

The Study of Consumer Behavior towards Online Travel Agents in Purchasing Tourism Related Products and Services

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Abstract : The objectives of this study were to study the consumer behavior of the Baby boomers, the X & the Y generation towards Online Travel Agents in purchasing tourism-related products and services. The research methodology of this research used the quantitative study and the sample size consisted of 400 questionnaires in five districts of Bangkok. The data was analyzed by frequency, percentage, mean and SD. Moreover, all the hypotheses were tested by One-Way ANOVA and Pearson-Correlation statistics. The research findings were as follows: 1) There were significant effects to the purchasing decision making process towards purchasing tourism related products and services via OTAs; 2) There were different consumer behaviors from the Baby boomers, the X generation and the Y generation towards purchasing tourism related products and services via OTAs, which are explained in detail in finding. The research offers a discussion and presents some recommendations for the OTA websites.

Keywords : consumer behavior, online travel agent, x generations, y generations

Conference Title : ICEABM 2016 : International Conference on Economics, Accounting and Business Management

Conference Location : Amsterdam, Netherlands

Conference Dates : December 01-02, 2016