Investigating the factors that trigger airline industry purchase intention

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Abstract

As the main communication platforms for today's competitive air transportation market expands, airline websites need to be user friendly to trigger positive electronic word of mouth. Website quality constitutes an influencing factor in consumer behavior and decision-making. Therefore the purpose of this study is to test informarion-task-fit on etetronic word of month, purchase intention and website quality. The study tested the effect of information-task-fit on website quality, electronic word of mouth and purchase intention of users of Turkish Airlines. A total of 604 questionnaires was obtained online within six months, using a quantitative and cross-sectional approach. The proposed above relationships were evaluated via structural equation modeling. Results were as hypothesized, with the perception that the availability of information required by users on the website influence website quality, electronic word of mouth and purchase intention. The website quality also influenced users' intention to purchase and electronic word of mouth. These results offer insights into improving and maintaining website quality by making the website user friendly so as to attract greater audience. This study's comprehensive model is lacking in service airline literature, thus this is an added research on the influence of information-task-fit web information and design on supposed quality of service and intention to purchase. Managers should also maintain high standards by hiring professional website builders so as to increase their usage. This study provides implications for airline website quality. A conclusion and further studies are presented below.

Keywords Information-task-fit · Website quality · Electronic word of mouth · Purchase intention

Introduction

Information technology has substantially renovated and developed the hospitality and tourism business (Wang et al. 2015). Another type of commerce; e-business has been generated by the internet, and this influences the way consumers behave. Consumers use the internet as an e-communication means to obtain access to mediators and providers where they will be provided with immediate information and reservation services

accessible to a huge number of clients at comparatively lower costs (Chaiprasit et al. 2011). Nonetheless, the advent of e-commerce internet websites ushered in the development of novel and influential platforms for communications and distributions between service providers and customers (Ponte et al. 2015). Past studies found the out that electronic knowledge has an effect on behavioral characteristics, including intentions to purchase and trust. Several scholarly writers have also discovered the consumers' recognition of online marketing technologies within the areas of tourism (Usoro et al. 2010). In regard to the internet world, which has reduced the world to a global village, a great number of people are linked through social media and this has become a part of everyday life. The social platform has, to a great extent, impacted customers' online purchasing lifestyles. For the aforementioned reasons, the availability of social media and e-commerce has given multiple buying choices to current and potential buyers (Aakash and Aggarwal 2019). As a result, customers will be able to make their best purchase decisions based on the quality and user friendly nature of websites and online reviews of current customers.

Due to high rate of online travel and development of the electronic business, hospitality companies are dedicating a

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great deal of time, cash, and energy to develop and maintain the quality and navigability of the websites.

Previous research has found that, when consumers visit travel websites, prospective clients will scan through many pages on the web in one session (Önder et al. 2016). Of more interest, potential purchasers will give attention only on the information that they need. Therefore, the present study will examine a recognized, but infrequently examined, concept information-task-fit (INTF) on perceived website quality (WSQ), electronic word of mouth (eWOM) and intention to purchase. The underpinning issue behind information-task-fit used in this research is to identify how website have several unrelated information (informativeness) different from what users seek to find for their definite mission (that is, lack of information-task-fit). INTF is well-defined by (Loiacono et al. 2007), to be the level at which consumers recognize that information that the website provided is in line with the needs of their tasks. Past papers define information-task-fit as the degree to which a website's information adequately meets a user's conclusions. This definition describes the informativeness of the website, which explains how buyers perceive a website as being able to provide them with inventiveness and supportive information (Pavlou et al. 2007). Information needed must fit the tasks of the consumers so to have a positive impact on consumer experiences and performance. In this situation, exploring information-task-fit is critical, but has been largely disregarded in the literature, especially in terms of hospitality (Zha et al. 2018).

Past study by Dedeke (2016) have examined the effect of website design quality on information-task-fit, the effect of information-task-fit on outcomes like website quality and intention to purchase in the service industry. However, research on this comprehensive model and the reverse effect of information-task-fit on the quality of the website is scarce in the service industry, and particularly the airline industry, thus there require further examinations on the influence of information-task-fit website design and information on service quality and intention to purchase (Wells et al. 2011). This study will contribute the above findings to the body of extant literature. The main aim for these e-businesses is to enhance sales and relationship with buyers, with the notion to capture a possibly huge share in the internet market (Law et al. 2010). Improving website service quality is rapidly intensifying over all service sectors; the service industry like the travel industry is becoming one of the most prominent segments in this area.

E-purchasing has observed an outstanding rise in a positive direction (Chiu et al. 2014). The internet is now being used by tourism enterprises as a marketing effort for effective communication with consumers (Díaz and Koutra 2013;Yang and Lin 2014). There is no question on the fact that the service industry and the internet are becoming very compatible. For this reason, these industries should try to understand the important

role that quality, authenticity, and reliability of the information on their website play in affecting the way customers behave. Consumers who perceive a good quality of a particular website will spread their experience to their friends, relatives, and others by engaging in word of mouth, which can be more internet-based or more electronic word of mouth. This will influence the intentions and behaviors of consumers (Oh et al. 2015). Irrespective of the growing rate of e-shopping, many consumers have indicated their dissatisfaction with their e-purchase involvements. Thus, it is necessary to study the factors affecting consumers' evaluations of e-purchasing dealings and understanding the way they behave (Luo et al. 2012).

WOM impact has been studied for many years in extant marketing research or writings. Notwithstanding the reputation of WOM in tourism city selection, current research on the transportation industry is limited. WOM can be defined as a head-on information interchange, but, lately, it has advanced as electronic word of mouth, based on technological statistical advances as a result of the developing access to online statistics (Kim et al. 2015; Qi et al. 2017). The modern affinity of tourists for eWOM has amplified the dedication of scholars to internet accessible travel WOM, as well as internet available travel reviews, or online travel diaries (Leung et al. 2015). Electronic word of mouth makes use of the large-scale, unspecified, transient nature of the internet to realize an innovative way to capture, analyze, interpret, and manage the impact of communication in hospitality and tourism marketing (Yoo and Donthu 2001). Consumers go through the reviews posted on the websites by experienced consumers of their actual or potential service providers, which end up in shaping intentions.

An evaluation of past tourism and travel literature reveals the internet as a very important information source about tourists travel (Park et al. 2011), because potential and actual customers can easily collect information about air travel products. These services allow them to compare online prices without necessarily having to meet sales agents, and to prepare for trips by viewing just a screen in front of them. Numerous tourists travel for leisure, education, pleasure, and so on and, currently, online review websites and cyber communities are becoming very vital information sources that travelers and tourists use in order to plan their trips. Mostly, travelers describe and share their experience as regards to products and services to the public online in the form of WOM, in this case electronic word of mouth. The term WOM began to appear in academic literature in the 1950s and emphasized how opinion leaders influence their cohorts (Groeger and Buttle 2016). In this century, the impact of WOM is a popular subject in academic and industrial marketplaces (Kimmel and Kitchen 2014). However, the interest has shifted to online environments as individuals become more connected electronically and share experiences through the internet in the form of what is known as eWOM (electronic word of mouth) (Groeger and

Buttle 2016). Various literatures have looked at how eWOM impacts products that are not tangible (Sotiriadis and Van Zyl 2013; Jalilvand and Samiei 2012) and tangible products (Aakash and Aggarwal 2019). Although past studies have examined the effect of website quality on intention to purchase and the effect of website quality on customer satisfaction (Chang et al. 2017), a comprehensive model of information-task-fit, website quality, electronic word of mouth, and intention to purchase based on airlines websites has been given very little attention in the airlines industry.

Literature and Hypotheses

The present study adopted the Theory of Planned Behavior (TPB), that various factors may play a vital role in the prediction of certain behaviors (Ajzen 1991). According to this theory, what immediately precedes any behavior is the 'intention' of the person to take an action. The possibility of demonstrating a certain behaviour is 'behavioural intention'. The stronger the intent of a person, the more feasible it is for the person to act according to their behavior (Ajzen and Fishbein 1980). Planned Behavior Theory states that the demonstration of a behavior is not related to the intention of the person only; it may be completely under the person's control. Certain behavior of a person would be determined by their intent to perform such behavior. Hyun and Kim (2014) proposed that intention to purchase is a combination of consumers' awareness on buying a product and the possibility to buy.

Information-Task-Fit and Website Quality, Electronic Word of Mouth and Purchase Intentions

Past studies have examined the effect of information-task-fit on product quality, but little attention has been given on this construct and the impact in the service industry. Gregg and Walczak (2008) and Dedeke (2016) presented product and background information influenced client's disposition to accomplish business on a website. Another study showed that long textual explanations leads to the growing of the buyer's impression on the usefulness for a products (Kauffman and Wood 2006). Hypermedia software setups are concluded to impact consumer website experience (Hultén et al. 2009), while similarly extant work has shown that a low information-task-fit impacts buyer behaviors. There should be an availability and provision of past users' information to potential and current customers in order to improve services like bookings, reservations, and intention to purchase or purchase decision improves the website (Jeong et al. 2003). As a consequence, the quality of information has continually remained a vital factor that will shape the minds and beliefs of potential travelers and users (Smith 2004). Travelers always have the urge to search the internet for relevant information about specific tourism destinations, and, of course, airlines, in order to make decisions on

purchase, and as, mentioned earlier, the quality of information has powerful impact on decisions (Elci et al. 2017).

To summarize, the richness of information delivered on a website impacts users' experiences, Vargo and Lusch (2004) contended that eliciting the sensory experience of possible buyers enables them to cultivate symbolic, emotional, perceptive, interpersonal and values toward the products or services offered. Information given on web is aimed at influencing the value of consumers (Lohse and Spiller 1998). Consumers who perceive value about the quality of a website will engage in electronic word of mouth. Word of mouth (WOM) is defined as "the process of handing over information by mouth from one person to another" (Filieri 2015), but, in regard to the digital phase, online consumer reviews are referred to as the electronic form of WOM, electronic word of mouth. The quality of a website is a foremost concern in electronic-commerce because consumers' insights of website quality affect their intentions to purchase significantly: a reason why the paradigm of purchase intentions (PIN) is regarded as a significant resulting variable in the present study and is incorporated as a criterion variable in the study model. Therefore, electronic word of mouth also will trigger consumers' intentions to purchase from the websites. Hence, the following hypotheses can be posited.

> H1. Information-task-fit positively affects website quality.
> H2. Information-task-fit positively affects electronic word of mouth.
> H3. Information-task-fit positively affects purchase intentions.

Website Quality and Electronic Word of Mouth

Tourism and hospitality is the biggest emerging sector that uses the internet, and its use nowadays has several paybacks in making available information to clients and other enterprises (Díaz and Koutra 2013; Winnie 2014). The quality of a website is a vital perception in electro-commerce because consumers awareness ot the web in terms of quality impacts in a direct manner their intent to make use of it. (Chen et al. 2017).

Studies linked to website quality and its impacts started in the late 1990s;' nevertheless, the scope of website quality construct in literature has shown a serious discrepancy and it has been specified that website quality is a construct with many dimensions consisting of information, system, and service quality. These dimensions could form the major factors that influence the users' expectation and perception of website quality (Wen 2012). Word of mouth is a vital aspect of the process of many consumers' decision-making of (Bilgihan and Bujisic 2015), playing a major part in travelers' satisfaction and loyalty formation (Yang and Lin 2014).

Being recognised or considered as a present day route for marketing, the website is the key channel used for communication between consumers and business organizations; therefore, a website's quality plays a central part in the realisation of internet commerce (Ponte et al. 2015). Website quality explains how users evaluate whether a website's features meet their needs and reflect the general excellence of the website. (Hsu et al. 2015). The underlying constituent of tourism and travel services, like airline services, that singles it out from other sector is the intangible nature of those services. That is to say, tourism and travel offers service products to its customers, unlike physical goods offered by manufacturing industries (Elci et al. 2017). The intangible nature of tourism and travel products, which are termed services, makes it impossible for consumers to access the quality of the service until after consumption, thus feelings of uncertainty and the risk increases (Abubakar 2016).

Clients undertake more online purchase due to the efficiency of e-commerce channels. Existing literature has found website quality to be associated with product quality as perceived by consumers. For example, Wells et al. (2011) concluded that the quality of a website affects perceived product quality. Several researchers have anticipated the positive impact that website quality has on consumer satisfaction, leading to intent to purchase (Wang et al. 2015). Electronic word of mouth speaks to any statement, whether negative positive or made by former or existing patrons, with respect to a product or service available to the masses via the internet (Litvin et al. 2018). Electronic word of mouth is a very vital information source, influencing the travel intention and choices of tourists (Jalilvand and Samiei 2012). Güngör and Çadirci (2013) presented a shortened definition, which describes electronic word of mouth as any inscribed statement visible to a greater number of individuals and or organisations and establishments with the help of SNS (social networking sites), with respect to a brand, company or product, conveyed by members of that SNS. The authors also went further to say an SNS is a community that relies on the internet world, articulating a user's list with common connections and where followers interrelate with one other in a continuous platform. These types of online settings are pervasive currently and incorporate such platforms or elements as bulletin boards, chat rooms, email, messenger, online forums and review sites, all of which are beneficial to electronic word of mouth contributions (Hornik et al. 2015). Individuals discussing their comments and experiences through eWOM have been described as a "convergence culture" (Jenkins 2006) formed by the convergence of the media, participatory culture, and collective intelligence. Considering the fact that the customers express their experiences of already used services to their friends and loved ones through the internet, we can posit that:

H4: Website quality positively affects electronic word of mouth.

Website Quality and Purchase Intentions

Websites with excellent quality would increase user's intentions to purchase (Wang et al. 2015). In addition, an enterprises build websites to attract patrons and focus on competitive strategies in improving its quality. This is because an upgraded website quality will always lead to satisacion of its users, the attraction of new ones and retention of existing ones (Bai et al. 2008). To meet customers' expectations, it is very necessary for companies to be aware of the effect of website quality on its users' purchase intention. Customers' intention to purchase can be defined as the prospect of customers to purchase a defined product (Park et al. 2011).

A website with a good quality as perceived by users will trigger their intentions to buy products and or services from the providers of this website. Thus, we posit the third hypothesis:

H5: Website quality positively and significantly affects purchase intentions.

Electronic Word of Mouth and Purchase Intentions

Electronic word of mouth can be considered as a form of free advertising that reinforces the brand, and increases product sales through increasing purchase rates (Kietzmann and Canhoto 2013). Before choosing a destination, tourists will probably spend some valuable time searching for facts and data online to support their decisions. As a result of the expanded use of the internet, tourists now have options for collecting information about destinations and products or service by searching comments of other tourists posted on the web. This has provided tourists with opportunities to supply their own experience the destination by engaging themselves in electronic word of mouth. The consumption of tourism services and other services provided by service industries like airlines, as is the case of this study, in most cases encompasses two group of consumers; the first time users of these services and the frequent users of theseservices (Huang and Hsu 2009). Decision-making for first time consumersis mostly based on information gathered from various sources, which results in an expectation of a desired encounter from a tourism service provider. This type of anticipation has been investigated earlier in extant hospitality writings as intention to visit as in destinations or intention to purcase as in service providers (Abubakar et al. 2017).

Electronic word of mouth offers more information to a large number of people within a shorter time period (Zhao et al. 2015) than the old-fashioned WOM. Electronic word of mouth makes negative comments spread faster and damage companies as the information is public and can reach a broad range of viewers with the click of a mouse. Online reviews and SNS allow customers to

work together virtually and share information, feelings, and information about all kinds of services, goods and brands (Filieri 2015). Selection of a travel product requires more plentiful and high quality statistics. The tourism product and services are multifaceted and cannot be evaluated until consumed. Electronic word of mouth remain a potent marketing means And, in recent years, there has been an emerging literature focusing on the effectiveness of electronic word of mouth communication. However, there is a need for extra research to expose the insinuations of electronic word of mouth in the tourism market. Attesting to the repute of electronic word of mouth, 90% of customers in the United States of America reported that their buying choices are influenced by online reviews (Gesenhues 2013) and the same influrnce was also found for 80% of British consumers (Casaló et al. 2015). This indicates that consumer decision-making processes in purchasing a product or service are strongly influenced by electronic word of mouth from other experienced consumers, whether positive or negative. The information about a tourism product or service is highly important for online packages, travel agents' hotel room reservations, and destinations (Bilgihan and Bujisic 2015). This is because of the characteristics of service products, thus hotels and other tourism sector enterprises make use of websites to affect the process of their customers decision-making when making reservations for accommodation. An investigatory research exposes the success of online shopping in determing intentions to purchase by consumers (Park et al. 2011). Purchase intentions are often driven by electronic word of mouth from other social shoppers. As such, electronic word of mouth has proved to be a mutual indicator of repute and an ultimately substantial tool that drives demand (Amblee and Bui 2011). It has been debated that a superior consumer web experience can influence consumers' awareness, attitudes, and purchase intentions. The web has redesigned many aspects of travel, including the search for information and travel plan as well as the intentions (Park et al. 2011). Perceived risks of traveler's e-purchase, their perceived usefulness, and their trust are determinants of their attitude to e-purchasing (Nunkoo and Ramkissoon 2013), which significantly, in turn, affect their purchase intentions. In contrast to conventional offline WOM where opinions fade in the air, electronic word of mouth provides public records that last for ages (Yang and Lin 2014). An important conclusion from this line of research is that these electronic word of mouth review sources exert a very significant influence upon purchase intentions (Ye et al. 2011).

> H6: Positive (negative) electronic word of mouth has a positive (negative) impact on purchase intentions.

Website Quality as a Mediator

Previous writings have examined and validated the effect of information-task-fit on product quality, but little has be said

about this construct and its impact in the service industry (Dedeke 2016). The quality of a website as a product of a particular business, and the airlines industry as a case of this, has been confirmed to be triggered by the ITF. Information that's provided on websites is employed to influence the consumer's value (Lohse and Spiller 1998). Consumers who perceive value about the quality of a website will engage in eWOM. Gregg and Walczak (2008) found product and background information to influence client's disposition to accomplish business on a web. Past researches have investigated and confirmed that websites with excellent quality would influence and increase users' intentions to purchase (Wang et al. 2015). Furthermore, businesses and enterprises construct their websites in a way so as to appeal to their users. By doing this, they focus on competitive strategies for improving its quality. Based on the above discussion, website quality can be influenced by information-task-fit. Since the website is considered as a contemporary itinerary for marketing, the website is the key network for communication between consumers and business organizations. For this reason, a website's quality as percieved by the kind and richness of the type of information needed by the user plays a central part in the realisation of internet commerce (Ponte et al. 2015). Website quality can, in turn, impact electronic word of mouth and purchase intentions. For this reason, website quality can be considered a mediator effect on both the relationship between information-task-fit and electronic word of mouth and purchase intentions. Thus we suggest that:

> H7: Website quality mediates the relationship between information-task-fit and electronic word of mouth.
> H8: Website quality mediates the relationship between information-task-fit and purchase intentions.

Research Model (Fig. 1)

Research Methodology

The aim of the present research is to examine the effect of website quality on electronic word of mouth and purchase intentions, and, in particular, the effect of electronic word of mouth on purchase intentions on TurkishAirlines.com. The research design is quantitative and descriptive and this type of research is commonly used when an understanding of the research problem exists, which is the case of the present study. The study tries to understand how website quality can affect electronic word of mouth and how, in turn, electronic word of mouth can affect purchase intentions.

The study adopted a cross-sectional method of data collection in which data were obtained from a given set of the population. The present study embraced a quantitative research

Fig. 1 Research Model
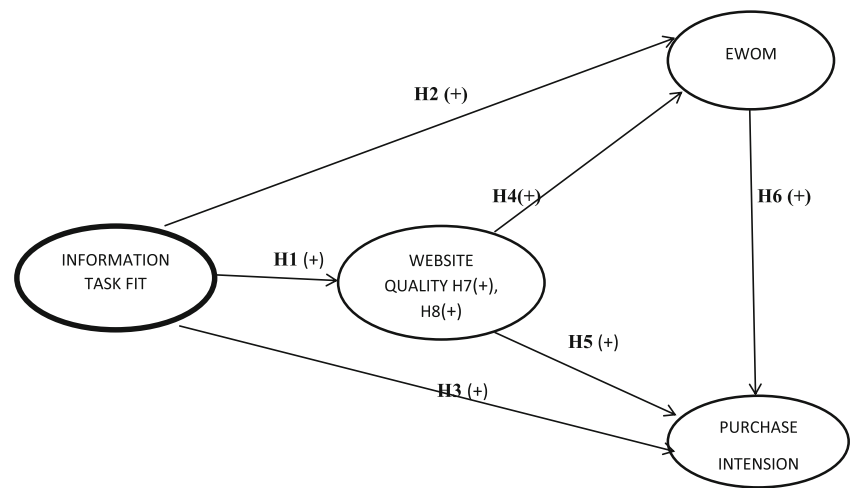
method through an online survey. The population of the study was users of TurkishAirlines.com. The respondents must have used the online website of the company. In a quantitative research, sampling error reduces with increasing sample size.This leads to a more accurate survey (Lewis 1984). An online survey is more superior and advantageous than other data collection procedures such as interview and postal surveys (Sheehan 2001). It is more cost-effective easy to manage and effortless with a stress-free and faster means of response (Flaherty et al. 1998). This study employed the use of Google Forms online survey system to administer its questionnaire for data collection. The population was hard to reach because there is no sample frame from which the population can be drawn since they are scattered all over the world. An online social network site (Facebook) was used in order to reach the respondents. Online convenience and snowball sampling methods were used to reach respondents: one respondent gives the name of another or forwards the survey to another qualified respondent. This procedure was carried out until we obtained a sample size of 604. The present policy can be seen as a method to counter the problems that are related to population samples that are hard to reach or can be termed concealed sample,such as the unlawful and the secluded (Atkinson and Flint 2001). A pilot survey was conducted with 20 users of Turkishairlines.com and assessed whether the survey was easy to read, reasonable, and free of errors with no indistinctness and dual meaning of intentions to use social media continuously and share information.

Selection criteria were implemented to users of the Turkish Airlines website: Turkishairlines.com. Respondents' ages were considered from 18 years and above. The survey was undertaken for eight months from June 2017 to January 2018. The participants were constantly reminded by resends of the survey and reminder messages. In total, 700 surveys were distributed to respondents via Facebook and email, of which 630 of them were filled and submitted, giving a response rate of 90.0%. The people who liked the official Facebook page of Turkish Airlines were selected as the primary target group. The final data analysis contained 604 usable surveys as some of them were rejected due to partial filling, giving a final response rate of 86.29%.

The Questionnaire Development

The study paradigms used adopted and adapted items made to suit the present study. Items were taken from empirical studies from existing literature. The questionnaire was divided into four parts. The first four parts includes website quality, electronic word of mouth, information-task-fit and purchase intentions in that order and part four consisted of demographic variables. Information-task-fit was operationalized with the use of three (3) items adopted from Loiacono et al. (2007) and responses were rated on a 5-point Likert type scale with 5 as strongly agree and 1 as strongly disagree. Website quality was measured using three items with one reversed item making four and adopted from Yoo and Donthu (2001). Six (6) items for electronic word of mouth were adopted from Jalilvand and Samiei (2012), three items for purchase intentions were modified from Wells et al. (2011), and items were assessed on a 5-point Likert scale from 5 strongly agree to 1 strongly disagree.

Data Analysis

First, we conducted Confirmatory Factor Analysis (CFA) to assess the estimated model. Futhermore, reliability and validity of the constructs were assessed. The study also assessed reliability using Cronbach's Alpha and CR. We then assessed convergent validity and discriminant validity utilizing the Average Variance Extracted (AVE) technique (Hair et al. 2010; Leung et al. 2015). In SEM statistical models, paths denotes causal relationships, a path is a postulated correlation between variables demonstrating the independent and outcome paradigms of a hypothetical recommendation. Each path

represents a proposition or an assumption for testing a hypothetical proposition. Paths are most of the time seen as arrows in statistical models of a SEM diagram, projecting toward the recommended direction of causation.

Results

Demographic Profile

In Table 1 below, the demograic results showed that more than half (442) of the respondents were within the 20s and 30s age range, giving a percentage of 73.2; 343 were male and 261 were female with a percentage of 56.8 and 43.2, respectively. Three hundred and sixty-eight of the respondents were students, a percentage of 55.6, and 441 of the respondents were on an income below 1000 Euros, accounting for 73%.

According to the results of psychometry, as seen in Table 2 below, the study used SPSS 20 and AMOS 23 version to determine reliability, validity, and to investigate the hypothesized model (Hair et al. 2006). By conducting CFA, all the loading loaded high and were significant to their respective constructs and were retained,as suggested by (Anderson and Gerbing 1988; Bagozzi and Yi 1988; Fornell and Larcker 1981). However, two items from electronic word of mouth (eWOM 12) and one item from WSQ (WSQ7) with low loadings were deleted.

Furthermore, CFA was conducted to examine the measurement model. The validity and reliability of the constructs were assessed following guidelines by Nunnally (1978) cited in Hair et al. 2010) and Fornell and Larcker (1981). Cronbach's alpha reliability and composite reliability (CR) were also used to examine the construct reliability. Both results suggested values of (0.7) for all variables, thus good reliability was attained (Kimmel and Kitchen 2014; Nunnally and Bernstein 1994).

In addition, the result of the confirmatory factor analysis (CFA) shows that the above displayed model is a perfect fit based on the cutoff values according to Hooper et al. (2008) and a perfect fit.

$\chi2 = 227.560.$, df $= 71$, $\chi2$ /df $= 3.21$; GFI $= 0.948$, IFI $= 0.972$, CFI $= 0.972$; RMSEA $= 0.60$. RMR $= 0.10$ (Henseler et al. 2015).

Table 2 also shows that the values of CR all fell within the acceptable range (0.882 and 0.890). The absolute standardized loadings were > 0.69 in all variables. Responses were reliable across the items based on Cronbach's alpha (0.862 and 0.888). The AVE values were greater than 0.50, ensuring convergent validity. The research also achieved discriminant validity (0.85 or 0.95 thresholds); achieveding the threshold.

Finally, collinearity was not an issue, as the values of VIF ranged between 1.7 and 2.7 (Hair et al. 2012). Also, the results were positive for discriminant validity as the AVE values for any

Table 1 Demographic profile

Characteristics	Frequency	Percentage	Cumulative Percentage
Age			
Under 20	61	10.1	10.1
20–29	283	46.9	57.0
30–39	159	26.3	83.3
40–49	66	10.9	94.2
50–59	29	4.8	99.0
60 and Above	6	1.0	100.0
Gender			
Male	343	56.8	56.8
Female	261	43.2	100.0
Occupation			
Students	336	55.6	55.6
Others	19	3.1	58.8
Public service	79	13.1	77.8
Business	72	11.9	89.7
Medicals	20	13.1	77.8
Engineers	9	1.5	94.5
Managers	5	0.8	95.4
Technicians	11	1.8	97.2
Drivers	17	2.8	100.0
Marital Status			
Single	368	60.9	60.9
Married	217	35.9	96.9
Divorced	19	3.1	100.0
Education			
High School	113	18.7	18.7
Undergraduate	291	48.2	66.9
Masters	132	21.9	88.7
PhD	68	11.3	100.0
Income (Euros)			
Below 500	259	42.9	42.9
501–1000	182	30.1	73.0
1001–1500	57	9.4	82.5
1501–2000	46	7.6	90.1
2001–2500	21	3.5	93.5
2501–3000	8	1.3	94.9
3000+	28	4.6	99.5
Total	604	100.0	100.0

construct were greater than the squared values of the standardized correlation of each of the constructs with any other construct in the analysis (Fornell and Larcker 1981, Hair et al. 2010). This is also in concordance with the works of Nunkoo and Ramkissoon (2013) and Karatepe and Choubtarash (2014).

Table 3 shows the correlation of observed variables: information-task-fit is positively correlated with website quality (.842** $p < 0.05$), eWOM (.332** p < 0.05) and also

Table 2 Psychometric properties of the study variables

Construct and items	Standardized loadings	t-values	AVE	CR	α
Information-task-fit			0.729	0.890	0.888
QUESTION 1	0.863	Fixed			
QUESTION 2	0.894	24.99			
QUESTION 3	0.802	24.02			
Website Quality			0.727	0.889	0.865
QUESTION 4	0.882	Fixed			
QUESTION 5	0.852	12.25			
QUESTION 6	0.751	12.85			
QUESTION 7	****	****			
EWOM			0.558	0.882	0.882
QUESTION 8	0.743	Fixed			
QUESTION 9	0.857	13.09			
QUESTION 10	0.821	17.78			
QUESTION 11	0.756	18.94			
QUESTION 12	****	****			
QUESTION 13	0.700	17.19			
Purchase Intentions			0.689	0.869	0.888
QUESTION 14	0.855	Fixed			
QUESTION 15	0.867	24.81			
QUESTION 16	0.835	24.41			

Model fit statistics: $\chi2 = 227.560$., $df = 71$, $\chi2 /df = 3.21$; GFI = 0.948, IFI = 0.972, CFI = 0.972; RMSEA = 0.60. RMR = 0.10. Notes: All loadings were significant. *AVE* Average variance extracted, *CR* Composite reliability, *GFI* Goodness of fit index, *IFI* Incremental Fit Index, *RMSEA* Root mean square error of approximation

purchase intentions (.345** p < 0.05). The study also accessed the correlation between website quality and eWOM and found a positive correlation (.617** p < 0.05). In the same line, website quality has a positive correlation with purchase intentions (.632** p < 0.05). For the relationship between eWOM and purchase intention, a positive correlation was also observed (.426** p < 0.05).

This study adds its quota of contribution to Website quality, eWOM and purchase intentions in the airline industry websites in general and Turkish Airlines in particular. The perception of good quality leads to users'sustainability as expressed in positive eWOM advertising, leading to the attraction of new users for purchase through the website. The present research study aimed to investigate the effect of website

Table 3 Summary statistics and correlation of observed variables

Variables	Mean	SD	1	2	3	4
INTF	4.60	1.39	–			
WSQ	4.34	.863	.842***	–		
eWOM	4.11	1.29	.332***	.617***	–	
PIN	4.61	1.39	.345***	.632***	.426***	–

***P < .05 (Two-tailed test)

quality on eWOM, eWOM on purchase intention, and website quality on intention purchase. As earlier mentioned, the data were analyzed using SPSS 20 and AMOSS 23. According to the emerged results, a website with good quality as perceived by customers will influence them post positive feedbacks online and this will trigger intentions to purchase services from the website. Customers of Turkish Airlines perceived its quality as good and so they continue to express their satisfaction in the form of eWOM and this continues to influence their intention to purchase airline services from the website, whether directly or indirectly through agencies.

Information-task-fit is positively related to website quality, supporting hypothesis (H1). This is a major robust contribution to the study as, to the authors' best knowledge, no literature has found a relationship between the two variables. Therefore, the information found on the website is as good as the quality of the website. Also, the information-task-fit has a positive relationship with eWOM and purchase intentions, supporting H2 and H3. On the other hand, there are positive and significant effects of website quality on eWOM and purchase intention, giving support for the proposed hypotheses. The result of H4 is in line with the study of Chen et al. (2017),that website quality is vital for achieving organizational goals in e-commerce because the way customers perceive a website in terms of quality directly affects their intentions to

use it. Furthermore, the result of H5 is in line with the studyby Hornik et al. (2015). The results also indicates that there is a positive and significant effect of website quality on purchase intentions. Significantly, eWOM has a positive relationship with purchase intention, thereby supporting H6.

To test the statistical significance of the path coefficients, and the indirect effect, a bootstrap using 10,000 resamples with 95% bias improved confidence interval (BCa CI). The non-parametrically obtained bootstrapping procedure was made functional with 604 cases, 10,000 subsamples and discrete sign alterations (Hair et al. 2011). The analysis revealed that all five postulated relationships in the inner path model exhibit statistically considerable figures of 4.095 and 3.652 as above 1.96 for a 95% confidence interval, as shown in the table. Therefore for H7, website quality fully mediates the relationship between information-task-fit and eWOM and information-task-fit partially mediates the relationship between information-task-fit and purchase intention, thereby supporting H8 (Tables 4 and 5).

Discussion

The result reveals that the proposed model is accepted. According to the result, the relationships between the studies' variables were all supported (direct and indirect relationship). To be more direct, a significant positive relationship exists between information-task-fit and website quality, eWOM and purchase intentions. Relatively, the relationship between information-task-fit and eWOM was fully mediated by website quality while, on the other hand, between information-task-fit and purchase intentions, website quality partially mediated the relationship. This relationship reveals that the quality of the website is significantly responsible for repeat purchase, such that, when a user of a website finds the website quality very high, user-friendly and attractive, there is a high possibility of a recommendation of the site to friends.

Also, an easy to use website was found to be a stronger predictor of website quality. This suggests that an easily accessible effective website will significantly increase consumers' motivation to visit the site and increases the possibility of using a positive word of mouth to attract traffic to the site. The current writings urges managers and website designers to attach greater preference in improving both information on the website and the quality of the site. Furthermore airline management should give attention to visitors to the site. There is a possibility that the higher the number of visitors to a site, the higher the likelihood of purchase. Since online purchase is becoming more consumer-friendly and most consumers prefer purchasing online than from a physical store, it is, therefore, critical to ascertain that good website quality will influence consumer purchase intentions. In previous studies, Kim and Lennon (2013) opined that website quality is not only internal to the organization, focusing on organizational offer, but also reflects on external sources reference, including consumers' emotional cognitive and behavioral responses.

The study offers a direction on how website quality elicits positive emotion which eventually leads to purchase intentions. The significance of consumer experience is becoming increasingly vital in the online context; it is critical to maintaining a good image that will lead to positive eWOM (Hasanov and Khalid 2015; Kim and Lennon 2013) since the website is the only physical signals for users of a website.

Managerial Implications

Firstly, the study highlights the understanding and the relationship between information-task-fit and consumer behavior. Past researches have focused on how the quality of website correlation to purchase intentions (Bilgihan and Bujisic 2015; Chen et al. 2017; Yang and Lin 2014). Also, Wen (2012) studied the dimensions of website quality and concluded that the dimensions are important for consumers' intent, which narrows to purchase intentions (service quality, information).

Table 4 Direct and indirect effect of INTF, WSQ, eWOM, and PIN

	β	SE	t	p	Result
Direct Effects					
INTF→WSQ	.787	.046	17.009	.000	H1 = Supported
INTF→eWOM	.333	.046	7.151	.000	H2 = Supported
INTF→PIN	.688	.050	13.643	.000	H3 = Supported
WSQ → PIN	.365	.050	7.233	.000	H4 = Supported
WSQ → eWOM	.748	.056	13.371	.000	H5 = Supported
eWOM→PIN	.471	.051	9.181	.000	H6 = Supported
Indirect Effect					
INTF→ WSQ → eWOM	.140	.098	1.438	.150	H7 = Full Mediation
INTF→WSQ → PIN	.321	.094	3.406	.000	H8 = Partial Mediation

Table 5 Bootstrap results

Variables	Original Sample	Sample Mean (M)	Standard Deviation	T statistics	P-Values
INTF→ WSQ → eWOM	0.111	0.111	0.027	4.095	0.000
INTF→WSQ → PIN	0.135	0.145	0.062	3.652	0.000

Ponte et al. (2015) highlighted the role of website quality and internet commerce, evaluating how users see the features of a website. In the same manner, Hsu et al. (2015) opined that the reason customers purchase online is because of website efficiency. On the other hand, Wells et al. (2011) suggested that the quality of a website should be good, as it highly influences the perceived product quality. On the contrary, our study found that the information-task-fit is significantly and positively related to website quality.

This study is important for managers, marketers and website developers for online shopping customers in that greater preference should be given to both information on the website and the quality of the site. More specifically, airline industry should give attention to visitors to the site; this they can do by giving out questionnaires to visitors from time to time to see how friendly the website is and see how it can be improved. In addition, this study encourages the organization to maintain a feedback relationship with website visitors and customers. It is also significant to note that website visitors will spread either positive or negative word of mouth (Litvin et al. 2018); therefore, an innovative website that is appealing to the current target customers should be designed. Secondly, the e-business firms should put into consideration a good website design that will be appealing to visitors who often turn to customers. This could be checked by having people visit the website to check how appealing the site is in regard to the design before fully launching the site and to modify the site if needed before the actual launch (Dedeke 2016). Also, it is expedient that the website handlers (website monitors) should be ready 24/7 to provide quick assistance when needed. Thirdly, information-task-fit is the predicting variable that has influence on electronic word of mouth. Pragmatically, this implies that managers should check the information on the site to be able to meet customer demand. Also, the information on the website should not over emphasize, but a high information-task-fit will have a stronger perception in the mind of the customers that the product is of high quality and value. Lastly, incentives and bonuses should be introduced. This is to draw traffic to the site which will lead to purchase intentions. The bonus can be in the form of coupons or points that a user gets in a visit; these points will count to a certain level and can be used to redeem excess luggage when using the airplane for travel.

Theoretical Implications

Firstly, looking from the theoretical perspective, our study contributes to the existing literature to eWOM and purchase intentions in several ways. Previous study concentrated on website quality and information-task-fit as a single constraint, whereas the present study separates this constraint into two variables (information-task-fit and website quality). Secondly, our study has shown that negative news travels faster than positive news. Thirdly, most research focused on laboratory based to check website quality, whereas the study focused on the natural setting (field study). Also, most studies based their researches on intended intention, whereas this study focused on purchase intentions. Fourthly, the present study is consistent with Nunnally (1978), Hornik et al. (2015) and Wang et al. (2015) that proposed and found a relationship between quality of a website and users' purchase intention; conversely, poor website quality will decrease purchase intentions. In particular, the quality of the Turkish Airlines website significantly and positively influences eWOM of its consumers, and the website quality also significantly and positively influences purchase intention. Therefore, airline companies in general. and Turkish Airlines, in particular, must attach great importance and continue to maintain the high quality of their website so that customers can express their experiences positively in the form of online feedback.

Limitations and Further Study

One of the limitations of this study is the limiting of the responses to only Turkish Airlines customers; therefore,generalization of the study should be done with caution. Future research should consider a comparative analysis using more than one airline by comparing the website qualities to determine how customers are influenced by quality. The study uses an online data collection method; this process of data collection is difficult and often involves several messages to the respondents to fill the questionnaire. Respondents are usually very reluctant to fill surveys online as it feels boring. Future research should consider using face-to-face self-administration questionnaire. The study focused on purchase intentions and it will be interesting for other studies to examine how the dissemination influences actual behavior. Although the study has these limitations, it provides insights for the industry in managing their websites, tailoring their

strategies for achieving positive eWOM and enhancing consumers' purchase intentions.

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Conflict of Interest The authors declared that there is no conflict of interest.

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