

Intention to Use Mobile Applications in Tourism among Gen Z in Vietnam

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ARTICLE INFO

Article History:

Accepted: 01 April 2023

Published: 25 April 2023

Publication Issue

Volume 10, Issue 2

March-April-2023

Page Number

768-773

ABSTRACT

The purpose of this study is to present Intention to use mobile applications in tourism among Gen Z in Vietnam via the mediating role of technology acceptance. Methodology: Structural Equation Modeling (SEM) method is employed to test research hypotheses. The results showed AVE values for the constructs ranging from 0.696 to 0.877, which exceeds the critical level of 0.5 (Hair et al., 2019), indicating the constructs' convergent validity; the trend of using TMAs in the Gen Z tourism market is of particular importance for tourism management agencies, tourist destinations, and businesses in promoting the development of a smart tourism ecosystem that connects all stakeholders, including tourists, service providers, and government management agencies.

Keywords : Technological readiness, technology acceptance, intention to use, mobile application, tourism, Gen Z.

I. INTRODUCTION

The development of mobile applications has been a crucial factor in this transformation, providing tourists with useful platforms during their trips, as noted by Morosan & DeFranco (2016), and Wang & Fesenmaier (2013). These apps help tourists search for information, compare prices and services, book services, consult customer reviews, and even co-create value for tourism products through scientific sharing, comments, and suggestions. As Yeoman (2008, p. 39) suggests, future tourists will have access to multi-dimensional information with better quality and more options. They will be able to purchase customized vacations through the support of technology such as the internet, video on demand, and online tourism service booking via mobile applications. Scott and Gössling (2015, p. 275) predict that mobile devices and social media reservation systems and marketing will continue to develop and expand, creating product and service transparency, expanding markets for products and services through the sharing economy, and catering to the travel preferences of emerging markets such as Generation Z and Generation Alpha, leading up to 2050. Hence we choose this topic “

II. PREVIOUS STUDIES

Conversely, Zhu et al. (2007) found that anxiety and discomfort have little influence on the intention to use self-service technology. Lin and Hsieh (2016; 2006), on the other hand, demonstrated that positive TR has a significantly positive impact on technology acceptance, while negative TR has a significantly negative impact on technology acceptance. Moreover, optimism and innovativeness (positive motivators of technology readiness) have a close relationship with the perceived ease of use and perceived usefulness of a particular technology, as evidenced by the research of Lin (2007), Dadvari and Do (2019), and Jin (2020). Discomfort and insecurity are negatively related to the perceived ease of use and perceived usefulness of a

technology. In particular, optimists tend to be less concerned about limitations or negative features of technology and accept technology easily with a relaxed mentality (Kuo et al., 2013; Walczuch et al., 2007).

Kamboj & Joshi (2021) have identified the habit of using technology applications as a crucial determinant of the intention to use smartphone applications, affecting user loyalty to travel-related applications. Additionally, trust is an essential factor in predicting the intention to use mobile applications for tourists (Gupta et al., 2018), social networking sites (Sledgianowski & Kulviwat, 2009), mobile shopping and payment (Gupta & Arora, 2020; Rahadi et al., 2022), and mobile banking applications and services (Alalwan et al., 2017).

III. Methodology

We see:

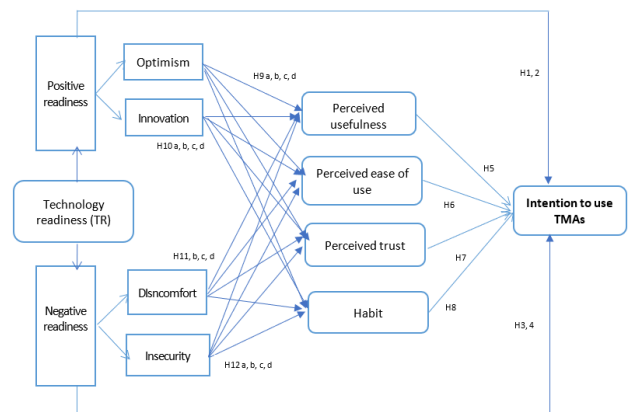


Figure 1: Conceptual framework

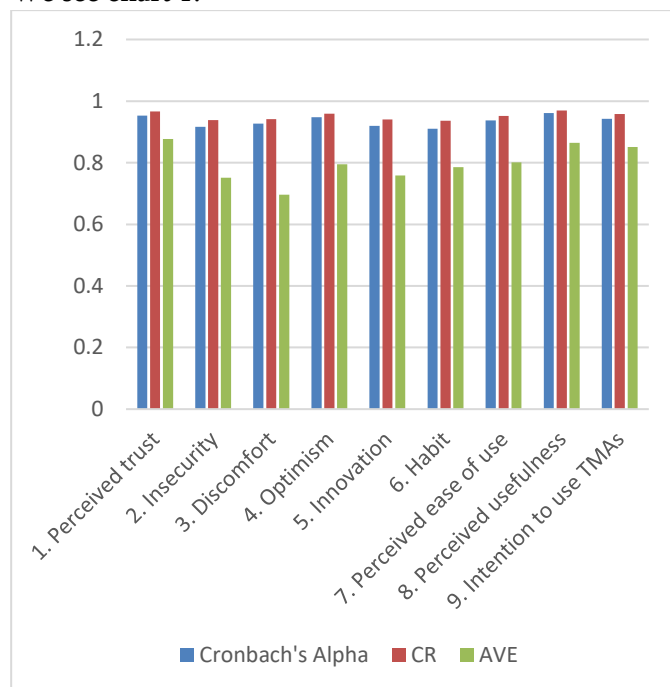
Prior to conducting the main survey, a pilot test was carried out with 185 participants to validate the questionnaires. Following the pilot test, three items with outer loadings below 0.5 were revised by providing additional explanations. The official survey was conducted between October and December 2021, during which respondents were informed about the research objectives and provided with the definition of social enterprises prior to completing the questionnaires. Both online and offline questionnaires were administered with the approval of the lecturers, and after removing incomplete data and standardizing

the ratings for all questions, a total of 39 qualified samples were retained for further analysis.

IV. MAIN FINDINGS

To assess convergent validity, the average variance extracted (AVE) values were examined. The results showed AVE values for the constructs ranging from 0.696 to 0.877, which exceeds the critical level of 0.5 (Hair et al., 2019), indicating the constructs' convergent validity.

We see chart 1:



(source: author analysis)

Morris and Venkatesh's (2000) study also reveals that older individuals are less flexible and confident in using new technology, while younger individuals with a regular technology usage habits, a curious personality, and a penchant for innovation are more likely to adopt and use new technologies.

V. Discussion and conclusion

Furthermore, in the context of Industry 4.0, the trend of using TMAs in the Gen Z tourism market is of particular importance for tourism management agencies, tourist destinations, and businesses in promoting the development of a smart tourism

ecosystem that connects all stakeholders, including tourists, service providers, and government management agencies. For application software developers, it is essential to focus on creating convenience, ease of use, and accessibility of application usage for users.

Tourism businesses need to research and provide strategic products that meet the demands of tourists. One such approach is to develop niche tourism products and services that are personalized and suitable for the distinctive needs of the Gen Z demographic in Vietnam. All products and services offered to Gen Z customers should also be developed in the direction of "digitization," integrating modern technology to enable tourists to comfortably "touch" and "browse," minimizing direct contact during the travel process, and even serving customers in offline mode (no Internet/wifi).

VI. ACKNOWLEDGEMENT

Thank you editors, friends to assist this publishing.

Conflicts of interest

There is no conflict of interest

VII. REFERENCES

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Cite this article as :

Nguyen Thi Loan, Dinh Tran Ngoc Huy, Le Huyen Trang, Nguyen Viet Hoang , "Intention to Use Mobile Applications in Tourism among Gen Z in Vietnam", International Journal of Scientific Research in Science and Technology (IJSRST), Online ISSN : 2395-602X, Print ISSN : 2395-6011, Volume 10 Issue 2, pp. 768-773, March-April 2023. Available at doi : <https://doi.org/10.32628/IJSRST523102130>
Journal URL : <https://ijsrst.com/IJSRST523102130>