FACTORS INFLUENCING THE ADOPTION OF MOBILE TOURISM IN MALAYSIA

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BY

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DECLARATION

We hereby declare that:

(1) This undergraduate research project is the end result of our own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.

(2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.

(3) Equal contribution has been made by each group member in completing the research project.

(4) The word count of this research report is _____.

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ANOVA	Analysis of Variance
R^2	Coefficient of multiple determinants
SPSS	Statistical Package for Social Science
PE	Performance Expectancy
EE	Effort Expectancy
SI	Social Influence
PV	Price Value
HM	Hedonic Motivation
FC	Facilitating Condition
H	Habit
BI	Behavioral Intention
TAM	Technology Acceptance Model
TRA	Theory of Reasoned Action
TPB	Theory of Planned Behavior
DOI	Diffusion Innovation Theory
UTAUT	Unified Theory of Acceptance and Use of Technology
UTAUT2	Extended Unified Theory of Acceptance and Use of Technology

PREFACE

This thesis is submitted as a fulfillment of the requirement for the pursuit of the Degree of Bachelor in Marketing (HONS). 28 weeks was given in order to complete the current disquisition. In this research project, we selected "Factors influencing the adoption of mobile tourism in Malaysia". The seven independent variables which tested in this study are performance expectancy, effort expectancy, social influences, facilitating condition, price value, hedonic motivation, and habit. The dependent variable for this thesis is the behavioral intention to adopt mobile tourism.

The numbers of mobile users in the world are increasing and so go to the mobile marketing trend in the business world. Western countries had enables their mobile phone to involve in tourism activities due to its convenience. However the acceptance level of mobile tourism in Malaysia is still at a marginal rate. Therefore this study is conducted in order to investigate the factors that will influence the adoption of mobile phone to ship for tourism related products by using multiple regressions as part of the research methodology. Extended Unified Theory of Acceptance and Use of Technology will be used to study the research gap.

ABSTRACT

Western countries had adopted mobile tourism and the usage continues to grow as well. All sorts of benefits can be enjoyed by adopting mobile device as a channel to shop for tourism related products and services. As a country which ranked within the top 10 most visited place in the world, the low adoption rate seems as a barrier for growth in Malaysia tourism industry. Therefore the study will investigate and identify the factors that will influence the adoption of mobile phone to ship for tourism related products and services among Malaysian. With using the seven independent variables, performance expectancy facilitating condition, and effort expectancy are significant and have high positive relationship with behavioral intention to adopt mobile tourism. Price value shows that having negative relationship towards behavioral intention to adopt mobile tourism. The findings have shown the variables that affect consumer's behavioral intention to adopt mobile tourism in Malaysia, which contribute to the related organizations that would use mobile tourism in their business strategies.

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

The overview of the research project will be stated in the chapter 1 which has been divided into 6 parts to explain a clear idea of the whole research project. The name of the parts divided will be stated accordingly: research background, problem statement, research objectives, hypotheses, and significance of study, these parts will be discussed and explained in this whole chapter.

1.1 Research Background

Mobile commerce (m-commerce) is enable users to purchase goods anywhere with a wireless Internet-enabled device. By using mobile network, users have the capability to undergo any transactions with value of money over Internet without involving computers. The improvements in wireless and mobile technologies benefits mobile commerce by generating opportunities for businesses to provide value-added services to consumers, partners, as well as employees (Anckar and D'Incau, 2002; Clarke, 2001). M-commerce improved market for e-commerce with its unique value proposition of enable easily personalized, local goods and services anytime and anywhere (Wu & Wang, 2005).

In recent few years, the adoption of mobile devices has grown rapidly including mobile tourism and e-commerce (Kawash, Morr, & Itani, 2007). Mobile applications are designed for different fields, including medical field, office automation, and also tourism (Van Setten, Pokraev, & Koolwaaij, 2004). GUIDE (Cheverest, Mitchell, & Davies, 2002) and CRUMPET (Poslad, Laamanen, Malaka, Nick, Buckle & Zipl, 2001) are the framework used for designing mobile tourism applications for tourist's location and interests. GUIDE is designed to supports identity, social and environment of tourism (Cheverest et al., 2002). CRUMPET provides location, network, identity and device settings (Poslad et al., 2001). The use of information technology in the tourism sector has become increasingly penetrating and

probably the strongest driving force for change in today. Travel and tourism mobile applications have been developed, tested and implemented, some even success in mobile tourism service (Repo, 2006). The combination of smartphone devices and GPS technology has created a new trend in the mobile consumer market and tourists can easily get information of destinations they wish to go. The importance of using mobile tourism services allow tourism service providers to attract more customers using the latest technology trend, the mobile marketing.

However, the adoption in using mobile tourism is not popular among Malaysian. According to Cheverest et al. (2002) disparity may occurs between tourist's objectives and the adaptation due to the weak understanding for tourists' objectives with respect to context. Mobile tourism which means mobile user adopts mobile devices to search for the information about tourism-related service through wireless internet (WiFi) communication. Tourists can make a reservation for vacation merely with a single click on their mobile phone. With the mobile service, tourists complete their task or fulfil their need easily. However, there still some failure for the mobile tourism adopting in Malaysia.

Therefore study is conducted with the purpose to identify the factors that influence the adoption of mobile tourism in Malaysia.

1.2 Problem Statement

According to research by Tourism Malaysia (2013) the total tourist arrivals reached a high record of 25.03million in 2012 as compared to 10.22million in 2000. These figures bring the message about tourism has become one of the fastest growing industries in the service sector in Malaysia over the past few years. There are frequent of opportunities for business travel and city leisure breaks offer in main cities. The country also possess grandiose historical building add on with diverse cultural events while adventurous tourists can entertain themselves in tropical rain forest or multi of mysterious caves. Traveller who loves on eco-tourism can gain the opportunities to explore in the country's many nature reserves. However, today's Malaysian are still low engage in local tourism due to some complicated process for a tourism such as booking hotel room or transportation ticket. Therefore, some studies will be conduct to identify their behaviour and intention to adopt mobile tourism.

The failure of adopting mobile tourism in Malaysia may cause by few challenges for the mobile service. First, frequency range of the mobile internet is narrow compared to the fixed lines and network. Mobile devices may disconnect sometimes without any alert. Second, mobile devices have inadequate input buttons, displays, computing abilities, battery power, memory, and smaller screen compare to the desktop personal computers. For instance, there is a limited battery power for mobile which is restricting the time for tourist to search information (Lu & Su, 2009). Third, anxiety can affect the relationship between mobile system usage and mobile user. User's anxiety is a type of affective barricade or technophobic toward innovative technology (Huang & Liaw, 2005). Few studies implicated that anxiety had negative influence towards technology adoption (Compeau et al., 1999; McFarland & Hamilton, 2006).

Many studies had been conducted in the field of mobile tourism. However the regional of these studies conducted does not include Malaysia. Therefore studies on Malaysia's adaptation towards mobile tourism is less in numbers compared to other countries, such as United States, Ireland, and other Europe countries. Since tourism field generated a big portion of income for Malaysia, but the low adaptation rate towards of tourism technology among Malaysian may turned up into a barrier for slowing the growth in this industry.

1.3 Research Objective

Research objective provide a clear path and focus for researchers. By having a clear research objective, it will avoid researcher conduct the study on the right path and prevent unrelated information and data being included in the study.

1.3.1 General Objective

Identify the factors that influencing the adoption of mobile tourism in Malaysia.

1.3.2 Specific Objectives

1. To investigate the relationship between performance expectancy and Malaysians' behavioral intention to adopt mobile tourism.
2. To investigate the relationship between effort expectancy and Malaysians' behavioral intention to adopt mobile tourism.
3. To investigate the relationship between social influences and Malaysians' behavioral intention to adopt mobile tourism.
4. To investigate the relationship between facilitating condition and Malaysians' behavioral intention to adopt mobile tourism.
5. To investigate the relationship between hedonic motivation and Malaysians' behavioral intention to adopt mobile tourism.
6. To investigate the relationship between price value and Malaysians' behavioral intention to adopt mobile tourism.
7. To investigate the relationship between habit and Malaysians' behavioral intention to adopt mobile tourism.
8. To investigate which factor(s) has the greater impact on Malaysians' behavioral intention to adopt mobile tourism.

1.4 Research Questions

The main determination for this research is being conducted is to identify the factors that influencing the adoption of mobile tourism in Malaysia. The answers for the research questions are required by the end of the research.

1. Does performance expectancy affect Malaysians' behavioural intention to adopt mobile tourism?
2. Does effort expectancy affect Malaysians' behavioural intention to adopt mobile tourism?
3. Does social influence affect Malaysians' behavioural intention to adopt mobile tourism?
4. Does facilitating condition affect Malaysians' behavioural intention to adopt mobile tourism?
5. Does hedonic motivation affect Malaysians' behavioural intention to adopt mobile tourism?
6. Does price value affect Malaysians' behavioural intention to adopt mobile tourism?
7. Does habit affect Malaysians' behavioural intention to adopt mobile tourism?
8. Which factor(s) will have the greater influence to Malaysian's behavioural intention to adopt mobile tourism?

1.5 Hypotheses of the Study

H1: Perceived expectancy has a positive influence on the behavioral intension of Malaysian to adopt mobile tourism.

H2: Effort expectancy has a positive influence on the behavioral intension of Malaysian to adopt mobile tourism.

H3: Social influence has a positive relationship on the behavioral intention of Malaysian to adopt mobile tourism.

H4: Facilitating condition has a positive influence on the behavioral intension of Malaysian to adopt mobile tourism.

H5: Hedonic motivation has a positive influence on the behavioral intension of Malaysian to adopt mobile tourism.

H6: Price value has a positive influence on the behavioral intension of Malaysian to adopt mobile tourism.

H7: Habit has a positive influence on the behavioral intension of Malaysian to adopt mobile tourism.

1.6 Significance of Study

This study is to define the causes that affect Malaysians in the adoption of mobile tourism. Knowing the factors or variables that affect Malaysian's adoption towards mobile tourism will provide information on consumer's behavior towards mobile tourism to the companies who wish to expand on new discovered market.

Besides, this research can provide guidance by determine which variable have the strongest significance influence for mobile application developers or related industry in order to develop their daily routine.

The result of the research can boast the number of mobile users to adopt mobile tourism in order to boast both tourism field and marketing field in Malaysia.

1.7 Conclusion

Chapter 1 basically mentioned about the basic understanding of the way to conduct this research paper. Chapter I also briefly provide guidelines for further explanation while chapter 2 will provide discussion in this study.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

In Chapter 2, factors on the conceptual model will be discussed. The conceptual model will be integrated through 4 models. The 4 models are: Theory of Reasoned Action (TRA), Theory of Planned Behavior (TPB), Diffusion of Innovation Theory (DOI), Technology Acceptance Model (TAM), and Unified Theory of Acceptance and Use of Technology Model (UTAUT).

2.1 Definition of Mobile Tourism

Definition of mobile tourism comes in different version. According to Ruzic, Bilos and Kelic (2012) mobile tourism is the mobile marketing activities that aid consumer in purchasing tourism related products through mobile devices. Consumer would use their mobile Internet to get the information towards the weather, news, identify travel circuits and navigation purpose as well (Bader, Baldauf, Leinert, Fleck, & Lierbrich, 2012). Therefore mobile tourism applications are created with the purpose of enable consumer aware of their location and interest during their vacation (Tan, Foo, Goh & Theng, 2009)

2.2 Review of Relevant Theoretical Model

2.2.1 Theory of Reasoned Action

Fishbein and Ajzen (1975) define Theory of Reasoned Action (TRA) as a well-established model that has been used broadly to foresee and describe human behavior in various areas. The theory of reasoned action consists of rational, volitational, and systematic behavior (Fishbein & Ajzen, 1975; Chang, 1998). Terms of behavior in TRA which the individual has control (Thompson, Haziris, & Alekos, 1994).

Based on technology perspective, there have potential that a person forms an attitude about a certain object or with intention he or she forms towards respective object. Attitude toward actual behavior is primary determine through the intention to behave (Hansen, Jensen & Solgaard, 2004). Wu (2003) defined a person's subjective norms regarding behavior important as well in determinant of intention.

According to Fishbein and Ajzen (1975) TRA mainly developing two key factors that only for technology usage. First will be attitude about the behavior which defined as the degree to which a person trusts that using a particular system would improve his or her job performance. The second factor is subjective norms which include opinions from other individuals and source of motivation.

However, TRA emphasize on subjective norms but not with the typical perception of what important others feel about adopting an innovation as in TPB which is an update of TRA (Fishbein & Ajzen, 1975).

2.2.2 Theory of Planned Behavior

One of the famous theories that guide researchers to estimate human behaviour is Theory of Planned Behavior (TPB) (Cordano & Frieze, 2000; Chatzoglou & Vraimaki, 2009). This theory is developed from TRA which proposed by Ajzen and Fishbein (1970) develop by Ajzen (1991) for understanding and estimation of particular behaviours in specified cases. Erten (2002) mentioned that based on the TPB theory, some particular factors which is derive from certain reasons and arise in a planned way will influence the behavior of individuals within the society. However, a particular behavior is perform rely on the fact that individuals such behavior has a purpose. In the other words, an individual's behavior is generated by his or her behavioral intentions. Hence, there are three factors deciding the purpose towards the behavior which is attitude, subjective norms and perceived behavioral control (PBC) (Erten, 2002).

2.2.3 Diffusion of Innovation Theory

Diffusion of Innovation (DOI) theory is defined as the process in which an innovation is communicated to different parts of society over a period of time in how quickly diffusion or spreading occurs (Rogers, 1995). This theory clarifies the diffusion rate by the characteristics of the innovation, and the surrounding of social system (Wolfe, 1994). There are four elements identified in DOI theory which are innovation, communication channels, social structure, and time (Rogers, 2002). This model can be classified into five categories of adoption which are innovators (2.5% of adopters), early adopters (13.5%), early majority (34%), late majority (34%), and laggards (16%). This model is widely used by researchers to examine the concepts to the study on technology adoption, evaluation, and also implementation.

According to Rogers (1995) system complexity will discourage the adoption of innovation. The technology must be easy to learn and to be used for increasing the adoption rate. Rogers (2000) argued that gaining social status lead motivations for any individuals to adopt an innovation. Rogers and Shoemaker (1971) reports that early adopters and innovators are usually better educated, highly literate, higher social status, and greater degree of upward social mobility, and also richer than later adopters. Wareham, Levy and Shi (2004) investigate on socio-economic factors that diffusion of the new technology such as internet and 2G mobiles adoption is positively related to income, occupation, and living area. People who used advanced technologies to enhance their social status and considered themselves as innovative. Researchers found that the availability of complementary technologies affects the adoption of new substitution technology (Teece, 1986).

2.2.4 Technology Acceptance Model

Technology Acceptance Model (TAM) was presented and developed by Davis (1989) and it is one of the most diffusely researched models estimating IT adoption. TAM was envisaged to clarify and foresee the individual's acceptance on information technology (IT) or how the individual come to accept and apply a technology. Besides, TAM is arguably the most prevalent in the technology acceptance studies among those models (McCoy, Galletta & King, 2007) which has been certified successful in estimating roughly 40% of a system use (Legris, Ingham, & Collerette, 2003). Furthermore, TAM is origin and adapt from the TRA by Ajzen and Fishbein in 1980 (Amoako-Gyampah & Salam, 2004). It figures out that beliefs and attitudes are associated with individual's intention to execute.

The two determinants of TAM are perceived usefulness (PU) and perceived ease of use (PEOU). These two determinants are fundamental factors in explaining intention of adapting technology by its users. Davis (1989) defined PU as "the degree to which a person believes that using a particular system would enhance his or her job performance" and PEOU determine as ''the degree to which a person believes that using a particular system would be free of effort'' (Amoako-Gyampah & Salam, 2003). In addition, Davis (1993) declared that PU and PEOU are beliefs that will guide to favourable attitudes and intention to accept and apply technology (Tan, Chong, Ooi & Chong, (2010). Yet, TAM is less ordinary than the TRA as the original was specially planned to execute only to computer usage behaviour (Davis, Bagozzi, & Warshaw, 1992). In determining intention, TAM does not include subjective norm that it is important in most research (Yi, Jackson, Park & Probst, 2006).

2.2.5 Unified Theory of Acceptance and Use of Technology Model

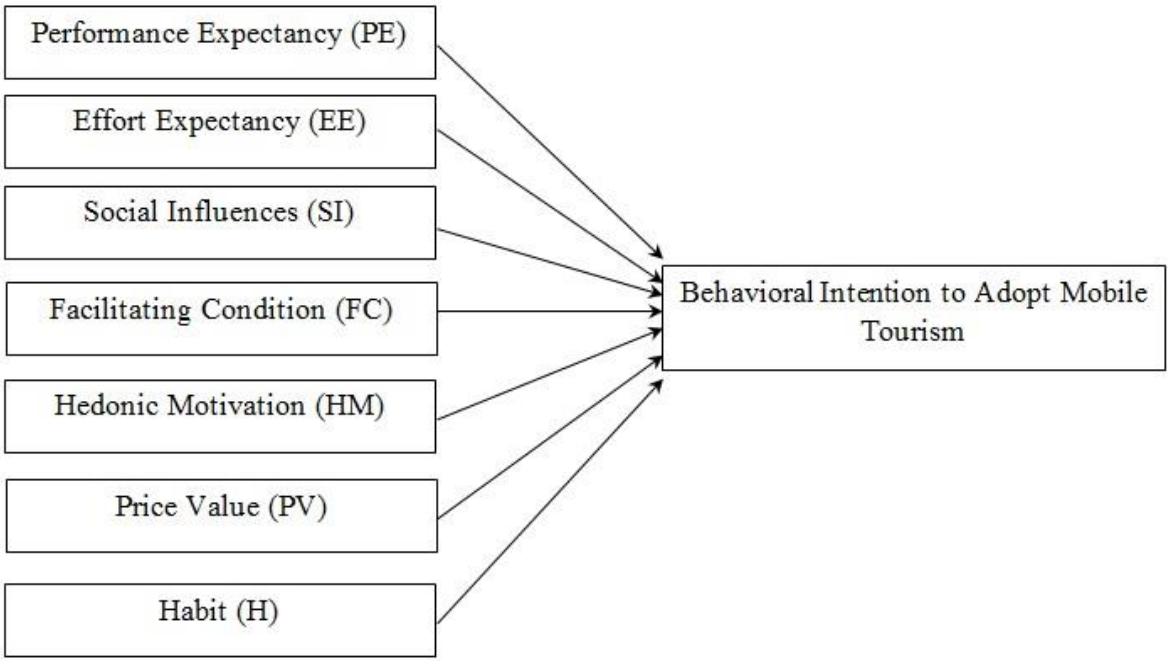
Based on the Unified Theory of Acceptance and Use of Technology (UTAUT) model, there are four factors had been used to identify the purpose for one to adopt new technology, such as performance expectancy (PE), effort expectancy (EE), social influence (SI), and facilitating conditions (Venkatesh, Morris & Davis, 2003). According to Venkatesh et al. (2003) UTAUT model able to simplify the intention towards technology acceptance for approximate 69% while other models able to explain 40% of technology acceptance. Compared to other adaptation models, UTAUT model acknowledge that external factors, such as social influence, will affect one's intention to adopt information technology (IT) while others focus on personal factors. Hennington and Janz (2007) state that UTAUT model able to show the importance of circumstantial factors during implementation strategies is being developed. UTAUT model proved appropriated to be used in technology researches, such as biomedical information research, mobile banking, e-government services, wireless technology and etc. (Anderson & Schwager, 2004; Carlsson, Carlsson, Hyyonen, Puhakainen & Walden, 2006; Kijsanoyotin, Pannarunothai & Speedie, 2009; AlAwadhi & Morris, 2009). UTAUT model have limitation itself, which is the model neglect the importance of culture (Im, Hong & Kang, 2011). Im et al. (2011) believed that cultural factors played an important role in technology acceptance in which UTAUT model take this factor lightly.

2.2.6 Extension of Unified Theory of Acceptance and Use of Technology Model

According to Neufeld, Dong, and Higgins (2007), UTAUT Model has been widely used for researchers in technologies related studies for both organizational and non-organizational purpose. In order to obtain better results and show clearer path in future research, UTAUT2 model is being developed (Venkatesh, Thong, & Xu, 2012). UTAUT2 model had extended three more variables which able to affect consumer's behavioural intention on adopting technologies, there are hedonic motivation, price value, and habit.

2.3 Proposed Theoretical/Conceptual Framework

Figure 2.1: Theoretical Framework of Factor Influencing the Adoption of Mobile Tourism in Malaysia



2.4 Hypotheses Development

2.4.1 Performance Expectancy

Perceived expectancy (PE) is one of the primary determinants in UTAUT Model. It is widely used in studied variables on the technology adoption model, for instance, mobile commerce (Wu & Wang, 2005), mobile learning (Motiwalla, 2007), mobile payment (Pousttchi, 2008), mobile banking (Mallat, Rossi, & Tuunainen, 2004), online banking (Tan et al., 2010), online shopping (Vijayasarathy, 2004) and e-recruitment (Tong, 2009).

The definition of PE which was defined by Davis (1989) as the degree where an individual trust that adopt a particular technology would improve one's job performance. In other words, it is the range to which a person thinks and deems that, by applying the system, that person course performance is improved. Venkatesh et al. (2003) explained that PE mention about customer's perception about the result towards the experience. Performance expectancy is always linked with exterior reward, perceived usefulness, relative advantage as well (Triandis, 1982; Venkatesh, 2000; Zhou, Lu, & Wang, 2010). With the explanation of performance expectancy, it indicated that performance expectancy has a major effect on adopt of the particular system because of the users believe in the existence of a positive use-performance relationship (Agarwal & Karahanna, 2000). The user also will conscious that the system will become an effective way of performing the tasks.

Former researchers have discovered the important relationship between PE and usage Intention in Malaysian environment (Amin, 2007; Ramayah & Suki, 2006; Ndubisi *et al.*, 2003). The finding of positive relationship in perceived usefulness and usage Intention was disclose in mobile banking acceptance (Amin, 2007) and mobile personal computer usage (Ramayah & Suki, 2006; Ndubisi & Jantan., 2003). Tourists may require more useful information any time and in any place during their trips. The services that mobile tourists might be needed are travel planning, transportation, reservation, search engines and directories, health and safety information, and context-aware services (Goh, Ang, Lee & Lee, 2010). In conclude, user will accept and adopt information technology if they believe in its positive performance.

2.4.2 Effort Expectancy

Effort expectancy (EE) is one important factor that provide to the general use of mobile devices (Clarke, 2001). According to Venkatesh et al. (2003) EE will be defined as the level for individual trusts that applying a specific technology will be effortless. An application that easy to use than other will more acceptable by users. In terms of mobile service, perceived ease of use have brought the improvement on usability problem in mobile Internet for latest mobile devices, browsers and services as well as the usability guidelines (Kaasinen, 2005).

There is significant similarity between PE and PEOU in relative advantage and complexity constructs (Venkatesh et al., 2003). Davis et al. (1989) and Venkatesh (2000) had gathered information on EE importance on initial user acceptance and sustains usage systems as perceived usefulness will be influenced by EE. Venkatesh (2003) which mentioned EE is a concept similar to components in other models, such as perceived ease of use in TAM model. The use of complexity technology will influence user satisfaction and discourage the adoption of innovation from a specific system (Rogers, 1995). Gefen and Straub (2000) have shown the relationship that important of perceived ease of use should affect intentions to use through perceived usefulness. Consumer will realize the benefits of their consumption when experience the simplicity of m-service and thus will influence the usefulness of m-services (Venkatesh & Davis, 2000).

EE has been a key determinant in adoption and use in information technologies, such as mobile internet (Lu, Yao, & Yu, 2005; Wang & Wang, 2010), mobile services (Koivimäki, Ristola, & Kesti, 2008) and online banking (AbuShanab & Pearson, 2007) instead of PU.

2.4.3 Social Influence

Social influence is defined as the level of an individual perceives that important others believe he or she should use the new technology (Venkatesh & Speier, 2000). Social influence is the perception that individual should adapt to innovation because of the importance of what other people think (Venkatesh, Morris, Davis, & Davis, 2003). Social influence has categorized into three components which are voluntariness, image, and subjective norm (Karahanna & Straub, 1999).

Image perceived as the level to where adoption of an innovation is perceived to enhance image and social status in the social system (Moore and Benbasat, 1991). Rogers (2004) has stated that the motivations for majority of people to adopt an innovation are wish to gain social status. It can be concluded that individual are more likely to have a positive attitude towards using mobile tourism services if the innovation adoption will enhance their image.

Subjective norm is the view or perception of people who can influence an individual decision on performing certain behavior (Fishbein & Ajzen, 1975). Subjective norm distinguishes into two categories which are external influence and interpersonal influence (Bhattacherjee, 2000). External influences, such as friends, superiors, peer groups, family as well as media such as newspaper and internet might influence people to adopt innovation (Lopez-Nicolas, Molina-Castillo, & Bouwman, 2008). Taylor and Todd (1995) also concluded the importance of subjective norm towards intention to use a certain technology. Since subjective norm has a positive influence on the intention to adopt mobile services (Laohapensang, 2009), it is anticipated that subjective norm has a positive effect towards the intention to adopt mobile tourism services. Therefore, we conclude that the greater the perception of social influences on users, the greater the intention to adopt mobile tourism services.

2.4.4 Facilitating Condition

Facilitating condition (FC) can be defined as the users view toward information and resources that are available in order for them to adopt or apply certain technology in their life (Venkatesh et al., 2003; Brown & Venkatesh, 2005). Resources can be in the form of tangible or intangible form that can guide consumer to given the diverse economic and social conditions, it can be expected that social influence could be a significant facilitating factor forming positive attitude toward adopting mobile tourism. FC can be the existed technical infrastructures that can help users to use the system when needed. Although facilitating conditions were the only predecessor that was not too weighty in interprets behavioral intention in the original UTAUT by Venkatash et al. (2003), UTAUT2 located behavioral intention as a direct response variable that influence usage behavior. However, this research introduced the attitude toward mobile tourism in Malaysia, which in early adoption stage, can be influenced by FC due to the lack of infrastructure and knowledge.

2.4.5 Hedonic Motivation

Brown and Venkatesh (2005) defined hedonic motivation (HM) as the happiness, fun or pleasure gained from using a technology and it is a core determinant in accepting a technology as well. Former research suggest enjoyment either as a determinant of effort expectancy (Venkatesh, 2000; Venkatesh et al., 2012) or as a determinant for behavioral intention (Davis et al., 1992; Venkatesh et al., 2012). The role as a forecaster of technology acceptance for information systems with hedonic function was performed by perceived enjoyment (Van der Heijden, 2004). Some researchers (Venkatesh, Speier, & Morris, 2002; Yi & Hwang, 2003) further figure out and supported the correlation between PE and HM. Past research examined out the important of perceived enjoyment in explaining behavioral intention to use hedonic structures (Van der Heijin, 2004).

Nysveen, Pedersen, and Thorbjornsen (2005) claimed that in the mobile case, motivation for using experiential mobile services is affected significantly by the

outstanding perceived enjoyment. In the field of information, communication, and entertainment of a mobile data services, the study of Hong and Tam (2006) proved HM is an important analysis tools of the envisioned adoption of mobile data services. Therefore, these findings has proved that there will be a positive effect on the intended adoption of technologies by adding HM in mobile services (Kim, Chuan & Gupta, 2007). Hence, we can estimate that the consumers are more likely to adopt mobile tourism if they have experienced enjoyment from using the adopted technology.

2.4.6 Price Value

Price value means good value, acceptable price level and value for money of mobile service in comparison with other service providers (Pihlstrom, 2008). UTAUT2 had proved that price value is positive when monetary cast have greater positive impact on intention when compared with the perceived benefits of using a technology (Venkatesh et al., 2012). Potential adopters of mobile internet will consider prices and financial cost, such as usage fee. Individual usually bear the cost of usage when adopt and use new technology such as mobile internet for personal purpose.

Consumers that are more price-conscious will have positive attitude on mobile advertising, mobile marketing tools, banking and discount coupons overall, and respondents without fixed-line internet access differ considerably in terms of their attitude towards mobile advertising, entertainment and shopping (Barut ̧u, 2007). Perceived value in an Internet context, perceived e-service is usually conceptualized with price and it is due to the persuasive of price is a reason for shopping (Zeithaml, Parasuraman, & Malhorta, 2002). As in Malaysia, we can predict that consumer will likely adopt mobile tourism if it is affordable.

2.4.7 Habit

The concept of habit was presented in the initial stage of psychology (James, 1890; Hull, 1943). Generally, habit was defined as "learned sequences of acts that have become automatic responses to specific cues, and are functional in obtaining certain goals and end-states" (Verplanken and Aarts 1999, p. 104). Similarly, Venkatesh et al. (2012) defined habit as the extent to which people tend to perform behavior spontaneously. The significance of habit through its interactions with behavior and intention was examined by past research in social psychology as well as other field applied such as, seat-belt usage (Mittal, 1988) and food consumptions (Mahon et al., 2006; Reinaerts, 2007; Kremers et al., 2007). Furthermore, habit will has direct influence on behavior independent of intention (Mittal, 1988; Verplanken and Aarts, 1999; Mahon et at., 2006; Reinarts et al., 2007) was suggested in some scholars, however, some studies figured out that habit will also influence intention directly other than just only competes with intention in determining behavior (Saba et al., 2000; Mahon et al., 2006; De Pelsmacker and Janssens, 2007).

Numbers of studies on technology acceptance shows that habit is important (Gefen, 2003; Limatem and Hirt, 2001; Kim et al. 2005; Wu and Kuo, 2008). Kim et al. (2005), for instance, found habit can better explained the effect of past use on future use of IT. While Limayem et al. (2007) realized that the predictive power of intention on sustained IT usage will be lower down by stronger habits. Hence, we estimate that the acceptance of information technology such as mobile tourism is positively affected by the consumer's habit.

2.5 Conclusion

Chapter 2 focuses on gathering of secondary data. The secondary data collected in this chapter can act as the guideline to provide a clear direction for the upcoming chapters to make sure that this study will be on the right track.

CHAPTER 3: METHODOLOGY

3.1 Research Design

Research design is the framework used in marketing research project that states the methods and processes for collecting and analyzing data needed (Burns & Bush, 2010). There are two main categories for the methods of collecting data, such as quantitative and qualitative. Besides that, research design can be classified into three types which are exploratory, descriptive and causal.

3.1.1 Quantitative Research Design

Quantitative research or survey is applied in this research paper. Quantitative research focuses on gathering numerical data and analyze by using mathematically based methods to interpret the phenomena (Aliaga & Gunderson, 2000). The core purpose of adopting the quantitative research is to examine whether hypotheses tested is significant.

3.1.2 Descriptive Research Design

Descriptive research is being suitable for the study of identifies the cause of phenomena and describes the variability in different phenomena during the study. It is also appropriate for the larger population of the study's finding (Burns & Bush, 2010). In addition, descriptive research is adopt to determine the variable of the research paper, such as perceive usefulness, hedonic motivation, social influence, price value, habit, facilitating condition, performance expectancy and effort expectancy. Therefore, researcher able to clearly define and know what should be measured on this research paper through the descriptive data.

3.2 Data Collection Methods

Data collection is the route involving gathering data or information needed for the marketing research project. There are two types of data for the research paper which is primary data and secondary data. Both data are useful and needed for this research.

3.2.1 Primary Data

Primary data are collected for the first-time and the purpose is to assist researcher to addressing the problem and issue at hand (Malhotra, 2008). Therefore, the primary data for this research study is gathered the questionnaires survey from target population which is Kuala Lumpur city. After data is collected, the data will be summarized and analyzed by Statistical Package for Social Science (SPSS).

3.2.2 Secondary Data

Secondary data is the data which had been collected by someone and for some purpose other than the research study on hand (Burns & Bush, 2010), such as reference books, electronic journals and electronic scholar articles. These sources were acquired through internet and Universiti Tunku Abdul Rahman (UTAR) Library OPAC. UTAR Library OPAC has subscribed several databases such as Ebscohost, ProQuest, JSTOR, Science Direct, Emerald and so on. Others sources for secondary data are Google Scholar, electronic articles and reference books.

3.3 Sampling Design

Sampling is the process of picking an adequate amount of elements from the population. Sampling design decisions are crucial phases of research design include both the sampling technique to be used and sample size that needed. Sampling design is the outlining of research target population, sample size, sampling technique and ways of selecting respondents (Malhotra & Peterson, 2006).

3.3.1 Target Population

Malhotra and Peterson (2006) stated target populations are the collection of objects that give information that researcher seeking for. The reason of this survey is pertaining to factors that influence the adaptation of mobile tourism in Malaysia. Therefore, the target population for this research is the local public in Malaysia with the experience for using mobile tourism.

3.3.2 Sampling Frame and Sampling Location

This research study is conducted in Kuala Lumpur area especially shopping malls including Times Square, Pavilion, Sungai Wang, and LOT 10 regardless of their demographic and geographic factors. These locations are chosen to conduct survey due to the well-populated area and convenient to gathering data.

3.3.3 Sampling Elements

The overall population of mobile tourism user or smartphone user will take part in the studies. The questionnaire was distributed to all respondents who have an experience and ability of using mobile tourism through personal contact.

3.3.4 Sampling Method

Non-probability sampling method is applied as a tool to choose the targeted respondent into sample throughout the research study. The technique chosen is convenience sampling. The reason of choosing convenience sampling is it can generate a large number of questionnaires more swiftly and economically.

3.3.5 Sampling Size

According to Malhotra and Peterson (2006) the larger the sample size, the more accurate the date generated. However, due to the time and resource constraints, 400 questionnaires are distributed to the respondents in specific locations. Nevertheless, only 376 numbers of questionnaires had been collected due to incomplete and missing questionnaires. Therefore, the total sample size for research is 376.

3.4 Research Instrument

3.4.1 Purpose of using Questionnaire

Questionnaire was used as the primarily research method in this research due to its efficiency and resourceful to accumulate data from the large sample for quantitative analysis. According to Saunders et al.(2011) questionnaire include all data collection techniques in which each of the respondents are request for answer the same set of questionnaire in predetermine order. Besides, questionnaire can benefits us by standardized the question and translated in the similar way to all the respondents (Robson, 2002).

3.4.2 Questionnaire Design

Questionnaire for this research was developed by modified the questions designed by prior studies. Design of good questionnaire is a crucial part (Patton, 1990; Oppenheim, 2000; de Vaus, 2002; Creswell, 2013) in order to produce the data that advantageous to the goals of the researches. It could seriously affect the validity and reliability of the data collected. Questionnaire's format should be array in a reasonable order so that participants can understand well the aim of the research and answer carefully the questions to the end of survey (McGuirk and O'Neill, 2005). Therefore,

this research was conducted in a well prepared logical sequence that contains 2 sections which are Section A and Section B.

This questionnaire research design used the rating questions and the closed questions. Section A in the questionnaire is the respondent's demographic profile data and consisted of eleven questions. This section allows researchers to categorize respondents with better understanding of their background.

In Section B titled as evaluating the factors that influence individual to adopt mobile tourism. Section B consisted of 9 parts which included habit (H), Hedonic Motivation (HM), Use, Facilitating Conditions (FC), Social Influence (SI), Price Value (PV), Performance Expectancy (PE), Effort Expectancy (EE) and Behavior Intention (BI), a total of 26 questions and 7-point Likert-type scale in the questionnaire.

3.4.3 Pilot Test

Pilot test was done before the actual survey happens. For testing the reliability and validity of the questionnaire, a pre-test can be conducted to get the feedback from respondent, thus some modification can be done before the questionnaires were distributed (Goeke and Pousttchi, 2010).

Questionnaire was sent to our supervisor for comment and correction of the questions. We received the suggestions from our supervisor and some adjustments had been made on our designated questions. The completed questionnaire was subjected to a pilot-test using 30 respondents from our UTAR seniors to discover the time consuming of each respondent take to complete the questionnaire, whether the instruction was clear, whether there was unclear question or which of the question that make respondents difficult to answer. Feedback was gathered on the clearness of the information and statement on how the questionnaire can be improved.

3.4.4 Data Collection

We distribute our questionnaires in our capital city area which is Kuala Lumpur (KL). The questionnaires were conducted by in-person survey in order to get back the data immediately. Among 400 set of questionnaires from our target respondents, 376 usable questionnaires were obtained, having a response rate of 94%.

3.5 Constructs Measurement

The seven-point Likert-type scale was adapted from the prior studies to measure H, HM, FC, SI, PV, PE, EE and BI. H scale was adapted from Limayem and Hirt (2003), HM scale was drawn from Kim et al. (2005), the PV scale was altered from Dodds et al. (1991), and the balance for UTAUT constructs (FC, SI, PE, EE, BI) were adapted from Venkatesh et al. (2003).

Table 3.5 Origin of Constructs

Constructs	Adapted from
Habit (H)	(Limayem and Hirt, 2003)
Hedonic Motivation (HM)	(Kim et al., 2005)
Price Value (PV)	(Dodds et al., 1991)
Facilitating Conditions (FC), Social Influence (SI), Performance Expectancy(PE), Effort Expectancy (EE), Behavioral Intention (BI)	(Venkatesh et al., 2003)

3.5.1 Scale Management

3.5.1.1 Nominal Scale

Nominal scale is placing subjects into categories without any order or structure and it is the lowest level of measurement from a statistical point of view. Besides, numbers on a nominal scale have no mathematical value. Nominal scale is used for classifying gender, age, race, marital status, and occupation which involved yes-no, and do-do not (Zikmund, Babin, & Carr, 2010). In this research, 4 questions in section A applied nominal scale. Example in the questionnaires:

Gender:

□ Female □ Male

3.5.1.2 Ordinal Scale

The measurement of scale is referred to as an ordinal scale when items are classified according to whether they have higher or lesser of a characteristic (Zikmund & Babin, 2010). These may arise from turning interval scale data become ranked data. Thus, ordinal scale is easier to determine "higher than/lower than" and "greater than/less than" types of relationships between the responses. The example in the questionnaires:

Age: □ Below 20 Years Old □ 21-25 Years Old

□ 26-30 Years Old □ 31-35 Years Old

□ 36-40 Years Old □ Above 40 Years Old

3.5.1.3 Likert Scale

Likert Scale is sort of categorical scale that defines respondents' levels of agreement to a series of statements relating to preferences and subjective reactions being measured. 7 categories of likert scale being used in this research which ranging from strongly disagree, disagree, slightly disagree, neutral, slightly agree, agree, and strongly agree to reduce the rate of respondent choosing neutral. Section B used likert scale to determine respondents' levels of agreement. Example:

No.	Question	disagree	Disagree	disagree	Neutral	agree	Agree	agree
	B1) Habit (H)							
H1.	The use of mobile tourism has become a habit for me.	1	2	3	4	5	6	7
H2.	I am addicted to use mobile tourism.	1	2	3	4	5	6	7
H3.	I must use mobile tourism.	1	2	3	4	5	6	7

3.5.2 Operational Definitions

Variables	Questions
Habit (H)	1. The use of mobile tourism has become a habit for me. 2. I am addicted to using mobile tourism. 3. I must use mobile tourism.
Hedonic Motivation (HM)	1. Using mobile tourism is fun. 2. Using mobile tourism is enjoyable. 3. Using mobile tourism is very entertaining.
Price Value (PV)	1. Mobile tourism is reasonably priced. 2. Mobile tourism is a good value for the money. 3. At the current price, mobile tourism provides good value.
Facilitating Conditions (FC)	1. I have the resources necessary to use mobile tourism. 2. I have the knowledge necessary to use mobile tourism. 3. Mobile tourism is compatible with other technologies I use. 4. I can get help from others when I face difficulties using mobile tourism.
Social Influence (SI)	1. People who are important to me think that I should use mobile tourism. 2. People who affect my behavior think that I should use mobile tourism. 3. People whose opinions that I value prefer that I use mobile tourism.
Performance Expectancy (PE)	1. I find mobile tourism useful in my daily life.

	2. Using mobile tourism helps me accomplish tasks more quickly. 3. Using mobile tourism increases my productivity.
Effort Expectancy (EE)	1. Learning how to use mobile tourism is easy for me. 2. My interaction with mobile tourism is clear and understandable. 3. It is easy for me to become skillful by using mobile tourism. 4. I find mobile tourism easy to use.
Behavioral Intention (BI)	1. I intend to continue using mobile tourism in the future. 2. I will always try to use mobile tourism in my daily life. 3. I plan to continue to use mobile tourism frequently.

3.6 Data Processing

5 steps are included in data processing, there are questionnaire checking, data editing, data coding, data transcription, and data cleaning.

3.6.1 Questionnaire Checking

Pilot test was conducted after the questionnaire is to determine possible errors such as content of question, question flow, question grammar and layout which can corrected for improvement on the questionnaire. Based on the result of pilot test, the questionnaire is edited before distributed to respondents.

3.6.2 Data Editing

Data editing is a process in which primary data are checked whether there are mistakes occur during data collection activities (Kothari, 2004). Eventually, data editing can help in controlling and increasing the quality of questionnaire. Uncertainty words and grammar mistake in the questionnaire have been edited to ensure the quality of data analysis.

3.6.3 Data Coding

Data coding is a way of giving numerical values to each individual possible response for every question in the survey questionnaire (Kothari, 2004). The codes are numeric as it is easy and quick to input into computer more efficiently if compare with alphanumeric codes. Therefore, data key in process into the SPSS software becomes more simple and convenient due to storage data with few-digit code and key-in data quicker with numerical code.

3.6.4 Data Transcription

Data were saved into computer when the questionnaires are collected. Therefore, it is not necessary for those data gathered by using computer as it can directly keyed into SPSS software for obtaining desired results.

3.6.5 Data Cleaning

Data cleaning is routing that checking raw data to ensure they have been correctly from the questionnaires to the SPSS software without any missing responses. The checks for questionnaires at this stage are more closely inspect and extensive than those in data editing. Consistency check is generally done through SPSS to discover data that are logically incompatible or have odd values. However, missing responses pose problem if it occurs on this cleaning process.

3.7 Data Analysis

Data analysis will starts after the research has gone through the process of data processing and data collection that includes questionnaire checking; data editing, coding, transcription and cleaning (Zikmund et al., 2010). The results obtained will convert into structure format such as table, histogram, chart and other valuable information and analysed using SPSS software. Descriptive analysis, scale measurement analysis and inferential analysis will be conducted after the relevant data obtained through the process of data evaluation in the method of analytical and logical reasoning.

3.7.1 Descriptive Analysis

Descriptive analysis occurs in the beginning of data analysis process which refers to summarize of raw data into a form that is easier to interpret and understand (Zikmund et al., 2010). Descriptive statistics used for examine the basic characteristics of the data which are normally shown in frequencies with measures of central tendency and dispersion. In this study, frequency distribution analysis and central tendency analysis will be conducted. All the information obtained will be presented in form of table after all the analyses are done.

3.7.1.1 Frequency Distribution

Frequency distribution aims to achieve numbers of responses linked to different values on one variable that mention these counts in percentage term (Malhotra & Peterson, 2006). Frequency distribution groups data into classes and shows the number of observations from the data set that group into each of the classes. Frequency analysis usually summarizes personal particulars of respondents into table format. As an example, frequency distribution of income shows the number of respondents who have a certain group of income.

3.7.1.2 Central Tendency Analysis

Central tendency is uses to describe the center of frequency distribution. It helps to combine and summarize all the information to search for a general trend (Malhotra & Peterson, 2006). In this study, data collected are analyzed by mean or average value is a measure of central tendency. Moreover, means is a very common measure of central tendency where data collected using interval or ratio scale. It provides more information than mode and median by taking every set of number into this study.

3.7.2 Scale Measurement

3.7.2.1 Reliability Test

Reliability test is used to identify the consistency and stability in which the research measures the constructs (Malhotra & Peterson, 2006). Correlation among each individual item in the scale can be determined significantly. Cronbach's alpha is tool that used to test homogeneity which in turn explains how good the elements in a set are positively related to each other (Malhotra & Peterson, 2006). Correlation coefficient value can range from 0 to 1 where the higher the coefficient, the more reliable the item is. If the data gets the value in between 0.7 and 0.8, reliability is acceptable whereas value lower than 0.6 indicates unsatisfactory reliability.

3.7.3 Inferential Analysis

3.7.3.1 Validity Test

In this study, Pearson Correlation analysis is applied to measure the relationship between or among two or more variables. Correlation indicates the strength and direction of linear association between two random variables (Mertler & Vannatta, 2002; Gliner, Morgan, & Harmon, 2003; Hair et al., 2009). Hence, Pearson's correlation coefficient is used to examine the validity of the result in this study, purchase intention of hybrid car among Malaysian young adult and the independent variables which include attitudes, subjective norms and perceived behavioral control.

Coefficient (r) points out both magnitude of linear relationship and direction of relationship. It ranges from -1.0 to +1.0 where -1.0 shows perfect negative relationship; in contrast, +1.0 shows perfect positive relationship; whereas 0 means no linear relationship.

3.7.3.2 Multiple Regressions

This statistical technique analyzes liner relationship between dependent variable and independent variables by estimating coefficient for equation for a straight line (Hair et al., 2009). The formula examines the relationship between two variables is as below:

$Y= a + b1X1 + b2X2 + b3X3 + b4X4 + b5X5+ \ldots + bkXk$

Equation:

$BI= a + b1H + b2HM + b3FC + b4SI+b5PV+b6PE+b7EE$

Whereby,

BI= Behavior Intention	SI = Social Influences
H = Habit	PV= Price Value
HM = Hedonic Motivation	PE= Performance Expectancy
FC = Facilitating Condition	EE= Effort Expectancy

Multiple regression equation allows researchers to produce optimal prediction on which independent variables have greater impacts on dependent variable and vice versa.

3.8 Conclusion

Chapter 3 probably focus about the research methodology where the process of doing data collection and data analyse. This chapter would provide guidance on the data analyse on Chapter 4.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

Chapters 4 consist of several analyses which are Descriptive Analysis, Reliability Test, Pearson Correlation Analysis and Inferential Statistics. These data generated from the questionnaire collected will be computed and analyzed by using the SPSS Version 16 software. Moreover, 400 sets of questionnaire were randomly distributed, but only 376 sets of questionnaire being collected back. The data generated will be interpreted in this chapter.

4.1 Descriptive Analysis

4.1.1 Demographic Profile of Respondent

4.1.1.1 Gender

Table 4.1: Respondent's Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	female	202	53.7	53.7	53.7
	male	174	46.3	46.3	100.0
	Total	376	100.0	100.0	

Source: Developed for research

Based on Table 4.1, the result reveals the majority of respondents are female respondents as compared to male respondents in which 53.7% (202 respondents) of respondents are female while male respondents comprises of 46.3% (174 respondents). This shows that the questionnaires have been distributed considerably among female and male.

4.1.1.2 Age

Table 4.2: Respondent's Age Group

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below 20 years old	62	16.5	16.5	16.5
	21-25 years old	143	38.0	38.0	54.5
	26-30 years old	82	21.8	21.8	76.3
	31-35 years old	45	12.0	12.0	88.3
	36-40 years old	22	5.9	5.9	94.1
	above 40 years old	22	5.9	5.9	100.0
	Total	376	100.0	100.0	

Source: Developed for research

According to Table 4.2, the respondents who are aged between 20 or below made up of 16.5% (62 respondents) of the total respondents, those whose age in the range of 21 to 25 years old constitute 38.0% (143 respondents) of the total respondents, 26 to 30 years old comprises 21.8% (82 respondents) of the total respondents, followed by 31 to 35 years old constitute 12.0% (45 respondents) of the total respondents, 36 to 40 years old comprises 5.9% (22 respondents) and 5.9% of respondents (22 respondents) are represented by those whose aged of 40 and above .

4.1.1.3 Marital Status

Table 4.3: Respondent's Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	265	70.5	70.5	70.5
	married	111	29.5	29.5	100.0
	Total	376	100.0	100.0	

Source: Developed for research

Table 4.3 displays the marital status of respondents. Respondents with single status comprise of a large percentage which is 70.5% (265 respondents) among all respondents, whereas there are only 29.5% (111 respondents) of respondents who are married.

4.1.1.4 Academic Qualification

Table 4.4: Respondent's Academic Qualification

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no college degree	61	16.2	16.2	16.2
	diploma/advanced diploma	106	28.2	28.2	44.4
	bachelor degree/professional qualification	192	51.1	51.1	95.5
	Postgraduates	17	4.5	4.5	100.0
	Total	376	100.0	100.0	

Source: Developed for research

According to Table 4.4, it shows the respondent's qualification level. Respondents who holding the Bachelor of Degree comprise the highest percentage which is 51.1% (192 respondents), continuing with respondent group holding Diploma or Advanced Diploma 28.2% (106 respondents). Following up will be 16.2% (61 respondents) from no college degree and 4.5% (17 respondents) of Postgraduate holders.

4.1.1.5 Occupation

Table 4.5: Respondent's Industry

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Banking	43	11.4	11.4	11.4
	financial institutional	32	8.5	8.5	19.9
	IT related	34	9.0	9.0	29.0
	Tourism	23	6.1	6.1	35.1
	Manufacturing	38	10.1	10.1	45.2
	Retail	29	7.7	7.7	52.9
	telecommunications	20	5.3	5.3	58.2
	Other	123	32.7	32.7	91.0
	Education	34	9.0	9.0	100.0
	Total	376	100.0	100.0	

Source: Developed for research

Based on Table 4.5, most of the respondents are work in other industry which consist 32.7% (123 respondents). Following by respondents who work in banking field comprises 11.4% (43 respondents) and 10.1% (38 respondents) of manufacturing field. IT related and education field consist of 9.0% (34 respondents) respectively. In addition, financial institutional stand for 8.5% (32 respondents), retail field represented 7.7% (29 respondents) and 6.1% of respondents (23 respondents) are represented by tourism field. The lowest percentage of industry field is telecommunication that made up of 5.3% respondents (20 respondents).

4.1.1.6 Internet Access

Table 4.6: Respondents who have access internet with their mobile phone

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	345	91.8	91.8	91.8
	No	31	8.2	8.2	100.0
	Total	376	100.0	100.0	

Source: Developed for research

Table 4.6 indicates whether the respondents have accessing internet with their mobile phone. As shown in Table 4.6, the respondents who have access internet comprise of a large percentage which is 91.8% (345 respondents), whereas there are only 8.2% (31 respondents) of respondents who did not access internet with their mobile phone.

4.1.1.7 Credit or Debit Card

Table 4.7: Respondents who owning credit or debit card

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	332	88.3	88.3	88.3
	No	44	11.7	11.7	100.0
	Total	376	100.0	100.0	

Source: Developed for research

According to Table 4.7, it shows the respondents who owning credit or debit card. The result shows that majority of respondents are those who owning credit or debit card which is 88.3% (332 respondents) as compared to the respondents did not have credit or debit card which comprises of 11.7% (44 respondents).

4.1.1.8 Shop Using Mobile Phone

Table 4.8: Respondents who shop using the mobile phone

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-4	284	75.5	75.5	75.5
	5-9	47	12.5	12.5	88.0
	10-14	33	8.8	8.8	96.8
	15-19	5	1.3	1.3	98.1
	20 above	7	1.9	1.9	100.0
	Total	376	100.0	100.0	

Source: Developed for research

Table 4.8 indicates how many times respondents have shop through their mobile phone. Majority of respondents are shop around 0 to 4 times which is 75.5% (284 respondents), followed by 12.5% who shop roughly 5 to 9 times (47 respondents), 10 to 14 times comprise 8.8% (33 respondents) and 1.9% (7 respondents) who shop above 20 times. The lowest percentage of this result is respondents who shop approximately 15 to 19 times consist of 1.3% (5 respondents) only.

4.1.1.9 Mobile Device

Table 4.9: Types of Mobile Device

Mobile Phone

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	240	63.8	63.8	63.8
	yes	136	36.2	36.2	100.0
	Total	376	100.0	100.0	

Personal Digital Assistant

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	323	85.9	85.9	85.9
	yes	53	14.1	14.1	100.0
	Total	376	100.0	100.0	

Smart Phone

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	55	14.6	14.6	14.6
	yes	321	85.4	85.4	100.0
	Total	376	100.0	100.0	

Source: Developed for research

According to Table 4.9, it shows the types of mobile phone that respondents owning. The respondents who have the mobile phone are 36.2% (136 respondents); while those did not have it is 63.8% (240 respondents). Besides, the respondents who have PDA comprise of 14.1% 53 respondents) and 85.9% (323 respondents) are those who did not have PDA. Furthermore, 85.4% (321 respondents) of respondents represented those who have smart phone, whereas respondents did not have it consists of 14.6% (55 respondents).

4.1.1.10 Monthly Income

Table 4.10: Respondent's Monthly Income Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than RM1000	126	33.5	33.5	33.5
	RM1001-RM2000	53	14.1	14.1	47.6
	RM2001-RM3000	108	28.7	28.7	76.3
	RM3001-RM4000	53	14.1	14.1	90.4
	RM4001-RM5000	25	6.6	6.6	97.1
	above RM5001	11	2.9	2.9	100.0
	Total	376	100.0	100.0	

Source: Developed for research

Based on Table 4.10, it shows that the majority of respondents who do not have income comprise of 33.5% (126 respondents). Following by monthly income group which is RM2001 to RM3000 is 28.7% (108 respondents). The income groups constitute 14.1% (53 respondents) respectively are RM1001 to RM2000 and RM3001 to RM4000, whereas RM4001 to RM5000 income group consists of 6.6% (25 respondents). Moreover, the smallest portion of respondents falls into the group of monthly income above RM5001 which is 29% (11 respondents).

4.1.1.11 Location

Table 4.11: The Location of Respondents Using the Mobile Device

At Home

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	120	31.9	31.9	31.9
	yes	256	68.1	68.1	100.0
	Total	376	100.0	100.0	

In a Library

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	343	91.2	91.2	91.2
	yes	33	8.8	8.8	100.0
	Total	376	100.0	100.0	

At Work

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	220	58.5	58.5	58.5
	yes	156	41.5	41.5	100.0
	Total	376	100.0	100.0	

At School

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	300	79.8	79.8	79.8
	yes	76	20.2	20.2	100.0
	Total	376	100.0	100.0	

In a Bank

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	339	90.2	90.2	90.2
	yes	37	9.8	9.8	100.0
	Total	376	100.0	100.0	

In a Friend's Place

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	308	81.9	81.9	81.9
	yes	68	18.1	18.1	100.0
	Total	376	100.0	100.0	

In Another Place

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	287	76.3	76.3	76.3
	yes	89	23.7	23.7	100.0
	Total	376	100.0	100.0	

Others

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	277	73.7	73.7	73.7
	yes	99	26.3	26.3	100.0
	Total	376	100.0	100.0	

Source: Developed for research

Based on Table 4.11, it shows the result of the location where respondents using their mobile device. As shown in Table 4.11, the highest percentage of the location statistics which is at home comprises 68.1% (256 respondents). Follow up accordingly by 41.5% (156 respondents) which at work, 26.3% (99 respondents) which is other, 23.7% (89 respondents) which in other place, 20.2% (76 respondents) which at school, 18.1% (68 respondents) which in a friend's place and 9.8% (37 respondents) which in a bank. The lowest percentage of the location statistics which is in a library that made up of 8.8% respondents (33 respondents).

4.1.2 Central Tendencies of Measurement of Constructs

In this statistic, questionnaires were used to measure all variables that are developed in our research. Central tendency used in the study to identify a single value which represents an entire distribution and assists to provide accurate description of the entire collected data (Frederick, Gravetter & Wallnau, 2000). Thus, mean is used to measure the central tendency while dispersion is described by using standard deviation (Saunders, Lewis, & Thornhill, 2009).

Table 4.12: Summary of Central Tendency for Habit

Variable	Items	Mean	Standard Deviation	Ranks
H1	The use of mobile tourism has become a habit for me.	4.56	1.323	1
H2	I am addicted to use mobile tourism.	4.29	1.348	3
H3	I must use mobile tourism.	4.44	1.399	2

Source: Developed for research

Table 4.12 shows 5 items of habit (H). The highest ranking for mean is H1, statement of "The use of mobile tourism has become a habit for me" which mean score at 4.56 with standard deviation of 1.323. Followed by H3, the statement of "I must use mobile tourism" which it mean score at 4.44 with standard deviation of 1.399. While H2 "I am addicted to use mobile tourism" is the lowest ranking among the items with mean score of 4.29 and its standard deviation is 1.348.

Table 4.13: Summary of Central Tendency for Hedonic Motivation

Variable	Items	Mean	Standard Deviation	Ranks
HM1	Using mobile tourism is fun.	4.64	1.182	3
HM2	Using mobile tourism is enjoyable.	4.77	1.154	1
HM3	Using mobile tourism is very entertaining.	4.75	1.200	2

Source: Developed for research

Table 4.13 shows the mean and standard deviation for every item of hedonic motivation (HM). "Using mobile tourism is enjoyable" which is HM2 scores the highest mean of 4.77 with standard deviation of 1.154; while HM1 "Using mobile tourism is fun" scores the lowest mean of 4.64 with standard deviation of 1.182. The second ranking of the result is HM3 "Using mobile tourism is very entertaining" which it mean score at 4.75 with standard deviation is 1.200.

Table 4.14: Summary of Central Tendency for Facilitating Condition

Variable	Items	Mean	Standard Deviation	Ranks
FC1	I have the resources necessary to use mobile tourism.	4.87	1.201	2
FC2	I have the knowledge necessary to use mobile tourism.	4.87	1.210	2
FC3	Mobile tourism is compatible with other technologies I use.	4.87	1.138	2
FC4	I can get help from others when I face difficulties using mobile tourism.	4.96	1.186	1

Source: Developed for research

Table 4.14 consists of four items of facilitating condition (FC). The highest ranking of mean score is FC4 “I can get help from others when I face difficulties using mobile tourism” which it mean value at 4.96 with standard deviation of 1.186. Following by FC1 “I have the resources necessary to use mobile tourism”, FC2 “I have the knowledge necessary to use mobile tourism” and FC3 “Mobile tourism is compatible with other technologies I use” have scored the same mean value at 4.87 with standard deviation 1.201, 1.210 and 1.138 respectively.

Table 4.15: Summary of Central Tendency for Social Influences

Variable	Items	Mean	Standard Deviation	Ranks
SI1	People who are important to me think that I should use mobile tourism.	4.52	1.338	1
SI2	People who affect my behavior think that I should use mobile tourism.	4.44	1.287	2
SI3	People whose opinions that I value prefer that I use mobile tourism.	4.52	1.286	1

Source: Developed for research

Table 4.15 shows three items of social influences (SI). SI1 "People who are important to me think that I should use mobile tourism" and SI3 "People whose opinions that I value prefer that I use mobile tourism" have the same highest mean value at 4.52 with standard deviation of 1.338 and 1.286 respectively, while SI2 "People who affect my behaviour think that I should use mobile tourism" shows the lowest mean value at 4.44 with standard deviation of 1.287.

Table 4.16: Summary of Central Tendency for Price Value

Variable	Items	Mean	Standard Deviation	Ranks
PV1	Mobile tourism is reasonably priced.	4.49	1.224	2
PV2	Mobile tourism is a good value for the money.	4.46	1.279	3
PV3	At the current price, mobile tourism provides good value.	4.57	1.254	1

Source: Developed for research

Based on Table 4.16, it consists of three items of price value (PV). PV3 "At the current price, mobile tourism provides good value" recorded the highest mean score 4.57 with standard deviation of 1.254, while the lowest mean score of 4.46 which is achieved by PV2 "Mobile tourism is a good value for the money" with standard deviation of 1.279. The second ranking of the result for mean value is PV1 "Mobile tourism is reasonably priced" which it mean score at 4.49 with standard deviation is 1.224.

Table 4.17: Summary of Central Tendency for Performance Expectancy

Variable	Items	Mean	Standard Deviation	Ranks
PE1	I find mobile tourism useful in my daily life.	4.99	1.264	2
PE2	Using mobile tourism helps me accomplish tasks more quickly.	5.05	1.278	1
PE3	Using mobile tourism increases my productivity.	4.98	1.249	3

Source: Developed for research

According to Table 4.17, it shows the mean and standard deviation for every item of performance expectancy (PE). "Using mobile tourism helps me accomplish tasks more quickly" which is PE2 scores the highest mean of 5.05 with standard deviation of 1.278; while PE3 "Using mobile tourism increases my productivity" scores the lowest mean of 4.98 with standard deviation of 1.249. Moreover, PE1 "I find mobile tourism useful in my daily life" rank the second highest of the mean value at 4.99 with standard deviation is 1.264.

Table 4.18: Summary of Central Tendency for Effort Expectancy

Variable	Items	Mean	Standard Deviation	Ranks
EE1	Learning how to use mobile tourism is easy for me.	5.03	1.216	2
EE2	My interaction with mobile tourism is clear and understandable.	4.97	1.164	3
EE3	It is easy for me to become skillful by using mobile tourism.	4.91	1.178	4
EE4	I find mobile tourism easy to use.	5.08	1.200	1

Source: Developed for research

Table 4.18 shows four items of effort expectancy (EE). The highest ranking for mean is EE4 "I find mobile tourism easy to use" which it mean value at 5.08 with standard deviation of 1.200. Followed by H3 "Learning how to use mobile tourism is easy for me" recorded mean score 5.03 with standard deviation of 1.216 and EE2 "My interaction with mobile tourism is clear and understandable" scores the mean of 4.97 with standard deviation of 1.164. While EE3 "It is easy for me to become skilful by using mobile tourism" is the lowest ranking among the items with mean score of 4.91 and its standard deviation is 1.178.

Table 4.19: Summary of Central Tendency for Behavioural Intention

Variable	Items	Mean	Standard Deviation	Ranks
BI1	I intend to continue using mobile tourism in the future.	5.10	1.218	1
BI2	I will always try to use mobile tourism in my daily life.	4.97	1.084	2
BI3	I plan to continue to use mobile tourism frequently.	4.97	1.227	2

Source: Developed for research

Table 4.19 shows three items of behavioural intention (BI). BI1 "I intend to continue using mobile tourism in the future" has the highest mean value at 5.10 with standard deviation of 1.218, while BI2 "I will always try to use mobile tourism in my daily life" and BI3 "I plan to continue to use mobile tourism frequently" shows the same lowest mean value at 4.97 with standard deviation of 1.084 and 1.227 respectively.

4.2 Scale Measurement

The table below shows the result of the Cronbach's Alpha which we use to test our reliability findings for the seven independent variables and a dependent variable. Cronbach's Alpha is used to measure the internal consistency and a value of Cronbach's Alpha which is below 0.7 appears to prove the result as not reliable (Hair et al., 2009).

4.2.1 Internal Reliability Test

Table 4.12: Internal Reliability Test

Construct	Cronbach's Alpha	Number of Items
Habits (H)	0.908	3
Hedonic Motivation (HM)	0.926	3
Facilitating Condition (FC)	0.866	4
Social Influences (SI)	0.924	3
Price Value (PV)	0.903	3
Performance Expectancy (PE)	0.916	3
Effort Expectancy (EE)	0.904	4
Behavioral intention (BI)	0.887	3

Source: Developed from the research.

According to Table 4.12, all the independent variables for reliability test are reliable and consistent as they have an alpha coefficient which is above 0.7. The Cronbach's Alpha results show 0.908 for 3 items of habit (H), 0.926 for 3 items of hedonic motivation (HM), 0.866 for 4 items of facilitating condition (FC), 0.924 for 3 items of social influences (SI), 0.903 for 3 items of price value (PV), 0.916 for 3 items of performance expectancy (PE) and 0.904 for 4 items of effort expectancy (EE). Furthermore, the Cronbach's Alpha value of dependent variable (behavioural intention) is 0.887 with 3 items, which means that the internal consistency of the result is reliable.

4.3 Inferential Analysis

4.3.1 Pearson Correlation Analysis

Table 4.13: Pearson Correlation Coefficient

		H	HM	FC	SI	PV	PE	EE	BI
H	Pearson Correlation	1	.536**	.336**	.264**	.257**	.338**	.398**	.399**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000
	N	376	376	376	376	376	376	376	376
HM	Pearson Correlation	.536**	1	.457**	.286**	.140**	.505**	.572**	.506**
	Sig. (2-tailed)	.000		.000	.000	.007	.000	.000	.000
	N	376	376	376	376	376	376	376	376
FC	Pearson Correlation	.336**	.457**	1	.237**	.261**	.645**	.628**	.601**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000
	N	376	376	376	376	376	376	376	376
SI	Pearson Correlation	.264**	.286**	.237**	1	.108*	.215**	.222**	.243**
	Sig. (2-tailed)	.000	.000	.000		.036	.000	.000	.000
	N	376	376	376	376	376	376	376	376
PV	Pearson Correlation	.257**	.140**	.261**	.108*	1	.407**	.295**	.271**
	Sig. (2-tailed)	.000	.007	.000	.036		.000	.000	.000
	N	376	376	376	376	376	376	376	376
PE	Pearson Correlation	.338**	.505**	.645**	.215**	.407**	1	.681**	.676**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000
	N	376	376	376	376	376	376	376	376
EE	Pearson Correlation	.398**	.572**	.628**	.222**	.295**	.681**	1	.753**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
	N	376	376	376	376	376	376	376	376
BI	Pearson Correlation	.399**	.506**	.601**	.243**	.271**	.676**	.753**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	376	376	376	376	376	376	376	376

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Source: Developed from the research.

4.3.1.1 Test of Significant

H1: Habit (H)

Based on Table 4.13, the correlation between the habit (H) and consumers' behavioural intention to adopt of mobile tourism is at r=0.399 (p<0.01). This proves that habit (H) has significant effect on behavioural intention to adopt of mobile tourism. Thus, habit (H) is supported. As a reference on the Rules of Thumb for correlation coefficient size by Hair and Bush (2009), habit (H) is category into weak coefficient range.

H2: Hedonic Motivation (HM)

According to Table 4.13, the correlation between the hedonic motivation (HM) and consumers' behavioural intention to adopt of mobile tourism is at r=0.506 (p<0.01). This proves that hedonic motivation (HM) has significant effect on behavioural intention to adopt of mobile tourism. Thus, hedonic motivation (HM) is supported. As a reference on the Rules of Thumb for correlation coefficient size by Hair and Bush (2009), hedonic motivation (HM) is category into moderate coefficient range.

H3: Facilitating Condition (FC)

Table 4.13 shows that the correlation between the facilitating condition (FC) and consumers' behavioural intention to adopt of mobile tourism is at r=0.601 (p<0.01). This proves that facilitating condition (FC) has significant effect on behavioural intention to adopt of mobile tourism. Thus, facilitating condition (FC) is supported. As a reference on the Rules of Thumb for correlation coefficient size by Hair and Bush (2009), facilitating condition (FC) is category into strong coefficient range.

H4: Social Influences (SI)

The correlation between social influences (SI) and consumers' behavioural intention to adopt of mobile tourism is at r=0.243 (p<0.01). This proves that a social influence (SI) has significant effect on behavioural intention to adopt of mobile tourism. Thus, a social influence (SI) is supported. As a reference on the Rules of Thumb for correlation coefficient size by Hair and Bush (2009), social influence (SI) is category into weak coefficient range.

H5: Price Value (PV)

Based on Table 4.13, the correlation between the price value (PV) and consumers' behavioural intention to adopt of mobile tourism is at r=0.271 (p<0.01). This proves that price value (PV) has significant effect on behavioural intention to adopt of mobile tourism. Thus, price value (PV) is supported. As a reference on the Rules of Thumb for correlation coefficient size by Hair and Bush (2009), price value (PV) is category into weak coefficient range.

H6: Performance Expectancy (PE)

According to Table 4.13, the correlation between the performance expectancy (PE) and consumers' behavioural intention to adopt of mobile tourism is at r=0.676 (p<0.01). This proves that performance expectancy (PE) has significant effect on behavioural intention to adopt of mobile tourism. Thus, performance expectancy (PE) is supported. As a reference on the Rules of Thumb for correlation coefficient size by Hair and Bush (2009), performance expectancy (PE) is category into strong coefficient range.

H7: Effort Expectancy (EE)

Table 4.13 shows that the correlation between the effort expectancy (EE) and consumers' behavioural intention to adopt of mobile tourism is at r=0.753 (p<0.01). This proves that effort expectancy (EE) has significant effect on behavioural intention to adopt of mobile tourism. Thus, effort expectancy (EE) is supported. As a reference on the Rules of Thumb for correlation coefficient size by Hair and Bush (2009), effort expectancy (EE) is category into strong coefficient range.

4.3.2 Multiple Linear Regressions

4.3.2.1 Strength of Relationship

Table 4.14: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.795[a]	.633	.626	.65111

a. Predictors: (Constant), EE, SI, PV, H, FC, HM, PE

b. Dependent Variable: BI

N=376

Source: Developed from the research.

According to Table 4.14, it shows that the value for the R Square (R^2) is 0.633, which means that 63.3% of the outcome is significantly accounts for the examined regression line. Moreover, it also means that there are 63.3% of behavioural intention to adopt mobile tourism is accounted by our independent variables (habit, hedonic motivation, facilitating condition, social influences, price value, performance expectancy and effort expectancy).

Table 4.15: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	268.800	7	38.400	90.577	.000[a]
	Residual	156.013	368	.424		
	Total	424.813	375			

a. Predictors: (Constant), EE, SI, PV, H, FC, HM, PE

b. Dependent Variable: BI

Source: Developed from the research.

According to Table 4.15, F value for this model is 90.577 with the significance level of 0.000. Thus, the overall regression model with these seven variables (habit, hedonic motivation, facilitating condition, social influences, price value, performance expectancy and effort expectancy) has worked well in explaining the variation in behavioural intention to adopt mobile tourism.

Table 4.16: Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.513	.220		2.330	.020		
	H	.070	.033	.082	2.118	.035	.662	1.510
	HM	.004	.042	.004	.101	.920	.520	1.923
	FC	.112	.047	.105	2.372	.018	.508	1.968
	SI	.033	.029	.037	1.116	.265	.890	1.124
	PV	-.025	.033	-.027	-.773	.440	.794	1.259
	PE	.233	.045	.256	5.189	.000	.409	2.444
	EE	.485	.049	.477	9.828	.000	.423	2.362

a. Dependent Variable: BI

Source: Developed from the research.

From the Table 4.16, the equation can be formed through multiple regression model:

Y= 0.513 + 0.70(H) + 0.004(HM) + 0.112(FC) + 0.033(SI) - 0.025(PV) + 0.233(PE) + 0.485(EE)

Y= Behavioural intention to adopt mobile tourism

H= Habit

HM= Hedonic Motivation

FC= Facilitating Condition

SI= Social Influences

PV= Price Value

PE= Performance Expectancy

EE= Effort Expectancy

4.3.2.2 Test of Significant

H1: There is a positive significant relationship between habit and behavioural intention to use mobile tourism.

Based on Table 4.16, the significant value for H is 0.035. It explained that H is significant correlated with behavioural intention to adopt mobile tourism which the significant value is not more than 0.05. Therefore, H1 is supported.

Based on equation above, there will be an increased in value of H by 1 unit which will lead to an increase of 0.70 units in the behavioural intention to adopt mobile tourism.

H2: There is a positive significant relationship between hedonic motivation and behavioural intention to use mobile tourism.

According to Table 4.16, the significant value for HM is 0.920. It explained that HM is insignificant correlated with behavioural intention to adopt mobile tourism which the significant value is greater than 0.05. Therefore, H2 is not supported.

Based on equation above, there will be an increased in value of HM by 1 unit which will lead to an increase of 0.004 units in the behavioural intention to adopt mobile tourism.

H3: There is a positive significant relationship between facilitating condition and behavioural intention to use mobile tourism.

Table 4.16 shows that the significant value for FC is 0.018. It explained that FC is significant correlated with behavioural intention to adopt mobile tourism which the significant value is not more than 0.05. Therefore, H3 is supported.

Based on equation above, there will be an increased in value of FC by 1 unit which will lead to an increase of 0.112 units in the behavioural intention to adopt mobile tourism.

H4: There is a positive significant relationship between social influences and behavioural intention to use mobile tourism.

Based on Table 4.16, the significant value for SI is 0.265. It explained that SI is insignificant correlated with behavioural intention to adopt mobile tourism which the significant value is greater than 0.05. Therefore, H4 is not supported.

Based on equation above, there will be an increased in value of SI by 1 unit which will lead to an increase of 0.033 units in the behavioural intention to adopt mobile tourism.

H5: There is a positive significant relationship between price value and behavioural intention to use mobile tourism.

According to Table 4.16, the significant value for PV is 0.440. It explained that PV is insignificant correlated with behavioural intention to adopt mobile tourism which the significant value is greater than 0.05. Therefore, H5 is not supported.

Based on equation above, there will be an increased in value of PV by 1 unit which will lead to a decrease of 0.025 units in the behavioural intention to adopt mobile tourism.

H6: There is a positive significant relationship between performance expectancy and behavioural intention to use mobile tourism.

Table 4.16 shows that the significant value for PE is 0.000. It explained that PE is significant correlated with behavioural intention to adopt mobile tourism which the significant value is not more than 0.05. Therefore, H6 is supported.

Based on equation above, there will be an increased in value of PE by 1 unit which will lead to an increase of 0.233 units in the behavioural intention to adopt mobile tourism.

H7: There is a positive significant relationship between effort expectancy and behavioural intention to use mobile tourism.

Based on Table 4.16, the significant value for EE is 0.000. It explained that EE is significant correlated with behavioural intention to adopt mobile tourism which the significant value is not more than 0.05. Therefore, H7 is supported.

Based on equation above, there will be an increased in value of EE by 1 unit which will lead to an increase of 0.485 units in the behavioural intention to adopt mobile tourism.

4.4 Conclusion

In this study, we had used SPSS Version 16 software to analysis and examine the data collected from the respondents. With the results and statistics from this chapter, we able to show out the relationship between habit, hedonic motivation, facilitating condition, social influences, price value, performance expectancy, effort expectancy and behaviour intention. In the coming chapter we will have in-depth discussion about major findings, implications of the study, limitations of the study and recommendations for future research based on the results generated from chapter 4.

CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATIONS

5.0 Introduction

Chapter 5 will address the summary of statistical analysis which includes the summary of statistical analyses. Discussion of major finding that mentioning about relationship between the independent variables and the dependent variable will occur as well. Implication of the study, limitation of the study and recommendation for the future research will be discussed before ending the whole research project with the conclusion.

5.1 Summary of Statistical Analyses

5.1.1 Descriptive Analysis

5.1.1.1 Respondent Demographic Profile

Based on analysis of respondents demographic profile in Chapter Four, majority of respondents are female with significant percentage of 53.7% compared to the male respondents which only consist of 46.3%. Many respondents fall into the age group between 21-25years old with 38%. Most of the respondents are single for marital status which is 70.5%. The major highest academic qualification levels for respondents are bachelor degree/ professional qualification as they possess 51.1% respectively. In occupation field, many respondents are work in other industry compared to others comprises 32.7%. Most of the respondents have accessing internet with their mobile phone consists of a large percentage which is 91.8%. There are 88.3% of respondents who owning credit card/ debit card compared to those who didn't have just comprises 11.7%. Majority of the respondents in this research are shop around 0 to 4 times which is 75.5%. The highest percentage of the type of mobile device used by respondents is smart phone comprises 85.4%. The monthly income of the majority respondent is less than RM1000, possesses 33.5%. The highest percentage of the

location statistics which most of the respondents like using their mobile device is at home comprises 68.1%.

5.1.1.2 Summary of Central Tendencies Measurement of Constructs

H1 has the highest mean value at 4.56 with standard deviation of 1.323 while H2 shows the lowest mean value at 4.29 with standard deviation of 1.348. HM2 recorded the highest mean score 4.77 with standard deviation of 1.154, while the lowest mean score (4.64) is achieved by HM1 with standard deviation of 1.182. FC4 recorded the highest mean value (4.96) with standard deviation of 01.186, while FC1, FC2 and FC3 has the same lowest mean value (4.87) and appear to have standard deviation of 1.201, 1.210 and 1.138 respectively. SI1 and SI3 has the same highest mean value at 4.52 with standard deviation of 1.338 and 1.286 respectively while SI2 shows the lowest mean value at 4.44 with standard deviation of 1.287. PV3 has the highest mean score (4.57) and PV2 has the lowest mean score (4.46), the standard deviations for both of them are 1.254 and 1.279 respectively. PE2 has the highest mean value at 5.05 with standard deviation of 1.278 while PE3 shows the lowest mean value at 4.98 with standard deviation of 1.249. EE4 recorded the highest mean score 5.08 with standard deviation of 1.200, while the lowest mean score (4.91) is achieved by EE3 with standard deviation of 1.178. BI1has the highest mean value at 5.10 with standard deviation of 1.218 while BI2 and BI3 show the same lowest mean value at 4.97 with standard deviation of 1.084 and 1.227 respectively.

5.1.2 Scale Measurement

5.1.2.1 Reliability Test

The Cronbach's Alpha was applied to observe the reliability of 26 items which are used to measure the seven independent variables and one dependent variable (habit, hedonic motivation, facilitation condition, social influences, price value, performance expectancy, effort expectancy and behavioural intention). Among the eight constructs, hedonic motivation has the highest Cronbach's Alpha which is 0.926, followed by social influences 0.924, performance expectancy 0.916, habit 0.908, effort expectancy 0.904, price value 0.903, behavioural intention 0.887 and facilitation condition 0.866.

5.1.3 Inferential Analyses

5.1.3.1 Pearson Correlation Coefficient

Pearson correlation was applied to analyse the strength of association among the eight constructs. According to the result of correlation test, there is a positive correlation among all independent variables with dependent variable. Effort expectancy has the strongest positive relationship with behavioural intention (r = 0.753); while social influences has the weakest level of positive association with behavioural intention (r = 0.243). Furthermore, p-values of all independent variables are 0.000 which are less than 0.05. This result proved that all hypotheses of this study can be accepted.

5.1.3.2 Multiple Regression Analysis

According to the output of Multiple Linear Regressions (MLR), the R^2 = 0.633 implies that 63.3% of the variation in the behavioural intention to adopt mobile tourism in Malaysia can be explained by seven independent variables in this research. F value for this model is 90.577 with 0.000 significance level. Habit (H), facilitation condition (FC), performance expectancy (PE) and effort expectancy (EE) established

significant positive relationship with behavioural intention (BI), while hedonic motivation (HM), social influences (SI) and price value (PV) have insignificant relationship toward behavioural intention. Meanwhile, MLR also concluded that effort expectancy (EE) has the strongest influence towards behavioural intention. The estimated regression equation is as follow:

Behavioural Intention= 0.513 + 0.70(H) + 0.004(HM) + 0.112(FC) + 0.033(SI) - 0.025(PV) + 0.233(PE) + 0.485(EE)

5.2 Discussions of Major Findings

H1: There is a positive significant relationship between perceived expectancy (PE) and intention to adopt mobile tourism.

H1 indicated that perceived expectancy has significant influence on intention to adopt mobile tourism. The P-value of PE is 0.0000 which is less than 0.05 with beta coefficient of 0.233 which expressed that H1 is supported. Prior research studies have found perceived expectancy to influence on actual behavior toward IT adoption such as mobile tourism with facilitating conditions (Venkatesh et al. 2003).

Past studies (Agarwal & Karahanna, 2000) indicate that among others, performance expectancy has a major effect on adopt of the particular system because of the users believe in the existence of a positive use-performance relationship The foundation that link how people perceive a mobile system and performance is the useful in achieving their goals in terms of job performance. Hence there will be higher probability that people will use mobile tourism. According to the supporting research by researchers, perceived expectancy is positively affect intention to adopt mobile tourism, H1 is fully supported.

H2: Effort Expectancy has a positive influence on the behavioral intention of Malaysian to adopt mobile tourism.

Effort Expectancy is significant at 0.05 levels with the p-value of 0.000 and beta coefficient of 0.485. This means that 1 unit increases in EE will lead the +48.5 percent changes on the behavioral intention of Malaysian to adopt mobile tourism. Thus, EE has a positive relationship on the behavioral intention of Malaysian to adopt mobile tourism and therefore, our H2 is accepted.

Besides that, there are some studies is supported the hypothesis and one of the most famous journal by Venkatesh et al. (2012) which mentioned that there is positive influence between effort expectancy and the behavioral intention of using technology. EE is an individual trust that using a specific technology will be effortless (Venkatesh et al., 2003). As a result, Effort Expectancy has a positive influence on the behavioral intention of Malaysian to adopt mobile tourism.

H3: Social Influence has a positive influence on the behavioral intention of Malaysian to adopt mobile tourism.

The p-value of Social Influence is 0.265 which is higher than 0.05 and the beta coefficient is 0.033. Based on our studies, the relationship between SI and behavioral intention of Malaysian to adopt mobile tourism is insignificant but still there is positive relationship between SI and the intention to adopt mobile tourism.

By referring to other studies, there are some journals supported the hypothesis for example Laohapensang (2009), who conducted research on factors influencing internet shopping behavior and mentioned there is positive influence between social influence and the behavioral intention of using mobile technology. Social influence is an individual perceives that important others believe he or she should use the new technology (Venkatesh & Speier, 2000). Thus, social influence has a positive influence on the behavioral intention of Malaysian to adopt mobile tourism.

H4: Facilitation condition has a positive influence on the behavioral intension of Malaysian to adopt mobile tourism.

The P-value of Facilitating Condition (FC) is 0.018 which is less than 0.05 with beta coefficient of 0.112. This mean that one unit increases in FC will lead the changes of intention to adopt mobile tourism is +11.2%. According to our findings, P value for FC is 0.018 which $P < 0.05$ and this had proven that the relationship between the FC and intention to adopt mobile tourism was positive significant. Thus, we assume that our hypothesis is accepted.

Based on the prior studies, Kijsanayotin, Pannarunothai and Speedie (2009) also recognized that facilitating condition has a positive effect towards the influence of IT used. The study argued that sufficient facilitating condition will play an important role in technology use. This variable was supported in the study because the positive relationship occurs among the IT knowledge and FC. While, the researchers argued that the possessing knowledge is aspect of the perception of "self-behaviour control" which this concept was integrates into FC construct in UTAUT model. Meanwhile, one of manifest variables in our study that reflected the FC construct was "I have the knowledge necessary to use mobile tourism" had help supported the validity of the positive relationship. Thus, this help provides evidence to support that our hypothesis.

H5: Hedonic motivation has a positive influence on the behavioral intension of Malaysian to adopt mobile tourism.

Hedonic motivation (HM) is insignificant at 0.05 levels with the p-value of 0.920 and beta coefficient of 0.004. It means that an increased in value of HM by 1 unit will lead to an increase of 0.004 units in the behavioral intention to adopt mobile tourism which also mean that H5 is not supported.

Kim and Forsythe (2007) found that hedonic motivation is important in the early stage of adopting online apparel shopping. By time pass, the effect from hedonic motivation fade due to over exposed and consumer get bored with the pleasure. Therefore hedonic motivation will

fade and the reason for continue using mobile tourism will pivot towards other variables, such as PE or EE.

H6: There is a negative relationship between Price Value and intention to adopt mobile tourism.

The P-value of SI is 0.440 which is more than 0.05 with beta coefficient of -0.025. Based on our findings, P value for SI is 0.001 ($P < 0.05$) and this had proven that there are no relationship between the price value and intention to adopt mobile tourism is not significant and is negative because of negative beta coefficient.

By referring to prior studies, price has been shown to be a major influence on customer satisfaction in the manufacturing industry as a whole (Chen & Tsai, 2007) but not in the service industry. The effect of price value on satisfaction is relatively less than other values, which means that fulfilling subjective values such as performance and effort values are currently more important than price value in the use of the mobile tourism.

Since consumers are likely to use price as a signal of quality (Grewal, Xu, & Flavell 1995; Kirmani & Rao, 2000), consumers would not influence by the price in the use of mobile tourism therefore price value have no relationship in the intention of adopt mobile tourism.

H7: Habit has a positive influence on the behavioral intension of Malaysian to adopt mobile tourism.

H1 indicated that Habit (H) has significant influence on the behavioral intension to adopt mobile tourism. The P-value of H7 is 0.035 which is less that 0.05 with beta coefficient of 0.70 which expressed that H1 is supported.

Past studies (Ye & Potter, 2011; Polites & Karahanna, 2013) showed that habit has the positive role in the technology use. The researchers argued that habit not just will procure the practice of routine behaviors while it also helps to restrain innovative usage behaviors. This mean that habit can avoid users from explore some unused system or either using or adopting new information systems. In the other words, the strong habit of mobile tourism user will

prevent from switching their use of this technology to other new technology as well as new information system. As a result, habit has positive relationship on the behavioral intension to adopt mobile tourism.

5.3 Implications of the Study

5.3.1 Managerial Implications

Adoption of mobile tourism has grown rapidly, it is important to know the factors that influence the travellers' intention who are using them. The findings from this study provide helpful information for tourism field developers, bank, government and application or software developers. Since PE and EE may have positive influence on adoption of mobile tourism, this enable travellers save time and more convenient in using new and potential information technology. Bank can have smooth communication with software developers that useful for travellers in reduce the effort and misdirection for a transaction by purchasing tourism products with mobile device. Bank should provide mobile service payment that is user friendly and easy to access.

Enhancement in PE among customer allows merchants focus on the features and benefits of products that provided through mobile devices. Practitioners, bank, merchant, software developers, and government can hasten the adoption of mobile tourism through having alliance. SI also important in this study, it will have direct influence on traveller intention which leads to traveller behavior in adopting mobile tourism. The designation of mobile applications must be unique and popular to attract more customer that stress on high social status and image. The opinion leader for the application will tend to spread positive word of mouth to the potential travellers or customer and this method enable organizations gain higher credibility. It is important to convince potential consumers as the mobile tourism application able to portray the 'premium status' which is perceived by the customers.

Lastly, since HM also influences the adoption of mobile tourism, it would trigger the curiosity of technology savvy to try and adopt mobile tourism. In the early stages of

experience, potential users are motivated more by the hedonic benefits gained from using a technology such as fun and enjoyment. Therefore marketers or software developers for mobile tourism applications should always include creativity and special promotions into the applications. Software developers can insert and merge mini game, music and video within the process of consumer getting solutions while using mobile tourism.

5.3.2 Theoretical Implications

From the theoretical implications, this study contributes by providing insights on the factors influencing the adoption of mobile tourism in Malaysia. The research has contributed from viewpoint of local public of Malaysia in shopping malls within KL area. The study extends the UTAUT into UTAUT2 by adding 3 additional variables namely Hedonic Motivation (HM), Price Value (PV), and Habit (H). This integrated framework emphasizes the customer context rather than organizational context include theoretical mechanism that drive consumer behavior. Secondly, the research enable future researchers gain better understanding towards the level of adaptation of mobile tourism in Malaysia. Thirdly, this study provides guidelines to future researchers in mobile tourism field when doing relevant research in other nations. Thus, the integrated framework UTAUT2 serves as a rich source of explanation on the factors influencing the adoption of mobile tourism.

5.4 Limitations of the Study

Although we conduct the research carefully, but there were some unavoidable limitations. The primary limitation of the study is the lack of prior studies of mobile tourism in Malaysia. Prior research studies will guide us to form the basis of our literature review and generate a better understanding toward the research problem that we are investigating. Mobile tourism is still new to Malaysia but the function is positively affecting Malaysia's tourism industry, therefore, the study was conducted under limited resources. There are lack of prior studies about mobile tourism which conducted in Malaysia, thus, there are some studies taken from other countries which the researchers also conducted the same studies. Due to every country have their own cultures and consumer behavior, perhaps some cultures bias and consumer behavior should be taking into consideration.

Meanwhile, we should emphasize that the data collection of the research was limited to a small sample group of Malaysian's smartphone users. As the data collection was done in K.L areas, the paper unable to represent and give an accurate view of mobile tourism services and its validity from all Malaysian.

5.5 Recommendations for Future Research

In the future, the study can be improved by involving variable such as culture in order to get a better and accurate understanding. Malaysia is well known as a multi-ethnic country and different ethnic groups comes with different background culture as well. Since mobile tourism is still new to Malaysia, the effect on time should consider on the intention behavioral. This might be perfect the studies as additional variables may come along for Malaysian to adopt mobile tourism.

5.6 Conclusion

This research project is done in order to identify the factors that affect the behavior intention to adopt mobile tourism in Malaysia. The model used shown a better view on behavioral intention to adopt mobile tourism in Malaysia by modifying the variables from UTAUT2 model. The study manage to provide future researchers a basic understanding or start which will be precious for telecommunication companies, tourism related companies and even government in order to enhance Malaysia's tourism industry.

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Appendix 3.4: Research Instrument

Factors influencing the adoption of Mobile Tourism in Malaysia

The purpose of this survey is pertaining to factors that influence the adaptation of mobile tourism in Malaysia. Please answer all the questions to the best of your knowledge. There are no wrong responses to any of these statements. All responses are completely confidential.

Thank you for your participation.

Instructions:

1. There are **two (2)** sections in this questionnaire. Please answer **ALL** questions in **ALL** sections.
2. The contents of the questionnaire will be kept strictly confidential.
3. Completion of this form will take you approximately 10 to 15 minutes.

Section A: Demographic Profile

In this section, we are interested in your background in brief. Please tick your answer and your answer will be kept strictly confidential.

QA1: Gender: □ Female □ Male

QA2: Age: □ Below 20 Years Old □ 21-25 Years Old
□ 26-30 Years Old □ 31-35 Years Old
□ 36-40 Years Old □ Above 40 Years Old

QA3: Marital status: □ Single □ Married

QA4: Highest Level of academic qualification:
□ No College Degree
□ Diploma/Advanced Diploma
□ Bachelor Degree/ Professional Qualification
□ Postgraduates

QA5: Respondent Industry:
□ Banking □ Financial Institutional
□ IT Related □ Tourism
□ Manufacturing □ Retail
□ Telecommunications □ Other
□ Education

QA6: Do you have Internet (3G, 4G, and Wifi) access on your mobile device?
(Mobile phone, PDA, smart phone or a combination device)

❑ Yes ❑ No

QA7: Do you have a credit card/debit card:

❑ Yes ❑ No

QA8: In the past one year, how many times did you shop using your mobile device? ___ times in a year

QA9: Do you own the following products:

- ❑ Mobile phone
- ❑ Personal digital assistant (PDA)
- ❑ Smart Phone

QA10: Monthly income:

- ❑ Less than RM1000
- ❑ RM1001 – RM2000
- ❑ RM2001 – RM3000
- ❑ RM3001 – RM4000
- ❑ RM4001 – RM5000
- ❑ Above RM5001

QA11: I shop using mobile devices mainly:

- ❑ At home
- ❑ At work
- ❑ At school
- ❑ In a bank
- ❑ In a library
- ❑ In a friend's place
- ❑ In another place
- ❑ Other

Section B: Factors that influence you to adopt mobile tourism

This section is seeking your opinion regarding to the factors that influence your intention to use mobile tourism. Respondents are asked to indicate the extent to which they agreed or disagreed with each statement using 7 Likert scale [(1) = strongly disagree; (2) = disagree; (3) = slightly disagree; (4) = neutral; (5) = slightly agree; (6) = agree; (7) = strongly agree] response framework.

*Please **circle one number per line** to indicate the extent to which you agree or disagree towards the following statements and **tick** the related answer for Question 3.*

No.	Question	Strongly disagree	Disagree	Slightly disagree	Neutral	Slightly agree	Agree	Strongly agree
	B1) Habit (H)							
H1.	The use of mobile tourism has become a habit for me.	1	2	3	4	5	6	7
H2.	I am addicted to use mobile tourism.	1	2	3	4	5	6	7
H3.	I must use mobile tourism.	1	2	3	4	5	6	7

No.	Question	Strongly disagree	Disagree	Slightly disagree	Neutral	Slightly agree	Agree	Strongly agree
	B2) Hedonic Motivation (HM)							
HM1.	Using mobile tourism is fun.	1	2	3	4	5	6	7
HM2.	Using mobile tourism is enjoyable.	1	2	3	4	5	6	7
HM3.	Using mobile tourism is very entertaining.	1	2	3	4	5	6	7

No	Questions	
	B3) Use	
	Please choose your usage frequency for each of the following: (Can tick more than one usage)	
	a) Trip Advisor	
	b) Google Maps	
	c) Agoda.com	
	d) Booking.com	
	e) iHotel	
	f) Hotels.com	
	g) KAYAK	
	h) GuidePal City Guides	
	i) MyTravel Malaysia	
	j) Yelp	
	Others	

No.	Question	Strongly disagree	Disagree	Slightly disagree	Neutral	Slightly agree	Agree	Strongly agree
	B4) Facilitation Conditions (FC)							
FC1.	I have the resources necessary to use mobile tourism.	1	2	3	4	5	6	7
FC2.	I have the knowledge necessary to use mobile tourism.	1	2	3	4	5	6	7
FC3.	Mobile tourism is compatible with other technologies I use.	1	2	3	4	5	6	7
FC4.	I can get help from others when I face difficulties using mobile tourism.	1	2	3	4	5	6	7

No.	Question	Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
	B5) Social Influence (SI)							
SI1.	People who are important to me think that I should use mobile tourism.	1	2	3	4	5	6	7
SI2.	People who affect my behaviour think that I should use mobile tourism.	1	2	3	4	5	6	7
SI3.	People whose opinions that I value prefer that I use mobile tourism.	1	2	3	4	5	6	7

No.	Question	Strongly disagree	Disagree	Slightly disagree	Neutral	Slightly agree	Agree	Strongly agree
	B6) Price Value (PV)							
PV1.	Mobile tourism is reasonably priced.	1	2	3	4	5	6	7
PV2.	Mobile tourism is a good value for the money.	1	2	3	4	5	6	7
PV3.	At the current price, mobile tourism provides good value.	1	2	3	4	5	6	7

No.	Question	Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
	B7) Performance Expectancy (PE)							
PE1.	I find mobile tourism useful in my daily life.	1	2	3	4	5	6	7
PE2.	Using mobile tourism helps me accomplish tasks more quickly.	1	2	3	4	5	6	7
PE3.	Using mobile tourism increases my productivity.	1	2	3	4	5	6	7

No.	Question	Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
	B8) Effort Expectancy (EE)							
EE1.	Learning how to use mobile tourism is easy for me.	1	2	3	4	5	6	7
EE2.	My interaction with mobile tourism is clear and understandable.	1	2	3	4	5	6	7
EE3.	It is easy for me to become skilful by using mobile tourism.	1	2	3	4	5	6	7
EE4.	I find mobile tourism easy to use.	1	2	3	4	5	6	7

No	Questions	Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
	B9) Behaviour Intention (BI)							
BI1.	I intend to continue using mobile tourism in the future.	1	2	3	4	5	6	7
BI2.	I will always try to use mobile tourism in my daily life.	1	2	3	4	5	6	7
BI3	I plan to continue to use mobile tourism frequently.	1	2	3	4	5	6	7

Thank you for your time and cooperation.
-The End-

Appendix 4.1.1: Demographic Profile of Respondent

Figure 4.1: Gender

Statistics

Gender

N	Valid	376
	Missing	0

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	female	202	53.7	53.7	53.7
	male	174	46.3	46.3	100.0
	Total	376	100.0	100.0	

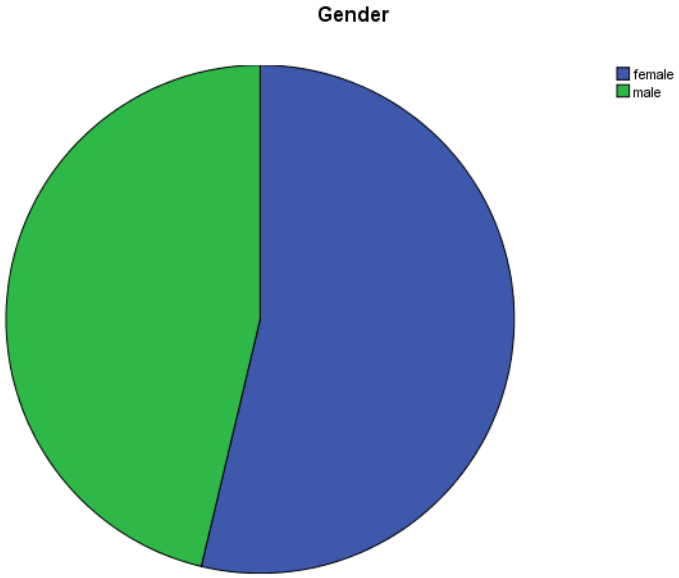


Figure 4.2: Age

Statistics

Age

N	Valid	376
	Missing	0

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below 20 years old	62	16.5	16.5	16.5
	21-25 years old	143	38.0	38.0	54.5
	26-30 years old	82	21.8	21.8	76.3
	31-35 years old	45	12.0	12.0	88.3
	36-40 years old	22	5.9	5.9	94.1
	above 40 years old	22	5.9	5.9	100.0
	Total	376	100.0	100.0	

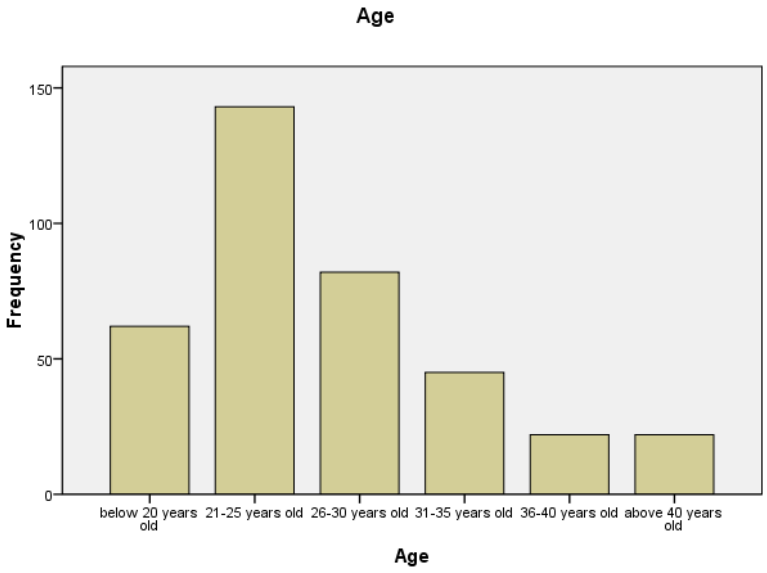


Figure 4.3: Marital Status

Statistics

MaritalStatus

N	Valid	376
	Missing	0

MaritalStatus

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	single	265	70.5	70.5	70.5
	married	111	29.5	29.5	100.0
	Total	376	100.0	100.0	

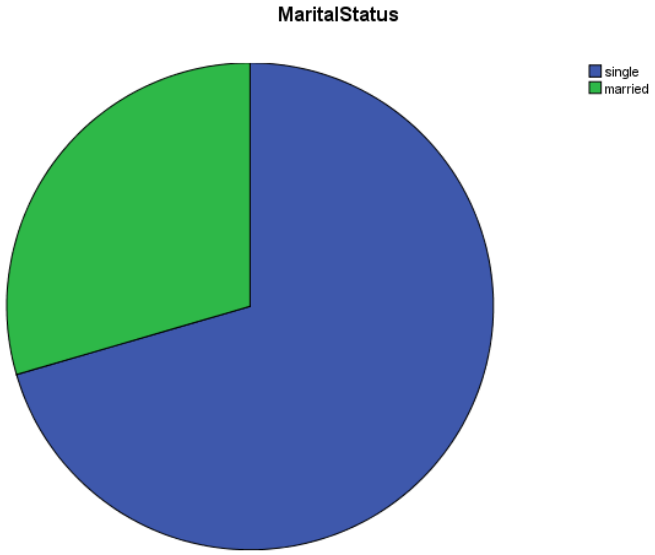


Figure 4.4: Academic Qualification

Statistics

AcademicQualification

N	Valid	376
	Missing	0

AcademicQualification

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no college degree	61	16.2	16.2	16.2
	diploma/advanced diploma	106	28.2	28.2	44.4
	bachelor degree/professional qualification	192	51.1	51.1	95.5
	postgraduates	17	4.5	4.5	100.0
	Total	376	100.0	100.0	

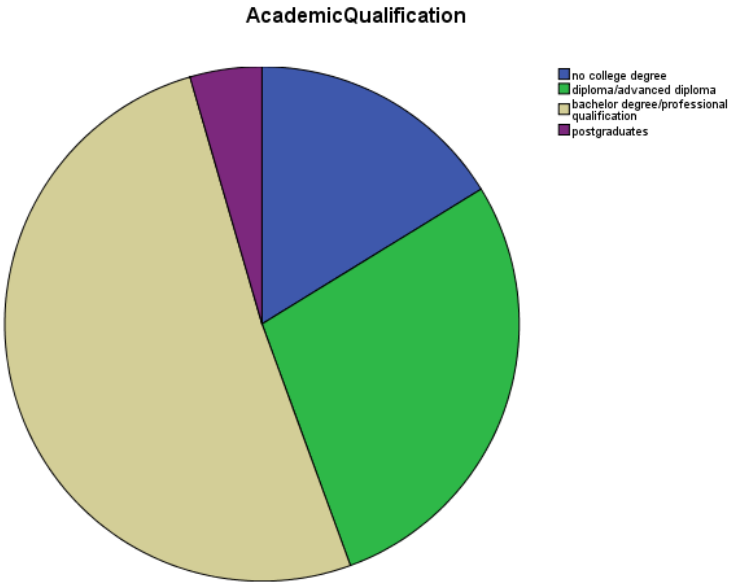


Figure 4.5: Occupation

Statistics

Respondent Industry

N	Valid	376
	Missing	0

Respondent Industry

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	banking	43	11.4	11.4	11.4
	financial institutional	32	8.5	8.5	19.9
	IT related	34	9.0	9.0	29.0
	tourism	23	6.1	6.1	35.1
	manufacturing	38	10.1	10.1	45.2
	retail	29	7.7	7.7	52.9
	telecommunications	20	5.3	5.3	58.2
	other	123	32.7	32.7	91.0
	education	34	9.0	9.0	100.0
	Total	376	100.0	100.0	

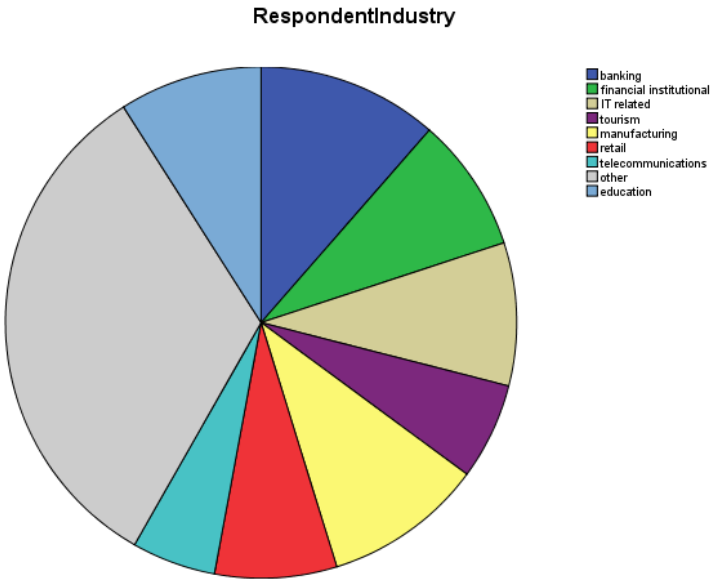


Figure 4.6: Internet Access

Statistics

InternetAccess

N	Valid	376
	Missing	0

InternetAccess

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	345	91.8	91.8	91.8
	no	31	8.2	8.2	100.0
	Total	376	100.0	100.0	

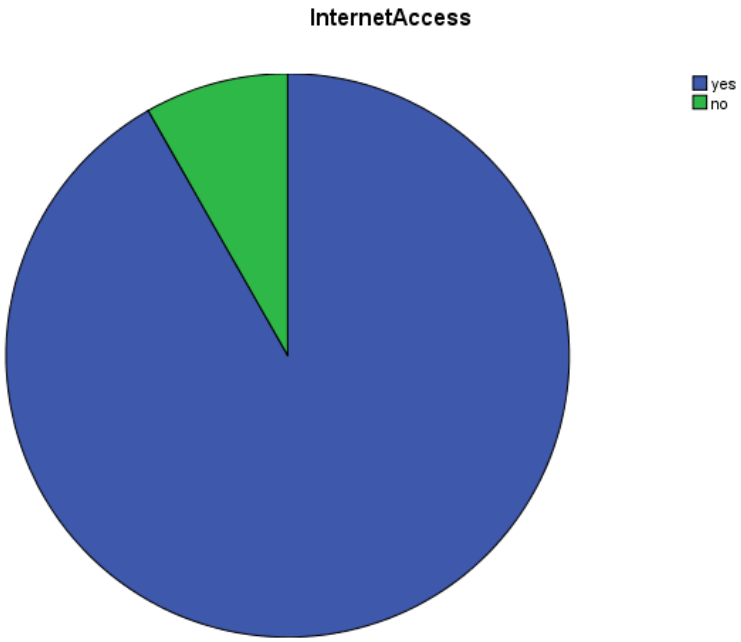


Figure 4.7: Credit/Debit Card

Statistics

CreditDebitCard

N	Valid	376
	Missing	0

CreditDebitCard

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	332	88.3	88.3	88.3
	no	44	11.7	11.7	100.0
	Total	376	100.0	100.0	

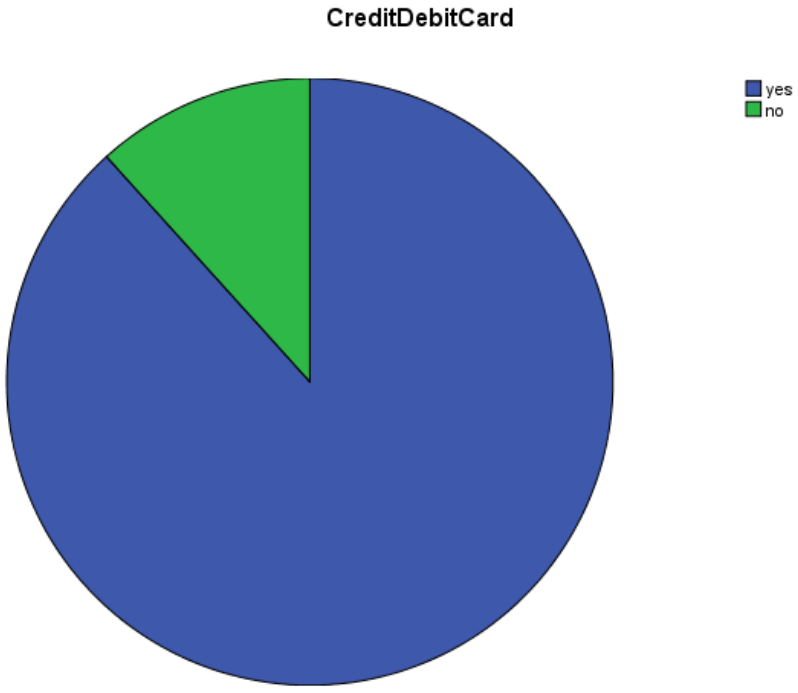


Figure 4.8: Shop Using Mobile Device

Statistics

ShopUsingMobileDevice

N	Valid	376
	Missing	0

ShopUsingMobileDevice

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-4	284	75.5	75.5	75.5
	5-9	47	12.5	12.5	88.0
	10-14	33	8.8	8.8	96.8
	15-19	5	1.3	1.3	98.1
	20 above	7	1.9	1.9	100.0
	Total	376	100.0	100.0	

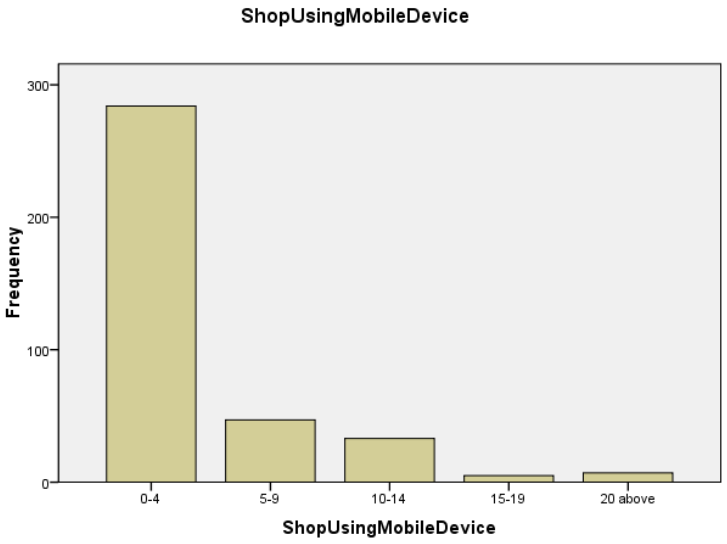


Figure 4.9: Types of Mobile Device

Statistics

		MobilePhone	PersonalDigitalAssistant	SmartPhone
N	Valid	376	376	376
	Missing	0	0	0
Mean		.36	.14	.85
Median		.00	.00	1.00
Mode		0	0	1
Std. Deviation		.481	.348	.354
Variance		.231	.121	.125
Range		1	1	1
Minimum		0	0	0
Maximum		1	1	1

MobilePhone

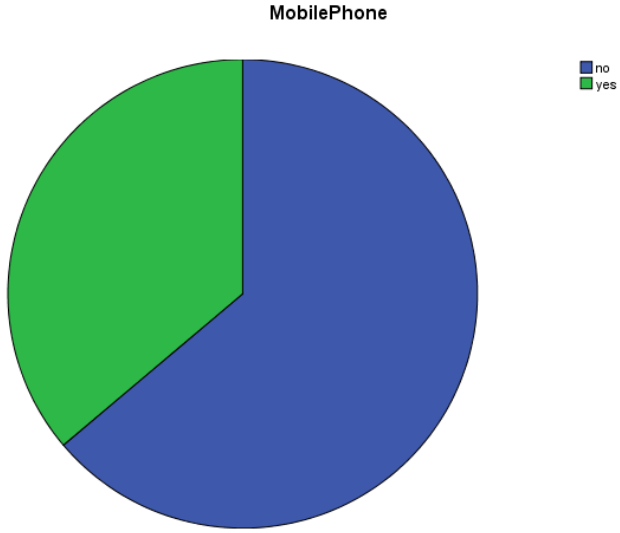
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	240	63.8	63.8	63.8
	yes	136	36.2	36.2	100.0
	Total	376	100.0	100.0	

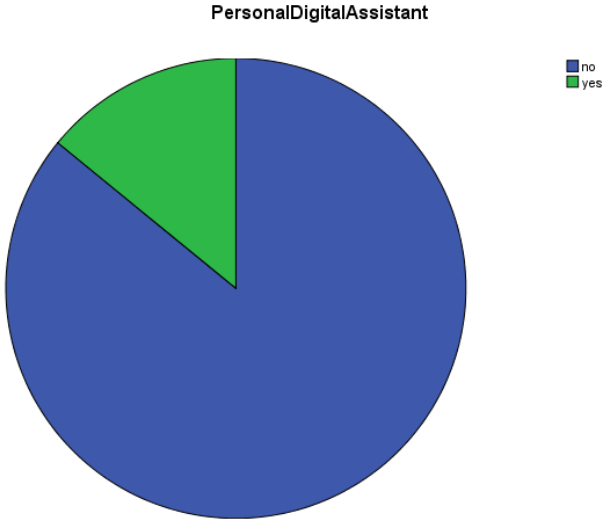
PersonalDigitalAssistant

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	323	85.9	85.9	85.9
	yes	53	14.1	14.1	100.0
	Total	376	100.0	100.0	

SmartPhone

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	55	14.6	14.6	14.6
	yes	321	85.4	85.4	100.0
	Total	376	100.0	100.0	


MobilePhone
no
yes


PersonalDigitalAssistant
no
yes

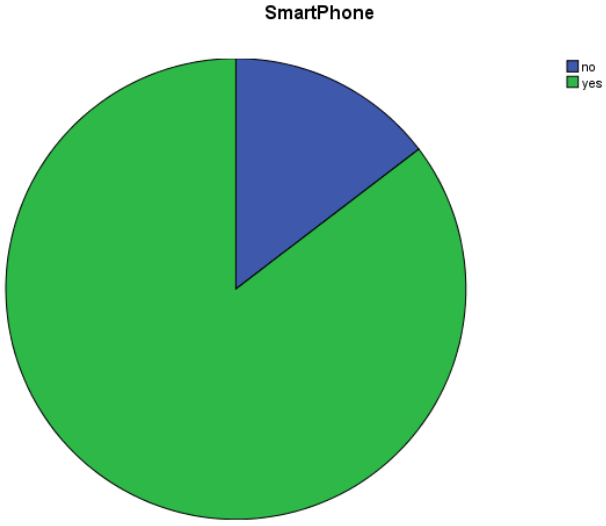

SmartPhone
no
yes

Figure 4.10: Monthly Income

Statistics

MonthlyIncome

N	Valid	376
	Missing	0

MonthlyIncome

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than RM1000	126	33.5	33.5	33.5
	RM1001-RM2000	53	14.1	14.1	47.6
	RM2001-RM3000	108	28.7	28.7	76.3
	RM3001-RM4000	53	14.1	14.1	90.4
	RM4001-RM5000	25	6.6	6.6	97.1
	above RM5001	11	2.9	2.9	100.0
	Total	376	100.0	100.0	

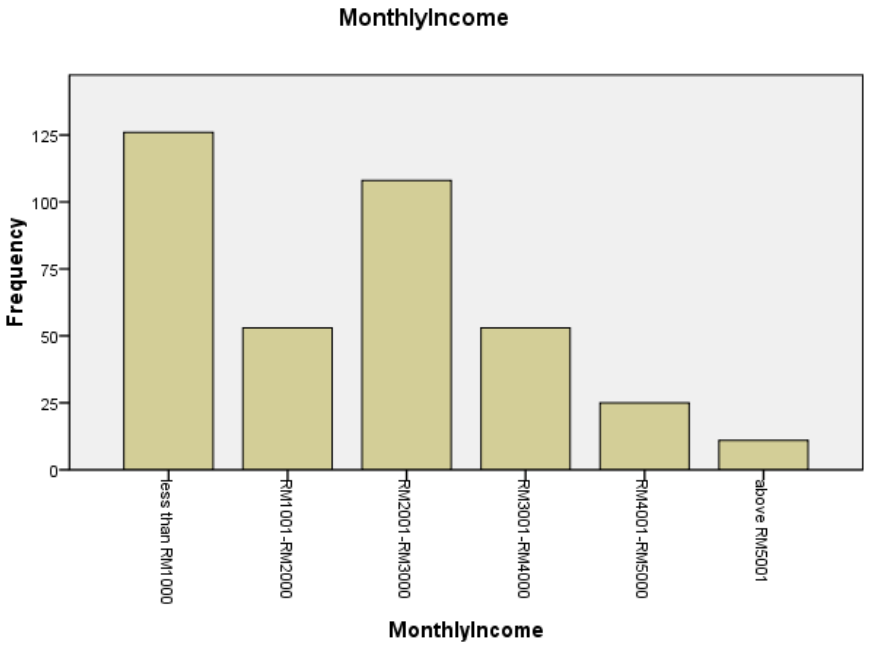


Figure 4.11: Location

Statistics

		AtHome	AtWork	AtSchool	InaBank	InaLibrary	InaFriendsPlace	InAnotherPlace	Other
N	Valid	376	376	376	376	376	376	376	376
	Missing	0	0	0	0	0	0	0	0
Mean		.68	.41	.20	.10	.09	.18	.24	.26
Median		1.00	.00	.00	.00	.00	.00	.00	.00
Mode		1	0	0	0	0	0	0	0
Std. Deviation		.467	.493	.402	.298	.283	.385	.426	.441
Variance		.218	.243	.162	.089	.080	.149	.181	.194
Range		1	1	1	1	1	1	1	1
Minimum		0	0	0	0	0	0	0	0
Maximum		1	1	1	1	1	1	1	1

AtHome

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	120	31.9	31.9	31.9
	yes	256	68.1	68.1	100.0
	Total	376	100.0	100.0	

AtWork

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	220	58.5	58.5	58.5
	yes	156	41.5	41.5	100.0
	Total	376	100.0	100.0	

InaBank

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	339	90.2	90.2	90.2
	yes	37	9.8	9.8	100.0
	Total	376	100.0	100.0	

InaLibrary

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	343	91.2	91.2	91.2
	yes	33	8.8	8.8	100.0
	Total	376	100.0	100.0	

InaFriendsPlace

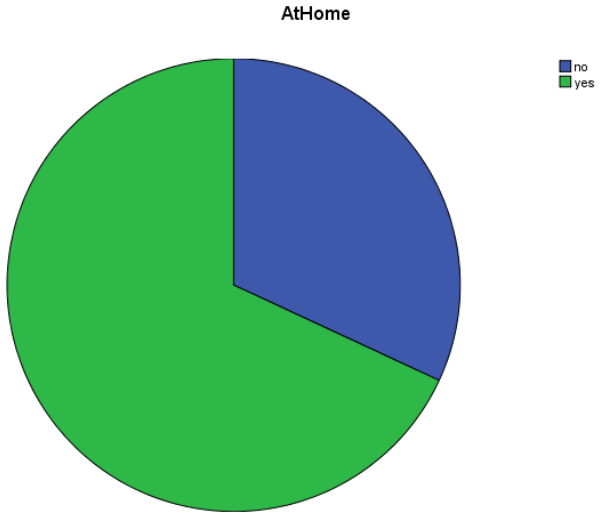
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	308	81.9	81.9	81.9
	yes	68	18.1	18.1	100.0
	Total	376	100.0	100.0	

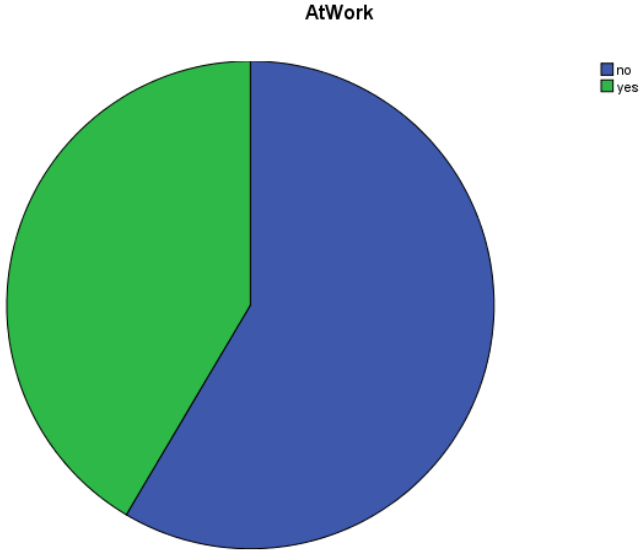
InAnotherPlace

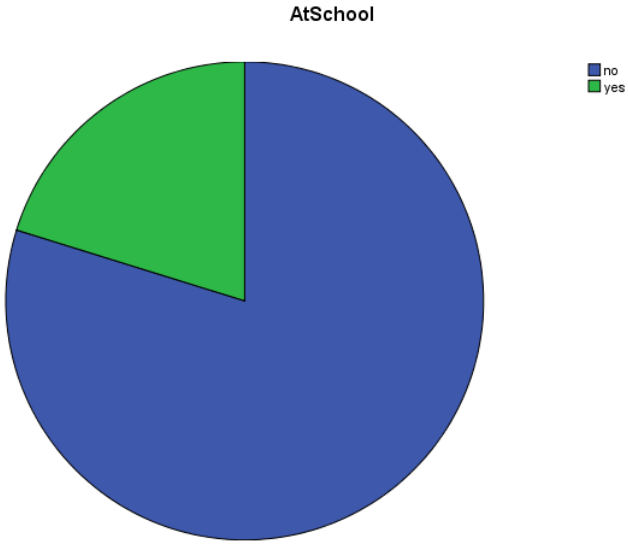
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	287	76.3	76.3	76.3
	yes	89	23.7	23.7	100.0
	Total	376	100.0	100.0	

Other

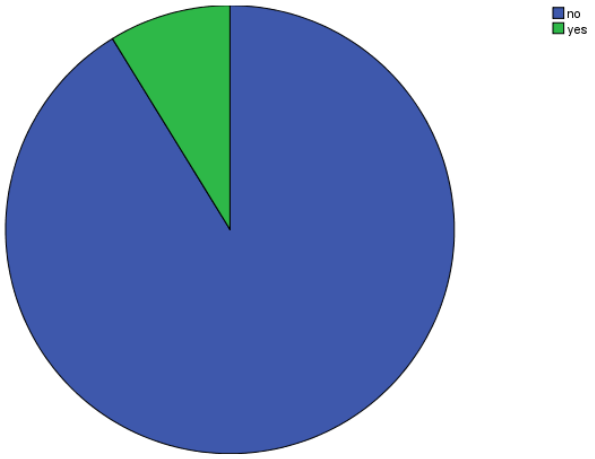
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	277	73.7	73.7	73.7
	yes	99	26.3	26.3	100.0
	Total	376	100.0	100.0	


AtHome
no
yes

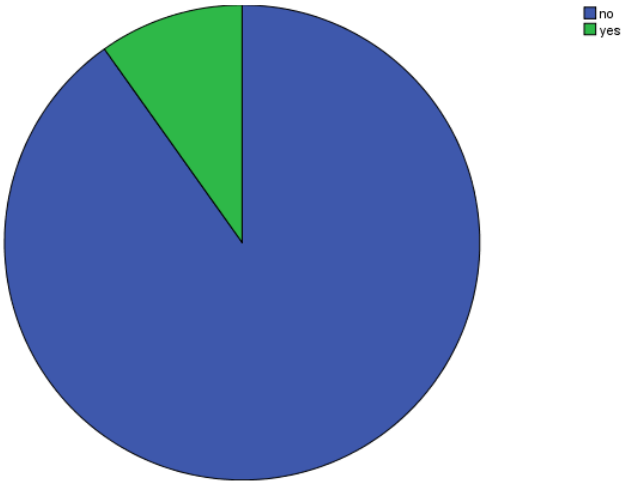

AtWork
no
yes


AtSchool
no
yes

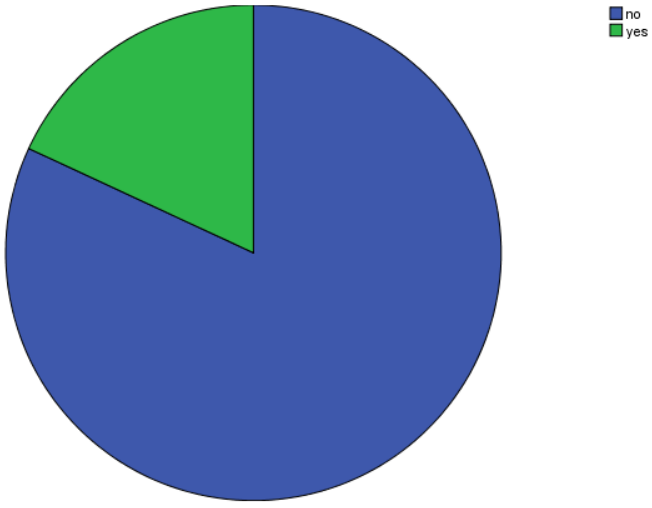
InaLibrary

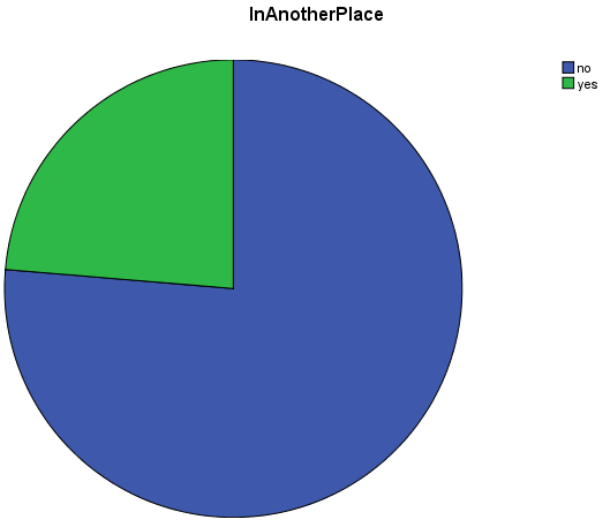


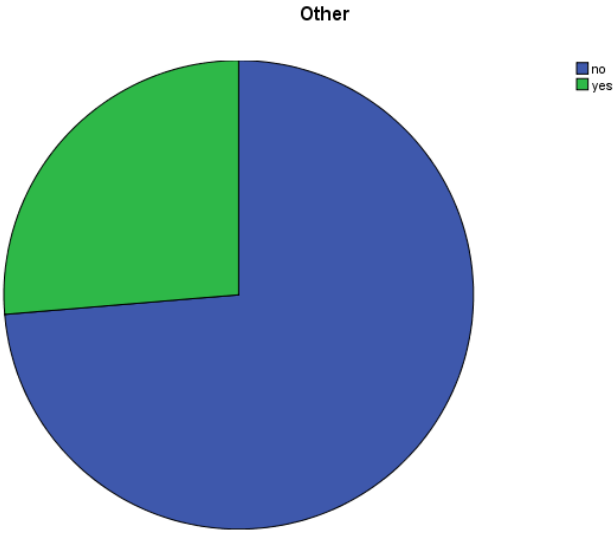
InaBank



InaFriendsPlace




InAnotherPlace
no
yes


Other
no
yes

Appendix 4.1.2: Central Tendencies of Measurement of Constructs

Figure 4.12: Habit (H)

Statistics

		H1	H2	H3
N	Valid	376	376	376
	Missing	0	0	0
Mean		4.56	4.29	4.44
Std. Deviation		1.323	1.348	1.399

Figure 4.13: Hedonic Motivation (HM)

Statistics

		HM1	HM2	HM3
N	Valid	376	376	376
	Missing	0	0	0
Mean		4.64	4.77	4.75
Std. Deviation		1.182	1.154	1.200

Figure 4.14: Facilitation Condition (FC)

Statistics

		FC1	FC2	FC3	FC4
N	Valid	376	376	376	376
	Missing	0	0	0	0
Mean		4.87	4.87	4.87	4.96
Std. Deviation		1.201	1.210	1.138	1.186

Figure 4.15: Social Influences (SI)

Statistics

		SI1	SI2	SI3
N	Valid	376	376	376
	Missing	0	0	0
Mean		4.52	4.44	4.52
Std. Deviation		1.338	1.287	1.286

Figure 4.16: Price Value (PV)

Statistics

		PV1	PV2	PV3
N	Valid	376	376	376
	Missing	0	0	0
Mean		4.49	4.46	4.57
Std. Deviation		1.224	1.279	1.254

Figure 17: Performance Expectancy (PE)

Statistics

		PE1	PE2	PE3
N	Valid	376	376	376
	Missing	0	0	0
Mean		4.99	5.05	4.98
Std. Deviation		1.264	1.278	1.249

Figure 4.18: Effort Expectancy (EE)

Statistics

		EE1	EE2	EE3	EE4
N	Valid	376	376	376	376
	Missing	0	0	0	0
Mean		5.03	4.97	4.91	5.08
Std. Deviation		1.216	1.164	1.178	1.200

Figure 4.19: Behavioural Intention (BI)

Statistics

		BI1	BI2	BI3
N	Valid	376	376	376
	Missing	0	0	0
Mean		5.10	4.97	4.97
Std. Deviation		1.218	1.084	1.227

Appendix 4.3.1: Pearson Correlation Analysis

Figure 4.28

Correlations

		H	HM	FC	SI	PV	PE	EE	BI
H	Pearson Correlation	1	.536**	.336**	.264**	.257**	.338**	.398**	.399**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000
	N	376	376	376	376	376	376	376	376
HM	Pearson Correlation	.536**	1	.457**	.286**	.140**	.505**	.572**	.506**
	Sig. (2-tailed)	.000		.000	.000	.007	.000	.000	.000
	N	376	376	376	376	376	376	376	376
FC	Pearson Correlation	.336**	.457**	1	.237**	.261**	.645**	.628**	.601**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000
	N	376	376	376	376	376	376	376	376
SI	Pearson Correlation	.264**	.286**	.237**	1	.108*	.215**	.222**	.243**
	Sig. (2-tailed)	.000	.000	.000		.036	.000	.000	.000
	N	376	376	376	376	376	376	376	376
PV	Pearson Correlation	.257**	.140**	.261**	.108*	1	.407**	.295**	.271**
	Sig. (2-tailed)	.000	.007	.000	.036		.000	.000	.000
	N	376	376	376	376	376	376	376	376
PE	Pearson Correlation	.338**	.505**	.645**	.215**	.407**	1	.681**	.676**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000
	N	376	376	376	376	376	376	376	376
EE	Pearson Correlation	.398**	.572**	.628**	.222**	.295**	.681**	1	.753**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
	N	376	376	376	376	376	376	376	376
BI	Pearson Correlation	.399**	.506**	.601**	.243**	.271**	.676**	.753**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	376	376	376	376	376	376	376	376

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Appendix 4.3.2: Multiple Linear Regressions

Figure 4.29

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	EE, SI, PV, H, FC, HM, PE[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: BI

Figure 4.30

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.795[a]	.633	.626	.65111

a. Predictors: (Constant), EE, SI, PV, H, FC, HM, PE

b. Dependent Variable: BI

Figure 4.31

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	268.800	7	38.400	90.577	.000[a]
	Residual	156.013	368	.424		
	Total	424.813	375			

a. Predictors: (Constant), EE, SI, PV, H, FC, HM, PE

b. Dependent Variable: BI

Figure 4.32

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.513	.220		2.330	.020		
	H	.070	.033	.082	2.118	.035	.662	1.510
	HM	.004	.042	.004	.101	.920	.520	1.923
	FC	.112	.047	.105	2.372	.018	.508	1.968
	SI	.033	.029	.037	1.116	.265	.890	1.124
	PV	-.025	.033	-.027	-.773	.440	.794	1.259
	PE	.233	.045	.256	5.189	.000	.409	2.444
	EE	.485	.049	.477	9.828	.000	.423	2.362

a. Dependent Variable: BI

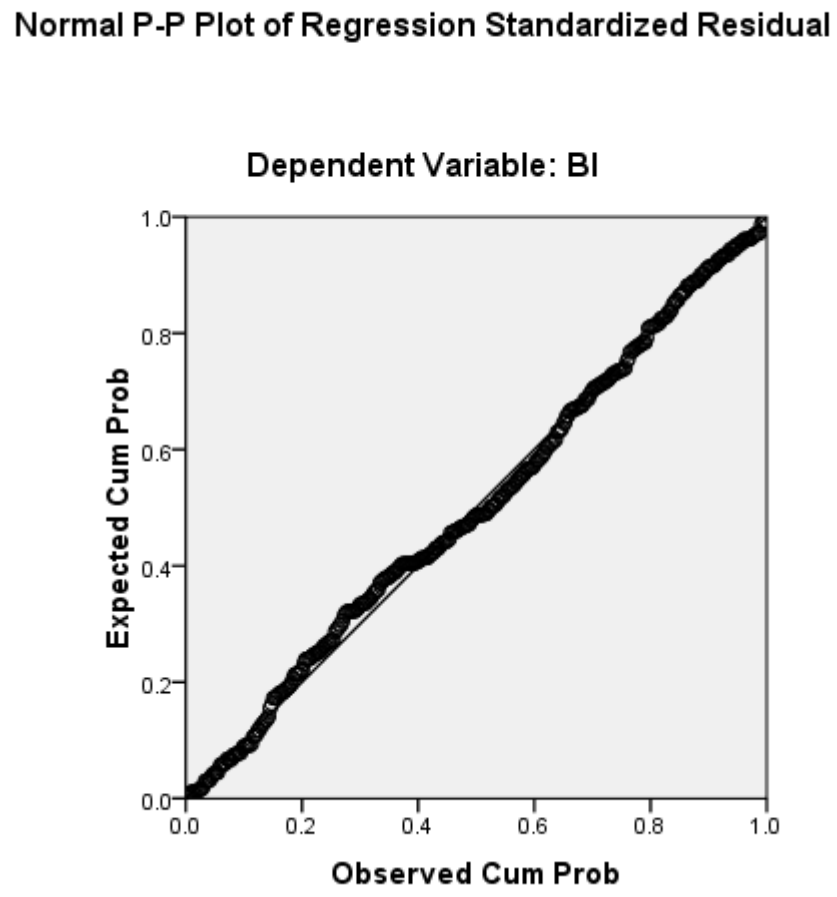
Figure 4.33

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.9914	6.9204	5.0142	.84664	376
Residual	-1.81785	1.59942	.00000	.64501	376
Std. Predicted Value	-2.389	2.251	.000	1.000	376
Std. Residual	-2.792	2.456	.000	.991	376

a. Dependent Variable: BI

Figure 4.34


Normal P-P Plot of Regression Standardized Residual
Dependent Variable: BI
Expected Cum Prob
Observed Cum Prob
0.0
0.2
0.4
0.6
0.8
1.0