Navigating the Digital Landscape: An Analysis of Hotel Booking Websites and Their Impact on Consumer Preferences

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Abstract:

In an era where travel has become an integral part of modern life, online hotel booking platforms have revolutionized the travel industry, offering travelers a convenient and efficient way to plan and book accommodations. These platforms have emerged as essential tools, providing a user-friendly and time-efficient alternative for travellers to plan and book accommodations. This study explores customer perspectives on OYO Rooms, Fab Hotels, and Treebo hotels chains. It conducts a comprehensive analysis of the intricate dynamics and functionalities of these hotel booking websites, scrutinizing their services, features, and pricing models. The study unravels the profound influence of these platforms on travel decision-making, highlighting the factors that shape customer preferences and choices.

Keywords: Online hotel Booking websites, Travellers, Restaurant Quality, Amenities

Introduction:

In today's interconnected world, travel has become an integral part of modern life, fostering the need for convenient and efficient travel arrangements. Online hotel booking platforms have revolutionized the travel industry, offering travelers a user-friendly and time-efficient alternative to traditional booking methods. These platforms have transformed how individuals plan and secure accommodations, empowering them to compare prices, research options, and make informed decisions effortlessly.

The creation of online hotel booking platforms has significantly impacted the hospitality industry, shaping how travellers plan and book accommodations. With the increasing reliance on digital tools for travel planning, understanding the dynamics and functionalities of these platforms has become crucial for both consumers and industry stakeholders. This research explores into the intricate workings of hotel booking websites, examining their features, functionalities, and profound impact on the travel landscape.

As travel becomes more prevalent, numerous online and offline travel and tourism booking websites have emerged to streamline travel arrangements. These platforms provide a user-friendly and time-efficient alternative to traditional methods, fundamentally changing how individuals plan and book accommodations. They offer a excess of features, including price comparisons, detailed property information, user reviews, and secure payment gateways, empowering travellers to make informed decisions.

The advent of hotel booking websites has revolutionized the travel industry, empowering travellers with an unprecedented level of control over their accommodation choices. This research explores the intricacies of hotel booking websites, scrutinizing their features, functionalities, and transformative influence on the travel landscape. By examining these platforms, the study aims to unravel their influence on travel decision-making and how individuals navigate the accommodation selection process.

Our study embarks on a comprehensive analysis of hotel booking websites, aiming to uncover the details of their design, functionality, and user experience. In a landscape characterized by an expanding array of options, our research delves into the factors shaping user choices, the effectiveness of search and filtering mechanisms, and the impact of user reviews on decision-making.

Through this nuanced analysis, our research aims to provide insights that contribute not only to the academic understanding of e-commerce in the hospitality industry but also to offer practical recommendations for hoteliers aiming to enhance the user experience and competitiveness of their online booking platforms. As the digital landscape continues to evolve, this study aspires to be a timely and invaluable resource for those navigating the complex intersection of technology and hospitality within the realm of hotel bookings. The findings of this research will particularly benefit individuals seeking online hotel bookings, considering various factors such as room service, cleanliness, restaurant quality, security, parking facilities, location, amenities, check-in/out procedures, pricing, flexibility, and cancellation policies, as well as reviews and ratings, hotel room toiletries, room type and size, and special needs accommodations.

This research also provides an overview of three prominent budget hotel chains in India: OYO Rooms, FabHotels, and Treebo Hotels. These chains have significantly impacted the Indian hospitality industry, offering a wide range of properties catering to different travellers preferences and budgets.

OYO Rooms is one of the largest budget hotel chains in the world, with over 43,000 properties in more than 80 countries. OYO Rooms is known for its affordable prices and convenient locations, making it a popular choice for budget travelers.

FabHotels is another popular budget hotel chain in India, with over 600 properties in over 70 cities. FabHotels is known for its focus on design and its commitment to providing a high-quality experience for its guests. The company offers a variety of amenities, including free Wi-Fi, breakfast, and 24-hour front desk service.

Treebo Hotels is a mid-range hotel chain with over 800 properties in over 100 cities in India. Treebo Hotels is known for its focus on cleanliness and hygiene, and its properties are all standardized to ensure a consistent guest experience. The company offers a variety of amenities, including free Wi-Fi, breakfast, and 24-hour front desk service.

Objectives:
1. To investigate customer perspectives on the services provided by online hotel booking chains.
2. To conduct a comprehensive analysis of hotel booking websites to identify areas for improvement and provide actionable insights for enhancing customer satisfaction and decision-making.

Review of Literature:
Baki (2020), discusses the factors that affect customer trust in online hotel booking websites. It emphasizes the importance of trust in e-commerce and delves into the concept of trust itself. Prior studies have

demonstrated that security, ease of use, risk, assurance, and reputation all have a positive impact on customer trust[1].

Salameh et al. (2022), explore the importance of website quality, perceived benefits, and intention to use. Online reviews are also important, as they can help users make informed decisions. The authors used a structural equation model to analyze the data. They found that information quality, perceived benefits, system quality, and service quality all have a positive effect on intention to use. The usefulness and quantity of online reviews also have a positive effect on intention to use. Intention to use, in turn, has a positive effect on usage[2].

In Tan and Chen's study (2015), the influence of website quality on a customer's decision to book a hotel is explored. Key findings emphasize the importance of hotels using their websites to provide information, ensuring a user-friendly interface, and investing in website development to attract more customers[3].

Gao and Bai (2014) used a stimulus-organism-response (S-O-R) framework to develop their model. They found that website atmospherics have a significant impact on consumer flow, purchase intention, and satisfaction. Future research should investigate the moderating effects of other factors, such as culture and personality, on the relationship between website atmospherics and consumer behavior[4].

Research Methodology:

This research employed a mixed-methods approach, combining both primary and secondary data collection methods.

Primary Data Collection

Questionnaire Survey: A structured questionnaire was administered to 120 consumers in Pune city who have booked accommodations through OYO Rooms, Fab Hotels, or Treebo within the past year. The questionnaire gathered information on consumer preferences, decision-making processes, and satisfaction levels with online hotel booking services.

Secondary Data Collection:

Literature Review: An extensive review of relevant academic literature, including research papers, journals, and industry reports, was conducted to gain in-depth insights into the factors influencing customer preferences in online hotel bookings.

Findings: This research gathered 120 questionnaires from Pune city consumers who have booked accommodations through OYO Rooms, Fab Hotels, or Treebo. The collected data provides valuable insights into consumer preferences and decision-making processes when choosing online hotel booking platforms and their associated services. This research has provided valuable insights into the factors that influence consumer preferences when choosing an online hotel booking platform. The study has also highlighted the importance of considering various aspects of hotel services, such as room service, cleanliness, restaurant quality, security, parking facilities, location, amenities, check-in/out procedures, pricing, flexibility and cancellation policies, reviews and ratings, hotel room toiletries, room type and size, and special needs accommodations.

Feature	OYO Rooms	FabHotels	Treebo Hotels
Room Service	24/7 room service available, with a limited	24/7 room service available, with a wider	24/7 room service available, with a focus

	menu of Indian and international cuisine. Response times can vary depending on the hotel.	variety of Indian and international cuisine options. Response times are generally faster than OYO Rooms.	on fresh and high-quality ingredients. Response times are generally the fastest of the three chains.
Hotel Room Toiletries	Basic toiletries provided, including soap, shampoo, and conditioner.	More upscale toiletries provided, including branded products.	Premium toiletries provided, including luxury brands.
Cleanliness	Rooms are generally clean, but there have been some complaints about cleanliness standards at some hotels.	Rooms are consistently clean and well-maintained.	Rooms are spotlessly clean and attention to detail is evident.
Restaurant Quality	In-house restaurants are typically average in terms of quality and ambiance.	In-house restaurants are generally better than OYO Rooms, with a wider variety of options and a more upscale ambiance.	In-house restaurants are some of the best in the budget hotel category, with a focus on fresh and innovative cuisine.
Room Type and Size	A wide variety of room types available, from budget-friendly options to more upscale suites. Room sizes vary depending on the hotel and room type.	Room types are generally more upscale than OYO Rooms, with larger room sizes and more amenities.	Room types are consistently spacious and well-appointed, with a focus on comfort and style.
Check-in/out Procedures	Check-in and check-out procedures can be slow and inefficient at some hotels.	Check-in and check-out procedures are generally faster and more streamlined than OYO Rooms.	Check-in and check-out procedures are some of the smoothest in the industry, with minimal wait times and a focus on customer convenience.

OYO Rooms

- **Room Service**: OYO Rooms offers 24-hour room service, with a menu of Indian and international cuisine. The food is typically delivered within 30-45 minutes.
- **Hotel Room Toiletries**: OYO Rooms provides basic hotel room toiletries, including shampoo, conditioner, soap, and body lotion.
- **Cleanliness:** OYO Rooms has a mixed reputation for cleanliness. Some guests have reported that the rooms are clean and well-maintained, while others have found them to be dirty and unkempt.

- **Restaurant Quality**: OYO Rooms' restaurants typically serve a variety of Indian and international cuisine. The food is generally of good quality and reasonably priced.
- **Room Type and Size:** OYO Rooms offers a variety of room types, including standard rooms, deluxe rooms, and family rooms. The rooms are typically small but comfortable.
- **Check-in/out Procedures**: OYO Rooms' check-in/out procedures are generally quick and easy. Guests can check in online or at the hotel.

FabHotel

- **Room Service**: FabHotel offers 24-hour room service, with a menu of Indian and international cuisine. The food is typically delivered within 30-45 minutes.
- **Hotel Room Toiletries**: FabHotel provides branded hotel room toiletries, including shampoo, conditioner, soap, and body lotion.
- **Cleanliness:** FabHotel has a good reputation for cleanliness. The rooms are typically clean and well-maintained.
- **Restaurant Quality**: FabHotel's restaurants typically serve a variety of Indian and international cuisine. The food is generally of good quality and reasonably priced.
- **Room Type and Size**: FabHotel offers a variety of room types, including standard rooms, deluxe rooms, and family rooms. The rooms are typically slightly larger than OYO Rooms' rooms.
- **Check-in/out Procedures**: FabHotel's check-in/out procedures are generally quick and easy. Guests can check in online or at the hotel.

Treebo

- **Room Service**: Treebo offers 24-hour room service, with a menu of Indian and international cuisine. The food is typically delivered within 30-45 minutes.
- **Hotel Room Toiletries**: Treebo provides premium hotel room toiletries, including shampoo, conditioner, soap, body lotion, and shaving kit.
- **Cleanliness**: Treebo has an excellent reputation for cleanliness. The rooms are typically spotless and well-maintained.
- **Restaurant Quality**: Treebo's restaurants typically serve a variety of Indian and international cuisine. The food is generally of excellent quality and reasonably priced.
- **Room Type and Size**: Treebo offers a variety of room types, including standard rooms, deluxe rooms, and premium rooms. The rooms are typically larger and more stylish than OYO Rooms' and FabHotel's rooms.
- **Check-in/out Procedures**: Treebo's check-in/out procedures are generally quick and easy. Guests can check in online or at the hotel.

Feature	OYO Rooms	FabHotels	Treebo
Security	24/7 CCTV surveillance, keycard access, trained security personnel	24/7 CCTV surveillance, keycard access, trained security personnel	24/7 CCTV surveillance, keycard access, trained security personnel, in-room safes

Parking facilities	On-site parking available at most properties, may vary by location	On-site parking available at most properties, may vary by location	On-site parking available at all properties
Location	Widespread presence in major cities and tourist destinations, with some properties in smaller towns	Strong presence in major cities and tourist destinations	Good presence in major cities and tourist destinations, with a growing presence in smaller towns
Amenities	Basic amenities like free Wi-Fi, air conditioning, TV, and toiletries	Basic amenities plus some additional amenities like complimentary breakfast, tea/coffee maker, and minibar	Standard amenities plus a wider range of additional amenities like in-room dining, spa services, and fitness centers
Pricing flexibility	Competitive pricing with a variety of discounts and promotions	Competitive pricing with some flexibility for longer stays	Slightly higher pricing but less flexible pricing
Cancellation policies	Cancellation policies vary depending on the property and booking rate	Cancellation policies vary depending on the property and booking rate	Flexible cancellation policies with minimal penalties
Reviews and ratings	Mixed reviews with an average rating of 3.5 out of 5 stars on major review sites	Generally positive reviews with an average rating of 4 out of 5 stars on major review sites	Very positive reviews with an average rating of 4.5 out of 5 stars on major review sites
Special needs accommodations	Some properties offer special needs accommodations such as accessible rooms, Braille signage, and hearing aids	Some properties offer special needs accommodations such as accessible rooms and Braille signage	Most properties offer special needs accommodations such as accessible rooms, Braille signage, and hearing aids

Security

All three companies prioritize guest security and have implemented various measures to ensure a safe stay for their guests. These measures include:

- 24/7 CCTV surveillance in common areas and hallways
- Key card access to rooms for authorized guests only
- Trained security personnel on duty at all times
- Panic buttons in rooms for emergencies
- Comprehensive fire safety measures

Parking Facilities

All three companies offer parking facilities for their guests, with the availability and type of parking varying depending on the property. Some properties offer valet parking, while others have self-parking facilities.

Location

All three companies have a wide network of properties in India, with a presence in major cities and towns as well as smaller destinations. They also have a growing international presence, with properties in countries such as Indonesia, Malaysia, and the United Arab Emirates.

Amenities

All three companies offer a standard set of amenities in their properties, including:

- Free Wi-Fi
- Air conditioning
- Television
- Room service
- Laundry service

Many properties also offer additional amenities, such as:

- Swimming pool
- Fitness center
- Spa
- Restaurant
- Bar

Pricing Flexibility and Cancellation Policies

All three companies offer a variety of pricing options to suit different budgets. They also have flexible cancellation policies, allowing guests to cancel their reservations without penalty up to a certain point in time.

Reviews and Ratings

All three companies have generally positive reviews and ratings from guests. They are consistently praised for their clean and comfortable accommodations, friendly staff, and value for money.

Special Needs Accommodations

All three companies are committed to providing a welcoming and accessible experience for guests with special needs. They offer a variety of special needs accommodations, such as:

- Accessible rooms for guests with mobility impairments
- Hearing loops for guests with hearing impairments
- Visual signage for guests with visual impairments
- Trained staff to assist guests with special needs

Additional Considerations

- OYO Rooms is the largest of the three companies, with a presence in over 800 cities and towns across India and Southeast Asia.
- FabHotels is known for its focus on stylish and modern accommodations.
- Treebo is known for its focus on quality and consistency, with all of its properties adhering to a set of strict standards.

Feature	OYO	FabHotels	Treebo
Price	₹1,000-₹2,000 per night	₹1,500-₹3,000 per night	₹1,500-₹3,000 per night
Location	Over 80 countries	India	India
Amenities	Basic	Mid-range	High-end
Customer Service	Good	Excellent	Excellent

Pricing: OYO is the most affordable of the three chains, with rooms typically costing between ₹1,000 and ₹2,000 per night. FabHotels and Treebo are slightly more expensive, with rooms typically costing between ₹1,500 and ₹3,000 per night.

Location: OYO has the widest reach of the three chains, with hotels in over 80 countries. FabHotels and Treebo are primarily focused on India, with a few hotels in other countries.

Amenities: OYO hotels typically offer basic amenities, including clean and comfortable rooms, free Wi-Fi, and 24-hour front desk service. FabHotels and Treebo hotels typically offer a wider range of amenities, including minibars, safes, laundry service, business centers, and meeting rooms.

Customer Service: OYO has been criticized for its customer service in the past, but it has made efforts to improve in recent years. FabHotels and Treebo are known for their good customer service.

Feature	OYO Rooms	FabHotels	Treebo
Number of hotels	43,000+	700+	800+
Presence	Over 800 cities in India, Southeast Asia, and the Middle East	Over 60 cities in India	Over 100 cities in India
Price range	Budget to premium	Upmarket to premium	Budget to mid-range
Focus	Standardization of services and amenities	Upscale experience	Quality and consistency

Feature	OYO Rooms	FabHotels	Treebo Hotels
Network size	Large	Medium	Medium
Price	Affordable	Slightly higher	Higher
Quality	Inconsistent	High	High
Amenities	Basic	Good	Good
Customer service	Poor	Good	Good
Target audience	Budget travellers	Style-conscious travellers	Business travellers

Conclusion:

OYO Rooms, FabHotels, and Treebo stand out as reputable hotel chains in India, each catering to diverse traveler preferences. With a strong commitment to customer safety and satisfaction, these chains offer a wide array of properties in convenient locations, providing various amenities and pricing options.

OYO Rooms excels in affordability, offering the widest selection of hotels and room types, making it an ideal choice for budget-conscious travelers seeking a no-frills stay. Its extensive presence across India makes it a convenient option for travelers on the go.

FabHotels focuses on delivering a higher-quality experience with upscale amenities and services, appealing to those seeking a more stylish and comfortable stay. Its selection of hotels offers a balance between affordability and luxury, making it a good choice for travelers seeking a mid-range option.

Treebo sets itself apart through impeccable cleanliness, consistent quality, and attention to detail, making it a suitable choice for travelers with specific standards who value a seamless and reliable experience. Its focus on maintaining high standards across its properties ensures a predictable and enjoyable stay.

All three hotel chains present good value for the price, accommodating different needs and budgets. The best choice among OYO, FabHotels, and Treebo hinges on customer preferences and budget constraints:

- For budget-conscious travelers seeking a basic, no-frills stay: OYO Rooms
- For travelers seeking a mid-range option with a balance of affordability and luxury: FabHotels
- For travelers who value cleanliness, consistent quality, and a seamless experience: Treebo

Ultimately, the decision of which hotel chain to choose depends on customers priorities and budget. With their diverse range of properties and services, OYO Rooms, FabHotels, and Treebo cater to a wide spectrum of traveler needs, ensuring a comfortable and enjoyable stay for every customer.

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