Consumers' Intention to Use M-commerce in Tourism Industry

Hsio-Min Wang
E-mail: hmwang@mail.dyu.edu.tw

ABSTRACT

ABSTRACT: The DeLone and McLean (D&M) model of Information Systems (IS) Success had been a commonly utilized and significant model to be used to measure the organizational success in IS field. This empirical paper evaluates the relative importance of IS success in building consumers' intention to use mobile commerce in tourism industry. Furthermore, this paper also acts as a platform to investigate the relationship between DeLone and McLean model and consumers' intention to use on mobile tourism. The elements identified in the model are consists of service quality, information quality and system quality. To examine the vital role of IS success in building consumers' intention to use in mobile tourism, 274 questionnaire surveys were distributed to customers who have experience in using mobile commerce on travel website. In this research, descriptive statistics and inferential analysis will be conducted on the data. The managers in tourism industry will be able to identify the key elements in IS success to achieve the organizational success by implementing the correct and suitable IS in the development process of company's website.

Keywords: Keywords (Consumers' intention to use, M-commerce, M-commerce in Tourism industry)

REFERENCES