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

Jana Prodanova, Sonia San-Martín, Nadia Jiménez

**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**

**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

**Contact information**

**Offers and promotions**

**QR codes**

**Simple and easy to use Apps**

**Info via social networks, chats and blogs**

**Enhance customers intention to m-purchase a travel**

**Understandable technical support**

**Privacy and security certificates**

**Global model measurements:** $\chi^2=199.858 \ (p=0.000)$; RMSEA=0.0623; NFI=0.922; CFI=0.969; IFI=0.969; RFI=0.524; GFI=0.902;