

EXECUTIVE SUMMARY

The growth of electronic commerce is changing the nature of different industries and the consumers, where civil aviation industry is one of the industries being affected mostly and electronic ticketing (E-ticketing) is an important form of e-commerce in civil aviation industry. While E-ticketing has been used widely in North America, several major airlines in China are now taking their initial steps in introducing E-ticketing service to some of the domestic routes. However, this new ticketing service has not yet widely used by the Chinese air travelers. For the industry players, knowing the factors that would affect the travelers' intention towards using E-ticketing is an important topic.

This study aims to study the determinants of Chinese air travelers' intention towards using E-ticketing through a survey-based study. Based on the related literature, a model is developed by integrating the constructs from three models/theories for testing their abilities in explaining the usage intention towards E-ticketing. The proposed model includes seven factors that are hypothesized to be directly or indirectly influential to travelers' intention to use E-ticketing. These factors are trust, familiarity, perceived usefulness, perceived ease of use, attitude, subjective norms, and perceived behavioral control. These model constructs, including usage intention toward E-ticketing as the predicting variable, were operationalized by adopting the existing and validated scales

from the previous studies. A questionnaire was then developed, with which survey data was collected from three international airports located in the Pearl River Delta region.

The findings suggest that, for the Chinese air travelers, attitude, trust and familiarity are significant determinants of usage intention towards E-ticketing while perceived usefulness and perceived ease of use are influential to attitude towards E-ticketing. On the other hand, it shows that perceived usefulness, subjective norms and perceived behavioral control do not have significant direct impacts on the intention to use E-ticketing. All these findings were discussed further, and limitations were also presented. Finally, some research and practical implications were discussed to conclude the study.