

## Factors Influencing Egyptian Consumers' Online Purchase of Airline Tickets

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### Abstract

In spite of the rapid growth of online purchasing of travel services, the Egyptian consumer's behavior still varies between using offline and using online purchasing methods. This study aims to explore the factors that affect Egyptians' intention to purchase airline tickets via the internet. The study developed a conceptual framework to determine the relationship between such factors and said intention. Data were collected from 318 individuals via a self-administrated questionnaire. results showed that perceived usefulness, perceived ease of use, trust toward a third party, price value, attitude, trust towards the internet, subjective norm, social influence, and reliability have a significant positive effect on the intention to purchase online. These results would help to define the factors affecting the buying behavior and technology acceptance of the Egyptian consumer, in the field of air travel. The implications of the study could be used by marketers to help users make decisions related to online purchases and to encourage technology adoption.

**Keywords:** Technology acceptance, Factors influencing online purchasing, Intention to Purchase Airline Tickets Online.

### 1. Introduction

The internet has recently made huge growth and has reshaped the way people buy tourism products. It has also supported the concept of disintermediation and has led to questions related to the future of travel agents (Chiappa & Balboni, 2019). For many travelers, buying air tickets online has many advantages, such as convenience and predominantly lower prices. Many studies investigated consumers' online behavior and the use of websites to make purchases, while others examined consumers' attitude towards online and offline airline ticket purchasing. Chiappa and Balboni's (2019) study focused on travelers' choice of traditional travel agents versus online service providers. Their results revealed that the choice of online travel agents is likely to be associated with independent travelers. Kim et al (2009) indicated that customers' intention to purchase online influenced by trust in online seller. Teng et al. (2020) tried to predict customers' attitude toward hotel booking, using the online and offline methods, in Taiwan. Results showed that customers who preferred booking online believed that this method provided broader choices and more discounts.

Although in the past few years, Egyptian consumers use the Internet mainly to search for information, but they do not necessarily have to purchase online. As online booking is a growing phenomenon in Egypt, it's important to look into Egyptian customers' intentions to book travel services online. The study is trying to figure out the factors that influence consumers' buying behavior to use online methods in reserving flight tickets—in the context of Egyptian consumers. In order to gain a competitive advantage in the market among the competition, marketers need to know the factors influencing consumers to book tickets online. The airlines companies could increase their sales volume by exploring why some consumers choose to book their flight tickets through Internet. This would give them the opportunity to compete with the other online platforms that sell airline tickets and in the same time reinforce the advantages that distinguish them through the online methods.

The purpose of this study was to explore the factors influencing consumers' intention to purchase airline tickets online. Another purpose was to determine the relationship between these factors and the previously mentioned intention.

## 2. Literature Review

### 2.1 Factors Affecting Consumers' Shopping Behavior and Intention to Purchase Products/Services Online

Lee and Cheng (2009) study found the two main factors that influence the customer's choice to make an online purchase are maximizing value and minimizing inconvenience. While Rishi, (2010) demonstrated that the most influencing factors that drive consumers to buy online are reliability, accessibility, and convenience. Ranganatham and Ganapathy (2002) highlighted that consumers sometimes stay

away from online shopping because of issues related to security and privacy. Lee and Turban (2001) suggested that lack of trust is one of the most important reasons for consumers to avoid online shopping. Li and Zhang's (2002) study listed five factors that influence consumers' online shopping behavior (personal characteristics, vendor/service/product characteristics, website quality, demographics, and the external environment). Monsuwe et al. (2004) suggested that usefulness, ease of use, and enjoyment are not the only factors that affect online shopping. They also determined factors, including consumers' personality traits, trust, situational factors, product characteristics, and shopping experience. Lakshmanan (2016) listed several factors that affect customer satisfaction in online shopping. These factors are product preference, the availability of discounted products, risk perception, problems faced by the customer, and after-sales service. Pandey and Parmar's (2019) study suggested some factors that might influence consumers' online shopping behavior. They are demographic, social, and situational factors, previous online shopping experience, computer and internet literacy, website design, facilitating conditions, product characteristics, sales and promotions, payment methods, social media, the delivery process, and after-sales service.

### 2.2 Factors Affecting the Intention to Purchase Airline Tickets Online

Bukhari et al. (2012) measured the intention to purchase airline tickets online in Saudi Arabia. The results of their online questionnaire proved that e-satisfaction, perceived usefulness, perceived ease of use, quality of information, system quality, e-trust, airline reputation, and price perception influence the intention to purchase tickets from an airline's website. Benjamin et al.

(2013) found that usability and personalization of the airline's website have a positive relationship with online purchasing of airline tickets. Simarmata et al. (2016) investigated 426 customers who bought airline tickets online. Their results proved that ease of use, shopping enjoyment, advertisement of customer satisfaction, and trust influence the decision to purchase airline tickets through the internet. Abdurezak and Roda (2019) collected data from 399 customers to identify the factors that affect the decision to buy tickets online for Ethiopian Airlines. Results showed that perceived ease of use, awareness, perceived trust, relative advantage, use of e-ticketing, and perceived risk influence online booking of airline tickets. Lee et al.'s (2019) study developed a structural model to examine the effect of perceived ease of use and perceived usefulness on the intention to purchase air tickets online. Results indicated the significant effect of the two variables. Giao (2020) surveyed 536 customers in Vietnam to measure the factors affecting the online purchase of airline tickets. Findings proved that perceived benefit, perceived ease of use, reliability, the reputation of the airline, subjective norms, and risk perception have an impact on said factor.

### **2.3 Online Consumer Behavior Theories and Models**

Previous studies revealed different theories related to consumer behavior in online transactions (Turan, 2012). These theories were adopted and employed in different fields to explain customers' online purchasing behavior (Turan, 2012). They were used later as the basis for many researches, which developed theoretical framework models to explain online purchase decisions (Turan, 2012). Many of the studies that investigated online shopping behavior used consumers'

buying behavior models, such as the Technology Acceptance Model (TAM) and the Theory of Planned Behavior (TPB) (Giao, 2020).

#### **Theory of Reasoned Action (TRA)**

The Theory of Reasoned Action was developed by Ajzen and Fishbein in 1980. They formulated this theory to estimate the relationship between behavior and attitudes (Fishbein, 2008). It specifies the factors that limit the influence of attitude on behavior. These factors are attitudes and norms; and they are influenced by behavioral intention (Fishbein, 2008). The Theory of Planned Behavior was developed as an improvement on the Theory of Reasoned Action (Fishbein, 2008).

#### **Theory of Planned Behavior (TPB)**

Ajzen (1991) proposed a behavioral theory that represented an extension to the Theory of Reasoned Action. This new theory deals with consumer behavior during the process of making the choice to purchase products or services. Ajzen (1991) determined three factors that affect personal intention: attitude, subjective norms, and perceived behavioral control. These factors guide any person and influence his/her behavior. Attitude is defined as the behavior and personal belief concerning the final outcome of a specific behavior (Ajzen, 1991). Subjective norms are defined as the person's particular behavior that can be influenced by friends, family members, and co-workers. Perceived behavioral control is defined as the person's belief about the existence of specific circumstances that may influence the performance of his/her behavior (Ajzen, 1991). This Theory is considered one of the most important theories in anticipating a person's behavior in different fields, including the tourism industry.

### The Technology Acceptance Model (TAM)

Davis (1989) developed the Technology Acceptance Model (TAM), which is considered one of the most important models for explaining online user behavior. Davis suggested two variables for the model: perceived ease of use (PEU) and perceived usefulness (PU). Both are indicators of the user's behavior towards technology, which influences behavioral intentions. "Perceived ease of use (PEU) is 'the extent to which a person believes that using a particular system would be free of effort'" (Davis, 1989: 320). Perceived usefulness is (PU) "the extent to 1989: 320). Researchers have applied this model to explain the behavior of people using technology and to examine consumers' acceptance of internet usage for online shopping, in general (Akhlq and Ahmed, 2015), and for airline ticket purchase, in specific (Lee, et al., 2019). Different studies adopted the TAM and TPB models to explore online buying intention in the tourism and travel industry. Ismagilova et al. (2019) examined the factors that affect the intention to purchase tourism products online. Kuhil and Temesge's (2019) study also tried to determine the factors that influence the use of online flight booking in Ethiopian Airline using the two models. Phalitnonkiat and Chewwasung (2018) study focused on millennial generation who were interested in purchasing entertainment tickets online. Their results confirmed that trust and attitude toward online shopping are the most important factors influencing the buying intentions. Linden et al., (2018) also analyzed the factors that affect the ticket purchase online by Swiss customers. Their findings proved that there is a positive relationship between the usability and the intention to use.

### 3. Conceptual Framework and Hypotheses

To analyze the factors that affect the decision to buy airline tickets online, the study developed a conceptual model/framework from the review of related literature. The framework used the different factors that affect consumers' intention to purchase airline tickets, as presented in Figure 1.

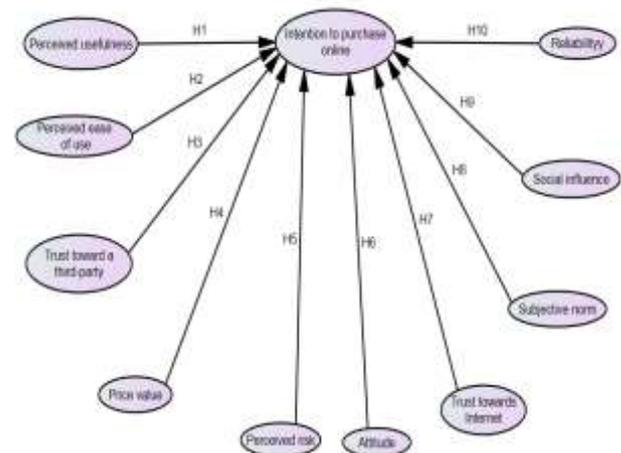


Figure 1. Relationship between Different Variables and the Intention to Make an Online Purchase

#### Intention to make an online purchase:

Consumer behavior and the intention to shop online are research areas that have gained much interest from researchers and have been increasingly studied. Pavlou (2003) referred to the intention to shop online generated from the situation where a consumer is willing to make online transactions. He indicated that intention is considered an indicator for the purchasing behavior but does not translate into a purchasing action. Different studies agreed that buying online enables consumers to make better buying decisions, whether in shopping in various fields, including in-flight tickets (Akhlq and Ahmed, 2015; Agag, and El-Masry, 2017). Lee et al. (2019) indicated that the frequent use of the internet leads to an increase in the intention to purchase air tickets online. Pavlou (2003) stated that predicting the consumer behavior lies in knowing the factors that generate purchase intention. This intention is considered the main dependent

variable of the model. It was derived from the Theory of Planned Behavior (TPB) and is influenced by many factors.

**Perceived usefulness:** Perceived usefulness is considered one of the most important factors that determine online buying intentions. Cha (2011) found that the relationship between perceived usefulness and the intention to make an online purchase was positively significant. He stated that perceived usefulness is influential in online shopping and ensures customer satisfaction. Mohd Suki and Mohd Suk (2017) demonstrated that perceived usefulness of the internet can influence consumers' intentions to book air e-tickets in Malaysia. Ling et al. (2011) indicated that there is a relationship between perceived usefulness and the intention to make an online purchase. They added that a useful website could raise the user's trust and boost online purchase intention.

**Hypothesis 1 (H1).** Perceived usefulness positively influences the intention to buy airline tickets online.

**Perceived ease of use:** Ease of use is related to the consumer's expectation that shopping will require minimal effort (Davis, 1993). Monsuwe et al. (2004) stated that perceived ease of use is how consumers easily fulfill their shopping needs with the least effort on the internet. Venkatesh and Davis (2000) indicated that the more the technology is convenient and easy, the more the positive attitude of consumers towards online shopping increases. Cha (2011) also referred to the fact that perceived ease of use has a positive relationship with intention to purchase a product online. He added that a website's advantages, in terms of perceived ease of use, including efficiency, convenience, and comfort, could have a positive effect on the intention to make an online purchase. Ling

et al. (2011) also indicated that there is a significant relationship between perceived ease of use and the intention to purchase a product/service online.

**Hypothesis 2 (H2).** Perceived ease of use positively influences the intention to buy airline tickets online.

**Trust of third-party booking websites:**

Trust has been considered an important factor in the relationship between buyer and seller. It is the positive expectation of the consumer that leads to him/her accepting vulnerability (Kim, et al., 2017). Consumers are able to make more buying decisions based on detailed information and online reviews offered by the different online platforms (Kim, et al., 2017). Trust is usually obtained by online booking sites that present correct information. It is considered the influencing key in consumers' flight booking intentions and buying decisions (Kim, et al., 2017). When consumers trust the online site, they make their transactions with less concern. Previous studies argued that trust positively influences consumers' intentions to make an online purchase (Lee and Turban, 2001).

**Hypothesis 3 (H3).** Trust of a third-party website positively influences the intention to buy airline tickets online.

**Price Value:** One of the main reasons that drive consumers' decision to buy a product or a service is the price. Reasonable prices help consumers make decisions and affect how they perceive the value of a product they intend to buy (Kim, et al., 2017). Sam and Baharin (2018) defined price value as the monetary burden that customers have to bear when using technology. Venkatesh et al. (2012) considered price value as an indicator of behavioral intention to use technology. They implied that it has a positive relationship with buying intentions. Wei et al. (2018) indicated that price is one of the factors that

influence the purchase intention, whether online or offline. They also added that there is a significant relationship between price and online consumers' purchasing behavior (Wei, et al., 2018).

**Hypothesis 4 (H4).** Price value positively influences the intention to buy airline tickets online.

**Perceived risk:** Perceived risk takes place during the decision to make an online purchase. Cunningham et al. (2005) described consumers' perceived risk as the recognized need for friends' and relatives' recommendations to minimize the perceived risk of buying a product or service. They added that the perceived risk of airline reservation online likely takes place more frequently than in offline purchasing (Cunningham, et al., 2005). Masoud (2013) examined the influence of perceived risk on the online consumer's intention of purchase and the results of the study revealed that there is a negative relationship between consumers' perceived risk and their intentions to make a purchase online. Similar studies indicated the same results, i.e., (Aqhlaq and Ahmed, 2015).

**Hypothesis 5 (H5).** Perceived risk negatively influences the intentions to buy airline tickets online.

**Attitude:** Athiyaman (2002) defined attitude as the individual's evaluation of the effects of showing a behavior. Chiu et al. (2005) noted that attitude means the consumer's positive or negative feelings towards demonstrating a purchasing behavior on the internet. Delafrooz et al. (2009) tried to investigate different factors that may influence a user's buying behavior towards online shopping. They confirmed that attitude has a direct effect on willingness in online buying behavior. Muñoz-Leiva et al. (2017) proposed that attitude facilitates the transaction process and decreases the barriers toward technology

acceptance. Peña-García et al. (2020) proved that attitude has a positive impact on online purchase intentions.

**Hypothesis 6 (H6).** Attitude positively influences the intention to buy airline tickets online.

**Trusting the internet:** Lai et al. (2013) defined trusting the internet as the consumer's positive perceptions of safety in online shopping. Lai et al. (2013) indicated that various studies (including Hoffman, et al., 1999) have considered trusting the internet an influential element in the process of online transactions, since there is no physical interaction between buyer and seller. Trust plays an important role in predicting the user's attitude towards buying online (Lee and Turban, 2001). Trust is directly related to online purchase intention (Silva, et al., 2019). Van der Heijden et al. (2003) pointed out that trust is earned by consumers through the continuous use of online shopping websites. Kesharwani and Bisht (2012) stated that as the degree of trust increases, consumers tend to choose online shopping, while the lack of trust creates a negative attitude towards the process.

**Hypothesis 7 (H7).** Trusting the internet positively influences the intention to buy airline tickets online.

**Subjective norms:** Athiyaman (2002) defined subjective norms as one's perception of social pressure to carry out a specific behavior. Nor and Pearson (2008) stated that subjective norms have a positive influence on online buying. Peña-García et al. (2020) proved also that subjective norms have a positive effect on online purchase intentions. Different studies analyzed the impact of subjective norms on the intentions to buy online and considered them one of the crucial factors influencing the buying decision (Al-Swidi, et al., 2014; Kim & Lee, 2019; Rehman, et al., 2019). In the

airline industry, Kim et al. (2009) examined the influence of subjective norms on the re-use of airline websites and found that they had a significant effect on passengers' intention to re-use these websites.

**Hypothesis 8 (H8).** Subjective norms positively influence the intention to buy airline tickets online.

**Social influence:** Social influence refers to the effect of the individuals who influence the consumer while he/she is deciding to buy a product/service (Sánchez-Alzate & Sánchez-Torres, 2017). This concept usually takes place in online buying. It is based on the effect of influential people on the consumer and whether their opinions go with or against the buyer's decision to make an online purchase (Sánchez-Alzate & Sánchez-Torres, 2017). However, Hwang (2005) determined three different groups of social influence (friends, family, and the media) and found that all groups were significant and had influence on an individual's online shopping practices.

**Hypothesis 9 (H9).** Social influence positively influences the intention to buy airline tickets online.

**Reliability:** Reliability is associated with risk because it measures the credibility of service providers, how far they are willing to go to deliver their promises to customers and the extent of the customer's perception of trust of these providers or these retailers (Vijayarathay & Jones, 2000). To be reliable online, service providers must fulfill their promises, delivering products with the exact specifications described and the right quantity, within the time frame stated to the online consumer (Jun, et al., 2004). Khan et al. (2017) study confirmed that reliability is considered one of the main factors that have significant effect on online shopping.

**Hypothesis 10 (H10).** Reliability positively influences the intention to buy airline tickets online.

#### 4. Methodology

The study used a quantitative approach to achieve its objectives and test its hypotheses. Data were collected through an online survey. The quantitative study tried to analyze the factors that affect the decision to purchase airline tickets online and Relationships between them.

##### 4.1 Sample and Data Collection

The study used a self-administered questionnaire to target a convenient sample. Several studies have confirmed that people who use the internet or intend to shop online is a relatively young educated users (Li and Zhang, 2002). Aref and Okasha (2020) proved that young Egyptians have a positive attitude toward online purchasing compared to previous generations. The study is based on Egyptian consumers who had experience with online purchases. For this purpose, people who were invited to participate in the study were well-educated based on the assumption that respondents with a higher degree of education would be familiar with the concept of online purchase. The sample also included students in their senior year at one of the Egyptian private universities. Selecting these participants was based on the consideration that university students are usually active online would be more familiar with technology. The online questionnaire was designed on Google Forms to gather the primary data. The study used emails, social media, and other mobile applications to ask respondents to participate in the online survey, by clicking on the attached link. The online questionnaire was distributed between March and Mai 2020. Three hundred and eighteen respondents completed the questionnaire and twenty-two were excluded. The online questionnaire included two main sections; the first part was designed to obtain

the demographic data of respondents (gender, age, monthly income, educational level, and marital status). The second part was designed to analyze the eleven variables of the study. The latter was supposed to measure the constructs that were suggested by the study's framework, including the 34 questions to assess the factors that influence the intention to purchase airline tickets online.

#### 4.2 Measures

The study instrument included 34 items. The study used a five-point Likert scale to measure all items. They were: strongly disagree, disagree, neutral, agree, and strongly agree. The 11 constructs (perceived usefulness, perceived ease of use, trust of a third-party website, price value, perceived risk, attitude, trust of the internet, subjective norms, social influence, reliability, and intention to purchase airline tickets online) were concluded based on previous studies. The measurement of perceived usefulness consisted of three items, which were adapted from Agag and El-Masry (2016). The measurement of the four items of perceived ease of use were adapted from Hsu et al. (2015). The three items measuring trust of a third-party were adapted from Agag and El-Masry (2016). The two items for price measurement were adapted from Chiang (2007). The measurement of perceived risk included five items, which were adapted from Amaro and Duarte (2013). The two items for the measurement of attitude were adapted from Wang and Liu (2009). The measurement of the three items of trust of the internet were adapted from Rahimnia and Hassanzadeh (2013). The two items for the measurement of subjective norms were adapted from Venkatesh and Davis (2000). Social influence's measurement consisted of four items, which were adapted from Taylor and Todd (1995). The measurement of the four items of reliability were adapted from

Maqableh et al. (2015). The measurement of the two items of intention to purchase online were adapted from Chiang (2007).

#### 5. Data Analysis and Results:

The study used the structural equation modeling (SEM) to test the hypotheses. The model was analyzed by AMOS 22. First, the reliability of the constructs was measured using Cronbach's alpha ( $\alpha$ ), as well as composite reliability (CR), and average variance extracted (AVE). Second, the confirmatory factor analysis (CFA) was performed to test the measurement model.

#### 6. Findings

As presented in Table 1, the majority of respondents consisted of females (59.5% female, 40.5% male). Fifty-eight percent of respondents were between 20 and 30 years of age. The level of education of most respondents was the bachelor's degree (65.2%). Most respondents were single (57.0%). Fifty-nine percent of respondents had a monthly income of less than 10,000 EGP.

Table 1. The Demographic characteristics of the sample

Demographic characteristics	%
<b>Gender</b>	
Male (128)	40.5
Female (188)	59.5
<b>Age</b>	
20 – 30 (182)	57.6
30 – 40 (68)	21.5
40 – 50 (42)	13.3
50+ (24)	7.6
<b>Education</b>	
Secondary school (14)	4.4
Post-graduate (64)	20.3
Bachelor degree (206)	65.2
Diploma (12)	3.8
Professional degree (20)	6.3
<b>Marital status</b>	
Single (180)	57.0
Married (120)	38.0
Other (16)	5
<b>Monthly income</b>	
Less than 10000 (186)	58.9
10000-15000 (56)	17.7
15000-20000 (34)	10.8
20000-25000 (12)	3.8
Above 250000 (28)	8.9

### Reliability and Validity

To measure the different aspects of the constructs, a was determined. It was greater than 0.5 for all constructs, which exceeded the approved limit. The CR of all items exceeded 0.8, which was higher than the suggested limit of 0.7 for all constructs (Hair, et al., 2010). To demonstrate the reliability of the constructs, the exploratory factor analysis (EFA) was utilized. The factor loading of all items exceeded 0.6, except for the item "Pofus4",

which had a factor loading of 0.548. Table 2 lists the AVE, which was over the tolerance threshold of 0.5. To measure the sampling adequacy and Bartlett's test, the Kaiser-Meyer-Olkin (KMO) measurement was used to perform the confirmatory factor analysis (CFA). KMO statistics were  $> 0.60$  for all constructs. Also, Barlett's test of sphericity was significant since the p-value was  $< 0.05$  for all constructs.

Table. 2 Factor loading, reliability and validity measures

Construct	Dimension		Reliability	Construct validity		Convergent validity	
	Items	Factor loading	Cronbach's $\alpha$	KMO	Barlett's test	CR	AVE
Perceived usefulness	Pb1	0.848	0.825	0.698	359.726***	0.896	0.742
	Pb2	0.898					
	Pb3	0.837					
	Pofus1	0.803					
Perceived ease of use	Pofus2	0.796	0.704	0.723	264.239***	0.826	0.548
	Pofus3	0.784					
	Pofus4	0.548					
	Tto1	0.875					
Trust toward a Third-Party	Tto2	0.873	0.792	0.674	305.648***	0.878	0.706
	Tto3	0.769					
	Pv1	0.895					
Price value	Pv2	0.895	0.752	0.678	142.161***	0.890	0.801
	Pr1	0.812					
Perceived risk	Pr2	0.874	0.869	0.846	829.480***	0.907	0.663
	Pr3	0.913					
	Pr4	0.785					
	Pr5	0.666					
	Attit1	0.895					
Attitude	Attit2	0.805	0.753	0.608	141.839***	0.840	0.725
	Tti1	0.842					
Trust towards internet	Tti2	0.924	0.810	0.627	384.799***	0.891	0.733
	Tti3	0.798					
	Sn1	0.836					
Subjective Norm	Sn2	0.836	0.553	0.621	54.469***	0.823	0.699
	Si1	0.836					
Social influence	Si2	0.911	0.806	0.699	540.477***	0.875	0.641
	Si3	0.803					
	Si4	0.624					
	Reli1	0.606					
Reliability	Reli2	0.811	0.708	0.708	261.193***	0.825	0.545
	Reli3	0.813					
	Reli4	0.703					
Intention to purchase online	Bi1	0.887	0.726	0.650	125.960***	0.881	0.787
	Bi2	0.887					

CFA was conducted on every dimension, using IBM SPSS AMOS 25. A structural equation model was estimated to assess the proposed conceptual model. Figure 2 shows examinations of the paths of the conceptual model.

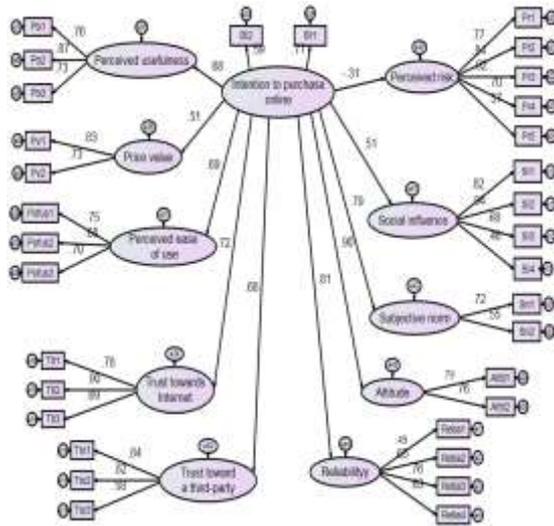


Figure 2 The examinations of the paths of the conceptual model.

Table 3 summarizes the results of the hypothetical relationships presented in the model. H1, H2, H3, H4, H6, H7, H8, H9, and H10 were all supported by the findings, which concluded that the ten hypotheses were correct. The results indicated that the relation between all the factors tested and the intention to purchase airline tickets online had a p-value of 0.000 and had a positive and significant impact, except H5 (perceived risk); it had a negative significant effect on the intention to purchase airline tickets online. This means that perceived usefulness, perceived ease of use, trust, and price value had a positive impact on the consumer's buying intention of airline tickets online (H1, H2, H3, and H4, respectively). On the other hand, results support the negative effect of perceived risk and showed that it had a significant impact on the previously mentioned intention (H5). Additionally, attitude, trust of the internet, subjective norms, social influence, and reliability had a positive impact on the

intention to buy airline tickets online (H6, H7, H8, H9, and H10, respectively).

Table 3. Hypotheses testing of the proposed model

Paths	Standardized effects		Result
	Standardized estimate	P-value	
H <sub>1</sub> : Intention to purchase online <--- Perceived usefulness	0.681	0.000	Supported
H <sub>2</sub> : Intention to purchase online <--- Perceived ease of use	0.692	0.000	Supported
H <sub>3</sub> : Intention to purchase online <--- Trust toward a Third-Party	0.676	0.000	Supported
H <sub>4</sub> : Intention to purchase online <--- Price value	0.515	0.000	Supported
H <sub>5</sub> : Intention to purchase online <--- Perceived risk	-0.612	0.000	Supported
H <sub>6</sub> : Intention to purchase online <--- Attitude	0.896	0.000	Supported
H <sub>7</sub> : Intention to purchase online <--- Trust towards internet	0.724	0.000	Supported
H <sub>8</sub> : Intention to purchase online <--- Subjective Norm	0.793	0.000	Supported
H <sub>9</sub> : Intention to purchase online <--- Social influence	0.507	0.000	Supported
H <sub>10</sub> : Intention to purchase online <--- Reliability	0.812	0.000	Supported

### 6. Discussion and Implications

This study was conducted in order to identify how people choose the most suitable channel to use for the purchase of airline tickets. The first purpose of the study was to explore the factors influencing consumers' intention to purchase airline tickets online. Another purpose was to determine the relationship between the factors influencing customers online buying behavior and the intention to purchase airline tickets online. Based on the theoretical background, the study conducted an online survey to understand the selected factors that affect users' willingness to purchase airline tickets online. Based on previous studies (Ajzen, 1990; Davis, 1989; Hsu, et al., 2015; Taylor and Todd, 1995), the study developed a conceptual model that proposed ten factors that affect adopting online ticketing. The factors are perceived

usefulness, perceived ease of use, trust of a third-party website, price value, attitude, trust of the internet, subjective norms, social influence, reliability, and perceived risk. Although there are different studies on online shopping in general, there is no coherent model for understanding the online consumer's shopping behavior (Zhou, et al., 2007). This study applied the two most widely used online consumer behavior models (TAM and TPB models), to understand the Egyptian consumer's intention to make an online purchase of airline tickets. Findings of the current study proved that all the factors had a positive and significant effect on the previously mentioned intention, except one factor (perceived risk). The results demonstrated additional support for the TAM model. The study proved that the two main variables of the TAM model have a positive effect on the intention to buy airline tickets through the internet. Perceived usefulness has a positive effect on the intention to buy airline tickets online. This means that as the user believes that the number of benefits or usefulness provided by the airline's website increases, the interest in online purchasing increases. Blagoeva, and Mijoska's (2017) study also confirmed that perceived usefulness positively influences the same intention. Perceived ease of use has a positive effect on the previously stated intention. This means that as the degree of ease of use of the website increases, the interest in online purchasing rises. Bukhari et al.'s (2012) study also confirmed that perceived ease of use positively influences online buying intentions. The study also examined two variables of the TPB model and gave additional support to the factors of attitude and subjective norms, as the main determinants of the TPB model. Findings of this paper showed that the higher the positive attitude of the consumer, the higher his/her interest in online buying.

Nunkoo et al.'s (2013) study also revealed that attitude has a positive effect on the intention to buy tourism and travel related products. Subjective norms have a positive effect on the studied intention. This means that in the Egyptian culture, customers tend to make buying decisions based on recommendations from their family members and friends, whether they were satisfied with online booking or not. Buaphiban and Truong (2017) also confirmed that subjective norms have a positive effect on the buying behavior of airline tickets. Trust of a third-party website has a positive effect on the online buying intention of airline tickets. This means that as customers' trust of a third-party (a booking website) increases, their interest in online purchasing increases. Kim et al.'s (2017) study had also revealed that trust of a third-party or an online booking site has a positive impact on individuals' intention to book tickets online. As for price value, it also has a positive effect on the process. This means that the more the customer is satisfied with the price offered by the airline's website, the greater the interest in online purchasing. Simarmata et al. (2016) also proved that the airline ticket's price influences the buying decision of an online domestic ticket in Indonesia. Perceived risk has a negative influence on the online buying intention of airline tickets. This means that a higher risk decreases the interest in online purchasing. Lee et al.'s (2019) study also proved that Malaysian consumers' perception of the risk of e-ticketing negatively affects intentions to buy air e-tickets. Trusting the internet has a positive effect on the tested intention. This means that as the passenger's confidence in online transactions increases, the interest in online purchasing of airline tickets rises. Silva, et al., (2019) also conducted a study to find the factors that influence online buying behavior and proved that trust is considered a

factor that influences online purchase of different products, such as tickets, electronic goods, and accessories. Social influence has a positive effect on the same intention. This means that the higher the degree of social influence, the higher the interest in online purchasing of airline tickets. Urumsah et al. (2011) also confirmed that social influence has a positive effect on consumers' motivation to use Indonesian airline e-services. Reliability has a positive effect on the online buying intention of airline tickets. This means that the more the confidence in the airline's reputation, the higher the interest in online purchasing of this service. Giao (2020) also proved that reliability has a positive impact on the intention of customers to buy airline tickets in Vietnam. In general, the findings of the study were consistent with the findings of previous research. Kashif et al., (2018); Rehman et al.'s (2019) confirmed that perceived usefulness, perceived ease of use, attitude, and subjective norms have a positive and significant influence on consumers' purchasing intention of online services in Pakistan.

#### **Theoretical implications:**

The study contributed to the literature by applying existing theories related to online consumer behavior and technology acceptance models. Findings supported the two common models (TAM and TPB) and the addition of this study was applying the ten factors that influence adopting online ticketing. Few researches had tested ten factors at the same time and these specific factors have never been tested together before. This investigation was important to identify the factor(s) that had a negative effect on the intention to purchase airline tickets online. This paper's contribution also included focusing on the influential relationships between the factors that drive consumers to book flight tickets

online and their intentions to make a purchase.

**Practical implications:** Marketers of airline companies need to be able to differentiate between online and offline consumers and use marketing strategies that fit different types of behavior, especially those demonstrated by online consumers. Airlines could predict the most influential factors, in the Egyptian market, that have an impact on the decision to buy airline tickets through the internet. Airline companies could increase their sales volume by exploring why some consumers choose to book their flight tickets using traditional methods and identifying the factors that influence others to purchase online. This would give them the opportunity to compete with other online platforms that sell airline tickets and at the same time reinforce the advantages that distinguish selling through online methods. Marketers could benefit from the factors that influence the online purchasing behavior of airline tickets, by creating marketing campaigns that encourage the Egyptian consumer who buys online and influence his/her purchase intentions to raise consumers' satisfaction. Travel agents could also maintain their online website and reduce risk factors, to motivate consumers to purchase airline tickets online and give them a better shopping experience. Marketing managers should develop strategies to increase the online consumer's trust in websites, in the Egyptian market. Airlines could benefit from social media to create a positive social influence that motivates consumers to use their e-services. Online travel agents should offer low prices to enhance their competitiveness and gain consumers' trust. Finally, airlines should keep in mind how to deal with third-party websites and make more effort to improve reviews on these websites.

**7. Conclusion and Limitations:** The study concluded that the intention of Egyptian customers to purchase airline tickets online is influenced by many factors; perceived usefulness, perceived ease of use, trust of a third-party website, price value, attitude, trust of the internet, subjective norms, social influence, and reliability. These factors have positive significant impact on the intention to make an online purchase of flight tickets. On the other hand, only perceived risk has a negative impact on the Egyptian consumer's intention to purchase airline tickets through the internet.

Although the findings are statistically significant in all Hypotheses. The sample is the major limitation. Despite the fact that the sample size is fair compared to other technological acceptance studies. The majority of the respondents of the survey also are assigned to be in the category of millennials (ages 20 – 30, 57.6% of participants of the study) due to distributing the questionnaire online. Respondents that are aged from 30 to up to 50 represented 42.4%. Other age groups should expect different responses to the survey questions. The study found a difficulty to obtain a large sample, as well as analyzing only 10 factors that could affect the adoption of online flight booking. The study did not focus on different geographical locations in Egypt, where people's intentions toward making online purchases may vary. Future studies could extend to distinguish between the driving factors that affect the use of online booking across different cultures. It is also recommended to examine consumer behavior, while taking into consideration different demographic characteristics.

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