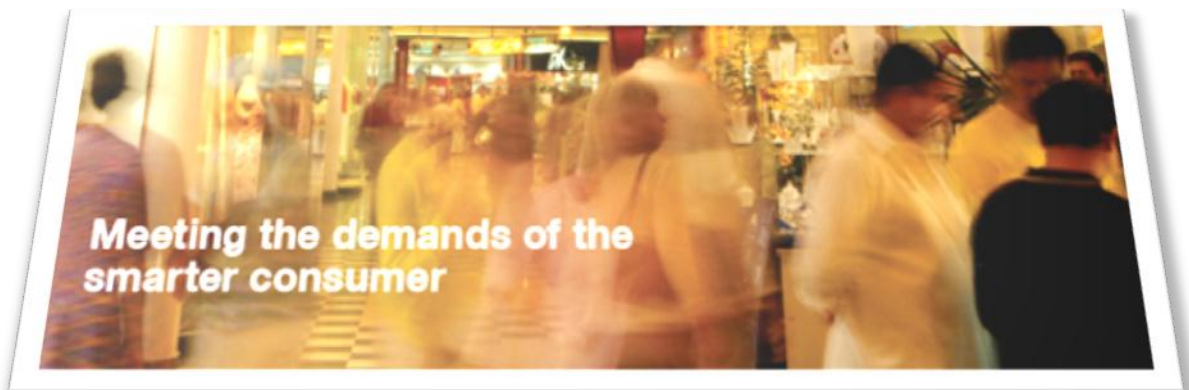


*Texas Tech MBA Team 2012*

# **IBM SMARTER RETAILER**



*PI:*

**Dr. Mayukh Dass**

**Marketing Area, Rawls College of Business, Texas Tech University, USA**

*Students:*

**Gautham Brahmamudi**

**Jaime Resendiz**

**Szu Hua Huang**

**Zabir Hussain macchi**

## Table of Contents

<b>1. AUTHORS AND TITLE .....</b>	<b>1</b>
<b>2. TABLE OF CONTENTS .....</b>	<b>2</b>
<b>3. INTRODUCTION.....</b>	<b>3</b>
<b>4. RATIONALE.....</b>	<b>4</b>
<b>5. SUBJECTS.....</b>	<b>4</b>
<b>6. PROCEDURES .....</b>	<b>5</b>
<b>7. ADVERSE EVENTS AND LIABILITY.....</b>	<b>6</b>
<b>8. CONSENT FORM .....</b>	<b>6</b>
<b>9. APPENDIX I – SURVEY QUESTIONS.....</b>	<b>7-9</b>
<b>10. APPENDIX II – FOCUS GROUP QUESTIONS.....</b>	<b>10-12</b>
<b>11. APPENDIX III – PERSONAL INTERVIEW QUESTION.....</b>	<b>13-14</b>

## Introduction

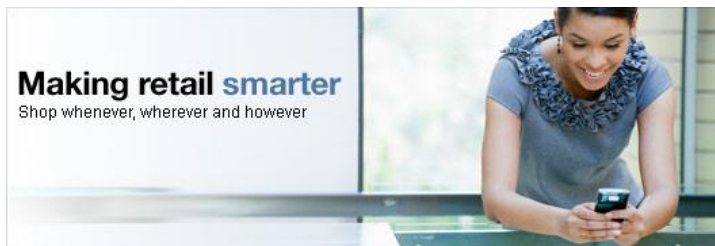
Today consumers are more enlightened and empowered than ever. Placing ever-greater demands on retailers to "get it right" or lose their loyalty and business.

Driving consumer behavior today – in large part – are new technologies that allow access to huge amounts of information about retailers, brands, offers and product recommendations from peers. Consumers now know more about what they want, how they want it and who they want it from.

Plus, they are willing to explore new interfaces with their retailers/brands of choice. For example 78 percent of our respondents want to be involved in the creation of product offerings with their favoured retailers and brands. Increasingly consumers are ready to use internet, digital television and mobile phones to get key information and make instance purchases.

Shoppers – especially younger Generation Y consumers (ages 20-30 years) – are also increasingly using social media and alternative channels to communicate with and about their retailers.

Keeping pace with today's empowered consumers is essential for the retailer hoping for long-term prosperity. Consumers expect anytime access to the information, products and services they want. And those retailers that deliver what they demand will thrive. Smarter consumers will produce smarter retailers, retailers that are better equipped to win a bigger share of the minds, hearts and wallets of the consumers they delight.



## I. Rationale:

IBM wants to understand consumer, as well as retailer, level of awareness towards purchasing decisions in order to be able to provide them with technologies that can change their consumption attitudes and behaviors. The Y-Generation, ages of 18-35, will be the target consumer previously mentioned. They must be able to identify the motivations, which will encourage them to adopt new platforms and solutions. We will use the information gathered on consumer and retailer perceptions and behaviors to determine market opportunities for IBM in the Online Tourism Industry.

Research questions:

- a) To understand consumers' (*Y-Generation*) awareness and behaviors towards Online Tourism.
- b) To understand retailers' awareness and behaviors towards Online Tourism.
- c) To explore consumer preferences in the Online Tourism Industry.
- d) To explore any potential co-relation between certain demographics and decision making.

We expect to learn:

- a) Y-Generation's behavior towards online travel packages.
- b) Disadvantages of online travel providers.
- c) Technological influence towards the Y-Generation.

## II. Subjects:

Research will be gathered from subjects using surveys, focus groups and personal interviews.

**Surveys:** Males and females from the community will be asked to fill out surveys. There will be no limit on the number of people that may fill out a survey. The respondents to the survey will remain anonymous.

**Focus Groups:** Two focus groups will require the participation of sixteen people from the community.

Voluntary participation will be solicited from the community. The participants will be recruited by the students leading the focus groups through Techannouce, email, Facebook and from the pool of survey participants who volunteer for focus group. It will be made clear that there will be no reward for participating and they may skip any question they want, and can quit the study at anytime.

**Interviews:** Personal interviews will be conducted among eight people in the Y-Generation. This sample will include both males and females.

Voluntary participation will be solicited from the community. The participants will be recruited by the students leading the interviews through Techannouce, email, Facebook and willing participants from the focus group. It will be made clear that there will be no reward for participating and they may skip any question they want, and can quit the study at anytime.

### III. Procedures:

Three studies are designed for the study.

These studies will be conducted by the MBA students under the supervision of Dr. Mayukh Dass, a faculty member in the Rawls College of Business at Texas Tech University.

1. The first study is a survey containing 20 questions that will be given to participants. The list of questions can be found in Appendix S.III. For the survey, we will contact people in the local community through announcements (TechAnnounce, Facebook) that will request them to participate in an online survey to be hosted in Qualtrics. For those who do not want to use the website, we will send out a survey with a pre-paid envelope for their return. The survey can be taken in a location convenient to the participant and a member of the research group will not be present. The survey will take approximately ten minutes to complete.

In order to recruit the respondents, we will brief them as below before requesting them to participate in the study. These respondents will include personal acquaintances, students responding to Techannounce and others pulled from outside of campus via Facebook.

*Dialogue:* “Vacation travel has changed over the past few years whether it be the planning process or the vacation itself. As more information about travel is available online, a fundamental change in vacation planning has occurred moving away from traditional travel agents to online travel sites. IBM wants to understand this shift in vacation planning trends and has allowed us to do this study on their behalf as a part of our academic learning. In this regard, we would like to ask you few questions to discover the motivations and drivers behind vacation travel.

Since this survey will most likely not be face-to-face, we do not require an in depth dialogue/script. The interview and focus group are the interactions that will require the more detailed scripts.

2. The second study will be two focus group interviews. Questions that will be asked in the focus groups are listed in Appendix F.III. Participants will be recruited from the local community on voluntary basis. Both focus groups will be held in one of the Graduate Breakout Rooms at the Rawls College of Business Administration Building at Texas Tech University in Lubbock, TX.

Both focus groups will have two members of the project team facilitating the discussion among the participants based on the questions from Appendix F.III. Consent forms will be given to participants and it will be made clear that their participation is purely on voluntary basis and as such can choose not to answer a question and that they can quit the focus group at any time. Each focus group will last approximately one hour.

This study is strictly confidential. All findings used in any written reports or publications which result from this evaluation project will be reported in aggregate form with no identifying information. Personal information will not be shared with any third party. Both sessions will be videotaped and the two videos recorded will be destroyed after the data collection process is over and data is summarized for our research.

In order to recruit the respondents, we will brief them as below before requesting them to participate in the study. These respondents will include personal acquaintances, students responding to Techannounce, others pulled from outside of campus via Facebook and survey participants who volunteer to participate in the focus group.

*Dialogue:* “Vacation travel has changed over the past few years whether it be the planning process or the vacation itself. As more information about travel is available online, a fundamental change in vacation planning has occurred moving away from traditional travel agents to online travel sites. IBM wants to understand this shift in vacation planning trends and has allowed us to do this study on their behalf as a part of our academic learning. In this regard, we would like to ask you few questions to discover the motivations and drivers behind vacation travel.

If at anytime you feel uncomfortable, would like to skip a question or feel the need to stop this interview/focus group, please feel free to let us know.

All findings used in any written reports or publications, which result from this evaluation project, will be reported in aggregate form with no identifying information. All the information recorded will be destroyed after the data collection process is over and data is summarized for our research.

Please feel free to step out and use the restroom or take a phone call. We only ask that you silence your phone and be prompt when stepping. We will hold discussion until your return so as to be fair to your opinions. Also, be respectful to the person presenting his/her viewpoints. We are here to facilitate the discussion and will reserve our comments unless asked to elaborate.

Now before we begin are there any questions?”

**3.** The third study will be individual interviews and the list questions that will be asked can be found in Appendix I.III. Interviews will take place in a convenient location as per interviewees and, upon agreement, they will be recorded (audio only). It will be made clear that their participation is purely on voluntary basis and as such can choose not to answer a question and that they can quit the interview at any time. The personal interviews will take approximately thirty minutes.

This study is strictly confidential. All findings used in any written reports or publications which result from this evaluation project will be reported in aggregate form with no identifying information. Personal information will not be shared with any third party. Interview audiotapes will be destroyed after the data collection process is over and data is summarized for our research.

In order to recruit the respondents, we will tell them the following before requesting them to participate in the study. These respondents will include personal acquaintances, students responding to Techannounce, others pulled from outside of campus via Facebook and focus group participants who volunteer to participate in the surveys.

*Dialogue:* “Vacation travel has changed over the past few years whether it be the planning process or the vacation itself. As more information about travel is available online, a fundamental change in vacation planning has occurred moving away from traditional travel agents to online travel sites. IBM wants to understand this shift in vacation planning trends and has allowed us to do this study on their behalf as a part of our academic learning. In this regard, we would like to ask you few questions to discover the motivations and drivers behind vacation travel.

If at anytime you feel uncomfortable, would like to skip a question or feel the need to stop this interview/focus group, please feel free to let us know. You are more than entitled to these actions since you are volunteering for this study.

All findings used in any written reports or publications, which result from this evaluation project, will be reported in aggregate form with no identifying information. All the

information recorded will be destroyed after the data collection process is over and data is summarized for our research.”

This interview dynamic works by us asking questions and possible follow-up questions if necessary. Again, this interview should take roughly thirty minutes. Please be as candid as possible knowing that all of the information provided will not be shared with anybody outside of our research group. Only your demographics will be associated with your responses, your name will not be used in the study.

For all the studies participation is completely on voluntary basis. No monetary compensation will be provided.

**IV. Adverse Events And Liability:**

Since there are no risks beyond those of everyday life, no liability plan is offered.

**V. Consent Form:**

Consent forms are attached with this application.

**Appendix S.I. TechAnnounce:**

“Your Help is Needed! We are conducting a research study about the behavior of the Y generation (people in the age group of 18-35 years) towards the online travel industry. Your participation and your opinions are very important to understand the trends in current online travel preferences. It will take about 5 to 10 minutes to complete this questionnaire. There are no right or wrong answers. We are only interested in your honest opinions. Your responses will be anonymous and will not be associated with you personally in anyway. You may discontinue participation at any time and questions can be skipped. The survey data will remain anonymous.”

**Appendix S.II. Facebook:**

As part of this project, we will create a Facebook page explaining the details of this project. This page will also enable users to sign up for focus groups or personal interviews. The following information will be provided on FB regarding the survey.

“Your Help is needed! We are conducting a research study about the behavior of the Y generation (people in the age group of 18-35 years) towards the online travel industry. Your participation and your opinions are very important to understand the trends in current online travel preferences. It will take about 5 to 10 minutes to complete this questionnaire. There are no right or wrong answers. We are only interested in your honest opinions. Your responses will be anonymous and will not be associated with you personally in anyway. You may discontinue participation at any time and questions can be skipped. The survey data will remain anonymous. If you would also like to be a part of a focus group or personal interview please contact the page admin.”

**Appendix S.III. Survey Questions**

**Introduction:** Your Help is needed! We are conducting a research study about the behavior of the Y generation (people in the age group of 18-35 years) towards the online travel industry. Your participation and your opinions are very important to understand the trends in current online travel preferences. It will take about 5 to 10 minutes to complete this questionnaire. There are no right or wrong answers. Your participation is strictly voluntary. We are only interested in your honest opinions. Questions can be skipped, or the survey can be stopped anytime by closing the browser window. Your responses will be anonymous and will not be associated with you personally in anyway. You may discontinue participation at any time and questions can be skipped. The survey data will remain anonymous. You may contact Jaime Resendiz if any questions arise. (Email: [jaime.resendiz@ttu.edu](mailto:jaime.resendiz@ttu.edu) Phone: (806) 407-8336)

**Demographic information:**

**Age**

**Gender:** Male/Female

18-22, 23-26, 27-30, 31-35

**Have you been resident in the US for at least 5 years? Yes/No**

**Have you booked a flight and hotel (at the same time) for a holiday domestic/abroad in the last 1-2 years? Yes/No**

**1. Please state what you are currently doing?**

I am a student. Please state your field of study:

I am in employment. Please state the industry you are in.

I am self-employed

I am a student and in employment. Please state your field of study and the work industry you are in.

I am currently neither studying nor in employment

**2. Please state your current relationship status:**



- Single
- In a relationship
- Widowed
- Separated
- Married
- Living with partner but not married
- Civil partnership
- Divorced

3. **Do you have children?** Yes/No

**Need recognition:**

4. **What motivates you to go on holiday? Please rank in order of most importance to you – (5=most, 1=least)**

- Social interaction with friends/family
- When you need a break from work/life stress
- Because you want a new experience
- As a sense of achievement
- Spontaneity
- Other

5. **Have you ever been inspired to go on holiday from content you have seen on the following:**

- Facebook: Yes/No
- Twitter: Yes/No
- Linkedin: Yes/No
- Pinterest: Yes/No
- Other

6. **What comes first to mind when you want to go on holiday?**

- The destination
- The activities you want to do
- Other (please explain)

**Information search:**

7. **What sources do you use for seeking holiday information? Please rank in order of most used (6= most, 1=least)**

- What my friends and families suggest
- Internet (company websites etc)
- Content and information on social networking sites – (such as Facebook, Twitter)
- TV/Travel channel/Magazine/Media
- Travel blogs/sites (e.g. Tripadvisor)
- Others: \_\_\_\_\_

8. **Based on your holiday searches, do you end up booking a location that is different than from the original location you had in mind?**

- Always
- Often
- Sometimes
- Rarely
- Never

**(Always is 100% of time. Often is 60%-99% of the time, Sometimes is 30%-59% of the time, rarely is 1%-29% of time, and never is 0%).**

Our definition of trust: To believe in the information you read, value the information, respect and engage in the information and use the information when taking action.

9. **Do you trust recommendations you read on a travel/social networking sites (not a company website) with regards to holiday locations and accommodation?**  
 Always  
 Often  
 Sometimes  
 Rarely  
 Never
10. **Would you be discouraged from making a purchase if you were to read negative reviews (from one or more reviewers) on a travel/social networking site?**  
 Always  
 Often  
 Sometimes  
 Rarely  
 Never
11. **Assume a friend of yours makes a fantastic recommendation for a particular hotel or location. You look online travel/social networking sites and discover some bad reviews. Would you take your friend's word over the review?**  
 Always  
 Often  
 Sometimes  
 Rarely  
 Never
12. **How far in advance do you typically book your holiday? Please tick:**  
 Never plan  
 Less than 1 week  
 1-3 weeks  
 1-3 months  
 6 or 12 months above

**Purchase decision:**

13. **What means do you use to book your flight and accomodation? Rank using Always-Never scale**
  - a. In person
  - b. By phone
  - c. Online
  - d. Booking agent
  - e. Other – Explain
14. **Do you normally book with on particular type of:**  
 Airline, Hotel
15. **How would you rank the following in terms of importance to you when choosing your holiday? (4= most important, 1=least important).**  
 Duration of journey time (to and from the location)  
 Ease of travel  
 Price (direct cost of flight+hotel)  
 Enjoyment
16. **What is your typical budget for flight and hotel together? (but not including any other costs).**
17. **How much time do you estimate you spend on the internet in total every day?**  
 Less than an hour  
 One to two hours  
 Two to four hours  
 Over four hours.

18. **Do you believe it's safe to input your personnel information (bank details and passport information) online if you were making an online holiday purchase?**

- Yes
- No
- Depends on integrity of website
- I don't buy online
- Other

**Evaluation:**

19. **What may demotivate you to complete your online holiday purchase? Please rank in order (4= most likely to deter purchase, 1= least likely to deter purchase)**

- Incomplete/unclear information
- Unsatisfied PACKAGE DEAL (cannot find what you are looking for)
- Beyond budget
- Uncertain about future travel schedule
- Bad experience
- Reputation of provider

20. **Typically, how long would you say you usually go on holiday for at one time?**

- For 5-10 days
- For 10-14 days
- For 14-21 Days
- For longer than 21 days.

**Note:** If you would also like to further participate in a focus group or personal interview, please answer the next few questions, otherwise save and exit. **Disclaimer:** Your data will not longer be anonymous, but we in no way will match your name with your responses.

**Name:**

**Contact Number:**

**Email:**

**Best time to contact:**

**Appendix F.I. Recruitment Documents**

Participants for the focus groups will be recruited through Techannounce, Facebook and email. Information about the focus group such as the contact person, date, time, location and duration will be included in the announcement. All of the focus groups will meet in the Rawls College of Business Administration. The building is located adjacent to the Rip Griffin Park, near the Flint and Drive of Champions intersection. All interactions will take place in the second floor at one of the Graduate Breakout Rooms allocated to MBA students. The focus groups should meet for about one hour and the interviews will be thirty minutes in length.

**Appendix F.II. Consent Form**

See attached documents Consent-Focus Group.docx

**Appendix F.III. Oral Script for Focus Group**

“Vacation travel has changed over the past few years whether it be the planning process or the vacation itself. As more information about travel is available online, a fundamental change in vacation planning has occurred moving away from traditional travel agents to online travel sites. IBM wants to understand this shift in vacation planning trends and has allowed us to do this study on their behalf as a part of our academic learning. In this regard, we would like to ask you few questions to discover the motivations and drivers behind vacation travel.

If at any time you feel uncomfortable, would like to skip a question or feel the need to stop this interview/focus group, please feel free to let us know.

All findings used in any written reports or publications, which result from this evaluation project, will be reported in aggregate form with no identifying information. All the information recorded will be destroyed after the data collection process is over and data is summarized for our research.

Please feel free to step out and use the restroom or take a phone call. We only ask that you silence your phone and be prompt when stepping. We will hold discussion until your return so as to be fair to your opinions. Also, be respectful to the person presenting his/her viewpoints. We are here to facilitate the discussion and will reserve our comments unless asked to elaborate.

Now before we begin are there any questions?”

You may contact Jaime Resendiz if any questions arise. (Email: [jaime.resendiz@ttu.edu](mailto:jaime.resendiz@ttu.edu) Phone: (806) 407-8336)

**Demographic information:****Age**

18-22, 23-26, 27-30, 31-35

**Gender:** Male/Female**Have you been resident in the US for at least 5 years?** Yes/No**Have you booked a flight and hotel (at the same time) for a holiday domestic/abroad in the last 1-2 years?** Yes/No**21. Please state what you are currently doing?**

I am a student. Please state your field of study:

I am in employment. Please state the industry you are in.

I am self-employed

I am a student and in employment. Please state your field of study and the work industry you are in.

I am currently neither studying nor in employment

**22. Please state your current relationship status:**

- Single
- In a relationship
- Widowed
- Separated
- Married
- Living with partner but not married
- Civil partnership
- Divorced

**23. Do you have children? Yes/No**

**Need recognition:**

**24. What motivates you to go on holiday? Please rank in order of most importance to you –**

**(5=most, 1=least)**

- Social interaction with friends/family
- When you need a break from work/life stress
- Because you want a new experience
- As a sense of achievement
- Spontaneity
- Other

**25. Have you ever been inspired to go on holiday from content you have seen on the following:**

- Facebook: Yes/No
- Twitter: Yes/No
- Linkedin: Yes/No
- Pinterest: Yes/No
- Other

**26. What comes first to mind when you want to go on holiday?**

- The destination
- The activities you want to do
- Other (please explain)

**Information search:**

**27. What sources do you use for seeking holiday information? Please rank in order of most used (6= most, 1=least)**

- What my friends and families suggest
- Internet (company websites etc)
- Content and information on social networking sites – (such as Facebook, Twitter)
- TV/Travel channel/Magazine/Media
- Travel blogs/sites (e.g. Tripadvisor)
- Others: \_\_\_\_\_

**28. Based on your holiday searches, do you end up booking a location that is different than from the original location you had in mind?**

- Always
- Often
- Sometimes
- Rarely
- Never

**(Always is 100% of time. Often is 60%-99% of the time, Sometimes is 30%-59% of the time, rarely is 1%-29% of time, and never is 0%).**

Our definition of trust: To believe in the information you read, value the information, respect and engage in the information and use the information when taking action.

29. **Do you trust recommendations you read on a travel/social networking sites (not a company website) with regards to holiday locations and accommodation?**  
 Always  
 Often  
 Sometimes  
 Rarely  
 Never
30. **Would you be discouraged from making a purchase if you were to read negative reviews (from one or more reviewers) on a travel/social networking site?**  
 Always  
 Often  
 Sometimes  
 Rarely  
 Never
31. **Assume a friend of yours makes a fantastic recommendation for a particular hotel or location. You look online travel/social networking sites and discover some bad reviews. Would you take your friend's word over the review?**  
 Always  
 Often  
 Sometimes  
 Rarely  
 Never
32. **How far in advance do you typically book your holiday? Please tick:**  
 Never plan  
 Less than 1 week  
 1-3 weeks  
 1-3 months  
 6 or 12 months above

**Purchase decision:**

33. **What means do you use to book your flight and accomodation? Rank using Always-Never scale**  
 f. In person  
 g. By phone  
 h. Online  
 i. Booking agent  
 j. Other – Explain
34. **Do you normally book with on particular type of:**  
 Airline, Hotel
35. **How would you rank the following in terms of importance to you when choosing your holiday? (4= most important, 1=least important).**  
 Duration of journey time (to and from the location)  
 Ease of travel  
 Price (direct cost of flight+hotel)  
 Enjoyment
36. **What is your typical budget for flight and hotel together? (but not including any other costs).**
37. **How much time do you estimate you spend on the internet in total every day?**  
 Less than an hour  
 One to two hours  
 Two to four hours  
 Over four hours.

38. **Do you believe it's safe to input your personnel information (bank details and passport information) online if you were making an online holiday purchase?**

- Yes
- No
- Depends on integrity of website
- I don't buy online
- Other

**Evaluation:**

39. **What may demotivate you to complete your online holiday purchase? Please rank in order (4= most likely to deter purchase, 1= least likely to deter purchase)**

- Incomplete/unclear information
- Unsatisfied PACKAGE DEAL (cannot find what you are looking for)
- Beyond budget
- Uncertain about future travel schedule
- Bad experience
- Reputation of provider

40. **Typically, how long would you say you usually go on holiday for at one time?**

- For 5-10 days
- For 10-14 days
- For 14-21 Days
- For longer than 21 days.

**Appendix I.I- Recruitment Documents**

Participants for the personal interview will be recruited through Techannounce, Facebook and email. Also, we will ask personal acquaintances that fit the demographic we are trying to reach. Information about the interview such as the contact person, date, time, location and duration will be included in the announcement. All of the interviews will meet in the Rawls College of Business Administration. The building is located adjacent to the Rip Griffin Park, near the Flint and Drive of Champions intersection. All interactions will take place in the second floor at one of the Graduate Breakout Rooms allocated to MBA students. The interviews will be thirty minutes in length.

The consent form will be presented before we begin any interaction. This consent form should be understood and signed before we conduct our study. The respondents will have a general idea of what to expect when they agree to participate, but we will solidify their understanding of their role in the study upon arrival to the location of the interview.

**Appendix I.II- Consent Form**

See attached document Consent-Interview.docx

**Appendix I.III – Personal Interview Questions**

**Demographic information:**

**Age**

**Gender: Male/Female**

18-22, 23-26, 27-30, 31-35

**Have you been resident in the US for at least 5 years? Yes/No**

**Have you booked a flight and hotel (at the same time) for a holiday domestic/abroad in the last 1-2 years? Yes/No**

**41. Please state what you are currently doing?**

I am a student. Please state your field of study:

I am in employment. Please state the industry you are in.

I am self-employed

I am a student and in employment. Please state your field of study and the work industry you are in.

I am currently neither studying nor in employment

**42. Please state your current relationship status:**

Single

In a relationship

Widowed

Separated

Married

Living with partner but not married

Civil partnership

Divorced

**43. Do you have children? Yes/No**

**Need recognition:**

**44. What motivates you to go on holiday? Please rank in order of most importance to you – (5=most, 1=least)**

Social interaction with friends/family

When you need a break from work/life stress



Because you want a new experience  
 As a sense of achievement  
 Spontaneity  
 Other

**45. Have you ever been inspired to go on holiday from content you have seen on the following:**

Facebook: Yes/No  
 Twitter: Yes/No  
 LinkedIn: Yes/No  
 Pinterest: Yes/No  
 Other

**46. What comes first to mind when you want to go on holiday?**

The destination  
 The activities you want to do  
 Other (please explain)

**Information search:**

**47. What sources do you use for seeking holiday information? Please rank in order of most used (6= most, 1=least)**

What my friends and families suggest  
 Internet (company websites etc)  
 Content and information on social networking sites – (such as Facebook, Twitter)  
 TV/Travel channel/Magazine/Media  
 Travel blogs/sites (e.g. Tripadvisor)  
 Others: \_\_\_\_\_

**48. Based on your holiday searches, do you end up booking a location that is different than from the original location you had in mind?**

Always  
 Often  
 Sometimes  
 Rarely  
 Never

**(Always is 100% of time. Often is 60%-99% of the time, Sometimes is 30%-59% of the time, rarely is 1%-29% of time, and never is 0%).**

Our definition of trust: To believe in the information you read, value the information, respect and engage in the information and use the information when taking action.

**49. Do you trust recommendations you read on a travel/social networking sites (not a company website) with regards to holiday locations and accommodation?**

Always  
 Often  
 Sometimes  
 Rarely  
 Never

**50. Would you be discouraged from making a purchase if you were to read negative reviews (from one or more reviewers) on a travel/social networking site?**

Always  
 Often  
 Sometimes  
 Rarely  
 Never

**51. Assume a friend of yours makes a fantastic recommendation for a particular hotel or location. You look online travel/social networking sites and discover some bad reviews. Would you take your friend's word over the review?**

Always

- Often
- Sometimes
- Rarely
- Never

52. **How far in advance do you typically book your holiday? Please tick:**

- Never plan
- Less than 1 week
- 1-3 weeks
- 1-3 months
- 6 or 12 months above

**Purchase decision:**

53. **What means do you use to book your flight and accomodation? Rank using Always-Never scale**

- k. In person
- l. By phone
- m. Online
- n. Booking agent
- o. Other – Explain

54. **Do you normally book with on particular type of:**

- Airline, Hotel

55. **How would you rank the following in terms of importance to you when choosing your holiday? (4= most important, 1=least important).**

- Duration of journey time (to and from the location)
- Ease of travel
- Price (direct cost of flight+hotel)
- Enjoyment

56. **What is your typical budget for flight and hotel together? (but not including any other costs).**

57. **How much time do you estimate you spend on the internet in total every day?**

- Less than an hour
- One to two hours
- Two to four hours
- Over four hours.

58. **Do you believe it's safe to input your personnel information (bank details and passport information) online if you were making an online holiday purchase?**

- Yes
- No
- Depends on integrity of website
- I don't buy online
- Other

**Evaluation:**

59. **What may demotivate you to complete your online holiday purchase? Please rank in order (4= most likely to deter purchase, 1= least likely to deter purchase)**

- Incomplete/unclear information
- Unsatisfied PACKAGE DEAL (cannot find what you are looking for)
- Beyond budget
- Uncertain about future travel schedule
- Bad experience
- Reputation of provider

60. **Typically, how long would you say you usually go on holiday for at one time?**

- For 5-10 days
- For 10-14 days

For 14-21 Days  
For longer than 21 days.