

Understanding Individual Adoption of Mobile Booking Services: An Empirical  
Investigation

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Abstract

Based on information systems acceptance literature, this study develops an integrated model to predict and explain behavioral intention to use mobile booking (m-booking). Data collected from 201 users in Taiwan are tested against the research model, using the structural equation modeling approach. The proposed model is mostly supported by the empirical data. The findings of this study provide several crucial implications for m-booking service practitioners and researchers.