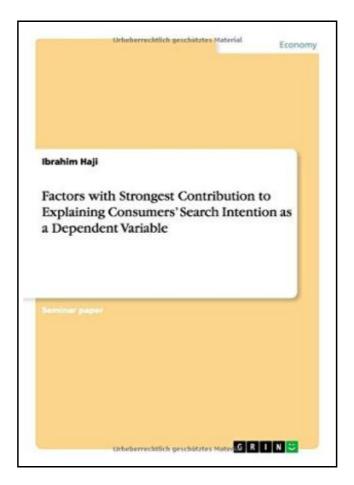
### Factors with Strongest Contribution to Explaining Consumers' Search Intention as a Dependent Variable



Filesize: 5.94 MB

#### Reviews

Absolutely essential study pdf. It is writter in basic words and phrases rather than hard to understand. I am just happy to tell you that this is basically the finest pdf i actually have study during my personal lifestyle and can be he very best publication for actually.

(Shyanne Senger)

# 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

#### **Relevant 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 eBook »



#### 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 eBook »



### 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 eBook »



## 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 eBook »



#### 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 eBook »