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Intention to Purchase Travel Online: A SEM Analysis

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Abstract:

Purpose: *The study is concerned with the examination and analysis of the factors that affect an international traveler's intention to purchase travel services online before visiting Thailand. Presently, the Kingdom is the 10th most visited country in the world.*
Design/Methodology/Approach: *The research instrument consisted of a 45 item, seven-part questionnaire which used a seven-level Likert type agreement scale to gather the opinions of the 585 international travelers to Thailand. LISREL 9.1 was used to conduct the initial confirmatory factor analysis [CFA] and the structural equation modeling [SEM] of the 12 hypotheses model, which contained six latent and 18 observed variables.*
Findings: *Trust was determined to play the most significant role in a traveler's use and purchase of online travel services. There were also significant relationships between the traveler's attitude and perception of an online website's ease of use and trust. Results indicated that Booking.com was chosen by the majority of the surveyed respondents (38.12%), while Agoda (21.2%) was a distant second. The variables ranked in importance included trust, perceived ease of use, the traveler's attitude, the social networks, and the perceived risk.*
Practical Implications: *As yet, it appears that consumer international online travel bookings are still focused on price, with a traveler's trust of the website and underlying company far and away is the most crucial factor for a purchase to be made. Also, companies should know that travelers rely heavily on other's opinions and this is paramount in importance in the purchase process.*
Originality/Value: *The results of this study sheds some light on how international travelers use social media and networks, which can be of significant economic importance to tourism and infrastructure use planners.*

Keywords: *OTA, Purchase Online, SEM, Social Networks, Thailand, Tourism.*

JEL code: *L83, L93, L96, M37, O14, R11.*

Paper type : *Research article.*

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1. Introduction

In 2018, Thailand saw a record of 38.27 million tourists (approximately the size of Poland), up 7.5% from 2017 (Record 38.27m tourists in 2018, 2019), placing Thailand in the 10th spot of most visited countries in the world (Hutton, 2018). Foreign tourist receipts directly account for about 12% of Thailand's gross domestic product [GDP], with tourism a key growth engine. Furthermore, according to Kasikornbank Research Center (2019), in 2018, Thailand received approximately $63.162 billion in revenue from the arrival of international tourists, with the number of international tourists traveling to Thailand in 2019 projected to reach 39.8 million people, potentially generating tourism receipts of over $69 billion.

Furthermore, Ekstein (2018) reported that global travelers spend more money in Thailand than anywhere else in Asia and that Thailand is the fourth-most-profitable tourism destination in the world. Also, according to the UNWTO [United Nations World Travel Organization], Thailand is first in Asia when it comes to tourism spending, with East Asian tourists accounting for 73% percent of all arrivals (Stapornchai, 2018). Additional research published by the World Travel and Tourism Council found that tourism contributed more than $97 billion, or 21.2% to Thailand's GDP in 2017 (Hutton, 2018). The Thai tourism sector also accounts for 5.8 million jobs, which is 15.5% of the Kingdom's total employment.

Additionally, according to numerous travel writers, experts, and studies, the way tourists are finding and booking their holidays in the digital age is rapidly changing, as consumers have become a generation of DIY [do-it-yourself] travelers who plan, manage and book travel online. This has had major impacts on traditional travel groups such as Thomas Cook, which posted a £1.5bn first-half loss in 2019 (Kollewe, 2019), as traditional tour operators come under pressure from fierce online competition, and a general decline in demand for package holidays (Jeffries, 2018).

2. Theoretical framework

In this section we identify both the latent variables and the observed variables identified form the literature and theory for use in the study's SEM.

2.1 Social Networks (SN)

Furthermore, social media and networks have made a huge impact on the tourism industry, with consumers using SN sites to research trips, make informed travel decisions, and share their personal experiences of a particular hotel, restaurant, or airline. Social networking media are a web-based means for people to share information in an online community with approved followers (Lane & Coleman, 2012). Social networking first appeared in the 1990s and is designed to engage users with one or more social connections that allow one to bond with the outside world (Wink, 2010), with Facebook, MySpace, LinkedIn and Twitter are well-known

names in this space (Lane & Coleman, 2012). Active global social media users are reported to be reaching 3.196 billion users representing a 42% penetration rate (Newberry, 2018). In Thailand, Line has also become a primary SN name.

Within the travel industry, TripAdvisor has had a wide-reaching effect. In January 2019, TripAdvisor reported the site had accumulated 490 million unique visitors, who use other tourists to actively seek out travel information and advice (Smith, 2019). Additionally, online travel agencies [OTAs] such as Booking.com, Expedia and Priceline have evolved into sophisticated marketing channels for hoteliers of all sizes, giving online consumers easy access to different travel options in terms of time, location, and price (Gaggioli, 2015). These platforms also now offer access to markets that were once unattainable by small hoteliers and hostel owners.

Therefore, from the review of the literature and theory concenring *social networks* (SN), the following three observed variables were included in the research. This included *website familiarity* (x1), *decision to buy travel services online* (x2), and *exchange of information with other people* (x3). Finally, the following three hypotheses were developed for the research:

H1: Social networks (SN) have a direct influence on risk perception (RP).
H2: Social networks (SN) have a direct influence on ease of use (EU).
H3: Social networks (SN) have a direct influence on intention to purchase travel online (ITO).

2.2 Trust (TR)

Another important element in the process of a consumer's intention to purchase online is trust, as trust plays a significant role in determining commitment between consumers and organizations (Morgan & Hunt, 1994). Trust is also the foundation of communication relationships in providing services to customers, with customer trust having a direct influence on customer loyalty (Marakanon & Panjakajornsak, 2017). This is supported by a recent speech made to a travel conference in Cadiz, Spain, in which BBC journalist Sarah Smith stated "We are living through a crisis of trust" and warned the gathered travel agents that someone could no longer command respect by representing a well-known organization, whether it is the BBC or an established travel company (Top BBC journalist, 2019). Chaudhuri and Holbrook (2001) have also determined that trust is essential to an organization's effectiveness.

Therefore, after a review of the relevant literature and theory related to *trust* (TR), the following three observed variables were included in the research. This included *website reliability* (x4), *responsibility and responsiveness* (x5), and *confidence and safety* (x6), with the following three hypotheses used for the research:

H4: Trust (TR) has a direct influence on risk perception (AT).
H5: Trust (TR) has a direct influence on intention to purchase travel online (ITO).
H6: Trust (TR) has a direct influence on ease of use (EU).

2.3 Risk perception (RP)

Dowling and Staelin (1994, p. 119) defined the idea of risk perception (RP) as "the consumer's perception of the uncertainty and adverse consequences of buying a product or service." Jacoby and Kaplan (1972) earlier had stated that numerous researchers had utilized the construct of RP to investigate various aspects of consumer behavior. Kim *et al.* (2008) in Hong Kong examined Internet consumers' trust and RP and determined that both have strong impacts on a consumer's purchasing decisions. This was consistent with Cunningham *et al.* (2005) who studied RP in consumer online airline reservation services and determined that there was a pattern throughout the consumer buying process and that the RP for internet airline services showed more radical changes in risk levels than traditional services. Additionally, the analyses indicated that performance, physical, social, and financial risk are related to RP at certain stages of the consumer buying process.

Therefore, after a review of the relevant literature and theory related to *risk perception* (RP), the following three observed variables were included in the research. These included *proper storage* (y4), *data security* (y5), and *data accuracy* (y6), with the following three hypotheses conceptualized for the research:

H7: *Risk perception* (RP) has a direct influence on *ease of use* (EU).
H8: *Risk perception* (RP) has a direct influence on *attitude* (AT).
H9: *Risk perception* (RP) has a direct influence on *intention to purchase travel online* (ITO).

2.4 Perception of Ease of Use (EU)

Another aspect in the mix of a consumer's ITO is the perception of ease of use (EU) of the online process or platform being used. Davis (1989) was a leader in the discussion concerning the usefulness and ease of use of technology in what was called the technology acceptance model [TAM], in which the model demonstrated that the perceptions of technology and its perceived ease of use and usefulness have a significant impact on its use and ultimately performance (Malhotra *et al.*, 2001; Saade, 2007; Venkatesh, 2000; Venkatesh & Bala, 2008).

Additional support for EU comes from Poddar *et al.* (2009), who indicated that a website's personality could influence a site's customer's orientation, web site quality, and purchase intentions. McDonald (2009) has also suggested that strategies required for powerful social networking sites include giving users what they want, while containing active content, and most important of all, creating an experience for the user.
Therefore, after a review of the relevant literature and theory related to *ease of use* (EU), the following three observed variables were included in the research. These included *website interaction ease* (y7), *website access ease* (y8), and *website use ease* (y9), with the following two hypotheses conceptualized for the research:

H10: Ease of use (EU) has a direct influence on attitude (AT).

H11: Ease of use (EU) has a direct influence on intention to purchase travel online (ITO).

2.5 Attitude (AT)

Hand-in-hand with trust is a consumer's attitude (AT), with Lee *et al.* (2009) pointing out that even a moderate amount of negativity negates other extremely positive reviews concerning attitude toward a brand. Additional support for the importance of attitudes in adopting online sales services by consumers comes from Fethi and Mohammed (2019), in which it was reported that attitudes and perceived ease of use technology for online reservation users were identified as the most important factor driving consumers to adopt online booking.com services.

Therefore, after a review of the relevant literature and theory related to *attitude* (AT), the following three observed variables were included in the research. These included *comfortable and interesting* (y10), *value and satisfaction* (y11), and *positive impression of website services* (y12), with the following final hypothesis conceptualized for the research:

H12: Attitude (AT) has a direct influence on intention to purchase travel online (ITO).

2.6 Intention to purchase travel online (ITO)

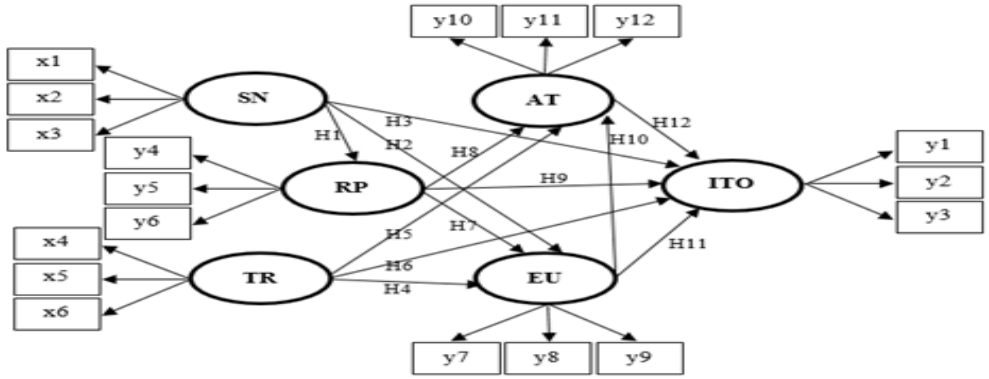
From a web-based questionnaire, 1,732 responses were collected it which it was reported that attitudes, perceived risk, and perceived behavioral control have significant effects on intentions to purchase travel online (Amaro & Duarte, 2016). However, contrary to what was expected, neither trust nor the influence of others seems to directly affect intentions to purchase travel online. This is at odds with other researchers who have determined that trust plays an important role in improving long-term customer value in online dynamics (Chiang & Jang, 2007).

Wen (2012) also reported that the quality of a travel website's design and the consumers' attitudes and satisfaction have a significant influence on a traveler's purchase intention. Therefore, after a review of the relevant literature and theory related to the *intention to purchase travel online* (ITO), the following three observed variables were included in the research. These included *future purchase intention* (y1), *tracking the purchase history* (y2), and *diversity of operators* (y3).

2.7 Conceptual model

From the review of the literature and related theory, the study's conceptual model is presented in Figure 1.

Figure 1: *Conceptual Model of Variables affecting Online Travel Purchasing (ITO)*



3. Methodology

In this section the authors present the methods used for the research study's CFA and SEM.

3.1 The Survey Questionnaire

The questionnaire consisted of seven sections, of which sections two – seven used a seven-level Likert type scale to access the respondent's level of importance they placed on each item, with '7' indicating 'strongly agree = 6.50-7.00,' '4' indicating 'moderate agreement 3.50-4.49,' and '1' indicating 'strongly disagree = 1.00-1.49.' Section one contained five items concerning the individual's personal characteristics and travel preferences such as sex, age, education level, the continent of origin, and the use of online booking websites (Table 1). Section two contained eight items about social networks (SN), while Section three had seven items concerning the traveler's level of trust (TR). Section four used six items to determine perceived risk (PR), while Section five asked about the traveler's perception of their ease of use (EU) in the ITO process. Section six had seven items about the online process ease of use (EU), and finally, Section seven had five items about the traveler's intention to purchase travel and services online (ITO). Initial reliability testing for the survey items by a group of five experts and was calculated with the use of Cronbach's α and ranged from 0.80–0.91 (Kline, 2011). From the use of reliability table developed by George and Mallery (2010), a Cronbach's α of $\geq$ 0.80 = good consistency.

3.2 Sample and Data Collection

Loehlin (1992) has suggested that from the results of Monte Carlo simulation studies using confirmatory factor analysis [CFA] models that an investigator's sample is better if it includes at least 200 individuals. Other scholars, however, have suggested even larger sample sizes of at least 400, as larger sample sizes assure higher CFA results (Bartholomew *et al.*, 2008; Gagne & Hancock, 2006).

Therefore, from May 2017 to October 2017, student graduate teams were granted

permission from authorities at Bangkok's main international airport Suvarnabhumi Airport to survey inbound tourists. Initial screening was conducted by asking each tourist in English if they had used an online service to book their travel arrangements. If the answer was 'yes,' every fifth individual was randomly selected to complete the survey. From this process, 585 travelers responded and completed the student assisted survey in the allocated six month period.

3.3 Data Analysis

The analysis of the accuracy of the SEM of the variables that influence the ITO was conducted by use of the LISREL 9.1. The study used a path analysis and the goodness of fit index [GFI] statistics to verify reliability and validity. Furthermore, **v**alidity was measured using convergent validity (AVE), construct validity (GFI, CFI, RMSEA, Chi-square/df), and discriminant validity ($\sqrt{AVE}$). Established criteria for these statistics was $p \geq 0.05$, the $\chi 2$ / df ≤ 2.00, root mean square error of approximation [RMSEA] ≤ 0.05, CFI ≥ 0.90, goodness of fit [GFI] ≥ 0.90, adjusted goodness of fit [AGFI] ≥ 0.90, and root mean square residual [RMR] <0.05. Also, the Normed Fit Index [NFI] was used and was the very first measure of fit proposed in the literature (Bentler & Bonett, 1980) and it is an incremental measure of fit. The best model is defined as a model with a χ 2 of zero and the worst model by the χ 2 of the null model.

4. Empirical Analysis

4.1 Travelers' Survey Characteristics

From the audited questionnaires from 585 international travelers, it was determined that 60.17% originated in Europe, with the majority being between 21-30 years of age (36.58%). Concerning which online travel site used, Booking.com was the leader with 38.12%, with Agoda a distant second with 21.20%. Additionally, the travelers represented a well educated group as 34.70% had obtained an undergraduate degree, while an additional 19.32% had completed graduate school.

4.2 External Latent Variables CFA Results

Table 1 presents the final CFA results of the LISTEL 9.1 analysis of the study's external latent variables SN and TR. Additionally, the criteria, results, and validating theory of the goodness-of-fit statistics are detailed in Table 3 for Tables 1 and 2.

4.3 Internal Latent Variables CFA Results

Table 4 presents the final CFA results of the LISTEL 9.1 analysis of the study's internal latent variables PR, EU, AT, and ITO.

4.4 Data Analysis Results

Table 3 presents the study's goodness-of-fit criteria and supporting theory. Additionally, Table 4 shows the correlation coefficients between the latent variables, their construct reliability, and the AVEs.

Table 1. *External Latent Variables CFA Results*

Constructs	**α**	**AVE**	**CR**	**Observed variables**	**loading**	**R^2**
Social networks (SN)	0.89	0.61	0.82	website familiarity (x1)	0.68	0.47
				the decision to buy travel services online (x2)	0.97	0.94
				exchange of information with other people (x3)	0.65	0.42
Trust (TR)	0.91	0.71	0.88	website reliability (x4)	0.80	0.64
				responsibility and responsiveness (x5)	0.93	0.87
				confidence and safety (x6)	0.80	0.65

Table 2. *Internal Latent Variables CFA Results*

Constructs	**α**	**AVE**	**CR**	**Observed variables**	**loading**	**R^2**
Perceived Risk (PR)	0.80	0.44	0.67	proper storage (y4)	0.59	0.35
				data security (y5)	0.93	0.87
				data accuracy (y6)	0.34	0.11
Perception of Ease of Use (EU)	0.90	0.75	0.90	website interaction ease (y7)	0.89	0.78
				website access ease (y8)	0.83	0.69
				website use ease (y9)	0.87	0.75
Attitude (AT)	0.90	0.74	0.90	comfortable and interesting (y10)	0.87	0.76
				value and satisfaction (y11)	0.85	0.72
				positive impression of website services (y12)	0.87	0.76
Intention to purchase Travel Online (ITO)	0.88	0.76	0.91	future purchase intention (y1)	0.96	0.91
				tracking the purchase history (y2)	0.80	0.64
				diversity of operators (y3)	0.85	0.72

Table 3. *Criteria, Theory, and Results of the Values of Goodness-of-Fit Appraisal.*

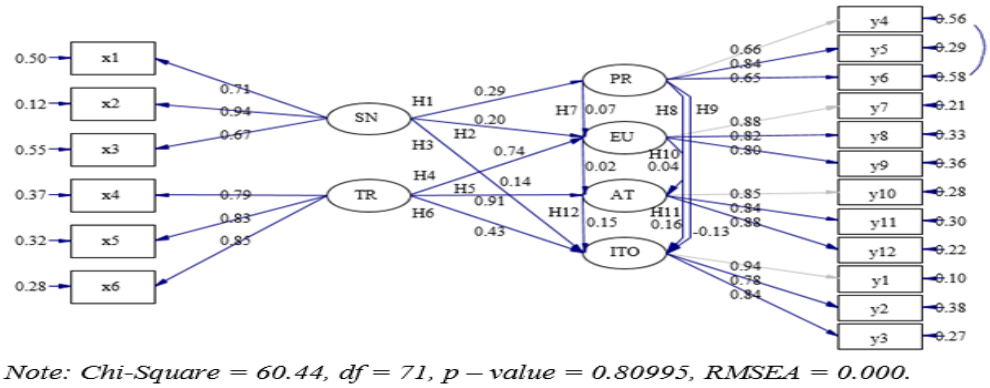
Criteria Index	Criteria	Values	Results	Supporting theory
Chi-square: $\chi 2$	$p \geq 0.05$	0.81	passed	Rasch (1980)
Relative Chi-square: $\chi 2/df$	≤ 2.00	0.85	passed	Byrne, Shavelson, and Muthén (1989)
RMSEA	≤ 0.05	0.00	passed	Hu and Bentler (1999)
GFI	≥ 0.90	0.99	passed	Jöreskog, Olsson, and Fan (2016)
AGFI	≥ 0.90	0.97	passed	Hooper, Coughlan, and Mullen (2008)
RMR	≤ 0.05	0.03	passed	Hu and Bentler (1999)
SRMR	≤ 0.05	0.03	passed	Hu and Bentler (1999)
NFI	≥ 0.90	0.99	passed	Bentler and Bonett (1980)
CFI	≥ 0.90	1.00	passed	Schumacker and Lomax (2010)
Cronbach's Alpha	≥ 0.70	0.80-0.91	passed	Tavakol and Dennick (2011)

Table 4. *Correlation Coefficients between Latent Variables (under the* ***bold*** *diagonal) Composite Reliability (ρC) and the AVE*

Constructs	SN	TR	PR	EU	AT	ITO
Social networks (SN)	**1.00**					
Trust (TR)	.50**	**1.00**				
Perceived Risk (PR)	.35**	.19**	**1.00**			
Perception of Ease of Use (EU)	.58**	.75**	.27**	**1.00**		
Attitude (AT)	.50**	.78**	.25**	.73**	**1.00**	
Intent to purchase Travel Online (ITO)	.54**	.68**	.18**	.72**	.68**	**1.00**
ρ_V (AVE)	0.61	0.68	0.52	0.70	0.73	0.73
ρ_C (Composite Reliability)	0.82	0.86	0.76	0.87	0.89	0.89
$\sqrt{AVE}$	0.78	0.82	0.72	0.84	0.85	0.85

Note: ***Sig. < .01*

Figure 2: *Final SEM Model*



Note: Chi-Square = 60.44, df = 71, p – value = 0.80995, RMSEA = 0.000.

4.5 Direct Effect (DE), Indirect Effect (IE), and Total Effect (TE)

Table 5's results show that the variable relationship with the strongest influence on ITO was TR (DE = 0.43, TE = 0.69). Additionally, the relationship between TR and AT (TE = 0.92) was very strong, as well as between EU and TR (TE = 0.74). Table 6 shows the hypotheses testing results.

Table 5. *Standard Coefficients of Influences for the Variables that Influence ITO*

Dependent variables	**R^2**	**Effect**	**Independent variables**				
			SN	**TR**	**PR**	**EU**	**AT**
Perceived Risk (PR)	.09	DE	0.29**				
		IE	-				
		TE	0.29**				
Perception of Ease of Use (EU)	.82	DE	0.20**	0.74**	0.07*		
		IE	0.02*	-	-		
		TE	0.22**	0.74**	0.07*		
Attitude (AT)	.87	DE	-	0.91**	0.04	0.02	
		IE	0.02	0.02	-	-	
		TE	0.02	0.92**	0.04	0.02	
Intention to purchase Travel Online (ITO)	.62	DE	0.14**	0.43*	-0.13*	0.16	0.15
		IE	-	0.26	0.02	-	-
		TE	0.14**	0.69**	-0.11	0.16	0.15

Note: **Sig. < 0.05, **Sig. < 0.01.*

Table 6. *Hypotheses Testing Results*

Hypotheses	**Coef.**	**t-value**	**Results**
H1: SN has a direct effect on PR	0.29	5.09**	Supported
H2: SN has a direct effect on EU	0.20	4.28**	Supported
H3: SN has a direct effect on ITO	0.14	3.00**	Supported
H4: TR has a direct effect on EU	0.74	14.72**	Supported
H5: TR has a direct effect on AT	0.91	6.05**	Supported
H6: TR has a direct effect on ITO	0.43	1.98*	Supported
H7: PR has a direct effect on EU	0.07	2.10*	Supported
H8: PR has a direct effect on AT	0.04	1.17	Unsupported
H9: PR has a direct effect on ITO	-0.13	2.77*	Supported
H10: EU has a direct effect on AT	0.02	0.14	Unsupported
H11: EU has a direct effect on ITO	0.16	1.36	Unsupported
H12: AT has a direct effect on ITO	0.15	0.92	Unsupported

5. Discussion and Conclusion

From the results of the research in the development of a SEM of the variables that influence the intention to purchase travel online (ITO), it was found that all the causal variables in the model had a positive influence on ITO, which can be explained by 62% of the variance (R^2) in ITO. The variables ranked in importance included trust (TR), perceived ease of use (EU), the traveler's attitude (AT), the social networks (SN) and the perceived risk (PR), with total effects [TE] equal to 0.69, 0.16, 0.15, 0.14 and -0.11, respectively.

5.1 Social Networks (SN)

The SN used was found to have a direct influence on the study's international traveler's PR (H1), AT (H2), and their ITO (H3). Global data supports the size and importance of social media platforms as there are now 3.196 billion users worldwide (Newberry, 2018). Furthermore, due to the development of communication and information technology [IT], the tourism industry has witnessed significant changes due to the ease in which travelers can obtain from various online media platforms (Briandana, Doktoralina & Sukmajati, 2018).

However, although the platform and device are critical instruments in SN use, Palmer and Koenig-Lewis (2009) have suggested that emotions associated with the use of an SN web site may be more critical as a key success factor in direct marketing. This is consistent with research item 36 from this study in which travelers were asked the importance of "*Opinions concerning online travel purchases are helpful*", and responded with a mean score of $\overline{x}$ = 4.95, the third highest $\overline{x}$ for the 40 items surveyed. Additionally, Jayawardhena (2004) reported that personal values were significantly related to positive attitudes toward e-shopping. Hsiao, Lin, Wang, Lu & Yu (2010) offered more detail concerning factors considered necessary in SN use. These included perceived ability, perceived benevolence/integrity, perceived critical mass, and trust in a website was four important antecedents of trust in product recommendation in a social networking site. Also, trust in product recommendations can influence the consumers' intention to purchase from the website through increasing their intention to purchase the products.

5.2 Trust (TR)

The international traveler's TR was conceptualized and tested in three hypotheses, H1 (TR to EU), H2 (TR to AT), and H3 (TR to ITO), which were all found to directly affected in the analysis. Support for the concept of TR being a key element in online use and purchasing is significant.

5.3 Perceived Risk (PR)

The PR used was found to have a direct influence on the study's international traveler's EU (H7) and their ITO (H9). However, there appeared to be little support for H8 in which it was conceptualized that PR had a direct effect on AT. Support for H9 can be found in research from Yang, Liu, Li and Yu (2015) in which perceived information asymmetry, the perception of technological and regulatory uncertainty, and perceived service intangibility were confirmed as the main determinants of perceived risk.

Ariffin, Mohan and Goh (2018) also reported on PR in the process of online purchasing and determined that five factors have a significant negative effect. Of these, security risk was determined to be the riskiest. This is consistent with research item '1' from this study in which travelers were asked the importance of 'I believe that buying tours and services through online travel websites is very risky", and responded with a mean score of $\overline{x}$ = 4.86, the highest $\overline{x}$ under the survey's PR section.

5.4 Perceived Ease of Use (EU)

The perception of the ease of use was determined to play an insignificant role in both hypotheses H10 (EU to AT) and H11 (EU to ITO). Rationale for this can possibly be found that there seems to be still a 'low price' motivation in ITO decision making as compared to the 'beauty' or 'functionality' of a web site, although some studies suggest that a web site's design plays a role in online purchasing (Wen, 2012). However, in the travel sector, this factor seems to be mitigated somewhat. Research is lacking on this point (ease of use as compared to low price importance) and could be a topic for future research.

5.5 Attitude (AT)

Attitude was also determined to have an insignificant role in a traveler's ITO (H12). Support for this can be found in a study by Liu, Brock, Shi, Chu, and Tseng (2013) in which price benefit, convenience benefit, and recreational benefit had a significant and positive influence on a consumer's attitude toward purchasing products or services online. Also, Al-Debei, Akroush, and Ashouri (2015) determined that consumer attitudes toward online shopping is determined by trust and perceived benefits, with trust being a product of perceived web quality and social networking and that the latter is a function of perceived web quality.

6. Conclusion

The study examined the relationships between variables SN, TR, AT, EU, PR, and an international traveler's ITO to Thailand. Globally, social media users have grown to over 3 billion with social networks becoming ever more important in a traveler's quest for information. Thailand, being a tourist destination to 40 million international travelers, has reached the 10th most visited country in the world, with tourist revenue being a significant component of the country's GDP.

Given these factors, the study sought to determine just what factors played the most crucial roles in contributing to a traveler's intention to purchase travel, accommodation, and services online. Far and away, trust plays a crucial role. The research also concluded that price still plays a vital role in ITO decision making over other factors such as website ease of use. Other traveler's opinions also play a crucial role in the purchase decision process

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