ABSTRACT

Rapid development of industrial economy and e-Commerce in Sri Lanka become a country which consisted huge number of Internet users. These improvements created a trend to online purchases and online Marketing. When it comes to the airline industry online air ticketing (e-Ticketing) has become more popular in today's airline business. Air line operators should continuously make an effort to address the requirements of the online air ticket sales and identify the online purchase intention levels of customers. This study was conducted to investigate the driving factors that influence the purchase intention of online air tickets, Sri Lanka. Objectives of the research were formed to investigate the different demographic attributes, to assess the factors which influence the purchase intention of online air tickets and based upon the findings provide recommendations respectively. A self-administered questionnaire was used and 393 usable responses were collected using simple convenience sampling method. Gathered data was analyzed using SPSS20 software. Exploratory factor analyses was conducted and 7 important factors have been identified namely Website Design and Functionality, Convenience, Risk Associated, Personalization, Security and data protection, Price perception and Credibility. The findings showed that security & data protection and Risk associated are the most direct influential factors with concerning online purchase intention. To improve the passengers online purchase intention, service providers should improve the security aspects and increase the awareness among non-users. Requirement of advertising and educated people regarding e-ticketing are the important findings of the study. Although there exist slight changes between offline and online air ticket sales, airline operators should grab the maximum advantage of the modern technologies and provide assured service in order to compete in the market.

Key Words: E-Ticketing, E- Commerce, Website design and functionality, convenience, Risk associated, Personalization, Security and data protection, Credibility