

# Indicators of Travel Purchase Decision

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**Abstract** *Tourism is one of the important activities of human life which helps to overcome an individual from hectic schedule or boredom and gives leisure and pleasure. Tourism demand is better known as Travel Purchase Decision depends on various factors like Perceived Risk, Personal Factors, and Knowledge of the destination. Many pieces of research based on these factors have been done earlier but not in the tourism sector. It is one of the prime reasons to conduct this research in the Gwalior region. This study examined the impact of Perceived Risk, Personal Factor and Knowledge of Destination on Travel Purchase. The 5 points Likert scale-based questionnaire was filled with online and offline users in the Gwalior region and applied tests like Reliability and the Univariate ANCOVA. By the study, it has been found that the Perceived Risk and Knowledge of Destination have a significant impact on Travel Purchase Decision whereas Personal Factors have no significant impact.*

**Keywords:** *Tourism Research, Tourism Demand, Perceived Risk, Personal Factor, Knowledge of Destination and Travel Purchased Decision*

## INTRODUCTION

Act of travelling is as old as human's origin. People travel for many reasons like in search of food, better places to live, in war-like situations, trade, etc. In the later period, the motive behind the travel has been extended to explore inaccessible places, meet scholars, experience local culture, learning new things, spirituality, pilgrims, visiting relatives etc. Travelling to far places and meeting intellects not only improves one's personality but also makes one emotionally strong. As per *Subhashit Manjiri 'yastu sancharate desan, yastu sevate panditan|tasya vistarita buddhistaibindurivambhasi|'* means the one who travels in different nations and meet the intellectuals their personality improves like of drop of oil in the water (Goyal, 2019). According to ancient Indian literature, the purpose behind the travel decides its forms like *Deshatan, Bheekshatan, Shikshatan, Teerthatan, Paryatan* etc. In the current scenario, tourism means to travel for leisure and pleasure. International Tourism Organisations like UNWTO, WTTC etc. define tourism as per their views and situation.

A very saying "As history is not possible without geography, tourism is not possible travel". Traveling is one of the key

components of Tourism. Tourism is one of the activities which gives newness to tourists and also provides opportunities to meet new people and their endogenous culture. It is not only the medium to encourage one's culture but also generate livelihood to the local residents. Due to its rapid contribution to the world GDP, almost every country focuses on attracting more tourists and conducting research to know the trends. As per the report of WTTC (2020), the contribution of Tourism in world GDP is 10.3% i.e. \$8.9 trillion in 2019, whereas total employment is 330 million direct, indirect and induced jobs, which will enhance in coming years.

As any other service industry, demand of the destination depends upon the purchase decision of the traveller. Chakraborty (2018) suggested factors influencing purchase decisions like Financial, Utilitarian, Marketing Mix, Individual, Emotional, and Socio-Economic. As far as traveling segment is concerned, it has been divided into domestic and international. The selection of the destination among domestic and abroad traveller depend upon the various factors including destination information, involvement level of locals, demography of tourist including age, income, marital status, available tourism infrastructure and amenities, environmental features, human resources,

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marketing mix including price, promotion, eWoM (Cai et al, 2004; Seyidov & Adomaitienė, 2016; Ivete & Castro, 2019; Sarkar & Gupta, 2017). We can say that numerous demographic and socio-socio-psychological characteristics influence an individual's decision in selecting a destination. Beyond personal factors, other important factors i.e. Personal Risk and Knowledge of destination play a role in Travel Purchase Decision. Knowledge of Destination is the task of collecting facts about the tourist place which lead to making a decision. This travel research is the systematic, imparting designing and conducting of the investigation to solve travel problems.

The intensity of risk during the journey also affects one's decision towards the destination. Earlier, due to the 26/11 attack, Tsunami, Kedarnath flood, COVID-19 etc., people have either postponed or cancelled their travel plans. Likewise, the impact of increasing terror activities in Jammu and Kashmir gives travel business to alternative destinations like Ladakh, Himachal Pradesh and Uttarakhand.

Postponement of travel plans lead to No Business to hotels, resorts, guest houses, restaurants, airlines, taxis, buses, amusement parks etc. Apart from these organised tourism stakeholders, there are many indirect and induced business entities which are supported by the tourism industry. Because of this situation, travellers perceived that safety and security are the main constructs while choosing the destination. The industry must keep focus on this key factor for perceived risk from the destination and tackle it for a better future. Perceived Risk is a function of uncertainty inherited to products, spot, and buying way and the outcomes including monetary and psycho-social (Moutinho, 2000).

Pre-vacation planning and arranging travel gears according to the destination's climate and other situations is as exciting as travel. Before finalizing the destination, tourists compare or go through 3-4 alternative destinations on the basis of budget, weather, local political situation, transportation, safety, time, resources and beyond everything is at risk. It is not possible that the destination we finalized after analysis on various grounds can give the experience as we expect. But the situation is worse for the tourists when the problem is being created or arises by the tour operator's mishandling or Negligence. This type of customer handling by various tourism professionals breaks the visitor's morale. Tourism is purely a service sector, where one can measure the quality of a product by just experiencing it. It is not any other type of goods product, which one can touch, feel, try and check its quality. That is why the risk is always very high in service based products.

Tourism Professionals must focus on every small mistake or lapses that they make intentionally or unintentionally which spoils the experience of the traveller. It directly affects the industry's performance economically. In the sector of marketing research, myriad work has been focused

on consumer behaviour but on the international arena, it is necessarily required to work on Perceived Risk. This very sort of research not only improves tourist's experience but also gives financial benefit to the industry.

Popular as the Heritage city, Gwalior is the Tier 2 (Agrawal, 2021) city located in central India observes the massive influx of tourists on regular basis. As per AAI (2022), avg. 476 passengers per day fly to/from Gwalior and avg. 10 flights per day have been operated in the financial year 2021-22. These flights operated to Tier 1 cities which also connect with International Airports. Similar trends are with the Indian railways which show that residents of Gwalior city fly to various countries for many purposes including tourism. But till no research has been done to analyse the travel purchase decision in Gwalior region. This research will explore the variables of Purchase Decisions of Gwalior residents for choosing International Tourism. Its main focus is to check the Perceived Risk in Travel Buying. Communication Risk which is again a part of Perceived Risk will also be examined in this study. Apart from this, Personal Factor and Knowledge of Destination will also analyse to check its impact.

## THEORETICAL FRAMEWORK

Theoretical framework denotes the understructure review of previous studies that give the blueprint and construct the base for the research. Travel purchase decision belongs to the decision making by the traveler in choosing the destination. From the marketing perspective, it is very important to understand it (Sirakaya & Woodside, 2005). (Carroll & Johnson, 1990) stated that it is as tough as to solve the puzzle with adding continuous surprises. It seems that understanding the decision making of tourists is not easy by conventional theories but figure out by alternate one (Smallman & Moore, 2010). Whereas (Dijst, Farag & Schwanen, 2008) made an attempt by comparing various theoretical models for understanding travel buying behavior and concluded that attitude theory increment the comprehension of travel purchase decision. (Han, 2005) discussed about the relationship among the personal factor, knowledge of destination and perceived risks towards travel purchase decision in the context of International Leisure. Perceived Risks consists of 11 variables including seven (health, value, psychological, social, equipment, and communication) suggested by (Roehl & Fesenmaier, 1992), two variables namely Terrorism Risk and Political instability risk by (Sönmez & Graefe, 1998a, 1998b) and three variables (cultural barrier, food and crime) by (Lepp & Heather, 2003). Personal Factor is associated with psychographics (Lepp & Gibson, 2003; Cohen, 1972; Basala & Klenosky, 2001) and language ability (Pinhey & Iverson, 1994; Yavas U., 1987). (Singleton, 2013) also discusses about

numerous Personal factors including attitudes, intentions, beliefs, motivations, emotions, results, values, social norms, etc. are explicitly associated with travel decision making. (Laesser et al., 2019) called them endogenous factors and bifurcated them as personal contexts (culture backgrounds, socio-demography, information environment, etc.) and travel contexts (adventure, rural, heritage, etc.). Knowledge of Destination is important factor including familiarity/expertise (Cheron & Ritchie, 1982) and past experiences (Moutinho, 1987; Sönmez & Graefe, 1998). (Seddighi & Theocharous, 2002) also considered factors associated with knowledge of destination are visited before, cost of living at destination, price of the package, facilities available, transport cost, promotion quality, quality of service and political situation.

## REVIEW OF LITERATURE

### Perceived Risk (PR)

Perceived risk is the vulnerability that customers have prior to buying any item or service. It is utilised in Sales and Marketing alludes to the client's perception of the risks associated with any buying and is mostly related with costly things for example four wheeler or jewellery or products that are perplexing and have many features like gadgets. It is subjective in nature and varies from individual to another dependent on the circumstance. Moutinho (2000) gives a broad investigation of the risk realised by the traveler during travel. Physical, Financial, Health, Psychological, Time and Satisfaction are the dimensions of Perceived Risk. Han (2005) analysed the correlation between risk perception and novelty seeking, native language, familiarity to destination and type of tour opted by tourists.

Jahari and Teng (2012) examined the impact of risk factors including socio-emotional, physical, monetary, wellbeing, fiasco and radiation risk on picture redoing of destination in rehash visitor's view in a global holidaying. Whereas Yavas (1987) derived that high level of perception causes anxiety, accompanies a high involvement situation, first-time international travellers and cultural differences (Bansal & Gangotia, 2010). Verhage, Yavas and Green (1990) compare two group of travellers visiting different countries and derived that risks including ego, money, time, health and social can also impact tourist's behaviour. Subsequent to applying factor analysis, Fuchs and Reichel (2006) determined that human-instigated, monetary, serv-qual, socio-emotional, cataclysmic event, cleanliness, and weather conditions influence the destination risk factor. Osland et al. (2017) work on pre-travel and during travel risk drives that factors namely stage of family life cycle, age, company reputation, and motivations.

### Personal Factor (PF)

According to the viewpoint of consumer behaviour, Personal Factors allude to society, segment and demographic attribute of the individual including school, inspirations, values and so forth.

Considering that language capacity is gotten from preparing, this survey recollects language capacity for individual components. Snepenger (1987) through Cohen's Typology segmented tourists using novelty-seeking roles and found that the majority of organised tourists were in mid 50 and more of them were females, FIT were in between 40-50 on equal gender ratio, explorers were between 30-40 and most of them were males. Whereas Chandler and Costello (2002) categorise them through Plog's classification as dynamic venturers, dynamic driven, dynamic dependables, smooth venturers, centrics and dependables.

The findings of Correia et al. (2008) shows three variables including tourist's age, familiarity to the destination and desire to seek newness. Youngsters are less sensitive to risk, being aware about destinations also make a tourist less risk sensitive and also those who are always eager to explore new are less sensitive about the risk factor.

Kim et al. (2009) studied on the risk perception of the tourists during online air ticket purchase on the various grounds like performance, security, financial, psychological, and time risk revealed in research that respondent's perceived risk of online air ticket buys varied by segment qualities.

### Knowledge of Destination (KoD)

The layer form provides information-based administrations to clients similarly to service providers and associates. An arising subject matter-based client administrations lie in the field of area-based administrations, including administrations that normally push setting touchy messages to sightseers, recommend objective administrations, support dynamic gadget variety and are sensitive to the clients' specific situation.

Alba and Hutchinson (2000) discussed about the self-assessment of consumer towards the products in terms of decision making though calibration research and revealed that high level of calibration is rarely, moderate is average and low level is possible to see in most of the cases along with confidence and accuracy not correlate.

### Travel Purchase Decision (TPD)

The travel purchase decision involves a series of choices concerning many aspects of a trip. Tourism planning can be shaped by various factors. An individual decides almost

everything before the travel including their stay, food, travel mode, attraction, etc. Study conducted by Crompton (1990) to identify the factors affected in the process of destination choice are need satisfaction, social arrangement and an ability to travel (Kumar & Soni, 2020). The study of Schmoll (1977) indicates that travel purchase of decision of consumer based on four dimensions i.e. travel improvements, outer factors, individual and social determinants of movement conduct and qualities and highlights of administration. Whereas Sharifpour et al. (2014); Garg (2015) has discussed the risk perspective in Travel Purchase Decision which included specific to physical, general and destination. Another related research by Seyidov and Adomaitienė (2016) directed that age, salary and marital status of potential tourists affects the behaviour of the traveller especially the number of days tourists go to spend during the visit. Also, factors like amenities, infra, sustainability, human resource and price at the destination also support in selecting the destination.

## PROBLEM STATEMENT

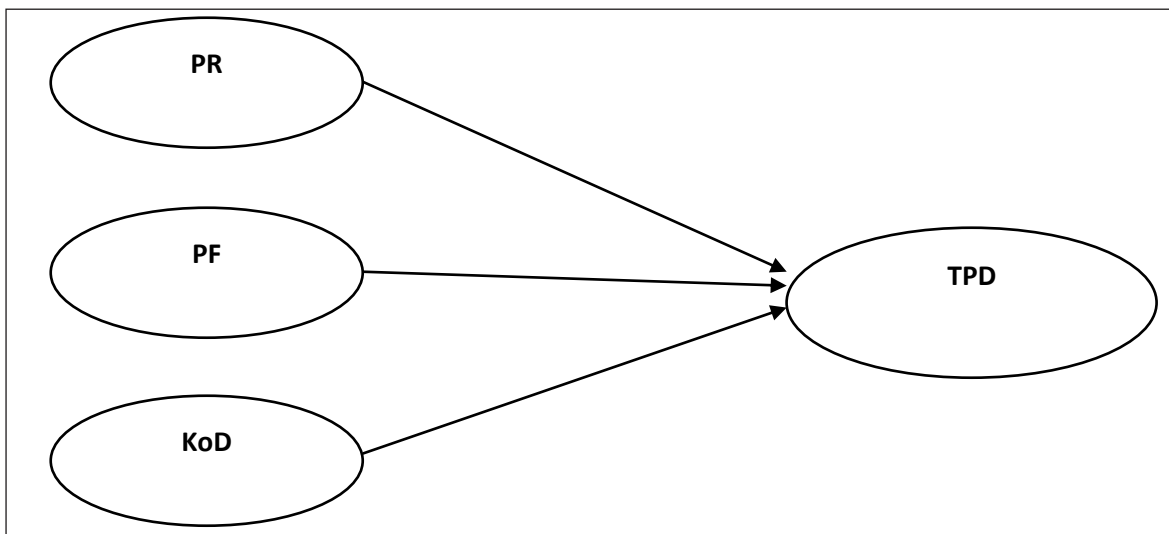
Many researchers have done their research on this study but

for many years the research did not happen on this particular sector. In the present scenario, this sector is growing in a wide range of society. The reason for this study is that this type of study did not happen earlier in the Gwalior region. It is prescribed to inspect the normal element of perceived risk towards holidaying at a specific cluster of destination or unmistakable aspect which is found in risk perception of holidaying at specific location. Study focusing the relationship of traveller's perceived risk and their travel purchase decision. Thus, this study will investigate the relationships of perceived risk, personal factor, knowledge of destination and travel purchase decision.

## RESEARCH OBJECTIVES

- To measure the relationship between perceived risks, knowledge of destination and travel purchase decision.
- To differentiate in travel purchase decisions based on an individual's constructs.

## RESEARCH MODEL



**Fig. 1: Proposed Model Showing Relationship between Variables**

## HYPOTHESIS DEVELOPMENT

Following hypothesis has been developed on the basis of recent reference writing:

H01: There is no relationship between perceived risk and travel purchase decision.

H02: There is no relationship between knowledge of destination and travel purchase decision.

H03: There is no difference in Travel Purchase Decision on the basis of occupation.

H04: There is no difference in Travel Purchase Decision on the basis of gender.

H05: There is no difference in the Travel Purchase Decision on the basis of Amount you have planned to spend on the trip.

H06: There is no interaction effect of occupation and gender on travel purchase decisions.

H07: There is no interaction effect of occupation and Amount you have planned to spend on the trip on travel purchase decision.

H08: There is no interaction effect of gender and Amount you have planned to spend on the trip on travel purchase decision.

H09: There is no interaction effect of occupation, gender and Amount you have planned to spend on the trip on travel purchase decision.

## RESEARCH METHODOLOGY

*Procedure:* An empirical study conducted amid travellers to know the relationship between the factors namely perceived risk, personal factor, and knowledge of destination and travel purchase decisions. 300 tourists have been targeted who have travel to different destinations from/via Gwalior. Non-probability i.e. judgmental technique has been used as the sampling technique. 300 questionnaires were distributed to individual tourists as the sampling element where 298 were used for further analysis. For collecting the data, standardized questionnaire of Han (2005) was used for evaluating the perceived risk, travel purchase decision, personal factors and the knowledge of destination. The questionnaire was self-edited and the data will be collected on a 5 point Likert

scale. Reliability and ANCOVA were utilised to investigate the data.

## ANALYSIS AND DISCUSSION

### Demographic Characteristics of Respondents

By utilising a sample of 298 respondents which incorporates both males and females of the Gwalior region the study was carried on. The females and males responding to the questionnaire were 98 or 32.88% and 200 or 67.11% respectively. The Occupation of the majority of the respondents was students 116 or 38.92% followed by a job, business, etc. Various respondents 241(80.87%) are between 21 and 30 years, which indicates this age is having a uplifting perspective towards travelling. 217 individuals (39.2%) reported that their annual income is up to 5 Lakh annual income; 41 respondents (17.6%) income is between 5 to 10 Lakh annual income; 19 individuals (18.8%) income is between 10 to 20 Lakh and 21 respondents (13.6%) indicated that their income is above 20 Lakh.

**Table 1: Demographic Details**

	Characteristics	Frequency	Percent (%)
<b>GENDER</b>	Male	200	67.11
	Female	98	32.88
<b>OCCUPATION</b>	Student	116	38.92
	Business	69	23.15
	Job	97	32.55
	Unemployed	16	5.36
<b>AGE (YEARS)</b>	11-20	33	11.07
	21-30	241	80.87
	31-40	19	6.3
	41-50	5	1.67
<b>INCOME</b>	Up to 5 Lakh	217	39.2
	Between 5 to 10 Lakh	41	17.6
	Between 10 to 20 Lakh	19	18.8
	Above 20 Lakh	21	13.6

Both values of Reliability test mentioned in below tables (Table 2 & Table 3) indicates that the reliability value is better than the standard one i.e about 0.7 (Nunnally, 1978).

Test has been carried out by SPSS and the questionnaire is reliable.

**Table 2: Reliability Analysis-Perceived Risk**

Dimension	No. of Items	Cronbach's Alpha
Financial Risk	3	.723
Health Risk	3	.788
Psychological Risk	3	.756
Time Risk	3	.779
Physical & Satisfaction Risk	3	.339

**Table 3: Reliability Analysis**

Dimension	No. of Items	Cronbach's Alpha
Knowledge of destination	6	.809
Travel purchase decision	5	.791

Univariate ANCOVA was applied to find out the variation effect of Perceived Risk, Knowledge of Destination, Occupation, Gender and 'Amount you have planned to spend on the trip towards Travel Purchase Decision. Levene's Test of Variances used to examine the Null Hypothesis that the error variance of the dependent variable is equal across groups. The value of Levene's test was found 1.762 at a .013 level of significance therefore null hypothesis was rejected and variance within the group was not found to be equal.

**Table 4: Dependent Variable-Total Travel Purchase Decision**

Source	Type II Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	3382.714 <sup>a</sup>	29	116.645	16.212	.000
Intercept	158.575	1	158.575	22.040	.000
Total Knowledge of Destination	69.435	1	69.435	9.650	.002
Total Perceived Risk	961.280	1	961.280	133.604	.000
Occupation	38.035	3	12.678	1.762	.155
Gender	7.703	1	7.703	1.071	.302
Amount you have planned to spend on the trip	6.316	3	2.105	.293	.831
Occupation * Gender	69.919	3	23.306	3.239	.023
Occupation * Amount you have planned to spend on the trip	154.672	9	17.186	2.389	.013
Gender * Amount you have planned to spend on the trip	79.931	3	26.644	3.703	.012
Occupation * Gender * Amount you have planned to spend on the trip	113.946	5	22.789	3.167	.009
Error	1928.256	268	7.195		
Total	101755.000	298			
Corrected Total	5310.970	297			

a. R Squared = .637 (Adjusted R Squared = .598).

The Univariate ANCOVA Test was found significant at a .000% significance level and its model fit is indicated by an adjusted R square (.598) indicating the independent variables (Perceived Risk, Knowledge of Destination, Occupation, Gender and Amount you have planned to spend on the trip) are explaining 59.8% variance towards a Travel purchase decision.

- Significant difference was found for Travel Purchase Decision between those who belong to category occupation 2 (business) and Amount they have planned to spend on the trip is between 25k-50k as indicated by t value 2.536 significant at 0.012.

- Significant difference was found for travel purchase decision between those who belong to category occupation 2 (Business) and they mostly are Male and Amount they have planned to spend on the trip is between 50k-75k as indicated by t value 2.614 significant at 0.009.
- Significant difference was found for travel purchase decision between those who belong to category occupation 3 (Job) and Amount they have planned to spend on the trip is between 50k-75k as indicated by t value -2.430 significant at 0.016.

**Table 5: Showing Results of Hypothesis Testing**

Sr. No.	Variables	Hypothesis (H0)	F	Sig. Level (P Value)	Hypothesis Rejected/ Not Rejected
1.	Perceived Risk	No effect of Perceived Risk on Travel Purchase Decision.	133.604	0.000	Rejected
2.	Knowledge of Destination	No effect of knowledge of Destination on Travel Purchase Decision.	9.650	0.002	Rejected

Sr. No.	Variables	Hypothesis (H0)	F	Sig. Level (P Value)	Hypothesis Rejected/ Not Rejected
3.	Occupation	No difference in Travel Purchase Decision on the basis of occupation.	1.762	0.155	Not Rejected
4.	Gender	No difference in Travel Purchase Decision on the basis of gender.	1.071	0.301	Not Rejected
5.	Amount you have planned to spend on the trip	No difference in Travel Purchase Decision on the basis of Amount you have planned to spend on the trip.	0.293	0.831	Not Rejected
6.	Occupation & Gender	No interaction effect of occupation and gender on travel purchase decision.	3.239	0.023	Rejected
7.	Occupation & Amount you have planned to spend on the trip	No effect of occupation and Amount you have planned to spend on the trip on a travel purchase decision.	2.389	0.013	Rejected
8.	Gender & Amount you have planned to spend on the trip	No effect of Gender and Amount you have planned to spend on the trip on Travel Purchase Decision.	3.703	0.012	Rejected
9.	Occupation, Gender & Amount you have planned to spend on the trip	No effect of Occupation, Gender and Amount you have planned to spend on the trip on Travel Purchase Decision.	3.167	.009	Rejected

*H01:* There is a relationship between Perceived Risk and Travel Purchase Decision. The effect of Perceived Risk and Travel Purchase Decision is indicated by F value of 133.604 which is significant ( $p=0.000$ ). Therefore the H0 is rejected. Thus; there exists a significant effect of Perceived Risk on Travel Purchase Decision. The study by Kwangsoo and Yvette (2010) shows that the risk perception of the tourists influences their travel purchase decision.

*H02:* There is a relationship between Knowledge of Destination and Travel Purchase Decision. The effect of Knowledge of Destination and Travel Purchase Decision is indicated by F value of 9.650 which is significant ( $p=0.002$ ). Therefore the H0 is rejected. Thus; there exists a significant effect of Knowledge of Destination on Travel Purchase Decision. The research outcome by An (2016); Reisenwitz and Fowler (2019) stated that there is a huge connection between experience with the tourist place and travel buying selection.

*H03:* There is no significant difference in Travel Purchase Decision on the basis of Occupation. The difference of Occupation towards Travel Purchase Decision is indicated by F value of 1.762 which is insignificant ( $p=0.155$ ). Therefore the H0 is not rejected. Thus; there does not exist any significant difference in Travel Purchase Decision on the basis of Occupation. Hen et al. (2012) has considered various demographic variables and found that these variables like occupation do not make difference in purchase of luxury items such as clothing, cosmetics and tourism.

*H04:* There is no significant difference in Travel Purchase Decision on the basis of Gender. The difference of Gender towards Travel Purchase Decision is indicated by F value of 1.071 which is insignificant ( $p=0.301$ ). Therefore the H0

is not rejected. Thus; there does not exist any significant difference in Travel Purchase Decision on the basis of Gender. Similar research findings were obtained by various previous research lead by Tanksale et al. (2014); Bakewell et al. (2006); Choudhary and Walia (2021) and they found that there is no difference on what individual perceive towards travel decision making on the basis of their gender.

*H05:* There is no difference in the Travel Purchase Decision on the basis of Amount you have planned to spend on the trip. The difference of Amount you have planned to spend on the trip towards Travel Purchase Decision is indicated by F value of 0.293 which is insignificant ( $p=0.831$ ). Therefore H0 is not rejected. Thus; there does not exist any significant difference in Travel Purchase Decision on the basis of Amount you have planned to spend on the trip. Rugg (1973) also derived in his research that Budget not effects the destinations choice but the transportation and other activities involvement.

*H06:* There is an interaction effect of Occupation and Gender on Travel Purchase Decision. The interaction effect of Occupation and Gender towards Travel Purchase Decision is indicated by F value of 3.239 which is not significant ( $p=0.023$ ). Therefore H0 is rejected. Accordingly; there exists a significant interaction effect of Occupation and Gender on Travel Purchase Decision. As per the test results of Chang (2010) gender, occupation and annual income having the significant differences towards purchase decision related to travel.

*H07:* There is an interaction effect of occupation and Amount you have planned to spend on the trip on travel purchase decision. The interaction effect of Occupation and Amount you have planned to spend on the trip on travel purchase

decision towards Travel Purchase Decision is indicated by F value of 2.398 which is not significant ( $p=0.013$ ). Therefore  $H_0$  is rejected. Thus; there exist a significant interaction effect of Occupation and Amount you have planned to spend on the trip on travel purchase decision. The research by Lancaster, (1966) and Reisenwitz and Fowler (2019) indicates that the Travel Decision Process is affected by the profile of the tourist including occupation and the budget spent during travel.

*H08*: There is an interaction effect of gender and Amount you have planned to spend on the trip on travel purchase decision. The interaction effect of Gender and Amount you have planned to spend on the trip on travel purchase decision towards Travel Purchase Decision is indicated by F value of 3.703 which is not significant ( $p=0.012$ ). Therefore the  $H_0$  is rejected. Thus; there exist a significant interaction effect of Gender and Amount you have planned to spend on the trip on Travel Purchase Decision. The research outcome of Kim et al. (2007) indicates that there is the significant effect of the tourist's gender and the amount they are planning to spent on vacation on tourism buying decision.

*H09*: There is an interaction effect of Occupation, Gender and Amount you have planned to spend on the trip on travel purchase decision. The interaction effect of Occupation, Gender and Amount you have planned to spend on the trip on travel purchase decision towards Travel Purchase Decision is indicated by F value of 3.167 which is not significant ( $p=0.009$ ). Therefore the  $H_0$  is rejected. Thus; there exist a significant interaction effect of Occupation, Gender and Amount you have planned to spend on the trip on travel purchase decision. Various researchers like Lin et al. (2019); Chiappa (2013) also found in their study that there is definitely an effect of variables like occupation, gender and disposable amount to spend on vacation on the purchase decision.

## PRACTICAL APPLICATIONS OF THE STUDY

- 298 responses have been considered in this study. For more reliable results, scholars can do further research with more numbers.
- The study is also helpful to know the link among Perceived Risk, Personal Factor, Knowledge of Destination and Travel Purchase Decision.
- Researchers can use more offline questionnaires in comparison to online questionnaires so that they can get appropriate results.
- We have done the research in the Gwalior region only. For getting the more appropriate results students can also add the other regions for the study on this topic.

## SOCIAL IMPLICATIONS

As per our research, Travel purchase Decision leads in choosing the tourism destination where Personal Factors played no significant role. Destination Decision has been finalized on the basis of factors like Risk and knowledge about destination, Personal Factors can change the travel form (like Night Count, staying, accessibility etc.) with one's liking, disliking, budget, and other preferences. Tourism Marketers and Policymakers should consider the research outcome for better marketing strategy.

## LIMITATIONS AND FUTURE DIRECTIONS

Like different examinations, this study has likewise impediments that should be talked about which are as per the following:

- During the data submission, a few individuals did not pay attention and filled it casually. The impact of incorrect data impacts the results in some manner.
- Most data are filled by the same age group.
- The data collection was almost done by online questionnaire.
- The data is collected only in the Gwalior region.
- Most people of Gwalior do not travel a lot.
- The questionnaire was mostly filled by those people who had income levels up to 5 Lakh.

## CONCLUSION

The study examined the impact of Perceived Risk, Personal Factor, and Knowledge of Destination on Travel Purchase Decision. The questionnaire was filled by online and offline users in the Gwalior region and applied tests like Reliability and The Univariate ANCOVA Test. By the help of these tests, the study found Perceived Risk and Knowledge of Destination has significant impact on Travel Purchase Decision whereas the Personal Factor has no significant impact.

This study also shows that there is no significant effect of Occupation, Gender and Amount you have planned to spend on the trip on the Travel Purchase Decision and there does not exist any significant difference in Travel Purchase Decision on the basis of Amount you have planned to spend on the trip.

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