



# Green Finance, Scientific Innovation and Sustainable Development Goals: Pathways to a Resilient Future

## Editors

Dr. G.Purushothaman  
Dr. J.Chithralega  
Mr. G.Magesh  
Ms. C.Snega



2026



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**“Green Finance, Scientific Innovation and Sustainable Development Goals: Pathways to a Resilient Future” (IC-GFSI-SDG- NEXGEN 2026)**

## **PSYCHOLOGICAL IMPACT OF NEGATIVE ONLINE REVIEWS ON CONSUMER TRUST AND HOTEL BOOKING BEHAVIOUR**

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### **ABSTRACT**

Online reviews play a crucial role in shaping consumer perceptions and influencing hotel booking decisions in the hospitality industry. Negative online reviews, in particular, create a strong psychological impact on potential travelers by increasing perceived risk and reducing consumer trust. This study examines the psychological impact of negative online reviews on consumer trust and hotel booking behaviour among tourists visiting popular destinations in Tamil Nadu such as Ooty, Kodaikanal, and Madurai. The study adopts a quantitative research design, and primary data were collected using a structured questionnaire from 200 respondents who frequently use online platforms to book hotels. Statistical techniques such as descriptive statistics, reliability analysis, correlation analysis, regression analysis, and structural equation modelling were used for data analysis. The results indicate that negative online reviews significantly affect consumer trust and reduce hotel booking intentions. However, credible and detailed reviews can moderate this effect by enhancing transparency and reliability. The study highlights the importance of effective online reputation management for hotels in major tourist destinations to maintain customer trust and improve booking behaviour.

**Keywords: Negative Online Reviews, Consumer Trust, Hotel Booking Behaviour, Online Reputation Management, Tourism.**