

An Empirical Analysis of the Factors that Influence Chinese Travelers' Booking Decisions (Online Booking Systems vs. Traditional Travel Agencies)

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Abstract

China has one of the world's fastest-growing economies and has emerged as a major global economic power in recent years. The travel industry in China is also predicted to grow as Chinese consumers continue to travel domestically and abroad.

This research seeks to fill the conceptual gap in the marketing literature by developing a theoretical research model as a framework to identify the key factors that influence Chinese consumers' decisions as to whether to use online booking systems or traditional travel agencies.

A self-administered questionnaire was used to gather information from 400 respondents from two Tier 1 cities in China, Beijing and Shanghai. Eleven factors derived from extensive marketing literature, were included in the research model: (1) websites factors; (2) perceived risk; (3) service quality; (4) convenience; (5) price; (6) product variety; (7) consumer resources; (8) subjective norms; (9) control over bookings; (10) travel experience; and (11) demographic characteristics.

The research provides insights into the decision factors that Chinese consumers use to determine their travel booking channel. The finding will assist online booking agencies and traditional travel agencies in their strategic marketing planning in their quest to retain current customers and attract new consumers.

Keywords: *travel agency, online booking, travel and tourism industry*

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I. METHODOLOGY

The international tour employer has been suffering from the have an effect on of the worldwide monetary disaster however fortuitously, it has now recovered from 2009 and is forecasted to be a robustly growing business organization corporation in the next decade (Oxford Economics, 2015). According to the Oxford Economics (2015) document, global in a single day tourist flows are anticipated to increase via way of five.Four% regular with annum within the following decade, that is quicker than the anticipated GDP (3.Four%) and the predicted increase in global exchange flows (5.Eight%). Economics (2010) has moreover forecasted three adjustments within the international

excursion organization in the years between 2010 and 2020. Firstly, the low income margin within the aviation (airline) industry has urged the airline enterprise organization to find out new supply of profits within the destiny. Secondly, there are reviews counseled that reserving tour online may also additionally need to risk traditional adventure sellers. Finally, Europe is forecasted to lose a partial percent of its marketplace through 2020 in remote places vacationer arrivals and outbound spending, on the identical time as Asia-Pacific is anticipated to benefit more market percent inside the interim (even though Europe will however dominate with the most vital market share in 2020).

Online shopping for in place of offline buying is presently being fiercely referred to, and the tour business enterprise is confronting the same state of affairs. According to Statista (2015a), the internet bookings in the journey market were progressed with the resource of way of 10%, 13% and 12% inside the USA, Europe, and Asia/ Pacific, respectively, from 2006 to 2010. The numbers are expected to expose an uptrend inside the future.

In China, the journey commercial enterprise corporation is expected to uptrend within the next decade. Oxford Economics (2014) stated that Chinese vacationers contributed over sixty seven.Five million journeys in 2014, and the quantity is anticipated to growth to almost 90 seven million by way of 2023 at an average annual increase price of five.1%. In phrases of the methods that clients use for their excursion bookings (on line bookings or offline bookings), many opinions endorsed that greater clients will will be predisposed to use on line bookings in their future excursion arrangements (China Tourism, 2014; EU SME Centre, 2014). China's annual on-line-retail earnings ordinary passed that of the united states in 2013 and was anticipated to skip the blended favored of Europe and the us via wearing out about \$610 billion through the 12 months 2018 (Chiu, Guild, & Orr, 2015).

With the belief that the traditional journey businesses are dropping their middle positions in China, China Tourism (2014) said that a reform of the journey distribution channel is called for. Traditional tour marketers are demanding due to their declining marketplace share. Moreover, the boom of the marketplace share of online excursion companies threaten traditional journey businesses. Finally, era and capital investment have pushed the speedy development of the journey provider commercial enterprise organization (China Tourism, 2014).

However, with the boom of the adventure enterprise, conventional adventure companies are suffering but aren't however geared up to die. According to Statista (2015b), US adventure marketers' income

improved through sixteen % amongst 2008 and 2014. China Tourism's (2014) report shows that conventional tour organizations have out of vicinity their market stocks in home adventure and inbound adventure at 6.2% and 4.32% respectively; however, in outbound excursion, the conventional adventure enterprise acquired a 23.6 % increase. Meanwhile, Oxford Economics (2014) indicates the most recognisable tendency of China's excursion commercial enterprise organization improvement is that China will become the biggest supply market for worldwide journey. Which method that outbound journey becomes the number one market in China's tour industry inside the destiny. Therefore, as traditional excursion companies benefit extra market share in outbound adventure in comparison to on-line bookings, they despite the fact that have strength in the marketplace vicinity.

1.1 Problem Statement

As traditional tour groups however have their markets, it's far precious to have a examine the elements that effect customers' preference to use conventional excursion organizations or on-line bookings.

The research starts offevolved via exploring the factors which have an impact on clients' desire to use conventional adventure businesses or on-line bookings. Then, factors ranked as more critical are investigated. Finally, how demographic factors impact clients' choice (whether or not or now not or now not more younger humans typically commonly generally tend to set up adventure on their personal or human beings with extra journey reports will be predisposed to use online reserving businesses for his or her tour preparations) is analysed.

1.2 Research Objectives:

The research targets intention to accomplish the above research questions:

1. To pick out the factors which have an impact on clients' picks whether or no longer to use excursion dealers or on line booking corporations after they set up their tour.

2. To rank the factors from most important to much less vital to discover which of the factors play extra critical roles above others;
3. To have a check whether demographic elements have an effect on clients' excursion selections and how they have got an effect on such picks.

II. LITERATURE REVIEW

2.1 The tendencies of adventure products

Unlike special industries, the tourism merchandise are intangibility, perishability, and heterogeneity; therefore, clients normally require an data seek in advance than they make their choice (Hwang, Jani & Jeong, 2016). These inclinations of the journey products have profound implications for every clients and marketers (Lee & Lehto, 2010). Because of the intangibility of journey products, tourism entrepreneurs want to steer clients with the useful resource of highlighting provider nice and optimizing the blessings of a continuing "popular tourism product" (by using manner of way of cooperating with diverse business companions at some stage in the tour business enterprise) (Lee & Lehto, 2010). The complexity of adventure products make e-change inside the excursion business agency greater hard as compared to super, greater tangible products.

2.2 Factors Influence Consumers' Travel Decision

(Traditional Travel Agency vs Online Booking)

2.2.1 Previous Studies

Wong and Kwong (2003) encouraged that tour safety was the top trouble of clients after they made their journey picks. Heung and Zhu (2005) stated that factors influencing clients' journey decisions are: interactive functionality, guest delight, service top notch, tour facility estimation, and adventure enterprise organisation image and provider traits. Ng, Cassidy, and Brown (2006) proposed that the know-how and experience of journey specialists additionally play an essential feature in customers' delight. Chiam, Soutar, and Yeo (2008)

recommended that fee is some unique essential hassle affecting customers' excursion selection. Hui and Wan (2005) agreed with some of the above elements and taken greater factors, which encompass: employer reputation, mind-set of employees, provision of prompt company, information of purchaser, statistics of frame of employees, customers' past enjoy, brilliant of food, date of departure, ease of booking, business enterprise/family discount, Word-of-Mouth (WOM), monetary records of the tour organisation, brochure, early fowl good buy, running hours of journey organisation organization, ease of on line booking, offers supplied, and quantity of places of work/branches. Gonzalez, Comesana, and Brea (2007) cautioned that carrier wonderful is one of the maximum critical factors influencing customers' tour picks. Hassanli, Braown, and Tajzadeh-Namin (2013) advocated that broader commands along side product abilities, business enterprise transport, rate, advertising and marketing, and picture and accessibility are factors influencing customers' journey affiliation selections.

The following sections talk factors that have been decided to steer clients' tour alternatives (the adoption of adventure corporations or online searching for internet internet internet web sites).

2.2.2 Factors Influencing Consumers' Travel Decisions

2.2.2.1 Website Factors

The utilitarian attributes of a net internet site on line completed an important function in customers' on line buy picks (Martínez-López, Pla-García, Gázquez-Abad, & Rodríguez-Ardura, 2014). In the tour agency, the format of internet web page contents furthermore advocated consumers' alternatives on adventure locations (Băltescu, 2017; Cao and Yang, 2016; Chiou, Lin & Perng, 2011).

Website content material cloth cloth has particular functions: whole-colour digital catalogues, on-display order bureaucracy, in addition to questionnaires to benefit patron remarks (Huizingh, 2000).

2.2.2.2 *Perceived Risk*

The perceived threat is the purchaser's perceptions of uncertainty and encouraged outcomes of buying a services or products (Hsu & Bayarsaikhan, 2012; Liao, Lin & Liu, 2010). It has been taken into consideration as a extra trouble in e-change in choice to at conventional retail stores (Aldás-Manzano, Lassala-Navarré, Ruiz-Mafé & Sanz-Blas, 2009). Perceived chance is one of the primary limitations to online shopping, which notably reduced the threat of an individual's willingness to buy online (Aldás-Manzano et al., 2009; Shen and Chiou, 2010). It is customers' subjective worry of loss or uncertain awful results in pursuit of a desired very last consequences (Kim, Ferrin & Rao, 2008).

2.2.2.3 *Service Quality*

Service incredible has been significantly done in advertising and marketing and advertising and marketing and marketing research (Gronroos, 1981; Shahin and Debestani, 2010; Suh & Pedersen, 2010), that is the accumulate that customers used to pick out how well the enterprise regular usual normal overall performance fits clients' expectations (Marković and Raspor, 2010; Parasuraman, Zeithaml & Berry, 1985; Suh & Pedersen, 2010). Service excellent is the final consequences of clients' evaluation device of comparing their expectancies and expert within the provider encounter (Gronroos, 2016). Several research supply an cause behind that provider incredible is a multi-dimensional collect, and the dimensions of company best range counting on the corporation and cultural putting (Gronroos, 2016). Lin, Yang & Sheu (2010) additionally recommended that product and company best is recognized because the primary cause stress to enhance clients' satisfaction and growth a organization's competitiveness.

Service incredible has been receiving hobby within the tourism enterprise for decades (Attallah, 2015; Jones & Haven, 2005). With the exchange of the way service are furnished, the traits of era, the intensification of world market opposition and the diversification of tourists desires, the check of

carrier fine becomes a topic attracts interest globally (Attallah, 2015; Kapiki, 2012). There are many research encouraged that the interactive functionality, visitor delight, provider high-quality, tour facility estimation, company tendencies, statistics and enjoy of journey specialists, mindset of workforce, provision of set off issuer, and records of customers are all provider delivery factors that have an effect on clients' adventure preference (Gonzlez et al., 2007; Hui & Wan, 2005; Ng et al., 2006).

2.2.2.4 *Convenience*

Shopping comfort is an essential detail of perceived blessings (Hsu & Bayarsaikhan, 2012). The precise components of comfort included: area comfort, parking consolation, and profits assistant provider consolation (Clulow and Reimers, 2009; Kwek, Tan & Lau 2010; Reimers and Clulow, 2009). In phrases of on line searching for area, the 4 dimensions of perceived advantages of on-line shopping for are: purchasing for convenience; product choice; ease/comfort of buying; and hedonic/leisure (Forsythe, Liu, Shannon, and Gardner, 2006).

2.2.2.5 *Price*

Price is a key element influencing clients' searching for desire as customers' alternatives heavily rely upon rate options (Engel, Blackwell, & Miniard, 1995). Compared with the real rate, Cheung, Chan & Limayem (2005) endorsed that the perceived price of a product have an effect on customers' product opinions and picks; moreover, clients' alternatives of purchasing channels is tormented by the perceived price of the channel as well.

During the choice-making approach, vacationers study the expenses and advantages in advance than committing themselves to a buy. In the tourism business enterprise, rate abilities blanketed corporation/family cut rate and, early-bird cut fee (Hui & Wan, 2005).

2.2.2.6 *Product Variety*

According to Forsythe et al. (2006), product choice refers back to the availability of a full-size type of merchandise and product statistics which useful aid

clients' preference-making. Consumers' notion of range is endorsed by using manner of manner of manner of the following problems: the amount of terrific products, repetition frequency, business corporation of the show, and characteristic versions (Hoch, Bradlow&Wansink, 1999; Van Herpen&Pieters, 2002). In relation to internet shopping for, Szymanski and Hise (2000) decided that product variety is one of the crucial motives why customers pick out to hold online.

2.2.2.7 Consumer Resources

Engel et al. (1995) considered customer property as character hassle alongside facet three resources: time, cash and facts reception, and processing functionality (Blackwell et al., 2018). In the context of online purchasing, patron belongings refers to the accessibility of a private computer and the internet, the know-how of laptop structures and the internet, and the facts of techniques to shop for on-line.

2.2.2.8 Subjective Norms

According to Ajzen (2005), subjective norms are the sum of human beings' ideals that important others count on that they ought to or want to no longer perform a behaviour (the crucial others consist of visitors, personnel, carriers, proprietors, network community, close by government, and imperative governments). Choi and Geistfeld (2004) moreover suggested that a subjective norm includes a normative notion that a reference business enterprise will approve or disapprove of a behavior and the motivation to cooperate with the approval or disapproval of the reference group. According to Tan, Yan and Urquhart (2007), there are kinds of subjective norms— peer impact (refers to buddies and family) and outdoor have an effect on (refers to mass media, popular press and records evaluations).

2.2.2.9 Demographic Characteristic

Glover &Prideaux (2009) counseled that socio-demographic changes have an effect on tourists' behaviours. It have an effect on travelers' journey preference in phrases of whether or now not or now not they need to excursion or now not, wherein they

journey to, the length of holidays, how an lousy lot to spend, and many others.

Yeoman, Hsu, Smith, & Watson (2011) have studied the connection among demographic adjustments and tourism in New Zealand, their locating confirmed that the New Zealand's tourism agency have come to be in a down ward spiral of decline because of the growing antique populations.

Another demographic detail influencing tourism choices, is modifications within the composition and length of the own family. Nicolau&Más (2005) endorsed the kind of children or aged oldsters affect households' possibilities which includes participation, tour spot preference, and the economic price form of excursion.

III. THEORETICAL RESEARCH MODEL

The theoretical version on this test is based completely on the assessment of the literature (see Figure 1). The studies model indicates that customers' excursion affiliation picks on the use of conventional adventure businesses or on line reserving groups are based totally totally on 8 elements: internet web web sites factors, perceived danger, commercial enterprise organization fantastic, comfort, fee, product variety, purchaser belongings, and subjective norms, and demographic tendencies (at the side of age, gender, marital recognition, schooling, profession, and earnings).

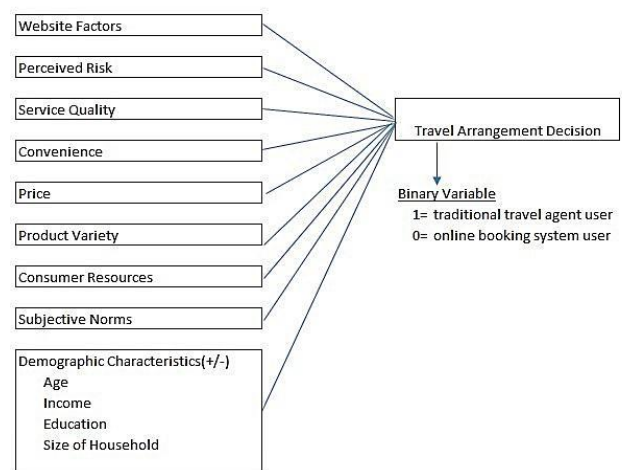


Figure 1

IV. RESEARCH METHODOLOGY AND DATA COLLECTION

Factor Analysis is a factual approach that encourages the experts to find and understand the elements in the back of several measures (Kerlinger, 1986). There are massive techniques within the thing investigation own family: exploratory aspect exam (EFA) and corroborative aspect exam (CFA). In EFA, the elements are recognized to meet certain medical contemplations, no matter any hypothesis (Bernstein and Teng, 1989). Specialists use EFA to reduce the absolute wide variety of factors into fewer factors (which can be comprised of quite related factors) (Baglin, 2014). The primary goal of this exploration is to differentiate the factors that effect buyers' choices whether or not to make use of experience experts or internet booking organizations after they orchestrate their movement. Along these traces, EFA is the maximum suitable strategy to fulfill the number one target.

The Binary Logistic Regression Model changed into applied to gain the goals two and three. As indicated by way of Garson (2010), strategic relapse can be applied to foresee a reliant variable and to rank the overall significance of independents. In this examination, there are capacity outcomes: experience experts customers or internet primarily based reserving framework customers. Accordingly, the parallel strategic relapse model changed into used in this exam.

The evaluation was directed in shopping centers in Shanghai and Beijing from 18, December 2016 to 1, January 2017. From the 459 significant questionnaires back, sixty one. Sixty six% (283) of respondents self-booked their movements, while 38.34% (176) of respondents applied journey offices.

V. RESEARCH RESULT

To deal with Research Objective One, exploratory component research became led. In the wake of trying out for the authentic suppositions of EFA (the Correlation Matrix, the Anti-Image Correlation Matrix, Bartlett's Test of Sphericity, and the Kaiser-

Meyer-Olkin (KMO) Measure of Sampling Adequacy), the information was seemed fitting for issue research. The VARIMAX turn result (see Appendix 1) turned into applied for the logistic relapse because it added a greater clear structure when contrasted with the OBLIMIN rotation. Eight turned components were named depending on the concept that they spoke to: (1) abstract standards, (2) consolation, (3) power over appointments and multifaceted nature, (4) web page elements, (5) saw risk, (6) item collection, (7) management quality, and (eight) buyer assets. Cost became held as the ninth component in spite of the reality that it failed to stack unmistakably on any single factor inside the EFA as the writing survey noticed the importance that cost plays in buying choices.

The strategic relapse outcomes displayed in Table 1 suggests that there are four components critical at 0.01 or 0.05 level one at a time. The 4 big elements are: patron assets, lodging, saw risk, and abstract requirements.

Table 1 Logistic Regression Results for Influencing Factors

Factors	B	S.E.	Sig.
Consumer Resources	0.952637011	0.116033339	.000 ***
Convenience	-	0.15617067	.081 *
Perceived Risk	0.272084504	0.10201089	.001 ***
Subjective Norms	-	0.122004383	.016 **
young age (18-25)	0.294704008	0.4547357	.026 **
middle age (26-45)	1.015214	0.4442162	.004 ***
Lower Education	-0.5991669	0.3263746	.066 *
Manager and Company	-	0.372207058	.001 ***
Employee and Sales/Services	1.294933095	0.46649142	.034 *
Student	-	0.986259538	

***statistically significant at the 0.01 level of significance

**statistically significant at the 0.05 level of significance

To satisfy Research Objective Two, the decision factors were ranked from most important to least important. Marginal effect analysis was used to satisfy this objective. As shown in Table 2, convenience has the strongest positive influence on consumers' decisions to book their travel online.

Table 2 Marginal Effects of the Decision Factors

Factors	Marginal Effect	Ranking
Convenience	-0.584875	1
Consumer Resources	0.247796	2
Perceived Risk	-0.0724057	3
Subjective Norms	-0.0633498	4

To satisfy Research Objective Three, demographic factors were also examined and ranked. The results are presented in Table 3. Consumers in the sample that were in managerial positions/company employees and sales/service were more likely to book their travel online.

Table 3 Marginal Effects of Demographic Factors

Factors	Marginal Effect	Ranking
Manager and Company Employee and Sales/Services	-0.4167663	1
Student	-0.3562276	2
Middle age (26-45)	0.2696637	3
Young age (18-25)	0.2077525	4
Lower Education	-0.1328584	5

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