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Araştırma Makalesi ● Research Article

The Evaluation of Tourists' Online Purchasing Behaviors Using Technology Acceptance Model (TAM)

Turistlerin Online Ortamda Tatil Satın Alma Davranışının Teknoloji Kabul Modeli (TKM) ile Değerlendirilmesi

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ABSTRACT

Today, tourists increasingly purchase holiday packages online rather than traditional purchasing method. However, research give more importance to online travel purchasing and online purchasing behaviors of tourists. In this context, the purpose of this study is to find out online holiday purchasing behaviors of tourists using TAM and the relationships between purchasing behaviors of tourists with TAM. For this purpose, data were collected from 403 academic staff working at Karabük University using a structured questionnaire. Results show that perceived ease of use, perceived usefulness and trust had positive impact on e-purchase attitudes and intentions of tourists; while perceived risk had negative impacts. Therefore, tourism enterprises should organize their websites considering tourists' internet purchasing behaviors.

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ÖZ

Günümüzde artan bir şekilde turistlerin geleneksel satın alma metotlarından ziyade online olarak tatil satın aldıkları görülmektir. Bununla birlikte araştırmalar çevrimiçi seyahat satın alma ve davranışları üzerinde önemle durmaktadır. Bu araştırmanın amacı, internet üzerinden tatil satın alan turistlerin tatil satın alma davranışlarının TKM kullanarak belirlenmesi ve turistlerin tatil satın alma davranışları ile TKM arasındaki ilişkilerin belirlenmesidir. Bu amaçla, Karabük Üniversitesinde internet üzerinden tatil satın alan 403 akademisyenden anket tekniği ile veri toplanmıştır. Sonuçlar, akademisyenlerin e-tatil satın alma davranışlarında, algılanan kullanım kolaylığı, algılanan kullanışlılık ve güven boyutlarının e-tatil satın alma tutum ve niyetlerini pozitif yönde etkilediğini; algılanan riskin ise e-tatil satın alma tutum ve niyetini negatif olarak etkilediğini ortaya koymaktadır. Bu nedenle e-tatil satan turizm işletmeleri, web sitelerini turistlerin çevrimiçi satın alma davranışlarını dikkate alarak düzenlemelidir.

1. Introduction

Although tourism is a labor-intensive industry, improvements on the information and communication technologies have changed the system of the industry and the operations, especially the Internet Technologies. Many tourists use the Internet for searching information about touristic products. They collect various information about the destination via the Internet.

Internet usage in tourism sector also cause changes in conventional distribution channels and Internet no longer has begun to serve like a travel agency. Hotels, travel agencies and airline companies have created websites and starts to give information to potential customers about their services

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on the Internet. Therefore, Internet has been an important tool in marketing tourism products.

Although tourism enterprises use Internet for marketing and meeting the needs and demands of tourists effectively, it is clear that many tourists, accustomed to conventional marketing methods and resistant to adopting new technologies are not willing to purchase touristic goods and services from the Internet. From this aspect, it is critical that tourism enterprises should analyze the reasons why customers do not buy touristic goods and services on the Internet.

There are many models that used for determining and explaining the factors effecting purchasing behavior on the Internet. Technology Acceptance Model (TAM) is one of these methods that focuses on explaining purchasing behaviors on the Internet (Liao and Cheung, 2001). In this context, the purpose of this study is to evaluate the factors effecting holiday purchasing behaviors of academic staff on Internet using TAM. However, there is only a little research explaining the factors affecting tourists' behaviors in the context of TAM in related Turkish literature (Türker and Türker, 2013; Çetinsöz, 2015). Thus, this research will contribute tourism literature and tourism enterprises to understand the online purchasing behaviours of tourists.

2. Literature Review

In this section, theoretical information is given about the study. In this context, the scope of TAM, research focused on TAM in tourism sector, e-tourism are explained.

2.1. Technology Acceptance Model

Technology acceptance model (TAM) is a theoretical model that attempts to explain the reasons of using technologies in businesses. In the model, there are two motivational factors that explains why people use technology. These are the usefulness and the ease of use (Davis,1989). TAM focuses on the beliefs about technology. Thus, its usefulness and ease of use are not related to technology but its relevant with the beliefs of the customers (Venkatesh and Morris, 2000).

TAM helps researchers and practitioners to explain and forecast the behaviors of people about the usage of technology (Liao and Cheung, 2001). Therefore, TAM is widespread as it is a general-purpose model explaining behaviors with fewest variables on information technologies (Shang, Chen and Shen, 2005). TAM defines that the impacts of independent variables on intention to use are suggested by perceived usefulness and ease of use (Venkatesh and Davis, 2000). There are various studies in the literature explaining the impacts of these two variables on the intention of using technology (Legris et al. 2003; Taherdoost, 2018). According to TAM, perceived ease of use and usefulness of a new technology have an impact on acceptance and use of the new technology (Davis, 1989). In other words, the possibility of using technology depends on its perceived usefulness and ease of use.

2.2. E-Tourism and Use of TAM

Improvements in information technologies considerably affect tourism industry (Buhalis and Law, 2008). The fundamental of travel and tourism is information. Publicity of goods and services and meeting the needs and demands of tourists depend on the extent to which information is provided by the enterprises. Therefore, tourism is one of the industries that information technologies intensively and widely used (Sarı and Kozak, 2005). Tourism industry has stepped into e-commerce age with rapid advancements in information technologies and expansion of Internet. According to Guo et al. (2014), 57 % of total reservations of 30 big hotel brands are made on Internet.

The effects of Internet on tourism are considered in two dimensions; the effects on distributional channels and e-purchase intentions of customers (Xiang et al., 2015). Tourists require information about touristic products for closing the gap between their expectations and travel experiences and minimizing the purchasing risk (O'Connor and Frew, 2002). Many tourists use the Internet as an important source of information to learn about touristic products and facilities. Tourists gather information about destination and accommodation facilities on the Internet (No and Kim, 2015) before their holiday and make their vacation plans accordingly. Tourism enterprises have created websites in order to directly communicate with tourists (Kracht and Wang, 2010), provide and market touristic products (Agag and El-Masry, 2016) hereby they have begun to serve to their customers online (Gretzel and Yoo, 2008).

Internet offers low-cost, effective and productive marketing opportunities for tourism enterprises in accessing to new markets and protecting existing markets. Internet is faster and cost effective for tourism companies for reaching more customers. Internet usage helps to reduce the dependency of tourism enterprises on intermediary companies and it provides an effective communication between tourism companies and their customers. In addition, Internet usage offers tourism companies the opportunity to instantly transmit the latest information to potential tourists all over the world, to promote their products and services and thus to increase potential sales (Güney et al., 2006).

Tourism industry is an important segment in e-commerce. According to a study conducted in 2014, the ratio of hotel booking on the Internet in Turkey was 51%; while traditional booking was about to 39% (Statista.com, 2014a). Nowadays, tourists benefit from the Internet while planning their trip. Determination of the attitudes and behaviors of tourists is critical for developing strategies for tourism enterprises in marketing goods and services by using the internet. Behaviors of tourists' are affected by numerous variables. For this reason, in order to have a competitive advantage,

tourism enterprises need to understand the online purchasing decisions of tourists in order to meet their demands and needs.

2.3. Researches of TAM in Tourism Industry

There are studies that explain online purchasing behaviors of tourists using TAM (Ramayah and Ignatius, 2005; Lin, 2008; Ryan and Rao, 2008; Belkhamza and Wafa, 2009; Kim Chung and Lee, 2011; Phatthana et al., 2011; Yusta and Monge, 2011; Bader et al., 2012; Guritno and Siringoringo, 2013; Nunkoo and Ramkissoon, 2013; Türker and Türker, 2013; Adli et al., 2014; Amaro and Duarte, 2015; Çetinsöz, 2015; Sahli and Legohérel, 2016, Disztinger et al., 2017; Ghanem et al., 2017; Matikiti et al., 2018; Park et al., 2018; Diop et.al., 2019) in the literature.

Belkhamza and Wafa (2009) stated that if customers perceive higher risks about tourism enterprises using e-commerce, the perceived usefulness, perceived ease of use and behavioral intentions of tourists will be affected negatively. Phatthana and Mat (2011) investiagated the e-purchase intentions of 236 patients participating in health tourism. Results show that the perceived usefulness and ease of use of e-purchase have a positive impact on purchase intention. Yusta and Monge (2011) in their research conducted on 795 people making online reservation suggested that perceived risk had a negative impact on e-purchase intention and their repurchase behaviour. Lin (2008) and Amaro and Duarte (2015) also reached similar results. In their study on customers who purchase airline tickets online, Guritno and Siringoringo (2013) found out that perceived usefulness, perceived ease of use and trust positively affect e-ticket purchase attitudes of customers. Moreover, these results are consistent with the findings of Sahli and Legohérel (2016); Ghanem, Mansour and Adel (2017). Sevim et al. (2017) in their study conducted on 202 customers stated that perceived ease of use and trust affect the attitudes of customers about online shopping. Furthermore, perceived usefulness had stronger effect on behavioral intention than attitudes towards online shopping.

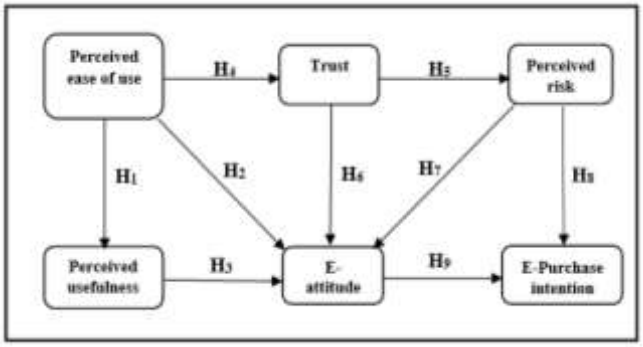
3. Methodology

This section provides information about the purpose and importance of the research, research model, hypotheses, population, sample, data collection and analysis.

3.1. Research Model and Hypotheses

Davis (1989) states that perceived usefulness and ease of use have important impact on attitudes and purchasing intentions in TAM. In the model; users need to understand the benefits of technological innovations and whether the technology is easy-to-use or not. Perceived ease of use and usefulness determine how the user will behave towards technology (Diop et. al., 2019; Suhud et al., 2019). Fishbein and Azjen (1975) found out that current attitudes were prerequisite for acting definitely. Attitude is the tendency of reacting positively or negatively and a significant variable affecting e-purchase intention (Ma and Liu, 2005). In this study, research model was developed and some variables were added. Figure 1 shows that there are two more variables; namely trust and perceived risk (Belkhamza and Wafa, 2009; Guritno and Siringoringo, 2013; Sahli and Legohérel, 2016, Ghanem et al., 2017). Perceived risk and trust which were examined in many studies were used to explain the consumer behavior. These concepts were defined as possible disfavor expectancy about online reservation (Forsythe and Shi, 2003). There is a possibility that websites cannot support secure online purchasing for customers that tourists may have concerns about their personal information whether they kept confidential or not and the money they pay (Lam et al., 2014). The effect of perceived risks on TAM variables were examined by Pavlou (2003); Li and Huang (2009); Moon and Hwang (2018) and Oliva et. al. (2019) and it was ascertained that perceived risk had negative effects on e-attitude and e-purchase intentions of customers. On the other hand, trust provides assurance for customers during shopping. Trust affects perceived risk negatively while affecting e-attitudes positively (Wu et al., 2011).

Figure 1: Research Model



According to Davis (1989), perceived ease of use is the ability of an individual to do something more easily by using technology. If a person believes that technology facilitates the procedures, he or she will continue to use technology.

Perceived usefulness is the perception that the technology increases the performance that it is assumed as useful (Ndubisi and Jantan, 2003; Gyampah and Salam, 2004). According to some research (Ryan and Rao, 2008; Phatthana and Mat, 2011; Bader et al., 2012; Trakulmaykee et al., 2016; Suhud et al., 2019) perceived ease of use during purchasing holiday online has a positive impact on both perceived usefulness and perceived ease of use and usefulness on e-attitude (Diop et. al., 2019).

The increase in perceived risk during purchasing process has negative impact on purchase attitudes and intentions. The studies conducted by Mandilas et al. (2013); Zhu and Chang (2014); Amaro and Duarte (2015); Koçoğlu (2016); Moon and Hwang (2018) and Oliva et. al. (2019) revealed that perceived risk had a negative impact on purchasing behavior. Furthermore, Ling et al. (2011) found out that there was a positive relationship between e-holiday package purchasing attitude and e-holiday package purchasing intention.

Similarly, the study by Nunkoo and Ramkissoon (2013) supports this result. Depending on these research results, the following hypotheses were developed.

H_7: During purchasing e-holiday package, perceived risk of tourists has a negative impact on e-attitude.

H_8: During purchasing e-holiday package, perceived risk of tourists has a negative impact on e-purchase intention.

H_9: Attitudes towards purchasing e-holiday package has a positive impact on e-purchase intention.

3.2. The Purpose and the Importance of the Research

The purpose of this study is to find out the factors effecting online holiday purchasing behaviors of academic staff using TAM. TAM gained importance on explaining and forecasting the behaviors of people about technology usage. It is critical for tourism enterprises to find out the factors affecting online purchasing behaviors of tourists in order to meet their demands and needs and to develop better services. Research on the importance of e-commerce and the effects of e-commerce in travel industry are widespread in the related literature (Sarıışık and Akova, 2006). Although there are some studies determining the factors which affect tourists using TAM in the literature; new research should be carried out for determining online purchasing behaviors of tourists and the factors affecting them. Therefore, this study will contribute to the literature in terms of revealing latest information about TAM and making comparison with previous studies. On the other hand, the research has practical benefits. The Internet, an effective distribution channel in tourism industry will be used more effectively in marketing activities. Considering the recommendations within the scope of the study, results will have positive effects on perceived benefit of Internet while purchasing online, sense of confidence, perceived risk, e-attitude and intention; therefore online holiday enterprises will gain some useful information for their marketing activities.

3.3. The Population and Sample of the Study

Population of the study consisted of the academic staff working at Karabuk University in Turkey; as it is assumed that academic staff have the tendency to buy online holiday packages and regarding the lack of previous research on this issue (Çetinsöz, 2015; Ibrahim, 2018). In the study, simple random sampling was used as sampling method and the academic staff who had previously purchased online holiday were included in the research. According to data obtained from Karabuk University Human Resources Department, there are 964 academic staff working at the university by the year of 2018. Sekaran (2003) suggests that sample size of 384 for 95% confidence intervals is sufficient when the population size is about one million and above. Data were gathered from 403 respondents in May 2018.

3.4. Data Gathering Techniques

Quantitative research method and causal research approach were used in this study. A structured questionnaire was used for gathering information from respondents. Face- to- face questionnaire technique was used or a complete and accurate survey. The scale used in this study was developed by Nunkoo and Ramkissoon (2013) which was adapted from the study of Davis (1989) in tourism literature. The scale consists of 19 statements and 6 dimensions; perceived usefulness (3 statements), perceived ease of use (3 statements), trust (3 statements), perceived risk (4 statements), attitude (3 statements) and e-purchase intention (3 statements). 5 point Likert scale was used (1-Strongly disagree, 5-Stronly agree). For content validity, discussions were made with 3 academic staff and the statements were readjusted. Pilot survey was conducted with 30 academic staff. Statistical Package for the Social Sciences (SPSS 22) and AMOS 22 for statistical tests and confirmatory factor analysis were used.

4. Results

According to frequency analysis regarding the demographic characteristics, 56 percent (225) of the participants were men and 44 (178) percent of them were women. 70 percent of participants (299) are between the ages of 25 to 44 years and majority of the participants were married.

4.1. Exploratory Factor Analysis Related to Technology Acceptance Model

Exploratory factor analysis was performed as TAM scale was translated from English to Turkish. For this reason, dimensions of the scale were determined and validity and reliability tests were performed. The Cronbach Alpha reliability was 0,823. According to Nunnaly and Bernstein (1994), the scale has adequate reliability (above0.70).

Table 1. Exploratory Factor Analysis

Dimensions of Technology Acceptance Model	Factor Loading	Variance %	C.Alfa α
Perceived Risk x̄: 3,33			
It is risky to use credit cards when purchasing touristic products online.	,883	15,88	,871
In general, making online payment is risky.	,834		
Giving confidential information on the Internet is risky.	,777		
It is risky to buy touristic products online.	,754		
E-Purchase Intention x̄: 3,74			
Internet will probably be a tool for purchasing touristic product in the future.	,871	14,30	,937
I have the intention to use the Internet for purchasing touristic products for the future holidays.	,840		
I will probably buy a touristic product online for the next holiday.	,839		
Perceived Usefulness x̄: 3,94			
Using Internet for purchasing a touristic product is a faster purchasing method.	,850	13,69	,932
Internet is useful for purchasing touristic product.	,846		

It is an efficient method to buy touristic products online.	,816		
Perceived Ease of Use x̄: 3,91			
I do not need much mental effort to buy touristic products online.	,876	13,60	,901
Internet is an easy way for purchasing touristic products.	,835		
It is easy for me to buy tourism products by learning from the Internet.	,817		
E-Attitude x̄: 3,73			
It is a good idea to buy touristic products using Internet.	,860	13,27	,923
I have positive opinion on purchasing a touristic product.	,806		
It seems reasonable to buy a touristic product online.	,792		
Trust x̄: 2,95			
Websites are safe for purchasing holiday.	,845	12,79	,881
Intermediary companies selling touristic products are safe.	,826		
Websites used in tourism industry are fair.	,792		

Cronbach Alfa: 0,823 **Total Variance:** 83,52, **Deductive Method:** Principal Component Analysis, **Rotation Method:** Kaiser Normalization and Varimax, Number of iterations: 6
KMO Conformity Criterion: 0,885 **Bartlett's test of sphericity x^2:** 6294,080 **p:** 0,000

In the exploratory factor analysis, according to Kaiser Normalization, the Eigenvalues were based on factors greater than 1. Six factors that related to TAM was determined. The total variance percentage is 83,52. According to Scherer et al. (1988), the percentage is suggested more than 50%. In exploratory factor analysis, common variance (communality) values and values of scale statements are not suggested less than 0,4 (Field, 2000). All values are more than 0,4 in the study.

Considering Table 1, six factors were determined such as (1) perceived risk (4 statements), (2) e-purchase intention (3 statements), (3) perceived usefulness (3 statements), (4) perceived ease of use (3 statements), (5) e-attitude (3 statements) and (6) trust (3 statements). The reliability values of the factors range from 0,87 to 0,94.

The arithmetic means of the dimensions are shown in Table 1. Regarding the means; "perceived usefulness" (3,94) dimension has the highest mean value. Other dimesions are "perceived ease of use" (3,91), "e-purchase intention" (3,74), "e-attitude" (3,73), "perceived risk" (3,33) and "trust" (2,95). Therefore, results revealed that academic staff use Internet during purchasing holiday for its ease of use and usefulness. Conversely, their perceptions of trust are negative. When examining all dimensions, it is stated that academic staffs' attitudes and intentions towards e-purchase are positive in terms of ease of use, saving of time and effectiveness even if they don't find online holiday purchasing trustworthy.

4.2. Confirmatory Factor Analysis

Before testing the research hypotheses, the validities of the latent variables need to be verified using the confirmatory factor analysis. In the first stage of the analysis, the measurement model was tested to find out if the measurements of the structures in the model accurately measure the related structures. In the second stage, the structural models were examined (Anderson and Gerbing, 1988). At this stage, confirmatory factor analysis related to TAM was performed. Factor loadings related the latent variables range from 0,84 to 0,89 for perceived ease of use, 0,88 to 0,92 for perceived usefulness, 0,81 to 0,92 for trust, 0,75 to 0,90 for perceived risk, 0,86 to 0,92 for e-attitude and 0,90 to 0,93 for e-purchase intention.

In the analysis of the measurement model, firstly the significance levels of the t values were examined. Accordingly, t- values greater than 2,56 reveal that the observed variable explains the latent variable at the 0.01 significance level (Schumacker and Lomax, 2004: 366) The t value is 15,01 as the minimum value, and greater than 2,56, the relationship between the latent variables and the observed variables are significant.

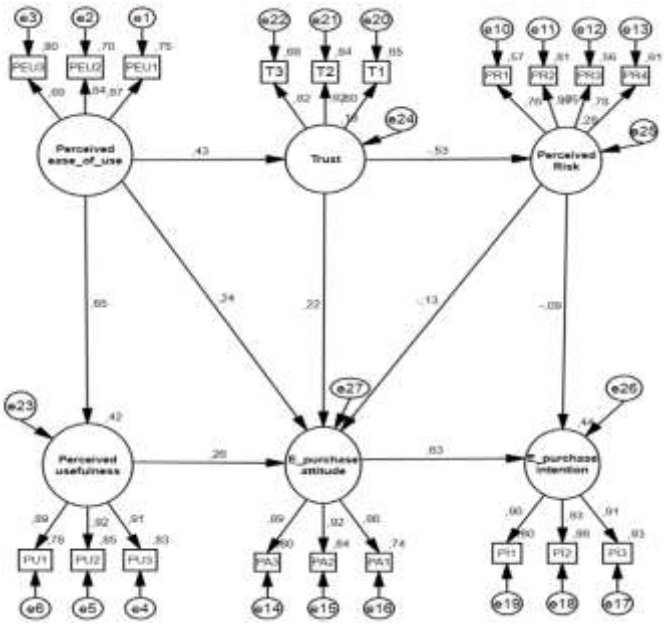
Fit indices were evaluated for testing whether each measurement model was verified or not in structural equation modeling (Schumacker and Lomax, 2004). Accordingly, chi square goodness of fit (x^2/sd)=2,83, Standardized Root Mean Square Residual (SRMR)=0,03, Goodness of Fit Index (GFI)=0,91, Normalized Fit Index (NFI)=0,94, Tucker-Lewis Index (TLI)=0,95, Comparative Fit Index (CFI)=0,96, Incremental Fit Index (IFI)=0,96 and Relative Fit Index (RFI)=0,92 were considered as good fits. Adjusted Goodness of Fit Index (AGFI)=0,87 and Root Mean Square Error of Approximation (RMSEA)=0,07 were acceptable.

In addition to confirmatory factor analysis, validities of combination and decomposition need to be measured for identifying whether the observed variables are members of the latent structures or not (Fornell and Larcker, 1981). For obtaining validity of combination, average variance extracted (AVE) and composite reliability (CR) values are needed to be identified. Corresponding values are; perceived ease of use (0,90 and 0,76); perceived usefulness (0,93 and 0,82); trust (0,89 and 0,73); perceived risk (0,88 and 0,80); e-attitude (0,92 and 0,80); e-purchase intention (0,94 and 0,84). CR greater than 0,70 and AVE greater than 0,50 are considered as indicating validity of combination. For obtaining validity of decomposition, square root of AVE need to be greater than correlation between variables. Validities of combination and decomposition are obtained because the square root of the AVE is greater than the correlation between variables.

4.3. Structural Model (Path Analysis) for the Effects of TAM Dimensions

Path analysis was used for hypothesis testing and developing a structural model in accordance with research model. Figure 2 shows the structural model.

Figure 2. Path Analysis for Variables



It is important to find out the values of goodness of fit for the holistic significance of the structural model related path analysis (Schumacker and Lomax, 2004). The values of goodness of fit is used for model validation and confirming the dimensions as in confirmatory factor analysis. When examining the related values, it was revealed that chi square goodness of fit x2/sd=3,24, CFI=0,95, IFI=0,95 and RFI=0,91 were considered as indicating good fits, all other values (SRMR=0,08, GFI=0,89 and AGFI=0,86, NFI=0,93, TLI=0,94, and RMSEA=0,07) were acceptable. These values indicate that the relations in the model are consistent with the sample data; model is significant and valid. Standardized values, Standard errors, t-values and p values related the hypotheses tested via structural model are seen in Table 2.

Table 2. Values Related to Structural Model Within Hypotheses

Hypotheses				S. Values	S. errors	t-value	P Value	Results
H_1	Perceived Ease of Use	→	Perceived Usefulness	,651	,045	13,35	,000	Accepted
H_2	Perceived Ease of Use	→	E-Attitude	,237	,059	3,569	,000	Accepted
H_3	Perceived Usefulness	→	E-Attitude	,257	,058	4,234	,000	Accepted
H_4	Perceived Ease of Use	→	Trust	,428	,042	7,862	,000	Accepted
H_5	Trust	→	Perceived Risk	-,531	,062	-9,251	,000	Accepted
H_6	Trust	→	E-Attitude	,222	,069	3,721	,000	Accepted
H_7	Perceived Risk	→	E-Attitude	-,128	,059	-2,339	,019	Accepted
H_8	Perceived Risk	→	E-Purchase Intention	-,094	,054	-2,040	,041	Accepted
H_9	E-Attitude	→	E-Purchase Intention	,627	,054	12,77	,000	Accepted

When examining Table 2; it can be seen that perceived ease of use (H_1, β=,651 p=,000) has positive impact on perceived usefulness and the beta coefficient is very high. Therefore, H_1 is accepted. Perceived ease of use (H_2, β=,237 p=,000), perceived usefulness (H_3, β=,257 p=,000) and trust (H_6, β=,222 p=,000) have positive impact on e-attitude that H_3 and H_6 are accepted. As shown in Table 2; perceived ease of use (H_4, β=,428 p=,000) has positive impact on trust and trust (H_5, β=-,531 p=,000) has negative impact on perceived risk that H_4 and H_5 are accepted.

It was indicated that perceived risk (H_7, β=-,128 p=,019) had negative impact on e-attitude and the most efficient variable on e-attitude was perceived usefulness. Therefore, H_7 is accepted. According to the other hypothesis; it was indicated that perceived risk (H_8, β=-,094 p=,041) had negative impact on e-purchase intention and e-attitude (H_9, β=,627 p=,000) had positive impact on e-purchase intention, H_8 and H_9 are accepted.

5. Discussion and Conclusion

This study aimed to determine the online purchasing behaviors of tourists using TAM and to reveal how TAM variables affect tourists' behaviors. Results revealed that interaction among perceived ease of use, perceived usefulness, trust, perceived risk, e-attitude and e-purchase behaviors will have positive or negative effects on variables in the research model.

According to the results of this research, attitudes and intentions of academic staff's online purchasing are positive in terms of ease of use, saving time and effectiveness even purchasing holiday packages online is supposed to be untrustworthy. Previous research (Gyampah and Salam, 2004; Ryan and Rao, 2008; Bader et al., 2012) indicate that even tourists perceive high risk on the Internet, they tend to purchase holiday packages on the internet because of high perceived ease of use and effectiveness.

When examining findings regarding research hypothesis, it was revealed that perceived ease of use had positive impact on perceived usefulness, trust and e-attitude and perceived ease of use had more impact on perceived usefulness than trust and e-attitude. When tourists purchase holiday package on the Internet easily, they perceive usefulness and trust. In the study by Guritno and Siringoringo (2013) on customers who buy airline tickets online, it was ascertained that perceived ease of use affected perceived usefulness, trust and attitude towards e-ticket purchase positively. Similarly, in the studies by Sahli and Legohérel (2016), Ghanem, Mansour and Adel (2017), Ibrahim (2018), Nizar and Rahmat (2018), (Diop et. al. (2019), and Suhud et al. (2019) same results were obtained. It was revealed that trust had negative impact on perceived risk (β=-,531); conversely, positive impact on e-attitude (β=,222). It was proved that tourists' perception of trust towards purchasing holiday packages on the Internet had negative impact on perceived risk. However, trust had positive impact on the attitudes toward purchasing online. Nunkoo et al. (2013), Daud et al. (2011) and Çetinsöz (2015), obtained similar results. Another study revealed that perceived usefulness (β=,257) had positive impact on e-attitude; perceived risk (β=-,128) had negative impact on e-attitude. Other studies (Ryan and Rao, 2008; Amaro and Duarte, 2015, Moon and Hwang

(2018) also obtained similar results. Another result showed that perceived risk (=-,094) had negative impact on e-purchase intention; conversely, e-attitude (β=,627) had positive impact on e-purchase intention. Indeed Zhu and Chang (2014), Koçoğlu (2016) and Oliva et. al. (2019) revealed that perceived risk had negative impact on purchasing intention; Ling et al. (2011); Nunkoo and Ramkissoon (2013); Türker and Türker (2013) also suggested that there was a positive relationship between attitudes toward purchasing e-holiday packages and e-purchase intention.

The number of tourists purchasing holiday packages on the internet increase continuously. It is vital to understand online purchasing behaviors of tourists for tourism enterprises selling holiday packages online. Therefore, the results of the studies are helpful for tourism enterprises to improve their online services.

Tourism enterprises need to find out demand and needs of tourists and develop websites conveniently. Results show that ease of use of websites affect purchasing behaviors of tourists and purchasing process effectively, in a short span of time, process security affects e-purchase attitudes and intentions of customers. Thus, it is suggested that tourism enterprises consider the dimensions of TAM and develop websites regarding these dimensions.

On the other hand, perceived high risk of online purchasing holiday packages of academic staff affects e-holiday package purchasing intention negatively. Thus, academic staffs' trust should be gained for increasing the use of Internet while purchasing holiday. Businesses reducing the perceived risk and gaining customers' trust will gain competitive advantage in tourism industry. The ease of use of the websites affects customers' purchasing behaviours that enterprises offering online purchasing facilities should provide easy access. Web pages should be designed to access easily. Besides, it will be beneficial that websites should be updated regularly depending on developing technologies and improvements.

Regarding the results, some applicable recommendations for tourism industry can be made. As the academic staff represents an attractive target market for many tourism enterprises, tourism businesses should determine the factors, affecting online purchasing behaviors of academic staff and design their websites compatible with customer expectations and also should consider their security and user friendly access.

Results are limited with the findings of the study conducted on the academic staff working at Karabük University. For future studies, using different sample groups will provide more generalized results.

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