



UNCOVERING ONLINE TRAVEL AGENCY ANTECEDENTS AND THEIR CONSEQUENCES IN TERMS OF CONSUMER BEHAVIOR: A RETROSPECTIVE ANALYSIS FOR FUTURE RESEARCH

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ABSTRACT

The popularity of online travel agencies (OTAs) has been fueled by the growing use of internet technologies and the services they provide, and this makes it crucial to investigate consumer behavior (CB) towards them. The aim of the work is to identify the influencing factors/variables which affect CB and to provide empirical guidance on OTA antecedents and their consequences in terms of CB, based on a review of the existing literature using PRISMA protocol. An analysis of the 77 most pertinent articles has given a more thorough understanding of this revealing the most common influencing factors/variables (information, price, features, quality, customization & filters, user friendliness, etc.) used to measure the CB towards OTAs. Nevertheless, monetary value, trustworthiness, perceived value, website quality, electronic word of mouth (e-WOM), service quality and information value are the most common antecedents, with customer purchase intention, satisfaction and loyalty as major consequences in terms of CB. This article represents the first effort to conduct a thorough literature evaluation of the influencing factors/variables, antecedents and consequences for CB. A greater grasp of these three aspects in the tourism sector can be helpful to researchers and to managers in the hospitality industry as well.

KEYWORDS

online travel agencies, consumer behavior, influencing factors, antecedents, consequences

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1. INTRODUCTION

The internet and the travel industry have both led to revolutions in CB. With the increase in internet usage, businesses have become more innovative and competitive in their efforts to provide customers with new and improved services. The way that customers plan, reserve and enjoy their travel plans has completely changed as a result of the explosive expansion of OTAs, online organizations which facilitate the services of travel booking via the internet. Purchasing travel services via OTAs is beneficial for both service providers and buyers and currently more than 400 exist, encompassing worldwide agencies, metasearch engines, hotel websites, vacation home rentals, and tour & activity resellers. These organizations, such as Expedia, Priceline and Booking.com, offer a wide range of products and services including flights, hotel accommodation, local tours and tickets to attractions (Vianna, 2023). According to the findings of a study conducted by Statista, the worldwide OTA market was reached to be worth \$600 billion in 2023 and projected to increase to \$800 billion by 2028 (Statista, 2024).

Understanding the consumer perspective on these platforms has become increasingly important for researchers and industry stakeholders as OTAs continue to influence the travel industry. Previous research has investigated various determinants that have had an impact on their acceptance and utilization by consumers, including trust, perceived utility, ease of use and website design, as evidenced by work of Gretzel et al. (2015). Previous studies have examined OTA effects on information quality and price competition and have tailored recommendations on consumer decision-making and loyalty (Talwar et al., 2020b).

An extensive review of these characteristics can provide insight into CB towards OTAs and will be helpful to researchers for further investigations. Additionally, it can offer significant data for OTAs to enhance their services and customize their products to more effectively fulfill consumer desires and expectations. The purpose of this research article is to assess and synthesize the body of knowledge already available on CB towards OTAs via a review of literature.

2. THEORETICAL BACKGROUND

2.1. ONLINE TRAVEL VAGENCIES (OTAs)

A travel agency is an intermediary that facilitates travel-related services for individuals or groups. This includes arranging transportation, accommodation, tours and other travel-related services serving as a 'one-stop-shop', offering convenience by coordinating various

aspects of trips. In the early stages, travel agencies were physical establishments which travelers visited to plan and book their trips (Cooper et al., 1993) but the advent of the internet in the late 20th century led to the rise of OTAs, enabling travelers to book flights, hotels and other services online (Buhalis & Law, 2008). The widespread use of smartphones has given rise to mobile OTA applications, allowing travelers to access and book services 'on the go' (Gretzel et al., 2015). OTAs have incorporated AI technologies, such as chatbots, for enhanced customer service, personalized recommendations and a streamlined booking processes while blockchain has been explored for its potential to enhance security and transparency in travel transactions (Tussyadiah & Park, 2018). Modern travel agencies are adapting to the growing demand for sustainable and experiential travel, offering eco-friendly options and unique travel experiences (Gössling et al., 2021).

2.2. CONSUMER BEHAVIOR (CB)

Understanding CB has significant importance for firms in order to proficiently attract, involve and retain their intended customer base. Analysis of CB holds significant importance for organizations as it enables a deeper comprehension of their target demographic, facilitates the development of impactful marketing strategies, and fosters strong customer relationships. The study of CB is a complex and ever-evolving area of research that seeks to understand the cognitive processes involved in decision-making, the formation of attitudes and patterns of engagement.

Consumers make decisions, which includes problem identification, information search, alternative evaluation, purchase decision and post-purchase evaluation. Various aspects influence each stage of the decision-making process and their subsequent impact on CB, as outlined by Engel et al., 1995 in their seminal work. There is the impact of customers' perceptions of products, brands and marketing messages on attitudes and consumers show subsequent behavioral responses Fishbein and Ajzen (1975) as well as Keller (1993). The unique characteristics of CB in the online environment also affects several attributes, including online trust, perceived risk, website usability and online shopping experience, when engaging in online purchases (Liébana-Cabanillas et al., 2014).

CB is influenced by a multitude of factors including perception, motivation, learning, attitudes and personality traits, which are all psychological constructs (Usunier & Lee, 2013). Kotler and Armstrong (2016) conducted a study to investigate the manner in which consumers perceive and understand different marketing stimuli (cues), such as advertising messaging and product packaging, and the subsequent impact of those cues on their purchase decisions. CB is

often influenced by social customs, opinions and suggestions from others. Situational factors such as time constraints, physical environment and social context can also significantly impact decision-making.

2.3. CONSUMER BEHAVIOR (CB) AND ONLINE TRAVEL AGENCIES (OTAs)

The significance of online evaluations as a means of obtaining information and exerting social influence has witnessed a notable increase in customer decision-making on OTAs. Acquiring a thorough comprehension of CB in their context is crucial for scholars and professionals working in this field. Several studies have been conducted to examine the elements that influence customers' acceptance and usage. Consumers perceive them as significant instruments for accessing a wide array of travel services, facilitating rate comparisons and optimizing time and effort allocation (Buhalis & Sinarta, 2019). Presently, consumers heavily depend on mobile applications and websites optimized for mobile devices to conveniently access and engage with OTAs. Research by Lim et al. (2022b) suggests that several factors, including ease of use, perceived utility and personalization, have an impact on consumers' utilization of mobile OTA services.

The implementation of personalization and customization strategies has become essential for OTAs in order to enhance the overall customer experience and cater to individual tastes. Previous research has examined the impact of personalized recommendations, customized services and customization options on CB, in terms of satisfaction and loyalty (Gretzel et al., 2015). The influence of CB on OTAs extends beyond the initial purchase decision, encompassing post-buy activity and reviews. Consumers are advised to utilize many OTA platforms in order to identify the most favorable costs and take advantage of value-added options. The development of consumer opinions on OTAs is heavily influenced by the importance of service quality and customer happiness. Numerous scholarly investigations have examined a number of dimensions of service quality, including website performance, responsiveness, reliability and promise fulfillment (Sparks & Browning, 2011). Favorable experiences and satisfaction can lead to repeated usage, favorable word-of-mouth (WOM) recommendations and customer loyalty.

2.4. RESEARCH GAP

Although previous research has provided useful insights, there is still a requirement to consolidate these findings in order to have a thorough knowledge of the factors that influence CB, its antecedents and consequences regarding OTAs. The primary objective of this systematic literature review (SLR)

is to fill this gap by analyzing a diverse array of works and synthesizing their outcomes. Through the implementation of a meticulous review process, encompassing a comprehensive search strategy, application of selection criteria, and extraction of relevant data, the primary objective is to present a comprehensive analysis of the existing body of knowledge. Additionally, this study aims to provide a valuable base for future research.

2.5. RESEARCH OBJECTIVE

Taken into consideration the above literature and the gap, the objectives for the current study are as follows:

1. To uncover the influencing factors/variables affecting CB towards OTAs based on the existing literature.
2. To provide empirical guidance on OTA antecedents and consequences in terms of CB based on the existing literature.

3. RESEARCH METHODOLOGY

3.1. REVIEW METHOD

An SLR is a widely acknowledged research methodology that seeks to consolidate current knowledge in a systematic and organized manner, with the objective of guiding future developments in a particular domain, such as a discipline, a conceptual framework or an applied methodology (Palmatier et al., 2018). The scholarly publication authored by Lim et al. (2022a) offers a comprehensive evaluation of a taxonomy of review methodologies that can be employed to achieve the desired objective. The approach selected for this article is an SLR which aims to address inquiries surrounding current knowledge and future direction.

3.2. SEARCH STRING

The Scopus advanced search function was utilized to retrieve relevant literature. The search query included the TITLE-ABS-KEY field to identify articles containing certain terms related to OTAs and their services. The terms included "OTA", "OTAs", "online travel agency", "online travel agencies", "online travel agency services", and "online travel agencies services". The search query also included the terms "customer*" or "consumer*" in the title, abstract and keywords.

3.3. REVIEW PROCEDURE

The study employed the PRISMA protocol, a standardized approach for SLRs (Moher et al., 2009) as previous studies have demonstrated the application

and advantages of this technology in diverse fields such as marketing (Lim et al., 2021; Ter Huurne et al., 2017). The methodology delineates four discrete phases: identification, screening, determination of eligibility and integration. The subsequent sections will provide a comprehensive description of each phase depicted in Figure 1.

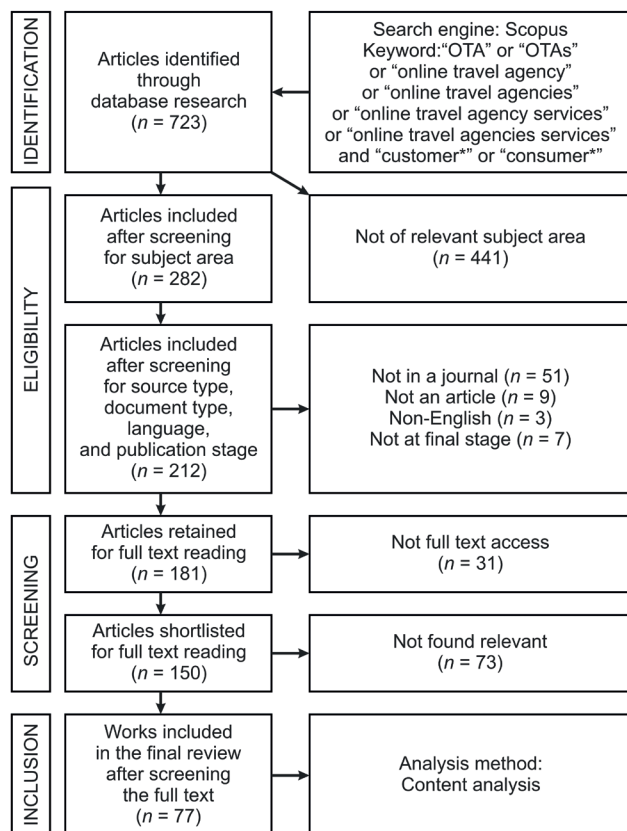


Figure 1. Review procedure based on the PRISMA protocol
Note: data extracted from Scopus database up to July, 2023
Source: authors

3.3.1. IDENTIFICATION

During identification, we used Scopus as a search engine to locate academic articles that contained specific keywords. This search engine is often regarded as being thorough and advanced, with the ability to efficiently index a vast array of items. This demonstrated the adequacy, suitability and logic of utilizing a limited yet pertinent set of keyword combinations.

3.3.2. SCREENING

During screening, we conducted a comprehensive assessment of articles, taking into consideration several factors such as subject area, source type, document type and language. We conducted a thorough assessment and made the decision to retain a total of 282 articles from the 723 found. Subsequently, an

examination of the publishing source and document type was conducted, leading to the decision to exclude a total of 60 articles. Among these, 51 were excluded due to their publication in sources other than journals (such as books, book chapters, conferences and working articles), while the remaining nine were disregarded as they did not meet the criteria for being classified as an article (e.g. review, conference article, data article). The recommendation put forward by Paul et al. (2021) that non-journal articles should be excluded due to their tendency to exhibit insufficient rigor and an incomplete peer-review process was followed. Subsequently, the surviving articles underwent an examination to assess their linguistic quality and if they had reached the final stage of evaluation. Three articles written in languages other than English were excluded, along with seven that had not reached the final stage. A total of 181 articles satisfied the screening criteria and progressed to the stage of meeting the eligibility criteria.

3.3.3. ELIGIBILITY

In this phase, our objective was to obtain the entirety of the textual content as part of the eligibility process from the total of 181 articles surviving the screening phase. A total of 150 were available for a full text review with 31 being excluded due to lack of access to a full text, 73 were then removed because they were not relevant and therefore, a total of 77 were left and suitable for inclusion.

3.3.4. INCLUSION

During the process of inclusion, a content analysis was conducted on the 77 articles sourced from Scopus. Crucial information regarding the factors that influence CB as well as antecedents and consequences, was extracted. In the present context, the researchers adhered to the framework as suggested by Lim et al. (2021) for the purpose of performing SLRs.

4. RESULTS AND INTERPRETATION

4.1. SUMMARY OF THE ARTICLES REVIEWED

Table 1 presents a summary of all the selected 77 articles, showing authors details and in-text citations to support the research evidence and to justify the research. Secondly, Table 1 shows the objectives of every article included in the SLR to get a clear picture of its relevance for the current study. Further the findings shown in Table 1 are divided into three: influencing factors, antecedents and consequences in terms of CB towards OTAs.

Table 1. Summary of the articles reviewed ($n = 77$)

Authors	Objectives	Findings			Citations
		Influencing factors/ variables	Antecedents (factors having consequences)	Consequences (in terms of consumer behavior [CB])	
Kim and Lee (2005)	Comparing the fundamentals of web service quality between online travel agencies (OTAs) and suppliers to explain customer satisfaction	Information content, ease of use, security, personalization, responsiveness	Information content	Customer satisfaction	234
Miller (2005)	Emphasizes the necessity of creating e-consumer loyalty through hotel brands' proprietary websites	Customization community, character, contact interactivity, choice and trust	Lodging brands	E-loyalty	39
Kim et al. (2007)	Examines OTAs choosing factors for online customers	Web functions, user-friendliness, low fares, simple usage, useful, relevant content, booking flexibility, security, sorting options	Finding low fares and security	OTA selection	309
Ku and Fan (2009)	Examines the internet weightings of nine proposed core travel products	Quality of products, privacy, safety, cost, convenience and effect on the environment	Product quality, privacy and safety	Customer purchase intention	81
Fu Tsang et al. (2010)	Investigates how online consumers evaluate online travel agency e-services and also how these dimensions affect consumer happiness and repurchase	Information content, customer relationships, website functionality, information quality, safety & security, fulfillment & responsiveness, appearance and presentation	Website functionality, information quality & content, customer relationship and safety & security	Customer satisfaction and repurchase intention	223
Lin and Lu (2010)	Examines how corporate image and relationship marketing affect trust, how trust affects customer purchase intention, and how word-of-mouth (WOM) moderates this effect	Relationship marketing, corporate image, trust and WOM	Trust and WOM	Customer purchase intention	521
Chiou et al. (2011)	Assesses the efficacy of a travel-oriented website	Product variety, quality service, convenient shopping, innovative technology and best deals	Higher service quality	Customer satisfaction	161
Bernardo et al. (2012)	Examines how functional and hedonic e-quality affects customer loyalty and perceived value in OTAs	Functional and hedonic quality	Perceived value	Loyalty	210
Bernardo et al. (2013)	Examines how e-service quality and recovery affect customer happiness and loyalty in e-travel companies	E-service quality and recovery	E-service quality	Satisfaction and loyalty	57
Gao and Bai (2014)	Examines how customer perceptions of online ambient cues affect flow, buying intention and satisfaction	Informativeness, effectiveness, entertainment and flow experience	Flow experience	Purchase intention and satisfaction	358

Table 1 (cont.)

Authors	Objectives	Findings			Citations
		Influencing factors/ variables	Antecedents (factors having consequences)	Consequences (in terms of consumer behavior [CB])	
Gu and Ye (2014)	Analyzes the effect of management's reactions to 'customers' level of satisfaction	Social media, WOM and management response	Review, ratings, comments and management response	Customer response and customer satisfaction	472
Hao et al. (2015)	Uses design-science to create a genetic algorithm-based learning method to understand consumer satisfaction and psychometric characteristics	Ease of use, product presentation, website layout and monetary stability	Ease of use, product presentation, website layout and monetary stability	Customer satisfaction	129
Roger-Monzó et al. (2015)	Tests the idea that e-service quality is a multidimensional notion that positively affects value	Efficiency, reliability, system availability and privacy	Perceived value of e-service quality	Consumer loyalty	59
Ali (2016)	Investigates the interrelationships between perceived flow, hotel website quality, customer satisfaction and purchase intentions	Functionality, security, hotel website-usability and perceived flow	Perceived flow	Customer satisfaction, purchase intention	387
Berbegal-Mirabent et al. (2016)	Examines the factors that influence online purchase behavior, specifically focusing on the interconnections among service quality, perceived value and loyalty	Functional quality, hedonic quality and perceived value	Functional and hedonic quality perceived value	Loyalty	59
Ha (2016)	Understanding the impact of satisfaction on expectations and attitudes towards an OTA	Prior expectations, attitude, satisfaction and service quality	Satisfaction and service quality	Attitudes towards OTAs	30
Ha and Janda (2016)	The impact of satisfaction on the evolution of expectations and attitudes towards an OTA over time	Prior expectations, attitudes and perceived service quality	Overall satisfaction	Adjusted expectations and attitudes	8
Krawczyk and Xiang (2016)	Uses a text analysis methodology to construct perceptual maps based on the prevalent phrases extracted from a dataset obtained from an OTA. The objective is to gain insights into the mechanisms via which companies can establish distinctiveness within the consumer psyche	Online reviews, brand and brand position	Online reviews	Brand positioning	34
Liu et al. (2016)	Examines flow experience and repurchase intention, focusing on loyalty's mediating effects	Perceived ease of use, interactive speed, perceived usefulness, skill, challenge, telepresence and perceived control	Flow experience and loyalty	Repurchase intention	67

Masiero and Law (2016)	This research examines the decision-making process of customers in selecting various sales channels for the purpose of booking hotel accommodation	Hotel guest profile and hotel characteristics and channel for booking hotel	Booking channels	–	46
Ozturk et al. (2016)	A consumer loyalty model for mobile hotel bookings is empirically tested	Perceived ease of use, convenience, and compatibility	Perceived ease of use, convenience and compatibility	Loyalty	502
Sánchez-Franco et al. (2016)	Explores how major factors affect visitor ratings of OTAs	Guests review, features and amenities, hotel ratings	Features and amenities	Guests review	29
Scholl-Grissemann and Schnurr (2016)	Examines how OTAs affect consumers' booking intentions	Solution space, customization and process enjoyment	Consumers' preference insight	Booking intention	29
Ye et al. (2016)	Examines how customers evaluate OTAs using impact-range performance and asymmetry analyses, which are expanded versions of importance-performance analysis	Functional, informational security-related and customer relational characteristics	Security and customer relational characteristics	Satisfaction or dissatisfaction	59
Chen et al. (2017)	Examines how incidental emotion and mood-changing expenses affect internet hotel bookings	Incidental affect and mood-changing prices	Incidental affect and mood-changing prices	Booking intention	9
Dutta et al. (2017)	Examines OTA customer satisfaction factors	Customer expectations, perceived value and perceived quality	Customer expectations and perceived quality	Customer satisfaction and loyalty	44
Looschilder et al. (2017)	Explores how sorting and filtering affect a hotel's initial search results booking page ranks and booking probability	Sorting and filtering functionality, price, quality and rank	Sorting and filtering function	Customer choice	8
Chang et al. (2018)	Investigates the relationship between offline and online satisfaction and behavioral intentions; additionally, factors that increase such satisfaction are investigated	Service, system, and information quality, customer expectations, functional value and monetary value	Service quality	Customer satisfaction and purchase intention	83
Kim et al. (2018)	Customer agency suggestions are affected by nationality-based culturally adapted review information and also explores how cultural differences affect rating, dispersion and linguistic substance in reviews	Information, review and WOM	Culture	Adjusted review and ratings	84
Tao et al. (2018)	In-depth investigation is needed to understand a conceptual framework that explains mobile hotel booking's complications and its effects on consumer loyalty	Ease of use, convenience, compatibility and performance expectancy	Convenience, compatibility, perceived ease of use and performance expectancy	Loyalty	30

Table 1 (cont.)

Authors	Objectives	Findings			Citations
		Influencing factors/ variables	Antecedents (factors having consequences)	Consequences (in terms of consumer behavior [CB])	
Wong and Wei (2018)	Analyzes customer internet buying activity and create a predictive model for future purchases	Price fluctuations, lead time and flight duration	Price fluctuations	Purchase intention	55
Aeknara-jindawat (2019)	Examines the main factors affecting internet tourist hotel reservations	Rooms, dining options and customer reviews	Rooms, dining options and customer reviews	Online booking intention	4
Casaló and Romero (2019)	Examines how social media monetary incentives and non-monetary marketing affect OTA customers' voluntary activities	Draws and contests, economic incentives, customers' suggestions, perceived support, WOM and social media interactions	Monetary incentives and non-monetary support	Customers' suggestions, (WOM) and social media interactions	39
Chang et al. (2019)	Examines OTA-hotel collaboration and competitiveness	Functional, emotional, social, and monetary values, reliability, responsiveness, assurance and empathy	Perceived value	Intention to rebook	133
Pinto and Castro (2019)	Examines tourist purchase behaviors and internet travel brokers	Price, promotions, online reviews, photographs and socio-demographic characteristics	Best price deals and ease of use	Hotel booking via OTAs	43
Ye et al. (2019)	Social website engagement, brand experience, brand choice, price premium and purchase intention on OTA websites need further study	Brand experience, brand choice, social website interactivity and price premium	Social website interactivity	Brand choice and buying intention	87
Albayrak et al. (2020)	Investigates the interconnections between website quality, hedonic value, consumer trust and loyalty	Website quality, hedonic value and customer trust	Hedonic value, and customer trust	Loyalty	74
Kim et al. (2020)	Compares hotel preference in an OTA with large and limited price dispersion	Price dispersion and hotel destination	Price dispersion	Preference of hotel booking	45
Lu et al. (2020)	Investigates the influence of the distinct information environment found in online forums on consumers' acquisition of information, as well as its subsequent impact on their purchasing behavior	Specific product page, search/navigation pages and information	User-generated content	Consumers' travel purchase decisions	27
Lv et al. (2020)	Examines the long-term influence of OTAs on the hotel business and if electronic commerce has an equilibrium	Competitive attributes and advancements	Pricing and channel selection	Customers booking	65

Múgica and Berné (2020)	Ascertains the factors influencing customer loyalty towards direct and indirect online channels in the tourism industry, it is imperative to investigate the antecedents of such loyalty	Customer participation, distribution services, purchase risks and transaction costs	Customer participation and customer satisfaction	Loyalty	13
Rizal et al. (2020)	Communication, transaction, and relational elements are examined in connection to relationship quality and e-loyalty to OTAs	Communication, transaction and relational	Trust	Loyalty	11
Sun et al. (2020)	Examines how functionality and usability affect mobile payment repurchase intention and also how attitude, subjective standards and perceived behavior control mediate this link	Functionality, attitude, subjective norms and perceived behavioral control and usability of website	Functionality and usability of website	Customer satisfaction	126
Sutherland et al. (2020)	Employs a deductive methodology to ascertain the dimensions of guest pleasure	Location, accommodation uniqueness and service quality	Accommodation uniqueness and service quality	Customer satisfaction	59
Talwar et al. (2020a)	Examines the barriers to positive OTA purchasing intentions	Privacy and security concerns, usage constraints, benefits barrier, vulnerability barrier, hygiene consciousness, visibility and age	Benefits barriers, visibility and age	Consumer purchase intention	138
Talwar et al. (2020b)	Uses consumption values theory to predict online travel agency customers' purchase intention	Money, quality-of-benefits, status, preferences, the importance of information, different levels of privacy and safety issues for different age groups, hygiene awareness and perceptions of visibility	Monetary, social status, quality-of-benefits, preference and information values	Consumer purchase intention	178
Wong et al. (2020)	Uses TripAdvisor data to analyze the relationships between service quality, perceived value and hotel guest satisfaction	Perceived value, service quality and hotel star ratings	Service quality	Customer satisfaction	22
Xie and Lee (2020)	Quality indicators, brand affiliation, incentives (including discounts and promotions), and search result position must be analyzed to understand how informational signals affect consumer behavior during online hotel searches	Industry rating, consumer rating, brand affiliation, incentives and search characteristics	Informational cues and incentives	Purchase decisions	8
Xue et al. (2020)	Looks at customer misunderstanding, such as price complexity and the appeal of other options, and how it relates to hotel bookings made online	Alternative attractiveness, price complexity, similarity confusion, overload confusion and ambiguity confusion	Overload confusion, similarity confusion and ambiguity confusion	Defer purchase decisions	15

Table 1 (cont.)

Authors	Objectives	Findings			Citations
		Influencing factors/ variables	Antecedents (factors having consequences)	Consequences (in terms of consumer behavior [CB])	
Christina and Yasa (2021)	Aims to determine the association between variables using the theory of planned behavior	Attitude toward the action, perceived behavioral control and subjective norms	Attitude toward the action, perceived behavioral control and subjective norms	Online booking intention	13
Gao and Bi (2021)	Strategic interactions between hotels and customers in online booking supported by OTAs are examined	Online booking, cancellation policy, refund rate and payment decision	Refund rate	Online payment decision and choice of booking	20
Huang and Lan (2021)	Examines OTA-hotel collaboration and competition	Information quality, system quality, functional value, emotional value, social value and monetary value	Website quality and customer value	Rebooking intention	5
Lai et al. (2021)	Examines the relationship between customer sentiment and online hotel ratings, concentrating on e-WOM reasons and review characteristics' moderating effects	Hotel information, reviewer information and review data	Customer sentiment	Consumer reaction in terms of hotel ratings	26
Li et al. (2021)	Investigates the perception of chatbot services in OTAs by users, specifically comparing human-like agents to technology-enabled services – it also explores the potential influence of technology phobia as a moderating factor in this context	Understandability, reliability, responsiveness, assurance and interactivity via chatbot service of OTA	Understandability, reliability, responsiveness, assurance and interactivity	Continuance usage and loyalty	80
Luo et al. (2021)	Examines the impact of the cover photograph displayed on OTA websites on customers' information-seeking behavior within the context of business establishments	Façade, type of place, room amenities and scenery	Façade and room amenities	Customer engagement	10
Mohamad et al. (2021)	Examines how mobile technology deployment affects smartphone hotel room reservations	Perceived ease of use, perceived usefulness, perceived price value and perceived enjoyment	Perceived ease of use, perceived usefulness, perceived price value and perceived enjoyment	Mobile hotel booking	29
Qiu et al. (2021)	Examines how celebrities' expertise, trustworthiness and attractiveness affect tourist and hospitality industry consumer trust and engagement	Celebrities' expertise, trustworthiness and attractiveness	Expertise, trustworthiness and attractiveness	Consumer trust and consumer engagement	21

Ray et al. (2021)	Indicates that the quality of user-generated content online shows how customers feel about a business	Sentiment aspects, emotional aspect and speech tags	Sentiment aspects	Customers' brand opinions	24
Alderighi et al. (2022)	Customers' hotel stay evaluations are used to measure consumer opinions of price fairness	Price fairness, dynamic pricing, hotel characteristics and guest characteristics	Price fairness, and dynamic pricing	Adjusted customer decision	8
Cai et al. (2022)	Analyzes how chatbot anthropomorphism affects OTA consumers' chatbot use	Social presence cues, emotional message cues, perceived trustworthiness, intelligence and enjoyment	Social presence cues and emotional message cues	Usage intention	11
Chen et al. (2022)	Investigates the impact of customer experiences with OTAs on their perceived value	Information, visual appeal, ratings and reviews, service bundling, epistemic value, utilitarian value, social influence and behavioral intention	Epistemic value and utilitarian value	Customers' intention to book via OTAs	0
Giroux et al. (2022)	Analyzes how internet price dispersion may affect visitors' product appraisals and purchase intentions	Price dispersion, consumer demographics and travelers' childhood socioeconomic status	Price dispersion	Hotel choice	14
Gu and Wang (2022)	Examines the process through which consumers look for information, considering the trade-off between time investment and cognitive expenses	Information, price, consumer rating and discrete attributes	Time and cognitive costs	-	5
Han and Anderson (2022)	Aims to assess the latent loyalty status of customers by analyzing their observed behavior on OTAs	Customer feedback and manager response	Customer-manager engagement and feedback	Customer loyalty	4
Jo et al. (2022)	Examines how perceived affordability affects OTA buying decisions and post-purchase feelings	Explicit affordability, hidden affordability, and impulsive buying	Impulsive buying	Post-purchase discomfort and regret	11
Kurniati et al. (2022)	Examines how electronic e-WOM and perceived utility affect purchase intention, with a focus on online trust	e-WOM, perceived usefulness and online trust	Online trust, perceived usefulness, e-WOM	Purchase intention	0
Maia et al. (2022)	Examines how brand reputation and online reviews effect OTA consumer trust and buying intention	Brand, online reviews, reputation, information quality and e-WOM	Trust (brand equity) and online reviews	Purchase intention	2
Shi et al. (2022)	In order to comprehend the primary gamification features that are highly regarded by tourists and the fundamental incentives that drive their engagement with gamified OTA platforms	Gamification affordability and diverse value perceptions	Gamification affordability and diverse value perceptions	Purchase intention	32

Table 1 (cont.)

Authors	Objectives	Findings			Citations
		Influencing factors/ variables	Antecedents (factors having consequences)	Consequences (in terms of consumer behavior [CB])	
Son et al. (2022)	Uses social influence theory to analyze how hotel reviews are viewed as helpful	Quality of sleep, cleanliness, location, room, service value, word count, sentiment and hotel grade	Location, cleanliness, room, sleep quality, service and value	Positive reviews	0
Strebinger and Treiblmaier (2022)	Comprehensive research is needed to determine blockchain-based hotel booking business early acceptability factors	Demographic, psychographic and service-related traveler characteristics	Discounts, brand, education, income, techno-familiarity and gender	Adoption of blockchain-based hotel booking applications	17
Vo et al. (2022)	The primary objective of this article is to enhance the influence of guest online reviews within the context of the hotel sector	Guest online reviews, guest feedback and hotel management response	Guest online reviews and service quality	Customer decision-making	11
Yang and Kim (2022)	Examines the timing and conditions that influence customer choice of a hotel or OTA channel	Purpose of travel, demographics and booking channels	Business trip purpose, hotel familiarity, destination and prior visit	Online travel booking	0
Gao and Zhan (2023)	Examines mobile OTA search engine dynamic click-through decision factors	Ranking positions, price preference, refinement tool, search costs, and sorting and filter options	Top-ranking results and lower price rankings	Purchase decision	0
Kim et al. (2023)	Dark patterns and their effects on consumers' fairness perceptions and attitudes toward OTAs are detailed	Anchoring bias and false claims about discounts, hidden costs and the myth of "sunk costs", messages of high demand and low supply and shortage bias	False fairness and attitude	Purchase intention	1
Oumayma and Ez-Zohra (2023)	Examines how OTAs affect customers' purchasing behavior	Personal characteristics such as openness to others, compatibility, perception of relative advantages, experience, extroversion and creativity	Attitude, personal innovativeness and perceived relative advantages	Purchase intention	0
Wei et al. (2023)	Comprehensively analyzes how consumer negative emotions, relationship quality, forgiveness and repurchase intention affect service recovery	Consumers' bad feelings, the strength of their relationships, and their ability to forgive	Relationship quality	Repurchase intention	1
Zhu et al. (2023)	Examines how customers' impressions of AI chatbots affect their cognitive, emotional and behavioral intentions toward OTAs	Control, responsiveness, personalization, information quality, perceived usefulness and product familiarity	Chatbot stimuli interaction and information quality	Tourists' trust and purchase intention	3

Source: authors.

Table 2. Influencing factors/variables identified in the systematic literature review (SLR)

Influencing factors/variables	Authors
Information (information quality and content, etc.)	Kim and Lee (2005), Kim et al. (2007), Fu Tsang et al. (2010), Gao and Bai (2014), Ye et al. (2016), Chang et al. (2018), Kim et al. (2018), Lu et al. (2020), Talwar et al. (2020b), Huang and Lan (2021), Chen et al. (2022), Gu and Wang (2022), Maia et al. (2022), Zhu et al. (2023)
Price (best deals, price fluctuations, draws and contests, economic incentives, refund rate, etc.)	Kim et al. (2007), Ku and Fan (2009), Chiou et al. (2011), Chen et al. (2017), Loosschilder et al. (2017), Chang et al. (2018), Wong and Wei (2018), Casaló and Romero (2019), Chang et al. (2019), Pinto and Castro (2019), Ye et al. (2019), Kim et al. (2020), Múgica and Berné (2020), Talwar et al. (2020b), Xie and Lee (2020), Xue et al. (2020), Gao and Bi (2021), Huang and Lan (2021), Mohamad et al. (2021), Alderighi et al. (2022), Giroux et al. (2022), Gu and Wang (2022), Gao and Zhan (2023)
User friendliness (ease of use, booking flexibility, online booking, cancellation policy, etc.)	Kim and Lee (2005), Kim et al. (2007), Ku and Fan (2009), Chiou et al. (2011), Hao et al. (2015), Liu et al. (2016), Ozturk et al. (2016), Tao et al. (2018), Gao and Bi (2021), Mohamad et al. (2021), Zhu et al. (2023)
Quality (products and services, effectiveness, distribution services, system, etc.)	Ku and Fan (2009), Chiou et al. (2011), Bernardo et al. (2012), Bernardo et al. (2013), Gao and Bai (2014), Roger-Monzó et al. (2015), Berbegal-Mirabent et al. (2016), Ha (2016), Ha and Janda (2016), Dutta et al. (2017), Loosschilder et al. (2017), Chang et al. (2018), Albayrak et al. (2020), Múgica and Berné (2020), Sutherland et al. (2020), Talwar et al. (2020b), Wong et al. (2020), Huang and Lan (2021)
Customization and filters (personalization, choice, sorting options, etc.)	Kim and Lee (2005), Miller (2005), Kim et al. (2007), Liu et al. (2016), Ozturk et al. (2016), Scholl-Grissemann and Schnurr (2016), Loosschilder et al. (2017), Tao et al. (2018), Gao and Zhan (2023)
Responsiveness (interactivity, understandability, management response, etc.)	Kim and Lee (2005), Miller (2005), Fu Tsang et al. (2010), Gu and Ye (2014), Liu et al. (2016), Chang et al. (2019), Ye et al. (2019), Rizal et al. (2020), Li et al. (2021), Zhu et al. (2023)
Safety and security (privacy, reliability, financial, etc.)	Kim and Lee (2005), Kim et al. (2007), Ku and Fan (2009), Fu Tsang et al. (2010), Hao et al. (2015), Roger-Monzó et al. (2015), Ali (2016), Ye et al. (2016), Chang et al. (2019), Talwar et al. (2020a), Li et al. (2021)
Features (functionality, site design, system availability, values, entertainment, perceived usefulness and perceived flow, etc.)	Miller (2005), Kim et al. (2007), Fu Tsang et al. (2010), Gao and Bai (2014), Hao et al. (2015), Roger-Monzó et al. (2015), Ali (2016), Liu et al. (2016), Sánchez-Franco et al. (2016), Scholl-Grissemann and Schnurr (2016), Ye et al. (2016), Loosschilder et al. (2017), Chang et al. (2018), Wong and Wei (2018), Chang et al. (2019), Lu et al. (2020), Sun et al. (2020), Xie and Lee (2020), Huang and Lan (2021), Mohamad et al. (2021), Cai et al. (2022), Kurniati et al. (2022), Zhu et al. (2023)
Trust	Miller (2005), Lin and Lu (2010), Albayrak et al. (2020), Qiu et al. (2021), Cai et al. (2022), Kurniati et al. (2022),
Brand (corporate image, rank, industry rating, etc.)	Lin and Lu (2010), Krawczyk and Xiang (2016), Loosschilder et al. (2017), Ye et al. (2019), Xie and Lee (2020), Maia et al. (2022)
Prior experience and expectations (attitude, satisfaction, experience, etc.)	Ha (2016), Ha and Janda (2016), Dutta et al. (2017), Chang et al. (2018), Tao et al. (2018), Ye et al. (2019), Sun et al. (2020), Christina and Yasa (2021), Oumayma and Ez-Zohra (2023)
Relation building (relationship marketing, customer participation and relationships, etc.)	Fu Tsang et al. (2010), Lin and Lu (2010), Ye et al. (2016), Múgica and Berné (2020), Rizal et al. (2020)
Ratings and reviews (guests review, photographs, customers' suggestions, electronic word-of-mouth [e-WOM], and social media interactions, etc.)	Lin and Lu (2010), Gu and Ye (2014), Krawczyk and Xiang (2016), Sánchez-Franco et al. (2016), Kim et al. (2018), Aeknarajindawat (2019), Casaló and Romero (2019), Pinto and Castro (2019), Xie and Lee (2020), Lai et al. (2021), Chen et al. (2022), Gu and Wang (2022), Han and Anderson (2022), Kurniati et al. (2022), Maia et al. (2022), Vo et al. (2022)

Table 2 (cont.)

Influencing factors/variables	Authors
Hotel related (hotel ratings, rooms, dining options, location, amenities, etc.)	Masiero and Law (2016), Sánchez-Franco et al. (2016), Aeknarajindawat (2019), Kim et al. (2020), Sutherland et al. (2020), Wong et al. (2020), Lai et al. (2021), Luo et al. (2021), Alderighi et al. (2022), Han and Anderson (2022), Son et al. (2022), Vo et al. (2022)
Demographic (age, preferences, socioeconomic status, socio-demographic characteristics, etc.)	Pinto and Castro (2019), Talwar et al. (2020b), Giroux et al. (2022), Strebinger and Treiblmaier (2022), Yang and Kim (2022)
Barriers (alternative attractiveness, confusion, anchoring bias and false claims, hidden costs and the myth, etc.)	Lv et al. (2020), Múgica and Berné (2020), Talwar et al. (2020a), Xue et al. (2020), Kim et al. (2023)
Others (celebrities' expertise, attractiveness, sentiment aspects, effect on the environment, social presence cues, psychographic, impulsive buying, diverse value perceptions, behavioral intention, booking channels, etc.)	Ku and Fan (2009), Masiero and Law (2016), Qiu et al. (2021), Ray et al. (2021), Cai et al. (2022), Chen et al. (2022), Gu and Wang (2022), Jo et al. (2022), Shi et al. (2022), Strebinger and Treiblmaier (2022), Yang and Kim (2022), Gao and Zhan (2023), Oumayma and Ez-Zohra (2023), Wei et al. (2023), Zhu et al. (2023)

Source: authors.

4.2. INFLUENCING FACTORS, ANTECEDENTS AND CONSEQUENCES

In this section, the influencing factors (which affect consumer decisions), antecedents (independent variables with cause and effect relationship) and consequences (outcomes as result of the antecedents) are identified via the SLR, after evaluating the selected 77 research articles.

4.2.1. INFLUENCING FACTORS/VARIABLES

Influencing factors/variables are those elements which affect the decisions of consumers and Table 2 shows how they affect CB towards OTAs. Table 1 mentioned the factors/variables used in each article but Table 2 categorizes them for easier understanding.

4.2.2. ANTECEDENTS

After evaluating all these articles, it was found that attitude (Christina & Yasa, 2021; Kim et al., 2023; Oumayma & Ez-Zohra, 2023), compatibility (Ozturk et al., 2016; Tao et al., 2018), confusion (Xue et al., 2020), convenience (Hao et al., 2015; Ozturk et al., 2016; Tao et al., 2018), e-WOM (Aeknarajindawat, 2019; Gu & Ye, 2014; Krawczyk & Xiang, 2016; Kurniati et al., 2022; Lu et al., 2020; Maia et al., 2022; Vo et al., 2022), ease of use (Mohamad et al., 2021; Ozturk et al., 2016; Pinto & Castro, 2019; Tao et al., 2018), flow experience (Gao & Bai, 2014; Liu et al., 2016), functionality (Berbegal-Mirabent et al., 2016; Sun et al., 2020), hedonic values (Albayrak et al., 2020; Berbegal-Mirabent et al., 2016), information value

(Fu Tsang et al., 2010; Kim & Lee, 2005; Talwar et al., 2020b; Xie & Lee, 2020; Zhu et al., 2023), monetary value (Alderighi et al., 2022; Casaló & Romero, 2019; Chen et al., 2017; Gao & Bi, 2021; Gao & Zhan, 2023; Giroux et al., 2022; Kim et al., 2007; Kim et al., 2020; Lv et al., 2020; Mohamad et al., 2021; Pinto & Castro, 2019; Strebinger & Treiblmaier, 2022; Talwar et al., 2020b; Wong & Wei, 2018; Xie & Lee, 2020), perceived value (Ali, 2016; Berbegal-Mirabent et al., 2016; Bernardo et al., 2012; Chang et al., 2019; Christina & Yasa, 2021; Dutta et al., 2017; Kurniati et al., 2022; Mohamad et al., 2021; Oumayma & Ez-Zohra, 2023; Roger-Monzó et al., 2015), service quality (Chang et al., 2018; Ha, 2016; Sutherland et al., 2020; Vo et al., 2022; Wong et al., 2020), social value (Cai et al., 2022; Talwar et al., 2020b; Ye et al., 2019), trustworthiness (Albayrak et al., 2020; Fu Tsang et al., 2010; Hao et al., 2015; Kim et al., 2007; Kim et al., 2023; Ku & Fan, 2009; Kurniati et al., 2022; Lin & Lu, 2010; Maia et al., 2022; Qiu et al., 2021; Rizal et al., 2020; Ye et al., 2016), website quality (Chen et al., 2022; Fu Tsang et al., 2010; Hao et al., 2015; Huang & Lan, 2021; Li et al., 2021; Loosschilder et al., 2017; Son et al., 2022; Sun et al., 2020; Talwar et al., 2020b) and WOM (Han & Anderson, 2022; Lin & Lu, 2010).

Others such as accommodation uniqueness, assurance, amenities, attractiveness, brand, booking channel, chatbot stimuli interaction (Li et al., 2021; Lv et al., 2020; Masiero & Law, 2016; Qiu et al., 2021; Sánchez-Franco et al., 2016; Strebinger & Treiblmaier, 2022; Sutherland et al., 2020; Zhu et al., 2023), consumers' preference insight, culture, customer expectations, diverse value perceptions, education (Dutta et al., 2017; Kim et al., 2018; Scholl-Grissemann & Schnurr, 2016; Shi

et al., 2022; Strebinger & Treiblmaier, 2022), emotional message cues, epistemic value, e-service quality, interactivity, management response, responsiveness, reliability, quality-of-benefits (Bernardo et al., 2013; Cai et al., 2022; Chen et al., 2022; Chiou et al., 2011; Gu & Ye, 2014; Li et al., 2021; Talwar et al., 2020b), etc. are independent variables which were used as antecedents of CB towards OTAs. Figure 2 shows that the monetary value, trustworthiness, perceived value, website quality, e-WOM, service quality and information value are those that have been used repeatedly as antecedents.

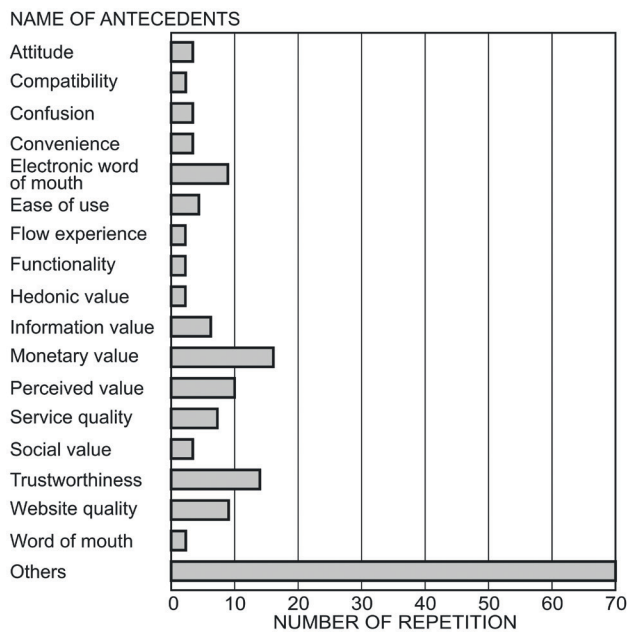


Figure 2. Antecedents identified in the systematic review (SLR)
Source: authors

4.2.3. CONSEQUENCES

The SLR reveals that several studies have discovered multiple consequences in terms of CB such as customer response (Gu & Ye, 2014; Loosschilder et al., 2017; Lu et al., 2020; Luo et al., 2021; Qiu et al., 2021; Son et al., 2022), customer decisions (Aeknarajindawat, 2019; Chen et al., 2022; Christina & Yasa, 2021; Gao & Bi, 2021; Kim et al., 2007; Lv et al., 2020; Mohamad et al., 2021; Pinto & Castro, 2019; Vo et al., 2022; Yang & Kim, 2022), purchase intention (Ali, 2016; Chang et al., 2018; Chen et al., 2017; Gao & Bai, 2014; Kim et al., 2023; Ku & Fan, 2009; Kurniati et al., 2022; Lin & Lu, 2010; Maia et al., 2022; Oumayma & Ez-Zohra, 2023; Scholl-Grissemann & Schnurr, 2016; Shi et al., 2022; Talwar et al., 2020a; Wong & Wei, 2018; Ye et al., 2019; Zhu et al., 2023), purchase decision (Gao & Zhan, 2023; Xie & Lee, 2020), customer satisfaction (Ali, 2016; Bernardo et al., 2013; Chang et al., 2018; Chiou et al., 2011; Dutta et al., 2017; Fu Tsang et al., 2010; Gao & Bai, 2014; Gu & Ye, 2014; Hao et al., 2015; Kim & Lee, 2005; Sun

et al., 2020; Sutherland et al., 2020; Wong et al., 2020), loyalty (Albayrak et al., 2020; Berbegal-Mirabent et al., 2016; Bernardo et al., 2012; Bernardo et al., 2013; Dutta et al., 2017; Han & Anderson, 2022; Li et al., 2021; Miller, 2005; Múgica & Berné, 2020; Ozturk et al., 2016; Rizal et al., 2020; Roger-Monzó et al., 2015; Tao et al., 2018), repurchase intention (Chang et al., 2019; Fu Tsang et al., 2010; Huang & Lan, 2021; Liu et al., 2016; Wei et al., 2023).

Others such as adjusted customer decisions, expectations, review and ratings (Alderighi et al., 2022; Ha & Janda, 2016; Kim et al., 2018), adoption of blockchain-based hotel booking applications (Strebinger & Treiblmaier, 2022), attitudes towards OTAs (Ha, 2016; Ha & Janda, 2016), brand choice, brand positioning, customers' brand opinions (Krawczyk & Xiang, 2016; Ray et al., 2021; Ye et al., 2019), choice of booking, deferred purchase decisions, hotel choice, preference of hotel booking (Gao & Bi, 2021; Giroux et al., 2022; Kim et al., 2023; Xue et al., 2020), guests reviews, customers' suggestions, satisfaction or dissatisfaction, social media interactions, word of mouth (Casaló & Romero, 2019; Sánchez-Franco et al., 2016; Ye et al., 2019), usage intention, tourists' trust, post-purchase discomfort and regret (Cai et al., 2022; Jo et al., 2022; Zhu et al., 2023). Figure 3 shows the consequences and it is seen that purchase intention, satisfaction and loyalty are the three major characteristics that have been most commonly utilized in research articles considered consequential in relation to CB.

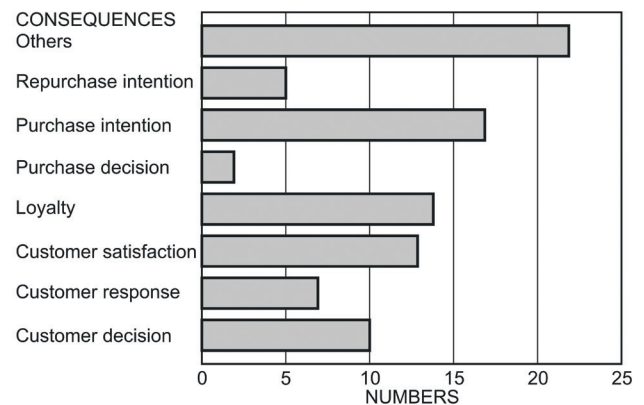


Figure 3. Consequences identified in the systematic review (SLR)
Source: authors

4.3. DISTRIBUTION OF ARTICLES ON THE BASIS OF DATE

Seventy-seven research articles related to the consumer behavior towards online travel agencies were used for the analysis. To know the frequency of the published articles in a single year and to see annual trends, the temporal pattern of publication is shown on the accompanying graph (Figure 4). The publications chosen for analysis span the period from 2005 to 2023.

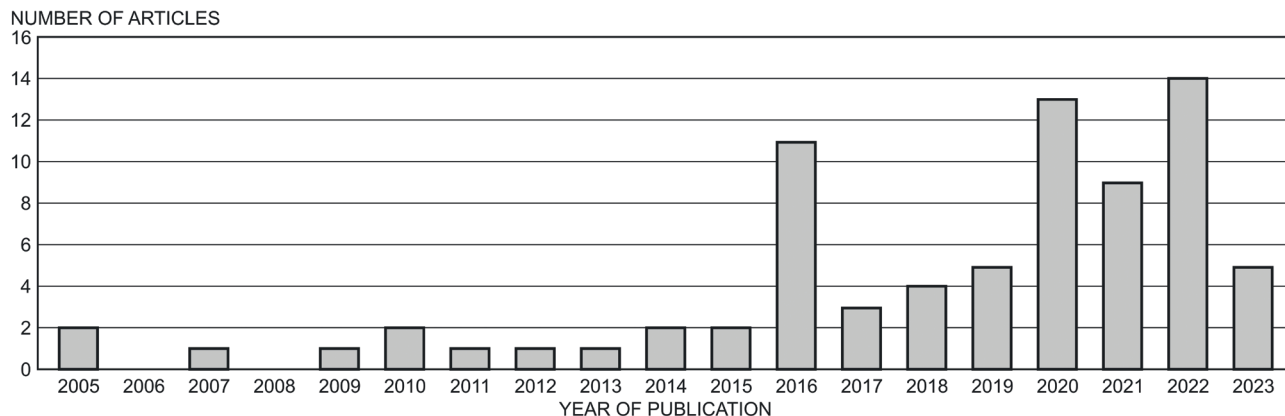


Figure 4. Number of articles by year
Source: authors

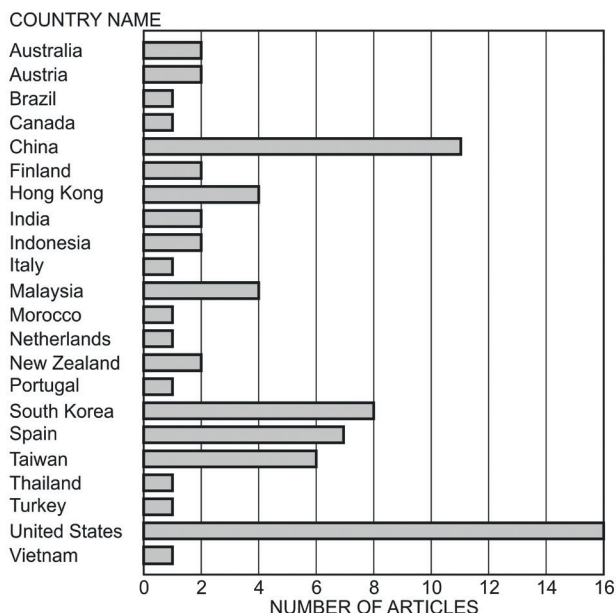


Figure 5. Articles by country
Source: authors

The first relevant publications were from 2005 with two articles. The number ranges from 0 to 2 articles per year from 2005 to 2015. After falling in 2017 the figure rises again to 2020. Figure 4 clearly illustrates these trends.

4.4. DISTRIBUTION OF ARTICLES ON THE BASIS OF COUNTRIES

The number of articles specific to each country is represented graphically below from the 77 that were chosen comprising 22 countries (Figure 5). The USA and China are top of the list with 16 and 11 articles respectively, followed by South Korea (8), Spain (7) and Taiwan (6).

4.5. DISTRIBUTION OF ARTICLES BASED ON JOURNAL AND PUBLISHING HOUSE

The chosen research articles out of the 77 selected for review were allocated by journal name and publication organization as shown in Table 3.

Table 3. List of the journals and publishers (total articles: n = 77)

Journal name	Publisher name	No. of articles
<i>African Journal of Hospitality, Tourism and Leisure</i>	Africa Journals	1
<i>Annals of Tourism Research</i>	Elsevier	1
<i>Asia Pacific Journal of Tourism Research</i>	Routledge	2
<i>Brazilian Business Review</i>	FUCAPE Business School	1
<i>Cornell Hospitality Quarterly</i>	SAGE Publications	1
<i>Decision Support Systems</i>	Elsevier	1
<i>Electronic Markets</i>	Springer Science and Business Media Deutschland	1
<i>Heliyon</i>	Elsevier	1

<i>Industrial Management and Data Systems</i>	Emerald Group Publishing	1
<i>Information and Management</i>	Elsevier	1
<i>Information Technology and Tourism</i>	Springer Berlin Heidelberg	3
<i>International Journal of Contemporary Hospitality Management</i>	Emerald Group Holdings	2
<i>International Journal of Culture, Tourism, and Hospitality Research</i>	Emerald Group Publishing	1
<i>International Journal of Data and Network Science</i>	Growing Science	1
<i>International Journal of Hospitality Management</i>	Elsevier	4
<i>International Journal of Information Management</i>	Elsevier	1
<i>International Journal of Innovation, Creativity and Change</i>	Primrose Hall Publishing Group	1
<i>International Journal of Retail and Distribution Management</i>	Emerald Group Holdings	1
<i>Internet Research</i>	Emerald Group Holdings	2
<i>Journal of Business Research</i>	Elsevier	4
<i>Journal of Hospitality and Tourism Management</i>	Emerald Group Publishing	2
<i>Journal of Hospitality and Tourism Technology</i>	Emerald Publishing	5
<i>Journal of Interactive Marketing</i>	Elsevier	1
<i>Journal of Quality Assurance in Hospitality and Tourism</i>	Routledge	2
<i>Journal of Retailing and Consumer Services</i>	Elsevier	1
<i>Journal of Revenue and Pricing Management</i>	Palgrave Macmillan	1
<i>Journal of Services Marketing</i>	Emerald Group Publishing	1
<i>Journal of Theoretical and Applied Electronic Commerce Research</i>	MDPI	1
<i>Journal of Travel and Tourism Marketing</i>	Routledge	7
<i>Journal of Travel Research</i>	SAGE Publications	3
<i>Jurnal Pengurusan</i>	Penerbit Universiti Kebangsaan Malaysia	1
<i>Management Science</i>	INFORMS Institute for Operations Research and the Management Sciences	1
<i>Production and Operations Management</i>	Wiley-Blackwell	1
<i>Psychology and Marketing</i>	Wiley-Liss	1
<i>SAGE Open</i>	SAGE Publications	1
<i>Scientific African</i>	Elsevier	1
<i>Service Business</i>	Springer Science and Business Media Deutschland	1
<i>Sustainability (Switzerland)</i>	MDPI	4
<i>Total Quality Management and Business Excellence</i>	Routledge	1
<i>Tourism and Hospitality Management</i>	University of Rijeka	1
<i>Tourism and Management Studies</i>	University of Algarve	2
<i>Tourism Management</i>	Elsevier	6
<i>Tourism Review</i>	Emerald Publishing	1

Source: authors.

5. DISCUSSION

This study presents an integrated SLR of the 77 articles selected describing their objectives, findings (in the form of the influencing factors, antecedents and consequences), citation level, year of publication, country of publication, and publications on the basis of journal & publishing house. This section also shows the commonly used influencing factors, major antecedents of OTAs and consequences in terms of CB. The elements that have been examined in relation to the establishment of confidence in OTAs include website design, online reviews, security measures and customer service quality (Chang et al., 2019). Several key factors have been identified as critical variables, including perceived utility, convenience, price competition, trust and ease of use (Gretzel et al., 2015). The study conducted by Xiang et al. (2017) examines the impact of online reviews on consumer perceptions, trust and purchase intentions along with the impact of price comparisons, discounts, promotions and loyalty programs on consumer decision-making and loyalty towards OTAs. Research has examined how post-purchase experiences, customer pleasure and customer assessments affect WOM communication, customer loyalty and repeat usage. Some works provide influential factors, and some discuss antecedents and consequences. But none comprise all three and this is the uniqueness of this study in providing base to the further researchers.

6. CONCLUSIONS

This research offers a comprehensive analysis of CB in relation to OTAs, focusing on the various factors that influence it, as well as the antecedents and consequences associated. The Scopus database was utilized as a retrieval tool in the investigation. To report in a SLRs, this review follows the PRISMA procedure. The initial pool of publications consisted of 723 entries, which were subsequently subjected to a comprehensive (detailed) analysis using the PRISMA methodology, resulting in the review of 77 articles.

The hotel industry has been recognized as the most extensively studied sub-sector within the field. Table 1 presents a comprehensive analysis of 77 publications employing SLR methodology, sourced from credible academic journals and well-established publishing organizations. As noted by earlier researchers, there remains a significant gap in our current understanding of the complex interplay of influencing factors, antecedents and consequences that shape CB towards OTAs shown in Table 1.

Table 1 had already shown the factors used in the researched articles in the SLR but Table 2 categorized

them under some headings for better understanding. The study incorporates graphs that depict the antecedents (Figure 2), consequences (Figure 3), annual distribution of publications (Figure 4) and the distribution of publications across different countries (Figure 5). Meanwhile, Table 3 provides the names of the journals and publishers associated with the articles, thereby offering valuable insights to scholars. These visual aids serve to inform and facilitate access, offering insights into publication trends and the geographic focus. This is also useful for managers working in OTAs to get ideas about which factors affect CB and which factors are leading to the cause-effect relationship (antecedents) to get the desired outcomes (consequences) in terms of CB. It is recommended to the managers that they should read such articles to get to know the factors that negatively impact or restrict the consumer from using OTAs and provide improvement.

There is still ample opportunity for the implementation of more prevalent and all-encompassing frameworks that consider both the factors leading to and the consequences of CB towards OTAs. The focus for future research is the need for increased attention on the specificity of CB features. This can be achieved through the development of scales and procedures that are different for each sub-sector that scholars are interested in. This study offers a range of starting points for practitioners and researchers to delve into the study of CB, along with its possible causes and consequences. However, it is imperative to acknowledge that numerous unresolved issues exist that necessitate further examination. Nevertheless, this study has certain limitations, as it focused solely on an SLR of the articles sourced from the Scopus database. Possible directions for future study could include an integrated approach of bibliometric and SLR.

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