

EXPLORING TOURISTS' INTENTION TO USE SMARTPHONES WHEN SHOPPING IN A DESTINATION

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ABSTRACT: Smartphones have become a precious tool providing advice and information in everyday activities. When shopping in a destination, they become a main source to obtain data providing certainty in our purchase decisions. Despite the fact that understanding the intention to use smartphones by tourists is crucial, there is a lack of studies in this matter. This work explains the intention to use smartphones in tourist shopping in a sample of 986 tourists applying UTAUT2. Results have been analyzed with variance-based structural equation modelling (PLS). The model has a R^2 of 0.72 and a predictive capacity Q^2 of 0.63. The variable that most explains the intention to use smartphones in tourist shopping is the habit, followed by effort expectancy and performance expectancy. Results contribute to advance in the shopping tourist behavior comprehension and to help destinations in their offer of better experiences taking into account the increasing usage of smartphones.

KEYWORDS: Tourist, Shopping, Smartphones, UTAUT2, Intentional behavior.