

Online Versus Offline Purchase Intention:
An Empirical Study of Channel Choice Triggered by Perceived Value Facets Associated with the Hospitality and Tourism Booking Experience

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Abstract

The main purpose of this research is to develop insights regarding how consumers evaluate online and offline channels for purchasing hospitality and tourism services. This study identifies various factors that portray the intermediaries, which then develops perceived values among consumers and help them evaluate the online and offline channel for their purchasing. Thus, this study tries to explain how online and offline purchase intentions are constructed. The empirical findings indicate that each type of intermediary have various factors that create value and encourage consumers' purchase intentions. Perceived enjoyment was the strongest variable that created value and motivated consumers to develop online purchase intention, while service quality was the strongest variable that created value and motivated consumers to develop offline purchase intention.

Keywords

Hospitality & Tourism, Offline-Intermediary, Online-Intermediary, Purchase Intents
