

Drivers of customer decision in selection of Travel Website

¹S. Vasantha and ²P.G. Thirumagal

¹School of Management Studies, Vels Institute of Science, Technology & Advanced Studies (VISTAS).

vasantha.sms@velsuniv.ac.in

²School of Management Studies, Vels University, Vels Institute of Science, Technology & Advanced Studies(VISTAS).

tmagal.sms@velsuniv.ac.in

Abstract

The travel and tourism industry has been growing in significance for a number of developing countries. It has not only created sizable foreign exchange revenues but has also contributed to the overall output and socio-economic development of these countries. The development of Internet-based distribution channels has generated both opportunities for and challenges to the travel agencies. In the present ICT environment, the Consumers will be fascinated towards Internet commerce if they sense that they are getting a better deal and offer new methods of value creation. This paper aims to identify a factor which determines customer intention to select a particular travel website the research concludes that trust and loyalty are the predominant factors which influence Purchase decision and intention of the users of the website.

Key Words:Internet, loyalty, purchase intention trust, travel website.

1. Introduction

Tourism is the world's largest civilian industry whose growth, economic significance and potential across the globe are phenomenal. It accounts for nearly fourteen percent of the world's GDP. Tourism is contributing immensely in terms of both earnings and employment across nations. The travel and tourism supports 266 million jobs and this industry is generating percent of world GDP (World Travel and Tourism Council). The research report shows that in 2016, 76.8% of all travel spend was as a result of leisure travel, compared to 23.2% from business travel. Domestic travel generated 72% of the sector's contribution to GDP, thus making a significantly larger contribution than international travel, with foreign visitor spending at 28%

Travel & Tourism's direct contribution to GDP is expected to grow at an average of 3.9% per year over the next ten years. By 2027, Travel & Tourism is expected to support more than 380 million jobs globally, which equates to 1 in 9 of all jobs in the world and the sector is expected to contribute around 23% of total global net job creation over the next decade. Meanwhile, total Travel & Tourism GDP is expected to account for 11.4% of global GDP and global visitor exports are expected to account for 7.1% of total global exports. Additionally, the sector is expected to outperform the global economy throughout the forecast period and increase its share of global economic activity across each of GDP, employment, exports and investment. The growing number of internet users shows the popularity of internet. This is the rapid development period of internet in our country. The E-commerce, flourishing on the internet and Information Technology, has become the central force in modern business. The internet websites play influencing role of a vehicle for the companies to communicate with customers (Karson and Koragonkar, 2001). Since the development of the internet, an increasing number of customers have used the internet to acquire information about the products and services, and many customers are using the internet to make their purchases (Geissler, 2001). The fast growth of online shopping customer's number shows a strong development momentum of e-commerce market.

The internet today is very vital part of our everyday life and both personal as well as professional. Every type of profession, from farming to – high-tech telecommunication companies uses the internet in one way or other way. Whether it is for information gathering, marketing, sales or for sending out and sharing information we all use it. The internet rapid development has revolutionized and had a great impact on tourism, one of the largest and more pervasive industries. It has changed the way organizations provide information and the way of communication and interaction between them and customers (Park and Gretzel, 2007).

The online travel revenue booking has grown by more than 73 percent over the past five years and more than 148.3 million people use the online portals to

make reservations for their travel plans. 57 percent of all travel reservations made on internet (Static brain, 2014). A recent study by expedia Media solutions found that travellers visit 38 sites before booking

The total annual online sale of tour and travel websites is near about \$ 162.4 billion. According to (Amadeus) 60 percent of leisure and 41 percent of business travellers are making their own travel arrangements through internet tour and travel websites. The online travel and tourism sector has been growing at an accelerating pace. The world Travel and Tourism Council 6 (WTTC) In its annual report pointed that India's travel and tourism industry is expected to grow by 73 percent in coming years.

Now a days customer are deciding for themselves how, when and what to receive in the form of marketing by easily moving from one website to the other. As the number of website increases every minute, sometime it is very difficult to distinguish. The presence of numerous travel websites created complications for the managers and increase their competition with the others. In view of the increasing importance of the different websites in tourism the managers of the websites should understand that e-shopping experience must deliver some value if they want to turn website browsers into bookers.

The year 2017 calls for a shift in thinking to make customer experience paramount. Over the next 12 months, travel companies should leverage an increased awareness of customer expectations, re-imagined technology strategy, and differentiated offerings to provide unmatched travel experiences. Loyalty and trust is expected to predict consumer attitude, perceived risk, and intention to purchase travel online.

2. Objectives of the Study

[1] The main objective of the study is to identify various factors influence the purchase intention of product in travel website.

[2] The relationship between trust, loyalty & purchase intention.

3. Literature Review

Trust

Trust is the level of confidence customers have in online exchanges, or in the online travel websites. Online Trust includes customer perception of how the travel website would deliver on expectation, how believable the website's information is, and the degree of confidence in website.

Kucuk, U.S. (2009) stated that major complication for internet technology is the acceptance of the internet as a shopping tool, Because of lack of trust and the risk involved in using the technology still trouble the customers form shopping online. Web site is crucial for customers to feel empowered in making decisions in the online market

Ou, C.X., and Sia, C.L. (2010) investigated the antecedents and influences of trust and distrust in the online shopping context. Trust and distrust were described as two separate concepts by reason of their different perception. The authors explained that specific website design attributes have distinct effects on shaping consumers' trust and distrust. The trust and distrust on the websites further influence the buying decision of the customers. The perception of trust motivates or enhances the buying intention.

Abyad, A. (2011) discussed the role of trust in e-commerce and its influence. The decreasing number of customers in e-commerce is due to lack of trust. Trust is more important and the lacking of the trust impact the customer intentions and attitude towards the virtual world.

Limbu, Y.B., et al., (2011) highlighted the effects of consumers' perceptions concerning the ethics of online retailers on web site satisfaction, the relationship between perceived online ethics, satisfaction and loyalty. Honesty, fulfillment, and security were found to be significant predictors of web site satisfaction.

Limbu, Y.B., et al., (2012) analyzed the effects of consumers' perception of online retailers' ethical behavior on consumer purchase and revisit intentions. The study contributes to the knowledge of consumer perceived ethics and behavioral intentions. The perceived ethics of an Internet retailer's website significantly affect consumers' trust and attitudes to the retailer's website that eventually have positive impacts on purchase and revisit intentions.

Brengman, M., and Karimov, F.P. (2012) an important issue in ecommerce is how trust develops between consumers and vendor was examined thoroughly. This study also investigated the use of different web communities and the influence of their integration in the commercial web site on consumers' initial trust beliefs in the online environment.

Metzger, M.J., and Flanagin, A.J. (2013) observed that how consumers make judgments about the credibility and accuracy of information they encounter online. Further the author's focuses on the use of cognitive heuristics in credibility evaluation.

Dziubaniuk, O (2015) considered trust as vital necessity for the stable business development. The authors highlighted that the trustful relationships depend on inter-personal communication and following the ethical principles of business management. The study considers the relationship building process and the trustfulness between the marketers and their business customers. Moreover, the authors explored how these virtual companies operate in unsteady-trust environment as the Internet market. Although digital business allows performing the activities on-line, interpersonal interaction remains the key element in the trustful relationship building.

Loyalty

Loyalty is the customer's ability to turn out competitors efforts to persuade customer into switching product or services and recommend e- service provider to others.

Heskett, J.L. (2002) suggested that while customer satisfaction and loyalty provide a foundation for high levels of customer lifetime value, they support a range of customer behaviors with widely varying values, characterized by mere loyalty or repeat purchase, commitment or willingness to refer others to a product or service), willingness to convince others to use a product or service, and willingness to recommend product or service improvements.

Li, X. (2006) studied and investigated the utility of applying the Investment Model to reveal the psychological processes underlying loyalty formation and an understanding of the structure and antecedents of loyalty.

Cyr, D., et al., (2007) proposed a model of e-loyalty and used it to examine how varied conditions of social presence in a B2C e-Services context influence e-Loyalty. Perceived usefulness, and enjoyment were found as the main antecedents of customer loyalty compared to offline shopping, the online shopping experience may be viewed as lacking human warmth and sociability as it is more impersonal, anonymous, automated and generally devoid of face-to-face interactions. Thus, to understand how to create customer loyalty in online environments the authors developed the model of e-loyalty.

Kim, J., et al., (2009) have tested integrative model of e-loyalty development to cover the complete purchase experience the authors have focused on four dimensions of retail quality that was fulfilment/reliability, website design, security/privacy and responsiveness. Website design, security/privacy, reliability and responsiveness have positive and significant influence on the customer loyalty through the satisfaction and trust of the customer. Loyalty was defined by the authors as a continuous association recognized between the consumer and a brand.

Kwon, W.S., and Lennon, S.J. (2009) explored the effect of the interplay between a multi-channel retailer's offline and online brand images on consumers' online perceived risk and online loyalty within the framework of a theory of cognitive dissonance. The authors significantly described online perceived risk – and online customer loyalty. However they stated that online perceived risk has no significant effect on online customer loyalty after controlling for the effects of online and offline brand images. As it is difficult in virtual environment to hold customers so customers perception towards that website play important role in making them loyal.

Cheng, S.I. (2011) in his work defined the difference between attitudinal and behavioural loyalty. Corporate image, service quality, switching cost and

customer satisfaction was used to measure the attitudinal and behavioural loyalty. Both attitudinal and behavioural dimensions of loyalty are considered to be equally critical. Attitudinal loyalty explains a consumer's identification with a particular service provider and preference of a product or service over alternatives, when a customer is behaviourally loyal, he intends to repurchase the same brand and by that, maintain a relationship with a particular service provider.

Hayes, B.E. (2011) stated that Business growth depends on improving customer loyalty behaviour. Companies with higher customer loyalty usually experience faster business growth than companies with lower customer loyalty, the authors observed different business growth models exist, but they all share one common premise: The primary factor liable for driving business growth and company value is customer loyalty -- the degree to which customers experience positive feelings for, possess allegiance to and exhibit positive behaviours toward a company. Knowing, how to evaluate and enhance customers' loyalty, can give better understanding on how to make strategies to accelerate business growth

Zhang, J.J., and Mao, Z. (2012) referred e-loyalty as customer's favourable attitude and commitment towards the website that result in repeated purchase behaviour. Loyal customer always have intention to buy from website and not switch to another web site .Loyal customers always spread favourable messages about their service provider and recommend new customers to the company. The core of loyalty is the customer's ability to turn out competitors efforts to persuade consumer into switching product or services and recommend e-service provider to others. The authors have studied the Impact of online review on e-loyalty of customers.

Stan, V., et al., (2013) says customer loyalty plays a vital role in firm's performance and investigated how image perceptions, service quality and customer satisfaction contribute to customer loyalty. The outcomes showed that the organizational image customers hold of the service provider and perceived service quality have a similarly strong relationship with customer loyalty. The role of switching costs in the development of customer loyalty was also investigated. The findings indicated that perceived switching costs, here assessed in terms of price sensitivity, have by far the strongest, positive and direct impact on customer loyalty in comparison to the other antecedents.

A Forrester Research study found that while the proportion of online travellers who use the Internet to both research and buy travel fell 9% between 2005 and 2007, online leisure-travel spending increased 41% over the same period (Travel Industry Association of America, 2007)

90% of consumers read online reviews before placing an order or making a purchase. The survey, carried out to establish shopping trends and habits of customers online also indicates that 88% of these buyers trust online reviews as much as they do personal recommendations. (Don King Ochieng 2016)

Purchase Intention

Purchase Intention is the final consequence of a number of cues customer encounter while using the websites.

Weisberg, J., et al., (2011) Their study investigated the relationship between purchasing intentions and past online purchases, representing the social context by the notions of social presence and trust. It shows that past purchasing predicts intentions to purchase and the trust and social presence act as partial mediators.

Wen, I. (2012) empirically tested a structural model of factors impacting consumers' online purchase intentions for travel products. The author discovered that information quality, service quality, and system quality were valid dimensions to assess the quality of travel-oriented website designs. In terms of traveller's perceptions, convenience, value, and merchandise options were three actual measurements of traveller's attitudes toward purchasing travel products online. Quality of travel website design, traveller's attitudes, and customers' satisfaction validate significant influence on traveller's purchase intentions. Traveller's attitudes and customers' satisfaction also serve as strong mediators for the relations between quality of travel website design and purchase intentions.

Sohaib, O., and Kang, K. (2014) business value as a predictor of buyer behavior and Religion has long been playing a significant role in influencing human behavior. To show how the connection between the degree of religiosity and interpersonal trust (cognitive and affect-based trust) in Business to-Consumer (B2C) e-commerce influence the customers the study was done. The outcomes indicated that interpersonal trust related to religiosity in a web-based retailer can vary with culture, It is suggested that religiosity should be considered as possible determinant of trust in online shopping. Interpersonal trust (cognitive and affect-based trust greatly influence the customer purchase intentions.

4. Research Methodology

The main purpose of the study is to find the factors that influence customer decision to choose particular travel website to purchase a product. Therefore, descriptive research design was adopted to examine the role of trust and loyalty on purchase intention. This study is based on both primary and secondary data. The primary data was collected regarding the perception of customer Trust, Purchase Intention and Loyalty from the 500 online travel website users through field survey in Chennai city. Since the population was infinite the convenient sampling method was adopted to conduct the study however this method of sampling did not involve researcher's bias. This sampling technique was adopted because the technique itself allows the researchers to consciously select respondents in the study (Burn & Bush, 2003).

5. Results & Discussions

H₀₁: There is no significant difference among mean ranks towards Important Factors for Choosing Travel Website

Table 5.1: Friedman test for significant difference among mean rank towards mostImportant Factors for Choosing Websites

Important Factors for Choosing Websites	Mean Rank	Chi-square value	P value
Prices are competitive.	4.85	164.249	<0.001**
It is less time consuming.	5.52		
It is easy to use.	5.26		
Lots of information can be searched.	5.43		
Payment mode is easy and safe.	4.93		
Hassle free booking.	5.20		
Contact with Customer service is easy	5.29		
Information on website is simple and clear.	4.18		
Secure method for booking than others.	4.34		

Source-Field Survey

Note: ** Denotes significant at 1% level

Since P Value is less than 0.01, the null hypothesis is rejected at 1 percent level of significance. Hence it is concluded that there is significant difference among the mean ranks of most important factor for choosing websites for bookings. Based on mean rank “website are less time consuming” (5.52) is most important reason for choosing a website for travel related needs, it is followed by the factors that “lots of information can be searched”(5.43), “contact with customer service” (5.29), “it is easy to use”(5.26) , “hassle free booking” (5.20), “payment mode is easy” (4.93) , “prices are competitive” (4.85), “secure method” (4.34) and “information is simple and clear” (4.18). From the above table it can be inferred that the most important factor for using websites is “it’s less time consuming”. People are using internet because in fraction of second one can get lots of information from anywhere in the world. The internet has the advantage of being accessible without time and space limits, and the nature of its convenient application, has attracted a big number of users.

H₀₂: There is significant difference among mean ranks of factors of loyalty

Table 5.2: Friedman test for significant difference among mean rank towards factors of loyalty

Factors of customer loyalty	Mean Rank	Chi- square value	P value
I like using this travel website.	3.68	38.745	<0.001**
To me this is the best travel website to do business with.	3.21		
I believe that this is my favorite travel website.	3.41		
I seldom consider switching to another travel website.	3.57		
As long as the present service continues, I doubt that I would switch to another travel website	3.68		
I try to use this website whenever I need to make a purchase.	3.45		

Source-Field Survey

Note: ** Denotes significant at 1% level

Since P value is less than 0.01, the null hypothesis is rejected at 1 percent level of significance. Hence it is concluded that there is significant difference among mean ranks of factors of loyalty. Based on mean rank, “As long as the present service continues, I doubt that I would switch to another travel website” (3.68) and “ I like using this travel website”(3.68) are most effective factors of loyalty. Followed by “ I try to use this website whenever I need to make a purchase” (3.45). “I believe that this is my favorite travel website” (3.41).Loyalty is considered as, customers probability for the company, number of visits to the site, willingness to pay more, willingness to purchase and repurchase.

H₀₃: There is no significant difference between mean ranks towards Factor of Trust

Table 5.3: Friedman test for significant difference among mean rank towards Factors of Trust

Factors of Trust	Mean Rank	Chi- square value	P value
This travel website is trustworthy and honest.	7.54		
This travel web site wants to keep its promises and obligations.	7.91		
The information provided by this travel website is plentiful and of sufficient quality.	7.41		
The infrastructure of this travel web site is dependable.	7.47		

This travel website offers secure personal privacy.	7.38	89.953	<0.001**
This travel web site keeps my best interests in mind.	7.57		
Compared to other web site, this travel website is secure and reliable.	6.90		
This travel web site would not behave opportunistically (e.g., gaining money Illegally).	6.93		
The performance of this travel web site fulfills my expectation.	8.43		
In general the travel website fulfills Its commitments	7.60		
This travel website has the technical capacity to do its job well	7.94		
I am confident that this travel website will promptly inform me if at all any problem occur with any of my transactions.	7.18		
I am confident that my transaction through this travel website will always be transparent.	7.45		
I do not think that things may go wrong with my transaction through this travel website.	7.29		

Source-Field Survey

Note: ** Denotes significant at 1% level

Since P value is less than 0.01, the null hypothesis is rejected at 1 percent level of significance. Hence it is concluded that there is significant difference among mean ranks of factor of trust. Based on mean rank "The performance of this travel website fulfils my expectation is most effective factor of trust" (8.43), followed by, "This travel website has the technical capacity to do its job well" (7.94), "This travel web site wants to keep its promises and obligations" (7.91) and," In general the travel website fulfils Its commitments" (7.6). Every customer have certain image of the website in their mind if it is going as per their expectation customer have feeling of trust towards that website. Trust plays an important role in helping buyers to overcome perceptions of risk and uncertainty in the use and acceptance of the products they purchase. 32% of respondents will only trust brands that have been reviewed positively. For both instances, it's not difficult to see how humans are capable of relating to others' experiences, and even use them to forecast their own. (Don King Ochieng 2016)

H_{04} : There is no significant difference among mean ranks of most important factor of trust.

Table 5.4: Friedman test for significant difference among mean rank towards factors of Purchase Intention

Factors of Purchase Intention	Mean Rank	Chi-square value	P value
I would buy from other travel website	3.29	216.753	<0.001**
This travel website is the best place to shop.	2.75		
I might buy again From this travel website.	3.82		
When it comes to purchase this travel website is my first preference	3.50		
I intend to shop from this travel website in future.	3.81		
In the future this travel website is one of the first places I will look when I need to find certain kind of product / services.	3.83		

Source-Field Survey

Note: ** Denotes significant at 1% level

Since P value is less than 0.01, the null hypothesis is rejected at 1 percent level of significance. Hence it is concluded that there is significant difference among mean ranks of most important factor of trust. Based on mean rank, "In the future this travel website is one of the first places I will look when I need to find certain kind of product / services" (3.83) is most effective factor of purchase intention followed by "I might buy again from this travel website" (3.82), "I intend to shop from this travel website in future" (3.81), and, "When it comes to purchase this travel website is my first preference" (3.50). Purchase Intention represents the possibility that consumers will plan or be willing to purchase a certain product or service in the future.

H_{05} : There is no association between Purchase Intention and Loyalty.

Table 5.5: Chi-square test for association between Purchase intention and Loyalty

Level of purchase Intention	Level of Customer Loyalty			Total	Chi – Square Value	P Value
	Low	Moderate	High			
Low	46 (33.3) [28.2]	78 (56.5) [23.8]	14 (10.1) [12.6]	138	161.609	<0.001**
Moderate	104 (34.6) [63.8]	182 (60.5) [55.5]	15 (5.0) [13.5]	301		
High	13 (8.0) [8.0]	68 (41.7) [20.7]	82 (50.3) [73.9]	163		
Total	163	328	111	602		

Since P value is less than 0.01, the null hypothesis is rejected at 1 percent level of significance. Hence it is concluded that there is association between purchase intention and loyalty of customers. Based on the row percentage, if the purchase intention level is low then, 33.3 percent customer have low level of loyalty, 56.5 percent customer have moderate level of loyalty and only 10.1percent of customer have high level of loyalty. Hence if the level of purchase intention is high then the level of loyalty is also high for the customers. Valvi, A.C., (2012) explained that if customer previous purchase experience is good, they are more likely to use the website again. The Experiential Value and purchase intention found as the main influencer of customer loyalty (Obonyo, M. 2011). From the table 4.2.20 we can infer that purchase intention have significant impact on customer loyalty.

Table 5.6: Pearson Correlation Coefficient between Trust, Purchase Intention and Loyalty

H₀6: There is no relationship between Trust, Purchase Intention and Loyalty

Variables	Trust	Purchase Intention	Attitudinal Loyalty	Behavioral Loyalty
Trust	1	0.383(**)	0.462(**)	0.454(**)
Purchase Intention	-	1	0.492(**)	0.341(**)
Attitudinal Loyalty	-	-	1	0.368(**)
Behavioral Loyalty	-	-	-	1
Variables	Trust	Purchase Intention	Attitudinal Loyalty	Behavioral Loyalty
Trust	1	0.383(**)	0.462(**)	0.454(**)
Purchase Intention	-	1	0.492(**)	0.341(**)
Attitudinal Loyalty	-	-	1	0.368(**)
Behavioral Loyalty	-	-	-	1

The correlation coefficient between trust and purchase intention is 0.383, which indicate 38.3 percent positive relationships between customer trust and Purchase intention and is significant at 1percent level. The correlation coefficient between trust and attitudinal loyalty is 0.462, which indicate 46.2 percent positive relationship between trust and attitudinal loyalty and is significant at 1% level. The correlation coefficient between trust and behavioural loyalty is 0.454, which indicate 45.4 percent positive relationships between trust and behavioral loyalty and is significant at 1percent level and similarly the other factors are positively correlated with each other. From the result we can infer that there is a positive correlation between trust, purchase intention and attitudinal and behavioural loyalty hence customer trust influences their purchase decision and loyalty. The website design factors affect the trust which in return increases purchase intention and reduces risk. The results are in line with Hajli, M. (2014) who has observed that trust has a significant direct effect on intention to buy.

6. Conclusion

The research findings show that consumer experience influence consumer trust toward online travel websites. Trust influences consumers' attitude, perceived risk, and intention to purchase travel online. The word of mouth influences the customer to purchase online, which was the consequent action of trust & loyalty on travel website. The factors that impacts directly to customer's decision

to buy or not to buy is their attitude, word of mouth. Additionally, it is significantly important to notice the factors those enable customers' inclination to buy online, which is the vital point to decide the success or failure of online shopping business. The key role of trust in e-commerce and social commerce is widely accepted and the author also explained its positive influence on purchase intentions.

References

- [1] Choi S., Kimes S.E., Electronic distribution channel's effect on hotel revenue management, *Cornell Hotel and Restaurant Administration Quarterly* 43(3) (2002), 23–31.
- [2] Gallarza M.G., Saura I.G., Moreno F.A., The quality-value-satisfaction-loyalty (2013).
- [3] Chain: relationships and impacts. *Tourism Review of AIEST - International Association of Scientific Experts in Tourism* 68(1), 3–20.
- [4] Hair J.F. Jr., Anderson R.E., Tatham R.L., Black W.C., *Multivariate Data Analysis*, (5th Edition), Upper Saddle River, NJ: Prentice Hall (1998).
- [5] Holbrook M., Nature of customer value: services' axiology in consumption experience. In R. Trust & Oliver (Eds), *Service Quality: new directions* (1994), 21–71.
- [6] Holbrook M.B., *Consumer value – A framework for analysis and research*. Routledge, London, UK (1999).
- [7] Keng C.J., Ting, H.Y. (2009), "The Acceptance of Blogs: Using A Customer Experiential Value Perspective," *Internet Research*, 19(5), 479-495.
- [8] Kim, J. B. (2012). An empirical study on consumer first purchase intention in onlineshopping: integrating initial trust and TAM. *Electronic Commerce Research*, 12(2), 125–150.
- [9] Kim, J., & Lennon, S. J. (2013). Effects of reputation and website quality on onlineconsumers' emotion, perceived risk and purchase intention. *Journal of Research inInteractive Marketing*, 7(1), 33–56.
- [10] Lexhagen, M. (2008). Customer perceived value of travel and tourism web sites. Pine, B. J. & Gilmore, J. H. (1998). Welcome to the experience economy. *Harvard Business Review*, 76(4), 97-105.
- [11] Mathwick, C, Malhotra, N. & Rigdon, E. (2001). Experiential value: conceptualization, measurement and application in the

- catalog and Internet shopping environment. *Journal of Retailing*, 77, 39-56.
- [12] Mills, Law (2004) *Handbook of consumer behavior, tourism, and the internet* *Journal of Travel and Tourism Marketing*, 17, 314-315.
 - [13] Pine, B. J. & Gilmore, J. H. (1999). *The experience economy: Work is theatre and every business a stage*. Boston MA: Harvard Business School Press.
 - [14] Roma'n S (2007), "The Ethics of Online Retailing: A Scale Development and Validation from the Consumers' Perspective", *Journal of Business Ethics*, vol. 72, .131–148.
 - [15] Tang, S., & Lv, X. (2011). The Analysis of Influencing Factors on the Consumers' Online Shopping. *Contemporary Logistics*, (4), 29–32.
 - [16] Schmitt, B. H. (1999). Experiential marketing. *Journal of Marketing Management*, 15, 53-67.
 - [17] Shah and Goldstein (2006), "Principles and Practice of Structural Equation Modeling".289-290.
 - [18] Soltani, J. E. G. (2013). The Experiential Value of Online Retailing: a Scale Development and Validation from the Consumer's Perspective. *Global Journal of Management and Business Research*, 13(7).
 - [19] Steuer, J.,:(1992). Defining virtual reality: Dimensions determining telepresence. *Journal of communication*, 42(4), 73-93.
 - [20] Walls, A. (2009). An examination of consumer experience and relative effects on consumer values (Doctoral dissertation, University of Central Florida Orlando, Florida).
 - [21] Zeithaml, V. A. (1988). Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, 52, 2-22.
 - [22] <https://www.tnooz.com/article/consumers-prefer-online-travel-agencies/>.
 - [23] Travel Industry Association of America. 2007. Travel bookings up 27 percent in 2005 (Press Release) <http://www.tia.org/>.
 - [24] <https://www.wttc.org/-/media/files/reports/economic-impact-research/2017-documents/global-economic-impact-and-issues-2017.pdf>.
 - [25] Don King Ochieng December 8, 2016, <https://travel.jumia.com/blog/ke/online-reviews-key-driver-customer-purchase-decision-711> accessed on 11/12/2017.

- [26] Al-Tarawneh, H. A. (2012). "The main factors beyond decision making". *Journal of Management Research*, Vol. 4, No 1, p. 1-23. DOI: 10.5296/jmr.v4i1.1184.
- [27] UNWTO (2015). *Tourism highlights*. Retrieved from <http://www.e-unwto.org/doi/pdf/10.18111/9789284416899>.

