

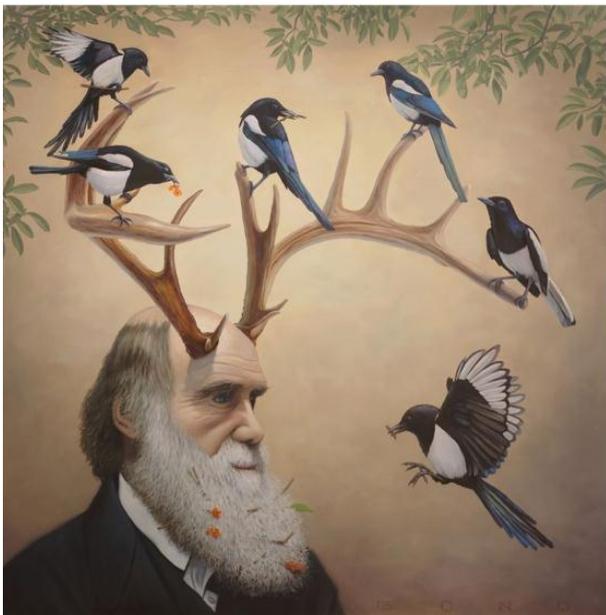
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The Impact Of Web Attributes On Millennial Travelling Decision

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Abstract

Web technology has been developing over years to a point where companies can tailor the information they provide to customers, adjusting the web page content according to the customer profile. Such adaptability can enhance sales by closely matching the customer needs and requirements. Particularly in travel industry, people can now scout for information related to specific destination through the social media platform including web page. This trend has becoming popular due to the several advantages that help shaped people's intention to purchase travelling packages. In this study, the framework is developed based on Davis' Technology Acceptance Model (TAM) correlate with the attributes of using website on a purchase intention process to travel. This conceptual paper discusses the previous literature relating to the factors influencing the intention to purchase travelling packages among the millennial travellers in Kuala Lumpur. Hypotheses will be tested using relevant tests (colleration and relationship testing) and data will be collected using questionnaire among young traveller in Kuala Lumpur. A proposed theoritical framework that has been developed using Davis' Technology Acceptance Model (TAM) as underpinning theory. This paper is only focusing at the variables from the first Davis' Technology Acceptance Model (TAM) that has been introduced by Davis, 1989. Contribution would be relevant in various school of thought of tourism as well as customer behavioural in purchasing and intention to buy product or services online.

Keywords: Web Technology, Digital Platform, Technology Application, Online Buying

EL IMPACTO DE LOS ATRIBUTOS WEB EN LA DECISIÓN DE VIAJE MILENARIO

Resumen

La tecnología web ha sido desarrollada durante años hasta el punto en que las empresas pueden adaptar la información que proporcionan a los clientes, ajustando el contenido de la página web de acuerdo con el perfil del cliente. Dicha adaptabilidad puede mejorar las ventas al igualar estrechamente las necesidades y requisitos del cliente. Particularmente en la industria de viajes, las personas ahora pueden buscar información relacionada con un destino específico a través de la plataforma de redes sociales, incluida la página web. Esta tendencia se ha vuelto popular debido a las diversas ventajas que ayudan a configurar la intención de las personas de comprar paquetes de viaje. En este estudio, el marco se desarrolla en base al Modelo de Aceptación de Tecnología (TAM) de Davis que se correlaciona con los atributos del uso del sitio web en un proceso de intención de compra para viajar. Este documento conceptual discute la literatura previa relacionada con los factores que influyen en la intención de comprar paquetes de viaje entre los viajeros milenarios en Kuala Lumpur. Las hipótesis se evaluarán mediante pruebas relevantes (pruebas de recopilación y relación) y los datos se recopilarán mediante un cuestionario entre jóvenes viajeros en Kuala Lumpur. Un marco teórico propuesto que se ha desarrollado utilizando el Modelo de Aceptación de Tecnología (TAM) de Davis como teoría subyacente. Este documento solo se centra en las variables del primer Modelo de Aceptación de Tecnología (TAM) de Davis que fue presentado por Davis, 1989. La contribución sería relevante en varias escuelas de pensamiento del turismo, así como el comportamiento del cliente en la compra y la intención de comprar producto o servicios en línea.

Palabras clave: tecnología web, plataforma digital, aplicación de tecnología, compra en línea

1. INTRODUCTION

The travel industry is one of the largest service industries in the world, an increasingly important in this technology vast digital arena. It is referring to the movement of people from one location to another, as well as the services they require along the process. The latest figure from Tourism Malaysia's data portal (<http://mytourismdata.tourism.gov.my/>) shows that

tourist arrivals fell from 26.76 million in 2016 to 25.95 million in 2017, and then down again to 25.83 million last year. For Malaysian Association of Tour and Travel Agents's (MATTA) president Datuk Tan Kok Liang, the overall decline in tourist arrivals highlights an urgent need for action. "Malaysia needs to make a comeback," he said. Similarly, World Tourism Organization (UNWTO) (2008) revealed that with an estimated 160 million international tourist arrivals a year, youth travel would account for over 20% of international tourist arrivals. This market is worth an estimated US\$136 billion a year, or around 18% of worldwide international tourism receipts.

Comparing with previous generations, many young tourists nowadays tend to travel more frequently and stay longer at destinations compared to their older counterparts (Richards; 2003, Wilson, 2003) and at younger age (Peter, 2004). As reported by UNWTO (2008), 70% percent of all trips taken by young people are motivated by goals such as a desire to explore, volunteer, work or study abroad. Peter (2004) also mentioned that youth are thirsty for experiencing difference of cultures, opening to new ideas and pioneering for new destinations. This is because, young Malaysians in this era are raised in an environment that offers a wide and increasing range of travel opportunities. Due to low-cost carriers become the common travelling mode of transportation, the ease of information searching and tourism products purchasing via World Wide Web, travelling is at its most accessible ever and thus, the increasing freedom to travel (Chia, 2014; Lim, 2014; Kalsom, 2014).

The online transactions in the tourism industry have grown continuously even during the economic downturn in the late 1990s. The Internet provides consumers with useful information, effective decision making strategies and online experiences (Norzalita, 2010; Ghazali, 2010; Ainin, 2010). The report from the United Nations Conference on Trade and Development (UNCTAD) (2000) indicated that governments, tour operators, hotels, airlines and travellers are affected by the changes brought about by electronic commerce. UNCTAD (2000) added that these changes have presented opportunities, especially for a developing country to improve its relative position in the international market. Hanson (2000) added that the Internet could be a vital marketing tool, which is the online equivalent of 'word of mouth' for many industries. For tourism organisations, its adoption is no longer an option: "if you are not online, you are not on sale" (WTO, 1999).

The Internet has become important for the tourism industry to adapt and uplift its practices and skills of the workforce within in to meet changing customer behaviour (UNWTO, 2011). In addition to that together with Information Technologies facilitated by internet like websites and social networks within tourism industry to be available, marketing strategies for tourism products has been easier to implement the fact which improve the quality of online service for serving the need of the customers efficiently and effectively (Crnojevac, Gugić and Karlovčan, 2010). In tourism, consumers' behaviour has always been influenced by development of ICTs, but Web 2.0 has completely changed how consumers design and consume travel related products (Buhalis and Law, 2008). During the travel planning process social media get an important role, because it gives access to other travellers' experiences as an ultimate information source (Chung and Buhalis, 2008; Yoo et al., 2011).

In Asia Pacific (APAC), travellers substantially use social media platforms to inform leisure travel decisions. According to Text 100 report of How Digital Influences Travel Decisions around the World (2012), the proportion of people who reply on Internet reviews, Facebook and online travel forums when making initial decision of vacation destination is 57%, 42% and 51%, respectively. Previous studies have shown that social media websites (e.g. TripAdvisor and Virtual Tourist) rank second and third after travel intermediary websites in the case of online hotel information search among Hong Kong younger travellers (Sun et al., 2016). However, there is not yet an agreed term to describe social media, the academic literature also evidences a disagreement on the classification of social media according to Fotis et al., (2012).

Although young travellers have a strong desire to travel, the cost, affordability and accessibility will need to be assessed to turn potential into actual demand (Glover, 2010). Further study needs to be carried out to investigate their travel behaviour by looking at their online purchasing process to travel.

The study is also to determine the major contribution of website functions that relate to the actual action to travel among young (millennial) travellers. Technology Acceptance Model (TAM) model has been used as the major component in underpinning theory to propose the extended theoretical framework of the study.

1.1 Problem Statement

The rapidly growing importance of the Internet in e-commerce as a source of information demands a greater understanding of users' acceptance of

electronic tourism (E-tourism). The knowledge is necessary not only for strategic marketing formulation, but also for the design of the web site features that are superior from competitors (Norzalita, 2010; Ghazali, 2010; Ainin, 2010). Previous study by Samira and Alireza (2011) indicate that the definition of tourism innovation (such as product, service and technological innovation) remains unclear with the exception of Internet even though new technologies can produce an essential contribution to the development of tourism industry.

This is an important gap because the use of technology platform is said to be more effective ways to promote product or services. According to Richards (2006), personal resources of information are the most trusted, but the Internet is arguably frequently used to plan travel (80%). This means that tourism products have more chance of being found if they are to be put online. Therefore, tourist attraction operators, hotel operators, tourism agencies as well as government authorities should provide more interesting and complete information through the Internet with well-developed websites. The information content of the website which refers to how information is displayed and organized on the website plays a powerful role in online consumer behavior (Cooper-Martin, 1993). In the context of e-commerce, the information format of the website is critical. While the information content of a website is an important determinant of success (Gehrke and Turban, 1999; Lohse and Spiller, 1998). Despite of the positive impact of website in promoting tourism product, limited is known about the determinant that influencing tourists to use website to make decision on travelling. Following this introductory section, this paper proceeds to review previous studies related to the study area. Along that, hypotheses will be laid out related to the justification.

2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Most research suggested that the government plays an important role in facilitating the use of electronic commerce for the tourism industry and in increasing their ability to reap the benefits (Samira, 2011; Alireza, 2011). Each process of an online transaction requires consumers to use the Internet technologies to interact with the website. An exceptional characteristics of online shopping is that shoppers cannot touch or smell the product or services when taking decision, yet they need to construct their judgment based on information displayed on the website (Anthapaththu, 2018; Kulathunga, 2018). A study by Badaruddin, Shida and Lau (2010) indicates that Internet is one of the important sources of information when youths plan for their trip. However, a lot of tourist spots in Malaysia are still do

not provide complete information through online.

A website, in general, can be considered as an information system which give information to its users (Shih; 2004). Nowadays, system is affected by perceived ease of use and perceived usefulness (Davis, 1989). Technology Acceptance Model (TAM) is the most suitable theory in order to explain the acceptance of technology in the information system research (Gefen, Karahanna & Straub, 2003). Thus, online purchase intention, as an appropriate measurement for intention to use a website, should be explained as a part of Technology Acceptance Model (TAM).

Even though many previous studies conducted in the e-commerce context and Technology Acceptance Model (TAM) has been tested, there is a lack of research on how website content affects purchase intention while technology elements included in it. Thus, it is important to investigate purchase intention in the context of the online shopping environment, since there is a lacuna in the body of knowledge in this area (Athapaththu (2018); Kulathunga (2018).

2.2 Technology Acceptance Model (TAM)

A website is a product of information technology, and as such, online purchase intention can be explained using Technology Acceptance Model (TAM). The original Technology Acceptance Model (TAM) model has been empirically validated in a variety of settings, specifically in the context of Internet usage and website usage. Through these various studies researchers have confirmed the relevance and suitability of perceived ease of use (PEOU) and perceived usefulness (PU); the major constructs of Technology Acceptance Model (TAM) in an online context (Moon & Kim, 2001; Lederer et al., 2000; Teo et al., 1999).

Technology Acceptance Model (TAM) theory was developed in 1989 by Davis which has a purpose of predicting the acceptance of system and behavior of users when using the system. Technology Acceptance Model (TAM) explains that individual behaviour when using a system is affected by perceived ease of use and perceived usefulness (Davis, 1989). Technology Acceptance Model (TAM) was developed and expanded from the Theory of Reasoned Action (TRA) in order to explain how people accept technology (Rigopoulos; 2007, Venkatesh; 2000). It also shows how people behave to the technology based on the use of technology (Koufaris, 2002).

Davis formulated the model by specifying two key beliefs that specifically explain technology usage. The first of these beliefs is perceived usefulness (PU), and the second is perceived ease-of-use (PEOU). According

to Davis the major construct, Perceived Usefulness (PU) is defined as the degree to which a person believes that using a particular system would enhance his or her job performance (Davis, 1989) and Perceived Ease of Use (PEOU), as the degree to which a person believes that using a particular system would be free from effort (Davis, 1989)

The model also showed the perceived usefulness and perceived ease of use that led by external variables will then lead to behavioural intention to use and the actual usage of technology (Venkatesh, 2000). Hence, Technology Acceptance Model (TAM) can be used to explain the determinants of user acceptance of information systems and technology by measuring individuals' intentions, and to explain their intentions by measuring their attitudes, subjective norms, perceived usefulness, perceived ease of use, and external variables.

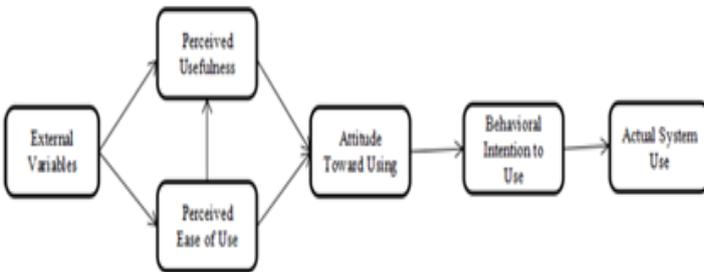


Figure 1: Technology Acceptance Model (TAM)

Previous studies confirmed that there is a significant direct relationship between perceived usefulness and purchase intention. Observations from Koufaris (2002), confirmed the positive relationship between perceived usefulness and purchase intention from the online context by examining the online consumers intention to make unplanned purchases through e-commerce. Hassanein and Head (2007) examined the same relationship and confirmed it by observing data from three different groups on their social presence in the e-commerce context. Further, several studies have shown that, perceived usefulness directly influences purchase intention in e-commerce contexts (Gefen, Karahanna and Straub, 2003; Gefen and Straub, 2000).

In the terms of e-commerce, usefulness is defined as an extent to how an online store provides helpful information to their customers and how the information helps their transactions (Chen and Ching, 2013). Perceived ease of use is explained to an extent when a user experienced a particular

website as easily operated and effortless (i.e., time and energy) to learn using the website (Chen and Ching, 2013). When websites interfaces are easy to use, buyers will find the meaningful and useful information easily, which relate to their perception of usefulness.

In accordance with the original Technology Acceptance Model (TAM) model, perceived usefulness is corresponded with user attitude towards information system and its use (M. Dachyar and Liska, 2017). From the previous study of Shih (2004), it shows that useful information and facilitation to assist buyer for completing the transaction will give positive values to customers which increase customer purchase intention. (Chen and Ching, 2013).

Hence, the first hypotheses is constructed as:

H1: Perceived usefulness of the website features is positively related to millennial's intention to travel.

In online shopping, the interactions between online shoppers and online stores only happen through the websites interfaces which means an easy to understand or high perceived ease-of-use websites will lead to the creation of trust and lower misunderstanding (Blau, 1989). In the e-commerce context, it is found that the more usable and navigable a website is, the more a buyer will conclude that the online store operates in good faith (Chen and Ching, 2013).

The previous study of Hangyao (2013), shows that there was a relationship between perceived ease-of-use and perceived usefulness with purchase intention in technology adoption settings. In another hand, a web interface which facilitating the transaction process and easy to use website is likely to be accepted by e-commerce users (Dishaw and Strong, 1999).

Hence, the second hypotheses is written as follows:

H2: Perceive ease of use of the website features is positively related to millennial's intention to travel.

The Internet consists of more information compared with other media and thus, the amount of information content is considered to be an indicator for e-commerce website involvement (Yoon, 2000; Okazaki and Rivas, 2002). The content of the website comprises of intrinsic information quality, contextual information quality, representational information quality, and accessibility information quality (Tan and Wei 2006). As indicated by Ranganathan and Ganapathi (2002), the website signifies the manner in which the substance is organized in the site. It is mainly focused on how information is arranged on the website.

Besides the two dimensions of Technology Acceptance Model (TAM),

previous research by Anthapaththu (2018) and Kulathunga (2018) has argued that the structure denotes the way how information is organized within the website; for instance, hierarchical, network etc. However, Huizingh (2000) defined content as to how information, features or services are designed within the site and are made accessible to visitors.

Hence,

H3: Content accessibility (Information) of the website is positively related to the millennial's intention to travel.

A study by Ivan Wen (2012) explored the potentially measurable, and generally acceptable, surrogate for utility in travellers' decision making is a website's travel information quality. Customers' perceptions of good information quality are a direct result of presentation of customized information, in-depth product/service descriptions, and more accurate as well as updated information of travel products. This will affect travellers' behavior to make the actual travel decisions.

Information quality refers to the amount, accuracy and the form of information about the products and services offered on a web site (Nusair et al., 2008). Website presentation will ensure potential customer to be initially drawn in, but the website content is still the critical issue in online purchase. Fancy design and presentation will only draw at the initial stage but without good valuable content, consumers might likely to venture elsewhere (Mohd Fazli and Md Nor Hayati, 2009).

Insufficient, inaccurate and unreliable information presented in the web stores lead to the deterioration of customer trust in online shopping and consequently reduce the customer relationships (Wen, 2009). Without offering high-quality information, dissatisfied customers will shift to other websites in hopes of uncovering a travel website with information of sufficient quality (Hyde, 2006). The tendency to shift clearly indicates that information quality is an important aspect of travellers' decision-making processes (Mistilis and D' Ambra, 2008).

Hence,

H4: Content quality (Information) of the website is positively related to the millennial's intention to travel.

According to Pavlou (2003), the final stage of online transaction is intention to use a website and purchase a product. Therefore, online purchase intention plays a vital feature in online consumer behavior. According to Raza et al. (2014), purchase intention means, a condition between the customer and the seller when the customer is ready to make a deal with the seller.

In general many factors influence purchase intention. According to Cronin et al. (2000) the structure of the model, impacts on both purchase intention and information search. However, both internal information; brand familiarity, prior shopping experience and external information; website information may increase the intention of the customers to purchase or to repurchase a product from the Internet (Blackwell et al., 2001).

Intention is the cognitive representation of a person's readiness to perform a given behavior, and the best predictor of behavior is intention (Chiew; M. Shoki; Norhayati; and M. Naquib, 2014). According to the Theory of Reason Action, the stronger the intention of an individual to perform a particular behavior, the greater the particular behavior will be performed (Ajzen, 1991). According to Brown (2003), consumer with intentions to buy certain product will exhibit higher actual buying rates than those customers who demonstrate that they have no intention of buying.

In the travel context, the factors of purchasing travel products online are quite similar to the non-travel products as it utilizes online-based medium (Noor Amy, Siti Sarahaisah, Azila, Saiful and Dalan, 2016). Behavioural intention is linked to oneself and future action that is created through a choice or decision process involving the integration of attitudes, beliefs and subjective norms (Peter and Olson, 1999). According to Chen, Gillenson, and Sherrell (2002), there are strong theoretical and empirical correlations between intention to engage and the actual behaviour, which in this study referring the actual travelling behavior. Kaplanidou and Vogt (2006) indicated that the usefulness of the web site would increase the motivation to travel.

Hence, the last hypotheses is written as follows

H5: There is a positive relationship between the intention to travel and the purchase of travel package through the websites.

Aziz and Ariffin (2009) suggested that behavioural study is required among Malaysian travellers to understand how they make the decision making process as the travel industry is expending in Malaysia. They also remark that it is crucial to investigate how people make their travel decisions and what they enjoy during the process. In brief, travelling has become easier and more affordable than it was before. These changes are contributing to the age of travellers getting younger. Hence, it is not deniable that young travellers are an increasingly important segment in tourism industry (Cheah, 2015; Lim, 2015; Kalsom, 2015).

Therefore this study will shed insights into the understanding of young

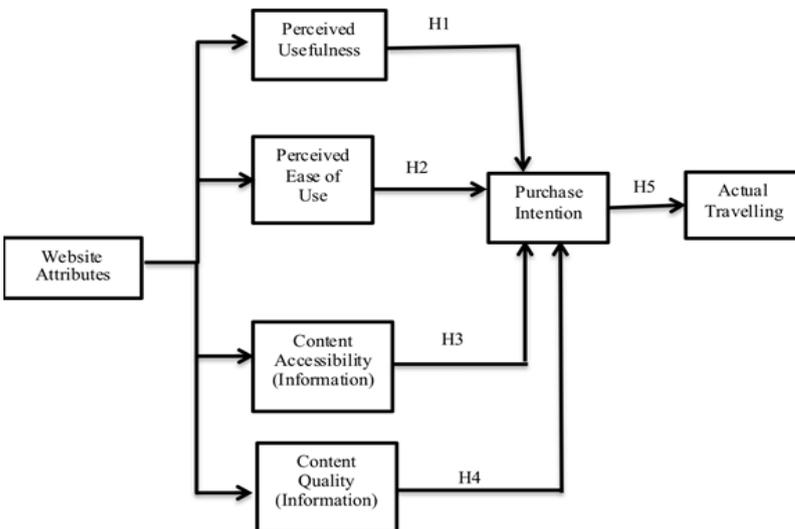
(millennial) travellers in Kuala Lumpur in regards to their perception of using website in making decision to travel. It particularly supports and extends TAM Model by including the dimension of accessibility to website content and the social influence that influence the use of website.

4. RESULTS AND DISCUSSIONS

This conceptual paper is prepared to study the behavioural of young travellers on their intention to purchase any travel services or product by referring to the original Davis' Technology Acceptance Model (TAM) variables of perceived usefulness and perceived ease of use.

An additional variables in the theoretical framework has been developed by adding new website attributes of content accessibility (Information) and content quality (Information). Study shoes that the variables might reflect travellers' intention of purchasing any services or product before they actually perform the behavior (actual travelling).

Below is the theoretical framework that has been developed which has been supported by previous literature reviews of studies relating purchase intention using Davis' Technology Acceptance Model (TAM) as the foundation of this study.



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Ayah, this is for you. I miss you. Al-Fatihah

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