

Research Paper



E-commerce reshaping travel purchase behavior

Irish C. Lauron^{1*}, Maricar Jovid D. Maranan²^{1*,2}Graduate School, Polytechnic University of the Philippines, Philippines.

Article Info

Article History:

Received: 17 February 2025

Revised: 30 April 2026

Accepted: 07 May 2026

Published: 24 June 2026

Keywords:

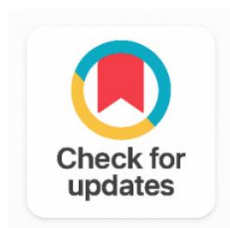
E-Commerce

Travel Purchase Behavior

Filipino Travelers

TAM-TPB

PLS-SEM



ABSTRACT

This research examined how e-commerce reshapes travel purchasing behavior among Filipino travelers by exploring the direct, mediating, and moderating roles of important digital variables. It used a quantitative descriptive-correlational design with a Partial Least Squares Structural Equation Modeling (PLS-SEM) approach. The data were gathered using an online survey among 400 Filipino travelers from Luzon, Visayas, and Mindanao who had recent travel experiences. The results showed moderate to high engagement with online travel websites, especially in keyword search, social media, and UI/UX usability, alongside ongoing privacy and digital trust concerns. Keyword search, UI/UX design, and social media influence are important determinants of buying behavior, a strong predictor of purchase intention. Digital trust and social media influence directly affect purchase intention, whereas privacy concerns have no significant effect, and buying behavior mediates several relationships. Generational variations do not significantly moderate key paths. The model shows acceptable fit, strong explanatory power, and predictive relevance.

Corresponding Author:

Irish C. Lauron

Graduate School, Polytechnic University of the Philippines, Philippines.

Email: irishlau03@gmail.com

Copyright © 2026 The Author(s). This is an open access article distributed under the Creative Commons Attribution License, (<http://creativecommons.org/licenses/by/4.0/>) which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

1. INTRODUCTION

The proliferation of e-commerce has revolutionized the tourism related businesses' activities and behaviour in tourism [1]. With the Internet further saturated and digital payments becoming more widespread, e-commerce in the Philippines has been growing at an accelerated pace, steadily replacing traditional travel agents with online platforms. The Philippines' e-commerce growth has been rapid, as the Internet becomes further saturated and digital payment usage has increased, with Statista reporting that

52.8% of retail transactions are now digital, compared to 1% in 2013. But the high Internet price and the lack of trust in the online marketplace underscores a need for local research on online travel buying patterns.

According to the World Bank (2024), internet services in the Philippines are one of the most expensive in Southeast Asia and slower speeds [2]. This condition constrains price comparison and information collection, and can affect search depth and result in purchase decisions and trust issues [3], [4]. The Philippine travel e-commerce market is still expanding and is projected to see a 121.15% growth in users from 2024 to 2029 [5]. Despite this, 46% of respondents still reported using OTAs, while 52% did not, suggesting a large potential market for OTAs [6] and 69% of respondents reported that social media influencer endorsements impacted their decision to use OTAs [7].

Research on the use of digital strategies in travel e-commerce is limited, but they can improve user experience and purchase decisions by employing the method of A/B testing [8]. Ease of use and trust have an impact on online purchase intentions [3], [9], websites with high security expectations are more trusted [10] and information search grows along with high involvement in decision making [11]. Online reviews and brand trust make a huge difference for Generation Y, and digital platforms and social media make a huge difference for Generation Z [12], [13].

There is still a lack of understanding of the synergy of A/B testing, search behavior, digital trust and generational preferences on travel purchases in the Philippines, as most studies focus on general eCommerce behavior, not the specifics of tourism. This study aims to fill these gaps to guide the participation in online tourism, competitiveness and optimization of digital strategies.

2. RELATED WORK

The ways to search, evaluate, and purchase a travel information has changed drastically with the introduction of Ecommerce. Other research confirms that technology acceptance [9], [14] and [15] is relevant to online consumer behavior, as is digital trust and perceived risk [10] and [16], information search [3] and [11] and [17] and privacy concerns [18] and [19] and social media influence [4] and [20] and [21] and generational differences [12] and [13] and website design [3] and [8].

But such factors have been largely studied individually or in a more general context of tourism and e-tourism, and there is little research that examines how these factors interact with the travel purchase behavior of Filipino consumers. This study aims to fill this gap in the context of e-commerce in the Philippines.

3. METHODOLOGY

The research design, the respondents, the data collection and analysis procedures used to test the hypotheses are described in this chapter.

3.1 Method of Research

The present study was quantitative type of descriptive-correlational design to describe the perceptions and behaviors of Filipino travelers in their purchase of travel online, as well as to examine the relationships between the e-commerce factors, buying behavior and purchase intention. Structural Equation Modeling (SEM) was used to evaluate measurement and structural relationships within a single model.

3.2 Participants (Population, Sample Size, and Sampling Technique)

The respondents were Filipino travelers who traveled within the last month to one year, that is, they have recently done online travel purchases. The total respondents were 400 using convenience sampling technique such that the questionnaire was distributed online in Luzon, Visayas and Mindanao to boost the representation of the areas. The region was used to enhance the credibility of the regional distribution and generalizability was restricted by convenience sampling.

3.3 Description of Respondents

The respondents were Filipino travellers aged 18 years and above who have travelled in the past month to one year and have basic technological knowledge. There was no restriction on the level of education or profession or gender. These criteria guaranteed that the experience would be within online travel transactions.

3.4 Research Instrument

The respondents were Filipino travelers 18 years and older who stayed in the Philippines and had experiences of traveling in the last month to a year and basic technological knowledge. There were no gender, educational or professional limitations. These criteria promoted first-hand experience of online travel transactions.

3.5 Data-Gathering Procedure

Seven constructs were measured using a structured Likert-scale from “Strongly Disagree” to “Strongly Agree” – digital trust, keyword search behavior, privacy concerns, social media influence, generational differences, A/B testing, and UI/UX design influence, and combined factors affecting travel purchase behavior. Items were adapted from existing well-validated instruments. Cronbach's alpha (0.70) and Average Variance Extracted (AVE 0.50) were used to test the reliability and convergent validity, respectively.

3.6 Analysis of Data

Descriptive statistics (means and standard deviations) reported respondents' perceptions and online travel purchases. The relationship between constructs was explored using PLS-SEM and the hypotheses were tested. The reliability and validity were tested with Cronbach's alpha, composite reliability, AVE, Fornell-Larcker criterion, and HTMT. Direct effects were evaluated using path coefficients, t-values and p-values, indirect effects by bootstrapping and generational effects by moderation analysis. SRMR, R^2 and Q^2 were used to assess model fit and predictive ability.

4. RESULTS AND DISCUSSION

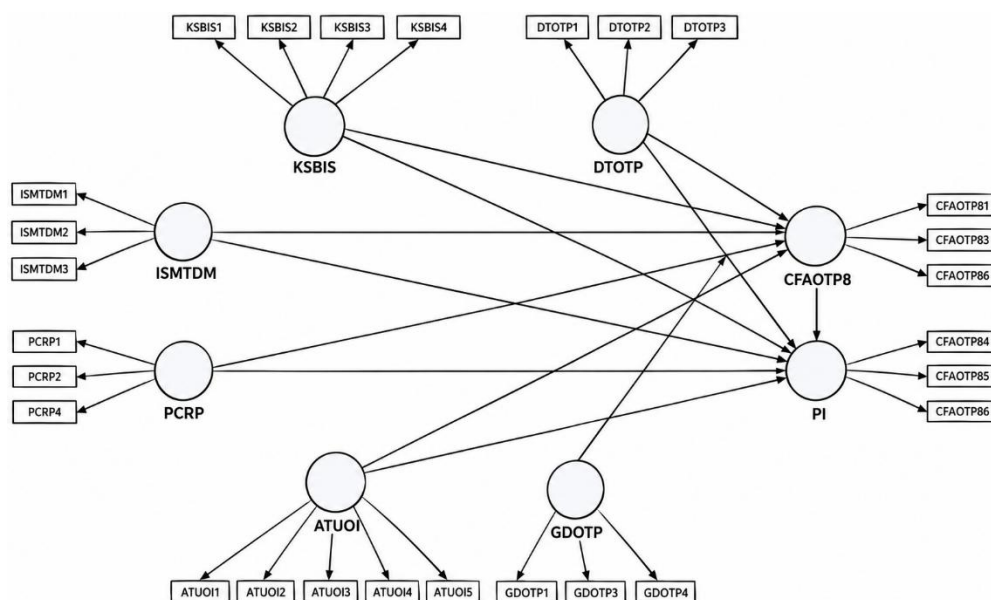


Figure 1. Proposed Model

The proposed relationships between variables are shown in Figure 1: Keyword Search Behavior (KSBIS) predicts Buying Behavior (CFAOTPB); Buying Behavior and the predictors are mediators of

Purchase Intention (PI); and Generational Differences (GDOTP) is a moderator.

Table 1. Summary of Descriptive Results (Means, 5-Point Likert Scale)

Construct	Mean Range	Overall Mean
Digital trust (highest: product mismatch concern; lowest: online payment security)	3.30–3.72	3.55
Keyword search (highest: specific keywords help; lowest: keyword ads improve experience)	4.00–4.26	4.11
Privacy concerns (highest: use of personal data; lowest: unreliable sources)	3.62–4.09	3.93
Social media influence (highest: research via influencer content; lowest: final booking decision)	3.45–3.87	3.71
A/B testing and UI/UX (highest: slow loading hurts; lowest: visual appeal)	3.96–4.11	4.05
Generational differences (highest: budget-conscious; lowest: prefer traditional agencies)	3.22–4.17	3.80
Buying behavior (highest: keyword advertising advantage; lowest: hassle-free refunds)	3.34–4.04	3.76
Purchase intention (highest: reviews and ratings; lowest: prefer mobile apps)	3.55–4.27	3.92

Digital trust is at moderate to moderately high level as summarized in Table 1. The most important concern was related to product/service mismatch ($M = 3.723$), reflecting the issue of how well travel presentations in the online context match the actual experience. Recommendations from peers and family members were highly scored by Filipino travelers, while recommendations from institutional sources were highly scored by Western travelers [13]; Filipino travelers used social networking sites as an information source, which are also a means of collective validation by travelers [4], [20]. The perceived security of online transactions ranked as the lowest score ($M = 3.297$) and fraud, data abuse and accountability are still concerns [10] and [18]. Digital trust is, therefore, context-specific and socially shaped.

It was agreed that specific keywords are most useful for finding the most relevant products or services ($M = 4.257$), and that the tendency is to start with general keywords and then narrow down ($M = 4.080$) [1], [3], [17]. Deal seeking keywords ($M = 4.107$) were important as were also the benefits of keyword advertising in enhancing shopping experience ($M = 4.005$) as was the case with Filipino consumers' preference for getting a discount [13]. This is similar to the functions of the SEO and advertising to minimize search effort [3]. Consistent behavior – low SD values (0.781 – 0.859).

Participants expressed high level of concern about privacy and security. Concern over the use of personal data was highest ($M = 4.087$), mirroring concerns that platforms collect personal data without users' awareness [18] and that they are exposed to privacy issues on social networking sites ($M = 4.040$) and security of sensitive information ($M = 3.960$). The perceived unreliability of travel sources was lowest ($M = 3.621$) and thus more concerned with privacy and security than credibility. However, despite these concerns, privacy concerns were not a significant factor in buying behavior or purchase intention, which also points to a Privacy Paradox as described by Privacy Calculus Theory [19] that consumers will persist with transacting even when they perceive that the benefits are greater than the risks.

Social media influence was also relatively high for travel inspiration ($M = 3.820$) and online research based on the experiences of influencers ($M = 3.868$) which led to destination awareness and planning [12], [20]. Lower influence on final booking decision was observed ($M = 3.451$), showing that social media is more of an informational and inspirational source in addition to online travel agencies and word of mouth recommendations [10], [13].

The UI/UX elements were well received with all ratings were above 3.95. The most significant negative effect was slow website loading, followed by clean website layouts that make it easy to complete the purchase, responsiveness, ease of use, and visual appeal. Characteristically, given the costly and slower internet in the Philippines [2] and the acceptance models and design-experimentation research that

emphasizes with the usability, respondents highlighted functional aspects over visual appeal.

Budget consciousness ($M = 4.175$, highest mean) and time efficiency ($M = 4.075$) were important, which is similar to other studies that focus on the efficiency of e-commerce in tourism [1], [3] and preferences for bargains and value for money among Filipino consumers [13], [22]. The results for the preference for traditional agencies were lowest ($M = 3.224$), which was also in line with the growing use of OTA, but this may due to familiarity of older consumers with traditional agencies [13], [15]. The level of social media reliance for inspiration ($M = 3.743$, $SD = 0.987$) was the most varied, possibly partly due to age cohort.

Transaction efficiency for comparing and collecting prices was positively scored ($M = 3.893$) which is in line with the results from other studies that indicate that perceived ease of use has a positive effect on trust and purchase intention [3], [9]. Ease of obtaining refunds was the least successful ($M = 3.344$) and had the highest SD (1.048), indicating that although this is an issue for trust in Philippine online shopping, it is a concern for ease of obtaining refunds. Confidence in keyword ad was high ($M = 4.040$). Overall platforms were deemed to be efficient in search and price comparison, while refunds were a comparatively weak feature [3], [13].

Customer reviews and ratings were rated highest ($M = 4.274$), suggesting a high level of trust in other customers' experience, which aligns with the findings of other research regarding online reviews and purchase intention [20], [23]. There was also a high level of reliance on online reviews and specifications of the service ($M = 3.925$) [9], [11], while mobile app bookings were lower ($M = 3.549$) showing that there is a platform preference level based on familiarity and convenience. Customers tend to do a great deal of research to evaluate the reliability and relevance of travel online.

4.1. Measurement Model Assessment

Table 2. Item Loading, Internal Reliability and Convergent Validity

	Initial					Final				
	loading	α	ρ_a	ρ_c	AVE	loading	α	ρ_a	ρ_c	AVE
Digital Trust in Online Travel Platforms	0.758	0.671	0.671	0.804	0.509	0.800	0.731	0.742	0.848	0.650
DTOTP1										
DTOTP2	0.694					0.751				
DTOTP3	0.799					0.865				
DTOTP4	0.584					Remov ed				
Keyword Search Behavior and Information Search	0.832	0.836	0.837	0.890	0.670	0.833	0.836	0.838	0.890	0.670
KSBIS1										
KSBIS2	0.821					0.822				
KSBIS3	0.801					0.800				
KSBIS4	0.821					0.818				
Influence of Social Media on Travel Decision-Making	0.829	0.810	0.813	0.888	0.725	0.832	0.810	0.814	0.888	0.725
ISMTDM1										
ISMTDM2	0.879					0.880				
ISMTDM3	0.845					0.841				
Privacy Concerns and Risk Perception	0.853	0.828	0.846	0.886	0.663	0.878	0.844	0.848	0.906	0.762
PCRP1										
PCRP2	0.865					Remov ed				

PCR3	0.680					0.875				
PCR4	0.845					0.866				
A/B Testing and UI/UX Design Influence	0.786	0.874	0.875	0.908	0.665	0.786	0.874	0.875	0.908	0.665
ATUDI1										
ATUDI2	0.867					0.867				
ATUDI3	0.837					0.838				
ATUDI4	0.789					0.789				
ATUDI5	0.796					0.796				
Combination of Factors Affecting Online Travel Purchase Behavior as Buying Intention	0.843	0.666	0.719	0.814	0.598	0.857	0.681	0.685	0.862	0.758
CFAOTPB1										
CFAOTPB2	0.613					Removed				
CFAOTPB3	0.841					0.883				
Purchase Intention	0.792	0.638	0.642	0.805	0.580	0.794	0.638	0.644	0.805	0.580
CFAOTPB4										
CFAOTPB5	0.709					0.701				
CFAOTPB6	0.781					0.787				
Generational Differences in Online Travel Purchases	0.790	0.633	0.689	0.786	0.494	0.818	0.712	0.718	0.839	0.636
GDOTP1										
GDOTP2	0.393					Removed				
GDOTP3	0.807					0.839				
GDOTP4	0.738					0.732				

Table 2 indicates that the indicator reliability, the composite reliability and convergent validity for the refined measurement model are acceptable after item purification. Retained loadings range from 0.701 to 0.883, Cronbach's alpha from 0.638 to 0.874, and composite reliability from 0.805 to 0.908. The internal consistency of the scales is supported by composite reliabilities above 0.70 while Alpha values of Purchase Intention (0.638) and Buying Behavior (0.681) are slightly below this benchmark.

AVE values (0.580–0.762) exceed the 0.50 threshold. Indicators DTOTP4, PCR2, CFAOTPB2 and GDOTP2 have been dropped to enhance the measurement properties.

Table 3. Fornell-Larker Criterion for Discriminant Validity

	ATUDI	CFAOTPB	DTOTP	GDOTP	ISMTDM	KSBIS	PCR3	PI
ATUDI	0.816							
CFAOTPB	0.688	0.870						
DTOTP	0.437	0.438	0.806					
GDOTP	0.674	0.644	0.540	0.798				
ISMTDM	0.541	0.571	0.551	0.592	0.851			
KSBIS	0.689	0.719	0.505	0.693	0.609	0.819		
PCR3	0.617	0.524	0.307	0.503	0.425	0.551	0.873	
PI	0.576	0.633	0.496	0.600	0.610	0.602	0.458	0.762

To ensure that the constructs are distinct, the square roots of the AVE on the diagonal (0.762 to

0.873) are compared with the inter-construct correlations as displayed in Table 3, which also demonstrates the discriminant validity.

For instance, the square root of AVE for ATUDI (0.816) is higher than its highest correlation (0.689) with KSBIS, and the square root of PI (0.762) is higher than its highest correlation with another construct (0.633).

Table 4. Heterotrait–Monotrait Ratio (HTMT) of Correlations

	ATU DI	CFAOTP B	DTOT P	GDOT P	ISMTD M	KSBI S	PCR P	PI	GDOTP x DTOTP
ATUDI									
CFAOTPB	0.889								
DTOTP	0.545	0.621							
GDOTP	0.852	0.923	0.753						
ISMTDM	0.641	0.768	0.718	0.784					
KSBIS	0.804	0.949	0.648	0.894	0.736				
PCRP	0.720	0.687	0.388	0.640	0.509	0.65 3			
PI	0.758	0.953	0.730	0.885	0.852	0.81 3	0.61 1		
GDOTP x DTOTP	0.391	0.402	0.348	0.515	0.322	0.44 0	0.35 3	0.41 1	
GDOTP x ATUDI	0.523	0.492	0.356	0.495	0.370	0.50 5	0.48 7	0.48 6	0.814

As seen in Table 4, majority of the values of HTMT are less than 0.90 such as Digital Trust–Purchase Intention (0.730) and Privacy Concerns–ATUDI (0.720).

There are three pairs that are greater than 0.90 (GDOTP–CFAOTPB 0.923, CFAOTPB–KSBIS 0.949, CFAOTPB–PI 0.953), which may reflect some potential discriminant validity concerns and conceptual overlap. The high value of HTMT may be of interest due to the close relationship between the constructs, Buying Behavior and Purchase Intention, but should not be interpreted as an indicator of measurement model redundancy; it is reported as a potential measurement model concern.

Low HTMT values (< 0.52) with the variables in the interaction terms (GDOTP × DTOTP, GDOTP × ATUDI) are observed.

4.2. Structural Model Assessment

Collinearity is not a problem for the structural estimates since all VIF values fall within the range 1.197–2.700, which is below the conservative values of VIF>3.3.

Table 5. Path Analysis Results

	β	T Statistics	2.50%	97.50%	P-Values	F ²
DTOTP -> CFAOTPB	0.017	0.380	-0.070	0.107	0.704	-
KSBIS -> CFAOTPB	0.382	7.077	0.276	0.488	0.000	0.153
ISMTDM -> CFAOTPB	0.138	2.767	0.040	0.237	0.006	0.025
PCRP -> CFAOTPB	0.061	1.416	-0.025	0.144	0.157	0.006
ATUDI -> CFAOTPB	0.305	5.732	0.199	0.407	0.000	0.100
DTOTP -> PI	0.112	2.554	0.024	0.194	0.011	0.016
KSBIS -> PI	0.047	0.645	-0.100	0.188	0.519 ¹² o	f 19 .

ISMTDM -> PI	0.235	3.624	0.104	0.360	0.000	0.060
PCRP -> PI	0.040	0.823	-0.054	0.134	0.411	-
ATUDI -> PI	0.053	0.694	-0.095	0.206	0.487	-
CFAOTPB -> PI	0.251	3.615	0.113	0.384	0.000	0.053
Moderating Effect						
GDOTP -> PI	0.128	1.936	0.005	0.265	0.053	
GDOTP x DTOTP -> PI	0.020	0.531	-0.045	0.107	0.596	
GDOTP x ATUDI -> PI	-0.042	1.160	-0.122	0.022	0.246	
Mediating Effect						
ATUDI -> CFAOTPB -> PI	0.077	2.972	0.030	0.130	0.003	
DTOTP -> CFAOTPB -> PI	0.004	0.369	-0.018	0.029	0.712	
ISMTDM -> CFAOTPB -> PI	0.035	2.062	0.007	0.072	0.039	
KSBIS -> CFAOTPB -> PI	0.096	3.243	0.043	0.157	0.001	
PCRP -> CFAOTPB -> PI	0.015	1.345	-0.007	0.040	0.179	
Total Effect						
DTOTP -> CFAOTPB	0.017	0.380	-0.070	0.107	0.704	
KSBIS -> CFAOTPB	0.382	7.077	0.276	0.488	0.000	
ISMTDM -> CFAOTPB	0.138	2.767	0.040	0.237	0.006	
PCRP -> CFAOTPB	0.061	1.416	-0.025	0.144	0.157	
ATUDI -> CFAOTPB	0.305	5.732	0.199	0.407	0.000	
DTOTP -> PI	0.116	2.666	0.030	0.199	0.008	
KSBIS -> PI	0.143	2.025	-0.003	0.278	0.043	
ISMTDM -> PI	0.269	4.449	0.146	0.388	0.000	
PCRP -> PI	0.055	1.117	-0.039	0.151	0.264	
ATUDI -> PI	0.129	1.663	-0.021	0.285	0.096	
CFAOTPB -> PI	0.251	3.615	0.113	0.384	0.000	

As shown in Table 5, KSBIS most strongly predicts CFAOTPB ($\beta = 0.382$, $t = 7.077$, $p < 0.001$, $f^2 = 0.153$), followed by ATUDI ($\beta = 0.305$, $t = 5.732$, $p < 0.001$, $f^2 = 0.100$) and ISMTDM ($\beta = 0.138$, $t = 2.767$, $p = 0.006$, $f^2 = 0.025$). The findings of the KSBIS result agrees with the Information Foraging Theory [17] and it shows that the efficient information search is correlated to favorable buying behavior [3], [11] while the ATUDI result is consistent with the results that A/B testing leads to the improvement of usability and informational access [8]. DTOTP ($\beta = 0.017$, $p = 0.704$) and PCRP ($\beta = 0.061$, $p = 0.157$) do not significantly predict CFAOTPB.

For Purchase Intention, DTOTP ($\beta = 0.112$, $t = 2.554$, $p = 0.011$, $f^2 = 0.016$), ISMTDM ($\beta = 0.235$, $t = 3.624$, $p < 0.001$, $f^2 = 0.060$), and CFAOTPB ($\beta = 0.251$, $t = 3.615$, $p < 0.001$, $f^2 = 0.053$) have significant positive effects. The DTOTP result is consistent with the findings of TAM and trust related aspects of online purchasing [3], [14]; the result of ISMTDM is consistent with the findings of Signaling Theory, which is based on credible information to reduce uncertainty [20] and the result of CFAOTPB is consistent with the result of DO-LEARN-DO process [23]. KSBIS ($\beta = 0.047$, $p = 0.519$), PCRP ($\beta = 0.040$, $p = 0.411$), and ATUDI ($\beta = 0.053$, $p = 0.487$) Do not have major direct impacts.

The results of the mediation also reveal that ATUDI has indirect effect via the mediation of CFAOTPB ($\beta = 0.077$, $t = 2.972$, $p = 0.003$), ISMTDM ($\beta = 0.035$, $t = 2.062$, $p = 0.039$), and KSBIS ($\beta = 0.096$, $t = 3.243$, $p = 0.001$), which means they play a mediating role, and they are supported by the research of Information Foraging Theory, Signaling Theory, and research on information accessibility and interface usability [8], [17]. DTOTP ($\beta = 0.004$, $p = 0.712$) and PCRP ($\beta = 0.015$, $p = 0.179$) show no significant indirect effects.

Generational differences do not moderate the relationships between GDOTP and Purchase Intention as well as between GDOTP and DTOTP, with the latter being a non-significant relationship ($\beta =$

0.020, $p = 0.596$) and the other being a non-significant relationship ($\beta = -0.042$, $p = 0.246$); there is therefore not enough evidence that the generational difference moderates the relationships between GDOTP and Purchase Intention. While generational differences in travel decision making were reported by [13], these differences do not necessarily impact the impact of Digital Trust or ATUDI on Purchase Intention.

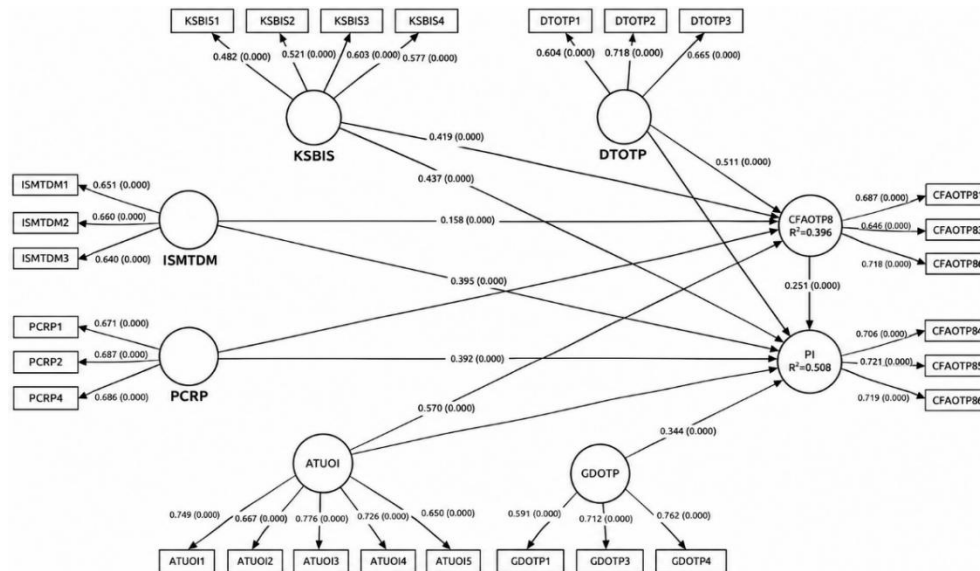


Figure 2. Structural Model Results

The result of the PLS-SEM analysis is presented in Figure 2. The DTOTP and PCR variables do not significantly predict Buying Behavior, while the KSBIS, ATUDI, and ISMTDM variables do. Purchase Intention is influenced significantly by Buying Behavior, DTOTP and ISMTDM and not by PCR. The moderation by Generational Differences is also insignificant. The model accounted for 60.3% of the variance in Buying Behavior and 53.6% of the variance in Purchase Intention.

Table 6. Model Fit Indices

	Saturated Model	Estimated Model
SRMR	0.066	0.066
d_ULS	1.534	1.526
d_G	0.565	0.564
Chi-square	1386.124	1376.521
NFI	0.759	0.761

The model fits well as indicated in Table 6, with both the saturated and estimated models having good SRMR values (both < 0.08). The NFI (0.761) suggests moderate incremental fit, and should be considered with the complexity of the model and interaction terms [24].

Table 7. Coefficient of Determination (R^2), Predictive Relevance (Q^2), and Model Information Criteria

	R^2	R^2 Adjusted	BIC	Q^2
CFAOTPB	0.603	0.598	-335.368	0.440
PI	0.536	0.525	-248.973	0.282

The model accounted for a significant portion of the variance in Buying Behavior ($R^2 = 0.603$, adjusted $R^2 = 0.598$) as well as Purchase Intention ($R^2 = 0.536$, adjusted $R^2 = 0.525$), as indicated in Table 7.

For the endogenous constructs (Buying Behavior and Purchase Intention) the values of Stone-Geisser Q^2 are greater than zero (0.440 and 0.282, respectively), suggesting predictive relevance. The BIC values are informative primarily with respect to competing models [25].

5. CONCLUSION

5.1. Summary

The study aimed to assess the behavior of travelers as consumers in purchasing travel products online in the Philippines and the impact of ecommerce variables on traveler decision making. Keyword Search Behavior, Social Media Influence and A/B Testing/UI/UX Design have a significant influence on Buying Behavior, most notably, Keyword Search Behavior, then Social Media Influence and finally UI/UX Design. This implies that consumers' behavior evaluation of travel products is influenced by the active information search and the functionality of travel platforms, in general, supporting the Technology Acceptance Model (TAM).

Digital Trust and Social Media Influence show positive influence on Purchase Intention, indicating that the more trustworthy the platform, the more willing the consumers to buy travel products due to persuasive social media content. The lack of significance of the results of the link between Digital Trust and Buying Behavior indicates that the trust has an increasing effect at a later stage. The Social Media Influence and Buying Behavior also conform to the Theory of Planned Behavior (TPB).

The results could also be attributed to the Privacy Paradox. There was little evidence of age differences in how the users are moderated, meaning there are shared expectations of usability and accessibility of information across generations. In conclusion, the results indicate that behavioral engagement, information access and platform functions are significant determinants in the adoption of e-commerce in Philippine tourism.

5.2. Implications

Theoretically, technology acceptance and behavioral theories lend support to the concept that technology and psychological influences will impact purchasing behavior, which is a key mediator and not just the direct impact of trust or usability.

In a management context, these tourism businesses should focus on platform optimisation, correct information representation and search optimisation in the digital space. Optimized UI/UX, and SEO keyword strategies enhance accessibility and engagement, honest descriptions and peer validation mechanisms boost trust, and authentic social media experiences help in the process of deciding during information search.

5.3. Limitations and Future Work

The generalizability is restricted due to this Philippine focus, convenience sampling may create selection bias, and the cross sectional study design may restrict causal inferences. Further research should employ multi-group analysis, across regions, including actual purchase data, as well as generational effects and predictive modeling.

5.4. Recommendations

There is a need for tourism businesses and digital platforms to provide accurate product information with clear product descriptions, prices, and inclusions to boost digital trust; and enhance refund policies. Incorporating SEO, mobile-friendliness, fast-loading UI/UX, and user-friendly navigation can improve visibility and engagement. Digital marketing should focus on stories, user-generated content and experiences from influencers, not sales. Enhance consumer data privacy and protection policies, and enhance digital infrastructure and internet access. Further studies should be conducted in multiple countries for comparisons and predictive analyses based on real purchases.

Acknowledgements

I would like to thank those who helped this thesis come to fruition. I would like to thank my thesis adviser, Dr. Jovid Maricar D. Maranan for her guidance and encouragement to me, and Dr. Daryl Ace V. Cornell (Department Chair) for his support. I would like to acknowledge the assistance of Dr. Edgar Allan D. Mendoza in conducting the statistical analysis and the comments of the panel members, Dr. Lilibeth C. Aragon, Dr. Emily V. Banzel and Dr. Rock Bryan B. Matias. Last but not least, I want to thank my family and friends for their support.

Funding Information

There was no external funding obtained for this research.

Author Contributions Statement

Name of Author	C	M	So	Va	Fo	I	R	D	O	E	Vi	Su	P	Fu
Irish C. Lauron	✓	✓		✓	✓	✓		✓	✓		✓		✓	
Maricar Jovid D. Maranan	✓			✓			✓			✓		✓		✓

C : Conceptualization

M : Methodology

So : Software

Va : Validation

Fo : Formal analysis

I : Investigation

R : Resources

D : Data Curation

O : Writing - Original Draft

E : Writing - Review & Editing

Vi : Visualization

Su : Supervision

P : Project administration

Fu : Funding acquisition

Conflict of Interest Statement

The author has no conflict of interest.

Informed Consent

All respondents were given informed consent; participation was voluntary with confidentiality and the right to withdraw guaranteed.

Ethical Approval

The study has been carried out following the ethical guidelines as applicable to research and has been approved by the research ethics committee of the appropriate institution.

Data Availability

The data underlying this study are available from the corresponding author on reasonable request, with privacy and ethical restrictions.

REFERENCES

- [1] H. T. K. Le, A. L. Carrel, and H. Shah, "Impacts of online shopping on travel demand: a systematic review," *Transp. Rev.*, vol. 42, no. 3, pp. 273-295, May 2022, doi.org/10.1080/01441647.2021.1961917
- [2] Y. S. Budi, F. A. Nofirda, and W. L. Hardilawati, "The influence of web Design Quality, Perceived Ease of Use and trust on Purchase Intention: A case study on Lazada," *International Journal of Management and Business Applied*, vol. 2, no. 2, pp. 126-140, Sep. 2023, doi.org/10.54099/ijmba.v2i2.678
- [3] F. Kitsios, E. Mitsopoulou, E. Moustaka, and M. Kamariotou, "User-Generated Content behavior and digital tourism services: A SEM-neural network model for information trust in social networking sites," *International Journal of Information Management Data Insights*, vol. 2, no. 1, p. 100056, Apr. 2022, doi.org/10.1016/j.ijime.2021.100056
- [4] M. Mandić, I. Gregurec, and U. Vujović, "Measuring the effectiveness of online sales by conducting A/B testing," *Mark.-Trž.*, vol. 35, no. 2, pp. 223-249, Dec. 2023, doi.org/10.22598/mt/2023.35.2.223

- [5] V. Venkatesh, M. G. Morris, G. B. Davis, and F. D. Davis, "User acceptance of information technology: Toward A unified View1," *Manag. Inf. Syst. Q.*, vol. 27, no. 3, pp. 425-478, Sep. 2003, doi.org/10.2307/30036540
- [6] M. Işkın, C. Prentice, N. Eker, and Ü. Şengel, "Understanding the effects of reservation systems and online transaction capacity on the competitiveness of travel agencies," *Eur. J. Tour. Hosp. Recreat.*, vol. 14, no. 1, pp. 55-70, Aug. 2024, doi.org/10.2478/ejthr-2024-0004
- [7] S.-L. Huang and Y.-H. Lin, "Exploring consumer online purchase and search behavior: An FCB grid perspective," *Asia Pac. Manag. Rev.*, vol. 27, no. 4, pp. 245-256, Dec. 2022, doi.org/10.1016/j.apmr.2021.10.003
- [8] Faculty of the College of Business and Hospitality Management, Madridejos Community College, Cebu, Philippines et al., "Analyzing gen Z's travel influence in the digital age: The correlational effect of social media," *International Journal of Multidisciplinary Research and Analysis*, vol. 7, no. 10, Oct. 2024, doi.org/10.47191/ijmra/v7-i10-01
- [9] A. P. Pricope Vancia, C. A. Băltescu, G. Brătucu, A. S. Tecău, I. B. Chițu, and L. Duguleană, "Examining the disruptive potential of generation Z tourists on the travel industry in the digital age," *Sustainability*, vol. 15, no. 11, p. 8756, May 2023, doi.org/10.3390/su15118756
- [10] F. D. Davis, "Perceived usefulness, perceived ease of use, and user acceptance of information technology," *Manag. Inf. Syst. Q.*, vol. 13, no. 3, pp. 319-340, Sep. 1989, doi.org/10.2307/249008
- [11] T. Haryanti and A. P. Subriadi, "The evolution adoption technology theory for E-commerce," *Int. J. Electron. Commer. Stud.*, vol. 11, no. 2, 2020, doi.org/10.7903/ijecs.1910
- [12] P. Pirolli and S. Card, "Information foraging," *Psychol. Rev.*, vol. 106, no. 4, pp. 643-675, Oct. 1999, doi.org/10.1037/0033-295X.106.4.643
- [13] A. Ioannou, I. Tussyadiah, and G. Miller, "That's private! Understanding travelers' privacy concerns and online data disclosure," *J. Travel Res.*, vol. 60, no. 7, pp. 1510-1526, Sep. 2021, doi.org/10.1177/0047287520951642
- [14] M. J. Culnan and P. K. Armstrong, "Information privacy concerns, procedural fairness, and impersonal trust: An empirical investigation," *Organ. Sci.*, vol. 10, no. 1, pp. 104-115, Feb. 1999, doi.org/10.1287/orsc.10.1.104
- [15] R.-A. Pop, Z. Săplăcan, D.-C. Dabija, and M.-A. Alt, "The impact of social media influencers on travel decisions: the role of trust in consumer decision journey," *Curr. Issues Tourism*, vol. 25, no. 5, pp. 823-843, Mar. 2022, doi.org/10.1080/13683500.2021.1895729
- [16] R. Rafki, N. Nofriadi, Y. Oktarina, N. Nurhaida, R. Lestari, and N. Mustika, "Factors influencing behavioral propensity to use mobile shopping apps in Generation X: The tam approach," *ARRUS J. Soc. Sci. Humanit.*, vol. 3, no. 1, pp. 1-8, Feb. 2023, doi.org/10.35877/soshum1715
- [17] T. T. Nguyen, H. Thi Thu Truong, and T. Le-Anh, "Online purchase intention under the integration of theory of planned behavior and technology acceptance model," *SAGE Open*, vol. 13, no. 4, Oct. 2023, doi.org/10.1177/21582440231218814
- [18] V. G. G. Guerrero et al., "Modelling the barriers of online shopping in the Philippines using the ISM-MICMAC approach," *International Journal of Business and Systems Research*, vol. 17, no. 1, pp. 75-96, 2023, doi.org/10.1504/IJBSR.2023.127712
- [19] A. Ioannou, I. Tussyadiah, and G. Miller, "That's private! Understanding travelers' privacy concerns and online data disclosure," *J. Travel Res.*, vol. 60, no. 7, pp. 1510-1526, Sep. 2021, doi.org/10.1177/0047287520951642
- [20] M. J. Culnan and P. K. Armstrong, "Information privacy concerns, procedural fairness, and impersonal trust: An empirical investigation," *Organ. Sci.*, vol. 10, no. 1, pp. 104-115, Feb. 1999, doi.org/10.1287/orsc.10.1.104
- [21] R.-A. Pop, Z. Săplăcan, D.-C. Dabija, and M.-A. Alt, "The impact of social media influencers on travel decisions: the role of trust in consumer decision journey," *Curr. Issues Tourism*, vol. 25, no. 5, pp. 823-843, Mar. 2022, doi.org/10.1080/13683500.2021.1895729
- [22] V. Venkatesh, J. Y. L. Thong, and X. Xu, "Consumer acceptance and use of information technology: Extending the unified theory of acceptance and use of Technology1," *Manag. Inf. Syst. Q.*, vol. 36, no.

- 1, pp. 157-178, Mar. 2012, doi.org/10.2307/41410412
- [23] S. Taylor and P. A. Todd, "Understanding information technology usage: A test of competing models," *Inf. Syst. Res.*, vol. 6, no. 2, pp. 144-176, Jun. 1995, doi.org/10.1287/isre.6.2.144
- [24] I. Ajzen, "The theory of planned behavior," *Organ. Behav. Hum. Decis. Process.*, vol. 50, no. 2, pp. 179-211, Dec. 1991, [doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- [25] T. T. Nguyen, H. Thi Thu Truong, and T. Le-Anh, "Online purchase intention under the integration of theory of planned behavior and technology acceptance model," *SAGE Open*, vol. 13, no. 4, Oct. 2023, doi.org/10.1177/21582440231218814

How to Cite: Irish C. Lauron, Maricar Jovid D. Maranan. (2026). E-commerce reshaping travel purchase behavior. *Journal of Social Responsibility, Tourism and Hospitality (JSRTH)*, 6(1), 33-45. <https://doi.org/10.55529/jsrth.61.33.45>

BIOGRAPHIES OF AUTHORS

	Irish C. Lauron , is a professor at Cebu Technological University–Barili Campus. She holds a Master’s degree in International Tourism and Hospitality Management from PUP Graduate School. Her research interests focus on technology innovation in tourism. Email: irishlau03@gmail.com
	Maricar Jovid D. Maranan , is affiliated with the Graduate School of the Polytechnic University of the Philippines, Philippines. Maranan is engaged in graduate-level academic studies and research, with an interest in advancing knowledge through scholarly inquiry and academic writing. Through research and academic development, Maranan aims to contribute to the advancement of knowledge and support further scholarly exploration in relevant fields. Email: jmaranan@sscrmn.edu.ph