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INTENTION TO BUY AIR TICKET ONLINE OF VIETNAMESE CONSUMERS

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1. INTRODUCTION

- ❑ Vietnam is rated the first in the number of Internet users among South East Asia countries. Therefore, it can be seen that online shopping decisions increase dramatically for both tangible and intangible services.
- ❑ Ticket booking method greatly influences the decision to buy tickets by the customer, because this is the first step to show the convenience that airlines bring to customers.
- ❑ Studying Vietnamese consumers' buying behavior can provide managers with a clear idea of what strategies and what issues should be focused on to impact consumer behavior, and create the habit of buying tickets for the target group of customers.

2. LITERATURE REVIEW AND RESEARCH MODEL

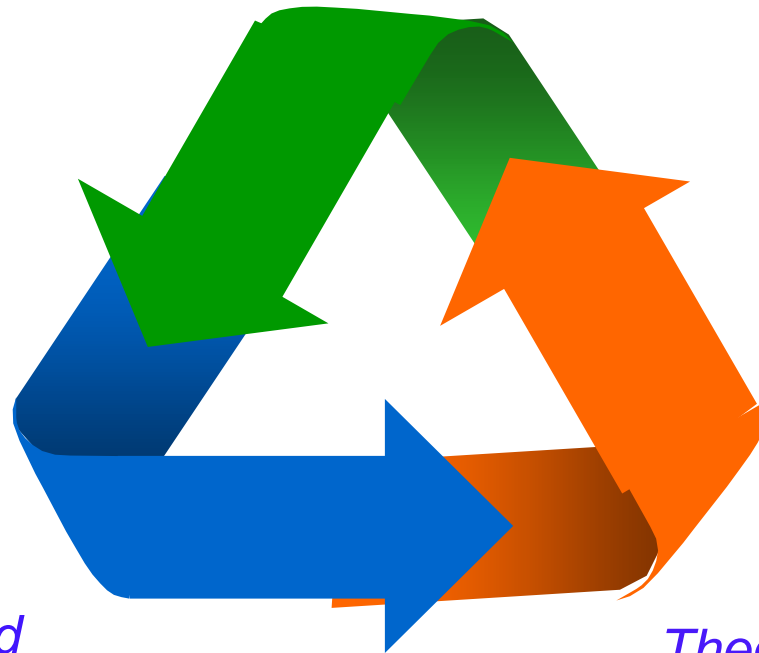
Online shopping is a transaction made by the consumer through a computer-based interface, a smartphone, etc, of consumer which is connected and interacts with the retailer's digital store through a computer network (Haubl & Trifts, 2000).

Purchase intentions can be used to test the implementation of a new distribution channel to help managers determine whether the concept deserves further development and decide which geographic markets and consumer segments to target through the channel (Morwitz et al., 2007).

Purchase behavior has been studied in various marketing fields besides traditional purchasing in physical stores, such as green marketing (Nguyen et al., 2016), luxury brands and products (Beuckels & Hud-ders, 2016). Buying air tickets online is a form of ticket purchase when there is an internet connection device such as a computer, smartphone, etc, access to the official website of airlines to choose the service, airfare and personal information, flight schedules and bank account payments.

2. LITERATURE REVIEW AND RESEARCH MODEL

Technology Acceptance Model – TAM
(Davis, 1989)



*Theory of Planned
Behavior - TPB*
(Ajzen & Fishbein, 1975)

*Theory of Perceived Risk
- TPR*
(Bauer, 1960)

2. LITERATURE REVIEW AND RESEARCH MODEL

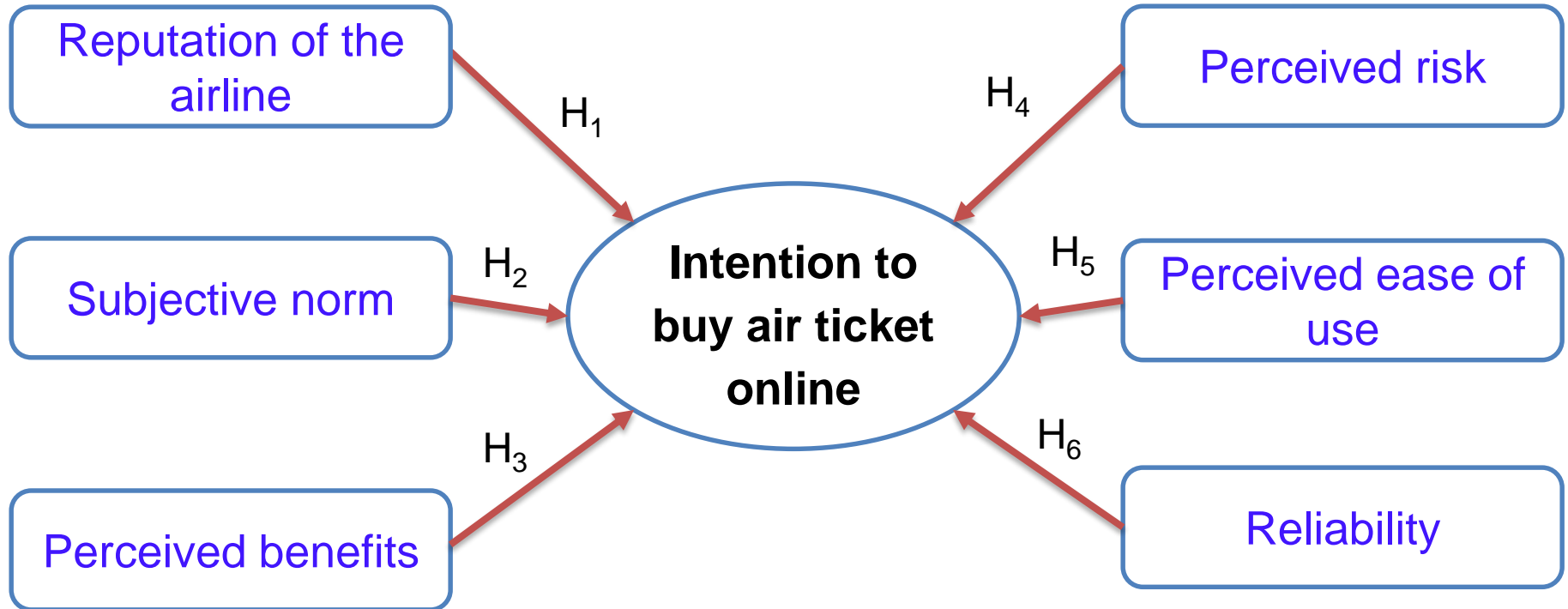


Figure 1. Model of factors influencing the intention to buy air ticket online of Vietnamese consumers

2. LITERATURE REVIEW AND RESEARCH MODEL

Table 1. Factors in the research model

Notation	Factor	Source
REPU	Reputation of the airline	Nguyen and Leblanc (2001); Hutton et al.(2005); Koppius et al.(2005)
SUBJ	Subjective norm	Venkatesh and Davis (2000); Mathieson(1991)
RISK	Perceived risk	Kim, Kim and Leong (2005); Cunningham et al.(2005)
EASE	Perceived ease of use	Davis et al.(1989); Venkatesh and Davis (2000)
BENE	Perceived benefits	Davis et al.(1989); Venkatesh and Davis (2000)
RELI	Reliability	Kim, Kim and Shin (2009); Gefen and Straub (2000)
INTE	Intention to buy air ticket online	Manzari (2008); Tran (2009)

3. RESEARCH METHOD AND DATA ANALYSIS

Data collection: Surveying 331 consumers aged 18 and over who bought air ticket online.

Data Analysis: The SPSS 20 tool was used to analyze the reliability of the scale through the Cronbach's Alpha coefficient, exploratory factor analysis (EFA), and linear regression analysis.

4. RESEARCH RESULT

Table 2. Description of respondent information

		Quantity	Ratio %
Gender	Male	39	12
	Female	292	88
Age	From 18 to 23 years old	77	23.3
	From 23 to 40 years old	172	52.1
	From 40 to 50 years old	48	14.5
	Over 50 years old	34	10.1
Income	Below 5 mil. VND / month	57	17.1
	From 5 to 10 mil. per month	158	47.9
	From 10 - 20 mil. VND / month	74	22.3
	Over 20 mil. VND / month	42	12.7
Occupation	Student	43	12.9
	Staff	184	55.6
	Businessman	84	25.4
	Other jobs	20	6.2
Website	Vietnam Airlines	86	25.9
	VietJet Air	101	30.4
	Jetstar Pacific Airlines	106	32.1
	Others	38	11.6

4. RESEARCH RESULT

Table 3. Test results of the scales

Scales	No. of variables	Cronbach's Alpha	Lowest item-total correlation coefficient
Perceived benefit (BENE)	5	0.878	0.657
Perceived Risk (RISK)	5	0.885	0.661
Reputation (REPU)	7	0.900	0.644
Subjective norm (SUBJ)	3	0.876	0.760
Reliability (RELI)	4	0.801	0.563
Perceived ease of use (EASE)	3	0.817	0.659
Intention to buy air ticket online (INTE)	5	0.894	0.856

(Source: Calculated from the sample)

4. RESEARCH RESULT

Table 4. Second varimax rotation results

Variables	Factors					
	1	2	3	4	5	6
REPU ₁	0.799					
REPU ₂	0.782					
REPU ₃	0.748					
REPU ₄	0.715					
REPU ₅	0.549					
REPU ₆	0.529					
EASE ₂		0.848				
EASE ₃		0.847				
EASE ₁		0.810				
EASE ₄		0.803				
EASE ₅		0.767				
RISK ₁			0.815			
RISK ₂			0.770			
RISK ₃			0.697			
RISK ₄			0.679			
RISK ₅			0.531			
BENE ₁				0.796		
BENE ₂				0.736		
BENE ₃				0.639		
RELI ₁					0.831	
RELI ₃					0.695	
RELI ₂					0.693	
TR ₄					0.538	
SUBJ ₃						0.776
SUBJ ₂						0.763
SUBJ ₁						0.758

(Source: Analysis of official research data)

4. RESEARCH RESULT

Table 5. Determination of Pearson correlation coefficient

	REPU	RISK	BENE	RELI	SUBJ	EASE	INTE
REPU							
RISK	0.701**	1					
BENE	0.629**	0.580**	1				
RELI	0.567**	0.574**	0.598**	1			
SUBJ	0.636**	0.546**	0.582**	0.525**	1		
EASE	0.156**	0.155**	0.190**	0.166**	0.127*	1	
INTE	0.570**	0.470**	0.762**	0.581**	0.544**	0.240**	1

(Source: Measured by the authors)

4. RESEARCH RESULT

Table 6. Regression results

Independent variables	Unstandardized regression coefficient		Standardized regression coefficient	T	Sig.	Multicollinearity	
	B	Standard error	Beta			Tolerance	VIF
1(Constant)	0.365	0.173		2.112	0.035		
REPU	0.105	0.053	0.110	2.005	0.046	0.385	2.597
RISK	-0.099	0.047	-0.106	-2.091	0.037	0.449	2.229
BENE	0.535	0.045	0.584	11.892	0.000	0.479	2.090
RELI	0.182	0.051	0.167	3.603	0.000	0.539	1.856
SUBJ	0.082	0.041	0.094	1.995	0.047	0.523	1.913
EASE	0.075	0.029	0.089	2.563	0.011	0.958	1.044

Adjusted R² = 0.620

Durbin-Watson statistic = 2.268

Sig. (Analysis results of ANOVA) = 0.000

(Source: Measured by the authors)

4. RESEARCH RESULT

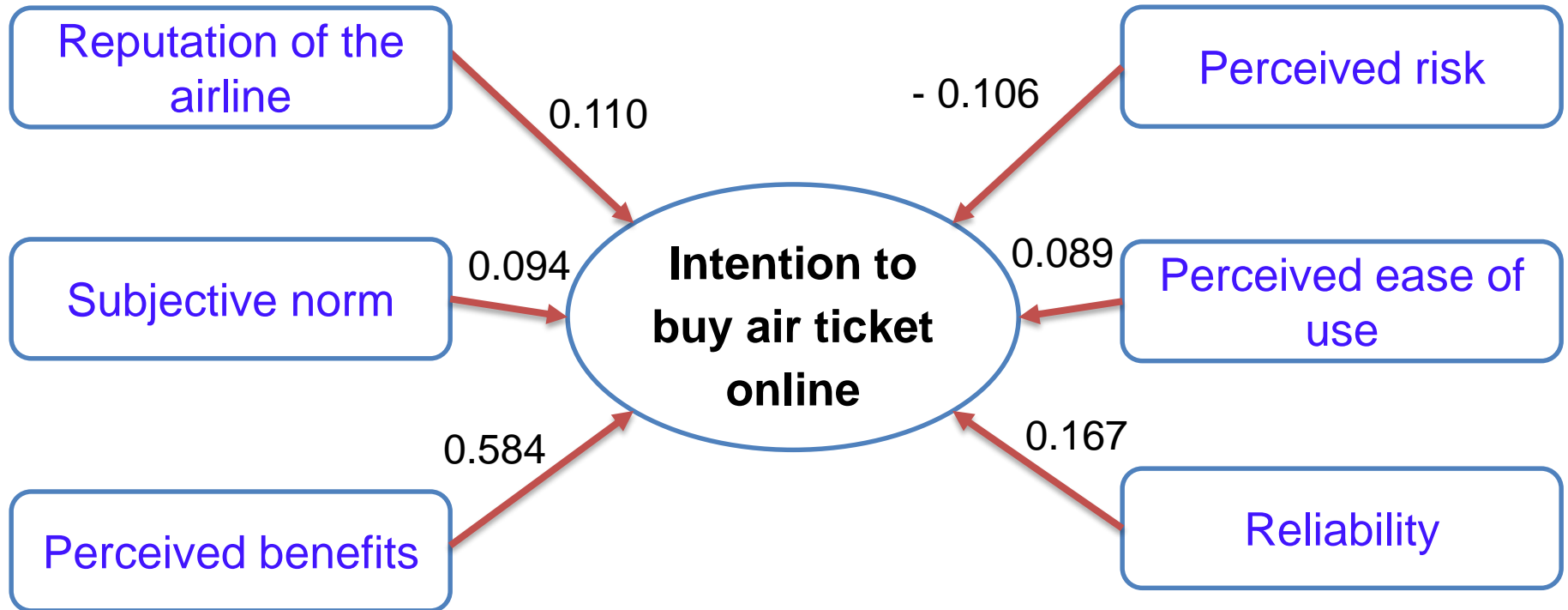


Figure 2. Model of factors affecting intention to buy air tickets online of Vietnamese consumers

5. CONCLUSION

This study inherits fundamental theories such as TRA, TPB and the results of previous studies to recognize factors that influence the decision to buy air tickets online of Vietnamese consumers. The final research model contains 36 observation variables made up six dimensions: Reputation of the airline (REPU), Subjective norm (SUBJ), Reliability (RELI), Perceived risk (RISK), Perceived benefit (BENE), Perceived ease of use (EASE) which all effect to the dependent variable of Intention to buy air tickets online (INTE).

6. LIMITATIONS

The research still has a number of limitations:

(1) The paper is based primarily on the TRA model and the TPB, as well as inherits the results of prior studies without appropriate adjustments to be able to understand the most general behavior of buying air ticket online of Vietnamese consumers;

(2) The research focused on the intention to buy air ticket online of Vietnamese consumers, have not gone further to the decision to buy air ticket online.

Thanks for Listening!