

Influence of Experiential Value on the Loyalty in Travel Websites

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Abstract- In the present scenario searching information through online and booking tickets through travel websites supports the digitalization initiatives of our Government. In the digital world customers are able to decide, how, when and what they want to see and search by switching from one website to other. As numerous number of websites increases every minute, sometime it is very difficult to distinguish. The presence of too many tour and travel websites created complications for the marketers and increase their competence level with the others. In view of the increasing importance of the different websites in tourism the managers of the websites should understand that e-shopping experience must deliver some value if they want to turn website browsers into bookers. The objective of the study is to empirically test the relationship between experiential value and loyalty.

Key words: Customers, Experiential value, Loyalty, Perception, Travel website

1. Introduction

Tourism is one of the biggest largest industry whose growth is not limited. World fourteen percent of GDP arose from tourism industry. Tourism has opened the door for both earnings and employment across different nations. The travel and tourism supports 266 million jobs and this industry is generating percent of world GDP (World Travel and Tourism Council).

The total annual online sale of tour and travel websites is near about \$ 162.4 billion. According to (Amadeus) 60 percent of leisure and 41 percent of business travelers are making their own travel arrangements through internet tour and travel websites. The online travel and tourism sector has been growing at an accelerating pace. The world Travel and Tourism Council (WTTC) In its annual report pointed that India`s travel and tourism industry is expected to grow by 73 percent in coming years.

As the number of websites increases every minute, sometime it is very difficult to distinguish. Pool of travel websites created complications for the managers and competition with the others is at the top. In view of the increasing importance of the different websites in tourism the managers of the websites should understand that e-shopping experience must deliver some value if they want

to turn website browsers into bookers. This development and growth suggest that business manager need to understand that customers should perceived that the websites provides them with some kind of value. Some factors which explain loyalty for websites users are generally influenced by what their perception they are carrying while surfing a website and the underlying utilitarian values influence how customers choose between different information and marketing channel.

1. OBJECTIVES

1. To find out the perception of customers towards experiential value and loyalty.
2. To study the relationship between Experiential Value and Loyalty.

2.1 Literature of Review

[1]. proposed typology of customer value. The author suggested two dimensions of Experiential Value: Extrinsic vs. Intrinsic and Active vs. reactive

		<i>Extrinsic</i>	<i>Intrinsic</i>
Self-oriented	<i>Active</i>	Service excellence	Play
	<i>Reactive</i>	CROI	Aesthetics
Other-oriented	<i>Active</i>	Status	Ethics
	<i>Reactive</i>	Esteem	Spirituality

Figure 1 A typology of Experiential Value

2.2 Loyalty

Explored the role of the interplay between a multi-channel retailer's offline and online brand images on consumers' online perceived risk and online loyalty within the framework of a theory of cognitive dissonance. The link between perceived risk and online customer loyalty was well defined. As it is difficult in virtual environment to hold customers so customers perception towards that website play important role in making them loyal [2]. Defined the difference between attitudinal and behavioral loyalty. Corporate image, service quality, switching cost and customer satisfaction was used to measure the attitudinal and behavioral loyalty. Both attitudinal and behavioral dimensions of loyalty are considered to be equally critical [3]. referred e-loyalty as

customer's favorable attitude and commitment towards the website that result in repeated purchase behavior. Loyal customer always has intention to buy from website and not switch to another web site. The authors have studied the Impact of online review on e-loyalty of customers [4]

[5] investigated how a firm's performance is effected by its customer loyalty and further added that image perceptions, service quality and customer satisfaction also contribute to customer loyalty. customer loyalty has two approaches, One approach was theoretical, generating market segments based on the intensity of loyalty that customers feel and the other was empirical, connecting influential variables to loyalty without regard to the loyalty intensity level [6]. The authors have described the different experiential value sought by website users, and the impact of different value on customer perception is well defined [7].

The integrated model of customer loyalty in service market was being tested and analyzed its determinants and their interrelationships and effects on customer loyalty. The service quality, customer satisfaction, switching costs and switching barriers were identified as the main determinants of customer loyalty [8].

the authors have tried to find out the antecedents and outcome of loyalty conviction. The finding shows that customer satisfaction creates loyalty held without conviction [9].

2.3. Experiential Value and Loyalty

Studies that have been conducted to understand the influence of experiential value on loyalty has been discussed in this part of the thesis. Examined the effect of corporate image, perceived value, and switching costs on customer loyalty. Corporate image, perceived value, along with other construct switching costs, customer loyalty, and length of relationship, were used in the study. It was observed that switching costs influence customer loyalty. The results support the importance of enhancing corporate image to retain newer customers [10].

The role of experiential value and loyalty was identified by the author, further the study model proposes that there are gender differences inherent to the proposed framework [11].

The research investigates the customer loyalty antecedents in online shopping environment. The impacts of perceived experiential value on customers repeat purchase and their loyalty. In the research model, both utilitarian value and hedonic value are critically analysed and further their affect was measured on repeat purchase intention. The author observed that both the utilitarian value and hedonic value are positively associated with buyers' loyalty [12]. Investigated how the design and service quality of the website affect tourists' satisfaction and continued usage intention. It was found that Service excellence is a

important in travel services strategy in e-tourism website design apart from the service excellence [13].

The effect of e-service quality dimensions was examined and its impact on on customer-perceived value and customer loyalty was empirically tested. Care, reliability, products portfolio, ease of use, and security was used as e-service quality. The results showed that all the five dimensions have significant and positive impacts on customer-perceived value which, in turn, increases customer loyalty [14].

The authors have investigated that how to create and capture values for customers and these values strengthen their loyalty. Customer loyalty is one of the crucial constructs explained with different concepts in the literature. In addition, the aim of the research is to deepen the understanding of the concepts of service quality, perceived value, and customer service loyalty [15].

The experiential value is impacting the customer buying decision. It is also very crucial variable to influence customer loyalty. Customer loyalty is considered as very important variable to measure overall performance and it is helpful to build better relationship with potential customers. The existence of high levels of customer satisfaction, customer perceived value and customer relationship management enhance the relationship of customer with the firm which strongly boost up the overall performance of the firm [16].

3. Methodology/Approach

The research is descriptive in nature. The study is undertaken with the help of primary & secondary data. The primary data is collected through survey method. The survey instrument was a well-structured questionnaire. It was framed by the researcher based on the objectives of the study. The target population was online travel website users aged more than 18 years. To find out these objectives a survey was carried out from online travel websites users of different travel website in Chennai city

Sno	Constructs	Factor loading
1	Aesthetics	0.753
2	Playfulness	0.863
3	CROI	0.939
4	Service excellence	0.712
5	Ethics	0.824
6	Status	0.687
7	Esteem	0.611
8	Spirituality	0.653
9	Loyalty	0.7429

Table3.1 Results of CFA

Measurement Model of Perceived Experiential Value And Loyalty

The perception of respondents towards Experiential Value were studied using eight factors i.e aesthetics, playfulness, service excellence, CROI, Ethics, Spirituality, Status, Esteem and loyalty. Therefore, all the nine factors were validate in the form of independent measurement model by performing confirmatory factor analysis (CFA). In this section, researcher presents the measurement model for the variables which was followed to measures the construct validity using CFA.

Table 3.2 Reliability

Construct	Item Reliability	Construct Reliability	AVE
Suggested value	>0.5	>0.6	>0.5

Source: Fornell and Larcker (1981)

The above table highlights the results of confirmatory factor analysis (CFA) or measurement model. Construct reliability is an important to ensure that all the items used actually measure the concept under investigation with internal consistency [17].

Average variance extracted (AVE) value should be greater than 0.5 to ensure convergent validity of the model. Further the construct reliability should be more than 0.6. The table below clarifies that all the item values are more than the minimum recommended values.

From the above table it is clear that P value of all the Experiential Value factors i.e. aesthetics, playfulness, CROI, service excellence, ethics, status, esteem, is 0.113 which is more than 0.05 which shows perfectly fit. it is a good fit If the value of GFI value and AGFI (Adjusted Goodness of Fit Index) is more than 0.9. The calculated CFI (Comparative Fit Index) value is 0.998 it is also more than 0.90 it shows that it is a perfectly fit .The value of RMR 0.014 and RMSEA value is 0.038 which is perfectly fit because it is less than 0.08.

All the analyzed item and the model fit parameters were in the acceptable range (Baumgartner and Homburg 1996) [18]. Cronbach's alphas for all the items were higher than the cut-off of 0.6 proposed by [19], and 0.5 suggested by [20]. Results of the CFA confirmed an overall goodness of fit for the measurement model. The factor loading of the variables of model are presented below.

Table 3.3 Factor loadings of constructs

The above table shows that all the factor loadings are in line with the recommended value, it indicates that variables used are constructs related.

	Chi-square value	P value	GFI	AGFI	CFI	RMR	RMSEA	Cronbach alpha Score
Aesthetics Value	7.476	0.113	0.996	0.979	0.998	0.014	0.038	0.733
Playfulness	5.418	0.067	0.996	0.982	0.996	0.016	0.063	0.684
CROI	13.574	0.059	0.993	0.978	0.992	0.037	0.040	0.672
Service excellence	3.217	0.073	0.984	0.938	0.900	0.051	0.079	0.769
Ethics	8.658	0.124	0.996	0.977	0.996	0.024	0.035	0.831
Status	5.319	0.070	0.979	0.923	0.937	0.065	0.060	0.771
Esteem	0.000	1.000	1.000	1.000	1.000	0.000	0.000	0.712
Spirituality	3.36	0.073	0.942	0.910	0.959	0.031	0.061	0.673
Loyalty	9.331	0.053	0.995	0.972	0.988	0.038	0.049	0.876

4. Results & Discussion

Table 4.1. Level of Experiential Value

Level of Experiential Value	Frequency	Percent
Low	53	26
Medium	49	25
High	98	49
Total	200	100

The above table highlights the experiential value level of the respondents. 26 percent of the respondents have low level of Experiential Value, 25 percent of them have moderate level of Experiential Value and 49 percent of them have high level of experiential value.

Table.4.2 Level of Loyalty

Level of Customer Loyalty	Frequency	Percent
Low	54	27.1
Moderate	69	34.5
High	77	38.4
Total	200	100

The above table shows the level of loyalty among respondents 38.4 percent of the respondents` have high level of loyalty, .34.5percent of them have moderate level of loyalty and 27.1 percent have low level of loyalty.

Table 4.3 Factors of customer loyalty

Factors of customer loyalty	Mean	Rank
I am interested to use this website even in the future	3.66	2
I feel it is a best website to book my tickets	3.21	5
My favourite travel website due to its clarity	3.41	4
I am continuously using this travel website.	3.57	3
Service provided in the website motivates me to stay in the same website which I am using Currently	3.68	1

The above table exhibits the mean score on various factors of customer loyalty on travel website. Based on mean rank, "Service provided in the website motivates me to stay in the same website which I am using currently" (3.68) and "I am interested to use this website even in the future" (3.66) are most effective factors of loyalty. Followed by "I am continuously using this travel website" (3.57). "My favourite travel website due to its clarity" (3.41) & "I feel it is a best website to book my tickets"

Table 4.4 Chi-square test to show the association Between Experiential Value and Loyalty

Source-Field Survey

Note: 1. Row Percentage value ()

2. Column Percentage { }

3. Significant at 1% level is denoted by **

Level of Experiential Value	Level of Loyalty			Total	Chi-square value	P value
	Low	Moderate	High			
Low	68 (42.2) [41.7]	79 (49.1) [24.1]	14 (8.7) [12.6]	161	315.336	<0.001**
Moderate	82 (27.9) [50.3]	212 (72.1) [64.6]	0 (0.0) [0.0]	294		
High	13 (8.8) [8.0]	37 (25.2) [11.3]	97 (66.0) [87.4]	147		
Total	163	328	111	602		

The value of P is less than 0.01, so it is concluded that there is association between perceived Experiential Value and loyalty. Based on the row percentage, if the perceived Experiential Value level is low then 42.2 percent customer have low level of loyalty, 49.1 percent customer have moderate level of loyalty and only 8.7 percent of customers have high level of loyalty. Hence if the level of perceived Experiential Value is high then the loyalty is also high for the customers. From the table we can infer that perceived Experiential Value have influence on loyalty of customers. Offering the Experiential Value always leads to positive outcome such as loyalty.

The chi-square test revealed that Experiential Value has association with Loyalty. If the level of Experiential Value is high, then the customer level of Loyalty is also high. The low level of Experiential Value shows the low level of Loyalty. Improvement in service quality, competitive price, Trust can have significant impact on Loyalty. The analysis of mean score shows that "Service provided in the website motivates me to stay in the same website which I am using currently" is important factor of customer. There is a direct relationship between experiential value and loyalty. They examined the mediation effect of satisfaction between experiential value & loyalty. The result reveals that the test proved that experiential value has direct effect on loyalty and consequently higher perception of experiential value transform in to loyalty

5. Conclusion

Experiential Value is referred as the value which motivates the customer to further use the service again. Based on past research, extensive literature of review and finding of the current study it is found that Experiential Value consist of eight factors that is Aesthetics, Playfulness, Customer

Return on Investment, Ethics (security and privacy), Spirituality, Status, Esteem and it is also found that different types of Experiential Values creates different perception. Experiential Values have positive influence on Loyalty. The findings of the itemized mean of identified eight factors of Experiential Value revealed that Ethics play a very important role in shaping customers perception

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