



Effect of demographics on Young Tourists buying behaviour

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Abstract- Online tourism is one of the biggest online transaction facilitators and is expanding quickly. Online travel booking, or OTB, is a method for increasing market shares and drawing in a lot of clients. It is necessary to conduct additional research on the influence of several elements on the decision-making process when obtaining OTB. The present study has been undertaken to identify the impact of demographics on tourists buying behaviors (online reviews, reliability and time saving) during OTB. The study sample consisted of 160 young tourists, female (n=80) and male (n=80) and purposive sampling technique was employed. The participants residing in urban and suburban areas of Delhi/NCR region that opted online means for hotel and travel bookings and ready to share their booking and travel experiences were selected for the study. The age of participants ranged from 18 to 28 years. The measures of Consumer Preference for Online Booking and Factors Influencing Tourists' Purchase Decisions were administered for collecting the data. ANOVA was used to evaluate the raw data, and the findings showed that customer demographics including age, income, gender, and education significantly influenced online reviews, dependability, and time savings when making online service reservations. On the other hand, factors including employment, industry, and family structure had no discernible effect on online ratings, dependability, or time savings. The paper emphasizes the importance of the study for online service providers in developing pertinent strategies and using customer reviews to improve online ticketing services.

Keywords: Demographics, Online Reviews, Reliability, Time saving, Tourists.

Introduction - Globally, the digital revolution has drastically altered the manner that tourism services are delivered. The pattern of travel plans has shifted due to the distribution channel used and sold, as well as the

conduct of tourists (No & Kim, 2015). It has been recognised that on the basis of volume sold, online hotel bookings have been recognised as the second largest source of revenue after air travel (Conyette, 2012). The evolution of technology over the years, such as the Computer Reservation System (CRS) in the 1960s, the Global Distribution System (GDS) in the 1980s, and the internet in the 1990s, can be seen as both a challenge and an opportunity (Buhalis & Law, 2008). OTB can also be used to increase market shares and draw in a lot more clients.

Online Booking- Technology advancements have revolutionised the travel and tourism industry, altering booking and accommodation practices (Rianthong, Dumrongsiri & Kohda, 2016). Online booking channels, particularly online travel agents (OTAs), have grown as a result of changes in consumer behaviour patterns. Thus, booking has been defined as the arrangements made while booking a hotel room, a table at a restaurant, a theatre seat, or a place on public transport. The hospitality industry is dominated by the travel business entities which emerged after 1990's. They play a pivotal role in the online distribution channels and successful marketing strategy by combining various products/services and reducing fixed costs (Kim, Kim & Kandampully, 2009). Online platforms make it easier to give customers tangible proof when they purchase hotels and tickets, which increases both tourist interest and rates of occupancy (Ling, Dong, Guo & Liang, 2015).

Online Reviews- One of the most important factors influencing the intentions and purchasing behaviour of customers is online reviews. A review is a formal evaluation of anything with the goal of making changes if needed, or it can be a critical analysis of a work of literature, theatre, cinema, etc. that has been published in a newspaper or magazine. Generally, it is observed that positive reviews boost sales, whereas negative reviews decrease the sales. A plethora of opinions provided by consumer on hotels, travel destination and travel services are often eloquent in the form of online consumer reviews (Sigala, 2009). According to researchers, customers view peer-provided information about hotel goods and services to be more reliable and independent than information from commercial establishments (Senecal & Nantel, 2004; Wilsons & Sherrell, 1993).

Reliability- In the travel and hospitality sector, reliability or trust is the capacity to count on a trading partner in whom one has faith and to be dependable or perform consistently. Exceeding customer expectations and ensuring frequent satisfaction throughout time is a rigorous procedure (Fam et al., 2004). It is essential for assessing customer loyalty, predicting future behaviour, and fostering enduring relationships with clients (Berry, 1996; Morgan & Hunt, 1994). The concept of trust is based on two major components i.e. confidence and reliability in the field of marketing and is remarkably influenced by customer satisfaction. Strangely, very few studies investigated the impact of trust on online travel purchasing. Reliability increases when consumers have a sense of security i.e., the ability of service providers to protect consumer's personal details from any unaccredited exposure during online transactions. Chen (2006) hypothesised that people's willingness for purchase is influenced by their overall level of trust in all-encompassing getaway websites. While some researchers suggest that trust has no direct effect on OTB, others contend that it positively influences consumers' likelihood to make online purchases and their desire to do so (Kamarulzaman, 2007; McCole, 2002; Wen, 2010).

Timesaving- One of the most important resources that customers allocate when making purchases, whether they are made in-person or online, is time. Making purchases online saves time since it eliminates the need to physically travel to the store (Rohm & Swaminathan, 2004). Morganosky and Cude (2000) concluded that time saving is considered as a primary factor by customers who had online shopping experience before. Furthermore, online customers are more bothered about purchase benefits, choice and time saving. Whereas, offline customers are concerned about security, delivery on time and privacy (Goldsmith & Bridges, 2000). Online booking and buying allow customers to shop whenever and wherever they choose, which streamlines the purchasing process and saves time spent in traffic, parking lot searches, and store lines (Childers, Peck & Carson, 2001).

Literature Review- Research revealed that there are gender differences in terms of information channels and preferences for the functioning of travel websites (Dae-Young Kim 2007; Morrison, Andrew & Baum, 2001; Kim & Lee, 2004; Buhails & Law, 2008). It was also concluded that females are more likely to be influenced by detailed messages, more prominently and intrinsically motivated. They depend more on external sources of information, and price comparison as compared to males (Kim, Lehto and Morrison, 2007). Based on factors like age, income, education, and prior online travel shopping experiences, a survey by Del Chiappa (2013) in Italy revealed a large gender gap among consumers who purchase travel products online.

Jensen & Hijalager (2013) recommended that the young, well-educated and high income tourists in contrast to lower income groups intend to take advantage of the internet in travel related planning. Law and Bai (2008) examined the impact of income and proposed that the likelihood of making a booking online increases with income. According to a different study, men are viewed as utilitarian buyers who are less gregarious and more focused on convenience (Huang & Yang, 2010). On the other hand, females are more influenced and inclined to look for online reviews and information and believe it as a time savings process. According to similar research, women are more worried than men about issues related to delivery, credit card fraud, privacy, and dubious websites (Compell, 2000; Bae & Lee, 2011; Fan & Mia, 2012).

Rationale- Research on online buying has changed over time since the advent of electronic commerce (Hassan et al., 2009). In order to assess the success of purchasing online businesses, researchers investigate the phenomenon of online buying using websites, email, electronic cash transfers, electronic data interchange, and smart cards (Joseph, 2000, Ghani et al., 2001, 2009; Wu, 2003; Kolsaker et al., 2004; Khatibi et al., 2006). Within the bounds of this theme, many variables were examined inclusive of external variables such as credit card facilities and website's design (Suki et al., 2002), internal variables such as demographic profiles and consumers' characteristics (Haque and Khatibi, 2005; Harnetal., 2006).

In addition to influencing consumer behaviour, age is a significant factor in the business's market segmentation and marketing strategy development. Market segmentation for a range of goods and services is based on gender variations, which have also been noted in biological and social characteristics (Putrevu 2001;

Kim et al. 2007). However, within the context of hospitality management, limited research has been conducted on gender differences, especially regarding restaurant online booking behaviour.

Delhi being capital of India and gateway for both inbound and outbound tourists, it holds high percentage of share in country's overall tourism business. Because of the intense rivalry in the hotel sector, OTAs must use the finest tactics available to them in order to compete and satisfy customer preferences. Despite the increasing number of tourism researchers, more empirical research is still needed to fully understand the sociodemographic aspects impacting OTB, especially in the capital city of Delhi/NCR.

Reviews suggest that customers benefit from online shopping in terms of buying simplicity and the minimization of time consumption in shopping, consequently reduced time pressure (Kim & Lim, 2001; Szymanski & Hise, 2000). Previous findings proclaim that there are no significant difference between traditional (offline) and online business and that there is a new phase in the purchasing process, the stage of trust-building (Lee, 2002; Pappas, 2017). Generally tourists look for information through online portals and frequently book using website or telephone (Wu, Law & Jiang, 2013), providing them freedom to negotiate the price and to get more suitable prices.

Therefore, using OTAs to make reservations offers a number of benefits to customers, including increased dependability, a sufficient number of online reviews, time savings, convenience (Pappas, 2017), financial benefits (like reduced costs) (Hao, Yu, Law & Fong, 2015), speed (Agag & El Masry, 2016), enjoyment (Arruda, 2014), and a wide range of goods and services (Liu & Zhang, 2014). Beldona (2011) investigated the elements that affect airline booking habits when making purchases online versus offline and proposed that the main differentiators were demographic factors such as internet use adaptability and online time. As a result, the relationship between demographic factors (education, age, gender, employment, income, etc.) and online reviews, dependability, and time savings in OTB among Delhi/NCR tourists is yet scanty and need further research.

Method- The study sample consisted of 160 young tourists, female (n=80) and male (n=80). The tourists were contacted based on the inclusion criteria i.e., the participants residing in urban and suburban areas of Delhi/NCR who booked their travel intermediaries and packages through online platforms, ready to share their booking and travel experiences, and going for domestic as well as outbound tours from Delhi were selected. The age of participants ranged from 18 to 28 years and purposive sampling technique was employed for data collection. Factors such as age, gender, education, employment, income, residence etc. were recorded using biographical record schedule.

The questionnaires were prepared using Google forms and after taking the consent from the participants, it was distributed using online and offline means. Sample mainly consisted of relatives, colleagues, friends, students, and employees working in various private and government institutes/colleges of Delhi/NCR.

Measures

Consumer Preference for Online Booking- Preference for online booking questionnaire developed by Kumaret al. (2018) was used. It is a five point likert type scale and is used to measure various factors affecting OTB among tourists. The scale consists of 16 items and has four dimensions namely time saving, convenience, advance booking, and discount each consisting of four items. The items related to time saving were used in the present study. R is used to check the Cronbach's Alpha for each of the construct. The Cronbach's Alpha value of the construct was .620 for time saving (.620), and for complete scale and subscale to be greater than 0.60.

Factors influencing Tourists' Purchase Decisions- Analysis of online reviews in OTAs questionnaire was developed by Pinto (2019). The scale has one dimension namely online reviews with seven items. It is a five point likert type scale ranging from 1 (Strongly disagree) to 5 (Strongly agree) and the participants had to mark one out of five based on its importance. The internal consistency of the questionnaire was evaluated by the Cronbach's coefficient Alpha that proved to be good (0.802).

Objectives of the study- To study the effect of demographics on time saving, reliability and online reviews in OTB.

Hypothesis: H1: Demographic factors of young tourists will significantly impact time-saving, reliability, and online reviews in Online Travel Booking (OTB).

- **H1.1:** Gender of young tourists will significantly impact time-saving, reliability, and online reviews in OTB.
- **H1.2:** Age of young tourists will significantly impact time-saving, reliability, and online reviews in OTB.
- **H1.3:** Education of young tourists will significantly impact time-saving, reliability, and online reviews in OTB.
- **H1.4:** Employment status of young tourists will significantly impact time-saving, reliability, and online reviews in OTB.
- **H1.5:** Employment sector of young tourists will significantly impact time-saving, reliability, and online reviews in OTB.
- **H1.6:** Income of young tourists will significantly impact time-saving, reliability, and online reviews in OTB.
- **H1.7:** Family type of young tourists will significantly impact time-saving, reliability, and online reviews in OTB.
- **H1.8:** Residence of young tourists will significantly impact time-saving, reliability, and online reviews in OTB.

Table 1: Characteristics of Demographic Variables

Variables		Frequency	Percent
Gender	Male	80	53.50
	Female	80	46.50
Age	18-23	121	76.10
	24-28	38	23.90

Education	UptoXII	10	6.30
	Graduate	103	64.80
	Postgraduate	42	26.40
	Doctorate	4	2.50
Employment	Paidemployee	51	32.10
	Self-employed	13	8.20
	Student	79	49.70
	Unemployed	16	10.10
Sector	Government	35	22.00
	Semi-government	1	0.60
	Private	40	25.20
	Others	83	52.20
Income	Rs.5000-Rs.30,000	00	00
	Rs.31,000-Rs.56,000	14	8.80
	Rs.57,000-Rs.81,000	24	15.10
	Rs.82,000-Rs.97,000	56	35.20
	Rs.97,000&Above	65	40.90
Family	Joint	65	40.90
	Nuclear	89	56.00
	Others	5	3.10

Results

Figure 1: Impact of Demographic Profiles on Online Tourists' Buying Behavior



Table 2: Gender influence on Time Saving, Reliability and Online Reviews towards Online Travel Booking

OutputVariable	MeanValue(SD)		ANOVA F(Sig.)
	Male (n=80)	Female (n=80)	
Timesaving	10.52(1.18)	6.86(1.90)	218.95(.000)**

Reliability	10.13(1.73)	7.63(1.80)	74.17(.000)**
OnlineReviews	13.71(2.41)	18.88(1.95)	134.80(.000)**

**p<0.01;*p<0.05

Table 2 shows the influence of gender on time saving, reliability and online reviews towards online travel booking with special reference to young tourist of Delhi/NCR. Results indicate that gender had a significant impact on time saving, reliability and online reviews of tourists. The male group scored higher than the female group on time saving (10.52) and reliability (10.13). Whereas, the female considered online reviews (18.88) to be more important as compared to the male group (13.71).

Table 3: Influence of age on Time Saving, Reliability and Online Reviews towards Online Travel Booking.

Output Variable	Mean Value (SD)		ANOVA
	18-23 Years (n=121)	24-28 Years (n=38)	F(Sig.)
Time saving	9.47(2.11)	7.97(2.59)	15.70(.000)**
Reliability	9.34(2.12)	8.47(2.05)	6.37(.013)*
Online Reviews	16.16(3.01)	17.38(2.85)	6.30(.013)*

**p<0.01;*p<0.05

Table 3 shows the influence of age on time saving, reliability and online reviews towards online travel booking. Results indicate that age had a significant impact on time saving, reliability and online reviews of tourists. The younger age group (18-23 years) scored higher than the other age group (24-28 years) on time saving (9.47) and reliability (9.34). Whereas, the other group considered online reviews (17.38) to be more important as compared to the younger group (16.16).

Table 4: Influence of education on Time Saving, Reliability and Online Reviews towards Online Travel Booking:

Output Variable	Mean Value (SD)				ANOVA
	Xii (N=10)	Graduate (N=89)	Post Graduate (N=51)	Doctorate (N=9)	F(Sig.)
Time saving	9.60(1.64)	9.20(2.32)	8.50(2.44)	7.67(3.16)	2.17(.094)

Reliability	10.11(1.66)	9.08(2.14)	8.88(2.13)	8.00(2.18)	1.66(.178)
OnlineReviews	15.00(3.31)	16.22(2.93)	17.61(2.74)	16.33(3.67)	3.38(.020)

**p<0.01;*p<0.05

Table 4 shows the influence of education on time saving, reliability and online reviews towards online travel booking with special reference to young tourist of Delhi and NCR. Results indicate that education as a factor of demographic does not have significant influence on timesaving, reliability and online reviews in Indian context.

Table 5: Influence of employment on Time Saving, Reliability and Online Reviews towards Online Travel Booking

Output Variable	Mean Value(SD)				ANOVA
	Paid Employee (N=51)	Self-Employed (N=13)	Students (N=79)	Unemployed (N=16)	F(Sig.)
Timesaving	8.41(2.57)	9.46(2.44)	9.00(2.31)	9.38	.935(.425)
Reliability	9.14(2.12)	8.77(2.49)	8.97(2.13)	9.37	.218(.884)
OnlineReviews	16.10(2.88)	16.54(3.36)	16.70(2.98)	17.50	.813(.489)

**p<0.01;*p<0.05

Table 5 shows the influence of employment on time saving, reliability and online reviews towards online travel booking with special reference to young tourist of Delhi and NCR. The results of the study indicate that employment as a demographic factor doesn't have much impact on time saving, reliability and online reviews.

Table 6: Influence of sector on Time Saving, Reliability and Online Reviews towards Online Travel Booking

Output Variable	Mean Value(SD)			ANOVA
	Government (N=38)	Private (N=53)	OTHERS (N=68)	F(Sig.)
Timesaving	8.29(2.56)	9.15(2.23)	8.96(2.43)	1.309(.248)
Reliability	8.63(2.20)	9.43(2.03)	8.91(2.14)	1.636(.180)

OnlineReviews	16.89(2.86)	14.90(3.17)	16.99(2.89)	2.193(.115)
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**p<0.01;*p<0.05

Table 6 shows the influence of sector on time saving, reliability and online reviews towards online travel booking with special reference to young tourist of Delhi and NCR. The results of the study indicate that sector as a demographic factor doesn't have much impact on time saving, reliability and online reviews.

Table 7: Influence of Income on Time Saving, Reliability and Online Reviews towards Online Travel Booking:

Output Variable	Mean Value (SD)				ANOVA Rupees in Thousand
	31-56 (N=14)	57-81 (N=24)	82-96 (N=56)	97 Above (N=65)	F(Sig.)
Timesaving	9.43(2.21)	8.92(2.69)	10.50(1.54)	10.74(1.16)	8.239(.000)**
Reliability	9.43(2.06)	9.04(2.66)	9.79(1.50)	10.20(1.79)	2.480(.063)*
Online Reviews	16.36(2.31)	17.04(3.56)	14.82(2.28)	14.98(2.18)	5.834(.001)**

**p<0.01;*p<0.05

Table 7 shows the influence of income on time saving, reliability and online reviews towards online travel booking with special reference to young tourist of Delhi and NCR. Finding suggests that the consumers having lower income give less importance to time saving, reliability and online reviews in OTB while consumers having higher income had higher score on time saving, reliability and online reviews.

Table 8: Influence of family on Time Saving, Reliability and Online Reviews towards Online Travel Booking with special reference to Delhi and NCR.

Output Variable	Mean Value (SD)			ANOVA
	Joint (N=65)	Nuclear (N=89)	Others (N=5)	
Timesaving	8.98(2.42)	8.89(2.38)	8.60(3.13)	.075(.928)
Reliability	8.94(2.39)	9.13(1.93)	8.00(2.12)	.748(.475)
Online Reviews	16.65(3.07)	16.57(2.92)	16.60(4.16)	.011(.989)

Table 8 shows the influence of family type on time saving, reliability and online reviews towards online travel booking with special reference to young tourist of Delhi and NCR. Results show that family type does not significantly impact timesaving, reliability and online reviews among young tourists of Delhi and NCR.

Discussion- The purpose of this study was to investigate how demographic factors effected online reviews, reliability, and time savings in OTB. The initial hypothesis was that timesaving, reliability, and online reviews in OTB would be significantly affected by the gender of the tourist. Table 2 shows the descriptive statistics of the impact of gender on timesaving, reliability and online reviews in OTB. The results indicate that male group scored higher than female group on timesaving and reliability. On the contrary females scored higher than males on online reviews. The outcome supports the findings of Brown, Pope, and Voges (2003), which indicate that men are more inclined than women to make purchases online. According to a related study by Cleveland et al. (2003), women buyers seek out more details than men when it comes to consumption choice. Furthermore, gender differences are seen as a component of market segmentation that has been thoroughly examined in research on consumer behaviour. The difference between males and females exhibit due to the differences in their information processing approach. This leads them to various judgments related to timesaving, reliability and reviews (Okazaki & Hirose, 2009). Thus, the hypothesis that gender has a significant impact on timesaving, reliability and online reviews in OTB is accepted.

H1.2: Age of tourists would significantly impact timesaving, reliability and online reviews in OTB. The second hypothesis was, age of tourist would significantly impact timesaving, reliability and online reviews in OTB. Results revealed that the respondents of higher age group scored higher than the lower age groups, indicating that older tourists are more concerned about timesaving and reliability while booking online. Since, the online purchase decision varies with advancement in age, it is considered as a vital demographic aspect that impacts online buying behaviour (Gurmu & Etana, 2014). The result is in accordance with previous study conducted by Gong, Stump and Maddox (2013) who concluded that customers having younger age have greater motives to purchase online as compared to older customers. Consumers in their early twenties are more involved in online purchase of items more frequently compared to the other age groups. Younger people tend to shop more on items of lifestyle, fashion, fun. Whereas, elderly people like to spend on health-related expenses (Mathew, 2015). Similar finding by Rajyalakshmi (2015) found that older consumers enquire more about the origin of products before buying, believe higher degree of risk in making online purchases whereas, younger buyers make their online purchase decision based on their experience and better computer skills. Therefore, the hypothesis that age would significantly impact timesaving, reliability and online reviews in OTB is accepted.

H1.6: Income of tourists would significantly impact timesaving, reliability and online reviews in OTB.- The sixth alternative hypothesis state that income of tourist would significantly impact timesaving, reliability and online reviews in OTB. The results indicate that the consumer having lower income gives less importance to timesaving, reliability and online reviews while consumers of higher income group give more importance to these factors. Study is in accordance with the finding undertaken by Sultan and Henrichs (2000) suggesting that the consumer's desire and liking for adopting internet as a medium for shopping was firmly related to

income. Although, it has been observed that the lower income consumers use internet for online purchase and booking but, they need to be educated not only its time saving capacity but cost effectiveness as well (Punj, 2011). Research suggests that income plays a key role in consumer buying behaviour therefore low-income consumers are more cautious about money loss and are reluctant to spend online as compared to higher income consumers (Gunes, 2018). It was also found that as the income increases the consumer's reliability and reviews regarding online booking also increase (Law & Bai, 2008). Thus, hypothesis that income significantly impact time saving, reliability and online reviews in OTB is accepted. The results revealed that level of education, sector, employment and family type did not have much impact on reviews, reliability and time saving while online travel booking among young tourists of Delhi/NCR. Therefore, the hypothesis related to these characteristics was rejected in the present study.

Since OTB has undergone significant change recently, it is impossible to ignore the impact of the digital revolution. Given that the majority of travellers use online platforms to make travel-related reservations, this study highlights the significance of these platforms as a distribution channel. For this study, the influence of demographics on the three main characteristics of OTAs—time saving, dependability, and online reviews—was taken into account. The study's conclusions have a number of applications. Based on demographic variables like location, age, gender, and income, marketers and travel firms can guarantee client happiness. They can possibly provide quality services/products, much better pre and post-sales services as well as reasonable pricing. The results of the study can be utilized by practitioners in relooking or revamping their strategies for online shopping like focusing on point and cost-effective market segmentation, understanding consumer's behavior pattern and accordingly they can plan and make strategies in order to drive loyalty and intentions to book online travel services. Additionally, customers are better able to comprehend the intricacies of online reservations, take advantage of the benefits that come with online purchasing, and possibly even become the first to use e-commerce. The primary information source is online reviews, thus stakeholders should keep funding platforms that monitor online reviews, maintain an online reputation, and use customer input to enhance service quality. As a result, the results of this study could potentially raise the awareness of e-commerce and serve as a guide for further research.

Implications and Limitations- Despite the significant research contribution no study goes by without limitations. First, the sample size was small, therefore, the findings cannot be generalized. This study mainly focused on demographic factors, thus future studies could include various other factors including the role of psychological variables. The study's limitation to Delhi/NCR was another drawback; in order to make a more accurate comparison, it may have included tourists from other regions of the country. Data for the study was gathered using a quantitative approach. Qualitative methods like narrative or content analysis could provide a deeper insight of the psychological and behavioral characteristics of consumers. Additional illustration samples and additional target regions should be used for future expansion. This study aims to close a gap in the literature by enhancing knowledge of the OTB factors that affect purchase intention and enabling stakeholders to more effectively design marketing strategy, particularly in the Delhi area.

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