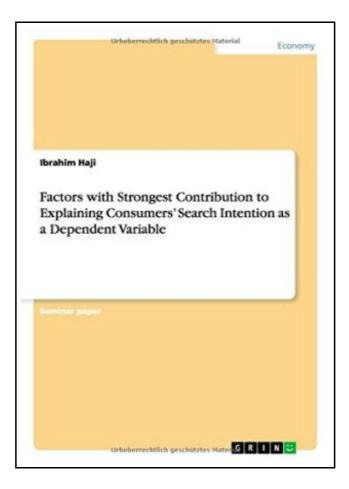
Factors with Strongest Contribution to Explaining Consumers' Search Intention as a Dependent Variable



Filesize: 1.97 MB

Reviews

I actually started out reading this pdf. Of course, it really is play, continue to an interesting and amazing literature. I realized this pdf from my i and dad encouraged this pdf to discover. (Maddison Becker)

FACTORS WITH STRONGEST CONTRIBUTION TO EXPLAINING CONSUMERS' SEARCH INTENTION AS A DEPENDENT VARIABLE



GRIN Verlag Gmbh Sep 2014, 2014. Taschenbuch. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2013 in the subject Business economics -Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: B, The University of Chicago, language: English, abstract: The findings of the study are well consistent with close-cut studies of other companies offering hospitality services online. According to Harcar and Yucelt (2012), perceived convenience ranked highest in explaining the consumers search intention as a dependent variable and as if that is not enough, the same research findings did hold ground for another rather distanced online travel company as can be justified by the fact that perceived convenience by the consumer made the highest contribution in affecting consumers search intention while their were searching for their services (Peng et al, 2013). These findings were again consistent with of another scholar who in his studies, discovered that perceived convenience had much contribution to make on the customers search intention (Conyette, 2012). On the other hand, the attitude of the consumer as far as his/her search intention is concerned also gave relatively considerable contribution. The findings of the study place the attitude of the consumer as the second strongest factor likely to affect the search intention of consumers and according to another research, the attitude of the consumer played a great role in affecting the consumer in his/her search intention as far as online travel is concerned (Khandelwal et al, 2012). It is explained that the consumer s attitude has a great effect on the consequential bearing of his search with regards to making reservations online of buying hospitality services online. This study finding is consistent with other studies and much more matches the expectations of stakeholders in...

Read Factors with Strongest Contribution to Explaining Consumers' Search
Intention as a Dependent Variable Online
Download PDF Factors with Strongest Contribution to Explaining Consumers' Search
Intention as a Dependent Variable

Related Books



Psychologisches Testverfahren

Reference Series Books LLC Nov 2011, 2011. Taschenbuch. Book Condition: Neu. 249x191x7 mm. This item is printed on demand - Print on Demand Neuware - Quelle: Wikipedia. Seiten: 100. Kapitel: Myers-Briggs-Typindikator, Keirsey Temperament Sorter, DISG,... Read PDF »



Programming in D

Ali Cehreli Dez 2015, 2015. Buch. Book Condition: Neu. 264x182x53 mm. This item is printed on demand - Print on Demand Neuware - The main aim of this book is to teach D to readers... Read PDF »



Environments for Outdoor Play: A Practical Guide to Making Space for Children (New edition)

SAGE Publications Ltd. Paperback. Book Condition: new. BRAND NEW, Environments for Outdoor Play: A Practical Guide to Making Space for Children (New edition), Theresa Casey, 'Theresa's book is full of lots of inspiring, practical, 'how...

Read PDF »



Twitter Marketing Workbook: How to Market Your Business on Twitter (Paperback)

Createspace Independent Publishing Platform, United States, 2016. Paperback. Book Condition: New. Workbook. 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****.Twitter Marketing Workbook 2016 Learn how to market your... Read PDF »



Adobe Indesign CS/Cs2 Breakthroughs

Peachpit Press, 2005. Softcover. Book Condition: Neu. Gebraucht - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Adobe InDesign is taking the publishing world by storm and...

Read PDF »

\rightarrow

History of the Town of Sutton Massachusetts from 1704 to 1876 (Paperback) Createspace, United States, 2015. Paperback. Book Condition: New. annotated edition. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. This version of the History of the Town of Sutton Massachusetts

Save ePub »

\mathbf{x}
~

Oxford Reading Tree Read with Biff, Chip, and Kipper: Phonics: Level 6: Gran s New Blue Shoes (Hardback)

Oxford University Press, United Kingdom, 2011. Hardback. Book Condition: New. 172 x 142 mm. Language: English . Brand New Book. Read With Biff, Chip and Kipper is the UK s best-selling home reading series. It

Save ePub »

\rightarrow
-

Slavonic Rhapsodies, Op.45 / B.86: Study Score (Paperback)

Petrucci Library Press, United States, 2015. Paperback. Book Condition: New. 244 x 170 mm. Language: English Brand New Book ***** Print on Demand *****.The first of the three Slovanske rapsodie was composed from February 13 Save ePub »

	$\$
-	>

Dom's Dragon - Read it Yourself with Ladybird: Level 2

Penguin Books Ltd. Paperback. Book Condition: new. BRAND NEW, Dom's Dragon - Read it Yourself with Ladybird: Level 2, Mandy Ross, One day, Dom finds a little red egg and soon he is the owner

Save ePub »



In Nature s Realm, Op.91 / B.168: Study Score (Paperback)

Petrucci Library Press, United States, 2015. Paperback. Book Condition: New. 244 x 170 mm. Language: English . Brand New Book ***** Print on Demand *****.Composed in 1891, V P irod (In Nature s Realm) is

Save ePub »