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CRITICAL PERCEIVED AGING FACTORS IN INDUCING SENIORS' ONLINE TRAVEL SHOPPING BEHAVIOR

Abstract:

The aims of this paper were to 1) investigate important age identity factors in developing seniors' favourable attitude toward online travel shopping, and 2) verify whether seniors' attitude toward online travel shopping has a positive effect on revisit intention. Based on the literature focused on aging, which includes psychological, physical and social age, a structural model was proposed. The data gathered from seniors who had ever purchased travel goods via online shopping in U.S. were analysed utilizing structural equation modelling (SEM) in order to test the conceptual model empirically. The results of this study demonstrated that the younger the seniors' psychological and social age are, the more favorable their attitude toward online travel shopping is. However physical age does not have impact on seniors' attitude to online travel shopping. Moreover, seniors' online travel shopping attitude has a significant and positive effect on revisit intention. This study provides academic implications to researchers on online consumer behavior and several useful implications are discussed for e-marketers.

Keywords:

Seniors; Online travel shopping, Revisit intention