

The Empirical Analysis of the Purchase Intention of Online Vacation Tourism Products under the Regulation Function of Consumption Experience

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Abstract. With the increasing demand for travel, online travel reservation is becoming more and more popular. Online vacation tourism market as an important subdivision field has broad development space. This paper investigated the regulation effect of the consumption experience on the consumers' intention of purchasing online vacation tourism products. The results show that consumption experience doesn't have a regulation effect on the attitude and subjective norm of consumers but have a regulation effect on the perceptual behavior and also have a greater effect for inexperienced consumers.

Introduction

With the increasing demand for travel, online travel reservation is becoming more and more popular. According to the statistic data of iResearch in 2013, the transaction scale of online vacation tourism market is 34.5 billion and the annual growth rate is 43%. In 2015, the transaction scale of online vacation tourism market is 432.63 billion. In 2016, the transaction scale of online vacation tourism market is 542.09 billion. Online vacation tourism market as an important subdivision field has broad development space and maintains a high level of growth. Therefore, the vacation tourism market has become the territory which is actively seized by various large tourism websites. From the perspective of consumption experience, this research analyzes the consumers' behavior of purchasing online vacation tourism products.

Literature Review

Consumption Experience. Consumption experience is an important factor that affects the consumption behavior and perceived risk and it is also the key factor that determines the consumption behavior. Hammond[1] and other people found that the prior use experience of users is an important regulatory factor of their attitude. Beldona[2] and other people also found that the people who use online travel sites early have greater possibility to purchase online tourism products than the people who use online travel sites in the later period. Through the comparative study of the risk perception, risk reduction strategy and travel motivation of the first-time traveler and the people who have traveled many times for Israel and other trouble spots, Fuchs and Reichel[3] found that there were differences in perceived risk between the two types of tourists. This research takes the consumption as the moderating variable and divides consumers into experience and inexperience. Experienced consumers are people who buy tickets, hotels and other products online.

Perceived Risk. Perceived risk refers to the risk which is perceived by tourists in the process of purchasing and consuming tourism services. If perceived risk exceeds acceptable levels, travel the dimension of tourism risk, Roehl and Fesenmaier[4] divide tourism perceived risk into 7 dimensions which are equipment, finance, body, psychology, satisfaction, society and time. According to the domestic online tourism environment, the 7 dimensions of purchasing perceived risk online are

proposed, which are privacy risk, financial risk, time risk, performance risk, personal risk, psychological risk and social risk.

Research Framework and Assumptions

In order to comprehensively analyze the impact of perceived risk on the behavioral intention of online purchase of holiday tourism products and the adjustment of consumption experience. Based on the theory of planned behavior and perceptual risk, the following research framework is constructed. As the figure shows:

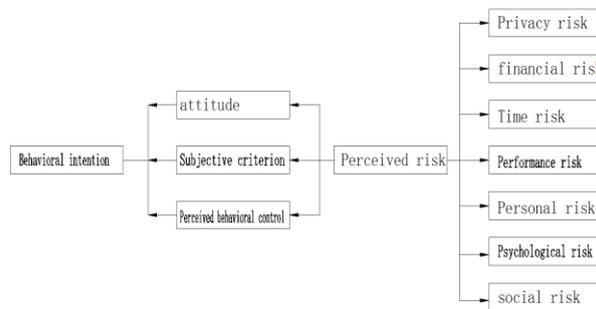


Figure 1. Research framework

Perceived Risk and Attitude. Perceived risk is the expected loss that may have a negative impact on people's behavior. When people perceive the higher the risk of behavior, the more negative the attitude towards the behavior. When consumers buy low degree and personalized vacation tourism products, they need to pay more money and energy. Then the risk will be larger, so the attitude of consumers behavior will be affected. Considering the characteristics of tourism products and services (intangibility, complexity, diversity, interdependence and so on), consumers prefer to reduce the risk of purchase and narrow the gap between expectations and actual experience. In will be more cautious. Compared to inexperienced consumers, experienced consumers are more familiar with the online travel purchase process and the perceived risk will be reduced, so it is very easy for the experienced consumer to form a positive attitude towards online travel purchases. Experienced consumers always tend to ignore the risks. Based on this, the following assumptions are made:

H1: Perceived risk has a significant negative impact on attitudes.

H1a: Compared to inexperienced consumers, perceived risks of negative impact on experienced consumers who buy vacation tourism products online are smaller.

Perceived Risk and Subjective Criteria. Subjective criterion refers to a kind of pressure that the external environment makes on the individuals, which decides whether the individuals should take particular behaviors. The external environment includes television, network, other media advertising and the views given by their friends, relatives and colleagues. Due to the virtual nature and complexity of online travel, the purchase process involves a lot of experience sharing and evaluations. And vacation tourism products need to spend more energy and money, so when inexperienced consumers want to buy, perceived risk will be greater and they will be more willing to consult the views of acquaintances or IWOM to help make buying decisions. Therefore, this paper assumes the following:

H2: Perceived risk has a significant negative impact on subjective criteria.

H2a: Compared to consumers who do not have experience in purchasing, the perceived risk of experienced consumers has less negative impact on subjective criteria.

Perceived Risk and Perceived Behavior Control. Perceived behavioral control reflects the individual's acquired resources and opportunities for whether or not to take a particular behavior. When the perceived risk level is higher, the uncertainty of the behavior taken will be higher and the

degree of control of the behavior will be lower. If consumers do not have the experience of an online travel purchase, are not familiar with and lack of control of the entire purchase process, it will easily increase the uncertainty of the online purchase behavior. Based on this, we made the following assumptions:

H3: Perceived risk has a significant negative impact on perceived behavioral control.

H3a: Compared to consumers who do not have experience in purchasing, the risk perceived by the experienced consumers who buy vacation tourism products online has less negative impact on perceived behavioral control.

Attitudes Subjective Norms Perceived Behavioral Control and Behavioral Intentions.

The planning behavior theory suggests that the individual's behavioral intention will be stronger as the attitude towards an act becomes stronger and stronger. When the subjective criterion of an act is more positive, the individual's behavior intention will be stronger. When the perceived behavior control is stronger, the individual's behavioral intention will be stronger. Based on this, this paper assumes the following:

H4: Attitude has a significant positive relationship with online travel buying behavior intentions.

H5: Subjective criteria have a significant positive relationship to online travel buying behavior intentions.

H6: perceived behavior control has a significant positive relationship with online travel buying behavior intentions.

Empirical Result Analysis

Sample Selection and Sample Characteristics. The measure of variables is mainly derived from Featherman and Pavlou[5]. The 7-level Likert scale is used to select the most appropriate value from "1" (totally disagree) to "7" (fully agree) according to the actual situation of investigation object. After the questionnaire design is completed, we first choose 15 people to pre-test. We form a formal questionnaire after several tests and modifications. A total of 300 questionnaires were distributed. 239 were recovered and 217 were valid questionnaires. Women accounted for 48.4%. Male accounted for 51.6%. Male and female ratio is basically the same. People who younger than 20 years old accounted for 5.5%. 20-29 years old accounted for 79.2%. 30-39 years old accounted for 12.9%. 40 years old accounted for 2.3%. The overall age is younger, which is consistent with the fact that the majority of Internet users in China are mostly young people. High school education accounted for 4.6%. 35.5% are undergraduate. Master's degree accounted for 46.5%. Doctor accounted for 13.4%.

Reliability and Validity Test. We use SPSS18.0 statistical software to analyze the reliability and validity of the data. The results are shown in Table 1. Cronbach α value is above 0.75 and greater than the critical value of 0.70. The combined reliability (CR) is above 0.82, which is greater than the critical value of 0.70. The extraction value of average variance is more than 0.58, which is greater than the critical value of 0.50. All of these indicate a good polymerization efficiency.

Data Analysis. 1) Structural equation model analysis. Structural model analysis was carried out by using AMOS 21.0 software. The model goodness index is shown in Table 2, which shows that the model has good goodness.

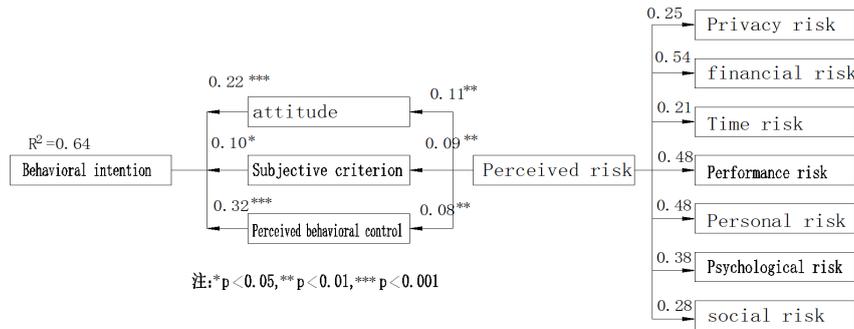


Figure 2. Test results of structural equation model

According to figure2, we can know that the assumptions H1 ($\beta = -0.11, p < 0.01$), H2 ($\beta = -0.09, p < 0.01$), H3 ($\beta = -0.08, p < 0.01$), H4 ($\beta = 0.22, p < 0.001$), H5 ($\beta = 0.10, p < 0.05$), H6 ($\beta = 0.32, p < 0.01$) are all established.

2) Adjustment effect of consumption experience

Multi-group analysis was used to test the regulatory role of consumer experience. The perceived risk felt by the experiential consumers and inexperienced consumer actually has no significant difference in attitudes ($t = 1.272 < 1.96$) and subjective criteria ($t = 1.374 < 1.96$). Perceived risk has a significant difference in the effect of perceived behavioral control ($t = 4.210 > 1.96$). And the effect of experienced consumers' perceived risk on perceived behavioral control ($\beta = -0.06$) was less than that of inexperienced consumers ($\beta = -0.14$). H1a and H2a are not established and H3a is established.

Table 1 Confirmatory Factor Analysis Results

Variable	Measuring item	Factor loading	α	Composite reliability	AVE
Privacy risk	Priv1	0.915	0.784	0.829	0.659
	Priv2	0.840			
	Priv3	0.829			
financial risk	Fina1	0.775	0.758	0.823	0.620
	Fina2	0.813			
	Fina3	0.798			
	Fina4	0.748			
Time risk	Time1	0.681	0.775	0.894	0.586
	Time2	0.821			
	Time3	0.814			
	Time4	0.735			
Performance risk	Pref1	0.631	0.819	0.889	0.646
	Pref2	0.787			
	Pref3	0.875			
	Pref4	0.883			
	Pref5	0.809			
Personal risk	Body1	0.830	0.905	0.921	0.723
	Body2	0.799			
	Body3	0.882			
	Body4	0.844			
	Body5	0.856			
Psychological risk	Psyc1	0.832	0.793	0.882	0.719
	Psyc2	0.821			
	Psyc3	0.877			
social risk	Soci1	0.911	0.890	0.913	0.824
	Soci2	0.947			
	Soci3	0.904			
Subjective criterion	Subj1	0.843	0.866	0.918	0.789
	Subj2	0.921			
	Subj3	0.899			
Perceived behavioral control	Cont1	0.814	0.824	0.849	0.773
	Cont2	0.897			
	Cont3	0.841			
attitude	Atti1	0.891	0.900	0.923	0.783
	Atti2	0.899			
	Atti3	0.867			
	Atti4	0.841			
Behavioral intention	Inte1	0.866	0.811	0.882	0.737
	Inte2	0.906			
	Inte3	0.823			

Table 2 Structural Model Adaptation Index

Chi-square value/degree of freedom	CFI	IFI	TLI	RMSEA
1.432	0.932	0.934	0.922	0.051

Table 3 Multi-group Analysis: Consumption Experience Compared Without Consumption Experience

Path	Classification	Path coefficient	T value	Significantly or not.
Perceived risk → attitude	Non-experienced consumer	-0.20*	1.272	Not significant
	Experienced consumer	-0.09*		
Perceived risk → subjective norm	Non-experienced consumer	-0.14*	1.374	Not significant
	Experienced consumer	-0.09*		
Perceived risk → perceived behavior control	Non-experienced consumer	-0.13**	4.210	Significant
	Experienced consumer	-0.04**		

Conclusion

First of all, compared to air tickets and hotels, vacation tourism products are more personalized, prices are higher, perceived risk is greater and the impact on financial risk is the greatest. As the holiday travel products are involved in a larger amount of money, so for consumers, the economic loss is the most worried thing. Therefore, for the online travel site, the protection of consumer online transaction security is the key. When consumers have suffered economic losses, online travel sites should be able to provide consumers with reliable, timely remedial measures to make up for consumers' loss in the purchase process.

Secondly, inexperienced consumer perceived risk has a greater effect on perceived purchase behavior differences among different cultural consumers. The second limitation is that we just simply divided consumers into two parts. One part has online travel purchase experience and the other part has no online behavioral control. Therefore, in order to attract more inexperienced consumers to buy vacation tourism products online, online travel website can optimize the design of the site, simplify the purchase process, protect the security of online transactions, reduce the perceived risk of consumers and improve their perception control ability. For experienced consumers, online travel sites can give consumers the ability to authorize the information so that they can determine the disclosure of information, the way to store and process their information.

This study has some limitations. The first is the limitation of the sample. We only study in Changchun City, and a large number of paper questionnaires issued by the questionnaire with random website. We did not consider the travel purchase experience. In the future, our research can make the experienced consumers into a further subdivision according to the number of times of purchases.

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