

“Impact of online and conventional ticket reservation system on buying behaviour of customer.”

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ABSTRACT

The evolution of the Internet as a distribution channel is apparent as the number of Internet users and card holders' increases. This paper discusses the results of questionnaire and interview based research of CONVENTIONAL TICKETING “as opposed to ONLINE TICKETING of the so-called phenomenon of "disintermediation" and its expansion or, in other words, the competitive impact of online bookings on customer loyalty and business and communication strategies used to protect themselves from its consequences. In spite of the increase by 10% of the use of Internet each year, more than half of the respondents are convinced that they can adapt their services, products and operations to retain their loyal customers. The advancement of the Web as an appropriation channel is evident as the quantity of Web clients and card holders' increments. This paper talks about the after effects of survey and meeting based exploration of CONVENTIONAL TICKETING "rather than ONLINE TICKETING of the supposed wonder of "disintermediation" and its development or, at the end of the day, the serious effect of online appointments on client unwaveringness and business and correspondence procedures used to shield themselves from its outcomes. Despite the expansion by 10% of the utilization of Web every year, the greater part of the respondents are persuaded that they can adjust their administrations, items and activities to hold their unwavering clients.

Keywords: Conventional Ticketing, Online Ticketing, Reservation System, Buying Behaviour Of Customer.

INTRODUCTION

The advents of the digital revolution have significantly changed the way online products are presented, distributed and sold, as well as the consumer behaviour, changing the way they plan travels (No & Kim, 2015). Travel industry have been recognised as the largest online transaction facilitator, and hotel bookings represent the second-largest source of revenue based on the volume of sales through online channels, after air travel (Conyette, 2012). Since the development of the Computer Reservation System in the 60s to the Global Distribution Systems in the 80s and the developments of the internet in the 90s, the tourism market has been confronted with the exponential increase in technologies that can be considered as an opportunity but also as a challenge (Buhalis & Law, 2008). Currently, Online Travel Agencies (OTAs) are the online sales channels with the highest booking rates and sales, and their main function is the sale and promotion of accommodation in exchange for commissions on sales, as well as other services related to travel industry (flights and car rental, among others). Hotels use these online agencies to obtain more visibility and thus increase their sales (Ling, Guo & Yang, 2014).

The appearances of the advanced unrest have essentially changed the manner in which online items are introduced, appropriated and sold, just as the buyer conduct, changing the manner in which they plan ventures (No and Kim, 2015). Travel industry have been perceived as the biggest online exchange facilitator, and lodging appointments speak to the second-biggest wellspring of income dependent on the volume of deals through online channels, after air travel (Conyette, 2012). Since the improvement of the PC Reservation Framework during the 60s to the Worldwide

Circulation Frameworks during the 80s and the advancements of the web during the 90s, the travel industry showcase has been stood up to with the exponential increment in innovations that can be considered as a chance yet in addition as a test (Buhalis and Law, 2008). Right now, Online Travel Services (OTAs) are the online deals channels with the most elevated booking rates and deals, and their fundamental capacity is the deal and advancement of convenience in return for commissions on deals, just as different administrations identified with movement industry (flights and vehicle rental, among others). Lodgings utilize these online organizations to acquire greater perceivability and in this manner increment their business (Ling, Guo and Yang, 2014)

Statement Of The Problem

A study on impact of online & conservational tickets reservation systems on buying behaviour of customer helps us to know about how convenient the customers feel in purchasing online tickets instead of standing in queue for booking of tickets. Automated things attract more to customers and VRL is the best in that. If customers want to cancel the ticket, they should pay certain percentage of amount to bus company in this scenario it is trend which every service organization follow.

Need For The Study

The study helps me to know about how important is a online and traditional ticket booking system which is provided by the VRL logistics. And analyzing the buying behaviour of VRL customers helps me to know about what the customer or consumer expects from the VRL services. The services should be effectively designed then only consumers feel easy to have reservations. When I contacted the employees of the organizations I came to know about the importance of online reservation than traditional ticket booking and I also observed that the organization keep this promise and delivered those promises otherwise they believed that consumers can easily switch to other option when they are not fulfilled with their promises. But in case of satisfied customers they don't shift to any other alternatives because they experienced the extra ordinary service which is provided by the organization. The study is made to know about the impact of online and conventional ticket reservation system on buying behavior of customer respect to various things like for examples: Towards people, towards price, towards quality of services rendered and towards the discount provided on ticket booking.

Study Objectives

This study aims to examine the process of Online Ticket Booking, study the behaviour of consumer in purchasing online tickets. This research is endowed with additional information in narrowing the research gap with regards to factors influencing the consumer purchasing through online ticketing and conventional ticketing.

CONCEPTUAL BACKGROUND AND LITERATURE REVIEW

Buying behavior: consumer behaviour is the learning of individual group (or) organization and all the activities which is use and disposal of goods and services and purchases and which has behaviour response for those activities.

1. Need acknowledgment and issue mindfulness: This is normally recognized as the first and most basic development in the customer's decision strategy. A purchase can't occur without the affirmation of the need. The need may have been initiated by inward redesigns, (for instance, hunger or thirst) or outside lifts, (for instance, advancing or verbal).

2. Data seek: Having seen an issue or need, the accompanying stage a customer may take is the information look for orchestrate, in order to find what they feel is the best course of action. This is the buyer's push to look for inside and external business conditions, in order to recognize and survey information sources related to the central obtaining decision. Your customer may rely upon print, visual, online media or verbal trade for getting information.

3. Assessment of options: As you may expect, individuals will evaluate unmistakable things or brands at this stage dependent on elective thing qualities – those which can pass on the favourable circumstances the customer is searching for. A factor that enthusiastically impacts this stage is the customer's demeanour. Consideration is another factor that impacts the evaluation methodology. For example, if the customer's air is sure and affiliation is high, by then they will survey different associations or brands; yet if it is low, only a solitary association or brand will be evaluated.

4. Buy: The last yet one phase is the spot the purchase occurs. Philip Kotler (2009) states that the last purchase decision may be 'agitated' by two parts: negative contribution from various customers and the component of motivation to recognize the analysis. For example, having encountered the previous three stages, a customer buys another telescope. Nevertheless, in light of the fact that his extraordinary friend, a sharp stargazer, gives him negative analysis, he will at

change his tendency. In addition, the decision may be disturbed due to startling conditions, for instance, a sudden action incident or development.

5. Post-purchase assessment: So, customers will differentiate things and their past wants and will be either satisfied. Thusly, these stages are essential in holding customers. This can altogether impact the decision technique for near purchases from a comparative association later on, having a pound on effect at the information look for stage and evaluation of alternatives mastermind. If your customer is satisfied, this will result in brand dedication, and the Information request and Evaluation of elective stages will often be upgraded or skirted all around.

LITERATURE REVIEW

Dilip Lalwani (2016) in his study he went on to investigate that how consumers behave while is doing an online and offline purchasing. In his study he understood that online channel the consumers use to search information about the product and go and purchase offline because consumers always wants touch and feel the products and then owe it. In his study he went through three stages: Influences stages: Who influences to purchase product. Process stages: what is the process he adapts to purchase? Purchase stages: Final decision taken that which product to purchase. That in the last the consumers thinks about whether the products will give them satisfaction or not. Lingling Gao (2015) is a computer science student who wants to understand consumers online shopping behaviour does a research. During his research he came to know that customer who purchase online is more cost effective. They think that online shopping reduces the cost of going these and purchasing but certain terms and conditions apply. During his study he feels that traditional shopping is more oldest compared to online shopping and online shopping is the best way to have a good variety styles of products and of consumers choice and preference minimum cost will be they will have a more number of options. Ogaga Udjo (2013) in this study the research is done on the passengers they fix certain amount of time period with discount price and announce to purchase the tickets.

The passengers feel very delighted to purchase the tickets and that period of time. Airline tickets provide discount advantages. When they are booked online. At the departure time they receive advantages either cash back. But the drawback is passengers feel that they are investing lots of times in searching for the best offer for the ticket. Adeline Kok Li-Ming (2013) In this research studies the consumers who reserve hotel rooms online. Their behavioural pattern is taken from the study. In this four factors are there that will influence the consumer to reserve rooms online. They are information, price, trust & convenience. In Malaysia more population who always books their hotels online out of total population. Hence it is taken in to the study that their behavioural patterns are studied while booking the online rooms. Yunxiao Diao (2015) in this study it deals with two situations. Situation 1: What thing motivates to do online shopping? Situation 2: what are the barriers to do online shopping & how these impacts on purchase behaviour of consumer questionnaires where used to study and T-test used to analyse & interpret and find the findings. During the study they came to know that, for Chinese university students they liked tobacco/Tmall most to boys clothes and all pay. Sujo Thomas (2014) the author clearly explains in this research paper that. It took many years to make innovations in tickets booking.

The research paper mainly focuses on the Red bus and is having widest ticket booking industry starting part of paper discusses about nature of operation of the bus. And even it deals about the challenges faced by the industry research has proved that the Red bus covers 80% of Indian market which they feel has an achievement. The paper also shows us that what are the growth facilities that they have to adopts in order to rule the entire market. Finally author find out that the redbus has reached to 10 million bus tickets in overall markets. The revenue generated by this is 0.3 billion in 2008, 3 billion in 2012 and there is also a 20% growth in selling of ticket during months. This shows that it is growing every year by year and month by month. Asaad Abdul-Kareem Al-Hijaj (2013) the author says that it is an internet based means online reservation of tickets. According to him it is very useful because they can search whether tickets are available and then they can book for a very low price or can also say affordable prices, the advantages of this kind of ticket booking are customers can chose the seats on their run. They can choose the where they are comfortable either starting middle or at the end.

The author covers about the requirements required for the fresh applications in this research to develop this they have adopted unified modeling language and entity relationship diagram software is adopted by them. Finally author concluded by saying that the company has motivated other companies by designing the online tickets reservation of their own. Nwakanma Ifeanyi Cosmas (2015) the author in this study focused on the online ticket reservation facility provided in the company. The data here was collected through an oral interview. By contacting people face to face the creator IMO transport company for research purpose. They adopted the structured systems analysis and design methodology and they used PHP hyper text pre-processor language. Presently they have designed the software and

addition to that even they needed software to send information about the confirmation of tickets booked and for that purpose they have started the e-mail software to send the confirmation message. Finally the author concluded saying that the system of online ticket booking is managed well and good. Every think is automated seats managing and also reservations which would be done online. Seyed Rajab Nikhashem (2011) the research paper mainly focuses about the perception of the people to online tickets booking. The author says that few people use this system few people does not stick to it, they will be addicted to the traditional ticket booking facility in order to overcome their needs even the author also done details examination about the people's unwillingness about usage of the online ticket reservation system. The study also tells us about the prices available in the internet are at minimum when compared to the traditional way of ticket reservation system.

This way of reservation also saves the time and cost of people which are very previous. Finally author concludes saying that online ticket reservation system provides a very good communication system. This online ticket reservation system can only be effectively when they make attractive advertisements. Ms. Shashi Shekhawat (2014) the author in this research paper says that consumer make the online ticket purchasing decision by having a small little information about the online reservation. The paper helps to know about the time taken by the customers in order to evaluate about the goods and services if it is traditional way then they have to make the decision soon as possible. The author has taken 100 respondents for the study so that they get accurate and good information about the traditional and online way of reservation. Finally author concluded saying that there exists some similarities between online and offline customers in making the decisions Oloyede, M.O (2014) the author in this research paper explains about the uses of travelling in the bus through online ticket reservation in Nigeria.

Author says that manual reservation system is a time consuming activity when compared to online ticket reservation. Because manual ticket booking need to cross a long queue. So for this purpose they have to start an easy way of making the reservation so they have chooses an online ticket reservation system in order to make the customers feel easy to do the reservation here in this system they have adopted the system called an extensible hypertext mark-up language and PHP hypertext pre-processor, this software are used. Finally I conclude saying that the stream in transportation system. To make the easy way of reservation they have implemented the online reservation system. Tachchaya Chatchotitham (2011) the author does this research to make to know that how important an online booking is for the customer. In this research the author deals with the online booking of rooms and resorts through worldwide. And even to know that which main factors influence more for consumers to make the purchase decision process. The study helped author to focus on the three main factors. It is easy to use for customers. Usefulness of online booking and the last one is.

The research was conducted by the author though 2 methods they are collecting the data through interview method that is by asking questions and quantitative research method. Finally author concluded that online reservation of hotel rooms are very important so that the customers get to know the information and even the pictures about the hotel rooms it will be easy to make the decision. Amirrudin Kamsin (2005) The author's main intention in this research paper was to know how important it is an online booking though investigating an degree students of and even the facilities of university called Malaya. The paper even tells us about the advantages and disadvantages of the online booking and they even got some findings and they provided some suggestions regarding the research. The author has divided the research paper into 5 different categories they are as under cinemas, books, orders, transportation, hotel and restaurants. The author has taken 150 degree students from faculties of Malaya University. The author has taken the sample size through random sampling method. Finally author concluded saying that the customers visit the websites:

1. To select the services according to the customer choice
2. It should be to available always
3. They need to write a form
4. Pay the amount by the servers which are secured.

Tran Viet Nhan (2017) recognized in made countries despite the ways that this thought has been exhibited in Vietnam for whatever length of time that couple of years, there are half of air tickets is sold online at this moment. There are distinctive investigates coordinated focusing on the components influencing people intend to get web based booking. The research paper helps to give small important information related to the online booking or online reservations. In Vietnams the main goal of them is to know how much the customers are addicted to this online reservations and tickets booking. The author helps them through this research about their execution of the business. Finally author concluded saying that online reservations or using web based for booking plays a very important role and makes easy for the customers to lead their life and also saves the time of the customers. Jeffery K Nkrumah (2011) The author says that going to movie is one of the outdoor activities which every person does or most of the persons do in this world. So the author also explains about how difficult it is for everyone to go to the theatre stand in a line for an hour together and

purchase a ticket this is a traditional ways of booking the tickets. But booking the tickets through online apps make customers feels delighted and an easy way to reserve the tickets. Presently they are not having an cinema tickets which can be purchased through online in Ghana the author says that most of the people use manual ticket booking in theatres for shows only one company use it that is a global cinema use this automated system. Finally author concludes by saying that the manual tickets booking are facing a lot of problem in the market by the arrival of online ticket reservations Rohit Joshi (2018) the author in this research focused on online retailing business in India. It shows how much compliment it is to do an online retaining.

He says out that the online retaining has taken a remarkable growth in past years and also the current years. During the research it is found that India starts seconds in using the internet compared to china. China stands first in it. The retailers can also say that they can use this information to know about the continent of customers they feel when they are doing the online purchasing of sports tickets, cinema tickets, handbags etc. The surveys were conducted for the Indians living in different states. The data was collected to know the perception of customers towards shopping. What they prefer to shop. The sample size was 124 Indians from 18 states out of total population. Sheryl E. Kimes, Ph.D. (2009) Here in this research paper author says that it is very useful that if the reservation online customers feels easy to lead a life. The author conducted this study on 696 restaurants where 1/3 rd of restaurants had made the booking though online. The restaurants who made the booking are surviving modern when compared to those restaurants that have not made the booking online. The restaurants that have made online are convenient but few cases the customers still prefer for telephone reservations also.

The author also declares that online reservation encourages the customers to acquire the modern technology that is usage of website. And even this also helps the restaurants together more information about the customers and run the restaurants accordingly. Ethan Lieber (2011) the author in this research paper studies about the different between online and offline. It tells us about the advantages and disadvantages of online and offline reservation. The get higher of online directs in a market can get across generous changes to the market's financial basics and from beginning to end these changes, influence results at both the market level and for individual firms. Online channel interface when creation estimating, venture, passage, and other basic choices. The author has investigated a few features of these co-operations in the sections. The online is developing officially and this is which all well and good ,as we would see it we anticipate the bits of knowledge attracted from this writing to just turn out to be increasingly notable later on this section comprises of survey of writing related with impact of internet showcasing on customers and further more manager business point of view. At that point it surveys the current issues in web based advertising and factors influencing appropriation of web based promoting. Further it gives a study survey of various investigations related with web based promoting.

This is trailed by featuring the exploration holes and commitment of the present study. From this research paper the author concludes saying that online and offline both have its own advantages and disadvantages. Online saves the time of people and makes easy to book the tickets and offline that is called manual kind of reservations is also useful because the people cannot be cheated through this since the person goes personally makes the reservations. Ainin Sulaiman (2008) the purpose of this study was to recognize the electronic way of ticket booking for urban communities especially in Kuala Lumpur. The author investigates in this study about the various trend followed for e-ticketing and the various patterns of f e-ticketing followed. The survey also focused on the customer's perceptions and their expectations about the e-ticketing. In this survey the author took 500 people as a Sample size out of total population. The main purpose of choosing Kuala Lumpur place for survey was that they are having more number of web users in that place. Finally the author found that ticketing through online was not a new one for them because they are purchasing the tickets through online from two years before and even they are also purchasing the airline tickets also and to they are doing it online.

RESEARCH METHODOLOGY

Population and Sample

The population for this investigation was drawn from a local group of roadway customers that had utilized roadway services that offer e-ticketing and conventional ticketing during the study duration. Customer names and addresses were obtained from marketing information collected by roadways Travel Company. Customers on the list had agreed to have their personal information shared for marketing purposes. A total of 250 surveys were mailed to potential respondents for the survey. Of these surveys, 177 were completed and returned for a 71 percent response rate. Although respondents were initially identified for mailing of the surveys, return responses did not include any identifying information about the customer ensuring the ability of the researcher to protect the anonymity of respondents.

The populace for this examination was drawn from a nearby gathering of street clients that had used street benefits that offer e-tagging and traditional tagging during the investigation span. Client names and addresses were gotten from advertising data gathered by streets Travel Organization. Clients on the rundown had consented to have their own data shared for showcasing purposes. A sum of 250 studies was sent to expected respondents for the study. Of these studies, 177 were finished and returned for a 71 percent reaction rate. In spite of the fact that respondents were at first recognized for mailing of the overviews, return reactions did exclude any distinguishing data about the client guaranteeing the capacity of the scientist to secure the secrecy of respondents.

DATA COLLECTION AND ANALYSIS

For the purpose of this investigation, reliability coefficients of scales (Cronbach's Alpha), multiple regression modeling and simple regression was used to evaluate the relationships between variables. The questionnaire used for the research was designed based on an analysis of the empirical literature. Pilot-testing was utilized on a small sample of roadways passengers that had used e-ticketing services during the research. Based on the feedback provided by these participants, the questions were revised. Components of e-ticketing on customer satisfaction were measured using a 5-point Likert scale with 5 = strongly agree and 1 = strongly disagree. Respondents were asked to evaluate their reaction to each of the assessments, identifying areas for agreement and disagreement.

With the end goal of this examination, unwavering quality coefficients of scales (Cronbach's Alpha), various relapse displaying and straightforward relapse was utilized to assess the connections between factors. The poll utilized for the exploration was structured dependent on an examination of the experimental writing. Pilot-testing was used on a little example of streets travellers that had utilized e-tagging administrations during the exploration. In light of the input given by these members, the inquiries were modified. Segments of e-tagging on consumer loyalty were estimated utilizing a 5-point Likert scale with 5 = firmly concur and 1 = emphatically oppose this idea. Respondents were approached to assess their response to every one of the evaluations, recognizing regions for understanding and contradiction.

RESULTS AND DISCUSSION

Model testing is necessary to address the main research question of the study, which is: To what extent does the proposed model, and in particular the role of components: Customer/Technical Support, Infrastructure, Security and User-Friendliness play in Customer Satisfaction? Examining the adjusted R^2 value (0.763) for the main hypothesis it is evident that the four independent variables evaluated in this investigation account for over 76 percent of the variance in customer satisfaction with e-ticketing. Statistical analysis using a significance level of $p < 0.05$ employed when looking at each independent variable separately supports the significance of each variable in the development of customer satisfaction as it relates to e-ticketing. Thus, the research supports the inclusion of customer and technical support, infrastructure, data security and user-friendliness as integral components of e-ticketing services to ensure that customer satisfaction is achieved.

Based on the data obtained for this investigation, it becomes evident that there is an impetus for organizations using e-ticketing services to carefully consider each of the independent variables noted in a comprehensive platform for e-ticketing. Each of the variables contributes significantly to the development of customer satisfaction. However, it is evident that data security, customer and technical support, and user-friendliness represent the most significant variables for consideration. Infrastructure is clearly important but may not be as evident to the customer utilizing an e-ticketing system. Infrastructure for e-ticketing appears to support the other functions of security, customer service, and user-friendliness.

Model testing is important to address the principle research question of the examination, which is: How much does the proposed model, and specifically the job of parts: Client/Specialized Help, Framework, Security and Ease of use play in Consumer loyalty? Inspecting the balanced R^2 esteem (0.763) for the principle speculation it is clear that the four free factors assessed in this examination represent more than 76 percent of the change in consumer loyalty with e-tagging. Factual examination utilizing a hugeness level of $p < 0.05$ utilized when taking a gander at every autonomous variable independently bolsters the centrality of every factor in the advancement of consumer loyalty as it identifies with e-tagging. In this way, the examination bolsters the incorporation of client and specialized help, foundation, information security and ease of use as vital parts of e-tagging administrations to guarantee that consumer loyalty is accomplished. In light of the information acquired for this examination, it becomes clear that there is an impulse for associations utilizing e-tagging administrations to painstakingly consider every one of the free factors noted in a thorough stage for e-tagging. Every one of the factors contributes fundamentally to the improvement of consumer loyalty. In any case, it is apparent that information security, client and specialized help, and ease of use speak to the most huge factors for

thought. Foundation is plainly significant yet may not be as apparent to the client using an e-tagging framework. Foundation for e-tagging seems to help different elements of security, client support, and ease of use.

The results in conjunction with the literature reviewed on the topic suggest that the development of an integrated system is thus imperative for the success of e-ticketing systems. When information technology architecture is developed and integrated as part of the organization's system for customer service, the end result is a fully functioning system that can provide elements of data security, customer and technical support as well as user-friendliness. As in the literature, the need for creating a comprehensive and integrated infrastructure for the development of e-ticketing systems is emphasized.

The outcomes related to the writing assessed on the theme propose that the improvement of a coordinated framework is consequently basic for the accomplishment of e-tagging frameworks. At the point when data innovation design is created and incorporated as a major aspect of the association's framework for client assistance, the final product is a completely working framework that can give components of information security, client and specialized help just as ease of use. As in the writing, the requirement for making a thorough and coordinated framework for the advancement of e-tagging frameworks is stressed.

CONCLUSION

Customer satisfaction in e-ticketing is a complex phenomenon that is shaped by a wide range of variables including customer technical support, infrastructure, data security and user-friendliness. Understanding these issues is critical for organizations to create e-ticketing systems that initially meet customer needs and generate a high level of satisfaction. E-ticketing systems that meet these requirements will provide the organization with satisfied customers who will express their satisfaction through loyalty and by remaining with the organization over the long-term. High levels of customer retention will form the foundation to maintaining the organization's bottom line. Although creating e-ticketing systems that achieve customer satisfaction is a significant undertaking for the organization, addressing the key issues noted in this investigation should facilitate the ability of the organization to create an e-ticket system that allows for building customer satisfaction, loyalty and retention.

Consumer loyalty in e-tagging is a perplexing wonder that is formed by a wide scope of factors including client specialized help, foundation, information security and ease of use. Understanding these issues is basic for associations to make e-tagging frameworks that at first address client issues and produce an elevated level of fulfillment. E-tagging frameworks that meet these necessities will give the association fulfilled clients who will communicate their fulfillment through dependability and by staying with the association over the long haul. Significant levels of client maintenance will frame the establishment to keeping up the association's primary concern. In spite of the fact that making e-tagging frameworks that accomplish consumer loyalty is a critical endeavor for the association, tending to the key issues noted in this examination ought to encourage the capacity of the association to make an e-ticket framework that considers building consumer loyalty, reliability and maintenance.

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