

# INFLUENCE OF PERCEIVED VALUE ON ONLINE TRAVELLING WEBSITE TOWARDS CONSUMER PURCHASE INTENTION AMONG YOUTH IN BANGLADESH.

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## ABSTRACT

The purpose of this paper is to examine the influence of perceived value on online traveling websites towards consumer purchase intention among youth in Bangladesh. This research aims to identify the relationship between perceived value factors such as perceived usefulness, perceived ease of use, perceived trust, perceived enjoyment towards consumer purchase intention among youth travelers in Bangladesh. The study was conducted in Dhaka, the capital of Bangladesh. Using survey questionnaire method, the data were collected from two hundred youth respondents comprising of university students. The sample of the study was selected through non-probability convenient sampling at Dhaka University, Bangladesh. The collected data were analyzed using Statistical Package for the Social Science SPSS software. The findings show that all the selected four-factors of online traveling websites have significant influence on the purchase intention among youth travelers in Bangladesh.

**Keywords:** perceived value, online travelling website, consumer purchase intention, youth, Bangladesh

## INTRODUCTION

The emergence of information technology and the propagation of technology-based systems, especially the Internet, have caused fundamental changes in business operation throughout the past decade. Internet is the latest development of technology that enables to collect and transfer information and knowledge, at a higher speed that is impossible with the with traditional media (Jung & Baker, 1998). Due to its advantages, currently it has become one of the major marketing tools for the modern business throughout the world (Corbitt et al., 2003). The use of internet in the commercial activities has radically changed many business models and travel & tourism industry is no exception here. In fact, the wide application of internet in business has changed the travel and tourism industry from top to the bottom (Ho & Lee, 2007).

Online traveling is capable to provide all the services offered by the traditional travel agencies, such as hotel bookings, buying tickets efficiently and effectively (Borgogna et al., 2016). The online traveling offers more facilities such as traveling guidance from people who have travelled earlier or who may have experienced specific experiences, online travel magazines, compare tickets prices, the exchange rate calculation, international travel, travel books and much more. In addition, the consumers can collect and compare travel information searching on online (Chetthamrongchai, 2017). Bakos (1991) in his study showed that the search costs through the internet are much lower than the traditional mood of search. A consumer can buy directly from online, which saves them from paying extra to the potential intermediate. The reduction of search

costs enables the customers to compare prices and also allow them to compare all the benefits that come from those products and services (Bakos, 1991).

Adoption of the internet in travel and tourism industry has radically changed its traditional mode of business operation and whole business model. Use of internet has made traveling much more secure and easy for the consumer and proved as a successful marketing tool to grave the consumer attraction irrespective of the national boundaries. Online traveling business of Bangladesh have started their journey not long before, however with the blessing of technology advancement, online traveling business have received a significant amount of responses from the consumer from all around the world. Bangladesh does not have an adequate number of quality traveling websites to attract large consumer from the national and international arena. Most of the websites are inactive and provide insufficient information.

## **RESEARCH QUESTIONS**

This research aspires to answer the following questions:

- Does perceived usefulness of online traveling websites has a significant influence on purchase intention among the Bangladeshi youth?
- Does perceived ease of use of online traveling websites has a significant influence on purchase intention among the Bangladeshi youth?
- Does perceived trust of online traveling websites has a significant influence on purchase intention among the Bangladeshi youth?
- Does perceived enjoyment of online traveling websites has a significant influence on purchase intention among the Bangladeshi youth?

## **RESEARCH OBJECTIVES**

Based on the research questions, the following research objectives this research has been identified as below:

- To examine the influence of perceived usefulness towards purchases intention among the Bangladeshi youth.
- To examine the influence of perceived ease of use towards purchases intention among the Bangladeshi youth.
- To examine the influence of perceived trust towards purchases intention among the Bangladeshi youth.
- To examine the influence of perceived enjoyment towards purchases intention among the Bangladeshi youth.

## **SIGNIFICANCE OF STUDY**

From the academic perspective, in current global economy online business has gain popularity and academicians and researcher are taking this area with great interest. However, there are no notable studies conducted on this topic, especially in the context of Bangladesh. This research will help the future researcher with survey information and findings along with some references to the influence of perceived value on online traveling websites towards consumers purchase intention among the youth in Bangladesh.

From a theoretical perspective, this study will help many present and future studies in terms of validity of theories, information for the researchers and recommendations for future researchers. This research can provide an understanding about consumers repurchase intention from Bangladeshi youth perspective. This research is significant from an organizational viewpoint, this study will be significantly helpful to the present and future online traveling business entrepreneurs as this research will provide knowledge regarding the factors that affect consumers' purchase intention from the online traveling websites. In addition to that, based on the findings of the survey conducted on the youth from Bangladesh, the online travel and tourism businesses or entrepreneurs can gain an insight of consumers' needs and preferences so that they can improve their products and services in order to attract consumers.

## **LITERATURE REVIEW**

Due to the advance of internet technology, online websites have become one of the significant elements for businesses and other commercial sectors (Wen, 2012). Online websites and social media are now considering as best sources for any products and services and this is even truer for the traveling industry. To explain the link between beliefs, attitudes, and usage of new technology, business researchers and scholars used different models, theories, and frameworks. It is found that most of these theories were directory came from the social-psychological domains, for example the Theory of Reasoned Action (TRA) developed by the Fishbein and Ajzen's (1975), the Theory of Planned Behaviour (TPB), developed by Ajzen's (1991). Several theories also have originated predominantly in the information systems (IS) field, among them the Technology Acceptance Model (TAM), developed by Davis, 1986, is mostly supported by the researcher of all over the world, another theory in this field is the Unified Theory of Acceptance and Use of Technology (UTAUT), this was developed by Venkatesh et al.'s (2003). As TAM is the most preferred by the researcher of all over the world, TAM is selected as the theoretical framework of the study.

### **TECHNOLOGY ACCEPTANCE MODEL**

Technology acceptance model, commonly known as TAM was first developed by Davis (1989); to explain technology acceptance in business. This model was originally formulated from the Theory Reasoned Action (TRA) developed by Fishbein and Ajzen, 1975. TAM has been used frequently to explain online purchasing behaviour and widely used by many researchers to explaining user behaviour in connection with the e-commerce (Gefen et al., 2003; Pavlou, 2003); uses of online websites (Sa´nchez and Rolda´n, 2005); online learning system (Saad and Balhi, 2005), uses of online banking services (Chau and Lai, 2003), top predict intention to use information technology (Lee and Chen, 2010; Ortega et al., 2008; Lee and Chang, 2011).

Davis (1989) developed the TAM, where he has used perceived usefulness and perceived ease to use to show the influence individuals' decisions to adopt any particular technology. Like the Theory Reasoned Action, the technology acceptance model imagines that perceived beliefs work as the major source to control users' attitudes towards the use of a particular system or a particular information technology. In TAM the subjective norms have to significant towards the consumer intention (Davis et al., 1989). Several prior studies in relation to traveling websites has also used the TAM model, Kaplanidou and Vogt (2006) used TAM model to explain the user behaviour in relation to tourism and other related websites (e.g.), whereas Casalo´ et al., (2009) used the TAM model to explain the user behaviour in terms of traveling and social networking sites.

According to Davis (1989), the usage behaviour of information technology begins with perceived usefulness. Davis also emphasis on the perceived ease to use. According to Davis (1989), perceived usefulness is a construct that describes to what extent people think that using a new technology will increase their performance, while perceived ease of use is the predictor of how

much effort a person believes comes with the adoption of a new technology (Davis, 1989). Since its first development TAM has widely been used in the context of developed countries (Averweg, 2008) and also found equally effective in producing results in developing country (Averweg, 2008 and Erasmus et al., 2015). According to the TAM, the consumer needs to perceive the services as a useful and similarly easy to use for them to purchase the service. Both constructs are beliefs that can affect behavioural intention of people towards using online traveling websites. In this study, the original model was modified and in addition to the perceived usefulness and perceived ease of use, perceive trust and perceived enjoyment was included in the TAM model.

### **PERCEIVED USEFULNESS (PU)**

Perceived usefulness generally refers as the degree to which an individual believes that using a particular product or technology would be useful to his or enhance his job performance in an organizational context (Davis et. al.1989). In the organizational context, it is referred as the degree to which an individual believes that using a particular technology would enhance his job performance Davis et al (1989, 1993). In Technology Acceptance Model (TAM), perceived usefulness has considered as one of the two keys to measuring the consumer attitude towards adopting new technology. Many prior researchers have found that Perceived Usefulness is strongly associated with productivity as well as it established a strong positive relationship with the consumers' purchase intention. Hence this study uses the perceived usefulness as one of the variables of perceived value to investigate the influence of perceived value on online traveling websites toward the purchase intention of the youth consumer of Bangladesh.

Many empirical studies have been conducted on the perceived usefulness and its relationship with the consumer behaviour intention and purchase intention. Davis et. al. (1989) in their study defined perceived usefulness as a measure that an individual believes, any particular technology would help to enhance his or her job performance (Davis et al.1989). Research has proved that there is a significant impact of users' perceived usefulness of an information system (Venkatesh et al, 2000). In original TAM, perceived usefulness is found to influence the user attitude to use a new technology, which suggests that using computers would increase the productivity of the user and also improve job performance and enhance job effectiveness of the user. Cheong and Park (2005) showed that there are significant relationships between perceived usefulness and purchase intentions of consumers from online, whereas Luarn and Lin (2005) in their study signpost that it has a significant impact on the progress of initial willingness to use mobile banking. Similarly, Chiu et al. (2005), Wang et al. (2003) and Venkatesh and Morris (2000) also found that perceived usefulness has an influential impact on understanding individual responses to a particular information technology.

Moreover, several studies also supported the notion that perceived usefulness has a direct effect, not only on the approach towards the adoption of a new technology but also on the behavioural intention to use it (Wixom & Todd, 2006; Amoako-Gyampah & Salam, 2004). A study conduct by Luque et al. (2007) which also reflect the intention of the present study, to investigate the use of the internet to collect travel information, showed that if the users find the social sites useful to them, the tends to have a more positive attitude towards them and states to using the sites compare to other social sites Similar findings were also found by Kim et al. (2008), on their studies concentrating on the acceptance of mobile devices by tourists. Casalo´ et al., 2009 conducted a research to investigate the attitude towards the networking websites, this research also showed user uses those networking websites only if they perceive that they are useful. Therefore, it is highly predictable that consumers will use online traveling websites if they find it useful to them.

## **PERCEIVED EASE OF USE (PEoU)**

Perceived ease of use was first conceptualized by Davis (1989) as the “degree to which a person believes that using a particular system would be free of effort”, in other words it can be stated that perceived ease of use is the construct that can lead consumers to prefer a specific technology over another, though all other factors being equal. PEoU has a significant influence on the intention to accept and use a new technology. The Technology Acceptance Model provides that the perceived Ease of Use has dual effects, according to TAM it has a direct and indirect impact on consumers' intention to purchase from online. The indirect effect is related to perceived usefulness, as if one system is perceived as ease of use it is expected to be more useful (Dabholkar, 1996; Venkatesh, 2000; Davis, Bagozzi, and Warshaw, 1989). Perceived ease of use was directly extracted from the Technology acceptance model developed by Davis et al. (1989). In the context of the present study, ease of use refers to the extent to which the online travel believes that using traveling websites will be easy for them to use.

Many prior researchers indicated that ease of use influences purchase intention of the online buyers (Castañeda, Frías, & Rodríguez, 2009). Juniwati (2014) in his paper examining a number of 200 universities' active student shows that perceived ease of use has a positive influence on online consumers while shopping from online. Jun and Yang (2015), in their study have identified five key e-service quality; care, ease of use, reliability, products portfolio and security; the findings of the study suggest that all the five dimensions have significant positive influences on the online customer and customer loyalty. The easier a particular system or technology is, the more likely he or she will find it useful (Thong et al., 2004). Perceived ease of use can be understood as an equivalent of complexity, although in the other direction. “Complexity is the degree to which an innovation is difficult to understand, learn or operate” (Rogers, 1983). From above definitions, it is concluded that PEoU will be more important for new and complex technologies (Schepers and Wetzels, 2007). PEoU is a construct based on a person's assessment, found to have a positive relationship with perceived usefulness by number of studies, (Erasmus et al., 2015) where a technology that is perceived not to cause much effort will also be perceived as more useful. However, according to Teo and Pok (2003), younger people are expected to be more IT-savvy and therefore BI is expected to be less affected by PEoU for these people. Kleijnen et al. (2004) in their study of wireless finance system presented that PEoU was an important measure in the expansion of people's intention to use wireless finance.

## **PERCEIVED TRUST (Trust)**

Perceived trust generally refers to a psychological state that a party's word or promise is trustworthy that he will fulfil his obligation in an exchange relationship (Schurr & Ozanne, 1985). Trust has been studied and defined in different disciplines of research, includes but not limited to psychology economics, philosophy, sociology, and marketing etc. Rousseau et al. (1998) defined trust as a state of mind, that comprises the intention of individuals to accept some positive expectations from others. Several existing literatures have shown that lack of trust among online customers to the online seller or websites is the main barrier to participate in e-commerce. From a cognitive perspective, Trust serves to reduce perceptions of risk (Doney, Cannon, & Mullen, 1998), risk influences the consumer buying behaviour to a large extent, compare to a normal consumer, a risk-averse consumer found to take more time in terms of taking buying decision (Batra and Sinha, 2000). In terms of consumer decision-making. Trust strengthening the bond between the online traveling websites and the consumer reducing the change of risk (McCole & Palmer, 2001). Clow et al. (1996) in their study showed that purchase risk has opposite relation with service quality. Trust is also found to an effective tool for reducing uncertainty in e-commerce by a number of studies (Doney et al., 1998). Gefen (2000) states that; when buyers look for high-quality goods or services, trust plays a very significant role in purchasing processes (Gefen, 2000).

Online consumers generally face lots of uncertainty and fear, and perceived trust is the most effective solution to all the uncertainty and fear (McCole, 2002; Gefen et al., 2003; Liu et al., 2000). Online sellers need to build a good relationship with the consumer and take all the measures required to make them trusted seller to the consumers. Fam et al. (2004) in their study provided several basic factors for building trust in e-commerce that is focused on the tourism and hospitality industry, according to them proper calculation, transference, predictability, intentionality, capability and interactivity are some of the most important factors to build trust in e-commerce. In addition to that several studies suggest massive discrepancies on perceived criteria of trust among the online seller and the customers (Fam et al., 2004). Though trust is an important variable of perceived value that influences the purchase intention of the buyer, there is no comprehensive study that has listed all the factors that are influential in building trust in online traveling business. In connection to this the future researchers must attempt to identify a complete list of factors that are required for building trust in e-commerce. In this study, Perceived trust is inserted in the TAM model to find out the influence of perceived trust toward online traveling websites purchasing intention. Pavlou (2003) in his study has incorporated the trust as a perceived variable in the TAM as an important factor in mitigating such feelings. The study provided important remarks as it shown that perceived trust mediates between online traveling websites and the purchase intentions of consumers (Sultan et al., 2002).

### **PERCEIVED ENJOYMENT (Enjoyment)**

In relation to online purchase, perceived enjoyment (PE) refers to the consumers' perception towards online shopping that they will have fun while shopping at online websites. Perceived enjoyment is considered as one of the major hedonic factors that vastly effects online shopping intention of the consumers. Hedonic factor represents the degree of which a user experiences fun while using a particular technology (Van der Heijden, 2004). Though in some researches, perceived enjoyment has found to be measured as the weaker predictor of user acceptance, compare to other perceived value such as the perceived usefulness and ease of use (Venkatesh, 2000; Mathieson, Peacock & Chin, 2001), most of the study found strong influence of perceived enjoyment on the purchase intention, especially in hedonic systems such as games, services and systems used for leisure environment, and other online contexts. Many previous studies indicate perceived enjoyment in behaviours models, with the intention to achieve a more precise prediction of consumers' acceptance of a particular technology (Chiu, 2009).

Davis et al. (1992), in their study have also defined perceived enjoyment, according to them perceived enjoyment is the belief that use of an e-commerce website will be enjoyable to the consumers, beyond its instrumental value. Chin (2009) states in this regard that this belief extends to which an online transaction is perceived to be fun and enjoyable. Similarly, the self-determination theory states that online buyers are generally self-determining and intrinsically motivated in shopping form online when they enjoy and feel interested in shopping online (Chiu 2009). As shopping from the online website is generally voluntary, it is widely found that consumers' intention for shopping gets stronger when gets higher perceived enjoyment from the e-commerce website (Li and Zhang 2005; Atkinson and Kydd 1997). Hence Dellaert (2004); it can be stated that the perceived enjoyment vestry reflects the online buyers' perceptions of a certain product from an e-commerce site (Dellaert, 2004: 109). Davis et al. (1989) further state that enjoyment and fun had a significant effect on the purchase intention of the online consumers beyond perceived usefulness. Similarly, Lu and Hsu, (2004) in their study accepted that enjoyment effects online shopping and showed enjoyment as an efficient reaction, which largely affects the performance. Similarly, Thong et al. (2006) in their empirical study also found that perceived enjoyment has a significant impact on online shopping. Similar to the traditional offline shopping, shopping form online can also be equally enjoyable if not more. This enjoyment can have a positive influence on

online shopping. The customers from online can have the fun searching products online, and easily find out the product review from the past user and many more.

Undoubtedly, perceived enjoyment found to be an effective measure to increase the online websites, but the effect of perceived enjoyment towards the use of the online software is still not clear. In relation to online traveling websites Vogt and Fesenmaier (1998) states that, people not only browse online traveling websites for problem-solving, rather most of the people browse traveling websites for pleasure, people tend to use online traveling websites looking for activities of others that provoke positive emotions. This is because a large amount of information was also found to enhanced enjoyment of potential online consumers (Ahn, Ryu, and Han, 2007). Searching traveling information on the websites as considered as one of the major leisure activities that is done for entertainment and pleasure. Information and images provided on the traveling websites are not only helps with information, but also considered as an intrinsically pleasurable social process of gathering, choosing, and sharing others' experiences (Reynolds, 1965; Govers et al., 2007). Hence while surfing the online traveling websites, there are high chances to get many interesting experiences; and also, some beautiful place for travel may be found that was totally unknown (Hirsh, 1999).

### **PURCHASE INTENTION (Intention)**

Purchase intentions (PI) generally refer to the consumers' intention to buy a product and service. Purchase intention of a consumer is an ongoing process, which is highly dependent on the attitude of individual consumers. According to Fishbein and Ajzen (1975) purchase intention of the consumers works as the moderator between consumer attitude towards the product and their actual purchase behaviour. PI is often conceptualized and operationalized as a dimension of customer loyalty in offline settings (Ranaweera et al., 2008). Purchase intentions are influenced by expectations of service quality (Kurtz and Clow, 1992-93). In the same manner various studies show that service quality is directly proportionate to the purchase intention and risk is inversely proportionate to the purchase intention. Risk plays a vital role in consumer buying behaviour, the risk-averse consumer found to take more time compared to normal consumer in terms of taking buying decision (Batra and Sinha, 2000). In terms of consumer decision-making. Clow et al. (1996) in their study showed that purchase risk has opposite relation with service quality. If the service quality is high, the purchase risk becomes reduced. This reduced risk will, in turn, increase purchase intentions. Product quality and price of the product or service also have straight relation with the purchase intention.

For developing purchase intention model, it is important to identify factors which affect the purchase intention of the customers. Smith (1999) identifies various determinants affecting purchase intention of urban and suburban customers. This study focuses towards the psychological attributes of online decision-making and ignores the physical attributes such as speed, connectivity etc. In establishing contacts between optimism and purchase intentions, Pornpitakpan and Green (2006) finds that the presence of unrealistic sanguinity in the marketing setting. This showed that; lower optimism is associated with higher purchase intentions, in addition to other variables such as perceived performance, relationship marketing and quality of life. Factors determine purchase intention towards online travel buying decision: Purchase intention and repurchase intentions are highly affected by trust towards particular product and services. Similarly, many researchers have found a strong positive relationship between brand attitude and intention to buy (Brown and Stayman, 1992). In this regard Laroche et al. (1996) also found similar finding in their study. Therefore, intention to buy a particular brand is determined not only based on the consumer attitude toward the same brand, but also attitude toward other brands within the consideration set (Laroche, 2002). Several studies have also found the influence of references group in purchase intention (Schiffman and Kanuk, 2009 and Hyman 1942,). The idea of Reference

group is very vast in nature. In online purchasing reference group play a prominent role because every non-conventional style of purchasing is highly dispersed through the reference group dispersion.

An extensive number of studies have also investigated the influences of website toward the purchase intention of the consumer. Sheldon (1997), in his study showed that website can be the perfect medium for building effective efficient communication with consumers, especially for tourism and hospitality companies. This is because of travellers, nowadays seek the help of internet using the online traveling websites for information about their required travel products and tourism services and for their targeted destinations. The marketer of the travel products can provide information on websites for promoting their travel products and services that will attract the potential online travellers to the websites and also the product and services of the company. Jeong et al. (2003) in his empirical study found that information provided on the website has a significant positive influence on the purchase intention and it is a major determinant of behavioral intentions of online consumers (Jeong, 2003). E-service quality is another important variable that has found highly influential to the purchase intention (Yi and Gong, 2008). Rust et al. (2000) also found that an informative and helpful website has a good impact on the consumers' attitudes and purchase intentions form the online websites and overall financial outcome of a company (Rust et al., 2000).

### PROPOSED CONCEPTUAL MODEL OF THE STUDY

Based on the prior literature on customer's affecting factors, a conceptual model is designed to verify the provided dimension of the perceived value on online travelling websites towards consumers repurchase intention.

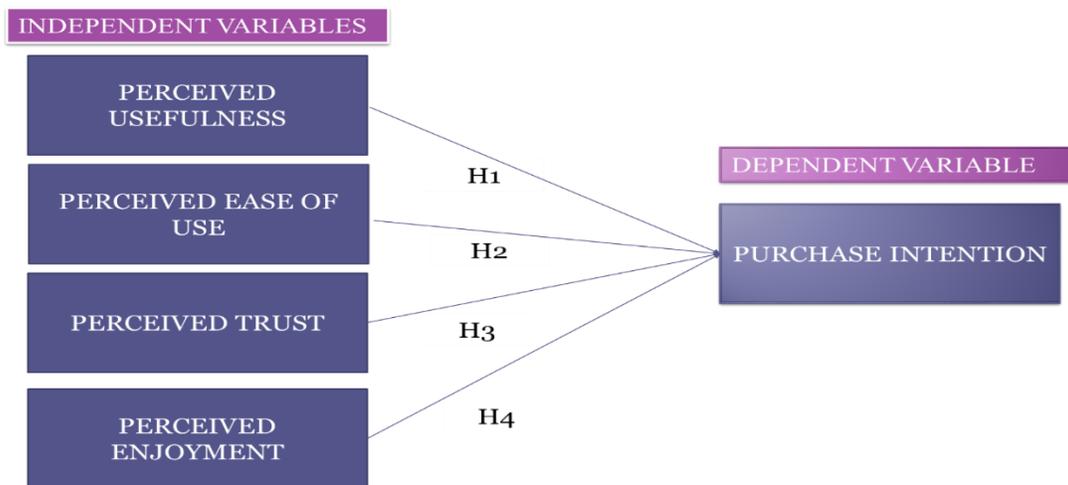


FIGURE 2: THE PROPOSED RESEARCH FRAMEWORK

# METHODOLOGY

## RESEARCH DESIGN

As this study seeks to identify the factors that influence on consumer purchase intention on online traveling websites among the youth in Bangladesh, a quantitative experimental design has been conducted. Questionnaires are considered as the most appropriate method for data collection process (Taylor-Powell & Hermann, 2000). The questionnaires were in the form of closed-ended. The arrangement of the questionnaires was set very simple and easy for the respondent to understand.

Data gathering method used in this research is non-probability sampling design. The non-probability sampling designs are fit into two categories; convenient and purposive sampling and this research used convenient sampling. The data was collected at Dhaka University, Bangladesh. In this study, the size of the sample was 200 respondents who were the respective students of this university. This research chose the library, student lounge, and one-stop center for students to distribute the questionnaires due to the availability of student traffic. Secondary data collection derived from the internet and other related journal to this research. This research has used an online database to search journals from the internet, for example, EBSCO and Emerald to find a related journal for this research.

The instrument was adapted from previous studies and developed from the dimension of the variables. The survey questionnaire was divided into three main sections. Section A is dealing with respondents' demographic profiles. Using nominal scale item, age, gender, nationality, years of study, education background, nationality, internet use frequency, and online travelling websites visited/use, have been asked in this section. This information is needed to identify the respondent's profiles. Respondents were asked to report their views based on the five type Likert scale ranging from 1, being with "Strongly Disagree" to 5 being "Strongly Agree". The questionnaires used English as the language medium for ease of understanding among both local and international students.

## RELIABILITY ANALYSIS

To test the reliability of data model, the internal consistency (reliability) was conducted. Table 1 shows the reliability of each of the variables. According to Nunnally (1978), it is acceptable if the Cronbach Alpha is more than 0.7. Meanwhile according to (Hair, Black, Babin and Anderson, 2010), and Cronbach Alpha greater than 0.6 is acceptable. According to George and Mallery (2003) Cronbach alpha value below 0.5 is unacceptable.

**TABLE 1 RELIABILITY ANALYSIS**

### Test of Reliability

	<b>Cronbach's Alpha (<math>\alpha</math>)</b>	<b>N of Items</b>
<b>Perceived usefulness</b>	0.843	5
<b>Perceived ease of use</b>	0.718	5
<b>Perceived trust</b>	0.738	5
<b>Perceived enjoyment</b>	0.715	5
<b>PURCHASE INTENTION</b>	0.767	5

The above Table 1 shows that all of the Cronbach alpha value is acceptable. For Perceived usefulness, construct reliabilities are found 0.843, according to Montoya et al. (2003), Cronbach's Alpha ( $\alpha$ ) more than .40 represent that data has good internal consistency. For perceived ease of use the reported Cronbach's Alpha value is 0.718, for perceived trust reported Cronbach's Alpha value is 0.738, for perceived enjoyment reported Cronbach's Alpha value is 0.715 and for purchase intention the reported Cronbach's Alpha is 0.767. Hence it can be said that as all the dependent and independent variables have higher than .07, the data can be considered as reliable.

## RESULTS

### DEMOGRAPHIC PROFILES

The questionnaires were divided into three section, the first section was focused to the demographic information of the respondent, such as gender, age, marital status, the highest level of education, nationality, profession, monthly income, internet use frequency and knowledge about traveling websites. The findings are shown in Table 2 below:

**TABLE 2 DESCRIPTIVE ANALYSIS**

<b>ITEM</b>	<b>Description</b>	<b>Frequency</b>	<b>Percentage (%)</b>
<b>GENDER</b>	<i>Male</i>	118	59.0%
	<i>Female</i>	82	41.0%
<b>AGE</b>	<i>Below 18</i>	30	15.0%
	<i>18-21</i>	76	38.0%
	<i>22-25</i>	61	30.5%
	<i>26 and above</i>	33	16.5%
<b>MARITAL STATUS</b>	<i>Single</i>	154	77.0
	<i>Married</i>	46	23.0
<b>NATIONALITY</b>	<i>Bangladeshi</i>	198	99.0%
	<i>Others</i>	2	1.0%
<b>HIGHER EDUCATION</b>	<i>High School</i>	61	30.5%
	<i>Higher Secondary Certificate</i>	61	30.5%
	<i>Diploma</i>	24	12.0%
	<i>Bachelor</i>	40	20.0%
	<i>Post Graduate</i>	14	7.0%
<b>PROFESSION</b>	<i>Student</i>	75	37.5
	<i>Part time working</i>	68	34.0
	<i>Full time working</i>	45	22.5%

	<i>Others</i>	12	6.0%
<b>HOUSEHOLD INCOME</b>	<i>Below BDT 10000</i>	76	38.0%
	<i>BDT 10000 – BDT 15000</i>	32	16.0%
	<i>BDT 15001 – BDT 25000</i>	30	15.0%
	<i>BDT 25001 – BDT 35000</i>	39	19.5%
	<i>BDT 35000 and above</i>	23	11.50%
<b>INTERNET USE</b>	<i>A few times in a month or less</i>	35	17.5%
	<i>A few times in a week</i>	46	23.0%
	<i>About once in a day</i>	52	26.0%
	<i>Several times each day</i>	67	33.5%
<b>WEBSITES KNOW OR USE</b>	<i>Nijhoom Tours</i>	45	22.5%
	<i>Visit Bangladesh</i>	18	9.0%
	<i>Lonely Planet</i>	38	19.0%
	<i>Travel Bangladesh</i>	74	37.0%
	<i>Others</i>	25	12.5%

Table 2 indicates that; among 200 respondents 118 were male (59.0%) and 82 were female (41.0%). The targeted respondent for the study were youth group, hence it is found 76 respondents (38%) were in between 18 to 21 years old, 61 respondents (30.05%) were in between 22 to 25 years old, 33 were 26 years or above (16.5%) and 30 respondents (15.0%) were below 18 years old. In relation to the marital status of the respondents it is found that 154 out of 200 respondents were single (77.0%) and 46 respondents (23.0%) were married. In addition, it is also found that 198 out of 200 respondents were Bangladesh and only two were of other nationals, though currently living in Bangladesh. According to the findings, 61 respondents (30.5%) out of 200 have attended School, 61 respondents (30.5%) holds Higher Secondary Certificate, 24 respondents (12.0%) holds a Diploma degree, 40 respondents (20.0%) holds a bachelor's degree and 14 respondents (7.0%) have Post Graduates degree.

In relation to profession of the respondents it is found that the highest number of respondents comprises of 75 students which is 37.5% of the total respondents of the study, 68 respondents (34.0%) are part-time working, 45 are full time to work (22.5%) and 12 respondents (6.0%) are doing other types of work. Among them most state that they work as a freelancer for different types of work. Regarding the household income, the findings show that most the respondents' income is below BDT 10,000; as 76 respondents (38.0%) earns below 10,000 BDT, backed by 39 respondents (19.5%) earns BDT 25001 to BDT 35,000; 32 respondents earns BDT 10,000 – BDT 15,000 (16.0%), 30 respondents' (15.0%) income is in between BDT 15,001 – BDT 25,000 and 23 respondents (11.50%) earns BDT 35,000 and above in a month. The study was focused on the youth in Bangladesh and the demography of the participants also indicated the youths of Bangladesh.

The demographic profile also exposes the internet frequency and knowledge about traveling websites of the respondents, it is found that 67 respondents (33.5%) use internet several times in a day, where 52 respondents (26.0%) states that they use the internet at least once a day. 46 respondents (23.0%) use the internet a few times in a week and 35 respondents (17.5%) said that use internet a few times in a month or less. It is found that 45 of the respondents (22.5) knows about Nijhoom Tours, 18 respondents (9.0%) knows about Visit Bangladesh, 38 respondents (19.0%) knows about Lonely Planet, 74 respondents (37.0%) knows about Travel Bangladesh and 25 respondents (12.5%) don't know about any of those four websites.

## REGRESSION ANALYSIS

A multiple linear regression with four independent variables; "Perceived Usefulness, Perceived Ease of use, Perceived Trust and Perceived Enjoyment" and one dependent variable "Purchase intention" was analysed to determine the strength of the association between the independent variables and dependent variable.

Table 3 below indicates that 78.3% of the total variation of the dependent variable "Purchase Intention", has caused due to the variation in the independent variables of the present study. Hence the result suggest that the variation caused by the independent variables are more than satisfactory and does not creates any overfitting concerns. However, many researchers suggest to look all the 'Adjusted R Square'; as the 'Adjusted R Square' increases, in only such situation, when the mode of the independent variables the model improves by chance. In table 4.8 we can see that the 'Adjusted R Square' of the model is 77.9% which is very similar to 'R Square'; hence it is confirmed that the independent variables of the study have significant relationship with the dependent variable of the study.

## REGRESSION ANALYSIS (MODEL SUMMARY)

**TABLE 3 MODEL SUMMARY**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.885 <sup>a</sup>	.783	.779	.27435	1.749

a. Predictors: (Constant), P\_EASEUSE, P\_TRUST, P\_ENJOYMENT, P\_USEFULLNESS

b. Dependent Variable: P\_INTENTION

Table 4 below presents the ANOVA analysis of the study, the ANOVA provides that the p-value is  $.000 < .05$ . hence, it can be stated that the null hypothesis is rejected; which suggest that there is a good fit between the model and the data, hence the further interpretation of the model is allowed. More precisely, it can be stated that out of the total sum of squares of variance 67.702, and in accordance with the estimated value of 'R Square' (78.3%), the 53.025 can be explained by the independent variables.

## REGRESSION ANALYSIS (ANOVA)

**TABLE 4 ANOVA**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	53.025	4	13.256	176.124	.000 <sup>b</sup>
	Residual	14.677	195	.075		
	Total	67.702	199			

a. Dependent Variable: P\_INTENTION

b. Predictors: (Constant), P\_EASEUSE, P\_TRUST, P\_ENJOYMENT, P\_USEFULLNESS

Table 5 below presents the coefficients analysis of the of the regression analysis of the study, where the significant value of all the independent variable is found. From the Table 4.10 it is found that the p-value of Perceived Usefulness and Perceived Enjoyment are .000, which are less than the critical alpha value of .05. whereas the p-value of Perceived Ease of use is 0.39 and p-value of Perceived Trust is 0.48. Therefore, it can be said that Perceived Usefulness, Perceived Ease of use, Perceived Trust and Perceived and Enjoyment are the determining factors for the consumer's 'Purchase Intention'.

## REGRESSION ANALYSIS (COEFFICIENTS)

**TABLE 5 COEFFICIENTS**

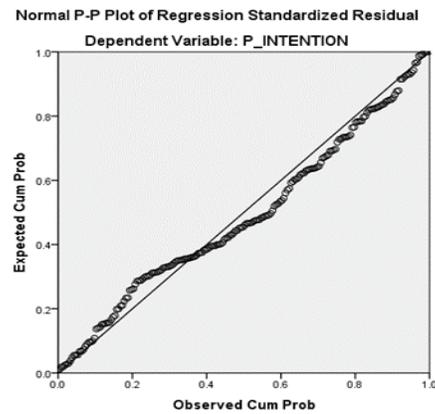
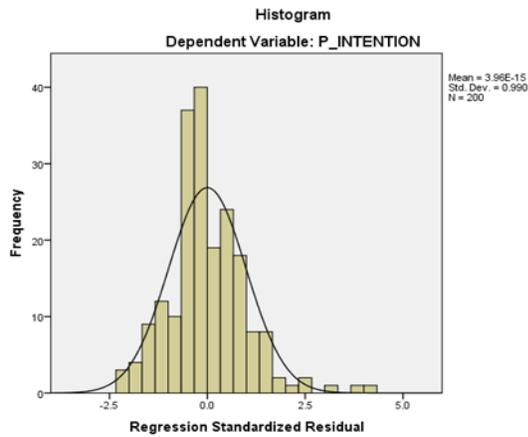
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.978	.162		6.033	.000
	P_TRUST	.053	.027	.067	1.987	.048
	P_ENJOYMENT	.163	.030	.200	5.421	.000
	P_USEFULLNESS	.515	.026	.744	19.486	.000
	P_EASEUSE	.060	.029	.072	2.074	.039

a. Dependent Variable: P\_INTENTION

The size of B's, as found in the table 5, indicate of the impact on the consumer's overall purchase intention. It is found that the Perceived Usefulness variable has the highest impact (.515), Perceived enjoyment (.163). The Perceived trust has the lowest impact (.058), significant impact on the Purchase intention of the traveller from the online traveling websites.

From the Coefficient table it is found that all the variables have an influence over purchase intention. In addition to that the histogram below originated from the regression analysis also shows

that there is normality of the values. The normality of the values has also been confirmed by the P-P plot whose shape indicates a normal distribution.



## CONCLUSION

This study aims to examine the factors that influence the purchase intention towards online traveling websites. The study was conducted in Dhaka, the capital of Bangladesh, a country, where traveling sector is considered as one of the major thrust sectors. The study was designed to answer the research questions derived from past literature on similar study on perceived value towards consumer purchase intention. The result of the study shows that the independent variables have an influence over the dependent variable.

### LIMITATION OF STUDY

There are several limitations of the study that should consider before the generalization of the findings. The main limitation of the study is its sample size and study area. The research was conducted on 200 respondents and all of them belongs to the metropolitan area, hence the result may vary depending on the study area. The study could be done with much bigger sample size and in both metropolitan and non-metropolitan areas. Another limitation of the study is that it only used four variables of online traveling websites that are, perceived usefulness, perceived ease of use, perceived trust and perceived enjoyment. Which means there is scope of including more factors that influence the purchase intention of from the online traveling websites.

### SUGGESTIONS FOR FUTURE RESEARCH

This study only analyse four factors to show their influences of the purchase intention from the online traveling websites. It is recommended to conduct a study with more factors for more convenient research; for instant Madu and Madu (2002) in their study used features, security, trust, responsiveness, reputation, assurance structures, reliability, storage capability, accountability, product differentiation and customization, policies to determine the website performance. Similarly, Cho and Park (2001) used several other factors such as purchasing process, product information, customer service, product merchandising and additional information services.

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