A Study on Consumers' Travel Purchase Intention Through Travel Apps

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Abstract

Purpose : The present study identified the factors influencing consumer travel purchase intention. The primary goal of this study was to ascertain if Indian users of travel applications can use the restrictions derived from the expanded unified theory of acceptance and usage of technology with perceived trust as a mediating variable. The article further addressed the empirical findings and implications of practical work to the conclusion of this study.

Methodology : Using UTAUT2 as a base model, this study investigated customers' desire to purchase things using travel applications. A representative survey of 261 participants was obtained.

Findings : The results indicated that all five were supported among the four constructions. The results revealed that EE (effort expectancy) had the most significant impact on purchase intention, followed by FC, PE, and SI. Overall, this work will benefit travel application businesses in promoting their corporate and marketing objectives. The results showed that effort expectancy had a strong relationship with purchase intention.

Practical Implications : Using UTAUT2 as a base model, the study investigated customers' desire to purchase things using travel applications. With this study, app development executives can foresee the continuing use of travel apps for good marketing, user engagement, and advertisement inside devices. Using UTAUT2 as a base model, this study investigated customers' desire to purchase things using travel applications.

Originality : Limited empirical studies have explored travelers' adoption of mapping apps. This study included the conceptual framework in the perceived trust variable to explain the effects of the UTAUT2 system's fundamental ideas, such as performance expectancy, social influence, and enabling situations. In contrast, in other related studies, effort expectancy has been thought to explain the direct impact on the willingness of consumers to buy travel products through travel apps.

Keywords : **travel app, purchase intentions, consumers, UTAUT2, India**

JEL Classification Codes : D01, D12, D91, M29, Z32

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The first smartphones operating on, i.e., Android (Google) and iOS (Apple), started around 2007 and 2008 and have made tremendous smartphone improvements since then. On the other hand, travel has drastically changed through technology, including information gathering about a destination or purchasing travel apps. The travel application business is evolving and has advanced, with 100,000 applications in the app store and a comparable amount in the Google Play Store. Increased competition has hampered app manufacturers or providers in keeping customers on their feet (Choi et al., 2018). As the smartphone industry's popularity increases and high-speed cellular network techniques emerge, tourism industries are increasingly interested in using smartphone apps to boost tourism. According to Singh et al. (2023), performance anticipation, enabling factors, hedonic incentives, price value, and personal norms significantly impact customer intentions to adopt EVs.

It has been reported that one-third of all travel bookings are made on smartphones through travel apps, and 80% of travellers used it to research a trip in 2018. Many companies and organizations engaged in the travel business have engaged in travel-related applications. Client awareness and trust are becoming crucial to achieving a greater yield on capital and effectively improving the recent technology's probability (Lu et al., 2015). Rapid development in technology and the increased number of customers and their number of online buys are evidence of technological attractiveness. Companies and businesses must develop a clear perspective to maintain customer connections to reach a broader industry sector (Law et al., 2010).

Travel app providers will look for new ways to increase client loyalty, provide extra revenue streams, and lower operational expenses (Kim et al., 2008). Apps demand a significant degree of customer engagement. Consumers appear to have more private links than blogs with their apps because they frequently customize smartphones for specific applications (Lu et al., 2015). The way customers buy online and the factors affecting their buying intentions online create strong relationships. It is, therefore, required to identify practices of online customer purchasing intentions about travel products (Wen, 2009). According to Reddy and Rao (2019), consumers' pleasure was identified as the primary motivator for sticking with a specific mobile wallet application.

Although several travel applications exist in India, consumers always need clarification to use the most attractive applications. India's leading online travel app firms are MakeMyTrip, HolidayIQ, and Cleartrip. However, each specialism has its influence. MakeMyTrip, for example, focuses on tour packages and travel services such as flight, hotel, and train bookings; whereas, HolidayIQ focuses on self-service hotel reservations and ticketing. ClearTrip specializes in purchasing railway, flight, and bus fares from the mobile app. This travel app also has a weekend getaways segment. Mishra et al. (2022) reiterated that businesses work in a fast-paced, uncertain, and intensely competitive environment in the current scenario. Hence, online platforms form the base for purchasing. Shankar et al. (2021) revealed that most tourists visited the location often and remained for longer than a week. The findings showed that some features of cognitive belief persisted regardless of visit frequency or duration of stay. Mishra and Ojha (2014) reiterated that marketing and promotional initiatives have enhanced the performance of the Indian tourism sector.

Research has also been performed depending on customers' purpose of buying their goods online, mainly through e-commerce pages in Jordan. It used UTAUT2 designs to integrate presumed confidence as a mediating factor to comprehend the impact of the critical buildings of UTAUT2 (Singh & Matsui, 2017). As per Sharma and Sharma (2022), travelers use online travel agency platforms more frequently to look for information on vacation packages, flight availability, hotel reservations, and itinerary details.

The UTAUT2 research model was created by Venkatesh et al. (2012) to look at technology utilization and to comprehend consumer use. However, the current studies have yet to use it to study consumers' buying in-app travel products. Chakraborty (2021) revealed that accessibility and convenience were the key factors that affected passenger decisions to use an app-cab service. These factors significantly and favorably impacted smartphone users' decisions to use an app cab.

The primary goal of this study is to ascertain if Indian users of travel applications can use the restrictions

derived from the expanded unified theory of acceptance and usage of technology with perceived trust as a mediating variable. Performance expectations, social influence, and conducive factors influence consumers' trust and values in travel applications (Singh & Matsui, 2017). This research will provide smartphone business professionals with a clearer understanding of how to create and improve applications that help customers' requirements and improve the usability of portable applications. This research benefits the smartphone app sector as UTAUT2 helps determine its impact on travel purchase behavioral intentions through travel apps.

Literature Review

Several surveys have studied the behavior in which the type and magnitude of purchases for personal goods have been explored. While tourists may only buy so-called "low-risk goods" such as flight fares or hotel bookings, other travelers may buy various transport goods online. In many ways, many researchers have studied the use of travel apps. For instance, Kennedy-Eden and Gretzel (2021) recognized seven travel app classes depending on their critical app-based services: exploration, personal commitment, mobile advertising, safety, operations, leisure, and data. While these surveys enabled researchers to comprehend the variety of accessible mobile phone features for travelers for reasons, their views and behavior linked toward the application use were not regarded. The prospective apps for the 'Internet in your purse' are numerous and diverse, including dining, banking, meals, telephone, and web surfing. The Internet, data, and communication technologies also play a significant part in developing contemporary travel. Abdulla and Suresh (2017) stated that visitors are exposed to their destinations' finest and worst aspects. Therefore, it is likely that they feel both happiness and grief at the same time.

As in other fields, smartphone applications can transform personal aspects, including travel. Singh and Yadav (2018) reiterated that there was a link between the degree of effect social media had on travel decisions and the stages of the trip process, that is, before, during, and after the vacation. Medeiros et al. (2022) reiterated that intentions to publish travel-related information on TTMAs were influenced positively by effort expectation, hedonic motivation, social advantages, and self-image and negatively by location privacy concerns.

The UTAUT2 will first examine the travelers' desire to purchase travel products through the travel app. Different theoretical designs have been created to examine the adoption and use of IT users. A well-known, valuable, and robust instrument to explain how new IT techniques and associated apps have been accepted is the TAM, initially suggested by Davis (1989) and used repeatedly. The TAM is used to forecast the implementation of mobile services, the acceptance of e-commerce, web implementation, and the accommodation industry. After the TAM model, the UTAUT model was developed by Venkatesh et al. (2003). The UTAUT system comprises the four main incorporated components: performance expectancy, effort expectancy, social influence, and facilitating conditions and their influence on the dependent factors of behavioral attitudes. The UTAUT2 model includes three different constructs into the UTAUT, based on the gap within the UTAUT and the theoretical explanation provided: hedonic motivation, price value, and habits. In addition, sex, age, and experience reduce the impact on social plans and behavioralists of conditional factors. The UTAUT2 model, therefore, is a further evolution of the UTAUT model, primarily embraced for use by organizations in a customer environment (Venkatesh et al., 2012).

There have been limited studies into the application literature of UTAUT2 since its introduction in 2012. Ally and Gardiner (2012) used UTAUT2 in their design document. The TAM design was also incorporated, and fresh factors were created to precisely describe the behavioral plans of people for using intelligent portable phones. Therefore, this research will implement only four components in the UTAUT2 model to determine whether the behavioral purpose of online buying intention through travel apps is affected by customers. Since this centralized hypothesis is founded on superior designs focusing on technology consumption, the expanded UTAUT design can be further validated.

The study method suggested is focused mainly on the UTAUT2 with the variable 'perceived trust' that works as

a mediating factor with an extra component. The conceptual system, therefore, differs considerably from the initial UTAUT2 model. In contrast to the initial UTAUT2 system, the suggested study model perceives trust as a mediator factor and suggests the effect on mediating trust viewed value of critical factors of the UTAUT2 system, including performance expectation (PE), the social influence (SI), and facilitating conditions (FC). No moderators were included in the suggested studies as a portion of the suggested model to know the effect on purchasing intention through travel apps. In addition, moderators may not apply uniformly to all distinct views and are therefore regarded as irrelevant in some environments. In addition, the study suggested including perceived trust in the original UTAUT2 system as a mediation factor for three central structures, namely PE, SI, and FC. The importance of trust as a building in reducing the social complexity of online purchases has been well-researched in literature, leading to original online purchasing plans (Qureshi et al., 2009). This study offers a research system with five structures and four distinct interactions to carry out the above conversations.

Performance Expectancy

The amount to which a person depends on the plan to help them improve their job efficiency is defined as performance expectation (Venkatesh et al., 2003). Despite costs and savings, autonomy from the moment, rapid criticisms, and the availability of additional facilities, B2C e-commerce is of significant benefit (Turban et al., 2015). All these advantages enhance the efficiency of customers in online businesses. The faith that the customer should think that the provider helps fulfill his/her goal (Suh & Han, 2002) determines the trust in skill. Some studies have emphasized that customers' apparent efficiency standard relates to their confidence in Internet banking (Suh & Han, 2002) and shopping malls (Lee & Turban, 2001).

Social Influence

A social impact is the point at which an individual feels that significant individuals believe he or she should utilize the new system (Venkatesh et al., 2003). A web-based personal network offers various techniques for interacting, exchanging views, and comparing perspectives with others, such as a conversation space or a debate forum (Kim et al., 2007). Studies have shown that word of mouth is one of the most critical data sources for male customers to make buying decisions (Lim et al., 2006). Social standards include two distinct factors: information and normative impact. The information impact relates to data obtained by individuals from others. Verma et al. (2018) revealed that incentives varied across several groups with diverse socioeconomic traits.

Facilitating Conditions

Facilitating conditions include how an individual thinks the scheme is accessible to help the organizational and technical infrastructure (Venkatesh et al., 2003). The internal environment facilitating new data technologies is also described as overcoming obstacles and barriers (No et al., 2014). In today's studies, consumers will only discover that digital buying is trustworthy if they know those internal facilities and help them use any online purchase. Travelers who find more amusement when making purchases on their mobile phones have a more significant tendency to acquire MPA, according to Rodríguez-Torrico et al. (2020). According to Shankar (2020), tourists' conduct was significantly influenced by how they evaluated the personality of the place.

Effort Expectancy

The degree of easiness related to B2C's eCommerce platform requires effort (Venkatesh et al., 2012). Several

studies (Pascual-Miguel et al., 2015; San Martín & Herrero, 2012) have analyzed customer intentions in online buying, a valid argument for the correlation between effort expectancy and the online buying intentions of consumers. Based on UTAUT, the researchers (San Martín & Herrero, 2012) noticed that the ease of use of the rural lodging websites was favorable for digital buyer intentions. San Martín and Herrero (2012) reiterated that online purchase intent was impacted favorably by (a) the performance and effort levels predicted for the transaction; and (b) the degree of user innovation.

Perceived Trust

Trust can be described as a belief that online distributors are prepared to behave on the expectancy of a person and avoid an unprincipled act (No et al., 2014). Trust is essential in long-term B2C relations (Eastlick et al., 2006). The effect of trust on online purchasing intention was studied previously (Chen et al., 2010; Hsiao et al., 2010). For instance, Gu et al. (2016) discovered trust as an essential driver of consumer online buying strategy when examining the variables determining consumer desire for smartphone lending.

Proposed Conceptual Framework and Objectives of the Study

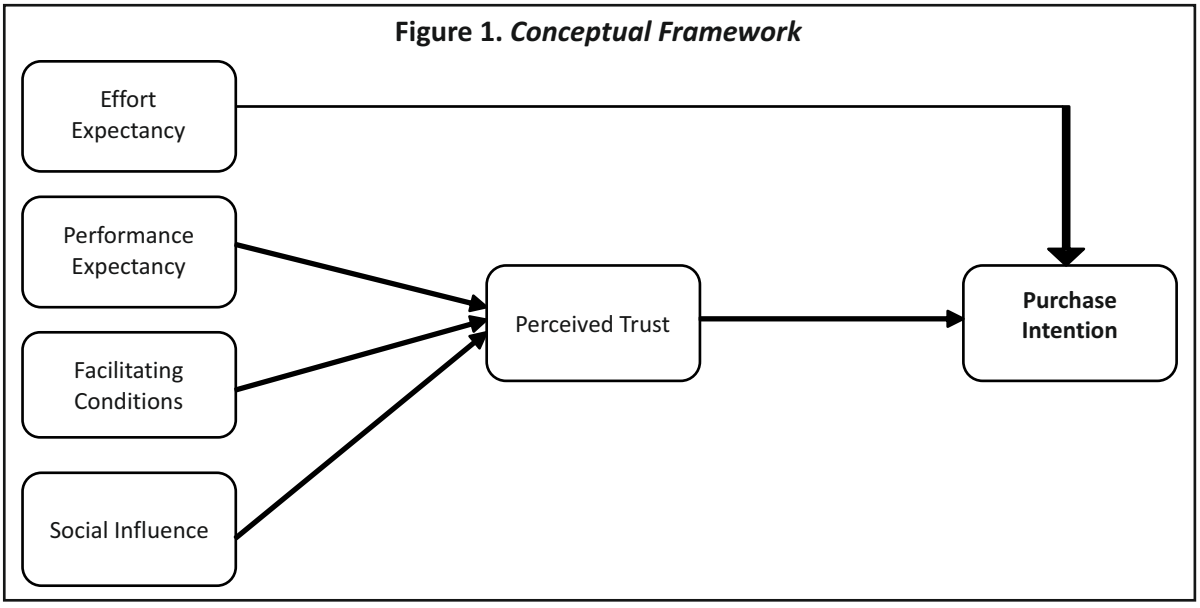
The suggested theoretical structure of this analysis is illustrated in Figure 1 after evaluating the UTAUT2 model. This study uses the UTAUT2 model to analyze the essential characteristics that impact online purchasing intention to adopt mobile apps. The following are the identified objectives of the study :

(1) Examine the relation and effect on consumers' perceived trust through online purchase intention to use travel apps with performance expectancy.

(2) Analyze why effort expectancy is correlated with online purchase intention in travel applications.

(3) Analyze the social influence on consumers' perceived trust through travel applications' goal for purchase intention.

Figure 1. ***Conceptual Framework***



(4) Examine how the circumstances of facilitating conditions on consumers' perceived trust to implement travel applications are linked and affected.

(5) Analyze the correlation and effect of the perceived trust and its effects on travel applications' online purchase intention.

This research has a dual significance. First, it adds to the literature on travel applications in hospitality and tourism. Secondly, it identifies the factors practitioners can use to understand the travel applications for creating travel purchases. The findings of this research help identify the function and perceived trust in the implementation of purchasing travel- applications, along with determinants of UTAUT2, in the empirical proof.

Hypotheses Development

Therefore, we establish the following hypotheses:

- **H1 :** PE significantly impacts consumers' perceived trust while purchasing through a travel app.
- **H2 :** SI significantly impacts consumers' perceived trust in the purchase through a travel app.
- **H3 :** FC significantly impacts consumers' perceived trust in the purchase through a travel app.
- **H4 :** EE significantly impacts consumers' purchases through a travel app.
- **H5 :** Perceived trust significantly impacts consumers' purchases through travel apps.

This section discusses recent studies and describes the theoretical basis of the UTAUT2 model. The following section describes the methods of this analysis to check the above hypotheses.

Methodology

Locale

The study was conducted at selected colleges and universities in the Delhi -NCR region.

Research Design

Using the PE, EE, SI, and FC components of UTAUT2, comparison research is conducted to investigate customers' behavioral inclination to adopt travel applications. The primary research technique used in this study is a survey. A study is used to quantitatively define the connection between demographic factors, according to Mishra et al. (2022), and results from a sample can be used to generalize directly to the community. For this study, a cross-sectional survey is being performed. According to Olsen and St. George (2004), research issues of concern may be answered by the information gathered in a cross-sectional study on the entire workforce or chosen subgroups. In addition, the data gathered describes the condition at only one stage now that is suitable for this research.

Nature of the Data

Structured questionnaires will be used to collect information for this study. It is a collection of questions used to

collect data from people with closed-ended issues. Researchers can cover a significant population at a small price and represent its inhabitants by using questionnaires. This study utilized a questionnaire that was self-administered as it decreased bias mistakes.

Sampling Design

This study's objective population is generally customers who purchase travel products online through travel apps. Travel products, by default, include an aircraft fare, lodging at the airport, a vehicle booking, a booking for a trip, a voyage package, or a mixture of two. In other phrases, anyone who has previously purchased travel products online in this research is a prospective target group. A test is chosen from a population to derive pertinent overall conclusions. There are 30,500 participants in this research as a whole.

Sample Unit

A sample was taken from the app users from Delhi - NCR. The participants surveyed were from distinct places, including backgrounds and cultures. Therefore, it is safe to assume that the sample would represent the theoretical population of this study well. The time duration for data collection was from June – December 2022.

Sample Size

The sample consisted of a subset of the units from the defined population. From Morgan's sample size table, the sample size required for the research was 261.

Research Instruments

Self-administered paper-based questionnaires were circulated to the respondents face to face. Each respondent took about 10 minutes to complete the questionnaire, and each was gathered instantly after answering. Prior research was used to create all the scales. Venkatesh et al. (2003) provided the scales for the UTAUT2 components (performance expectancy, effort expectancy, social influence, enabling circumstances, and purchase intention) (2003).

Data Analysis and Results

In this section, we discuss and present the results of the descriptive analysis, inferential analysis, and measuring scales.

Demographic Profile of the Respondents

This segment explains the demographic profile of 261 survey respondents, with a response rate of 100%. The survey used closed questions, therefore, the options for answers were minimal in the questionnaires.

Of the 261 participants, 110 were women (42.1%), and 151 (57.9%) were men, as shown in Table 1. The number of women surveyed was 15.8 % less than that of men. Table 2 shows that most respondents were young people between 18 – 24 years of age.

It was found that the maximum number of travel apps used was twice in the last six months. Table 3 shows that around 146 (55.9%) respondents traveled at least twice in six months, and 74 (28.4%) of them at least once. With

Table 1. ***Gender of the Respondents***

Category	Frequency	Percent (%)
Female	110	42.1
Male	151	57.9
Total	261	100

Table 2. ***Age of the Respondents***

Category	Frequency	Percent (%)
18 – 24	225	86.2
25 – 34	33	12.6
35 – 44	2	0.8
45 – 54	1	0.4
Total	261	100

Table 3. ***Number of Times Travel Apps Used***

Number of Times	Frequency	Valid Percent
0	6	2.3
1	74	28.4
2	146	55.9
3	17	6.5
4	7	2.7
5	3	1.1
6	3	1.1
7	1	0.4
8	3	1.1
15	1	0.4
Total	261	100

various travel apps in the market, MakeMyTrip and IRCTC Rail Connect are the widely preferred travel applications for purchasing travel products. This can imply that MakeMyTrip and Rail Connect are consumer-friendly and offer various services.

Central Tendency Measurement of Constructs

The lowest and highest mean and standard deviation of each variable are shown in Table 4. All variables have a

Table 4. ***Central Tendencies' Measurement***

Variables	Constructs	Mean		Standard Deviation *(SD)*	
		Lowest	Highest	Lowest	Highest
1	*PE*	5.29	5.44	0.808	0.947
2	*SI*	5.25	5.37	0.882	0.938
3	*FC*	5.36	5.48	0.851	0.895
4	*EE*	5.34	5.43	0.893	0.918
5	*PT*	5.22	5.43	0.818	0.869
6	*PI*	5.38	5.46	0.788	0.865

mean value of 5.22 – 5.48. This shows that most respondents chose to agree with the responses. The values of standard deviation are above 0.5 but under 0.950.

Scale Measurement

Reliability Test

The Cronbach's alpha is shown in Table 5. The highest Cronbach's alpha value attained by performance expectancy reaches 0.852 among the independent variables, while the lowest is 0.804. Purchase intention attains it. The Cronbach's alpha, equivalent to 0.9, shows high reliability and good internal quality. The collected data is, therefore, very reliable.

Inferential Analysis

The confirmatory factor analysis (CFA) output's essential fit statistics and parameter estimations are thoroughly analyzed (Table 6 and Figure 2). Since the chi-square statistic (155.807, p-value = 0.000) is highly sensitive to the sample size, the following fit indices are also reported: root mean square error of approximation (RMSEA) = 0.066; comparative fit index (CFI) = 0.971; goodness-of-fit (GFI) = 0.926; adjusted goodness-of-fit (AGFI) = 0.878.

The reliability of the indicators has been confirmed using Cronbach's alpha and composite reliability coefficients. Table 7 displays the estimates of all coefficients. Confirmatory research is recommended as composite reliability, and Cronbach's alpha coefficients exceed the minimum acceptable 0.70 levels (Li et al., 2011).

Table 5. ***Reliability Statistics***

Constructs	No. of Items	Sample Size	Cronbach's Alpha (α)
Performance Expectancy *(PE)*	4	261	0.852
Social Influence *(SI)*	3	261	0.839
Facilitating Conditions *(FC)*	4	261	0.848
Effort Expectancy *(EE)*	3	261	0.821
Perceived Trust *(PT)*	4	261	0.830
Purchase Intention *(PI)*	3	261	0.804

Table 6. ***Model Fit Summary***

	Model Fit Indices	Std. Values
CMIN/*DF*	2.134	Less than 3
GFI	0.926	Closer to one is a better fit
AGFI	0.878	Closer to one is a better fit
CFI	0.971	Closer to one is a better fit
RMSEA	0.066	Less than .08

Note. [Standard values taken from Kline and Santor (1999)].

Figure 2. ***Confirmatory Factor Analysis***

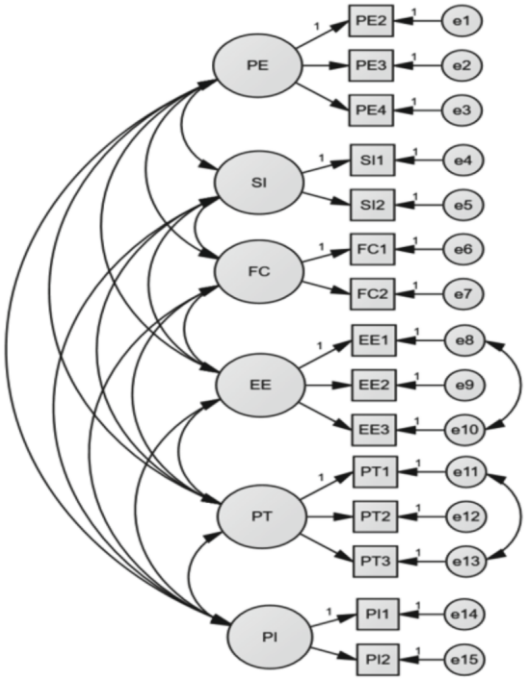


Table 7. ***Composite Reliability, AVE, and Cronbach's Alpha Coefficient***

Construct	Composite Reliability	AVE	Cronbach's Alpha
Performance Expectancy *(PE)*	0.814	0.593	0.852
Social Influence *(SI)*	0.867	0.765	0.839
Facilitating Conditions *(FC)*	0.884	0.792	0.848
Effort Expectancy *(EE)*	0.865	0.681	0.821
Perceived Trust *(PT)*	0.861	0.673	0.830
Purchase Intention *(PI)*	0.853	0.743	0.804

Table 8. ***Discriminant Validity of the Constructs***

	PT	*PE*	*SI*	*FC*	*EE*	*PI*
PT	**0.821**					
PE	0.819	**0.770**				
SI	0.682	0.759	**0.875**			
FC	0.817	0.759	0.542	**0.890**		
EE	0.792	0.881	0.751	0.816	**0.825**	
PI	0.734	0.863	0.722	0.670	0.793	**0.862**

Table 8 supports the constructs' discriminative validity if the AVE's square root is larger than the correlation between the constructs (Fornell & Larcker, 1981). Table 7 describes the AVE square root values and the correlation of the constructs. There are a few disputes regarding the performance expectancy–effort expectancy construct,

Figure 3. ***Structural Equation Model***

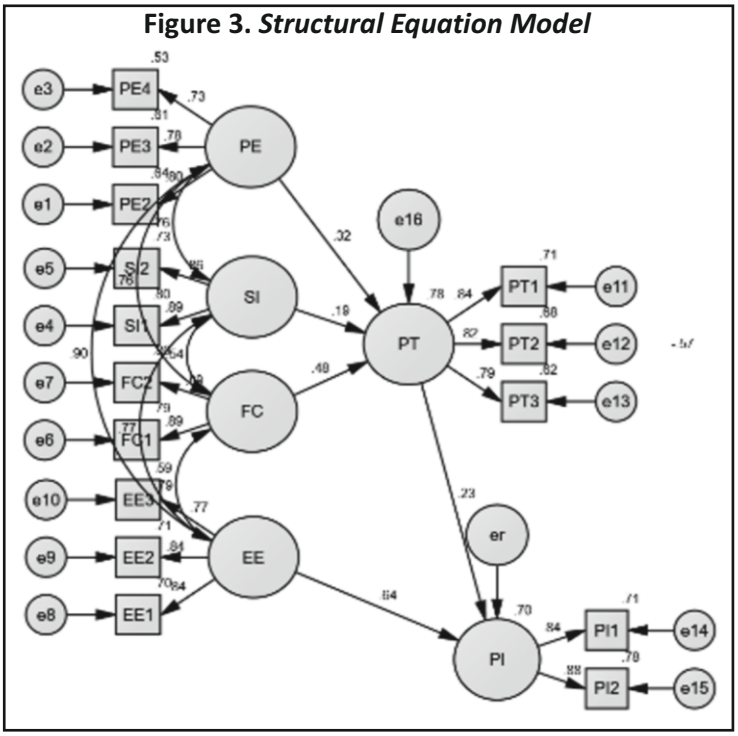


Table 9. ***Model Fit Summary***

	Model Fit Indices	Std. Values
CMIN/*DF*	2.110	Less than 3
GFI	.927	Closer to one is a better fit
AGFI	.886	Closer to one is a better fit
CFI	.970	Closer to one is a better fit
RMSEA	.065	Less than .08

Note. Standard values are taken from Kline and Santor (1999).

effort expectancy–perceived trust constructs, and perceived trust–performance expectancy construct. However, it is too slight a gap. In the entire context of this measurement model, discriminant validity can be accepted and supports the discriminant between the constructs.

The fit indices from checking the conceptual model are as follows: (160.388, *p*-value = .000), the GFI= 0.927, AGFI = 0.886, CFI = 0.970, and RMSEA = 0.065 are above limits, which suggest a perfect fit for the structural model as shown in Figure 3 and Table 9. The model fits well with the CFA results being negligible. The loading figures are checked to ensure they have not changed from the CFA model. Therefore, the quality of the constructs is nearly like that of the CFA model. Ultimately, the model accurately aligns with the results.

Summary of the Test Results for the Structural Model

According to the findings (Table 10), the model accounts for variations in perceived trust and purchase intention of 78.4% and 70.1%, respectively. The values for performance expectancy (β = 0.319, p<0.05), social influence (β = 0.188, p<0.05), and facilitating conditions (β = 0.478, p<0.05) are statistically significant. Consequently,

Table 10. ***Summary of the Test Results for the Structural Model***

Hypothesis	Path	Standardized Path Coefficient	*p*-value	Supported	Construct	*R* - squared
H1	*PE - PT*	0.319	0.004	Yes	Perceived Trust	0.784
H2	*SI - PT*	0.188	0.013	Yes		
H3	*FC - PT*	0.478	0.000	Yes		
H4	*EE - PI*	0.639	0.000	Yes	Purchase Intention	0.701
H5	*PT - PI*	0.231	0.014	Yes		

performance expectations, social influence, and enabling circumstances affect how trustworthy people feel about using travel applications to buy travel-related goods. It is also determined that perceived trust and effort expectations are the key drivers of actual purchase intentions. Consequently, the consumers' perception of trust affects whether they utilize travel applications to buy travel-related goods. The demographics of the respondents and data analysis findings are mentioned in this section. The analyses reported in this section will be described, and the significant observations, restricted suggestions, and impacts of this analysis will be addressed in the following section.

Discussion, Conclusion, and Implications

The UTAUT2 study uses the current model to analyze the factors affecting consumers by using travel applications. As the existing studies examining this question are limited, this study can contribute to a better understanding and buying through the travel app of customers' needs and requirements in travel products.

Relationship Between Performance Expectancy and Perceived Trust to Purchase Travel Products Through Travel Apps

Performance expectancy has a significant impact on the consumers' perceived trust. PE has been verified to positively influence PT purchasing travel products through travel apps. This corresponds to the initial results which were conducted (Kim et al., 2008). Users consider that travel apps are beneficial and increase productivity in shopping for travel products, justifying the usefulness of travel apps. This is why app developers should emphasize providing efficient, valuable, and reliable data that further increases the availability of travel apps among travelers.

Relationship Between Social Influence and Perceived Trust to Purchase Travel Products Through Travel Apps

SI is the degree to which others (friends or relatives) agree that the person in this study should embrace travel apps. Previous research showed that social influence declines with the rise in technology (Venkatesh et al., 2003). Data gathered from the travel application consumers to purchase travel goods from the travel app is supported in hypothesis H2 (i.e., SI-PT). The role of social influence in relative faith ensures that users tend to trust the product if their significant others, such as family members, acquaintances, employers, etc., are encouraged to do so.

Relationship Between Facilitating Conditions and Perceived Trust to Purchase Travel Products Through Travel Apps

Hypothesis H3 (i.e., FC–PT) is supported by data, which shows a significant connection between the facilitating conditions and perceived trust. The relationship's importance suggests that users support the travel app if they have sufficient connections to the technological network, such as broadband or internet access. This study suggests that consumers are reluctant to support the travel app based on their scientific rationale for this partnership when they have the appropriate technologies and web accessibility to purchase travel products. A relatively strong relationship between FC and PT shows consumers enjoyed an advanced networking experience.

Relationship Between Effort Expectancy and Perceived Trust to Purchase Travel Products Through Travel Apps

The value of this relationship means that it is easier to purchase travel products by travel applications if they are focused on basic or functional implementations than complicated or lumpy structures. While respondents who used the survey were predominantly computer and Internet literate, they still assumed that the user interface effect of the travel application was an essential aspect of making more choices regarding travel products. Users think travel apps are easy to use, understand, and ready to use. When people find it easy to get travel applications to do what they want, they can do things more quickly. Alternatively, if we make great efforts with travel apps, the use of apps may be discouraged.

Relationship Between Perceived Trust and Purchasing Intention to Purchase Travel Products Through Travel Apps

Recently, the relationship between perceived trust and consumers' purchase intentions has been more frequently analyzed in research on travel products. Much research has reinforced the connection between perceived trust and online purchases of travel products. The study also shows increased consumer confidence in travel products would lead to higher online purchasing intentions.

Managerial Implications

The results give practitioners valuable insights since they can help understand the essential constructs of technological acceptance while designing and optimizing new technology that can lead to high tourist acceptance. This research adds to the existing literature by providing new insights into the factors affecting travelers' acceptance of purchasing travel products through travel apps. The EE build's purchase intention is higher than other factors. As a result, creating apps that are simple to use and accessible from the user's perspective is a priority for travel app developers. Additionally, since users base their adoption decisions on reviews and ratings, travel app marketers should eliminate fake and paid reviews to aid users in making wiser adoption choices. Also, even if youthful consumers find travel applications simple, app developers should constantly focus on offering technical help to less tech-savvy customers.

Practical Implications

The findings also show that social influence slightly affected perceived trust. This suggests that users will use the travel app if suggested to others. Travel applications can therefore benefit from the social structure to facilitate the

use of their travel request. It allows businesses to encourage online word-of-mouth and digital messaging and attract new customers and tourists through their platforms to buy products. Companies can advertise their online distribution system through well-known actors to allow customers to support and buy travel products.

The results show that effort expectancy has a strong relationship with purchase intention. One of the main aspects of online shopping is the viability of the travel app. The travel app designers and developers make every effort to reduce portal complexity. The designers should design applications that are easier to explore and navigate to ensure that they are easy to use and sufficiently help the portal even to allow novice users to browse the app's pages and finish their work.

Conclusion

This study aims to fill the current research vacuum caused by a need for more empirical studies. It tries to comprehend the elements influencing customers' propensity to purchase travel-related goods via travel applications. The study puts up a research model based on the UTAUT2 framework. The UTAUT2 paradigm is extended by adding perceived trust as a mediating variable and accounting for customers' purchase intentions as a final dependent variable. The results indicate that all five are supported among the four constructions. The results reveal that EE had the most significant impact on purchase intention, followed by FC, PE, and SI. Overall, this work benefits travel application businesses in promoting their corporate and marketing objectives.

Limitations of the Study and Future Recommendations for Research

A non-probability-based convenient sampling approach was used for collecting data. Such data collection techniques could hinder research generalization. The principal reason a survey was not likely to be taken was the absence of a complete country-wide test structure. Another justification for using convenient sampling is to ensure that the participants were educated and thus more knowledgeable about travel apps. Future research must collect data from a more representative population of various cities across India. Although the UTAUT2 is used as a fundamental guiding theory in research, the effect on the modulation of variables, such as age, gender, and experience, used for this model was not considered. In future studies, moderating variables should be investigated. Since perceptions and intentions change over time, the information collected can only apply to the current situation. Therefore, the tests may be unacceptable in the future as the details are obsolete. Therefore, it is limited to exploring longitudinal evidence regarding mobile app purchase intent.

The extended unified theory of technology acceptance and use could be combined with variables from other technology acceptance models (such as effectiveness, innovation, trust, and perceived privacy) in future research to find additional significant factors influencing the use of new technology. For future studies, independent factors such as perceived control, perceived danger, and connections with variables such as habit, purchase intentions, and actual usage can also be explored.

Authors' Contribution

Prof. (Dr.) Rajiv Mishra conceived the idea and developed a quantitative design for the empirical study. Dr. Kunal Seth extracted research papers with a high reputation, filtered them based on keywords, and generated concepts and codes relevant to the study design. Dr. M. P. Sharma collected the respondents' data for analysis to support both authors. Dr. Vikas Singh verified the analytical methods and completed the numerical computations, data analysis, and interpretation of data. Prof. (Dr.) Rajiv Mishra wrote the manuscript in consultation with the other authors.

Conflict of Interest

The authors certify that they have no affiliations with or involvement in any organization or entity with any financial or non-financial interest in the subject matter or materials discussed in this manuscript.

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