

Analyzing the Impact of Personality Traits on motives of tourist adopting Online Channel in Travel Industry of Udaipur

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ABSTRACT

This research paper aims at analyzing the impact of personality trait on motives of adopting online channel in Travel Industry of Udaipur. The responses of 172 travelers were collected to derive results for establishing the relationship between personality trait and motives of adopting online channel for travel industry. This study was carried out in two steps followed simultaneously; users were asked to fill Big Five Personality form to ascertain their individual Big Five personality trait and secondly they were asked to rank the motives of adopting online travel booking channel. After analyzing the collected data it was found that out of 172 online travel booking users 158 i.e. 91.86% of users were having high score on Ease of use, Convenience, and Price. Further-more out of different motives, usefulness and perceived control were found to be influencing factor for motivating users to adopt online travel booking. It was remarkably found that online travel booking users once adopt the channel they become habitual of using the same. Finally it was concluded that users go ahead with installing applications on mobile devices, signing up with travel sites and follow the blogs.

1. Introduction

India is a large market for travel and tourism. It offers a diverse portfolio of niche tourism products - cruises, adventure, medical, wellness, sports, MICE, eco-tourism, film, rural and religious tourism. India has been recognized as a destination for spiritual tourism for domestic and international tourists.

Total contribution by travel and tourism sector to India's GDP is expected to increase from Rs 15.24 trillion (US\$ 234.03 billion) in 2017 to Rs 32.05 trillion (US\$ 492.21 billion) in 2028. India was ranked 7th among 184 countries in terms of travel & tourism's total contribution to GDP in 2017. Travel and tourism is the third largest foreign exchange earner for India.

Total employment in the sector is expected to rise to 52.3 million jobs by 2028. The Government of India has set a target of 20 million Foreign Tourist Arrivals (FTAs) by 2020 and double the foreign exchange earnings as well.

The launch of several branding and marketing initiatives by the Government of India such as 'Incredible India!' and 'Athiti Devo Bhava' has provided a focused impetus to growth. The Indian government has also released a fresh category of visa - the medical visa or M-visa, to encourage medical tourism in the country. The Government of India is working to achieve one per cent share in world's international tourist arrivals by 2020 and two per cent share by 2025.

To exist in competitive environment of e-commerce, it is essential to focus on tourist needs and requirements. The influential factors for acceptance of online shopping: consumer characteristics, personal perceived values, website design and product. Consumer characteristics involve personality traits, knowledge of the internet, social environment, self-efficacy, beliefs, ability, and demographic profile.

Personality is "the enduring emotional, interpersonal, experiential, attitudinal and motivational style that explains individual's behavior in different situations". Big Five traits (openness to experience, conscientiousness, extraversion, agreeableness and neuroticism) is a well-established and unifying framework to measure and understand personality traits.

Internet services have integrated into many people's lives and have changed individual behaviour profoundly. In response, commercial entities have developed and introduced a wide variety of Internet services to capture the attention of Internet users. Past studies have looked at how user's personality influences Internet services usage. The purpose of this study is to investigate the extent to which the use of online travel booking is related to individual personality differences.

2. Review of Literature

Hammer & Straub and Watson (2001): In the network era, electronic linkages within and among organizations are proliferating, changing the ways in which firms acquire factor inputs, convert them into products and services, and distribute the result to their customers. This raises new questions about how IT can be applied to improve organizational performance. For example, how do electronically connected trading partners impact a firm's ability to execute IT based strategies for improved efficiency and competitive advantage? And how does the evolving competitive environment shape IT business value? Knowledge in this domain remains underdeveloped and unsystematic.

According **World Tourism Organization (2008)**, small- and medium-sized businesses are facing difficulty in adopting information technology, especially as it relates to E-commerce. The major problem relates to the affordability and the

implementation of new information technology within fast growing and changing organizations.

Khare and Khare (2010) conducted the research on the usage of internet in tourism industry.. The first phase was exploratory in nature; focus group technique was adopted to ascertain the variable and constructs of the study. They found that the use of internet has been growing in India among the tourists however they make use of internet for the search of information for decision making however they lack trust on internet for financial transactions.

Bethapudi (2013) further explored the role of internet for Indian tourism. The research identified that Information communication and technology has very crucial role for tourism industry. Tourist can access any kind of information about tourism destination and tourism products from any part of the world. Tourism comprehends with social media.

Smaranda et al. (2014) compared online v/s offline tourist behaviour and prospects. The research was qualitative and exploratory in nature. Data was collected using online portal 'isondaje.ro'. The word association technique was used in association with Chinese portraits. 346 respondents were interviewed and snow ball sampling technique was used. Tourist behaviour profile found identical in online as well as offline mode. The role of internet considered important for tourism destination. It was found that tourist explores more information which is reliable and they can plan well their holidays. In online mode tourist is alone however he gets good information. While in offline mode he has to rely on somebody else and he needs others for the information.

Begum (2014) presented a case study on the scenario of e-retail in Indian tourism Industry. It was stated in the study that e-retail is the fastest growing sector of India with 12% annual growth rate and 12% contribution in the GDP in the year 2010. Future prospects of online travel industry in India are increasing users of internet, availability of debit cards and credit cards, longer reach to customers, India emerging as an IT hub, and more secured operations.

Malik R. Elhaj (2015): The results indicated that travel agents from larger agencies tended to believe that the effect of E-commerce on travel agencies was smaller than did travel agents from smaller agencies. The second conclusion from this study was that the participants felt confident that the need travel agents would remain in the coming years. In addition, they presented the current strategies used by the travel agencies and their suggestions to remain competitive.

Jay Prakash Kant (2016) has showcase an in depth view into the challenges faced by the travel and tourism sector in India. It was found that customers gained great power through the development of new technologies. As a result, customers can determine the elements of the tourist package they want to purchase. Moreover, the easy access to information that customers have gained through Internet, resulted in them becoming more sophisticated and experienced and therefore harder to please.

Kirti Singh Dahiya et al (2016): The study involves the identification of the competitive strategies adopted by the tour operators. The research investigates the tour operator's perception towards 'Incredible India campaign'. It was found that e-retail travel is a platform that is bringing two market forces the demand and supply (tour operators and the customers) together, and both the parties are more inclined towards online mode in near future. Tour operators are gaining by operating at low cost and increasing their business reach while customers get what they desire as per their convenience.

Tsebetso J. Mapeshoane and Shaun Pather (2017) study aims at identifying the factors affecting the adoption of e-commerce and to understand why adoption was limited in the tourism industry in Lesotho. The findings of the study suggested judicious explanation regarding behavioural intention to adopt and use e-commerce.

3. Objectives of Study

Based on the gap identified from review of literature, the following objectives are framed for the present study.

- To find out the various motives of adopting online travel channel.
- To analyze the impact of personality traits on motives of Tourist adopting online channel in travel Industry of Udaipur.

4. Research Methodology

The present study utilized primary data collected through a questionnaire. A questionnaire approach was considered to be the most effective method for collecting primary data for fulfilling the purpose of studying tourist personality traits and their motives. The 172 online travel booking customers were survey to collect data. The Big Five traits of the participants were measured by the 50-item Big Five Inventory (BFI) instrument. Participants were asked to use a five-point Likert-type scale (from strongly disagree "1" to strongly agree "5") to describe their personality. BFI is scored by adding the answers to a series of eight to ten appropriate questions and taking the average. Participants were also asked to use five-point Ranking Scale to provide their view on what motivates them to use online banking from highest "1" to lowest "5". Collected data verified by reliability test and analyzed on paired t- test to derive the results.

Variables

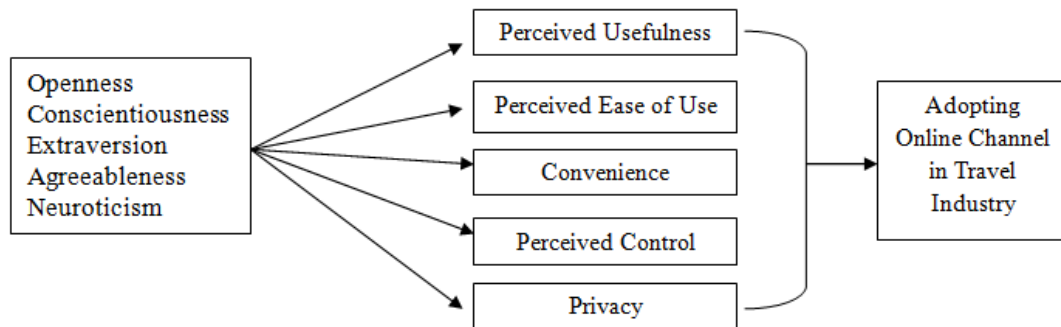
In this study personality trait will be considered as independent variable and motive for shopping online will be treated as dependent variable, to check the influence of personality trait on motives for adopting online channel in travel industry.

Independent Variables	Dependent Variables
(Personality Traits)	(Motives of Adopting Online Channel in Travel Industry)
Openness	Perceived Usefulness
Conscientiousness	Perceived Ease of use
Extraversion	Convenience

Agreeableness	Perceived Control / Authority
Neuroticism	Privacy / Trust

The study focuses to analyze the effectiveness of proposed model for adopting online channel in travel industry. Proposed model will analyze the relationship between personality traits of tourist and online travel booking. Secondly analyze the impact of personality traits on motives of adopting online travel booking.

Proposed Model



Proposed Model

5. Results & Discussion

After collecting the responses from 172 respondents data was tabulated and reliability test was measured. The 158 responses were found to be suitable to further analyze and interpret results. Out of total respondents 158 respondents were using measured on paired t- test on each of the motives to adopt online travel booking.

Hypotheses (Personality trait of Tourist using Online Travel Booking)

H0a1: Tourist using online travel booking does not have openness to experience as dominant personality character.

H0a2: Tourist using online travel booking does not have Conscientiousness as dominant personality character.

H0a3: Tourist using online travel booking does not have Extraversion as dominant personality character.

H0a4: Tourist using online travel booking does not have Agreeableness as dominant personality character.

H0a5: Tourist using online travel booking does not have Neuroticism as dominant personality character.

Table 1

Personality Trait of Participants	Frequency	Percentage	Cumulative Percentage
Openness	64	40.5	40.5
Conscientiousness	37	23.41	63.91
Extraversion	16	10.12	74.03
Agreeableness	9	5.69	79.72
Neuroticism	32	20.25	100
Total	158	100	

Personality traits of respondents using Online Travel Booking

Table 2

Hypotheses	Standardized β	T statistics	Significance	Status of Hypotheses
<i>H0a1: Tourist using online travel booking does not have openness to experience as dominant personality character</i>	0.47	2.74	Sig<0.05	Rejected
<i>H0a2: Tourist using online travel booking does not have Conscientiousness as dominant personality character.</i>	0.16	1.94	Sig<0.05	Rejected
<i>H0a3: Tourist using online travel booking does not have Extraversion as dominant personality character.</i>	0.02	1.05	Sig<0.05	Accepted
<i>H0a4: Tourist using online travel booking does not have Agreeableness as dominant personality character.</i>	0.04	1.74	Sig<0.05	Accepted
<i>H0a5: Tourist using online travel booking does not have Neuroticism as dominant personality character.</i>	0.21	2.14	Sig<0.05	Rejected

Status of Hypotheses

After analyzing the frequencies of respondents, it was found that individuals tend to have high BFI Index belongs to Openness, Conscientiousness and Neuroticism as mentioned in Table 1. Further analysis shows the results of data collected from respondents using online travel booking, it could be ascertained that hypotheses as mentioned in Table 2, H0a1, H0a2 and H0a5 being rejected, having higher β coefficients and T values at 95% significance level.

Hypotheses (Motives of individuals having Openness as dominant characteristics of Personality Trait): Openness is one of the five personality traits of the Big Five personality theory. It indicates how open-minded a person is. A person with a high level of openness to experience in a personality test enjoys trying new things. They are imaginative, curious, and open-minded. Individuals who are low in openness to experience would rather not try new things. They are close-minded, literal and enjoy having a routine.

H0b1: Perceived usefulness to adopt online travel channel is not influenced by Openness to Experience personality trait.

H0b2: Perceived ease of use to adopt online travel channel is not influenced by Openness to Experience personality trait

H0b3: Convenience to adopt online travel channel is not influenced by Openness to Experience personality trait

H0b4: Perceived control to adopt online travel channel is not influenced by Openness to Experience personality trait

H0b5: Privacy to adopt online travel channel is not influenced by Openness to Experience personality trait

Table 3

Motives of Participants	Frequency	Percentage	Cumulative Percentage
Perceived Usefulness	24	37.50	37.50
Perceived Ease of Use	13	20.31	57.81
Convenience	11	17.18	74.99
Perceived Control	15	23.43	98.42
Privacy	01	1.56	100.00
Total	64	100	

Motives of Online Travel Booking respondents score high on Openness to Experience personality trait

Table 4

Hypotheses	Standardized β	T statistics	Significance	Status of Hypotheses
Openness→Perceived Usefulness→ Adopting Online Travel Booking	0.47	2.37	Sig<0.05	Rejected
Openness→Perceived Ease of Use →Adopting Online Travel Booking	0.04	1.74	Sig<0.05	Accepted
Openness→Convenience→Adopting Online Travel Booking	0.01	1.05	Sig<0.05	Accepted
Openness →Perceived Control → Adopting Online Travel Booking	0.05	1.94	Sig<0.05	Accepted
Openness →Privacy → Adopting Online Travel Booking	0.04	1.84	Sig<0.05	Accepted

Coefficients

Out of 158 valid respondents 64 respondents were found to score personality trait Openness to experience as dominant factor on BFI index. All most 37.50 % of respondents ranked Perceived Usefulness to be most preferred motivating factor to adopt online travel booking channel. After analyzing the path coefficient variables (table 4) of openness to experience (personality trait) influencing the Perceived Usefulness to adopt online travel booking channel, $\beta=0.47 >0.05$ level of significance and t-value to be 2.37. Which ultimately reject the null hypothesis, and determine that individuals who score high on openness to experience gives relatively high importance to perceived usefulness rather than other motives.

Hypotheses (Motives of Tourist having Conscientiousness as dominant characteristics of Personality Trait): Conscientiousness is one of the five

personality traits of the Big Five personality theory. A person scoring high in conscientiousness usually has a high level of self-discipline. These individuals prefer to follow a plan, rather than act spontaneously. Their methodic planning and perseverance usually makes them highly successful in their chosen occupation.

H0c1: Perceived usefulness to adopt online travel channel is not influenced by Conscientiousness personality trait.

H0c2: Perceived ease of use to adopt online travel channel is not influenced by Conscientiousness personality trait.

H0c3: Convenience to adopt online travel channel is not influenced by Conscientiousness personality trait.

H0c4: Perceived control to adopt online travel channel is not influenced by Conscientiousness personality trait.

H0c5: Privacy to adopt online travel channel is not influenced by Conscientiousness personality trait.

Table 5

Motives of Participants	Frequency	Percentage	Cumulative Percentage
Perceived Usefulness	06	16.21	16.21
Perceived Ease of Use	05	13.51	29.72
Convenience	09	24.32	54.05
Perceived Control	16	43.24	97.29
Privacy	01	2.70	100.00
Total	37	100	

Motives of Online Travel Booking respondents score high on Conscientiousness personality trait

Table 6

Hypotheses	Standardized β	T statistics	Significance	Status of Hypotheses
Conscientiousness → Perceived Usefulness → Adopting Online Travel Booking	0.04	1.73	Sig<0.05	Accepted
Conscientiousness → Perceived Ease of Use → Adopting Online Travel Booking	0.04	1.73	Sig<0.05	Accepted
Conscientiousness → Convenience → Adopting Online Travel Booking	0.01	1.05	Sig<0.05	Accepted
Conscientiousness → Perceived Control → Adopting Online Travel Booking	0.39	2.94	Sig<0.05	Rejected
Conscientiousness → Privacy → Adopting Online Travel Booking	0.03	1.64	Sig<0.05	Accepted

Coefficients

Out of 158 valid respondents 37 respondents were found to score personality trait Conscientiousness as dominant factor on BFI index. 16 out of 37 respondents i.e. 43.24% having high score of conscientiousness tends to have perceived control as motivating factor for adopting online channel for their travel booking needs. After analyzing the path coefficient variables (table 6) of Conscientiousness (personality trait) influencing the perceived control to adopt online travel booking channel, $\beta=0.47 >0.05$ level of significance and t-value to be 2.94 at 95% significance level. Which ultimately reject the null hypothesis, and determine that individuals who score high on Conscientiousness gives relatively high importance to perceived control rather than other motivating factors to adopt online channel for satisfying their travel related needs..

Hypotheses (Motives of Tourist having Neuroticism as dominant characteristics of Personality Trait): Neuroticism is one of the five personality traits of the Big Five personality theory. Emotional stability refers to a person's ability to remain stable and balanced. At the other end of the scale, a person who is high in neuroticism has a tendency to easily experience

negative emotions. Neuroticism is similar but not identical to being neurotic in the Freudian sense. Some psychologists prefer to call neuroticism by the term emotional stability to differentiate it from the term neurotic in a career test.

H0d1: Perceived usefulness to adopt online travel channel is not influenced by Neuroticism personality trait.

H0d2: Perceived ease of use to adopt online travel channel is not influenced by Neuroticism personality trait.

H0d3: Convenience to adopt online travel channel is not influenced by Neuroticism personality trait.

H0d4: Perceived control to adopt online travel channel is not influenced by Neuroticism personality trait.

H0d5: Privacy to adopt online travel channel is not influenced by Neuroticism personality trait.

Table 7

Motives of Participants	Frequency	Percentage	Cumulative Percentage
Perceived Usefulness	05	15.62	15.62
Perceived Ease of Use	13	40.62	56.24
Convenience	11	34.37	90.61
Perceived Control	02	6.25	96.86
Privacy	01	3.12	100.00
Total	32	100	

Motives of Online Travel Booking respondents score high on Neuroticism personality traits

Table 8

Hypotheses	Standardized β	T statistics	Significance	Status of Hypotheses
Neuroticism \rightarrow Perceived Usefulness \rightarrow Adopting Online Travel Booking	0.03	1.93	Sig<0.05	Accepted
Neuroticism \rightarrow Perceived Ease of Use \rightarrow Adopting Online Travel Booking	0.41	2.43	Sig<0.05	Rejected
Neuroticism \rightarrow Convenience \rightarrow Adopting Online Travel Booking	0.04	2.17	Sig<0.05	Accepted
Neuroticism \rightarrow Perceived Control \rightarrow Adopting Online Travel Booking	0.03	1.67	Sig<0.05	Accepted
Neuroticism \rightarrow Privacy \rightarrow Adopting Online Travel Booking	0.01	1.46	Sig<0.05	Accepted

Coefficients

32 respondents out of total 158 surveyed respondents 20.25% were found to score personality trait Neuroticism as dominant factor on BFI index. All most 40.62 % of respondents ranked perceived ease of use to be most preferred motivating factor to adopt online travel booking channel. After analyzing the path coefficient variables (table 8) of Neuroticism (personality trait) influencing the perceived ease of use to adopt online travel booking channel, $\beta=0.41 >0.05$ level of significance and t-value to be 2.43. Which ultimately reject the null hypothesis, and determine that individuals who score high on openness to experience gives relatively high importance to perceived usefulness rather than other motives

6. Conclusion

Hence it could be concluded from study of analyzing the impact of personality traits on adopting online channel for Travel Industry in Udaipur, that individuals using online channel has dominating personality characteristics either Openness to experience, Conscientiousness and Neuroticism. It was also being revealed that individuals score high on openness to experience to are motivated with usefulness of online channel. It could be concluded that individuals having openness to experience as their dominating personality characteristics are motivated by Perceived Usefulness of online channel in Travel Industry of Udaipur.

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