

THEORETICAL REVIEW OF ONLINE CONSUMER BEHAVIOR STUDIES IN TOURISM SECTOR

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This paper aims to perform a comprehensive and systematic literature review on theories of online consumer behavior in tourism area in order to present a current view and trends of studies in this area. The objectives, in particular, were to present the main theories used as the basis of empirical work, their theoretical models, results and contributions to the literature. For this research, it was carried out a search among the major publications in international journals from 2004 to 2011. Among the main results, it was observed the use of different theoretical approaches as the Innovation Diffusion Theory, Theory of Reasoned Action, Technology Acceptance Model, and the Theory of Expectation-Confirmation. Moreover, it was find a concentration of study in respect of investigations into purchasing intentions and adoption, while for continuation (loyalty) was not observed less attention from researchers.

KEY WORDS: *online consumer behavior, Internet, theories of behavior, literature review.*