

Case study: Travel planning online behavior



Research objective

Within the consumer decision journey and path to purchase for travel planning, the Internet is an important and highly competitive touch point. Our goal was to get a better understanding on consumers' travel planning process and the relationship between travel planning behavior and personality.

Research execution

We passively collected panelists' online behavior from a panel in the Netherlands to target the relevant survey sample. 1,039 panelists who have recently purchased a travel related product or service were invited for a survey on their travel planning behavior and personality. The survey resulted in a response rate of 84% and an incidence rate of 68%. We categorized the behavioral data of the previous 6 months, which resulted in 7,207 (3.7%) unique websites and 45 (2.9%) unique apps associated with travel.

Research results

We integrated the time spent on travel related websites as well as the number of unique domains, pageviews and micro-moments from the measured data stream with the personality traits from the survey.* The results from our analysis provide impressive new insights into the influence of personality traits on the travel planning behavior. It confirms previous findings that the attitude towards uncertainty, but not risk affects the number of sources used for travel decision making – in our case the amount of domains. In addition, our research reveals that both risk and uncertainty attitudes affect the time people spend on travel related websites as well as the amount of pageviews on desktop devices. These additional findings emphasize the importance of choosing and combining the right data sources and variables to be able to unlock granular differences in the behavior of different consumer segments.

PAGEVIEWS

-35%

Decrease in the number of pageviews for **risk seeking** attitude in comparison to risk averse attitude.

TIME

-48%

Decrease in the time spent for **risk seeking** attitude in comparison to risk averse attitude.

PAGEVIEWS

-32%

Decrease in the number of pageviews for **uncertainty seeking** attitude in comparison to uncertainty averse attitude.

TIME

-31%

Decrease in the time spent for **uncertainty seeking** attitude in comparison to uncertainty averse attitude.

The impact of personality on online travel planning behavior for one year:

	Micro-moments	Domains	Pageviews	Time in hours
Risk and uncertainty seeking	420	148	1484	11
Risk averse and uncertainty seeking	492	188	2250	17
Risk seeking and uncertainty averse	489	192	2028	15
Risk and uncertainty averse	574	245	3075	24

*The final dataset for the analysis after data cleaning consisted of 426 active participants on desktop, 109 active on mobile and 99 of them active on both devices. Since the variance of the mobile dataset is too low to make concrete conclusions about the mobile behavior, the analysis is based on the desktop data.

Marilou

- 34 year-old woman from Limburg
- highly active online compared to the rest of the sample
- averse towards risk and uncertainty
- went on a 3 week trip to the US with her significant other
- ordered flights, transportation, accommodations and entertainment online
- spent approximately €3,000 per person on the whole trip

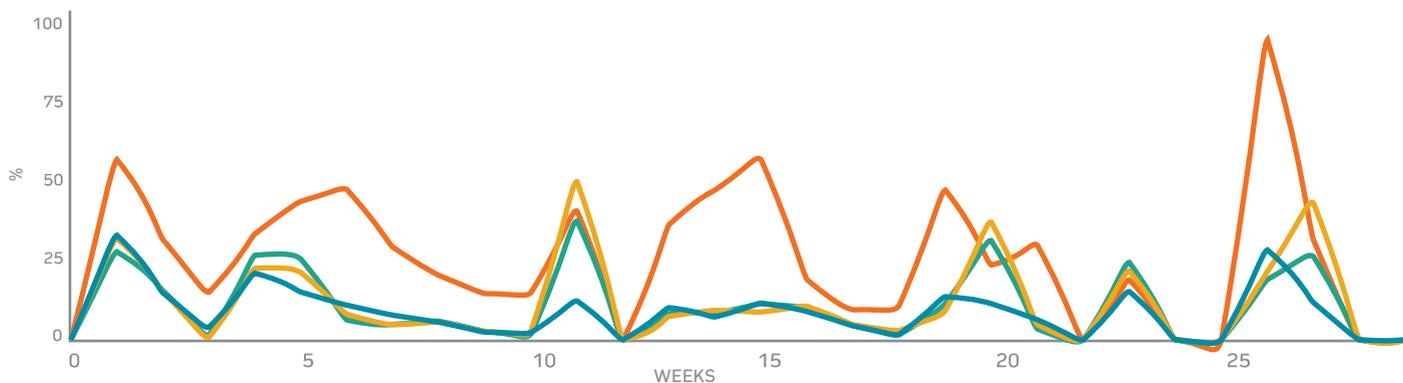


Sophie

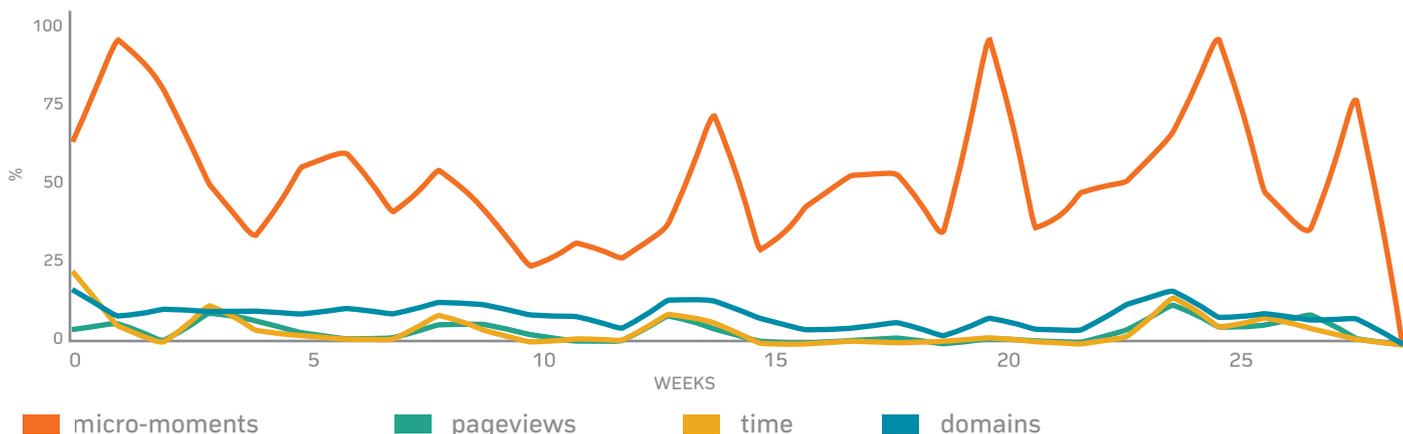
- 27 year-old woman from South Holland
- not very active online compared to the rest of the sample
- averse towards risk, but uncertainty seeking
- went on a 1 week trip to the US with one more person
- ordered accommodations and entertainment online
- spent approximately €900 per person on the whole trip



Marilou's activity on travel related websites as a proportion from her total online activity on desktop



Sophie's activity on travel related websites as a proportion from her total online activity on desktop



The graphs show that Marilou has a higher travel related activity in terms of time, pageviews and domains than Sophie. Moreover, she has more peaks in her travel planning activities and spent more time on the planning for this single trip. This might be due to the length and complexity of the stay, which requires more time to plan. Additionally, it can also be put down to her uncertainty averseness. The graphs also match with the finding that in terms of micro-moments there is no significant difference in the behavior.