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To Buy or Not to Buy: Indian Consumers' Choice of Online Versus Offline Channels for Air Travel Purchase

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Abstract

The Indian airline industry was deregulated in 1994. This study examines the choice of online versus offline channels for air travel purchase and limited information in the Indian airline sector with reference to the Internet. The Internet facilitates the purchase of air travel tickets with little orientation towards the online or offline channels. The implications for industry are discussed.

regulation full-service airline tickets. However, in context of this study was the behaviors of air travel offline and

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