

The Influence of Travel Motivations and Social Factors on Travel Web Site Usage among Malaysian Travellers

Norzalita Abd Aziz^{**}, Ghazali Musa^{*} and Ainin Sulaiman^{***}

Abstract

In this study the framework is developed based on the theory of reasoned action. This paper seeks to examine the influences of travel motivations and social factors on future intention to use travel web sites. Data was collected using multistage cluster sampling among employees in selected organisations in the Klang Valley of Malaysia. A total of 679 questionnaires were returned and analysed. The results showed that the travel motivation of entertainment and sports activities have positive influences on hedonic-based future intention to use travel web sites. On the other hand, travel motivation of familiar destination has negative influences on the similar criterion. The social factor of human interaction was not only more important than media exposure but also the strongest predictor of both hedonic-based and utilitarian-based future intention to use travel web sites. Based on these findings, the paper highlights its theoretical, marketing and managerial contributions.

Key words: Malaysia, Social Factor, Travel Motivation, Travel Web Sites

JEL classification: M15 and M37

1. Introduction

Tourism is one of the fastest growing sectors in the economies of many countries (Page, Brunt, Busby, & Connell, 2001). This sector of the economy

^{*}Corresponding author. Ghazali Musa is an Associate Professor in the Department of Marketing, Faculty of Business and Accountancy, University of Malaya, 50603 Kuala Lumpur, Malaysia, email: ghaz8zz@gmail.com.

^{**}Norzalita Abd Aziz is an Associate Professor in the Graduate School of Business, Universiti Kebangsaan Malaysia, 43600 UKM Bangi, Malaysia, e-mail: norzalita@yahoo.com.

^{***}Ainin Sulaiman is a Professor in the Department of Operations and Management Information Systems, Faculty of Business and Accountancy, University of Malaya, 50603 Kuala Lumpur, Malaysia, e-mail: ainins@um.edu.my.

is an information-intensive industry in which electronic commerce plays a very significant role (Werthner & Ricci, 2004). Today, the majority of travel products and services are purchased through the Internet (Tierney, 2000). The ubiquitous nature of the Internet and its global access has made it an extremely effective mode of communication between businesses and customers (Rowley, 2001). The online transactions in the tourism industry have grown continuously even during the economic downturn in the late 1990s. The Internet provides consumers with useful information, effective decision making strategies and online experiences.

Commercial use of the Internet has also been regarded as a powerful source of competitive advantage in global markets. The report from the United Nations Conference on Trade and Development (UNCTAD) (2000) indicated that governments, tour operators, hotels, airlines and travellers are affected by the changes brought about by electronic commerce. UNCTAD (2000) added that these changes have presented opportunities, especially for a developing country to improve its relative position in the international market. Hanson (2000) added that the Internet can be a vital marketing tool, which is the online equivalent of 'word of mouth' for many industries. For tourism organisations, its adoption is no longer an option: "if you are not online, you are not on sale" (WTO, 1999).

In 2008, tourist arrivals in Malaysia were 22.1 million which is substantially higher than its neighbours which have stronger tourism images: Singapore (7.8 million) and Thailand (14.6 million) (UNWTO World Tourism Barometer, 2009). In Malaysia, travellers increasingly purchase tickets on-line. According to Sulaiman, Ng, and Mohezar (2008), 56.4 per cent of their 500 respondents in Kuala Lumpur purchased tickets online within the last two years. The rate of Internet penetration in Malaysia is at 33.3 per cent and by the end of 2010 it is expected to reach 50 per cent (Bernama, 2010).

The rapidly growing importance of the Internet in e-commerce as a source of information demands a greater understanding of users' acceptance of electronic tourism. The knowledge is necessary not only for strategic marketing formulation, but also for the design of the web site features that are superior from competitors. Worldwide studies have been carried out to explore customers' acceptance of travel web sites: United States (Park, Gretzel, & Sirakaya-Turk, 2007), India (Vathianathan & Roy, 2009) and Taiwan (Lin, 2010). In Malaysia, there were three similar studies (Ahmad & Juhdi, 2008; Sulaiman et al., 2008; Zailani, Kheng, & Fernando, 2008). The focus of these studies was mainly on how web site characteristics and features influence the Internet users. Their works, however, lacked in

theoretical underpinnings and employed relatively weak sampling methods.

Generally, in the study of Internet usage, little emphasis has been given to examining the role of subjective norms (others' opinion) (Gefen & Straub, 1997; Bhattacharjee, 2000). More importantly, to the authors' knowledge, there is no study making an attempt to understand the role of travel motivation in influencing users' intention to use travel web sites. Therefore, this knowledge is required to enable web site owners to restructure their Internet marketing in order to induce potential customers to visit their web sites. In line with this issue, the present study attempts to address the following questions: (1) What is the relationship between travel motivation and intention to use travel web sites? (2) What is the relationship between social factor and intention to use travel web sites?

In search for the answers to the above research questions, the two models that are commonly used are the theory of reasoned action (TRA) and the technology acceptance model (TAM). According to Hsu and Lin (2008), TRA has become a widely accepted model for exploring individual's behaviour. Moreover, TAM is an adaptation of the TRA in the field of information system. Hence, this research adopts TRA.

Based on the research questions above, the following research objectives were formulated:

- 1) To examine the influence of travel motivations on future intention to use travel web sites; and
- 2) To identify the influence of social factors on future intention to use travel web sites.

Following this short introductory section, this paper proceeds to review articles related to the study area. This includes the theory of reasoned action, behaviour intention to use travel web sites, travel motivation, social factors and related studies in Malaysia. Following that, the research framework and hypotheses will be laid out. The next sections detail the description of methodology and results of this study. Before drawing out a final conclusion, there will be discussion on the crucial findings of this study.

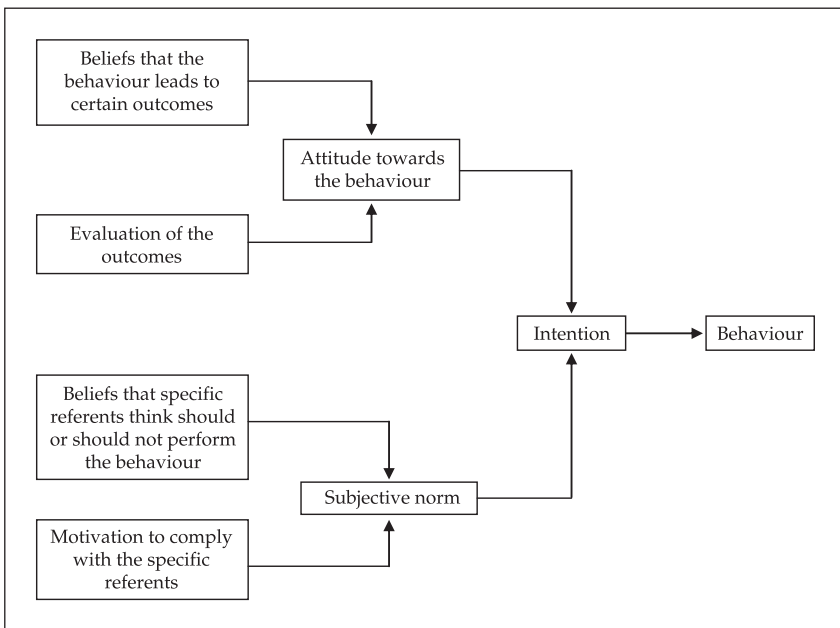
2. Literature review

Travellers usually carry out extensive search for information when planning for their holidays (Sparks & Pan, 2009; Dey & Sarma, 2010). This is expected

as decision making process pertaining to travelling is associated with high price and high risk (Mill & Morrison, 1985). As the decision making process is dynamic, many of them rely on various information sources (Fodness & Murray, 1997; Mok & Armstrong, 1996). Currently, the principal emerging source of information is the Internet. Since the Internet usage concerns with action or performing of behaviour, the phenomenon could be guided by the established theory of reasoned action.

2.1 Theory of reasoned action (TRA)

Figure 1: The theory of reasoned action (TRA)



Source: Schiffman and Kanuk (2000). Adapted from Icek Ajzen and Martin Fishbein, *Understanding Attitudes and Predicting Social Behaviour*, 1980

According to Ajzen and Fishbein (1980), the theory of reasoned action (TRA) is a general model which explains all human behaviour. It was created by Fishbein and Ajzen (1975) utilising Fishbein’s attitude measurement method (Refer Figure 1). Fishbein hypothesises that a person’s behavioural intention is determined by attitudinal (personal) and normative (social) components. The personal attitude refers to the person’s

judgment of being in favour of or against performing behaviour. On the other hand, the subjective norm is the person's perception of the social pressure to perform the behaviour in question (Lee & Green, 1991, p. 290). While Fishbein's methodology was used to evaluate attitudes towards an object, TRA was created to evaluate attitudes towards performing behaviour.

TRA is based on the assumption that humans are rational information-processing beings who use available information to make behavioural decisions (Fishbein, 1979). According to Fishbein and Ajzen (1975), a behavioural intention measure will predict the performance of any act. The model introduces behavioural intention, a variable that proposes to measure a mental state of readiness to perform behaviour. TRA is a comprehensive integration of attitude components incorporating cognitive, affective, and conative elements that provide a comprehensive explanation and prediction of behaviour (Schiffman & Kanuk, 2000). In understanding a consumer's intention to use or consume, marketers need to measure the subjective norms that will influence a consumer's intention to act. The subjective norm involves assessing a consumer's feelings as to what the consumer believes of his/her relevant others would think about his/her anticipated actions. This can be achieved through assessing the normative beliefs and individual's motivation to comply with each of the relevant others. The consumer's relevant others include his/her family members, friends, co-workers, roommates, etc.

TRA has been widely used as a framework in different research settings. The framework has been used by Khanna, Kavookjian, Scott, Kamal, Miller and Neal (2009) to explain physicians' intentions to measure Body Mass Index in children and adolescents as well as by Lada, Tanakinjal, and Amin (2009) in predicting the intention to choose *halal* products among the Malaysian consumers. This model was also applied in information system/technology research as well. For example, Nor, Shanab, and Pearson (2008) used TRA to determine factors that influence an individual's intention to use technology while Peslak, Ceccucci, and Sendall (2010) used TRA to study instant messaging behaviour. TRA has also been used in the tourism research area (Ryu & Han, 2010; Lam, Cho, & Qu, 2007).

2.2 *Behavioural intention to use travel web sites*

Behaviour is defined as a specific action directed at some target objects and occurs in a situational or environmental context at a particular time (Peter & Olson, 1999, p. 137). Behavioural intention is linked to oneself and future action that is created through a choice or decision process involving

the integration of attitudes, beliefs and subjective norms (Peter & Olson, 1999).

The intention is a mental state of readiness to perform behaviour. As earlier stated by Fishbein and Ajzen (1975), a behavioural intention measure will predict the performance of any act. According to Chen, Gillenson, and Sherrell (2002), there are strong theoretical and empirical correlations between intention to engage and the actual behaviour. They found that the behavioural intention to use a virtual store is a significant factor in predicting the actual usage of the virtual store among consumers. Empirical research has shown that attitude is not a significant mediating variable and the reduced model has been used successfully (Venkatesh & Davis, 1996; Venkatesh, 1999). In this study, the authors have chosen to use behavioural intention as a surrogate to the actual behaviour and define it as future intention to use travel web sites.

Fakeye and Crompton (1991) stated that experienced travellers do not need an extensive amount of information to help them in their travel decisions. This claim is supported by Kerstetter and Cho (2004) who believed that individuals with greater levels of prior knowledge, such as experience and familiarity with a destination are less likely to use and place trust in the Internet as a source of information to travel. Kaplanidou and Vogt (2006) indicated that the usefulness of the web site would increase the motivation to travel.

2.3 The role of travel motivation

The role of travel motivation on travel web site usage is yet to be explored. However, it is generally accepted that an action is triggered by a motivated behaviour (Moutinho, 1987). Cooper, Fletcher, Gilbert, and Wanhill (1998) wrote that a motivated behaviour is aroused from a force of 'need'. This need as stated by Fodness (1994) generates an uncomfortable level of tension within the individual's mind and body resulting in the individual taking action to release it, and thereby satisfying the need. By understanding consumers' needs, marketers could then better develop products and services as solutions to release the individuals' tension (Hawkins, Best, & Coney, 1998).

Understanding travel motivation is crucial in predicting tourists' future travel patterns. Among the most widely used travel motivation concepts are the 'push' and 'pull' factors which were introduced by Dann (1977). The concept inspired many later works such as Cha, McClearly, and Uysal (1995), Uysal and Hagan (1993), Crompton (1979), Pearce and Caltabiano (1983), Crompton, Fakeye, and Lue (1992) and Baloglu and

Uysal (1996). Dann (1977) theorised that people travel because they are pushed and pulled to do so by forces of motivational factors. Tourists are pushed by motivational variables which create the desire for them to travel, and pulled by motivational variables which represent the attractive destination attributes (Crompton, 1979; Christensen, 1983).

Many empirical studies revealed that motivation dimensions are more than just the simple 'push' and 'pull' factors. In fact, the proliferation of the various travel motivation factors indicates that this construct is dynamic and temporally and spatially unique. The following are some of the examples. Cha et al. (1995) revealed six distinct motivation factors of the Japanese travellers which consist of relaxation, knowledge, adventure, travel bragging, family and sports. Gitelson and Kerstetter (1990) examined the relationship between socio-demographic profile and benefits sought by travellers. They argued that the benefits of travel could explain the reasons why people travel (travel motivation). Four travel motivation dimensions were identified, i.e. relaxation, excitement, social and exploration. Four travel motivation factors also emerged in Ryan and Glendon's (1998) study: social, relaxation, intellectual and competency dimensions.

Fodness (1994) indicated that tourism marketers must have an in-depth understanding on the motivational factors that lead to travel decisions in order to market their tourism services and destinations successfully. Abd Aziz and Ariffin (2009) stated that since travel motivation influences tourists' behaviours, it could be hypothesised that

H1: Travel motivations have influence on future intention to use travel web sites.

2.4 Social factors

Social factor (subjective norm) is defined as the perceived social pressure to perform or not to perform behaviour (Ajzen, 1991). The influence of social factors on behaviour is well established in prior studies (see Vogt & Fesenmaier, 1998; Gitelson & Crompton, 1983). Studies by Ajzen and Fishbein (1980), Moutinho (1987), and Schiffman and Kanuk (2000) indicated that social factors (subjective norms) affect the behavioural intention of consumers. Social factors are also considered as one of the critical constructs in determining how users make decisions in adopting or using new technologies (Venkatesh & Morris, 2000). As stated earlier, despite its importance, minimal focus has been given to these factors in the context of technology acceptance research (Gefen & Straub, 1997; Bhattacharjee, 2000).

Fishbein and Ajzen (1975) stated that an individual's performance in specific behaviour is influenced by his/her behavioural intention, and this is jointly determined by individual attitudes and subjective norms. Users may be compelled to participate in an activity because they want to belong to a community (Hsu & Lu, 2004). Peter and Olsen (1994) divided the components of the subjective norms into two: interpersonal and external influences. The former relates to influences from friends, family, colleagues and experienced users. On the other hand, external influences include influences from mass media, expert opinions and other non-personal information. According to Ahmad and Juhdi (2008), recommendations and information from friends and family members are considered to be the most important travel information sources for travelling purposes. Thus, it could be hypothesised that:

H2: Social factors have an influence on future intention to use travel web sites.

2.5 Studies on Internet users in Kuala Lumpur

In Malaysia, there are three studies carried out on travel web site usage (Ahmad & Juhdi, 2008; Sulaiman et al., 2008; Zailani et al., 2008). Ahmad and Juhdi (2008) identified factors which influenced the Internet users' intention to adopt online services for travelling in Klang Valley. They discovered that beliefs, social factors, self-efficacy and travel web site effectiveness had significant relationships with consumer intention to adopt e-services. They also recommended that travel planners and web marketers should simplify the e-service process and provide more detailed information. The limitation of this study lies in its extremely small sample (92) and furthermore, it is limited to e-group subscribers. This limits the generalisation of the findings as representing the Internet population of Kuala Lumpur.

Sulaiman et al. (2008) studied the usage trends of e-ticketing in Kuala Lumpur. Using convenience sampling, self-administered questionnaires were distributed to 500 people in selected areas of the city. More than half of the respondents purchased tickets online within the last two years. Convenience and ease of use were the main factors that motivated consumers to purchase tickets online. The barriers for e-ticketing identified were security and privacy. The main weakness of this study is the use of convenience sampling which creates doubt as to whether the result can be regarded as entirely representative of Kuala Lumpur Internet users.

Zailani et al. (2008) investigated consumer perceptions towards online ticketing service quality amongst the staff of a university in Malaysia. The

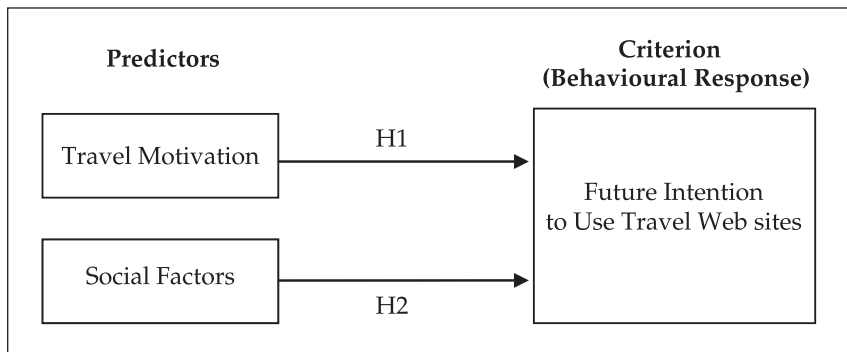
results indicated that privacy, security, convenience and experience significantly influenced consumer perceptions of online ticketing. Experience was found to be the most important factor and therefore the authors emphasised the importance of providing quality online service in order to ensure that the consumers have positive experience.

As criticised earlier in the introductory section, all these studies have common weaknesses, which are the lack of theoretical underpinnings as well as the use of sampling methods which limit the generalisation of the findings. The present study will minimise these weaknesses along with emphasising the fact that it is a pioneer in investigating the role of travel motivation in influencing the future intention to use travel web sites.

2.6 Research model and hypotheses

Figure 2 presents the proposed research framework adapted from the theory of reasoned action. The framework seeks to examine the influences of travel motivation and social factors on future intention to use travel web sites. The framework was developed based on previous studies of Heung, Qu, and Chu (2001), Cha et al. (1995), Abd Aziz (2000), Hsu and Chiu (2004), Bhattacharjee (2002), Hsu and Chiu (2004), Moon and Kim (2001), Chen et al. (2002), Teo (2001), and Tierney (2000). It has to be highlighted that the framework discussed in this paper is part of a larger study which has been reported in Abd Aziz, Sulaiman, and Musa (2008a) and Abd Aziz, Sulaiman, and Musa (2008b).

Figure 2: The proposed research framework- the influences of travel motivation and social factor on future intention to use travel web sites



Source: Adapted from the Theory Reasoned Action Model from Ajzen & Fishbein (1980).

The two hypotheses to be tested in this study are:

H1: Travel motivations have an influence on future intention to use travel web sites.

H2: Social factors have an influence on future intention to use travel web sites.

3. Methodology

The population for this study is defined as individual consumers or potential travellers (adult members) in the Klang Valley region in Malaysia. The Valley is the most populated urban sprawl in Malaysia which comprises the areas of Shah Alam, Subang Jaya, Petaling Jaya, Kuala Lumpur and Kajang. Within these areas, almost three (3) million people reside. Employees from organisations located in these areas were selected as respondents. The sample was chosen through the multistage cluster sampling. The sampling involves a probability sampling of the primary units. From each of these primary units, a probability sampling is carried out and from each of these, secondary units are drawn. A probability sampling is carried out on each of these secondary units until it reaches the final stage of breakdown for the sample units and every member in those units is sampled (Cavana, Delahaye, & Sekaran, 2001).

Respondents were eighteen (18) years old and above, had a permanent job and those who indicated that they had used the Internet and travelled or planned to travel for vacation. The minimum age of eighteen (18) years was chosen because it is generally the earliest working age after the completion of secondary school. Those with permanent jobs are considered to have adequate purchasing power to purchase tourism related products/ services. They are also more likely to have access to the Internet.

The data for this study was collected using a self-administered questionnaire. The questionnaire was distributed to individual office workers from the organisations in the identified central business districts of five primary areas of the Klang Valley. To collect the data, this study followed the dropping off method introduced by Fowler (1993). From a total of eight hundred (800) questionnaires distributed, six hundred seventy nine (679) useable questionnaires were returned and analysed giving a favourable response rate of 84.9 per cent. The high response rate achieved was the result of choosing and training the person in charge in the selected organisation, as well as the frequent follow up calls.

In developing the questionnaire, this study followed Churchill's (1979) suggestion by using existing scales but the scales were adapted, modified

and extended. The instrument used to gather the data for this study was a structured questionnaire which employed various forms of response such as a six point Likert type scale and dichotomous questions.

The questionnaire consists of five (5) sections: travel motivations (33 items), social factors (10 items), behavioural intention to use travel web sites (10 items) and demographic profile. Travel motivation variables were derived from Heung et al. (2001), Cha et al. (1995), and Abd Aziz (2000). Hsu and Chiu (2004) and Bhattacharjee (2002) contributed to the social factor items. The items for future intention to use travel web site were from Hsu and Chiu (2004), Moon and Kim (2001), Chen et al. (2002), Teo (2001), and Tierney (2000). Relevant questions on demographic profiles and information sources were also included.

Prior to administering the survey, a pilot test, involving fifty (50) respondents, was conducted to test the validity of the instrument. The sampling choice for the pilot test ensured the inclusion of people such as employees from various organisations with Internet literacy. The main purpose of the test was to gain feedback about the questionnaire instrument and to determine whether the instruments were capturing the phenomena desired in this study. Several items were reworded after the pilot test to improve the readability and clarity of the instrument. The instrument was evaluated for validity using various techniques including factor and reliability analyses.

4. Results

4.1 Demographic profile

Table 1 illustrates the demographic profile of the respondents. Out of six hundred seventy nine (679) who responded to the questionnaire, 46.8 per cent were male and 53.2 per cent were female. All respondents were above the age of eighteen (18) years with an average age of thirty one and a half (31½) years. The majority of the respondents were Malays (57 per cent) followed by Chinese (31.1 per cent), Indian (9.4 per cent) and 2.5 per cent from other ethnic groups. By ethnicity, the breakdown of the study sample was representative of the Malaysian population. A total of 51.3 per cent of the respondents comprised of university graduates. This is followed by 24 per cent with a diploma and 10.6 per cent with a master degree. The results indicate that the Internet users were young and well-educated.

With respect to household income, the majority (26.8 per cent) of the respondents earned between RM1, 500 to RM3, 000. Those who earned between RM3, 001 to RM4, 500 made up 22.4 per cent of the respondents

and 8 per cent earned more than RM10, 000. For the majority of the respondents, travel information was obtained from friends and relatives (32.8 per cent), while 28.6 per cent came from the Internet and 15.9 per cent from magazines or newspapers.

Table 1: Profile of the respondents and travel information sources

Characteristics	Frequency	Percentage
Gender		
Male	318	46.8
Female	361	53.2
Ethnicity		
Malay	387	57.0
Chinese	211	31.1
Indian	64	9.4
Others	17	2.5
Age	Mean = 31.5	SD=6.30
Highest level of education		
High school certificate	60	8.8
Diploma	163	24.0
Bachelor degree	348	51.3
Master degree	72	10.6
Professional	27	4.0
PhD	9	1.3
Monthly household income		
Below RM1,500	47	6.9
RM1,500-RM3,000	182	26.8
RM3,001-RM4,500	152	22.4
RM4,501-RM6,000	121	17.8
RM6,001-RM7,500	59	8.7
RM7,501-RM9,000	39	5.7
RM9,001-RM10,500	25	3.7
RM10,5001 and above	54	8.0
The main source of travel information		
Friends/relatives	223	32.8
Internet	194	28.6
Magazines/newspapers	108	15.9
Others:	6	9.0
Brochures/other printed promotional materials	58	8.5
Broadcasting media	54	8.0
Travel agents	36	5.3
Travel fair/exhibition	4	0.6
Travel guide book	1	0.15
Salesman	1	0.15

4.2 Travel motivation

All the 33 travel motivation items were factor analysed. The results produced five travel motivation factors. These were labelled as *exploration and excitement, relaxation and curiosity, entertainment and sports activities, familiar destination and socialisation* and *family bonding*. The five factors explained 16.6 per cent, 14.3 per cent, 13.5 per cent, 9.1 per cent and 5.6 per cent respectively of the total variance, and collectively accounted for 59.1 per cent of the total variance in the dependent variable.

The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy (0.94) and the significant Bartlett's test of sphericity indicated that the items for travel motivation were appropriate for factor analysis. All Cronbach Alpha values for the factors were above 0.6 indicating strong contributions of all items within each factor. The five factors extracted and their factor loadings are presented in Table 2.

4.3 Social factor

As anticipated, the factor analysis performed on the ten (10) items of social factor construct produced two (2) clean factors that emerged out of three (3) iterations (see Table 3). The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy (0.89) and the significant Bartlett's test of sphericity indicated that the items were appropriate for factor analysis. These two (2) factors explained 73.7 per cent of the total variance and were labelled as human interaction and media exposure. All Cronbach Alpha values of the factors were 0.89 and above which signified very strong contribution of all the items under each factor.

4.4 Future intention to use travel web sites

All ten (10) items of future intention to use travel web sites were factor analysed. Two (2) factors were extracted and this is presented in Table 4 together with items that load significantly to it. The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy was 0.89 and the Bartlett's test of sphericity was significant, which indicated that the items were appropriate for factor analysis. The two (2) factors explained 68.9 per cent of the total variance and they were labelled as hedonic-based future intention to use and utilitarian-based future intention to use. For both factors, the Cronbach Alpha values were 0.89 and 0.82 respectively, which signified strong contributions of all the items within each factor.

The means and standard deviations for variables in this study are presented in Table 5. The important travel motivations among respondents

Table 2: Factor analysis on travel motivation

Measures/Scale Items	F1	F2	F3	F4	F5
F1: Exploration and Excitement					
To explore different cultures	0.75				
To enjoy a great variety of food	0.69				
To explore a different lifestyle	0.66				
To travel to safe destinations	0.65				
To seek novelty	0.60				
To enjoy my holidays	0.56				
To travel to destinations that people appreciate	0.55				
To meet people	0.55				
To seek adventure	0.54				
To shop	0.51				
F2: Relaxation and Curiosity					
To relax		0.75			
To travel to destinations that I have never been		0.74			
To view beautiful scenery		0.74			
To fulfil dreams of travelling		0.65			
To release tension		0.65			
To learn new things/increase knowledge		0.56			
F3: Entertainment and Sports Activities					
To enjoy the night life			0.81		
To participate in sport			0.78		
To attend sports events/tournaments			0.72		
To travel to cosmopolitan city			0.65		
To enhance my social image			0.64		
To enjoy being entertained			0.57		
F4: Familiar Destination					
To travel to destinations without language barriers				0.72	
To travel to a closer/nearby destination				0.69	
To travel to familiar destinations				0.62	
F5: Socialisation and Family Bonding					
To be with family members					0.74
To visit friends /relatives					0.56
KMO – 0.94					
Eigenvalue	11.3	3.15	1.47	1.27	1.1
Percentage of Variance	16.6	14.3	13.5	9.1	5.6
Cronbach's Alpha	0.9	0.87	0.85	0.72	0.6

Table 3: Factor analysis on social factors

Measures/Scale Items	Factor 1	Factor 2
Factor 1: Human Interaction		
My colleagues recommend I should use travel web sites in arranging my travel plans/vacation	0.89	0.22
My friends recommend I should use travel web sites in arranging my travel plans/vacation	0.88	0.21
People I know recommend I should use travel web sites in arranging travel plans/vacation	0.82	0.28
I refer to travel web sites because my colleagues have used them	0.74	0.35
My family recommends I should use travel web sites in arranging travel plans/vacation	0.70	0.34
I use travel web sites in arranging my travel plans/ vacation because my family have used them	0.58	0.49
Factor 2: Media Exposure		
Advertisements in a printed source (i.e. magazine, newspaper) highlighted the benefits of using travel web sites in arranging travel plans/vacation	0.23	0.87
Advertisements in a an electronic mass media (i.e. radio and TV) highlighted the benefits of using travel web sites in arranging travel plans/vacation	0.26	0.85
Mass media reports convinced me to use travel web sites in arranging travel plans/vacation	0.28	0.83
I read/saw news reports that using travel web sites is a good way of arranging travel plans/vacation	0.41	0.76
KMO – 0.89		
Eigenvalue	6.06	1.32
Percentage of Variance	39.7	34
Cronbach’s Alpha	0.91	0.9

were entertainment and sport activities (mean=3.40), exploration and excitement (mean=3.22), and relaxation and curiosity (mean=3.16). Travel motivation of familiar destination (mean=2.52) and socialisation and family bonding (mean=2.17) were less important. Social factor of human

Table 4: Factor analysis on future intention to use travel web sites

Measures/Scale Items	Factor 1 (Primary)	Factor 2 (Secondary)
Factor 1: Hedonic-Based Future Intention to Use		
I will use travel web sites to seek information	0.86	
I will browse/view travel web sites for travelling/ vacation purposes	0.82	
I will frequently use travel web sites for future travel arrangements	0.80	
I will strongly recommend others to use travel web sites in planning/arranging their travelling/vacation	0.76	
I will use travel web sites for making reservations	0.61	
Factor 2: Utilitarian-Based Future Intention to Use		
I will forward information from travel web sites to friends/relatives		0.81
I will send email to travel web sites asking for additional information		0.81
I will use travel web sites for purchasing travel related products/services		0.79
I will use travel web sites' links to go to other sites		0.56
KMO – 0.89		
Eigenvalue	5.15	1.06
Percentage of Variance	37.3	31.6
Cronbach's Alpha	0.89	0.82

Table 5: Mean and standard deviation for variables in the study

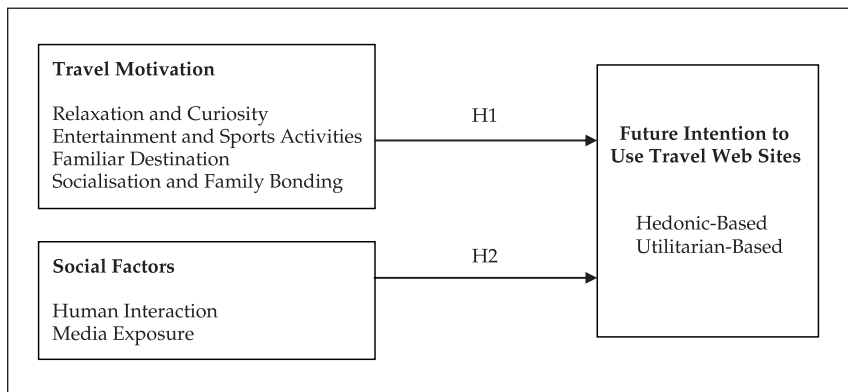
Variables	Mean	Std Deviation
Entertainment and Sport Activities	3.40	0.15
Exploration and Excitement	3.22	0.16
Relaxation and curiosity	3.16	0.17
Hedonic-Based Future Intention to Use	3.12	0.21
Human Interaction	3.08	0.32
Utilitarian-Based Future Intention to Use	2.77	0.26
Media Exposure	2.66	0.36
Familiar destination	2.52	0.26
Socialisation and Family Bonding	2.17	0.26

interaction (mean=3.08) was found to be more important than media exposure (mean=2.66). Similarly the variable of hedonic-based future intention to use (mean=3.12) recorded a higher mean score compared to utilitarian-based future intention to use (mean=2.77).

4.5 Correlation analysis

Correlation Analysis among variables was performed in order to ensure the absence of strong multicollinearity before proceeding further on the statistical analysis. The highest correlation was found between ‘exploration and excitement’ and ‘relaxation and curiosity’ ($r = 0.81$). Prior to the decision to exclude exploration and excitement from further analysis, a first run of standard regression analysis was conducted to test the significant contribution of the stated independent variable to the dependent variable. The result showed that exploration and excitement was not a significant contributor in the regression analysis. Thus, the authors decided to exclude the motivation factor of exploration and excitement from further analysis. Figure 3 highlighted the final variables which constituted the research framework. Travel motivation consisted of four (4) factors, namely, *relaxation and curiosity*, *entertainment and sports activities*, *familiar destination and socialisation*, and *family bonding*. The social factor predictors comprised of human interaction and media exposure. These variables are posited to influence two (2) factors which form future intention to use travel web sites: hedonic-based future intention to use and utilitarian-based future intention to use.

Figure 3: The effect of predictors on future intention to use travel web sites



4.6 Test of hypotheses

Based on the results of factor analysis, some factors were excluded from the study. As such, amendments had to be made to the statements of hypotheses. Referring to Table 6, two (2) sets of hypotheses were tested.

Table 6: Statement of hypotheses

Hypotheses	
H1	Travel motivations have influences on future intention to use travel web sites.
H1ai)	Relaxation and curiosity has an influence on hedonic-based future intention to use travel web sites.
H1aii)	Relaxation and curiosity has an influence on utilitarian-based future intention to use travel web sites.
H1bi)	Entertainment and sports activities have an influence on hedonic-based future intention to use travel web sites.
H1bii)	Entertainment and sports activities have an influence on utilitarian-based future intention to use travel web sites.
H1ci)	Familiar destination has an influence on hedonic-based future intention to use travel web sites.
H1cii)	Familiar destination has an influence on utilitarian-based future intention to use travel web sites.
H1di)	Socialisation and family bonding has an influence on hedonic-based future intention to use travel web sites.
H1dii)	Socialisation and family bonding has an influence on utilitarian-based future intention to use travel web sites.
H2	The influence of social factors on future intention to use travel web sites.
H2ai)	Human interaction has an influence on hedonic-based future intention to use travel web sites.
H2aii)	Human interaction has an influence on utilitarian-based future intention to use travel web sites.
H2bi)	Media exposure has an influence on hedonic-based future intention to use travel web sites.
H2bii)	Media exposure has an influence on utilitarian-based future intention to use travel web sites.

Regression Analysis was performed to test the hypotheses as well as to examine the contribution of independent variables in influencing the dependent variable (refer Table 7 and Table 8). The first regression analysis tested the influence of all predictors on the hedonic-based future intention to use travel web sites. The variables of entertainment and sports activities, human interaction and media exposure were found to have positive and significant influences on hedonic-based future intention to use travel web sites at the significant level of $p < 0.01$. It is interesting to note that travel

motivation of familiar destination had a negative influence on hedonic-based future intention to use travel web sites at the significant level of $p < 0.05$. Therefore, hypotheses H1bi, H1ci, H2ai and H2bi were supported and the rest of the other hypotheses related to hedonic-based future intention to use travel web sites were rejected.

Table 7: The influence of predictors on hedonic-based future intention to use travel web sites

Independent Variables	Unstd. B	Std. Beta	t	Sig. (p.value)	VIF
Constant	-0.338				
Human Interaction	0.182	0.253	5.995	0	1.647
Entertainment & Sports Activities	0.259	0.221	6.021	0	1.251
Media Exposure	0.109	0.171	4.172	0	1.553
Familiar Destination	-6.43E-02	-0.79	-2.123	0.034	1.285
R=0.629 R Square = 0.396 Adjusted R Square= 0.391					

With Beta value of 0.253, human interaction was identified as the most important predictor for hedonic-based future intention to use travel web sites. This was followed by travel motivation of entertainment and sports activities (Beta=0.221). The R square obtained was 0.396 indicating that 39.6 per cent of the total variance in hedonic-based future intention to use travel web sites could be predicted from the independent variables of travel motivations and social factors (human interaction and media exposure). The VIF values did not exceed 10, indicating the non-presence of high multicollinearity that could reduce the explanatory power of the predictor variables on hedonic-based future intention to use travel web sites.

Table 8: The influence of predictors on utilitarian-based future intention to use travel web sites

Independent Variables	Unstd. B	Std. Beta	T	Sig. (p.value)	VIF
Constant	-0.213				
Human Interaction	0.337	0.374	9.048	0	1.617
Relaxation & Curiosity	0.208	0.153	4.195	0	1.258
Media Exposure	0.115	0.144	3.578	0	1.529
R=0.639 R square = 0.408 Adjusted R Square = 0.403					

Table 8 summarised the second regression analysis which was performed between the predictors and the utilitarian-based future intention to use travel web sites. Predictor factors of human interaction, relaxation and curiosity and media exposure significantly and positively influenced the utilitarian-based future intention to use travel web sites at a significant level of $p < 0.01$. These findings, therefore, supported hypotheses H1aii, H2aii and H2bii. With the highest Beta coefficient value of 0.374, human interaction was the most influential factor in explaining utilitarian-based future intention to use travel web sites. This was followed by travel motivation of relaxation and curiosity (Beta=0.208). The R square obtained was 0.408, which means 40.8 per cent of the variance in utilitarian-based future intention to use travel web sites was explained by the variations in the social factor (human interaction and media exposure) and travel motivation (relaxation and curiosity). As shown in the above Table, the tolerance values for these variables were greater than 0.10 and equivalents to VIF values not exceeding 10. This demonstrated that there was no evidence of high multicollinearity among the independent variables that could reduce the predictability of each independent variable on the dependent variable.

5. Discussion

This study achieved a representative sample of the Malaysian ethnic composition among office workers from selected organisations in the central business districts of Klang Valley. As expected, respondents were young and well educated. The results re-confirmed the previous studies by Weber and Roehl (1999), Withhaus (1998), and Mowen and Minor (1998). The slight majority of female respondents (53.2 per cent) discovered in this study is also expected as they are more likely to comply with the request to answer questionnaires. All the previous studies on Internet usage in Malaysia (e.g. Sulaiman et al., 2008; Zailani et al., 2008, Ahmad & Juhdi, 2008) recorded a much higher response rate among females. Friends and relatives were the main sources of travel information (32.8 per cent) which coincides with the studies by Crompton (1981) and Gitelson and Kerstetter (1994). The increasing importance of the Internet (28.6 per cent) as an information source is also featured in this study which supports the claim of Gursoy and Chen (2000).

The important travel motivations among respondents are entertainment and sport activities, exploration and excitement, and relaxation and curiosity. Travel motivation factors of familiar destination

and socialisation and family bonding are relatively less important. The main contribution of this study to knowledge is on the role of travel motivation in influencing the future intention to use travel web sites. The travel motivation factor of entertainment and sports activities has positive influence on the hedonic-based future intention to use travel web sites. Hedonic-usage refers to browsing and seeking information (Vogt & Fesenmaier, 1998), entertainment and out-of-routine experience (Mathwick, Malhorta, & Ringdon, 2001) and making reservations (Bloch, Sherell, & Ridway, 1986). Features such as 'perceived ease of use', 'perceived enjoyment' and 'perceived playfulness' are very much appreciated. Furthermore, respondents are more likely to use travel web sites for hedonic rather than utilitarian purposes.

On the other hand, travel motivation of familiar destination has a negative influence on the hedonic-based future intention to use travel web sites. This lends support to Fakeye and Crompton (1991) and Kerstetter and Cho (2004), all of whom explained that individuals with greater levels of prior knowledge such as familiarity with the destination are less likely to use the Internet as a source of information. The prior knowledge alone is a stronger influence on the decision making process. Mill and Morrison (1985) added that extensive information search is only carried out when the vacation is highly risky and the price is too high.

Regression analysis results showed that relaxation and curiosity is the only motivation factor which influenced the utilitarian-based future intention to use travel web sites. Relaxation and curiosity consists of benefit-sought elements of vacation. This factor is found to influence the utilitarian usage of travel web sites such as downloading, forwarding or sending emails for travel related information pertaining to destinations or activities. As stated by Bonn, Furr, and Susskind (1998), only potential travellers are more interested in greater detail of information about the hotels, restaurants, attractions and activities.

In terms of social factors, human interaction (friends and relatives) is more important than media exposure. Similar observation had been recorded by earlier researchers (e.g. Crompton, 1981; Gitelson & Crompton, 1983; Gitelson & Kerstetter, 1994; Vogt & Fesenmaier, 1998). Both social factors of human interaction and media exposure display significant influences on future intention to use travel web sites; this finding is consistent with Venkatesh and Morris (2000). To them, subjective norm is an important construct in determining how users make decisions in adopting new technologies. Of the two social factors, human interaction has a much stronger influence on the future intention to use travel web sites. In fact, it is the strongest predictor of both hedonic-based, and

utilitarian-based future intention to use travel web sites. These findings point to the fact that, in deciding on purchasing, the subjective norm predictor which appears to be the most influential is human interaction (their friends and relatives). This confirms Peter and Olson (1999) who state that friends and relatives are the most influential in motivating behaviour of travel decision. In short, despite the continuous advancement in Internet marketing technology, 'word of mouth' remains the most important factor to influence people's decision.

6. Conclusion

This research provides some marketing, managerial and theoretical implications. The study illustrates that marketing managers should focus on both social factors of human interaction (word-of-mouth) and media exposure in alluring tourists to use travel web sites as both factors are found to influence future intention to use travel web sites.

However, extra emphasis should be given to human interaction as it is the strongest predictor for both hedonic and utilitarian usage of travel web sites. For the market segment of entertainment and sports activities, web sites must provide the features of 'perceived ease of use', 'perceived enjoyment' and 'perceived playfulness'. This market segment, normally, uses travel web sites for hedonic purposes. By providing more entertaining, absorbing and 'easy to use' opportunities in the web site, tourists may be persuaded to use the service.

Moreover, the excitement of the hedonic use may be communicated to friends and relatives in the form of human interaction. This, from the current research finding may convert e-travellers to using travel web sites for more utilitarian purposes in the future. Web sites should put more emphasis on attracting tourists with the travel motivation of relaxation and curiosity, because they are more likely to use travel web sites for utilitarian purposes. These travellers are more likely to purchase on-line and perhaps travel.

Theoretically, this study contributes to the expansion of knowledge in the role of travel motivation in influencing future intention to use travel web sites. The multistage cluster sampling employed in data collection had achieved a favourable number of respondents, which provide a better representation of Internet users in Klang Valley compared with the previous studies.

Even though the sample of this study is a better representation of Internet users in the Klang Valley area, the results are only applicable to the population of the study area, and not of other areas of the country. With

high Internet penetration currently experienced in Malaysia, a comparative study with rural population could provide a greater explanation of the Internet usage behaviour among Malaysians. Perhaps another study could sample the respondents from all the states in Malaysia, including Sabah and Sarawak. As a long term plan, a longitudinal study could be carried out to better predict the changing behaviour among web site users. Future enquiries may also need to examine in greater detail individual service provider web sites such as hotel, airlines and attractions.

In conclusion, this study has succeeded in examining the roles of two important predictors in influencing the usage of travel web sites among travellers: travel motivation and social factors. The findings not only shed light on the roles of different travel motivations in influencing both hedonic and utilitarian usage of travel web sites, but also the superiority of human interaction (word-of-mouth) in encouraging people to use travel web sites.

References

- Abd Aziz, N. (2000). Penggunaan Internet sebagai sumber maklumat industri pelancongan di Malaysia. *Journal Pengurusan (Management Journal)*, 19(July), 41-60.
- Abd Aziz, N., & Ariffin, A. A. (2009). Identifying the relationship between travel motivation and lifestyles among Malaysian pleasure tourists and its marketing, implications. *International Journal of Marketing Studies*, 1(2), 96-106.
- Abd Aziz, N., Sulaiman, A., & Musa, G. (2008a). Understanding the impact of travel effectiveness characteristics on extrinsic and intrinsic motivation of travel website adoption: Malaysian travellers perspective. *ASEAN Journal of Hospitality and Tourism*, 7(1), 1-25.
- Abd Aziz, N., Sulaiman, A., & Musa, G. (2008b). Predicting the influence of travel website effectiveness characteristics on technology acceptance and marketing implication. *Jurnal Pengurusan*, 27, 105-128.
- Ahmad, S. N. B., & Juhdi, N. (2008). Travel website adoption among Internet users in the Klang Valley, Malaysia. *UNITAR E-Journal*, 4(1), 59-77.
- Ajzen, I. (1991). The theory of planned behavior. *Organizational behaviour and human decision process*, 50(2), 179-211.
- Ajzen, I., & Fishbein, M. (1980). *Understanding attitudes and predicting social behaviour*. Cliffs, NJ: Prentice Hall.

- Baloglu, S., & Uysal, M. (1996). Market segments of push and pull motivations: A canonical correlation approach. *International Journal of Contemporary Hospitality Management*, 8(3), 32-38.
- Battacherjee, A. (2000). Acceptance of e-commerce services: The case of electronic brokerages. *IEEE Transactions on system, Man and Cybernetics, Part A, System and Human*, 30(4), 411-420.
- Battacherjee, A. (2002). Individual trust in online firms: Scale development and initial test. *Journal of Management Information System*, 19(1), 211-241.
- Bernama (2010, March 25). Malaysia to reach 50% Internet penetration by year-end: Rais. Retrieved 2 July, 2010, from <http://www.mysinchew.com/node/36828>.
- Bloch, P. H., Sherrell, D. L., & Ridgway, N. M. (1986). Consumer search: An extended framework. *Journal of Consumer Research*, 13(1), 119-126.
- Bonn, M. A., Furr, L. H., & Susskind, A. M. (1998). Using the Internet as a pleasure travel-planning tool: An examination of the socio-demographic and behavioural characteristics among Internet users and non-users. *Journal of Hospitality and Tourism Management*, 22(3), 303-317.
- Cavana, R., Delahaye, B., & Sekaran, U. (2001). *Applied business research: Qualitative and quantitative methods*. Brisbane, Australia: John Wiley & Sons.
- Cha, S., McCleary, K. W., & Uysal, M. (1995). Travel motivations of Japanese overseas travellers in a factor-cluster segmentation approach. *Journal of Travel Research*, 34(1), 33-39.
- Chen, L., Gillenson, L. M., & Sherrell, L. D. (2002). Enticing online consumers: An extended technology acceptance perspective. *Information and Management*, 39(8), 705-719.
- Christiensen, J. E. (1983). An exposition of canonical correlation in leisure research. *Journal of Leisure Research*, 14(4), 311- 333.
- Churchill, G. A. (1979). A paradigm for developing better measures of marketing constructs. *Journal of Marketing*, 16(1), 64-73.
- Cooper, C. P., Fletcher, J., Gilbert, D., & Wanhill, S. (1998). *Tourism: Principles and practice* (2nd ed.). Singapore: Addison Wesley Longman.
- Crompton, J. L. (1979). Motivations for pleasure vacation. *Annals of Tourism Research*, 6(4), 408-424.
- Crompton, J. L. (1981). Dimensions of the social group role in pleasure vacations. *Annals of Tourism Research*, 8(4), 50-567.
- Crompton, J. L., Fakeye, P. C., & Lue, C. (1992). Positioning: The example of the Lower Rio Grande Valley in the winter long stay destination market. *Journal of Travel Research*, 31(2), 20-26.

- Dann, G. M. S. (1977). Anomie, ego-enhancement and tourism. *Annals of Tourism Research*, 4(4), 184-194.
- Dey, B., & Sarma, M. K. (2010). Information source usage among motive-based segments of travelers to newly emerging tourist destinations. *Tourism Management*, 31(3), 341-344.
- Fakeye, P., & Crompton, J. (1991). Image differences between prospective, first-time and repeat visitors to the Lower Rio Grande Valley. *Journal of Travel Research*, 30(2), 10-15.
- Fishbein, M. (1979). *A theory of reasoned action: Some applications and implications*. In H. Howe and M. Page (Eds.), *Nebraska Symposium on Motivation* (pp. 65-116). Lincoln: University of Nebraska Press.
- Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention and behaviour, an introduction to theory and research*. Addison –Wesley: Reading, M.A.
- Fodness, D. (1994). Measuring tourist motivation. *Annals of Tourism Research*, 21(3), 555- 581.
- Fodness, D., & Murray, B. (1997). Tourist information search. *Annals of Tourism Research*, 24(3), 503-523.
- Fowler, F. (1993). *Survey research methods*. Newbury, CA: Sage Publications.
- Gefen, D., & Straub, D. W. (1997). Gender differences in the perception and use of e-mail: An extension to the technology acceptance model. *MIS Quarterly*, 21(4), 389-440.
- Gitelson, R. J., & Crompton, J. L. (1983). The planning horizons and sources of information used by pleasure vacationers. *Journal of Travel Research*, 21(3), 2-7.
- Gitelson, R. J., & Kerstetter, D. L. (1990). The relationship between socio-demographic variables, benefits sought and subsequent vacation behaviour: A case study. *Journal of Travel Research*, 28(3), 24-29.
- Gitelson, R. J., & Kerstetter, D. L. (1994). The influence of friends and relatives in travel decision-making. *Journal of Travel and Tourism Marketing*, 3(3), 59-68.
- Gursoy, D., & Chen, J. S. (2000). Competitive analysis of cross cultural information search behavior. *Tourism management*, 21(6), 583-590.
- Hanson, W. (2000). *Principles of Internet Marketing*. OH: South-Western College Publishing.
- Hawkins, D. I., Best, R. J., & Coney, K. A. (1998). *Consumer behaviour: Building marketing strategy* (7th ed.). Boston: Irwin/McGraw-Hill International.
- Heung, C. S., Qu, H., & Chu, R. (2001). The relationship between vacation factors and socio-demographic and travelling characteristics: The case of Japanese leisure travellers. *Tourism Management*, 22(3), 259-269.

- Hsu, M., & Chiu, C. (2004). Internet self-efficacy and electronic service acceptance. *Decision Support Systems*, 38(3), 369-381.
- Hsu, C. L., & Lin, J. C. (2008). Acceptance of blog usage: The roles of technology acceptance, social influence and knowledge sharing motivation. *Information and Management*, 45(1), 65-74.
- Hsu, C. L., & Lu, H. (2004). Why do people play on-line games? An extended TAM with social influences and flow experience. *Information and Management*, 41(7), 853-868.
- Kaplanidou, K., & Vogt, C. (2006). A structural analysis of destination travel intentions as a function of web site features. *Journal of Travel Research*, 45(2), 204-216.
- Kerstetter, D., & Cho, M. (2004). Prior knowledge, credibility and information search. *Annals of Tourism Research*, 31(4), 961-985.
- Khanna, R., Kavookjian, J., Scott, V., Kamal, K. M., Miller, L. A., & Neal, W. A. (2009). Using the theory of reasoned action to determine physicians' intention to measure body mass index in children and adolescents. *Research in Social and Administrative Pharmacy*, 5(2), 170-181.
- Lada, S., Tanakinjal, G. H., & Amin, H. (2009). Predicting intention to choose halal products using theory of reasoned action. *International Journal of Islamic and Middle Eastern Finance and Management*, 2(1), 66-76.
- Lam, T., Cho, V., & Qu, H. (2007). A study of hotel employees behavioural intention towards adoption of information technology. *International Journal of Hospitality Management*, 26(1), 49-65.
- Lee, C., & Green, R.T. (1991). Cross-cultural examination of the Fishbein behavioural intention model. *Journal of International Business Studies*, 22(2), 289-305.
- Lin, C.T. (2010). Examining e-travel sites: An empirical study in Taiwan. *Online Information Review*, 34(2), 205-228.
- Mathieson, A., & Wall, G. (1982). *Tourism: Economic physical and social impacts*. London: Longman.
- Mathwick, C., Malhorta, N., & Ringdon, E. (2001). Experiential value: Conceptualization, measurement, and application in the catalogue and Internet shopping environment. *Journal of Retailing*, 77(1), 39-56.
- Mill, R. C., & Morrison, A. M. (1985). *The tourism system*. Englewood Cliffs: Prentice Hall.
- Mok, C., & Armstrong, R. W. (1996). Sources of information used by Hong Kong and Taiwanese leisure travelers. *Australian Journal of Hospitality Management*, 3(1), 31-35.
- Moon, J., & Kim, Y. (2001). Extending the TAM for a World-Wide-Web context. *Information and Management*, 38(4), 217-230.

- Moutinho, L. (1987). Consumer behaviour in tourism. *European Journal of Marketing*, 21(1), 3-44.
- Mowen, J. C., & Minor, M. S. (1998). *Consumer behaviour* (5th ed.). Englewood Cliffs, NJ: Prentice Hall.
- Nor, K. M., Shanab, E. A. A., & Pearson, J. M. (2008). Internet banking acceptance in Malaysia based on the theory of reasoned action. *Journal of Information Systems and Technology Management*, 5(1), 3-14.
- Page, S. J., Brunt, P., Busby, G., & Connell, J. (2001). *Tourism a modern synthesis* (ed.). London: Thompson Learning.
- Park, Y. A., Gretzel, U., & Sirakaya-Turk, E. (2007). Measuring web site quality for online travel agencies. *Journal of Travel and Tourism Marketing*, 23(1), 15-30.
- Pearce, P. L., & Caltabiano, M. L. (1983). Inferring travel motivation from travelers' experiences. *Journal of Travel Research*, 12(2), 16-20.
- Peslak, A., Ceccucci, W., & Sendall, P. (2010). An empirical study of instant messaging (IM) behavior using theory of reasoned action. *Institute of Behavioral and Applied Management*, 11(3), 263-278.
- Peter, J. P., & Olson, J. C. (1994). *Understanding consumer behavior*. Burr Ridge, IL: Irwin.
- Peter, J. P., & Olson, J. C. (1999). *Consumer behavior and marketing strategy* (5th ed.). NY: Irwin/McGraw-Hill.
- Rowley, J. (2001). Remodelling marketing communications in an Internet environment. *Internet Research: Electronic Networking Application and Policy*, 11(3), 203-212.
- Ryan, C., & Glendon, I. (1998). Application of leisure motivation scale to tourism. *Annals of Tourism Research*, 25(1), 169-184.
- Ryu, K., & Han, H. (2010). Predicting tourists intention to try local cuisine a modified theory of reasoned action. The case of New Orleans. *Journal of Travel and Tourism Marketing*, 27(5), 491-506.
- Schiffman, L. G., & Kanuk, L. L. (2000). *Consumer behaviour* (7th ed.). Upper Saddle River, NJ: Prentice Hall.
- Sparks, B., & Pan, G. W. (2009). Chinese outbound tourists: Understanding their attitudes, constraints and use of information sources. *Tourism Management*, 30(4), 483-494.
- Sulaiman, A., Ng, J., & Mohezar, S. (2008). E-Ticketing as a new way of buying tickets: Malaysian perceptions. *Journal of Social Science*, 17(2), 149-157.
- Teo, S.H. (2001). Demographic and motivation variables associated with Internet usage activities. *Internet Research: Electronic Networking Applications and Policy*, 11(2), 125-137.

- Tierney, P. (2000). Internet-based evaluation of tourism web site effectiveness: Methodological issues and survey results. *Journal of Travel Research*, 39(2), 212- 219.
- United Nations Conference on Trade and Development, Electronic Commerce and Tourism (UNCTAD) Report. (2000). Retrieved March 1, 2009, from <http://rO.unctad.org/ecommerce/docs/ecomtour.pdf>.
- UNWTO World Tourism Barometer (2009). Interim Update, September 2009. Retrieved 30 June, 2010, from https://docs.google.com/viewer?url=http://www.unwto.org/facts/eng/pdf/barometer/UNWTO_Barom09_update_sept_en.pdf&pli=1
- Uysal, M., & Hagan, L. A. R. (1993). Motivation of pleasure travel and tourism. In M. Khan., M. Olsen, & T. Var (Eds.), *Encyclopaedia of Hospitality and Tourism* (pp.798-821). NY: Van Nostrand Reinhold.
- Vathianathan, S., & Roy, S. K. (2009, July 10-12). *Factors affecting consumers' attitude towards online reservation: an empirical analysis*. Paper presented at the Pacific Asia Conference on Information Systems (PACIS), Hyderabad, India. Retrieved 30 June, 2010, from <http://aisel.aisnet.org/cgi/viewcontent.cgi?article=1080&context=pacis2009>.
- Venkatesh, V. (1999). Creating favorable user perceptions: Exploring the role of intrinsic motivation. *MIS Quarterly*, 23(2), 239-260.
- Venkatesh, V., & Davis, F. D. (1996). A model of the antecedents of perceived ease of use: Development and test. *Decision Science*, 27(3), 451-481.
- Venkatesh, V., & Morris, M. G. (2000). Why don't men ever stop to ask for directions? Gender, social influence and their role in technology acceptance and usage behavior. *MIS Quarterly*, 24(1), 115-139.
- Vogt, C. A., & Fesenmaier, D. R. (1998). Expanding the functional information search model. *Annals of Tourism Research*, 25(3), 551-578.
- Weber, K., & Roehl, W. S. (1999) Profiling people searching for and purchasing travel products on the world wide web. *Journal of Travel Research*, 37(3), 303-317.
- Werthner, H., & Ricci, F. (2004). E-commerce and tourism. *Communications of the ACM*, 47(12), 101-105.
- Withhaus, M. (1998, January 29). Finger click'n good. *Marketing Week*, 47-48.
- World Tourism Organisation (WTO). (1999). Marketing tourism destination online. Retrieved March 1, 2005, from <http://www.world-tourism.org>.
- Zailani, S., Kheng, L. C., & Fernando, Y. (2008). Service quality analysis on the consumer perceptions toward online ticketing: Evidence in Malaysia. *International Business Management*, 2(1), 11-21.