



Factors Affecting Online Repurchase Intention: Case Study of Ethiopian Airlines

EPHREAM GOSSAYE

**Addis Ababa University School of Graduate Studies
Department of Marketing Management**

Addis Ababa, Ethiopia

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Factors Affecting Online Repurchase Intention: Case Study of Ethiopian Airlines

EPHREAM GOSSAYE

Advisor: Berhanu Denu. (PhD)

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Department of Marketing Management**

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(Approval Sheet)

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By: Ephream Gossaye

Approved by

Examiner Name

Signature

Examiner Name

Signature

Statement of Certification

This is to certify that **Ephream Gossaye** has carried out his research work on the topic entitled **Factors Affecting Online Repurchase Intention: Case Study of Ethiopian Airlines** is his original work and is suitable for submission for the award of Master's Degree in Marketing Management.

Advisor: Berhanu Denu (PhD)

May, 2015

Statement of Declaration

I, Ephream Gossaye, declare that this Master research project entitled — **Factors Affecting Online Repurchase Intention: Case Study of Ethiopian Airlines** is submitted in partial fulfillment of the requirements for the degree of Master of Arts in Marketing Management at the School of Commerce, Addis Ababa University. This project contains no material that has been submitted previously, in whole or in part, for the award of any other academic degree or diploma. Except where otherwise indicated, this project is my own work.

Declared by

Ephream Gossaye May, 2015

Student

Signature

Date

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Acronyms

BI: Behavior Intention

ECM: Expectation Confirmation Model

ET: Ethiopian Airlines

EN: Enjoyment

IATA: International Air Transport Association

INT: Intention for Online Repurchase

N: Population

PEOU: Perceived Ease of Use

PU: Perceived Usefulness

SAT: Satisfaction

SS: Sample Size

SSA: Sub Saharan Africa

TAM: Technology Acceptance Model

TRA: Theory of Reasoned Action

TPA: Theory of Planned Action

Abstract

The purpose of this study was to investigate factors affecting online repurchase intention in the case of Ethiopian airlines. Data were collected from 400 Ethiopian airlines online customers and the data was collected through email survey. In order to explain the repurchase intention of the customers integrated consumer behavior model has been utilized. The model was adopted from previous researchers after appropriate contextualization. This model combines the antecedents of TAM and ECM hence perceived usefulness, perceived ease of use, enjoyment, trust and satisfaction has been used as an antecedent. For reliability and validity measurement of the variables cronbach alpha and Multicollinearity test were conducted. The variables were tested for their relationship with online repurchase intention using correlation and regression analysis. Furthermore SPSS was used for statistical data analysis. The findings of the study indicate that factors other than enjoyment and trust have significant influence on online repurchases intention. The influence of trust and enjoyment reduces as consumers get experience in online shopping increases. Therefore the researcher suggested that marketers and website designers should focus on creating a user friendly and easy to use website so as to boost consumers repurchase.

Keywords: Online Shopping, Online Marketing, Online Repurchase intention, online shopping in airline industry.

Paper Type: Research

CHAPTER ONE

INTRODUCTION

The purpose of this chapter is to underline the rational of the research project and also to present the background of the study. Moreover, the chapter formulates the objective of the research by classifying it as general and specific objectives. The importance and the purpose of the study together with brief back ground of the case company are also presented. Finally the definition of terms, scope of the research, major limitation of the study and the overall organization of the research are included.

1.1 Background of the Study

Over the past few decades the internet has developed in to a vast global market place for the exchange of goods and services. In many developed countries the internet has been adopted as an important medium, offering a wide assortment of products within 24 hours availability and wide area coverage (Javadi et al., 2012). Online shopping has received a considerable attention in the popular press as the future of in home shopping. The climb in online sales to consumers may reflect compelling advantage of internet shopping (Wang et al., 2010). Online shopping presents various benefits to both businesses and consumers. From business perspective, the online shopping option gives cost effective and globally accessible distribution channel to market their product, increased sales and more effective marketing communication (Zubair khan, 2008). This will assist business firms to survive the existing fierce global competition besides the reputation they get from using leading-edge technologies.

Compared to the traditional face to face commerce mode; the online shopping mode offers several unique advantages for customers. Wide spread selections, plenty of available product information and no temporal and spatial limitations are some of them (Wen et al., 2011). Online shopping also adds great convenience to the life of the people and they do not have to spend their time going to a store or driving to retail stores. Buying online is always a beneficial deal than visiting retail stores in terms of more various options and time efficiency (Ezine Articles, 2010).

Cheap and discounted price, low searching cost and ease of comparison are some of the blessings of online trade for customers. Furthermore online trade enhances consumers bargaining power and this in turn increases consumers switching from one airline to another. Marketers have been forced to reconsider their marketing strategy and conduct a detailed market assessment on their consumers buying behavior so as to better influence them. The major reason that attracts me to conduct my research in this area is due to the channel shift in the airlines industry and the overall consumer's tendency to shift from one service provider to another.

Online customer retention is a burning issue in both information technology and marketing fields. Researchers have studied online customer retention indifferent contexts, such as online repurchase intention (Khalifa and Liu, 2009), and customer intention to return (Koufaris, 2002), Web site stickiness (Wang et al., 2006) and "continued information systems/IT intention (Hong et al., 2006). Both information technology continuance intention and repurchase intention are influenced by the initial use/purchase experience (Wen et al., 2011). A total of 351 articles in the area of online consumer behavior were identified from 1994 to April 2002(Cheung et al., 2003). Given the technology and the social change that our world pass through, the need for online consumer behavior research is increasing considerably. Airline online consumers behavior has also been studied by different researchers. Among these research paper (Sambasivam, 2013) conducted his research on Ethiopian airlines online consumers behavior. In his research findings inadequate infrastructure development, lack of awareness and training from the airline staff and website technological gaps were observed as a reason for poor online performance of the airline. Therefore, this research study focused on describing the online shopping practice in Africa in general and Ethiopian airlines customers in this region in particular. Sub Saharan Africa is the major market area of the airline the detail of the airline online performance is presented on appendix-2. Unlike the previous researchers this research study will try to see the contributing factors of online customers repurchase decision by creating integration between customers and technological perspective.

1.2. Brief History of Ethiopian Airlines

Ethiopian Airlines is a pioneer in the African airline activity. The company was established as Ethiopian Air Lines Inc. in June 1945 with the help of US airline, Trans world airline (TWA). Among its myriads of achievements over its 70 years of service, remarkable progress was recorded in the use of Information Technology (IT). Among other IT facilities, in 2004 the on-line (Internet) booking service was opened for service and passengers traveling on international flights had access to make their own bookings over the Internet (Ethiopian fact sheet, 2015). The number of bookings made through the online booking engine was 1,188 in 2004 and 63,713 in 2010. This shows a 53% increase in 6 years. While the volume of bookings coming through the online booking engine is increasing at an average of 9% every year, its proportion with the total bookings system wide has always been below 3 % (Solomon, 2010). Although Ethiopian offers a 5% discount on every ticket booked online, only few customers are coming to the website to book and purchase their tickets (Ibid). Lack of infrastructure, lack of ease of use, security and simplicity of booking and payment processes are frequently cited as main reasons for the limited utilization of the service (Sambasivam, 2013).

On February 6, 2006 Ethiopian Airlines signed a contract worth over US\$10.5 million (£5.8 million) with Sabre Airline Solutions for its passenger management system. Since then the Airline started to use Sabre Sonic for reservations, online booking, e-ticketing, code-sharing and departure control systems. Until recently the airline also uses the Sabre Traveler Loyalty System frequent flyer management product to its ShebaMiles Programme (Ethiopian fact sheet, 2015). Generally the airline online performance is not satisfactory and for this reason the airline is working hard to improve its online sales. In order to enhance its online sales the airline has been engaged in numerous activities some of them are search engine optimization, getting in to a contract with Meta search and different aggregators (e.g sky scanner, Kayak and Wego). The airline also introduced different price and discountschemes for online customers and recently it is also engaged itself in a web revamp strategy. The airline current online performance is attached in Appendix-3.

1.3. Problem Statement

Among the buying process continuation or repurchase of product online was given less attention and it is one of the seriously under researched area. Therefore, my research study tried to explore online consumer rebuying behavior from different perspectives. The research study has also tried to uncover what the airline will be benefited from identifying factors that affect online consumers repurchase decision. Retaining customers is a financial imperative for e-shopping business especially as attracting new customers is considerably more expensive online than in the case of comparable traditional bricks and mortar stores (Reicheld and Schefter, 2000). Acquiring new customers can cost as much as five times more than retaining existing ones (Kotler, 2000,). Consumer continuance is a big issue in contemporary marketing and especially in online market space. Due to unique features of online transactions it is difficult for online business owners to establish customer loyalty and consumer repurchase/continuance of purchase. Today's customers are harder to please. They are smarter, more price conscious, more demanding, less forgiving and approached by more competitors with equal or better offers. The challenge is not to produce satisfied customers several competitors can do this but the challenge is to produce loyal customers (Ibid). Online market space provides ease of comparing product online even without visiting different websites (Lin et al, 2010). Furthermore, given the inconsistent nature of consumer behavior, the growth in global web-stores and the increasing product and service availability, Together with fairly low switching cost and the absence of compelling reasons to choose one retailer over the other forces consumers to experiment or rotate among multiple online retailers (Bhattachenjee, 2001). Raising the number of loyal customers by as little as 5 percent can raise profitability by 30- 85 percent depending up on the business and product type (Reicheld and Schefter, 2000). Therefore online repurchase intention has recently emerged as an important issue in research (Bhattacharjee, 2001). Repetitive customers will recommend the company to relatives or friends and may be willing to pay higher price. Word of mouth advantage is often very effective and can save shoppers from wasting time searching for the best deal.

Every organization can increase its sales volume by pursuing two primary marketing strategies. Attracting new customers and increasing its market share can improve the organization sales volume. On the other hand firms can also increase their sales volume by focusing their attention on retaining existing customers and by convincing them to purchase more. These two strategies are not mutually exclusive and they do not contradict. Firms need to employ both of them at the

same time but there is always a problem of balancing the two. Ethiopian airline is targeting to boost its online consumers base and increase its contribution by 15% in 2015. However the airline can reach to this figure by paying attention to the current online consumers. Currently its sales contribution is around 8% and if the current customers double their purchase the airline contribution can easily reach to 16% which is above the target. Thus, research in online consumer repurchase behavior becomes increasingly important.

1.4. Research Questions

1. How consumers trust towards the website influence their repurchase decision?
2. To what extent perceived usefulness and ease of use influence consumer repurchase decision?
3. How consumer satisfaction contributes for consumers online repurchase intention?
4. To what extent enjoyment on the website influence consumers online repurchase decision?

1.5. Objective of the Study

General Objective

The purpose of this thesis is to identify the major factors online customers takes into consideration when they make repurchase decision to buy air ticket.

Specific Objectives

1. To examine the effect of online trust on consumer repurchases decision.
2. To investigate the effect of online perceived usefulness and ease of use on repurchase decision.
3. To evaluate the contribution of online satisfaction on consumer repurchase intention.
4. To investigate the effect of perceived enjoyment in consumers repurchases decision.

1.6 Significance of the Study

The findings of the study are useful both for online marketers and website designers to identify issues requiring special attention when designing and building websites. It helps them to take online consumers behavior in to consideration when they conduct online marketing campaign or evaluating the performance of existing online sales. Furthermore, the research findings inform airlines and other institutions who are interested in participating in the online business to evaluate the current performance and potential of online market in Africa. It is also helpful to them to identify the constraints and solutions of the current online marketing system.

The findings of this research also helps to outline the major factors that affect the online repurchase decision of the airline consumers. These enhance Ethiopian airlines and other similar airlines knowledge about their customers and help them to develop their online marketing strategy effectively. It also benefits the airline to learn how to convert browsers or visitors to purchasers and to capture revenue lost. Identifying the major factors that influence the buying behavior of online consumers can help to properly segment the market and design effective and efficient marketing strategies like pricing, promotion and product strategy that appeal the potential customers. Finally, this study describes the current picture of online customers in

Africa. It also serves us a good starting point for future research undertakings in the direction of developing a comprehensive theory on the online consumer behavior across nations. The research findings can further contribute a lot for enriching the available body of academic literature in the area of online consumer behavior.

1.7. Delimitation of the Study

Previous research undertakings were concentrated on studying online shopping behavior in many developed countries and in some Middle East and south East Asia countries. However there is a great need for closer examination on the online shopping buying behavior in developing countries which may differ significantly between countries. For this reason this research has focused only on the African online consumer buying behavior of Ethiopian airlines specifically on sub Saharan Africa region. This region is purposely selected because countries in this area

share similar e-commerce development and they are the major market of the airline. North Africa is usually treated as the same as the Middle East region due to similar e-commerce development. Furthermore South Africa is also excluded from the study because of their high level of online development.

This research study tried to describe the buying behavior of Ethiopian airlines customers by focusing only on Ethiopian airlines online channel. Ethiopian airlines has different sales channel these are company own sales people, company own ticket office, company website, company call center, other airline ticket office, physical travel agency and online travel agencies. Among all these different sales channel the focus of this study was only on the company online sales channel. For studying online consumer behavior the base model of intention, adoption and continuance is used (Cheung et al., 2003). Most of prior researchers tend to focus on online consumer intention to purchase product online and they gave little attention to online consumers repurchase decision. However, this research study focused only on consumers repurchases decision.

1.8. Limitation of the Study

In undertaking this research study different limitation was encountered by the researcher. Resource limitation was the major constraint for this research project. Scarcity of adequate finance for covering the expense during data collection and analysis together with researcher limited time to undertake the research was the major challenge for the student researcher. Furthermore, shortage of updated articles, books and other publication in the area of online marketing was also another challenge for the researcher. The latest publications require credit card payment and for this reason researcher was forced to utilize old dated literatures as a reference. Lack of appropriate assistance and delayed response from different company officials especially during data collection was observed. Another major hurdle was lack of willingness to reply to the survey questionnaire. In this research paper email survey was employed and initially the response rate was not as it was anticipated by the researcher. In order to overcome these problems consecutive reminders were sent to respondents so as to increase the response rate.

1.9. Definition of Terms

Repurchase Behavior/Purchase Continuation;-refers to the tendency of online customers to continue buying from the same service provider.

Website Navigation; -refers to searching for a service or information on a website by moving from one page to another.

Website Visitors; - are those people who visit the website and left without buying or without making a meaningful search.

1.10. Organization of the Thesis

The thesis is structured in five different chapters. Chapter one covers background information on the context of the research, where research problem, objectives, research questions, significance, scope and limitation of the study are discussed. With the above brief introduction of the research paper, the remaining part of the thesis is organized as follows. The second chapter review detailed literature on relevant topics on the study of online customer behavior. Chapter three deals with the research methodology starting with description of the research design, data collection and end up with clear explanation of the data analysis method The Forth chapter explains results and discussion, including data presentation and interpretation on respondents' socio economic characteristics. The final chapter summarizes the findings and present conclusions and proposes some possible recommendations based on the findings.

Chapter Two

Literature Review

This chapter aims to examine the relevant literature in order to put the research problem into perspective and explaining the current knowledge base of online consumers and their purchase behavior. The chapter is organized as follows the next section presents an overview of consumer behavior and consumer decision making process. Conceptual framework, hypothesis and research model are explicated in Section 2.2. Next, the concept and background of online marketing is briefly reviewed. Unique behaviors of online consumers are discussed in section 2.4. The relationship between repurchase and satisfaction are discussed in section 2.5. Repurchase intention are presented in section 2.6 and following this, factors influencing online repurchase intention of consumers are discussed in detail in section 2.7.

2.1 Theoretical Literature

There are number of reasons why the study of consumer behavior developed as separate marketing discipline. One of the common views is that understanding consumer behavior has become a factor that has a direct impact on the overall performance of the businesses (Kotler and Keller, 2012). Another author suggests that understanding consumer behavior has become crucial due to fierce competition in retail industry worldwide (Lancaster et al., 2002). It is fair to say that consumer buying behavior is the life blood of marketing and its main objective is to learn the way how the individuals, groups or organizations choose, buy, use and dispose

goods and factors such as their previous experience, taste, price and branding on which the consumers base their purchasing decisions. Meanwhile, Solomon et al. (2006) defines consumer behavior as the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires. The above definition is further strengthened by Kahn (2006) and he define consumer behavior as the decision making process and physical activity involved in acquiring, evaluating, using and disposing of goods and services.

The above definitions indicate the comprehensiveness of this area and the wide scope it covers. Consumer behavior includes every activity that a consumer performs starting from creating a buying intention up to disposing a product. The study of consumer behavior is concerned not only with what consumers buy, but also with why they buy it, when and how they buy it, and

how often they buy it. It is concerned with learning the specific meanings that products hold for consumers (Vani et al, 2010). The American Marketing Association on the other hand defines consumer behavior as the dynamic interaction of affect and cognition, behavior, and the environment by which human beings conduct the exchange aspects of their lives (AMA, 2014). In this definition consumer behavior is viewed as a relationship between the environment and the consumers psychological and emotional state. The environment includes all the things that influence the thoughts, feelings, and actions of consumers. These include advice from other consumers, advertisements, price information, packaging, product appearance, blogs, and many others. It is important to recognize from this definition that consumer behavior is dynamic, involves interactions, and exchange decision (Peter and Olson, 2010).

One of the study subjects of consumer behavior is consumer behavioral intention. Nowadays, it becomes one of the most widely discussed subjects in marketing literature. This is not surprising since intention is the major antecedent of behavior.

2.1.2 Customer vs. Consumer

Despite their difference the word customer and consumer are interchangeably used in many marketing literatures. By definition, a consumer is a buyer or user of a product or service. On the other hand, a customer is an organization or individual making a purchase (Yadin, 2002,). In the online shopping context a consumer can be a customer and sometimes a customer can be another person than the consumer. For the sake of simplicity both terms has been used interchangeably in this research paper. The research paper addressed the business to customer relationship between Ethiopian airlines and its online customers.

2.1.3 Understanding Behavioral Intention

According to the theory of planned behavior (TPB), behavioral intention is a predictor of future behavior (Ajzen, 1991). Similarly the theory of reasoned action states that all behaviors are based on behavioral intentions. In fact, TRA asserts that the only immediate cause for any behavior is

an individual's intentions to engage in or refrain from that behavior. In turn, TRA asserts that intentions are determined by two components: an individual's attitudes toward the behavior and an individual's perceptions of the social pressures or subjective norms to engage in or refrain from that behavior (Ajzen & Fishbein, 1980). Furthermore, Bloemer et al., (1999) broke up behavioral intention to word of mouth, purchase intention, price sensitivity and complaint behavior. Yang and Peterson (2004) on their side stated that most researchers view behavioral intention represents customer loyalty. In line to this Zeithaml et al., (1996) pointed out that behavioral intention represents the repurchase intentions, word of mouth, loyalty, complaining behavior, and price sensitivity. Thus, the concept of behavioral intention proposed by Yang and Peterson (2004) and

(Zeithaml et al., 1996) refers to the intention to repurchase and loyalty. Customers behavioral intention represents to what extent customers will reuse and recommend the product. When customers have favorable intention their intention to reuse a given product and recommend it to others will increase. Therefore, the main interest of this research paper is to study the repurchase intention of online consumers.

2.1.4 Consumer Decision Making Process

Consumers purchase products or services in order to satisfy their needs and wants, the consumer goes through a physical and mental process before making the buying decision (Kumar, 2015). One of the fundamental issues in consumer behavior is the way consumers develop, adapt and use decision-making strategies (Moon, 2004). Consumer decision making may be defined as a process of gathering and processing information, evaluating it and selecting the best possible option so as to solve a problem or make a buying choice (Prasad and Jha, 2014). In another definition decision making can be defined as the process of choosing what to do by considering the possible consequence of different choices (Brockman & Russel, 2009). Consumer purchase decision can be made either through online or through the traditional channel. Online purchase decision making is different from the traditional or conventional decision making. Online purchase decision making is unstructured as consumers do not follow a predefined set of procedure (Karimi, 2013).

Problem recognition, information search, evaluation of alternatives and product choice are the popular steps recognized for traditional buying decision process (Solomon et al., 2006). This decision process is best known and most commonly used model of customer purchase behavior and has been applied in offline and online context. Different literatures indicated that there are significant differences between offline and online consumer behavior that warrant a distinguishing conceptualization. To better explain consumer online shopping behavior Vijayasarathy (2003,) tried to integrate the web specific factors in to the theory of reasoned action (TRA) and the theory of planned behavior (TPB). According to Karimi (2013) despite the difference between online and traditional purchase process a number of activities are inevitable in any purchase process.

The present study of consumer behavior focuses on how individuals make decisions to spend their limited resources (time, money, effort) on consumption-related items. It includes the study of what they buy, why they buy it, how they buy it, when they buy it, where they buy it and how often they buy it. Kumar (2015) quoted (Schiffman and Kanuk, 1997). Consumer decision making can be studied on individual bases, in a group or under organization bases. This is because consumer buying behavior and their decision vary when they make their decision in a group and when they make their decision individually hence behavior occurs either for the individual, or in the context of a group, or an organization. Consumer behavior involves selection of buying channel, use and disposal of products as well as the study of how they are purchased. Frequency of purchase is often of great interest to the marketer, because this how a product is best positioned and above all it may influence the company profitability and stability. Different researcher's findings indicated that online consumers have a unique behavior. According to Donthu and Garcia (1999) online shoppers can be characterized as convenience seekers, innovative, impulsive, variety seekers and more risk oriented than non-shoppers. They are also less brand conscious, having more positive attitude toward advertising and direct marketing. On the other hand, Brasher et al., (2008,p) indicated that online shoppers are similar with regard to their desire for convenience, are more impulsive, have more favorable attitudes towards direct marketing and advertising, are wealthier and are heavier users of both email and the Internet.

This unique behavior of online shoppers calls for different marketing strategies. Before designing any marketing strategies consumers behavioral intention of adopting online shopping and their intention to repurchase needs to be studied. Generally consumers decision making process can be classified as the rational and irrational decision making process. The former describe consumer decision as a rational process which uses all the available information. Under this process the decision is made based on the cost benefit consideration for each alternative of decisions (Solomon, 2006). The second type of decision process is the irrational or emotional process. This decision making explains why consumers often do not choose the best product available in the market. In online shopping context consumers rebuying intention can be caused by the above two decision process therefore this research was focused on both types of decision making in online repurchase context.

2.1.5 Online Marketing

The use of the Internet as a shopping or purchasing channel has been growing at an impressive rate throughout the last decade (Leelayouthayotin, 2004). Customers are moving from the traditional market environment to online market environment and as a result of this consumers buying behavior in terms of searching suppliers and information, making payment methods and product distribution has been significantly changed.

Now consumers are relying on the internet for gathering most of their shopping information and making payment. The Internet has opened a window of opportunity to almost anyone because of its ability to make viable the conduct of business in cyberspace, or by connecting people worldwide without geographical limitations. Consumers can order goods and services virtually anywhere, 24 hours a day, 7 days a week without worrying about store hours, time zones, or traffic jams (Li & Gery, 2000). The Internet has also provided new opportunities for marketers by offering them innovative ways to promote, communicate, and distribute products and information to their target consumers (Leelayouthayotin, 2004).

The real benefit of using online shopping is that searching for products is not confined or limited to a particular geographical area. Online shopping is thus, not only a benefit for individual consumers; it's a platform that enables the consumers and business to co-exist. Price is another major advantage. Online retailers are facing a severe new reality in today's online marketplace: they can no longer expect growth as a result of simply selling online. The competition for online

shoppers is heating up. Meanwhile, brand loyalty is sharply decreasing. Given that shopping online is now a normal activity, the challenge is no longer getting new customers to shop online but rather driving more incremental dollars from the existing base of online shoppers. The competition to win the customer has never been fiercer. With the rapid growth of online consumer shopping, the importance of creating and maintaining customer loyalty in the electronic marketplace is getting more consideration, both in the marketing literature and in practice (Bigné-Alcañiz et al., 2008).

2.1.6 Online Consumer Behavior

Based on Li and Zhang (2002) online purchasing behavior refers to the process of purchasing products or services via the Internet. Early e-shopping consumer research (e.g. Brown et al., 2003) indicated that e-shoppers tended to be concerned mainly with functional and utilitarian considerations. As typical innovators, they tended to be more educated, higher socio-economic status, younger than average and more likely to be male (Dennis, 2008). The above findings suggested that the e-consumer tended to differ from the typical traditional shopper. More recent research, on the other hand, casts doubt on this notion. Jayawardhena et al., (2007) found that consumer purchase orientations in both the traditional world and on the Internet are largely similar except the social interaction and recreational motives in offline market situation. While researchers tend to agree that online shopping is somehow different from its offline counterparts. There is not much agreement on the nature or extent of these differences. According to Clark and wright (2005) unlike offline shoppers online shoppers are very likely to abort transactions not because of perception of risk or attitudes to online shopping but simply because they never meant to complete the transaction in the first place.

The relative ease and anonymity with which the consumer can load and subsequently abandon an online shopping cart gives this action a considerably different slant from abandoning a shopping trolley in the middle of a busy super market. Some of the possible difference between online and offline customer behavior are attributed to technology adoption, convenience, market dynamics, loyalty and trust, site design and empowerment (Ibid). The study of online consumer behavior is gaining in importance due to the proliferation of online shopping. Researchers use two major perspectives in addressing the consumer behavior. These are consumer and technological

perspectives. Consumer oriented research has examined psychological characteristics, demographics (Brown et al., 2003), perceptions of risks and benefits (Kolsaker et al., 2004), shopping motivation and shopping orientation (Jayawardhena et al., 2007). The technology-oriented view, on the other hand, explains and predicts consumer acceptance of online shopping by examining technical specifications of an online store. These specifications include user interface features, web site content and design, and system usability (Zhou et al., 2007). The two perspectives do not contradict each other but there remains a scarcity of published research that combines both. This research study uses an integrated approach of these two methods and accordingly ease of use and perceived usefulness of technology acceptance model (TAM) and the satisfaction and confirmation of expectation confirmation model (ECM) are used from the technology oriented view. Perceived trust and perceived enjoyment are also used from customer-oriented model.

2.1.7 Repurchase Intention in Airline Industry

The airline sector is rated among the top three product or service categories which are purchased frequently via the Internet (Eric et.al, 2006). According to a research carried out by Jupiter Research, the number of people who have bought travel service over the Internet is likely to double from 18.6 million in 2001 to 38.6 million by 2007.(Abu Bakar & Hashim, 2008).Unlike other product type likes cloth and electronic products Airline ticket is more convenient for online sales. This is primarily because customers are not expected to physically examine the product or the service. On top of this Nielsson (2008) report indicated that travel is a category extremely suited to the internet due to its ability to provide efficient access to an extremely wide range of comparable information. As a result of this majority of airlines are using the channel for reaching to their customers. Airlines websites now a days are the most frequently used channel for buying air ticket and for accessing different flight information.

Website performance analysts at Jupiter (2006) found that Poor site performance leads to shopper dissatisfaction and site abandonment. Thirty-three percent of dissatisfied online shoppers attributed their dissatisfaction to the Web site being too slow or taking too long to render. Another 28 percent attributed their dissatisfaction to error messages they received. More

than one-third of shoppers who were dissatisfied with a retail site's performance (i.e., Web site too slow, site crash, error message received) actually abandoned the site. According to Gasson (2003) Seventy-nine percent of consumers said they would be less likely to buy airline tickets online a second time from a company with which they had a poor experience and 54 percent said that the experience would adversely affect their future off-line relationship with that company.

The most serious problem created by e-commerce for airlines is that it is shifting the balance of market power in favor of the consumer. The e-commerce market place offers consumers fast, borderless and efficient access to information on airline services. In terms of economic theory greater knowledge among consumers or purchases means greater market power (Doganis, 2006). The bargaining power of airline customers is high and rising. Channels have become significantly more concentrated (internet websites) and travel agents more aggressive in pursuing the interests of the end customers. A significant share of end consumers is highly price sensitive, especially among the new consumers that have driven demand growth in mature markets. There is a low perceived willingness to pay for service features unrelated to ticket flexibility. Their loyalty to specific airlines is relatively low, but frequent travelers react to the incentives of customer-loyalty programs (IATA, 2011pp50). Therefore, consumers loyalty and repurchase intention is very minimal in airline industry. In order to minimize the consequence of e-commerce in airline industry marketers are forced to study the consumer behavior so as to retain consumer and encourage them to buy only from their website.

Dis-intermediation and direct selling through the electronic market places require airlines to develop new methods for building and maintaining customer relationships and loyalty. Online selling significantly reduces the number of human contact involved in the air travel experience. To fully capitalize on the opportunities offered by e-commerce airlines must change fundamentally their ways of doing business (Doganis, 2006). According to Lodorfos et al., (2006,pp78) this case is made even stronger by research conducted by the Boston Consulting Group which estimates that it costs internet-only retailers more than twice as much to acquire a new customer than for store-based retailers, and more than 7 times as much than for a catalogue-based retailer (Source: www.retailers.com). In addition, Reichheld and Schefter (2000) suggested

that the high costs of acquiring new online customers may lead to unprofitable relationships for a number of years.

2.1.8 E-commerce in Sub Saharan Africa

Despite low income per capita and limited telecommunications infrastructure consumers in Africa's major cities have embrace the internet. Affordable mobile internet devices, internet cafés and the desire to connect with friend and family have been catalyst for internet adoption throughout the continent. Social networking is the leading use of the internet with about 57% of urban African visited such sites very often. E-mail and music/video followed in popularity. E-commerce activities such as banking shopping and travel have a low penetration in Africa. African countries are not all at the same level of development in e-commerce. Kenya and Senegal lead the pack demonstrating the pivotal role that sounds public policy, innovative telecommunication operator and the stimulation of consumer demand play in advancing internet penetration (Hatitngh et al., 2012).

With low level of basic telephone service penetration, and limited access to computers and data services, the possibility of participating in national and global electronic markets is remote for much of the continent's population. While the infrastructure has improved dramatically over the past five years, computers and telephones are still very scarce and most of the lines are concentrated in the urban areas, while over 70 per cent of the population is rural (UNTD, 2000). According to internet world stat (2014) the internet penetration in Africa is 26.5% and the internet users reaches to 9.8% while the rest of the world reaches to 90.2%. There are fewer than 100 000 dialup Internet accounts for the over 750 million people outside South Africa, and because Internet service providers are usually concentrated in the capital cities, it is a long distance call to the Internet for most of the (predominantly rural) public. As a result, consumer-based e-commerce within sub Saharan Africa is unlikely to have as much impact in the short term as the developed countries (UNTD, 2000). The African continent has a number of major challenges to overcome before it can fully exploit the benefits of e-commerce. These includes low level of economic development, small per-capita incomes, limited skills base, limited number of internet users and the lack of familiarity with even traditional forms of electronic commerce such as telephone sales and credit card use. However the most critical barrier can be

ascribed to the very limited information and communication infrastructure available in most countries in Sub Saharan Africa (UNTD, 2000).

Forecasts point out steady growth in online sales from the region and the regions share of total online sales is expected to grow from 1.9% in 2012 to 2.3% by the end of 2015 (E-Marketer, 2012). Therefore the above context will force the current online vendors in sub Saharan Africa to focus their attention in influencing the government for the creation of new policy that create a favorable environment for online/ecommerce to flourish in the region. Building and maintaining good relationship with current customers also known as relationship marketing can help to reduce marketing costs and enhance business performance including sales growth profits and ensure customer retention (Mpinganjira, 2014).

2.2 Empirical Literature

Generally, repurchase behavior is the concept of customer purchasing again after an initial purchase has been made (Seider et al., 2005). The types of repurchase may be purchase from the same store, brand, product and service. Although there are many factors affecting customers repurchase behavior, customer satisfaction is the most widely discussed factor. Customer satisfaction is the factors which researchers pay the most attention to as a major driver of repurchase behavior (Gustafsson et al., 2005 and Lam et al., 2004).

Customer satisfaction is frequently studied as the determinant of repurchase behavior because satisfied customers are more likely to come back to buy the same products again than dissatisfied ones (Wong & Sohal, 2003). However, research findings on the relationship between customer satisfaction and repurchase are inconsistent and the adequacy of explaining repurchase intention using satisfaction alone is questionable (Capraro et al., 2003). The impact of satisfaction on retention also varies and it is affected by different factors like nature of industry and personality traits. Some findings showed that satisfied customers do not buy the product despite their previous purchase and satisfying experiences. In contrast, dissatisfied customers continue to purchase the product (Seiders et al., 2005). However, most research findings indicated that

satisfied consumers are more likely to continue their relationship with a particular shop than general ones. According to the above arguments, it can be inferred that consumer satisfaction and repurchase behavior still have positive association between them.

2.2.1 Online Repurchase Intention

Repurchase intention is defined as “the subjective probability that an individual will continue to purchase products from the online vendor or store in the future” (Fang et al., 2011). The theory of reasoned action is the most prevalent frameworks employed in consumer behavior literature to study online consumer behavior (Ajzen and Fishbein, 1980). The theory of reasoned action explains the underlying psychological process by which attitudes might serve as cause of behavior. The basic proposition underlying this theory is that in order to predict a specific behavior one must measure the person’s intention to perform that behavior.

The theory suggests that the primary cause of the behavior is one’s intention to engage in behavior. This is determined by attitude towards the behavior. Therefore attitude and social norms influence behavior through intentions which are decisions to act in a particular way. In other words intentions mediate the relationship between the particular behavior and its antecedents (Ibid). Therefore, this research paper investigated the repurchase intention rather than the actual behavior. Initial purchase is not enough and marketers are urging their customers to repurchase or to revisit their website. There are different reasons that attract marketers to focus on repurchase intention. Costs of getting new customers are rising and marketing managers now rely on repurchase intentions to predict sales and increase profits in a variety of marketing activities (Sanchez et al., 2007). More importantly, repurchase intentions are the most widely used indicator of customer satisfaction, trust and loyalty in consumers behavior. First-time purchase is often used as a projecting measure of repurchase behavior. The decision to repurchase represents the customer’s decision to engage in continuous consumption of the product. Seiders et al., (2005,). Gouw et al., (2008) on their side confirm a positive relationship between repurchase intentions and customer satisfaction.

On top of this Cronin et al., (2000) argued that it is preferable to focus on protecting the current customer or encouraging a repurchase rather than to primarily concentrate on offensive marketing strategies. Retained customers enhance profitability with their lower sensitivity to price changes and their higher likelihood of referring new customers (Khalifa and Liu, 2005). Customer retention is an even more challenging issue in the context of online shopping, where intense competition exist and the switching costs for customers are minimal. It is therefore important to identify the major determinants of online customer repurchase intention (Ibid).

2.2.2 Factors Affecting the Consumer's Online Purchase Decision

It is important for retailers to understand customer's repurchase intention and the factors that influence repurchase intention (Patterson et al., 1997). Increased repurchase encourage profitability and achieve customer loyalty. Repurchase is also significant to continue the flow of the company's profitability (Hansemark and Albinsson, 2004). For this reason a number of researches have been carried out by scholars on identifying and analyzing those factors affecting the consumers' buying behavior. These factors were classified into various types and categories by different authors. For instance, (Sakkthivel, 2013) classified them into internal and external factor. On the other hand, (Rani, 2014) divided them into social, personal, cultural and psychological factors. Despite the fact that they have been classified into different groups by different authors they are similar in scope and purpose. In this research paper consumer behavior broadly classified as technical oriented and consumer-oriented factors.

Prior literature points to the importance of ease of use and usefulness (Davis, 1989) quality of information and technical performance (Jupiter research, 2006), effectiveness of the search and online purchase process, and the shopping enjoyment a website offers (Lee et al., 2015). All these aspects have been reported to be important antecedents for the online repurchase intention. They explain the technical reasons why consumers are able, and willing, to use an e-commerce site repeatedly. Other influencing factors, which go beyond the actual interaction with an e-commerce website, are also reported in the literatures. These are consumer experiences associated with contextual issues such as trust and consumer satisfaction (Gouw et al., 2008), perceived service quality (Jeon, 2009,) perceived risks and benefits (Sarkar, 2011).

Furthermore there are factors that have been extensively covered in previous research and they have a significant effect on the consumers' online repurchasing decisions. Some of them are beliefs about brand, price, trust, experience and convenience (Lodorfos et al., 2006). Customer satisfaction, service quality, perceived trust, perceived usefulness, perceived value and past experience behavior are also suggested as an antecedents of online repurchase behavior by Eggert and Ulaga (2006). Based on the integrated model this research paper identified factors that are found to be significant in previous research about online shopping. Therefore, Five different factors i.e. satisfaction, ease of use, perceived usefulness, trust and enjoyment are considered as a prime factors.

2.2.3 Satisfaction

According to Kotler's (2000) definition, customer satisfaction is viewed as an individual's emotion about contentment and discontent caused when comparing the perception of a product or service in relation to the existing expectation. Satisfaction is a major determinant of repurchase intention and it has been widely defined as a post evaluative judgment over a particular purchase (Bearden & Teel, 1983). In the online shopping context, a customer is more likely to intend to return to a particular store if he or she is satisfied with the previous purchases from that store. Unpleasant buying experience easily leads to dissatisfaction, discouraging the customer from coming back (Oliver, 1999). There is ample empirical evidence from the marketing literature that customer satisfaction is positively linked to repurchase intention (Khalifa & Liu, 2005). Some researchers however claimed that repurchase may not be caused by satisfaction and for the same reason satisfied customers may not coming back for purchase again.

2.2.4 Customer Trust

Another common variable that have been included in the study of online consumers behavior is trust. Currall and Judge (1995) define trust as an individual's reliance on another party under conditions of dependence and risk. Considering that risk is a function of the probability that a hazard arises and the consequences of the hazard (Schneider, 1998). An individual's trusting

behavior depends on the nature of the consequences. In the context of high-consequence systems such as e-transactions, risk avoidance behavior may arise. When a consumer trusts in vendor, feelings of confidence and security occur towards the vendor. The consumer is assured and willing to involve in purchasing process (Moorman et al., 1992,). In an online transaction, there is no physical interaction between consumer and vendor, and the payment is usually paid by credit card, which increases the probability that consumer's financial data may be exposed or used by others without the acknowledgment of the card owner. There is also the risk that the product received is not originally ordered. Thus, the online transaction can create a sense of powerlessness among online shoppers (Monzuwe et al., 2004). Trust plays a key role in driving perceived usefulness and customer re-purchase intention. Identifying the importance of retaining customers' trust in online business and retaining loyal customers is absolutely vital for online business (Liao et al., 2006).

According to the survey by Tyler Nelson Software Interactive (2002), security-related problems are the major barriers that prevent customers from purchasing online. The results showed that 30% of respondents who have not purchased online indicated problems regarding credit cards and 28% of those indicated general security concerns as a reason for avoiding online purchase. Yang and Jun (2015) argued that both Internet purchasers and Internet non-purchasers consider security as their most critical concern. For those who decline to purchase online, the most significant reason was their fear of security. Shim et al., (2001) also supported the idea that online retailers need to build secure websites since both first time and repetitive internet users hesitate to purchase products or services online due to security concerns.

2.2.5 Perceived Enjoyment

In the context of online shopping, perceived enjoyment (EN) is the customer's perception that by shopping online he or she will have fun. Perceived enjoyment is the hedonic factor that affects online shopping intention. Enjoyment can be defined as the extent to which online shopping is perceived to be personally enjoyable and fun (Chiu et al., 2009). Machado (2005) cited (Childers et al., 2001) and indicated enjoyment to be a consistent and strong predictor of attitude towards online shopping. If consumers enjoy their online shopping experience, they have a more positive

attitude toward online repurchase, and are more likely to adopt the internet as a shopping medium. In this paper enjoyment refers to the level of fulfillment and fun that the online consumers draw from online shopping. Naturally one of the reasons that attract consumers to purchase in a physical market is the enjoyment and fun they get out of this experience. Likewise online consumers also enjoy their involvement in the overall online purchase activity. If there is less fun and enjoyment in the overall shopping activity consumers are less likely to buy repeatedly. Enjoyment can be based on the design of the website and the information provided, website attractiveness and the level of challenge to perform the task online. Prior literature also indicated that a useful online product could make people more likely to experience greater enjoyment at e-store that establishes high quality in terms of marketing and information related attributes (Al maghrabi, 2011).

In previous researches enjoyment is highly linked with flow concept. Flow is a state which occurs during network navigation, which is characterized by a seamless sequence of response, machine interactivity, intrinsic enjoyment, accompanied by a loss of self-consciousness, self-reinforcing.” To experience flow while engaged in an online pursuit, consumers must perceive a balance between their skills and the challenges of the interaction, and both their skills and challenges must be above a critical threshold. (Novak et al., 2000). The flow concept was first coined by Csikszentmihalyi (1975) and it refers to a holistic feeling an optimal experience that takes place when performing an activity involves a challenge and at the same time offers a possibility for action allowing for the use of personal skills, with clear goals and a perceptible response to such actions. Individual in flow state feel in control of their environment. They lose their self-awareness and their sense of time becomes distorted as they enter a state of total involvement where their ego is immersed in their activity and they ignore other environmental stimuli.

2.2.6 Perceived Usefulness

Perceived usefulness refers to the extent to which a person believes that using a particular technology will enhance his /her job performance (Lin et al., 2010). An individual is more likely to be satisfied with an offering or experience when he or she perceives better performance therefore greater usefulness. A customer is more likely to buy again from an internet store when

he or she finds shopping there is useful. Bhattacharjee (2001) determined that customers would not shy away from a transaction if they perceived that it was useful for them. This perception of usefulness motivates customer behavior and attitude toward online shopping and intention to shop on the internet. A website is useful if it delivers customer services that meet customer expectations (Barnes and Vigden, 2002). The usefulness of a website has a positive impact on customer attitudes. It may encourage customers to continue to use the e-commerce store. According to TAM, perceived usefulness is one of the major determinants of intention formation. The notion was originally developed in the organizational setting, denoting the extent to which an individual's job performance is enhanced with the use of a specific technology. In the context of online shopping, it refers to the salient beliefs of customers regarding the instrumentality of repurchase (Davis et al., 1989). For example, online shopping may be perceived as more useful when it offers convenience and cost savings.

2.2.7 Perceived Ease of Use

Perceived ease of use is defined as the extent to which a person believes that using the particular system or technology would be free from effort (Davis, 1989). In the E-commerce context, the dimensions of ease of use includes the ease of ordering, functionality, navigation of website and accessibility of information (Chui et al., 2005), cited in Liat and Wuan (2014). Consumers will always visit user-friendly websites that demonstrate an accessible user interface. In contrast, if users perceive that a website is difficult to use, or the display of the website is complicated and ambiguous, they will show a lower online purchase intention (Pearson et al., 2007,). In this paper perceived ease of use refers to the ease of interaction with e-commerce website and is able to receive the product information he/she needs. When consumers easily interact with e-commerce website to search product information and to pay online they will consider online shopping more useful.

2.3 Conceptual Framework

Previous research studies have examined different factors that influence the successful acceptance of online shopping (Dennis, et al., 2008), (Wang and Yang, 2010), (Karimi, 2013). Several comments can be made from the earlier studies. Primarily numerous studies

documenting the spread of the internet in various parts of the world have highlighted that Sub-Saharan Africa (SSA) is the region with the lowest level of economic, technological, and Internet development in the world (Okoli & Mbarika, 2003). As a result many studies didn't focus on sub-Saharan Africa online consumers. Secondly, majority of these studies has focused on consumers' initial intention to adopt online shopping (Cheung et al., 2003). Although studying the customers behavioral intention to adopt a technology is common in the study of online marketing. It is also important to understand repurchase intention. Individual e-commerce customers are demanding and often unforgiving. They expect page downloads in less than eight seconds and expect to complete the shopping process in less than ten minutes from when they open the retailer's homepage. They demand convenience, speed and a seamless buying experience. Nearly a quarter of online shoppers stop using the site after a failed transaction. In fact, failure has a serious impact - ten percent never shop online again (BCG, 2001). Thus, retaining users and maintaining their loyalty is vital for the success of online vendors. Repeat purchase intention is very important for online vendors. Lin et al., (2010) argued that behavioral intentions have diagnostic value. It will help the vendors to know whether customers will continue buying from them or not. Repeat purchase intention in this research is defined as the degree to which customers are willing to purchase from the same online retailers in the future.

2.3.1 Expectation Confirmation Model (ECM)

As the name of the model implies consumers will initially form expectations about a particular product/service based on their prior experience. By assessing the perceived performance against the frame of reference, the consumers will then decide to either confirm or disconfirm the repurchase decisions. Expectation confirmation model (ECM) has been used in the context of information technology by various researchers. Initially it was proposed and empirically examined by Bhattacharjee (2001). He suggests that consumers' intention to continue their information technology usage is based on three factors which are the users' satisfaction with the information technology, the extent of their confirmation, and their post-adoption behavior which is measured by perceived usefulness. Previously, the ECM model was applied extensively to understand consumers' satisfaction and their post-purchasing behavior (Ibid). However, unlike TAM and other models ECM examines both pre purchase and post purchase behavior (perceived performance) at the same time.

The positive side of this model is that it allows a comparison of users' expectation and their satisfaction with their current online shopping experience (Chong et al., 2010). However, one short coming of the ECM is that it disregards some commonly identified influencing factors. This allows researchers to add additional factors based on specific needs and context. For example, the ECM excludes important characteristics such as users' enjoyment or the perceived ease of use of the technology, attributes which are commonly found in the Technology Acceptance Model (TAM) (Davis 1989). Despite the ECM being applied in the context of IT by researchers such as Bhattacharjee (2001), many researchers have found it useful by extending the ECM and integrating it with other relevant models. According Hong et al., (2006) the ECM can be able to better predict users' repurchase intentions when it is integrated with other similar models.

2.3.2 Technology Acceptance Model (TAM)

Technology acceptance model was introduced by Davis (1989) and is one of the most widely cited models in the study of Information technology adoption. The TAM proposed that a user's information technology adoption decision will be influenced by both the perceived ease of use and perceived usefulness. Perceived ease of use will in turn influence a user's perceived usefulness of an information technology. The TAM model has been applied to examine various technologies

The TAM is widely used in e-shopping research. Ahn et al., (2004) directly applied the TAM to investigate e-shopping behavior. On the other hand, most studies constructed an adapted (simplified and/or expanded) conceptual framework drawn from the TAM. Gefen and Straub (2000) proposed that PU and PEOU directly affect intention to use and ignored the influence of the mediating variable, attitude toward using. Adopting the same simplification, Liu and Wei (2003) additionally proposed that perceived risk is an antecedent factor of intention to use. Henderson and Divett (2003) tested direct links from PU and PEOU to actual use of e-shopping.

2.3.3 Combination of TAM and ECM

Although ECM and TAM were designed to explain different aspects of user perceptions, there are some similarities between the constructs of ECM and TAM (Hong et al., 2006). For example, both ECM and TAM includes the belief component of perceived usefulness. In TAM, perceived usefulness is suggested to be an antecedent towards users' intentions to utilize technology. In ECM, the post-adoption expectation of perceived usefulness is posited to be an antecedent to satisfaction, and intention to continue usage (Ibid). Therefore it can be concluded that both intention to use and intention to continue usage are equivalent constructs, but measured at different points in time. After a user has had sufficient experience with the behavior to have more informed beliefs (including perceived usefulness) and attitudes (including satisfaction)(Ibid). As suggested by Hong et al., (2006), both the ECM and TAM use similar concepts, and this provides the researchers the motivation for combining these two models with enhanced predictive power by "adding their different aspects of user perceptions in the original frameworks". This research paper aims to study the repurchase intention of sub Saharan African online customers of Ethiopian airlines by adopting an integrated ECM and TAM model. This model incorporated factors which were found to be important in past adoption intentions such as trust and perceived enjoyment. The model adopted in this paper had been proposed and used by Wen et al., (2011).

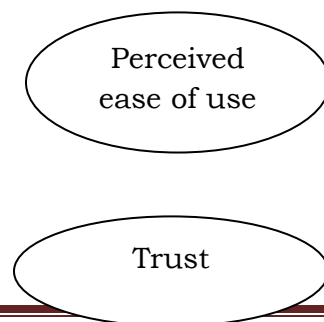
Lee (2010) also supported the notion of extending ECM as he believes that both ECM and TAM are able to independently provide a partial understanding of users' cognitive processes related to IT usage due to their distinct roots. By integrating ECM and TAM, The "theories are able to collectively provide improved and more comprehensive understanding of the cognitive processes and behaviors related to IT usage than when each theory is considered alone" (Ibid). Although integrating these two models provides a good foundation to explain why users continue to use IT, it has left out some important variables in the context of online shopping. Chong (2013) in his study of m-commerce adoption by users in Malaysia and China found that trust and perceived cost both have the significant influence on consumers' intention to adopt m-commerce. However, these variables have not been examined extensively in the context of continued e-commerce usage intentions. Perceived enjoyment is found to have a significant impact on technology acceptance by researchers such as Koufaris (2002). He suggested that researchers should consider constructs from information technology, consumer behavior, and

social psychology in order to comprehensively study online consumer behavior. Therefore this paper tries to incorporate all the above categories and five exogenous variables were identified perceived usefulness and ease of use from TAM model, satisfaction from ECM model, trust and enjoyment from socio-psychological factors of online customers were used to evaluate the repurchase intention of online consumers.

For this research consumption in order to evaluate the influence of the above variables on repurchases intention. The indirect influence of confirmation has been excluded from the integrated model and on top of this the influence of perceived usefulness on satisfaction were also excluded. Confirmation is not taken in to consideration because consumers confirmation can be observed in their final action. The next section provides the hypotheses and research model applied in this research.

2.4. Hypotheses Testing

The integrated model of TAM and ECM is the base line model employed by this research paper this model was adopted from Wen et al., (2011). In this model, five main hypotheses are proposed. Firstly, it is stated that a user's satisfaction with the commercial website will have a positive effect on their repurchase intention. This has been studied in adoption of different technologies such as mobile internet services (Thong et al., 2006) and e-learning (Lee, 2010). All the above studies have confirmed the relationships between satisfactions and repurchase intention. Secondly, TAM suggests that repurchase intention is influenced by the ease of use and perceived usefulness of the company website. Furthermore, Chiu et al., (2009) indicated that perceived ease of use, perceived usefulness, trust and enjoyment are significantly positive predictors of customers repurchase intention. This has been investigated by numerous researchers.



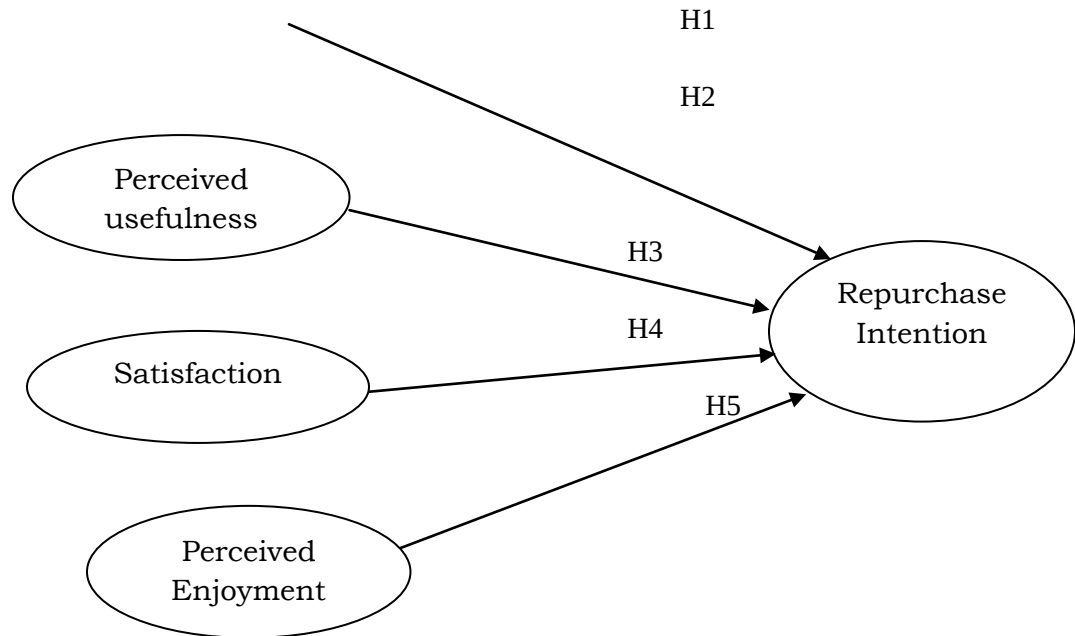


Figure1. Modified Integrated Model

Source; - Wen et al., 2011

The objective of this research paper is to identify the influencing factors of online consumers repurchase decision with a particular focus on EAL online consumers. The integrated model of expected conformance model (ECM) and technology acceptance model (TAM) model has been adopted by examining the impact of emotional and functional factors such as perceived ease of use, perceived usefulness and satisfaction on repurchase intention in different research. TAM is criticized for ignoring the social influence on technology acceptance (Moon and Kim, 2001) for this reason additional constructs were adopted to explain consumer online repurchase decision. The emotional factors such as perceived enjoyment and the social/psychological factors of trust directly or indirectly influence consumers repurchase decision in the online context.

The model was first introduced by Wen et al., (2011) and they used it for explaining the continuance behavior of information technology consumers. The researchers who introduced the model had tested its fitness by using structural equation model specifically they used LISREL. According to their result the model is fit for use. The model introduced the above factors because they clearly explain the emotional as well as the function factors and as a result of this the above

model has been used for the airline online consumers context. In order to investigate the repurchase intention of customers the following hypotheses were formulated based on the conceptual framework and arguments presented in the previous two sections:

Hypothesis 1: A customer's perceived usefulness of a website positively affects a customer's online repurchase intention.

Hypothesis 2: A customer's perceived ease of use of a website positively affects a customer's online repurchase intention.

Hypothesis 3: A customer's trust in on a website positively affects a customer's online repurchase intention.

Hypothesis 4: A customer's high enjoyment of shopping at a website positively affects a customer's online repurchase intention.

Hypothesis 5: A customer's shopping satisfaction at a website positively affects a customer's online repurchase intention

CHAPTER THREE

RESEARCH METHODOLOGY

The main objective of this chapter is to describe the research approach and methods applied in this study. It is important to evaluate the range of research application and the possible methodologies that were at the researcher's disposal. This chapter shows how these were considered and it justifies the methodological choices made. This chapter includes brief history of the airline, general overview of the research design and philosophy, justification for the selected sample, sample size and instruments. Furthermore, brief discussion on the data collection and methods of analysis was made.

3.1. Research Design

Research design is a comprehensive plan for data collection in an empirical research project. It is a “blueprint” for empirical research aimed at answering specific research questions or testing specific hypothesis (Bhattacharjee, 2012). This research study was designed in such a way that it would describe online shoppers re purchase intention and the practice of online buying behavior in the case of Ethiopian airlines customers. To make the study more reliable and dependable, information was obtained from Ethiopian airlines online customers and other secondary data source. The research based on the theoretical concepts developed by previous researchers and it evaluated consumers online buying behavior. This research study used descriptive research design to investigate the intention of customers to repurchase air tickets online. As the name implies, Descriptive research includes surveys and fact finding enquiries of different kinds. The major purpose of descriptive research is description of the state of affairs as it exists at present (Kothari, 2004). In addition I have used causal research design to investigate the relationship between exogenous and endogenous variables.

3.2. Population and Sample Size Determination

A population is commonly understood to be a natural, geographical or political collection of people, animals, plants or objects (Dowdy et al., 2004). The target population in this study was defined as all Ethiopian airlines online consumers who have purchased their ticket online from June to mid-September of 2014. These three month time frame was purposely selected because this is the peak season for the airline and at this time large number of customers are expected to purchase or to visit the company website. The total number of online customers for these three months was extracted from the company standard query language (SQL) data base along with their emails and full names. It is too expensive and impractical to use the total population in this study. For this reason among the total population a sample of 385 customers was randomly

selected and contacted through email. The sample respondents are Ethiopian airlines online customers who traveled from sub-Sahara Africa to any point of the world by using Ethiopian airlines. This region was selected because it is the major destination of the airline. All of the sample respondents are online consumers and they are familiar with online shopping channel.

3.3. Sampling Techniques

A sample is a subset, or some part, of a larger population. The process of sampling involves using a portion of a population to make conclusions about the whole population (Zikmund et al., 2009). Random sampling method specifically random number was used to select 385 sample respondents from all age and educational groups. The sample size is determined based on 95% confidence level and confidence interval of five. On top of this the sample size was purposely enlarged in order to minimize the problem of low return rate of email survey. Email survey was used to reach potential respondents with a short note inviting them to respond to the survey questionnaire. Follow up email was also sent to non-respondents to increase the number of responses rate. The sample size for this research study is determined by the formula presented;-

$$N = \frac{Z^2 PQ}{E^2}$$

N=Sample size

$$N = \frac{(1.96)^2 \times 0.5(0.5)}{(0.05)^2}$$

Z=95% confidence level (1.96)

$$(0.05)^2$$

N=385 Respondents but by

P=Degree of variability 0.5

anticipating low response rate

Q=1-P = 0.5

the sample size has been purposely

E= ±5% desired level of precision

enlarged up to **400** respondents.

3.4. Data Collection Method

Data collection is the process of gathering and measuring information on variables of interest, in an established systematic fashion that enables one to answer stated research questions, test hypotheses, and evaluate outcomes. This section aims to justify the selection of an online/email survey as the most suitable data collection method for this study. There are different methods for

data collection identified in different literatures, including mail, face-to-face, telephone, electronic mail, and a combination of these methods (Szolnoki & Hoffmann, 2013). This study used an online survey because it has the advantages of versatility and speed (Cohen et al., 2003).

The target respondents are people who are familiar with the internet and use the airline website for buying air ticket. As a result, an online self-administered questionnaire is probably the best method for this study. The self-administered questionnaires was sent to respondents in the format of a URL link to the survey monkey.com web site, which they just clicked and were re-directed to complete the questionnaire on the company's Web site. Alternatively the questionnaire was sent to potential respondents as an attachment and this was believed to help them to fill the questionnaire quickly without worrying about the internet connection availability. In summary, an online self-administered questionnaire was believed to be the most suitable and practical method for collecting quantitative data for this study. The advantages of using an online survey includes cost, geographic coverage, no bias from an interviewer's involvement, and more accurate results from the survey. Strategies to overcome weaknesses, such as low response rate, low response time and internet connection problem have been proposed.

3.5 Data Source

Relevant data was collected both from primary and secondary data sources by employing different instruments of data collection. Primary data was collected by using structured questionnaire. The questionnaire was used to evaluate the customer buying behavior in general and their influencing factors for repurchasing airline ticket online specifically. The questionnaire was developed based on a five point Likert scale and it was distributed via email. The questionnaire was initially pilot tested to verify the validity and reliability of the research instrument. The email survey was conducted during the first week of March of this year. The questionnaire item was focused on the respondents' intention towards online repurchase decision.

The questionnaire has three parts, in the first section respondents were asked about their previous online experience and buying practice. Online consumers were also asked to indicate their reason for buying online. The second part of the questionnaire measured the five variables indicated in the proposed model. Finally the demographic questions were forwarded. The demographic questions for this research placed at the end of the questionnaire. According to Bradburn et al., (2004), it is better to keep participants mind on the purpose of the survey at the beginning. There is no technical jargon or difficult words in the questions, and closed ended questions were used throughout the whole questionnaire. This was quite helpful as respondents could make a quick decision when answering, and it provided greater uniformity, thereby making data processing easier. Furthermore, secondary data was collected from different published and unpublished sources. Some of these are relevant books, different manual of Ethiopian airlines, journals, and research carried out by different university scholars. Ethiopian airlines online department report and data which are collected from Google analytics and data collected from different statistical sources were used.

3.6. Method of Data Analysis

In this research paper both descriptive and analytical method of data analysis was used. Descriptive method was used to describe and interpret factors that affect customers repurchase intention. On the other hand, the analytical method was used in order to look beyond the fact and figure which was collected through the questionnaire and to critically evaluate facts. Moreover, the data gathered through secondary source was analyzed by relating and describing the meaning and implications. In other word, data which are qualitative in nature was described, classified and concepts was also relate to one another. The quantitative data was analyzed through different statistical tools such as multiple regressions and correlation analysis. These statistical tools were employed to measure the relationship between independent variables and dependent variables. For this purpose the mail survey questionnaires was coded and entered in to computer SPSS

programme. Simple statistical methods like percentages and cross tabulation was also used to facilitate meaningful analysis and interpretation of research findings.

3.7. Pilot-Testing

Before conducting the main survey, a pre-testing (pilot study) was conducted to validate the instrument. According to Zikmund (2009) a pre-testing study serve as a guide for a larger study or examine specific aspects of the research to see if the selected procedures will actually work as intended. The pre-test for this study was conducted during the last week of February and it enables to check whether there are any ambiguous or biased questions included in the questionnaire. The pilot test questionnaire was sent to 38 respondents who are selected on a convenience basis. The pilot test respondents are Ethiopian airlines e-commerce department's staffs and other marketing senior graduate students. In the pilot-testing the respondent was asked to comment on the length of the instrument, the format, general understanding of the words used, and wording of the scales. Once the pilot phase completed, the survey questionnaire was revised and distributed to the intended respondents.

3.8. Measurement Development

Six constructs, including repurchase intention, satisfaction, enjoyment, perceived usefulness, perceived trust, and perceived ease of use was measured using multi-item scales. Each construct contains several items measured by the fully anchored, 5-point Likert scale ranging from (1) "strongly agree" to (5) "strongly disagree". The items was generated from previous research projects and modified to fit the context of repurchase intention in online shopping.

The questionnaire items were adopted from previous research and rephrased to suit the context of the online repurchase intention and to represent the variables in the research model. Items measured on a scale for perceived usefulness was adopted from Davis (1989). Measurement items for Perceived ease of use were adopted from Davis (1989) and Gefen et al., (2003). The perceived enjoyment measurement item was adopted from Van der Heijden et al., (2003) and

Hassanein and head (2007), trust and satisfaction items were adopted from (Fang et al., 2014) and the repurchase intention measurement scale was adopted from (Wen et al., 2011).

3.9. Reliability and Validity Analysis

According to Saunders et al., (2009), reliability is the extent to which data collection technique will yield consistent findings. In other words, the reliability of a measure indicates the extent to which the measure is without bias (error free) and hence offers consistent measurement across time and across the various items in the instrument. It helps to assess how well does the instrument measure what it purports to measure. This research used the most popular test of inter-item consistency reliability that is the Cronbach's coefficient alpha. The coefficient of internal consistency provides an estimate of the reliability of measurement and is based on the assumption that items measuring the same construct should correlate (Kimberline and Winterstein, 2008). Reliabilities less than 0.6 are considered to be poor, those in the 0.7 range, acceptable, and those over 0.8 good. The closer the reliability coefficient gets to 1.0, the better. The alpha of a scale should be greater than .700 for items to be used together as a scale. Therefore minimum 0.700 coefficient alpha values accepted to finalize the item reliability Alkhatabi (2014) cited Sekaran (2000).

As per shown in Table 3.1 below all dimensions have appropriate reliability.

Measurement items(Interval scale)	Items Cronbach alpha	Reliability	Result
Perceived Usefulness	5	0.976	Good
Perceived Ease of use(PEOU)	4	0.988	Good
Trust	4	0.979	Good
Perceived Enjoyment	4	0.961	Good
Satisfaction	3	0.978	Good
Repurchase intention	3	0.975	Good

Validity refers to the extent to which a given question predicts, with a measured degree of accuracy. To ensure the tool is measuring what it is intended to measure, the researcher advisor was asked about the questionnaire design, layout and purported content and his comments and suggestions were incorporated in the final draft. To strengthen the content validity of the questionnaire majority of the survey items used are adopted from previous studies with slight modification. Furthermore, the readability of the questionnaire was evaluated by using a pre-test with a similar respondent group. Since the study used random sampling technique the external validity or generalizability cannot be questioned. Additionally the multicollinearity of the data was also checked and all the VIF values for all independent value are below 3. The highest VIF is 1.934, of Satisfaction; while the lowest VIF is 1.272, of Perceived usefulness.

3.10. Response Rate

The questionnaire was e-mailed to 400 people in the database and among the total 400 potential respondents 296 e-mails were returned. Due to invalid and changed addresses, full mailboxes, and so on 104 e-mails were not returned. Besides due to inconvenience and busy schedule 10 respondents directly declined to participate in the survey. As a result, the valid e-mail replies for this study were reduced to 286 persons. This gave a response rate of 71.5 percent, which is better than the expected response rate for most internet surveys. Considering that the internet is a new emerging technology for most respondents in sub-Saharan Africa the response rate is good. According to previous literatures, the response rate using e-mail survey varies from 62 percent to 79 percent (Monroe & Adams, 2012). The response rate from this survey is considered acceptable in a voluntary environment. Therefore, there were only 286 eligible respondents who replied the email survey and these were used for further analysis in this study.

3.11. Ethical Considerations

A number of ethical considerations were taken into account throughout this study. A formal letter was submitted to the public relation department of Ethiopian airlines to request access for the company SQL database and other useful information from the company. As respondents are

randomly selected from this data base authorized access was obtained from the relevant department. A letter of invitation was sent to respondents to check their willingness to participate in the research on voluntary basis. The questionnaire was clear about the voluntary participation. It is believed that clarity of this aspect may contribute to the high response rate. Participation in this research survey was voluntary and participant themselves decide whether they want to be part of the study or not. Participants can withdraw at any time during the survey if they feel uncomfortable and the anonymity of respondents and confidentiality of other sources of information was assured. The research is purely for academic purposes and as a result of this the researcher will never reveal or use any of the confidential information or the business secrete of the company for another purpose.

CHAPTER FOUR

DATA PRESENTATIONAND ANALYSIS

This chapter is devoted to data presentation and analysis; in this chapter the data collected through questionnaire were analyzed. As the primary research method of this research study was e-mail survey, Questionnaires was distributed via email. Among the 400 total number of questionnaire distributed 114 of the responses were not returned. Therefore the data analysis was conducted on 286 usable response collected. SPSS version 16.0 was used to analyze the data using various tables and statistical tools to illustrate the findings. The first part of the chapter briefly discussed the demographic characteristics of the respondents. Next the chapter presented data along with its statistical analysis. Then according to research objectives the finding was discussed and analyzed.

4.1 Demographic Characteristics of the Respondents

4.1.1 Gender

The demographic characteristics of the respondents indicated that 68% of the respondents are male where as 32% of them are female. The result clearly shows us that more male customers shop air ticket online than the female counterparts. Based on the finding it is not possible to generalize and say gender is one factor in affecting the customers online buying behavior. Considering the gender inequality in sub-Saharan region in terms of education and work opportunities the finding is not surprising.

Table 4.1 Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	191	66.8	66.8	66.8
Valid Female	95	33.2	33.2	100.0
Total	286	100.0	100.0	

4.1.2 Age

Among 286 total numbers of respondents the highest majority of respondents were between the age group of 23-27 that is 102 respondents which was 35.7% of the total. The second and third highest respondents were between the age group of 18-26 and 36-44 that are 96(34%) and 78(27%) respectively. On the contrary only 10 (3%) of the respondents are above the age group of 45 years. Therefore, it is possible to infer that majority of young people tend to purchase air ticket online rather than older people. This could be attributed to their proximity to technology and their risk taking mentality of the young people.

Table 4.2 Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-22	96	33.6	33.6	33.6
23-27	102	35.7	35.7	69.2
28-32	78	27.3	27.3	96.5
above35	10	3.5	3.5	100.0
Total	286	100.0	100.0	

4.1.3 Educational Status

In relation to educational status of the respondents more than half 130(45.5%) of them are first degree holders. Diploma and less educational holders reaches up to 100(35%) and post graduates account for 42(14.7%) of the total respondents. This finding indicated that the respondent's educational status slightly weights towards the first degree holders. However, over all distribution is evenly distributed and this implies that higher educational background is not that much a requirement for engaging in online shopping. Online shopping is not the activity of few elites or highly educated people rather it is performed by all people from all educational level.

Table 4.3 Educational Status

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Diploma or less	100	35.0	35.0	35.0
Degree	130	45.5	45.5	80.4
Post graduate	42	14.7	14.7	95.1
Others	14	4.8	4.8	100.0

Total	286	100.0	100.0
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4.1.4 Amount of Money spent on air ticket purchase online per year

The finding indicated that half of the respondents 144 (50%) spend between 201\$ to 500\$ per year for online air ticket purchase. 86(30%) of the respondents on the other hand indicated that they spend between 151\$ to 200\$ per ticket and this indicated that they at least purchase one ticket per year. Ethiopian airlines ticket cost 170\$ on average for traveler traveling from sub Saharan Africa to Europe Asia or America. Based on the above findings and common sense it is possible to say that most of the respondents are high class or wealthy peoples.

Table 4.4 Money spent online per year

	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 150	14	4.9	4.9	4.9
151-200	112	39.2	39.2	44.1
Valid 201-500	128	44.8	44.8	88.8
More than 500	32	11.2	11.2	100.0
Total	286	100.0	100.0	

4.1.5 Time spent online for shopping air ticket per ticket

Regarding the amount of time spent online the finding indicated that majority of the respondents 164(57%) of them spent between 16 minutes to 60 minutes to finalize their online air ticket purchase. whereas 79(28%) of them spent 1 up to 2 hours to finalize their online air ticket purchase. Therefore, it is possible to say that the average time required to finalize online air

ticket purchase is between 16-60minutes. This time spent online to purchase a single air ticket is long and frustrating for online consumers. Therefore it is possible to say that the website is not user friendly or easy for navigation and easy for understanding.

Table 4.5 Time spent online per ticket

	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 15 minutes	20	7.0	7.0	7.0
16-60 minutes	164	57.3	57.3	64.3
1-2 Hours	79	27.6	27.6	92.0
More than 2 hours	23	8.0	8.0	100.0
Total	286	100.0	100.0	

4.1.6 Online Shopping Experiences

Respondents were asked in survey questionnaire that how many times they bought air ticket over the internet during last year. As per their response, 36.73% of them said that they bought air ticket at least once in a year and 45.10% of respondents said 2 to 4 times in a year. While 16.08% of the respondents said more than 5 to 7 times in a year and 2.09% purchase air ticket very frequently between seven to ten times. It can be easily analyzed that majority of the people bought air ticket 2 to 4 times in a year means they are frequent online shoppers. It is possible to say that majority of the respondents have similar online shopping experience and they have developed the ability to make any kind of purchase from online retailer's site as they are frequently involved in online shopping.

Table 4.6 Online Shopping Experience

	Frequency	Percent	Valid Percent	Cumulative Percent
Just once	105	36.73	36.73	36.73
2-4 times	129	45.10	45.10	81.83
Valid 5-7 times	46	16.08	16.08	97.91
7-10 times	6	2.09	2.09	100.00
More than 10	0	0	0	
Total	286	100.00	100.00	

4.1.7 Respondents' Reasons for Online Shopping

To find the reason behind online purchase and the factors that urge consumer for buying product online. Respondents were asked to indicate what motivate them to buy ticket from an online store. The respondents mentioned several reasons for preferring online over offline shopping. They clearly pointed out that 30.42% of them said convenience, 22.38% said special offer, 15.03% better value and 29.02% said time saving as their main reasons. 3.15% of respondents indicated others. Based on the findings it is possible to say that convenience and time saving are the primary reasons for buying air ticket online. On the hand economical advantage like special offer and better price was indicated as secondary reasons.

Table 4.7 Reasons for Online Shopping

	Frequency	Percent	Valid Percent	Cumulative Percent
Convenience	87	30.42	30.42	30.42
Special offer	64	22.38	22.38	52.08
Valid Better value	43	15.03	15.03	67.83
Time saving	83	29.02	29.02	96.85
Others	9	3.15	3.15	100.00
Total	286	100.00	100.00	

4.1.8 Respondents Concern over Online Shopping

In relation to respondents concern for engaging in online shopping majority of the respondents 30.42% revealed that lack of understanding the web site functionality is one of their major concern. Secondly, 24.82% of them rated time taking purchase process and privacy concern was rated third by 16.08%. Only few respondents 15.05% mentioned lack of trust for online retailer as a concerning factor. This indicated that there is a problem in understanding the website functionality and it is possible to say that the website need long time to be skillful and expert.

Table 4.8 Concern over Online Shopping

	Frequency	Percent	Valid Percent	Cumulative Percent
Lack of trust	43	15.05	15.05	15.05
Lack of Understanding	87	30.42	30.42	45.47
Valid Privacy	46	16.08	16.08	61.65
Time taking	71	24.82	24.82	86.37
Lack of physical Contact	17	5.94	5.94	92.31
Others	22	7.69	7.69	100.00
Total	286	100.00	100.00	

Cross-Tabulation

4.1.9 Gender & Age Cross tabulation

Table 4.9 Gender & Age cross tabulation

		Age				Total
		18-22	23-27	28-32	Above35	
Gender	Male	55	61	65	10	191
	Female	41	41	13	0	95
Total		96	102	78	10	286

Among the total male respondents most of them are between the age group of 28-32 followed by 23-27 and the least available age group is above 35. Likewise, majority of the female respondents are between the age group of 23-27 (Table 4.6). This finding indicated that male consumers with the age group of 23-32 mainly purchase air ticket online and on the other hand female consumers between the age group of 18-27 mainly purchase air ticket online. The finding implies that young people from both genders tend to purchase air ticket online than older people.

Table 4.10 Age & Education Cross tabulation

	Diploma or less	Degree	Post graduate	Others	
20-24	40	40	0	6	86
25-29	60	2	26	5	102
30-34	0	78	0	0	78
above35	0	10	16	0	20
Total	100	130	42	11	286

According to table 4.7 Majority of the respondents (102) are between the age group of 25-29 and their educational status is diploma. Whereas among the total 130 degree holders majority (78) of them fall under the age group of 30-34. This cross check indicates that majority of the respondents were young and fairly educated.

4.1.10 Gender & Education Cross Tabulation

As the above table indicates majority (150) of male respondents have diploma and degree educational status. Whereas majority of female respondents (52) of them have degree level education and this indicated that majority of the respondents have enough educational capacity to understand and to make booking online.

Table 4.11 Gender & Education Cross Tabulation

	Education				Total
	Diploma or less	Degree	Post graduate	Others	
Gender Male	72	78	38	3	191
Female	28	52	4	11	95
Total	100	130	42	14	286

4.1.11 Age & Time Cross Tabulation

According to Table 4.12 out of the total respondents majority (102) are between the age group of 23-27 and these respondents indicated that they spend between 16-60 minutes to complete shopping air ticket on Ethiopian airlines website. Similarly among the total respondents between the age group of 18-22 (76) of them indicated that they spend 16-60minute to finalize their shopping. This finding indicated that under normal circumstance a given customer need at least 16 minutes to finalize shopping on Ethiopian website.

Table 4.12 Age & Time Cross Tabulation

	Time spent online for shopping air ticket (per ticket)				Total
	Less than 15minutes	16-60 minutes	1-2 Hours	More than 2 hours	
Age 18-22	20	76	0	0	96
23-27	0	88	14	0	102
28-32	0	0	65	13	78
above35	0	0	0	10	10
Total	20	164	79	23	286

4.2. Data Analysis Pertinent to the Study

This portion of the chapter deals with the presentation and analysis of respondents responses. For the sake of simplicity the detailed data presentation analyzed and interpreted independently by taking the five independent variables, perceived ease of use, perceived usefulness, perceived trust, enjoyment and satisfaction. The findings were presented in a tabular form with detail explanation.

4.2.1. Perceived Usefulness

Various literatures provided evidence that perceived ease of use and perceived usefulness were both important behavioral determinants. According to Davis (1985) people tend to use or not to use a system to the extent that they believe it will help them perform their job better (perceived usefulness). The measurement items used in this research paper for perceived usefulness were adopted from the original TAM developed by Davis and present the result as follows.

Table 4.13 Perceived Usefulness

Items	Frequency	Percent	Valid Percent	Cumulative Percent
1. ET website enables me to finish shopping task more quickly				
A. Strongly Disagree	78	27.3	27.3	27.3
B. Disagree	83	29.0	29.0	56.3
C. Neutral	54	18.9	18.9	75.2
D. Agree	37	12.9	12.9	88.1
E. Strongly Agree	34	11.9	11.9	100.0
Total	286	100.0	100.0	
2. Ethiopian website enables me to Make better Purchase decision				
A. Strongly Disagree	17	5.9	5.9	5.9
B. Disagree	34	11.9	11.9	17.8
C. Neutral	46	16.1	16.1	33.9
D. Agree	126	44.1	44.1	78.0
E. Strongly Agree	63	22.0	22.0	100.0
Total	286	100.0	100.0	
3. Ethiopian website makes the buying process easier				

A. Strongly Disagree	86	30.1	30.1	30.1
B. Disagree	86	30.1	30.1	60.1
C. Neutral	49	17.1	17.1	77.3
D. Agree	36	12.6	12.6	89.9
E. Strongly Agree	29	10.1	10.1	100.0
Total	286	100.0	100.0	
4. ET website helps me to save money				
A. Strongly Disagree	17	5.9	5.9	5.9
B. Disagree	31	10.8	10.8	16.8
C. Neutral	58	20.3	20.3	37.1
D. Agree	113	39.5	39.5	76.6
E. Strongly Agree	67	23.4	23.4	100.0
Total	286	100.0	100.0	
5. Overall usefulness of ET website for shopping				
A. Strongly Disagree	25	8.7	8.7	8.7
B. Disagree	35	12.2	12.2	21.0
C. Neutral	37	12.9	12.9	33.9
D. Agree	135	47.2	47.2	81.1
E. Strongly Agree	54	18.9	18.9	100.0
Total	286	100.0	100.0	

To measure the attitude of respondents with regard to the usefulness of online shopping, the respondents were asked to indicate their level of agreement towards the statement “Ethiopian website enables me to finalize air ticket shopping quickly” by using five point Likert scale. As a result 161 (56%) of them indicated that they don’t agree by selecting strongly disagree and disagree. The rest 37(12.9%) and 34(11.9%) of respondents respectively said that they agree and strongly agree. Out of the total respondent 54(18.9%) of them are neutral about the statement. From this response one can understand that finalizing online shopping on Ethiopian website is time taking process. The finding revealed that respondents consider buying on ET website as less useful. Davis (1989) concludes that people tend to use or not to use a system to the extent that they believe that the efforts required to use a system can affect system usage behavior (perceived usefulness).

Similarly, respondents were asked to state their level of agreement for the statement Buying on Ethiopian airlines website helps me to make better purchase decision. Accordingly most respondent strongly agree, 125 (52.4%) of the total, with the statement followed by respondent who are also agree with it and account 63 or 28.8% of the total sample population. Out of the total 46 (10.8%) respondent neither agrees nor disagrees about the statement and remains neutral. However, 34 (6%) and 17(2%) respondent strongly disagree and disagree with the stated statement respectively. Therefore, it is possible to infer that Ethiopian website enables the respondents to make better purchase decision. As mentioned in the literature reviews one of the benefits of online shopping is making better and well informed decision.

The other question that was raised for the respondents to measure perceived usefulness was whether using Ethiopian website makes the buying process easier for the respondents or not. Consequently, most of the respondent, 86(30.1%) and 86 (30.1%) of the total strongly agree and agree with the statement respectively, Like wise 49 or 17.1% of them were neutral about the statement and the rest 36 (12.6%) and 29 (10.1%) indicated their disagreement with the statement. Based on this result it is possible to say that the website is less effective in making the buying process easier for its customers and it will affect the consumers rebuying decision. The finding also revealed that much has to be done on ET website to make the buying process easier.

The fourth item which is used to measure perceived usefulness of the website is buying on Ethiopian airlines website helps me to save money. Thus, only 17 respondents strongly disagree with the stated statement and 31 of the total sample respondents disagree. On the contrary, 57 respondents are neutral about the statement and the rest 114or 44.8% of the sample agree followed by respondent who strongly agree with the question (78 or 27.2%). From this item it is possible to conclude that majority of online customers believe that they can save their money if they purchase their ticket online. This is due to special offer and discount available on the website. In addition shopping online will help shoppers to save their expense for travel and time.

Finally, other than the above listed items to measure the perceived usefulness of the website the student researcher directly forwarded a question regarding respondents overall usefulness of the airlines website for shopping. Parallel to the above results more than half of the respondents (189 or 49.6%) believe that using Ethiopian website is useful for shopping. The rest of the respondent strongly disagree (29 or 4%) and disagree (31 or 8%) with the statement and others remain

neutral (37 or 9.6%). This result implies that online shopping is getting popular acceptance and consumers consider it as a very important activity of their life. Accordingly, as we can see from the below table the mean value of all items is close to 3.5 which refer to most of the respondent agreed with the respective statement about the perceived easiness of the machine.

Table 4.14 Brief Introduction

	N	Minimum	Maximum	Mean	Std. Deviation
ET website enables me to finish shopping task more quickly	286	1	5	2.54	1.336
Et website enables me to Make better Purchase decision	286	1	5	3.64	1.124
ET website Makes the buying process easier	286	1	5	2.43	1.308
ET website helps me to save money	286	1	5	3.64	1.130
Over all usefulness of ET website for shopping	286	1	5	3.54	1.207
Valid N (listwise)	286				

The findings indicated that Ethiopian website enables me to make better purchase decision and it helps me to save money to a great extent with mean of 3.64 with significant standard deviations respectively. ET website enables me to finish shopping task more quickly also had a mean of 2.54 with significant standard deviation. Over all usefulness of ET website for shopping were also reported as of great influence on the adoption of electronic commerce shown by a mean of 3.54. These findings are consistent with the findings presented in preceding tables and the result is skewed towards agreeing on the usefulness of the website.

4.2.2 Perceived Ease of Use

According to Davis perceived ease of use is the extent to which a person believes that using a particular system will be free of effort. Perceived ease-of-use is a person's subjective perception of the effortlessness of a computer system. The longer an individual has been using a technology the more likely they are to find it easy to use. The easier it is for a user to interact with a system, the more likely he or she will repurchase from the website. To measure this variable the student

researcher forward five related questions adopted from the original TAM model and analyzed and presented in the following table by taking the necessary output data from SPSS.

Table 4.15 Perceived Ease of Use

Item	Frequency	Percent	Valid Percent	Cumulative Percent
1. Ethiopian website is clear and understandable				
F. Strongly Disagree	51	17.8	17.8	17.8
G. Disagree	89	31.1	31.1	49.0
H. Neutral	72	25.2	25.2	74.1
I. Agree	40	14.0	14.0	88.1
J. Strongly Agree	34	11.9	11.9	100.0
Total	286	100.0	100.0	
2. ET website easiness for use				
F. Strongly Disagree	37	12.9	12.9	12.9
G. Disagree	114	39.9	39.9	52.8
H. Neutral	70	24.5	24.5	77.3
I. Agree	34	11.9	11.9	89.2
J. Strongly Agree	31	10.8	10.8	100.0
Total	286	100.0	100.0	
3. ET website is flexible to interact with				
F. Strongly Disagree	63	22.0	22.0	22.0
G. Disagree	109	38.1	38.1	60.1
H. Neutral	46	16.1	16.1	76.2
I. Agree	37	12.9	12.9	89.2
J. Strongly Agree	31	10.8	10.8	100.0
Total	286	100.0	100.0	
4. Easiness to find product or information needed on ET website				
F. Strongly Disagree	86	30.1	30.1	30.1
G. Disagree	80	27.97	27.97	58.07
H. Neutral	52	18.18	18.18	76.2
I. Agree	37	12.9	12.9	89.2

J. Strongly Agree	31	10.8	10.8	100.0
Total	286	100.0	100.0	

Davis (1985) concludes that people tend to use or not to use a system to the extent that they believe that the efforts required to use a system can affect system usage behavior (perceived ease of use). Thus, the respondents were asked to state their level of agreement for the statement Shopping on Ethiopian website is clear and understandable. Accordingly most respondent strongly disagree, 51(52.4%) of the total, with the statement followed by respondent who are also disagree with it and account 89 or 28.8% of the total sample respondents. Out of the total 72 (10.8%) respondent neither agrees nor disagrees about the statement and remains neutral.

However, 40 (6%) and 34(2%) respondents strongly agree and agree with the stated statement respectively. As mentioned in the literature reviews consumers repurchase behavior is significantly influenced by the simplicity and clarity of the online retailers website. As a result based on the response one can understand that interacting with Ethiopian airlines website is not simple. Moreover it is not easy to understand the functionality of the website and finalize the necessary transaction.

With regards to respondents repurchase behavior from Ethiopian website. The respondents were asked whether the airlines web site is ease to use or not by using five point Likert scale. As a result 37 (27.6%) of them strongly disagree with the statement and most dominantly almost half of the respondent, 114 (56.8%), disagree with the statement. The rest 34(6%) and 31(2.6%) of respondents respectively said agree and strongly agree. Out of the total respondent 70(6.8%) of them are neutral about the statement. From this response one can understood that shopping on Ethiopian airlines is not easy and effortless.

The other question that was raised for the respondent to measure perceived ease of use was whether using Ethiopian airlines website is flexible to interact with. Consequently, similar to the previous result most respondent, 63(44%) and 109 (31.2%) of the total strongly disagree and disagree with the statement respectively, they believe that interacting with the web site during shopping is not flexible. Likewise 46 or 14% of them were neutral about the statement and the rest 37 (8%) and 31 (2.8%) of them agree and strongly agree with the statement. Based on this result one can conclude that Ethiopian website is not user friendly and flexible to interact with.

The fourth item which is used to measure the easiness of the website is whether the respondent believes that Ethiopian airlines website is easier to find the product or information they need. Thus, 86(30.1%) respondents strongly disagree with the stated statement and 80(27.97) of the total sample population disagree. Similarly, 52(18.18%) respondents are neutral about the statement and the rest 31 or 10.8% of the sample strongly agree followed by respondent who agree with the question (37 or 12.9%). From this item it is possible to conclude that finding product or information on Ethiopian airlines website is not easy and it is much challenging to become skillful for navigating the web site during shopping. For more information the following table provides the descriptive statistics of the items analyzed above. Accordingly, as we can see from the table the mean of all items is between 2.4 and 2.7 which refer to most of the respondent dis agreed with the respective statement about the perceived easiness of the website.

Table 4.16 Brief Introduction

	N	Minimum	Maximum	Mean	Std. Deviation
Ethiopian website is clear and understandable	286	1.00	5.00	2.7098	1.24944
ET website easiness for use	286	1.00	5.00	2.6783	1.17040
ET website is flexible to interact with	286	1.00	5.00	2.5245	1.26675
Easiness to find product or information needed on ET website	286	1.00	5.00	2.4441	1.32798
Valid N (listwise)	286				

The above findings indicated that Ethiopian website is clear and understandable had a mean value of 2.70 with significant standard deviation of 1.24944. This means that the respondents opinions were skewed to disagreement. Statement on ET website easiness for use, had a mean value of 2.67 while ET website is flexible to interact with was rated higher with a mean value of 2.52. In addition, Easiness to find product or information needed on ET website had a mean of 2.44. Generally the result indicated that respondents do not regard the website as easy for use.

4.2.3 Perceived Trust

Table 4.17 Perceived Trust

Item	Frequency	Percent	Valid Percent	Cumulative Percent
1. Feeling of Safety on ET website				
K. Strongly Disagree	20	7.0	7.0	7.0
L. Disagree	43	15.0	15.0	22.0
M. Neutral	57	19.9	19.9	42.0
N. Agree	114	39.9	39.9	81.8
O. Strongly Agree	52	18.2	18.2	100.0
Total	286	100.0	100.0	
2 Protection of privacy on ET website				
K. Strongly Disagree	14	4.9	4.9	4.9
L. Disagree	34	11.9	11.9	16.8
M. Neutral	51	17.8	17.8	34.6
N. Agree	120	42.0	42.0	76.6
O. Strongly Agree	67	23.4	23.4	100.0
Total	286	100.0	100.0	
3. Trustworthiness of ET website				
K. Strongly Disagree	14	4.9	4.9	4.9
L. Disagree	31	10.8	10.8	15.7
M. Neutral	49	17.1	17.1	32.9
N. Agree	123	43.0	43.0	75.9
O. Strongly Agree	69	24.1	24.1	100.0
Total	286	100.0	100.0	
4. Reliability of the website for online shopping				
K. Strongly Disagree	27	9.4	9.4	9.4
L. Disagree	30	10.5	10.5	19.9
M. Neutral	17	5.9	5.9	25.9

N. Agree	84	29.4	29.4	55.2
O. Strongly Agree	128	44.8	44.8	100.0
Total	286	100.0	100.0	

The value in the section 1 of table 4.17 explains whether the respondents feel that it is safe to purchase air ticket from Ethiopian airlines website or not. Large number of respondents 114(39.9%) indicated that they feel secured when they shop online on Ethiopian website. The second largest respondents 57(19.9%) of them indicated that they neither feel safe nor exposed. The third largest 52(18.2%) agree that they feel safe during their transaction with Ethiopian website. Hence the general distribution of the respondents response revealed that they generally have a more positive attitude towards feeling safe in shopping air ticket from Ethiopian airlines website.

Student researcher forwarded a question that requests them to rate their believe regarding Ethiopian airlines capability in protecting their privacy while shopping online. This question is raised because online shopping requires customers to expose their privacy to online retailers. Therefore, 120(23.4%) of the respondents agreed that they believe Ethiopian airlines website protect their privacy and furthermore 67(23.4%) strongly believe in the airline website protection of their privacy. On the other hand small number of respondents 14(4.9%) strongly disagree and 34(11.9%) of them disagree the airline website protection against privacy intruders. Meanwhile 51(17.8%) of the respondents opt neutral position. This finding implies that Ethiopian airlines website is known for its dependability and this needs to be converted in to revenue.

This question investigated the respondents overall attitude towards the trustworthiness of the internet retailer specifically Ethiopian airlines website. The majority 123(43%) of the respondents indicated that they consider Ethiopian website as trust worthy and in addition 69(24.1%) of them also strongly regard Ethiopian website as a trust worthy. 49(17.1%) of the respondents prefer a neutral response for this question. On the other hand 14 (4.9%) and 31(10.8%) of the respondents do not have trust on Ethiopian web site. Generally the above finding implies that respondents have a strong believe in the website trust worthiness. In relation to the website reliability for shopping majority of the respondents 212(64%) indicated that they believe the website is reliable to transact. 27 (9.4%) or 30(10.5%) of them disagree and strongly

disagree the statement. Only 17(5.9%) of them took a neutral position. Similar to the previous findings the respondents have a firm believes in the website reliability for online shopping.

Table 4.18 Brief Introduction

	N	Minimum	Maximum	Mean	Std. Deviation
Feeling of safety on ET website	286	1.00	5.00	3.4720	1.15664
Protection of privacy on ET website	286	1.00	5.00	3.6713	1.10677
Trustworthiness of ET website	286	1.00	5.00	3.7063	1.09757
ET website reliability for online shopping	286	1.00	5.00	3.8951	1.33094
Valid N (listwise)	286				

The above finding indicates that respondents feeling of safety with the website is rated 3.47 mean values and 1.15 standard deviation. Similarly respondents rated the website level of protection customer's privacy and its trustworthiness by 3.67 and 3.70 mean vale respectively. The website reliability for online shopping also rated 3.89 mean values and 1.33 standard deviation. This indicated that respondents have a strong believe on the website overall reliability.

4.2.4 Perceived Enjoyment

Table 4.19 Perceived Enjoyment

Item	Frequency	Percent	Valid Percent	Cumulative Percent
1. Feeling of Enjoyment on ET website				
P. Strongly Disagree	83	29.0	29.0	29.0
Q. Disagree	86	30.1	30.1	59.1
R. Neutral	47	16.4	16.4	75.5
S. Agree	36	12.6	12.6	88.1
T. Strongly Agree	34	11.9	11.9	100.0
Total	286	100.0	100.0	
2 Feeling of Fun in making shopping on ET website				
P. Strongly Disagree	124	43.4	43.4	43.4
Q. Disagree	101	35.3	35.3	78.7
R. Neutral	41	14.3	14.3	93.0
S. Agree	13	4.5	4.5	97.6
T. Strongly Agree	7	2.4	2.4	100.0
Total	286	100.0	100.0	
3. Feeling of control and independence while shopping on Ethiopian website				
P. Strongly Disagree	14	4.9	4.9	4.9
Q. Disagree	34	11.9	11.9	16.8
R. Neutral	43	15.0	15.0	31.8
S. Agree	126	44.1	44.1	75.9
T. Strongly Agree	69	24.1	24.1	100.0
Total	286	100.0	100.0	
4. Shopping on Ethiopian website is interesting				
P. Strongly Disagree	74	25.9	25.9	25.9
Q. Disagree	97	33.9	33.9	59.8
R. Neutral	50	17.5	17.5	77.3
S. Agree	38	13.3	13.3	90.6

T. Strongly Agree	27	9.4	9.4	100.0
Total	286	100.0	100.0	

As shown in Table 4.29 Respondent's enjoyment in online shopping majority 83(29%), of the respondents and 86(30.1%) of the respondents also stated that they never experienced enjoyment when they shop on Ethiopian web site. On the other hand 36(12.6%) and 34(11.9%) indicated that they enjoyed the shopping process. Whereas 47(16.4%) of the respondents neither agree nor disagree the statement. This indicated that there is less enjoyment feature on the website. With regards to respondents feeling of fun in shopping on Ethiopian airlines website, majority of the respondents 124 (43.4%) indicated that they never experience fun while shopping on Ethiopian website. Similarly 101(35.3%) of the respondents disagree with experiencing fun during shopping on Ethiopian website. On the contrary 7(2.4%) and 13(4.5%) stated that they experience fun on Ethiopian web site. In parallel to the previous findings respondents experience low level of enjoyment on Ethiopian website.

Similarly 126(44.1%) of the respondents replied that online shopping help them to feel controlled and independent. 69 (24.1%) of the respondents also support the statement by selecting strongly agree. 43(15%) percent of the respondents states their neutral position. Whereas 14(4.9%) and 34(11.9%) of the respondents replied by indicating strongly disagree and disagree respectively. This result clearly showed that respondents feel a sense of fulfillment while shopping on Ethiopian website. As it is displayed in section 4 of table 4.19, 97(33.9%) of the respondents indicated that Ethiopian web site is not interesting by selecting disagree. On top of this 74(25.9%) of the respondents indicated their disagreement by selecting strongly disagree option. 38(13.3%) and 27(9.4%) of the respondents replied agree and strongly agree. Therefore, it is possible to say that the respondents decision to repurchase can be influenced by the website overall attractiveness and look.

Table 4.20 Brief Introduction

	N	Minimum	Maximum	Mean	Std. Deviation
Feeling of Enjoyment on ET website	286	1.00	5.00	2.4825	1.34218
Felling of Fun in making shopping on ET website	286	1.00	5.00	1.8741	.98314
Feeling of control and independence while shopping on Et website	286	1.00	5.00	3.7063	1.10712
Shopping on Et website is interesting	286	1.00	5.00	2.4650	1.26651
Valid N (listwise)	286				

The above table clearly indicated that the data collected under perceived enjoyment is skewed towards disagree except the third item feeling of control and independence while shopping on Ethiopian website. It has 3.70 mean and a standard deviation of 1.10. This finding is supported by different literatures on flow concept. The statement regarding feeling of enjoyment on Ethiopian website and felling of fun in making shopping on ET website rated 2.48 and 1.87 mean value. Shopping on Ethiopian website is interesting is also rated 2.46 mean value and 1.266 standard deviation value. Therefore the finding indicates that respondents responses are skewed towards disagree and strongly disagree.

4.2.5 Satisfaction

Table 4.21 Perceived Satisfaction

Item				
1. Customer Satisfaction on ET website experience	Frequency	Percent	Valid Percent	Cumulative Percent
A. Strongly Disagree	54	18.9	18.9	18.9
B. Disagree	68	23.8	23.8	42.7
C. Neutral	70	24.5	24.5	67.1
D. Agree	60	21.0	21.0	88.1
E. Strongly Agree	34	11.9	11.9	100.0
Total	286	100.0	100.0	
2 Intention to recommend to others about ET website				
A. Strongly Disagree	73	25.5	25.5	25.5
B. Disagree	91	31.8	31.8	57.3
C. Neutral	29	10.1	10.1	67.5
D. Agree	50	17.5	17.5	85.0
E. Strongly Agree	43	15.0	15.0	100.0
Total	286	100.0	100.0	
3. Shopping on ET Website is Delighting				
A. Strongly Disagree	56	19.6	19.6	19.6
B. Disagree	103	36.0	36.0	55.6
C. Neutral	69	24.1	24.1	79.7
D. Agree	27	9.4	9.4	89.2
E. Strongly Agree	31	10.8	10.8	100.0
Total	286	100.0	100.0	

The researcher forwarded a question regarding the respondents level of satisfaction in their online shopping on Ethiopian website. Accordingly majority of the respondents 122(42.7%) indicated their dissatisfaction on their online shopping. 70(24.5%) of them replied by stating neutral and the rest of the respondents 34(11.9%) and 60(21%) indicated their satisfaction by selecting strongly agree and agree option. This implies that respondents are buying from Ethiopian website without getting much satisfaction from it.

In line to their satisfaction respondents were also asked about their intention to recommend to others about Ethiopian website. Accordingly 73(25.5%) and 91(31.8%) replied strongly disagree and disagree. On the contrary 43(15%) and 50(17.5%) of them indicated their response by selecting strongly disagree and agree. Only 29(10.1%) of them replied neutral. One can conclude from the above result that respondents are not interested to recommend the website for others due to their lower level of satisfaction. Finally online respondents were requested to rate their level of happiness and majority 103(36%) of the respondents disagree and 56(19.6%) of them strongly disagree. Whereas 27(9.4%) and 31(10.8%) state their delighting experience with Ethiopian website. 69(24.1%) indicated that they neither agree nor disagree about their delighting online shopping experience. Therefore, it is possible to infer that respondents are not experiencing higher level of satisfaction from the website.

Table 4.22 Brief Introduction on satisfaction

	N	Minimum	Maximum	Mean	Std. Deviation
Customer Satisfaction on ET website experience	286	1.00	5.00	2.8322	1.28683
Intention to recommend to others about ET website	286	1.00	5.00	2.6469	1.41338
Shopping on ET website is delighting	286	1.00	5.00	2.5594	1.21755
Valid N (listwise)	286				

The above finding indicates that respondents satisfaction with the website is rated 2.83 mean value and 1.28 standard deviation. Similarly respondents intention to recommend to others about ET website and delightment on Ethiopian website rated as 2.64 and 2.55 mean value respectively. This indicated that respondents response skewed between disagree and neutral option and it implies that the respondents have a lower level of satisfaction from the website.

4.2.6 Repurchase Intention

Table 4.23 Repurchase Intention

Item				
1. Intention to continue buying from Ethiopian website	Frequency	Percent	Valid Percent	Cumulative Percent
A. Strongly Disagree	31	10.8	10.8	10.8
B. Disagree	63	22.0	22.0	32.9
C. Neutral	97	33.9	33.9	66.8
D. Agree	49	17.1	17.1	83.9
E. Strongly Agree	46	16.1	16.1	100.0
Total	286	100.0	100.0	
2. Intention to buy from other channel				
A. Strongly Disagree	49	17.1	17.1	17.1
B. Disagree	69	24.1	24.1	41.3
C. Neutral	77	26.9	26.9	68.2
D. Agree	54	18.9	18.9	87.1
E. Strongly Agree	37	12.9	12.9	100.0
Total	286	100.0	100.0	
3. Intention to purchase more air ticket from Ethiopian website				
A. Strongly Disagree	27	9.4	9.4	9.4
B. Disagree	93	32.5	32.5	42.0
C. Neutral	79	27.6	27.6	69.6
D. Agree	63	22.0	22.0	91.6
E. Strongly Agree	24	8.4	8.4	100.0
Total	286	100.0	100.0	
4. Intention to purchase other new service from ET website				
A. Strongly Disagree	97	33.9	33.9	33.9
B. Disagree	124	43.4	43.4	77.3
C. Neutral	39	13.6	13.6	90.9
D. Agree	12	4.2	4.2	95.1
E. Strongly Agree	14	4.9	4.9	100.0
Total	286	100.0	100.0	

Respondents were requested their intention to continue from Ethiopian website. Hence 31(10.8%) and 63(22%) of the respondents replied strongly disagree and disagree. Majority of the respondents 97(33.9%) of them respond neutral and they are not sure whether to continue or to discontinue. 49(17.1%) and 46(16.1%) replied by saying agree and strongly agree. Based on the finding it is possible to say that majority of the respondents are not sure whether to continue buying from the website or not. On the other hand, regarding their intention for buying air ticket from other channel majority of the respondents 118(41.1%) indicated that they disagree and strongly disagree the statement of changing to other channel. On the contrary 91(31.8%) of the respondents indicated that they have an intention to use other channel for their future air ticket shopping. 54(18.9%) of the respondents show that they have no intention of using by selecting neutral option.

With the intention of exploring online consumers repurchase intention the student researcher poses a question regarding consumers intention to buy more ticket from Ethiopian website. Therefore, respondents in their reply indicated that they strongly disagree 27(9.4%) and disagree 93(32.5%) buying more ticket from the company website. On the other hand 63(22%) agree and 24(8.4%) strongly agree with the intention to buy more from the website. 79(27.6%) of them replied neutral. The above finding implies that majority of the respondents are not interested to buy more additional ticket from the website. Finally, respondents were requested to indicate their intention to purchase other new service from Ethiopian website. Large number of respondents 124(43.4%) pointed out that they disagree and they have no intention of buying new service from the website. In support to this 97(33.9%) of the respondents revealed that they strongly disagree the statement. Small number of respondents 26(9.1%) pointed out that they agree and strongly agree to purchase new service from Ethiopian website. 12(4.2%) of the respondents indicated that they neither agree nor disagree with the statement. The above finding implies that majority of the respondents are not interested to buy more service from the website.

Table 4.24 Brief Introduction

	N	Minimum	Maximum	Mean	Std. Deviation
Intention to continue buying from ET website	286	1.00	5.00	3.0559	1.21266
Intention to buy from other channel	286	1.00	5.00	2.8636	1.27277
Intention to purchase more air ticket from ET website	286	1.00	5.00	2.8741	1.11681
Intention to purchase other new service from ET website	286	1.00	5.00	2.0280	1.04256
Valid N (listwise)	286				

The above table clearly indicated that the data collected under repurchase intention is skewed towards disagree except the first item intention to continue buying from Ethiopian. It has 3.05 mean and a standard deviation of 1.21. The statement regarding intention to buy from other channel and intention to purchase more air ticket from ET website rated 2.86 and 2.87 mean value. This indicates that respondents are not interested to continue shopping from Ethiopian and some are not sure. This implies that the overall intention of respondents to repurchase is low.

4.3. Exploring the Hypothesis

Regarding the statistical analysis the student researcher employed both correlation and regression analysis to determine whether there is statistically significant relationship between the independent and dependent variables. In the cases of perceived usefulness and perceived ease of use, trust, satisfaction and enjoyment the research findings supported the literature by showing that all these factors are likely to influence the intention of customers to repurchase on Ethiopian airlines website.

4.3.1. Correlation Analysis

Perceived usefulness

Hypothesis 1 stated that Perceived usefulness positively affect repurchase intention of Ethiopian airlines online customers.

Davis (1989) defines PU as the degree to which a person believes that using a particular system will enhance his or her job performance. Online shopping enable consumers convenience; and it help them to save their time and money. According to prior researches, PU is a determinant of repurchase intention. It was therefore expected for PU to have a significant effect on the user's behavioral intention to repurchase air ticket from Ethiopian airlines website.

Table 4.25 Correlation b/n perceived usefulness and intention to repurchase

		INT	PU
INT	Pearson Correlation	1	.639**
	Sig. (2-tailed)		.000
	N	286	286
PU	Pearson Correlation	.639**	1
	Sig. (2-tailed)	.000	
	N	286	286

**. Correlation is significant at the 0.01 level (2-tailed).

According to the result of correlation between perceived usefulness and customers repurchase intention r value=0.639, which means there is a moderate positive relationship between the two variables. Besides, in multiple regression analysis, the p -value=0.000, which is less than 0.05, indicate that the correlation is relevant and the variables are linearly related. This finding indicates that there is a significant relationship between perceived usefulness and online customers repurchase intention on Ethiopian airlines website. The literature therefore underlines the findings of the analysis. So hypothesis1 that PU is positively influence the repurchase intention of customers is accepted.

Perceived Ease of Use (PEOU)

H2; perceived ease of use has a positive effect on repurchase intention of online consumers.

According to the result of correlation between perceived ease of use and repurchase intention, r value=0.736, which means there is a strong positive relationship between these two variables. Besides, the p -value=0.000, which is less than 0.05, indicate that the correlation is relevant and

these two variables are linearly related. This means there is a significant relationship between perceived ease of use and repurchase intention in Ethiopian website. The literature therefore reinforces the findings of the analysis and hypothesis 2 that PEOU positively influence repurchase intention of customers is supported.

Table 4.26 Correlation between perceived ease of use and intention to repurchase

		INT	PEOU
INT	Pearson Correlation	1	.730**
	Sig. (2-tailed)		.000
	N	286	286
PEOU	Pearson Correlation	.730**	1
	Sig. (2-tailed)	.000	
	N	286	286

**. Correlation is significant at the 0.01 level (2-tailed).

Perceived Trust

Hypothesis 3 stated that perceived trust has a positively effect on consumers repurchase intention on Ethiopian airlines website. The Pearson Correlation Coefficients result in Table 4.45 shows that the obtained correlation value is 0.011, which is insignificant and based on the finding it is possible to say that the perceived trust has no correlation with repurchase intention of Ethiopian airlines online consumers. Therefore, hypothesis 3 that perceived trust has a positive effect on repurchase intention of online customers of Ethiopian airlines has not been accepted.

Table 4.27 Correlation between trust and intention to repurchase

		INT	TRUST
INT	Pearson Correlation	1	.011
	Sig. (2-tailed)		.855
	N	286	286
TRUST	Pearson Correlation	.011	1
	Sig. (2-tailed)	.855	
	N	286	286

Perceived Enjoyment

Hypothesis 4 indicated that perceived enjoyment has a positive effect on repurchase intention on Ethiopian airlines website. As per the below table the Pearson correlation coefficient is 0.352, which is significant at the level 0.01. The result indicated that there is a lower correlation between enjoyment and intention to repurchase on Ethiopian website. Therefore, the hypothesis 3 that perceived enjoyment positively affects customers repurchase is not supported by the above findings.

Table 4.28 Correlation b/n enjoyment and intention to repurchase Satisfaction

		INT	EN
INT	Pearson Correlation	1	.352**
	Sig. (2-tailed)		.000
	N	286	286
EN	Pearson Correlation	.352**	1
	Sig. (2-tailed)	.000	
	N	286	286

** Correlation is significant at the 0.01 level (2-tailed).

Hypothesis 5 stated that prior satisfaction with the website has a positive effect on repurchase intention of online customers of Ethiopian airlines. The below result of correlation between

satisfaction and repurchase intention, r value=0.674, which means there is a moderate positive relationship between these two variables. Besides, the p -value=0.000, which is less than 0.05, indicate that the correlation is relevant and these two variables are linearly related. Which means there is a significant relationship between satisfactions and online repurchase intention on Ethiopian website. The result of this research supported the view that satisfaction is an important factor that affects customer repurchase intention and this result is consistent with previous study. Therefore based on the above finding hypothesis 5 is accepted.

Table 4.29 Correlation between satisfaction and intention

		INT	SAT
INT	Pearson Correlation	1	.674**
	Sig. (2-tailed)		.000
	N	286	286
SAT	Pearson Correlation	.674**	1
	Sig. (2-tailed)	.000	
	N	286	286

**, Correlation is significant at the 0.01 level (2-tailed).

4.3.2. Regression Analysis

The following table shows the unstandardized and standardized regression weights for the variables and the result discussed and interpreted below along with regression model.

Table 4.30 Regression analysis

Multiple Regression						
R squared (R2)		.734				
Adjusted R2		.729				
Standard Error		.50962			F=	Sig F=.000
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.052	.172		.303	.762
	PEOU	.479	.041	.461	11.723	.000
	TRUST	-.059	.032	-.063	-1.812	.071
	EN	-.030	.052	-.023	-.584	.559
	SAT	.331	.033	.429	9.903	.000
	PU	.269	.036	.251	7.504	.000

a. Dependent Variable: INT

The findings of the regression analysis confirmed the effect of perceived ease of use (PEOU) on online repurchase intention. The result indicated that the variable is significant on online repurchase intention with $\beta = 0.461$ and $p < 0.010$. This means that perceived ease of use (PEOU) contributes 46.1% towards online repurchase intention. This finding suggests that the more the customers will think about online repurchase when online shopping is easy to use. This accepts the hypothesis that perceived ease of use positively affects online repurchase intention. Similarly, this paper finds a significant connection between Perceived usefulness and repurchase intention with $\beta = 0.251$ and $p < 0.010$. Moreover, this paper finds that there is negative relationship between perceived trust and online repurchase intention with $\beta = -0.063$ and $p > 0.050$. For this reason, hypothesis 3 that perceived trust positively affects online shopping intention has failed to be accepted.

Regarding the relationship between perceived enjoyment and online repurchase intention. The results of the study shows no significant connection between perceived enjoyment and online repurchase intention with ($\beta = -0.023$) and ($p > 0.559$). Based on this result, Hypothesis 4 failed to be accepted and the study did not find significant connection between perceived enjoyments with online repurchase intention. According to the results of the study, satisfaction and repurchase intention have positive relationship with online shopping intention with ($\beta = 0.429$) and ($p < 0.010$). That means satisfaction contributes more than 42.9% towards online repurchase intention of consumers. Therefore, these results of the study validate Hypothesis 5.

4.3.3. Summary of Hypothesis Result

The following table briefly showed the summary of the overall outcome of the research hypotheses.

Table 4.48: Results Summary of Hypotheses

No	Hypotheses	Results	Reason
H1	Perceived usefulness (PU) has a positive effect on online repurchase intention	Accepted	Correlation results, $Rho=0.639$, $Pr<0.01$, $Alpha=0.05$ Regression result $\beta=0.269$, sig. 0.000
H2	Perceived ease of usefulness (PEOU) has a positive effect on online repurchase intention	Accepted	Correlation results, $Rho=0.730$, $Pr<0.01$, $Alpha=0.05$ Regression result $\beta=0.479$, sig. 0.000
H3	Perceived Trust (TRUST) has a positive effect on online repurchase intention	Fail to Accept	Correlation results, $Rho=0.011$, $Pr<0.01$, $Alpha=0.05$ Regression result $\beta=-0.059$, sig. 0.071
H4	Perceived Enjoyment (EN) has a positive effect on online repurchase intention	Fail to Accept	Correlation results, $Rho=0.352$, $Pr<0.01$, $Alpha=0.05$ Regression result $\beta=-0.030$, sig. 0.559
H5	Satisfaction (SAT) has a positive effect on online repurchase intention	Accepted	Correlation results, $Rho=0.674$, $Pr<0.01$, $Alpha=0.05$ Regression result $\beta=0.331$, sig. 0.000

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

This chapter is dedicated to present the summary of the research key findings and to present conclusions drawn from the discussions. It also presents answers for the research questions raised under chapter one. Finally the possible recommendations were also forwarded.

5.1 Summary of Key Findings

Based on the previous discussion the below major findings have been summarized.

- Majority of Ethiopian airlines online customers are male between the age group of 23-27. On top of that most of them are educated with their first degree and they spend 15-60 minutes for finalizing their ticket purchase online. The finding also revealed that they spend between 200\$ to 500\$ per year for air ticket purchase.
- Online consumers of Ethiopian airlines prefer the online channel mainly due to convenience, time saving and special offer of the website respectively. In line to this consumers also confirmed that time taking process, lack of understanding and risk of privacy intrusion are the major concerns that discourage them from shopping online.
- Similarly respondents explained their online shopping experience accordingly respondents indicated that they purchase online ticket 2 to 7 times in a year. The above finding confirmed that all of the respondents contacted in this survey have a prior online shopping experience and they are familiar with the channel.
- With regards to consumers perception of the website usefulness majority 85 of them said that the website does not enable them to finish online shopping quickly. They also revealed that the website enables them to make better decision, save money and they agree on overall usefulness of the website. On the contrary large number of respondents said that the website is less effective in making the buying process easier.
- In relation to Ethiopian airlines website ease of use most of the target respondents indicated that the website is not clear and understandable. Furthermore they also said that

the website is not easy to use. Not flexible to interact with and difficult to search and get product or information on the website.

- With respect to online consumers trust towards Ethiopian airlines website, target respondents revealed that they feel safe when they purchase air ticket from the website. According to their response majority of the respondents consider the website as a trust worthy, reliable and believe the website protect their privacy. The correlation coefficient between trust and repurchase intention indicated that there is no correlation between them.
- In response to consumers enjoyment of Ethiopian airlines website majority of the respondents pointed out that they experience low level of enjoyment on the website. Similarly they revealed that they experience lower level of fun and high sense of fulfillment. They even stated that the website is less interesting. Furthermore the Pearson correlation coefficient indicated that there is lower positive correlation between enjoyment and repurchase intention.
- In relation to consumers satisfaction on Ethiopian airlines website most of the target respondents respond by indicating their lower level of satisfaction. In line to this they also indicated that they are neither delighted by the website nor interested to recommend to others. The correlation coefficient also indicated that there is a moderate positive correlation between satisfaction and repurchase intention.
- Finally target respondent stated their intention to continue buying from Ethiopian website by saying they are not sure whether they will continue buying or not. Response of the target respondents revealed that they are less interested to buy more air ticket or other service of the airline from its website.

5.2 Conclusion

From the above data analysis and results, the following conclusions were obtained:

The findings show that Ethiopian airlines online customers, characterized as educated male between the age group of 20-27. Despite their educational status they spend time between 15 minute and 60minute for finalizing online shopping. Therefore it is possible to conclude that shopping process is not easy and understandable.

Respondents primarily stated that convenience, time saving and web special offer as a major reason for choosing online channel for shopping air ticket. On the other hand findings revealed that the website is not easy to use and it is also difficult to interact with. Inline to this respondents indicated a lower motivation to make repurchase. Therefore, it is possible to conclude that ease of use is a major influencing factor for customers repurchase intention.

The other finding indicated that online consumers regard Ethiopian airlines website less enjoying and they have a strong trust towards the website. This indicates that consumers perception of enjoyment and trust is insignificant for repetitive purchase. One possible reason might be the experience weakens the effect of enjoyment and trust on intention to repurchase.

The research finding indicated that respondents satisfaction with the Ethiopian website is lower. Consequently the respondents intention to repurchase from the website is also very low. Based on this finding we can deduce that customer satisfaction is one of the determinant factors for online customers repurchase decision.

Customer perceived usefulness of the website is rated moderate. Target respondents regard Ethiopian website as useful in terms of saving money and helping them to make better decision. Thus, it is possible to infer that consumers have lower perception towards usefulness of the website.

5.3 Recommendations

Based on the research findings the below useful recommendations has been forwarded by the student researcher:-

1. In order to ensure high levels of online customer satisfaction, Ethiopian airlines should make sure that its website loads within short period of time because it saves the customers time and money. Customers will only wait for a few seconds for the website page to load, after which they will most likely navigate away to a competitor's site never to visit again.

2. Ethiopian should improve its website navigation because this will make it easy for visitors to find the information they need quickly and easily. Navigation should be logical and as simple as possible and it should be easy to move from one page to another.
3. Ethiopian website should present its service in such a way to convert visitors to purchasers. Encouraging visitors to take the desired action by using a clear call to action, even a simple 'book now or buy now' can make a big difference in visitor's response.
4. Customers visit websites for the primary purpose of finding information therefore Ethiopian must make sure that the website delivers useful and up to date information. Up to date information will keep visitors coming back for more.
5. The website pages should be organized and named in a way that the customers will easily understand. Ethiopian should keep its navigation consistent from page to page to avoid any possible confusion.
6. At the same time, Ethiopian website should continue to improve user experience through easier menu structure, better web design, and caring customer services. Furthermore, Ethiopian website should put more effort into making its services easier to use, which can lead to better user satisfaction, and eventually a great market success.
7. In addition to the factors identified in this research project there are also other factors that can potentially influence online repurchase behavior (e.g., social norm, and demographic/socio-economic variables). Future studies can go through additional potential factors which are not discussed in this research project. Furthermore although the findings indicated that trust and enjoyment have no direct effect on customer repurchase intention but it might have an indirect effect through customers satisfaction. Therefore, future researcher can investigate the indirect impact of enjoyment and trust on repurchase intention.

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APPENDIX

Appendix-1;- Survey Questionnaire

Addis Ababa University
School of Commerce Post Graduate Program
Department of Marketing Management

Survey Questionnaire

The purpose of this questionnaire is to investigate the repurchase intention of Ethiopian airlines online customers. Hence, taking in to account its educational purpose, you are kindly requested to fill the questionnaire objectively and honestly. The student researcher believes that the outcome of this study will highly depend up on your cooperation. Therefore please answer all the questions and for any support you can contact the researcher by the below address. Participation is purely voluntary and no need to write your name.

Thank You for Cooperation!

General Instruction

Please indicate your answer by putting “X” or “marks next to the option under the score column.

Section A: - : Concerns and Reasons of Online Customers

Item	Option	Score
1. Online shopping experience	A. Just once	
	B. 2-4 times	
	C. 5-9 times	
	D. 10-14 times	
	E. More than 14 times	
2. Concerns for Shopping Online	A. Lack of trust	
	B. Lack of Understanding	
	C. Privacy Concerns	
	D. Time taking process	

	E. Lack of physical contact	
	F. Others	
3. Reasons for Shopping Online ;-	A. Convenience	
	B. Special offer	
	C. Better Value	
	D. Time-saving	
	E. Others	

Section B: Five-point Likert Scale Questionnaire;-

Please indicate the extent to which you agree or disagree with each of the following statements. Put “√” or “X” in the box to choose the number from 1 to 5 that best represents your level of agreement with the statement.

Here (1= strongly disagree 2= Disagree 3= Neutral 4= Agree 5= strongly agree)

Item	Score				
	1	2	3	4	5
PERCEIVED USEFULNESS					
4. Using Ethiopian website enable me to finish my shopping task more quickly;-					
5. Buying on Ethiopian airlines website help me to make better purchase decision;-					
6. Buying on Ethiopian airlines website make it easier to make purchase					
7. Buying on Ethiopian airlines website helps me to save money					
8. Overall, I find the website useful for shopping					
PERCEIVED EASE OF USE					
9. Ethiopian airlines website is easy to use					
10. Ethiopian airlines website is flexible to interact with					
11. The website is easier to find the product or information I want to buy					
PERCEIVED TRUST					
12. I feel safe in my transaction with Ethiopian airlines website.					

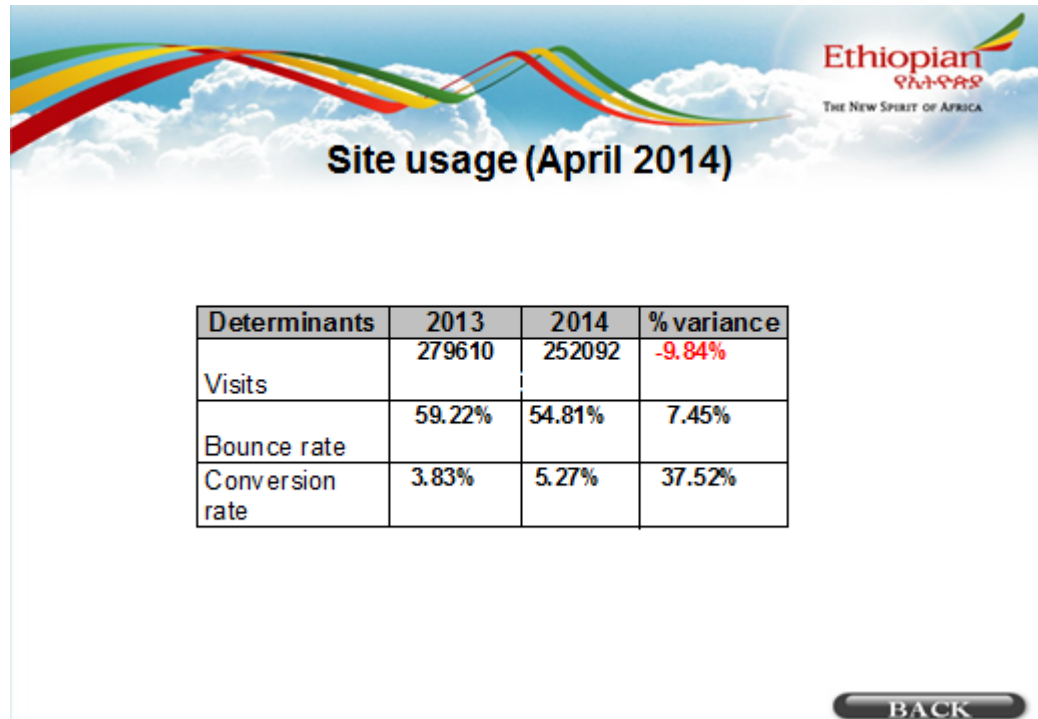
13. I believe Ethiopian airlines website protect my privacy					
14. Ethiopian airlines website is reliable for online shopping					
15. I feel that Ethiopian airlines website is trustworthy					
PERCEIVED ENJOYMENT					
16. I feel controlled and independent when I make purchase on Ethiopian web site.					
17. I found my visit to Ethiopian airlines website interesting					
18. I found my visit to Ethiopian airlines website entertaining and fun.					
19. I found my visit to Ethiopian airlines website enjoyable					
ONLINE REPURCHASE INTENTION					
20. I intend to continue buying air ticket from Ethiopian website.					
21. I intend to buy air ticket from another channel					
22. I intend to buy more air ticket from Ethiopian website					
23. I intend to buy other new services from Ethiopian website					

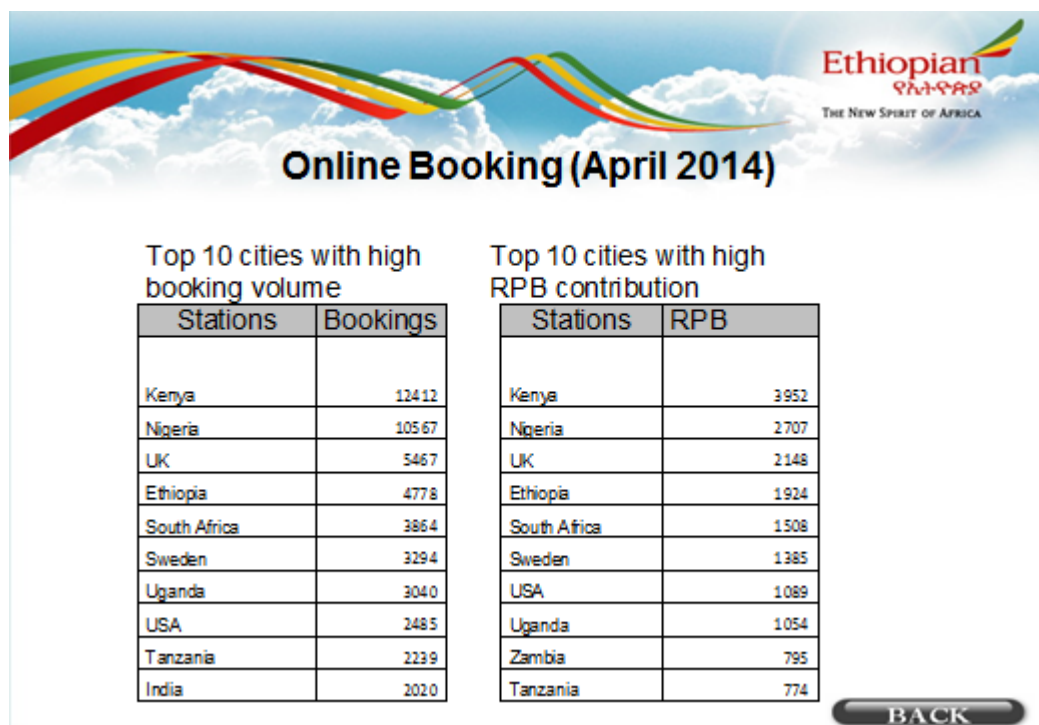
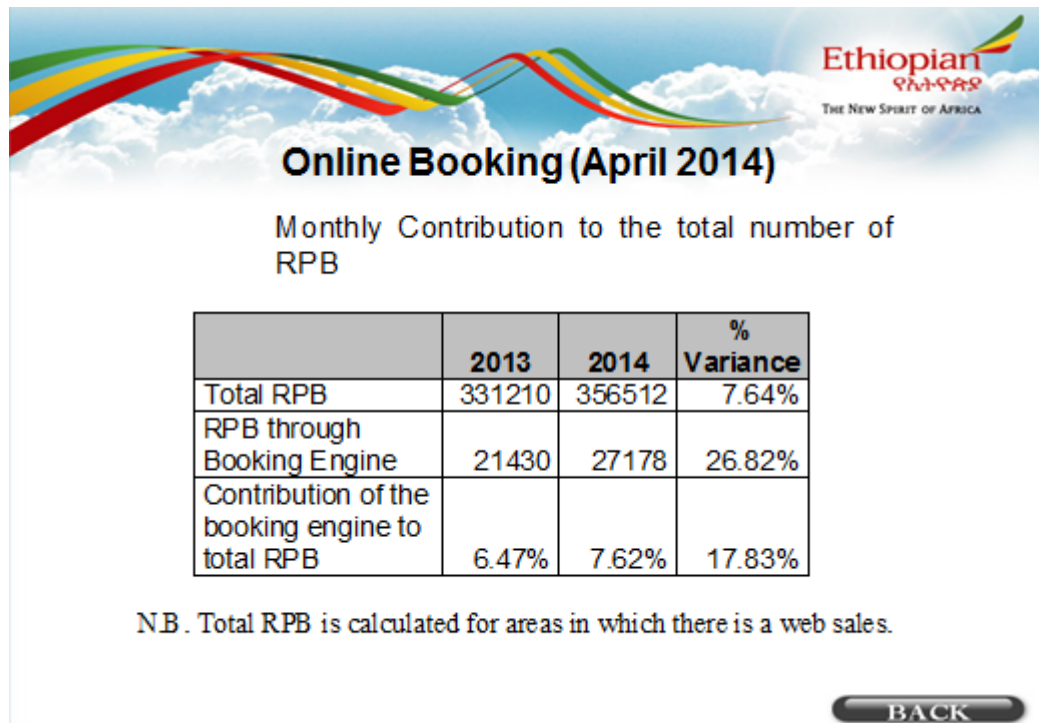
Section C: Demographic Details

Please complete the section by ticking the options applicable to your statement

User Demographics	Categories	Response
24. Gender	A. Male	
	B. Female	
25. Age	A. Between 18-22	
	B. Between 23-28	
	C. Between 29 & 35	
	D. Above 35	
26. Time spent on online shopping per week	A. 0-15 Minutes	
	B. 16-59 Minutes	
	C. 1-3 Hours	
	D. More than 3 hours	
27. Money spent on online shopping per year	A. Less than \$100	
	B. \$100-\$200	

	C. \$200-\$500	
	D. More than \$500	
28. Educational level	A. Diploma or less	
	B. Degree	
	C. Masters	
	D. PHD	
	E. Others	

Appendex-2;- Ethiopian Airlines Online performance from April to September 2014.



Commercial Report –June 2014

Executive Summary

I. Online booking performance

-  Total booked: 84,476 which increased by 22.20% from last year
-  Total traveled: 28,653 which increased by 31.38% from last year
-  Kenya happens to be the highest contributor to the number of online bookers as well as the highest contributor of travelers for the month
-  Site Usage:
 - o **Visits:** 273,977 which declined by -18.94% from last year
 - o **Bounce rate:** 54.39% which declined by -10.76% from last year
 - o **Conversion rate:** 5.62% which increased by 69.23% from last year
-  Contribution of the booking engine to total RPB: 6.62% which increased by 10.66% from last year
-  Top 5 booking volume: Kenya, Nigeria, Sweden, Ethiopia, UK
-  Top 5 travel volume: Kenya, Nigeria, Ethiopia , UK, Sweden

Commercial Report –July 2014

Executive Summary

II. Online booking performance

-  Total booked: 100,460 which increased by 21.11% from last year
-  Total traveled: 33,266 which increased by 34.06% from last year
-  Nigeria happens to be the highest contributor to the number of online bookers while Kenya has contributed to the highest travelers for the month
-  Site Usage:
 - o **Visits:** 613,349 which increased by 1.16% from last year
 - o **Bounce rate:** 49.97% which declined by -5.20% from last year
 - o **Conversion rate:** 5.41% which increased by 72.55% from last year
-  Contribution of the booking engine to total RPB: 7.47% which increased by 21.86% from last year
-  Top 5 booking volume: Nigeria, Kenya, South Africa, Ethiopia ,Sweden
-  Top 5 travel volume: Kenya, Nigeria, Ethiopia , South Africa, USA

Commercial Report –August 2014 Executive Summary

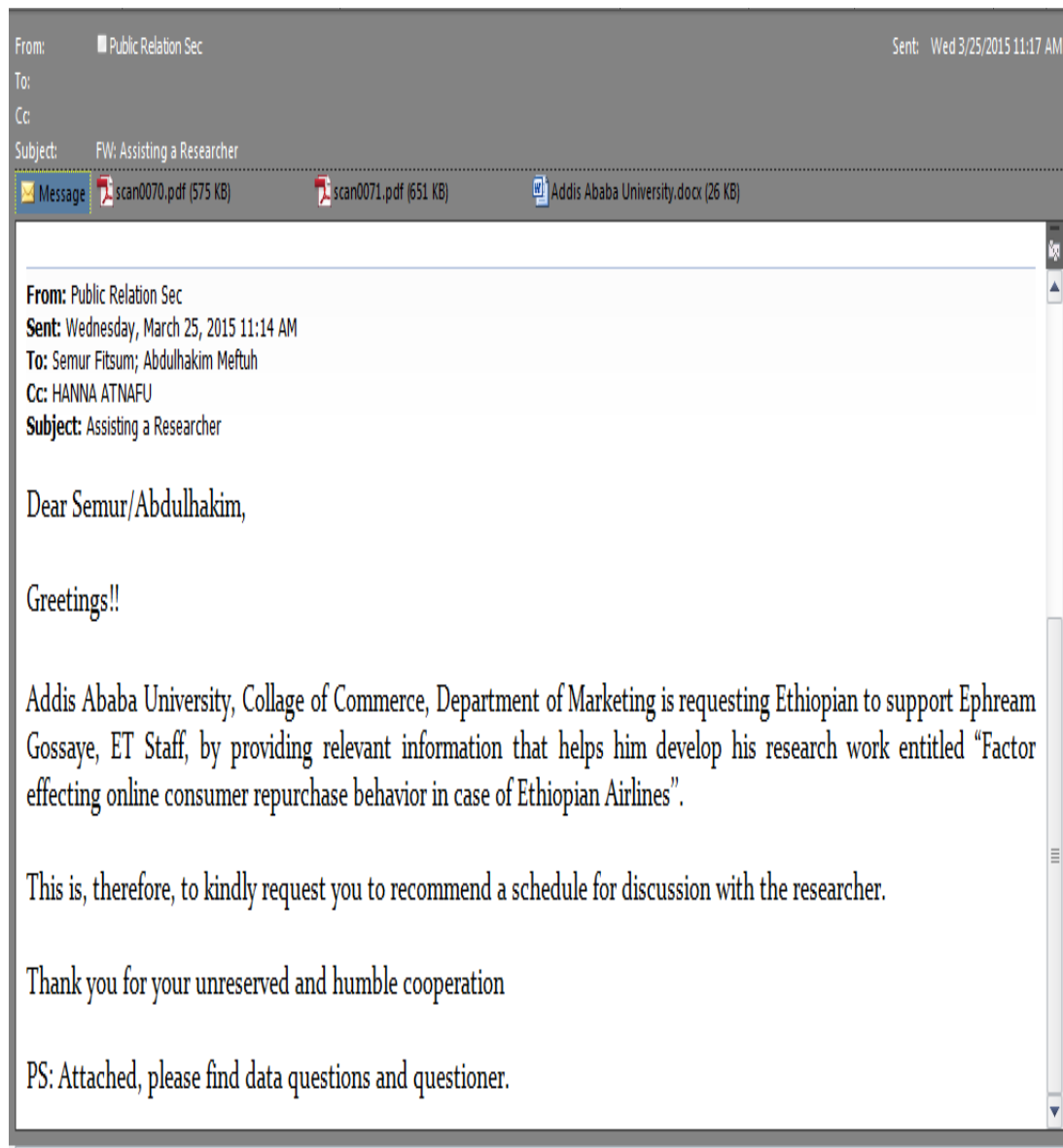
III. Online booking performance

-  Total booked: 108,006 which increased by 9.24% from last year
-  Total traveled: 37,747 which increased by 31.07% from last year
-  Nigeria happens to be the highest contributor to the number of online bookers as well as the highest contributor of travelers for the month
-  Site Usage:
 - o **Visits:** 284,865 which declined by 10.83% from last year
 - o **Bounce rate:** 54.84% which declined by 7.47% from last year
 - o **Conversion rate:** 5.51% which increased by 55.21% from last year
-  Contribution of the booking engine to total RPB: 7.36% which increased by 5.77% from last year
-  Top 5 booking volume: Nigeria, Kenya, USA, Ethiopia , Saudi Arabia
-  Top 5 travel volume: Nigeria ,Kenya, USA, Ethiopia , UK

Commercial Report –September 2014 Executive Summary

IV. Online booking performance

-  Total booked: 90,912 which increased by 20.70% from last year
-  Total traveled: 28,211 which increased by 24.91% from last year
-  Nigeria happens to be the highest contributor to the number of online bookers whereas Kenya happens to be the highest contributor of travelers for the month
-  Site Usage:
 - o **Visits:** 279,583 which declined by 2.03% from last year
 - o **Bounce rate:** 54.77% which declined by 7.91% from last year
 - o **Conversion rate:** 5.64% which increased by 40.27% from last year
-  Contribution of the booking engine to total RPB: 6.78% which increased by 0.53% from last year
-  Top 5 booking volume: Nigeria, Kenya, UK, Ethiopia , Ghana
-  Top 5 travel volume: Kenya ,Nigeria , UK , Ethiopia ,USA

Appendix-3 Formal Letter Submitted to the airline and Letter of Authorization

Date 20, March 15

From; - Ephream Gossaye
Id No 17678

To; Ethiopian airlines

Dear Ethiopian airlines

I the above mentioned employee of the airline have been working in the airline for the last five years in different job positions and at this time I am working at e-commerce department. In my pursuit to improve my knowledge I am studying my master's degree at Addis Ababa University College of commerce in marketing department. Currently I am working on my final thesis and the topic of my research paper is online consumer repurchase behavior and the case company I selected is Ethiopian airlines. In order to complete this task I need some useful information from the airline. Therefore, this is to request a kind cooperation from the airline and provide me all the necessary information that the research requests me. The purpose of the research is purely educational and the outcome will benefit the airline to improve its online performance. I guarantee the cautious use of all information at my disposal and I also enclosed a formal letter from the University College. I kindly request the airline to provide me the following three information;-

- Background or history of the airline
- History and performance of the airline online sales
- Access to airline online consumers email address to distribute questionnaire

For further information please contact my advisor or the marketing department of AAUCC by the below contact address;-

Dr. Berhanu Denu

Mobile 0911409027

E-mail BFLY@yahoo.com

Addis Ababa University College of commerce

Thank you for your cooperation!





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የንግድ ሥራ ት/ቤት
ADDIS ABABA UNIVERSITY
College of Business and Economics (CoBE)
SCHOOL OF COMMERCE

Ref.No.MM/D 008/2014

Date, 20/03/2015

To whom It May Concern

Dear Madam/Sir

The department of Marketing management of Addis Ababa University-School of Commerce would kindly request your esteemed organization to provide the required assistance to Mr./Mrs./ Ephream-Gossaye a graduate marketing student who is currently working on a research entitled "Factors affecting online consumers repurchase behaviour in the case of Ethiopian Airlines" for the partial fulfillment of Master of Arts degree in Marketing Management.

The department would appreciate your all- rounded assistance that will be given to the student researcher regarding the provision of Pertinent information to the thesis work indicated above.

The department strongly believes in such a university-industry collaboration that will enable it to design, develop and enrich the curriculums to meet industry requirements & Standards. This collaboration will play its own role in enhancing or stimulating the research culture in the country.

Thanking you profoundly, for investing your precious time to support the student researcher in order to complete his/her thesis work successfully within the given time target.

If you have doubts or questions you can access the department head via e-mail: get.aiwo@yahoo.com

Sincerely yours,


Getie Andualem (PhD)

(Marketing Management- Department Head)



Appendex-4 E-mail Survey Invitation

Dears,

Warm Greetings!!

You have been identified as a potential respondent for my research thesis in title “Factors affecting online repurchase intentions”. I am a prospective graduate student at Addis Ababa University for master’s program and I am collecting information from Ethiopian airlines online customers. First of all I would like to apologize for intruding your privacy .Participation in this survey is voluntary and you may decline to reply to this survey. Since you are an online customer of Ethiopian airlines, I have contacted you by pulling out your contact from the company database. The purpose of this survey is purely educational and in the process it will help the airline to identify online consumer behavior.

Please kindly note that this survey takes only few minutes. All responses are strictly anonymous. To have your views included, please complete the survey before March 15, 2015. I appreciate your willingness to participate and value your response. I hope this survey will help the airline to better meet your expectations and improve our services.

If you have any questions, please contact me by the address below;-

Mr. Ephream Gossaye

Company email ephreamg@ethiopianairlines.com

Personal email abydec10@yahoo.com

Company Telephone +251115178759

Mobile telephone +251910128582

If you are willing to be part of this survey, please click the survey URL below:

<https://www.surveymonkey.com/s/6wvlf2> for the first part of the survey

<https://www.surveymonkey.com/s/6M7KFG8> for the second part of the survey

Thank you for your cooperation!

Ephream Gossaye/ student researcher