FACTORS AFFECTING BEHAVIORAL INTENTION TO PURCHASE LOW–COST AIRLINE E-TICKET IN YHAILAND

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Abstract

Purpose - The purpose of this research aims to investigate the factors that affecting behavioral intention to purchase low-cost airline e-ticket and this research.

Design/methodology - This research employed an empirical study with the use of the questionnaire survey method, in total, 430 responses were collected through randomly mailing and sent out to consumers who had an experience of purchasing low cost airline e-ticket.

Findings - The result showed that marketing efforts, perceive ease of use and perceived usefulness positively affects attitude toward using low cost airline e-ticket and attitude toward using and subjective norm also positive affect behavioral intention to purchase low-cost airline e-ticket. The research showed that perceived usefulness was the most important factor that affect to the behavioral intention to purchase low-cost airline e-ticket.

Practical implications - The research showed perceived usefulness was the most important factor that affect to the behavioral intention to purchase low-cost airline e-ticket. . The most influence question in this factor is "using internet for flight reservation increase reservation performance". Customers think that when they reserve the flight by online booking, they will get the best deal because the website provide all information and they can compare the price easily to another website because product and service information seem to be very important. Hence, Airline companies should ensure that they provide enough details and useful information about the product as well as clearly state the price and terms and condition. Therefore it can help influencing customer's intention to purchase.

1. Introduction

According to the current situation, the world becomes more globalization and most companies become communication to each other via the network. Then, the internet plays as the main channel to serve in all kind of businesses such as business to business (B2C), business to customer (B2C) and customer to customers (C2C). Also, in the recent year, there are many researchers conducted in the topic of the behavior intention to use the online channel and it will lead to new marketing concept for expanding and developing the market strategy of most organization. Most of managements strongly demand increasing in the attention in behavior to use the online channels and also consider many factors effect to the attitude to use and intention to use the online channels of customers.

To consider the behavior attention to use online channels of consumers, there are many factors related to the behavior intention to use online channel as follow. The determinants of online channel used in a multi-channel environment (Srisuwan 2008). The Technology Acceptance Model (TAM) has been used to interpret people's adoptions of several kinds of technology. However, while people accept online application service technology with security threats, the perceived risk is generally ignored by past TAM studies (Lu 2005). Conceptual model based on technology acceptance with extended antecedent variables (entertainment and irritation) to examine the impact of use and gratification on e-consumers' acceptance of B2C Websites (Huang 2008). Individual attitudes toward e-shopping were a direct predicator of e-shopping behavior and mediated the relationship between personal values and behavior (Jayawardhena 2004). The factors influencing the intention to use internet stock trading among investors in Malaysia (Gopi and Ramayah, 2007). The determinants of the acceptance of online customization in apparel shopping by testing a research model with methods of internet surveys and a nationwide random sampling (Cho and Fiorito, 2008). The study of factors that help or hinder the attitude towards using online services (Seneler, Basoglu and Daim, 2009). Presenting a conceptual model based on technology acceptance with extended antecedent variables (entertainment and irritation) to examine the impact of use and gratification on e-consumers' acceptance of B2C Websites (Singh 2004). This research is created to study the consumer behavior and develop online channel to satisfy the consumers by considering the factors effected. This research focuses on Low-Cost Airline in Thailand which are Air Asia, Nok Air, Orient Thai, Bangkok Airways and Thai Smile Air, a new budget airline created by Thai Airways International.

In addition, Thailand is considered the internet as the important gate way to do business activities. Internet plays as the main channel to serve in all kind of businesses. Almost every Airline uses the web to provide information about products and services. According to Law and Leung (2000) many airline companies still do not have sufficient knowledge to build a "useful" web site. The airline also use the web to be one of the channel to do promotion. Customers can purchase air ticket online, pick the seat, select the meal and etc.

In order to help the companies increase the volume of purchasing low-cost airline ticket thru online or e-ticket and changing consumer behavior to purchase ticket thru online more to get more benefits and cost saving as the customers need, the researcher considered that there are many variables that affected to online users who have intend to purchase E-ticket. Therefore this research was studied perceived usefulness, perceived ease of use, subjective norm, marketing efforts are independent variables. Perceived usefulness, perceived ease of use, marketing efforts factors related to attitude toward using which is an intervening that linked to behavior intention to use while subjective norm is a directly affected to online users behavioral intention to use.

2. Research questions and objective

2.1 Research questions

This study is expected to answer the following questions:
1. How does marketing effort affect attitude toward using low cost airline e-ticket?
2. How does perceived ease of use affect attitude toward using low cost airline e-ticket?
3. How does perceived usefulness affect attitude toward using low cost airline e-ticket?
4. How does attitude toward using low cost airline e-ticket affect behavioral intention to purchase?
5. How does subjective norm affect behavioral intention to purchase?

2.2 Research Objective

This research aims to explore of factors that affecting customers' intention to purchase low cost airline e-ticket as follows:
1. To analyze the relationship between marketing effort and attitude toward using low cost airline e-ticket
2. To study the relationship between perceived ease of use and attitude toward using low cost airline e-ticket
3. To explore the relationship between perceived usefulness use and attitude toward using low cost airline e-ticket
4. To explore the relationship between attitude toward using low cost airline e-ticket and behavioral intention to purchase
5. To explore the relationship between subjective norm and behavioral intention to purchase

3. Expected Benefits

Currently, there is a 24-hours service online. So, it helps customers to economize time and costs with high ability of using at anytime and anywhere to access system. According to above factor, both business owners and customers can gain benefits.

Enhancing usefulness and ease of use, business owners can have more benefits such as an increase of ordering product via internet customers can order products or service online 24 hours.

Business sectors will gain benefits from the rising amount of customers who use internet with the reasons of perceived ease of use, perceived usefulness, subjective norm or social factors. These can enhance purchasing effectiveness, and also are easy to use, clear and understandable. Hence, many companies have to improve their website more interesting and easy to use in order to urge and enhance customers to use online service channel. In Thailand, and many business owners are now changing their traditional selling products or services and behavior to become more electronics and purchasing online. One of those businesses is airline e-ticket.

This research is expected to help marketers to have a better understanding on customers' intention concerning internet purchasing.

4. Literature Review

4.1 Marketing efforts

Channel alternatives are a significant key manipulate in channel alternative. If companies pay an attention on marketing efforts throughout the amount of channel alternatives to consumers, they can be confident to exploit a particular channel. For instance, the majority online products offer an electronic mail service and advertising information on their Web site, after that customers can choose the channel they favor to make up their mine on their purchasing. Purchaser channel movement and discovered that advertising, which is catalogues and electronic mails, can dominant customer behavior in both channel alternative and buy quantity (Sari, 2005).

Furthermore, the customer makes a decision which quantity they want to buy from the trader and what channel to apply. Also, buy quantity and channel alternative might be related in the same period of time. Thus, electronic mail and catalogues as advertising which company try to communicate with its customer, can influence buy quantity and channel alternative. Incentive can be an ordinary instrument for increasing the competence of channels. Furthermore, marketers occasionally apply it to give confidence to customers to choose their channel alternative. It appears that by applying a mixture of promotions and incentives to demonstrate its consumers to the accurate channels at the accurate times, companies can shift their customers into applying a particular channel. Myers et al (2004) revealed that careful exploit of incentives can aid companies control the reaction of their multi-channel consumers.

4.2 Subjective norm

According to Venkatesh et al. (2003), social influences result from subject norms, which relate to individual consumers' perceptions of the beliefs of other consumers. Shim et al.(2001) consider subjective norms only marginally significant for e-shopping intentions, whereas Foucault et al. (2005) confirm a significant link between talking about e-shopping with friends and intention to e-shop. Social influence also is relevant to enjoyment, because involving web sites facilitate e-friendship among social communities and enforce enjoyment as e-shopping.

Subjective norm is defined as a "person's perception that most people who are important to him think he should or should not perform the behavior in question" (Venkatesh and Davis, 2000). That is closely related to social pressure is named the "subjective norm." Subjective norm is often measured directly by asking respondents to indicate whether important others (that is, self-selected referents) would approve or disapprove of their performing a particular behaviors (Ajzen 1991).

Raghunathan and Corfman (2004) discovered that the attitude of congruity among personal attitude and others guide to positive way of thinking. Keen et al (2004) practiced the social norm as of the theory of logical accomplishment to learn which problem determine customer favorites among offline and online buying. Subjective norm is defined as the individual's perception of the likelihood that the potential referent group or individuals approve or disapprove of performing the given behavior (Fieshbein and Ajzen, 1975;Ajzen, 1991). Subjective norm also shown as a direct determinant of behavioral intention in TRA (Fishbein and Ajzen, 1975).Another defining is social influence and social pressure, an individual would perform the behavior even though that people is not in favor of performing the behavior (Venkatesh and Davis, 2000).

4.3 Perceived ease of use

Perceived ease of use is a major factor that effects on consumers' acceptance of information system (Davis et al, 1989). Perceive ease of use (PEOU) is defined as "the degree to which a person believes that using a particular system would be free of effort" (Davis, 1989). Therefore an application is more likely to be accepted by users if it is perceived to be easier to use than another.

Technology acceptance model (TAM) is considered the most validated model to explain the acceptance of information technology and information systems (Lu et al., 2003).

Applying this research to online flight reservation "ease of use" is the consumer's perception that booking on the Internet will involve a minimum of effort. Whereas "usefulness" referred to consumers' perceptions regarding the outcome of the online shopping experience, "ease of use" refers to their perceptions regarding the process leading to the final online shopping outcome. In a simplified manner, it can be stated that "usefulness"

is how effective booking flight via the Internet is in helping consumers to accomplish their task, and "ease of use" is how easy the Internet as a booking medium is to use. According to TAM, "ease of use" has a dual effect, direct as well as indirect, on consumers' intention to shop online. The direct effect is explained by the fact that in behavioral decision making consumers attempt to minimize effort in their behaviors, as is also the case with consumers' perceptions regarding the "ease of use": the perception that Internet shopping will be free of effort (Venkatesh, 2000). The easier and more effortless a technology is, the more likely consumers intend to use this technology.

Understanding that "ease of use" affects consumers' attitude and intention toward online shopping, it is important to identify the latent dimensions of this construct in the Internet setting. According to TAM, "ease of use" is particularly of influence in the early stages of user experience with at technology or system (Davis, 1989, 1993). Following this, Venkatesh (2000,p. 343) stated: "..With increasing direct experience with the target system, individuals adjust their system-specific ease of use to reflect their interaction with the system". Implying that if consumers get more experienced with Internet, they will adjust their perceptions regarding the "ease of use" of the Internet as a shopping medium in a positive direction.

4.4 Perceived usefulness

Perceived Usefulness (PU) is defined as "the degree to which a person believed that using a particular system would enhance his or her job performance" Davis (1989). TAM mentioned that "usefulness" is influenced by "ease of use", because the easier a technology is to use, the more useful it can be (Venkatesh, 2000; Dabholkar, 1996; Davis et al., 1989).

According to the research of (Monsuwe and Ruyter, 2004) they found that "usefulness" refers to consumers' perceptions that using the Internet as a shopping medium enhances the result of their shopping experience and that perceptions influence consumers' attitude toward online shopping and their intention to shop on the Internet.

According to Burke (1996), perceived usefulness is the primary prerequisite for mass-market technology acceptance, which depends on consumers' expectations about how technology can improve and simplify their lives (Peterson et al., 1997). A website is useful if it delivers services to a customer but not if the customers' delivery expectations are not met (Barnes and Vidgen, 2000). The usefulness and accuracy of the site also influence customer attitudes. Users may continue using an e-commerce service if they consider it useful, even if they may be dissatisfied with their prior use (Bhattacherjee, 2001a). Consumers likely evaluate and consider product-related information prior to purchase, and perceived usefulness thus may be more important than the hedonic aspect of the shopping experience (Babin et al., 1994).

In addition, perceived usefulness predicts IT use and intention to use (Adam et al. 1992), including the using of e-commerce (Gefen and Straub 2000).

4.5 Behavioral intention

Behavioral intention (BI) is defined as a consumer's intention to subscribe (or intention to purchase product) in the future (Brown and Venkatesh, 2005; Dwivedi, 2005; Venkatesh and Brown, 2001) and also one kind of purchase intention which can be used to predict consumer's purchase behavior (Chih, Lin and Yang 2010) Intention is defined as the perception of an individual towards performance of a particular behavior (Fishbein and Ajzen, 1975).

Shim et al, 2001 showed in an empirical study that attitude towards web-shopping would positively predict intention to use the web for product information search which would affect web-shopping intentions. O'Cass and Fenech,(2002)conclude that attitude towards the web for retailing can influence action behavior of using the web for retail purchases. It seems that direct relationship between attitude and web-purchasing intentions is supported. However, this relationship has been found to be mediated by a variable – web-searching behavior (Shim et al, 2001).

4.6 Attitudes

Attitude toward a behavior is referred as an individual's positive or negative evaluation of behavior and is composed of an individual's, salient beliefs regarding the perceived consequences of performing behavior. Helander and Khalid (2000) found that a positive attitude toward e-commerce has a significant influence on shopping from the internet.

The relationship between attitude and purchase intention toward the traditional retailer has been intensively investigated in the past (George, 2002). Similarly, in the internet context, a number of past studies (e.g. Goldsmith and Bridges, 2000; Shim et al, 2001) showed that attitude toward the internet shopping was positively related to internet shopping intention. The positive attitude toward the internet shopping important increased intention to use the internet for purchasing.

Moreover, Kim et al (2003) found that consumers who had more favorable attitudes toward online shopping had greater intention to purchase clothing via the internet. Watchravesringkan and Shim (2003) also confirmed a positive causal relationship between attitude toward online shopping and online purchase intention focusing on apparel.

5. Theory

5.1 The technology acceptance model (TAM)

The technology acceptance model (TAM), it originally formulated by Davis (1986) is one of the most widely tested models of technology acceptance. The TAM adapted Ajzen and Fishbein's (1980) theory of reasoned action (TRA) to explain the relationship between users'

internal beliefs (usefulness and ease of use), attitude, intentions, and computer usage behaviour (Davis et al., 1989). The original TAM is a person's acceptance of a technology is hypothesized to be determined by his or her voluntary intentions towards using the technology. The intention is determined by the person's attitude towards the use of the technology and his or her perception of its usefulness. Attitudes are formed from the beliefs a person holds about the use of the technology. The first belief, PU, is the user's "subjective probability that using a specific application system will increase his or her job performance within an organizational context" (Davis et al., 1989, p. 985).

5.2 Theory of planned behavior

The TPB (Ajzen, 1991) is an extension of theory of reasoned action(TRA) and was established to answer the limitation in the TRA (Fishbein and Ajzen,1975; Ajzen and Fishbein, 1980). Also, an extension of TRA, TPB is composed of attitude towards the behaviour, social factor was called subjective norm and an added variable which is the degree of perceived behavioral control (PBC) (Ajzen, 1985, 1991, 2002). PBC is the additional construct that was added to solve the limitations in TRA (Ajzen, 1985, 1991, 2002). TPB is an individual's performance of a certain behavior and determined by his or her intent to perform that behavior. Intent is itself informed by attitudes towards the behavior, and perceptions about whether the individual will be able to successfully engage in target behavior.

6. Conceptual Framework

Figure 1 Conceptual Framework
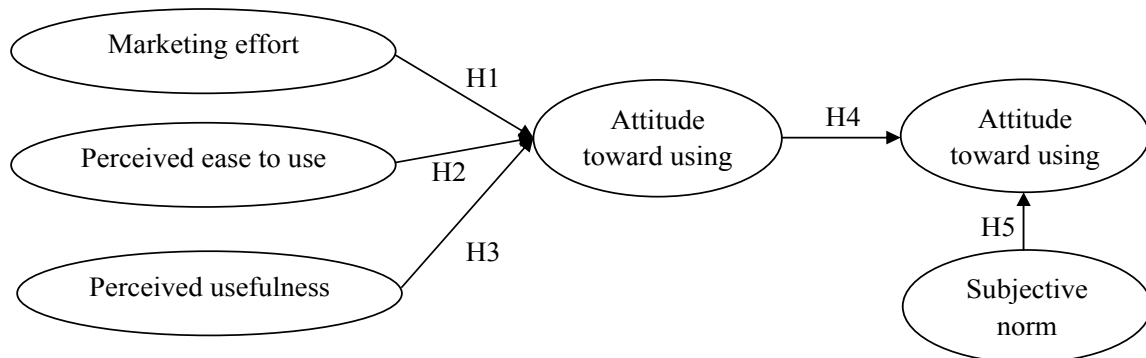
Source: Shumaila Y. Yousafzai, Gordon R. Foxall and John G. Pallister (2007), Technology acceptance: a meta-analysis of the TAM: Part 1, Vol 2, No. 3, pp. 251-280.

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Hypothesis

H1: Marketing efforts positively affects attitude toward using.

H2: Perceived ease of use positively affects attitude toward using

H3: Perceived usefulness positively affects attitude toward using.

H4: Attitude toward using positively affects behavioral intention.

H5: Subjective norm positively affects behavioral intention.

7. Methodology

The population of this research is customers who used to purchase ticket by online (E-Ticket) in Bangkok. Moreover, also scope the age of customers as 15 to above 45 which is considered as more willing purchase group and the questionnaires were send out 450 and returned back to the researcher 430.

7.1 Data collection

According to this research objective, the respondents were sampled from customers who used to purchase ticket by online (E-Ticket) in Bangkok. The questionnaires were collected with 2 rounds. The first one was from 10 August to 5 September 2013, the questionnaires were distributed by researchers to the individual from the following places:

1. Office building: Bangkok Bank Head Officer and SC park, with150 questionnaires.
2. Donmueng Airport with 150 samples questionnaires.

The 300 questionnaires were returned back from both office building and Donmueng Airport, the return rate was 100%

The second round was from 10 to 30 September 2013, the questionnaires were sent randomly with 150 questionnaires by e-mail. The screening question was sent along with to check whether the respondent used to purchase e-ticket or had an experience about purchasing e- ticket before in e-mail. If the respondent had an experience, then could be continued for the questionnaire. Finally, the samples questionnaires were sent back by e-mail at 130, the return rate was 86.6%. Therefore, the return rate of 2 rounds of 450 was 93.3%, the total of the valid from 2 rounds were 430.

7.2 Data Analysis

Likert scale was applied to measure the level of agreement of variables. The scale is from 1-5 rating from "strongly disagree" to "strongly agree". The scale was developed from (Xiao Tong 2010) Interpretation of questionnaire with 5 point scales, the interval for breaking the range in measuring each variable is calculated by:

$$(5 - 1) / 5 = 0.80$$

It means items with scores falling between the ranges of:

4.21 – 5.00 considered as strongly agreement

3.41 – 4.20 considered as agreement

2.61 – 3.40 considered as neutral

1.81 – 2.60 considered as disagreement

1.00 – 1.80 considered as strongly disagreement

After all data was collected it was be summarized and analyzed in a comprehensive format. The appropriate technique used in this research was a computer statistics program and the outputs of the program were presented in the next chapter. Descriptive statistical technique was used to describe demographic part such as gender, age, education level, occupation, income and marital status. The "Multiple Regression Analysis (MRA)" using SPSS 16.0 is used to test the relationship between more than one independent variables and one dependent variable.

One-Way ANOVA which is used to test the significance of the analysis of homogeneity test is greater than .05; and Regression model is used to test marketing effort, perceived ease of use, and perceived usefulness had effect on attitude toward using low-cost airline e-ticket.

7.3 Pretest of Research Instrument

Pretest of Research Instrument, Validity is concern in this research. Validity analysis is an evaluation using the index of item-objective congruence or IOC (Rovinelli and Hambleton, 1977).

Table 1 Validity test using IOC

Variables	IOC
Marketing effort	0.77
Perceived ease of use	0.77
Perceived usefulness	0.88
Subjective norm	0.80
Attitude toward using	0.90
Behavioral intention to purchase	0.93

Table 2 Reliability test using Cronbach's Alpha

Variables	Amount of Items	Cronbach's Alpha	
		(Pre-Test)	(Final)
Marketing effort	6	0.860	0.861
Perceived ease of use	6	0.880	0.856
Perceived usefulness	6	0.890	0.861
Subjective norm	5	0.855	0.870
Attitude toward using	7	0.890	0.859
Behavioral intention to purchase	5	0.880	0.860

The values of the coefficients calculated by using Cronbach's Alpha score to decide and the final test was higher than 0.7.

The statistics which are use the "Multiple Regression Analysis (MRA)" using SPSS to test the relationship between more than one independent variables and one dependent variable. One-Way ANOVA is using to test the significant in the analysis of homogeneity test is greater than .05; and Regression model are employ to test marketing effort, perceived ease of use, and perceived usefulness had effect on attitude toward using low-cost airline e-ticket.

8. Hypothesis Testing

8.1 Multiple regression analysis used to test the research model. Multiple regression analysis used to test hypothesis 1-3. The analysis result of H1 indicates p-value < 0.05 (0.039), b = 0.101, H2 indicates p-value < 0.05 (0.000), b = 0.553, H3 indicates the p-value < 0.05 (0.000), b = 0.171. This can be concluded that marketing efforts, perceived ease of use, perceived usefulness positively affects attitude toward using low cost airline online channel.

8.2 Pearson Product Moment analysis used to test hypothesis 4 and hypothesis 5 The analysis result of H4 indicates the p-value < 0.05 (0.000) and H5 indicates the p-value < 0.05 (0.000). This confirms that attitude toward using low cost airline online channel and subjective norm positively affects behavioral intention.

Table 3 Brief of Hypothesis Testing

Hypothesis	The Result
H1: Marketing efforts positively affects attitude toward using low cost airline online channel	Accept
H1o: Marketing efforts is not positively affects attitude toward using low cost airline online channel.	Reject
H2: Perceived ease of use positively affects attitude toward using low cost airline online channel	Accept
H2o: Perceived ease of use not positively affects attitude toward using low cost airline online channel.	Reject
H3: Perceived usefulness positively affects attitude toward using low cost airline online channel	Accept
H3o: Perceived usefulness is not positively affects attitude toward using low cost airline online channel.	Reject
H4: Attitude toward using low cost airline online channel positively affects behavioral intention	Accept
H4o: Attitude toward using low cost airline online channel is not positively affects behavioral intention.	Reject
H5: Subjective norm positively affects behavioral intention.	Accept
H5o: Subjective norm is not positively affects behavioral intention	Reject

9. Conclusion and Discussion

This research aims to understand consumer behavior in factors affecting behavioral intention to purchase low-cost airline e-ticket. In order to get the right factor of online channel

use can ensure that consumers will have positive attitudes and intentions to go online more. As a result of the regression model, perceived ease of use appeared to be the most accurate factor of consumer attitude toward using low-cost airline e-ticket. Perceived usefulness was the second accurate factor of consumer attitude toward using low-cost airline e-ticket. Marketing effort also associated with consumer attitude toward using low-cost airline e-ticket because E-mail and incentives are examples of marketing efforts that could encourage consumers to go online more.

10. Implication of the study

According to the e-commerce has rapid growth in the business world and it force companies to enter the competition in online business world including the knowledge of the factors which have an impact on consumer in purchasing e-ticket online will give advantage to companies in utilizing and allocating their resources in more efficient way. In this research perceived usefulness (PU) is one of the most important factors that affect behavioral intention to purchase e-ticket. The most influence question in this factor is "using internet for flight reservation increase reservation performance". Customers think that when they reserve the flight by online booking, they will get the best deal because the website provide all information and they can compare the price easily to another website because product and service information seem to be very important. Perceived ease of use (PEOU) tended to be the result from internet characteristic itself as the factors involved in convenience, understandable and flexibility. The Airline companies can improve their website by making it easier to use in order to increase the customers' understanding to the website.

Marketing effort is another factor that has high positive affect with attitude toward using. The Airlines companies can send the message, promotions and advertising to customer via e-mail because when customer get an advertising and promotion from email, they will have a positive attitude and will have an intention to purchase ticket from the web site.

From this research, the attitude towards online using has high positive relationship with behavioral intention to purchase. This means that more positive attitude towards online using will translate to higher online purchasing intention. Therefore, companies should try to increase the positive attitude of the consumers such as the attitude of using the website in order to increase their purchase intention, which will further lead to increase of sales of e-ticket. Moreover, to ensure the factors that affect to customers' intention to purchase, based on the findings of this research, attitudes can be positive when the airline company provide a convenient, time saving, cost-savings and a larger service selection. Especially, provide a useful such as information seeking and increase reservation performance. According to the finding the attitude towards online using has high positive affect with behavioral intention to purchase. After companies can increase the positive attitude, customers will plan and frequently to purchase ticket thru online also they will recommend to other to purchase. Finally, they will consider the online channel as their first choice to purchase ticket.

11. Recommendation for the Future Research

This research was conducted to indicate the factors influencing the behavioral intentions to use internet for purchasing low-cost e-ticket. However, there are some aspects need to be made in further research. The researcher would recommend for the further study as the follows:

Firstly, the research should expand for the group of respondents from distributing the questionnaire to other groups which more likely to have intention to purchase airline E-ticket such as university students and business owner group.

Secondly, this research was studied only the attitude toward low-cost airline e-ticket. Therefore, the future study can also extend to study premium airline.

Lastly, the study should explore outside Bangkok or up countries. For example, Chiang Mai, Nakhon Ratchasima, Phuket and Songkhla. In order to make better understanding of customer's intention to purchase on e-ticket or online ticketing, there are many factors which should explored and study for example, perceive enjoyment, perceive security, and trust which affect to customer's intention to purchase.

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