese tourists' trust and their decisions to book hotels online in Thailand. This research expects to better understand of the effects of review quality and positive or negative online reviews on trust and hotel booking intention and provide insights for promoting hotels and increasing the quality and quantity of online bookings in the future.

Literature Review

The Application of Stimulus-Organism-Response (S-O-R) Model

The Stimulus-Organism-Response (S-O-R) model is a helpful framework that helps explain the complex interplay between external environmental effects, organisms' internal processes, and consumer behavior (Chang et al., 2014; Jang & Namkung, 2009; Mehrabian & Russell, 1974). The Stimulus (S) refers to any input that elicits a response from an individual, the Organism (O) is the reaction to the stimulus, and the Response (R) is the action that the organism takes because of the stimulus. By understanding how different stimuli impact an individual's response, marketers and researchers can create more effective campaigns and products that better meet the needs and desires of their target audience.

The wide application of the S-O-R model in past research includes a variety of consumer behaviors, purchasing decisions, brand loyalty, and product usage (Chang et al., 2014), online consumer behavior research and purchase intentions (Li & Yuan, 2018; Zhang et al., 2014), service quality on tourist satisfaction and engagement

in revisiting, recommending, and learning (Indrani & Gobinda, 2023), and forecasting tourists' revisit intentions in the tourism sector (Cheng et al., 2020).

In the hotel context, the S-O-R model is particularly effective in understanding the interactions between stimuli (e.g., hotel atmosphere, information quality, perceived interactivity, safety, privacy, price, promotion, and electronic word-of-mouth), individual's internal state or process (e.g., emotions, perceived value), and response (e.g., hotel loyalty, hotel booking intention) (Emir et al., 2016; Hsu et al., 2012; Jani & Han, 2015). Accordingly, this study applies the S-O-R model to understand stimuli (review quality, positive/negative reviews) and an organism (trust) impacting the process of hotel booking intention.

Research Model and Hypothesis Development

Online Reviews as Stimuli (S) Impacting Trust as an Organism (O)

Online reviews refer to an opinion on a product or service submitted by consumers on an e-commerce, retail, or third-party platform after purchasing and consist of two parts: (1) a rating (usually given on a scale of 1–5 stars); and (2) content written by consumers, which impact the hotel booking intention of future customers (Lim et al., 2022; Mudambi & Schuff, 2010). Online customer reviews have grown in importance as e-commerce has expanded, and they now frequently serve as crucial informational resources for customers (Baek et al., 2012), especially Chinese travelers' online hotel bookings (Zhao et al., 2015).

For an online hotel reservation to be effective, reviewers must be encouraged to provide helpful evaluations and make it simpler for customers to access such reviews when making an online hotel reservation (Baek et al., 2012). According to Gorade (2022), positive reviews are more prevalent in the hospitality industry than negative reviews. Positive eWOM accounts for nearly 70 percent of online reviews and considerably impacts hotel booking intentions, while negative reviews negatively impact hotel bookings on TripAdvisor (Gorade, 2022). Additionally, positive information with numerical ratings mitigates the negative effect (Gorade, 2022). Zhao et al. (2015) and Ermawati (2020) also presented that negative online reviews significantly impact hotel booking intention. Past research (Danish et al., 2019; Kim et al., 2017; Ponnareddy et al., 2017; Zhao et al., 2015) finds online reviews and review valence (negative

and positive) impacting travelers' online hotel booking intentions.

Trust refers to a positive perception of a person, interpersonal, or organization (Everard & Galletta, 2005; Lewicki & Bunker, 1996) and acts as a bridging variable between positive reviews and hotel booking intentions (Danish et al., 2019). This relationship reinforces the idea that consumers are more likely to book accommodations when they trust the information conveyed in online reviews. Hubble (2023) shows that most consumers read online reviews for local businesses and trust these reviews as much as personal recommendations. In addition, Chakraborty and Biswal (2020) indicate that various online hotel reviews create consumers' trust and reliability. Additionally, Park et al.'s. (2021) research shows that reviews with pictures effectively influence trust. On the other hand, Lăzăroiu et al. (2020) found that negative reviews are often perceived as more credible than positive ones, while positive reviews tend to foster greater initial trust, and trust moderately influences purchase intention. However, the influence of positive-negative online reviews on trust associated with hotel booking intentions has yet to be explored. Therefore, this study proposes the following hypotheses.

Hypothesis 1 (H1): Review quality positively affects trust.

Hypothesis 2 (H2): Positive reviews positively affect trust.

Hypothesis 3 (H3): Negative reviews negatively affect trust.

Trust as Organism (O) Impacting Hotel Booking Intention as a Response (R)

Trust affects the intention to make reservations (Kusumasondjaja, 2015). Trust in online reviews and perceived information quality significantly impact online hotel booking intention (Augustine & Adnan, 2020; Mansour et al., 2014). The intention to book is positively impacted by faith in third-party online booking platforms and trust in hotels, which is influenced by online reviews (Kim et al., 2017). Furthermore, trust can become a loyalty factor (Ju & Jang, 2023). Similarly, Lim et al. (2022) and Sreejesh and Anusree (2016) also illustrated that online reviews positively affect trust, subsequently influencing booking intentions. Therefore, trust influences hotel booking intention by mediating between various stimuli (such as online reviews and website features) and the ultimate response to making a reservation.

Hypothesis 4 (H4): Trust positively affects hotel booking intention.

Online Reviews as Stimuli (S) Impacting Hotel Booking Intention as a Response (R)

Although the usefulness of the S-O-R model in understanding the process of how stimuli (online reviews) impact the organism's reaction (trust) and result in a response (hotel booking intention), the S-O-R model does not always follow the particular order of Stimuli leading to Organism and Organism leading to Response (Kang, 2011). Therefore, the external environment (Stimulus) can directly impact response. For example, the quality of online reviews could affect consumer purchase intention (Park et al., 2007), and perceived credible online reviews positively influenced the booking intention of travelers for hotels (Chakraborty, 2019). In addition, previous research (Kim et al., 2017; Ponnappureddy et al., 2017; Zhao et al., 2015) reveals that the stimuli (positive and negative reviews) can directly affect the online booking intention, bypassing the organism process of trust that takes time to compare, analyze and evaluate the reviews from many sources in making an online hotel booking. Accordingly, the authors propose that review quality and positive feedback favorably influence consumers' intentions to book hotels online. In contrast, negative feedback has the opposite impact on consumers' intentions to book hotels online (Figure 1).

Hypothesis 5 (H5): Review quality positively affects hotel booking intention.

Hypothesis 6 (H6): Positive reviews positively affect hotel booking intention.

Hypothesis 7 (H7): Negative reviews negatively affect hotel booking intention.

Methodology

This study employed the quantitative method using an online survey to collect data from Chinese residents of mainland China who had traveled to Phuket and made at least one online hotel reservation. Hence, this study used questionnaires to analyze the impact of online reviews on trust and hotel booking intentions. Using a five-point Likert scale (from 1 strongly disagree to 5 strongly agree), the questionnaires were adapted from previous research: review quality by Chakraborty (2019), positive and negative reviews by Chakraborty (2019) and El-Said (2020), trust by Ponnappureddy et al. (2017), and booking intention by Chakraborty (2019). The questionnaire was back-translated from English to Chinese and Chinese to English to avoid misunderstanding or error. Two academic specialists and one industry expert in the research field tested the survey questions. After that, a pilot test was conducted with 30 respondents to ensure the reliability of the items at the preliminary stage. Then five experts assessed the instrument's content validity and Item-Objective Congruence (IOC) by evaluating each topic, variable, and statement. The IOC index, ranging from 0.90 to 0.70, indicated that the questionnaire's content was complete and usable.

This study investigates the influence of online review quality, positive and negative reviews, on the trust and hotel booking intentions of Chinese tourists visiting Phuket, Thailand. Understanding the impact of online reviews on the hotel booking intentions of Chinese visitors is particularly relevant, given Phuket's status as

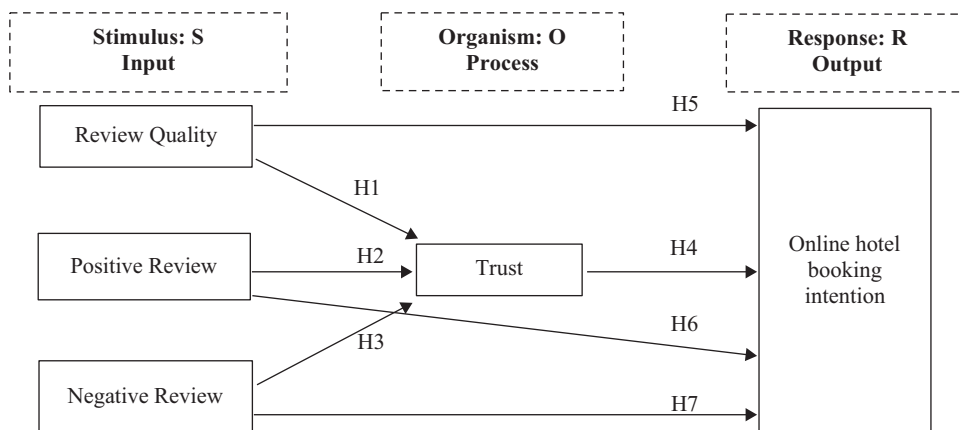


Figure 1 Research model and hypotheses

a premier destination for Chinese tourists with a tourism turnover forecast of 119,180.98 million baht in 2022 with a 35 percent occupancy rate (Angskul, 2023). Getting a sampling frame for the target population is important owing to confidentiality concerns. In this study, a non-probability convenience sampling was adopted. The online questionnaire was created on a Chinese online survey platform, Wen Juan Xing, and distributed via online channels and groups on a trusting source: WeChat (the most popular chat app among Chinese tourists) to prospective Chinese respondents worldwide (Ma et al., 2020), using snowball sampling, between January to February 2023. A total of 487 responses were collected. However, 87 incomplete responses were deleted after a validation check. Thus, 400 valid responses were analyzed using the Structural Equation Model (SEM) for hypothesis testing.

Results

Table 1 demonstrates the participants' demographic data. Most respondents were female (69%), 25–50 years old (87.2%) with a bachelor's degree (64.4%), were married (46.8%), and earned between 1,201 and 1,600 Yuan (73.5%) per month. Interestingly, most respondents had booked the hotel online at least twice (over 90%).

The fit indices show the statistical value of confirmatory factor analysis ($\chi^2 = 181.680$, $df = 109$, RMSEA = .042, SRMR = .039, CFI = .972, TLI = .966). Before testing the hypotheses, this study examined the measurement model to determine the construct validity and reliability. Table 2 displays the statistics for all constructions' standardized indicator loadings. The results demonstrate that all loadings are more than 0.50 (Hair et al., 2017), supporting the reliability of each indicator. The Average Variance Extracted (AVE), Composite Reliabilities (CRs), and Cronbach alpha (α)

Table 1 Participants' demographic data

Demographic data	Frequency ($n = 400$)	Percent
Gender		
Male	124	31.0
Female	276	69.0
Age (years old)		
18–24	11	2.8
25–35	200	50.0
36–50	149	37.2
51–64	28	7.0
65 and more	12	3.0
Education		
Vocational/diploma or lower level	28	7.0
Bachelor's degree	258	64.4
Master's degree	51	12.8
Doctoral degree	63	15.8
Status		
Single	159	39.8
Marriage	187	46.8
Others	54	13.4
Income (Chinese Yuan)		
Under 1,000 CNY	10	2.5
1,000–1,200 CNY	29	7.3
1,201–1,400 CNY	118	29.5
1,401–1,600 CNY	176	44.0
1,601–1,800 CNY	42	10.4
Above 1,800 CNY	25	6.3
Experience in online hotel booking (times)		
First time (one time)	29	7.3
Two times	138	34.5
Three times	189	47.3
Four times	30	7.4
More than four times	14	3.5

were used to investigate reliability and validity. All constructions' AVE, CR, and α values are higher than the threshold values of .5, .7, and .7, respectively.

Discriminant validity presented in Table 3 was evaluated to show that each concept has distinctive features that set it apart from other constructs in the structural model. If each construct's square root of AVE is greater than the correlation with other latent variables, statistically, discriminant validity is verified (Fornell & Larcker, 1981). All of the square roots of AVE in Table 3 are greater than the correlation values in column and row, demonstrating the establishment of discriminant validity. Therefore, this study also confirmed the acceptable reliability and validity of the constructs.

The findings of the hypothesis testing are shown in Table 4. The results confirmed Hypothesis 2 (H2):

Positive reviews positively affect trust ($z = 7.133^{***}$), Hypothesis 3 (H3): Negative reviews negatively affect trust ($z = -2.855^{**}$), Hypothesis 4 (H4): Trust positively affects hotel booking intention ($z = 4.987^{***}$), Hypothesis 5 (H5): Review quality positively affects hotel booking intention ($z = 5.318^{***}$), and Hypothesis 7 (H7): Negative reviews negatively affect hotel booking intention ($z = -4.283^{***}$). In contrast, the results did not support Hypothesis 1 (H1): Review quality positively affects trust. ($z = 1.870$), and Hypothesis 6 (H6): Positive reviews positively affect hotel booking intention ($z = 0.608$). Finally, the R^2 value displays the variances explained; it was investigated for this study's meaningful interpretation of path coefficients. This final dependent construct contributed $R^2 = .441$ for trust and $R^2 = .546$ for booking intention.

Table 2 Confirmatory factor analysis

Variables	Estimate Loading	AVE	CR	α
Review quality		.55	.78	.75
Online reviews on hotels provided are relevant and accurate.	.798			
Online reviews on hotels provide detailed and comprehensive information.	.859			
Online reviews on hotels are clearly explained with logical justifications.	.528			
Positive review		.54	.78	.76
Positive online hotel reviews (e.g., review score, review sentiment, review title sentiment) are consistent.	.727			
Positive online hotel reviews are reliable.	.727			
Positive reviews or recommendations influence you to book a hotel.	.759			
Negative review		.61	.82	.82
Negative reviews influence your hotel booking intention.	.795			
Negative reviews are going to terminate your intentions to book the hotel.	.716			
You will perceive a hotel negatively if it often receives negative reviews.	.828			
Trust		.50	.83	.81
I trust online hotel reviews because they are believable.	.633			
I trust online hotel reviews as credible because they are the consumer's opinion.	.753			
I trust online hotel reviews verified by credible third-party online booking platforms.	.738			
I trust the hotels that received high scores in online reviews.	.693			
I trust online reviews that are politely written and reviewed with logical reasons (without emotion, e.g., angry emotion may lead to bias).	.698			
Booking intention		.53	.77	.74
I mostly rely on online reviews as key information before booking the hotel.	.718			
I consider online reviews before making a hotel booking.	.761			
I read online reviews before deciding on my hotel booking.	.694			

Table 3 Discriminant validity

Variable	<i>M</i>	<i>SD</i>	1	2	3	4	5
Review quality	4.01	.71	.741				
Positive review	4.02	.65	.331**	.735			
Negative review	3.78	.75	.332**	.688**	.781		
Trust	3.92	.60	.365**	.681**	.540**	.707	
Booking intention	3.83	.63	.446**	.527**	.376**	.648**	.728

Note: Diagonal values represent the square root of AVE

** $p < .01$

Table 4 Hypotheses testing results

Variable	Trust	Booking intention
Review quality	H1: .103 ($z = 1.870$)	H5: .312 ($z = 5.318^{***}$)
Positive review	H2: .990 ($z = 7.133^{***}$)	H6: .154 ($z = .608$)
Negative review	H3: -.175 ($z = -2.855^{**}$)	H7: -.402 ($z = -4.283^{***}$)
Trust		H4: .795 ($z = 4.987^{***}$)
R ²	.441	.546

Note: $^{**}p < .01$, $^{***}p < .001$

Discussion

This study reveals the proportion of 31 percent male and 69 percent female participants, which was aligned with the report of the increasing number of young Chinese travelers by Khaosod English (2023) and the previous research conducted by Samerjai (2021). In addition, the respondent profile was in line with previous research (Donovan, 2022), highlighting that a family trip has become a target market niche as most Chinese tourists are married and prefer to travel with their families.

This study highlights the importance of the quality of online reviews on Chinese tourists' booking intentions. Chinese tourists use more technology for their trips, especially online channels, to save time and convenience when booking airplane tickets, hotels, travel packages, and restaurants (Donovan, 2022). The reliability and rationalism of online reviews can affect the review quality (Shin et al., 2017), and the valence of reviews is significant for decision-making regarding online bookings (Gellerstedt & Arvemo, 2019). Significantly, this study emphasizes the dominant impact of negative reviews on hotel booking intentions, which is consistent with past research (Gorade, 2022; Wen et al., 2021; Zhao et al., 2015).

Contrary to earlier studies (Danish et al., 2019; Ermawati, 2020) which concluded that good reviews were the most influential factor, this study found no substantial effect of favorable ratings on Chinese travelers' hotel booking intentions. This is because cultural influences, personal values, negative reviews, and the authenticity of reviews have a greater impact on shaping consumer behavior; Chinese tourists prefer practical and trustworthy negative review aspects of hotel selection over positive reviews. Gorade (2022) found that the most critical aspect of online customer reviews is the number of reviews, and thus, review quality might also be related to review quantity. Similarly, Hanandeh et al. (2019) state that eWOM significantly affects hotel preferences, especially regarding quality, quantity, and credibility.

As predicted, trust is positively impacted by positive reviews while negatively affected by adverse comments. This is consistent with Zhu et al. (2020), who states that the perceived information quality of positive online reviews significantly influences trust, contentment, and purchase intention. Park et al. (2021) reveal that negative reviews and pictures culminated in high trust perceptions. Supporting the previous studies (Lim et al., 2022; Zahidah & Rostian, 2021), the research finding highlights the impact of trust on booking intention. According to Tran (2020), the perceived effectiveness of social media platforms and online trust positively affects purchase intention. Chinese tourists use chatbots, such as WeChat, to be the source of online reviews (Chan, 2020). If customers have high trust in a website and perceive a low level of risk in electronic transactions, they will increase their intent to purchase products through that website (Mansour et al., 2014). Additionally, Sparks and Browning (2011) stated that booking intents and customer trust are increased by information that is presented positively and includes rating information. Therefore, trust is also an essential factor that affects online hotel booking (Ponnapureddy et al., 2017). The findings suggest that when the customer reads a negative review, it shows the incredibility of the hotel and, thus, undermines trust in hotel booking, which corresponds to Danish et al. (2019) who found that trust impacts online hotel booking while negative reviews indirectly affect customers' booking intention. Similarly, El-Said (2020) agrees that positive reviews have little significance on booking intentions but strongly affect negative reviews. However, when consumers read many positive reviews and evaluate the hotel's quality, it might increase their desire to book a hotel directly, as it is an intangible product or service that customers cannot sample before booking (Kim et al., 2017; Zhao et al., 2015). Additionally, the quality of both negative and positive reviews is an undeniable factor in customers' decision-making when choosing an online hotel (Hanandeh et al., 2019).

In conclusion, negative reviews, especially those with low star ratings and accompanying photos, have a stronger impact on booking decisions than positive

reviews as they erode trust. While a higher number of reviews generally increases trust, an increase in negative reviews can significantly deter books. Therefore, both the quality and quantity of reviews are crucial for shaping trust and influencing the online booking intentions of Chinese tourists. However, effective customer feedback management is essential for maintaining a positive online reputation.

Conclusion

Theoretical Implications

This research adds to the body of knowledge on consumer decision-making. Owing to the present, the changes in tourists' behavior, especially in the pre-visit stage, affect the tourism and hospitality sectors. This study is the first attempt to apply the S-O-R model in tourism and hospitality by testing the quality of the reviews and online reviews on trust and hotel booking intention among Chinese tourists in Thailand. The S-O-R model is a suitable framework for understanding the impact of the environment (stimuli) on people's behavior (Mehrabian & Russell, 1974). Specifically, this research shows the effect of review quality on trust and hotel booking intention. It also proves that Chinese tourists are more concentrated and sensitive to negative reviews than positive ones. Positive reviews greatly influence Chinese travelers' trust, but they are more likely to change their hotel booking plans when they read negative ones. According to the S-O-R model, when the customers receive the hotel's source information (the review quality and positive and negative reviews) (Stimulus: S), they recognize emotions stimulated by the external environment (Organism: O) regarding trust. Then, tourist behavior (Response: R) is changed by their evaluation of the information source based on their experience, influencing booking intention.

Practical Implications

The results of this study provide a practical application for hotels to understand Chinese tourist behavior and the impact of online reviews on hotel booking intentions. Specifically, Chinese tourists rely on online reviews as a significant source of information for travel planning, influencing consumers' trust and purchasing decisions on travel and hotel booking intentions. Applying the S-O-R model in this context underscores the importance of providing high-quality information and fostering a

sense among reviewers. Hotels with positive reviews can create first impressions and trust, leading to booking intentions. In contrast, negative reviews can cancel the intention to book. To meet customer expectations and sustainably grow their businesses, tourism and hotel operators should prioritize changes in consumer behavior, especially in online purchasing, regarding review quality, negative reviews, and trust, which directly influence the online booking intentions of travelers. The study results can improve effectiveness, increase tourists' trust, and develop diverse marketing and promotion strategies in Thailand and other countries that respond to Chinese tourists, who are the main target market in Thailand, provide better service, a new channel of online booking innovation development, and motivate Chinese tourists to revisit Thailand continuously.

Limitations and Future Research

There are two major limitations to the research design. This study only investigates the effect of online review quality, positive/negative reviews on trust, and hotel booking intention among Chinese tourists (Demand side) who book hotels online. It did not include all influential variables affecting online hotel booking intention, such as brand image, perceived price, perceived value, security, and reliable payment system. Therefore, these variables should be considered in future studies. Additionally, future studies should include specific features of online reviews' content and sources, such as usefulness, reviewer expertise, timeliness, volume, valence, and comprehensiveness identified by Zhao et al. (2015), which future research should consider. Lastly, Li et al. (2013) highlighted that qualitative research through online reviews may help understand the evolving tourists' online behavior and provide insightful information. More qualitative research should be conducted on this topic. Its sampling methods and valid data of more female Chinese participants may cause generalized issue. Therefore, the results cannot be generalized and may not apply to all nationalities of tourists who use online hotel booking. Future research should investigate more international tourists' online hotel booking intentions in other countries for comparison. In addition, the control sampling may help justify the generalized issue.

Conflict of Interest

The authors declare that there is no conflict of interest.

Fundings

Phuket Rajabhat University under the Visiting Scholar Program, Ministry of Higher Education, Science, Ministry of Higher Education, Science, Research, and Innovation in Thailand funded this study.

Acknowledgments

We thank all the stakeholders who supported us with the information.

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