Older Adults' Travel Website Usage and Their Wellbeing Perception

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***Abstract*—This study attempts to identify the impacts of older adults' innovativeness on parasocial interaction, and examine the linkage between PSI and well-being perception. The 201 U.S. elderlyparticipated in survey conducted from online research survey firm. The conceptual suggested model was tested by the data collected from users of travel websites. The results found thatinnovativeness negatively influenced on PSI. Furthermore, older adults'parasocial interaction was found to generatetheir well-being perception. Managerial and academic implications and direction of future research were provided.**

***IndexTerms*: Parasocial Interaction, Innovativeness, Well-being perception, Online Travel Websites, Well-being, Older adults**

IJBAMR