A STUDY ON CUSTOMER PERCEPTION TOWARDS E-TICKETING IN COIMBATORE

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ABSTRACT

This research investigated peoples’ perception of online buying tickets (e-tickets) as well as why some people use this facility while some who do not use it stick to the traditional way to fulfill their needs. In addition, factors such as what inform peoples” eagerness and unwillingness to use internet facilities are also examined. The outcome of this research showed a comprehensively integrated framework that can be utilized by policy makers and business enterprises to understand the dynamic relationships among dimensions of perceived risk, user trustworthiness, usefulness, familiarity and confidence. Also, this study considered how price perception and internet security can be utilized to understand the consumers’ perception. Moreover, it is also necessary to review consumers’ purchasing behavior in making the decision to use the internet as a means of buying online rather than the traditional way.

Keywords: Perception, Online Buying, E-Ticketing, Internet Facilities, Business Enterprises, Dynamic Relationships, Trustworthiness, Familiarity, Consumer’s Perception.
INTRODUCTION

The internet is consulted globally by people on a daily basis. The use of this facility is embarked upon by many people for different purposes as it supports the day to day activities in different sectors of everyday life. It is used specifically by some people in getting information on items. Its use as a powerful tool of communication is growing daily at an exponential rate largely due to the numerous benefits it offers in saving time and cost. For instance, purchasing an online travel ticket can reduce the processing time and other expenses that might be incurred if the ticket were to be purchased manually or in person. The internet is widely used to support marketing activities in most part of the world where there are well developed internet infrastructures Forrester Research (2004).

Buying represents technological infrastructure used to exchange data and purchase product or services electronically. The exponential growth in the number of people transacting business electronically is evidence that the concept has revolutionized marketing strategy by companies and business ventures. As mentioned earlier, the tourism sector has been a major beneficiary of this phenomenon as seen in the growth recorded in the emergence of travelling agencies within a very short time. Most of these agencies within the last decade have set up website to communicate and remove the barrier to reach to their target market but there are still a lot of people who stick to the traditional way of purchasing tickets because of so many factors. Some of the users find this approach quite risky, or they may not be able to use the internet well, on the other hands, they may not be skillful enough and this is where dexterity at the use of computer system plays a significant role in influencing the user (Carla Ruiz-Mafe-Silvia et al., 2009).

The rapid expansion of electronic market is encouraging in Coimbatore. The potential for online shopping within the local environment is yet to be fully realized and there are tremendous opportunities for growth. So, companies that are offering their products and services online have to build consumer confidence. Several efforts have been made through studies to find out why a lot of people are not interested to engage in online transaction despite knowing that this channel provides greater convenience, reduction in prices and a wider variety of sellers, they still prefer to purchase certain items physically (Randall Boyle et al., 2004). It is therefore a necessity that the reasons behind this issue must be discovered.

REVIEW OF LITERATURE

Bellhan et al., (1999) predicted whether an individual will purchase online or not. One of the basic challenges and concern of e-ticketing or online product purchasing is how to attract and grab the consumer’s attention to motivate them in shifting from the traditional way to online purchasing. (Ahasanul et al., 2009) observed that a problem which is noticeable is that there is no actual guarantee that a particular service can be sold online due to certain factors. From another important point of view, customers, as of now, do not feel fairly confident to engage in online transaction.
because of the insecurity associated with the disclosure of personal private information and data such as age, date of birth, nationality, and details of credit card on websites which are conditions often required by the vendor s. Because of this, they may prefer traditional shopping where social and physical interactions with the vendors seem effective in executing purchases. Therefore, an e-sales strategy must take all these limitations and barriers into account to effectively deal with potential online shoppers so that increased numbers of customers may enter e-business environment.

Perceived Risk

The term risk aversion is defined as “the extent to which people are afraid because of or feel threatened by an ambiguous situation, and have created beliefs and institutions that try to avoid these” (Hofstede and Bond, 1984). The term perceived risk means the individual’s subjective belief about some potentially negative consequences from his / her decision (Caral-Mafe et al., 2009). In particular, psychological risk and performance risk are predominant perceived risks, whereas, social risk and time loss risk are not as strong as others (Araloral-Mafe et al., 2009). Since the 1960s, the assumption of perceived risk has been used to explain consumers” behavior (Taylor, 1974). Perceived risk is associated not only with what is acquired but also with how or where it is acquired (Hisrich et al., 1972).

Psychological risk

This refers to the fear of loss of self-confidence due to the wrong choice of product or service. In essence, it means, maybe the choice is incorrect or in case something goes wrong after the purchase (Department of marketing, university de Valencia, faculty economic).

Customer Trustiness

It is highly necessary to look at the general definition of trust before considering its specific status and what it represents in this study. The word “trust” is defined as the willingness of a person to be vulnerable to the actions of another party based on the expectation that the other will perform a particular action important to the trustee, irrespective of the ability to monitor or control those other parties (Mayer, Davis and Schoorman, 1995). In context of e-commerce, trust refers to the online consumers” beliefs and expectations about trust-related characteristics of the online sellers (Tzy-Wen Tang, et al., 2005). In the electronic commerce territory, a large number of researchers have proposed both conceptual and empirical studies of trust. Some researchers believe trust as a general belief that another party can be trusted (Gefen2000; Hosmer 1995; Moorman, Zaltman & Deshpande1992).

Technology and trust are two critical issues which can have great effects on consumers’ online purchasing behavior (Hans Van der Heijden et al., 2003). One of the most popular studies on electronic commerce trust is the one conducted by Mayer et al. (1995). In their study, trust was viewed as a trustor’s intention to take a risk and it proposes the trustor’s perceptions about a trustees characteristics as the main predictors of trust. Here, the researchers defined trust as trusting beliefs and trusting intentions only
in uncertain and risky situations. This approach was widely tested by later studies.

**Perceived Usefulness:**

Perceived usefulness has derived from ease of use and ease of use has a positive effect on consumer buying behavior to make a decision. Dong Jim Kim et al., (2007) have taken this component from the Technology Acceptance Model (TAM) by Davis (1989) to explain acceptance of the model for different tasks. In a context of e-ticketing or online selling ticket the internet is a useful tool to buy faster tickets bypassing the mediators. TAM concentrates and focuses exclusively on the analysis of IT and establishes, a priori, two key perceptions: ease of use and usefulness (Davis, 1989; Davis and Wiedenbeck, 2001; Featherman and Pavlov, 2003). Davis et al. (1989) has also suggested that ease of use is an antecedent to perceive usefulness in other hands we can say if the website be friendlier we perceived more usefulness. A high level of perceived site quality implicates that customers find it easy and convenient to find the information they need and make a transaction on the particular website. People tend to keep a high level of trust in the online shopping when they perceive easy use as well as high quality of the website. Ding Mao (2010).

**Familiarity and Confident**

Familiarity and confidence are important success elements for online transaction from any companies and in any market place. Familiarity and confidence presuppose asymmetric relations between the system and environment (Luhmann, 1984).

**Price Perception**

Several studies have shown that price perception is a complicated and critical issue which can stimulate the customers either negatively or positively (Erickson and Johanson, 1985). Furthermore, price-quality schema and prestige sensitivity have been recognized as positive perception of price on consumers’ decision making. Lichtenstein et al. (1993) defined the price quality schema as the level of price cue that is related positively to the quality level of the product or service. Prestige sensitivity is stated as emotion or feeling of prominence and status that higher price signals to other people. Price is also one of the most important components that can affect consumers” decision on e-transaction. Price perception is the process by which consumers translate prices into meaningful mental cognitions and this aspect had interested researchers for several decades (Lichtenstein et al., 1988, 1993). When people want to purchase product or services through the internet or from any website, they may not be able to physically see or handle the product. Therefore, they are not sure that what is presented on the website is consistent with what will be delivered, in such a way, price perception plays an important role in determining both satisfaction and post-purchase and intention to return (Jarvenpaa and Todd, 1997). This is especially true for e-retailing because the product is not available for customer so in such case the price fairness might be the dominant determinant of satisfaction and subsequent intention to return.

**Website and Internet Security**
For all the businesses transacted online, internet security has become a major concern. Information security has been recognized as a significant element for ensuring wide participation in the society (Younghwa et al., 2006). Security is one of the most challenging issues facing the internet based merchant today, in addition, it is the most well-known topic in electronic commerce and frequently has been written about by researchers such as Jeong and Lambert (2001), Szymanski and Hise (2000) as well as Melita and Shah Z (2001). Security system is one of the most important issues, and it is one of the biggest barriers that can prevent consumers from purchasing items online. Shim et al (2001) also backed up the idea that online retailers need to build secured website since internet users fear and hesitate to purchase product or engage in any services online because of security concerns.

Research Methodology

A total of 550-sample sizes are found to be adequate for this study. About 500 questionnaires were received. Each of the responses received was screened for errors, incomplete and missing responses. Efforts were also taken to contact the affected respondents through e-mail for clarification and corrections, especially on the missing or blank responses. However, the responses that had more than 25% of the questions in the survey questionnaire unanswered or incorrectly answered were not considered for data analysis. The responses that had a few blank answers (less than 25% of the questions) and which involve 5-point interval-scaled questions were assigned with a mid-point scale of 3. After the selection process was carried out, only 491 responses were considered complete and valid for data analysis. This represents a success rate of 90%, which is considered to be good in view of time and cost constraints.

Research Framework of the Study

Figure 1 shows the theoretical framework of this study. It can be seen that the dependent variable is the consumers’ perception on e-ticketing. Whereas, the independent variables could be divided to perceived risk, customer trustfulness, perceived usefulness, familiarity and confidence, pricing and website and internet security. These are the factors that could influence consumers’ perception on online ticketing.
Hypotheses of the Study:

The aim of this study is to determine the relationship among many factors that causes choice of e-ticketing and other aspects of online ticketing. The relationship between online shopping act and demographic factors will be examined. The hypotheses for their research are as follows:

H1: Perceived risk has significant relationship on consumers’ perception towards e-ticketing.
H2: Consumer trustiness has a significant relationship on consumers’ perception towards e-ticketing.
H3: Perceive usefulness has a significant relationship on consumers’ perception towards e-ticketing.
H4: Familiarity and confidence has a significant relationship on consumers’ perception towards e-ticketing.
H5: Price perception has significant relationship on consumers’ perception towards e-ticketing.
H6: Website & internet security has a significant relationship on consumers’ perception towards e-ticketing.

From above hypothesis following model is constructed.

\[ b_0 + b_1x_1 + b_2x_2 + b_3x_3 + b_4x_4 + b_5x_5 + b_6x_6 + \varepsilon_i \]

Here, X1 is Perceived Usefulness, X2 is Familiarity & Confidence, X3 is pricing, and X4 is Perceived Risk, X5 is Consumer Usefulness, X6 is Website & internet security. Dependent variable is Yi which represents the consumers’ perception about the online ticketing. A multiple regression analysis is carried out in order to determine which factor(s) that described in hypothesis have significant impact on e-ticketing.

Results and Discussion: Reliability Coefficient:

Cronbach’s alpha (\( \alpha \)) analysis was employed to test the Reliability coefficient. Since, Cronbach alpha is commonly used method to measure the reliability for a set of two or more construct where alpha coefficient values range between 0 and 1. Higher values indicate higher reliability among the indicators (Hair, et al., 1992). Hence, 1 is the highest value that can be achieved (Table1). According to the results of Cronbach alpha test total scale of reliability for this study varied from .87 to 801. This result indicated an overall higher reliability factor. As a result, reliability of this study is substantial, as the highest reliability value that can be achieved is 1.0.

<table>
<thead>
<tr>
<th>Table 1: Reliability</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perceive Risk (Alpha = .838)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Willingness online payment</td>
<td>3.27</td>
<td>1.01</td>
</tr>
<tr>
<td>Fear feels to purchase online</td>
<td>3.38</td>
<td>1.03</td>
</tr>
<tr>
<td>Feel free about privacy information</td>
<td>3.45</td>
<td>1.02</td>
</tr>
<tr>
<td>Always care about online payment</td>
<td>3.50</td>
<td>1.96</td>
</tr>
</tbody>
</table>
Strong influence on online

**Consumer trustiness (Alpha = .871)**

<table>
<thead>
<tr>
<th>Factor</th>
<th>Value</th>
<th>Standard Error</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trust online payment</td>
<td>3.57</td>
<td>1.04</td>
</tr>
<tr>
<td>Sense of trust website</td>
<td>3.46</td>
<td>0.9</td>
</tr>
<tr>
<td>Sufficient information feeling trustiness</td>
<td>3.53</td>
<td>1.72</td>
</tr>
<tr>
<td>System quality make trustiness</td>
<td>2.77</td>
<td>1.37</td>
</tr>
<tr>
<td>Impact on website security</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Perceive usefulness (Alpha = .801)**

<table>
<thead>
<tr>
<th>Factor</th>
<th>Value</th>
<th>Standard Error</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enjoyable online purchase</td>
<td>3.42</td>
<td>1.37</td>
</tr>
<tr>
<td>Feeling pleasant online buying</td>
<td>3.18</td>
<td>1.26</td>
</tr>
<tr>
<td>Ease of using of airline website</td>
<td>3.53</td>
<td>1.53</td>
</tr>
<tr>
<td>Saving time with online purchasing</td>
<td>2.13</td>
<td>1.07</td>
</tr>
<tr>
<td>E-ticketing giving plenty option</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Familiarity and confidence (Alpha = .870)**

<table>
<thead>
<tr>
<th>Factor</th>
<th>Value</th>
<th>Standard Error</th>
</tr>
</thead>
<tbody>
<tr>
<td>Familiarity with online activity</td>
<td>3.16</td>
<td>1.05</td>
</tr>
<tr>
<td>Improve confidence when provided good service</td>
<td>3.32</td>
<td>1.24</td>
</tr>
<tr>
<td>More confidence on well-known company</td>
<td>3.23</td>
<td>1.16</td>
</tr>
<tr>
<td>Motivate based on company history</td>
<td>3.48</td>
<td>1.09</td>
</tr>
</tbody>
</table>

**Price perception (Alpha= 0.866)**

<table>
<thead>
<tr>
<th>Factor</th>
<th>Value</th>
<th>Standard Error</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cheap and affordable</td>
<td>3.67</td>
<td>1.45</td>
</tr>
<tr>
<td>Price does not have impact</td>
<td>3.25</td>
<td>1.32</td>
</tr>
<tr>
<td>Products are desirable than</td>
<td>3.65</td>
<td>1.34</td>
</tr>
<tr>
<td>price plays vital role</td>
<td>3.23</td>
<td>1.23</td>
</tr>
<tr>
<td>Perception on pricing</td>
<td>3.41</td>
<td>1.09</td>
</tr>
</tbody>
</table>

**Website & internet security (Alpha = 0.850)**

<table>
<thead>
<tr>
<th>Factor</th>
<th>Value</th>
<th>Standard Error</th>
</tr>
</thead>
<tbody>
<tr>
<td>Importance of website security</td>
<td>3.21</td>
<td>1.25</td>
</tr>
<tr>
<td>Better to check security before payment</td>
<td>3.36</td>
<td>1.21</td>
</tr>
<tr>
<td>Feels airline company website highly secure</td>
<td>3.12</td>
<td>1.06</td>
</tr>
<tr>
<td>Best channel to buy ticket</td>
<td>3.71</td>
<td>1.22</td>
</tr>
</tbody>
</table>

**Hypothesis Testing:**

Regression analysis was employed for testing the hypothesis of this research after extraction of six independent variables from factor analysis. Results for consumer perception showed in Table 5, 6, 7. Results of this study indicated that 77.3 percent of variance of consumer perception about online ticketing was explained by these six independent variables with a significant „F” value of 68.938 being significant at p < .000 (Table 5 and 6). Therefore, there is an evident that these six factors significantly affect the consumer perception about e-ticketing.

**Table 5: Model Summary**

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R square</th>
<th>Adjusted R square</th>
<th>Std Error of</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.864(a)</td>
<td>.773</td>
<td>.752</td>
<td>.497</td>
</tr>
</tbody>
</table>

**Predictors:** (Constant), perceived risk, customer trustfulness, perceived usefulness, familiarity and confidence, pricing and website and internet security
Predictors: (Constant), perceived risk, customer trustfulness, perceived usefulness, familiarity and confidence, pricing and website and internet security
Dependent Variable: perception

The hypotheses of this study are concerned with the individual effect of six variables on the consumer perception about e-ticketing. The test of these hypotheses leads to accomplish the objectives of this study. The strength of influence of each of the independent variables would have on the consumer perception about e-ticketing has been addressed and the results were shown in the Table 7.

Table 7

<table>
<thead>
<tr>
<th>Unstandardized</th>
<th>Standardized Coefficients</th>
<th>T</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>(Constant)</td>
<td>-4.283E-</td>
<td>.043</td>
<td>.000</td>
</tr>
<tr>
<td>perceived risk</td>
<td>.309</td>
<td>.045</td>
<td>.309</td>
</tr>
<tr>
<td>customer trustfulness</td>
<td>.272</td>
<td>.043</td>
<td>.272</td>
</tr>
<tr>
<td>perceived usefulness</td>
<td>.341</td>
<td>.042</td>
<td>.341</td>
</tr>
<tr>
<td>familiarity and</td>
<td>.421</td>
<td>.043</td>
<td>.421</td>
</tr>
<tr>
<td>pricing</td>
<td>.386</td>
<td>.039</td>
<td>.039</td>
</tr>
<tr>
<td>website and internet security</td>
<td>.412</td>
<td>.041</td>
<td>.041</td>
</tr>
</tbody>
</table>

CONCLUSION AND IMPLEMENTATION

This study has shown that e-ticketing can be greatly facilitated through an effective online shopping mechanism. The regression results suggest that online ticketing can provide marketers with powerful communication tools. However, as highlighted by the results, it is strongly believed that successful online buying in 21 centuries will largely depend on advertisers’ ability to develop either mixed media strategies working in synergy or on an integrated communication plan. In this study, the factors that might impact on e-ticketing were examined. These factors included perceived risk, customer trustfulness, perceived usefulness, familiarity and confidence, pricing and website and internet security. The key finding is that different style of e-ticketing is a strong determinant of a customer’s perception. The availability of different approaches of e-ticketing increases customers’ confidence in online activities. Also, the availability of different
choices as at then needed will also help marketers to build customer confidence. In addition, more promotional packages, quick feedback and customization facilities will also encourage customers’ patronage. Finally, for building customer perception it seems that perceive risk and purchasing capabilities are necessary. The result of this study suggests that all factors have greater impact among the consumers. According to the result, different styles of website security also have more impact on e-ticketing. Thus, airline industries try to launch their website as much as possible in different ways. Perceived risk, customers’ confidence in brands, perceived usefulness, familiarity and confidence, pricing also have impact on e-ticketing through Internet. Therefore, all these must be taken into consideration when airline industries place their advertorials on the Internet.

REFERENCES