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A Multigroup Structural Equation Approach for Understanding E-commerce Airfare Buying Behavior: Demographic Segmentation

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Abstract

This study examines e-commerce airfare buyer behavior. This article used 3,064 respondents at six Thai airports to test the UTAUT2 framework. Cluster analysis (a multivariate analysis method) was used to determine 2 main customer segments, and structural equation modeling (SEM) was used to explain their behaviors. The findings showed two customer segments: older with high and middle-income and young with low-income. In both segments, price sensitivity and convenience affected behavioral intention to use e-commerce airfares. Segment (1) users are more likely to use e-commerce airfares for fun and entertainment than segment (2) users. Performance expectations are unlikely to influence consumers' e-commerce airfare purchases. When implementing e-commerce airline ticket websites, airlines and online travel agencies should consider usability, price sensitivity, and hedonic motivation.

Keywords: Technology adoption, UTAUT2, e-commerce, airline industry, demographic segmentation