

The acceptance of online booking system — airline tickets and hotels

Cheng-Hui Liu

Institute of E-Commerce in
National Chung Hsing
University
Hahahaisme@gmail.com

Kai-Win Cheng

Institute of E-Commerce in
National Chung Hsing
University
anciyar@gmail.com

Hsin-Jung Chi

Institute of E-Commerce in
National Chung Hsing
University
Rong114@gmail.com

Abstract

Online booking system has come into human's life long time ago. People now can order pants, clothes, books, even cars on the net. Nowadays, we would like to order hotels or airline tickets across thousands of miles using Internet. There may be some risks because you never know what will happen when you arrive in the place you plan.

TAM will be used in this research. Some new variables are be added in this research, which are in order to find out special issues of this classic model such as Slogan or Low-Price-Level are the latent factors probably.

Besides TAM model, Fashion theory will be another tool to help judge the subjects who think the online booking system on ordering airline tickets and hotels which is the fashion behaviors or not.

There are quite a few surprised results in the research. Advises will be addressed to those vendors, and help them make efficient decisions.

Keywords: TAM, Online booking system, Fashion theory, Slogan, Low-Price Level.

摘要

線上訂票系統已經成為人類行為一段時間了；現今，人們可以在網站上訂購褲子、書本，甚至連車子都可以利用網路來購買。我們將可跨越幾千英里訂購飯店、機票，前提是我們必須承擔像是我們到當地時，可能有訂單發生錯誤的風險。

本研究將會使用 TAM 來探討，除了原本的變數之外，本研究將加入標語與低價格等級的新變數，期待能否找出適當而未被發現的潛在變數。除了 TAM 模型之外，我們還應用了流行理論，來當作衡量人們對於線上訂票系統的認知，其是否為一流行行為與否。

在研究最後，我們發現了一些蠻特別的結論，而我們除了分析探討結論外，也提供了一些建議給廠商們，期望可幫助他們做出更有效率的決定。

關鍵字：TAM、線上訂票系統、流行理論、標語、低價格水準。

1. Introductions

Humans entered into an electronic commerce century few years ago. People can get what they want by clicking the mouse this moment. Then, everything will come out in front of you. We can do almost everything on the net. For example, that we can order a meal or buy some products on it. We are able to order our tour on the net indeed. Ordering the tour includes the airline tickets, train tickets, car rental, and the hotel orders. You would hardly imagine that you can just take one receipt, which was downloaded on the net and printed out by yourself, attend to the counter and getting your own products ten years ago.

People who just change their traditional habits to order on the net will absolutely feel strange and are not used to that. Compared with other goods, the airline tickets and hotel orders are so expensive and important. After making their orders on the net, customers will wait until the expiration date coming. The customers'

behaviors will be affected by how companies interact with them, and they will make the final decisions by their selves. We are just wondering to know if there are any motivation or reason makes them decide to order those products or not on the net. Then we hope we can understand more about those behaviors, and moreover, we can analyze them. Some conclusions and suggestions are addressed in the research. Let vendors design the appropriate ways making customers be able to purchase anything on the net without worrying to be cheated. Maybe the online booking system will replace the traditional ordering ways in the near future.

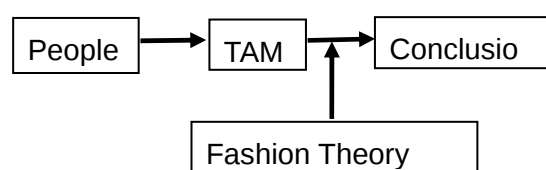


Diagram 1 : Construction of the research

Our model will have a major line which described the TAM model, and imply our research. Then, there will be a branch line which is with respect to the fashion theory. We will use it to illustrate the users' feelings of online booking system. There is a chart which shows the framework of this research below.

2. Research Backgrounds

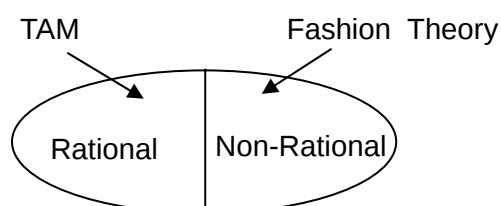


Diagram 2 : Research backgrounds

The study is about the starting point of rational and non-rational consumptions. It applies TAM and Fashion theory as a theoretical basis. Customers' consumption behaviors can be distributed into two forms. One is rational consumption, and the other is non-rational consumption.

2.1 Rational consumptions

Because TAM is a mature theory, which explains user's acceptance of new technology system, and it is perceived in public (Davis, 1989 & Shen, 2002). It explains the degree of user's acceptance of information technology by rational motivation. TAM doesn't consider social influence in the acceptance (Malhotra, 1999). So we set TAM to be our theoretical basis of rational fact.

2.2 Technology Acceptance Model (TAM)

TAM is rooted in the Theory of Reasoned Actions (TRA) (Fishbein & Ajzen, 1975) which proves the importance of social norms in influencing individual behavior by psychology research. This study is based on the Technology Acceptance Model (TAM), and researches consumers' intentions and acceptance about the online-order airline ticket and online-order hotel in travel website.

TAM is information systems' research; this research describes the users' attitude toward using and the actual usage of a technology is addressed in the TAM (Davis, Bagozzi & Warshaw, 1989). Davis found that Perceived ease of use acts primarily through Perceived usefulness to influence Intentions to use. In the other way, Perceived ease of use was also considered to influence Perceived usefulness of technology. Not only Davis's study, but also several other studies provide evidences for TAM.

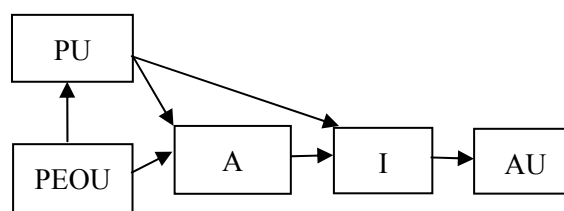


Diagram 3 : TAM by Davis et al., 1989.

PU : Perceived of usefulness of technology
 PEOU : Perceive easy of use of technology
 A : Attitude toward using technology
 I : Intentions to use technology
 AU : Actual use of technology

The more acceptances of the users for a new information system, the more willingness they become making changes in their practices, and

their effort to actually use the new information system (Succi & Walter, 1999). TAM has been applied in numbers of studies testing user's acceptance of information technology, for example, word processor (Davis et al., 1989), spreadsheet applications (Mathieson, 1991), e-mail (Szajna, 1996), web browser (Morris & Dillon, 1997), telemedicine (Hu, Chau, Sheng & Tam, 1999), and websites (Koufaris, 2002) (Yuan, 2005). On the other hand, many new modes were built upon TAM, too.

Take the theory of planned behavior (TPB), for example, it thought people's actions are determined by their intentions and perception of control. Their intentions are influenced by attitudes toward subjective norms and perceptions of behavioral control. Therefore, TPB is usually applied to investigate behavior prediction using attitude variables (Hung, Chang & Yu, 2006).

The newest model is Unified Theory of Acceptance and Use of Technology (UTAUT). UTAUT is noteworthy that facilitating conditions have impacted on actual usage rather than attitude and behavioral intentions (Vankatesh, Morris, Davis & Davis, 2003).

Models	Representative Work
Technology Acceptance Model (TAM)	Davis, 1989 ; Davis, Bagozzi & Warshaw, 1989 ; Venkatesh & Davis, 2000.
Theory of Planned Behavior (TPB)	Mathieson, 1991 ; Taylor & Todd, 1995.
United Theory of Acceptance and Use of Technology (UTAUT)	Venkatesh, Morris, Davis & Davis, 2003

Table 1 : TAM, TPB and UTAUT by Sun & Xiao, 2006, Idea Group Inc.

Because TAM has the strong base in theory, it was supported by relatively large number of studies. This model provides the heading point for setting up our research relating technology use and performance.

2.3 Non-rational

Humans always live with each other. There is existing special interactive relationship called

social influence between everybody (Shen, 2002). When people's behaviors are affected by the factor, they may do some non-rational decisions. The Fashion theory emphasizes the importance of social influence. We will carry on introducing Fashion theory.

2.4 Fashion theory

There are many scholars addressed the definition of fashion. For instance, Reynolds (1968) 、Sproles (1979) 、Holly, *et al.*, (1973) and Miller , McIntyre & Mantrala (1993) (Shen, 2002). We synthesize those opinions into our network environment. "The network constructs surroundings in which consumers are entertained as well as their curiosity is highly aroused, therefore promotes shopping behaviors" (Shen, 2002). Online shopping represents a new purchasing form in this generation. All people thought online shopping is the latest and the most representative behavior so online shopping can be called one kind of symbols of fashion. When there are more users who book airline tickets and hotel on the net, people will get more influences by this social trend. For this reason, we define fashion as a symbol of seeking fresh and following others' action, so it becomes the non-rational factor to influence online activities (Shen, 2002).

In our research model, we will not only analyze the effect of variables to actual use in TAM but also distribute the sample into rational or non-rational behaviors.

3. Definitions and Hypotheses

3.1 PU

In TAM, perceived usefulness refers to the degree which the user believes that using the technology will improve his or her work performance (Davis, *et al.*, 1989).

No matter what kind of technologies was used by people, the purpose of our ultimate goal is order the airline ticket and hotel room. If this technology can achieve our goal completely, we will think it is very useful. On the other hand, when people are able to order their airline tickets or hotel rooms by surfing Internet smoothly without going to the on-the-spot companies or offices by themselves, they may think the technology can make their work, life, or travel

more efficient.

The using Attitude (A) refers to the users' attitudes toward using intention (Chen, 2000). "Finally, attitude is directly affected by beliefs about the system, which consists of PU and PEOU. TAM theorizes this belief-attitude-intention-behavior relationship to predict user acceptance of technology" (Chen, 2000). In the relationship, Chen addressed PU directly and indirectly affected behavioral intention to use (BI).

So we define "Perceived usefulness of technology" as the degree which user believe that using the online-subscribe airline ticket and online-payment in travel website will not only get their goal but also improve his or her work performance.

H1: Perceived usefulness is positively related to Attitude toward using.

H2: Perceived usefulness is positively related to Intention to use.

3.2 PEOU

Some researchers applied it into the Internet area (Agarwal & Prasad 1997; Teo, *et al.* 1999). We follow the trend and use this application on the Internet field. Because TAM was based on TRA, the model had hypothesized that the actual use of the system is determined by users' behavioral intention to use (BI). "In the technology acceptance model (TAM), attitudes towards use are determined by individual influences only" (Pedersen, 2003). On the other hand, adoption models are mostly applied to explain the initial behavior stage of a domestication process, so "Intention to use" is regarded as the important factor of actual behavior (Mathieson, *et al.*, 2001). PEOU is a measurement about how does customers feel ease of use of Internet. PEOU will influence A by the mechanisms, self-efficacy and instrumentality (Davis, *et al.*, 1989). Chen (2000) addressed PEOU only indirectly affected users' intention to use (BI) (Chen, 2000). As a result, we can say the PEOU is a variable which characterizes customers do not need to pay more efforts surfing on the net.

H3: Perceived ease of use effect on Attitude.

H4: Perceived ease of use effect on perceived usefulness.

3.3 Slogan

In Wu's research (Wu, 2004), the author set the Slogan to be the main structure of her research, and she analyzed the effects between Slogans and consumers' attitude.

It addressed that when consumers accept the incentive from advertisings, they will generate a series of thinking process – cognition, interesting, estimation, trying out, and adoption (Wu, 2004). Use of Slogans will be treated as a tool which attracted consumers attention owing to the Slogan is one of the factors of advertisings (Burton, 1999). Moreover, Slogans will push consumers to make a decision.

The main purpose of using Slogans by sellers is that they want consumers to be able to accept the information from sellers and be touched them, then, they will come into the purchasing intention.

The Slogan is the best way to present the advertising, but will strengthen the series of thinking process. The attitude of advertizing is a degree of how consumers preferred the advertising (Wu, 2004). The Attitude was combined by three factors – cognition component, affective component, and cognitive component (Baker and Churchill, 1977). By ways of the tight correlations between Attitude and advertising, we can sum up that the Slogan always affect customers' attitude.

H5: Slogans positively affects his or her Attitude toward buying an airline ticket or booking the hotel.

3.4 Low-Price level

According to the online purchasers' opinions, the three most important factors that contribute to a successful website are "secure payment methods," "different price ranges for products/services," and "user-friendly system." (Law and Wong, 2003) Furthermore, Law and Leung (2000) and Lang (2000) identified Internet security, price range, and user-friendliness as the most critical factors for consumers choosing to order airline tickets on the net. Therefore, price is a key factor for users when they book hotel accommodations (Law and Chung, 2003; Liang

and Law, 2003) and tourism products online (Law, 2003). Law and Wong (2003) found that an important factor effecting purchasers' perception of booking a hotel on the net is price level. Hence, we know that different price level for products/services is an important factor effect online purchasers' intention while they make the decision to book a hotel on the net.

In this study, price level refers to the price range of a hotel or an airline ticket. Ma, Buhalis, and Song (2003) found that among 3~5-star hotels, 3-star hotels generate the highest sales percentage, and 5-star hotels generate the lowest sales percentage from the Internet in China. From what we brought up above, the lower of price level, the higher of intention that people book the hotel on the net. It indicates that people have low intention about booking the high price level hotel on the net. Thence, we presume that people will mainly order economy class when they order the airline tickets on the net.

According to the concept of TAM and TPB model, Attitude will directly affect Intention, so we don't make the hypothesis between Low-Price level and Attitude. However, we will still verify that whether Low-Price level surly affects Intention and Attitude or not, when we analyze Regression.

H6: Low-Price level positively affects his or her intention toward buying an airline ticket or booking the hotel.

4. Research Methodology

4.1 Sample and Procedures

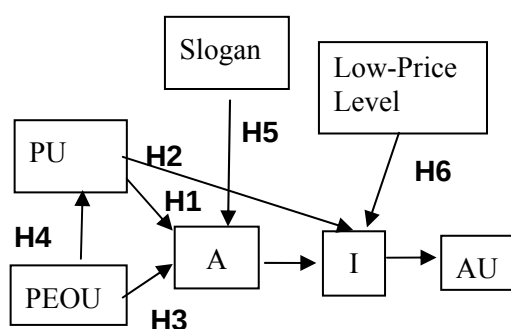


Diagram 4 : Modified TAM model.

We followed Davis's Technology

Acceptance Model. Besides original variables PU, PEOU, Attitude, and Intention, we added Slogan, and Low-Price level. On other ways, we put Fashion theory into our research. After collecting the questionnaire, we use SPSS 11.0 to analyze the data. We will count the Reliability and the Validity and pick the significant questions. Moreover, we use Regression to run the data, hope our assumptions will be proved and subjected some suggestions for the companies.

The data were collected through online survey, and almost came from BBS or our relatives and friends. We totally delivered 350 questionnaires and there were 305 questionnaires after excluding unreasonable data. The sample in this research consisted of Internet users who have used online booking system to order airplane or hotel. We would like to believe all of respondents' answers were trusty. The personal data of this questionnaire were divided into 5 parts. The respondents' characteristics are summarized below.

In the first part, Gender, female (168, 55%) is more than male (137, 45%). In the second part, "Which ways did users order tickets on the internet?" personal (270, 66%) is the most percentage. In the third part, Age, 21 to 30 (273, 90%) is the most percentage. In the fourth part, Degree of education, college (175, 57%) is the most percentage. In the last part, Occupation, student (194, 64%) is the most percentage.

4.2 Reliability

In statistics, reliability is the consistency of a set of measurements or measuring instrument. Reliability does not imply validity. In experimental sciences, reliability is the extent to which the measurements of a test remain consistent over repeated tests of the same subject under identical conditions. Because Cronbach's α (alpha) has an important measure of the reliability of a psychometric instrument, we analysis reliability by it.

	Inter-item Covariances Variance(Mean)	Inter-item Correlations Variance(Mean)
PU	0.2635	0.4677
PEOU	0.4233	0.6271
Slogan	0.4510	0.4938

Price level	0.2821	0.3351
Attitude	0.3453	0.6112
Intention	0.2384	0.6156

Table 2 : Inter-item Covariances Variance and Correlations Variance.

The higher Cronbach Alpha means the higher inter consistent. All variables' Cronbach Alpha is over 0.65, so we infer those data have fine reliability of a psychometric instrument. We also know whether we delete which questionnaire item from this table; the Alpha value will be lower. Thence we had got the fittest Alpha value in the analysis.

Cronbach Alpha (> 0.65)		
Constructors	Cronbach Alpha	Standardized item alpha
PU (5 questions)	0.8140	0.8146
PEOU (3 questions)	0.8343	0.8346
Slogan (5 questions)	0.8316	0.8298
Price Level (4 questions)	0.6638	0.6685
Attitude (3 questions)	0.8228	0.8250
Intention (5 questions)	0.8786	0.8890

Table 3 : Cronbach Alpha

4.3 Validity

In research, degree to which a statistical technique accurately measures or predicts a value-a valid sample will exhibit the characteristics of the population. First, we would like to use factor analysis and principle component analysis to ensure that each part of questionnaires only can be extracted one component, and mach with the extracted variable. The Correlation Matrix can be look as the first step to inspect whether the data is suited to analyze by factor analysis or not. Generally when the determinant is zero, we can't get correlation inverse matrices and compute eigenvalues. Then we can't do factor analysis (Wang, 2006). We know all the variables' determinants are not equal to zero, so our data is suited to do factor analysis. On the other hand, we should give up the correlation coefficients

which value is not between 0.3-0.85 to avoid ill-condition, (Wang, 2006).

SPSS will retain the factors which value is over one.

Total Variance Explained	
Constructors	Total Extraction Sums of Squared Loadings
PU(5 questions)	2.889
PEOU(3 questions)	2.256
Slogan(5 questions)	2.992
Price Level (4 questions)	2.013
Attitude(3 questions)	2.222
Intention(5 questions)	3.468

Table 4 : Total Variance Explained

Second, we calculate the KMO value. The Kaiser-Meyer-Olkin measure of sampling adequacy tests whether the partial correlations among variables are small. KMO should be over 0.7, which means the variable has middle value and the questions can represent the variable. We got our KMO between 0.700-0.828. Only Low-Price level's KMO just reach the threshold. Appropriately our variables have good measure of sampling adequacy tests. KMO nearly approaches to one, which means the partial correlation is lower and has better result on factor analysis (Wang, 2006)

Constructors	KMO
PU	0.794
PEOU	0.713
Slogan	0.828
Price Level	0.700
Attitude	0.721
Intention	0.749

Table 5 : KMO

4.4 Regression

In this part, we separately run regression between two variables, and Window's Excel is calculated the Regression. We can see that we divide it into two sections. In the section 1, we would like to test and verify the TAM model. On the other hand, we use regression testing the new variables between Low-Price level, Slogan, and TAM model. We hope we are able to find out characteristics of consumers who use online

booking system to order airline tickets and hotels.

4.4.1 Section 1:

a. *PEOU* → *PU*:

$\beta = 0.32099$, P-Value = 0, R square = 0.16150

It shows that *PEOU* will affect *PU*. And there is a significant relationship between them.

b. *PEOU* → *Attitude*:

$\beta = 0.45786$, P-Value = 0, R square = 0.25

It shows that *PEOU* will affect *Attitude*. And there is a significant relationship between them.

c. *PU* → *Attitude*:

$\beta = 0.67645$, P-Value = 0, R square = 0.35290

It shows that *PU* will affect *Attitude*. And there is a significant relationship between them.

d. *PEOU* → *Intention*

$\beta = 0.45768$, P-Value = 0, R square = 0.25322

It shows that *PU* will affect *Intention*. And there is a significant relationship between them.

4.4.2 Section 2:

a. *Low-Price level* → *Intention*

$\beta = 0.235$, P-Value = 0, R square = 0.064

It shows that *Low-Price level* will affect *Intention*. And there is a significant relationship between them. We prove the previous literature which found out that *Low-Price level* affects users' intention. In this study, we even prove that *Low-Price level* affects the intention of users who have experience on the net. So we know that *Low-Price level* will influence users who make decision of purchasing online.

b. *Low-Price level* → *Attitude*

$\beta = 0.26662$, P-Value = 0, R square = 0.072

It shows that *Low-Price level* will affect *Attitude*. There is a significant relationship between them. We set that the low price as the basement, so we have a conclusion that *Low-Price level* will really affect consumers' attitude. That means consumers always notice or have the concept in mind when they contact with the products. It shows that online stores may use some strategic products to attract consumers' attention and buy their products after all. However, we collect most of our data from students who most are college students, and it is

an inevitable population limit. For students, the price is often the first importance for them. If we collect the data from variety resource, there may have some surprising differences in the conclusion. We hence add a new hypothesis here:

H7: Low-Price level, positively affects his or her Attitude toward buying an airline ticket or booking the hotel.

c. *Slogan* → *Attitude*:

$\beta = 0.058317$, P-Value = 0.216057, R square = 0.0051

It shows that *Slogan* will not affect *Attitude*. There is no significant relationship between them.

On the other hand, we find out the R square of this relationship is really tiny, 0.51%, it will hardly explain the relationship between *Slogan* and *Attitude*. Besides, we find out the relationship between *Slogan* and *Intention* is also almost not existence.

4.5 Fashion theory

The average score of women is 2.81, and the men's is 2.92. It is clear that men's score is higher than women's. We infer to that men are more fashion than women generally. Besides, men will focus on the new technology more than women. We can bring out the conclusion that men will take more care than women in new technology. However, we still can't make sure is it true that men like fashion more than women does, we will use t-test to test it again. T-TEST is the test of two averages of matrix differentiations:

H_0 = the degree of fashion for men and women are the same

T-Value = -1.81169 > -1.96

We accept the null hypothesis, because the P value is in the acceptance region. It means the degree of fashion for men is the same as women. In the traditional image, we will think the degree of men caring about fashion is bigger than women's. In this test, we bring out a conclusion that the degree of fashion for men is the same to women's. Even that men's average score of Fashion theory is bigger than women. Both of

men and women don't think online booking system is a fashion way booking airline tickets and hotels.

5. Conclusions and Limitations

5.1 Conclusions

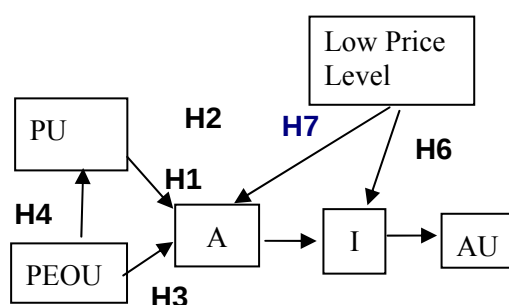


Diagram 5 : New TAM model.

1. The Slogan doesn't affect users' attitude.

There is no significant relationship between them. We can barely deduct a conclusion which Slogan has some positive impact on Attitude because the degree is very small. That means when consumers ordering airline ticket and hotel online, they will not take account of the Slogan. Maybe the reason is that the Slogan is always exaggerated the real condition of the product too much. It will become an interesting but real result for us. As online shoppers feel like to attract consumers by Slogan, they have to build the confident of their Slogan first. Just like what Fisher (2005) said "Maybe you feel, as I do, that most company Slogans are insipid, forgettable self-indulgences."

Because the R square of this relationship is really tiny, it hardly explains the relationship between Slogan and Attitude, and the relationship between Slogan and Intention, too. We will recommend future's researchers can adopt variety resources but only students group. It will help the data presenting more significant results.

2. The Low-Price level affects users' intention.

In this study, we prove that Low-Price level positively affects users' intention toward buying airline tickets or booking the hotels. Internet users usually will decrease the probabilities of

purchasing risk in whole purchasing process through reducing the exchange cost and security mechanism (Huang, 2000). Users are more attracted by the Low-Price level products; hence we consider that low-price airline tickets and hotels will reduce users' probabilities of purchasing risk. We know that Low-Price level will be one of the key factors to influence users who make decision of purchasing on the net.

3. The Low-Price level affects users' attitude.

Our original framework only shows that Low-Price level will affect intention, but otherwise we find that Low-Price level affects attitude more significant after running the regression. That means Low-Price level not only affects Intention but also affects Attitude. Hence, we know that Low-Price level is one of the important factors influencing users' thinking, it will affect their attitude of treating the products inside on the net. From above, we revise our framework and present it below.

Fashion theory which explained the subjects are objective or not. We found out men or women whom we questioned are not that kind of persons chasing the fashion. There is another cause that maybe they think ordering online is not a fashion behavior. Hence, either the first reason or second one conducts the conclusions, we could try to explain why people want to buy cheap products but make decisions by Slogans. When people order hotels or airline tickets on the net, they should be educated. It is the bottom why they could make a smart decision without attracting by something gimcrack.

5.2 Limitations

We try to reach the rigorous during the study, but our study still is limited by some factors:

1. Research subject

Online airline tickets or hotels are one kind of products in online booking system. There are another products such as movie ticket, theme park tickets, and restaurants etc.; nevertheless, we only focus on airline tickets and hotels to be our research subject. The

reason is that there were too many study about using online booking system to purchase goods, but we want to discuss more detail effect on certain items. Different research rang may have different results, so our research only can explain small subject.

2. Research framework

Our research wants to understand online users' perceived of using online airline tickets and hotels, and the degree of the acceptance toward the Intention. We talk over whether the two new variables have some relationship with the acceptance of line airline tickets and hotels. However we didn't discuss the concepts about the structure and building of the system, which might ignore the influence on whole research framework.

On other ways, when we discuss the price, we didn't consider the effects about discount or other sales promotions in Low-Price level. We wish to simplify our research, but that may not illustrate the entire phenomenon.

3. Sample

We collect most of our data from students who are college students mostly. Because students usually don't have strong earning capabilities, the price is often the first consideration for them. If we can collect the data from variety resource, the conclusion may be different.

Furthermore, we mostly delivered our questionnaires on the Internet. Obviously respondents had usually surfed Internet, know lots of new information, and saw many special Slogans, so the effect from the Slogan to Attitude or Intention maybe is not so directly. The other reasons for the sample could be the country culture. Taiwanese are more rational than other countries when they buy goods.

6. Contributions

Dahlen & Rosengren(2004) said: "Slogan uniqueness is more important than attractiveness." Just check the internet, we will be easy to find out most Slogans of online booking systems for airline tickets or hotels are alike and common. When people use this system for more than one times, they will ignore the Slogan more and more often. It is really remarkable. People may finally feel the substantial Slogans just like nothing.

In this research, we focus on the user's feeling of booking airline tickets or hotels online. Although our subjects are most college or graduate school students, the conclusion may be deficient in proving the public. Generally speaking, students always have the most chances of contacting the Internet. Their perception will be close to the really condition. Moreover, we find out that people ordering airline tickets or hotel on the net think Slogan does not effect their decisions.

There had a report said "the Slogan will become the focal point of marketing campaigns that they hope will attract high-spending tourists and businesses." It is totally not work on this condition, booking airline tickets or hotels online. We thought the majority problem is the Slogan is always bombastic. Venders couldn't increase people's motivation to order the tickets or hotels without believing Slogans As we mentioned before, Slogans will only be success because of the unique. If bosses want to use Slogans to make more order, the only way is they have to build the confidence of the description of Slogans for customers. They have to design the Slogans at pains. The Slogans may be able to work after those works.

From the samples of this study, we know that most of Internet users who have experience of using online booking system are between 21 and 30 years old. Because Low-Price level has some effects on users' attitude and intention, that means they will accept more Low-Price level airline tickets and hotels than high-price-level airline tickets and hotels in their minds and then make their purchasing decisions. The group is in the age 21-30 such like students, usually request the price of airline tickets and hotels lower, so they can put their budget on planning their travel and make it more variety. Consequently, we recommend the travel firms to put the information of Low-Price level airline tickets and

hotels on their website. It definitely will attract more Internet users who are in the age 21-30, so the travel firms can focus on this age group to design some special projects for them. There are some suggestions for businesses to reach the goal below.

- a. Find the way lowers the cost is benefit for the businesses to sell the goods.
- b. They could try to narrow down the serving, and only provide the service they need.
- c. Planning an exclusive project from different groups, and investigating what do they care about?
- d. They may use some tricks: for instance, they might raise the sticker price first, and then use few promotions such as the discount or big sale to reduce the price.

We combine the variables' conclusions with Fashion theory, and find out people will not be affected by others and change their mind adopting the online booking systems. No matter what is the reason, it also reminds vendors should provide the substantive and acceptable products to customers. Perhaps it is one of the evidences which customers get smarter day by day.

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