

## **The Impact of Online Review Attributes on Hotel Booking Intentions: Examining the Mediating Role of Emotional Engagement and Moderating Effects of Traveler Type (Backpackers vs. Digital Nomads)**

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This study explores the intricate relationship between online review engagement and booking intentions, with a particular focus on the subjective perceptions of travelers, specifically backpackers and digital nomads. Understanding how trust and consumer-generated data influence booking behavior on online platforms such as TripAdvisor and Booking.com is becoming increasingly critical for decision-making in the hospitality industry. However, the psychological mechanisms driving these behaviors and how they vary across different travel segments remain underexplored.

A quantitative research design was employed, with data collected from 308 respondents through a structured survey. Descriptive statistics, correlation analysis, and regression analysis were conducted to examine the relationships between online review attributes, traveler engagement, and booking intentions. Findings indicate that key online review features—such as consensus, comprehensiveness, authenticity, and the presence of key reviews—are strongly associated with engagement levels and subsequent booking decisions.

The study highlights emotional regulation as a critical predictor of booking behavior. Positive reviews enhance trust and excitement, encouraging stronger booking intentions, while negative reviews create hesitation. Attributes such as detail and relevance play a vital role in shaping and maintaining emotional responses, ultimately influencing decision-making.

Furthermore, the relationship between review attributes and booking intentions is significantly mediated by travel segmentation. Experience-driven travelers, such as backpackers and cultural explorers, prioritize

emotionally engaging and experiential reviews, particularly those highlighting authenticity, social interactions, and local experiences. Digital nomads and remote workers, in contrast, emphasize functional aspects, valuing online presence, work-friendly environments, and extended stay options. These differences underscore the importance of customized review management strategies tailored to different traveler segments. Personalized AI-powered review platforms can enhance engagement by delivering content aligned with individual travel needs and preferences. From a theoretical perspective, this study contributes to the understanding of consumer behavior in the online review ecosystem, particularly by integrating emotional regulation and travel segmentation into booking decision models. The findings also provide practical implications for hospitality marketers. Hotels and travel platforms can optimize their review strategies by curating content that aligns with both emotional and functional travel motivations.

Despite its contributions, the study has certain limitations. It focuses exclusively on backpackers and digital nomads, omitting other key traveler groups, such as families, luxury travelers, and business professionals, who may have different review preferences. Additionally, while the study emphasizes review attributes, it does not account for other influential factors, such as multimedia content, reviewer credibility, or social proof mechanisms. Future research should explore a broader range of travel segments and consider alternative review attributes to develop a more comprehensive understanding of digital consumer behavior in hospitality.

By addressing these dynamic consumer behaviors, the hospitality industry has the potential to enhance consumer engagement, boost customer satisfaction, and improve conversion rates..

**Keywords:** *Online reviews, hotel booking intentions, film regulation, backpackers, nomads, travel segmentation, standards*