

A Study on Travelers' Motivation to Provide Online Reviews

Chandan Kumar Thakur¹

T. Sai Vijay²

Tapas Kumar Chatterjee³

Abstract

Information communication technology has changed people's behavior towards gathering and assimilating information resulting in their dependence on electronic word-of-mouth to fulfill their information needs. With the help of the theory of planned behavior as the conceptual base, the present study aimed at examining the role of antecedent factors – to inform other travelers, show concern, express their enjoyment, subjective norms, and perceived behavioral control on travelers' attitude. Further, the impact of attitude on their intention to write reviews was also studied. The results suggested a significant impact of informing others, concern for others, expressing enjoyment, and subjective norms on travelers' attitude towards writing reviews. This attitude triggered travelers' intent to provide reviews. The original contribution of the study is in identifying the antecedent factors influencing travelers' attitude and intention towards writing online reviews in the context of an emerging market (India).

Keywords : motivation to write online reviews, electronic word-of-mouth, express enjoyment, attitude towards ewom, concern for others, subjective norm, perceived behavioral control

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The buying process of consumers is always associated with several choices, loads of information, and lots of uncertainty. People constantly strive to make the best decision, make better judgments, and select the best products/services. One strategy to reduce the associated ambiguity while picking a suitable product is to use the information offered by a company (both offline and online). However, consumers often do not rely on such information as it tends to be biased. On the contrary, the consumers prefer to get opinions and hear other customers' experiences, known as word-of-mouth communication, to help them make the right decision. The reliance on electronic word-of-mouth (e-wom) communication has grown in tandem with the advent of the internet and the exponential expansion of gadgets (computers and smartphones) that quickly connect customers. The e-wom assists potential shoppers in minimizing the element of uncertainty and risk associated with purchasing a new product or service (Bronner & De Hoog, 2011). The ease of accessing the internet through smartphones/tablets has helped shoppers shop online anytime and at any place through their devices. This interaction between the seller and the buyer has evolved into an extremely adaptable form with the help of technology that enables greater levels of customer interaction (Coursaris & Hassanein, 2002).

¹ Professor of Marketing (Corresponding Author), Marketing Department, ISB & M, Pune, PUNE Nande Campus, S. No. 44/1, 44 1/2, Nande Village, Pashan Sus Road, Pune - 412 115, Maharashtra. (Email : chandan_t@yahoo.com)

ORCID iD : <https://orcid.org/0000-0002-0273-3596>

² Assistant Professor, Indian Institute of Management, Ranchi, 5th Floor, Suchna Bhawan, Audrey House Campus, Meur's Road, Ranchi - 834 008, Jharkhand. (Email : tsavijay@gmail.com) ; ORCID iD : <https://orcid.org/0000-0003-1493-9855>

³ Associate Professor of Marketing, IMT Nagpur, 35 Km Milestone, Katol Road, Nagpur - 441 502, Maharashtra. (Email : tkchatterjee@imtnag.ac.in) ; ORCID iD : <https://orcid.org/0000-0001-5419-3045>

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Online sellers assimilate the online information by asking customers to share their opinion and experience in the form of reviews (Schmallegger & Carson, 2008). Existing purchasers' and users' reviews play an important role in disseminating knowledge, building trust, and boosting e-commerce. Online reviews provide useful information and evidence on a wide range of items and services. Also, these reviews describe the quality and usefulness of a product/service and help shoppers' buying decisions (Li & Zhan, 2011).

With the exponential growth of e-commerce, consumers' dependence on reviews has also increased exponentially. However, more people read these reviews than those who write them (Yoo & Gretzel, 2008). Especially in the tourism industry, user-generated information plays a vital role in influencing prospective travelers' decision-making (Crous, 2019). It has been reported that as high as 91% of the people read reviews before making any decision (Bloem, n.d.). Thus, tourism marketers and destination managers need to understand what motivates and influences travelers to pen down their thoughts and experiences in online reviews that other travelers would read. Extant literature has elaborated on travelers' motivations for writing reviews (e.g., Bronner & De Hoog, 2011; Fine et al., 2017; Yoo & Gretzel, 2008).

Nonetheless, the available research on understanding travelers' motivation to post online reviews in the Asian region is severely lacking. Most of the research has been carried out in the developed western markets such as the United States and Europe. The structure and pattern examined in developed nations may not reflect and be relevant to developing countries like India because of cultural, behavioral, and demographic variations. Thus, it would be pertinent to examine consumers in emerging economies like India. This necessitates conducting an empirical investigation to understand the motivations of Indian travelers' towards writing online reviews. The present study utilizes the theory of planned behavior (TPB) as the theoretical basis to address the above-stated gap. It examines the motivations behind individuals' intention to write online reviews.

Theoretical Background

Theory of Planned Behaviour (TPB)

The theory of planned behavior is a drawn-out description of the TRA model. The main distinction between the two models is the addition of perceived behavioral control (Ajzen, 1991). TRA is based on the assumption that behavioral intentions motivate individuals to perform the actual behavior. It doesn't consider the impact of other external, unobserved variables on the link between behavioral intention and actual behavior. However, there can be other non-motivational elements in the real world that can impact the linkage. This issue is taken care of by incorporating a construct – perceived behavioral control, which refers to consumers' perception regarding the difficulty in performing a particular behavior (Ajzen, 1991). TPB hypothesizes that a person's behavior depends on and can be anticipated by behavioral intention and perceived behavioral control.

George (2002) used the theory of planned behavior to examine the association between beliefs about privacy, trustworthiness, and buying through the internet. Findings from this study explained the connections between internet beliefs, attitudes, intent, and behavior related to internet purchasing. Similarly, George (2004) explored the relationship between internet privacy and trustworthiness. According to the researcher, participants were more inclined to shop online if they trusted the internet and believed in their ability to buy online.

Literature Review and Hypotheses Formulation

Marketing academicians and practitioners recognize that word-of-mouth (WOM) plays a vital role in marketing. With the growing use of the internet and online communication, eWOM (electronic word-of-mouth) communication has become even more important. eWOM communication has been defined as “online opinion

leadership,” which emphasizes the method by which people (influencers) affect their peers' opinions or behaviors. Individuals have a tremendous impact on others through eWOM communication. According to a more holistic definition, “eWOM is any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the internet” (Hennig-Thurau et al., 2004, p.39).

People have gone from passive consumers to active participants as their access to the internet has increased. While just a small number of customers may be exposed to WOM in a physical location, customers now have relatively easy access to the internet, where they can freely share positive or negative experiences with strangers. Consumers' impressions of the seller's trustworthiness are significantly harmed or enhanced due to these public remarks and ratings (Cheung & Lee, 2012; Fu et al., 2015). Due to the conceptual similarity of traditional offline and online WOM communication, factors that have been identified in the research as relevant in the conventional offline environment can also be significant in the online situation. However, some disagree with this viewpoint.

A study was conducted to understand the trends in eWOM research by applying a bibliometric analysis of past research works. The key theories used in researching electronic word of mouth included the information adoption model, cognitive dissonance theory, elaboration likelihood model, attribution theory, and the social exchange theory. The findings suggested that a significant amount of research on eWOM has been conducted in countries belonging to the Asian subcontinent like Taiwan, China, and Hong Kong (Mahadevan & Joshi, 2021).

Existing literature on eWOM suggests that the positive or negative impact of eWOM on consumers' purchase decisions of a product has been studied by past researchers. Still, the underlying motivation behind consumers engaging in eWOM is a less researched area. Despite many studies on eWOM, the intention to engage in eWOM communication is still a poorly studied topic. The variables that encourage people to engage in various sorts of (good or negative) eWOM communication are less well understood (Fu et al., 2015).

It was found that intrinsic and extrinsic motivations positively affected involvement in WOM review behavior. Also, the perception of service quality and age influenced consumer engagement on eWOM review writing behavior (Fine et al., 2017). Further, the originality and usefulness of the product influenced WOM differently. Consumers share more WOM regarding original products, but the worth of what they say is determined by the products' perceived worth or utility. The effect of utility is amplified by originality. As a result, when it comes to original and useful products, customers spread more favorably balanced WOM than when it comes to less original and equally helpful products. The implication for managers is that the product originality should be given due priority while developing and positioning new products (Moldovan et al., 2011).

A study was conducted to understand different dimensions of online trust behavior by applying the analytical hierarchy approach. The results affirmed that ability is the top-ranked dimension of online trust for e-commerce brands that drives online shoppers, followed by benevolence and integrity (Guru et al., 2021).

Consumer trust in online travel websites is influenced by an inclination to trust, reputation, perceived website size, ease of use, perceived utility, and website quality. Consumers' attitudes, perception of risk, and propensity to purchase travel online were influenced by trust (Agag et al., 2017). Research was conducted to understand fashion consumers' motivations for engaging in electronic word-of-mouth (eWOM) communication via social media platforms by using the theory of reasoned action (TRA) model (Wolny & Mueller, 2013). The hypothesized model included independent variables such as 'fashion involvement,' 'brand involvement,' 'self-involvement,' 'product involvement,' 'other involvement,' 'advice seeking,' and 'desire for social connection' as well as endogenous factors such as 'attitude' and 'subjective norms' with eWOM as the dependent variable. The authors discovered that the primary motivators for fashion brand-related eWOM participation were 'fashion involvement' and 'brand involvement.' This finding contrasts with most eWOM studies, which revealed that customer happiness with the product was the most important motivator for sharing brand-related information. This study also found product involvement as an important factor in increasing eWOM communication.

Another study was conducted to understand why people want to contribute knowledge to an internet community. It was found that performance expectancy (PE) and perceived identity verification (PIV) were positively related to satisfaction, which in turn affected knowledge contribution to online communities (Chou, 2010). Another study to understand determinant factors of consumer engagement in e-WOM in social networking sites focused on five crucial social relationship variables: tie strength, social capital, homophily, trust, and consumer susceptibility to interpersonal influence related to eWOM behavior in social networking sites. Besides tie strength, social capital, homophily, trust, and interpersonal influence significantly influenced users' engagement in eWOM communications (Chu & Kim, 2011). Another study explored a few central questions in the context of eWOM : (a) Which type of vacationers post online reviews? (b) With what motivations do they post online reviews? It was observed that most of the vacationers belonged to the age group less than 55 years and were from low and high middle-income groups. The motivations to post reviews were categorized as (a) self-directed, (b) helping other vacationers, (c) social benefits, (d) consumer empowerment, and (e) helping companies (Bronner & De Hoog, 2011).

This research paper focuses more on travelers' intention towards eWOM communication. One study examined credibility perception and online travelers' attitude toward using user-generated content (UGC). The study found that online travelers were more positively disposed toward the use of UGC for travel planning if they believed that UGC was from credible travelers (Ayeh et al., 2013). Another study found that perceived usefulness and satisfaction were important factors to motivate continuance intention to use online travel services. Also, perceived usefulness and continuance intention were the two important variables determining online travel service users' WOM behavior (Li & Liu, 2014).

The following important independent variables were identified after a thorough review of literature related to motivation and intention of travelers to write online reviews: Inform/help others, concern for other consumers, need for enjoyment, subjective norms, and perceived behavioral control. Attitude and intention were identified as the dependent variables.

Inform / Help Others

Very little is known regarding travelers' motivation to write online reviews. People often share their experiences to help or warn others (Yoo & Gretzel, 2008). In a study to find out the motives behind posting online reviews, it was found that there was a significant relationship between online review postings and motivations to help (Jones, 2013). Some authors studied the factors driving café consumers to spread eWOM communication. The authors wrote that the influence of eWOM was particularly strong in the case of the foodservice business. EWOM helped consumers in decision-making by providing credible information. Young adult consumers are extremely driven to participate in eWOM to represent themselves in the digital world, according to the study's findings. Reflected self-appraisal was the most crucial aspect driving eWOM's goal. Young adults place a premium on making a good impression on others. Also, consumers have higher motivation to engage in eWOM when it provides social benefits (Kim et al., 2015).

Concern for Other Consumers

Online travel writers were motivated by supporting a travel service provider and 'concern for other shoppers' (Yoo & Gretzel, 2008). Some authors studied the factors behind consumer motivation to review a product online. According to their findings, 'concern for others' was not the primary motivation for posting online product reviews. However, self-expression / self-confirmation motives were the dominant force behind online product review contributions (Dellarocas & Narayan, 2006). Concern for others was revealed to be the most important

attitude toward eWOM communication in the study by Fu et al. (2015). Another study found that 'advice seeking' and 'concern for others' were not important factors influencing the frequency of eWOM engagement with fashion brands (Wolny & Mueller, 2013).

Need for Enjoyment

Online travel writers are motivated by a desire to have fun. Many people simply like sharing their travel knowledge and experiences with others (Yoo & Gretzel, 2008). Another study was conducted to study the factors driving consumers to spread eWOM. The authors studied the impact of six independent variables, namely, 'reciprocity,' 'reputation,' 'sense of belonging,' 'moral obligation,' 'enjoyment of helping,' and 'knowledge self-efficacy' on eWOM intention (dependent variable). The study found a significant relation between eWOM intention and reputation, sense of belonging, and enjoyment of helping (Cheung & Lee, 2012).

Subjective Norms

Subjective norms can be defined as the degree to which an individual perceives providing online reviews as a norm among people who are important to him or her. The researchers speculated that the higher the subjective standard, the greater the likelihood of online reviews. However, they found that the subjective norms did not significantly affect writing online reviews. They explained the lack of support due to the low level of subjective norms in an individual context. However, the factor might positively influence intention to write online reviews in the context of group interactions (Picazo-Vela et al., 2010). Another study found that 'subjective norms' were the most important determinant for negative eWOM intention (Fu et al., 2015).

Perceived Behavioral Control

Perceived behavioral control can be described as an individual's perception of how easy or difficult it is to provide an online review. The authors hypothesized that an individual who considers providing online reviews a simple activity would be more likely to do so than an individual who sees providing online reviews as a laborious effort. However, the hypothesis was not supported. The authors explained the lack of support due to the mediation by skills required in operating computers and shopping online (Picazo-Vela et al., 2010).

Attitude and Intention to Write Online Reviews

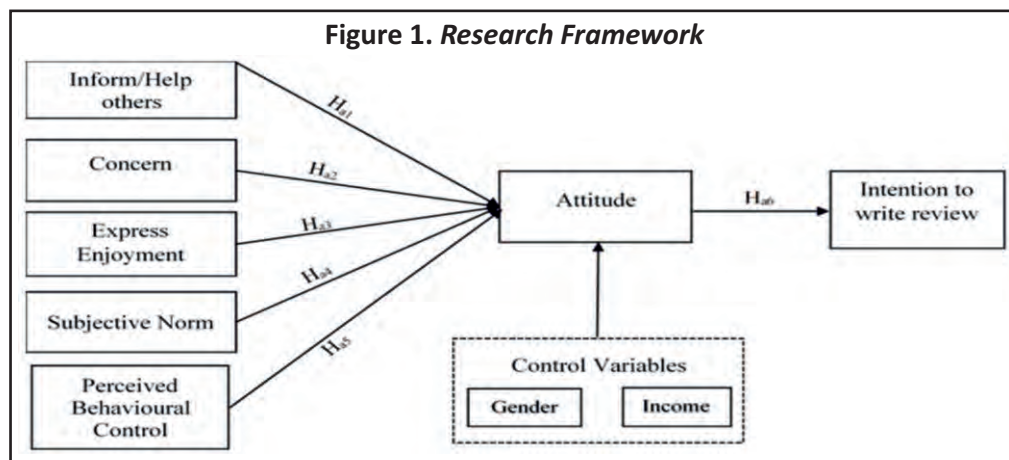
One study found that online travelers were more positively disposed toward UGC (user-generated content) for travel planning if they believed that UGC was from credible travelers. It was also found that the attitude toward using UGC had the strongest influence on behavioral intention (Ayeh et al., 2013).

Some authors conducted a study to understand the factors responsible for eWOM communication. They built their research framework by looking at the link between satisfaction and eWOM communication. The study's main findings were that satisfaction had a limited relationship with eWOM communication intentions. It was a requirement, but it wasn't enough to explain eWOM's goal. Also, it was found that 'attitude' was the most important indicator of positive eWOM intention; whereas, 'subjective norms' was the most important indicator of negative eWOM intention (Fu et al., 2015). Other authors researched to learn why people leave an online review. The study's main conclusion was that "attitude" was a strong predictor of writing an online review. Individuals' intentions to write an online evaluation were not significantly influenced by subjective norms or perceived behavioral control (Picazo-Vela et al., 2010).

Based on the literature review, the following hypotheses are formulated:

- ↪ **H1** : Consumers' motivation to inform/help others positively influences their attitude.
- ↪ **H2** : Consumers' concern towards others positively influences their attitude.
- ↪ **H3** : Consumers' motivation to express enjoyment positively influences their attitude.
- ↪ **H4** : Consumers' subjective norms positively influence their attitude.
- ↪ **H5** : Consumers' perceived behavioral control positively influences their attitude.
- ↪ **H6** : Consumers' attitude positively influences their intention to write online reviews.

The research framework based on the hypotheses formulated is presented in Figure 1.



Research Methodology

The present study has used a cross-sectional design. This research is both exploratory and descriptive and was conducted in two stages. The first stage consisted of identifying the constructs and the relevant literature describing the relationship between those constructs. These were identified, keeping the research objective in focus. The findings from the exploratory study were then used to create a structured questionnaire. The descriptive design part of the research entails using an appropriate instrument to gather data from the intended sample.

Measurement Items

Once the constructs were finalized, validated scales from existing studies were taken up for measuring those constructs. Jones's (2013) four-item scale was adapted to measure the construct 'to inform.' For measuring the construct 'concern,' a four-item scale from the study of Hennig-Thurau et al. (2004) was adapted. Yoo and Gretzel's (2008) five-item scale was modified to measure 'express enjoyment.' Further, a three-item scale from Fu et al. (2015) was used to evaluate the construct 'subjective norms.' For measuring 'perceived behavioral control,' a four-item scale was developed by modifying scales from Fu et al. (2015) and Picazo-Vela et al. (2010). Attitude was measured using the four-item scale adapted from Picazo-Vela et al. (2010). Finally, the construct 'intention to write reviews' was measured with the help of a three-item scale adapted from Cronan and Al-Rafee (2008).

All the scale items put together resulted in 27 statements (items). These were used to develop the questionnaire that would be used for data collection. The questionnaire consisted of two parts. The first part solicited

respondents' demographic details and general information regarding their review reading and writing behavior. The second part had questions about their motivation for writing reviews, attitude, and intention to provide online reviews. After finalizing the survey instrument, it was shared with a group of doctoral scholars, and they were asked to check for consistency, ease of understanding, and clarity of the instrument. Based on their feedback, minor modifications were made to the questionnaire. The questionnaire was also pre-tested to check for validity and reliability. The questionnaire was distributed to 60 students pursuing their post-graduate degree in management. These respondents were not part of the final sample. The pre-test results revealed that all the constructs had relevant scores above the minimum cut-off. The final data collection process was carried out after the pre-test phase.

Sample and Procedure

An offline survey was conducted to collect the primary data for this study. The data were collected with the help of a questionnaire. The sample unit for the study included the students of the post-graduate management program. These millennials form the leading group of consumers who do a lot of selection and booking through online sites and generate user-generated content on the online media. They tend to rely more on their skills, thus giving prominence to reading and writing online reviews. The survey instrument was distributed to 500 respondents. The survey was carried out between January – March 2020. After discarding the incomplete and erroneously filled questionnaires, the final sample size corresponded to 324 respondents, and their responses were used for data analysis.

Analysis and Results

Data analysis was performed in two stages with the help of SPSS 24 and AMOS 22. The first stage was to check for

Table 1. Demographic Details of the Participants

| Group | Category | Count | Percentage (%) |
|--|--------------------|--------------|-----------------------|
| Gender | Male | 197 | 60.8 |
| | Female | 127 | 39.2 |
| Age group (years) | Below 20 | 1 | 0.3 |
| | 21 – 30 | 322 | 99.7 |
| | Above 30 | 1 | 0.3 |
| Monthly family income (INR) | < 50,000 | 29 | 9.0 |
| | 50,001 – 100,000 | 88 | 27.2 |
| | 100,001 – 150,000 | 78 | 24.1 |
| | 150,000 | 129 | 39.8 |
| Number of times products or services purchased online during the past 6 months | Never | 5 | 1.5 |
| | 1 – 3 | 121 | 37.3 |
| | 4 – 10 times | 127 | 39.2 |
| | More than 10 times | 71 | 21.9 |
| Number of times purchased or reserved a hotel room in the past through online channels | Never | 40 | 12.3 |
| | 1 – 3 | 153 | 47.2 |
| | 4 – 8 | 75 | 23.1 |
| | More than 8 | 56 | 17.3 |

the reliability and validity of the research model. The second stage involved testing the proposed hypotheses through structural equation modeling; 61% of the respondents were male, and 39% were female. Table 1 depicts the demographic characteristics of the sample respondents. Twenty-five percent of the sample had monthly income between INR 1 and 1.5 lakh, and 28% had income between INR 50,000 and 1 lakh.

Reliability and Validity

The data analysis started with the test for the reliability and validity of the constructs used in the study. Internal consistency of the factors was assessed by calculating Cronbach's α coefficient (Table 2). This ranged between 0.81 and 0.98, reflecting good reliability of the scale (Hair et al., 2010). Further, convergent validity was assessed by calculating the average variance extracted, which should be above the cut-off level of 0.50 (Hair et al., 2010).

Table 2. Reliability and Validity

| Construct and Items | Factor Loadings | Cronbach's α | AVE | CR | VIF |
|---|------------------------|---------------------------------------|------------|-----------|------------|
| Inform/Help | | 0.863 | 0.62 | 0.86 | 1.195 |
| Express support for a product or service | 0.835 | | | | |
| Provide information not currently available | 0.786 | | | | |
| Help those less knowledgeable | 0.871 | | | | |
| Share information that might be of use to others | 0.826 | | | | |
| To Show Concern | | 0.816 | 0.66 | 0.92 | 2.303 |
| Warn others of bad services (hotels, restaurants, etc.) | 0.753 | | | | |
| Save others from having negative experiences | 0.764 | | | | |
| Help by sharing positive experiences | 0.895 | | | | |
| Allow buying the right service | 0.893 | | | | |
| To Express Enjoyment | | 0.982 | 0.91 | 0.98 | 1.538 |
| Enjoy it | 0.909 | | | | |
| To share travel experience | 0.935 | | | | |
| To relive trips | 0.931 | | | | |
| To reflect on the trip | 0.930 | | | | |
| Tell others about trip success | 0.926 | | | | |
| Subjective Norms | | 0.955 | 0.88 | 0.95 | 1.526 |
| People think I should provide online reviews | 0.876 | | | | |
| People who influence my behavior would want me to post online reviews | 0.905 | | | | |
| People whose opinions I valued preferred that I post online reviews | 0.877 | | | | |
| Perceived Behavioural Control | | 0.900 | 0.74 | 0.89 | 1.359 |
| Posting comments online is entirely within my control | 0.779 | | | | |
| I could easily provide online reviews | 0.870 | | | | |
| I have the resources, knowledge, and ability to post comments online | 0.893 | | | | |
| I can find where to provide online reviews if I want to | 0.808 | | | | |

The factor loading for items in each construct was calculated as reflected in Table 2. All the loadings are greater than 0.70, indicating high validity of the scale (Hair et al., 2010). Finally, to check for multicollinearity, VIF was calculated. As per Hair et al. (2010), the VIF values of less than 10 indicate the absence of multicollinearity. The same is being presented in Table 2.

Test for Discriminant Validity

To further test for the validity of the constructs, a test for discriminant validity was employed. As seen in Table 3, the root of AVE is greater than the inter-construct correlation for each factor. This suggests that each factor is distinctly different from other factors, thereby approving the validity of the constructs.

While performing confirmatory analysis, besides assessing the validity and reliability of the factors, it is also important to check for the various fit indices related to the data's appropriateness and fitment with the research model. The chi-square minimum to the degree of freedom is 1.910, less than the cut-off value of 3.00 (Hair et al., 2010). Other fit indices were also measured – GFI = 0.92, NFI = 0.941, IFI = 0.971, TLI = 0.962, and CFI = 0.971. All these indices are above the recommended threshold value of 0.90 (Hair et al., 2010). RMSEA (value = 0.053) is also measured and is less than the required level of 0.08 (Hair et al., 2010). All these indices are above the required cut-off criterion, which suggests a good fit between the proposed model and the field data collected.

Common Method Bias

One of the most prominent disadvantages of using survey-based research is the presence of the common method bias. Thus, it is essential to ensure that extreme care is taken while preparing the survey instrument and selecting the sample for the study. Also, it is extremely important to test for the presence of the common method bias. The present study examines the impact of the common method bias using Harman's one-factor test as suggested by Podsakoff and Organ (1986) and Podsakoff et al. (2003). The factor analysis results show that the first factor accounted for 40% of the total variance in the dataset, which is below the suggested cut-off value of 50%. Thus, it was ensured that the common method bias didn't impact the results of the study.

Hypotheses Testing

The subsequent step to confirmatory analysis pertained to hypotheses testing. This was undertaken with the help of AMOS version 22.0. The first step in path analysis is to check the various fit indices. The chi-square minimum to the degree of freedom is 1.695, less than the cut-off value of 3.00 (Hair et al., 2010). Other fit indices are also measured – GFI = 0.90, NFI = 0.93, IFI = 0.97, TLI = 0.961, and CFI = 0.97. All these indices are above the

Table 3. Test of Discriminant Validity

| Construct | Inform | Concern | Enjoy | SN | PBC |
|-------------------------------|---------------|----------------|---------------|---------------|---------------|
| Inform/Help | 0.836* | | | | |
| Show Concern | 0.651 | 0.781* | | | |
| Express Enjoyment | 0.377 | 0.458 | 0.854* | | |
| Subjective Norms | 0.657 | 0.557 | 0.335 | 0.831* | |
| Perceived Behavioural Control | 0.661 | 0.735 | 0.422 | 0.621 | 0.728* |

Note. * Diagonal values are the square root of AVE.

Table 4. Hypotheses Testing

| Hypothesis | Estimate | p - value | Result |
|---|----------|-----------|----------------------|
| H ₁ : Inform → Attitude | 0.135 | 0.015** | Supported |
| H ₂ : Concern → Attitude | 0.119 | 0.048* | Supported |
| H ₃ : Enjoyment → Attitude | 0.188 | 0.000*** | Supported |
| H ₄ : Subjective Norms → Attitude | 0.102 | 0.039* | Supported |
| H ₅ : Perceived Behavioural Control → Attitude | 0.041 | 0.370 | Not Supported |
| H ₆ : Attitude → Intention to Write Reviews | 0.380 | 0.000*** | Supported |

recommended threshold value of 0.90 (Hair et al., 2010). RMSEA (value = 0.046) is also measured and is less than the required level of 0.08 (Hair et al., 2010). All these indices are above the required cut-off criterion, which suggests a good fit between the hypothesized research model and the field data collected.

The findings of the path analysis are presented in Table 4, together with the estimates and the *p*-values. The first hypothesis (H₁) posits the significant influence of informing others on consumers' attitudes. With $\beta = 0.1351$ and $p = .015$, H₁ is supported, suggesting that one of the reasons behind review providers' attitude towards writing travel reviews is to inform/help other prospective travelers. Hypothesis H₂ ($\beta = 0.119$, $p = .048$) is supported, suggesting that the factor 'to help other people' influences travelers' attitude towards writing online reviews. Further, the third hypothesis states that there is a significant positive impact of enjoyment on writing reviews. H₃ is supported with $\beta = 0.188$ and $p = .000$, implying that travelers tend to have a favorable predisposition towards writing reviews as they want to express their enjoyment. The next set of hypotheses pertain to the two constructs used from the theory of planned behavior – subjective norms and perceived behavioral control. Hypothesis H₄ positing a significant positive influence of subjective norms on attitude is supported ($\beta = 0.102$, $p = .039$). However, H₅, which hypothesizes the relationship between perceived behavioral control and attitude, is not supported ($\beta = 0.041$, $p = .370$). Lastly, the final hypothesis H₆, which states the relationship between attitude and travelers' intention to write reviews, is supported with $\beta = 0.380$ and $p = .000$, suggesting that travelers' favorable attitude results in their intention to write online reviews.

Discussion and Implications

The scant literature in the past and the heightened interest among academicians to understand travelers' intention to write reviews motivated this study to examine the factors that influence people to share their experiences in reviews.

With the help of the theory of planned behavior as the theoretical framework, the present study aimed to examine the role of antecedent factors – to inform other travelers, show concern, express their enjoyment, subjective norms, and perceived behavioral control on travelers' attitude. Further, the impact of this attitude on their intention to write reviews is also studied. The results suggest a significant impact of informing others (H₁), concern for others (H₂), expressing enjoyment (H₃), and subjective norms (H₄) on travelers' attitudes towards writing reviews. This attitude triggered travelers' intent to provide reviews (H₆). There is insufficient evidence to support the impact of perceived behavioral control (H₅) on travelers' attitudes.

All these variables explain 49.8% variance in intention to provide reviews ($R^2 = 49.8\%$). Thus, the findings suggest that the antecedent variables chosen could explain a great deal about travelers' attitude and their intention to write reviews. All the antecedent variables except perceived behavioral control significantly influence the dependent variables. This study extends the literature on online reviews by stating that it is imperative for travelers

to generate a favorable attitude towards writing reviews, leading to their intention to write reviews. The favorable attitude gets developed with the help of antecedent variables that are found significant. The formation of attitude leads to the behavioral intention of writing reviews.

The present study states the degree and relative importance of antecedents that elucidate travelers' intention to share their experiences and connect to others online. This research contributes to the body of knowledge by elucidating considerable variance in the outcome variable and explains using theory to understand travelers' intention to write reviews. The research findings also have theoretical implications for researchers and practical implications for managers. The fundamental objective of this research is to study travelers' post-travel behavior – attitude formation and willingness to write an online review. This is achieved by implementing the theory of planned behavior as the base, which states an individual's behavioral intentions and factors influencing such behavior.

This is in line with other research studies that have used TPB to evaluate and predict people's behavior in offline and online settings (e.g., Ajzen, 1991; Picazo-Vela et al., 2010). This paper observes that travelers' attitude towards writing reviews is influenced by the factors – informing other travelers, concern for others, and expressing enjoyment. These antecedents result in a positive attitude towards reviews, thereby positively influencing their intention to write online reviews. As the people who have traveled and availed the services from various organizations, they would like to ensure that other people who would like to venture out to similar places should know about the positives and negatives of a particular place. Also, they would like to help others avoid any bad experience that they might have undergone. Besides providing information and showing concern for other people, travelers would also like to write reviews that would enable them to share their wonderful experiences. Writing reviews would also help them relive the best moments of their trip and tell others the factors that would enable all to have a successful trip.

Of the two factors from the theory of planned behavior – 'subjective norms' and 'perceived behavioral control,' only subjective norms influenced attitude towards writing reviews. This result states that the opinion and influence of other people motivate travelers to opine their views in the form of reviews. If the relative significance of antecedent variables is observed, it is found that enjoyment has the strongest influence on travelers' attitude, which is followed by the variable providing information, concern for others, and subjective norms.

The findings of this study have some value for the tourism industry as it is found that enjoyment has the greatest influence on attitude leading to intention to write reviews. Tour managers and travel organizations need to ensure that people enjoy their trip and have a positive experience. This positivity is shared with others in terms of reviews. Thus, managers must ensure that travelers do not face any untoward incident that spoils their experience and leads to negative reviews about the organization. Travelers also tend to write reviews as they would like to inform and help other travelers and the firms involved in the entire experience.

Limitations of the Study and Scope for Future Research

This research has some limitations that must be considered before generalizing the findings to a greater set population. The study has considered hotels that travelers have booked for understanding their intention to write reviews. However, the tourism industry consists of many other service providers not considered in this study. Future research must also consider other service providers, which would help understand and develop a unified picture of what factors influence travelers. Another limitation pertains to the data collected from a specific set of travelers (younger generation). However, there has been a considerable increase in the retired/older generation of people who prefer moving out and travel to different places. Future studies can ensure data collection from the entire spectrum of travelers to obtain better insights. This would also enable generalizing the findings. The present study has not accounted for factors like the present pandemic situation (COVID-19). Future studies must also

account for such unforeseen and unavoidable incidents and their impact on travelers. Another limitation pertains to the impact of cultural factors on travelers' attitudes and behavioral intentions. Studies in the future can incorporate cultural factors to examine if these factors have a significant influence. Also, cross-cultural studies can be undertaken. Future studies can also test the impact of personality traits on travelers' attitudes and behavioral intentions. The present study has utilized a survey design for collecting responses, and future studies can use the experimental design setting to ensure greater validity. The better option would be to carry out a field-based experimental study to better understand travelers' attitudes and intentions.

Authors' Contribution

Dr. T. Sai Vijay conceived the idea and developed qualitative and quantitative designs to undertake the empirical study. Dr. Chandan Kumar Thakur and Dr. T. K. Chatterjee extracted research papers from the relevant database to review the literature. Dr. Chandan Thakur and Dr. T. K. Chatterjee carried out the primary survey to collect the data from the respondents. The statistical analysis was done by Dr. T. Sai Vijay using SPSS 24.0 and AMOS 22.0. Dr. T. Sai Vijay wrote the manuscript in consultation with both authors.

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.

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About the Authors

Dr. Chandan Kumar Thakur is presently working as a Professor at the International School of Business & Media Pune in the department of marketing. His research interests include cause-related marketing, online consumer reviews, consumer buying behavior, psychographic factors, and consumer attitude.

Dr. T. Sai Vijay is presently working as an Assistant Professor at the Indian Institute of Management Ranchi in the department of marketing. His research interests include online consumer behavior, online consumer reviews, consumer buying behavior for new and innovative products, customer relationship marketing, and impulse buying behavior.

Dr. Tapas Kumar Chatterjee is presently working as an Associate Professor - Marketing at the Institute of Management Technology, Nagpur. He has more than two decades of corporate experience and 14+ years of experience in academics. His research interests include tourism marketing, sales management, and consumer behavior.