STUDY ON CUSTOMER PERCEPTION TOWARDS ONLINE-TICKETING IN MALAYSIA

Seyed Rajab Nikhashemi

Graduate School of Management, Management And Science University of Malaysia (MSU) Malaysia

Farzana Yasmin

Graduate School of Management, Management And Science University of Malaysia (MSU) Malaysia

Ahasanul Haque

Faculty of Economics and Management Sciences International Islamic University Malaysia, Malaysia

Ali Khatibi

Graduate School of Management, Management And Science University of Malaysia (MSU) Malaysia

ABSTRACT

This paper gives a report of a study that investigated peoples' perception of online buying tickets (e-ticketing) as well as why some people use this facility while some who do not use it stick to the traditional way to fulfill their needs. In addition, factors such as what inform peoples' eagerness and unwillingness to use internet facilities are also examined. The outcome of this research showed a comprehensively integrated framework that can be utilized by policy makers and business enterprises to understand the dynamic relationships among dimensions of perceived risk, user trustworthiness, usefulness, familiarity and confidence. Also, this study considered how price perception and internet security can be utilized to understand the consumers' perception. However, further research is needed to examine these factors in Malaysia with additional samples before generalization can be made. Moreover, it is also necessary to review consumers' purchasing behavior in making the decision to use the internet as a means of buying online rather than the traditional way.

Keywords*: perceived risk, customer trustiness, familiarity and confidence, price perception and internet security or website security.*

Introduction:

The increased globalization of the world economies has created many opportunities for marketers at the same time; this has also intensified competition among businesses so that many companies are looking towards unconventional forms of marketing. Marketing through the internet is one such unconventional form of marketing which many companies have resorted to (Mansour Samadhi et al., 2009). The internet is consulted globally by people on a daily basis. The use of this facility is embarked upon by many people for different purposes as it supports the day to day activities in different sectors of everyday life. It is used specifically by some people in getting information on items. Its use as a powerful tool of communication is growing daily at an exponential rate largely due to the numerous benefits it offers in saving time and cost (Blanca Hernandez and Louisa Anderu, 2010). For instance, purchasing an online travel ticket can reduce the processing time and other expenses that might be incurred if the ticket were to be purchased manually or in person. Internet is widely used to support marketing activities in most part of the word where there are well developed internet infrastructures (Forrester Research (2004).

Generally, online shopping involves seeking information and carrying out activities that provide the customers the information that help them to arrive at an informed decision and conduct business. On the other hand, online buying represents technological infrastructure used to exchange data and purchase product or services electronically. The exponential growth in the number of people transacting business electronically is an evidence that the concept has revolutionized marketing strategy by

companies and business ventures. As mentioned earlier, the tourism sector has been a major beneficiary of this phenomenon as seen in the growth recorded in the emergence of travelling agencies within a very short time. Most of these agencies within the last decade have set up website to communicate and remove the barrier to reach to their target market but there are still a lot of people who stick to the traditional way of purchasing tickets because of so many factors. Some of the users find this approach quite risky, or they may not be able to use the internet well, on the other hands, they may not be skillful enough and this is where dexterity at the use of computer system plays a significant role in influencing the user (Carla Ruiz-Mafe-Silvia et al., 2009). These are not the only factors discouraging the use online services, other factors are enumerated below: In this article, the internet is mentioned as a significant and most important tool in marketing activities especially in a developed country (Forrester research 2004). USA is the first country that increased its online sales ticket sharply closely followed by some European countries and this growth in the purchase of online tickets has revolutionized distribution channels, subsequently, many agencies have set up ticket distribution channels. It can be seen that some people prefer to approach the agencies directly rather than contacting them online nor through a third party for the purchase of their tickets, the third party plays a mediatory role in such cases (Ming Chuan University departs from man of information and communication). However, an issue of great concern is the reluctance of some of the Pacific Asian countries in embracing this online approach basically due to some limitations and cultural constraints. Majority of people in these countries still prefer to transact business physically in their traditional way rather than embrace this new concept. In this study, the price factor between those that prefer online transactions and those who still opt for the conventional way of purchasing tickets has been mentioned, subsequently, there is need to examine the price perception of those who use other channels such as retailer's approach. It is a known fact that pricing is one of the most significant factors in marketing, it is very dynamic to the extent that it may be viewed either positively or negatively by the customers.

The internet enables companies to present varieties of products and services, but due to the nature of online market, decision making in purchasing items online. Consequently, companies are apparently confused about what consumers actually like to buy online. Despite a considerable support from the government and marketers to encourage and push the people to use the internet for business, online shopping rate in Malaysia has decreased from 5% of total internet users in 2000 to only 3% in 2002 (Ahasanul et al., 2009). A total of 38% Malaysians felt that it is safer buying goods or services in a store and 36% of them do not want to disclose their credit card details. According to Kaur (2005), security-related issues were the main reasons for not shopping online. Moreover, lack of confidence and trust in e-commerce transactions is further accentuated by the fact that the Consumer Protection Act specifically excludes protection in electronic transactions. Despite these facts, the rapid expansion of electronic market is encouraging in Malaysia. The potential for online shopping within the local environment is yet to be fully realized and there are tremendous opportunities for growth. So, companies that are offering their products and services online have to build consumer confidence (BERNAMA, 2001). Several efforts have been made through studies to find out why a lot of people are not interested to engage in online transaction despite knowing that this channel provides greater convenience, reduction in prices and wider variety of sellers, they still prefer to purchase certain items physically (Randall Boyle et al., 2004). It is therefore a necessity that the reasons behind this issue must be discovered.

Literature Review:

Several studies have been conducted in order to find out the consumers' online purchasing behavior. Bellhan et al., (1999) predicted whether an individual will purchase online or not.

One of the basic challenges and concern of e-ticketing or online product purchasing is how to attract and grab the consumer's attention to motivate them in shifting from the traditional way to online purchasing. (Ahasanul et al., 2009) observed that a problem which is noticeable is that there is no actual guarantee that a particular service can be sold online due to certain factors. From another important point of view, customers, as of now, do not feel fairly confident to engage in online transaction because of the insecurity associated with the disclosure of personal private information and data such as age, date of birth, nationality, and details of credit card on websites which are conditions often required by the vendors. Because of this, they may prefer traditional shopping where social and physical interactions with the vendors seem effective in executing purchases. Therefore, an e-sales strategy must take all these limitations and barriers into account to effectively deal with potential online shoppers so that increased numbers of customers may enter e-business environment.

Perceived Risk:

It is a known fact that risk can be real and as long as it is real it will affect consumers' purchasing behavior (Michelle Kovacs, et al., 2011).The term risk aversion is defined as "the extent to which people are afraid because of or feel threatened by an ambiguous situation, and have created beliefs and institutions that try to avoid these" (Hofstede and Bond, 1984). The term perceived risk means the individual's subjective belief about some potentially negative consequences from his/her decision (Caral-Mafe et al., 2009). In particular, psychological risk and performance risk are predominant perceived risks, whereas, social risk and time loss risk are not as strong as others (Araloral-Mafe et al., 2009). Since the 1960s, the assumption of perceived risk has been used to explain consumers' behavior (Taylor, 1974). Perceived risk is associated not only with what is acquired but also with how or where it is acquired (Hisrich et al., 1972).

A consumer perceived risk is an important obstacle for those who want to have online transaction. Perceived risk has already been identified as a consumer's belief about the potential uncertain negative outcomes for the transaction. Since the concept of perceived risk appeared in marketing literature, many types of risks have been identified. For example, Jacoby and Kaplan identified seven types of risk vis-à-vis financial, performance, physical, psychological, social, time and opportunity cost risks (Dan J.Kim, 2008). Financial risk is defined as loss of money to a customer during transaction involving money (Horton, 1976). Product performance risk is defined as the loss incurred when a brand or product does not perform as expected (Horton, 1976). It had been stated earlier that perceived risk is one of the critical issues, which can affect consumers' buying behavior, subsequently; many companies use their brands to reduce it.

Psychological risk

This refers to the fear of loss of self-confidence due to the wrong choice of product or service. In essence, it means, maybe the choice is incorrect or in case something goes wrong after the purchase (Department of marketing, university de Valencia, faculty d'economic).

Customer Trustiness:

It is highly necessary to look at the general definition of trust before considering its specific status and what it represents in this study. The word "trust" is defined as the willingness of a person to be vulnerable to the actions of another party based on the expectation that the other will perform a particular action important to the trustee, irrespective of the ability to monitor or control those other parties (Mayer, Davis and Schoorman, 1995). In context of e-commerce, trust refers to the online consumers' beliefs and expectations about trust- related characteristics of the online sellers (Tzy- Wen Tang, et al., 2005). In the electronic commerce territory, a large number of researchers have proposed both conceptual and empirical studies of trust. Some researchers believe trust as a general belief that another party can be trusted (Gefen 2000; Hosmer 1995; Moorman, Zaltman & Deshpande 1992). Technology and trust are two critical issues which can have great effects on consumers' online purchasing behavior (Hans Van der Heijden et al., 2003). One of the most popular studies on electronic commerce trust is the one conducted by Mayer et al. (1995). In their study, trust was viewed as a trustor's intention to take a risk and it proposes the trustor's perceptions about a trustee's characteristics as the main predictors of trust. Here, the researchers defined trust as trusting beliefs and trusting intentions only in uncertain and risky situations. This approach was widely tested by later studies.

Trust is a complicated phenomenon that has been studied severally. However, it remains a difficult concept to describe and it is very elaborate due to its dynamic, evolving and multiple-faced nature (Ambrose and Johnson, 1998; Lewicki and Bunker, 1996). A consumer must pay close attention to whether or not he (1) trusts the system facilitating the transaction (the Internet); (2) trusts a particular vendor with whose company he is interacting with online (3) trusts other third parties to safeguard the exchange before a decision to purchase online is made. They stated that "whereas the traditional notion of trust primarily focuses on trust in a trading partner, trust in e-business also incorporates the notion of trust in the infrastructure and the underlying control mechanism (technology trust) which deals with transaction integrity, authentication, confidentiality and non-repudiation." Patrick MacColo et al., (2010) stated that "human trust in an automated or computerized system depends on three critical factors: (1) the perceived technical competence of the system, (2) the perceived performance level of the system and (3) the human operator's understanding of the underlying characteristics and processes governing the system's behavior." These factors relate to the perceived ability of the Internet to perform the task expected of it as well as the speed, reliability and availability of the system. A plethora of studies stress the importance of trust for e-commerce to take place in internet's medium. Customers' perceptions of a company's service quality affect trust in online shopping. It seems to be the most important factor of retaining trust and establishing and sustaining customer relationships, according to Euijim Kim and Tadisina

(2007) and also website quality would play a significant role on consumer perception trust in e-shopping.

Perceived Usefulness:

Perceived usefulness has derived from ease of use and ease of use has a positive effect on consumer buying behavior to make a decision. Dong Jim Kim et al., (2007) have taken this component from the technology acceptance model (TAM) by Davis (1989) to explain acceptance of the model for different tasks. In a context of e ticketing or online selling ticket the internet is a useful tool to buy faster tickets bypassing the mediators. TAM concentrates and focuses exclusively on the analysis of IT and establishes, a priori, two key perceptions: ease of use and usefulness (Davis, 1989; Davis and Wiedenbeck, 2001; Featherman and Pavlov, 2003). Davis et al. (1989) has also suggested that ease of use is an antecedent to perceive usefulness in other hands we can say if the website be more friendly we perceived more usefulness. A high level of perceived site quality implicates that customers find it easy and convenient to find the information they need and make a transaction on the particular website. People tend to keep a high level of trust in the online shopping when they perceive easy use as well as high quality of the website. Ding Mao (2010).

Familiarity and Confident:

Familiarity and confidence are important success elements for online transaction from any companies and in any market place. Familiarity and confidence presuppose asymmetric relations between the system and environment (Luhmann, 1984). Familiarity is an important factor to be considered in increasing consumers' satisfaction. Generally, familiarity makes a distinction between familiar and unfamiliar fields and puts up with the familiar one (Luh Mann, 1984). Confidence, on the other hand, emerges in a situation characterized by contingency and danger, which makes it meaningful to reflect on preparative and protective measures. Therefore, familiarity breeds confidence and confidence in turn breeds success. (Ahsanul Haque et al., 2009). In general, higher level of familiarity with and confidence in a product or service does not require physical appearance before the item can be purchased online (Ahsanul et al., 2009). In general, higher level of familiarity with and confidence in a product or service does not require physical appearance before the item can be purchased online Ahasanul et al., (2009). If the features of the products demonstrated e-shopping potential then there may not be choices about building customer confidence into a recognized and lasting brand name. Brand names become more significant online in some categories than offline and highlighted brand names are also more important when available information on attributes is fewer online (Degeratu et al., 1999). According to Dirk Van den Poel and Wouter Buckinx, (2004), number of successful purchases ever made and the percentage of visits that guide towards a purchase have an imperative relationship with online shopping intention. it was revealed that satisfaction of purchasing a product leads to repeat purchasing and growing usage of such products or services. Satisfaction may also build enough confidence which can bring about a switch from shopping offline to shopping online (Hawkins et al., 1998).

Price Perception:

Several studies have shown that price perception is a complicated and critical issue which can stimulate the customers either negatively or positively (Erickson and Johanson, 1985). Furthermore, price-quality schema and prestige sensitivity have been recognized as positive perception of price on consumers' decision making. Lichtenstein et al. (1993) defined the price quality schema as the level of price cue that is related positively to the quality level of the product or service. Prestige sensitivity is stated as emotion or feeling of prominence and status that higher price signals to other people. Price is also one of the most important components that can affect consumers' decision on e-transaction. Price perception is the process by which consumers translate prices into meaningful mental cognitions and this aspect had interested researchers for several decades (Lichtenstein et al., 1988, 1993). When people want to purchase product or services through the internet or from any website, they may not be able to physically see or handle the product. Therefore, they are not sure that what is presented on the website is consistent with what will be delivered, in such a way, price perception plays an important role in determining both satisfaction and post-purchase and intention to return (Jarvenpaa and Todd, 1997). This is especially true for e-retailing because the product is not available for customer so in such case the price fairness might be the dominant determinant of satisfaction and subsequent intention to return.

Website and Internet Security:

For all the businesses transacted online, internet security has become a major concern. Information security has been recognized as a significant element for ensuring wide participation in the society (Younghwa et, al., 2006). Security is one of the most challenging issues facing the internet based merchant today, in addition, it is the most well-known topic in electronic commerce and frequently has been written about by researchers such as Jeong and Lambert (2001), Szymanski and Hise (2000) as well as Melta and Shah Z(2001). Security system is one of the most important issues, and it is one of the biggest barriers

that can prevent consumers from purchasing items online. Shim et al (2001) also backed up the idea that online retailers need to build secured website since internet users fear and hesitate to purchase product or engage in any services online because of security concerns.

Research Methodologies:

A total of 550-sample sizes are found to be adequate for this study. About 500 questionnaires were received. Each of the responses received was screened for errors, incomplete and missing responses. Efforts were also taken to contact the affected respondents through e-mail for clarification and corrections, especially on the missing or blank responses. However, the responses that had more than 25% of the questions in the survey questionnaire unanswered or incorrectly answered were not considered for data analysis. The responses that had a few blank answers (less than 25% of the questions) and which involve 5-point interval-scaled questions were assigned with a mid-point scale of 3. After the selection process was carried out, only 491 responses were considered complete and valid for data analysis. This represents a success rate of 90%, which is considered to be good in view of time and cost constraints.

variables could be divided to perceived risk, customer trustfulness, perceived usefulness, familiarity and confidence, pricing and website and internet security. These are the factors that could influence consumers' perception on online ticketing.

Hypothesis of the Study:

A hypothesis is a logically conjectured relationship between two or more variables expressed in a form of a testable statement. The aim of this study is to determine the relationship among many factors that causes choice of e-ticketing and other aspects of online ticketing. The relationship between online shopping act and demographic factors will be examined. The hypotheses for their research are as follows:

H1: Perceived risk has significant relationship on consumers' perception towards e-ticketing.
H2: Consumer trustiness has significant relationship on consumers' perception towards e-ticketing.
H3: Perceive usefulness has significant relationship on consumers' perception towards e-ticketing.
H4: Familiarity and confidence has significant relationship on consumers' perception towards e-ticketing
H5: Price perception has significant relationship on consumers' perception towards e-ticketing

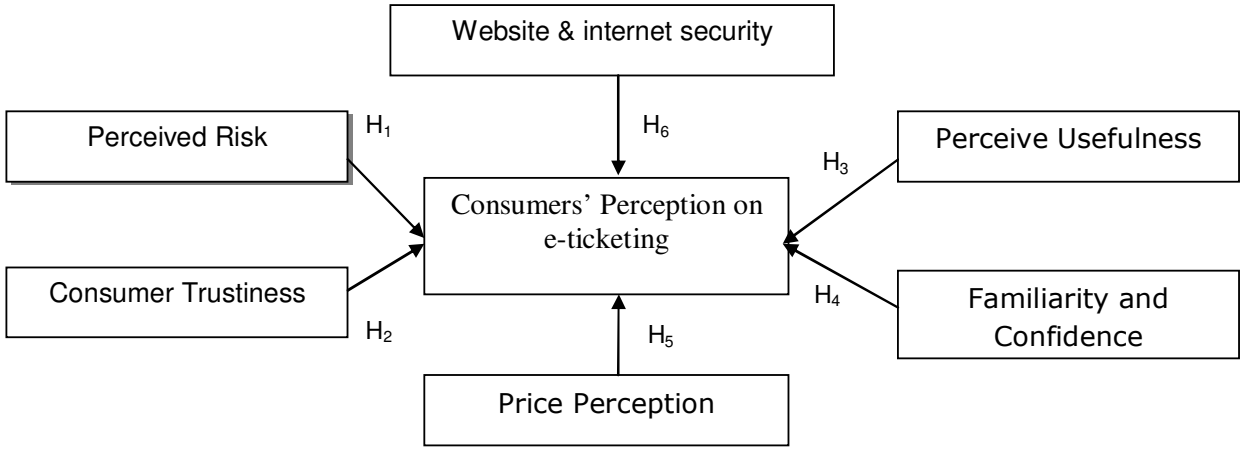

Figure 1: Research Frame Work

Research Framework of the Study:

Figure 1 shows the theoretical framework of this study. It can be seen that the dependent variable is the consumers' perception on e-ticketing. Whereas, the independent

H6: Website & internet security has significant relationship on consumers' perception towards e-ticketing

Table 1: Reliability Analysis		
	Mean	**Std. Deviation**
Perceive Risk (Alpha = .838)		
Willingness online payment	3.27	1.01
Fear feels to purchase online	3.38	1.03
Feel free about privacy information	3.45	1.02
Always care about online payment	3.50	1.96
Strong influence on online	2.98	1.00
Consumer trustiness (Alpha = .871)		
Trust online payment	3.57	1.04
Sense of trust website	3.46	.97
Sufficient information feeling trustiness	3.53	1.72
System quality make trustiness	2.77	1.37
Impact on website security		
Perceive usefulness (Alpha = .801)		
Enjoyable online purchase	3.42	1.37
Feeling pleasant online buying	3.18	1.26
Ease of using of airline website	3.53	1.53
Saving time with online purchasing	2.13	1.07
E-ticketing giving plenty option		
Familiarity and confidence (Alpha = .870)		
Familiarity with online activity	3.16	1.05
Improve confidence when provided good service	3.32	1.24
More confidence on well known company	3.23	1.16
Motivate based on company history	3.48	1.09
Price perception (Alpha = (0.866)		
Cheap and affordable	3.67	1.45
Price does not have impact	3,25	1.32
Products are desirable than price	3.65	1.34
Price plays vital role	3.23	1.23
Perception on pricing	3.41	1.09
Website & internet security (Alpha = 0.850)		
Importance of website security	3.21	1.25
Better to check security before payment	3.36	1.21
Feels airline company website highly secure	3.12	1.06
Best channel to buy ticket	3.71	1.22

Table 2: KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.897
Bartlett's Test of Sphericity	Approx. Chi-Square	10472.892
	Df	431
	Sig.	.000

From above hypothesis following model is constructed.

$$Yi = bo+b1x1+b2x2+b3x3+b4x4+b5x5+b6x6+\varepsilon i$$

Here, X1 is Perceived Usefulness, X2 is Familiarity & Confidence, X3 is pricing, and X4 is Perceived Risk, X5 is Consumer Usefulness, X6 is Website & internet security. Dependent variable is Yi which represents the consumers' perception about the online ticketing. A multiple regression analysis is carried out in order to determine which factor(s) that described in hypothesis have significant impact on e-ticketing.

Results and Discussion:

Reliability Coefficient:

Cronbach's alpha (α) analysis was employed to test the Reliability coefficient. Since, Cronbach alpha is commonly used method to measure the reliability for a set of two or more construct where alpha coefficient values range between 0 and 1. Higher values indicate higher reliability among the indicators (Hair, et al., 1992). Hence, 1 is the highest value that can be achieved (Table 1). According to the results of Cronbach alpha test total scale of reliability for this study varied from .871. to .801. This result indicated an overall higher reliability factor. As a result, reliability of this study is substantial, as the highest reliability value that can be achieved is 1.0.

Factor Analysis:

Factor analysis has been employed to explore the underlying factors associated with 28 items by using Principal Component Analysis (PCA). Bartlett's Test of Sphericity was applied to the constructs validity. Then again the Kaiser–Mayer–Olkin measure of sampling adequacy employed to analyze the strength of association among variables. The Kaiser–Mayer–Olkin measures of sampling adequacy (KMO) was first computed to determine the suitability of using factor analysis to predict whether data are suitable to perform factor analysis of not. Generally, KMO is used to assess which variables need to drop from the model due to multicollinearity. The value of KMO varies from 0 to 1, and KMO overall should be .60 or higher to perform factor analysis. If not then it is necessary to drop the variables with lowest anti image value until KMO overall rise above .60. Result for the Bartlett's Test of Sphericity and the KMO reveal that both were highly significant and concluded that this variable was suitable for the factor analysis (Table 2). It is difficult to take decision regarding the number of factors could retains but the results of initial runs based on eignenvalues showed 6 factors. According to Hair et al. (1992) minimum loading necessary to include an item in its respective constructs. They also suggested that variables with loading greater than 0.30 are considered significant, loading greater than 0.40 more important, and loading 0.50 or greater are very significant. In this study, the general criteria were accepted items with loading of 0.60 or

Table 3: Total Variance Explained

Component	Initial Eigen values			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	14.638	52.786	52.786	14.638	52.786	52.786
2	4.084	16.216	69.002	4.084	16.216	69.002
3	3.653	14.872	82.074	3.653	14.872	83.874
4	2.102	13.711	97.585	2.102	13.711	97.585
5	1.236	11.740	98.325	1.743	11.651	95.657
6	1.114	10.515	98.840	1.547	10.486	94.835
7	.078	.221	99.061			
8	.066	.193	99.254			
9	.042	.172	99.426			
10	.031	.114	99.540			
11	.029	.101	99.641			
12	.017	.074	99.715			
13	.005	.069	99.784			
14	.003	.064	99.848			
15	.003	.057	99.905			

greater. Not a single factor had been dropped out under this circumstance. The result showed in table 3.

N.B: Only 15 loading factors are shows in this table

The values of following Table 4 indicate the affiliation of the items to a factor. Generally, the factor is the natural affinity of an item for a group. The higher loading (factor) indicates the stronger affiliation of an item to a specific factor. The findings of this study indicate that each of the six dimensions (perceived risk, customer trustfulness, perceived usefulness, familiarity and confidence, pricing and website and internet security) was homogeneously loaded to the different factors. That means each of the six dimensions that loaded into four different factors all are related to consumers' need.

Notes: Extraction method: principal component analysis. Based on four factors specifications (not on eigenvalue >1). Rotation Method: oblique (oblimin – SPSS) with Kaiser Normalization. All numbers in the table are magnitudes of the factor loadings multiplied by 100. Loadings that are 0.60 or less are not shown.

Hypothesis Testing:

Regression analysis was employed for testing the hypothesis of this research after extraction of six independent variables from factor analysis. Results for consumer perception showed in Table 5, 6, 7. Results of this study indicated that 77.3 percent of variance of consumer perception about

Table 4: Factor Loading Matrices Following Oblique Rotation of Four-factor Solutions

Factors	F1	F2	F3	F4	F5	F6
Perceive Risk (Alpha = 0.838)						
Willingness online payment	.91					
Fear feels to purchase online	.82					
Feel free about privacy information	.83					
Always care about online payment	.81					
Strong influence on online	.82					
Consumer trustiness (Alpha = 0.871)						
Trust online payment		.78				
Sense of trust website		.89				
Sufficient information feeling trustiness		.92				
System quality make trustiness		.91				
Impact on website security		.85				
Perceive usefulness (Alpha = 0.802)						
Enjoyable online purchase			.73			
Improve confidence when provided good service			.75			
Ease of using of airline website			.89			
Saving time with online purchasing			.81			
E-ticketing giving plenty option			.83			
Familiarity and confidence (Alpha = 0.870)						
Familiarity with online activity				.88		
Improve confidence when provided good service						
More confidence on well known company				.85		
Motivate based on company history				.79		
				.96		
Price perception (Alpha = 0.866)						
Cheap and affordable					.81	
Price does not have impact					.79	
Products are desirable than price					.93	
Price plays vital role					.88	
Perception on pricing					.92	
Website & internet security (Alpha = 0.850)						
Importance of website security						.86
Better to check security before payment						.89
Feels airline company website highly secure						.78
Best channel to buy ticket						.87

online ticketing was explained by these six independent variables with a significant 'F' value of 68.938 being significant at p< .000 (Table 5 and 6). Therefore, there is an evident that these six factors significantly affect the consumer perception about e-ticketing.

Table 5: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.864(a)	.773	.752	.49752489

Predictors: (Constant), perceived risk, customer trustfulness, perceived usefulness, familiarity and confidence, pricing and website and internet security

Table 6: ANOVA(b)

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	103.068	6	17.178	68.938	.000(a)
	Residual	31.932	129	.248		
	Total	135.000	135			

Predictors: (Constant), perceived risk, customer trustfulness, perceived usefulness, familiarity and confidence, pricing and website and internet security
Dependent Variable: perception

The hypotheses of this study are concerned with the individual effect of six variables on the consumer perception about e-ticketing. The test of these hypotheses leads to accomplish the objectives of this study. The strength of influence of each of the independent variables would have on the consumer perception about e-ticketing been addressed and results were shown in the Table 7.

Testing H1:

The result showed that social influence emerges as the important factor affecting the consumer perception about e-ticketing. A significant positive effect of perceived risk on consumer perception is seen from table 7. This result supports the first hypothesis of this study. Based on this positive coefficient of the perceived risk, this study concludes that there is a significant positive effect to built consumer perception about e-ticketing. Perceived risk would include susceptibility, which means an individual might purchase online ticket merely because his/her friend or family members bought the product and introduced it to them.

Testing H2:

The result regarding customer trustfulness showed that it has positive impact on consumer perception about e-ticketing. Hence, e-ticketing from the marketer's and country perspective are associated with countries and companies trustfulness. This study showed that customer trustfulness has a significant impact on consumer perception about e-ticketing through online.

Testing H3:

It postulates that perceived usefulness on e-ticketing has impact on customer perception. Regression result shows a positive effect of this variable on customer perception about e-ticketing and its standardized coefficients is (.341). Also its 't' calculated value is more than significance value. Thus, we can say that this variable significantly contribute to this customer perception on e-ticketing. Therefore, H_3 is supported.

Testing H4:

Familiarity and confidence have a significant impact on consumer perception about e-ticketing. Since, familiarity creates a positive effect on consumers' perception towards e-ticketing. This is because, some consumers value to need for satisfaction more than the quality of the service. For example, some might think that for the price of the online goods, the quality doesn't count as long as they can't get what they want. Therefore, people familiarity and confidence had a positive influence and supported H4.

Testing H5:

Pricing is another important determinant proven to be statistically at p < .000 Level, and has positive influence on the consumer perception about online ticketing. Since, selling and buying of online products not only depend on the sales, purchase price, but also on availability and familiarity. The special significant of the price for the decision to purchase is as undisputed to buy online product as it is elsewhere. This is particularly true for the airline products. Here, the choice of the e-ticketing is often connected with purchasing a new end-user, for example, consumers' consider the cheaper price with similar function of the e-ticketing. Hence, from the result we can conclude that price has a significant positive impact on consumer perception about the e-ticketing.

Testing H6:

It states that different styles of website design, and security might provide a better results to build customer through Internet marketing. Regression analysis shows that this variable has a significant positive impact on e-ticketing. Its standardized coefficient is (.041). Moreover, its 't' calculated value is greater than a significant value. So, it is worthwhile to say that this variable contributes to this model. Hence, H_6 is supported.

Conclusion and Implementation:

This study has shown that e-ticketing can be greatly facilitated through an effective online shopping mechanism. The regression results suggest that online ticketing can provide marketers with powerful communication tools. However, as highlighted by the

results, it is strongly believed that successful online buying in 21st centuries will largely depend on advertisers' ability to develop either mixed media strategies working in synergy or on an integrated communication plan. In this study, the factors that might impact on e-ticketing were examined. These factors included perceived risk, customer trustfulness, perceived usefulness, familiarity and confidence, pricing and website and internet security. The key finding is that different style of e-ticketing is a strong determinant of a customer's perception. The availability of different approaches of e-ticketing increases customers' confidence in online activities. Also, the availability of different choices as at when needed will also help marketers to build customer confidence. In addition, more promotional packages, quick feedback and customization facilities will also encourage customers patronage. Finally, for building customer perception it seems that perceive risk and purchasing capabilities are necessary.

The result of this study suggests that all factors have greater impact among the consumers. According to the result, different styles of website security also have more impact on e-ticketing. Thus, airline industries try to launch their website as much as possible in different ways. Perceived risk, customers' confidence in brands, perceived usefulness, familiarity and confidence, pricing also have impact on e-ticketing through Internet. Therefore, all these must be taken into consideration when airline industries place their advertorials on the Internet.

Limitations and Future Research:

It can be observed form the foregoing that there are some limitations in this study which has restricted this work to the selection of e-ticketing on the World Wide Web. Clearly, a variety of choice situations must be investigated before some generalizing comments can be made to guide the development of the Internet based activities. This study has put forward a comprehensively integrated framework that could be used in understanding the dynamic relationships among dimensions of perceived risk, customer trustfulness, perceived usefulness, familiarity and confidence, pricing and website and internet security to understand the consumers' perception. However, further research is needed to examine these factors in Malaysia with additional samples before generalization can be made. Moreover, it is also needed to extend behavior intentions of consumers about online ticketing.

Table 7: Coefficients (a)

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-4.283E-16	.043		.000	1.000
	perceived risk	.309	.045	.309	7.210	.000
	customer trustfulness	.272	.043	.272	6.360	.012
	perceived usefulness	.341	.042	.341	7.953	.000
	familiarity and confidence	.421	.043	.421	9.826	.001
	pricing	.386	.039	.039	9.574	.000
	website and internet security	.412	.041	.041	8.796	.000

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