Review of Literature

Jarvenpaa et al. (2000) tested a model of consumer attitude towards specific web base stores, in which perceptions of the store's reputation and size were assumed to affect consumer trust of the retailer. The level of trust was positively related to the attitude toward the store, and inversely related to the perception of the risks involved in buying from that store. His study concluded that the attitude and the risk perception affected the consumer's intention to buy from the store.

Straub & Watson (2001) It is important for the website to understand what users want. It is also very important capture the attitudes and feelings of the online customers. His research was mostly to understand what are the factors which make online shopping appealing to customers, their priority of choosing online over others and e-satisfaction through.

Chatterjee (2001) Word-of-mouth information search is greater in circumstances when a consumer is unfamiliar with a service provider, which is often the case for travel-related decisions. Online word-of-mouth differs significantly from its offline form in that it includes many-to-many communication between communicators who do not necessarily share any social ties and that it is much more voluminous. WOM has long been recognized as one of the important external information sources for travel planning. As the use of the Internet for travel planning becomes even more prevalent, travel decision making process are expected to become increasingly influenced by EWOM.

Agarwal and Venkatesh (2002) According to their study which is based on usability factor states that first factor is ease of use which attracts customer for online and other subcategories are composed of emotion construct: challenge, plot, character strength, and pace.

Dellarocas, (2003) The advent of the Internet has brought about a word-of-mouth revolution. Through the Internet, individuals can make their thoughts, opinions easily accessible to the global community of Internet users and growing number of users actively takes advantage of this opportunity.
Card et al. (2003) Online travel shopping has mainly focused on consumers’ characteristics, such as demographic variables, internet and computer knowledge. In fact, numerous studies have provided useful profiles of travellers that purchase online, namely using demographics while Kamarulzaman (2007) found that it did not have an effect on the adoption of online travel.

Pavlou (2003) His study was to know whether the Purchase intention can be classified as one of the components of consumer cognitive behaviour that is how an individual intends to buy a specific brand. Based on the argument, his study puts forward that online purchase intention is the situation when a customer is willing and intends to become involved in online transaction.

Kim & Kim (2004), Kim et al. (2009) put forward that Online shopping motivations differed regarding the type of travel product bought, while others focused specifically on low complexity travel services, such as accommodation or airline tickets, but no research study focuses exclusively on a high complexity product, such as holiday packages or cruises.

Rob Law et al. (2004) His study examined the tourist perceptions of the potential for the elimination of travel agencies in the presence of the Internet. The study illustrated that tourists still used professional services and advice offered by travel agencies. Tourists also agreed that more information could be found through the Internet. However, his suggestion is both online and traditional distributional channels can coexist in the future.

Beldona et al. (2005) His majority of the studies focus on travel products, without making a distinction between product categories.

Shergill & Chen (2005) studies reflected that there are four dominant factors which cause consumer satisfaction in online purchasing experiences are website security/privacy, website design, website reliability/fulfillment and website customer service which influence consumer perceptions of their online purchasing experiences. New Zealand online buyers had different perceptions of these four factors. Website reliability/fulfillment had the highest rating score, followed by website customer
service. Website design ranked third, and the lowest was website security/privacy. Each of the four types of online New Zealand buyers has a different perception of specific website elements and website factors. Regular online buyers were much more satisfied with website variables and website factors than the other online buyers. On the other hand, trial online buyers had the poorest perception of online shopping.

Hanlan and Kelly (2005) found that word of mouth and independent information sources are the key media through which respondents formed their image of an iconic Australian tourist destination. As the use of the Internet for travel planning becomes ever more prevalent, travel decision making processes are expected to become increasingly influenced by eWOM.

Consumer opinion-platforms have established themselves as important venues for eWOM. Smith, et al. (2005) According to his study, many online consumers seek and accept recommendations in order to effectively manage the amount of information available during online search processes. Findings suggested that consumers use the mere availability of peer recommendations as a decision making heuristic, irrespective of the peer recommender's personal characteristics. Findings also suggest that consumer preference for peer versus editorial recommendations depends on the specific nature of the consumer's shopping goal: utilitarian or hedonic. Finally, results from this study indicate that consumers prefer peer and editorial recommendations over other types of effort-reducing cues that might be available during online search. As such, retailers must consider a number of factors including recommender characteristics, shopping goals, and product characteristics in their bid to provide consumers with the appropriate type of recommendation for their respective decision-making task.

Schaupp & Bélanger (2005) wanted to understand the ability to measure the level of customer satisfaction with online shopping that is gauging the success and failure of e-commerce. Their results indicated that the three most important attributes to consumers for online satisfaction are privacy (technology factor), merchandising (product factor), and convenience (shopping factor). These are followed by trust, delivery, usability, product customization, product quality, and security.
Bogdanovych et al. (2005) Travel agents and online booking experiences which are important for customers and are likely to influence future online travel portals. Study reflected that the convenience of Internet should be combined with the convenience of a simplified decision making and collaborative booking from traditional travel agents. The expertise of travel agents should help online customers to find the best travel option under given constraints and provide efficient support for impulsive decisions. In their opinion, a feasible way to achieve this combination at present is to apply the 3D Electronic Institutions methodology that allows the creation of cutting-edge representations of travel destinations and saving human resources using intelligent software agents.

Many contradictory results, Li and Buhalis (2006) found that there was no relationship between opinion leaders. He has focused on personality traits of those who purchase travel online it is known that online travel purchasers tend to be innovative, more high-tech prone and have higher degrees of involvement, while Jensen (2011) found that using the Internet as a travel information source was positively related with online travel purchasing.

Rob Lawa & Truman Huangb(2006) According to them, it remains largely unknown how consumers find a specific travel or hotel website. Empirical results from 153 travel or hotel website users indicated that the Google search engine was the only channel that was perceived as important, and 47.4% of the respondents viewed up to three screens in the list of search results when using search engines.

Chen, Changfeng(2006) In his study he has put forward the critical role of trust is the prime role, especially in a relationship in which the consumer does not have direct control over the actions of a seller and in which marketers seek long-term relations with their consumers.

Venkateshwara Rao (2006) He described Online travel agencies, such as Expedia and Travelocity, as the most mature business accounting for more than half of online leisure travel sales. Is study was a decision support framework for an online travel agency. The framework includes disaggregate demand estimation, pricing and product display, marketing, revenue planning, and deal evaluation. According to his
study the decision support framework should serve as an exposition to the Operations Research opportunities in the emerging field of online travel retailing.

Dong Jin Kima et al (2007) According to him Planning and booking a trip online is now increasingly common for travelers. However his manuscript addresses two purposes. One is to investigate the important choice attributes of online travel agencies from which online customers may select. Two, the study identifies the current positions of online travel agencies in the perception of the customer. His study reflected that, in terms of the importance of online travel agency attributes, finding low fares was the most critical followed by security. Customers considered various attributes simultaneously, other than bargain price and security. Furthermore, the result showed how travelers perceived the online travel agencies. The results also revealed that each online agency had some different patterns based on travelers’ perceptions in terms of web features, user friendliness and security, and finding low fares.

Young A. Park et al (2007) Online travel agencies face increasing levels of competition and, thus, experience an ever greater need to evaluate the effectiveness of their Web sites. The study examined the influence of perceived Web site quality on willingness to use online travel agencies. The study showed that Ease of Use was found to be the most important dimension in determining Willingness to Use, followed by Information/Content, Responsiveness, Fulfillment, and Security/Privacy. It also found that there was no significant relationship for Visual Appeal.

Peter Björk et al (2008) emphasized that travelers consider four sub-decisions of particular interest in this study were; where and when to go on vacation, what to do, as well as how to travel to the chosen destination. They added that travel decision is made by emphasizing the possibility to identify sub-decisions that are made out of habit and to use habit as a platform for tourist segmentation.

Kah el at (2008) The travelers’ historical use of the Internet and their current everyday use were studied using vacation diaries to explain the adoption of new technologies used for travel product information search and reservations or purchases.
The study showed that the innovators and early adopters would be more interested in and actually use the newest tourism online information sources and technologies.

**Khaldoon (Khal) Nusai, Jay Kandampully, (2008)** The purpose of this study is to examine the travel web sites quality dimensions that ultimately influence customers’ satisfaction and to conduct content analyses on the five prominent travel web sites. The findings of the content analysis provide evidence to suggest that online travel companies are underperforming in terms of providing web service quality attributes that enhance customer satisfaction. Moreover, travel businesses need to consider integrating features that make shopping experiences more enjoyable.

**Andreas H. Zins (2009)** Previous research focused primarily on discovering factors affecting either the benefits and service quality of traditional travel agencies or those of online booking facilities. The study tries to broaden the scope by investigating multiple distribution channel options like the technology acceptance model, the e-service quality approach and price perceptions as potential value drivers for different travel distribution channels. According to the study more favourable price perceptions are attributed to online agencies which is one of the outstanding perspectives of the strongest discriminant function described as ‘online euphorism-scepticism’.

**Carmen Cox et al. (2009)** Their investigation was how websites containing user-generated content (UGC) are used by consumers and the role they have on their information search and travel behaviour. The results suggest that although these sites are popular, they are not yet considered to be as credible or trustworthy as existing sources of travel information such as government-sponsored tourism websites. UGC appear to act as an additional source of information that travelers consider as part of their information search process, rather than as the only source of information. The study is significant in that it appears to be one of the few investigations that captures the perceptions of the travel consumer and the way they relate to the information value associated with Web 2.0 sites.

**Leo Huang el at (2011)** Their study explores travel blog marketing channel strategies and the conceptual business model of the marketing channel from travel agency
practitioners’ perspective. It is the first attempt to evaluate the external environment forces of adopting a travel blog marketing channel and to discern the motivations for investment in a travel blog marketing channel. In addition to developing travel blog marketing channels’ differentiated strategies and emphasizing the performances of travel blog marketing channels. Their study adopts a three-round Delphi research design. According to the findings, travel agencies considers four external environment forces, five internal motivations for investment, four developing differentiated strategies, and four channel performance measurement indicators. Their study was quite innovative in that no one else so far had analyzed nor tried to discern the issues of travel blog marketing channel strategies and the business model of travel agency blogs. Finally, the construct of a travel blog marketing channel strategy by travel agency industry can help address practical and theoretical needs of the customer.

Sisira Neti(2011) Social Media, today, is among the ‘best opportunities available’ to a brand for connecting with prospective consumers. Social media is the medium to socialize.

Marketers are taking note of many different social media opportunities and beginning to implement new social initiatives at a higher rate than ever before. Social media marketing and the businesses that utilize it have become more sophisticated. One cannot afford to have no presence on the social channels if the competitor is making waves with its products and services. The study discusses about the concepts of social media and social media marketing and other aspects like the growth and benefits, role and relevance of social media in marketing, social media.

Whether you are an individual, a startup, small business or a large corporation, an online presence and an ongoing conversation with your constituents is a baseline requirement -- and will take time and expertise. Companies are diverting resources and rethinking their traditional outreach strategies. According to her it was high time that every business adopts social media and takes it seriously!

Myung-Ja Kima et al.( 2012) According to them although, Internet use is becoming increasingly prevalent, and people all over the world are shopping online with increasing frequency and While much of the current literature tends to focus on
the dependent variable of loyalty on online tourism shopping, there is no focus on the moderating role of loyalty. Their study aims to examine the relationships among perceived security, website properties, navigational functionality, trust, and satisfaction, as well as to use a process theory to investigate the differences in these constructs between low- and high-loyalty groups. Their study revealed that perceived security, website properties, and navigational functionality significantly and positively affected trust. In addition, loyalty was found to reinforce the relationships among perceived security, website properties, navigational functionality, and trust.

Jan Moller Jensen (2012) His study was to investigate how consumers' shopping orientation toward travel shopping influences their tendency to shop for travel products on the Internet. It also looks into the role of consumers' travel experience. A conceptual model was developed and a number of hypotheses are forwarded and tested by structural equation modeling. According to the investigation he concluded that shopping orientation and travel experience both influence travelers' intentions to shop travel products online.

Pandya Khushbu (2012) Marketers in the west have already taken advantage of Social Media. But Indian marketers are still lagging behind in this foray. Social Media Marketing (SMM) is emerging as an innovation in the marketing field. Although in India SMM is catching fire since last 3 to 4 years. But still some companies are finding ways and means to manage it professionally. Hence, he advises that the need arise to study the state of social media use in marketing activities by Indian companies. This study is an attempt to create awareness among Indian marketers about the power of SM Environment spreading at large. This study answers one major research question – What is the state of social media marketing in India? Major findings show that social media platforms do have an impact on business and marketing.

Manjunatha S. (2013) His study is placed in this context to examine the emergence and growth of online shopping in India. And also to analyse the attitudes and expectations of online shoppers in India and it is found that since last two decades the number of online shoppers has largely increased along with the rise of online shopping websites. According to him
his study found that the attitudes and expectations of online shoppers have dramatically changed. The major detrimental factors of online shopping in India has been dealt scientifically.

He advised that the online shopping websites have to best make use of the available mobile technology.

**A. Irudayaraj and Dr. K. Baranidharan (2013)**—According to their study the company should not just jump on to the bandwagon just because others are jumping into it. The market should be analyzed first to understand whether their brand would really benefit from Social Marketing Media. It should try and find out whether Social Marketing Media strategies fit its brand. The company should not expect results over night. Social Marketing Media is a long term strategy. It will not happen overnight. The results might become visible anywhere from three to six months. Social Marketing Media is not a standalone tool for marketing. It has to be used along with all the other conventional marketing strategies. One of the benefits of a social media strategy is the fact that the available tools can customized for their particular needs.

**Sujo Thomas et al. (2014)** according to their study despite being used by millions of people, the bus travel industry in India is highly fragmented as well as unorganized and it took a while to witness some innovations in the bus ticketing industry in India. They attempts to explore as well as evaluate the extent of the transformation and its impact by focusing on ‘redbus’ which is the largest bus ticketing company operating in India. However redbus has to cope with the challenge of building a robust technology base to handle the web traffic effectively and do all the transactions real time. The opportunity of cross selling and customization of products to suit the demands of the customers is still an impending region to be explored yet by Redbus. Presently it also needs aggressive allocation of their advertising budget. Redbus had used the radio advertising to reach the masses and Google advertising to target
the internet users. Redbus has to set the priorities right for the near future while being watchful for emerging opportunities to stay ahead of the competition.

Veto Datta (2014) According to the study, the online travel portal provides one single website with so many services like doing reservations for a flight or a cruise, hotel or car rental, giving your confirmation numbers online. Earlier the travel planning that once took hours now takes only a few headache-free minutes. An additional advantage is the deals and the different schemes offered only by online sites, they are often give exclusive discounted rates to sell the travel plan. The Internet has increased competition among travel agents considerably to sell their products. Another benefit of online travel sites is the information search factor. Customers are not willing to spend time searching hundreds of airline fare prices and hotel locations, now online travel sites do the searching for you and find the best available prices by making customers job easy. You also get bonus beneficial information like weather updates, flight status, travel guides and tips. Companies are designing their sites as a one-stop shop for all your travel needs. Now a day every company is competing for the same pool so it is difficult to differentiate their services form the other companies so the perceived value is getting more attention to make their service unique. Customer Perceived value is considered to be very important and it is believed to be a main concept within marketing and it also helps in customer behaviour research. The customer value is very effecting in predicting the customer behavioural intentions and preferences. So it is important to find out how these values are perceived by the customers. The research shows that now a days customer are choosing websites to get more and more information on any products. It was found that most of the customer prefer to book their travel plan form the travel website. The websites provides many facilities it is the most convenient method than any other, it is very easy and simple to use. The study basically based on perceived value from makes my trip travel website. The perception of customer towards the four experiential value was investigated in the study. The customer were happy with the aesthetics value of the website. Though all the four experiential value is positively perceived by the customers. But still some
customers feel that the prices of the travel products are not economical. The customer return on investment value has the lowest mean score among all the perceived value it shows that the customer need more economical travel packages and more discounts and coupons on their purchase. The website is positively perceived by its customer this shows website has good reputation among its customers.