

A STUDY ON CUSTOMER PERCEPTION TOWARDS E - TOURISM

Submitted in partial fulfilment of the requirements for the award of

Master of Business Administration

By

V.DINESHKUMAR

(Register No: 42410088)



SCHOOL OF MANAGEMENT STUDIES

DEPARTMENT OF BUSINESS ADMINISTRATION

SATHYABAMA UNIVERSITY

**INSTITUTE OF SCIENCE AND TECHNOLOGY (DEEMED TO BE
UNIVERSITY) Accredited with Grade “A++” by NAAC I 12B Status by
UGC I CATEGORY - 1 UNIVERSITY BY UGC I Approved by AICTE
JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI -600119**

December 2023



SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)
CATEGORY - 1 UNIVERSITY BY UGC**

SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of

V.DINESHKUMAR (REG NO: 42410088) who carried out the project

entitled “**A STUDY ON CUSTOMER PERCEPTION TOWARDS E – TOURISM** ” under our supervision from September 2023 to November 2023.

Dr. S.KRISHNAKUMARI

INTERNAL GUIDE

EXTERNAL GUIDE

Dr. BHUVANESHWARI.G, MBA, Ph.D

DEAN – SCHOOL OF MANAGEMENT STUDIES

Submitted for Viva voce Examination held on _____21/12/2023_____

INTERNAL EXAMINER

EXTERNAL EXAMINER

DECLARATION

I am **V.DINESHKUMAR (REG NO:42410088)** hereby declare that the Project Report entitled “**A STUDY ON CUSTOMER PERCEPTION TOWARDS E-TOURISM**” done by me under the guidance of **Dr.S.KRISHNAKUMARI** at SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY, is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree .

DATE: 02/12/2023

V.DINESHKUMAR

PLACE: CHENNAI

SIGNATURE OF THE CANDIDATE

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of SATHYABAMA for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my thanks to **Dr.G.Bhuvaneswari, MBA., Ph.D.**, Dean, School of Management Studies and **Dr.A.Palani, M.Com., M.Phil., M.B.A., Ph.D.**, Head of the Department, Dept. of Management Studies for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guid **Dr.S.KRISHNAKUMARI** for her valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the Department of Business Administration who were helpful in many ways for the completion of the project.

V.DINESHKUMAR
(REG NO: 42410088)

LIST OF CONTENTS

CHAPTER NO	TITLE	PAGE NO
	Abstract	6
1	INTRODUCTION	
	1.1Introduction	7
	1.2Tourism e-commerce	11
	1.3Benefits of using internet for electronic tourism firm	14
	1.4Impact of internet on tourism industry	15
2	REVIEW OF LITERATURE	17
3	RESEARCH METHODOLOGY	
	3.1Research design	29
	3.2Scope of the study	29
	3.3Objectives of the study	29
	3.4Need of the study	30
	3.5Sources of data	31
	3.6Population	31
	3.7Sample size	31
	3.8Period of study	31
	3.9Structure of questionnaire	31
	3.10Analytical tool	32
4	DATA ANALYSIS AND INTERPRETATION	
	Percentage analysis	33
	Chi square	59
5	FINDING, SUGGESTION, CONCLUSION	
	5.1Findings	61
	5.2Suggestion	68
	5.3Conclusion	69
	REFERENCE	71
	Annexure-1 Questionnaire	78

ABSTRACT

According to the UNWTO, within 4 to 5 years, the proportion of tourism e-commerce in e-commerce will reach 20%-25%. Online tourism is one of the most successful e-commerce implementations (Turban *et al.*, 2010) and therefore investigating its success factors has increasing importance. The purpose of this paper is to improve the inadequacy of tourism e-commerce in customer experience, to conduct customer e-commerce satisfaction surveys, and to draw customers' dissatisfaction with tourism e-commerce. This paper investigates the determinants of tourist satisfaction in on-line tourism. To this end, a percentage analysis was performed. The unique effect of each determinant on e-satisfaction was investigated using chi-square analysis. This research yields insights for managers of e-tourism firms, by introducing the factors with the highest impact on tourism e-satisfaction. Results show that the effect of the determinants of e-satisfaction cannot be generalized to the whole e-retailing sector, since the importance and effect of each determinant on e-satisfaction can vary in different industries. In order to improve customer satisfaction, the tourism e-commerce platforms should strengthen the financial security and product information factors in order to gain reputation for the services.

CHAPTER 1 - INTRODUCTION

1.1 INTRODUCTION

Information & communication technology (ICT) is widely used in business related activities (Avramovic, 2010) especially in service sector like tourism. ICT represent one of the most effective tools for tourism promotion, generate more revenue for the local economy, and remain competitive by promoting new and complementary tourism offers online (Bethapudi, 2013; UNCTAD, 2005). Hence, the integration of ICT in the tourism industry is essential for success of tourism enterprise. ICT facilitates an individual to access the tourism products information from anywhere any time in a single click (Bethapudi, 2013). There are three stages in tourism; the first one is when the people who are likely to travel start searching for accommodation, air/rail tickets and other tourist services while planning their trip. Information & communication technology is widely used in business related activities (Avramovic, 2010) especially in service sector like tourism. ICT represent one of the most effective tools for tourism promotion, generate more revenue for the local economy, and remain competitive by promoting new and complementary tourism offers online (Bethapudi, 2013; UNCTAD, 2005). Hence, the integration of ICT in the tourism industry is essential for success of tourism enterprise. ICT facilitates an individual to access the tourism products information from anywhere any time in a single click (Bethapudi, 2013). There are three stages in tourism; the first one is when the people who are likely to travel start searching for accommodation, air/rail tickets and other tourist services while planning their trip.

With the development of social economy and the improvement of people's economic level, people's demands for life are getting higher and higher. The Internet has gradually integrated into the tourism industry (Pereira et al., 2016; Zhang et al., n.d.). The traditional travel agency has a long time, the ground

floor storefront, and the residents feel safe. The price is at the bottom, but there are too many available and unnecessary things to buy, which are not cheap together. However, shopping is too much and shopping time is also large. Time is too fast, not to travel but to go wild. Tourism e-commerce: There are less tourism business websites, and the overall development level of tourism e-commerce is low (Pilelienė et al., 2016; Choi et al., 2019). However, with the development of the Internet era, traditional tourism will gradually integrate into tourism E-commerce (Hopp et al., 2015).

Until today, many travel agencies have not noticed most travel agencies, including famous ones. At present, most consumers choose different travel modes according to traditional service methods, and ignore the application of e-commerce itself (Hamidi et al., 2017). However, from a cost perspective, to build an e-commerce website, it costs a lot of money to purchase related hardware and software equipment, but it is difficult to guarantee revenue. From an implementation point of view, e-commerce is new, and many new companies have no clear method of implementing e-commerce. In addition to insufficient information on travel websites, many travel agencies only introduced the introduction to rides and sightseeing knowledge, etc., and did not make full use of e-commerce to set up “straight bridges” between merchants (WAIL, 2018). It cannot provide a comprehensive, professional, and practical series of travel services, and cannot give full play to the infinite charm of online travel. The function of the travel website is very simple, the website performance is simple, the content is not updated in time, the search function is poor, and the virtual community does not play an appropriate role and cannot answer. Travel companies also lack talent. At present, the hardware and software required for the establishment of travel website information are relatively mature (Getele et al., 2018; Yang et al., n.d.). Building a travel website, management and application requires extensive knowledge and high skills. Entrepreneurs must

have advanced network technology and e-commerce knowledge, as well as marketing management knowledge. The proficiency in e-commerce and the academic ability to be familiar with travel is insufficient. Tourism enterprises cannot develop e-commerce smoothly because of lack of talent (Ting et al., 2016). People have credit security and important network security. Lack of confidence in online security may affect the resistance of online transactions. Illegal intrusion poses a threat to e-commerce. Due to concerns about network security, many users have a negative attitude towards online payment, and as a result, data such as credit cards have been stolen by network hackers. Moreover, online transactions require a series of user authentication procedures. The privacy of many users is disclosed on the Internet, and ordinary people who are increasingly worried about privacy are reluctant to conduct online transactions (Yin, 2018). At present, online payment has not yet been resolved, and the payment model of “online transaction and online payment” is still widely used. Despite the rapid development of e-commerce, the penetration rate must be increased. According to a survey, the current netizens who shop online in China are still limited to young people. Most middle-aged people with economic strength have not yet developed. Except that some people do not use computers, the bigger reason is that people have e-commerce cash registers (Suel et al., 2017). worry. If the tour company’s description of the amusement facility is inconsistent, the tour team will consist of exaggerated publicity and inferior native products. Ensuring online travel company promotion is the real method, and ensuring the travel agency’s own evaluation method has become a problem for the further development of the travel network market (Ravi et al., 2019; He et al., 2016; Xiao et al., 2019).

Information & communication technology is widely used in business related activities (Avramovic, 2010) especially in service sector like tourism. ICT represent one of the most effective tools for tourism promotion, generate more

revenue for the local economy, and remain competitive by promoting new and complementary tourism offers online. Hence, the integration of ICT in the tourism industry is essential for success of tourism enterprise. ICT facilitates an individual to access the tourism products information from anywhere any time in a single click. There are three stages in tourism; the first one is when the people who are likely to travel start searching for accommodation, air/rail tickets and other tourist services while planning their trip.

This stage is called pre-trip stage. The next stage starts when tourists commence their journey and make it to their first destination or wrap up their journey. The mentioned stage is called in-trip stage. The third and final stage follows the previous stage and consists of the services which tourist service providers offer their customers after their trip (Massomeh, 2006).

For guest travelling to a certain destination get help of ICT to help them in gathering details about it in a way that it becomes easier and more clear to choose among available products & services. Same creates a personalized travel plan, for instance as a proactive proposal based on tourist profile and preferences. During travel phase electronic guide system that provides travelers with road direction signs and electronic information notes should be released to enhance travel experience. After a travel tour & travel phase it is so necessary to gather travel experience of guests with the help of ICT tools providing platform to the guests for sharing their experience. Other guests use this feedback as a basis for decision making. The impact of ICT in form of e-tourism is such that it plays a vital role in keeping travel and tourism sector of that particular area competitive and abreast with modern innovative technologies.

1.2 TOURISM E-COMMERCE

Tourism is one of the main factors that expected to drive the economy of a country. The tourism is one industry that continues grows and develops around the world which has a major impact on the world economy. Tourism destination is not a product that stands alone, but is a product of a combination of various attributes of tourism destinations being considered by travelers to take the decision to visit or re-visit. The positive experience with the tourist services and others facilities given by the tourism destination management, can encourage traveler memory and increase positive communication among customers about destination. Satisfaction with the travel experience can enhance the fidelity to the destination. Tourist's loyalty can be seen from their intention to return and recommend tourist attraction to others and therefore it is essential for the management of tourist destinations to provide the best service for travelers in encourage the creation of satisfaction and loyalty to tourists. Satisfaction is one of the main objectives of companies in order to maintain relationships with customers in long periods of time. A tourist satisfaction can encourage increasing revenue and profits for tourist destinations. Customer satisfaction is the main factor that encourages tourism businesses to find success and advantage in the competition. Therefore, to understand the factors that encourage tourist satisfaction while enjoying a tourist destination is important for management, particularly in managing the facilities and other resources are provided to tourists. The role of customer satisfaction is very significant and is a major factor in determining loyalty. Therefore, it is important to know the factors that affect tourist satisfaction. Many research on the antecedents of tourist satisfaction and its consequences after visiting a tourism destination has been done, however the factors forming the customer satisfaction is still debated by researchers and evaluation of tourist satisfaction need to be measured in many dimensions, while realizing the significance of customer satisfaction have been acknowledge by researchers in order to improve profitability and competitiveness.

Operationalizing the construct of satisfaction in the tourism industry could be transformed into a comprehensive task. Many empirical studies have examined the relationship among constructs of service quality, image, and perceived value to customer satisfaction in a variety of industries. Furthermore, customer satisfaction and behavioral intentions have a positive impact on revenue in the hospitality sector and have become an important attention for hospitality managers for their impact on business growth. However, the depiction of the construction which forms the satisfaction is still widely debated and a lot of researchers use a various construct of the determinants of satisfaction in tourism. This article seeks to provide a more comprehensive insight of the indicators that make up the satisfaction and the consequences when tourists tourism activities at a tourist destination. By understanding the factors that encourage tourist satisfaction, tourism destination managers can make better decisions in managing the resources of tourism destinations in order to provide excellent service to tourists.

Tourism is acknowledged to be very information intensive. Hence it is of utmost importance to practice e-tourism practices which eventually help travelers and guests choose their required services& products based on the available information and feedback online.

Since, ICTs have been applied in tourism since as early adoption of Computer Reservation System (CRS) in airlines in 1950s and in the transformation to Global Distribution Systems (GDSs) in the 1980s, Destination Management Organizations (DMO) and Hotel property management systems (PMSs) and hotel CRS systems appeared shortly afterwards, bringing switch companies into the market as well in order to improve interconnectivity and interoperability. However, it is the development of the Internet that brought the revolutionary changes to the structure of the industry (Gupta, 2012).

The internet revolutionizes flexibility in both consumer choice and service delivery processes. Customers have become much more demanding and perceptive for high quality products and value for their money. This also includes value for time, online information and ease of gathering their required information. This demands travel agents, tour operators, tourist handling offices, airlines, hotels and car rental companies etc to be developed suiting the need and demand of travelers. This also helps travel employees and managers to handle guests and travelers queries and service them more efficiently giving them ultimate quality service and world class experience. Deep root analysis of problems and challenges is necessary for the managers to finding out the causes and hurdles marring the travelers& guest experience so that an organization stays in demand and profitable. So, there is a quick need for finding a way to assess and increase tourist satisfaction while they are searching and purchasing on line.

The tourism industry in India has a high potentiality to grow and equipped with the number of tourist destinations to attract domestic and international tourists. So, it is obvious that e-tourism is playing an important role in the tourism industry today. Several tourism companies have taken to the digital platform to display information, facilitate bookings and allow customers to reserve their preferences online. Lots of people use tourist websites as information channel or for purchasing tourism products instead of traditional travel agencies. Owing to websites being the sole channels that connect tourism companies with tourists, it is essential to design and project them in a sense that pleases customers (Massomeh, 2006). As a result it is necessary to investigate which factors are important for tourist satisfaction while they are implementing the first step of their trip online.

1.3 BENEFITS OF USING INTERNET FOR ELECTRONIC TOURISM FIRM

E-commerce provides new channels for the global marketing of products and services, and presents opportunities to create new businesses providing information and other knowledge-based intangible products. Pappas, 2000, has mentioned four aspects of marketing in tourism industry which have been changed by the advent of e-commerce. First, E-commerce improves the promotion of products and services through direct, interactive and rich information contact with customers, Second, E-commerce establishes a direct online distribution channel, Third, E-commerce causes savings in administrative and communication costs, Fourth, E-commerce enhances customer service by enabling customers to find detailed information online, and by answering standard E-mail questions with intelligent agents and human expert systems. Finally, customers need less time to find more information upon tourism products and make comparisons.

A report which has been gathered by Scottish parliament, 2002, has mentioned the following benefits of E-tourism:

- That it is the most cost-effective way of communicating with target markets and disseminating information.
- It is a quick and easy way for the customer to buy travel products.
- It offers opportunities for improvements in customer service and retention through meeting and promoting individual preferences.
- It reduces costs through increased efficiency in internal operations and purchasing processes
 - Facilitate high quality design of products and services in the tourism industry, through continuously refined information about current and potential customers to anticipate and respond to their needs.
 - Enhances the degree of externalization of some tourism services. Management information systems like Enterprise Resource

Planning (ERP) and database technologies can facilitate supplier-customer relationships and the electronic analysis and transfer of information.

- It encourages greater co-operation amongst traditional competitors through the provision of hypertext links. Links are a cheap, quick way of raising the profile of a new site and getting round the difficulty of updating information in-house.

Porter, 2001, defined some other benefits include better management of information, better integration of suppliers and vendors, better channel partnership, lower transaction costs, better market understanding, and expanded geographical coverage.

1.4 IMPACT OF INTERNET ON TOURISM INDUSTRY

Since the emergence of E-commerce is very crucial for tourism firms, all of them including small to medium sized, SMEs, are eager to apply that in their business. But unfortunately as Bacchus and Molina, 2001, have mentioned, despite this eager, SMEs face some challenges for implementing E-tourism.

It has been argued that the challenges and issues faced by the industry include:

- Low / varied level of ICT literacy amongst some micro businesses and SMEs. -Limited access to technology.
- Extent to which SMEs feel Government should be responsible for providing a national website with links to information about their business.
- Level of responsibility each SME should have for its own marketing and the development of its own website.
- Collapse of dot coms in 1999-2000 led to significant losses for venture capitalists. As a consequence, investors are more cautious of business plans based on costly marketing campaigns aimed at quickly raising the

company's global profile. Instead it has been suggested that the future of many dot Coms lie in the development of 'clicks and mortar', 'bricks and clicks' businesses, which benefit from the advantage of both internet and traditional business.

CHAPTER 2 - REVIEW OF LITERATURE

Marketing plays a significant role in any industry and particularly in a service industry such as travel and tourism. Organizations cannot operate without the use of promotion or market research as a key method of communicating with

the customers. Many organizations allocate large budgets on marketing in order to maintain a competitive edge and meet the needs of their customers. Tourism marketing is a process in which the structure of tourism demand is anticipated and satisfied by the design of a product (service), physical distribution, establishment of the exchange value (price), communication between the tourism organization and its market, for the best interest of the company and consumers. Marketing in the tourism has its own characteristics that derive from the fact that the product in tourism is a service. Besides, the invisibility of a product gives even more importance to the marketing. With the help of the marketing mix elements: product, price, promotion and distribution, the tourism organization adapts to environmental conditions, thus realizing its mission. Marketing in tourism can be seen as the subsystem in the system of marketing services, and by services, its' mean all those activities, as the final product does not have a physical is invisible and intangible for the consumer. The tourism product is a complex product, because it consists of goods and services in different activities. In tourism marketing, motivations became the basis for miscellaneous consumer models.

The tourism economy currently is driven by information technology and telecommunications. Different companies related to this sector, such as tour operators, travel agencies, rental agencies, cruises, and hotels, admit the growing impact of IT in their activities. The integration of tourism and technology provides different types of competitive advantage to companies since it allows the creation of support tools for managers so that they quickly adapt their offerings to changes caused by the globalization of markets, the emergence of new competitors, and the motivation of tourists.

VARIOUS REVIEWS

Cyr (2008) has done a research on e-satisfaction in the hotel industry. He examined a total of three segments of website design which included virtual design, navigation and information while assessing relationships between faith and fulfilment with allegiance within the setting of multiple cultures.

On the other hand Chang & Hsu (2013) investigated online customer perceived value in relation to the online purchase of tourism products in Thailand. The study revealed that online purchasing has become more prevalent recently due to relatively lower prices and convenience for customers which in turn focus on promoting online purchase in tourism

Similarly, Yang et al. (2003) identify a total of 14 dimensions and 42 sub-dimensions of internal service quality although as they report, only five are the principal drivers of customer satisfaction. They are responsiveness, credibility, ease of use, reliability and convenience.

Yoon & Uysal (2005) stated that there are some very significant components for online consumers satisfaction which are confidentiality, usability, location plan and privacy, ease, usability, trust and trustworthiness delivery, and merchandising, product quality, product value and product customization. These factors proved to be the most important indicator in determining buyer satisfaction online. These are important as they affect buyers' online behavior.

Szymansky&Hise, (2000) in a study on online satisfaction reveals several antecedents of satisfaction such as convenience, site design, product information, financial security etc. Though, economic security is not the key predictor of e-satisfaction amidst ebuyers.

Phuong (2010) conducted a study in order to determine tourists' satisfaction on E-tourism in Vietnam. The study showed that the greatest influences on e-satisfaction are site design and convenience. It was also found that perception of superior product information and product offering do not have a impressive

effect on online satisfaction level. In fact these two are tied together as the first most important determines of e-satisfaction.

Alagha (2013) in a study analyzed that convenience factor has the greatest influence on user satisfaction of online services. After that specialization, accessibility and web- site design strongly effect on user satisfaction. Hence convenience and specialization can be introduced as the two most important factors of e-tourism.

Bethapudi (2013) stated that Website design should be improved in order to be faster and more userfriendly. Increasing time efficiency, possibility of purchase from anywhere, at any time and cost efficiency are some of the factors which can increase users' convenience. Lack of special offers and lack of complete packages from websites, comparing with travel agencies are some of the main reasons that people still have tendency to produce their packages by agencies.

Cho & Park (2001) in study identified that duration of delivery, accuracy of delivery duration, delivery costs, variety of accepted credit cards, variety of payment methods, quality of product information, site design, ease of use and suitable information provided on delivery are characteristics used to assess satisfaction.

Furthermore, Schaupp& Belanger (2005) declared that since the transactions occur electronically and the customer can only get the product subsequent to placing the order, providing a tracking number and minimizing the delivery time is important. In terms of convenience, ease of shopping has proven to be more important in relation to the ability to compare prices and get information.

Coker (2013) conducted a study by focusing on website navigation, website performance, trustworthiness of website in order to determine antecedents to website satisfaction, loyalty and word of mouth. The author further identified

several variables for measuring website satisfaction and loyalty such as ease of use, ease of search, information quality & relevance and visual appeal etc.

Dargah & Golrokhsari (2012) in their study aimed on E-tourism and customer satisfaction stated that ICT are rapidly expanding and have affected the business and the way organizations complete. They further explored that time efficiency, possibility of purchasing anywhere & anytime, direct access to information and customer service are the factors which build convenience in e-tourism comparing with traditional travel agencies.

Balasubramani & Rajamohan (2014) investigated the direct impact of customer interface quality and trustworthiness on customer e-loyalty and e-satisfaction. It was found out that customer interface quality is positively related with e-loyalty and e-satisfaction.

Nikhashemi et. al (2013) found out that customer perceived quality, perceived ease of use, perceived security and online payment process have significant positive effect on increasing customer satisfaction toward internet shopping.

Moharrer, Tahayori and Sadeghian (2013) illustrated a model where in key factors were identified which has an impact on e-satisfaction in tourism industry. These factors are convenience, site design, product information, product offering and financial security.

Karim (2013) discovered that people are going for e-commerce due to convenience which comprises elements such as time saving, availability of information, opening time, ease in usage, website navigation, minimum shopping stress, less costly and fun in shopping. The major barriers in online shopping, identified in the research were security in online payment, personal privacy and trust, ambiguous warranties, unclear returns policies and lack of personalised service.

Alam & Yasi (2010) identified four important attributes which are having significant effect on overall customer satisfaction - quality of the offer, convenience, safety, comparison of delivered service with the advertising message. It was revealed that high level of customer satisfaction leads to positive word of mouth and customer loyalty.

Singh (2003) identified the key factors influencing customers' satisfaction through online shopping. These factors are privacy, trust, complexity, product variety, risk, time utility and reliability. Multiple regressions were used to know impact of these factors on online shopping.

Dash (2012) found out that time efficiency, convenience of purchasing any time and place, direct access to information and customer service are the factors which build convenience in e-tourism when there is comparison with traditional travel agencies.

P.balasubramani, A. Rajamohan (2011) studied on tourist satisfaction through online shopping in puducherry. Online shopping is user-friendly, convenient, trust and security to saving lot of things to tourist. Thus he focused on key advantageous parameters of e-commerce usage in tourism products.

Zeithaml & Bitner (2003) identified key dimensions of customer satisfaction of online shopping; these are website design, reliability, product variety and delivery performances which influence consumers' satisfaction of online shopping. However, it was found that, is no significant relationship exists between saved time and satisfaction.

Christensen, Johnston, & Barragree, (2000) in their paper "Pattern of success and failure of e-commerce" identifies the main reasons for failure as the non-existent understanding of e-commerce industry competition, as well as the incompetence in exploiting new technology on a sustainable basis.

Kshetri, (2001)in her paper“Determinants of the Locus of Global E-commerce” focused to identify the available evidence on global distribution and forms of e-commerce. In his paper, he indicates the major revolutions in ICT are fuelling the rapid growth of global e-commerce.

Stead, (2001)in his paper “Ethical Issues in E-commerce” reviewed the incredible growth of electronic commerce (e-commerce) and presented ethical issues that have emerged. Security concerns, spamming, web sites that do not carry an "advertising" label, cybersquatters, online marketing to children, conflicts of interest, manufacturers competing with intermediaries online, and "dinosaurs" were discussed.

Featherman, Valacich, & John, (2006)in their paper “Is that authentic or artificial ?” stated that as companies race to digitize physical-based service processes repackaging them as online e-services, e-service replacements may seem unfamiliar, artificial and non-authentic in comparison to traditional service processing methods. Consumers may believe that new internet-based processing methods expose them to new potential risks the dangers of online fraud, identity theft.

Zabihollah, Kenneth, & W, (2006)in their paper “Electronic commerce education: Analysis of existing courses” stated that ecommerce integration assures coverage of all critical aspects of e-commerce, but it also has several obstacles. First, adding e- commerce materials to existing business courses can overburden faculty and students alike trying to cope with additional subject matter in courses already saturated with required information. Second, many business faculty members may not wish to add ecommerce topics to their courses primarily because of their own lack of comfort with technology-related subjects. Third and finally, this approach requires a great deal of coordination

among faculty and disciplines in business schools to ensure proper coverage of e-commerce education.

Zaveri, (2008) in his paper states “The Challenges and Opportunities of e-commerce” in which e-commerce can range from ordering online, through online delivery of paid content, to financial transactions such as movement of money between bank accounts. According to his paper, e-commerce offers unprecedented opportunities to both developing and developed countries.

Daviy&Rebiazina, (2015) in their paper “Major barriers of e-commerce in Russia” states that the most significant barriers for the Russian market are infrastructure, concerning markets, and institutional issues. In their paper, they studied the development of the barriers and drivers for e-commerce market in Russia. According to this study the various barriers are technical and managerial expertise, legislation (not enough support by the government), e-payment/banking, telecommunication (internet speed and cost), lack of privacy, security, information.

Whitson, (2015) in his paper “E-commerce in 2000s” resulted in the first critical academic reflection on the success factors of the e-commerce marketplace. On the one hand, academics focused on the strategic issues of e-commerce development.

Raghunath & Panga, (2013) in their paper titled “Problem and Prospects of e-commerce” concluded that at the level of global trading system, exploring how recognition of electronic commerce as a global public good may help reduce the digital divide between developed and developing countries.

Zhang, Fang, Wei, Ramsey, McCole and Chen (2011) argue the complexity of the business models present in tourism requires the constant development of new systems that provide greater flexibility, automation, integration, storage,

and collaboration between tourists and suppliers of tourism products and services.

According to Herrero, San Martín and Hernández (2015), in the last few decades, there has been an explosion of web platforms and social media available to all people and organizations, which is used for publishing content of any kind, including tourist content. In addition, the emergence of Web 2.0 has redefined the adoption of online tourism by consumers, including a wide variety of electronic applications (such as social networks, analytics, blogs, interactive websites, and photo and video sharing platforms).

Buhalis and Deimezi (2004) argue that e-tourism reflects the digitalization of all processes in the value chain in the tourism, travel, hospitality, and food industries. In particular, it can be considered as the integration of tourism and Internet technologies, which involves activities such as hotel reservations, Internet purchases of airline tickets, and choosing travel destinations, either through a remote computer or smartphone.

Ramos (2008) stated that the integration of tourism and technology provides different types of competitive advantage to companies since it allows the creation of support tools for managers so that they quickly adapt their offerings to changes caused by the globalization of markets, the emergence of new competitors, and the motivation of tourists.

Jaremen (2016) stated that most innovations in the information technology sector have changed the way tourism companies conduct their business, as the tourist service buying process is based mainly on information gathering through many channels, such as travel agencies, brochures, word-of-mouth, and websites of tourist service suppliers.

Di Pietro, Di Virgilio & Pantano (2011) argued that especially for tourism companies, the Internet has offered the possibility of making information and

reservations available to a large number of consumers at relatively low costs, providing an essential communication tool between tourism providers, intermediaries, and final consumers.

Leung, Law, Van Hoof and Buhalis (2013) claim that tourists have become more independent and sophisticated and have a wide variety of tools to organize their trips. These include booking systems and online travel agencies (such as Expedia), search engines (such as Google), Web 2.0 portals (such as TripAdvisor), price comparison sites (such as Decolar.com), as well as collective buying sites, individual suppliers, and intermediary sites.

Buhalis and Law (2008) identified consumer knowledge as one of the leading research topics in e-tourism. As a result of these new technologies, the new tourist is defined as a demanding consumer, who depends more on the information provided by peers, with previous experience and sophisticated information, which allows him/her to search for customized products.

Cho and Jerome (2009) revealed the factors that affect the relationship between customers and the online service providers. The study was focused on the factors that affect the customer satisfactions by the services provided by online travel agencies. Study firmly believes that the customers should be very much aware of the information regarding the online trade they make, and also it is the responsibility of such service industries to keep them notified.

Ekinci and Cobanoglu (2007) focused on the positive and negative aspects of the online purchase the customers do with regards to their travel plans. They strongly stated that e-Purchases should be more beneficial and more convenient to the customers by providing several facilities.

Huhns (2000) stated that e-Commerce sites are expected to have a vaster and clearer detailing and a better way of communication with their customers, if the want to get positive response from the travelers and increase their business.

Many a times the travelers face certain difficulties like, inadequate knowledge of their travel destinations, faulty bookings, etc. and to reduce such issues the service providers should have a proper management to ease the travel purchases made by sending booking confirmations, 24 hour assistance and also marketing managers readily available to inform the customers and ease and solve their problems.

Norhayati (2000) stated that ecommerce in tourism reduce the risk factors certainly will build up a confidence amongst the customers and thus boost up the sales. The study also suggested that complete customer satisfaction is the key to this business and thus a valued brand name can be achieved.

Robertson (2005) found in his study that ‘reception of e-Business solutions is one of the major challenges emerging in the current economy, which contemporary companies have to face. The level of e-Business reception acts as an indirect determinant for the level of competitiveness of a company’.

Zeithaml & Bitner (2003) stated that marketing in tourism can be seen as the subsystem in the system of marketing services, and by services, its’ mean all those activities, as the final product does not have a physical is invisible and intangible for the consumer. The tourism product is a complex product, because it consists of goods and services in different activities.

Srinivasan (2001) stated that E-tourism is the electronisation of all aspects of tourism through information and communication technologies, including publishing products, research travel information, tourism advertising and promotion on social media, presales and after-sales service, booking travel products and making payments

Chowdhury Javid (2004) pointed out that there is no doubt that the products or services on the electronic platform are provided by travel agencies or intermediaries. The travel website is the form that electronic travel place

presents only. During the pre-internet period, the undertakers from the touristic domain did not have other choices but to base on the touristic agents' capacity of intermediation and also on the tour-operators' capacity.

Ellis (2000) stated that Comprehensive information provision has made travel websites increasingly important and the most frequently visited online source of information for travelers, thus undermining the role of traditional travel agencies.

Jajoo Ulbas and Bhan Anant (2004) stated that the website provides participants and hosts with basic information processing capabilities to facilitate the negotiation of business transactions. And when the transaction is finalized, the participant pays through authentication and sends the product to the purchaser. This is the ability to coordinate multiple interconnected activities online.

Mahal (2000) stated that Technology had a great impact on different industries and of them is Tourism. Several firms have offered their tourism services online and claim that they offer better services comparing with the traditional travel agencies, but what is important is the perception of their customers.

Srinivasan (2001) stated that Many tourism businesses are involved in developing their internet services including traditional travel agents, tour operators, national tourist offices, airlines, hotels and other accommodation providers and car hire firms. Travel services fit extremely well with the new interactive media, as the products are natural candidates for multimedia descriptions.

CHAPTER 3 - RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

The basic framework or a plan for a study that gives guidance for the collection of data and analysis of data is known as research design. Descriptive research design is used in this survey. The research design includes two factors, one, surveys and other, fact-finding enquiries of different kinds. Description of a situation as it is at the present is the major purpose of descriptive research. The main source of data used in this survey is the members of the population and the effect of the variables on the population can be determined using this. The descriptive survey is designed in such way so as to obtain precise information concerning about the status of phenomenon.

3.2 SCOPE OF THE STUDY

This research is descriptive research conducted to analyse the tourism e-commerce user satisfaction. Primary data was collected with the help of a structured questionnaire. The sample size of the survey is 50. Users of e-tourism are the target samples. This research will be useful for the benefit of academic community by enabling them to identify the gaps upon which they can build cases for further research. It is also useful for them to add to the growing level of knowledge in this field.

3.3 OBJECTIVE OF THE STUDY

- To study the tourism e-commerce user satisfaction
- To analyse how site design of the tourism website influence consumer satisfaction

- To analyse how convenience of the tourism website influence consumer satisfaction
- To analyse how financial security of the tourism website influence consumer satisfaction
- To analyse how product information of the tourism website influence consumer satisfaction
- To analyse how product offerings of the tourism website influence consumer satisfaction
- To understand how user-generated content affect user's satisfaction

3.4 NEED OF THE STUDY

The huge benefits provided by e-tourism to tourism service providers or tourists contribute to overcoming traditional barriers in the pattern of tourism transactions, including: 1- Facilitating obtaining the information on which the tourism industry depends, so that tourism service is characterized by the variation in its product in information (Jolly & Dimanche, 2009). 2- Reducing tourism marketing costs, production and distribution expenses. 3- Estimating public opinion about tourist destinations to develop a tourism product in accordance with their desires. 4- e-tourism contributes to increasing sales and profits. E-tourism contributed to raising and increasing the volume of trade exchange and its development. It also contributed to supporting the international economy and opened broad horizons for the advancement of nations. So, E-tourism is considered an effective mean of concluding deals through direct electronic communication, and thus it saves administrative and other expenses, as the rate of that reaches 80% (Tharwat, 2002). Therefore, this study is important as it analyses the various features of e-tourism websites which gives satisfaction to their customers and improve features which provide dissatisfied to users.

3.5 SOURCE OF DATA

For a research design, data collection method stands as the backbone. Both the primary and secondary data was utilized as the source of data for analysis and report preparation.

Primary data

The primary data collection was done through getting the questionnaire filled by the users of e-tourism who were willing to spend some time for sharing their view. The data was also collected through a small interaction with these users.

Secondary data: secondary data is the data collected from the already available sources. These sources are analysed and interpreted to give final conclusion for the study. Internet, journals, magazines, websites and research papers were the main source of secondary data.

3.6 POPULATION

The population of the study is referred to as the unit of study; some inferences can be made by using all the characteristics which the population of the study refers while the carefully selected members of the target population is referred to as the sample population, they are the ones who serve as a representative section of that population. The target population in this study is the users of e-tourism websites.

3.7 SAMPLE SIZE

50 tourism website users were surveyed during the study period.

3.8 PERIOD OF THE STUDY

The period of study is 4 weeks from 1st august, 2023 to 31st august, 2023

3.9 STRUCTURE OF QUESTIONNAIRE

In this study, the main instrument used for the purpose of data collection was a questionnaire. Close-ended questions were used in the questionnaire, for the convenience of the respondents a multi- option questions were given. In this study, a 5-point rating scale is used. The aim of using a close ended question in a questionnaire is to control responses that will give rise for quantitative analysis. In the questionnaire, there are two main sections; first section consist of General information and the second section consist of features of e-tourism information.

3.10 ANALYTICAL TOOL

For the purpose of analysis of data, Simple percentage analysis and tabulation is used. In order to give pictorial representation of the analysis, Pie chart and bar diagram is used.

PERCENTAGE ANALYSIS:

A special kind of ratio, which makes comparison between two or more data and helps in establishing the relationship between them, this is termed as the Simple percentage analysis. To compare the relative terms a percentage analysis can be used. A relative term is the distribution of two or more series of data.

Simple percentage = $\frac{\text{No. Of respondents}}{\text{Total no. of respondent}} \times 100$

Total no. of respondent

CHI-SQUARE TEST:

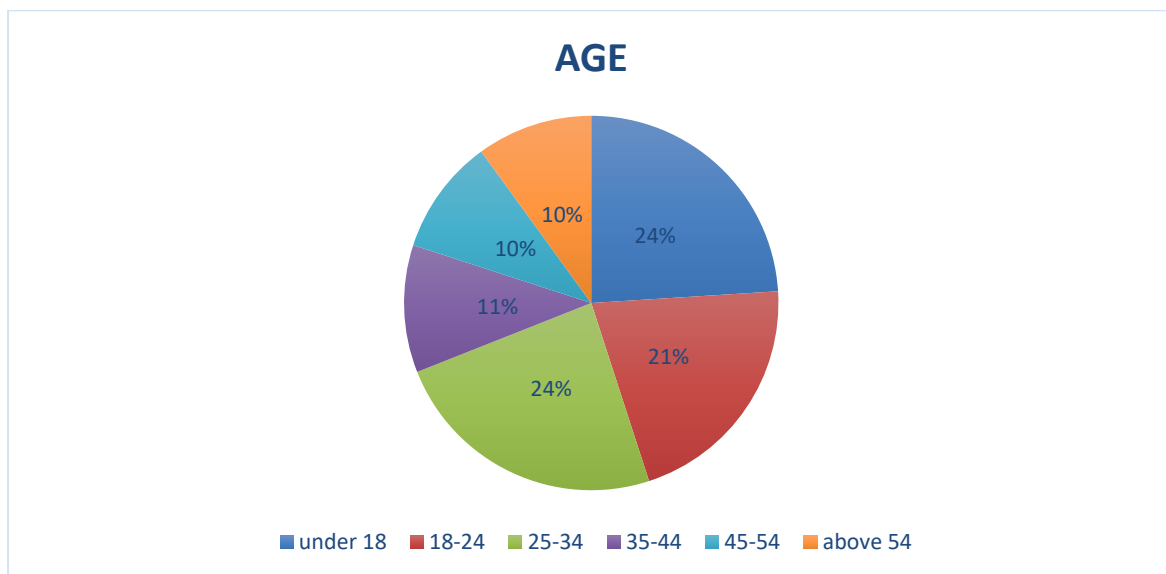
The chi-square test is used to estimate how likely the observations that are made would be, by considering the assumption of the null hypothesis as true. A hypothesis is a consideration that a given condition or statement might be true, which we can test afterwards. Chi-squared tests are usually created from a sum of squared falsities or errors over the sample variance.

CHAPTER 4 - DATA ANALYSIS AND INTERPRETATION

4.1 EMPLOYEE BY AGE

The following table shows the age group of the respondents.

S. No.	Age Group	No. of Respondents	% Of Respondents
1	Under 18	12	24
2	18 – 24	10	21
3	25 – 34	12	24
4	35 – 44	6	11
5	44 – 54	5	10
6	Above 54	5	10
	Total	50	100



Interpretation

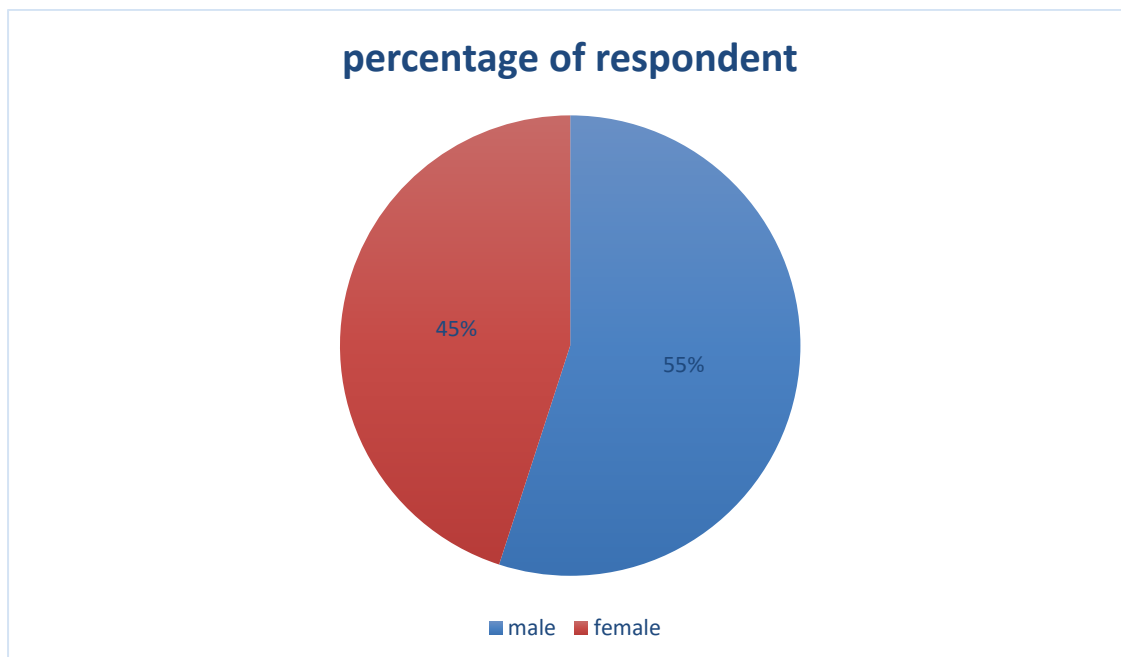
The above table shows the age group of the respondents. About 24 % of the respondents are below 18 years of age, about 21% of the respondent are between 18 to 24 years of age, 24% of the respondents are between 25 to 34 years of age, 11 % of the respondents are between 35 to 44 years of age, about

10% of the respondent are between 45 to 54 years of age and about 10% of the respondent are above 54 years of age.

4.2 GENDER

The following table shows the gender of the respondents.

S. No.	Gender	No. of Respondents	% Of Respondents
1	Male	27	55
2	Female	23	45
	Total	50	100



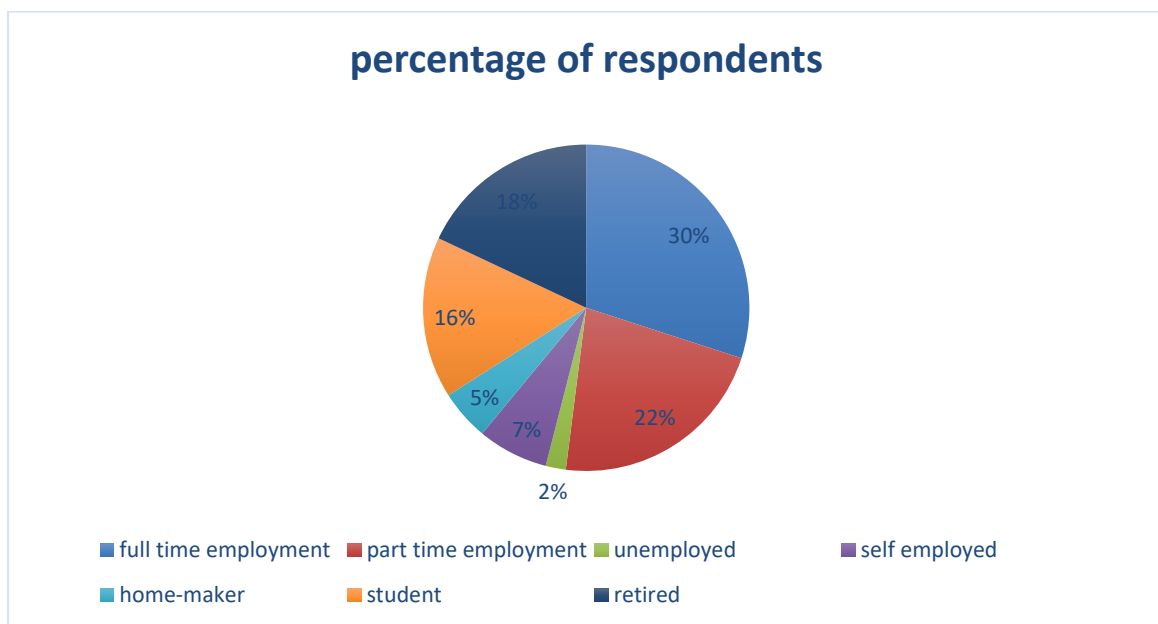
Interpretation

The above table shows the gender of the respondents. About 55% of the respondents are male and 45% of the respondents are female.

4.3 EMPLOYMENT STATUS

The following table shows the employment status details of the respondents.

S. No.	Employment status	No. of Respondents	% Of Respondents
1	Full-time employment	15	30
2	Part-time employment	11	22
3	Unemployed	1	2
4	Self-employed	4	7
5	Home-maker	2	5
6	Student	8	16
7	Retired	9	18
	Total	50	100



Interpretation

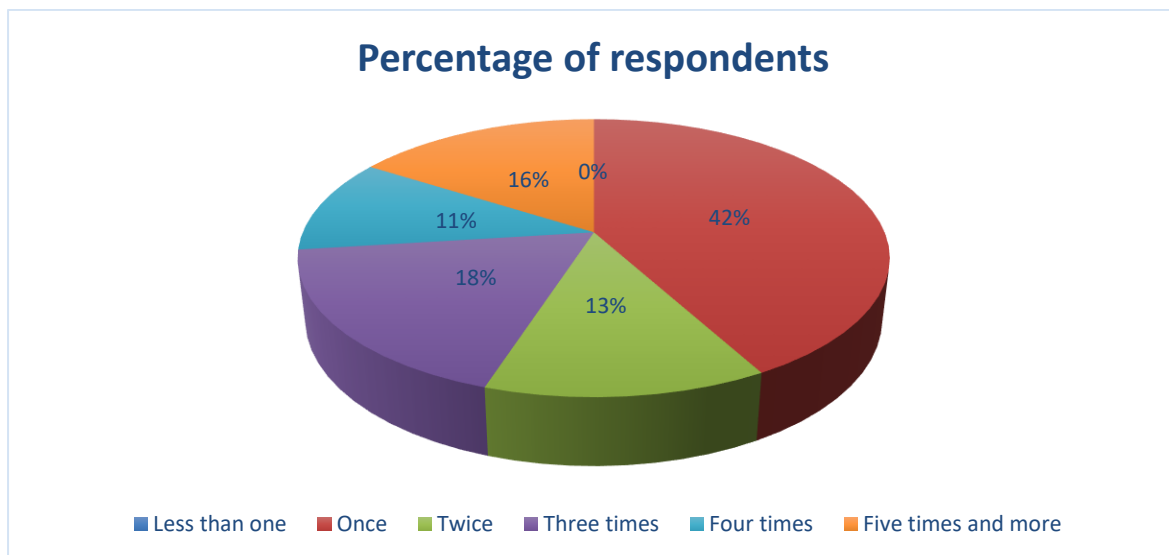
The above table shows the education details of the respondents. About 30% of the respondent are full time employees, about 22% of the respondents are part time employees, about 2% of the respondent are unemployed, about 7% of the respondents are self-employed, about 5% of the respondent are home-makers,

about 16% of the respondents are students and 18% of the respondents are retired population.

4.4 FREQUENCY OF TRAVEL DURING A YEAR

The following table shows the frequency of travel by the customers during a year.

S. No.	Frequency of travel during a year	No. of Respondents	% Of Respondents
1	Less than one	0	0
2	Once	21	42
3	Twice	7	13
4	Three times	9	18
5	Four times	5	11
6	Five times and more	8	16
	Total	50	100



Interpretation

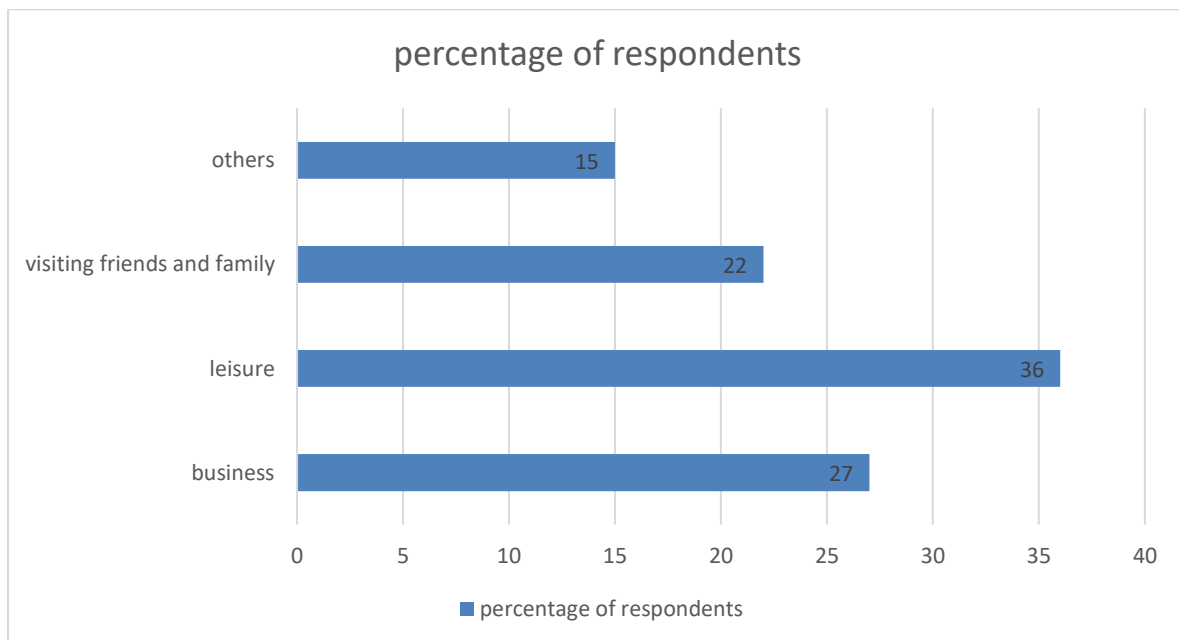
The above table shows the frequency of travel by the customers during a year. About none of the respondents travel less than once in a year, about 42% of the

respondents travel once in a year, about 13% of the respondents travel twice in a year, about 18% of the respondents travel three times a year, about 11% of the respondents travel four times a year and 16% of the respondents travel more than five times a year.

4.5 PURPOSE OF THE TRIP

The following table shows the purpose of the trip.

S. No.	Purpose of the trip	No. of Respondents	% Of Respondents
1	Business	14	27
2	Leisure	18	36
3	Visiting friends and family	11	22
4	Others	7	15
	Total	50	100



Interpretation

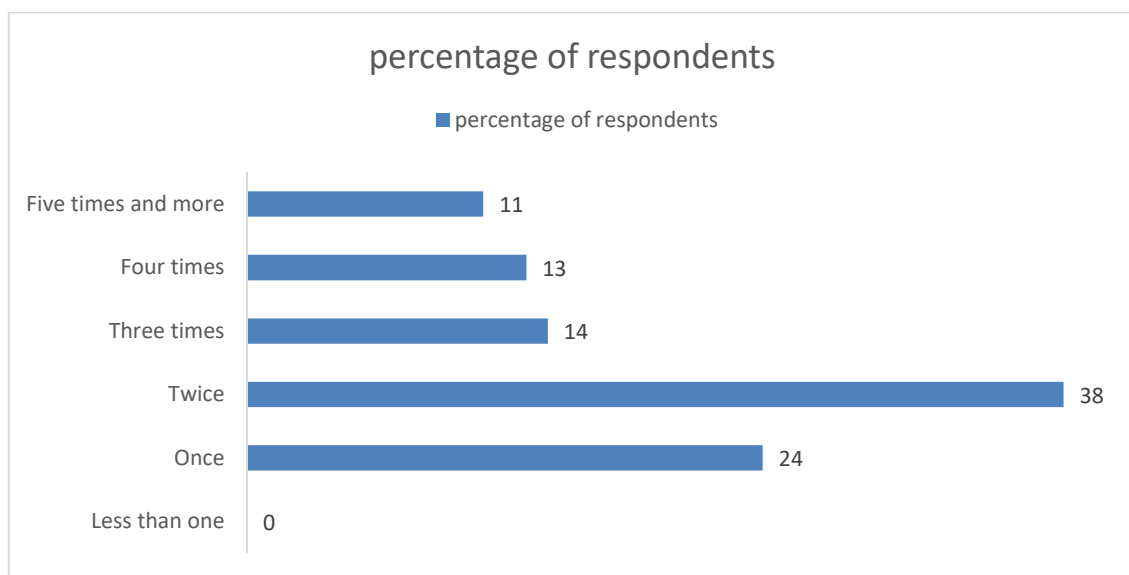
The above table shows the purpose of the trip. About 27% of the respondents travel for business purposes, about 36% of the respondents travel for leisure

purposes, about 22% of the respondents travel for visiting friends and family and about 15% of the respondents travel for other purposes.

4.6 USAGE OF TRAVEL AGENCY IN A YEAR

The following table shows the frequency of usage of travel agency by the customer in a year.

S. No.	Usage of travel agency in a year	No. of Respondents	% Of Respondents
1	Less than one	0	0
2	Once	12	24
3	Twice	19	38
4	Three times	8	14
5	Four times	6	13
6	Five times and more	5	11
	Total	50	100



Interpretation

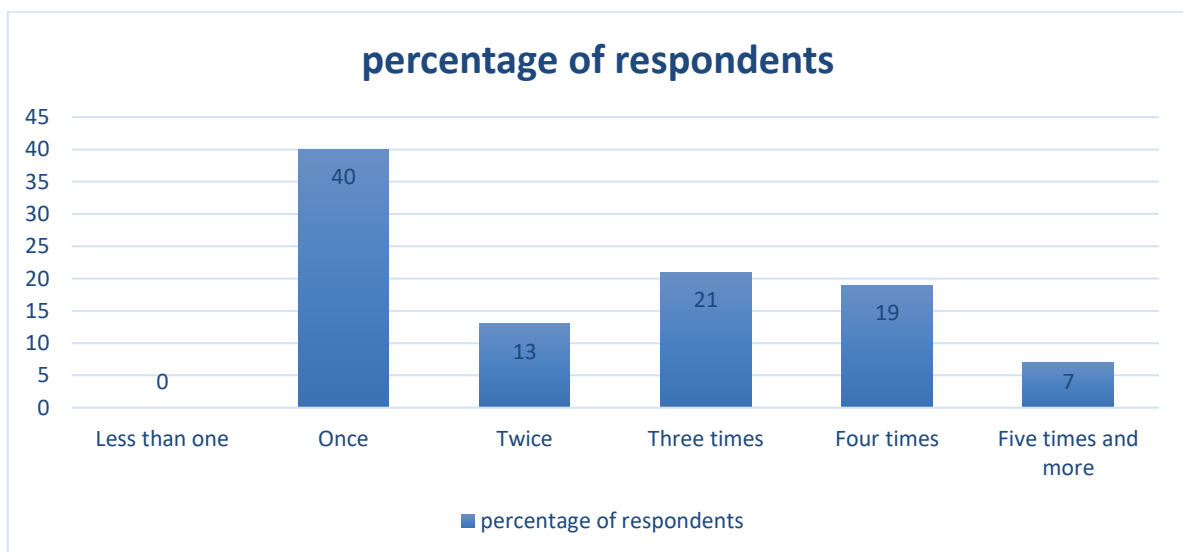
The above table shows the respondent's view regarding the frequency of usage of travel agency by them in a year. About none of the respondents use travel

agency less than once in a year, about 24% of the respondents are using travel agency once in a year, about 38% of the respondents are using travel agency twice in a year, about 14% of the respondents are using travel agency thrice in a year, about 13% of the respondents are using travel agency four times in a year and about 11% of the respondents are using travel agency more than five times in a year.

4.7 USAGE OF TOURISM WEBSITE IN A YEAR

The following table shows the use of tourism website by the customers in a year.

S. No.	Usage of tourism website in a year	No. of Respondents	% Of Respondents
1	Less than one	0	0
2	Once	20	40
3	Twice	7	13
4	Three times	11	21
5	Four times	9	19
6	Five times and more	3	7
	Total	50	100



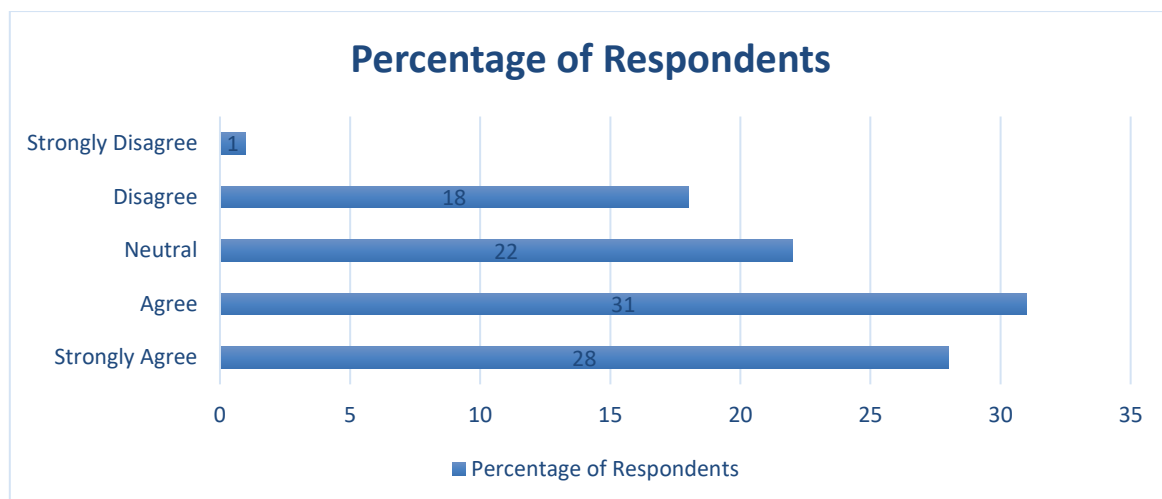
Interpretation

The above table shows the respondent's view regarding the use of tourism website by them in a year. About none of the respondents have used tourism website less than once in a year, about 40% of the respondents are using tourism website once in a year, about 13% of the respondents are using tourism website twice in a year, about 21% of the respondents are using tourism website thrice in a year, about 19% of the respondents are using tourism website four times in a year and about 7% of the respondents are using tourism website more than five times in a year.

4.8 ATTRACTIVE WEBSITE

The following table shows whether the users of e-tourism are satisfied with the attractive websites.

S. No.	Attractive websites	No. of Respondents	% Of Respondents
1	Strongly Agree	14	28
2	Agree	15	31
3	Neutral	11	22
4	Disagree	9	18
5	Strongly Disagree	1	1
	Total	50	100



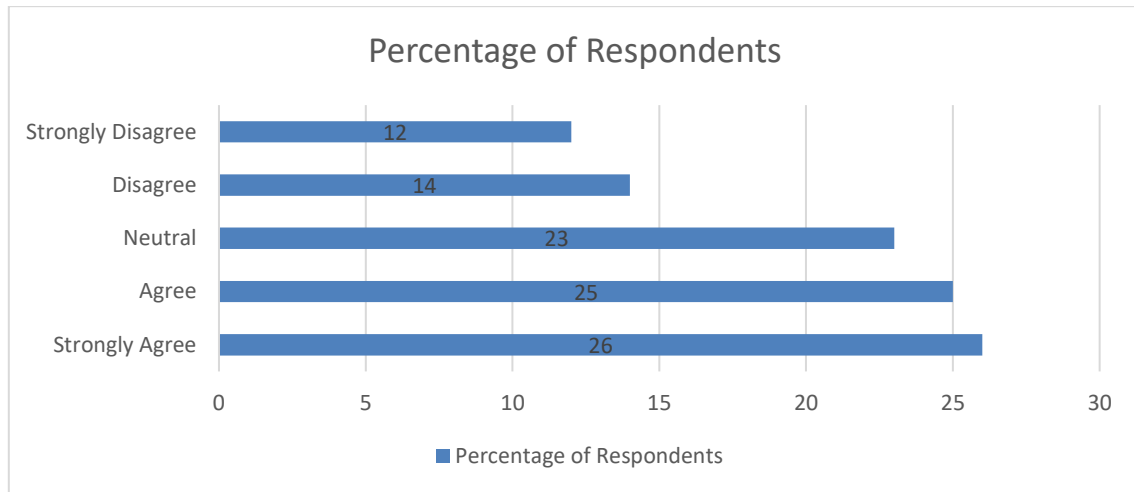
Interpretation

The above table shows the respondent's view regarding whether they are satisfied with the attractive websites of e-tourism. About 28% of the respondents strongly agree that they are satisfied with the attractive websites of e-tourism, about 31% of the respondents agree that they are satisfied with the attractive websites of e-tourism, about 22% of the respondents are in neutral that they are satisfied with the attractive websites of e-tourism, about 18% of the respondents disagree that they are satisfied with the attractive websites of e-tourism and 1% of the respondents strongly disagree that they are satisfied with the attractive websites of e-tourism.

4.9 FRIENDLINESS EASE OF USE

The following table shows the satisfaction level of the respondents regarding the friendliness and ease of use features of e-tourism.

S. No.	Friendliness ease of use	No. of Respondents	% Of Respondents
1	Strongly Agree	14	26
2	Agree	12	25
3	Neutral	11	23
4	Disagree	7	14
5	Strongly Disagree	6	12
	Total	50	100



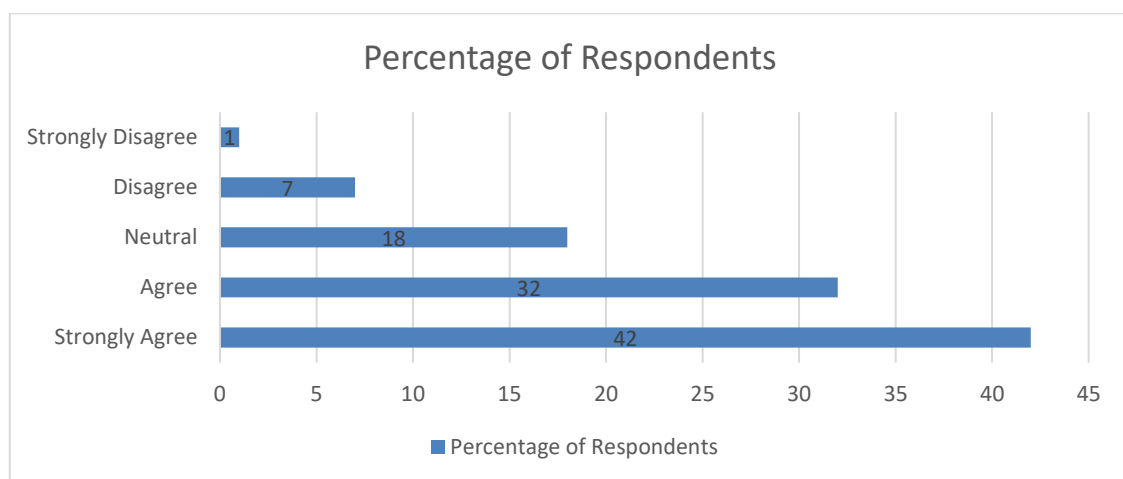
Interpretation

The above table shows the respondent's view regarding their satisfaction level on the friendliness and ease of use features of e-tourism. About 26% of the respondents strongly agree that they are satisfied with the friendliness and ease of use features of e-tourism, about 25% of the respondents agree that they are satisfied with the friendliness and ease of use features of e-tourism, about 23% of the respondents are in neutral that they are satisfied with the friendliness and ease of use features of e-tourism, about 14% of the respondents disagree that they are satisfied with the friendliness and ease of use features of e-tourism and 12% of the respondents strongly disagree that they are satisfied with the friendliness and ease of use features of e-tourism.

4.10 UNCLUTTERED SCREENS

The following table shows whether the respondents are satisfied with the uncluttered screens in e-tourism.

S. No.	Uncluttered screens	No. of Respondents	% Of Respondents
1	Strongly Agree	21	42
2	Agree	16	32
3	Neutral	9	18
4	Disagree	3	7
5	Strongly Disagree	1	1
	Total	50	100



Interpretation

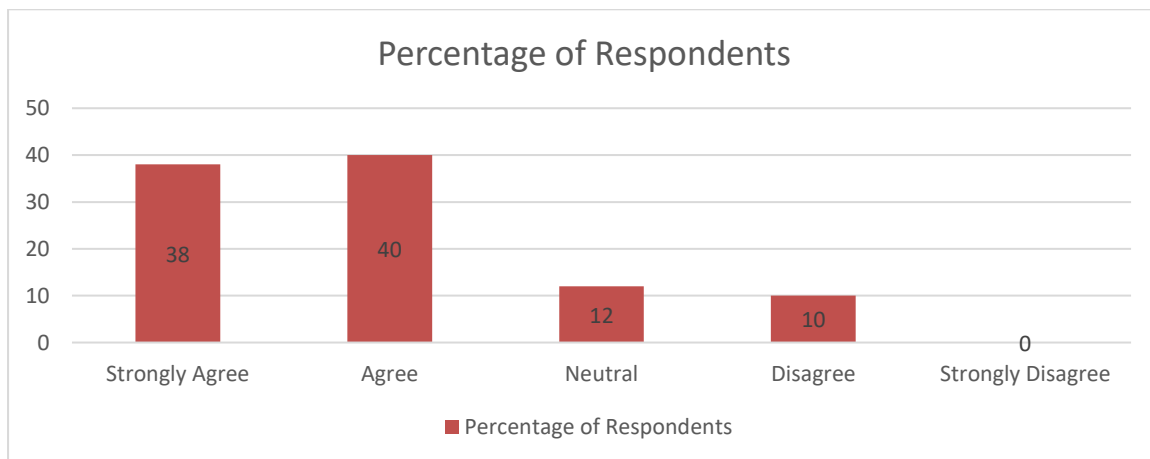
The above table shows the respondent's view regarding whether they are satisfied with the uncluttered screens in e-tourism. About 42% of the respondents strongly agree that they are satisfied with the uncluttered screens in e-tourism, about 32% of the respondents agree that they are satisfied with the uncluttered screens in e-tourism, about 18% of the respondents are in neutral that they are satisfied with the uncluttered screens in e-tourism, about 7% of the respondents disagree that they are satisfied with the uncluttered screens in e-

tourism and about 1% of the respondents strongly disagree that they are satisfied with the uncluttered screens in e-tourism.

4.11 PURCHASE ANY TIME

The following table shows whether the respondents are satisfied with the purchase any time feature of e-tourism.

S. No.	Purchase any time	No. of Respondents	% Of Respondents
1	Strongly Agree	19	38
2	Agree	20	40
3	Neutral	6	12
4	Disagree	5	10
5	Strongly Disagree	0	0
	Total	50	100



Interpretation

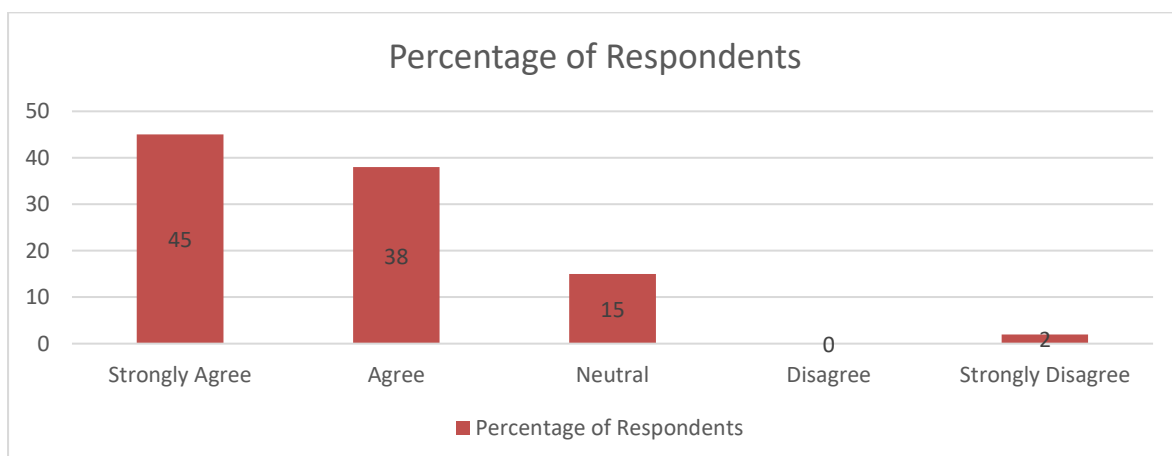
The above table shows the respondent's view regarding whether they are satisfied with the purchase any time feature of e-tourism. About 38% of the respondents strongly agree that they are satisfied with the purchase any time

feature of e-tourism, about 40% of the respondents agree that they are satisfied with the purchase any time feature of e-tourism, about 12% of the respondents are in neutral that they are satisfied with the purchase any time feature of e-tourism, about 10% of the respondents disagree that they are satisfied with the purchase any time feature of e-tourism and none of the respondent has a strong disagreement that they are satisfied with the purchase any time feature of e-tourism.

4.12 PURCHASE ANYWHERE

The following table shows whether the respondents are satisfied with the purchase from anywhere feature of e-tourism.

S. No.	Purchase anywhere	No. of Respondents	% Of Respondents
1	Strongly Agree	23	45
2	Agree	19	38
3	Neutral	7	15
4	Disagree	0	0
5	Strongly Disagree	1	2
	Total	50	100



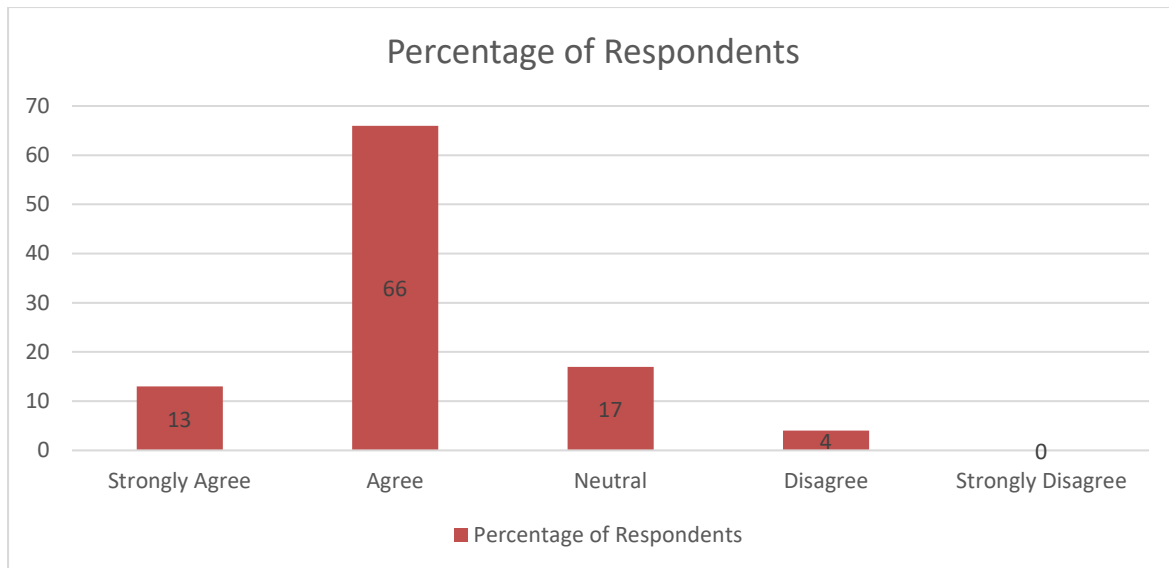
Interpretation

The above table shows the respondent's view regarding whether they are satisfied with the purchase from anywhere feature of e-tourism. About 45% of the respondents strongly agree that they are satisfied with the purchase from anywhere feature of e-tourism, about 38% of the respondents agree that they are satisfied with the purchase from anywhere feature of e-tourism, about 15% of the respondents strongly are in neutral that they are satisfied with the purchase from anywhere feature of e-tourism, none of the respondents disagree that they are satisfied with the purchase from anywhere feature of e-tourism and 2% of the respondents strongly disagree that they are satisfied with the purchase from anywhere feature of e-tourism.

4.13 TIME EFFICIENCY

The following table shows whether e-tourism results in time efficiency.

S. No.	Time efficiency	No. of Respondents	% Of Respondents
1	Strongly Agree	6	13
2	Agree	33	66
3	Neutral	9	17
4	Disagree	2	4
5	Strongly Disagree	0	0
	Total	50	100



Interpretation

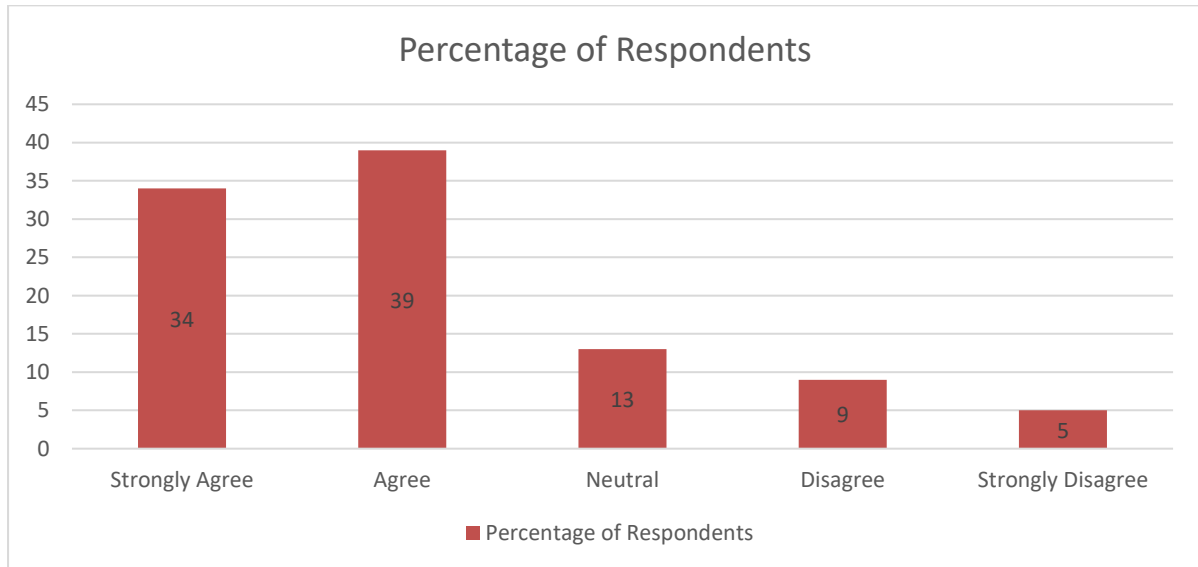
The above table shows the respondent's view regarding whether e-tourism results in time efficiency. About 13% of the respondents strongly agree that e-tourism results in time efficiency, About 66% of the respondents agree that e-tourism results in time efficiency, About 17% of the respondents are in neutral that e-tourism results in time efficiency, about 4% of the respondents has a disagreement that e-tourism results in time efficiency and none of the respondents has a strong disagreement to the statement that e-tourism results in time efficiency.

4.14 FORMAL PRIVACY

The following table shows whether there is formal privacy in using e-tourism.

S. No.	Formal privacy	No. of Respondents	% Of Respondents
1	Strongly Agree	17	34
2	Agree	20	39
3	Neutral	6	13
4	Disagree	5	9

5	Strongly Disagree	2	5
	Total	50	100



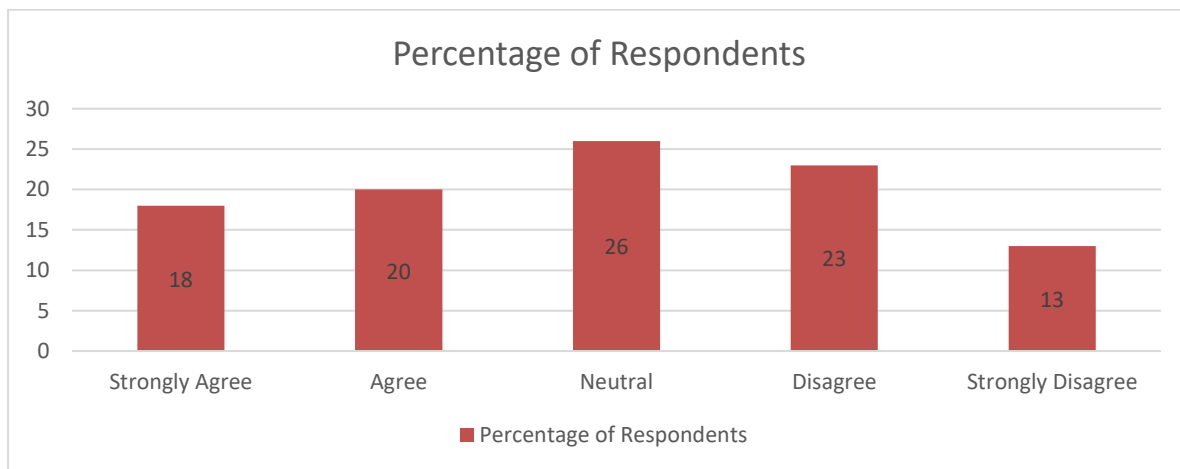
Interpretation

The above table shows the respondent's view regarding whether there is formal privacy in using e-tourism. About 34% of the respondents strongly agree that there is formal privacy in using e-tourism, about 39% of the respondents agree that there is formal privacy in using e-tourism, about 13% of the respondents are in neutral that there is formal privacy in using e-tourism, about 9% of the respondent disagree that there is formal privacy in using e-tourism and about 5% of the respondent strongly disagree that there is formal privacy in using e-tourism.

4.15 SAFE FEELING IN TRANSACTIONS

The following table shows whether the respondents feel safe while making financial transactions in tourism websites.

S. No.	Safe feeling in transactions	No. of Respondents	% Of Respondents
1	Strongly Agree	9	18
2	Agree	10	20
3	Neutral	13	26
4	Disagree	12	23
5	Strongly Disagree	6	13
	Total	50	100



Interpretation

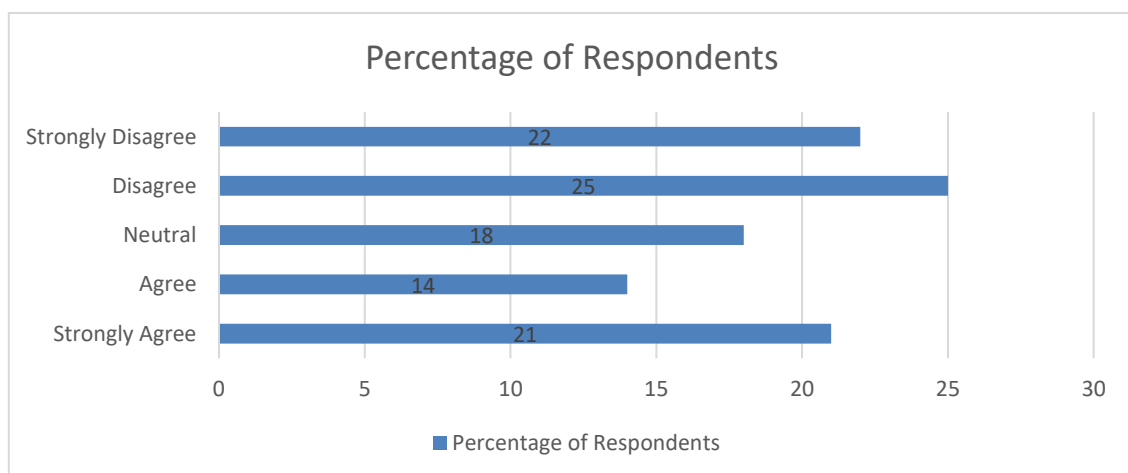
The above table shows the respondent's view regarding whether they feel safe while making financial transactions in tourism websites. About 18% of the respondents strongly agree that they feel safe while making financial transactions in tourism websites, about 20% of the respondents agree that they feel safe while making financial transactions in tourism websites, about 26% of the respondents are in neutral that they feel safe while making financial

transactions in tourism websites, about 23% of the respondents disagree that they feel safe while making financial transactions in tourism websites and 13% of the respondents strongly disagree that they feel safe while making financial transactions in tourism websites.

4.16 QUANTITY OF INFORMATION

The following table shows whether the respondents are satisfied with the quantity of information provided by these tourism websites.

S. No.	Quantity of information	No. of Respondents	% Of Respondents
1	Strongly Agree	11	21
2	Agree	7	14
3	Neutral	9	18
4	Disagree	12	25
5	Strongly Disagree	11	22
	Total	50	100



Interpretation

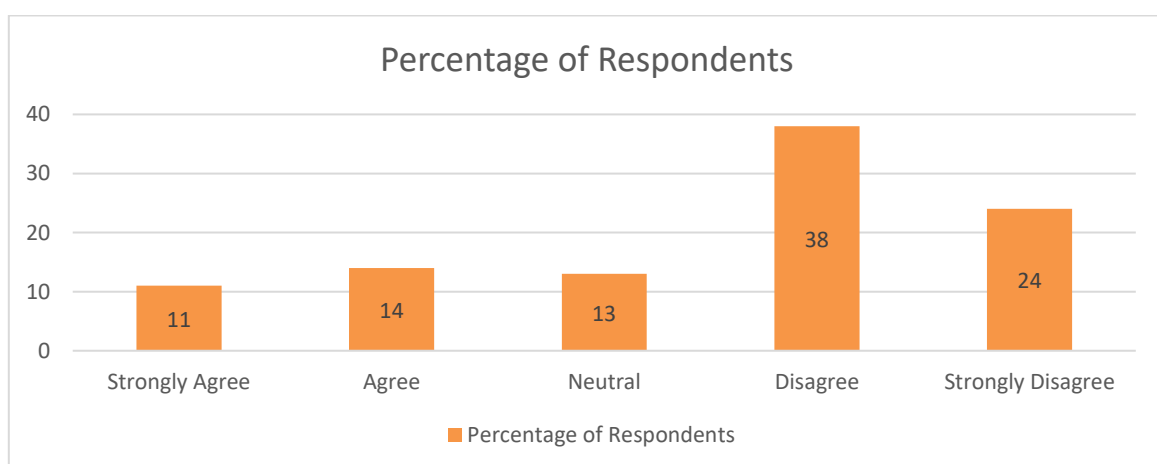
The above table shows the respondent's view regarding whether they are satisfied with the quantity of information provided by these tourism websites. About 21% of the respondents strongly agree that they are satisfied with the quantity of information provided by these tourism websites, about 14% of the

respondents agree that they are satisfied with the quantity of information provided by these tourism websites, about 18% of the respondents are in neutral that they are satisfied with the quantity of information provided by these tourism websites, about 25% of the respondents disagree that they are satisfied with the quantity of information provided by these tourism websites and 22% of the respondents strongly disagree that they are satisfied with the quantity of information provided by these tourism websites.

4.17 QUALITY OF INFORMATION

The following table shows whether the respondents are satisfied with the quality of information provided by the tourism websites.

S. No.	Quality of information	No. of Respondents	% Of Respondents
1	Strongly Agree	5	11
2	Agree	7	14
3	Neutral	7	13
4	Disagree	19	38
5	Strongly Disagree	12	24
	Total	50	100



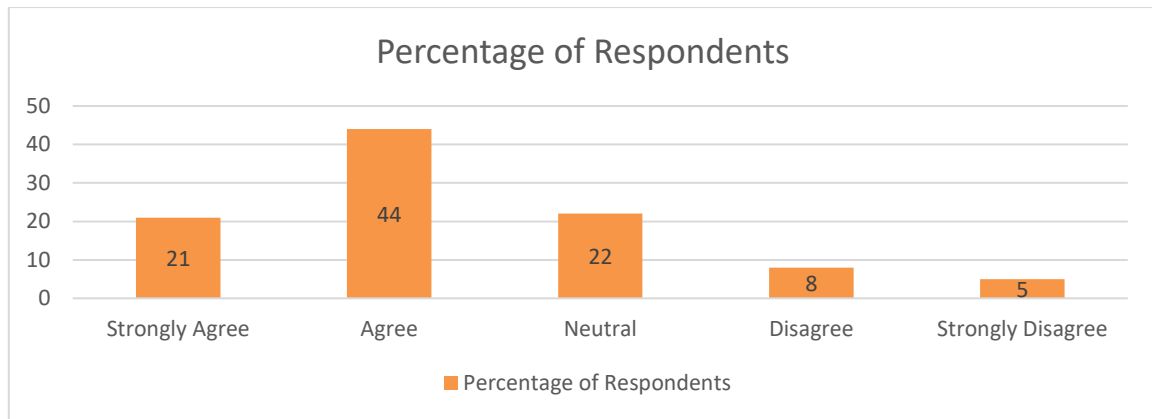
Interpretation

The above table shows the respondent's view regarding whether they are satisfied with the quality of information provided by the tourism websites. About 11% of the respondents strongly agree that they are satisfied with the quality of information provided by the tourism websites, about 14% of the respondents agree that they are satisfied with the quality of information provided by the tourism websites, about 13% of the respondents are in neutral that they are satisfied with the quality of information provided by the tourism websites, about 38% of the respondents disagree that they are satisfied with the quality of information provided by the tourism websites and about 24% of the respondents strongly disagree that they are satisfied with the quality of information provided by the tourism websites.

4.18 NUMBER OF TOURISM SERVICES

The following table shows whether the respondents are satisfied with the no.of services provided by the tourism websites.

S. No.	Number of tourism services	No. of Respondents	% Of Respondents
1	Strongly Agree	11	21
2	Agree	22	44
3	Neutral	11	22
4	Disagree	4	8
5	Strongly Disagree	2	5
	Total	50	100



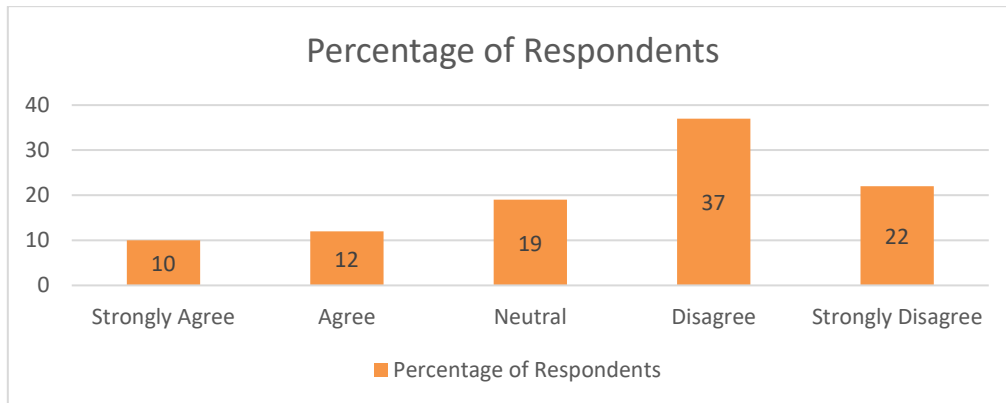
Interpretation

The above table shows the respondent's view regarding whether they are satisfied with the no.of services provided by the tourism websites. About 21% of the respondents strongly agree that they are satisfied with the no.of services provided by the tourism websites, about 44% of the respondents agree that they are satisfied with the no.of services provided by the tourism websites, about 22% of the respondents are in neutral that they are satisfied with the no.of services provided by the tourism websites, about 8% of the respondents disagree that they are satisfied with the no.of services provided by the tourism websites and about 5% of the respondents strongly disagree that they are satisfied with the no.of services provided by the tourism websites.

4.19 VARIETY OF TOURISM SERVICES

The following table shows whether the respondents are satisfied with the variety of services provided by these tourism websites.

S. No.	Variety of tourism services	No. of Respondents	% Of Respondents
1	Strongly Agree	5	10
2	Agree	6	12
3	Neutral	9	19
4	Disagree	19	37
5	Strongly Disagree	11	22
	Total	50	100



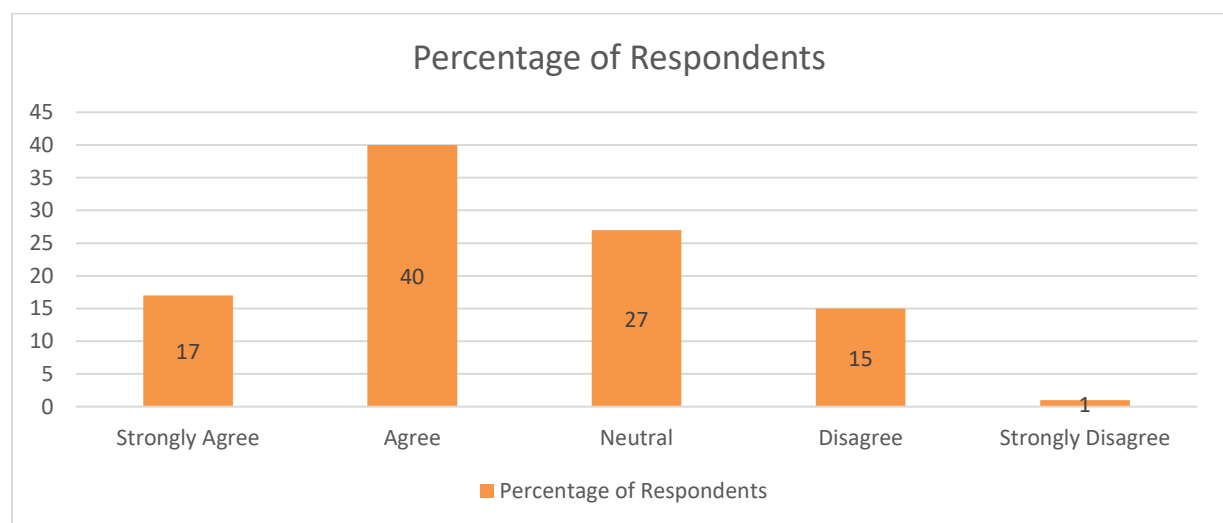
Interpretation

The above table shows the respondent's view regarding whether they are satisfied with the variety of services provided by these tourism websites. About 10% of the respondents strongly agree that they are satisfied with the variety of services provided by these tourism websites, about 12% of the respondents agree that they are satisfied with the variety of services provided by these tourism websites, about 19% of the respondents are in neutral that they are satisfied with the variety of services provided by these tourism websites, about 37% of the respondents disagree that they are satisfied with the variety of services provided by these tourism websites and about 22% of the respondents strongly disagree that they are satisfied with the variety of services provided by these tourism websites.

4.20 I INTEND TO BUY THE SERVICE ONLY AFTER VIEWING THE CUSTOMERS REVIEW

The following table shows whether the respondent purchase the service only after viewing the customers review.

S. No.	I intend to buy the service only after viewing the customers review	No. of Respondents	% Of Respondents
1	Strongly Agree	8	17
2	Agree	20	40
3	Neutral	14	27
4	Disagree	7	15
5	Strongly Disagree	1	1
	Total	50	100



Interpretation

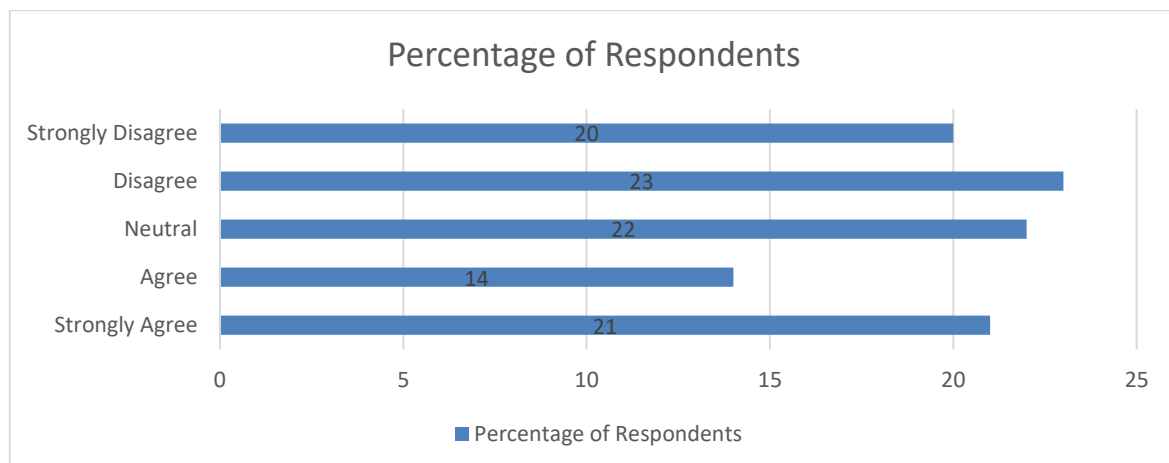
The above table shows the respondent's view regarding whether they would purchase the service only after viewing the customers review. About 17% of the respondents strongly agree that they would purchase the service only after viewing the customers review, about 40% of the respondents agree that they would purchase the service only after viewing the customers review, about 27% of the respondents are in neutral that they would purchase the service only after

viewing the customers review, about 15% of the respondents disagree that they would purchase the service only after viewing the customers review and about 1% of the respondents strongly disagree that they would purchase the service only after viewing the customers review.

4.21 I WOULD LIKE TO SHARE MY REVIEW ON THE TOURISM WEBSITE

The following table shows whether the respondents likes to share their review on these tourism websites.

S. No.	I would like to share my review on the tourism website	No. of Respondents	% Of Respondents
1	Strongly Agree	11	21
2	Agree	7	14
3	Neutral	11	22
4	Disagree	11	23
5	Strongly Disagree	10	20
	Total	50	100



Interpretation

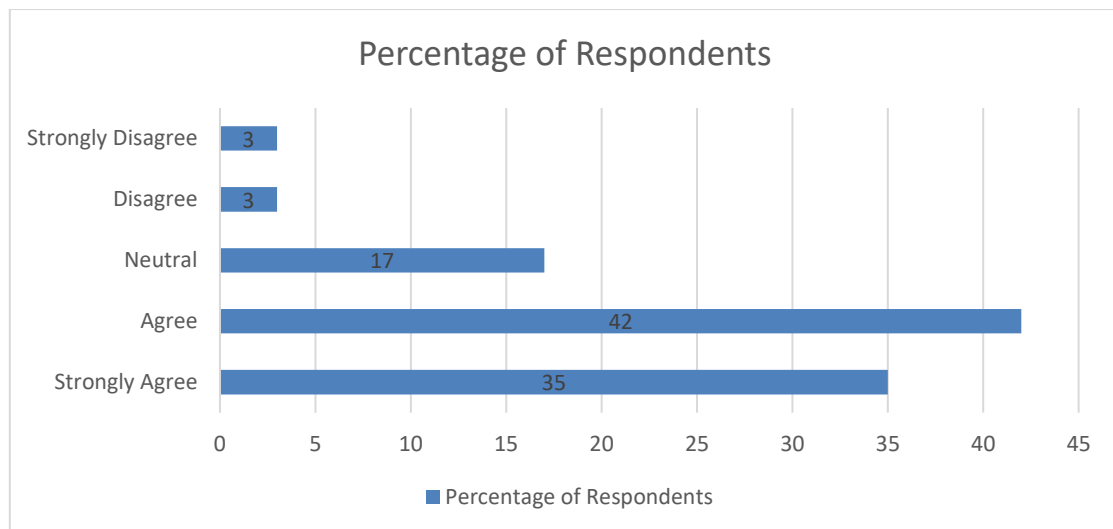
The above table shows the respondent's view regarding whether they like to share their review on these tourism websites. About 21% of the respondents

strongly agree that they would like to share their review on these tourism websites, about 14% of the respondents agree that they would like to share their review on these tourism websites, about 22% of the respondents are in neutral that they would like to share their review on these tourism websites, about 23% of the respondents disagree that they would like to share their review on these tourism websites and about 20% of the respondents strongly disagree that they would like to share their review on these tourism websites.

4.22 THE LIKELIHOOD OF PURCHASING THE SERVICE IS HIGH WHEN THERE IS POSITIVE REVIEW FOR THAT SERVICE

The following table shows whether the probability of purchasing a service is high when there is positive review about that service.

S. No.	The likelihood of purchasing the service is high when there is positive review for that service	No. of Respondents	% Of Respondents
1	Strongly Agree	18	35
2	Agree	21	42
3	Neutral	9	17
4	Disagree	1	3
5	Strongly Disagree	1	3
	Total	50	100



Interpretation

The above table shows the respondent's view regarding whether the probability of purchasing a service is high when there is positive review about that service. About 35% of the respondents strongly agree that the probability of purchasing a service is high when there is positive review about that service, about 42% of the respondents agree that the probability of purchasing a service is high when there is positive review about that service, about 17% of the respondents are in neutral that the probability of purchasing a service is high when there is positive review about that service, About 3% of the respondents disagree that the probability of purchasing a service is high when there is positive review about that service and about 3% of the respondents strongly disagree that the probability of purchasing a service is high when there is positive review about that service.

CHI SQUARE ANALYSIS

4.23 RELATIONSHIP BETWEEN GENDER AND THE SATISFACTORY LEVEL WITH THE ATTRACTIVE WEBSITE OF E-TOURSIM

The relationship between the gender of the respondents and the satisfactory level with the attractive website of e-tourism has been analysed using chi-square test.

Gender

S. No.	Gender	No. of Respondents	% Of Respondents
1	Male	27	55
2	Female	23	45
	Total	50	100

Attractive websites

S. No.	Attractive websites	No. of Respondents	% Of Respondents
1	Strongly Agree	14	28
2	Agree	15	31
3	Neutral	11	22
4	Disagree	9	18
5	Strongly Disagree	1	1
	Total	50	100

Null Hypothesis: There is no relationship between the gender of the respondents and the satisfactory level with the attractive website of e-tourism.

Alternative Hypothesis: There is relationship between the gender of the respondents and the satisfactory level with the attractive website of e-tourism.

O – Observed Frequency

E – Expected Frequency

Expected frequency of any cell = $\frac{(\text{Row total of any cell}) * (\text{Column total of any cell})}{\text{Overall Total}}$

Overall Total

Table No: 4.23 Chi Square Analysis

Gender Attractive websites of e tourism	Male	Female	Row Total
Strongly Agree	4	10	14
Agree	10	5	15
Neutral	9	2	11
Disagree	4	5	9
Strongly Disagree	0	1	1
Column Total	27	23	50

O	E	O-E	(O-E) ²	(O-E) ² / E
4	7.56	-3.56	12.67	1.68
10	6.44	3.56	12.67	1.96

10	8.1	1.9	3.61	0.45
5	6.9	-1.9	3.61	0.52
9	5.94	3.06	9.36	1.57
2	5.06	-3.06	9.36	1.85
4	4.86	-0.86	0.73	0.15
5	4.14	0.86	0.73	0.18
0	0.54	-0.54	0.29	0.54
1	0.46	0.54	0.29	0.63
			Calculated Value	9.55

Calculated Value = 9.55

Degrees of Freedom = $(r-1) * (c-1) = (5 - 1) * (2 - 1)$

= 4

Level of Significance = 5%

Table value = 9.49

Here the calculated value is higher than the table value ($CV > TV$ i.e $9.55 > 9.49$). So, reject H_0 , hence there is significant association between the gender of the respondents and the satisfactory level with the attractive website of e-tourism.

CHAPTER 5 - FINDINDS AND CONCLUSION

5.1 FINDINGS OF THE STUDY

- About 24 % of the respondents are below 18 years of age, about 21% of the respondent are between 18 to 24 years of age, 24% of the respondents are between 25 to 34 years of age, 11 % of the respondents are between 35 to 44 years of age, about 10% of the respondent are between 45 to 54 years of age and about 10% of the respondent are above 54 years of age.
- About 55% of the respondents are male and 45% of the respondents are female.
- About 30% of the respondent are full time employees, about 22% of the respondents are part time employees, about 2% of the respondent are unemployed, about 7% of the respondents are self-employed, about 5% of the respondent are home-makers, about 16% of the respondents are students and 18% of the respondents are retired population.
- About none of the respondents travel less than once in a year, about 42% of the respondents travel once in a year, about 13% of the respondents travel twice in a year, about 18% of the respondents travel three times a year, about 11% of the respondents travel four times a year and 16% of the respondents travel more than five times a year.
- About 27% of the respondents travel for business purposes, about 36% of the respondents travel for leisure purposes, about 22% of the respondents travel for visiting friends and family and about 15% of the respondents travel for other purposes.
- About none of the respondents use travel agency less than once in a year, about 24% of the respondents are using travel agency once in a year, about 38% of the respondents are using travel agency twice in a year, about 14% of the respondents are using travel agency thrice in a year,

about 13% of the respondents are using travel agency four times in a year and about 11% of the respondents are using travel agency more than five times in a year.

- About none of the respondents have used tourism website less than once in a year, about 40% of the respondents are using tourism website once in a year, about 13% of the respondents are using tourism website twice in a year, about 21% of the respondents are using tourism website thrice in a year, about 19% of the respondents are using tourism website four times in a year and about 7% of the respondents are using tourism website more than five times in a year.
- About 28% of the respondents strongly agree that they are satisfied with the attractive websites of e-tourism, about 31% of the respondents agree that they are satisfied with the attractive websites of e-tourism, about 22% of the respondents are in neutral that they are satisfied with the attractive websites of e-tourism, about 18% of the respondents disagree that they are satisfied with the attractive websites of e-tourism and 1% of the respondents strongly disagree that they are satisfied with the attractive websites of e-tourism.
- About 26% of the respondents strongly agree that they are satisfied with the friendliness and ease of use features of e-tourism, about 25% of the respondents agree that they are satisfied with the friendliness and ease of use features of e-tourism, about 23% of the respondents are in neutral that they are satisfied with the friendliness and ease of use features of e-tourism, about 14% of the respondents disagree that they are satisfied with the friendliness and ease of use features of e-tourism and 12% of the respondents strongly disagree that they are satisfied with the friendliness and ease of use features of e-tourism.
- About 42% of the respondents strongly agree that they are satisfied with the uncluttered screens in e-tourism, about 32% of the respondents agree

that they are satisfied with the uncluttered screens in e-tourism, about 18% of the respondents are in neutral that they are satisfied with the uncluttered screens in e-tourism, and about 1% of the respondents strongly disagree that they are satisfied with the uncluttered screens in e-tourism.

- About 38% of the respondents strongly agree that they are satisfied with the purchase any time feature of e-tourism, about 40% of the respondents agree that they are satisfied with the purchase any time feature of e-tourism, about 12% of the respondents are in neutral that they are satisfied with the purchase any time feature of e-tourism, about 10% of the respondents disagree that they are satisfied with the purchase any time feature of e-tourism and none of the respondent has a strong disagreement that they are satisfied with the purchase any time feature of e-tourism.
- About 45% of the respondents strongly agree that they are satisfied with the purchase from anywhere feature of e-tourism, about 38% of the respondents agree that they are satisfied with the purchase from anywhere feature of e-tourism, about 15% of the respondents strongly are in neutral that they are satisfied with the purchase from anywhere feature of e-tourism, none of the respondents disagree that they are satisfied with the purchase from anywhere feature of e-tourism and 2% of the respondents strongly disagree that they are satisfied with the purchase from anywhere feature of e-tourism.
- About 13% of the respondents strongly agree that e-tourism results in time efficiency, About 66% of the respondents agree that e-tourism results in time efficiency, About 17% of the respondents are in neutral that e-tourism results in time efficiency, about 4% of the respondents has a disagreement that e-tourism results in time efficiency and none of the respondents has a strong disagreement to the statement that e-tourism results in time efficiency.

- About 34% of the respondents strongly agree that there is formal privacy in using e-tourism, about 39% of the respondents agree that there is formal privacy in using e-tourism, about 13% of the respondents are in neutral that there is formal privacy in using e-tourism, about 9% of the respondent disagree that there is formal privacy in using e-tourism and about 5% of the respondent strongly disagree that there is formal privacy in using e-tourism.
- About 18% of the respondents strongly agree that they feel safe while making financial transactions in tourism websites, about 20% of the respondents agree that they feel safe while making financial transactions in tourism websites, about 26% of the respondents are in neutral that they feel safe while making financial transactions in tourism websites, about 23% of the respondents disagree that they feel safe while making financial transactions in tourism websites and 13% of the respondents strongly disagree that they feel safe while making financial transactions in tourism websites.
- About 21% of the respondents strongly agree that they are satisfied with the quantity of information provided by these tourism websites, about 14% of the respondents agree that they are satisfied with the quantity of information provided by these tourism websites, about 18% of the respondents are in neutral that they are satisfied with the quantity of information provided by these tourism websites, about 25% of the respondents disagree that they are satisfied with the quantity of information provided by these tourism websites and 22% of the respondents strongly disagree that they are satisfied with the quantity of information provided by these tourism websites.
- About 11% of the respondents strongly agree that they are satisfied with the quality of information provided by the tourism websites, about 14% of the respondents agree that they are satisfied with the quality of

information provided by the tourism websites, about 13% of the respondents are in neutral that they are satisfied with the quality of information provided by the tourism websites, about 38% of the respondents disagree that they are satisfied with the quality of information provided by the tourism websites and about 24% of the respondents strongly disagree that they are satisfied with the quality of information provided by the tourism websites.

- About 21% of the respondents strongly agree that they are satisfied with the no.of services provided by the tourism websites, about 44% of the respondents agree that they are satisfied with the no.of services provided by the tourism websites, about 22% of the respondents are in neutral that they are satisfied with the no.of services provided by the tourism websites, about 8% of the respondents disagree that they are satisfied with the no.of services provided by the tourism websites and about 5% of the respondents strongly disagree that they are satisfied with the no.of services provided by the tourism websites.
- About 10% of the respondents strongly agree that they are satisfied with the variety of services provided by these tourism websites, about 12% of the respondents agree that they are satisfied with the variety of services provided by these tourism websites, about 19% of the respondents are in neutral that they are satisfied with the variety of services provided by these tourism websites, about 37% of the respondents disagree that they are satisfied with the variety of services provided by these tourism websites and about 22% of the respondents strongly disagree that they are satisfied with the variety of services provided by these tourism websites.
- About 17% of the respondents strongly agree that they would purchase the service only after viewing the customers review, about 40% of the respondents agree that they would purchase the service only after viewing the customers review, about 27% of the respondents are in neutral that

they would purchase the service only after viewing the customers review and about 1% of the respondents strongly disagree that they would purchase the service only after viewing the customers review.

- About 21% of the respondents strongly agree that they would like to share their review on these tourism websites, about 14% of the respondents agree that they would like to share their review on these tourism websites, about 22% of the respondents are in neutral that they would like to share their review on these tourism websites, about 23% of the respondents disagree that they would like to share their review on these tourism websites and about 20% of the respondents strongly disagree that they would like to share their review on these tourism websites.
- About 35% of the respondents strongly agree that the probability of purchasing a service is high when there is positive review about that service, about 42% of the respondents agree that the probability of purchasing a service is high when there is positive review about that service, about 17% of the respondents are in neutral that the probability of purchasing a service is high when there is positive review about that service, About 3% of the respondents disagree that the probability of purchasing a service is high when there is positive review about that service and about 3% of the respondents strongly disagree that the probability of purchasing a service is high when there is positive review about that service.
- There is significant association between the gender of the respondents and the satisfactory level with the attractive website of e-tourism.

5.2 RECOMMENDATION

- E-tourism has to attract business travellers through exciting offers, gifts and combo packages. This helps in increasing the profitability of the e-tourism
- Tourism websites should be user friendly. Ease of use of these websites helps the customers to easily access information and pay for their planned trip.
- The quantity and quality of the information provided in the websites should be improved. Including more of pictorial representation than text helps these websites to attract customers
- There is hesitation for the customers to make payments in tourism websites. Therefore, e-tourism should improve their software security and assure customers of privacy of their furnished personal details.
- Most of the tourist feel that variety of tourism services can be increased. The feedback of each customer should be obtained. This can help e-tourism to get a ideology of increasing their variety of services.
- User generated content plays an important role in purchasing the service provided by e-tourism. Therefore, the websites should maintain their goodwill in order to increase their reputation
- These websites should concentrate on making the customers provide review for their service, as reviews of customers influence the potential buyers.

5.3 CONCLUSION

The objective of this study was to assess user satisfaction in online purchasing based on five influencing factors. The findings reveal that "Convenience" holds the greatest sway over user satisfaction in online services. Enhancing time efficiency, the ability to purchase from anywhere at any time, and cost-effectiveness contribute to user convenience, making it one of the foremost factors in e-tourism. When it comes to the merchandising aspect in tourism, factors such as a broader product selection, product information, and cost efficiency play significant roles. While product selection and cost efficiency have a notable impact on user satisfaction, the practical significance of the effect of product information is debatable. In terms of e-tourism serviceability, there is generally positive feedback. The availability of feedback and suggestions, along with useful links, contributes to a high satisfaction rate. However, a notable deficiency is the failure of e-tourism firms to send confirmation emails or SMS for bookings or reservations.

Site design also plays a pivotal role in e-satisfaction, particularly when websites are fast, user-friendly, and uncluttered. Personalization of packages on websites does not significantly influence e-satisfaction. The absence of special offers and complete packages on websites, compared to travel agencies, is a primary reason why people still prefer agencies for package creation. Therefore, website design should prioritize speed and user-friendliness. On the security front, respondents expressed dissatisfaction, indicating concerns about the misuse of personal information and the security of their financial details during online purchases. This lack of security perception poses a threat to e-tourism firms. However, it can be turned into an opportunity by ensuring secure online payments, protecting online passwords and account details, and preventing the misuse of customer information online compared to traditional travel agencies.

The study's findings offer valuable insights for managers in both e-tourism firms and traditional travel agencies looking to venture into the e-market. They underscore the importance of strategic planning in the realm of e-tourism, particularly in areas such as e-ticketing, e-reservations, online payment systems, multilingual and up-to-date website information. Furthermore, establishing a comprehensive and user-friendly approach to disseminating information to customers through online channels is crucial. This approach can foster trust among customers, ensuring their satisfaction and loyalty. It's worth noting that customer satisfaction directly influences loyalty within the e-tourism market. Lastly, there's a pressing need to invest in and develop e-tourism infrastructures to remain competitive in the evolving landscape of the industry. This proactive approach is essential to stay ahead in the future of the market.

REFERENCES

1. Pereira, H. G., de Fátima Salgueiro, M., & Rita, P. (2016). Online purchase determinants of loyalty: The mediating effect of satisfaction in tourism. *Journal of Retailing and Consumer Services*, 30, 279–291. doi:10.1016/j.jretconser.2016.01.003
2. Zhang, R., Zhang, X., & Liu, L. (n.d.). Construction and Empirical Study on the Evaluation Model of E-commerce Logistic Satisfaction. Academic Press.
3. Pilelienė, L., & Grigaliūnaitė, V. (2016). A model of website quality-based e-commerce satisfaction index. *Scientific Annals of Economics and Business*, 63(1), 29–46. doi:10.1515/saeb-2016-0103
4. Choi, S. B., & Kim, J. M. (2019). Multimedia mobile application e-commerce service satisfaction. *Multimedia Tools and Applications*, 78(5), 5217–5231. doi:10.1007/s11042-017-4865-9
5. Hamidi, H., & Moradi, S. (2017). Analysis of consideration of security parameters by vendors on trust and customer satisfaction in e-commerce. *Journal of Global Information Management*, 25(4), 32–45. doi:10.4018/JGIM.2017100103
6. Wail, D. (2018). Analysis of customer satisfaction level on e-commerce web fashion product. *Journal of Theoretical and Applied Information Technology*, 96(14).
7. Getele, G. K., & Jean, A. T. (2018). Impact of Business Process Re-Engineering (BPR) Implementation on Customer Satisfaction in E-Commerce Companies. *Journal of Electronic Commerce in Organizations*, 16(4), 41–52. doi:10.4018/JECO.2018100103
8. Ting, B., & Nam, I. (2016). A Comparative Study on Antecedents to the Customer Satisfaction with CrossBorder E-commerce in Korea and

- China. *Asia Marketing Journal*, 18(2), 63–93.
doi:10.15830/amj.2016.18.2.63
9. Suel, E., & Polak, J. W. (2017). Development of joint models for channel, store, and travel mode choice: Grocery shopping in London. *Transportation Research Part A, Policy and Practice*, 99, 147–162.
doi:10.1016/j.tra.2017.03.009
 10. Yin, D. (2018). Research on Fuzzy Comprehensive Evaluation of Passenger Satisfaction in Urban Public Transport. *Modern Economy*, 9(3), 528–535. doi:10.4236/me.2018.93034
 11. Xiao, G., Cheng, Q., & Zhang, C. (2019). Detecting Travel Modes Using Rule-Based Classification System and Gaussian Process Classifier. *IEEE Access: Practical Innovations, Open Solutions*, 7, 116741–116752.
doi:10.1109/ACCESS.2019.2936443
 12. Ravi, L., Subramaniaswamy, V., Vijayakumar, V., Chen, S., Karmel, A., & Devarajan, M. (2019). Hybrid location-based recommender system for mobility and travel planning. *Mobile Networks and Applications*, 24(4), 1226–1239. doi:10.1007/s11036-019-01260-4
 13. He, J., Liu, H., & Xiong, H. (2016). SocoTraveler: Travel-package recommendations leveraging social influence of different relationship types. *Information & Management*, 53(8), 934–950.
doi:10.1016/j.im.2016.04.003
 14. Cyr, D. (2008). “Modelling Website Design across Cultures: Relationships to Trust, Satisfaction and E-loyalty, ” *Journal of Management Information Systems*, 24 (4), pp. 47-72.
 15. Chang, C. and Hsu, Y. H. S. (2013). Assessing the Effect of Perceived Value, Service Quality and Customer Satisfaction in the Online Travel Industry, *Business and Management Review* Vol. 3(03) pp. 14 – 23.

16. Yang, X., Z. Ahmed, M. Ghingold, G. Boon, T. Mei and L. Hwa, (2003). Consumer preferences for commercial web site design: an Asia-Pacific perspective. *Journal of Consumer Marketing*, 20: 1.
17. Yoon, Y., and Uysal, M. (2005). An examination of the effects of motivation and satisfaction on destination loyalty: a structural model. *Tourism management*, 26(1), pp. 45-56.
18. Szymanski, M. D., Hise, T. R. (2000), Satisfaction: An initial examination, *Journal of Retailing*, 76(3), pp. 309-322.
19. Phuong, D. V. (2010). Evaluating tourists' satisfaction on E-tourism in Vietnam, Master Thesis submitted to Shu-Te University, Yan Chao, Kaohsiung, Taiwan, Republic of China.
20. Alagha, A. (2013). Requirements for improving Contemporary E-tourism Information systems in terms of customer satisfaction, Master Thesis Submitted to Department of Computer & Systems Sciences (DSV) Royal Institute of Technology (KTH) Stockholm, Sweden
21. Bethapudi, A. (2013). The Role of Ict in Tourism Industry, *Journal of Applied Economics and Business*, Vol. 1, Issue 4, pp. 67-79.
22. Cho, N. & Park, S. (2001). Development of electronic commerce user-consumer satisfaction index (ECUSI) for Internet shopping, *Industrial management and Data Systems*, 101(8), pp. 400-405.
23. Coker, B. (2013). Antecedents to Website Satisfaction, Loyalty, and Word-Of-Mouth, *Journal of Information Systems and Technology Management*, Vol. 10, No. 2, pp. 209-218.
24. Schaupp and Bélanger (2005) A Conjoint Analysis of Online Consumer Satisfaction, *Journal of Electronic Commerce Research*, Vol. 6, No. 2, pp. 95-111
25. Dargah, D. B. and Golrokhsari, H. (2012). E-tourism and Customer Satisfaction Factors, *International Journal of Advances in Management Science*, 1, pp. 35-40.

26. Avramovic, M. (2010). Information Communication Technology In The Function of Improvement of Competitive Position of Tourist Destination, Economics and Organization Vol. 7, No 2, pp. 209 - 217
27. Massomeh, M. (2006). Electronic Satisfaction in Tourism Industry, Master Thesis submitted to Luleå University of Technology.
28. Gupta, A. (2012). An Overview of Information Technology in Tourism Industry, International Journal of Applied Services Marketing Perspectives Vol. 1, No. 1, pp. 1-6.
29. Balasubramani, P., Rajamohan, A. (2011) Satisfaction Level of Tourists towards Online Shopping with reference to Puducherry. International Journal of Research in Management & Technology, 1 (2), 87-92.
30. Nikhashemi, S. R., Paim, L., Yasmin, F., Yousefi, A. (2013) Critical Factors in Determining Customer Satisfaction Toward Internet Shopping in Malaysia, International Journal of Business and Management Invention, 2 (1), 44-51.
31. Moharrer, M., Tahayori, H., Sadeghian, A. (2013) Drivers of Customer Satisfaction in Online Tourism-The Case of European Countries. Middle-East Journal of Scientific Research, 13 (9), 1172-1179.
32. Karim, R. A. (2013) Customer Satisfaction in Online Shopping: a study into the reasons for motivations and inhibitions. Journal of Business and Management, 11 (6), 13-20.
33. Alam, S. S., Yasin, N. M. (2010) An Investigation into the Antecedents of Customer Satisfaction of Online Shopping. Journal of Marketing Development and Competitiveness, 5(1), 71-78.
34. Singh, S. (2003). www.compareinfobase.com, paper presented in Seminar on Role of IT in Tourism Promotion, Lucknow, unpublished.
35. Dash, A. (2012) Online shopping and customer satisfaction: An Empirical investigation. International Journal of Research in Management, Economics and Commerce, 2 (11), 42-49

36. Balasubramani, P., Rajamohan, A. (2011) Satisfaction Level of Tourists towards Online Shopping with reference to Puducherry. *International Journal of Research in Management & Technology*, 1 (2), 87-92.
37. Zeithaml, V. A., & Bitner, M.J. (2003) *Service Marketing: Integrating Customer Focus Across the Firm*. Mc-Graw Hill, New York
38. Christensen, C. M., Johnston, M. C., & Barragree, A. (2000). *After the Gold Rush: Patterns of Success and Failure on the Internet*. Innosight, LLC.
39. Raghunath, A., & Panga, M. D. (2013). Problem and Prospects of E-Commerce. *Medicaps Institute of Techno Management*, 2, 59-68
40. Daviy, O. A., & Rebiazina, A. V. (2015). INVESTIGATING BARRIERS AND DRIVERS OF THE ECOMMERCE MARKET IN RUSSIA. *National Research University Higher School of Economics*, 3.
41. Whitson, G. P. (2015). *E-commerce in the 2000s*. Salem Press Encyclopedia
42. Daviy, O. A., & Rebiazina, A. V. (2015). INVESTIGATING BARRIERS AND DRIVERS OF THE ECOMMERCE MARKET IN RUSSIA. *National Research University Higher School of Economics*, 3.
43. Zabihollah, R., Kenneth, R. L., & W, H. K. (2006). Electronic Commerce Education: Analysis of Existing Courses. *Accounting Education: An International Journal*, 15, 73-88.
44. Zaveri, M. B. (2008). *E-Commerce: Challenges and Opportunities*.
45. Featherman, M., Valacich, J., & John . (2006). Is that authentic or artificial? Understanding consumer perceptions of risk in eservice encounters; *Information System Journal*, 16, 107-134.
46. Stead, J. (2001). Ethical issues in Electronic Commerce. *Journal of Business Ethics*, Vol.34, 75-85.
47. Kshetri, N. B. (2001). Determinants of the Locus of Global E-commerce. *Electronic Markets*, 11, 250-257.

- 48.Srinivasan R (2001): —Health Insurance in India, Health and Population Perspectives and Issues, Vol. 24, No. 2, pp. 65-72
- 49.Mahal A. (2000): —Private Entry into Health Insurance in India: An Assessment, Private Health Insurance and Public Health Goals in India, Report on a National Seminar, World Bank, New Delhi, May.
- 50.Zeithaml, V. A. & Bitner, M. J. 2003. Service Marketing, New York – McGraw Hill.
- 51.Srinivasan R (2001): —Health Insurance in India, Health and Population Perspectives and Issues, Vol. 24, No. 2, pp. 65-72.
- 52.Robertson, R.A. (2005), “A framework of critical drivers in successful business-to-business e-commerce”, Proceedings of the IEEE Southeast Conference, pp. 378-383.
- 53.Chowdhury Javid A. (2004): —Recent Welfare Schemes: An Assessment, Economic and Political Weekly, July 10-16, Vol. 39, No. 28, pp. 3165-3170.
- 54.Norhayati, A.M. (2000), “Barriers to putting businesses on the Internet in Malaysia”, Electronic Journal of Information Systems in Developing Countries, Vol. 2, No. 6, pp. 1-6
- 55.Cho, Y, C and Jerome, J.(2009) ‘Assessing Use Acceptance And Satisfaction Towards Online Travel Agencies’ College of Business Administration, Hawaii Pacific University, Honolulu, HI,USA
- 56.Ekinici, Y. and Cobanoglu, C. (2007) ‘An Empirical Analysis Of Internet Users Intention To Purchase Vacations Online’ School of Management Studies for the Services Sector University of Surrey, Guildford, GU2 7XH, UK
- 57.Huhns, M (2000), ‘An Agent-Based Global Economy’. IEEE Internet Computing, Vol 4, No 6, pp 83-84.

- 58.Zhang, Y., Fang, Y., Wei, K., Ramsey, E., McCole, P., & Chen, H. (2011). Repurchase intention in B2C e-commerce - a relationship quality perspective. *Information & Management*, 48(6), 192-200.
- 59.Herrero, Á., San Martín, H., & Hernández, J. (2015). How online search behavior is influenced by user-generated content on review websites and hotel interactive websites. *International Journal of Contemporary Hospitality Management*, 27(7), 1573-1597.
- 60.Buhalis, D., &Deimezi, O. (2004). E-tourism developments in Greece: Information communication technologies adoption for the strategic management of the Greek tourism industry. *Tourism and Hospitality Research*, 5(2), 103-113.
- 61.Ramos, C. (2008). Aintegração dos sistemas de informação e do turismo, o caso IMPACTUR. In: CONFERÊNCIA DA ASSOCIAÇÃO PORTUGUESA DE SISTEMAS DE INFORMAÇÃO, 8., 2008. Anais...
- 62.Jaremen, D. (2016). Advantages from ICT usage in Hotel Industry. *Czech Journal of Social Sciences Business and Economics*, 5(3), 6-18.
- 63.Di Pietro, L., Di Virgilio, F., & Pantano, E. (2011). Social network for the choice of tourist destination: attitude and behavioural intention. *Journal of Hospitality and Tourism Technology*, 3(1), 60-76.
- 64.Leung, D., Law, R., Van Hoof, H., &Buhalis, D. (2013). Social media in tourism and hospitality: A literature review. *Journal of Travel & Tourism Marketing*, 30(1-2), 3-22.
- 65.Buhalis, D., & Law, R. (2008). Progress in information technology and tourism management: 20 years on and 10 years after the Internet - The state of eTourism research. *Tourism Management*, 29(4), 609-623.

ANNEXURE

QUESTIONNAIRE

Demographic profile

1. What is your age? (Broad range)
 - Under 18
 - 18-24
 - 25-34
 - 35-44
 - 45-54
 - Above 54
2. Which gender do you identify most with?
 - Male
 - Female
3. What is your current employment status?
 - Full-time employment
 - Part-time employment
 - Unemployed
 - Self-employed
 - Home-maker
 - Student
 - Retired
4. How many times do you travel in a year
 - Less than one
 - Once
 - Twice

- Three times
- Four times
- Five times or more

5. Purpose of the trip

- Business
- Leisure
- Visiting friends and family
- Others

6. Use of travel agency per year

- Less than one
- Once
- Twice
- Three times
- Four times
- Five times or more

7. Use of tourism websites per year

- Less than one
- Once
- Twice
- Three times
- Four times
- Five times or more

S. No	Particulars	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
	Site design					
8	Attractive website					
9	Friendliness ease of use					
10	Uncluttered screens					
	Convenience					
11	Purchase any time					
12	Purchase anywhere					
13	Time efficiency					
	Financial security					
14	Formal privacy					
15	Safe feeling in transactions					
	Product information					
16	Quantity of information					
17	Quality of information					
	Product offering					
18	Number of tourism services					
19	Variety of tourism services					
	User generated content					
20	I intend to purchase the service only after viewing the customers review					

21	I would like to share my review on the tourism website					
22	The likelihood of purchasing the service is high when there is positive review for that service					