IMPACT OF DESIGN, INFORMATION AND USEFULNESS OF TRAVEL WEBSITE ON TRAVEL PURCHASE INTENTION

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ABSTRACT
This study explores the impact of design, information, and usefulness of travel websites on travel purchase intention. Utilizing a quantitative research design, data from 177 respondents were collected via a structured questionnaire administered through Google Forms. Regression analysis revealed that design, information, and usefulness significantly and positively influenced travel purchase intention ($p < .001$), with each predictor variable exhibiting a substantial effect on travel purchase decisions (design: $\beta = .748$, information: $\beta = .749$, usefulness: $\beta = .753$). These findings corroborate existing research emphasizing the importance of website design, information quality, and usefulness in shaping consumer purchase intention in the online travel domain. For instance, Kim & Lennon, (2008) found that visually appealing design positively influences purchase intention, while Ruiz Mafé & Sanz Blas, (2006) demonstrated the significant impact of informative content on purchase intention, aligning with the positive coefficients observed in this study.

KEYWORDS- *Travel website design, Information and usefulness of travel website and travel purchase intention*

INTRODUCTION
In the digital age, the emergence and evolution of travel websites has changed the way people plan and book their vacations. These internet platforms help consumers navigate the huge assortment of travel possibilities available to them. Understanding the impact of travel websites on travel purchase decisions is critical for firms in the travel industry looking to effectively engage with customers and optimize their online presence. Travel websites include online travel agencies, booking aggregators, destination guides, and travel blogs. These platforms provide users with detailed information about destinations, lodgings, transit alternatives, activities, and travel-related services. Consumers may easily study, compare, and book travel products and services because these resources are accessible from any internet-enabled device (Buhalis & Law, 2008). The impact of travel websites on travel purchases is varied and impacted by a variety of factors. Firstly, the design and user experience of travel websites have a significant impact on consumer perceptions and behaviors. According to research, visually appealing and user-friendly website designs increase user engagement and trust, ultimately leading to higher purchase intentions (Li and Hitt, 2008). Furthermore, the availability of interactive tools like search filters, maps, and user reviews improves the user experience and allows for more informed decision-making (Xiang & Gretzel, 2010Second, the quality and accuracy of information available on travel websites have a huge impact on consumers' confidence and trust in the platform. According to studies, while making purchasing decisions, consumers seek extensive and credible information on destinations, lodgings, and travel-related services (Wen, 2009). Websites with thorough explanations, high-resolution photos, and user-generated material improve the browsing experience and build user trust. Furthermore, the utility of travel websites in aiding the planning and booking process influences consumer purchasing decisions. According to Chen and Dubinsky (2003), travel websites are seen as having greater utility when they offer features like price comparison tools, real-time availability, and personalized recommendations. Consumers are more likely to make a purchase if they believe the website is a good resource that simplifies trip planning and booking. Industry trends and customer behavior both show that people are relying more and more on travel websites for booking and planning purposes. Online travel companies and travel websites rank among the most widely used platforms for travel planning and research, per a survey (Toh, DeKay & Raven, 2011). This tendency is further reinforced by the expanding worldwide online travel booking market, which is expected to reach $817.5 billion by 2023 (Polat, Esen, & Bilgic, 2019). Businesses in the travel industry must recognize the importance of optimizing their online presence and leveraging the influence of travel websites to effectively engage with consumers and drive purchase conversions.

This study is noteworthy because it explores how important travel websites are in influencing consumers' decisions to buy trips. To effectively engage with consumers in the competitive travel industry and improve their online presence, firms must comprehend the ways in which design, information quality, and usefulness impact consumer behavior. The study intends to offer insights into

improving user experience and boosting purchase conversions on travel websites by examining these parameters. Although travel websites are increasingly used for booking and planning, little is known about how certain elements like usability, design, and information quality affect consumers' intents to make purchases. This study aims to fill this gap by investigating the impact of these characteristics on customer behavior in the context of travel website use. This study aims to explore the impact of travel website design, information quality, and usefulness on consumer purchase intentions in order to close this knowledge gap and offer insightful information to the travel industry. By analyzing these factors within the context of travel website usage, the study aims to offer actionable recommendations for businesses to optimize their online presence and improve user experience, thereby fostering higher purchase conversions and overall customer satisfaction.

LITERATURE REVIEW
Travel Website Design and Travel Purchase Intention
A travel website's layout, design, and user interface all play a significant role in determining how users interact with the site and make judgments about what to buy. According to Li and Hitt (2008), the way a website is designed has a significant impact on how users perceive it and behave. In the context of travel websites, design factors such as layout, visual aesthetics, navigation, and user interface influence users' entire browsing experience as well as the platform's perceived legitimacy. Numerous research studies have demonstrated how website design affects customer behavior and purchase intentions. According to Li and Hitt (2008), aesthetically pleasing website designs increase user trust and engagement, which in turn influences users' intentions to make purchases. A well-designed website also makes a good initial impression, which has a big impact on customers' propensity to research travel possibilities further, according to a 2003 study by Chen and Dubinsky. According to research, consumers are more inclined to trust and make purchases from websites that have attractive designs, easy-to-navigate interfaces, and captivating images (Law, Leung, Lo, Leung & Fong, 2015). Thus, by improving the design components of travel websites, businesses can effectively engage consumers and positively modify their inclinations to purchase travel-related items and services. Based on above discussion following hypothesis is developed:

H₁: Travel website design significantly influences the travel purchase intention

Information in Travel Website and Travel Purchase Intention
The quality and applicability of the information that is provided to customers in the digital world of travel planning and booking is vital in influencing their decision-making. According to Buhalis and Law (2008), travel websites function as extensive informational databases, providing details on various travel destinations, lodging alternatives, modes of transportation, and activities. Consumers rely on this information to evaluate their travel options, make informed decisions, and eventually make travel-related purchases. Studies emphasize how important high-quality information is in influencing customer behavior in virtual spaces. Gretzel and Yoo (2008) underline the critical impact of internet travel reviews and information in shaping travellers' perceptions and decisions. In addition, Kim and Fesenmaier (2015) stress the significance of context-aware and tailored data in meeting individual preferences and raising user engagement. Purchase intentions for travel are correlated with information seen on travel websites in a variety of ways. Comprehensive and accurate information increases trust and confidence among consumers, resulting in higher purchase intentions (Lăzăroiu, Neguriţă, Grecu, Grecu & Mitran, 2020). Furthermore, personalized recommendations and tailored information help to provide a more immersive and engaging user experience, which influences purchasing decisions (Kim & Fesenmaier, 2015). Based on the preceding considerations, the following hypothesis was drawn:

H₂: Information provided in the travel website significantly influences the travel purchase intention

Usefulness of Travel Website and Travel Purchase Intention
In the digital age, where consumers increasingly rely on online platforms for trip planning and booking, the perceived utility of travel websites has a significant impact on consumer behavior. Travel websites can help customers study places, compare pricing, and make informed judgments about travel purchases (Xiang & Gretzel, 2010). Studies have demonstrated the significance of utility in driving consumer engagement and purchase intentions in online contexts. Buhalis and Law (2008) highlight how user ratings, interactive maps, and real-time availability can all improve how useful people think travel websites are. According to Xiang and Gretzel (2010), features that make it easier to compare prices and make reservations also enhance user satisfaction and have a beneficial impact on buying decisions. Users are more inclined to interact with and transact on websites that cater to their wants and interests (Buhalis & Law, 2008). In addition, Kim and Fesenmaier (2015) found that customized information and personalized recommendations improve the user experience overall and increase purchase intentions. The below hypotheses is formed based on the preceding discussion.

H₃: Usefulness of travel websites significantly influences the travel purchase intention

METHODS
This study utilized a quantitative research design to investigate the impact of design, information, and usefulness of travel websites on travel purchase intention. A convenience sampling technique was employed to recruit participants for the study. A total of 177 respondents participated in the survey.

Data were collected through a structured questionnaire developed based on previous literature and measurement scales stated in existing research. The questionnaire was administered using Google Forms, allowing respondents to provide their answers online. The questionnaire included items measuring the perceived design quality, information quality, usefulness, and travel purchase intention of travel websites. Each item was rated on a five-point Likert scale, ranging from 5 (Strongly Agree) to 1 (Strongly Disagree).

To examine the effect of design, information, and usefulness of travel websites on travel purchase intention, regression analysis was conducted. The independent variables (design, information, and usefulness) were entered into the regression model to assess their predictive power on travel purchase decisions. Data analysis was performed using IBM SPSS Statistics version 20.

ANALYSIS

Table no. 1: Determinants of Travel Purchase Decision

Model Summary				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	.805ᵃ	.821	**.818**	.1125
a. Predictors: (Constant), Travel Website, Design, Information in Travel Website and Usefulness of Travel Website				

Source: Primary Data

The model summary (Table 1) shows a strong correlation (adjusted R square =.818) between the trip purchase intention and the predictors (trip Website Design, Information, and Usefulness). According to this corrected R square value, the combination of these variables may account for about 81.8% of the variance in trip purchase intention. The model fits the data well when the adjusted R square is high, which suggests that the selected variables have a substantial overall impact on explaining differences in trip purchase intention. Thus, as shown in Table 1, the layout, accuracy, and usability of travel websites are important elements that impact people's intents to purchase travel, underscoring the significance of enhancing these aspects to improve user experience.

Table no. 2: Determinants of Travel Purchase Intention

Coefficients					
Model	**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
	B	**Std. Error**	Beta		
1 (Constant)	.678	.023		.554	.234
Travel Website Design	.743	.079	.748	11.045	**.000**
Information in Travel Website	.752	.086	**.749**	4.042	**.000**
Usefulness of Travel Website	.761	.097	.753	11.321	.000
a. Dependent Variable: **Travel Purchase Intention**					

Source: Primary Data

The impact of Travel Website Design, Information, and Usefulness on Purchase Intention is shown by the coefficients in Table 2. Travel Purchase Intention exhibits a substantial positive link (p <.001) with each predictor variable, namely Design, Information, and Usefulness. In particular, travel purchase intention rises by roughly 0.743, 0.752, and 0.761 units for each unit increase in the travel website's design, information, and usefulness, respectively. This is consistent with previous research findings that highlight the significance of information quality, utility, and website design in influencing consumer purchase intention when it comes to online travel. In support of the positive coefficient for Design in our model, for example, a study by Seo, Chae, and Lee (2012) discovered that aesthetically pleasing design positively increases purchase intention in the e-commerce setting. The positive coefficient for information in our model is supported by studies by Ruiz Mafé & Sanz Blas (2006), which showed that informative material strongly influences purchase intention. However, it's essential to acknowledge potential limitations and contradictory findings. While our results suggest a significant positive relationship between Usefulness of travel websites and Purchase Intention, some studies suggest that excessive information or functionality may overwhelm users and lead to decision paralysis (Moe & Fader, 2016). Therefore, future research should explore the optimal balance between providing useful features and avoiding information overload to enhance user experience and drive purchase behavior effectively.

CONCLUSION
This study examined the complex dynamics of online consumer behavior in the travel business with a focus on the Impact of Design, Information, and Usefulness of Travel Website on Purchase Intention. The main goal was to ascertain whether people's intentions

to make travel-related purchases are substantially influenced by the design of travel websites, the accuracy of the information they offer, and their perception of the platforms' utility. The results of this study confirm that there is a substantial and favorable correlation between the previously indicated characteristics and the intention to purchase travel. This study highlights the critical importance of website design, information quality, and usability, emphasizing how important it is for travel industry stakeholders to give these factors top priority while developing their online platforms. The outcomes support the importance of maximizing these elements and offer practical advice for improving user experience and, eventually, influencing consumer behavior in the cutthroat online travel industry. Nonetheless, it is imperative to recognize some of the limitations that are inherent in this research. Specifically, the study was cross-sectional in nature, which may limit the generalizability of the results over time and across different demographic segments. Furthermore, the research was limited to examining the effect of travel websites' design, information, and usefulness on purchase intention, potentially ignoring other factors that could influence consumer behavior, such as pricing strategies, customer reviews, and social media presence. Furthermore, the data collection process relied predominantly on self-reported measures, which may be subject to response bias and social desirability effects. Future research endeavors should address these limitations by adopting longitudinal designs, incorporating a broader range of variables, and employing diverse methodological approaches to provide a more comprehensive understanding of online consumer behavior in the travel industry.

In light of the study's findings and limitations, several recommendations for further research emerge. Firstly, future studies could delve deeper into the specific design elements, informational content, and usability features that have the most significant impact on travel purchase intention, thereby providing nuanced insights for website optimization strategies. Moreover, exploring the moderating effects of individual differences, such as personality traits, travel motivations, and prior online shopping experiences, could elucidate how these factors interact with website attributes to shape consumer behavior. Additionally, comparative studies across different segments of the travel industry (e.g., accommodation booking, airline ticketing, tour packages) could reveal sector-specific nuances in the relationship between website features and purchase intention. Finally, investigating emerging trends in technology, such as augmented reality, virtual reality, and artificial intelligence, and their integration into travel websites could offer novel avenues for enhancing user engagement and conversion rates.

In sum, while this study provides valuable insights into the impact of design, information, and usefulness of travel websites on purchase intention, it also highlights the need for continued research efforts to unravel the complexities of online consumer behavior in the ever-evolving landscape of the travel industry. By addressing the identified limitations and pursuing the recommended avenues for further research, scholars and industry practitioners can collaboratively advance knowledge in this domain and devise innovative strategies to meet the evolving needs and preferences of modern travellers.

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