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TITLE: Internal and external drivers of the formation of online purchase intention and e-loyalty of young people in destination tourism

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Abstract

Electronic commerce in the tourism sector has experienced rapid growth in recent years. However, due to market competition, consumer demands, the inherent risk of e-commerce and the intangible nature of tourism products, it is important to understand consumers' online purchasing behavior in greater depth in this sector. With this premise, this paper's objective is to study the variables that influence the online purchase intention and the e-loyalty of young people in the context of destination tourism. This two variables that have rarely been studied together. Young people have similar attitudes, beliefs and experiences, they use the Internet, mobile telephony and social media when they want to buy a tourism product, and have great potential to buy and influence. Through a wide sample and using structural equations (PLS), an equitable causal model has been generated that explains the formation of online purchase intention and e-loyalty in tourism through two external variables (site design and eWOM intention) and two internal variables (trust and satisfaction). The results show that the weight of the internal variables is greater than that of the external variables. The proposed causal model is practical to the extent that it can be applied by tourism firms to improve purchase intention and online loyalty.

Keywords

Purchase intention in tourism, online loyalty, trust, satisfaction, eWOM

1. Introduction

Electronic commerce in tourism has achieved rapid growth, as can be seen from the increase in the number of tourists who use the Internet to organize their trips to a specific destination (Cao and Yang, 2016, Tseng, 2017). Consequently, there is growing interest in the literature in the study of consumers' external and internal variables that influence their buying behavior as tourists online, especially with regard to their purchase intention and e-loyalty (Kim et al., 2017). This interest is due to the high competition in the tourism market, high consumer demands and the brakes that arise from the intangible and perishable nature of the tourism product and the insecurity of e-commerce, itself (Yi et al., 2017 ; Mohseni et al., 2018).

As proposed in the literature, it is also necessary to delve deeper into the study of certain potential segments of online consumers of tourism products, such as young people that make up the segment known as "Millennials" or the "Net Generation" (Nusair et al., 2011, 2013). It is a segment composed of people aged 18-34 with similar attitudes, beliefs and experiences (Prideaux et al., 2016). The interest in this segment is because more than 95% of young people use the Internet, mobile telephony and social media when they want to buy a tourism product (Chuah et al., 2017). In addition to their great potential to influence, it is estimated that in 2020, young people will make more than 300 million trips per year (Fyall et al., 2017, Gardiner and Kwek, 2017). Finally, the reduced loyalty of this segment and the gender differences reported by other authors are aspects that must be studied in greater depth (Bilgihan et al., 2014, Lin and Hsieh, 2016).

To address the demands and concerns mentioned above, this paper studies online purchase intention and e-loyalty in tourism of young people, thereby enriching the theoretical and practical literature on online purchasing behavior of this population segment. Since it is not possible to have real data on the actual online purchasing behavior of tourism products, the intention to purchase and e-loyalty is analyzed, that is, the intention to repurchase and recommend. It has been found that intention is the best predictor of real behavior in tourism, as happens in other sectors (Amaro and Duarte, 2013, 2015, Hajli et al., 2017). We develop a causal model for the formation of purchase intention and e-loyalty that is novel, since it includes variables that have not been studied together. The model is fair and practical and can be used by tourism firms.

2. Theoretical framework

1.1. Online purchase intention and e-loyalty

One of the contributions of this work is the joint study of the purchase intention and e-loyalty of young people in tourism, which constitute the end two variables of the proposed causal model. The *online purchase intention* is defined as the desire converted into a willingness to acquire a product or service through a site¹.

Therefore, the greater the desire, the greater the probability that a customer will buy the product (Lien et al., 2015). The great interest of many authors in purchase intention is due to the fact that intention is a strong predictor of real online purchasing behavior, since the lack of intention is the main obstacle in the development of electronic commerce (Hsu et al., 2015).

The explanatory and predictive models developed for the study of the antecedents of the purchase intention have taken as a theoretical basis the model of planned behavior (TPC) (Ajzen, 1991) and the theory of reasoned action (TRA) (Fishbein and Ajzen, 1975) (Hajli, 2015). In both models, attitude plays a major role in the formation of purchase intention (Liñán et al., 2013; Amaro and Duarte, 2016). However, other variables included in the two models mentioned, such as perceived control and subjective norms, have not had a significant influence on purchase intention in an online tourism context (Wang et al., 2007; Bigné et al. ., 2010). Instead, other authors have proposed the introduction of other variables into the models, whose influence on intention has been proven, as in the case of communication (Kim, Qu and Kim, 2009), satisfaction (Bai et al. , 2008), the quality of site design (Law and Hsu, 2005) and trust (Chiang and Jang, 2007).

E-loyalty also constitutes a form of "intention". Both in tourism and other sectors, the construct is conceived as the intention to make a new purchase on the same site or to recommend the site to other users (Llach et al., 2013; Gonçalves et al., 2016). Although online loyalty in tourism has been the object of study in the literature, it is a relatively recent variable on which there is no unanimity regarding its conceptual delimitation, measurement and background (Nisar and Prabhakar, 2017). So much so that the model of Oliver's loyalty (Oliver, 1999), which has been widely accepted in the offline context, does not have full acceptance in the online sphere (Silva and Gonçalves, 2016). Even the component of loyalty recommendation, which is usually taken into account in the offline context, is less frequent than that of repetition in e-commerce (Amaro Duarte, 2015, 2016, Nisarfaaswaxdr and Prabhakar, 2017). Regarding the antecedents of e-loyalty, the high direct weight of satisfaction stands out in the literature (Wu and Hsu, 2015, Chen and Wang, 2016) and indirectly through eWOM, although the latter's influence must be studied more thoroughly. (Serra and Salvi, 2014; Luo and Zhong, 2015).

2.2. Proposed model and hypotheses

¹ In this paper, site is referred to generically to make an indistinct reference to website, mobile telephony or social networks.

Increasingly tourists use the Internet to share their experiences and leave positive and negative comments and evaluations. This form of communication is known as "electronic word of mouth" (eWOM) (Jalilvand et al., 2012; Ring et al., 2016). These positive and negative comments and ratings can be shared in discussion forums, blogs and social networks and can be made through written texts, images, videos or even applications. In this context, it seems evident that certain characteristics of an online site can favor the eWOM intentions and the content, sign (positive or negative) and quantity of such comments and evaluations (Scheg et al., 2008, King, Racherla and Busch, 2014). The characteristics of sites that influence eWOM include, among others, their interactive, dynamic and communicative nature (Park et al., 2014; Luo and Zhong, 2015). In view of the above, the first hypothesis states that:

H1. Certain characteristics of site design have a direct influence on positive and negative eWOM intentions.

Tourists make use of eWOM because it is a primary source of information that, among other benefits, reduces risks in the purchase processes of experience products related to travel and lodging (Liu and Sangwon, 2015; Yan, Zhou and Wu, 2018). The interest in eWOM is due to its influence on purchase intention and loyalty, both in tourism and in other sectors (Vermeulen and Seegers, 2009, Zhang, Ye, Law and Li, 2010). Among the factors that favor this influence, besides the site design, are certain characteristics of this particular form of communication that stand out (e.g. a large volume, great dispersion, high persistence, high valence, anonymity, speed, participation) (Liao and Cheng, 2014). However, although the influence of eWOM on purchase intention and loyalty in tourism has been demonstrated, knowledge about it is still limited (Serra and Salvi, 2014, Marine-Roig, 2017). Taking into account the above, the following two hypotheses establish that:

H2. The eWOM intentions have a direct and positive influence on the online purchase intention.

H3. The eWOM intentions have a direct and positive influence on e-loyalty.

Trust is a decisive variable in electronic commerce, especially in the initial stages of the purchasing process (Lin et al., 2009, Wang et al., 2016). This importance is based on the risk and insecurity of e-commerce and on the immaterial and intangible nature of the tourism product (Amaro and Duarte, 2015, Ritchie, Chien and Sharifpour, 2017). Trust is defined as the consumer's belief or expectation that the online seller will have integrity and will behave in a reliable, ethical and socially appropriate manner (Essawy, 2006). That is, sellers will fulfill their obligations and will not opportunistically take advantage of the situation despite buyers' vulnerability and dependence (Bilgihan, 2016). In the context of electronic commerce, consumer trust depends on the characteristics of the individual, as well as the perceived security of the firm and certain quality attributes in the design of the firm's site (Kim, Chung and Lee, 2011; Bonsón et al., 2015). Regarding its influence, online trust has a direct impact on satisfaction and indirectly on purchase intention and e-loyalty (Escobar and Carvajal, 2014). Based on the above, the following hypothesis states that:

H4. Trust directly and positively influences satisfaction.

In e-commerce, satisfaction is defined as the global and cumulative perception of the degree to which the customer's previous expectations are confirmed after an online purchase (Fileri, Alguezaui and McLeay, 2015, Guo, Barnes and Jia, 2017). Satisfaction plays a key role in the construction and maintenance of long-term relationships with customers (Sanz et al., 2014), and is one of the variables that most influences consumers' behavior, particularly regarding purchase intention and loyalty (Kim, Byoungho and Swinney, 2009; Wu and Hsu, 2015). In this sense, it has been found that, with some exceptions, satisfied customers are more committed and willing to make purchases online, repeat the purchase on the same site and recommend it (Han and Hyun, 2015, Jin et al., 2015). Therefore, the following two hypotheses state that:

H5. Satisfaction directly and positively influences the online purchase intention.

H6. Satisfaction directly and positively influences loyalty.

Online purchase intention and online loyalty are differentiated constructs that are, by definition, related. The intention to buy online is defined as the willingness to purchase a product or a tourist service from an Internet site. Online loyalty is conceived as the consumer's *intention* to make a new purchase online on the same site, or to recommend the site to other consumers (Llach et al., 2013). Therefore, it can be affirmed that e-loyalty can have as a direct antecedent the general intention of using e-commerce to make purchases (Morosan and Jeong, 2008). Due to the above, the following hypothesis states that:

H7. The online purchase intention has a positive and direct influence on e-loyalty.

Taking into account all the above, the model proposed in this paper is the following one:

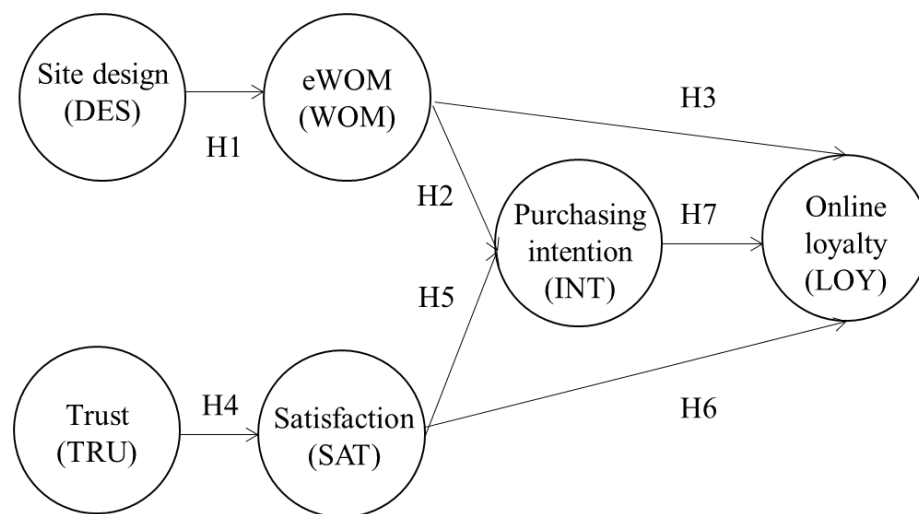


Fig. 1. Theoretical model

This paper includes an additional hypothesis that analyzes in greater depth young people's online purchasing behavior. In a generational context, it has been found that

young people are influenced by similar socio-cultural factors and share homogeneous cognitive, affective and behavioral patterns (Nusair et al., 2013; Fyall et al., 2017). However, the existence of gender differences among young people has been confirmed that could mean differentiated online performances for men and women which would be relevant for tourism firms, (Lin and Hsieh, 2016). Thus, the last hypothesis states that:

H8. There are gender differences in the responses given to the observed variables (items).

2. Methodology

The study was carried out in the months of January to May of 2018 using a quantitative method that was descriptive, discriminant and causal. The causal analysis was based on structural equations using the PLS (Partial Least Squares) model. The PLS model has been used for its advantages in the study of human behavior (Hair et al., 2011, 2012), for its optimal predictive potential (Cepeda and Roldán, 2004) and because it allows the use of a wide range of sample sizes (Hair et al., 2014).

The sample consisted of 584 subjects aged between 18 and 23 years old (96%). Initially, the sample included 12 more subjects who were eliminated because they responded with the same score to all the items or because they left some item unanswered. The sample size exceeds the 200 units proposed by Nunnally (1978) and is in accordance with the rule of ten times the number of variables proposed by Hair, Ringle and Sarstedt (2013) when using structural equations (PLS method). Additionally, the sample size does not contradict other studies on e-commerce in tourism (Bilgihan, 2016).

The sample was chosen intentionally (Pina-Stranger, Sabaj, Toro and Matsuda, 2013) to be made up of students from different degrees and from different years at the University of La Laguna, Tenerife, Spain². This segment has been chosen taking into account the need to study young peoples' online shopping behavior more thoroughly. Furthermore, students are an adequate representation of virtual consumers, because of their age and because they have a higher level of education than the general public (Gurtner and Soyez, 2016). The generational nature of the study suggests that the sample used is representative of the age segment, since they share similar cognitive, affective and conative processes (Bruwer, Saliba and Miller, 2011). The days and times of data collection were chosen at random from those with the most attendance to the classes, so that the questionnaire was given to the subjects who were in the classroom at that time.

Table 1
Details of the sample

² It has been found that there are no significant differences in the responses of young people of the same age as the sample subjects using variables such as those included in this study (Martínez, 2014).

Year/Gender	Men	Women	Total (%)
1 st	94	103	197
2 nd	78	85	163
3 rd	46	71	117
4 th	45	62	107
Total	263	321	584
(%)	(45%)	(55%)	(100%)

A questionnaire designed ad hoc was used as an instrument for collecting data, as is usual in the literature, on the variables included in this study (Amaro and Duarte, 2015, Yin, Poon and Su, 2017). To carry out the design of the scale, we proceeded first with a literature analysis with the collaboration of two experts to identify the variables, relationships and most appropriate measures for the proposed model, thus generating content validity (Roy, Dewit and Aubert, 2001). It was taken into account that in the recent literature the variables included in this study are usually measured by means of a small number of items, thus avoiding the methodological problems and the costs derived from the use of multiple indicators (Bergkvist and Rossiter, 2007). Next and according to Chen et al. (2017) and Huang and Chang (2018), the Delphi technique was used with two groups of experts to construct, through two rounds, the definitive association of items and relationships. After a pretest, the final questionnaire included 12 items (see Table 2) designed following the principles of brevity and simplicity using a Likert scale with 5 response alternatives (1: no agreement to 5: total agreement).

Online loyalty has been measured by two items, one related to the repetition of the online purchase and another to the recommendation of the site (Chen et al., 2015). The dimension of site design has been measured using two items, taking into account the contributions of Li, Peng, Jiang and Law (2017). The measures related to eWOM are related to the contributions of Filieri et al. (2015) and Abubakar et al. (2017). The two items related to online trust have been designed according to the contributions of Essawy (2006) and Bilgihan (2016). Satisfaction (SA) has been measured with two items, in a similar way as Elkhani et al. (2014) and Tseng (2017). Finally, in the design of the two items to measure purchase intention, the works of Amaro and Duarte (2015) and Yin, Poon and Su (2017) have been taken into account. The two control variables are gender, to carry out the discriminant analysis, and the extent to which the subjects have made online purchases trips to specific destination to verify the experience and the online purchase potential of young people.

4. Results

To identify the latent variables to which the items belong, an exploratory *factor analysis* with varimax rotation was first carried out, using the principal component method, the Kaiser-Meyer-Olkin test (KMO), the Bartlett Test of Sphericity and the Cronbach alpha reliability statistic. This process is common in studies by other authors (Lehto et al., 2004; Kline, 2005). After a series of analyses, a structure of six factors or latent variables was obtained, each with two items (see Table 2). This factor structure has been accepted because the variables that make up the factors have a high correlation with each other (greater than 0.70) and a reduced correlation with other variables (García, Piqueras and Martínez, 2014). The latent factors or variables of the model are: design (DES), eWOM (WOM), trust (TRU), satisfaction (SAT), purchase intention (INT) and online loyalty (LOY).

Next, and to test the eight hypotheses of the proposed causal model, the *measurement model* was first evaluated, which relates the observable variables to their latent variable (Hair et al., 2013). The analysis of the measurement model involves studying the reliability (individual and composite) and the validity (convergent and discriminant) of the relationships between the observed variables (items) and the latent variables with which they are associated. The study of individual reliability showed that the observed variables reached the minimum level required ($\lambda \geq 0.70$) (Table 2), thus, it was accepted that the indicators were part of their corresponding constructs (Hair et al., 2013). The study of composite reliability (CR), an indicator similar to Cronbach's alpha though more appropriate than Cronbach's in the framework of structural equations, showed all values were above 0.70 (Table 2). This shows that the measurement model was internally consistent and that all the indicators or variables observed were measuring their corresponding latent variable (Hair et al., 2013; 2014).

To evaluate the convergent validity of the model, the average variance extracted (AVE) was calculated, which provides information on the amount of variance that a construct obtains from its indicators in relation to the amount of variance due to measurement error. In all cases, the result was greater than 0.50, so it was found that more than 50% of the variance of the construct was due to its indicators (Hair et al., 2013, 2014) (Table 2).

Table 2
Measure model: basic data

LV	Items	Loading λ	CR	AVE
Regarding your online purchases of trips to a specific destination:				
Design (DES)	DES1 I like the site to be dynamic and interactive.	0.887	0.841	0.725
	DES2 I like the site to be communicative.	0.814		
eWOM (WOM)	WOM1 If my shopping experience was positive I would write it on the site.	0.860	0.884	0.792
	WOM2 If my shopping experience was negative I would write it on the site.	0.919		
Trust (TRU)	TRU1 I like to perceive the firm's security and trust in the firm.	0.852	0.768	0.625
	TRU2 I value the confidence and security that you perceive from the site.	0.724		
Satisfaction (SAT)	SAT1 When I purchased a product, I have seen my expectations fulfilled	0.893	0.916	0.846
	SAT2 I felt satisfied when I purchased online.	0.946		
Intention (INT)	INT1 I intend to purchase over the Internet (e-commerce).	0.911	0.899	0.816
	INT2 There is a possibility that I can purchase through the Internet.	0.895		
Loyalty (LOY)	LOY1 I would recommend the site to other people.	0.871	0.884	0.793
	LOY2 I would repeat the purchase on the same website.	0.909		

Regarding the discriminant validity, this implies that each construct is significantly different from the rest of constructs with which it is not related according to the theory. To calculate the discriminant validity and following Fornell and Larcker (1981), it was first verified that the square root of average variance extracted (AVE) (on the diagonal of table 3) was greater than the variance shared between the construct and the other constructs of the model (data that are not found in the diagonal of Table 3) (Chin, 2010).

Table 3
Discriminant validity: criteria of Fornell Larcker (1981)

	DES	WOM	TRU	SAT	INT	LOY
DES	0.852					
WOM	0.472	0.890				
TRU	0.117	0.032	0.791			
SAT	-0.087	-0.017	0.302	0.920		
INT	0.243	0.248	0.257	0.341	0.903	
LOY	0.023	0.174	0.334	0.337	0.380	0.890

DES: design, WOM: eWOM, TRU: Trust, SAT: satisfaction, INT: intention, LOY: loyalty

Additionally, to analyze discriminant validity, the matrix of cross-factor loadings was also obtained (Chin, 1998a, Chin, 1998b) (Table 4). The factor loadings, or Pearson correlations of the indicators with their own construct, should be greater than those maintained with the rest of the constructs, as was found. Therefore, the indicators were more correlated with their own construct than with others.

Table 4
Cross-factor loadings

VL	Items	DES	WOM	TRU	SAT	INT	LOY
DES	DES1	0.887	0.444	0.093	-0.139	0.169	0.009
	DES2	0.814	0.353	0.109	0.007	0.256	0.033
WOM	WOM1	0.376	0.860	0.054	-0.109	0.155	0.143
	WOM2	0.457	0.919	0.008	0.058	0.274	0.165
TRU	TRU1	-0.021	-0.006	0.852	0.268	0.086	0.248
	TRU2	0.244	0.066	0.724	0.203	0.361	0.290
SAT	SAT1	-0.122	0.064	0.254	0.893	0.246	0.242
	SAT2	-0.050	-0.073	0.296	0.946	0.364	0.361
INT	INT1	0.159	0.178	0.260	0.323	0.911	0.389
	INT2	0.284	0.275	0.203	0.292	0.895	0.293
LOY	LOY1	0.007	0.146	0.319	0.283	0.297	0.871
	LOY2	0.031	0.163	0.279	0.315	0.373	0.909

Regarding the evaluation of the *structural model*, which relates some latent variables with others (Hair et al., 2013), it was first verified that the exogenous latent variables contributed to explain the variance of the endogenous latent variable (LOY) in a significant way. We confirmed in all cases that the path coefficients (β) (standardized regression weights) reached levels above the minimum acceptable level ($\beta \geq 0.2$) (Chin, 1998a, 1998b), or even at the optimal level ($\beta \geq 0, 3$) (Sarstedt et al., 2014) (Table 5). The weight of the relationship between eWOM and e-loyalty (LOY) is less than 0.2, however, some authors such as Ramírez, Arenas and Rondan (2012) take into account relationships between latent variables with a lower weight ($\beta \geq 0, 1$), although with a lower predictive value. On the other hand, all the direct causal relationships obtained a high significance ($P \leq 0.05$), as revealed in the bootstrapping analysis with 500 sub-samples and 200 cases carried out (Lanero, Vázquez and Gutiérrez, 2011). Therefore, all the hypotheses of the proposed model are confirmed, taking into account that the confirmation of H3 is made with reservations.

Table 5
Effects, significance and confirmation of hypotheses

Latent Variables	Path (β)	T	P Values	CH
H1 Design (DES) → eWOM (WOM)	0.472	14.285	0.000	Yes
H2 eWOM (WOM) → Purchase Intention (INT)	0.254	6.838	0.000	Yes
H3 eWOM (WOM) → Loyalty (LOY)	0.152	3.070	0.002	Yes*
H4 Trust (TRU) → Satisfaction (SAT)	0.302	5.013	0.000	Yes
H5 Satisfaction (SAT) → Purchase intention (INT)	0.345	6.837	0.000	Yes
H6 Satisfaction (SAT) → Loyalty (LOY)	0.248	8.844	0.000	Yes
H7 Purchase intention (INT) → Loyalty (LOY)	0.267	5.363	0.000	Yes

In the study of the structural model, three additional indicators were calculated (Table 6): (i) indicator R^2 , which varies between 0 and 1 and informs about the amount of variance explained in each dependent latent variable; (ii) indicator Q^2 , developed by

Stone (1974) and Geisser (1975) to measure the predictive relevance of dependent constructs; and (iii) the GoF (Goodness-of-Fit) test, which also oscillates between 0 and 1 and represents the geometric mean between the average of the AVE indicator and the average of R^2 in relation to the endogenous constructs (Wetzels, Odekerken-Schröder and Van Oppen, 2009). It was found that the previous latent variables, with the exception of satisfaction (SAT), explained sufficient variance of the consequent variables, since the basic indicator R^2 reached, in all cases, values above the minimum acceptable level ($R^2 \geq 0.19$) proposed by Hair et al. (2011). The values above zero of the indicator Q^2 ($Q^2 \geq 0$) verify the predictive relevance of the model (Riquel and Vargas, 2013). Finally, a GoF value of 0.382 was obtained, which is higher than the minimum acceptable value ($GoF \geq 0.360$) considering the most unfavorable situation for this test, which is that of samples with high effects (Wetzels, Odekerken-schröder and Van Oppen , 2009) (Table 6). Therefore, in addition to confirming the hypotheses regarding the causal relationships (H1 to H7), with reservations in the case of H3, it can be said that the model has predictive potential.

Table 6
Indicators R^2 , Q^2 and GoF test

Construct	R^2	AVE	Q^2 (*)
eWOM (WOM)	0.223	0.792	0.168
Satisfaction (SAT)	0.091	0.846	0.073
Purchase Intention (INT)	0.201	0.816	0.142
Loyalty (LOY)	0.204	0.793	0.154
Average	0.180	0.812	-----
GoF	0.382		

(*) This test is a measure of the extent to which the observed values are reproduced by the model and by its estimated parameters.

To test hypothesis 8 (H8) regarding the existence of gender differences in the perceptions of young people (direct responses to the items), a discriminant analysis was carried out. The results of the discriminant analysis are shown in Table 7. First and at the level of the entire sample, the column labeled "%" includes the percentage that each item has obtained in relation to the maximum score that would have been obtained if all the subjects of the sample would have awarded the item the maximum score (5). The items related to design obtained the lowest score (DES1 = 68.22%, DES2 = 69.86%), although all the items obtained high scores and, in all cases, greater than 50%. On the other hand, as can be seen in the lower part of the table, more than 97% of the sample states that they have purchased a product or service through the Web, mobile telephony or social networks.

Differentiating by gender, the results of the discriminant analysis show that this has been statistically valid, since the Box M test obtained high significance (Sif. = 0.000) and there were no cases excluded. As the levels of the eigenvalue and the canonical correlation move away from zero, and the value of Lambda moves away from one, thus it is verified that there are significant differences in the responses of men and women, although these differences are not excessive. The sign for men (-) and women (+) in the resulting discriminant function, as well as the data of structured coefficients

(SC), suggest that women share positive experiences with other users more than men (WOM1) , while men share more negative online experiences (WOM2). Women value security and the perceived trust of the site more than men (TRU2). In the rest of the items, there are no significant gender differences.

Table 7

Basic descriptive and discriminant

Basic statistics	Items	%	CE
	DIS1	68.22%	0.26
Sig. M de Box= 0,000	DIS2	69.86%	0.34
Valid cases=100%	WOM1	83.56%	0.73
	WOM2	75.34%	-1.04
Selfvalue= 0,.	CON1	88.49%	-0.19
Canonical correl. = 0.431	CON2	83.84%	0.43
Lambda Wilks= 0.814	SAT1	79.44%	-0.01
	SAT2	76.71%	0.01
Sign Men= -1.03	INT1	72.33%	0.12
Sign Women= 0.22	INT2	80.00%	0.18
	LEA1	82.19%	0.28
	LEA2	85.48%	-0.11
Subjects that have used e-commerce = 97.33%			

5. Discussion and implications

This study finds that virtually all young people use e-commerce in destination tourism (97.33% of the subjects in the sample), as suggested by other authors, with levels above 95% being highlighted (Bilgihan, 2016; Chuah et al., 2017). The favorable estimates proposed by other authors regarding the number of trips to be made by young people in the coming years (Gardiner and Kwek, 2017), as well as the high scores achieved by the items, corroborate and provide precision regarding the great potential of online purchasing of young people in tourism and their positive attitude towards electronic commerce in this sector (Fyall et al., 2017). All these aspects must be taken into account by tourism firms in the design and management of the electronic commerce they implement.

More specifically and in relation to contextual or external variables, the findings of other authors have been confirmed that certain characteristics of the site directly favor eWOM and indirectly purchase intention and e-loyalty (Bilgihan and Bujisic, 2015). The design of the site directly influences eWOM through the interactive, dynamic and communicative nature of the site (Goodrich and de Mooij, 2014; Luo and Zhong, 2015). The importance of both these characteristics is similar for young people (DES1 = 68.22%, DES2 = 69.86%), and there are no significant differences between men and women. These findings are useful for site design and actions of eWOM that tourism firms can carry out.

Regarding online communication, it is important to note that this study finds that young people are willing to communicate in an eWOM context, that is, they are in favor of reading and writing comments and evaluations on sites, which confirms the

potential online influence of this segment (Yan, Zhou and Wu, 2018). This favorable disposition to use eWOM is somewhat higher in the case of positive experiences (WOM1 = 83.56%) than in negative ones (WOM2 = 75.34%), an important result considering that the impact of negative eWOM on purchase intention and online loyalty is superior to positive (Berger and Schwartz, 2011). On the other hand, women share positive experiences with other users more than men, while men share more negative online experiences (WOM2).

In relation to the consequences of the eWOM, the contributions of other authors are also confirmed that eWOM influences the intention to purchase online (Luo and Zhong, 2015). However, the proposals of other authors about the influence of eWOM on e-loyalty have not been confirmed (Zhang, Ye, Law and Li, 2010). This may be because e-loyalty requires a previous online shopping experience that reduces risk and uncertainty. In any case, the purchase intention declared by young people (INT1 = 72.33% and INT2 = 80.00%) is somewhat lower than their loyalty (LOY1 = 82.19% and LOY2 = 85.48%). This high level of e-loyalty manifested by young people does not agree with statements by other authors about the reduced loyalty of this population segment, at least in the case of tourism (Bilgihan and Bujisic, 2015; Bilgihan et al., 2014).

In relation to the internal or consumer variables, it has been found that in the proposed model, in the case of young people, trust directly influences satisfaction and indirectly purchase intention and e-loyalty, which should be taken into account by tourism firms (Bilgihan, 2016). This relationship is particularly relevant in the context of e-commerce in tourism due to the impersonal nature of the Internet and the immaterial and intangible nature of tourism products (Ritchie, Chien and Sharifpour, 2017). It is noteworthy that data relating to the responses that young people have given to the items of trust (over 80%) confirm that this is a very important variable for them, especially the trust in the firm, which is slightly higher (TRU1 = 88.49%) than trust in the site (TRU2 = 83.84%). It is therefore feasible that, taking into account the technological and Internet profile of young people, they demand more trust from a firm than from a site.

Regarding the influence of satisfaction on purchasing behavior and online loyalty, it is noteworthy that, although this relationship has sometimes been contradictory in the literature (e.g. Sobihah et al., 2015), in this study, it has been found that the relationship is direct and positive (Kim, Chung and Lee, 2011). Therefore, it is confirmed that when young people feel satisfied and their expectations are met, they are more willing to make purchases online and to repeat the purchase on the same site or to recommend it (Wu and Hsu, 2015). However, this influence is not very high, with the weight of satisfaction over purchase intention being greater ($\beta = 0.345$) than over e-loyalty ($\beta = 0.248$). This may be because achieving loyalty in the online context is more difficult than in the offline context (Jin et al., 2015). These results also show that other variables, included or not in the model proposed in this work, also influence intention and loyalty.

In relation to the causal model generated, it has been shown that the influence of consumers' internal variables (confidence and satisfaction) on purchase intention and

e-loyalty is higher than that of the external variables (design and eWOM), although this second influence should not be ignored.

Purchase intention and online loyalty are different constructs, although they are related. The intention of purchasing online is defined as the desire or general disposition to acquire a product or a tourist service through electronic commerce, whether it is the first purchase, something unlikely in the case of young people, or a subsequent one (Morosan and Jeong, 2008). On the other hand, e-loyalty is conceived as the intention to repeat the purchase on the same website or to recommend it to other users (Llach et al., 2013). Considering that the weight of the relationship between purchase intention and e-loyalty is significant ($\beta = 0.267$), it is concluded that to achieve greater e-loyalty it is necessary that the consumer has a general intention to use e-commerce. This is interesting if one takes into account that, in the case of purchase intention, firms have less power of influence than in e-loyalty.

The existence of certain gender differences in the online purchasing behavior of young people in their responses to items has been confirmed (Lin and Hsieh, 2016). These differences have been associated, above all, with a greater appreciation of security and trust on the part of women, who tend to share positive experiences more than men, while men share more negative ones. Therefore, firms must assess these differences and decide which e-commerce actions will be homogeneous for the entire segment and which will be differentiated for men and women, if applicable.

6. Conclusions and implications

In this paper, we have responded to the concerns and suggestions of other authors regarding the need to study more thoroughly the process by which the intention of online purchasing and e-loyalty of young people in tourism is formed. This need is due to the commercial and financial benefits that intention and e-loyalty produce, particularly in the case of young people, a "digital" segment with such high purchasing power and influence. The interest in this study is also due to the fact that there are brakes related to the insecurity of tourism associated with the intangible nature of the tourism product, in addition to the insecurity of e-commerce itself.

A model for the formation of online purchase intention and online loyalty has been generated that is statistically significant, practical and equitable, which facilitates its application by tourism firms. The model includes consumers' internal variables (trust and satisfaction) and external variables (site design and eWOM), all of which are considered relevant by other authors and on which a greater in-depth study in the literature is suggested. Additionally, as recommended in other studies, gender differences have been taken into account. All these contributions and considerations improve the theoretical and practical knowledge about the formation of purchase intention and loyalty.

Tourism firms should make efforts in two main areas of electronic commerce, one related to the external environment of consumers and the other referring to their internal one. In the first case, the efforts must be devoted to market research, in a context of market orientation, to design quality sites that are adapted to the profile of

the youth segment. Particularly important in relation to design and in the case of young people is that the site is interactive and allows comments to be read and written. This would enhance the ratings and comments of young people (eWOM), which would be positive or negative depending on the offline and online management of the tourism firm, thereby influencing purchase intent and online loyalty.

In the second case, taking into account that young people place great importance on trust, tourism firms must increase the perceived security of young people with respect to the site and to the organization itself. Improving the expectation that the firm and the site will fulfill what has been promised will be very useful to improve the satisfaction derived from online purchases and thus favor purchase intention and e-loyalty. Given the results of this study, the efforts of tourism firms to promote the internal variables, that is to improve trust and satisfaction, should be equal to or greater than those carried out to promote quality site design and eWOM .

Two additional conclusions can be drawn. First, although the purchase intention and e-loyalty stated by young people is high in tourism, firms must further promote e-loyalty by increasing the purchase intention, in addition to using the internal and external channels mentioned. Second, tourism firms should evaluate the possibility of carrying out differentiated e-commerce actions for men and women, taking into account the results of this study, as well as developing joint and homogeneous actions for both segments.

The main limitation of this work is related to the selection and combination of the internal and external variables included in the proposed model, given the great diversity of variables in the literature when studying purchase intention and online loyalty.

As for future research lines, the inclusion of other internal and external variables to the subject is recommended, as well as a more in-depth study of the relationship between purchase intention and loyalty.

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