

Save money, book now! - Nudging users to complete online travel bookings

Emergent Research Forum Paper

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Abstract

Online travel agencies have emerged as the preferred channel to make travel arrangements, but industry reports show that the conversion rates on OTA websites are extremely low. Against this background, we aimed to create a user-interface design element that motivates users to complete their online booking instead of searching and comparing further options. This research in progress builds on insights from the emerging field of digital nudging and used a systematic process for developing a digital nudge based on the design science research paradigm. Specifically, we created a text-based nudge leveraging the goal framing effect, which will be empirically tested through an experiment in future research. Our research contributes to both behavioral and design-oriented research on persuasive technology and digital nudging as well as to practice aiming to create persuasive choice architectures for specific use contexts and goals.

Keywords

Digital nudging, online travel booking, goal framing, experiment.