

# DECISION TO PURCHASE ONLINE AIRLINE TICKETS OF HO CHI MINH CITY CUSTOMERS

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**Abstract.** The study aimed to identify and measure the factors affecting the decision to purchase online airline tickets in Ho Chi Minh City, Vietnam (HCMC) by surveying 536 customers aged 18 and over who bought airline tickets online and live in Ho Chi Minh City. The SPSS 20 tool was used to analyze the reliability of the scale through the Cronbach's Alpha coefficient, EFA exploratory factor analysis, AMOS 22 software to calibrate the scale by CFA confirmatory factor analysis, and evaluated by linear SEM analysis. Research results show that positive impact factors, decreasing by their strength, include: Perceived benefit, Perceived ease of use, Reputation of the airline, Subjective norm, Reliability. Meanwhile, Risk perception has a negative impact on the intention to buy airline tickets of customers. Research also indicates that the intention to purchase airline tickets online has an impact on purchase decisions. The results also help managers recognize the importance of the factors that affect the buying behavior of the consumers, and consequently make appropriate strategic adjustments and actions in the competitive process for online airline tickets presently.

**Keywords:** online airline ticket, HCMC consumers, purchase intention, purchase decision

**Introduction.** According to the report on Internet in South East Asia (SEA) by the end of July 2013, of ComScore market research firm, with 16.1 million monthly Internet users, Vietnam is rated the first in the number of Internet users among other countries in the same region. Therefore, it can be seen that online shopping decisions are increasingly common in both tangible and intangible services. The launch of a series of low cost airlines from home and abroad leads to fierce competition and the beneficiaries are none other than customers. Passengers have a choice of more diverse flights, time, types, booking and payment methods, ... In which, ticket booking method greatly influences the decision to buy tickets by the customer, because this is the first step to show the convenience that airlines bring to customers. Airlines provide customers with a variety of ticketing options such as: directly at their representative offices, agents, ticket offices, hotline, online, etc. The most common form is online booking, for the benefits it offers to customers such as: fast, convenient, anytime, anywhere, providing complete information that customers need from flight details to the seat, promotion, fare, payment, contact support ... Just sitting at home but a customer still has a complete picture of the flight that the customer want, then makes the decision on whether to buy the service or not.

Ho Chi Minh City is the market that most rapidly captures the economic trends, the trade flows in the world. The majority of the young population, with access to high-tech information and the shopping need is at the top of the country. Studying the buying behavior of customers in Ho Chi Minh City can provide managers with a clear idea of what strategies to focus on, and what issues to focus on to improve consumer behavior, and create the habit of buying tickets for the target group of customers. Therefore, studying the factors affecting the decision to buy tickets online of consumers in Ho Chi Minh City is very necessary.

## LITERATURE REVIEW AND RESEARCH MODEL

### Main concepts

The Internet is a global information system that can be accessed publicly by interconnected computer networks. This system transmits information in a packet-switched data based on a standardized inter-network protocol. The system consists of thousands of smaller computer networks of businesses, research institutes and universities, individual users and governments around the globe (Stewart, 2000).

E-commerce is the buying and selling process that takes place on the Internet, where a customer visits the seller's website, orders and performs a payment for the product and finally, the goods are delivered to the consumer through the delivery staff. E-commerce is the purchase of products or services on electronic systems such as the Internet and computer networks (Rosen, 2000). E-commerce is generally viewed in aspects of e-business. It also involves the exchange of data that facilitates the financing and payment aspects of business transactions (Mesenbourg, 2000).

Online shopping is a transaction made by the consumer through a computer-based interface, a smartphone ... of consumer which is connected and interacts with the retailer's digital store through a computer network. (Haubl & Trifts, 2000). Buying airline tickets online is a form of ticket purchase when there is an internet connection device such as a computer, smartphone ... access to the official website of airlines to choose the service, airfare and personal information, flight schedules and bank account payments. When ordering airline tickets online, the airline's system will provide the customer with travel information and electronic tickets, especially the system will provide a code that contains enough personal information and flight information to the customer.

Behavioral intention, or intention, is a very important concept in the business field in particular and in other areas in general. In business, behavioral intention helps managers anticipate customer behavior that leads to consistent and timely policies. According to Ajzen (1991), behavioral intention is viewed as "consisting of motor factors that affect individual behavior; These factors indicate the level of willingness or effort that each individual will devote to performing the behavior. "

### Related theoretical models

Over the past 20 years, the field of online buying behavior has become more popular and has gained much interest from researchers. Li & Zhang (2002) summarized 35 studies in the field of online shopping behavior in the world, of which 29 used the survey method. Most studies using TRA, TPB, and TAM show the sign of subjective norms, perceived behavior control, attitudes, perceived benefits, perceived ease of use and behavioral intention.

#### **Technology Acceptance Model - TAM**

The Technology Acceptance Model (TAM) was developed by Davis (1989); Bagozzi & Warshaw (1992). The TAM model is widely recognized as a reliable and fundamental model for predicting a behavior by adopting the technology of any individual. The Internet access of consumers in Ho Chi Minh City can be considered as the use of information technology for consumption purposes via the Internet, for this topic is the decision to buy airline tickets online.

#### **Theory of Planned Behavior - TPB**

The proposed behavioral theory is the development and improvement of the Theory of Reasoned Action by Ajzen and Fishbein (1975) and is the commonly used theory when it comes to predicting a particular behavior of any individual, may be the act of choosing to buy products or services; elective behavior, etc. The relationship between decision and behavior has been given and empirically tested in a wide range of studies in a wide range of areas including business administration, marketing, psychology. The two main factors influencing the decision are individual attitudes and subjective norms. In particular, individual attitudes are measured by belief and appreciation for the outcome of that behavior. Ajzen (1991) defined subjective norms as the perception of influencers that the individual should behave or not perform certain behaviors. (1) Attitude Toward Behavior (AB) is defined as positive or negative emotions that are affected by psychological factors and situations, (2) Subjective Norm (SN) or sense of community influence is defined as "perception of social pressure on whether or not to act, (3) Perceived Behavioral Control (PBC) reflects the ease or difficulty of performing behavior and whether the behavior is controlled or restricted. All three factors affect behavioral intention.

#### **Theory of Perceived Risk - TPR**

In Theory of Perceived Risk (TPR), Bauer (1960) argued that the use of technology is always accompanied by risk, including two factors: (1) perceived risk of the product / service (risk types: loss of functionality, loss of funds, time consuming, loss of opportunity, and total perceived risk of the product or service), (2) perceived risk of online transactions (risks can occur when consumers conduct e-commerce transactions on means – electronic devices related to: confidentiality, safety - authentication, no refusal, and total perceived risk of online transactions).

Bauer's (1960) risk theory was used extensively in the study of online shopping behavior in which two case studies show that this theory is also used in the study of decision on purchasing and booking tickets (events, train tickets, air tickets, hotel reservations) online in general, and buying online airline tickets in particular as researches by Kim, Kim & Shin (2009); Kim, Kim & Leung (2005).

#### **Unified Theory of Acceptance and Use of Technology - UTAUT**

UTAUT was proposed by Venkatesh et al. in 2003. This is a synthetic model based on previous theories and models, in which the most important one is the Theory of Reasoned Action - TRA, Theory of Planned Behavior – TPB and the TAM model. The theory suggests that four concepts: performance expectancy, effort expectancy, social influence, and facilitating conditions are decisive factors of use intention and behavior. Gender, age, experience, and volunaries indirectly affect intention and behavior through these four concepts. This is actually the theory that was synthesized based on some previous models and theories such as TRA, TAM, TPB. The fact is that UTAUT theory explains up to 70% difference in use intention.

#### **Some researches in the world**

The study by Kim, Kim & Shin (2009) used the TAM model in conjunction with two new concepts, Standardization and Reliability in the e-commerce environment, to predict the purchase of online airline tickets of consumers in Seoul, Korea. The research model of the group consists of the following concepts: Perceived benefits, Perceived usefulness, Subjective norm, Attitude, Confidence. Research shows that all factors affect the consumer's intention to buy online airline tickets in Seoul, Korea.

While Kamtarin (2012) 's study of factors influencing online shopping intentions in Isfahan, Iran, used a completely new SEM linear model without any basis model. The results indicate that Confidence, Word of Mouth (E-WOM) and Perceived Value have a positive effect on behavioral intention formation.

Hasslinger et al. (2007) investigated consumer behavior through the online shopping behavior study of Kristianstad University, Sweden. Research results show three components: Price, Convenience and Trust have a positive effect on consumer behavior.

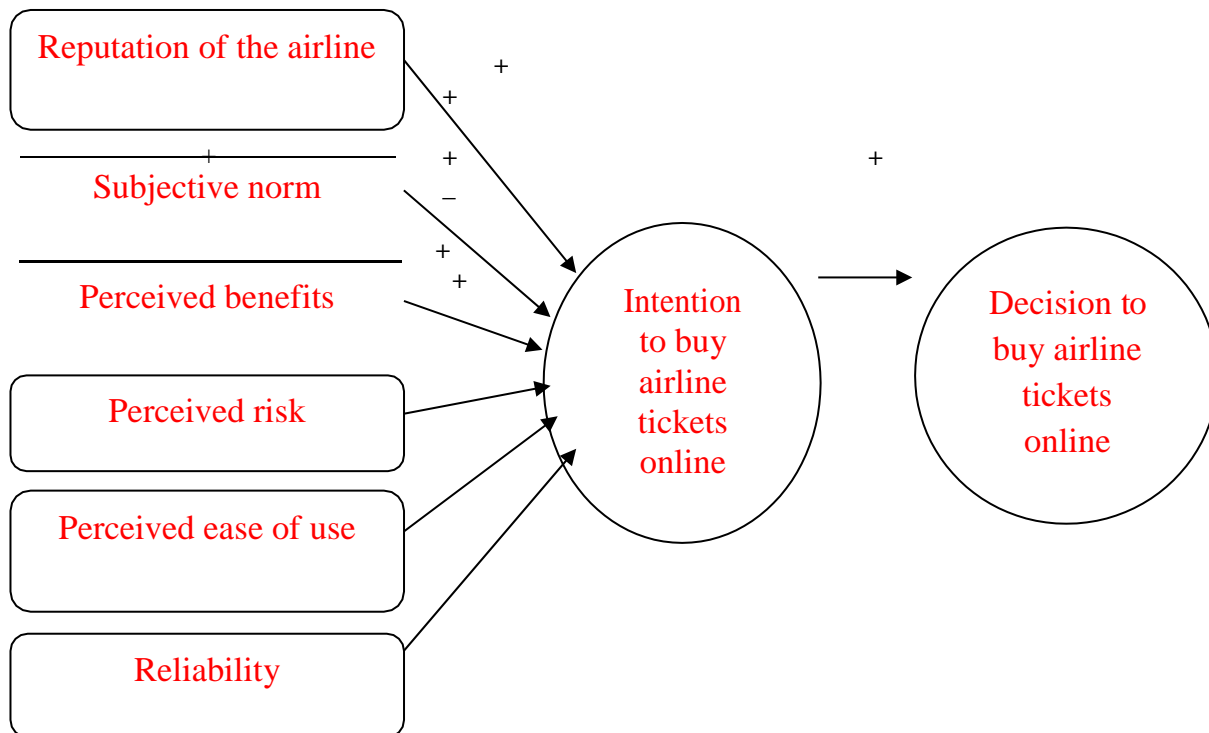
Kim, Kim & Leong's study (2005) investigated the perceived risk factors that consumers experience when buying airline tickets online. The research model of the group includes concepts such as Health Risks, Financial Risks, Time Risks, Social Risks, Psychological Risk, and Performance Risks. Results show that these factors affect the intention to buy online air tickets of consumers.

The research by Tran Tri Dung (2009) on the factors affecting the intention to buy airline tickets online used UTAUT model. Research results show that the factors: Efficiency, Social Impact, Favorable Conditions, Perceived Efforts, Perceived Risk, and Enthusiasm all affect the intention to buy online airline tickets.

In the study by Nguyen Le Phuong Thanh (2013), factors influencing consumers' online buying intention are: Perceived usefulness, Perceived ease of use, Price Expectancy, Confidence, Perceived Risk, Customer Experience, and Online Word of Mouth.

**Research model and hypotheses**

A study of the factors affecting the decision to buy airline tickets online of consumers in Ho Chi Minh City was built on the basis of Davis's TAM model (1989), however, eliminating Attitude variable and adding the Subjective norm, the Reputation of the airline (Nguyen & Leblanc, 2001; Hutton, et al., 2005), Perceived risk (Kim, Kim & Leong, 2005; Cunningham & et al., 2005) (Fig. 1). The origin of the scales is given in Table 1.



**Figure 1: Model of factors influencing the decision to buy airline tickets online of HCMC consumers**

**Table 1: Factors in the research model**

Symbol	Factor	Source
DN	Reputation of the airline	Nguyen & Leblanc (2001), Hutton et al.(2005), Koppius et al.(2005)
CQ	Subjective norm	Venkatesh & Davis (2000), Mathieson(1991)
NR	Perceived risk	Kim, Kim & Leong (2005), Cunningham et al.(2005)
SD	Perceived ease of use	Davis et al.(1989), Venkatesh & Davis (2000)
NL	Perceived benefits	Davis et al.(1989), Venkatesh & Davis (2000), Mohsen (2008)
SC	Confidence	Kim, Kim & Shin (2009), Gefen & Straub (2000)
YD	Intention to buy airline tickets online	Davis et al.(1989), Venkatesh & Davis (2000), Tran Tri Dung (2009)
QD	Decision to buy airline tickets online	Kim, Kim & Shin (2009), Tran Tri Dung (2009)

*H<sub>1</sub>: Reputation of the airline affects the intention of buying online airline tickets of consumers positively.*

*H<sub>2</sub>: Subjective norm affects the intention of buying online airline tickets of consumers positively.*

*H<sub>3</sub>: Perceived risk affects the intention of buying online airline tickets of consumers negatively.*

*H<sub>4</sub>: Perceived ease of use affects the intention of buying online airline tickets of consumers positively.*

*H<sub>5</sub>: Perceived benefits of buying air tickets online affects the intention of buying online airline tickets of consumers positively.*

*H<sub>6</sub>: Reliability affects the intention of buying online airline tickets of consumers positively.*

*H<sub>7</sub>: Purchase intention affects the intention of buying online airline tickets of consumers positively.*

## RESULT OF STATISTICS DESCRIPTION RESEARCH

Samples were collected by convenient method in the form of questionnaires. On direct survey, 326 out of 350 questionnaires were collected. On online survey, 253 survey results were obtained. A total of 579 samples were collected, after screening, 43 invalid answers were eliminated, and the remaining 536 valid samples were used for the study. Table 2 describes respondents' information.

**Table 2: Description of respondent information**

		Quantity	Ratio %
<b>Gender</b>	Male	286	53.4
	Female	250	46.6
<b>Age</b>	From 18 to 23 years old	125	23.3
	From 23 to 40 years old	279	52.1
	From 40 to 50 years old	78	14.5
	Over 50 years old	54	10.1
<b>Income</b>	Below 5 million VND / month	92	17.1
	From 5 to 10 million per month	257	47.9
	From 10 - 20 million VND / month	119	22.3
	Over 20 million VND / month	68	12.7
<b>Occupation</b>	Student	69	12.9
	Office worker	298	55.6
	Businessman	136	25.4
	Other jobs	33	6.2
<b>Website</b>	Vietnam Airlines	139	25.93
	VietJet Air	163	30.41
	Jetstar Pacific Airlines	172	32.09
	Pthers	62	11.57

### Assessing the reliability of the scale

#### Measuring the reliability of the scale by Cronbach's Alpha

From the 35 explanatory variables and the initial dependence, the results of the reliability analysis of the scale eliminated the three explanatory variables (SC5, CQ5, NL4) which were not statistically significant; The remaining variables fully satisfy the reliability criteria of the scale (Alpha is greater than 0.60 and the coefficient of variation is greater than 0.30). Observed variables of satisfactory scales will be further assessed by CFA and model will be tested by SEM analysis (Table 3).

**Table 3: Results of reliability calculations**

No.	Scale	Symbol	No. of observed variables	Cronbach's Alpha	Variable correlation - the minimum sum
01	Reputation	DN	4	0.842	.645
02	Ease of use	SD	4	0.727	.419
03	Perceived risk	NR	4	0.680	.517
04	Reliability	SC	4	0.766	.593
05	Subjective norm	CQ	4	0.725	.387
06	Perceived benefits	NL	4	0.815	.541
07	Purchase intention	YD	4	0.778	.692
08	Purchase decision	QD	4	0.893	.849

EFA of factors affecting the decision to purchase airline tickets online in HCMC gives the KMO coefficient of 0.756 ( $0.5 \leq KMO \leq 1$ ) explaining the appropriate sample size for factor analysis. and Bartlett's coefficient has a significance level of  $0.000 < 0.05$  (with correlation between variables) confirming that the above analysis method is appropriate (or satisfies the condition for factor analysis), the extracted variance was 64.951% ( $> 50\%$ ), which accounted for about 64.951% the variability of the observed variables, thus the variance is appropriate. Observed variables have factor loadings which is greater than 0.50. Results of the EFA were not eliminated, with eight groups of factors were extracted, the observed variables of these scales will be further assessed by CFA and the model will be tested by SEM analysis (Table 4)

**Table 4: Factors matrix in EFA rotation result**

Variable	Factor							
	QD	SC	DN	YD	NR	SD	NL	CQ
QD <sub>1</sub>	.818							

QD <sub>2</sub>	.823							
QD <sub>3</sub>	.788							
QD <sub>4</sub>	.844							
SC <sub>1</sub>		.807						
SC <sub>2</sub>		.838						
SC <sub>3</sub>		.827						
SC <sub>4</sub>		.857						
DN <sub>1</sub>			.850					
DN <sub>2</sub>			.776					
DN <sub>3</sub>			.791					
DN <sub>4</sub>			.807					
YD <sub>1</sub>				.760				
YD <sub>2</sub>				.716				
YD <sub>3</sub>				.759				
YD <sub>4</sub>				.745				
NR <sub>1</sub>					.809			
NR <sub>2</sub>					.795			
NR <sub>3</sub>					.745			
NR <sub>4</sub>					.699			
SD <sub>1</sub>						.658		
SD <sub>2</sub>						.764		
SD <sub>3</sub>						.733		
SD <sub>4</sub>						.705		
NL <sub>1</sub>							.808	
NL <sub>2</sub>							.753	
NL <sub>3</sub>							.838	
CQ <sub>1</sub>								.774
CQ <sub>2</sub>								.629
CQ <sub>3</sub>								.691
CQ <sub>4</sub>								.701
<b>Extracted variance</b>	9.931	19.01	27.991	35.898	43.53	50.884	58.159	64.951
<b>KMO Coefficient</b>	<b>0.756</b>			<b>P-value</b>			0.000	

### Results of confirmatory factor analysis - CFA

Re-evaluation of scales using comprehensive reliability factor and CFA was based on the official data of the sample size  $n = 536$ . The partial CFA results show that  $GFI \geq 0.9$ ,  $TLI \geq 0.9$ ,  $CFI \geq 0.9$ ,  $CMIN / df \leq 3$ ,  $RMSEA \leq 0.08$  are satisfactory (Bollen, 1989).

The results of the total CFA show that the critical model  $df$  has 382 degrees of freedom, chi-squared is 760,660 ( $p = 0.000$ );  $GFI = 0.918$ ;  $TLI = 0.936$ ;  $CFI = 0.947$ ; Chi-squared /  $df = 1.991$ ,  $RMSEA = 0.043$ . Where:  $TLI = 0.936$ ;  $CFI = 0.947$  were satisfactory ( $TLI \geq 0.9$ ,  $CFI \geq 0.9$ ), Chi-squared coefficient /  $df$  was satisfactory ( $CMIN / df \leq 3$ ,  $RMSEA < 0.08$ ). Therefore, the model is perfectly suitable for market data.

Convergent Valuation: The results show that the standardized weights are greater than 0.5 and statistically significant ( $P < 0.05$ ), thus achieving convergence values. The correlation coefficient between the components and the standard variance shown below shows that these coefficients are less than 1 (statistically significant).

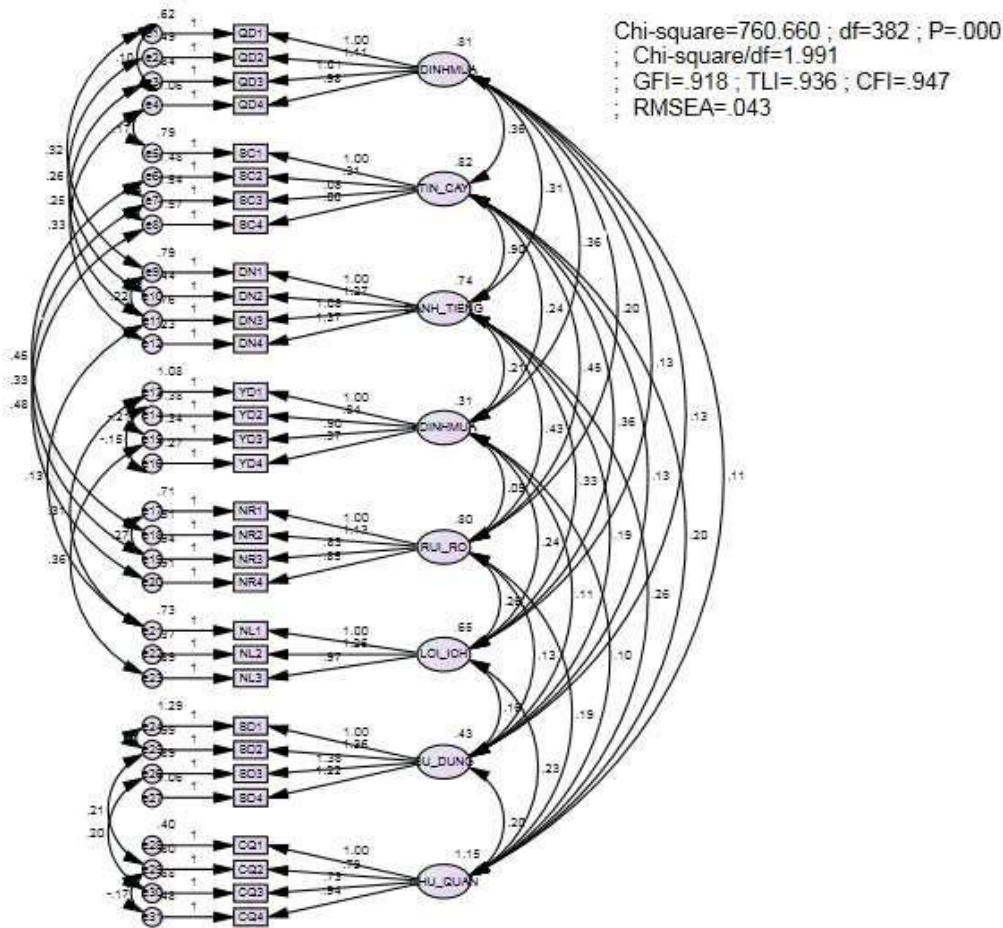


Figure 2: Critical CFA model  
 Table 5: Correlation coefficients between concepts

	r		Estimate	S.E=SQRT((1-r <sup>2</sup> )/(n-2))	CR=(1-r)/SE	P-value
Decision to buy	<-->	Reliability	.364	.057	6.345	.000
Decision to buy	<-->	Reputation	.313	.045	6.920	.000
Decision to buy	<-->	Intention to buy	.364	.045	5.884	.000
Decision to buy	<-->	Risk	.204	.044	4.596	.000
Decision to buy	<-->	Benefit	.132	.039	3.338	.000
Decision to buy	<-->	Use	.132	.036	3.704	.000
Decision to buy	<-->	Subjective norm	.107	.049	2.167	.030
Reliability	<-->	Reputation	.902	.073	12.371	.000
Reliability	<-->	Intention to buy	.243	.051	4.780	.000
Reliability	<-->	Risk	.447	.060	7.459	.000
Reliability	<-->	Benefit	.356	.054	6.643	.000
Reliability	<-->	Use	.129	.043	2.969	.000
Reliability	<-->	Subjective norm	.205	.062	3.279	.000
Reputation	<-->	Intention to buy	.209	.039	5.307	.000
Reputation	<-->	Risk	.426	.050	8.566	.000
Reputation	<-->	Benefit	.328	.043	7.563	.000
Reputation	<-->	Use	.187	.036	5.182	.000
Reputation	<-->	Subjective norm	.256	.048	5.375	.000
Intention to buy	<-->	Risk	.086	.036	2.356	.000
Intention to buy	<-->	Benefit	.245	.046	5.303	.000

r		Estimate	S.E=SQRT((1-r <sup>2</sup> )/(n-2))	CR=(1-r)/SE	P-value	
Intention to buy	<-->	Easy to use	.105	.031	3.395	.000
Intention to buy	<-->	Subjective norm	.101	.042	2.389	.017
Risk	<-->	Benefit	.261	.043	6.015	.000
Risk	<-->	Easy to use	.127	.036	3.578	.000
Risk	<-->	Subjective norm	.191	.050	3.775	.000
Benefit	<-->	Easy to use	.163	.035	4.655	.000
Benefit	<-->	Subjective norm	.228	.047	4.809	.000
Use	<-->	Subjective norm	.196	.043	4.518	.000

Note: r: correlation coefficient; CR: critical value

SE: standard error; P - Value: meaning level

### Analysis of linear SEM structure

The results of the linear structure analysis showed that the model had  $df = 409$  degrees of freedom, the  $\chi^2 / df = 1,889$  chi-square test with  $p$  value = 0.000 and the indexes were consistent with the CFI data = 0.943; GFI = 0.912; RMSEA = 0.041; TLI = 0.935; Indicators assessing the suitability of market data are available (Kline, 2010).

Therefore, it is possible to conclude that the model of factors influencing the decision to purchase online airline tickets of HCMC consumers is consistent with the market data (Figure 3).

All scale components have a correlation between the observed variables and therefore they are not monotonic. The correlation coefficient between the components and the standard error shown below shows that these coefficients are less than 1 (statistically significant). Standardized statistic estimates were weighted by 0.439 (Table 6), meaning level of interpretation was 43.9%. The independent variables and the intention to buy have a positive impact on the decision to buy airline tickets online of consumers in Ho Chi Minh City. However, the risk variable has a negative impact on the intention to buy an airline ticket online.

This result also gives us the conclusion that the measurement scales of the factors in the model are of the theoretical contact value.

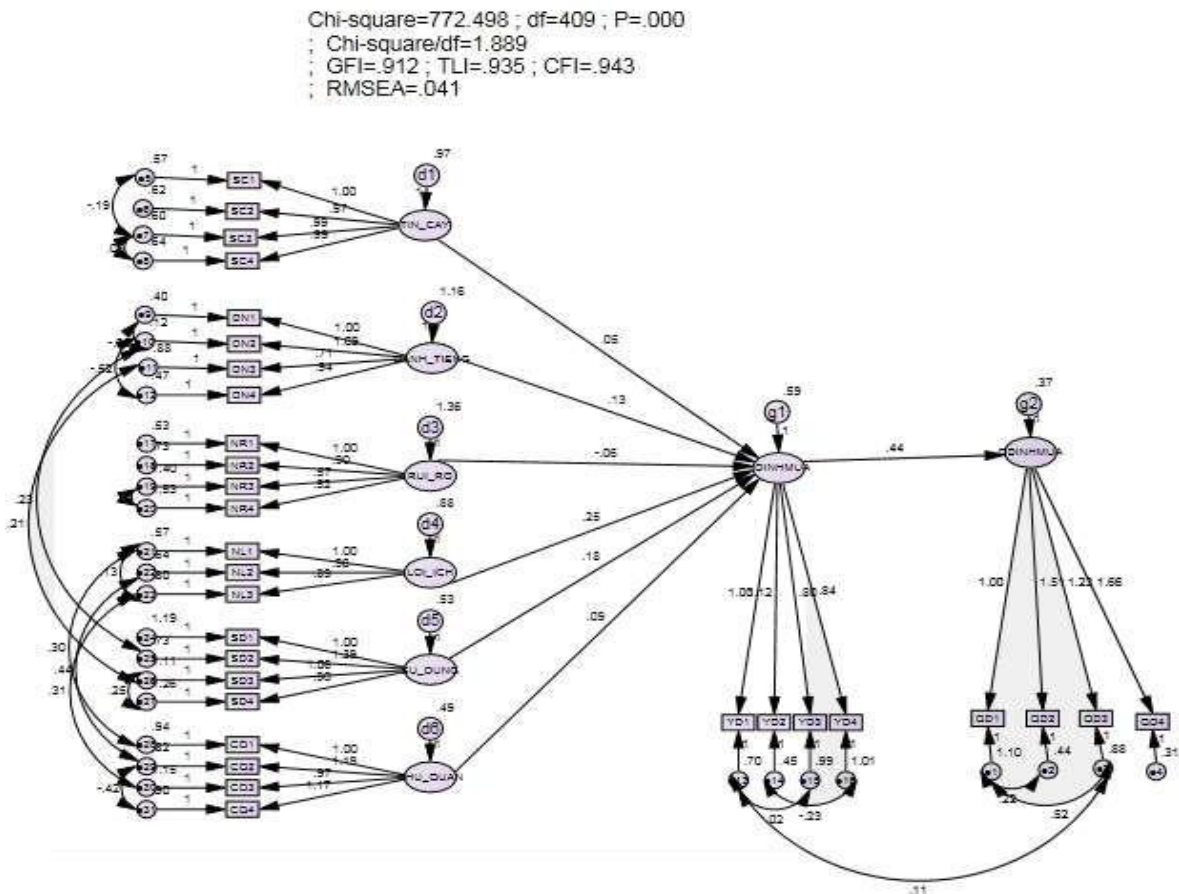


Figure 3: Structural equation modeling results

**Table 6: Results of testing the causal relationship between the concepts in the research model**

		Estimate	S.E.	C.R.	P	Label
Intention to buy	<--- Confidence	.051	.041	1.269	.005	
Intention to buy	<--- Reputation of the airline	.130	.034	3.843	***	
Intention to buy	<--- Subjective norm	.088	.061	1.453	.006	
Intention to buy	<--- Perceived benefits	.252	.053	4.716	***	
Intention to buy	<--- Perceived risk	-.064	.036	-1.790	.003	
Intention to buy	<--- Perceived ease of use	.183	.063	2.919	.004	
Decision to buy	<--- Intention to buy	.439	.053	8.315	***	

**Bootstrap verification**

The bootstrap method is used to test the model estimates in the final model with a replicate number of N = 1000. The estimated results are shown in Table 7. Estimated results from 1000 samples being averaged with the variance indicated that the majority of variance was not statistically significant. Therefore, we can conclude that the estimates in the model can be reliable (Kline, 2010).

**Table 7: Results of bootstrap analysis**

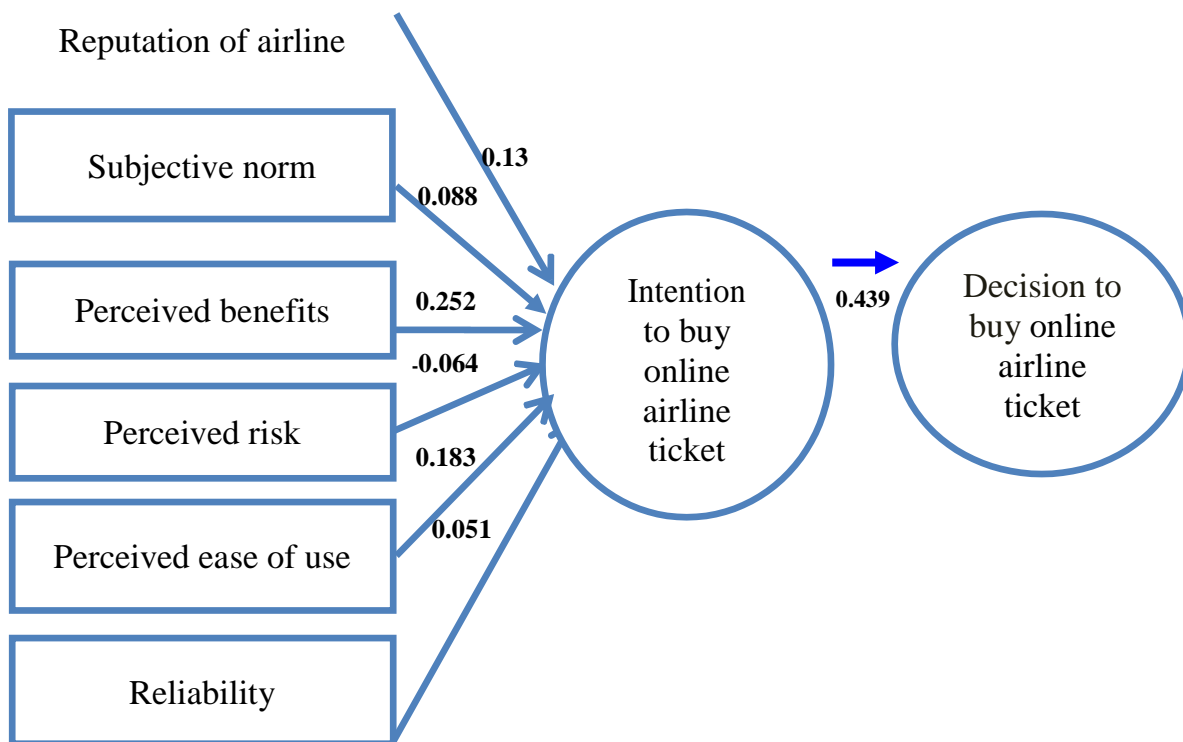
Relationship	Bootrap Estimates				
	SE	SE-SE	Mean	Bias	SE-Bias
Intention to buy ← Reliability	.041	0.002	0.054	0.002	0.003
Intention to buy ← Reputation	.034	0.002	0.136	0.001	0.002
Intention to buy ← Subjective norm	.061	0.001	0.089	0.002	0.002
Intention to buy ← Perceived benefit	.053	0.002	0.257	0.002	0.001
Intention to buy ← Perceived risk	.036	0.002	-0.066	-0.001	0.002
Intention to buy ← Perceived ease of use	.063	0.001	0.186	0.003	0.002
Intention to buy ← Decision to buy	.053	0.002	0.442	0.002	0.003

Note: SE: standard error; SE-SE: standard error of standard error

Bias: deviation; SE-Bias: standard error of deviation.

The test results show that the assumptions made in the accepted model include H1, H2, H3, H4, H5, H6 and H7. No hypotheses were rejected, they are significant statistics, and affect the decision to buy airline tickets online of HCMC consumers. The results of the scale tests show that the scales are reliable, the model is consistent with the market data and the p-value reliability values are <0.1, so the factors that affect The decision to buy airline tickets online of HCMC consumers follow the model shown in Figure 4.





**Figure 4: Model of factors affecting the decision to buy airline tickets online of consumers in HCMC**

## CONCLUSION AND ADMINISTRATIVE IMPLICATION

### Conclusion

This study inherits fundamental theories such as TRA, TPB, and the results of previous studies to model the factors that influence the decision to buy airline tickets online of consumers. In terms of research in the Ho Chi Minh City market, the initial research model contain 36 observations made up of eight dimensions which are Reputation of the airline (DN), Subjective norm (CQ), Reliability (SC), Perceived risk (NR), Perceived benefit (NL), Perceived ease of use (SD), Intention to buy airline tickets online (YD) and Decision to buy airline tickets online (QD). After analyzing the Cronbach's Alpha coefficient, EFA, CFA, the model remains eight factors and 31 variables for further analysis of SEM. Results show that the factors in the model are statistically significant (all p-values <0.1). The most important factor affecting the "Intention to buy online airline tickets of HCMC consumers" is the Benefit factor with  $\beta_1 = 0.252$ ; Ease of use factor with  $\beta_2 = 0.183$ ; Reputation factor with  $\beta_4 = 0.130$ ; Subjective norm factor with  $\beta_5 = 0.088$ ; the risk factor negatively affects the model with low correlation coefficient  $\beta_4 = -0.064$ ; Reliability factor with  $\beta_5 = 0.051$ . And, Intention factor affects the decision to buy airline tickets online with  $\beta = 0.439$ .

### Administrative implication

#### Perceived benefit

**Table 8: Descriptive statistics for Perceived benefit factor**

Variable	Average value	Standard error
I find that buying tickets online helps me actively choose the journey as I want.	3.28	1.228
I find that buying tickets online helps me deal with the need to travel quickly.	3.29	1.249
Compared to the purchase of tickets at the point of sale (dealer, airport, representative office of the airline), I notice that buying tickets online saves me more time.	3.29	1.247

The results show that the Perceived benefit factor strongly influenced consumers' decision to purchase airline tickets online (standardized weight = 0.252, mean = 3.29). The advantage of the first point of the system to buy tickets online is the conveniences such as time savings, solving the need to travel quickly. That affects customers and they will choose to buy airline tickets online when they need.

That is, when consumers are affected by the attractive and appealing promotional activities of the business, they will have an intention to purchase, and that intention will lead to a buying decision. In the era of information and technology boom, businesses need to take full advantage of these developments as a basis for enhancing image, positioning and branding in the minds of consumers. One of the ways is to invest in marketing carefully and professionally. It is necessary to strengthen the marketing program to raise awareness of consumers about the purchase

of airline tickets online. Especially when the interests of customers are placed on the top, the sale will be easier for the airline businesses.  
Perceived easy of use

**Table 9: Descriptive statistics for Perceived ease of use factor**

Variable	Average value	Standard error
Making the booking on my airline website is easy.	3.11	1.313
I find that the ticketing interface on the company's website is easy to manipulate.	3.25	1.336
Mobile apps are designed to be user-friendly and easy to use.	3.15	1.307
I see when using the ticket website (or mobile application) of the company, it does not require many computer skills.	3.14	1.301

The results of the study show that the perceived ease of use strongly influenced consumers' decision to purchase airline tickets online (standardized weight = 0.183, mean = 3.16). This means that customers expect the online ticketing system will help them get tickets faster and easier. Therefore, the airline business needs to improve the performance of the system further, build it on the "less is more" criteria, reduce the extra information, give users more time, get more attention to what they really need. The airline business needs to simplify operations in the system such as building a "simple - friendly - fast" website to increase awareness of ease of use to improve the efficiency of the system.

The businesses should gather all the information, products and fares of airlines into a web interface, visually compare graphs to help customers easily find the cheapest tickets and flights that suit their needs. In addition, fares and charges for airlines should also be the same as the prices quoted in supermarkets. Subtle information is hidden in the smart interface, just in the right place at the right time in the entire ticket process, allowing customers to book and actively pay directly to the airline by all methods accepted by the firm.

**Reputation of the airline factor**

**Table 10: Descriptive statistics for Reputation of the airline factor**

Variable	Average value	Standard error
I see the brand of the brand making a good impression on me.	3.29	1.249
I see our staff always serving customers heartily.	3.36	1.237
I see the staff of the company always sympathizing with customers.	3.33	1.219
I see the company always taking appropriate action when falling into scandal, crisis	3.45	1.225

The results show that the reputation of the airline has a strong influence on the consumer's decision to purchase airline tickets online (standardized weight = 0.130, mean = 3.35). While it is difficult for consumers to determine the airline ticket price of any airline website that is reasonably priced and reputable in a myriad of ticketing websites on the market, marketing will help aviation businesses build image and awareness of customers about the product and brand of their businesses, from advertising to PR, from one-way communication to two-way communication. As the economy integrates, the more information consumers and options are available, the more attention they are given to the selection of services, the choice of carriers for their needs, in which the reputation factor is of the top interest. Therefore, the aviation businesses need to focus on improving service quality, creating trust for consumers.

**Perceived risk factor**

**Table 11: Descriptive statistics for Perceived risk factor**

Variable	Average value	Standard error
I am worried about being stolen card information when buying airline tickets online.	2.99	1.377
I am worried about losing money, fees, other when buying air tickets online.	3.10	1.355
I worry that the website that I buy airline tickets online is not secure enough.	2.96	1.356

I worry that the ticketing system of the airline may have unexpected problems that make the ticket purchase impossible.	2.98	1.377
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The results show that Perceived risk negatively impact consumers' decision to buy airline tickets online (normalized weight = -0,064, mean = 3.01). This is in line with reality, since buying tickets online can lead to the leak of personal information and some other important information (credit card numbers and passwords) during the payment process through this system. The fear of stolen bank account numbers and passwords that customers use to pay is huge. Therefore, improving the security and risk mitigation of the ticketing system is urgently needed. Attention should be paid to upgrading the information security system in order to raise consumer awareness and information about online ticket purchase. Airlines should also have a policy of confidentiality and compensation for customers in the event of personal information or customer related information being leaked due to faults from the company's systems. It is important to set up hotlines so that customers can contact them as soon as the problem occurs, and give them gifts to comfort customers if the business does not handle the situation in time.

**Subjective norm factor**

**Table 12: Descriptive statistics for Subjective norm factor**

Variable	Average value	Standard error
My family (which influences me) suggests that I buy air tickets online	3.27	1.223
My friends (which influences me) suggests that I buy air tickets online	3.29	1.254
I notice that buying air tickets online today is a form of smart consumption.	3.24	1.270
I intend to buy air tickets online because it is the trend of many people today.	3.33	1.252

The results of the study show that the subjective norm factor influences consumers' decision to buy airline tickets online (standardized coefficient 0.088, mean = 3.28). In a community that is social and elevates the spirit of the family such as Vietnam, the couple, friends or colleagues still have a certain impact on the decision to buy airline tickets online. When the family is satisfied or not worried about the purchase, it contributes to the buying trend and vice versa; Introducing friends about the utility and usefulness of the system will affect the ability to learn the system and accept it when the buyer needs to travel. This implies that airlines should strengthen their marketing programs for online ticketing. Marketing programs should target the direct users and those who influence the direct users such as family, friends and consumers. They will automatically introduce and promote products of the business to their friends and relatives when they realize the products are good.

**Reliability factor**

**Table 13: Statistics describing the Reliability factor**

Variable	Average value	Standard error
I see the very low possibility of technical errors when I buy tickets online.	3.31	1.244
I see the company committing to what is promised to the customer.	3.29	1.237
I see the company always respecting the customer.	3.27	1.253
I find the air ticket booking system securing the personal information of customers	3.36	1.262

The research results show that the reliability factor has relatively low impact on consumers' decision to buy airline ticket online (standard weight 0.051, mean = 3.31). Therefore, the airline business needs to create confidence and peace of mind for the customer by reputation, reliability as well as professional consulting team. Customer care activities should be carried out regularly to avoid customer perception of being abandoned after purchase. Airlines need to be aware that investing in research and development is imperative if they want to improve service quality and improve their position in the marketplace. Market trends are constantly changing and demanding, so investment in research and development will help businesses improve service quality and better meet the needs of consumers.

**Other recommendations.** Firstly, on the website of the airline, when the customer buys an air ticket, there is no chatbox with the supplier. Therefore, customers can not ask questions about the type when buying tickets, payments, other inadequacies. Therefore, in order to increase trust, friendliness, to create the fastest connection between customers and businesses as well as increase brand prestige of enterprises, airlines should add online chatbox to increase the ability to buy from old customers and increase new customers. Secondly, paying for airline tickets online requires an

international debit card or credit card, and is limited to online payments. Therefore, to increase the purchase power of customers with airline tickets, online airlines should cooperate with banks to open credit cards as well as international debit cards. When customers have demand, online ticket booking should have a discount policy to increase purchase power as well as increase sales to airline businesses to create high satisfaction in the customer.

**Limitations of the study.** The research still has a number of limitations: (1) The theme is based primarily on the TRA model and the TPB, as well as inherits the results of prior studies without other appropriate adjustments to be able to understand the most general behavior of buying air tickets online of HCMC consumers, (2) Research focused on people who have been buying air tickets online. There is no comparable difference in the decision to buy tickets of two groups of people who have bought tickets online and who have never bought tickets online. That is also the direction for the next study.

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