



Actitudes hacia internet, riesgo percibido y confianza: su influencia sobre la compra de pernoctaciones hoteleras [

Universidad de La Rioja,
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Analítica

The goal of this paper is to analyse the potential influence of consumers attitudes towards Internet, the differential perceived risk of this new distribution channel and the Spanish tourists level of trust in the buying choice when they spend the night in hotels during leisure travels. We conclude that all the tree related factors have an significant influence on the choice of the tourists: it's more likely that consumers could choice Internet as buying channel if they have more intense attitudes and level of trust towards internet and, simultaneously, less level of trust towards the buyer organization and of perceived risk in Internet

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