How does technology readiness affect consumers when purchasing a travel by mobile phone?

Jana Prodanova, Sonia San-Martín, Nadia Jiménez

UNIVERSIDAD DE BURGOS

Context

- The way people plan their travel has changed in the sense that they can postpone some decisions, like looking for accommodation, restaurant or sightseeing, until they reach their destination (Xiang et al, 2015).
- Travel is one of the most purchased services online in Spain (44.5% of buyers purchased 48% transport and accommodation, ONTSI, 2014).
- 41% of mobile phone services purchased in 2014 are specifically travel (IAB, 2014).

Objective

- Empirically test an extension reflecting the contribution of customer´s Technology Readiness (TR) in the Theory of Planned Behavior (TPB) with the aim of analyzing the customers´ intention to purchase a travel by mobile phones or tablets (m-purchase of travel) as a final objective.
- Research the effect that TR (optimism, innovativeness, discomfort and insecurity) have on TPB (attitude, subjective norms, perceived control) and customer´s intention to purchase.

Proposed hypotheses

- Personal factors are considered to affect individual´s cognitive interpretation of the objective; if intention is observed without personality variables, it seems more rational than it really is (Lu, 2014).
- If the mobile environment increases the consonance with those customers´ beliefs, attitudes, needs, values, so that a balance between positive and negative aspects is accomplished, customers´ intention to engage in m-purchase is expected to take place (Lu and Yu-Jen Su, 2009).

H1: Customer´s attitude towards m-advertising positively influences his/her intention to purchase a travel by mobile phone.
H2: Customer´s perceived control positively influences his/her intention to purchase a travel by mobile phone.
H3: The subjective norms positively influence his/her intention to purchase a travel by mobile phone.
H4: Customer´s TR positively influences his/her attitude towards m-advertising.
H5: Customer´s TR positively influences his/her perceived control.
H6: Customer´s TR positively influences his/her subjective norms.
H7: Customer´s TR positively influences his/her intention to purchase a travel by mobile phone.

Results of the SEM

Gender		Age		Education		Monthly home income		Device besides mobile phone¹	
Men	46%	18-24	10.4%	Without Studies	1.3%	<900€	16.4%	Tablet	26.4%
Women	54%	25-34	52.3%	Obligatory Studies	15.9%	901-1200€	13.6%	PC/Laptop	90%
		35-44	21.3%	High School/College	40.0%	1201-1500€	15.9%		
		45-54	12.3%			1501-2000€	17.7%		
		55-64	3.2%	University	32.3%	2001-3000€	18.2%		
		>64	.5%	Postgraduate/PhD	10.5%	3001-4000€	9.6%		
						>4000€	8.6%		

Latent variable	Observed variable	Lambda Coefficient (λ)/t Value (t)	Goodness of Fit	Cronbach α /CR	AVE
Attitude towards m-advertising	AMA1	0.873/20.213		0.926/0.933	0.824
	AMA2	1.000/-	χ2=163.781 (p=0.000)		
	AMA3	0.934/23.939	RMSEA=0.0651		
Perceived Control	PC1	0.870/17.584	NFI=0.927	0.842/0.871	0.696
	PC2	1.000/-	CFI=0.963		
	PC3	0.735/13.200	IFI=0.963		
Subjective Norms	SG1	0.822/14.586	RFI=0.909	0.844/0.878	0.707
	SG2	0.918/17.130	GFI=0.905		
	SG3	1.000/-			
Intention to Buy	IB1	1.000/-		0.870/0.888	0.798
	IB2	0.876/13.036			
	IB3	deleted			

Hypotesis	λ (t Value)
Technology Readiness -> Perceived Control	0.803 (13.149)
Technology Readiness -> Subjective Norms	0.471 (6.703)
Technology Readiness -> Attitude towards m-adverstising	0.0480 (0.604)
Perceived Control -> Intention to Buy	- 0.0479 (-0.381)
Subjective Norms -> Intention to Buy	0.276 (3.202)
Attitude towards m-adverstising -> Intention to Buy	- 0.00131 (-0.0203)
Technology Readiness -> Intention to Buy	0.332 (2.277)

Global model measuremets: χ2=199.858 (p=0.000); RAMSEA=0.0623; NFI=0.922; CFI=0.969; IFI=0.969; RFI=0.924; GFI=0.902;

Conclusions and contributions

Technologically ready customers
Optimistic
Innovative
Perceive security
Show positive attitude regarding their success
Better perceive functionality & usefulness of self-service technology
Worry less about possible negative outcomes in m-purchase

Intention to purchase a travel through mobile phone

More control perceived in new technologies´ usage

Engagement in communication with social groups influencing customers intention to m-purchase a travel

Enhance customers intention to m-purchase a travel
- Privacy and security certificates
- Understandable technical support
- Contact information
- QR codes
- Simple and easy to use Apps
- Offers and promotions
- Info via social networks, chats and blogs