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An analysis on different experiential value sought by travel website users

¹Mrs.Veto Datta, ²Dr.S.Vasantha

¹Research Scholar, ²Professor

Vels University, P V Vaithiyalingam Road, Velan Nagar,
Pallavaram, Chennai, 600117, Tamil Nadu, INDIA.

Abstract: Travel and Tourism have for a long time been one of the top categories of websites visited by internet users. Internet user choose to visit travel and tourism websites to search for information or to buy travel and tourism products such as airlines tickets, accommodation or their full travel packages. To increase the effectiveness of a business website the manager should consider both advertisement strategy and other strategy to enhance customer experience. It is important to understand the customer value concept and its perception. The main purpose of the research is to measure customer's perception about the customer value. The concept of consumer value is based on (Holbrook, 1994; 1999) is used. Anonymous data was collected from 200 online travel websites users. Factor analysis was used to examine the objective of the study. Finding showing that the different type of experiential values is not same in terms of influencing the customer's perceptions.

Keywords: Customer perception, Experiential value, Self oriented value, Other oriented value, travel websites

I. Introduction

Now a days people are using internet because it is convenient, time saving, accessible. They are using internet to communicate, get information, buy products, consume products, voice opinions etc. By providing various services related to different field, Internet is very famous for satisfying people. Around the world we can get any type of information on any product by using internet facility. Along with the facility of finding various services over internet, travel related searches are one of the most frequently used facilities in internet. With the increasing popularity of internet business around the world now they are trying to enhance their marketing and competitive strategy by focusing on resources on the virtual business world. Websites plays influencing role of a vehicle for the companies to communicate with consumer. (Karson and korgaonkar, 2001).

Travel and tourism websites is one of the top visited websites by internet users (Lexhagen, 2008). Travel and tourism website can be used to search information, or buy travel planet to book tickets etc. Internet has become an important travel service channels for the customers. The presence of numerous travel websites creates difficulties for the managers and increases their competition with the others.

The value is termed as the value that motivated consumption behavior has been attributed to functional, conditional, social, emotional and epistemic utility. (Lee and Overby 2004). The importance of offering experiential value leads to positive outcomes such as customer satisfaction (Brakus, Schmitt and Zarantonello 2009), loyalty (Keng et al. 2007, Datta 2013) purchase intentions (Datta 2014) and customer emotions (Tsaur, Yi-Ti and Wang 2006).

Perceived value is characterized as the essential outcome of marketing activity and as a primary motivation for entering into marketing relationships (Holbrook, 1994). For creating and managing such relationships, online providers need to develop websites that are sensitive and cater to the full range of components that define experience-based value (Sigala 2014).

II. Literature of Review

A. Customer value

Holbrook (1994, 9.27) asserted "Value is an interactive relativistic preference experience" Holbrook proposed typology of consumer value with two Dimensions: Extrinsic/Intrinsic- The consumer perceives value in using or owning a product or service as a mean to an end versus an end in itself. A shift from Traditional marketing to experiential marketing was mentioned by Schmitt (1999). In today's service economy, many companies simply wrap experiences around their traditional offering to sell them better. (Pine and Gilmore 1998, p.98). According to these author experience occur "when a company intentionally uses services as the stage, and the goods as props, to engage individuals customers in a way that creates memorable event." (Pine and Gilmore 1998, p.98). Later in 1999 Holbrook added the third dimension of self-oriented vs other oriented to his categorization of values. Self/Other oriented- The consumer perceives value for the consumer's own benefits versus for the benefits of others. Oriented value is considered to be more typical and complex and according to (Oliver 1999) it is less related to consumer behavior. So it will be interesting to study the customer perception about all the eight value mentioned by Holbrooks.

		Extrinsic	Intrinsic
Self-oriented	Active	Efficiency (Output/input, convenience)	Play (Fun)
	Reactive	Excellence (Quality)	Aesthetics (Beauty)
Other- oriented	Active	Status (Success ,impression Management)	Ethics (Virtue ,Justice, Morality)
	Reactive	Esteem (Reputation, materialism, possessions)	Spirituality (Faith, Ecstasy, Sacredness, magic)

Table 1: Typology of consumer value (Holbrook, 1999)

(Lexhagen, 2008) have also used the same model of Holbrook to explain the customer perceived value form the travel websites. Mathiwick et al.(2001)develop d experiential value scale that focused on self-oriented Dimensions of experiential value based on subset of Holbrook’s (1999).Same EVS scale is used by same author (Mathwick et al., 2002).The customer perceived value dimensions and its expressions in tour and travel websites and how it is created is identified by author (Lexhagen 2013).In contaxt of tourism value is under the debate from long ago.The quality-value-sataifcation its relationships and its impact is established by (Gallarza et al 2013).

III. Research Objective

To study the different experiential value sought by travel website users?

IV. Research Methodology

The study aimed to examine the different experiential values sought by online tourists. To capture the full typology of Holbrook the appropriate models is used for measuring the research constructs. The quantitive approach is used for the study. Mathwick et al’s (2001) EVS is used for self-oriented value and the other oriented value is borrowed from Soltani (2013). The research design is descriptive in nature. The simple random sampling is used for the study. The sample consists of online users, both working adults and students. The 5 point likert scale is used ranging from strongly disagree to strongly agree. The factor analysis is used to find out the objective of the study. The Stastical Package for Social Science (SPSS) software was used for the analysis of the collected data.

V. Data Analysis and Interpretation

Total 235 questionnaires were distributed. Overall 200 data was collected for study. Among the gender of the respondent for the received data 57% was male. Most of the respondents are using travel website (59%) for booking the travel plan are professionals (34%). Most of the respondent are aware about internet using it from for their booking.

Table 2: Analysis of different experiential value.

S no	Statements	Mean	SD	α	Factor Load
	<i>Aesthetics (Visual Appeal)</i>	5.12	0.69	.804	
1	The way this travel website displays products is attractive				.712
2	This travel website is aesthetically appealing				.653
3	I like the way this travel website looks				.695
	<i>Entertainment value</i>				
4	I think this travel website is very entertaining.				.642
5	The enthusiasm of travel website is catching/picks me up.				.771
6	This travel website does not sell- it entertains me.				.635
	<i>Playfulness</i>	4.04	.71	.758	
7	Shopping from this travel website “get me away from it all”				.678
8	Shopping from this travel website takes me in another world				.639
9	I get so involved when shopping from this travel website that I forget everything else				.764
	<i>Enjoyment</i>				
10	I enjoy shopping from this travel website for its own shake, not just for items I may have purchased				.731
11	I shop from this travel website for the pure enjoyment of it				.650
	<i>CROI Efficiency</i>	6.21	1.06	.898	

12	Shopping from this travel website is an efficient way to manage my time				.867
13	Shopping from my preferred travel website makes my life easier				.814
14	Shopping from this travel website fits with my schedule				.965
	Economic Value				
15	This travel website products are a good economic value				.799
16	Overall, I am happy with this travel website's prices				.876
17	The prices of the product(s) I purchase from this travel website are too high, given their quality and features				.843
	Service excellence	6.98	0.74	.732	
18	When I think of this travel website, I think of excellence				.745
19	I consider this travel website as an expert in travel products				.689
20	This travel website puts customer satisfaction as the number one priority.				.892
21	This travel website provides best service to each customer				.865
	Ethics (Privacy and Security)	6.32	1.85	.721	
22	This travel website appears to offer secure payments methods				.791
23	This travel website protects my personal information during transaction				.653
24	This travel website is credible.				.698
25	You get what you ordered from this travel website				.741
26	This travel website displays the conditions of the online transaction before the purchase has taken place				.760
27	I can confirm the details of the transaction before paying				.698
28	Only the personal information necessary for the transaction to be completed needs to be provided				.651
	Spirituality	4.65	.091	.613	
29	I feel that i do something that has a sense when i purchase from this travel website				.611
31	Shopping from this travel website is scared activity				.634
	Status	5.15	1.38	.713	
32	This travel website benefits from a good image on behalf of individuals				.765
33	The volume of sales achieved on this travel web site is very important.				.612
34	This travel website benefits from a good status(place/position				.632
35	This travel website is very successful				.691
36	The service provided by this travel website is of high mark				.760
	Esteem	4.87	.59	.798	
37	This travel website is very helpful				.768
38	Products/ services sold on this travel website are very interesting to me				.753
39	I love this travel website				.683

VI. Findings and discussions

The study shows that the experiential value sought by the respondents in their preferred travel websites greatly impact them cronbach's alpha were computed for testing the reliability of the all experiential value factors. As the reliability ranged from .613-.898, i.e higher than the acceptable level of 0.60 (Nunnally, 1978).The reliability test was passed. Loading factor of each item confirmed the uni-dimensionality of all eight constructs of experiential value. The above table shows from the self-oriented value of Holbrooks theory the Customer ROI and service excellence have higher mean score (6.98-6.21) in comparison of playfulness and Aesthetics value. The Playfulness of the website has lowest mean score. The CROI and service excellence have influenced customer preference .the results are quite similar to (sigala,2013)where the author stated that utilitarian value

influence the customer preference. The (Mathwick et al 2001) also shows that CROI potentially yield a return. The consumers show favorable response towards the second dimension of experiential value. There are very few studies who have studied the other- oriented value (Gallarza, 2013, Leshagen 2008, Soltani 2013) The other oriented value consist of ethics, spirituality, status and esteem. The first value “involves dealing in a manner that respects the rights and dignity of others (consumers)” (Guilla 2004). Consumer will automatically prefer the website if it protects their personal information, as per (soltani 2013) this type of value is more searched by the consumers. The mean score of ethics (6.32) is highest among all the searched value. The second value spirituality refers to “one experience of meaning and purpose in life” (Skokan and Bader, 2000). As the mean score of this value is lowest among the others. This value has low impact on customers we had done survey. The third value status is referred as “an evaluation or as an assessment of how good or bad the site is” (Richins, and Dawson 1992). The values studies by (Soltani 2013) towards ethics customers shows the favorable response or customers are very much influenced by the ethics of the websites.

VII. Conclusion

The study aimed to investigate how the different experiential value sought by consumers. The customer perceived value is complex theoretical concept (Leshagen 2008) but it is considered to be the central theory of marketing as the perceived value impacts consumers behavior (Dodds et al., 1991; Grewal et al., 2003; Parasuraman and Zinkhan, 2002)) The main input of this study is probably its attempt to discover the concepts of customer-perceived value, using Holbrook hierarchy model and the typology of consumer value, in a context of tourism website. The CROI, service excellence and ethics seems to be perceived to great extent by the customer using travel websites.

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