

# Customer perceived value of travel and tourism websites

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## **Abstract**

The continuing development and growth of the Internet imply that business and customers perceive that it provides them with some kind of value. The Internet has also seen an increasing importance of user-generated content and utilisation of the Internet as a social medium. In this study the concept of customer value, based on the typology of consumer value (Holbrook, 1994; 1999) and the value hierarchy model (Woodruff & Gardial, 1996; Woodruff, 1997), is used to identify dimensions and expressions of what customer-perceived value is in travel and tourism websites and how it is created. Moderately structured in-depth interviews are used to collect data. In the analysis connections between different types of value are presented and the lack of certain types of value is discussed.



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## **Introduction**

Today the Internet is part of many people's daily lives in many different ways. Almost 17% of the world population has access to the Internet and the penetration rate in Asia is almost 11%, in Europe it is almost 39% and in North America it is almost 70%. The largest number of Internet users can be found in Asia followed by Europe and North America (Internet World Stats.com, 2007). People use the Internet to communicate, get information, buy products, consume products, voice opinions, etc. The number of web sites increases by the minute, and the magnitude of services and information offered on the Internet is almost as hard to grasp as the size of the universe. This development and growth imply that businesses and customers perceive that the Internet provides them with some kind of value.

Travel and tourism have for a long time been one of the top categories of websites visited by Internet users. In Europe for instance, half of the online population visited a travel web site in March 2007. In the U.S. 79% of those planning to travel within 3 months said they would be using the Internet to plan their upcoming personal travel (ETC New Media, 2007). Internet users choose to visit travel and tourism websites to search for information or to buy travel and tourism products such as airline tickets, accommodation, event tickets, packaged tours, activities, etc. Also, recent developments have shown that on many websites user-generated contents are important sources of information and by some companies used as a marketing strategy to increase trust and customer value.

For a business to attract and retain customers it is essential to provide customer value and hence, from the perspective of company marketing strategy and investments it is seems important not to waste capital and other resources on developing website features and content which customers do not want or care about. (Verma et al., 2004) It is believed that for the usefulness of a business web site to ensure long-term profit one needs to consider both advertising strategies to ensure increased visitation to the web site and also strategies which will enhance the customer experience in all phases of the purchase process, including both the pre- and post- purchase phase (Saeed et al., 2002-3).

The concept of customer-perceived value is a complex theoretical construct in that it touches upon a number of other concepts, such as quality, satisfaction, and loyalty, and often the distinction between these concepts is not very clear (either from a theoretical perspective or from an empirical perspective). However, perceived customer value is believed to be a central concept within marketing and customer behaviour research (Dodds et al., 1991; Holbrook, 1994d; 1996; 1999; Grewal et al., 2003; Parasuraman & Zinkhan, 2002; Woodruff & Gardial, 1996; Woodruff, 1997; Zeithaml, 1988) and as such may be used to try and develop our knowledge of customer experiences gained from travel and tourism websites. Customer value is also an important factor used to predict customers' behavioural intentions and preferences.

Previous studies of customer perceived value have focused on both tangible products and intangible products such as services. Travel and tourism is a service industry where many businesses and organisations are involved in producing what the customer perceives being the end product – the tourism product. Also, production and consumption of tourism is to a large extent a simultaneous process involving the customer in the actual production of the tourism experience. In terms of the Internet setting for the research presented here, the Internet represents a marketing and distribution channel where the locus of control is with the customer rather than with the business. This means the customer is firstly more or less

interested in the product as such when receiving the marketing message because they have, with more or less intent, decided to view a website, which is opposite to being exposed to broadcasted marketing messages. The customers on the Internet decide for themselves when, how and what to receive in the form of marketing by very easily moving from one website to the other. Developments on the Internet are also moving more and more towards what is called the Web 2.0 (a term often used to describe the second generation of the World Wide Web and the transition from static HTML-based web pages to a more dynamic Internet.) The essence of Web 2.0 is a more social dimension of the Internet where a large part of Internet content is user-generated and hence information shared between customers rather than information sent by businesses and organisations to a market.

Research on Internet use is often not conclusive in its results. However, research shows that, among other factors, convenience, time-saving, accessibility, previous usage or experience, price sensitivity, non-functional motives, perceived utility, perceived risk, and type of product and product involvement are often factors which explain why people choose to use the Internet now and in the future. Also, product knowledge has been found to influence information search on the Internet as well as in other sources of information. Purchase decisions for Internet users are influenced by what they are exposed to while at a website, and underlying utilitarian values influence how customers choose between different information and purchase channels and how they subsequently use them. Previous research also shows that emotional processes such as “flow” seem to be factors influencing and contributing to customers’ Internet experience and on-line shopping experience (Beldona et al., 2005; Biswas, 2004; Breitenbach & Van Doren, 1998; Brengman et al., 2005; Chang et al., 2005; Emmanouilides & Hammond, 2000; Goldsmith, 2002; Hansen et al., 2004; Hsu & Chiu, 2004; Jaillet, 2004; Keen et al., 2004; Lee & Tan, 2002; Mummalaneni, 2005; Muylle et al., 1999; Noble et al., 2005; Parsons, 2002; Reibstein, 2002; Rettie, 2001; Richard & Chandra, 2005; Sismeiro & Bucklin, 2004; Smith & Sivakumar, 2004; Wang & Fesenmaier, 2004).

### *Purpose*

This research investigates customer-perceived value in the context of travel and tourism websites, and the basis for this investigation is the concept of *value hierarchies* in which customers define a product based on its attributes, its consequences, and the desired end-states (core value, purposes, and goals) associated with the product (Woodruff 1996; 1997). Also, different types of value are investigated and to this end the *typology of consumer value* is used in which customer-perceived value is described based on the three dimensions of extrinsic/intrinsic, active/reactive, and self-/other oriented (Holbrook, 1994d; 1996; 1999).

These two theoretical frameworks have been chosen for this research on the basis of the extent to which they have been used in literature and research within marketing and consumer behaviour and in research studies focusing on customer value in an information technology context such as the Internet or other (Chen & Dubinsky, 2003; Kim et al., 2007; Kleijnen et al., 2007; Mathwick et al., 2001; 2002; Mäenpää, 2006; Overby & Lee, 2006; Saeed et al., 2002-3; Steenkamp & Geyskens, 2006; Verma et al., 2004; Yadav & Varadarajan, 2005). It is believed that together they contribute to a higher probability of interpreting and understanding the results of this research than they would have if one of them had been excluded. The value hierarchy is believed to represent how value is perceived and connected to indirect or direct

effects for the customer, and the typology of consumer value is believed to be a useful framework for analysing different types of value.

The research question for this study is:

How can customer-perceived value experienced from using travel and tourism websites be described?

The aim of this study is hence to identify dimensions and expressions of what customer perceived value is when travel and tourism websites are used, and to find indications of how customer value is created in customer website interaction.

## **Customer value**

One of the most cited definitions of perceived value is presented by Zeithaml (1988, p. 142). The author defines perceived value as “the consumer’s overall assessment of the utility of a product based on what is received and what is given”. Most research typically views costs in terms of a monetary price to be paid, but there are other costs which should be included when considering what customers have to give up in order to get something, such as time, cognitive activity, and behavioural effort (Zeithaml, 1988). Value is, however, also something perceived to be of greater value than merely the sum of all the costs, despite the fact that customers probably seldom carefully calculate each of the costs and benefits in making a decision about a product (Peter & Olson, 2002).

This research uses the term customer value rather than consumer value since it is believed to be a more inclusive term in that it not only involves the consumer’s usage of a purchased product, but also the search for a product, the evaluation of a product, and the post-purchase experience. Customer value is a concept which is believed to directly and indirectly affect the customers’ behavioural intentions. Also, it is related to the marketing concepts of quality, loyalty and satisfaction all of which are also believed to directly and indirectly affect behavioural intentions (Cronin et al., 2000). Customer value is also believed to contribute to loyalty through affecting satisfaction positively (Grisaffe & Kumar, 1998).

Important research and theoretical development of the customer-value concept have been published by Holbrook (1982; 1984; 1985a; 1985b; 1986; 1994a; 1994b; 1994c; 1994d; 1996; 1999) and Woodruff et al. (1991), and Woodruff & Gardial (1996), and Woodruff (1997).

Since the concept and determinants of customer value are believed to change as new technology develops, other researchers have pointed out that it is important to further develop the topic of customer behaviour and new technology such as research into the evaluation of service quality on the Internet, website effectiveness, usage, and motivation to use interactive technology (Parasuraman & Zinkhan, 2002; Grewal et al., 2003). However, research focused on customer-perceived value in a context where information technology plays a significant role has so far been rather scarce (Overby & Lee, 2006; Yadav & Varadarajan, 2005).

Some previous research on customer value in an e-commerce context uses the concept of customer value as “the customers’ perception of what they want to have happened in a specific use situation, with the help of a product or service, in order to accomplish a desired purpose or goal” as defined by Woodruff and Gardial (1996 p. 54) or as “an interactive

relativistic preference experience” (Holbrook, 1999, p. 5). For instance, a conceptual model to develop the customer value concept in an e-commerce setting is proposed and the authors suggest and explore a model of antecedents of perceived customer value, primarily in the pre-purchase stage, including the valence of on-line shopping experience, perceived product quality, perceived risk, and product price (Chen & Dubinsky, 2003).

Other research attempts to measure the hedonic and utilitarian sides of customer value and its effects on customer behaviour and intention. Two research studies deal with customer value perceived from mobile services (Kleijen et al., 2007; Kim et al., 2005). These studies have a focus on the utility part of the customer value concept and point out the significance of time and efficiency dimensions in explaining customer behaviour. Other studies (Mäenpää, 2000; Overby & Lee, 2006; Steenkamp & Geyskens, 2006) investigating perceptions of customer value in Internet banking services, online shopping, and web sites of consumer-packaged goods conclude that utilitarian value is the most important driver of perceived value. Some research even suggests that experiential features on a website might be completely useless since they are not appreciated by customers and that utilitarian value is a stronger predictor of customer behaviour than hedonic value.

These findings both indicate that customer-perceived value in the context of information technology may both consist of different kinds of value and be affected by factors such as customer motivation and customers’ previous experiences.

#### *A value-hierarchy model*

Woodruff and Gardial (1996) claim that customer value must be seen as firstly different depending on whether the product or service is valued for its value as contributing to a means-to-an-end value, or if its perceived value is based on the pure possession of the product or service. Secondly, customer value is a trade-off between positive and negative consequences of using a product or service. Thirdly, customer value is highly dependent on the use situation. To structure the complexity of customer value the authors suggest a hierarchical model with three increasingly abstract levels.

At the lowest level of the hierarchy, *the attribute level*, customers are concerned with defining the product in terms of its attributes, while at *the consequence level* customers define what the product can do for them, i.e. outcomes of user/product interaction. At the top of the hierarchy, *desired end-states*, are customers’ core values, purposes and goals, i.e. the basic and fundamental motivators. With this perspective on value the authors claim that a richer and more meaningful understanding of customer needs and desires can be developed (Woodruff & Gardial, 1996).

This model is believed to carry a utilitarian view on customer value where businesses provide products or services with attributes which are believed to support customers’ wish to satisfy needs and wants. (Needs are defined as driven by discomfort and determined by the traits of the individual and the traits of the environment. Wants are defined as a desire to take the physical or psychological condition beyond the state of minimal comfort, and are determined by the individual context and the environmental context [Sheth et. al., 2004]). It also focuses on and assumes customer value as perceived from a process with a means-to-an-end perspective.

### *Typology of consumer value*

The typology of consumer value (Holbrook, 1999), which is also used in this research to explain customer-perceived value in an IT-context, includes the means-to-an-end perspective but also takes into account the intrinsic value of the consumption of a product or service in itself, hence it offers a more holistic view of perceived customer value. Holbrooks' perspective on customer value (1994d and 1999, p. 5) is also evident from his definition of the concept "as an interactive relativistic preference experience" which is explained as a belief that customer value is interactive since customer value entails an interaction between a customer and a product; it is relativistic because it is comparative, personal, and situational; it is preferential because it involves a preference, or an evaluative, judgement, and it is an experience because customer value is derived from the consumption experience (Holbrook, 1994d; 1999).

Holbrooks' typology of consumer value has three dimensions: extrinsic versus intrinsic, self-oriented versus other-oriented, and active versus reactive. Extrinsic value concerns a means-end relationship between the consumption and which goals, purposes or objectives the actual consumption leads to. The consumption is focused on its functional or utilitarian ability to serve this purpose or goal. The intrinsic value, on the other hand, concerns the consumption experience as appreciated in itself. The self-oriented dimension is concerned with when the act of consumption is prized according to how the consumer reacts to it or what effects it has on the consumer as an individual. Other-oriented on the other hand is concerned with how the consumption process affects someone or something else. Then, the active dimension is concerned with when the consumer actually does something with the product as part of the consumption process, and hence the reactive dimension is concerned with when the product does something to or with the consumer as part of the consumption process.

The eight different types of value presented in Holbrooks' typology are briefly explained below.

- 1) *Efficiency*: measured by some ratio of outputs to inputs. Often using time as a denominator
- 2) *Excellence*: related to satisfaction and quality. It involves the appreciation of some object for its capacity to accomplish some goal or purpose. It might also be appreciated for its own sake without the utilitarian focus of accomplishing something.
- 3) *Status*: consumption is adjusted, to affect those that the consumer wishes to influence. The consumption is focused on how it affects ones image as perceived by other people.
- 4) *Esteem*: a more passive version of status where the consumption is focused on a reactive appreciation of one's own consumption and how it might potentially effect one's public image.
- 5) *Play*: is actively sought and enjoyed for its own sake. Play typically involves having fun.
- 6) *Aesthetics*: one type of aesthetic value is beauty. It is enjoyed purely for its own sake, and it involves a detachment from worldly concerns with practicality.
- 7) *Ethics*: involves doing something for the sake of others. A concern for how the consumption will affect others or how they will react to it.
- 8) *Spirituality*: to lose oneself in the Other (other being some divine power or some cosmic force, or mystical entity or an inner being) and thereby produce a sense of exaltation or magical experience. Spiritual value is pursued for its own sake and as an end in itself.

		<i>Extrinsic</i>	<i>Intrinsic</i>
Self-oriented	Active	<b>Efficiency</b> (output/input, convenience)	<b>Play</b> (Fun)
	Reactive	<b>Excellence</b> (Quality)	<b>Aesthetics</b> (Beauty)
Other-oriented	Active	<b>Status</b> (Success, impression management)	<b>Ethics</b> (Virtue, justice, morality)
	Reactive	<b>Esteem</b> (Reputation, materialism, possessions)	<b>Spirituality</b> (Faith, ecstasy, sacredness, magic)

Figure 1: A Typology of Consumer Value (Holbrook, 1999)

This typology is believed to include experiential or hedonic types of value, as well as utility types of value, because it also acknowledges perceived value for its own sake or the way it might affect others in the value types *play*, *aesthetics*, *ethics*, *spirituality*, *status*, and *esteem*.

### Search modes

In previous research in marketing and new technology Hoffman and Novak (1996) presents an article which deals with marketing communications and consumer psychology in a computerized environment. The authors categorize consumers into two categories of behaviour depending on their search mode when interacting with new technology. The categories are *goal-directed* and *experiential*. These categories can be seen as behavioural paths directed towards different types of values sought. Goal-directed behaviour is characterized by extrinsic motivation, instrumental orientation, situational involvement, utilitarian benefits, directed search, and goal-directed choice. Experiential behaviour, on the other hand, is characterized by intrinsic motivation, ritualized orientation, enduring involvement, hedonic benefits, non-directed search, and navigational choice.

These categories have also been used by researchers studying customer-perceived values from Internet shopping, the role of affective factors on perceived value in a tourism context, and in an attempt to develop an experiential value scale (Mathwick et al., 2002; Duman & Mattila, 2005; Mathwick et al., 2001). The experiential value scale presented by Mathwick et al. (2001) is also largely based on Holbrooks' typology (1999). The scale was tested in an Internet and catalogue shopping context, and the results indicate that there was a strong link between customers with a preference for on-line shopping and those that perceived high levels of efficiency with this type of shopping, while catalogue shopping, on the other hand, was based on a much broader range of experiential value sources such as entertainment and visual appeal. According to the authors this raises interesting questions such as whether the Internet lacks the ability to deliver aesthetic value, and whether the users of different channels look for different value packages?

Furthermore, from a tourism perspective the concept of customer-perceived experiential value is investigated by Sigala (2004) in order to find out how it can explain why customers choose certain websites and then use them. The author claims that previous research has focused on

critical factors and issues affecting website design but lack an understanding of value and benefits sought by customers. Sigala (2004) argues that not only the traditional focus of value as a trade-off between quality and price should be considered but also the more hedonic and experiential values which are believed to be important for Internet use. The results of the study show that customers' shopping orientation (or purpose) is an important factor affecting their expectations of websites and hence their experience of using the website.

### **Interactive marketing**

The Internet has been named "the ultimate interactive medium" (Deighton, 1996, p.152) and concepts such as interactive marketing, one-to-one marketing, digital marketing, and real-time marketing referring to the practice of using information technology for marketing purposes, have been around since the mid 90's (Day, 1996; Deighton, 1996; Iacobucci, 1998; McKenna, 1997; Parsons, Zeisswer, & Waitman, 1998; Peppers & Rogers, 1997; Webster, 1996). The marketing opportunities arising from this interactivity may for example be the possibility to access market data and competitive intelligence, the ability to support and service customers or channel partners, and using the Internet as a communication and sales channel (Honeycutt et al., 1998; Evans & King, 1999). However, there seems to be different schools of thought pertaining to the impact of interactivity on contemporary marketing. Either IT-enabled interactivity is seen as a supporting tool for marketers, a new channel, an opportunity for revolutionizing the organisation, or some balance of these where IT-enabled interactivity offers different opportunities to different organisations in different contexts. (Coviello et al., 2001)

Creating customer value on the Internet to a large extent involves interactivity as a main characteristic when the Internet is used for marketing purposes. The Internet easily allows companies and customers to interact in shaping and producing products and information. Also, co-creation or co-producing, as established by the Service Marketing and Management literature, is the essence of tourism, and as such tourism is an experience good (experience goods being defined as products that have to be experienced before they can actually be evaluated (Nelson, 1974). Research has also suggested that the relationship between interactivity and value outcomes, as perceived by buyers and sellers, is moderated by product characteristics such as digitizability, tangibility, perishability and fulfilment ease (Yadav & Varadarajan, 2005). To a large extent a travel and tourism service consists of information, and information is often seen as the lifeblood of tourism (Sheldon, 1994). As such a tourism service is both digitizable and intangible. Travel and tourism services are also perishable products in that they can not be stored for later consumption.

Also, product purchase and use characteristics (such as buyers' information need and information and physical interaction) are also suggested to affect the relationship between interactivity and value outcomes (Yadav & Varadarajan, 2005). In travel and tourism it is most likely necessary to vary buyer information a lot depending on previous experience and type of travel. However, the development of the Internet has most likely impacted the ease of accessing necessary information positively. The need for information exchange through physical interaction most likely also differs depending on previous experience and hence feelings of security and the level of complexity in travel product. It is believed however that the exchange of information has been made more efficient through the development of the Internet.

In interactive marketing, like in many other marketing concepts, the focus is on creating a dialogue between a business and its customers which is aimed at creating value for both parties. This dialogue allows for both personalisation and customisation, and it is hence believed that interactivity contributes to customer-perceived value. Also, creating a dialogue is an important factor in creating and maintaining relationships which in turn is a fundamental issue in order to build loyalty among customers.

Given that interactivity is the main characteristic of the Internet, apart from accessibility regardless of when and where, this research will use the logic of how the relationship between interactivity and value outcomes, moderated by product, purchase, and use characteristics, is established. Hence interactivity is seen as represented by the Internet, in this case travel and tourism websites, and value outcomes are in this research represented by the value hierarchy model (Woodruff, 1996;1997) and the typology of consumer value (Holbrook, 1996; 1999). The product, purchase, and use characteristics are represented in this research by the travel and tourism products offered on the Internet.

## Methodology

A qualitative approach, which is a deeply rooted approach in measuring customer value (Woodruff & Gardial, 1996), has been used for this study. This approach has been used since customer-perceived value in an IT and tourism context has not been previously well researched, and hence it is difficult to identify the important issues to be measured a priori. Therefore, the potential richness in information gathered through qualitative methods used for this research is thought to serve as a basis for further development or research questions and also to deepen our knowledge about the concepts of customer value in an online environment.

A qualitative methodology, which is characterized by the closeness between the researcher and the *object* through for example personal in-depth interviews, is believed to generate valid information and hence give a good basis from which to analyse and discuss the results.

The interviews for this research were designed according to two different techniques which are believed to complement each other. Moderately structured in-depth interviews have been carried out, using both laddering techniques (a one-on-one in-depth interviewing technique used to establish association networks of how customers link product attributes to higher levels of abstract values following means-end theory) and a method called “the grand tour” (an interviewing technique which explores in detail how a product or service is experienced by a customer in a specific context through asking the customer to describe the situation in detail). Both these techniques are used in the study and adapted from Woodruff and Gardial (1996) and Reynolds and Gutman (1988). The laddering technique, more structured than “the grand-tour”, is helpful in finding the connections between attributes, consequences, and desired end states since they are often explicit using this methodology. Connections between levels in the hierarchy are possible through using probes during the interview. An example of such probes, in trying to build ladders for each attribute identified, is to ask *why* it is important and *what* it means to the customer.

“The grand tour”, however, allows for much more information about each level of the value hierarchy as well as for customer situations, use situations, and product requirements. The value concept is, as described earlier, about the relationship between the product, the

situation, and the user, and “the grand-tour” method tries to understand the value hierarchy indirectly.

An interview guide was prepared for the interviews where topics were drawn from the value hierarchy model (Woodruff & Gardial, 1996) and from the typology of consumer value (Holbrook, 1994d; 1999). Also, questions on the typology of consumer value were extracted from Mathwick et al. (2001; 2002), since their study specifically focuses perceived value in an online environment, partly using Holbrooks’ typology (1999).

Firstly, three pilot interviews were conducted in order to test the interview guide and to let the interviewer rehearse the interviewing techniques of laddering and “the grand tour” as presented above. Secondly, 9 interviews were conducted during February and March 2007. The interview guide (see appendix) was used by the interviewer to guide the informal conversation into relevant topics without giving the interviewee formal questions beforehand. The interviews focused on the interviewees’ use of tourism websites and the services offered at these websites. During the interview the interviewees were able to exemplify their statements by pointing to a specific website. A computer with Internet connection was available to them during the interview.

The interviews lasted for about 1.5 hours and took place in a room at the university library. The interviews were recorded on tape and the interviewees were encouraged to describe and tell stories about their experiences of good and bad situations using the Internet for travel and tourism purposes. Initially they were asked to describe the situation and context when they last used a tourism or travel website. The situation, motivations, and behaviours regarding their most recent use of a travel and tourism website (in some cases more than one site was used on the same occasion) have been the focus of this research. This choice was made because it is believed to give a rich description and an insight from a more holistic perspective than if all interviewees would have been asked to analyse and describe their behaviour regarding one specific website (the same for all interviewees). Hence this research takes a broad view on travel and tourism websites and does not claim to be able to identify specifically what might be a good or a bad website in terms of providing customer value for each type of travel and tourism website (such as accommodation, tourist information, transport, or travel agent).

Based on the description and definitions of the value hierarchy model (Woodruff & Gardial, 1996) presented earlier in this research, the interviewees were asked to identify all attributes connected to the website in question, and then the consequences of using the website. Subsequently, the interviewees were asked to state what goals and motives they have in life as well as in connection to using travel and tourism websites. Consequences and desired end-states were both investigated through explicit questions and through probing when a situation, context or attribute was described. Probes such as how, what, when, who, where and why were used, and interviewees were asked to elaborate on factors stated as important. The concepts described by the interviewees have been assigned to each level in the value hierarchy model based on either the interviewees’ explicit description of the concept as belonging to a specific level (attribute, consequence, or desired end-state) as defined by Woodruff and Gardial (1996), or extracted from the interviewees’ description of a context in which one level was specifically discussed.

Based on the description and definitions of the typology of consumer value (Holbrook, 1994d; 1999) presented earlier in this research, the interviewees were also asked to elaborate on the different dimensions of this typology through explicit questions for each dimension (see appendix). Follow-up questions and probes were used in connection to these questions as well.

Also, based on implications from previous research about what affects customer-perceived value presented earlier in this research, questions (see appendix) were posed to the interviewees trying to cover these aspects in their description of the use of a tourism or travel website.

## Analysis

All interview data was transcribed from the tape recordings. The data concerning the value hierarchy model was then qualitatively (using templates from Woodruff & Gardial, 1996) and quantitatively analysed (based on a content analysis as presented by Reynolds & Gutman, 1988; Woodruff & Gardial, 1996). These templates were also complemented with templates designed for this research especially. The data concerning the typology of consumer value was qualitatively analysed summarizing the interviewees' descriptions of each dimension.

The analysis for this research employs a series of methods, through the use of templates, figures, and tables, aimed at structuring the data in order to condense and extract information which might indicate new knowledge on customer perceived value in an IT-context.

Each interview was initially treated as one single case, and data was structured based on each case. This was then complemented with data structuring based on all the interviewees' descriptions of one factor, such as *attributes*, *consequences*, *use situation*, *internet experience*, or *travel experience*. Value hierarchies were constructed for each respondent.

In the analysis, the interview data was also divided into groups based on Hoffman's and Novak's (1996) two consumer search modes'; the goal-directed and the experiential mode. However, this research uses three groups: the experiential group and then two groups showing lower and higher degrees of goal-directed search modes. These groups were used to construct summary value hierarchies and summary descriptions of the typology of customer value. Although some groups may only be represented by a few interviews, the reason to do this type of grouping for analysis is that customer motive or customer orientation has previously been shown to have a great impact on how customer value is perceived and hence represents one aspect of the context dependency indicated by customer value theory and previous research studies.

To avoid bias in the interpretation process due to the fact that a single researcher was involved in this research, transcripts of the interviews were distributed to 3 faculty colleagues who commented on the fit between the transcripts and the resulting analysis. Also, a draft of this research including results and analysis was presented at a university seminar where participants engaged in designing value-hierarchies for each interview and the interview groups (goal-directed and experiential). At the seminar participants could also comment on the conclusions and the implications of the research presented.

## **Sample**

A convenience sample was chosen for this research since the purpose is not to generalize the results to a general population but to get the maximum amount of information from each interviewee in order to illustrate and analyse the conceptual ideas for this research. The convenience sample was based on the difference between interviewees in terms of the experience of Internet use for travel and tourism purposes as well as the experience of on-line shopping. To screen the interviewees based on these factors questions like the following were used: For how long have you been using the Internet?, How often do you use the Internet?, Have you bought anything via the Internet?. These factors were extracted from Chang et al. (2005) where the level of Internet usage and Internet purchase experience was shown to have an impact on the adoption of on-line shopping. Also, previous experience with the technology (in this case the Internet) has been shown to influence attitudes towards the technology and the intention to use the technology (Venkatesh & Davis, 2000; Venkatesh & Morris, 2000; Venkatesh, 2000). These are all factors which are believed to be important to identify in order to accurately analyze customer-perceived value from using tourism websites.

Nine in-depth interviews have been carried out for this study. The number of interviews has been decided based on the evaluation of the degree of saturation in the data collected as described by Glaser (1978) and Strauss and Corbin (1998). This study was believed to be saturated when no new information, such as new properties, dimensions, conditions, actions, or consequences appeared in the data and the range of variability was accounted for.

The sample consisted of four men and five women who were recruited from non-academic university staff, whom the researcher did not previously know, and students. The university staff represents the library, the administration, the IT-services, the maintenance, the information department, and the management. The ages in the sample range from 22 to 64.

In terms of Internet experience all interviewees describe themselves as having quite a long experience from using the Internet as well as using computers as such. Some started using the Internet in the early 90's, and some started about five years ago. Six of the interviewees can be described as heavy users of the Internet, and they describe themselves as experienced users. They use the Internet every day and for a variety of reasons such as e-mail, Internet banking, finding information, communicating through e-mail or chat, administration and contact with authorities and organisations, games, music, photo, and for shopping. They regularly buy things on the Internet some very often and some more seldom. What they buy ranges from tickets (events and transportation), to films and music, make-up, clothes, books, electronics, flowers, and accommodation.

The remaining three interviewees describe themselves as having little or medium experience. They use the Internet once a week or more seldom and two of them have only bought travel tickets. Their use of the Internet is more focused on e-mail and finding information retrieval, and one of them uses Internet banking.

Almost all of the interviewees describe themselves as experienced travellers having done lots of travel in their lives so far, including both individual travel and packaged tours to a variety of countries both of a long and a short haul. Two of the interviewees, however, describe themselves as less experienced, since they have travelled mostly in Sweden or on packaged tours.

## Results

The interviewees in the study represent data gathered from the use of a variety of tourism websites such as tourist information sites, tour operators, travel agents, and transport sites (airline, train, and bus). The interviewees also represent a variety of previous travel experiences, ranging from rather inexperienced to extremely experienced, as well as previous Internet and on-line shopping experience, also ranging from a high level of experience and use to less experience and infrequent use.

The results are based on the interviewees' description of the last occasion prior to the time of the interview when they used one or more tourism websites.

### *Value- hierarchy model*

Results from analyzing the interview data in terms of the value-hierarchy model (Woodruff & Gardial, 1996) show that in total interviewees identified 44 attributes, 27 consequences, and 14 desired end-states when using tourism websites (see table 1). The categorisation of attributes, consequences, and desired end-states is based on the definition of each concept as presented by Woodruff & Gardial (1996).

Attributes	Consequences	Desired end-states
(1) <b>Simple and clear</b>	(45) <b>Got information</b>	(72) <b>Hassel-free</b>
(2) <b>Information</b>	(46) <b>Easy to do, no effort</b>	(73) Time to do other things
(3) <b>Booking</b>	(47) <b>Save time</b>	(74) Accomplishment
(4) Links	(48) No pressure to buy	(75) <b>Financial control</b>
(5) Functional	(49) <b>Flexibility and convenience</b>	(76) To feel secure
(6) Easy to use	(50) <b>Save money</b>	(77) Avoid stress
(7) Boring	(51) Decision involvement	(78) <b>Be in control</b>
(8) Easy access	(52) Enjoyment	(79) <b>Things to look forward to</b>
(9) Bad product/brand	(53) Reach travel decision	(80) Participation
(10) Good product/brand	(54) Booking	(81) Building self-esteem
(11) Lots of clicks	(55) <b>Achieve goal</b>	(82) Satisfaction
(12) <b>Few clicks</b>	(56) Relief	(83) To feel positive and happy
(13) <b>Comparison</b>	(57) Continue planning	(84) Learn new things
(14) Anonymous	(58) Print information	(85) To feel like an explorer
(15) <b>Logic</b>	(59) Positive feeling	
(16) Big company	(60) Complement other information	
(17) Check availability	(61) Personal contact	
(18) <b>Self-service</b>	(62) Forward information to others	
(19) <b>Quick</b>		
(20) <b>Efficient</b>	<i>Negative consequences</i>	
(21) Nice colours	(63) Problems lead to frustration	
(22) Photos and movie snaps	(64) Poor quality irritate	
(23) <b>Updated information</b>	(65) More time	
(24) Maps	(66) Big effort	
(25) <b>Search</b>	(67) No personal contact	
(26) Search options not relevant	(68) No sense of security and trust	
(27) Aggregated information	(69) Loose trust	
(28) Atmosphere	(70) Stress	
(29) Newsletter subscription	(71) Give up personal principles	
(30) Small site		
(31) Personalisation of		

information (32) Messy (33) Feels squeezed (34) Nice (35) <b>Attractive</b> (36) <b>Interactive</b> (37) Print documents/brochures (38) Reliable (39) <b>Means of payment</b> (40) Professional (41) Trustworthy (42) Order catalogue (43) You know what you get (44) <b>Useful</b>		
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Note: Factors in bold signify the attributes, consequences, and desired end-state values that were explicitly, through wording or emotional expression, mentioned as important by one or more of the respondents. However, it might also be assumed that all the values mentioned at all the levels are somewhat important as opposed to those not mentioned. Also, the negative consequences are deemed negative on the basis of the interviewees' expression of them in negative terms.

Table 1: Categories with content codes

Table 1 presents the attributes, consequences, and desired end-states expressed by the interviewees, and very little editing has been made by the researcher. The aim has been to keep the data as close as possible to that which was gathered during the interviews. However, a few exceptions were made where interviewees were not very precise in their descriptions and used many sentences to describe what they meant. In those cases the researcher attempted to interpret what was the essence of their description and find an appropriate term for this. Also, in some cases interviewees with similar descriptions were added into a single term.

In table 1 some negative consequences are also included, and they refer to cases where the interviewees expressed situations with more or less undesirable outcomes associated with their use of a tourism website. It might, however, be seen that these cases represent but a few of the total number of consequences mentioned.

In order to find linkages between the three levels of the value-hierarchy model, and hence find indications that indeed customer-perceived value is hierarchical, a matrix of all the attributes, consequences, and desired-end states was constructed. The number of times each attribute was mentioned in connection to a consequence and/or a desired end-state was recorded. Table 2 shows the individual attributes and how many times attributes were explicitly linked to consequences and/or desired end-states. All attributes mentioned by the interviewees did not have any connections to higher levels of the model and are hence not included in this table. 20 out of 44 attributes are connected to higher levels in the hierarchy by the interviewees. Each of the interviewees expressed between 2 and 7 attributes with linkages to higher levels in the value-hierarchy model.

Attributes	Content codes (consequences and desired end-states)																				
	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65
1 Simple and clear	1	4	6	1	2	1					1		1		3	1					
2 Information	3						1	1			2		2		2						
3 Booking		1	1		1	1				1					1						1
6 Easy to use			1		1										1						
7 Boring					1																
8 Easy access					1	1															
13 Comparison		1	1						1			1									
18 Self-service																					
21 Nice colours		1																			
22 Photos and movie snaps															2						
24 Maps														1							
25 Search	2	1			1	1							1		1						
26 Search options not relevant																			1	1	
31 Personalisation														1							
32 Messy																				1	
34 Nice		1						1													
36 Interactive																	1				
37 Print documents/brochures															1			1			
38 Reliable															1						
39 Means of payment															1						

Note: The numbers in the columns represent the content codes from table 1 starting with the codes representing the consequence level. Hence, the attributes, with codes from table 1, are represented in the rows of the table, since attributes can not have any relationship with other attributes in a hierarchical model. Only the attributes with connections to higher levels in the hierarchy are included in the attribute column.

Table 2: Relationships between attributes, consequences and desired end-states

Attributes	Content codes (consequences and desired end-states)																				
	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	
1 Simple and clear							1	3	4	1					1	1	1	1		1	1
2 Information										1				1						1	1
3 Booking	1				1				1			1	1	1					1		
6 Easy to use																					
7 Boring																					
8 Easy access		1				1				1	1										
13 Comparison									1	1			1								
18 Self-service		1	1																		
21 Nice colours																					
22 Photos and movie snaps																					
24 Maps																					
25 Search									2							1	1	1			
26 Search options not relevant			1																		
31 Personalisation																					
32 Messy				1																	
34 Nice																					
36 Interactive																1					
37 Print documents/brochures																					
38 Reliable											1										
39 Means of payment										1	1										

Note: The numbers in columns represent the content codes from table 1 starting with the codes for the consequence level. Hence, the attributes, with codes from table 1, are represented in the rows of the table since attributes can not have any relationship with other attributes in a hierarchical model. Only the attributes with connections to higher levels in the hierarchy are included in the attribute column.

Table 2 continued: Relationships between attributes, consequences and desired end-states

The attribute most connected to higher levels was *simple and clear* which was connected to the consequence *save time* 6 times, 4 times to the consequence *easy to do/no effort*, 3 times to the consequence *positive feeling*. This attribute was also connected 4 times to the desired end-state of *accomplishment* and 3 times to *time to do other things*. However, overall most attributes show only single cases of connections to higher levels in the hierarchy, which might be seen as an indication either that most attributes seem to appeal differently to different individuals or that most attributes do not have a very strong link to specific consequences or desired end-states. To get an overview of which consequences and attributes the described desired end-states are connected to, a summary table was constructed. Table 3 presents all the value hierarchies (numbered 1-13) mentioned by the interviewees and which attributes and consequences that are connected to which desired end-states. This means that one attribute may be connected to several consequences and several desired end-states.

Hierarchy number	Attributes (lowest level)	Consequences (middle level)	Desired end-states (highest level)
1	<ul style="list-style-type: none"> <li>▪ Simple and clear</li> <li>▪ Search</li> <li>▪ Easy to use</li> </ul>	<ul style="list-style-type: none"> <li>▪ Positive feeling</li> <li>▪ Got information</li> </ul>	Satisfaction
2	<ul style="list-style-type: none"> <li>▪ Simple and clear</li> <li>▪ Search</li> <li>▪ Easy to use</li> <li>▪ Booking</li> </ul>	<ul style="list-style-type: none"> <li>▪ Positive feeling</li> <li>▪ Easy to do, no effort</li> <li>▪ Booking</li> </ul>	To feel positive and happy
3	<ul style="list-style-type: none"> <li>▪ Simple and clear</li> <li>▪ Search</li> <li>▪ Information</li> <li>▪ Interactive</li> </ul>	<ul style="list-style-type: none"> <li>▪ Got information</li> <li>▪ Personal contact</li> </ul>	Building self-esteem
4	<ul style="list-style-type: none"> <li>▪ Comparison</li> <li>▪ Information</li> <li>▪ Search</li> <li>▪ Nice colours</li> <li>▪ Simple and clear</li> <li>▪ Booking</li> </ul>	<ul style="list-style-type: none"> <li>▪ Relief</li> <li>▪ Achieve goal</li> <li>▪ Easy to do, no effort</li> <li>▪ Save time</li> <li>▪ Continue planning</li> <li>▪ Save money</li> <li>▪ Booking</li> </ul>	Accomplishment
5	<ul style="list-style-type: none"> <li>▪ Easy to use</li> <li>▪ Simple and clear</li> <li>▪ Information</li> <li>▪ Reliable</li> <li>▪ Means of payment</li> <li>▪ Photos and movie snaps</li> <li>▪ Comparison</li> </ul>	<ul style="list-style-type: none"> <li>▪ Save time</li> <li>▪ Got information Save money</li> <li>▪ Positive feeling</li> </ul>	Financial control
6	<ul style="list-style-type: none"> <li>▪ Simple and clear</li> <li>▪ Easy to use</li> <li>▪ Information</li> </ul>	<ul style="list-style-type: none"> <li>▪ Save time</li> <li>▪ Decision involvement</li> </ul>	Be in control
7	<ul style="list-style-type: none"> <li>▪ Information</li> </ul>	<ul style="list-style-type: none"> <li>▪ Got information</li> </ul>	Learn new things
8	<ul style="list-style-type: none"> <li>▪ Information</li> <li>▪ Booking</li> </ul>	<ul style="list-style-type: none"> <li>▪ Enjoyment</li> <li>▪ Booking</li> </ul>	Things to look forward to
9	<ul style="list-style-type: none"> <li>▪ Information</li> </ul>	<ul style="list-style-type: none"> <li>▪ Got information</li> </ul>	Participation

10	<ul style="list-style-type: none"> <li>▪ Information</li> </ul>	<ul style="list-style-type: none"> <li>▪ Enjoyment</li> </ul>	To feel like an explorer
11	<ul style="list-style-type: none"> <li>▪ Nice colours</li> <li>▪ Simple and clear</li> <li>▪ Booking</li> </ul>	<ul style="list-style-type: none"> <li>▪ Easy to do, no effort</li> </ul>	Free of hassle
12	<ul style="list-style-type: none"> <li>▪ Nice colours</li> <li>▪ Simple and clear</li> <li>▪ Booking</li> </ul>	<ul style="list-style-type: none"> <li>▪ Save time</li> <li>▪ Easy to do, no effort</li> </ul>	Time to do other things
13	<ul style="list-style-type: none"> <li>▪ Information</li> <li>▪ Reliable</li> <li>▪ Means of payment</li> <li>▪ Photos and movie snaps</li> </ul>	<ul style="list-style-type: none"> <li>▪ Positive feeling</li> </ul>	To feel secure

Note: This table is based on each of the desired end-states mentioned and the consequences and attributes associated with it. Attributes which did not have any linkages to the highest level of the hierarchy are not included.

Table 3: Summary table of all value hierarchies

From table 3 it is obvious that the desired end-state with the most consequences and attributes connected to it is *accomplishment* which might indicate that it is an important desired end-state, supported by a number of attributes and consequences. Some attributes with negative consequences were also described by the interviewees, and table 4 presents the value hierarchies (numbered 1-7) described, based on these negative consequences.

Hierarchy number	Attributes (lowest level)	Consequences (middle level)	Desired end-states (highest level)
1	Messy	<ul style="list-style-type: none"> <li>▪ Lose trust</li> <li>▪ Poor quality</li> </ul>	
2	Search options not relevant	<ul style="list-style-type: none"> <li>▪ No sense of security and trust</li> <li>▪ Poor quality</li> <li>▪ Frustration</li> </ul>	
3	Booking	<ul style="list-style-type: none"> <li>▪ More time</li> <li>▪ Big effort</li> <li>▪ Stress</li> </ul>	Avoid stress
4	Booking	<ul style="list-style-type: none"> <li>▪ More time</li> <li>▪ Big effort</li> <li>▪ Stress</li> </ul>	Be in control
5	Easy access	<ul style="list-style-type: none"> <li>▪ No personal contact</li> </ul>	Give up personal principles
6	Easy access	<ul style="list-style-type: none"> <li>▪ No personal contact</li> </ul>	To feel secure
7	Self-service	<ul style="list-style-type: none"> <li>▪ No personal contact</li> <li>▪ No sense of security</li> </ul>	

Note: Not all attributes have connections to the highest level in the hierarchy.

Table 4: Value hierarchies based on negative consequences

Table 4 shows that *no personal contact* is the most common type of negative consequence perceived by the interviewees and this is associated with the attributes *easy access* and *self-service*. Interviewees expressed that *no personal contact* was a negative consequence and that they would rather have had a more personal type of contact. Also, *big effort*, *more time*, and *stress* might be seen as important undesirable outcomes due to some kind of faulty attribute, such as a poor booking or search application.

### Typology of consumer value

Results from analyzing the interview data in terms of Holbrooks' typology of consumer value (1999) is presented in tables 5 and 6. Table 5, focusing on the self-oriented dimension, shows that the interviewees mention a number of factors which describe their experience of the relationship between what they got from using a tourism website opposed to what they had to give (*efficiency* such as time, effort, and money). The value type *play* includes experiences of value in terms of enjoyment, entertainment, relaxation, and recreation, and the value type *excellence* is described by interviewees in terms of what they expected to find at the website, how the website compares to other websites and general evaluations of website use. The value type *aesthetics* is described as a number of characteristics perceived as being aesthetic as well as aesthetic evaluations in general.

		<b>Extrinsic</b>	<b>Intrinsic</b>
<b>Self-oriented</b>	<b>Active</b>	<p><b>Efficiency</b></p> <p><i>Outcomes</i></p> <ul style="list-style-type: none"> <li>▪ Good</li> <li>▪ Easy, no effort</li> <li>▪ Flexible</li> <li>▪ Convenient</li> <li>▪ Compare prices</li> <li>▪ Save time</li> <li>▪ Save money</li> <li>▪ Got what I wanted</li> <li>▪ Time spent was worth it</li> <li>▪ Complements other sources</li> <li>▪ Do-it-yourself</li> </ul> <p><i>Negatives</i></p> <ul style="list-style-type: none"> <li>▪ More time</li> <li>▪ More effort</li> </ul>	<p><b>Play</b></p> <p><i>Play related site characteristics</i></p> <ul style="list-style-type: none"> <li>▪ Check what's going on</li> <li>▪ Webcams</li> <li>▪ News and blogs</li> <li>▪ Information</li> <li>▪ Photos are fun</li> <li>▪ Travel is fun</li> </ul> <p><i>Related outcomes</i></p> <ul style="list-style-type: none"> <li>▪ Using the website makes me happy</li> <li>▪ Using the website makes me want to go there</li> <li>▪ Using the website makes me interested</li> <li>▪ Things to look forward to</li> <li>▪ It's fun to use a good site</li> <li>▪ Using tourism websites for relaxation</li> <li>▪ Some site attributes may be fun to use</li> </ul> <p><i>Negatives</i></p> <ul style="list-style-type: none"> <li>▪ Submitting to much information, making choices, is frustrating</li> <li>▪ Using tourism websites is not fun</li> <li>▪ Boring</li> <li>▪ I don't feel engaged</li> <li>▪ Using site makes me feel indifferent</li> </ul>
	<b>Reactive</b>	<p><b>Excellence</b></p> <p><i>Expectations</i></p> <ul style="list-style-type: none"> <li>▪ Order tickets</li> <li>▪ Lots of information and photos</li> <li>▪ Cheap trips</li> <li>▪ None</li> <li>▪ Easy to use</li> <li>▪ Tourism products make sites interesting</li> </ul> <p><i>Quality and evaluations</i></p> <ul style="list-style-type: none"> <li>▪ Medium quality</li> <li>▪ Ok</li> <li>▪ Good quality</li> <li>▪ Varies a lot</li> <li>▪ Satisfied</li> <li>▪ More than satisfied</li> <li>▪ Site improves destination image</li> <li>▪ Good availability</li> </ul>	<p><b>Aesthetics</b></p> <p><i>Aesthetics related site characteristics</i></p> <ul style="list-style-type: none"> <li>▪ Simple</li> <li>▪ Basic and easy to use</li> <li>▪ Nice to look at</li> <li>▪ Photos and slides</li> <li>▪ Lots of information</li> <li>▪ Colours are important</li> </ul> <p><i>Evaluations</i></p> <ul style="list-style-type: none"> <li>▪ Meets my needs, makes me feel good</li> <li>▪ Likeable</li> <li>▪ It varies between sites</li> <li>▪ Tourism information sites are often aesthetic</li> <li>▪ Tourism websites are attractive compared to other websites</li> </ul> <p><i>Negatives</i></p> <ul style="list-style-type: none"> <li>▪ Boring colour and layout</li> </ul>

		<p><i>Negatives</i></p> <ul style="list-style-type: none"> <li>▪ Tourism websites have low quality</li> <li>▪ Not updated</li> <li>▪ Sites looks unprofessional</li> <li>▪ Not attractive or boring</li> <li>▪ Content or structure is wrong</li> </ul>	<ul style="list-style-type: none"> <li>▪ Not appealing</li> <li>▪ Nothing special</li> <li>▪ Have to know what you want</li> <li>▪ It doesn't work</li> </ul>
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Table 5: Summary typology of self-oriented dimension

Table 6 presents the interviewees' description of how they experience value types related to the other-oriented dimension of Holbrooks' typology (1999). The value type *status* is described in terms of the degree to which interviewees visited the tourism website (or websites) in question on the basis of any recommendations from others, and if they in turn recommended the website after using it. Furthermore, the value type *status* includes the interviewees' description of other users of the website (or websites) in question. The value type *ethics* is a description including which third parties might have perceived any value from the interviewees' use of a tourism website and the effects on these parties. The value type *esteem* is a description of the interests and lifestyles of the interviewees focusing on other types of consumption in their lives, and the value type *spirituality* describes the perceived value of the interviewees in terms of degree of rapture or ecstasy from using tourism websites.

		<b>Extrinsic</b>	<b>Intrinsic</b>
<b>Other-oriented</b>	<b>Active</b>	<p><i>Status</i></p> <p><i>Recommendations</i></p> <ul style="list-style-type: none"> <li>▪ No recommendations</li> <li>▪ Prior knowledge of site</li> <li>▪ Rumour</li> <li>▪ Friends have used product</li> <li>▪ Has recommended product but not site to others</li> <li>▪ Has not recommended to others</li> <li>▪ Has told others about using site</li> <li>▪ Sent link to others</li> </ul> <p><i>Other users</i></p> <ul style="list-style-type: none"> <li>▪ Doesn't know any other users</li> <li>▪ Friends</li> <li>▪ Same age, same need, same interests</li> <li>▪ Everybody</li> <li>▪ Young people</li> <li>▪ Experienced travellers and Internet users</li> <li>▪ Local people</li> <li>▪ Travellers with little money</li> </ul>	<p><i>Ethics</i></p> <p><i>Affected 3<sup>rd</sup> parties</i></p> <ul style="list-style-type: none"> <li>▪ Environment</li> <li>▪ The tourism industry</li> <li>▪ The world population</li> <li>▪ Family</li> <li>▪ Society as a whole</li> <li>▪ Friends</li> <li>▪ The unemployed</li> </ul> <p><i>Effects</i></p> <ul style="list-style-type: none"> <li>▪ No visit to travel agent means no use of petrol, good for environment</li> <li>▪ Internet development is good for competition</li> <li>▪ Tourism development</li> <li>▪ Tourism information is distributed globally</li> <li>▪ Tourism information on the Internet, less use of paper brochures</li> <li>▪ Contact between people</li> <li>▪ My family is happy</li> <li>▪ My friend is/friends are happy</li> <li>▪ Increased travel is good for unemployment</li> </ul> <p><i>Negatives</i></p> <ul style="list-style-type: none"> <li>▪ Disinformation is bad, spreads easily on the Internet</li> <li>▪ Increased travel and tourism may lead to exploitation of sensitive areas</li> <li>▪ Information society is bad</li> <li>▪ Computers are bad for environment</li> <li>▪ Increased travel is bad for environment</li> </ul>
	<b>Reactive</b>	<p><i>Esteem</i></p> <p><i>Interests and lifestyle</i></p> <ul style="list-style-type: none"> <li>▪ Sports and outdoor activities, travel, music, horses, sowing, amateur radio, culture, photography, literature</li> <li>▪ Social</li> <li>▪ Individualist</li> <li>▪ Adventurous</li> <li>▪ Active</li> <li>▪ Easy-going</li> <li>▪ Day dreamer</li> <li>▪ Curious</li> </ul>	<p><i>Spirituality</i></p> <ul style="list-style-type: none"> <li>▪ Information may lead to day dreaming</li> <li>▪ Thinking about travel is enticing</li> <li>▪ Loses track of time sometimes, depends if site is good</li> <li>▪ If searching is working well, a sense of flow might appear</li> <li>▪ If the need is strong then spiritual feelings might occur</li> </ul> <p><i>Other</i></p> <ul style="list-style-type: none"> <li>▪ Focused on purpose of visiting website</li> <li>▪ Internet has nothing to do with feeling</li> </ul>

	<ul style="list-style-type: none"> <li>▪ Leader</li> <li>▪ Confident</li> <li>▪ Stick to what is known and familiar</li> <li>▪ Close group of friends/Big group of friends</li> <li>▪ Family is important</li> <li>▪ To have fun</li> <li>▪ Like yourself</li> <li>▪ Safety and security</li> <li>▪ Spend money on CDs', new things, travel, culture, sports, entertainment</li> </ul>	<ul style="list-style-type: none"> <li>▪ spiritual</li> <li>▪ Makes you happy but not excited</li> </ul>
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Table 6: Summary typology of other-oriented dimension

### Search modes

Since customer value has been characterized as situational (Holbrook, 1994d; 1999), interviewees have been categorized into three groups based on the situation and the main reasons for visiting the tourism website/websites described in the interview. The first group, consisting of two interviewees, is named *experiential*. Their main purpose for visiting a tourism website, as it is described in the interviews, was to have a look around. Their situation was characterized by unplanned visits to one or more websites in an initial attempt to find information on such things as means of transportation and accommodation available for their loose plans or ideas about future travel. Interviewees in this group are experienced travellers and heavy users of the Internet. Table 7 presents the value hierarchies described by this group, and which attributes and consequences are connected to which desired end-states are shown.

Hierarchy number	Attributes (lowest level)	Consequences (middle level)	Desired end-states (highest level)
1	Simple and clear	Easy to do, no effort	To feel positive and happy
2	Information	Got information	Financial control
3	Information	Got information	Learn new things
4	Information	Got information	Participation
5	Information	Enjoyment	Things to look forward to
6	<ul style="list-style-type: none"> <li>▪ Information</li> <li>▪ Interactive</li> </ul>	<ul style="list-style-type: none"> <li>▪ Got information</li> <li>▪ Enjoyment</li> <li>▪ Personal contact</li> </ul>	Building self-esteem
7	Information	Enjoyment	To feel like an explorer

Note: This table is based on each of the desired end-states mentioned by this group and the consequences and attributes associated with it. Attributes which did not have any linkages to the highest level of the hierarchy are not included.

Table 7: Value hierarchies for the experiential group

Table 7 show that these customers, who do not have a clear purpose when using the tourism website, are mainly concerned with information processing at an early stage which in turn is connected to a number of consequences and desired end-states.

Some attributes and consequences mentioned by this group did not have any links to the highest level of the hierarchy and are therefore not included. These attributes and consequences were: *nice* which was linked to the consequence *enjoyment* and *easy to do/no effort*; *maps* which was linked to the consequence *positive feeling*; *print documents/brochures* which was linked to the consequence *forward information to others*; *messy* which was linked to the consequence *poor quality* and *loose trust*; and finally *search options not relevant* was linked to the consequences of *frustration*, *poor quality*, and *no sense of security and trust*.

Also included in this group were two attributes with negative consequences (in the sense that they represent undesirable outcomes): *messy* which was linked to *loose trust* and *poor quality*, and *search options not relevant* which was linked to *no sense of security and trust*, *poor quality*, and *problems lead to frustration*.

The results from the analysis of the experiential group in terms of Holbrooks' (1999) typology show that the value type *efficiency* is perceived as mainly focused on saving time and easy to use, and therefore it complements other sources of information. The value type *play* is described as tourism websites which are inspiring and stimulate thoughts about future travel. Photos are perceived as important, and, if the website is perceived as fun, the interviewees say it might stimulate them to go there. Also, the value type *excellence* shows that most tourism websites are of good quality but that they may vary a lot and that frustration may come from sites which do not work or contain the information expected. The value type *aesthetics* is described as tourism websites which are mostly nice and attractive such as "good sites have a pure style, not a lot of text or head-lines and colour", but sometimes they are also ugly, and there is a lot of variation between the instances. In reference to the value type *status*, none of the interviewees have been recommended to use the website/websites, but they have told others about using the site. One of them knows other users, and one does not know anyone else using the site.

In the value type *ethics* the environment is a third party affected by the interviewees use of tourism websites to increase travel to sensitive areas. The value type *esteem* is described differently by the interviewees where one is outgoing and socially active, and the other is a curious daydreaming individualist living a family life. They are both interested in and spend their money on sports and travel. The value type *spirituality* is described by one of the interviewees as likely to happen on a tourism website, while the other claims it has never happened.

The second group is named *goal-directed booking* (table 8), and it consists of four interviewees. The main purpose for visiting a tourism website described in the interviews was to make a booking. Thereby the interviewees finalise their plans to actually buy a product previously researched on the Internet and/or by other sources of information. In this group we find one inexperienced and three experienced travellers, and three low/medium users of the Internet and one experienced user.

Hierarchy number	Attributes (lowest level)	Consequences (middle level)	Desired end-states (highest level)
1	<ul style="list-style-type: none"> <li>▪ Booking</li> </ul>	<ul style="list-style-type: none"> <li>▪ Make a booking</li> </ul>	To feel positive and happy
2	<ul style="list-style-type: none"> <li>▪ Booking</li> </ul>	<ul style="list-style-type: none"> <li>▪ Make a booking</li> </ul>	Things to look forward to
3	<ul style="list-style-type: none"> <li>▪ Comparison</li> <li>▪ Means of payment</li> <li>▪ Information</li> <li>▪ Reliable</li> <li>▪ Booking</li> <li>▪ Simple and clear</li> <li>▪ Photos and movie snaps</li> </ul>	<ul style="list-style-type: none"> <li>▪ Positive feeling</li> <li>▪ Save money</li> </ul>	Financial control
4	<ul style="list-style-type: none"> <li>▪ Photos and movie snaps</li> <li>▪ Means of payment</li> <li>▪ Information</li> <li>▪ Reliable</li> </ul>	<ul style="list-style-type: none"> <li>▪ Positive feeling</li> </ul>	To feel secure
5	<ul style="list-style-type: none"> <li>▪ Search</li> <li>▪ Photos and movie snaps</li> <li>▪ Means of payment</li> <li>▪ Information</li> <li>▪ Reliable</li> <li>▪ Booking</li> <li>▪ Simple and clear</li> <li>▪ Nice colours</li> </ul>	<ul style="list-style-type: none"> <li>▪ Continue planning</li> <li>▪ Positive feeling</li> <li>▪ Save time</li> <li>▪ Save money</li> <li>▪ Easy to do/no effort</li> </ul>	Accomplishment
6	<ul style="list-style-type: none"> <li>▪ Booking</li> <li>▪ Simple and clear</li> <li>▪ Nice colours</li> </ul>	<ul style="list-style-type: none"> <li>▪ Save time</li> <li>▪ Easy to do/no effort</li> </ul>	Time to do other things
7	<ul style="list-style-type: none"> <li>▪ Booking</li> <li>▪ Simple and clear</li> <li>▪ Nice colours</li> </ul>	<ul style="list-style-type: none"> <li>▪ Easy to do/no effort</li> </ul>	Free of hassle

Note: This table is based on each of the desired end-states mentioned by this group and the consequences and attributes associated with it. Attributes which did not have any linkages to the highest level of the hierarchy are not included.

Table 8: Value hierarchy for the group goal-directed booking

In table 8 the results indicate that the main concern for this group is to manage their time and money as well as to accomplish some kind of task with as little effort as possible.

Some attributes and consequences mentioned by this group did not have any links to the highest level of the hierarchy and are therefore not included in the table. These attributes and consequences are: *simple and clear*, *booking*, and *easy access*, which were linked to the consequence *flexibility and convenience*; *simple and clear* was linked to the consequence *no pressure to buy*; *search* was linked to the consequence *got information*; finally *information* and *simple and clear* were linked to the consequence *achieve goal*.

In this group were also two attributes with negative consequences and desired end-states: *booking* which was linked to *more time*, *big effort*, and *stress*, which in turn was connected to

the desired end-states of *avoid stress*, and *be in control*; and *easy access* which was linked to *no personal contact* and *give up personal principles*. *No personal contact* was also connected to the desired end-state of *to feel secure*.

The results from the analysis of the goal-directed booking group in terms of Holbrooks' typology (1999) show that the tourism website/websites in reference to the value type *efficiency* is described by interviewees as saving time, being simple, being flexible and convenient, and saving money. Some negative experiences are also included such as using more time and effort compared to other ways of making a booking. Using a tourism website in reference to the value type *play* is described by some of the interviewees as not being any fun at all. Some say however, that it is fun because they get something to look forward to and dream about. One interviewee describes this value type in these words "I always have a purpose or motive for using the Internet". Interviewees in this group also think that tourism websites are ok in terms of quality compared to other websites (the value type *excellence*). They also perceive that expectations of the website are met, but sometimes interviewees experience frustration with site layout. Tourism websites are also believed to vary a lot in terms of *aesthetics*. Some are perceived as boring and unattractive and some as nice with photos and nice colours.

For the value type *status* the interviewees in this group state that they did not have any recommendations to use the site but that they either have told others about using the site or that they know friends who use the site. The comments by interviewees regarding the value type *ethics* vary a lot. Some say their use of tourism websites is good for the local community, because travel and tourism on the Internet develops travel to destinations previously unknown. Some say however, it is bad for society in general because Internet developments make the value of personal service disappear. Some also say it is good for the environment because Internet use makes less use of printed information, but, on the other hand some say bad for the environment because of toxic materials used in computers. In terms of the value type *esteem* interviewees claim to have a variety of recreational interests ranging from sports and outdoor activities to culture and amateur radio. They all like to spend money on travel and/or entertainment such as restaurants and events. All, except one, like to try new things and all except one claim to have a vital social life with lots of friends and family. Everyone in this group agrees that they have not experienced any feelings of *spirituality* when using a tourism website. Comments such as "Internet has nothing to do with feeling spiritual" or "visiting tourism websites is for a practical reason not to get pleasure" exemplify the value type *spiritual* for this group.

The third group is named *goal-directed information check* (table 9), and it consists of three interviewees. The main purpose for visiting a tourism website for this group was to check information and, based on this information, reach a decision about travel. In this group we find one inexperienced traveller and two experienced travellers, and all three are heavy users of the Internet.

Hierarchy number	Attributes (lowest level)	Consequences (middle level)	Desired end-states (highest level)
1	<ul style="list-style-type: none"> <li>▪ Information</li> <li>▪ Easy to use</li> <li>▪ Comparison</li> <li>▪ Simple and clear</li> </ul>	<ul style="list-style-type: none"> <li>▪ Decision involvement</li> <li>▪ Save time</li> </ul>	Be in control
2	<ul style="list-style-type: none"> <li>▪ Easy to use</li> <li>▪ Comparison</li> <li>▪ Simple and clear</li> </ul>	<ul style="list-style-type: none"> <li>▪ Save time</li> </ul>	Financial control
3	<ul style="list-style-type: none"> <li>▪ Easy to use</li> <li>▪ Comparison</li> <li>▪ Simple and clear</li> <li>▪ Information</li> <li>▪ Search</li> </ul>	<ul style="list-style-type: none"> <li>▪ Save time</li> <li>▪ Achieve goal</li> <li>▪ Relief</li> <li>▪ Easy to do/no effort</li> </ul>	Accomplishment
4	<ul style="list-style-type: none"> <li>▪ Search</li> <li>▪ Simple and clear</li> </ul>	<ul style="list-style-type: none"> <li>▪ Got information</li> </ul>	Building self-esteem
5	<ul style="list-style-type: none"> <li>▪ Easy to use</li> <li>▪ Search</li> <li>▪ Simple and clear</li> </ul>	<ul style="list-style-type: none"> <li>▪ Positive feeling</li> </ul>	To feel positive and happy
6	<ul style="list-style-type: none"> <li>▪ Search</li> <li>▪ Simple and clear</li> <li>▪ Easy to use</li> </ul>	<ul style="list-style-type: none"> <li>▪ Got information</li> <li>▪ Positive feeling</li> </ul>	Satisfaction

Note: This table is based on each of the desired end-states mentioned by this group and the consequences and attributes associated with it. Attributes which did not have any linkages to the highest level of the hierarchy are not included.

Table 9: Value-hierarchy for the group goal-directed information check

Table 9 shows that this group is also, like the first group, concerned with information processing but at a later stage and therefore more focused on accomplishment, for instance, *comparison* appears to be a rather important attribute, and *save time* is apparently an important consequence.

Some attributes and consequences mentioned by this group did not have any links to the highest level of the hierarchy. These attributes are: *search* which was connected to *save money, flexibility and convenience*, *maps* which was connected to *print information; personalisation of information* which was connected to *print information*; *information* which was connected to *continue planning*; *self-service* which was connected to *no personal contact* and *no sense of security and trust*; and finally *boring* which was connected to *flexibility and convenience*.

There were also two negative consequences mentioned in this group: *No sense of security and trust* and *no personal contact* which were linked to the attribute *self-service*.

The results from analysing Holbrooks' typology (1999) for this group show that the value type *efficiency* is described by interviewees as the efficient use of time and virtually no effort was required. One of them also claims to have saved money. The value type *play* is described as the enjoyable content of the website: "visiting a tourism website makes me want to go

there”, or how a good site can make visiting that site a fun experience. Two of the interviewees claim to have had no expectations when visiting the site, or sites, while the other says expectations were met (the value type *excellence*). In terms of the comparison to other websites one interviewee says tourism websites are often unprofessional, while another says they are generally of good quality. The value type *aesthetics* also shows that two of the interviewees think the site, or sites, is boring or unattractive while the other likes the look of the site, or sites, and thinks it makes the user feel in a good mood. The interviewees claim to have had no recommendations from others to use the site. They have either told others about using the site (sites) or they know other users or they are experienced users and hence knew beforehand there would be a site like the one in question (the value type *status*) One interviewee describes this dimension thus: “rumour says they have cheap trips”. They also believe other users are similar to themselves.

The value type *ethics* is described “Tourism information on the internet is good for local tourism development”; “Internet means easy availability and contact between people”; “Increased travel may lead to exploitation of sensitive areas”. In terms of the value type *esteem* the interviewees describe that they have open personalities and like to try new things. They have a variety of interests such as sports, outdoor activities, and music. Two of them have a tight group of friends, while the third claims to know a lot of people but seldom to have time to socialize. Money is spent on personal interests but not explicitly on travel and tourism. The value type *spiritual* is described: “I sometimes lose track of time if the site is good”; “If search is flowing and I find what I’m looking for then I’m very focused and I might feel a small sense of flow”; “Checking facts may lead to day dreaming”; “The thought of travelling is positive and enticing but not the site as such”.

### Synthesis of hierarchies and value types

To see if the types of value described by the interviewees differ between the three groups *experiential*, *goal-directed booking*, and *goal-directed information check*, the value hierarchy for each group was analysed using Holbrooks’ typology (1999). In table 10 the consequences and desired end-states mentioned by the interviewees are presented in terms of the typology of customer value (Holbrook, 1999) based on Holbrooks’ definition of each value type.

<b>Group 1: Experiential</b>		Extrinsic	Intrinsic
Self-oriented	Active	<i>Efficiency</i> (Financial control, easy to do, no effort, got information)	<i>Play</i> (To feel positive and happy, learn new things, things to look forward to, enjoyment, personal contact)
	Reactive	-	-
Other-oriented	Active	<i>Status</i> (Participation)	-
	Reactive	<i>Esteem</i> (Building self-esteem, to feel like an explorer)	-
<b>Group 2: Goal-directed booking</b>		Extrinsic	Intrinsic
Self-oriented	Active	<i>Efficiency</i> (Free of hassle, time to	<i>Play</i> (Things to look forward

		do other things, accomplishment, financial control, easy to do, no effort, save time, continue planning, save money, booking)	to, to feel positive and happy, positive feeling)
	Reactive	-	-
Other-oriented	Active	-	-
	Reactive	-	-
<b>Group 3: Goal-directed information check</b>			
		Extrinsic	Intrinsic
Self-oriented	Active	<i>Efficiency</i> (Satisfaction, accomplishment, financial control, be in control, got information, easy to do, no effort, achieve goal, save time)	<i>Play</i> (To feel positive and happy, positive feeling)
	Reactive	-	-
Other-oriented	Active	<i>Status</i> (Decision involvement)	-
	Reactive	<i>Esteem</i> (Building self-esteem)	-

Note: One consequence (relief) and one desired end-state (to feel secure) have been left out since they do not seem to fit to Holbrooks' typology (1999). Also, a cell indicated with “-“ means no such value was described by the interviewees.

Table 10: Consequences and desired-end states put in the typology of customer value.

From table 10 it is seen that the value hierarchies presented by the interviewees, in all three of the groups, do not include many types of value belonging to the *intrinsic other oriented* dimension of the typology. For the group *goal-directed booking* value types on the *extrinsic other-oriented* dimension also seem to be missing which might indicate the complete focus on accomplishment by this group.

## Implications and discussion

In response to the research question posed and earlier calls for more research on customer value and information technology (see for instance Parasuraman & Zinkhan, 2002; Grewal et al., 2003; Overby & Lee, 2006; Yadav & Varadarajan, 2005) the results of this research show that the interviewees identified 44 attributes, 27 consequences, and 14 desired end-states which describe their perceived customer value when using a travel and tourism website. However, only 20 out of the 44 attributes identified had connections to higher levels in the value hierarchy. This might be seen as an indication that customer value is hierarchical but that many attributes do not seem to connect to more deeply held goals or values.

Also, the findings indicate that utilitarian types of value, as opposed to hedonic or experiential types of value, might still be the ones most perceived by customers using travel and tourism websites. This is supported by the results from the analysis of both the value hierarchies and the data analysed in the typology of customer value framework. The desired end-state factor (at the highest level of the value hierarchy) which had a link to most consequences was *accomplishment*, and it was linked to consequences which almost solely can be described as

utilitarian in character (such as achieve goal, save time, and save money). Also the desired end-state of *financial control* had links to most attributes, and again most of them might best be described as utilitarian in character (such as easy to use, simple and clear, means of payment, and comparison).

In terms of the typology of customer value model only very few interviewees could describe any cases of perceived value where the value could be connected to an intrinsic and reactive value such as *spirituality* or *aesthetics*. Also, few could describe perceived value from using travel and tourism websites which could be characterized as the intrinsic and active value of *play*. Hence, another indication that hedonic types of value do not seem to be perceived to any great extent by customers using travel and tourism websites.

In reference to the analysis of customer perceived value based on the need or motive (goal-directed or experiential) to use a travel and tourism website, the results indicate that the group with primarily experiential motives identify consequences of their use (mainly focused on information processing) such as *enjoyment* and *personal contact*. Consequences such as these are not mentioned by the goal-directed groups which in turn seem to focus on consequences such as *save time, save money, easy to do/no effort, achieve goal, and make plans*. This might be seen as an indication of how the need or motive to use a site (as given by the use situation) influences the perceived customer value. The experiential group perceives experiential types of value, while the more goal-directed group perceives more utilitarian types of value. Based on measures of shopping frequency it is been suggested that experiential value is less likely to be perceived by experienced online shoppers as they will become more task oriented (Overby & Lee, 2006). However, the experiential group in this case consisted of experienced travellers and heavy users of the Internet, and still it appears that they perceive value to some extent in terms of experiential types of value.

In the analysis an attempt was made to interpret the value hierarchies (attributes, consequences, and desired end-states) as described by the interviewees in terms of the typology of consumer value. It appears that the most goal-directed group did not express any attributes, consequences, or desired end-states which could be characterized as experiential or hedonic, except *play*. This might also be seen as an indication that experiential or hedonic types of value are not often perceived by users of travel and tourism websites if they have a goal-directed type of motive or need before visiting the website.

These findings are important given that the Internet firstly has been suggested as an important marketing channel because of its interactive features and secondly it has been suggested that interactivity would positively influence perceived value for customers (Yadav & Varadarajan, 2005). However, if this interactivity is mainly producing utilitarian types of customer perceived value it might imply that the Internet as a marketing channel is not fully utilizing its potential to generate value for customers. A need to understand and address the issues of which customers perceive which types of value, as well as potentially undeveloped possibilities to offer value on a travel and tourism website, should be the focus of management in the future. It's however also likely that the development of technology as such (increased speed of communication as well as increased capacity of computers) and the development of the Web 2.0 with its focus on user-generated content and hence the social dimension will allow for the interactive medium of the Internet to generate more experiential or hedonic types of customer value.

When reflecting on the type of product, tourism, and travel, which was the focus of this research, and its potential to deliver value on a website, it seems reasonable to think that a product with such strong properties related to experiencing something intangible it should be possible for an interactive medium such as the Internet to generate both utilitarian and experiential value. The product as such simply implies that experiential values should be important for customers.

The main contribution of this research is probably its attempt to explore the concepts of customer-perceived value, using the value hierarchy model and the typology of consumer value, in a context of information technology and tourism. This research is explorative in its character and may as such serve as the basis on which further studies within this field may be developed. This research suggests, for instance, that important future research should address the issues of measuring the importance of different types of value in relation to the total perception of customer value when using websites and perhaps in relation to other marketing channels, as well as strengths in the relationships between different types of value. This research should most likely also include moderating variables such as use situation (need/motive), type of product, and previous experience of the product and the Internet, as well as other moderating variables found in previous research on internet marketing.

Managerial implications of this research might be that the value hierarchies described by the interviewees may be used to develop strategies to improve travel and tourism websites so that they may deliver more value for customers, which is believed to improve business success in the long run. Also, the results based on the typology of consumer value may be useful to further knowledge on what kinds of value customers perceive when using travel and tourism websites and on which dimensions this value appears. If perceived value is something which is influenced by the customer's interaction with the product (active or reactive) or the customers experience of intrinsic or extrinsic value, or if the perceived value is mainly focused on the customer him/herself or if it also involves the customer's relationship with others.

### *Limitations*

The purpose of this research is not to be able to generalize the results to a larger population but rather to gain deeper insights into the concept of customer-perceived value as it has been expressed by the interviewees. A qualitative approach has been chosen for this research and personal interviews have been carried out. As such, the data for this research is therefore based on self-reports. The main criticism of this methodology is that people's own descriptions are often unstable. Researchers have claimed that this might be the reason why so much research in consumer behaviour has not been able to explain a substantial part of the variance in the data. Yet, it is believed that the contrary may also be true, that self-reports and qualitative techniques may reveal a rich set of information which can serve as a basis for further development of research questions and also to deepen our knowledge about the concepts of customer value.

The validity of the results for this research may also be limited due to construct validity. In qualitative research which uses interviews to gather data, validity is established both based on the formulation of questions in the interview and in the process of analysis where the researcher to some extent has to interpret what the interviewees have expressed so that a

structured analysis may be carried out. In both of these cases, the interview situation and the analysis process, the researcher can never completely guarantee that the definition of different theoretical constructs carry the same meaning. Hence, construct validity may pose a threat to the validity of the results from this research.

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## **Appendix**

### *Interview guide*

- Situation (describe in detail), “Tell me about the last time you used a tourism website?”, why do you want to use this website (attitude/opinions)?, what is it about this website that you like/don’t like?, do you have a specific purpose or are you generally interested/browsing?, where in the consumption process? (pre-purchase, purchase or post purchase), at home or at work?, alone or with family/friends?, what kind of tourism product?, previous knowledge on the tourism product?, previous knowledge on tourism in general?, previous experience as an Internet user, previous knowledge on using tourism websites? (elaborate)
- Identify all attributes, describe the website/services, tangible and intangible, physical attributes, service attributes, brand reputation/advertising, availability, (why questions and probing to find out connections to higher levels)
- Consequences (both positive/benefits/desired outcomes, and negative/sacrifices/costs/problems/frustrations), outcomes of using the services, “What happens when you use the services?”, “Your experience when you use the services?”, “How do you use the services?”, “What does using these services do for you?”
- Desired End-States, core values, purposes and goals (related to the respondent as a person), goals and purposes that motivate the customer (related to the respondent’s role as a customer), “How does that make you feel?”, “Why is x important to you?”, “Why do you use x?”
- Importance, relative importance and comparison to other types of websites
- Efficiency (extrinsic value which is derived from active use of a product or the consumption as such, as a means to achieve a goal, what you have to give up to receive something in return);
  - o input/output, time, effort, money spent on using the service and what was received from it? Convenience? How much time/energy/money did you spend when using this website/service?
- Excellence (a reactive appreciation of some objects or experiences potential ability to serve as an extrinsic means to some personal self-oriented end. A belief that something may help in order to achieve, what you believe you can get in return? (closely related to satisfaction);
  - o Expectations about a service? What you think about the service before you use it? Why? Is this website of good quality? Elaborate.
- Status (the active manipulation of one’s own consumption behaviour as an extrinsic means toward the other-oriented end of achieving a favourable response from someone else. For example; dress-for-success);
  - o Have you been recommended to use this website by someone you know? Who? Do you know other people that use this website? Can you describe other users of this website? Have you told anyone else about your use of this website? Have you recommended this website to others?

- Esteem ( closely related to status, more passive, this value lies in the passive ownership of a product which later turns out to generate a positive appreciation from others, other types of consumption in regards to your lifestyle?, A way of telling other people who you are through what you consume);
  - o Tell me something about other websites that you use? Describe your use of the Internet in general? For what reasons do you use the Internet? For what purposes do you use the Internet? Describe your lifestyle and interests? On what types of things do you spend money?
- Play (to actively consume for your own sake, to experience something fun and entertaining);
  - o Is there something which is fun when using this website? Why? How? What? Is it a good way to "get away from it all"? Is this website engaging/involving/entertaining? Do you visit this website for it's own sake without focusing on having a specific purpose with visiting the website? Do you think it's fun and entertaining to visit this website?
- Aesthetics (appreciation of a product or consumption based on the intrinsic value it creates for the user him/herself, for example that something is beautiful);
  - o Are travel and tourism websites attractive and beautiful in general? Are they unattractive and ugly? Is this website attractive? Do you like the look of this website? Does visiting travel and tourism websites make you feel in a good mood?
- Ethics (an active act aimed at its effect on others, virtue, justice, morals, different connections between the natural, the right thing and the good. To consume something because it's right, it's moral, and it's good, primarily for others and not for personal gains);
  - o Is there any kind of value for someone other than yourself and the business behind the website derived from your use of this website? (for the environment, for globalisation, for poor people, etc) Does someone else gain any benefits from your use of this website?
- Spirituality (belief, rapture, holiness, magic, and intrinsic value for it's own sake);
  - o Can you, when you use this website, feel spiritual/rapture/magic? Loose yourself in what you are doing? Do you feel involved or even absorbed when using this website?

*Important issues during the interview:*

Note emotions

Ask the respondent to elaborate on what they say.

Ask the respondents as often as possible to clarify using; how, what, when, who and where questions.





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