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How Consumers' Opinions Affect Their Decision to Buy Airline Tickets Online in Bangladesh

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ABSTRACT: Airline companies operate in a highly competitive environment and face high operational costs. Electronic ticketing has become an effective way to reduce costs and improve efficiency. While online airline ticket purchases are common in developed countries, adoption in Bangladesh remains relatively low. Understanding the factors that influence consumers' intention to buy airline tickets online is therefore important. Guided by the Technology Acceptance Model (TAM), this study examines the effects of perceived usefulness and perceived ease of use on consumers' intention to purchase airline tickets online in Bangladesh. Data were collected through an online survey of 80 internet users and analysed using Partial Least Squares Structural Equation Modelling (PLS-SEM). The results show that perceived usefulness has a significant positive effect on buying intention and fully mediates the relationship between perceived ease of use and buying intention. However, perceived ease of use does not directly influence buying intention. These findings suggest that airline companies should focus on improving the usefulness of their online booking platforms to increase online ticket purchases. Future studies are encouraged to include

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additional factors such as demographic characteristics and trust to enhance understanding of online buying behaviour.

Keywords: *Online airline ticketing, Buying intention, Perceived usefulness, Perceived ease of use, Technology Acceptance Model, Bangladesh.*

Introduction

Airline companies operate in a highly competitive and costly market environment. They face substantial expenses such as fuel, labour, aircraft maintenance, and airport charges, while competing for passengers (Lubbe, 2017). Because of these pressures, earning enough revenue to cover costs and still make a profit is challenging. One strategy airline has adopted to manage costs efficiently is **electronic ticketing (e-ticketing),** which allows customers to purchase tickets online rather than through traditional paper-based processes (Lubbe, 2017; SITA, 2019). E-ticketing helps reduce the need for physical ticket offices and travel agents, which are expensive for airlines to operate. E-ticketing enables passengers to buy flight tickets directly on airline websites, removing the need for costly printing and document handling (Lubbe, 2017). Researchers have found that e-ticketing reduces operational costs and supports faster transaction processes for both airlines and customers (Mahasweta Saha et al., 2025) a trend particularly important as airlines invest more in digital platforms to stay competitive. Recent studies on self-service e-ticketing systems show that **perceived ease of use** and **perceived usefulness** core constructs of the Technology Acceptance Model (TAM) have significant positive associations with e-ticketing adoption intention (Islam, 2023). This aligns with broader research indicating that ease and usefulness perceptions significantly affect consumers' intention to use online airline ticketing systems (Factors affecting adoption of self-service e-ticketing technology, 2023).

Recognizing the advantages of e-ticketing, the International Air Transport Association (IATA) mandated that all member airlines adopt e-ticketing from June 2008 to streamline operations and reduce costs (SITA, 2019). Since the introduction of e-ticketing, online ticket sales have steadily increased globally, particularly in developed countries such as the United States, United Kingdom, Canada, and Australia (WNS, 2014). However, adoption rates in developing countries tend to be

lower. In Bangladesh, many travellers still prefer traditional channels like travel agencies and airline ticket offices, which limits the cost-saving potential of online booking for airlines operating there (WNS, 2014). To improve the bottom line, airlines in Bangladesh need to encourage more consumers to book flights online. Academic research shows that **perceived usefulness** positively influences intention to purchase tickets online when customers believe online booking saves time and offers advantages, their likelihood of using e-ticketing increases (Haque et al., 2018). Similarly, perceived ease of use how simple and intuitive the booking website also enhances customers' willingness to adopt online ticketing systems (Islam, 2023). Moreover, studies among different traveller groups (e.g., students) have found that online travel booking intentions are affected not only by ease of use and usefulness but also by factors such as web security and trust, which can either strengthen or weaken intention to purchase e-tickets online (Mahdzar et al., 2021). Understanding these influences in Bangladesh will help airlines design better online platforms, build consumer trust, and reduce reliance on traditional ticketing methods. If consumers perceive online ticketing as both easy and beneficial, they are more likely to shift from offline to online purchases, helping airlines cut costs and improve profitability in a competitive market.

Literature Review

Electronic Ticketing

The United States patent defines **e-ticketing** as a system that issues electronic confirmation for airline bookings and allows passengers' credit cards to be charged, removing the need for paper tickets (Goheen, 2000). Nearly ten years later, SITA (2019) described it as a paperless system supported by computer technology that can record and track passengers' movements efficiently. In Bangladesh, e-ticketing is defined as the combination of ticket issuance and delivery into a single digital process, which helps airlines improve operational efficiency and reduce manual work (Sulaiman, Ng, & Mohezar, 2018).

The main advantage of e-ticketing for airlines is **lower operational costs**. By eliminating paper tickets, airlines save on printing, labour, and commission payments to agents or global distribution systems (Pearson, O'Connell, Pitfield, & Ryley,

2015; Chen, 2007). Recent studies also show that e-ticketing and self-service systems increase efficiency and customer satisfaction, while reducing workload for airline staff (Mahasweta Saha et al., 2025; Islam, 2023).

E-ticketing works well with **internet technology**, allowing passengers to search flights, compare prices, and book tickets online at any time without visiting an airline office. Some airlines have added **self-service kiosks** at airports, which help passengers check in quickly, avoid long queues, and improve overall convenience (Chen, 2007; Mahdzar et al., 2021). As a result, e-ticketing not only helps airlines reduce costs but also enhances the travel experience for passengers by making booking and check-in faster, easier, and more flexible (Goheen, 2000; Sulaiman, Ng, & Mohezar, 2018).

Behaviour of Travellers

For consumers, using the internet to buy air tickets has its pros and cons versus buying from physical channels such as travel agents and airline sales offices. There are a few benefits when booking online. For example, travellers are not required to bring along any paper tickets, thus there will be no worries and stress of losing or misplacing tickets. Travellers can surf the web, find available seats, and conveniently book the choice seats on any relevant websites from anywhere, anytime (Chang & Hung, 2023). Normally, consumers can buy cheaper tickets from the internet compared to physical channels (Crespo-Almendros & Del Barrio-García, 2023). The positive versus negative perceptions of the internet is very likely to affect a consumer's decision about where to buy from (Izquierdo-Yusta, Martínez-Ruiz, & Álvarez-Herranz, 2020).

According to some past research, consumers resist from buying air tickets online (Kolsaker, Lee- Kelley, & Choy, 2020; Ruiz-Mafé, Sanz-Blas, & Aldás-Manzano, 2019) despite an awareness of the pros of booking on the internet (Kolsaker et al., 2024). Moreover, the authors found that most consumers (80%) surfed the web looking for information regarding flights and prices, but few (30%) continued to buy online (Ruiz-Mafé et al., 2019). Similarly, PhoCusWright's (Kapoor & Rauch, 2018) market study showed that many travellers from Asia-Pacific searched the internet for travel information but few bought online. Instead, many opted to buy from physical

channels. Other market surveys also demonstrated that travellers in Bangladesh behaved in the same way (Tourism an India, 2020; Singapore, Malaysia Tourism Board, 2020).

For online shopping, consumers have no choice but to use self-service technology. Buying online effectively shoves all responsibility of purchase to the shopper, including any buying mistakes (Zhang et al., 2020). When flights are reserved online, the consumer is personally accountable for surfing the web to look for information on ticket prices, routes, compare flights, and then to key in the correct details for booking (Cunningham, Gerlach, & Harper, 2019). It is common for consumers to face much hassle to correct any mistakes made after buying online (Cunningham, Gerlach, & Harper, 2015) particularly where travel itineraries need to be changed.

These problems arise as a result of using the internet as a new technology to buy airline tickets. However, as discussed above, there are some benefits of buying tickets online. For example, convenience, accessibility of useful information, ease of comparing prices and promotions, as well as quicker shopping (Heung, 2018; Vijayasarathy, 2020). Therefore, consumers' perceptions of how easy and useful it is to utilize the internet for online reservations are likely to influence their intention to buy air tickets from websites (Izquierdo-Yusta et al., 2021).

Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) was initially introduced by Davis (1986) in his doctoral thesis. Basically, he was curious about organizational employees' reasons for accepting or rejecting information technology at work. At first, Davis did not study about individual's behavioural intention in the TAM. Only a few years later, Davis (1989) added intention to the model.

Davis (1986, 1989) asserted that employee intention of whether or not to use information technology at work is jointly determined by two key influencers i.e. perceived usefulness (PU) and perceived ease of use (PEU). He described PU as the degree of one's beliefs that using a particular system would improve job performance in an organization. The other factor, PEU, is about the extent of beliefs held by potential IT users that using a certain system would be free of physical and mental stress.

The TAM addressed the concerns of many business firms in the 1980s. Many organizations hesitated to acquire and install costly information technology systems, and if employees were going to use them for work purposes. The model was readily accepted then. Henceforth, numerous Information Systems (IS) researchers have applied TAM as a rational explanation for the adoption of Information Technology (IT) among users (Marangunić & Granić, 2019).

Eventually, many researchers in other non-IS areas started borrowing the TAM idea to study and explain people's acceptance of technology. Among them, some have examined consumer's acceptance of the internet usage for a various purposes including online shopping (Akhlaq & Ahmed, 2020; Ha & Stoel, 2019). The study by Ha and Stoel (2019) found the TAM variables to have significant influence on consumer intention to do e-shopping. Another study by Akhlaq and Ahmed (2020) supported the relevance of TAM when applied globally. This survey was on respondents from 14 countries covering North America, Europe and Asia. The findings showed the two main TAM variables (i.e. PEU and PU) as having positive relationships with intention to buy online. In general, TAM-based research frameworks have been useful in explaining consumer behaviour.

Though it has been decades since TAM was first introduced, authors using meta-analyses of TAM studies done over time showed that PU and PEU have stayed consistently reliable and valid (Chuttur, 2020; Marangunić & Granić, 2019).

Buying Intention

Fishbein and Ajzen (1975) argued that behavioural intention is a person's subjective likelihood of acting in accordance with an expressed behaviour. This description of intention is divided into two parts - degree and direction. Degree is about the subjective possibility of a behaviour occurring while direction relates to an individual's behaviour that is directed towards doing or not doing something. Hence, intention can range from low to high probability that a behaviour will actually be carried out by an individual. Extended to consumers, one may show varying degrees of intention from none to high buying intention.

Furthermore, it was asserted that people's intention to perform a behaviour mainly predicts behaviour in real live (Ajzen, 1991). The author also noted that an

individual's intention is reflective of the motivations influencing his/her behaviour. Therefore, the stronger a person's intention to perform an act, the higher the chances of the act being performed (Ajzen, 1991).

When intention is properly measured, it can be used to predict actual behaviour quite accurately (Ajzen & Fishbein, 1973). Even though in real life intention and behaviour do not correlate perfectly, the former has been widely accepted as representative of actual buying behaviour by academics and other researchers (Chandon, Morwitz, & Reinartz, 2020). Besides, research on buying intention remains relevant even in recent years as shown by studies about online shopping (e.g. Mohseni, Jayashree, Rezaei, Kasim, & Okumus, 2022; Pappas, Kourouthanassis, Giannakos, & Lekakos, 2016) and travel products (e.g. Bonsón Ponte, Carvajal-Trujillo, & Escobar Rodríguez, 2018; Filieri, Mcleay, & Tsui, 2017; Mohseni et al., 2016).

Perceived Usefulness (PU) and Buying Intention

It can be seen from TAM studies on information systems (IS) that the relationship between PU and buying intention has been rather well researched (Yayla & Hu, 2017). Most IS studies found significant relationships between PU and intention. For instance, Yayla and Hu (2017) extracted 32 IS studies from 4 dissertations and 32 journal articles, and used them to investigate user intentions. The researchers did a meta-analysis to see how well the results fit the TAM and TPB (Theory of Planned Behaviour) models. PU was found to be an important factor influencing intentions.

Numerous online studies similarly demonstrated that perceived internet usefulness significantly influenced intention to use the web for various transactions. For example, Featherman and Wells (2020) examined people's intention to use online bill payment services. Their findings revealed that when the online service is perceived as useful, people will have greater intention to pay online in the future. Similar results have been demonstrated for online shoppers who used websites for general shopping (Akhlaq & Ahmed, 2020; Ha & Stoel, 2019; Li & Huang, 2019), banking (Alalwan, Dwivedi, Rana, & Williams, 2016; Gu, Lee, & Suh, 2019), buying travel products (Kamarulzaman, 2017; Kucukusta, Law, Besbes, & Legoherel, 2015), and air tickets purchasing (Bukhari, Ghoneim, & Dennis, 2022; Suki & Suki, 2024).

Overall, various products and service offerings in commercial websites enable consumers to make better purchasing decisions. Thus, it can be expected that many consumers would perceive the usefulness of the internet for shopping purposes, and increasing their buying intention online. Therefore, it is proposed that:

H1: *There is a positive relationship between consumers' perceived usefulness of online airline ticketing and their intention to purchase airline tickets online in Bangladesh.*

Perceived Ease of Use (PEU) and Buying Intention

Quite a number of IS research did not study the relationship between PEU and intention (Legris, Ingham, & Collerette, 2019) perhaps because Davis (1986) did not include users' intention in his original model.

However, a few years later, Davis (1989) found a significant relation between PEU and usage intention among computer users. On the other hand, IS research over time showed mixed results for this relationship (King & He, 2023). In particular, King and He's (2023) meta-analysis on 88 studies from respected journals found the effect of PEU on user intention is inconsistent across the studies. The findings were attributed to the different context of usage. Nonetheless, King and He (2023) observed the substantial direct effect of PEU on intention for internet usage.

This mixed support for PEU and intention's relationship can also be observed in the online environment. Several studies showed significant relationships while others did not (Ukpabi & Karjaluoto, 2016). For online shopping, significant relationships between PEU and buying

intention had been found for general shopping (Akhlaq & Ahmed, 2020; Li & Huang, 2019) and air tickets purchasing (Bukhari et al., 2022). By contrast, other studies had shown insignificant relationships between PEU and intention. These studies have examined online shopping for travel products and services (Kamarulzaman, 2017; Suki & Suki, 2017) and buying from website retailers (Pavlou, 2023). Thus, it is suggested that:

H2: *There is a positive relationship between consumers' perceived ease of use of online airline ticketing and their intention to purchase airline tickets online in Bangladesh.*

Perceived Usefulness (PU) and Perceived Ease of Use (PEU)

As originally discovered by Davis (1986), IS research mostly supports the significant association between PEU and PU (Davis, 1989; Legris et al., 2023; Yayla & Hu, 2017). Legris et al. (2023) conducted a thorough analysis of TAM studies on the usage of various software tools. Significant relationships between PEU and PU were found in 21 out of 28 studies, none in 5 studies, and not tested in 2 studies.

Likewise, evidence from online settings shows the significant association between PEU and PU (Mohd Suki & Mohd Suki, 2017; Bukhari et al., 2022; Legris et al., 2023; Pavlou, 2023; Yayla & Hu, 2017). Yayla and Hu (2017) did a comparison of many studies which had applied the TAM construct via a meta-analytic technique. The results substantially supported the relationship existing between PEU and PU for 32 studies from 22 journal articles listed in the Web of Science database and 4 dissertations. Another study by Featherman and Wells (2019) examined the acceptance of internet service usage for bill payment purposes, similarly found that PEU had a significant influence on PU. Similarly, Pavlou (2019) showed that PEU significantly influenced PU in a study on consumer acceptance of e-commerce. Another research by Bukhari et al. (2022) corroborated these findings when applied to air tickets bought online among Saudi Arabian travellers. Similarly, Mohd Suki and Mohd Suki (2017)'s study found PEU's significant effect on PU of an air ticket booking app. Overall, the above studies suggest that consumers who perceive the internet as being easy to use will generally find it useful for buying purposes as well. Thus, it is hypothesized that:

H3: *There is a positive relationship between consumers' perceived ease of use and perceived usefulness of online airline ticketing.*

Perceived Usefulness (PU), Perceived Ease of Use (PEU) and Buying Intention

Many studies over time provide evidence that PEU operates through PU to influence behavioural intention (Featherman & Wells, 2020; Szajna, 1996). Szajna's (1996)

longitudinal IS study regarding email users, showed no direct relationship between PEOU and intention. Nevertheless, PEOU showed an indirect relationship with intention through PU after the email system was implemented.

Numerous online studies have also been conducted. Pavlou's (2023) study demonstrated a significant relationship between PEU and PU, as well as PU and buying intention online. However, PEU and intention were only weakly associated with each other for the consumer sample and no relationship was found in the student sample. Another study found PU having a partial mediating effect between PEU and intention (Ayeh, Au, & Law, 2023).

For online bills paying intention, Featherman and Wells (2010) found that PU was a full mediator between PEU and usage intention. Travel shopping research lends further support for the full mediating effect of PU on PEU, and buying intention (Kamarulzaman, 2017). Additionally, the results of Suki and Suki's (2017) recent Malaysian study on also showed PU to be a full mediator between PEU and intention to use a mobile app to book flight tickets. Hence, it is proposed that:

H4: *The relationship between consumers' perceived ease of use and their intention to purchase airline tickets online is mediated by perceived usefulness.*

From the preceding discussions, the conceptual model is presented as following:

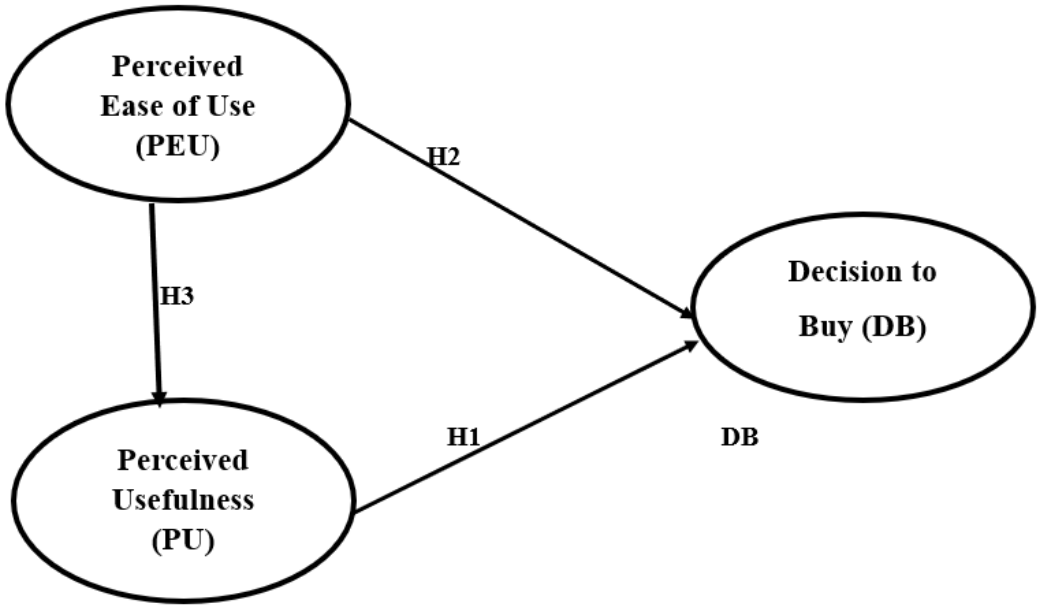

Figure 1: The Conceptual Model. Adapted from Davis (1989).

Research Methodology

A survey questionnaire was developed to collect data online. Due to the nature of this study, online data collection is particularly appropriate as it excludes those having no access to the internet and unable to buy air tickets online. The questions were adapted from past studies by several researchers (Davis, 1989; Ruiz-Mafé et al., 2009; Salisbury, Pearson, Pearson, & Miller, 2016). Other than a few questions to obtain descriptive data, the rest of the questions were measured using a seven-point Likert scale ranging from (1) strongly disagree to (7) strongly agree.

At first, a panel of three experienced researchers from University Tunku Abdul Rahman was engaged to assess the questions. Then minor amendments were made, followed by a pre-test to ascertain content validity. The pre-test was conducted with some sample consumers who are internet users. Based on the feedback received, some slight changes were done to the wordings of the questions for easier understanding.

Next, Google Docs was used as the internet platform to pose the survey questions. Emails and social media were used to invite potential respondents. Interested individuals took part in the online survey via a click on the attached link to Google Docs. By the end of the survey period, 85 responses were obtained. Upon data screening, 80 responses were found to be suitable for analysis.

Results

Descriptive Analysis

Characteristics of the respondents are presented in Table 1. Out of the total 80 respondents, there were 25.0% males and 58.8% females. Most respondents were between 30 and 39 years old (28.8%). This is followed by the age groups of 50-59 (21.3%), 40-49 (16.3%), 60 and above (15%), 25-29 (12.5%) and 18-24 (6.3%). As for highest educational attainment, an overwhelming majority of 81.4% had received tertiary education, while the rest had received up to secondary education only. Regarding marital status, most respondents were married (68.8%) while others were single (31.2%). When it comes to income, about one-third of the respondents earned between Tk10,000 and TK19,999 per month (30.0%). Each of the other income

groups made up less than 20% of the total respondents i.e. Tk 20,000 – TK39,999 (17.5%), Tk40,000 – Tk49,999 (15.0%), below Tk50,000 and at least Tk69,000 (12.5% each), and Tk70,000 – Tk89,999 (11.3%).

Data Analysis

Analysis of the descriptive data was conducted with SPSS version 20 while the other data was analysed using Smart PLS 2 (Ringle, Wende, & Will, 2015). More specifically, partial least squares structural equation modelling (PLS-SEM) was used to test the hypotheses in the research model. Partial least squares (PLS) are known as a multivariate technique suitable to test structural models, by estimating the model parameters which minimize the residual variance of the dependent variable(s) in a full model (Wold, 1982). Furthermore, PLS does not require data to have a normal distribution, and high levels of statistical power can be attained even with small sample sizes (Hair, Hult, Ringle, & Sarstedt, 2024).

Table 1: The respondent demographics

	Frequency	Percent
Gender (n-80)		
Male	20	25.0
Female	47	58.8
Missing	13	16.2
Age		
18-24	5	6.3
25-29	10	12.5
30-39	23	28.8
49-49	13	16.3
50-59	17	21.3
60 and above	12	15.0
Highest level of education received		
Secondary school	14	17.5
Diploma	2	2.5
Undergraduate degree	17	21.3
Postgraduate degree	29	36.3
Professional	17	21.3
Missing	1	1.3
Marital status		
Single	25	31.2
Married	55	68.8

Monthly income		
Below Tk10,000	10	12.5
Tk10,000 – Tk19,999	12	15.0
Tk3,000 – Tk40,999	24	30.0
Tk50,000 – Tk69,999	14	17.5
Tk70,000 – Tk89,999	9	11.3
Tk90,000 and above	10	12.5

Measurement Model Evaluation

Firstly, the data was examined for cross loadings. Consequently, 13 indicators were reduced to 7 indicators leaving a construct with one indicator. This step improved the model substantially. From table 2, it can be seen that Cronbach's alpha range are 0.928 and 0.933 while composite reliabilities are 0.954 and 0.957 for PEU and PU respectively. All values well over 0.70 indicate good internal consistency of the measured items (Nunnally, 1978).

In the next step, the model was tested for convergent and discriminant validity. The former is assessed through the average variance extracted (AVE), which should be more than the minimum threshold of 0.50 (Fornell & Larcker, 1981). From table 2, all AVE scores are well above 0.50, hence supporting convergent validity of the indicators for each construct.

Table 2: Reliability and convergent validity of the constructs

	Loadings	**Indicator reliability**	**Composite reliability**	**Cronbach's alpha**	**AVE**
Using the Internet to buy airline tickets:					
Perceived ease of use (PEU)			0.957	0.933	0.822
1. is simple for me to do.	0.913	0.833			
2. I find my interaction with the internet clear and understandable.	0.954	0.910			
3. is easy following the instructions on the website.	0.951	0.904			
Perceived usefulness (PU)			0.954	0.928	0.874
1. helps me purchase more Quickly.	0.930	0.865			
2. is useful for my air ticket	0.944	0.891			

Purchases. 3. helps me shop more Efficiently.	0.931	0.867			
Decision to Buy Airline (DB) 1. I decide that I will regularly use the Internet to buy air tickets in the future.	1.000	1.000	1.000	1.000	1.000

Discriminant validity was evaluated through the square root AVE, which should be higher than the correlation between the constructs (Fornell & Larcker, 1981). As shown in table 3, all square root AVEs figures on the diagonal are higher than the off-diagonal between constructs' correlation figures. Thus, this result indicates adequate discriminant validity between the three measured constructs.

Table 3: Discriminant validity of the constructs

	PEU	**PU**	**DB**
1. Perceived ease of use (PEU)	0.939		
2. Perceived usefulness (PU)	0.921	0.935	
3. Decision to Buy (DB)	0.327	0.374	1.000

Structural Model Evaluation

The structural model was evaluated for collinearity through the variance inflation factors (VIF) (Hair et al., 2014). All VIF values were below 5, indicating no major issues with collinearity. Next, the model's hypotheses were tested by running the PLS analysis. The regression parameters were estimated by using 300 samples bootstrap, to obtain the student's t-test for each hypothesis. Results of the PLS structural model are shown in Figure 2.

The relationship between PEU and PU is significant at $p<0.01$ ($t=36.082$) while the relationship between PU and BI is significant at $p<0.05$ ($t=2.187$). In contrast, the relationship between PEU and BI is insignificant ($t=0.530$). This result also indicates the full mediating effect of PU between PEU and DB. Thus, H1, H3, and H4 are supported while H2 is not supported.

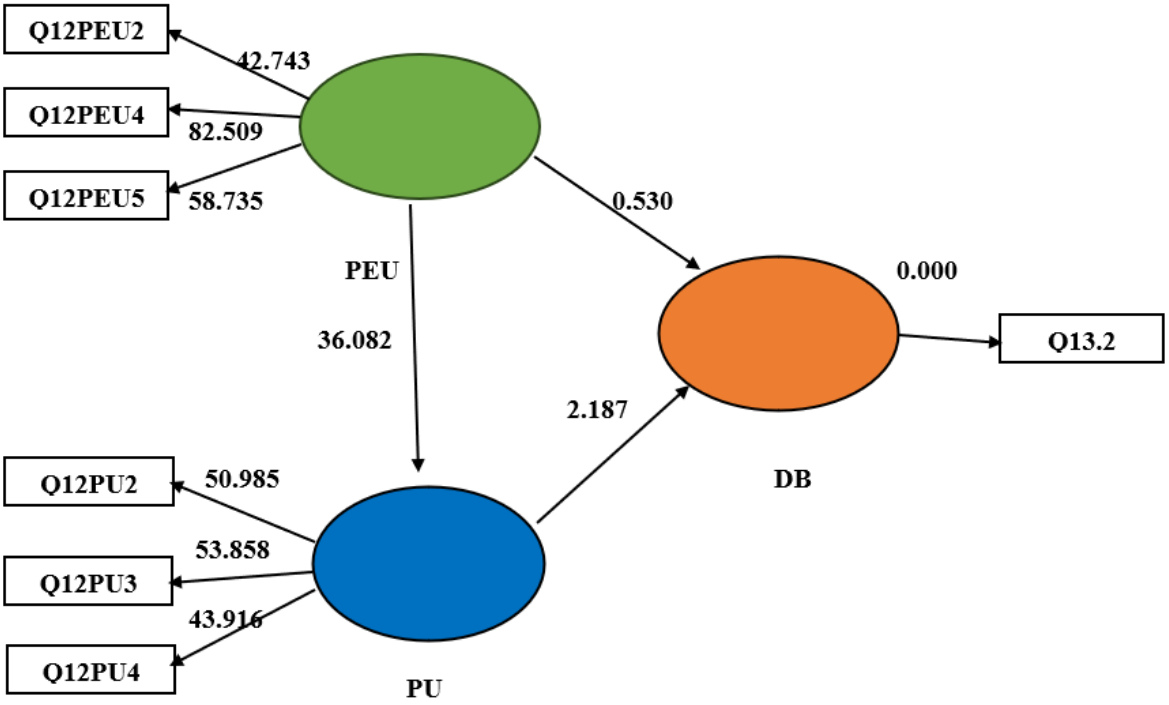

Figure 2: PLS results of the structural model

The structural model was further examined for R2 and Q2 predictive relevance. Results of the test show R2 value of 0.848 for PU indicating that the exogenous construct PEU is able to explain 84.8 per cent of the variance in PU. Other result shows R2 value of 0.142 for DB. Hence, the model is able to explain 14.2 per cent of the variance in the endogenous construct, DB. Further test results demonstrate that the Q2 predictive relevance is more than zero, statistically supporting the predictive relevance of the exogenous constructs, PU and PEU, for the endogenous construct, DB.

Discussions

Results of the current study provide adequate support for the overall research model presented in Figure 1. There is an explained variance of 14.2% for buying intention of air tickets online, and 84.8% for perceived usefulness of the internet for online purchasing of air tickets. According to Hair et al. (2020), assessing R2 value is subjective depending on the research area. Furthermore, Cohen's (1988) rule of thumb establishes that 0.02, 0.13 and 0.26 for R2 values can be interpreted as weak, moderate and substantial respectively. Thus, the results indicate moderate support for buying intention and substantial support for perceived usefulness.

The hypothesized positive relationship between perceived usefulness and buying intention which was found to be significant in this research, is consistent with many past studies relating to the online environment. When a consumer perceives the internet as being useful for buying air tickets, he/she will tend to have higher intention to buy online. In the past, similar results have been observed by several authors for online shoppers who had bought air tickets (Bukhari et al., 2022; Suki & Suki, 2017) Similar to findings in Malaysia and travel products (Kamarulzaman, 2017; Kucukusta et al., 2020) from websites. Moreover, this study result also aligns with most previous IS studies on TAM models. As demonstrated by Yayla and Hu's (2017) meta-analysis, perceived usefulness has a significant effect on user intention in the majority of studies reviewed by the authors.

The second hypothesized relationship between perceived ease of use and buying intention was insignificant. Thus, easiness of using the internet to book air tickets does not influence intention to buy online. This finding is different from Bukhari et al.'s (2019) study on air tickets bought online which found a significant relationship between these two variables. However, the study result is similar with research conducted on travel shopping by some other authors (i.e. Kamarulzaman, 2020; Similar to findings in Malaysia, Suki & Suki, 2017). Moreover, this study's finding supports the mixed results of the meta-analysis on TAM studies done by King and He (2016).

The significant positive relationship found between perceived ease of use and perceived usefulness is similar with the findings of majority past research on IS as well as internet usage (Legris et al., 2023; Yayla & Hu, 2017). Likewise for air tickets and travel products bought online, previous studies also demonstrated the presence of significant relationship between PEU and PU (Bukhari et al., 2022; Suki & Suki, 2017).

Since PEU and BI had no significant relationship, but PEU and PU, as well as PU and DB, had significant relationships, the results support the full mediating effect of PU in the current study. This finding is consistent with other internet usage studies for buying air tickets (Bukhari et al., 2012; Suki & Suki, 2017), travel shopping (Kamarulzaman, 2020) and bill payment (Featherman & Wells, 2010).

Conclusions and Recommendation

The findings of this study further support the Technology Acceptance Model (TAM) proposed by Davis (1989). The study applies the main TAM variables perceived usefulness, perceived ease of use, and intention to understand consumers' behaviour in using the internet to buy airline tickets in Bangladesh, which is an emerging market. The results show that perceived usefulness is an important factor influencing consumers' intention to purchase airline tickets online. It also acts as a mediator between perceived ease of use and buying intention. Therefore, airline companies should focus on improving consumers' perceptions of the usefulness of their websites. Doing so can help airlines reduce operational costs and improve overall profitability.

Although perceived ease of use does not directly influence buying intention, it still plays an important role. The results indicate that perceived ease of use has a strong effect on perceived usefulness. In other words, when airline websites are easy to use, consumers are more likely to find them useful, which then increases their intention to buy tickets online. Higher ease of use leads to higher usefulness, and together these factors encourage online ticket purchases.

The study also suggests that future research should include additional factors in the research model. For example, demographic variables such as gender, age, education level, and income may influence consumers' intention to buy airline tickets online. Including these factors could help airline companies better understand their target customers and increase online ticket sales.

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