

E-Commerce Performance in Tourism - An UTAUT2 Perceptive

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Abstract:

Purpose – This research makes use of UTAUT2 model to figure out the factors that influence an individual's intention to seek help in mobile apps while travelling. The sole purpose of this e-tourism empirical study is to analyse the e-tourism behaviour to make tourist accept e-commerce. The study is carried out through the survey research method, consequently exploring the acceptance and adoption of m-tourism in the context of Puducherry.

Research methodology – Quantitative research have been done. The tool used here is the smart PLS3 in order to check whether the measurement instrument is valid and reliable or not. Model fit is also estimated using SRMR values.

Findings – The crucial precursors of behavioural intention was found out to be e-tourism performance expectancy, e-tourism effort expectancy, e-tourism social influence, e-tourism perceived value and e-tourism facilitating conditions, out of which e-tourism performance expectancy, e-tourism perceived value and e-tourism social influence have got chief significant value in determining the tourist's intention to seek mobile apps while travelling.

Originality and Value – This study is one of its kind as it employs UTAUT2 model framework to experimentally test tourism e-commerce adoption in an emerging economy.

Managerial Implications – Though tourism happens to be a pleasure-seeking activity, tourism usage behavior does not happen to be a hedonistic activity as the technology usage of an individual is considerably altered by social influence and perceived cost. This makes it necessary for us to assess the habits of the target audience.

Keywords: E-Tourism, UTAUT2, E-Commerce, Pondicherry, Social Influence.

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1. INTRODUCTION

Tourism is the activity of travelling from one place to another for enjoyment mostly. Tourism nowadays are also about business and academic trips planned by the respective agencies who conduct events. Earlier tourism was meant only for business people and rich people. However, the modern era has created considerable opportunities to make it a more

significant market from a global perspective. Tourism is a kind of stress-relieving activity nowadays, which is performed by most of the young age and working people. Tourists are people who do tourism for enjoyment purposes. There are many resorts and accommodation available to give hospitality to the tourists.

There are three kinds of tourism, and the services are providing according to that. Domestic Tourism, Inbound Tourism and Outbound Tourism are three types of tourism.

The essential features of tourism are given in As. These As decide whether the planned tourism activity will achieve its goal. Attractions - The Tourist destination features like cultural heritage, technology advancements and places of unique importance makes the place more attractive.

Amenities - The necessary and must-have things when we perform the tourism activity, and facilities should be available in the tourism destination to make sure the tourists are comfortable.

Accessibility - How well can the tourism destination accessed both before and after reaching the destination. It usually includes transport ways and tourism guidance.

Accommodation - Infrastructure and resort facilities available for Tourists to perform their tourism activity is accommodation. There is much mobile application which provides accommodation services.

Activities - They include pleasure-seeking things like trekking, amusement parks, grand theatres, etc.,

Importance Of the Tourism :

Economy: Many countries and states survive in the recent economy fluctuations only because of Tourism activities. A unique tourism destination makes the place an evergreen revenue-generating system. They are places like Pondicherry, Goa, Thailand, etc., where a substantial amount of concerned governments revenue is got from Tourism.

Foreign Investment: Tourism destinations in developing countries makes it a significant opportunity for developed country firms to invest for business purposes. It creates a significant opportunity for the respective government to yield revenue. It will also promote modernisation.

Social Cultural Exchange: Tourism is performed by people all around the globe. When different people from different cultural backgrounds meet, there will be an exchange of culture possible. People will know about the importance and quality of the world's best cultures and will promote it.

Employment Opportunities: Foreign investments, economic impact and infrastructure development will altogether benefit the respective tourist destinations citizens with employment. Both government and private employment will be possible because of tourism. Business opportunities from big scale like tourism firms to small scale like food stalls will be possible because of tourism. Unemployment will be reduced if a Tourism destination is adequately maintained.

E-Tourism is the process of combining of tourism activities with recent ICT advancements. The transaction of money is done through online. Tourists can sit in their home with their comfort and plan for tourism activities. The information related to tourist destinations and accommodation can be accessed anywhere anytime. E-Tourism mainly happens with the help of websites and mobile applications. Different types of tourism activities are

E-Travel - The accessibility to the destination and local transport after reaching the destinations can be done with e-travel services. Consumers will be able to compare the prices, check the availability and plan the trips accordingly.

E-Hospitality - Customers can look for places to stay like resorts in online itself. The pictures of rooms and price for intended days of stay are listed on the website itself, which makes things more easier for Tourists.

E-CRM - Tourist firms can be continuously and all round the clock in touch with customers by using E-Tourism facilities. This makes communication in a perfect way possible.

There are many benefits E-Tourism facilities provide over traditional tourism. The operating cost both in

the customer end and the firm's end is reduced to a greater extent. The human efforts are almost reduced to nil because of recent advancements in ENTERPRISE 4.0 and E-CRM combined. Customers can compare the price, enjoyment perceived, the quality of services given and then choose their intended firm for tourism activities. E-Tourism also promotes real-time issue solving and automated service systems which benefits the customers mostly from other cultures.

The Transformation of E-TOURISM to M-TOURISM:

M-TOURISM is defined as the E-Tourism activities which are performed with the help of mobile phones. Numerous mobile applications have been introduced in android and iOS platforms to perform M-TOURISM. Tourism firms register themselves in these mobile applications firms, and they list out the services offered by them accordingly. Mostly M-TOURISM application firms function as the third party. Mostly all the tourism activities are performed with the help of mobile applications only. Benefits, Ease of access and social pressure have made mobile applications to take over the traditional tourism services. The new sensations Web4.0 and ENTERPRISE 4.0 combined with E-Tourism have to lead the way to M-TOURISM 2.0, which combines all the features of automation and recent CRM technology trends. Beça, Pedro & Raposo, Rui. (2011).

Technology has become an attached part of our lives. More than anybody else, managers and decision-makers must be well-informed of the powers of technology so that they may apply it in the right way to their business. As far as the tourism industry is concerned, any decision taken here is not final, but only rectifies the need of the hour. The decision making authorities of the tourism industry are doomed to perform lots of trial and error to discover every long-term strategy.

We could see technology rapidly evolving in every industrial sphere, which is the same in the tourism

industry. Information technology has brought out a whole new level of tourism, thereby altering the tourism market and tourism demand as well. Januszewska, Jaremen, and Nawrocka (2015)

The impact of technology through mobile and web 2.0 apps is to be noted. Social media is increasingly used to plan tours and share implied knowledge; in this way, information and communication technology proves to be a great tool in connecting people who strive for the same cause. Starting from PR to conquering global customers, the assistance of customer websites is crucial. Khatri (2018)

Things like web search, SMS, MMS, Email, GPS, weather forecast, the map, banking, etc. have made the lives of the travelling mass easier by fulfilling their demands on the spot. The idea of getting in touch with the consumer the moment he needs help has become possible only because of m-commerce. Wang, Law, Hung, and Guillet (2014)

This study adds value to the e-tourism literature concerning the tourism industry. This study is considered to be of great value since it identifies the e-commerce adoption determinants that should be considered to make travel shopping possible. In this research, e-tourism performance expectancy, e-tourism effort expectancy, e-tourism social influence, e-tourism price saving orientation and e-tourism facilitating conditions were tested empirically and found to be the significantly influencing variables of e-tourism acceptance, out of which e-tourism performance expectancy, e-tourism price saving orientation and e-tourism social influence are considered to be more significant.

1.1 Theoretical Background :

UTAUT2 is the extended version of UTAUT1. UTAUT study tested and included three new technology acceptance variables habit, perceived value and hedonic motivation. The four variables in the UTAUT1 is also included and tested along with the new variables. The UTAUT-2 is more valuable

when compared to UTAUT-1 as it includes new improvements in technology adoption literature. Venkatesh, Thong, and Xu (2012)

UTAUT-2, which is an improvised extension of UTAUT-1, introduces the following variables, such as perceived price value, hedonic motivation and habit and also evaluated it. It is a known fact that hedonic motivation, habit and price value are bonded to intentions to use, and habit is also bonded to intentions to use in the same way. Apart from these, UTAUT-2 says that there exists a connection between aiding conditions and intention to use also. The voluntariness of use is eliminated as a moderating variable in UTAUT-2 and inexperience is inducted as the new moderator. UTAUT-2 states that the intention to utilise technology is influenced by factors such as performance expectancy, social influence, hedonic motivation, price value, and habit, where intentions to use, facilitating conditions and habit are significantly connected to actual usage. Venkatesh et al. (2012) Escobar-Rodriguez and Carvajal-Trujillo (2014)

2. LITERATURE REVIEW AND HYPOTHESIS PERFORMANCE EXPECTANCY

Performance expectancy in technology acceptance perspective as the usefulness, they get by using the technology over the traditional method. Studies say that there are more chances of success when a technology fulfils the anticipations of consumers. There were many previous studies which worked on proving that E-TOURISM Performance expectancy influences the behavioural intention to adopt e-tourism. Venkatesh et al. (2012) Verkijika (2017) Y. Wu, Chiu, Yang, and Li (2011) Oliveira, Thomas, Baptista, and Campos (2016)

H 1: E-TOURISM Performance expectancy positively influences the behavioural intention to adopt e-tourism.

Effort expectancy:

Consumers place their hands on a technology that is easy to use and has more advantages. (Davis et al.,

1989) Davis, Bagozzi, and Warshaw (1989). Effort expectancy the ease of use perceived when using the technology over the traditional method. There were many previous studies which worked on proving that E-TOURISM effort expectancy influences the behavioural intention to adopt e-tourism. Venkatesh et al. (2012) Davis et al. (1989) Verkijika (2017) Akman and Mishra (2017)

H 2: E-TOURISM Effort expectancy positively influences the behavioural intention to adopt e-tourism.

Social influence:

In many cases, a consumer is said to behave in a particular way that he thinks will please his peer group. Social influence may be described as the pressure and influence the people surrounding, and family influences a person to accept specific technology. There were many previous studies which worked on proving that E-TOURISM Social influence influences the behavioural intention to adopt e-tourism. Ajzen (1991) Venkatesh et al. (2012). Y. L. Wu, Tao, and Yang (2008)

H 3: E-TOURISM Social influence positively influences the behavioural intention to adopt e-tourism.

Facilitating conditions :

Facilitating conditions are the necessary resources like internet connection and memory that are needed in the first place for the customer to plan tours by installing apps on his mobile phone. Facilitating conditions mark the technology acceptance effort of the consumers on infrastructure and assistant available that guides in shopping behaviour. There were many previous studies which worked on proving that E-TOURISM Facilitating conditions influences the behavioural intention to adopt e-tourism. Venkatesh et al. (2012) Escobar-Rodriguez and Carvajal-Trujillo (2014b) Verkijika (2017) Y. Wu et al. (2011)

H 4: E-TOURISM Facilitating conditions positively influences the behavioural intention to adopt e-tourism.

Hedonic motivation :

Hedonic motivation can be defined as the influence of pleasure and interest in persuading the person to adopt a technology. It can also be stated as the pleasure that a person derives by utilising a specific technology. There were many previous studies which worked on proving that E-TOURISM Hedonic motivation influences the behavioural intention to adopt e-tourism. (Venkatesh et al., 2012) Venkatesh et al. (2012) Verikijika (2017) Limayem, Hirt, and Cheung (2007)

H 5: E-TOURISM Hedonic motivation positively influences the behavioural intention to adopt e-tourism.

Perceived value :

Perceived value is understood as the gap which connects the perceived price value, and the benefits received. The price paid by the customers should fulfil the benefits received by the customer. The price value is significant in technology adoption as consumers always do not go for purchasing technology-oriented products quickly without enjoying the benefits. Price value directly impacts behavioural intention if the benefits outweigh the price. There were many previous studies which worked on proving that E-TOURISM Perceived value influences the behavioural intention to adopt e-tourism. Verikijika (2017) Venkatesh et al. (2012)

H 6: E-TOURISM Price value positively influences the behavioural intention to adopt e-tourism.

Habit :

Habit can be stated as the general behaviour right from inceptive learning to regular technology usage. There were many previous studies which worked on proving that E-TOURISM Habit influences the behavioural intention to adopt e-tourism. Limayem

et al., (2007). Venkatesh et al. (2012) Hsiao, Chang, and Tang (2016) Mandrik and Bao (2005)

H 7: E-TOURISM Habit positively influences the behavioural intention to adopt e-tourism.

2. RESEARCH METHOD

The study conducted was quantitative. Respondents were mostly from working adults group adults in the range of 18-65. The total number of valid responses collected was 262. Table 1 will give a glimpse of the respondent's profile. Primary data which was collected is used for data analysis with the help of SmartPLS3 software. The reliability and validity of the particular variables and model fit statistic have been listed in the results section. The research was carried out from July 02, 2019 to July 20, 2019.

3. RESULTS

Structural Equation Modelling Partial Least Square method, is used because it is one among the most reliable method to empirically evaluate the path models. Moreover, PLS-SEM analysis is capable of analysing many observed variables at once and even if multicollinearity exists.

4.1 Consistency and Reliability

Convergent validity can be measured with the help of Cronbach's alpha. However, Cronbach's alpha, along with composite reliability, is calculated in SMARRPLS3. The reason is that composite reliability estimates the reliability more accurately. Table 2 indicates that the composite reliability is above a preferred 0.5 value. This shows that the model is consistent internally. To verify whether the variable indices show convergent validity, the Cronbach's alpha is used. From Table 2, the reliability of all variables (> 0.60) and $Pvc > 0.5$ can be seen.

4.2 Structural Equation Modeling (SEM)

SEM path coefficients results show that all the beta values except for hedonic motivation are significant which proved that E-Tourism behavioural intention

is positively and significantly influenced by E-Tourism Performance expectancy, E-Tourism Effort Expectancy, E-Tourism Facilitating Conditions, E-Tourism Habit, E-Tourism Social Influence and E-Tourism Perceived Price value. Beta values also showed that e-tourism performance expectancy, e-tourism perceived value and e-tourism social influence are the most influential variables to initiate e-tourism behaviour (Fig. 4). (Table 3.).

SRMR value was found to be 0.076. Model is considered good fit if SRMR value is zero, its value ranges from zero to .08 is considered as proper fit and

If the value ranges from .08 to .10 is treated as a poor fit. So the results show that the empirically tested extended TAM model is a good fit model.

SMARTPLS3 Bootstrapping method is used to determine the validity of UTAUT2 model coefficients. All the hypothesis were found to be valid at 0.5 significant level. The t-value from the bootstrapping option was found to be above 1.96 for all the significant constructs which proved that path coefficients are valid. All the hypothesis have been supported except H5. The findings showed that EFFORT EXPECTANCY was associated most positively (0.240) followed by social influence (0.224) and perceived value (0.147) (Table 4). External loads were larger than 0.5 ($P < 0.05$) and are essential. Outer weights of observations are below 0.05 ($P < 0.05$) and are therefore endorsed.

4. CONCLUSION

The significant precursors of behavioural intention were concluded to be e-tourism performance expectancy, e-tourism effort expectancy, e-tourism social influence, e-tourism perceived value and e-tourism facilitating conditions through this study, of which e-tourism performance expectancy, e-tourism perceived value and social value were considered to be the critical antecedents that predict the user's preference to plan travels via mobile apps. Beta path value of 0.240 for performance Expectancy, which is

the highest values gives an idea that tourists are most concerned about the benefits they get by using e-tourism. Tourists adopt to e-tourism for both hospitality and tourism activity. The study gives an idea that the customer expects than the given services must be able to achieve the intended goal. More than traditional services, e-services must give something more to customers. Beta value of 0.224 for social influence tells that the fellow Tourists and the people they are surrounded by the impact the tourists most to use the e-tourism services. They think if they use it along with others they will be more accepted among their peers and happy. Social acceptance gives them more confidence to use e-tourism services. Beta value of 0.150 for effort Expectancy tells that only when the tourists find it easy to use along with the tourism activity they perform they will stick to e-tourism. E-tourism is mostly a pleasure-seeking activity, so it should not be affected by effort put into adopting e-tourism. Beta value of 0.127 for facilitating conditions implies the same like ease of use the customers will adopt to e-tourism only when the Conditions required like support, network connection, E-CRM are correctly given to them. Beta value of 0.147 for perceived value tells that tourists want to perform their Tourism activity at the lowest price as it is not a mandatory life activity. They tend to achieve maximum benefit with low cost which also gives them pleasure. Beta value of 0.105 tells that all customers who perform tourism are habitual. So they tend to enjoy the activity and set a goal to make it their habit in future. Beta value of -0.078 is not significant for hedonic motivation explains that although Tourism is a pleasure-giving activity, e-tourism activities are more concerned about monetary benefits and not mostly a fun activity. Since social influence and price saving factors play a crucial role, marketers must adopt a referral discount and the moderate cost marketing approach by bringing in offers to bond with consumers. The results of this study will be used by the marketers to understand the fundamental constructs of technology acceptance which promotes

e-tourism. This will aid the marketers to come up with apps that incorporate newer technologies for the benefit of tourists. This study also contributes to its part to the e-tourism literature by furnishing a comprehensive look at the factors that impact the adoption of travel apps by tourists.

5.1 Implications Limitations and Further Studies

Managerial Implications:The study gives the manager an idea of how to attract tourists to use their firms and design their respective websites and mobile applications. The first thing to be concerned is giving the first services like enquiry and planning for free. The following cost-oriented services must be designed at attractive benefits. The services must be provided in such a manner that it should be more beneficial than the traditional model of services. The firms must market their services in such a way it is a necessary thing to get adopted to e-tourism services to improve their tourism experience. The firms must provide services in such a way the customers can adopt it fastly and easily. The services and charges must be made transparent to the customers. Tourism firms must make sure that the services must become a habit to the customers. Offers like loyalty coupons, referral programs, seasonal discounts must be given to encourage customer eWOM. A potential tourist can make many Tourists choose a particular firm. Tie-up with Tourist bloggers should be considered for maximum benefits. This research studied the scope of mobile technology in the tourism industry through various methods. The results of this study will be highly beneficial to proceed to further studies. The study also suggests analysing various phases of shopping like before, after and during travels along with the location and time of shopping. The research also attempts to make the marketers get an idea of the customer's anticipation on the mobile tourism apps. In most cases, marketers are only concerned about the quantifiable use of apps and statistics, forgetting the other factors that impact the usage of apps. The findings also suggest that the target audience must be studied before building a technology platform as customer use of technology

directly impacts social influence and costs. This study also provides a clear insight into the goals of the tourism industry and the vital role played by various factors in making tourism possible.

Academic Implications:The nature of the research was quantitative. Qualitative studies can be done to identify the potent variables which will impact e-tourism. Security, trust and risk variables should be studied by extending the UTAUT2 model. More e-tourism constructs like perceived enjoyment, perceived satisfaction, perceived interactivity, perceived Innovativeness, etc., can be included in technology Acceptance models and tested. Medical tourism is the recent trend in the tourism industry, and it can be studied with the help of technology acceptance models in future.

The research is restricted to tourism industry only, and so some constraints could be identified. The questionnaire used in this study was attended by Pondicherry respondents only. Based on the results derived and the limitations that exist, further studies can be carried out in the future with the following points in mind: the results of this research apply to the Indian subcontinent only due to the cultural diversities that prevail between different countries.

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Table 1: Respondents profile

Tourists Profile	No	(%)
Local Residents	60	22.90
North Indians	84	32.06
South Indians	56	21.37
Foreigners	62	23.66

Table 2: Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
E-Tourism Behavioral Intention	0.956	0.958	0.964	0.819
E-Tourism Effort Expectancy	0.904	0.905	0.933	0.777
E-Tourism Facilitating Condition	0.935	0.936	0.958	0.885
E-Tourism Habit	0.917	0.919	0.948	0.858
E-Tourism Hedonic Motivation	0.857	0.856	0.904	0.705
E-Tourism Perceived Value	0.87	0.887	0.92	0.794
E-Tourism Performance	0.845	0.848	0.907	0.764
E-Tourism Expectancy.				
E-Tourism Social Influence	0.821	0.827	0.882	0.652

Table 3: Structural Equation Modeling (SEM) – Path Coefficients

E-Tourism Behavioral Intention	E-Tourism Behavioral Intention
E-Tourism Effort Expectancy	0.15
E-Tourism Facilitating Condition	0.127
E-Tourism Habit	0.105
E-Tourism Hedonic Motivation	-0.078
E-Tourism Perceived Value	0.147
E-Tourism Performance Expectancy.	0.24
E-Tourism Social Influence	0.224

Table 4: Bootstrapping Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Effort Expectancy -> E-Tourism Behavioral Intention	0.15	0.15	0.048	3.132	0.002
Facilitating Condition -> E-Tourism Behavioral Intention	0.127	0.13	0.057	2.211	0.028
Habit -> E-Tourism Behavioural Intention	0.105	0.104	0.054	1.966	0.05
Hedonic Motivation -> E-Tourism Behavioral Intention	-0.078	-0.074	0.056	1.375	0.17
Perceived Value -> E-Tourism Behavioural Intention	0.147	0.146	0.063	2.324	0.021
Performance Expectancy. -> E-Tourism Behavioral Intention	0.24	0.234	0.07	3.433	0.001
Social Influence -> E-Tourism Behavioural Intention	0.224	0.225	0.106	2.118	0.035

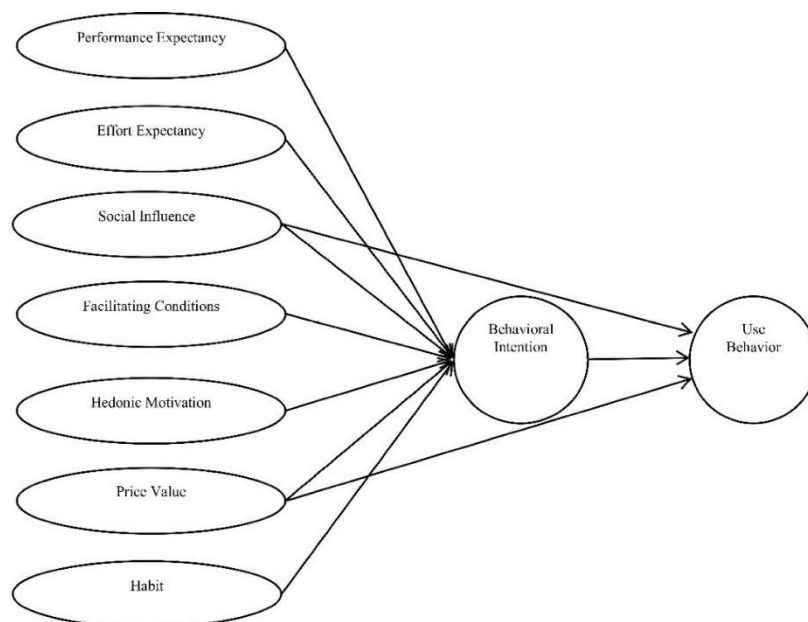


Figure 1. UTAUT2 model.

No	Factor	UTAUT2 Definition
1	Performance expectancy	The degree to which using a technology will provide benefits to consumers in performing certain activities
2	Effort expectancy	The degree of ease/effort associated with consumers' use of the technology
3	Social influence	The consumers perceive that important others (e.g. family & friends) believe that they should use a particular technology
4	Facilitating conditions	Consumers' perceptions of the resources and support available to perform a behavior
5	Hedonic motivation	The pleasure or enjoyment derived from using a technology
6	Price value	Consumers' cognitive trade-off between the perceived benefits of the applications and the monetary cost of using them
7	Habit	The extent to which people tend to perform behaviors automatically because of learning

Adapted from: Escobar-Rodríguez & Carvajal-Trujillo, 2014; p 73

Figure 2. UTAUT2 Constructs and definition.

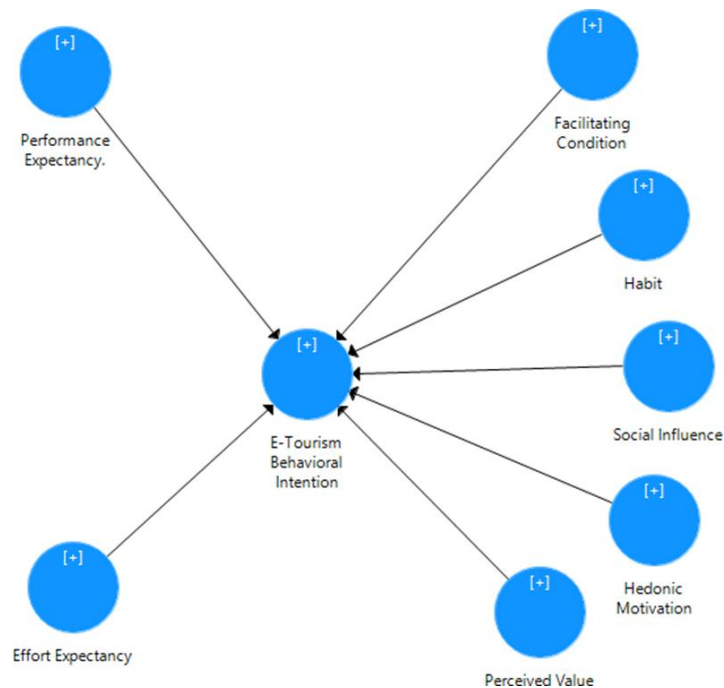


Figure 3. RESEARCH MODEL

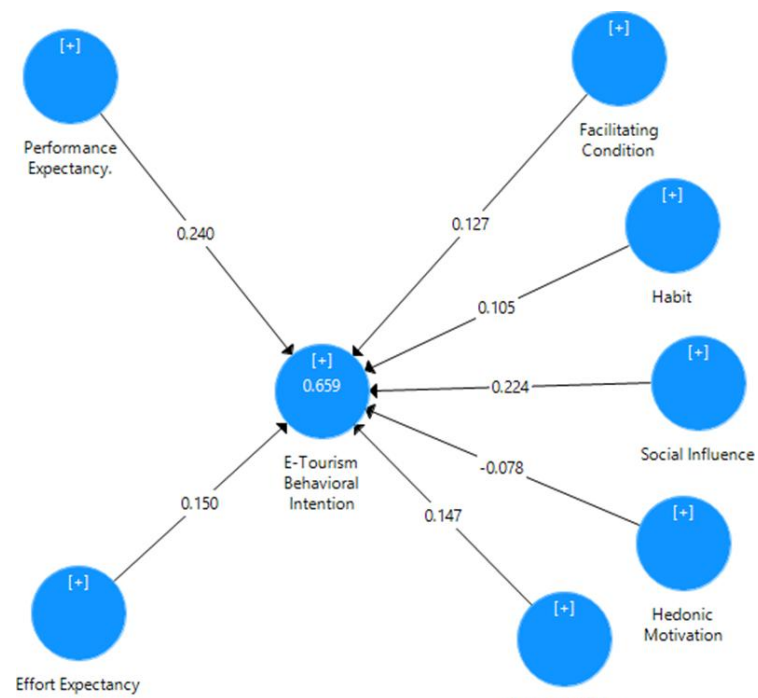


Figure 4. SEM RESULTS