

# CONSUMER TRAVEL PRODUCT PURCHASE BEHAVIOR ON E-COMMERCE PLATFORM

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The main objectives of the study are to examine consumer behaviour from information search to actual purchase on e-travel platforms, with a focus on the moderating effect of product complexity in different stages. The first stage is the transition from the intention to use the Internet for information to online purchase intention. The second stage is progressing from the purchase intention to the actual purchasing. Also, this study aims to explore consumer behaviour in dropping out of a purchase and switching to other channels, such as offline store. This model development is expected to enrich the prepurchase intention model and the theory of planned behavior and to provide more comprehensive understanding of consumer search and purchase behavior in the context of online travel shopping.

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