

Factors affecting middle-aged customers' acceptance of online booking websites in

China

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ABSTRACT

The importance of online bookings has been studied by various authors. The aim of this study is to fill in a gap in literature by identifying unique factors that affect acceptance of online booking website in middle aged customers in China. The objectives which have been used to achieve this aim are (1) to study the trends and acceptance of online booking websites (2) to explore the impact of various factors affecting middle-aged customers' acceptance of online booking websites in China (3) to provide recommendations to online booking websites to enhance their acceptance among middle-aged customers in China. Quantitative research has been used by the researcher in order to arrive at the outcomes. The data was collected from a total of 100 participants with the help of survey questionnaire. The results of the study shows that the dependent variable is influenced by most of the independent variables i.e. perceived usefulness, perceived ease of use, attitude, experiences, innovativeness, compatibility, accessibility, behavioural intention, and trust have a significant impact on the acceptance of online booking websites in China. However, in the context of this study, social presence does not seem to be an influencer of the acceptance of online booking websites in China.

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CHAPTER ONE: INTRODUCTION

1.1. Contextual Background

The rise of internet and other innovations in telecommunication technologies had significant impact on the way people as individuals and as consumers communicate among each other as well as with businesses (Liu and Zhang 2014). Online communication channels gave rise to e-commerce whereby businesses use internet and other technologies to conduct commercial and economic activities. Online booking is one of the aspects of e-commerce whereby various businesses such as travel and tourism industry conducts their businesses by offering online platform to customers which can be used to book products and services such as hotel booking, air travel booking, tourism packages, etc. which were previously booked by visiting a nearby office. Particularly in tourism and hospitality industry, the number of online users and purchases increased by 27 percent in 2012 (Law Qi, and Buhalis, 2010). Travel and tourism businesses have been increasingly using online booking websites to provide better services to their customers. One of the main factors for wide adoption of internet and online booking platforms is the ease and convenience of customers as compared to physically visiting the business place. However, this is not the only factor. There are several other factors that affect the adoption of online booking websites (Yin, Li and Qiao 2016). It is important for businesses to identify such factors and develop business strategies using these factors. This study aims to understand such factors by focusing on middle age customers in China. This study conducts secondary and primary research to identify such factors and make recommendations to online booking businesses to improve their strategy.

Beyond doubt, 21st century is categorised as the century of innovations in internet and telecommunication sectors. According to Sparks and Browning (2011), in case of tourism

industry, the most significant use of internet and other technologies can be observed in the form of online booking websites. For customers these website allows them to book products and services with higher convenience and ease. For businesses online booking websites have enabled businesses to improve operational efficiency and profitability. These website have served as competitive advantage for many businesses. In addition, the online booking websites have also played a critical role in shaping new marketing tactics as well as in affecting and shaping customers behaviour towards travel and tourism industry.

The travel and tourism markets have had major influence due to the rise in e-commerce. Researchers have paid significant attention to online booking methods developed by organisations in order to achieve various business goals and objectives such as increasing market share, increasing customer satisfaction, developing business brand, and marketing advertising functions. The study conducted by Llach (2013) concluded that online booking can be defined as a method for businesses to reallocate available resources, that were previously dedicated to traditional method of booking, in a new way so that they can facilitate their customers and provide more value added services through innovative booking methods. In similar line of argument, Kucukusta et al. (2015) argued that online booking refers to a booking system based on internet which facilitates customers and businesses to handle booking process in a more time and cost efficient manner. The main feature of online booking as per Kucukusta et al. (2015) is the ease and convenience that customers enjoy, while on the other hand, the main feature for businesses in online booking websites is the increase in business efficiency and profitability.

The study conducted by Passyn, Diriker and Settle (2011) focused on middle-aged consumers specifically belonging to Generation X and they attempted to study the phenomenon of online shopping. They focused middle aged customers because this segment has higher incomes in China. The study reported that the share of middle-aged (defined as 35-44 years age group) consumers was overwhelmingly large in total online booking website activities. This age group provided around USD 1930 per annum in the form of online shopping from various websites. These figures have intrigued both academics and marketers as well as e-commerce experts to examine how this age group accepts and adopts websites for online shopping and other commercial activities (Clemes, Gan and Zhang 2014).

In case of Chinese middle-aged population segment, the demographics show that they are adequately educated and have enjoyed a rather technology savvy environment while growing up as compared to previous generations. Furthermore, Chinese middle-aged consumers also have less inclinations towards savings and they are rather consumption oriented. They spend significant amount of income on entertainment and leisure. Since they are well versed with technology therefore they also exploit various products and services that enable them to use technology for fun and leisure. For example, tourism and travel bookings and movie ticket bookings are very common in Chinese middle aged group. Furthermore, Chinese middle aged population has a taste for leisure traveling and they spend significant amount to enjoy their vacations in foreign countries across the globe. Finally, Chinese customers have greatly adopted online booking websites as their main interaction method with travel and tourism businesses. The main preferences of Chinese customers in terms of online booking websites are excellent and high quality services as well as value added service to maximise value for money. The study conducted by Del Chiappa (2013) reported that approximately 8% of total middle aged

customers commonly use online websites for shopping. Due to this there has been a significant growth in Chinese e-commerce. Finally it is important to note that around 60% of total Chinese population is middle aged segment (Statista 2015).

1.2. Research Problem

Although there is voluminous research available that focuses on examining the factors that affect acceptance of online booking websites in customers, yet the literature lacks studies that focus on factors that specifically relate to middle aged customers in China. On the other hand, there has been an exponential increase in the online booking market over the years. Since middle-aged consumers in China represent a vast majority in total consumers, therefore, the research issue for this study is to study unique taste and preferences of this age group in China in relation to their acceptance of online booking websites. The study aims to add valuable research findings to existing literature in terms of highlighting unique needs and preferences of middle aged customers in China. Since there is a gap in literature that can be filled by studies that focus this age group. The main benefit of this study is that it presents various factors that affect a majority of customers in China and therefore helps businesses to tailor their business strategies to promote online booking even more. In addition, online booking website can identify their limitations and remove barriers that hinder acceptance of online booking websites among middle aged customers in China.

1.3. Aims and Objectives

The aim of this study is to fill in a gap in literature by identifying unique factors that affect acceptance of online booking website in middle aged customers in China.

Following objectives have been used to achieve this aim:

- To study the trends and acceptance of online booking websites
- To explore the impact of various factors affecting middle-aged customers' acceptance of online booking websites in China
- To provide recommendations to online booking websites to enhance their acceptance among middle-aged customers in China

1.4. Research Question

What are the factors that affect the acceptance of online booking website in middle aged tourism and travel industry customers in China?

1.5. Rationale of Study

As explained earlier there has been a significant increase in e-commerce across the globe. China is considered to be one of the biggest populations in the world. In addition, Chinese population have also adopted internet as a part of their daily life. They use internet not only for personal communications with friends and family but they also use internet and other related technologies for commercial activities. For example, online retailing and shopping are very popular in China (Liu and Zhang 2014). Chinese online shopping market has increased by 23 percent over the last year to almost \$167 billion (China Internet Watch 2016). Travel and tourism industry is no exception (Sultan and Uddin 2011). The main operating aspect that has used internet to transform entirely is booking process. Chinese customers are using internet, personal smart phones, and other technologies to access online booking website for their travel plans; including both leisure and business travel. Thus it is important to study all factors that affect the acceptance of online booking websites as a medium for interaction between businesses and tourism and travel customers. Thus this study is determined to identify such factors and make valuable recommendations to online booking businesses. Furthermore, middle aged customers

claim majority share of overall customers in China. While there have been studies on online shopping and booking websites in relation to consumer behaviour, the acceptance of these websites by middle-aged customers in China is not well-researched. Middle-aged customers (16-59 years) are the most significant group in China as around 66% of the total population lies within this age bracket (Yin, Li and Qiao 2016). Thus based on importance of online booking website in travel and tourism industry and based on importance of middle aged customers in China's total population, this study aims to add to existing literature by identifying factors related to this demographic segment.

1.6. Significance of Study

This study is significant in the fact that it aims to fill in significant gap in literature i.e. identify the unique factors that affect the adoption of online booking websites in middle aged population in China. Furthermore, this study is significant for online booking businesses because using the results and conclusions drawn in this study, online booking businesses can identify weaknesses in their business strategy and tailor operating activities such as marketing in accordance with the needs and preferences of middle aged customers in China. Furthermore, the recommendations presented in this study are significant for businesses which they can use to remove barriers in the acceptance of their own website in the middle aged population. Thus they can improve the efficiency and productivity of their online booking process by attracting more middle aged customers. This study is also significant for academic community not only because it attempts to fill in an academic gap but also that it opens new avenues for future researchers. This study contributes to literature by adding both qualitative and quantitative evidence. Other researchers can use the results and conclusions of this study to aid their own research endeavours.

1.7. Structure of Study

There are five chapters in this study. First chapter begins by introducing the main context of research question and phenomenon under consideration. The study then continues to present research objectives and rationale and its significance in overall literature. Second chapter is based on secondary research and presents a comprehensive review of literature. This review retrieves data and information from already existing studies that focus on acceptance of websites and factors that affect middle aged customers. This chapter presents working model for the study. The chapter then continues to present concepts and various factors to lead the reader to understand the conceptual and research model adopted in this study. Third chapter presents methodological blueprint of this study. It explains and justifies all decisions made by the researcher during the course of research process. This chapter explains philosophical decisions, research strategy decisions, data collection and analysis techniques, sampling decisions, and ethical principles adopted in this study. Finally the chapter ends with a brief discussion of research limitations. Fourth chapter presents primary research results based on mixed research strategy. Final chapter in this study presents conclusions drawn on the basis of primary and secondary research conducted in this study. The chapter then continues to present recommendations based on conclusions drawn. Finally the study ends with a number of suggestions for future researchers in travel and tourism sector.

CHAPTER TWO: LITERATURE REVIEW

2.1. Introduction

This chapter entails the review of the literature which is conducted in the light of studies postulated by several researchers, practitioners and authors. Furthermore, this chapter is explained with the support of Technology Acceptance Model (TAM) presented by Davis which helps in understanding the middle-aged customers' acceptance of online booking websites. The purpose of selecting this model as a part of this research is due to the adoption and acceptance of the online booking website of the customers which can be explained accurately with the help of TAM model. This chapter further sheds light on the tourism industry overview of China with respect to the online booking websites and the preference of the customers in this regard.

2.2. Conceptualisation of Online booking websites

It is apparent that the 21st century is regarded as the environment of Web 2.0 in the industry of Tourism (Sparks and Browning 2011: 310). However, the industry of tourism has been one of the most important elements in the online booking websites which have a profound impact on the profitability of the industry. Furthermore, the online booking websites continue to develop in new marketing dynamics and have redesigned the consumer behaviour towards online booking websites. The tourism markets have been of great importance to the e-commerce experts as most of the organisation provide online booking facility to their customers in order to provide ease and usefulness and further saves their time. In the light of Llach (2013: 23), online booking refers to the method of allocating company resources to the customers for the purpose of making the

booking in advance. On the other hand, Kucukusta (2015: 185) defined online booking as the booking system which handles the task of customers booking of the hotel services in a set amount of time for the consumers. Therefore, online booking websites aims to provide ease and convenience to the customers by providing required information relevant to their booking process.

2.2.1. Advantages of Online Booking Websites

The online booking websites are advantageous to the customers as it offers the customers and organisations with a method of arranging an efficient and an automatic booking system. Moreover, the customers can scroll through the website for the purpose of locating their required information which helps the customers in making decisions regarding the hotel reservation or online booking of the flight tickets (Ip, Leung, and Law 2011: 533). It provides ease and usefulness to the customers because the customer does not have to physically visit the store for the hotel reservation or booking their flight tickets. However, the online booking system enables the customers to book ahead of the time so they are into that hassle whether they get the reservations on time or not (Deng, Mo and Liu 2014). In addition to the above statement, the online booking websites enable the customer with a flexible system based on the accessibility of the internet which is available all time to the customers. On the basis of the reservation made by the customers, they get a confirmation of the booking either through email or a phone call which is more convenient for the customers. Furthermore, the customer can pay online for their booking and reservations which provide them with more convenience.

2.2.2. Disadvantages

There are a number of disadvantages of online booking websites which are concerned with the organisation's online booking policy. Most of the organisations have pre-standards of online booking which does not allow the customers to cancel their booking or reservation. In some cases, a percentage of the amount invested in the online booking is returned back to the customers while in some cases customers have to lose their entire amount deposited for the purpose of online booking. Furthermore, a mistake made by the customer through the booking process cannot be reverted back as the booking can be done only once (according to the policy of some organisations). In the light of Kucukusta (2015: 188), online booking can annoy the customers when the server system of the website is running slowly or taking too much time to process their request for the online booking. In some cases, there is a critical process of payment which customers find hard to understand keeping the concept in mind that online booking provide ease and convenience to the customers.

2.3. Middle-aged consumers acceptance towards online booking websites

According to the report of Passyn, Diriker and Settle (2011), middle-aged consumers which belong to Generation X were taken into account for online shopping because of their higher incomes and a large number of investments. The middle-aged consumers belonging to the age bracket of 35-44 years are overrepresented in the online booking website population where they spend about \$1930 annually on online purchasing from the websites which is just \$70 less than reaching a million allies. It may have become a surprising factor for the marketers and e-commerce experts that how middle-

aged consumers have adopted and accepted the online websites for making their purchases (Clemes, Gan and Zhang 2014). However, the Chinese middle-aged consumers are well-educated and have been brought up in an open environment as compared to their parents. In comparison to the older generation, Chinese middle-aged consumers are habitual of saving fewer amounts and spending more on their fun and entertainment and prefer to use online websites for their purchases. Similar is the case in the online booking websites; Chinese middle-aged consumers prefer to spend their vacations in different countries so as to explore the world. However, they prefer online booking websites for planning their vacations from ticket booking to hotel reservations. Furthermore, they also pursue having excellence, quality and value over the services through spending a greater amount of money in their tours. It is stated in the report of Del Chiappa (2013: 55), around 8% of the consumers belonging to middle-aged are purchasing the products from online websites which have eventually given a growth to the Chinese e-commerce market which is reported at ¥264 billion (\$41 billion) as of 2009. It is noted that the 60% of the Chinese population belongs to middle-aged consumer segment where around 46 million people in China conduct their purchases from online websites (Statista 2015).

2.4. Technological Acceptance Model

The acceptance and behavioural intentions towards the online purchases for instance online booking websites have been supported by the model of Technology Acceptance (Davis, 1986). The previous studies regarding e-commerce have focused on the customers' acceptance and adoption of the technology in an environment which is computer-mediated. However, for the purpose of changing the perceptions in the field of ecommerce, several studies have addressed willingness of the customers to change their attitudes and behaviour by particularly focusing on

the ease and usefulness of the ecommerce websites which are the key variables in the model of Technology acceptance. It is enlightened by Cheung and Vogel (2013), technology acceptance has gathered prominent researches from different scholars and practitioners in the information systems for the past two decades.

2.4.1 Development of Technology Acceptance Model

2.4.1.1 Stage 1

In the light of Hsiao and Yang (2011), the growing significance of the technological needs in the era of 1970s and the growing failures in the information systems adopted by the organisations, predicted a vast area of interest of the researchers. Moreover, most of the studies conducted were failed to acknowledge reliable measures that can accurately explain the rejection and acceptance of the system. However, in the era of 1985, Fred Davis postulated a model known as Technology Acceptance Model in his thesis at the MIT School of Management. The model proposed that the acceptance and rejection of the technology can be explained through the motivation of the users which in response to the motivation predicts the direct influence by external stimulus which is consisted of the features of the systems and its capabilities (Davis 1986: 1). This statement is explained in the figure below:

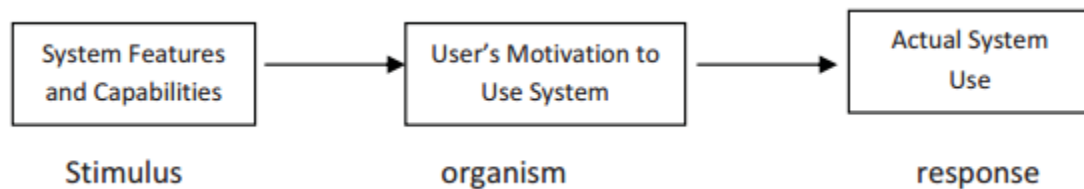


Figure 1: Davis TAM model

Source Davis (1986)

2.4.1.2 Stage 2

After few years, David further refined his framework for the purpose of proposing a Technology Acceptance Model which is shown in the figure below. However, in this proposed framework, Davis suggested that the motivation of the users towards the technology acceptance is dependent on three factors which are perceived ease of use, attitude towards using the technology and perceived usefulness (Davis, Bagozzi and Warshaw 1989). He further hypothesised in the proposed model that the user attitude towards the technology was one of the most important determinant which elaborates whether the user will accept or reject the system or technology. However, the users' attitude and their perceived ease of use can directly influence their perceived usefulness of the system. Moreover, these beliefs were conjectured to be a direct influencer to the characteristics of the system which are represented as X1, X2 and X3 in the figure mentioned below.

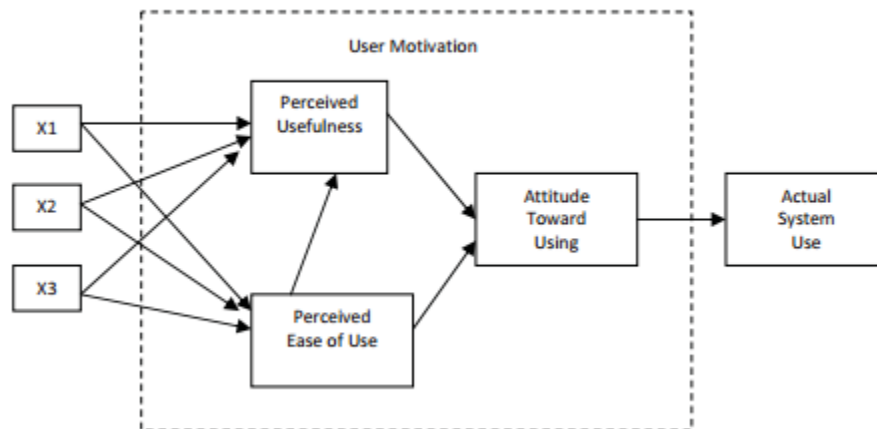


Figure 2: Original Davis Model

Source: Davis (1986)

2.4.1.3 Stage 3

After further experimentation in the technology acceptance model, Davis refined his model further to add more variables that modifies the study of his model which was developed previously. Likewise, several researchers have applied their additions in the Davis Model of Technology Acceptance (Davis 1986). However, over the passage of time, the TAM evolved as a leading model explaining the acceptance and rejection of the technology and system. It has become so important for the industry that most of the researchers have implemented this model in their studies where the research on the model is still in process.

2.4.1.4 Stage 4 (Final Version of TAM)

The development of the Technology Acceptance Model further incorporated behavioural intentions as the new factor which is directly influenced by the usefulness of the technology and system. Davis (1986) highlighted that there are some cases in which the technology or the system which was found to be useful, an individual might form their behaviour intention that without the formulation of any attitude which eventually gives rise to the modified and refined version of the Technology Acceptance Model which is illustrated in the figure below:

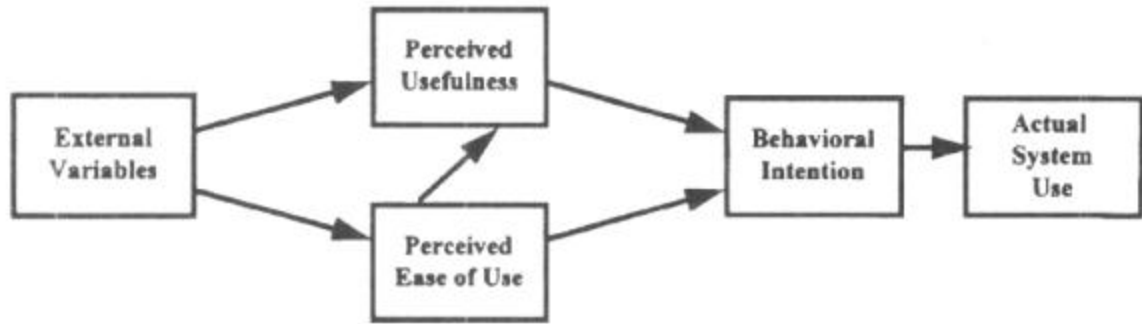


Figure 3: Final Version of Davis TAM model

Source: Davis (1986)

Shroff (2011) used the model to perform a longitudinal analysis with 109 users for the purpose of measuring their intention towards the technology or the system after giving one hour of introduction to the system and checked their intention after 14 weeks. In this case, the results portrayed a strong correlation between intention and usage of the system with its perceived usefulness as it was responsible for influencing the intention of the users towards the system (Davis 1999). However, after the analysis a final version of the model was presented which includes the variables as perceived usefulness, behavioural intention, actual use of a system and other external variables. In the next section of this heading, the researcher has discussed the factors which affect the middle-aged customers' acceptance towards online booking websites.

2.5. Factors affecting middle-aged customers' acceptance towards online booking websites

Online Buying behaviour of customers is also known as online shopping behaviour. Several researches have been conducted by different researchers to study the online buying behaviour of customers. There are number of researchers who worked in the past few years to examine the factors affecting consumer purchase behaviour in an online shopping (Shiau and Luo, 2012). However, consumers who are buying products online cannot physically interact with

the product; they can interact with the product through Web-Based information system; therefore consumers decide to buy product by examining the given online information of the product. Further, the provided information helps to retain the customers. Similarly, various researches like Javadi et al (2012) found that acceptance of online shopping trend depends on the customer's experience, type of product and perceived risk. On the contrary, Hasan, (2016) argued that designing of web page is also an important factor which affects the online buying behaviour of customers. However Davis (1986) proposed Technology Acceptance Model (TAM) to study the impact of technology and innovation on online customers purchase behaviour. Many researchers like Wu, and Ke (2016) stated that there are certain factors of TAM which affects the online consumer buying behaviour and found that trust is an important factor which helps to retain customers.

2.6. Factors of TAM which Affects the Online Consumer Buying Behavior

Technology acceptance model was proposed by Davis 1986 in order to study the purchase behaviour of customers. Later, Kim (2012) applied the technology acceptance model to analyze the online consumer purchase behaviour. However, there have been various researchers for e.g. Hsu et al (2006) applied different theory like theory of planned behaviour TPB to understand the acceptance of information system by online consumers. A research done by Lee and Barnes (2016) argued that primarily there are two main variables of TAM that are Perceived Usefulness (PU) and Perceived Ease of Use (PEOU). However, Kim et al, (2016) stated that variables of TAM are attitude,

experience, social presence, accessibility, compatibility, innovativeness and behavioural intention may affect the online customer purchase behaviour.

2.6.1. Perceived Usefulness

Perceived usefulness is an important variable of total acceptance model. It determines the intention to use information technology from the customer's point of view. Whereas, discussing about customer's acceptance of information and technology in tourism perceived usefulness is mostly trusted by customers. Similarly, Ukpabi, and Karjaluoto (2016) argued that services of tourism have been changed into online tourism booking. According to Ku and Chen (2015) it has found that customers are more comfortable and are easily accepting the information technology in tourism industry. However, Mowforth and Munt (2015) discuss the acceptance and stability of e-tourism in future. They argue that in near future there will be an increase in acceptance of information technology in tourism but on the other hand, the complexity of applied IT system may not help tourism industry to retain their customers.

2.6.2. Perceived Ease of Use (PEOU)

The theoretical result of study proposed by Shah and Attiq (2016) stated that perceived ease of use helps to develop satisfied customers. Perceived ease of use basically consist of three features which includes ease of understanding, clarity, flexibility and user friendly (Abdullah Ward and Ahmed 2016). Further, Rodrigues, Oliveira and Costa (2016) argued that perceived ease of use leads to the perception of enjoyment. Thus, it helps tourism industry to retain the customers and positively increase their customers.

2.6.3. Attitude

Attitude is also a variable of total acceptance model and it may effects the consumer buying or acceptance behaviour. The continuous researches on IT adoption found that attitude is an important factor which affects online consumer purchase behaviour. According to Escobar-Rodriguez, and Carvajal-Trujillo (2014) stated that due to the advancement in technology even tourism industry have applied IT system and thus, introduced an online ticket purchasing system. Moreover, the result of their research showed that customer showed a positive attitude toward e- tourism. A positive attitude of customer can increase the purchase but a negative attitude of customers can ultimately decrease the purchase. Thus, it is important for tourism industry to develop a positive attitude of customers towards the acceptance of IT system in order to retain their customers.

2.6.4. Experiences

A positive experience of a customer influences them to do online purchasing again and again. Rose, Hair and Clark (2011) argued that customers who possess positive previous experience would more likely to buy online than others who either had a negative experience or no experience at all. According to a research done by Crespo and Garcia, (2016) found that pervious experienced customers are more influenced by online ticket purchasing than non-experienced customers Thus, experience of consumer is an important factor which affects the consumer purchase behaviour and eventually helps to increase the sale of online tickets in tourism industry.

2.6.5. *Social presence*

Online shopping is an emerging trend it is now competing the traditional shopping. Social presence is an important factor to make your customers aware about your product. Whereas, it is important to have a social presence in order to increase the number of customers and influence a potential buyer to shop online. However, researches like Daliri, Rezaei and Ismail (2014) argue that perceived social presence has an effect on online booking and purchasing of tickets. A significant number of studies done by researches like Zeng and Gerritsen (2014) found that social presence tends to be the best way to interact with customers and promotes tourism. On the other hand, Murphy (2013) stated that a negative social presence can badly damage the image and sales of tourism industry.

2.6.6. *Innovativeness*

Innovativeness is the degree of improvement and development in innovation (Lowe, B. and Alpert 2016). Online shopping is considered as an adoption of an innovation, it has been observed that consumers who are familiar with innovations and technology are more influenced towards online buying than the customers who are not innovators. Furthermore, many researchers' including Wu and Ke (2016) and An, Han and Tong (2016) presented that innovativeness affects the customer purchase behaviour. However, innovativeness motivates a customer to do online shopping. However, research proposed by San Martín and Herero (2012) showed a significant impact of innovativeness on tourism industry.

2.6.7. *Compatibility*

Compatibility refers to a consumer's perceptions of compatibility and comparison of purchasing from different websites (Bilgihan, Kandampully and Zhang, 2016).

Zendejdel and Paim (2015) found that compatibility had a strong impact over online buying behaviour of customers. Moreover, compatibility significantly impacts intention and motivation to buy online. Similarly, Carroll, Farmer and Saa (2016) found that compatibility had significant impact on online buying behaviour in tourism industry.

However, this significant impact on online buying can increase the sale of tourism

Industry Accessibility

Buying on internet is totally an individual behaviour and it has been discussed in various behavioural theories proposed by different researchers (Mishra and Chopra 2016). A number of studies such as Ding and Lu (2015) found a significant effect of accessibility on consumer purchasing behaviour. However, a study proposed by Jadhav and Khanna (2016) showed a positive impact of accessibility on the buying of online tickets by customers. Online buying may increase as the accessibility of technology. Further, researches shows that accessibility is a significant factor or variable which motivates the consumer to do online shopping (Mohamed Fadel Bukhari et al., 2013).

2.6.9. *Behavioural intention*

Behavioural intention is essential in demonstrating human behaviour since an individual shows an intention towards achieving any act or stops himself to do that act (Girona and Korgaonkar 2016). With the reference, of online purchasing product information, compatibility and perceived ease of use all are behavioural intention to do

online shopping (Faqih 2016). The motivation of behavioural intention influence the consumer to buy online and the purchasing behaviour of customers have been extensively observed in the field of online customer services. Ponte et al (2015) found a significant impact on tourism industry by shopping and booking tickets online.

2.6.10. Trust

Online shopping is a new trend of shopping and it is involved in diminishing the method of old-fashioned shopping. As it is an emerging trend and consumers are not well aware of it, online buying is totally a virtual process in which a consumer cannot sense or feel the product physically (Koksal, and Penez 2015). Therefore, consumer cannot evaluate the quality of product nor they feel secure in delivering personal and sensitive information like their name and credit card numbers. For that reason, trust is an important factor which effects on online consumer purchase behaviour. Trust states to bring customer in full confidence ensure the quality of product and security of their financial and sensitive information (Al-Debei, Akroush and Ashouri 2015). Many researchers such as Zhang and Gu (2015) found in their study that trust has a positive impact on online consumer buying behaviour. Butt et al (2016) argue that trust helps to get a potential buyer and make them a loyal customer. Further, in a study proposed by Ponte et al (2015) states that trust has a significant impact on tourism industry by increment of online purchases of tickets.

2.6. Online booking websites in China

The online booking websites which belongs to tourism and travels is classified into two schemes. The first scheme is based on the website providers such as travel agencies, hotels,

airlines, capital investors, third-Party ventures and tourism administration departments. However, the third-party ventures are regarded as the website providers and bear the risk but were not responsible for the website management (San and Herrero 2012). The second scheme is based on the various online booking websites which are provided to the customers for their ease which includes online booking services, single-product booking and multiple product booking. The table presented below is the classification of the online booking websites which are provided by the travel agencies and tourism administrations.

<i>Type</i>	<i>No. of websites</i>	<i>% of total websites</i>
By investment provider		
■ Travel agencies	2,445	49.09
■ Hotels	984	19.76
■ Airlines	87	1.75
■ Third-party venture capital investors	508	10.20
■ Local tourism destination organizations	728	14.62
■ Government tourism administration departments	228	4.58
By variety of online booking services		
■ No online booking service	1,899	38.13
■ Single-product online booking service	1,125	22.59
■ Multiproduct online booking services	1,956	39.28
Total	4,980	100.00

It is examined by Xiong and Geng (2010) that the development of online booking websites or ecommerce in China is identified through the functions and travel and online booking websites. However, this generally includes publicity, advertising, information, interaction, online payment and registration of their IDs along with the confirmation of the booking. The online booking websites in China provides the middle-aged consumers with general information on the travel and tourism such as guide on the destination,

holiday packages, and provide recommendations to the customers regarding their journey. Moreover, middle-aged consumers in China requires high quality in their services which is the reason they require customised services according to personalised needs and further requires specialised services such as travel logs and virtual online communities. Moreover, the middle-aged consumers does not rely on the payment of the online booking through credit cards or debit cards previously but their perceptions have recently evolved as they have started online purchasing which require to make payment through credit or debit card. However, still there are some middle-aged consumers in China which prefer to pay cash on delivery for the purchase of the products or services. Therefore, the online booking websites have set off-line payment systems through which customers can pay to the company with cash-on-hand when the tickets are picked or delivered from the office. Therefore, the e-commerce and online booking websites is significantly growing in China facilitating the middle-aged customers in China who prefers to have their reservations through online booking websites.

2.7. Conceptual Model and Research Model Development

Based on the research conducted in the previous headings, it can be deduced that the Technology Acceptance Model is more appropriate for the study of customer acceptance towards online booking websites in the country of China; therefore, this model was chosen as the basis for the conceptual framework for this study. However, it is significant that the model of technology acceptance has been widely used as a model in the context of online websites and analysing the behaviour of the consumer towards the technology acceptance. Furthermore, it has received a considerable support from various scholars and practitioners to further add value to the model and significantly explained the variance in behaviour and usage intention towards

online booking websites (Guo, Ling Yang 2013). Since the online booking websites has significantly developed in China which has gathered the attention of the middle-aged consumers so it is usually concerned with the perceived usefulness of the model and their behaviour towards online booking websites. The conceptual framework is therefore developed keeping in mind the constructs of the perceived behavioural intention of the customers and its control which is equally important in understanding the behaviour of the middle-aged customers in China. Therefore, the conceptual framework of the study is as illustrated as

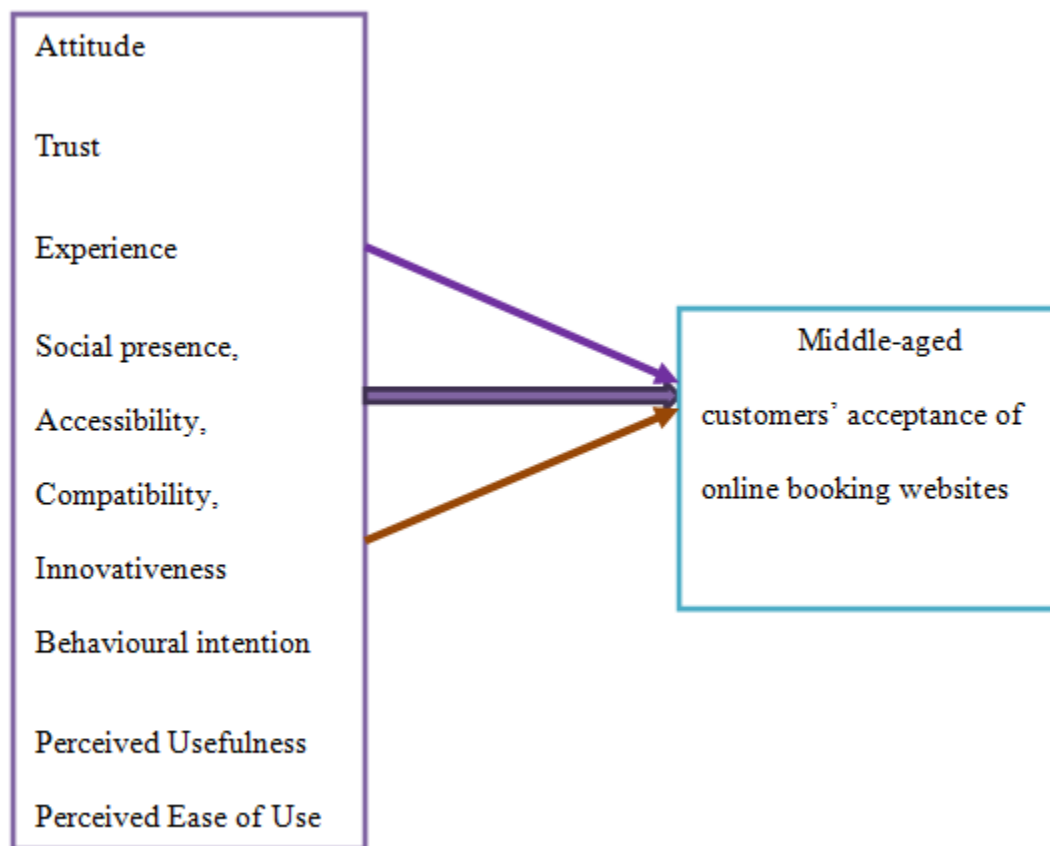


Figure 4: Conceptual Framework

Adopted by Davis TAM model

2.8. Hypothesis Development

H₁= There is a positive impact of attitude on middle-aged consumers acceptance towards online booking websites.

H₀= There is no positive impact of attitude on middle-aged consumers acceptance towards online booking websites.

H₂= There is a positive impact of trust on middle-aged consumers acceptance towards online booking websites.

H₀= There is no positive impact of trust on middle-aged consumers acceptance towards online booking websites.

H₃= There is a positive impact of experience on middle-aged consumers acceptance towards online booking websites.

H₀= There is no positive impact of experience on middle-aged consumers acceptance towards online booking websites.

H₄= There is a positive impact of social presence on middle-aged consumers acceptance towards online booking websites.

H₀= There is no positive impact of social presence on middle-aged consumers acceptance towards online booking websites.

H₅= There is a positive impact of accessibility on middle-aged consumers acceptance towards online booking websites.

H₀= There is no positive impact of accessibility on middle-aged consumers acceptance towards online booking websites.

H₆= There is a positive impact of compatibility on middle-aged consumers acceptance towards online booking websites.

H₀= There is no positive impact of compatibility on middle-aged consumers acceptance towards online booking websites.

H₇= There is a positive impact of innovativeness on middle-aged consumers acceptance towards online booking websites.

H₀= There is no positive impact of innovativeness on middle-aged consumers acceptance towards online booking websites.

H₈= There is a positive impact of behavioural intention on middle-aged consumers acceptance towards online booking websites.

H₀= There is no positive impact of behavioural intention on middle-aged consumers acceptance towards online booking websites.

H₉= There is a positive impact of perceived usefulness on middle-aged consumers acceptance towards online booking websites.

H₀= There is no positive impact of perceived usefulness on middle-aged consumers acceptance towards online booking websites.

H₁₀= There is a positive impact of perceived ease of use on middle-aged consumers acceptance towards online booking websites.

H₀= There is no positive perceived ease of use on middle-aged consumers acceptance towards online booking websites.

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Introduction

In the following chapter, the study discusses the research methodology that helps the investigator to used methods to conduct the research. This section of the study mainly discusses the research methods that are used in the process of data collection, the approaches and the research strategy that are adopted to evaluate and analysed the data in the dissertation. This section of the thesis focuses on the research philosophy and the investigation types that researcher has used in the study. In this study, different techniques are used to conduct the research process and to analyse the data. In the research study, the investigator also encounters few research limitations and the ethical consideration that are included in the research study.

3.2 Research Philosophy

This section focused on Research philosophy that provides the essence of the study and theoretical context that are related with the research topic. There are different research paradigms that are used in the research study (Taylor, Bogdan, and DeVault 2015). The most widely used research philosophies in the study are interpretivism, realism and positivism. In Realism, the feelings and opinion of the researcher are not taken into consideration and it based on assumptions (Taylor, Bogdan, and DeVault 2015). Positivism is applied in the study when the findings and results are based on quantitative data. Interpretivism is applied in the research, when the investigator needs to focused on the interest of individuals to conduct the interpretation of some elements in research study.

In the following research, the investigator has used positivism philosophy to develop the understanding of the study from the quantifiable techniques and to focus on measurable and quantitative data. The positivism theory is applied in the study that enables the investigator to develop insight to determine and study those factors that has an impact on the customers who belongs to middle-aged segment for the acceptance of online booking websites in China (Flick 2015). The positivism theory would enabled the researcher to carry out the statistical test to examined quantitative design and to study the relationship regarding the impact of those factors that affects the middle aged consumers in China to readily used online booking websites.

3.3 Research Approach

The following sections deals with the research approaches that are selected by the investigator to conduct the research study. The two main approaches that are applied in the study are deductive approach and inductive approach (Flick 2015). The deductive approach is used when the theories that already exist are tested to design the hypothesis that enables the researcher to develop deep insight with the quantitative design and to evaluate the impact of those variables that are explained in the research study. The inductive approach is applied when the investigator focuses on broader understanding of the research theme in order to develop new theory. The researcher deals with specific theorises to developed new concepts for which the study is conducted.

In this research study, the researcher has adopted deductive approach as an effective research approach in order to develop the hypothesis that are based on those factors that can influenced the middle- aged consumers in china in the acceptance of

online booking websites (Taylor, Bogdan, and DeVault 2015). The researcher adopts the deductive approach to test the hypotheses statement and to examine the relationship on the factors affecting the acceptance of middle aged consumers in China. In order to avoid the risk and to validate the research, the investigator has adopted deductive approach to conduct the study that is based on quantitative data and the top- down approach is used when the existing theories are used to design the hypothesis and then they are tested to either accept or deny the original theory (Flick 2015).

3.4 Research Design

In this section of the study, the investigator mainly focuses on the research design that are significantly important to determine the relevancy of the information and data that are obtained in conducting research process (Smith 2015). The three main types of research design that are applied in the study are mixed methods, qualitative approach and quantitative approach. The qualitative approach is used in the study that involves the behaviour of the individuals, perceptions, ideas and experienced. The quantitative approaches are used to assess and evaluate the quantifiable data and numerical information and statistics to obtain results and reach conclusion. The mixed methods are adopted that involves the blend of quantitative data and qualitative data to analyse the results in the study.

In this research study, the researcher has focused on quantitative data by considering the nature of the research study (Neuman and Robson 2012). The quantitative design are adopted to analyse and evaluate the statistics and numerical data regarding the several factors that has an impact on the acceptance for online booking websites for middle-aged consumers and that helps to draw results and conclusion. The quantitative approach is used to validate the research and to

analyse the data that are more reliable (Neuman and Robson 2012). The statement of hypothesis are tested to determine the relationship between the variables that emphasises on the factors and limits the acceptance of the consumers in China and to focused on quantitative data to generalised the findings.

3.5 Type of Investigation

The researcher can adopt three methods of investigations to conduct the study which includes descriptive research, explanatory and exploratory investigations. The explanatory research is adopted to draw the literature and elaborate previous theories that are explained in the previous studies of related topic. The exploratory research is applied to develop new concepts and theory that supports the research topic (Tuohy, Cooney, and Dowling 2013). In contrast to both investigations, descriptive approach is used to provide the details regarding the subjective knowledge in order to gained valuable insights about the research study.

In this research study, the researcher has adopted explanatory investigation according to the nature of the study. The researcher focused on explanatory approach to evaluate the factors that impacts the acceptance of the middle- aged consumers for online booking websites in China. This type of investigation enables the researcher to determine and explained the relationship among the variables that included in the study and further it explained that how the acceptance of middle- aged customers are influenced by the factors such as attitude, trust and experienced (Smith 2015). The researcher adopts the explanatory research to acquire better insights about the research topic and it guides the researcher in the following sections of the research study. The literature based on

previous studies regarding online booking websites are included in order to further elaborate the theories to validated the research.

3.6 Data Collection Method

In the research study, there are two methods that are used for collection of data to conduct the study that includes Primary data and Secondary data collection. The primary data are used to acquire the data that comprises of first-hand information from the participants (Garg and Kothari 2014). The investigator used the secondary sources for data collection when the information are obtained from the existing research study papers and published articles in order to gather reliable information and relevant data.

In the following study, the researcher has adopted the primary method for data collection and the data is collected from distributing the survey questionnaires and it was distributed between the consumers of middle aged group in China in order to gain insights about the acceptance of online booring websites in China. The investigators adopts the primary method approach for the collection of data with the help of questionnaire in order to develop new information and first-hand knowledge regarding the consumers experienced towards online booking websites and to determine the impact of those factors that limits the level of acceptance for online booking website.

3.7 Research Instruments

In the research study there are many instruments available and are used to collect the information and data that are vital for the research study. The most widely used instruments in the research study are in-depth interviews, observations tables and survey questionnaire for

primary data collection (Taylor, Bogdan, and DeVault 2015). In this research study, the nature of the research has focused on the aspects of quantitative research data, the primary research instrument that are adopted by the research are questionnaire surveys that are distributed among the middle aged consumers in China in order to acquire information regarding the consumers acceptance for online booking websites.

In this study, the researcher has selected close ended questionnaires as a research instrument to gather the response and data from the participants as this instrument is more effective and easy and less time consuming. The information that is acquired from questionnaires is simple to quantify and analyse the data (Neuman and Robson 2012). The questionnaires that are distributed among the researcher are used in the study to evaluate the significance of the factors that has impact on the acceptance of the customers. In the following study, the investigator has formulated around 10-12 close-ended questions and includes them in the questionnaire and are generated with the help of Likert scale from 1 to 5 in order to test the results of the survey that are provided by the respondents.

3.8 Sampling Method and Technique

In the research study, the two methods that are used in the sampling techniques are probability sampling and non- probability sampling techniques. The probability sampling is used when all the members gets the equal chances to be selected in the study (Mangal and Mangal 2013). The different methods of probability sampling are systematic sampling, cluster and simple random. In the research study, the non- probability sampling

techniques are used when members are selected by the means of non-random techniques as the participants in the study.

In the following research, the researcher has selected the non-probability convenience sampling in order to include the participants in the research study. The aim of the researcher study is to evaluate the impact of those factors that affects the acceptance of middle aged customers for online booking websites (Neuman and Robson 2012). This approach is applied in the study in order to eliminate the cost and time barriers and therefore these techniques are best and suitable in the research study. This also enabled the investigator to obtain reliable and relevant results that guides in the future research. The researcher used this technique to get accurate results and respond from the participants.

3.9 Sample Size

In the following study, the sample sizes that the researcher has selected in the research are 100 consumers and the investigator has selected through the method of convenience sampling as it is more appropriate according to the nature of the study.

3.10 Research Variables

In the following research study, there are two variables that are used in the study that include independent variable and dependent variable. The investigator has to evaluate the relationship between these variables and its implications in the study. In this research, the hypotheses that are developed help the investigator to evaluate the relationship between the acceptance of online websites and the factors that has an impact on the relationship. The hypothesis is developed by the researcher with the help of the literature that are obtained from

the existing studies and the statements of hypothesis are designed to meet the objectives and requirements of the research study.

3.11 Data Analysis Technique

In the research process there are various tools that researcher used for data analysis. In this research study, the investigator has obtained that information that is based on quantitative data. In order to analyse the quantified data, the researcher has used the SPSS software. In this study, the investigator has applied the techniques that are based on quantitative data analysis that mainly includes questionnaire analysis (Flick 2015). The questionnaire that was collected from the middle aged consumers was evaluated with the help of statistical software SPSS and it is the most common approach for the researcher to used software in order to analyse the data as it provide reliable results. In this research study, the researcher has also applied descriptive, correlation and regression analysis in order to examine the relationship between the factors such as attitude and experienced with level of acceptance of middle aged customers in China.

3.12 Ethical Consideration

In this research study, the ethical consideration is significantly important and it plays a vital role in the research process. In order to conduct the study, it is vital for the researcher to give consideration to the ethical consideration that mainly emphasised on the social responsibility of the investigator towards the participants in the research study that were included in the study. It is essential for the researcher to make sure that the anonymity of the participants are taken into consideration and to keep the information

confidential and does not exposed their personal details and information (Rani and Yadav n.d : 25). In the following research study, the participants were well informed regarding the main objectives of the research study before conducting the research process and the participants were informed that they have the right and freedom to leave the research process due to any issue if it does not suit them or appropriate for them.

3.13 Research Limitation

There are few research limitations that are encountered by the researcher in conducting the research process.

- The following research study was limited to a particular region, China.
- Time constraints and budget constraint limits and creates obstacles for acquiring the necessary data, and time constraints bounds the researcher to adequately analyze each research variables as the process is very time consuming.
- In this research study, there are limited numbers of participants and the researcher encountered problems and issues in reaching the results and conclusions and generalizing the results when the population size is large.

CHAPTER 4: DATA ANALYSIS

This chapter of study deals with the analysis of data that has been collected by the researcher in order to achieve the objectives of study. The main aim of the study is to examine the impact of factors that affect middle aged customers on the acceptance of online booking websites in the context of China. In order to analyse the responses obtained with the help of survey questionnaires, frequency analysis has been conducted while the association among variables are examined through the test of correlation. In order to analyse the impact of predictor on the dependent variable, regression analysis has been conducted. The outcomes of data analysis and their interpretations are provided below.

4.1 Frequency Analysis

Frequency analysis has been conducted in order to examine the responses of the participants of study regarding the statements provided in survey questionnaire (Ott and Longnecker, 2015). The responses obtained by the researcher are provided below.

I like the idea of buying tickets from online booking websites.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	1.0	1.0	1.0
	Disagree	2	2.0	2.0	3.0
	Neutral	14	14.0	14.0	17.0
	Agree	58	58.0	58.0	75.0
	Strongly Agree	25	25.0	25.0	100.0
	Total	100	100.0	100.0	

The participants of the study were asked whether they like the idea of buying tickets from online booking websites or not. It has been extracted from the responses that 83 of the total

respondents have agreed to the statement which means that they like the idea of buying tickets from online booking websites. However, only 3 of the respondents negated the statement.

I am never dissatisfied with the services of online booking websites.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	1.0	1.0	1.0
	Disagree	2	2.0	2.0	3.0
	Neutral	5	5.0	5.0	8.0
	Agree	76	76.0	76.0	84.0
	Strongly Agree	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

The participants of the study were asked whether they are satisfied with the services of online booking websites or not. It has been extracted from the responses that 92 of the total respondents have agreed to the statement which means that they they are satisfied with the services of online booking websites. However, only 3 of the respondents negated the statement.

I found making payments on online booking websites secure.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	1.0	1.0	1.0
	Disagree	2	2.0	2.0	3.0
	Neutral	10	10.0	10.0	13.0
	Agree	69	69.0	69.0	82.0
	Strongly Agree	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

The participants of the study were asked whether they found making payments on online booking websites secure or not. It has been extracted from the responses that 87 of the total

respondents have agreed to the statement which means that they found making payments on online booking websites secure. However, only 3 of the respondents negated the statement.

I can trust online booking websites to safeguard

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	3	3.0	3.0	3.0
Disagree	3	3.0	3.0	6.0
Neutral	11	11.0	11.0	17.0
Agree	64	64.0	64.0	81.0
Strongly Agree	19	19.0	19.0	100.0
Total	100	100.0	100.0	

The participants of the study were asked whether they can trust online booking websites in safeguarding their personal information or not. It has been extracted from the responses that 83 of the total respondents have agreed to the statement which means that they can trust online booking websites in safeguarding their personal information. However, only 6 of the respondents negated the statement.

I always have a wonderful experience with online booking system.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	3	3.0	3.0	3.0
Disagree	24	24.0	24.0	27.0
Neutral	22	22.0	22.0	49.0
Agree	42	42.0	42.0	91.0
Strongly Agree	9	9.0	9.0	100.0
Total	100	100.0	100.0	

The participants of the study were asked whether they have wonderful experience with online booking system or not. It has been extracted from the responses that 51 of the total respondents have agreed to the statement which means that they have wonderful experience with online booking system. However, only 3 of the respondents negated the statement.

It helps me in learning new features in the website.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	1	1.0	1.0	1.0
Disagree	21	21.0	21.0	22.0
Neutral	27	27.0	27.0	49.0
Agree	48	48.0	48.0	97.0
Strongly Agree	3	3.0	3.0	100.0
Total	100	100.0	100.0	

The participants of the study were asked whether their experience helps them in learning new features in the website or not. It has been extracted from the responses that 51 of the total respondents have agreed to the statement which means that their experience helps them in learning new features in the website. However, 22 of the respondents negated the statement.

Online booking websites provides us with awareness of new holiday packages.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	2	2.0	2.0	2.0
Disagree	9	9.0	9.0	11.0
Neutral	20	20.0	20.0	31.0
Agree	64	64.0	64.0	95.0
Strongly Agree	5	5.0	5.0	100.0
Total	100	100.0	100.0	

The participants of the study were asked whether online booking websites provides them awareness of new holiday packages or not. It has been extracted from the responses that 69 of the total respondents have agreed to the statement which means that online booking websites provides us with awareness of new holiday packages. However, only 11 of the respondents negated the statement.

Online booking websites helps us to packages according to our requirements.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	2	2.0	2.0	2.0
Disagree	5	5.0	5.0	7.0
Neutral	12	12.0	12.0	19.0
Agree	66	66.0	66.0	85.0
Strongly Agree	15	15.0	15.0	100.0
Total	100	100.0	100.0	

The participants of the study were asked whether online booking websites helps them to make packages according to their requirements or not. It has been extracted from the responses that 81 of the total respondents have agreed to the statement which means that online booking websites helps them to make packages according to their requirements. However, only 7 of the respondents negated the statement.

The online booking websites are easy to access for booking the tickets.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	5	5.0	5.0	5.0
Disagree	12	12.0	12.0	17.0
Neutral	21	21.0	21.0	38.0
Agree	49	49.0	49.0	87.0
Strongly Agree	13	13.0	13.0	100.0
Total	100	100.0	100.0	

The participants of the study were asked whether online booking websites are easy to access for booking the tickets or not. It has been extracted from the responses that 62 of the total respondents have agreed to the statement which means that online booking websites are easy to access for booking the tickets. However, only 17 of the respondents negated the statement.

The easy access of the websites allows us to shop at online booking websites.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	5	5.0	5.0	5.0
Disagree	37	37.0	37.0	42.0
Neutral	26	26.0	26.0	68.0
Agree	27	27.0	27.0	95.0
Strongly Agree	5	5.0	5.0	100.0
Total	100	100.0	100.0	

The participants of the study were asked whether easy access of the websites allows them to shop at online booking websites or not. It has been extracted from the responses that 32 of the total respondents have agreed to the statement which may imply that the ease of access is not provided by online booking websites. However, 42 of the respondents negated the statement.

Continuous innovation in the online booking websites influences the purchase behaviour of customers.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	2	2.0	2.0	2.0
Disagree	11	11.0	11.0	13.0
Neutral	15	15.0	15.0	28.0
Agree	57	57.0	57.0	85.0
Strongly Agree	15	15.0	15.0	100.0
Total	100	100.0	100.0	

The participants of the study were asked whether continuous innovation in the online booking websites influences the purchase behaviour of customers or not. It has been extracted from the responses that 72 of the total respondents have agreed to the statement. However, only 13 of the respondents negated the statement.

Innovation is the key to attract customers towards online booking websites.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	1	1.0	1.0	1.0
Disagree	2	2.0	2.0	3.0
Neutral	13	13.0	13.0	16.0
Agree	65	65.0	65.0	81.0
Strongly Agree	19	19.0	19.0	100.0
Total	100	100.0	100.0	

The participants of the study were asked whether innovation is the key to attract customers towards online booking websites or not. It has been extracted from the responses that 84 of the total respondents have agreed to the statement which means that innovation is the key

to attract customers towards online booking websites. However, only 3 of the respondents negated the statement.

I intend to purchase tickets from online booking websites.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	2	2.0	2.0	2.0
Disagree	4	4.0	4.0	6.0
Neutral	31	31.0	31.0	37.0
Agree	50	50.0	50.0	87.0
Strongly Agree	13	13.0	13.0	100.0
Total	100	100.0	100.0	

The participants of the study were asked whether they intend to purchase tickets from online booking websites or not. It has been extracted from the responses that 63 of the total respondents have agreed to the statement which means that they intend to purchase tickets from online booking websites. However, only 6 of the respondents negated the statement.

I intend to make reservations in hotels from online booking websites.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	1	1.0	1.0	1.0
Disagree	1	1.0	1.0	2.0
Neutral	20	20.0	20.0	22.0
Agree	67	67.0	67.0	89.0
Strongly Agree	11	11.0	11.0	100.0
Total	100	100.0	100.0	

The participants of the study were asked whether they intend to make reservations in hotels from online booking websites or not. It has been extracted from the responses that 78 of

the total respondents have agreed to the statement which means that they intend to make reservations in hotels from online booking websites. However, only 2 of the respondents negated the statement.

Online booking websites enables me to save my time.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Disagree	1	1.0	1.0	1.0
Neutral	18	18.0	18.0	19.0
Agree	61	61.0	61.0	80.0
Strongly Agree	20	20.0	20.0	100.0
Total	100	100.0	100.0	

The participants of the study were asked whether online booking websites enables them to save their time or not. It has been extracted from the responses that 81 of the total respondents have agreed to the statement which means that online booking websites enables me to save my time. However, only 3 of the respondents negated the statement.

Online booking websites enables me to book the tickets ahead of time.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	1	1.0	1.0	1.0
Disagree	2	2.0	2.0	3.0
Neutral	6	6.0	6.0	9.0
Agree	77	77.0	77.0	86.0
Strongly Agree	14	14.0	14.0	100.0
Total	100	100.0	100.0	

The participants of the study were asked whether online booking websites enables them to book the tickets ahead of time or not. It has been extracted from the responses that 91 of the

total respondents have agreed to the statement which means that online booking websites enables them to book the tickets ahead of time. However, only 3 of the respondents negated the statement.

Learning to use online booking websites would be easier for me.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	1.0	1.0	1.0
	Neutral	13	13.0	13.0	14.0
	Agree	74	74.0	74.0	88.0
	Strongly Agree	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

The participants of the study were asked whether learning to use online booking websites would be easier for them or not. It has been extracted from the responses that 86 of the total respondents have agreed to the statement which means that learning to use online booking websites would be easier for them. However, only 1 of the respondents negated the statement.

Overall, I find online booking websites easy to scroll.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	1.0	1.0	1.0
	Disagree	1	1.0	1.0	2.0
	Neutral	18	18.0	18.0	20.0
	Agree	67	67.0	67.0	87.0
	Strongly Agree	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

The participants of the study were asked whether they find online booking websites easy to scroll or not. It has been extracted from the responses that 80 of the total respondents have agreed to the statement which means that they find online booking websites easy to scroll. However, only 2 of the respondents negated the statement.

I believe that online booking websites have made our lives easier.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	4	4.0	4.0	4.0
Disagree	9	9.0	9.0	13.0
Neutral	23	23.0	23.0	36.0
Agree	59	59.0	59.0	95.0
Strongly Agree	5	5.0	5.0	100.0
Total	100	100.0	100.0	

The participants of the study were asked whether they believe that online booking websites have made their lives easier or not. It has been extracted from the responses that 64 of the total respondents have agreed to the statement which means that they believe that online booking websites have made our lives easier. However, only 13 of the respondents negated the statement.

I prefer booking from online websites as it provides great value to me.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	4	4.0	4.0	4.0
Disagree	15	15.0	15.0	19.0
Neutral	21	21.0	21.0	40.0
Agree	52	52.0	52.0	92.0
Strongly Agree	8	8.0	8.0	100.0
Total	100	100.0	100.0	

The participants of the study were asked whether they prefer booking from online websites as it provides great value to them or not. It has been extracted from the responses that 60 of the total respondents have agreed to the statement which means that they prefer booking from online websites as it provides great value to me. However, only 19 of the respondents negated the statement.

I like online booking websites as it saves my time in my busy schedule.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	4	4.0	4.0	4.0
Disagree	16	16.0	16.0	20.0
Neutral	23	23.0	23.0	43.0
Agree	52	52.0	52.0	95.0
Strongly Agree	5	5.0	5.0	100.0
Total	100	100.0	100.0	

The participants of the study were asked whether they like online booking websites as it saves their time in their busy schedule. It has been extracted from the responses that 60 of the total respondents have agreed to the statement which means that they like online booking websites as it saves their time in their busy schedule. However, only 20 of the respondents negated the statement.

I prefer online booking websites as it can customise the offerings according to my personal needs.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	2	2.0	2.0	2.0
Disagree	12	12.0	12.0	14.0
Neutral	34	34.0	34.0	48.0
Agree	48	48.0	48.0	96.0
Strongly Agree	4	4.0	4.0	100.0
Total	100	100.0	100.0	

The participants of the study were asked whether they prefer online booking websites as it can customise the offerings according to their personal needs or not. It has been extracted from the responses that 52 of the total respondents have agreed to the statement which means that they prefer online booking websites as it can customise the offerings according to their personal needs. However, only 20 of the respondents negated the statement.

4.2 Correlation Analysis

Correlation analysis is carried out in order to examine the existence of any relationship between variables. In order to identify the existence of relationship, sig-value of variables should be considered. The sig-value must be smaller than the significance level (0.05) for a relationship to be established between variables (Cohen et al., 2013). Correlation analysis is also helpful in determining the nature and strength of relationship existing between variables. The value of Pearson Correlation is helpful in this regard.

Correlations

		Attitude	Trust	Experience	Social Presence	Accessibility	Innovativeness	Behavioural Intention	Perceived Usefulness	Perceived Ease of Use	Acceptance of Online Booking Websites
Attitude	Pearson Correlation	1	.903	.909	.767	.585	.920	.914	.931	.937	.847
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
Trust	Pearson Correlation	.903	1	.947	.796	.682	.970	.952	.982	.976	.934
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
Experience	Pearson Correlation	.909	.947	1	.794	.690	.976	.958	.976	.970	.937
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
Social Presence	Pearson Correlation	.767	.796	.794	1	.506	.790	.810	.812	.818	.788
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
Accessibility	Pearson Correlation	.585	.682	.690	.506	1	.672	.681	.694	.698	.735
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
Innovativeness	Pearson Correlation	.920	.970	.976	.790	.672	1	.982	.988	.982	.927
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
Behavioural Intention	Pearson Correlation	.914	.952	.958	.810	.681	.982	1	.982	.976	.932
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
Perceived Usefulness	Pearson Correlation	.931	.982	.976	.812	.694	.988	.982	1	.994	.938
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100	100
Perceived Ease of Use	Pearson Correlation	.937	.976	.970	.818	.698	.982	.976	.994	1	.943
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100	100	100	100
Acceptance of Online Booking Websites	Pearson Correlation	.847	.934	.937	.788	.735	.927	.932	.938	.943	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100

It can be seen from the table of correlation provided below the sig-value between attitude and acceptance of online booking websites is 0.000 which is smaller than 0.05. Moreover, the value of Pearson Correlation is 0.847 which means that the relationship is direct and strong. The sig-value between trust and acceptance of online booking websites is 0.000 which is also smaller than 0.05. Moreover, the value of Pearson Correlation is 0.847 which means that the relationship is direct and strong in nature. Similarly, it can be seen that the sig-value between all the variables are smaller than 0.05 while the value of Pearson Correlation is greater than 0.5 in each case. This implies that all the variables involved in the study share significant relationships among them which are direct and strong in nature.

4.3 Regression Analysis

Regression analysis is used for the purpose of analysing whether there is any significant influence of predictors on the dependent variable or not (Kutner, Nachtsheim and Neter, 2004). The output extracted from the regression analysis are provided below.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.970 ^a	.942	.936	.23780

a. Predictors: (Constant), Perceived Ease of Use, Accessibility, Social Presence, Attitude, Experience, Trust, Behavioural Intention, Innovativeness, Perceived Usefulness

The table of model summary shown above helps in determining the level of explanation of dependent variable by the predictors involved in the study. The value of R Square shows the level of explanation of dependent variable. It can be seen from the table above that the value of R Square is 0.942 which means that the predictors are explaining 94.2% of the dependent variable.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	82.071	9	9.119	161.262	.000 ^b
	Residual	5.089	90	.057		
	Total	87.160	99			

a. Dependent Variable: Acceptance of Online Booking Websites

b. Predictors: (Constant), Perceived Ease of Use, Accessibility, Social Presence, Attitude, Experience, Trust, Behavioural Intention, Innovativeness, Perceived Usefulness

The table of ANOVA (Analysis of Variance) shows the fitness of good of the model of regression. The sig-value is of very much important in this regard. It can be seen from

the table of ANOVA that the sig-value is very much smaller than 0.05 which means that the model of regression is fit with the variables included.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.114	.139		-.823	.412
	Attitude	-.173	.081	-.165	-2.131	.036
	Trust	.881	.167	.865	5.282	.000
	Experience	.884	.147	.868	6.024	.000
	Social Presence	.002	.050	.002	.036	.971
	Accessibility	.100	.045	.085	2.206	.030
	Innovativeness	-.837	.226	-.815	-3.708	.000
	Behavioural Intention	.892	.179	.872	4.980	.000
	Perceived Usefulness	-1.778	.392	-1.711	-4.531	.000
	Perceived Ease of Use	1.048	.261	1.000	4.009	.000

a. Dependent Variable: Acceptance of Online Booking Websites

The table of coefficients in the regression is considered as the most important table for the purpose of rejecting the null hypothesis. The sig-value should be lower than 0.05 in this case as well. It can be seen from the table of coefficients that the sig-values of all the variables except social presence are lower than 0.05 which means that the null hypothesis is rejected. However, the sig-value of social presence is 0.971 which is higher than 0.05 which implies that the null hypothesis cannot be rejected. So, keeping in mind the sig-values of independent variables, it can

be said that all the variables except social presence have a significant influence on the dependent variable (acceptance of online booking websites).

4.4 Result of Hypotheses

On the basis of analysis of data, the results of hypotheses would be:

H₁= There is a positive impact of attitude on middle-aged consumers acceptance towards online booking websites.

H₃= There is a positive impact of experience on middle-aged consumers acceptance towards online booking websites.

H₄= There is no positive impact of social presence on middle-aged consumers acceptance towards online booking websites.

H₅= There is a positive impact of accessibility on middle-aged consumers acceptance towards online booking websites.

H₆= There is a positive impact of compatibility on middle-aged consumers acceptance towards online booking websites.

H₇= There is a positive impact of innovativeness on middle-aged consumers acceptance towards online booking websites.

H₈= There is a positive impact of behavioural intention on middle-aged consumers acceptance towards online booking websites.

H₉= There is a positive impact of perceived usefulness on middle-aged consumers acceptance towards online booking websites.

H₁₀= There is a positive impact of perceived ease of use on middle-aged consumers acceptance towards online booking websites.

4.5 Discussion

4.5.1 Objective 1: To study the trends and acceptance of online booking websites.

The first objective of the study was theoretical in nature. This objective was achieved in the chapter 2 of the study. Chapter 2 comprise of literature review of different concepts by the author. The purpose of author to conduct a literature review is to study the trend of online booking websites and the acceptance of online booking website. From the literature obtained in the chapter 2 of this study this can be mentioned that there is significant increase in the trend of online booking websites after the development of web 2.0 (Sparks and Browning 2011: 310). The rapid increase in the use of online booking websites is due to its advantages that are identified in the literature. Some of the advantages that are identified in the literature are it is very much convenient and efficient. This also helps the public to select the write option for their tourism. It saves the effort of the consumer in terms of cost and effort as the consumer can book the ticket in advance and do not have to visit any office to book their vacations (Ip, Leung, and Law 2011: 533). However, there are some issues regarding online booking websites such as they do not let their customers to cancel their already booked tickets. Another issue is with the management if the website. It may lead to customer dissatisfaction if the server is running slowly for because of access demand of the tickets in the holiday season. Although it provides a critical yet a convenient method to pay via online transaction but the person can face a risk of being hack Kucukusta (2015: 188).

4.5.2 Objective 2: To explore the impact of various factors affecting middle-aged customers' acceptance of online booking websites in China.

In this study, the second objective was exploratory in nature where the author was able to explore the factors that are affecting the middle aged customers' level of acceptance. As per the technology acceptance model there were a total of 10 factors that are identified in the study. As per our data analysis majority of the customer agrees to buy the ticket online which shows that they have positive attitude towards online buying of tickets. This is also supported by the study of Escobar-Rodriguez, and Carvajal-Trujillo (2014).

Moreover, trust is also one of the significant factors that affect the acceptance of online booking in China where majority of the customers find the process of transaction trustworthy and safeguarded. This is also supported in the literature by the study of Zhang and Gu (2015). Furthermore, experience is another factor that impacts the acceptance level of middle aged customer in China. As majority of the customer agreed that they have good experience while using the medium, this is also supported by the study of Crespo and Garcia, (2016).

However, the study contradicts with the study of Zeng and Gerritsen (2014) that social presence plays an insignificant impact on the acceptance level of middle aged man in China. As far as accessibility is concerned, the study supports the views of Jadhav and Khanna (2016) that consumer's acceptance of online booking is positively related to the accessibility of the middle aged customers' acceptance of online booking in China. Another factor that affects the acceptance level of a middle aged customer in China is innovativeness. As per the study it has a positive relation with the acceptance level of a middle aged customer in China and is supported

by the study of Wu and Ke (2016). Furthermore, behavioural intentions are positively related to the acceptance level of a middle aged customer in China is innovativeness as per the results of the questionnaire and is aligned with the literature of the study as the study of Faqih (2016) as the results are same in his study. Other factors that were identified by the results of the questionnaire are; perceived usefulness and perceived ease of use that affects the acceptance level of a middle aged customer in China.

4.5.3 Objective 3: To provide recommendations to online booking websites to enhance their acceptance among middle-aged customers in China.

The objective to provide recommendations to online booking websites to enhance their acceptance among middle-aged customer in China was successfully achieved by the author in Chapter 5. These recommendations are given on the basis of the findings from the literature and the questionnaire that was filled by the middle-aged Chinese customers. Some of the significant factors that online booking websites must take care of to enhance the middle aged customers' acceptance for the online booking in China are; websites may adopt to direct marketing to enhance the social presence effect on the acceptance of the online websites. Websites may highlight their schemes so that it may be prominent as compared to other information on the website in such a way that customers may get aware of the schemes by the website. Diversifying the portfolio may increase the social presence of the website for the middle aged customers. Moreover, author recommends that websites have to develop customer loyalty programmes that enhance the customer loyalty towards the websites. The study also recommends to develop application by the websites as e-commerce is getting involved in customers daily life transactions.

CHAPTER 5: CONCLUSION AND RECOMMENDATIONS

5.1 Summary of Findings

This study found that majority of the participants like the idea of buying tickets from online booking websites. In addition, this study found that majority of the participants were never dissatisfied with the services of online booking websites. The study also found that majority of the participants were making payments on online booking websites as they find it more secure and reliable. The study revealed that majority of the participants trust online booking websites to safeguard their privacy. Moreover, this study found that majority of the participants always had a wonderful experience with online booking system.

This study concluded that majority of the participants opined that online booking websites do not provide customers with awareness of new holiday packages. It can be said that majority of the participants opined that online booking websites do not help customers to find packages according to customers' individual requirements. Majority of the participants opined that the online booking websites are easy to access for booking the tickets. The participants were also of the opinion that the easy access of the websites allows us to shop at online booking websites. Furthermore, this study found that majority of the participants stated that continuous innovation in the online booking websites influences the purchase behaviour of customers. The study also revealed that innovation is the key to attract customers towards online booking websites.

As per the study respondents participants intends to purchase tickets from online booking websites. This study found that majority of the participants intends to make reservations in hotels from online booking websites. Furthermore, this study found that majority of the participants opined that online booking websites enables customers to save their time cost as they don't have to travel to a physical outlet to book their tickets. Participants also opined that online booking websites enables them to book the tickets ahead of time. Furthermore, this study found that majority of the participants opined that learning to use online booking websites would be easier for them. Thus it can be said that online booking websites have made their lives easier. The study was able to reveal that majority of the participants preferred booking from online websites as it provides great value to them. Moreover, this study found that majority of the participants like online booking websites as it saves time in busy schedule.

5.2 Conclusions

This study concludes that Chinese middle aged customers like to buy tickets through online booking websites and majority of the customer are satisfied with this service. This implies that there is a highly favourable attitude in middle aged customers in China towards online booking websites. This study also concludes that there is significant level of trust among middle aged Chinese customers towards online booking websites. This is because majority of the customers have adequate sense of security in electronic transactions and that they believe there are safeguarded on booking websites to protect them from fraud. This study also concludes that middle aged customers in China have a satisfactory experience with online booking websites based on the findings that majority of the customers recognize good experience with such websites along with the finding that online booking websites increase the learning of customers.

This study also concludes that online booking websites technology has low level of social presence in the middle aged customers in China. This is based on the finding that customers find it difficult to gain awareness about holiday packages and also identify most suitable packages that meet their individual needs. Furthermore, this study concludes that there is significant level of accessibility in middle aged customers in China because majority of the customers have easy access to such websites and that this easy access encourages online shopping. It can also be concluded that there is high level of innovativeness in online booking websites because these websites affect the behaviour of middle aged customers in China and innovative websites also attract customers to use such websites.

This study also concludes that the behavioural intention factor in TAM in context of online booking websites is favourable in middle aged Chinese customers because majority has intention to continue to use these websites and that customers intend to use booking website for reservation purposes. In addition, this study also concludes that the perceived usefulness of online booking website in middle aged customers in China is high because majority of the customers save time using online booking websites and that and improve their travel and tourism plans. It was also found out that perceived ease of use of online booking websites in middle aged customers in China is high because majority of the customers find it easy to use and learn more about such booking websites and that majority is comfortable in using online booking website.

Overall this study concludes that the TAM model indicates that there is high level of acceptance of online booking websites among middle aged customers in china.

5.3 Recommendations

Based on the conclusions above this study recommends that there is a need to increase social presence factors of online booking websites. There are a number of ways through which social presence of online booking websites in middle aged customers can be increased:

- Social presence can be increased by conducting direct marketing strategies targeted to middle aged customers (Wang, et al., 2015)
- Furthermore, online booking businesses may develop promotional campaign to involve middle aged customers in increasing social presence of online booking websites such as offering discounts (Liu and Zhang, 2014).
- In addition, in order to enable customers to gain awareness about new packages for holidays, it is important that online booking business focus on content presented on the website. By optimising the context, businesses can increase the ease and awareness about their new packages in target customers (Qi, Law, and Buhalis, 2013a)
- Furthermore, online booking businesses can increase the social presence of their website by diversifying their service portfolios. For example, if a business offers only air travel booking, it may start hotel booking to attract more customers provide more convenience to its customers (Bastida and Huan, 2014)

This study recommends that online booking businesses have to develop customer loyalty programmes focusing specifically on demographic segments. The promotional tactics in customer loyalty programmes would not only help in promoting the use of online booking websites but it will also be helpful for businesses to maintain market share and tackle challenges of tough competition. This study also recommends that smart phone applications have become an important tool for modern consumers who are involved in e-commerce. Thus online booking

businesses should develop such applications to gain competitive advantage in China (Lu and Wu, 2016).

According to Qi, Law, and Buhalis, (2013b), the main sources of competitive advantage in online booking industry are: the website (in terms of ease, user friendly interface, and performance), business brand, customer loyalty programmes, CSR and environmental initiatives of business, among others. Thus this study recommends that since there is high level of acceptance of online booking websites in China particularly in middle aged customers therefore, further survival and longevity of online booking businesses depend upon their ability to innovate in aforementioned sources of competitive advantage.

One of the most important aspects of modern business is corporate social responsibility and environmental policy. This study recommends that online booking businesses should introduce CSR and environmental initiatives to increase their customer base. For example, converting all operations on renewable energy such as solar energy has been a popular initiative in China as well as other emerging economies. These initiatives not only increase business efficiency but also have positive impact on brand and customer loyalty. Thus online booking businesses should get involve in these initiatives to show integrity with Chinese society and ecosystem.

5.4 Future Implications

The conclusions drawn in the study shows that the focus was placed on middle aged customers in China and therefore the results and conclusions have limited applicability in terms of target country and target age group. Although the working model

is generally applicable on all age groups yet this study focused on only middle aged customers in China. Thus future researchers could use the methodology of this study to conduct similar research in other age groups also and identify factors that affect adoption of online booking. In addition, future researchers could also use the findings of this study to conduct similar research in other countries where the use of online booking websites is low and identify which factors needs improvement to encourage customer buying behaviour.

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Appendices

Appendix A: Survey Questionnaire

Topic: Factors affecting middle-aged customers' acceptance of online booking websites
in China

Demographics

1. Gender

- Male
- Female

2. Age

- 28-32 years
- 33-36 years
- 37- 41
- 42-46
- 47 years and above

Variables

Attitude (IV)

1. I like the idea of buying tickets from online booking websites.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

2. I am never dissatisfied with the services of online booking websites.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Trust (IV)

3. I found making payments on online booking websites secure.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

4. I can trust online booking websites in safeguarding my personal information.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Experience (IV)

5. I always have a wonderful experience with online booking system.

- Strongly Agree
- Agree

- Neutral
- Disagree
- Strongly Disagree

6. It helps me in learning new features in the website.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Social Presence (IV)

7. Online booking websites provides us with awareness of new holiday packages.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

8. Online booking websites helps us to make packages according to our requirements.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Accessibility (IV)

9. The online booking websites are easy to access for booking the tickets.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

10. The easy access of the websites allows us to shop at online booking websites.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Innovativeness (IV)

11. Continuous innovation in the online booking websites influences the purchase behaviour of customers.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

12. Innovation is the key to attract customers towards online booking websites.

- Strongly Agree
- Agree

- Neutral
- Disagree
- Strongly Disagree

Behavioural Intention (IV)

13. I intend to purchase tickets from online booking websites.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

14. I intend to make reservations in hotels from online booking websites.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Perceived Usefulness (IV)

15. Online booking websites enables me to save my time.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

16. Online booking websites enables me to book the tickets ahead of time.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Perceived Ease of Use (IV)

17. Learning to use online booking websites would be easier for me.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

18. Overall, I find online booking websites easy to scroll.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Middle-aged Customer Acceptance of Online Booking Websites (Dv)

19. I believe that online booking websites have made our lives easier.

- Strongly Agree
- Agree

- Neutral
- Disagree
- Strongly Disagree

20. I prefer booking from online websites as it provides great value to me.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

21. I like online booking websites as it saves my time in my busy schedule.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

22. I prefer online booking websites as it can customise the offerings according to my personal needs.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree