

**CHANGING ATTITUDE OF INDIAN
STAKEHOLDERS IN E-TICKETING:
LITERATURE REVIEW AND RESEARCH
AGENDA**

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Abstract

In present times the attitude of Indian Stakeholders in E-Ticketing is changing rapidly. The first need is to find out the various parameters and variables on the basis of which we can make a firm foundation of the study of all those variables. The present review is an attempt has been made to give an outlook as well as to view the information from the various References, Texts, Monographs, and Dissertations i.e. the researchers conducted in the field, Journals, Magazines & Newspapers etc. This review has been conducted to present a proper research agenda and research questions and to give a path to the future research.

Keywords: E-Ticketing, Literature Review, Research Agenda, Attitude

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1.0 E-Ticketing Trends

A Study by **Mohezar et. al.** identified e-ticketing trends among urban communities particularly in Kuala Lumpur. This study investigates the usage trends and patterns of e-ticketing. In addition, the study also focused on the customers' perspectives towards e-ticketing in terms of its usefulness, reliability, security, convenience and efficiency. The study also examines the impact of demographic variables on e-ticketing adoption towards e-ticketing. A survey was carried out among Internet users in Kuala Lumpur. Questionnaires were distributed randomly to 500 people. Kuala Lumpur was chosen as it has the highest number of Internet users. The study found that **e-ticketing is not a new phenomenon as nearly fifty percent of the respondents have been buying tickets online for the past two years and purchasing airline tickets seems to dominate the online ticketing services.** It was also discovered that convenience and ease of use are among the factors that motivated the respondents to purchase tickets online. The study also revealed that online ticket purchasers are the young, educated and with higher income bracket.

As per A Project Presented to University Business School, Punjab University titled “**Attitude of Indian Consumer towards Online Shopping**” the usage of internet in India is 6.9% (ITU, 2010) of the total population. This is getting increased day by day as the costs of computers are decreasing and net penetration is increasing. The cost of internet usage is also getting lower, with good competition among the providers. Wi-Fi & Wimax is also getting tested in Bangalore and other cities in India. This will increase the usage as it goes more on wireless internet.

Shrivastava et. al found that the application of technology-based online shopping has grown rapidly in recent years. Although today's customers are driven by functional and hedonic motives and explore the Internet to search products and services, does not always lead to the actual online buying. Comprehending and managing the dynamics of consumer behavior, becomes crucial, which lays the need for an analysis of online buying patterns in terms of consumer behavioral attributes. The findings appear to be fragmented and disintegrated. Online transactions are characterized by anonymity, lack of physical interaction, lack of control, great deal of uncertainty and potential opportunism. A critical analysis of existing as well as potential online buyers' personality traits helps the marketer / service provider to

design and execute the appropriate e-marketing strategies. Buyers' personality factors play a key role in evoking the buyers' intention and making a decision to participate in online transactions. This paper is an attempt to conceptualize consumer 'personality' as a concept against the backdrop of 'online buying'. The paper starts with the previous research expositions of consumer personality against the background of online buying.

Sahney et al. found that the Modus operandi of the online reservation system requires attention with special emphasis on the factors like the features of online information search, design of the railway website, and the facility of all time network availability for online booking.

Chowdhury revealed that all the features were not important for customer satisfaction, at the same time, websites were not providing all the features discussed by the theory where as customers showed their willingness to use those features if provided. It is also discovered that after sale services, which can cause customer retention, were not provided efficiently and needed to be improved.

Bogdanovycha found that the results of the conducted study highlight the combination of factors from both travel agents and online booking experiences which are important for customers and are likely to influence future online travel portals. We suggest that the convenience of Internet should be combined with the convenience of a simplified decision making and collaborative booking from traditional travel agents. The expertise of travel agents should help online customers to find the best travel option under given constraints and provide efficient support for impulsive decisions. In our opinion, a feasible way to achieve this combination at present is to apply the 3D Electronic Institutions methodology that allows the creation of cutting-edge representations of travel destinations and saving human resources using intelligent software agents.

Cunninghamb (2004) investigated and found that Generally, perceived risk falls dramatically at the information search stage for Internet services, but then rises dramatically from the alternatives evaluation stage to the purchase stage. Perceived risk for traditional airline reservation services generally follows a similar pattern except that risk does not decrease between need recognition and information search, but does increase between evaluation of alternatives and purchase. Risk then falls at the post-purchase stage. Perceived risk for Internet airline reservation services falls more rapidly than for traditional airline

reservation services during need recognition and information search and accelerates more quickly between the alternatives evaluation and purchase stages. Most importantly, perceived risk appears to play a prominent role during the actual purchase of a service regardless of shopping method. Since perceived risk intensifies at the moment of purchase, this phenomenon warrants further investigation and research. It was shown that an Internet perceived risk premium occurs at each stage of the consumer buying process for airline reservation services. Statistical analysis reveals that the Internet perceived risk pattern inconsistently elevated when compared to the same pattern of a traditional service. This risk premium alters the shape of the perceived risk pattern and reflects the volatility of risk perceptions related to shopping method and stage. The pattern reveals more radical changes in perceived risk levels for Internet services than for traditional services at information search and purchase stages.

Chen found that the Internet self-efficacy has found to have no significant impact on perceived usefulness and repurchase intention.

Janawade found that consumer perceived risk is a very subtle element in the field of services marketing. Interviews and discussions suggest that every individual perceives risk in a different way. Some consumers avert risk and whereas, some consumers have propensity in taking risk to maximize their utility. Literature suggests that, when consumers were served by an individual airline carrier, they perceived financial risk and time risk as two factors that affected their travels. Nonetheless, consumer perceived risk can get complicated when airline passengers are served by multiple airlines working as an alliance network. This exploratory study is in an infant stage to identify the sources and consequences of the consumer perceived risk of an airline alliance. Therefore, from this exploratory study, in its present form, infers that the main sources of risk are inefficient services provided by the individual airlines that participate in an airline alliance and an inefficient transit airport system which are in place to serve seamless travel to airline alliance passenger. The consequences of inefficient services performed both by transit airport and individual airline have lead consumers to think of financial risks, functional risks and psychological risks. This study, in its infancy stage, concludes that, if the airline passengers have an efficiently serving airline and an efficient transit airport in place, it can facilitate airline passengers to reduce stress and anxiety to the consumers. Better services from all the individual airlines and their respective airport hubs

would eventually help consumers not to worry buying travel insurance, but enjoy their journey.

James found that Demographic variables are effective predictors of heavy internet usage in emerging markets; and a combination of demographic and psychographic variables is the most effective predictor of heavy internet usage in emerging markets. Munnukka (2007) suggested that young males between 15 and 35 represent the most promising segment in emerging markets because of their heavy internet usage. The Assael (2005) questioned whether demographic variables alone are sufficient, and the James et al(2008) specifically recommends that psychographic variables in combination with demographic variables are more effective and accurate in segmenting emerging markets.

Sandip Rakshit attempted to simplify the existing manual data-processing task involved in the Indian Railway Reservation/Cancellation process, by proposing a smart document management system. Contribution of the work is in design of the new IRRS form layout and development of a Tesseract based form processing system. The segmentation accuracy is low in the current system. In future research, we will attempt to develop an improved form segmentation algorithm and expand the training and test dataset sizes. We will also conduct software acceptance survey on the developed software with the potential users of the proposed system. Another future direction of the present work is to incorporate just-in time information retrieval system, i.e., including features for indexing and searching handwritten contents in the document archives.

Havinga revealed many electronic payment systems. However, some systems are quite similar, and differ only in some minor details. We distinguish three categories i.e. traditional money transactions, credit-debit payments and digital currency. Such payment systems have different strengths and weaknesses with respect to their requirements: security, acceptability, ease of use, transaction cost, additional cost (e.g. point of sale hardware), privacy/Traceability, durability and immediate control.

Bogdanovycha found that social interaction with travel agents, their expertise and the possibility to save time on search can be of even higher importance. So, we derived the “best of both sides” and suggest the application of an established methodology in the area of multi-

agent systems, namely 3D Electronic Institutions, to the tourism domain in order to satisfy the growing demand on human assistance related to online inquiries and to offer customers cutting-edge visualization facilities. The results of the conducted study highlight the combination of factors from both travel agents and online booking experiences which are important for customers and are likely to influence future online travel portals. We suggest that the convenience of Internet should be combined with the convenience of a simplified decision making and collaborative booking from traditional travel agents. The expertise of travel agents should help online customers to find the best travel option under given constraints and provide efficient support for impulsive decisions. In our opinion, a feasible way to achieve this combination at present is to apply the 3D Electronic Institutions methodology that allows the creation of cutting-edge representations of travel destinations and saving human resources using intelligent software agents. **Arnab & Hutchison** found that in current e-commerce systems for the Internet, the customer has to place a high degree of trust in the merchant, that the merchant will process the transaction correctly and handle the details of the transaction in a secure manner. Furthermore, merchants force the customers to create relationships, collecting data that is sometimes unnecessary, increasing the risks for the customer when computer security breaches occur.

Research Agenda:

The findings from literature review indicate that in many countries the e-ticketing is not a new thing. However the perceived risk in online buying is still there. It reduces when the things work well but primarily it is high. Gradually the risk reduces and it increases later on. The following research objectives can be formulated with the help of the above analysis:

1. Finding various reasons of perceived risk, reduction of risk and increase in risk.
2. Reasons changing attitude towards e-ticketing
3. Factors affecting the increase of E-ticketing behaviour of Indian Stakeholders
4. Role of Service providers in reducing the E-ticket buyers risk and building a positive attitude
5. Finding best fit Indian model of e-ticket buyers and sellers.

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