



## Re-examining perceived usefulness and ease of use in online booking: The case of Hong Kong online users

Submitted by Patrick Legoherel on Fri, 06/26/2015 - 10:31

Titre	Re-examining perceived usefulness and ease of use in online booking: The case of Hong Kong online users
Type de publication	Article de revue
Auteur	Kucukusta, Deniz [1], Law, Rob [2], Besbes Sahli, Alia [3], Legoherel, Patrick [4]
Editeur	Emerald
Type	Article scientifique dans une revue à comité de lecture
Année	2015
Langue	Anglais
Date	2015
Numéro	27
Pagination	185-198
Volume	2
Titre de la revue	International Journal of Contemporary Hospitality Management
ISSN	0959-6119
Mots-clés	Hong Kong [5], Online purchase [6], Perceived ease of use [7], Perceived usefulness [8], TAM [9]

### **Purpose**

This paper aims to report the findings of an empirical research focusing on Hong Kong online users' intention to book online tourism products with latest figures. Focusing on the technology acceptance model (TAM), this case study extends the recent research with providing insight regarding the online users' perceptions of TAM dimensions and how these dimensions are perceived among different demographic groups and Internet usage characteristics with latest figures in Hong Kong, a major tourism destination in Asia with many world-class hotels.

### **Design/methodology/approach**

A total of 213 Hong Kong online users were surveyed in March and April 2013 in Hong Kong business districts.

### **Findings**

Findings reveal that most respondents who use the Internet for booking online travel products are young, and people above a certain age are not likely to favor booking tourism products online. They are more likely to stick to traditional personal service. Perceived usefulness of the Internet is found more influential than its ease of use in forming a usage intention, and ease of use is perceived more important by jobseekers, student and employees than the other profession groups. In addition, respondents who use the Internet every day and did purchase online tourism product perceived usefulness more important than ease of use.

### **Research limitations/implications**

The generalization of this research is limited by its sample size and number of questions.

### **Originality/value**

The study gives a new perspective by linking TAM with intention to book online in Hong Kong. The paper would be of interest to the Web site planners or online tourism practitioners to consider Web site usefulness as much as its ease of its use, as both usefulness and ease of use of tourism Web sites are strong predictors of intention to book online.

Résumé en anglais

URL de la notice

<http://okina.univ-angers.fr/publications/ua13096> [10]

DOI

10.1108/IJCHM-09-2013-0413 [11]

Lien vers le document

<http://dx.doi.org/10.1108/IJCHM-09-2013-0413> [11]

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Publié sur *Okina* (<http://okina.univ-angers.fr>)