

Determinants of Preference for Dynamic Packaging in Tourism: The "Trust vs. Control" Paradox

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Abstract

Dynamic packaging (DP) has transformed the tourism landscape by enabling consumers to act as architects of their own travel experiences. However, adoption remains uneven. While the Technology Acceptance Model (TAM) offers a baseline for understanding digital adoption, it often fails to account for the complex trade-offs inherent in travel planning. This study proposes and validates an integrated framework that incorporates Need for Control, Platform Trust, and Perceived Risk alongside traditional TAM constructs. Using a random sample of 324 Polish consumers and ordinal logistic regression, the study identifies "Need for Control" as the primary driver of DP preference. Crucially, the results reveal a "Trust vs. Control" dichotomy, where consumers with a higher platform trust show a stronger preference for static packages, while those with a high Need for Control lean towards dynamically created packages. Furthermore, an interaction between Experience and Perceived Risk suggests a "Cynical Expert" effect, where experienced users are more sensitive to transactional risks. The findings suggest that DP appeals primarily to price-sensitive travelers who value autonomy over vendor accountability.

Track: Tourism Marketing