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A Study on Factors Affecting Behavioral Intention and Behavior of Tourists to Use Tourism Applets in Chongqing, China

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Abstract

Purpose: This study focused on the influencing factors of behavioral intention and behavior of tourists to use tourism mobile applets in Chongqing, China. Trust, facilitating conditions, social influence, perceived ease of use, perceived usefulness, behavioral intention, and use behavior were examined in the research framework. **Research design, data, and methodology:** The researcher conducted quantitative research on 500 samples and statistical surveys on tourists in this region, and adopted non-probabilistic sampling technology, including judgment sampling and quota sampling. Before data collection, the index of item-objective congruence (IOC) was used to test validity. Cronbach's alpha coefficient values were taken from a reliability test of 30 participants. The confirmatory factor analysis (CFA) and structural equation model (SEM) were used for statistical analysis, including validity, reliability, and goodness of fit tests. **Results:** The biggest factor affecting the behavioral intention to use tourism mobile applets was the facilitating conditions and trust. Meanwhile, social influence, perceived ease of use, and perceived usefulness were important factors affecting the behavioral intention to use tourism mobile applets. The behavioral intention was also an important factor that affected the use behavior to use tourism mobile applets. **Conclusions:** The enterprises should attach great importance to the facilitating conditions, trust, social influence, perceived ease of use, and usefulness of the tourism mobile applets to improve tourists' behavioral intention and use.

Keywords : Social Influence, Behavioral Intention, Use Behavior, Tourism Mobile App, Chongqing

JEL Classification Code: E44, F31, F37, G15

1. Introduction

Tourism mobile applet was one of the many cell phone software applets focused on travel services. The mobile tourism applet was defined as an application installed on a mobile smart device to solve various problems in travel (Mao, 2013). The tourism mobile applets were mounted on a mobile terminal device to enjoy travel services through the mobile network (Pan, 2020). Tourism applets software development was a cell phone application that provided users with travel tips, travel guides, and other travel services. It is mainly used for travel destinations and scenic spots information inquiry, travel picture sharing, travel planning, and online guide introduction, bringing unlimited convenience for users to travel.

Velazquez et al. (2018) pointed out that behavioral intention significantly impacted use behavior. Urvashi et al. (2016) analyzed the influence of perceived ease of use and perceived usefulness on customer satisfaction in India. Namahoot and Laohavichien (2015) analyzed the impact of trust on the intention to use Internet banking.

To sum up, the above research provided a basis for analyzing user intention and usage behavior of mobile tourism maps. However, various factors that affected the user's intention and behavior needed comprehensive analysis. Chongqing, for short "Chongqing," another name for

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mountain city, is located in the southwest of inland China and is one of the four municipalities directly under the central government of China. Chongqing is an important part of China's economic development and plays an important role in leading the economic development of the western region. It is significant to systematically study the usage intention and behavior of mobile phone applets in Chongqing tourism.

2. Literature Review

2.1 Perceived Usefulness

Davis (1989) defined perceived usefulness as the extent to which users believed that using technology could enhance their performance. Perceived Usefulness meant that users were confident that the application would enhance performance (Al-Rahmi et al., 2015). Septiani et al. (2017) believed that perceived usefulness was used to evaluate the extrinsic features of m-commerce and to help users complete task-related goals, such as emphasizing efficacy and efficiency. Hsu and Lu (2004) stated that perceived usefulness was an essential factor that greatly affected the users' attitudes, leading to the acceptance and adoption of systems in prior research. The availability of a particular system might need to be considered when deciding whether to use the technology (Davis, 1989). Previous research has demonstrated that high levels of perceived usefulness typically generate effective user achievement relationships (Ong & Lai, 2006). Accordingly, the following hypotheses are obtained:

H1: Perceived usefulness has a significant effect on behavioral intention.

2.2 Perceived Ease of Use

Perceived ease of use refers to the extent to which people think mobile banking is easy to understand and operate (Lin, 2007). Perceived ease of use was defined as the extent to which the prospective user expects the aim to be easy (Davis, 1989). Perceived ease of use meant that they believed the application program and system were useful (Al-Rahmi et al., 2015). Chang et al. (2015) argued that the ease of use and attitude of use positively correlated. Previous studies have suggested that customers who use mobile banking easily tend to have a more positive view of it (Ho et al., 2020). Davis (1989) argued that when other things are alike, an application that end users found easier to use was more likely to be received than others. Based on the above discussion, hypotheses are proposed:

H2: Perceived ease of use has a significant effect on behavioral intention.

2.3 Trust

Morgan and Hunt (1994) defined trust as sufficient confidence that one partner with another in reliability and honesty. Zheng et al. (2017) regarded trust as a phenomenon of mutual reliance or dependence between individuals and organizations. Trust was classified as interpersonal trust, organizational trust, or trust between people and organizations (Lee & Turban, 2001). Liebana-Cabanillas et al. (2017) believed that a lack of trust could cause users to become suspicious and reluctant to buy products or services online. As a new technology, m-commerce still needed to be clouded by user doubts about its dependence, security, and intimacy (Liebana-Cabanillas et al., 2017). The lack of trust in m-commerce was mainly because online transactions were conducted by sellers and buyers without face-to-face contact (Wei et al., 2009). Consequently, H3 is set:

H3: Trust has a significant effect on Behavioral Intention.

2.4 Social Influence

Venkatesh et al. (2003) explained social influence as the extent to which a person thought it was important that "others" believe he or she should use a certain technology. Zhang et al. (2017) defined social influence as a person's perception that other significant groups thought he or she should use the new system. Tarhini et al. (2015) state that social influence has an important influence on behavioral intention. This view was supported by Chang et al. (2015). Chen (2018) believed that social influence had an important influence on perceived usefulness and ease of use. Hence, H4 is set:

H4: Social influence has a significant effect on behavioral intention.

2.5 Facilitating Conditions

Pham et al. (2020) defined facilitating conditions as the extent to which an individual believed that an organizational and technical infrastructure existed to support the use of the system. Venkatesh et al. (2003) interpreted facilitating conditions as the extent to which one believed that the organizational and technological infrastructure applets support the use of innovative systems. Aggelidis and Chatzoglou (2009) regarded that facilitating conditions had an important influence on behavioral intention to use health IT. Boontarig et al. (2012) regarded that facilitating conditions positively influenced the behavioral intention of using smartphones for healthcare services. Facilitating conditions was a major determinant of consumers' behavioral intention to mobile health (Dwivedi et al., 2016). Therefore, hypotheses are obtained:

H5: Facilitating conditions have a significant effect on behavioral intention.

2.6 Behavioral Intention

Behavioral intention refers to the degree to which a person quickly acts (Davis, 1989). Behavioral "intention to reuse" could be an appropriate indicator for comprehending the triumphant use of Technology (Tarhini et al., 2015). Pham et al. (2020) believed that different factors, including performance expectancy, effort expectancy, social effect, and subject characteristics, could determine behavioral intention. Many studies have confirmed that performance expectations strongly impacted behavioral intention (Adedoja et al., 2013; Tarhini et al., 2015). Perceived behavioral control was a prerequisite for behavioral intention (Ajzen, 1985). So, we put forward a hypothesis.

H6: Behavioral intention has a significant effect on use behavior.

2.7 Use Behavior

FC directly influenced the intermediary's behavior in using e-government services (Weerakkody et al., 2013). The behavior of using new technology was related to the impact of consciousness (Venkatesh et al., 2008). Use behavior was after the technology had been accepted (Kaplan & Gurbuz, 2021). Mobile banking use behavior had different direct Influence factors in different countries (Yu, 2012; Zhou et al., 2015). BI had a very important impact on the use of new facilities (Ajzen, 1991).

3. Research Methods and Materials

3.1 Research Framework

In this study, using the three models of the Technology Acceptance Model (TAM), The Unified Theory of Acceptance and Use of Technology (UTAUT), and The Decomposed Theory of Planned Behavior Model (DTPB) as the core theories, the researcher designed an empirical framework for the behavioral use intention of people in the Chongqing area to use the mobile tourism applets. At the same time, the researcher selected four representative articles in the field in recent years.

Neuman et al. (1992) defined it as a conceptual tool that media and individuals use to convey, interpret, and evaluate information. The conceptual framework of this study is shown in Figure 1. The conceptual framework of this study consisted of independent variables and dependent variables. There were five independent variables, including facilitating conditions (FC), trust (TR), social influence (SI), perceived ease of use (PEOU), and perceived usefulness (PU). Two dependent variables were behavioral intention (BI) and use behavior (UB).

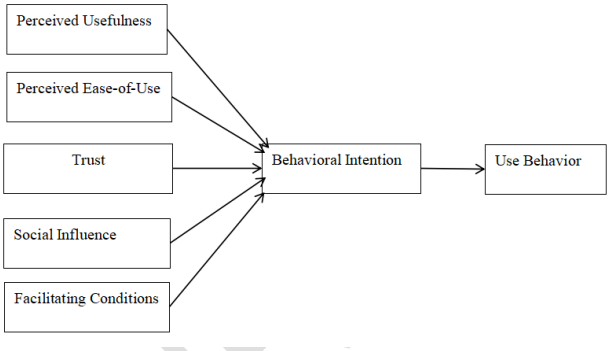

Figure 1: Conceptual Framework

H1: Perceived usefulness has a significant effect on behavioral intention.
H2: Perceived ease of use has a significant effect on behavioral intention.
H3: Trust has a significant effect on behavioral intention.
H4: Social influence has a significant effect on behavioral intention.
H5: Facilitating conditions have a significant effect on behavioral intention.
H6: Behavioral intention has a significant effect on use behavior.

3.2 Research Methodology

In this study, the researcher identified the broad scope and limitations of travel applet usage in Chongqing, China, especially the top 3 users of the tourist mobile applet using quantitative research and non-probabilistic sampling. The questionnaire consisted of three main parts: screening questions, demographic information, and factors influencing tourists' behavioral intention and use of tourism mobile applets. Firstly, the screening questions were beneficial in ensuring that only competent respondents may fill out the questionnaire, as demonstrated by the research of Visram et al. (2018). Secondly, According to Miles and Huberman (1994), the population information would make it easier to construct successful studies considering various target populations. Finally, the five-point Likert scale was used to measure respondents' attitudes toward each variable (Lavrakas, 2008).

Before conducting the Item-Objective Congruence (IOC) test, the questionnaire initially consisted of 27 scale items. All of these items demonstrated IOC scores exceeding 0.6, meeting the criterion for passing the IOC test. For this study, a threshold of Cronbach's Alpha value greater than 0.70 was

set. To assess the internal consistency and reliability of each variable, a preliminary pilot test involving a sample size of 50 participants was carried out.

In the formal data collection process, 500 Chongqing tourists using three main Tourism Mobile applets were selected as the target group. The researchers used IBM SPSS and AMOS to analyze the data. Confirmatory factor analysis (CFA) evaluates factor load, T-value, and comprehensive reliability. CR), mean-variance extraction (AVE), and discriminant validity. Structural equation modeling (SEM) examines the implications of hypotheses and the direct, indirect, and total effects of relationships in hypothesis testing.

3.3 Population and Sample Size

The target group of this study is tourists with three tourism Mobile applets, including the Ctrip applets, the Qunar applet, and the Mafengwo applet in Chongqing, China. The researchers chose the three applets for several reasons. First, as a municipality directly under the central government of China, Chongqing can well represent tourists' behavior in using Tourism Mobile applets. Secondly, these three Tourism Mobile applets are the most downloaded Tourism Mobile applets. Third, these three Tourism Mobile applets are the most frequently used Tourism Mobile applets. In general, N = 100-150 was considered the minimum sample for SEM (Tabachnick & Fidell, 2007). The model father-in-law would thus necessitate a higher sample size, as Perera (2013) pointed out. The bare minimum sample size needed for a sophisticated model is 500 (Williams et al., 2010). After judgment sampling and quota sampling, 500 participants were selected as the final sample in this study.

3.4 Sampling Technique

The researcher used three sampling techniques: judgment, stratified, and convenience. Firstly, Judgmental sampling was used in this study to select users who used tourism mobile applets in Chongqing from the top 3 tourism mobile applets. Secondly, 500 people were selected as the final samples of three subgroups according to stratified sampling (as shown in Table 1). Finally, convenient sampling was used to contact the target respondents who had time and were willing to answer when the questionnaire was distributed.

Table 1: Sample Units and Sample Size

Grade	Population Size (In Million)	Proportional Sample Size
Ctrip applets	5	250
Qunar applet	3	150
Mafengwo applet	2	100
Total	**100**	**500**

Source: Constructed by author

4. Results and Discussion

4.1 Demographic Information

The questionnaire was distributed among Chongqing tourists using three selected Tourism Mobile applets. Among the respondents, there are 221 women and 279 men, accounting for 44.2% and 55.8% of the total population, respectively,147 people aged 18 to 30, 135 people aged 31 to 40, 148 people aged 41 to 50, 47 people aged 51 to 60, and 28 people aged 60 and above accounted for 29.4%, 27.0%, 29.6%, 8.4%, and 5.6% of the total population, respectively. Forty people had primary school education or below, 91 had junior high school education or below, 136 had senior high school education, 124 had a bachelor's degree or above, and 109 had a bachelor's degree or above, accounting for 8.0%, 18.2%, 27.2%, 24.8% and 21.8% of the total population, respectively. One hundred forty-seven people with a Monthly Income3000-5000RMB, 145 people with a Monthly Income5001-7000RMB, 118 people with a Monthly Income7001-9000RMB, 77 people with a Monthly income9001-11000 RMB and 13 people with a Monthly Income over 1101RMB accounted for 29.4%, 29.0%, 23.6%, 15.4% and 2.6% of the total population, respectively. (See Table 2).

Table 2: Demographic Profile

Demographic and General Data (N=500)		Frequency	Percentage
Gender	Male	221	44.2%
	Female	279	55.8%
Age	0-30 years old	147	29.4%
	31-40 years old	135	27.0%
	41-50 years old	148	29.6%
	51-60 years old	47	8.4%
	More than 61 years old	28	5.6%
Education Level	Primary school or below	40	8.0%
	Junior middle school	91	18.2%
	Senior middle school	136	27.2%
	Bachelor	124	24.8%
	Bachelor above	109	21.8%
Monthly Income	3000-5000 RMB	147	29.4%
	5001-7000 RMB	145	29.0%
	7001-9000 RMB	118	23.6%
	9001-11000 RMB	77	15.4%
	More than 11001 RMB	13	2.6%

Source: Constructed by author

4.2 Confirmatory Factor Analysis (CFA)

Confirmatory factor analysis (CFA) was used in this study. CFA is a flexible and powerful statistical tool used in various research areas (Teo, 2013). CFA is a specific advanced factor analysis strategy that helps distinguish factor structures followed by phenomena that researchers are convinced of (Huang & Yuan, 2020). The criteria for judging the degree of

fit of the CFA model include the reliability of individual indicator variables and submarine variables, known as combined reliability or structural reliability (Murugesan & Jayavelu, 2015).

According to the predefined criteria for this study, the Cronbach's Alpha value is considered acceptable when it exceeds 0.70. Moreover, the acceptable threshold for factor loading is set at 0.5 or higher. Additionally, following the criteria outlined by Fornell and Larcker (1981), both the Composite Reliability (CR) and Average Variance Extracted (AVE) values are deemed acceptable when they reach or exceed 0.6 for CR and 0.4 or higher for AVE. These established benchmarks ensure the strength and reliability of the measurement instruments utilized in this study.

Table 3: Confirmatory Factor Analysis Result, Composite Reliability (CR) and Average Variance Extracted (AVE)

Variables	Source of Questionnaire (Measurement Indicator)	No. of Item	Cronbach's Alpha	Factors Loading	CR	AVE
Trust (TR)	Rather et al. (2019)	4	0.804-0.861	0.869	0.899	0.691
Facilitating Conditions (FC)	Hu et al. (2019)	5	0.813-0.858	0.858	0.916	0.686
Social Influence (SI)	Hu et al. (2019)	4	0.784-0.813	0.836	0.872	0.629
Perceived Usefulness (PU)	Suki and Suki (2019)	4	0.797-0.917	0.883	0.910	0.718
Perceived Ease of Use (PEOU)	Suki and Suki (2019)	3	0.752-0.808	0.840	0.821	0.605
Use Behavior (UB)	Hu et al. (2019)	4	0.830-0.855	0.878	0.908	0.711
Behavioral Intention (BI)	Lin et al. (2020)	5	0.817-0.848	0.859	0.917	0.687

The model fit is an acceptable value for the fit indicator (see Table 4). The statistical values of each indicator are compared with acceptable standards. CMIN/DF =2.510, GFI= 0.891, AGFI = 0.866, NFI =0.906, CFI=0.941, TLI=0.933, RMSEA=0.055. The measurement model does not need to be modified in this study because the original measurement model has been shown to fit the model.

Table 4: Goodness of Fit for Measurement Model

Fit Index	Acceptable Criteria	Statistical Values
CMIN/df	< 5.00 (Al-Mamary & Shamsuddin, 2015; Awang, 2012)	2.510
GFI	≥ 0.85 (Sica & Ghisi, 2007)	0.891
AGFI	≥ 0.80 (Sica & Ghisi, 2007)	0.866
NFI	≥ 0.80 (Wu & Wang, 2006)	0.906
CFI	≥ 0.80 (Bentler, 1990)	0.941
TLI	≥ 0.80 (Sharma et al., 2005)	0.933
RMSEA	< 0.08 (Pedroso et al., 2016)	0.055
Model Summary		**In harmony with empirical data**

Remark: CMIN/DF = The ratio of the chi-square value to degree of freedom, GFI = goodness-of-fit index, AGFI = adjusted goodness-of-fit index, NFI = normalized fit index, CFI = comparative fit index, TLI = Tucker Lewis index and RMSEA = root mean square error of approximation

Decision validity is confirmed when AVE's square root exceeds any relevant structure's coefficient (Fornell & Larcker, 1981). As shown in Table 5, the square roots of each structure on the diagonal are 0.831, 0.828, 0.793, 0.847, 0.778, 0.843, and 0.829, respectively, all greater than the inter-meter coefficient. Thus, the validity of discrimination is guaranteed.

Table 5: Discriminant Validity

	TR	FC	SI	PU	PEOU	UB	BI
TR	**0.831**						
FC	0.432	**0.828**					
SI	0.373	0.414	**0.793**				
PU	0.440	0.399	0.377	**0.847**			
PEOU	0.388	0.383	0.310	0.395	**0.778**		
UB	0.501	0.524	0.421	0.411	0.446	**0.843**	
BI	0.512	0.536	0.460	0.491	0.418	0.581	**0.829**

Note: The diagonally listed value is the AVE square roots of the variables
Source: Created by the author.

4.3 Structural Equation Model (SEM)

After CFA, structural equation models (SEM) were used to estimate specific systems of linear equations and confirm model fits. Shelley (2006) believed it evaluated the linear causality between variables and compensates for error specifications. This was equivalent to the return evaluation but might be more influential than the regression assessment. Table 6 shows the results of adjustments using SPSS AMOS, including CMIN/DF, GFI, AGFI, CFI, TLI, and RMSEA. The results show that the goodness-of-fit index verified by SEM is acceptable.

Table 6: Goodness of Fit for Structural Model

Index	Acceptable	Before Adjustment Statistical Values	Before Adjustment Statistical Values
CMIN/df	< 5.00 (Al-Mamary & Shamsuddin, 2015; Awang, 2012)	3.864	3.100
GFI	≥ 0.85 (Sica & Ghisi, 2007)	0.813	0.851

Index	Acceptable	Before Adjustment Statistical Values	Before Adjustment Statistical Values
AGFI	≥ 0.80 (Sica & Ghisi, 2007)	0.781	0.814
NFI	≥ 0.80 (Wu & Wang, 2006)	0.849	0.887
CFI	≥ 0.80 (Bentler, 1990)	0.883	0.920
TLI	≥ 0.80 (Sharma et al., 2005)	0.872	0.906
RMSEA	< 0.08 (Pedroso et al., 2016)	0.076	0.065
Model Summary		**Not in harmony with Empirical data**	**In harmony with Empirical data**

Remark: CMIN/DF = The ratio of the chi-square value to degree of freedom, GFI = goodness-of-fit index, AGFI = adjusted goodness-of-fit index, NFI = normalized fit index, CFI = comparative fit index, TLI = Tucker Lewis index and RMSEA = root mean square error of approximation

4.4 Research Hypothesis Testing Result

A regression coefficient or standardized path coefficient can be used to measure the correlation between independent and dependent variables. Among the six hypotheses proposed in Table 7

Table 7: Hypothesis Results of the Structural Equation Modeling

Hypothesis	(β)	t-Value	Result
H1: PU →BI	0.212	5.228***	Supported
H2: PEOU→BI	0.175	4.364***	Supported
H3: TR→BI	0.294	7.051***	Supported
H4: SI→BI	0.260	6.202***	Supported
H5: FC→BI	0.354	6.970***	Supported
H6: BI→UB	0.889	9.301***	Supported

Note: *** p<0.001
Source: Created by the author

Based on the data in Table 7, the findings are interpreted as follows:

H1 indicates that Perceived Usefulness influences Behavioral Intention in this study, and the standard value is 0.212. The results of this study are consistent with the studies of Stocchi et al. (2019), Dasgupta et al. (2011), Yee et al. (2019), and Visinescu et al. (2015) on perceived usefulness and behavioral Intention.

H2 confirms in this study that Perceived ease of use is one of the important factors affecting Behavioral Intention, and its standard value is 0.175. This result supports previous studies by Septiani et al. (2017), Stocchi et al. (2019), Dasgupta et al. (2011), and Cigdem and Öztürk (2016).

H3 indicates that Trust has a significant effect on Behavioral Intention. The standardization coefficient of H3 is 0.294. This result supports Namahoot and Laohavichien (2015) and Akbari et al. (2019) research.

H4 indicates that Social Influence has a significant effect on Behavioral Intention. The standardization coefficient of H4 is 0.260. This result supports previous studies by Chang et al. (2015) and Yang (2010).

H5 shows that Facilitating Conditions have a significant impact on Behavioral Intention. The normalization coefficient of H5 is 0.354. This result supports previous studies by Lin et al. (2020) and Pham et al. (2020).

H6 confirms that Behavioral Intention has a significant impact on Use Behavior. The H6 normalization coefficient was 0.889. This result supports previous studies by Velazquez et al. (2018) and Lin et al. (2020).

5. Conclusion and Recommendation

5.1 Conclusion and Discussion

The purpose of this study is to comprehensively analyze the important factors that affect the Tourism Mobile Applets Behavioral Intention and Use Behavior of tourists in Chongqing. The Chinese government encouraged Tourism mobile applets to improve the quality of tourism services. Hence, understanding the factors that could motivate or stimulate the tourists' intention to use tourism mobile applets effectively for traveling is necessary. The researchers proposed six hypotheses for the defined research question. The use of Tourism mobile by tourists is investigated respectively in terms of Perceived Usefulness, Perceived Ease-of-Use, Trust, Social Influence, and Facilitating Conditions—the direct or indirect influence of applets Behavioral Intention and its direct or indirect influence on Use Behavior. The decisive factors of this study come from the three core theories and four theoretical frameworks of previous studies. The three core theories are the Technology Acceptance Model (TAM), The Unified Theory of Acceptance and Use of Technology (UTAUT), and The Decomposed Theory of Planned Behavior Model (DTPB). The objects of this study are tourists from Chongqing who use the top three Tourism Mobile Applets. The sampling procedure adopts multi-stage sampling. In the first stage, Chongqing tourists with the top three Tourism Mobile Applets will be selected for purpose sampling or judgment sampling. The second stage is stratified sampling, which distributes the sample size proportionally to the regions. The third is to facilitate the distribution of sampling questionnaires. Quantitative data were collected by questionnaire survey. The questionnaire included screening questions, a Likert scale measuring all variables from strongly disagree (1) to agree (5) strongly, and demographic questions about the respondents. Prior to a larger population distribution, project, and target conformance testing was

performed on three experts, and a pilot test was conducted on a sample of 30 respondents to ensure the reliability and consistency of each measurement item. 500 questionnaires were distributed to selected tourists in Chongqing. The three Tourism Mobile Applets selected are the Ctrip applets, the Qunar applet, and the Mafengwo applet. Using the collected data, Confirmatory Factor Analysis (CFA) is used to measure and verify the validity and reliability of the conceptual model.

5.2 Recommendation

Researchers have identified key factors that affect the behavioral willingness and usage behavior of the three most popular tourism mobile mini-programs used by Chongqing tourists, such as convenience conditions (FC), trust (TR), perceived usefulness (PU), perceived ease of use (PEOU), and social influence (SI).

These key factors need to be developed and promoted to improve tourists' Behavioral Intention and Behavior using Tourism Mobile Applets. In this study, Facilitating Conditions and Trust were the strongest predictors of Tourism Mobile Applets Behavioral Intention. Therefore, emphasis must be placed on Facilitating Conditions and Trust. This means that tourists will use Tourism Mobile Applets if they perceive Facilitating Conditions and Trust to be high. Enterprises should ensure this attribute. At the same time, enterprises should try their best to improve tourism Mobile Applets Perceived Usefulnes, Perceived Ease-of-Useand Social Influence, Useful concepts to help visitors organize Tourism Mobile Applets, Thus, tourists' Perceived Usefulnes(PU), Perceived Ease-of-Use(PEOU) and Social Influence(SI) of Tourism Mobile Applets can be improved. To sum up, this study explains the factors that affect tourists' Behavioral Intention and Use Behavior of tourism Mobile Applets. This paper provides a basis for relevant enterprises to identify the variables affecting tourism Mobile Applets Behavioral Intention and Use Behavior, and can be applied to the operation and management of tourism Mobile Applets.

5.3 Limitation and Further Study

It is worth noting that there are some limitations to this study. Here are suggestions for further research.

Firstly, seven factors were selected as variables in the model, which were not sufficiently representative of all the factors influencing users' behavioral intention to use. Therefore, this study may not be comprehensive in selecting influencing factors. Secondly, in data collection, this study analyzed the factors that contributed to the continued willingness of travel app users to utilize a questionnaire. During the questionnaire distribution process, the respondents were mostly close to our classmates or young people, so the age structure was on the younger side and not comprehensive enough. Finally, only the three most widely used Tourism Mobile Applets were selected in this study，and their scope needs further expanded.

Further research might involve using e-commerce platforms in other regions, such as Beijing, Xinjiang, etc. Exploring e-commerce usage in different regions might lead to different findings, improve the generality of the research model, and obtain more generalized results. Further research should expand the research scope of Tourism Mobile Applets and strive to include more Tourism Mobile Applets.

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