

The Impact of Online Reviews and Ratings on Consumer Decisions: A Study of MakeMyTrip

Akanksha Yadav
School of Business
Galgotias University
Greater Noida

Dr. Neeraj Bali
School of Business
Galgotias University
Greater Noida

Abstract— Consumer purchasing behavior has also completely shifted in the tourism sector in the wake of the flourishing digital technology and online travel platforms. Reviews and ratings have become one of the primary factors that have a significant impact on the decision making process for traveling these days and among them, one of the most prominent websites that are hugely popular for its reviews and ratings is MakeMyTrip. This research explores how the influence of customer-generated reviews, digital feedback and star ratings affect their decision making behavior. The study examines the effect of online reviews on the booking intention, the building of trust, the establishment of service expectations, and the satisfaction of the users of online travel (OT) services. Primary data was obtained from a structured questionnaire filled by the consumers over the internet travel sites where descriptive research design methodology was used. The results show that positive ratings and reviews significantly boost the will to book, while negative ones undermine consumers' confidence in and willingness to book. Based on the findings of the study, the conclusions may be drawn as follows: the online reviews and ratings have important contribution in building up the consumers' perception and decision-making related to their purchase of online package holiday in the digital tourism market.

Keywords— *Online Reviews, Ratings, Consumer Decision-Making, MakeMyTrip, Consumer Behavior, Electronic Word-of-Mouth, Online Travel Platforms, Customer Satisfaction, Digital Marketing, Tourism Industry.*

I. INTRODUCTION

A. Background of the Study

Internet technology and digital communication are now a key area of rapid evolution in terms of how consumers buy, especially in the tourism and hospitality sector. The internet has emerged as a crucial source for travel-related information, allowing users to easily compare prices, view its performances and make bookings with online travel companies like MakeMyTrip. Internet rating and reviewing have grown to be influential aspects of consumer decision-making processes in recent years. Before booking hotels, getting to and from, and booking holiday packages, customers are more befittingly falling back on feedback, star ratings and customer generated reviews. Positive reviews build trust and inspire consumers to book a service, while negative reviews can deter consumers and raise doubts about service quality. Marketing communication practices have thus been transformed due to the increasing value of online word-of-mouth communication and there is a greater understanding that Online Reputation Management (ORM) plays an important role within the tourism industry.

B. Statement of the Problem

With this growing reliance on the internet as a travel facilitator, online reviews and ratings have become a crucial element of consumers' travel decision-making process. Although there are tons and tons of digital feedback available, consumers struggle to determine whether the reviews are

genuine or reliable online. Artificial reviews, opinion-driven reviews, and overwhelming information are confusing and detrimental to consumer confidence. For MakeMyTrip, customers' reviews and ratings have an important influence over the booking process and customers' service quality perception. This current study seeks to explore how much online reviews and ratings have an effect on consumer purchasing behavior, and booking intentions in the online travel market.

C. Objectives of the Study

To investigate the role of online comments on the customer's buying behaviour.

To understand the impact of ratings on the customers' trust and booking.

To explore how and why digital Word of Mouth is important for the tourism sector.

To understand the consumers' perceptions when it comes to travel reviews online.

To assess the connection between customer feedback and the desire to purchase the product again.

D. Research Questions

What role do reviews play in the booking process of MakeMyTrip consumers?

How do ratings affect consumers' trust and purchasing intention?

What are the implications of negative reviews for the consumers' attitude toward the travel service?

How much do consumers rely on online reviews prior to making bookings?

E. Significance of the Study

significance of the study is it offers information about the transformation of consumer behavior in the digital tourism environment. The findings can assist online travel organizations to enhance their customer contentment, digital marketing, as well as online reputation management. The research can also be helpful for academics to better understand online consumer behaviour and electronic word of mouth communication.

F. Scope and Limitations

The study highlights the experience of the people who book travel related deals through MakeMyTrip and investigates the influence of online reviews and ratings when it comes to buying a product online. The research is carried out on the cross section of the respondents who know online travel platforms. Findings may be limited by the time constraints, and limited resources and reliance upon self-reported responses.

II. LITERATURE REVIEW

The increasing pace of internet technology and digital communication channels has had a major impact on how customers are buying products in the tourism and hospitality sector. The online travel platforms have emerged as a significant source of information for consumers when it comes to travelling, and enable them to compare travel services, appraise options, and make informed choices on booking a travel. With the growing popularity of online reviews and ratings, a new segment of consumer-generated content which plays a crucial role in shaping consumer trust, purchase intent and satisfaction has garnered significant research interest. With the advent of social media, modern consumers don't only rely on traditional ads or travel agents when planning a trip, they find it important to consult online reviews, star ratings, photos, and real-life experiences of their past travelers before choosing a hotel, a transportation service or a travel package. The intangible nature of products in the tourism industry, where they can also not be physically inspected until after purchase, means that online reviews are regarded as particularly influential as one method to overcome uncertainty and perceptions of risk. As peer-generated reviews are perceived as authentic and experience-based sources of information, consumers are more likely to trust them than advertisements generated by companies. Positive reviews will generally build positive impressions about the quality of a business's service, customer satisfaction, reliability and trustworthiness, and so that is likely to lead to forward-looking consumer booking behaviour. However, negative reviews cause hesitation, magnitude of risk and can compel consumers to steer clear of certain services. Research around electronic WOC has suggested that word-of-mouth that occurs online quickly permeates the internet through websites, mobile apps, blogs, and social media platforms, and influences consumer behavior in the online space. Reviews play a significant role in consumer perceptions and influence their purchasing decisions, as their quality, quantity, emotional appeal and credibility are key. In-depth and well-reasoned reviews can be more trustworthy than other super-positive or super-promotional comments. Star ratings have also been found to act as a "short-hand" measure of service standard, and enable consumers to compare options to make informed choices efficiently. Higher ratings not only generate social proof and boosts customer confidence but lower ratings also have negative impacts on booking intentions and the organization's image. Trust is considered to be one of the most critical factors influencing customers' online purchasing behavior in the tourism industry due to the high degree of financial investment, emotionality and service undependability required in making a purchase. Moreover, user-generated content, including travel photos, videos, hotel reviews, and experiences, adds to the digital impact on the tourism market. So, social media has taken those customer experiences to a greater extent, making it easy for those travelers to share their opinions at once with a mass online audience. Various studies have pointed to the fact that Online Reputation Management has become essential to how travel businesses operate in today's day and age as digital reviews have a direct impact on their brand reputation, customer loyalty, and market competitiveness. The companies like MakeMyTrip actively invite the customer reviews then constantly monitor customers feedback systems to enhance the standard of their service and customer engagement. Previous research has also shown that online consumer reviews and ratings have emerged as a significant factor in influencing consumer purchase decision making in today's digital 21st century tourism environment.

III. RESEARCH METHODOLOGY

Meaning of Research Methodology: Methodology in research work is the systematic and scientific approach which is followed for the collection, analysis and interpretation of appropriate data pertaining to specific research problem. It offers a logical route in doing the study to maintain that the researcher can be able to meet the goals effectively. The aim of current study is to analyse effect of online reviews and ratings on consumer decision making behaviour with a specific reference to MakeMyTrip. Even with the tourism industry as a whole, the increase in the usage of the internet services, smartphones, and online applications of traveling has allowed rapid digital transformation. Online travel stages offer obviously the capacity to contrast costs and rate quality, read consumer support reviews and arrange travel. A travel product is invisible and cannot be experienced in buyer's hand before the purchase, therefore consumers are more likely to pay more attention to online reviews and ratings to overcome uncertainty and perceived risks. This study's methodology was designed to analyse the impact of the digital customer feedback on consumer trust, booking intention, purchasing behavior and service expectations. The study adopts a descriptive and analytical research approach, using in-depth examination to find the consumers' perception, and analyze the relationships between the online reviews and ratings, and booking behavior. The descriptive approach serves to understand the existing attitude and behavior patterns of the consumer towards the digital travel platform and the analytical approach helps us with the interpretation of the relationship between various variables related to consumer decision-making. This research is quantitative as it relied on numbers with a structured questionnaire and applied statistical methods in the interpretation and analysis of the data. During the study primary and secondary sources of data were used. The primary data was sourced from the respondents who would actively use travel planning platforms like MakeMyTrip for booking a hotel, for transportation and other travel related activities. Secondary data was obtained from research journals, books, articles, tourism reports, company websites, and digital marketing studies, which helped in gaining theoretical understanding in online consumer behaviors, EWOC and online reputation management. Considering the above, the questionnaire method was chosen as the major data collection alternative due to the fact that it allows for a systematic collection of answers from the respondents in a short time period and a large number of respondents. The questionnaire was written in simple and clear language to avoid any mismatch while the respondents comprehended the same. It was mainly composed of items which asked close-ended questions about demographic data, the frequency of the use of online travel platforms, the level of trust customers had in online ratings, the importance of customers' reviews, the influence of positive/negative review and customer satisfaction about travel services. The study concentrated on the consumers who have already been using the online travel platforms since they can provide meaningful reviews on the impact of reviews and ratings on their travel bookings. Survey method was found to be the most suitable approach since conducted research on consumer behaviour in relation to the electronic environment needs to be based on actual users' behavior and opinions.

Sampling design used in this study was on target population, sampling technique and determination of sample size. The population to be targeted were the users of online travelling booking websites like MakeMyTrip who were interested in

travelling and tourism services. Convenience sampling technique was applied considering the respondents were volunteers and available to the researchers. In consumer behavior research, convenience sampling is commonly employed due to its ability to quickly gather pertinent information in the research under strict time and resource restrictions. The total respondents of the study are 60 and the survey forms were sent via online and the information was received through online. The returned responses were carefully screened and completed or inconsistent data sets removed. Collected information was finally put into sheets and tables systematically to be analysed and interpreted. Independent, Dependent variables used in the study. Independent variables were online reviews, online ratings, customer feedback, credibility of online reviews and electronic word-of-mouth and the dependent variables were consumer trust, purchase intention, booking behavior, consumer satisfaction and repeat purchase intention. Data collected was presented in descriptive statistics which includes percentage analysis, frequency distribution, tabular presentation and graphical interpretation. Consumer responses were visually represented in simplified and understandable manner in terms of Bar graph and Pie chart. The use of statistical analysis was used in the identification of the behavioral patterns and the assessment of the impact of on-line reviews and ratings on travel booking. In order to provide reliability and validity of the study, standardized questionnaires and it was ensured that all the questions included in the questionnaire were directly related to the objectives of the research were used. Careful consideration in the design of the questionnaire was put into the concepts identified through the literature search and extension from previous research on online consumer behavior. The ethical aspect has also been considered in the research procedure. Respondents were also made aware of the intended use of the study, and that it was voluntary to participate in the survey. During the research no respondents' personal information was ever revealed; they were kept anonymous and their confidentiality respected. The results from the study therefore can be derived from systematically gathered consumer feedback and reflect value in terms of gainful information on the impact of online consumer reviews and ratings on consumer purchasing behavior in the digital tourism market.

IV. RESULTS AND DISCUSSION

Data Analysis and interpretation is one of the critical stages in the research process as the collected data provides in-depth knowledge and generates findings and conclusions. The present chapter focusses on analyzing the responses that were collected from consumers on the influence of online reviews/ratings on purchase with special reference to MakeMyTrip. The data was gathered from 60 respondents who actively use online travel in terms of hotel booking, transportation services and holiday package booking. The answers have been systemized using tables, percentage analysis and graphical interpretation in order to gain insight on how consumers behave with online reviews and ratings, how they trust them and its impact on booking intentions. The results obtained in the study contribute to understanding the expansion of digital word of mouth in the travel sector and the role of customers' reviews on both customers' perceptions and travel decision-making process.

Table 4.1. Frequency of Using Online Travel Platforms

	Number of Respondents	Percentage
Very Frequently	18	30.0%
Frequently	22	36.7%
Occasionally	14	23.3%
Rarely	4	6.7%
Never	2	3.3%
Total	60	100%

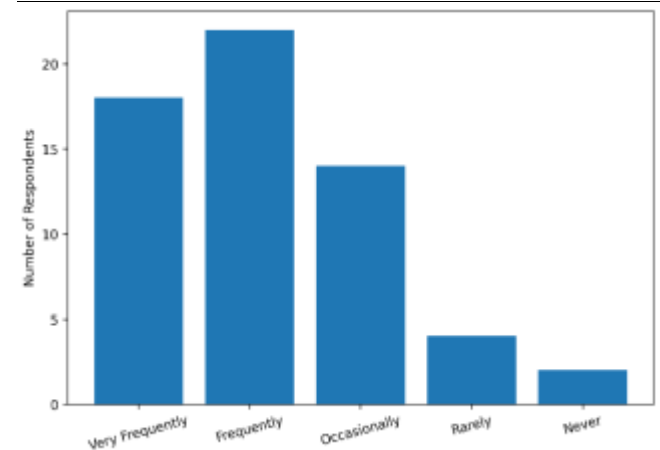


Fig. 4.1. Frequency of Using Online Travel Platforms (Bar Graph)

Interpretation:

As it can be seen in the Table above, most of the respondents are actively using online travel platforms to book online travel-related services. Twenty (22) respondents, or 36.7% of 60, reported frequent online travel platform use and 18 respondents (30.0%) reported very frequent online travel platform use. A few respondents reported seldom or not using online travel tools. The survey results corroborate the findings of the previous studies that online travel applications like MakeMyTrip are strongly gaining traction amongst consumers primarily due to convenience, accessibility, facilitation to compare prices, customer feedback systems etc. This level of usage by respondents shows the increased dependency of consumers on digital travel platforms in order to make an informed decision in buying.

Table 4.2. Influence of Positive Reviews on Booking Decisions

	Number of Respondents	Percentage
Strongly Agree	24	40.0%
Agree	22	36.7%
Neutral	8	13.3%
Disagree	4	6.7%
Strongly Disagree	2	3.3%
Total	60	100%

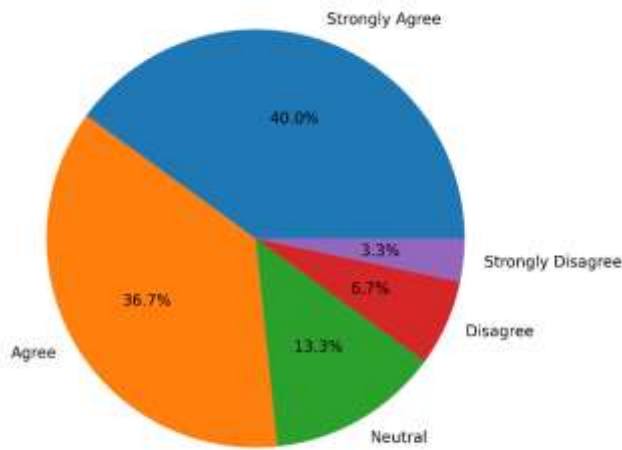


Fig. 4.2. Influence of Positive Reviews on Booking Decisions (Pie Chart)

Interpretation:

The results show that MakeMyTrip users' decision on booking a trip is heavily impacted to a positive for online reviews. This is particularly true, as many agreed or strongly agreed that positive reviews from clients make them more likely to do business with them. Positive reviews generate consumers' trust and confidence since they allow them to obtain useful information about the quality of service, customer satisfaction, cleanliness, prices and reliability of a travel service. Positive reviews are seen as low risk signals and a good customer experience. The results also indicate that an online review can be a part of the evaluation process in a consumer's decision-making phase. Positive digital feedback also helps build customer trust, credibility of the platforms and booking intention among online consumers.

Table 4.3. Impact of Negative Reviews on Consumer Behavior

	Number Respondents	of Percentage
Strongly Agree	28	46.7%
Agree	18	30.0%
Neutral	7	11.7%
Disagree	5	8.3%
Strongly Disagree	2	3.3%
Total	60	100%

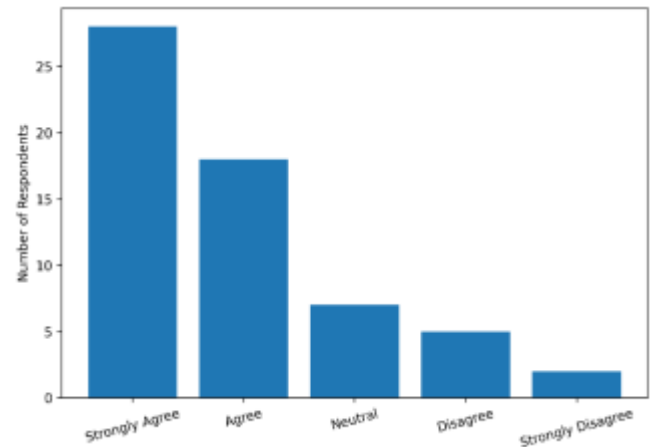


Fig. 4.3. Impact of Negative Reviews on Consumer Behavior (Bar Graph)

Interpretation:

As more consumers watch, read, and trust the reviews composed by other travelers, the table obviously shows that the negative reviews have a huge impact on their purchasing behavior in the field of tourism. Almost half of the respondents strongly agreed that negative customer feedback deters them from travelling with online companies. When it comes to customer surveys, negative ones are typically warnings to consumers about the poor quality of service, unhappy customers, safety or reliable customer experiences. Any negative reviews can raise man shades of risk and uncertainty level, and thus, lessen consumer confidence while booking. The results show that even in the case of negative comments consumers pay attention because tourism services are financial investment and techniques that involve emotional factors. Negative online reviews can thus undermine the reputation of an organisation and erode the customer's confidence in the travel service provider. The conclusions stress the need of online Reputation Management and customer satisfaction strategies in the case of companies that operate in the online tourism market.

Table 4.4. Consumer Trust towards Ratings on MakeMyTrip

	Number Respondents	of Percentage
Strongly Agree	20	33.3%
Agree	24	40.0%
Neutral	9	15.0%
Disagree	5	8.4%
Strongly Disagree	2	3.3%
Total	60	100%

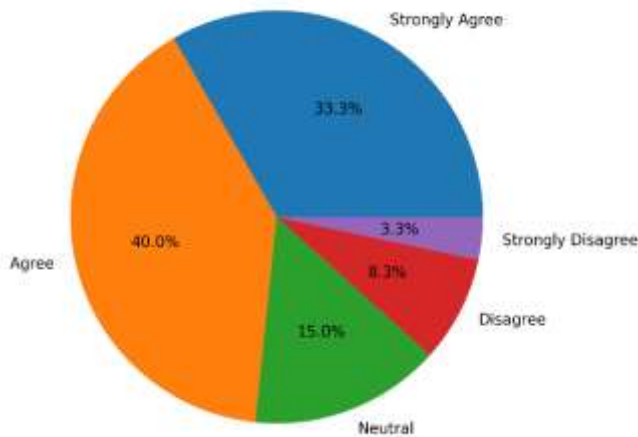


Fig. 4.4. Consumer Trust towards Ratings on MakeMyTrip (Pie Chart)

Interpretation:

The results indicate that the respondents are found to have a positive attitude towards the rating information shown on MakeMyTrip while making their buying decision pertaining to travel. Most of the respondents strongly agreed/agreed that ratings are indicative of real customer experiences and effectiveness at assessing service. The ratings make it easier to make a decision and offer a quick summary of the hotel, transportation service or holiday package. Many consumers refer to ratings as one of the methods of comparing alternatives before they book. Higher ratings foster positive attitudes and perceptions that indicate reliability, professionalism and customer satisfaction whereas lower rating brings hesitation and uncertainty for customers. The results further show that ratings are relevant in the context of digital trust in online travel settings. High ratings depict customer experiences all at once and are better seen as more reliable and trustworthy by consumers. The study thus verifies the key impact of ratings in terms of booking intentions, customer confidence and purchasing behaviour in the online tourism sector.

The findings of the study overall show that online review/ratings are indeed one of the most important factors that affect the buying decision of consumers in the tourism and hospitality sector. Digital feedback mechanisms continue to be relied upon by consumers when they are choosing travel, as access to these systems decrease uncertainty and increase confidence when making a purchase. Positive reviews and a higher rating will boost customer trust and help sell more reservations while negative reviews will adversely impact on perceptions and cause consumers to be hesitant to book trips. The results highlight the need for online travel service providers like MakeMyTrip to continue listening to customer reviews and developing a solid online reputation to boost customer satisfaction, credibility, and performance in a digital space.

V. CONCLUSION AND FUTURE WORK

The present study focused upon the effect of online reviews and ratings on a consumer's decision making behaviour and has particular interest in MakeMyTrip. The overall results of the research suggest that digital customer feedback is one of the most because the results of the research are a clear indicator that digital customer feedback plays a crucial role in determining a

customer's buying decision in the tourism and hospitality industry. Tourism products are products that are intangible and include financial and emotional risks, for which consumers rely on reviews and star ratings, and customer experiences on the internet when choosing products. The study showed that positive reviews are strong motivators for booking intentions, engendering trust, confidence and positive perceptions of the quality of services; while negative reviews prevent buying decisions and boost uncertainty when booking. Ratings were also identified as a variable that influenced consumer assessment processes because it offered consumers quick and easy information on reliability, customer satisfaction and the overall quality of service. The study also revealed that younger and digitally savvy shoppers rely more heavily on online travel portals and eWOM during the travel decision-making process. The results show that for firms like MakeMyTrip, online reputation management is vital from a strategic point of view since the media content of customers designs consequences for firm's image, consumers' trust and repeat buy intention. The study concludes that reviews and ratings posted online are important in influencing consumers' perceptions and decisions in the digital marketplace of tourism. The credibility of the organisation, customer satisfaction and competitiveness in the tourism sector can therefore be improved by effectively managing the system of collecting and processing customer feedback. The present study is an interesting contribution to the understanding of consumers' online behaviors, but some limitations still exists because of the limited amount of respondents, time frame, and self-report questionnaires from consumers. Future research can extend the study to accommodate more samples, more websites and/or comparison between regions or countries. Additionally, the impact of fake reviews, Artificial Intelligence driven recommendation systems, social media influencers and image-based user generated tourism contents on consumer behaviors in online tourism settings can also be investigated. Further research can also focus on the correlation between digital trust, customer loyalty, and online purchasing behavior of travel for the long-term within an emerging digital market.

REFERENCES

- [1] Abubakar, A. M., & Ilkan, M. (2021). Impact of online word-of-mouth on consumer travel decisions. *Journal of Destination Marketing & Management*, 19, 100498.
- [2] Alhomaid, A. (2025). Building trust in sustainable journeys: The interplay of green marketing and purchase intention in tourism. *Sustainability*, 17(18), 8464.
- [3] Berry, S. (2024). Consumer lying in online reviews: Recent evidence. *Journal of Consumer Behaviour*, 23(4), 455–469.
- [4] Filieri, R., & McLeay, F. (2021). E-WOM and accommodation booking intentions in tourism. *Tourism Management Perspectives*, 37, 100781.
- [5] Gurme, V. M. (2025). A study of the impact of online customer reviews and ratings on purchasing decisions. *International Journal of Innovative Research in Multidisciplinary Field*, 11(1), 112–120.
- [6] Huang, Z., & Mou, J. (2021). Gender differences in user perception of online travel agency websites. *Technology in Society*, 66, 101671.
- [7] Jain, P. K., & Pamula, R. (2021). Machine learning applications for consumer sentiment analysis using online reviews. *Artificial Intelligence Review*, 54(2), 1021–1045.
- [8] Kankam, G., & Charnor, I. (2023). Emotional intelligence and consumer decision-making styles. *Future Business Journal*, 9(57), 1–15.
- [9] Kim, J., & Park, J. (2022). Online travel reviews and tourist trust: A stimulus-organism-response perspective. *Kybernetes*, 51(5), 1655–1671.

- [10] Kusawat, P., & Teerakapibal, S. (2023). The roles of culture in online user reviews: An empirical investigation. *Electronic Commerce Research*, 23(4), 1459–1484.
- [11] Moon, H., Yu, J., Chua, B., & Han, H. (2023). Impact of green brand authenticity on tourist satisfaction and willingness to pay more. *Journal of Travel & Tourism Marketing*, 40(4), 326–344.
- [12] Pocchiari, M., Proserpio, D., & Dover, Y. (2025). Online reviews: A literature review and roadmap for future research. *International Journal of Research in Marketing*, 42(1), 1–25.
- [13] Ponathil, A., Bhanu, A., Piratla, K., Sharma, V., & Madathil, K. C. (2024). Factors influencing online consumer choice of service providers. *Electronic Commerce Research*, 24(4), 2519–2546.
- [14] Pooja, K. (2025). Does negative online review matter? An investigation of consumer perception. *International Journal of Consumer Studies*, 49(2), 311–328.
- [15] Rolando, B. (2025). The influence of customer reviews on trust and purchase decisions. *International Journal of Economics and Business Studies*, 8(1), 55–71.
- [16] Su, L., Yang, Q., Swanson, S. R., & Chen, N. C. (2021). The impact of online reviews on destination trust and travel intention. *Journal of Vacation Marketing*, 27(4), 1–16.
- [17] Tiwari, P. (2025). Consumer trust in online reviews: A comparative study of verified vs non-verified reviews. *International Journal of Advanced Research*, 13(11), 519–522.
- [18] Wang, Y., Zaman, H., & Alvi, A. (2022). Green customer value and green purchase intention in tourism. *SAGE Open*, 12(3), 1–14.
- [19] Wu, L., & Liu, Z. (2022). The influence of green marketing on brand trust. *Discrete Dynamics in Nature and Society*, 2022, 1–12.
- [20] Zheng, L. (2021). The classification of online consumer reviews: A systematic literature review and integrative framework. *Journal of Business Research*, 135, 226–251.