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The impact of mobile applications on tourist behavior in national capital region

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Abstract

Mobile gadgets are more prevalent in our daily lives and have a significant impact on how we travel. The market for mobile applications has grown rapidly in recent years. Organizations make an effort to occupy this space for customer interaction. In this context, it's crucial to research how mobile apps are used for making travel plans and the elements that influence how widely they're used across age groups. The usage patterns, friendliness, liked and disliked features, and beliefs regarding mobile apps for travel planning are all examined in this study. As a relatively new technological development, mobile applications, it has been crucial to examine the impact of the mindset to use mobile apps before traveling. The results of this study are based on a total of 60 responses from the National Capital Region (NCR) of India through a structured questionnaire. I used content analysis to examine the responses. This study demonstrates that respondents have different usage behaviors and opinions. The results also show that users possess the quality of innovation and individuality, which promotes the use of mobile applications during their travel plan.

The paper will analyze the effect of mobile applications on travelers' behaviors and perceived usefulness, usage attitude, usage intentions, and usage intentions. Thus, the finding shows travelers have a favorable usage attitude toward mobile applications, which leads to a favorable usage intention. The results could be used to explain the behaviors among travelers for adopting mobile apps. The existing results were either simplistic or sufficient to fully describe the factors influencing the adoption of mobile apps, so this study makes a substantial contribution to the relevant study.

Keywords: Mobile application, traveler, travel habits, mobile usage

Introduction

The use of mobile applications, commonly known as "apps," has grown tremendously along with the popularity of smartphones. Mobile apps are available for a variety of uses, including communication, commerce, e-wallets, music, gaming, entertainment, and navigation. While some of them cost money, the most of them are accessible for free from the Google Play store or the App Store for Android users. With the rise of smartphones, other mobile communication devices, and wireless transmission technologies, travelers can now conduct a range of information-seeking behaviors for tourism at anytime, anywhere, and using a variety of techniques. The use of mobile phone information systems in sightseeing tourism has grown in popularity as a result of the development of mobile phone technology.

Globalization, digitization and sustainability are some of the major factors that have affected travel and tourism in recent years. The internet as a source of information and commerce, increased awareness of new places, and ease of mobility have all contributed to the exponential growth of this business. The public's awareness about the industry's environmental impact has grown along with this increase, though, and this has led to a rise in consumer demand for more environmentally friendly travel options. The travel and tourist businesses have been severely impacted by the health crisis, but they are now slowly making a comeback. In terms of this market's future, less of a distinction between business and leisure travel, more mobile travel, and adoption of new mobile applications are all examples of how consumer tastes have changed in the post-pandemic era. Using qualitative research, the current study seeks to identify the factors that promote and hinder the use of mobile apps as well as the worries that users have about doing so while planning for travel in the national capital region.

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In India as per statistical report approx. 470.1 million monthly active social media users were in 2022, with a 4.2% annual growth rate in 2021-2022. There were 32.8 percent of people using social media as of the beginning of 2023, but it's vital to keep in mind that these users may not all be distinct people. In the meantime, information found in the ad planning tools of the most popular social media platforms shows that in the beginning of 2023, India had 398.0 million users who were 18 years of age or older, or 40.2 percent of the country's total population. In general, 67.5 percent of all internet users in India in January 2023 (regardless of age) used at least one social networking platform. 73.5 percent of social media users in India at the time were men, compared to 26.5 percent of women. According to information found in Meta's advertising resources, there were 314.6 million Facebook members in India by the start of 2023. As per the updates of Google's advertising resources, India had 467.0 million YouTube viewers at the beginning of the current year. Another statistic of Meta's advertising tools, there were 229.6 million Instagram users in India by the beginning of 2023. Data from Meta's advertising tools show that in early 2023, Facebook Messenger ads in India hit 117.6 million people. LinkedIn's advertising materials, reveals the statistics that there were 99.00 million "members" of LinkedIn in India at the beginning of 2023. As per the information found in Snap's advertising resources, there were 172.5 million Snapchat users in India at the beginning of 2023. According to statistics found in Twitter's advertising resources, the country of India has 27.25 million Twitter users by the beginning of 2023.

The emphasis on integrating technology and apps with travel is rising, and this has steadily altered the way that travelers currently travel. Nowadays, downloading applications for mobile phones is relatively prevalent, and travel-related apps are well-liked. While the growth of mobile technology has improved travel in general, little is known about how it has changed the on-the-go travel experience. Similar to this, visitors look for information to assist them in making decisions about trying out new attractions or activities at the destination. Because of this, it's important to comprehend how tourists use mobile applications and what kinds of things travelers look for while utilizing these applications for tourism.

The IT sector has been developing rapidly during the last few years. The travel and tourism industries have also undergone a significant upheaval because of technology. We have seen firsthand how drastically the travel and tourism sector has changed. With the aid of mobile applications, it has never been easier for anyone to plan an exciting vacation with just a few easy clicks because these mobile apps have evolved into a one-stop shop for their consumers. As a result of the numerous mobile applications that are readily available on the internet market and from which you can quickly organize your vacations, travel agents and physical reservations are now all but obsolete. Currently, 80% of people who travel arrange their vacations using mobile apps. Now that technology has advanced, we can simply plan our trips while relaxing in our homes. Many travel businesses are looking to develop their mobile apps as a result of this change in order to reach more potential clients. You can develop and deploy your application with the help of one of the many mobile app development businesses on the market, depending on your needs. The finest efforts are being made by app development businesses

to make chores simple for customers and assist with travel planning, viewing of locations, lodging reservations, ticket purchases, cab bookings, route planning, and more. So, these mobile applications provide convenience with a variety of advantages for both users and the business that owns them.

Today, the most crucial instrument for increasing the productivity and visibility of business is internet business advertising. Holiday enthusiasts use mobile apps since they make all of their appointments quickly. The advantage of apps in the digital economy is that they enable cashless travel and all forms of payment with a single click or tap. This is because many tourists are wary of thefts or cash-related disputes while traveling, which raises serious security concerns for travelers to unfamiliar countries and regions. Prior to traveling, everyone is curious to learn about the locations. With the aid of mobile apps users receive images and videos of the journey destination. Once they become familiar with the area, they may even make better travel plans. High-quality videos are offered by these mobile apps to improve the user experience. The procedure and regulations for traveling have been streamlined with the advent of smartphone apps. With apps, users can organize, book, and pay for all transactions in one place without having to deal with paperwork or handling tickets. Important documentation like tickets for flights and hotel reservations can be simply saved as digital copies on smartphones.

Objectives

- This study will investigate whether the benefits that come from using mobile applications will affect how much and how often people use them and whether this will serve as an internal motivating element during their travel plan.
- The goal of the current study is to examine the social influences and the impact of individual creativity in motivating users to download and use mobile apps. It makes an effort to comprehend how mobile apps are used and research the factors that influence their uptake.
- To examine the traits of travelers who use mobile applications.
- To Outline the implications of mobile applications, use on travelers' information-seeking habits in NCR.

Justification for the Study

A literature study revealed that there is less research on mobile apps in India than in industrialized nations, hence it is urgent to create a scale specific to the Indian environment. The need for a new scale tailored to the Indian context is made all the more pressing by the distinctions between Indian and Western culture, as well as between the levels of technological advancement, mobile penetration, and favorable conditions for the use of mobile apps. The adoption of mobile apps is a situation when the freedom of the person to make a decision is put into action. After weighing the benefits of using it and the accompanying security threats, each person decides whether or not to use the technology.

Methodology

This study is based on an exploratory qualitative technique, which gives the researcher new perspectives when they are unfamiliar with the subject. A semi-structured approach was

used, in which the questions were asked in no particular order and more were added to seek clarification and deeper insights because the focus of the investigation was clear and the goal was to uncover the respondents' feelings.

The primary data collected through a well-structured questionnaire. Responses gathered by using a convenience sample of 70 respondents from the National Capital Region. The respondents come from a variety of professional backgrounds, including academia, business, teaching, homemaking, and the corporate world. Secondary data collected from a variety of pertinent publications, including books, newspapers and websites.

The structure of this paper is as follows

The topic is introduced in the first section. Is covered in the second section of the essay. The second, third, and fourth sections, respectively, include research objectives,

methodology, justification for the investigation, In the Fifth portion, a sample of the comments about the various facets of mobile apps has been transcribed and examined, and in the sixth section, conclusions have been made. The implications and study limits are covered in the seventh, eighth and ninth sections, along with recommendations for other research topics.

Analysis

The respondents were questioned about the apps they had downloaded and utilized on their phones. They were questioned about how many applications they regularly utilized and how much time they spent on mobile apps each day in order to gauge the intensity of usage. This Study shows that in the sets of respondents, there are more women than men in terms of gender.

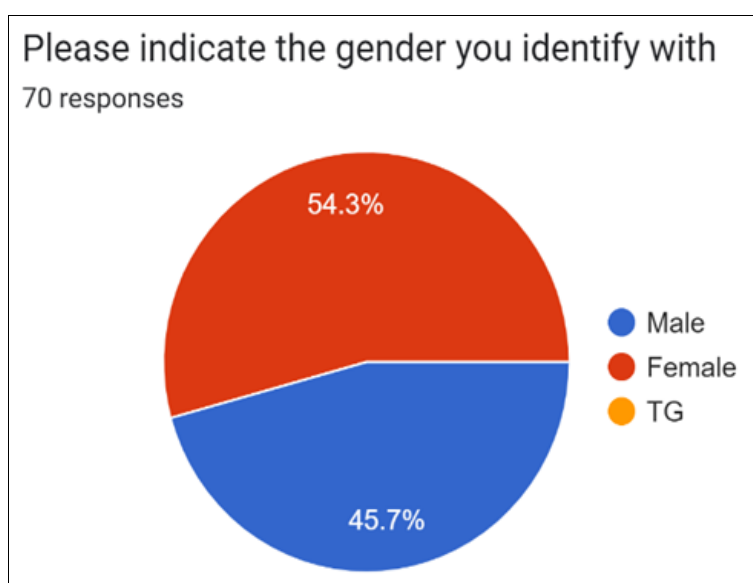


Fig 1: Percentage of respondent gender wise

Age-wise, the majority of respondents who have preferred to use mobile app for their travel plan are between the ages

of 21-30 years, while those who haven't are more likely to use are the ages of above 50.

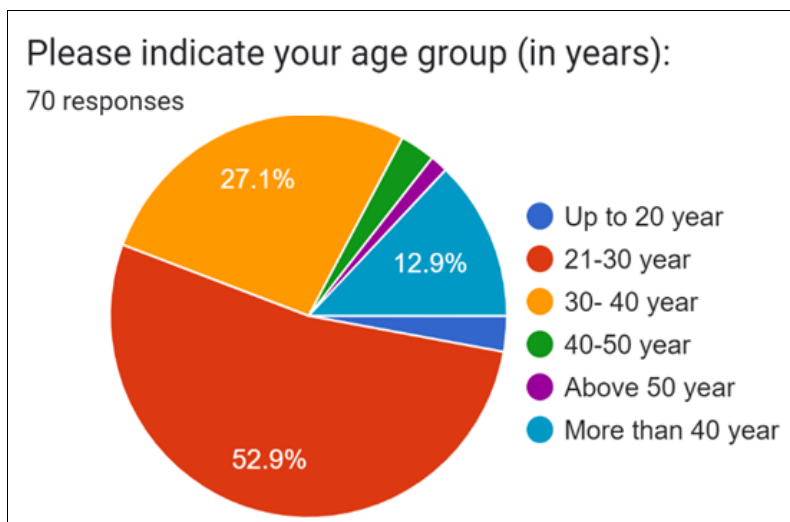


Fig 2: Age of Respondents

The findings demonstrate that in term of education young people and recent graduates make more travel plan. This

study shows that many people employed in the various sectors make their travel plans more frequently than others.

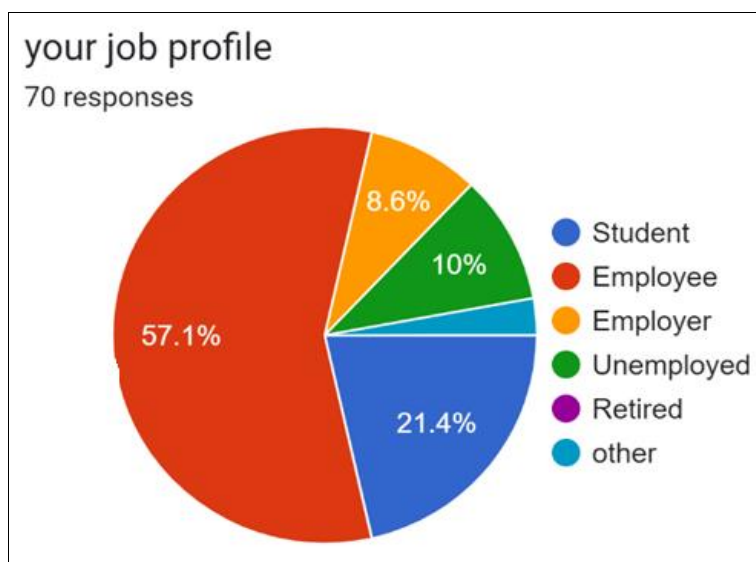


Fig 3: Percentage of respondent's job profile

The respondents were questioned about the apps they had downloaded and utilized on their phones. Out of 70

respondent's majority prefer to use WhatsApp, Facebook, Instagram and YouTube.

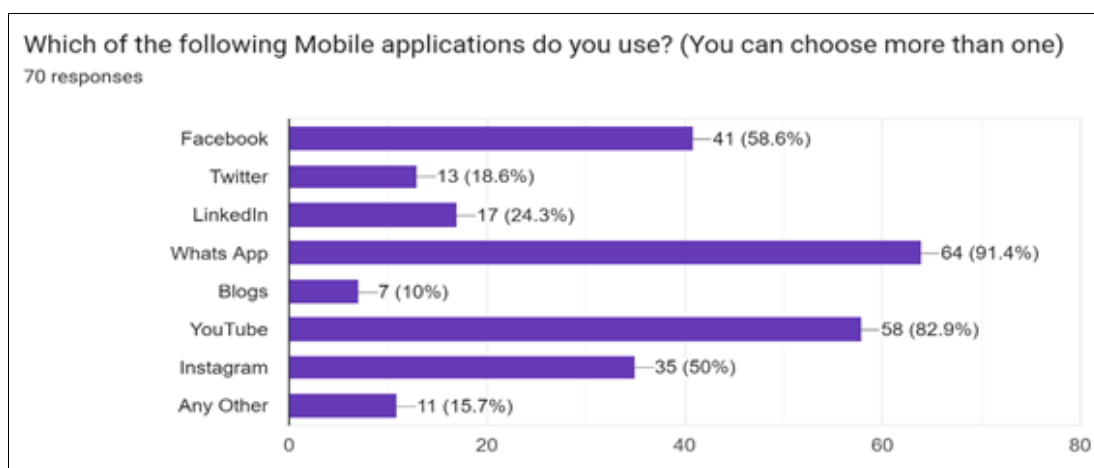


Fig 4: Percentage of respondents using various mobile applications

This study reveals that people of NCR prefer traveling during vacation / leisure time.

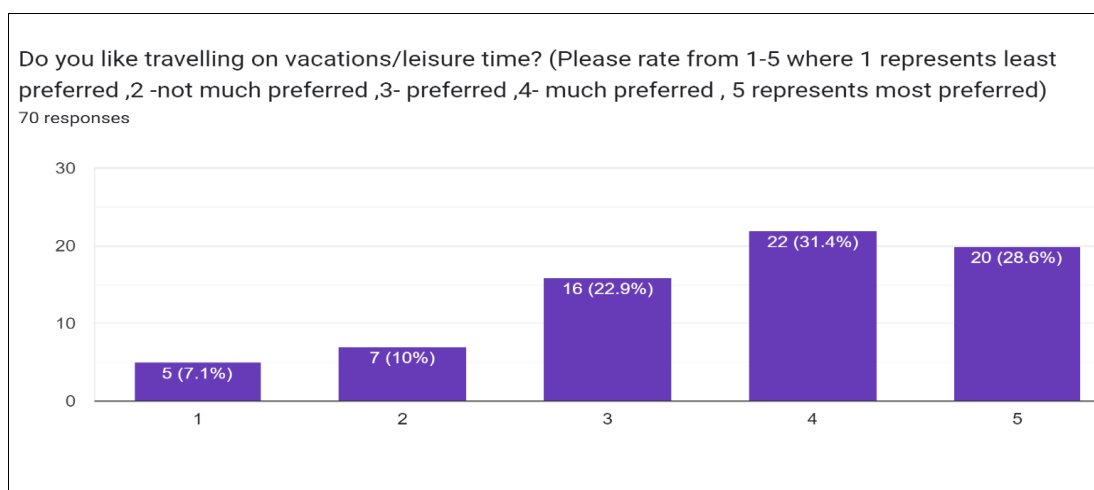


Fig 5: Percentage of respondents about traveling habits plans

While it's understandable that travelers would want to make the best judgments possible before leaving on their vacation,

mobile apps offer a variety of features that can assist travelers in improving their choices or adjusting to

unforeseen events while traveling. This study shows that 74.3% respondent prefer to take advice from friends and

relative where as 54.3% prefer social media sites.

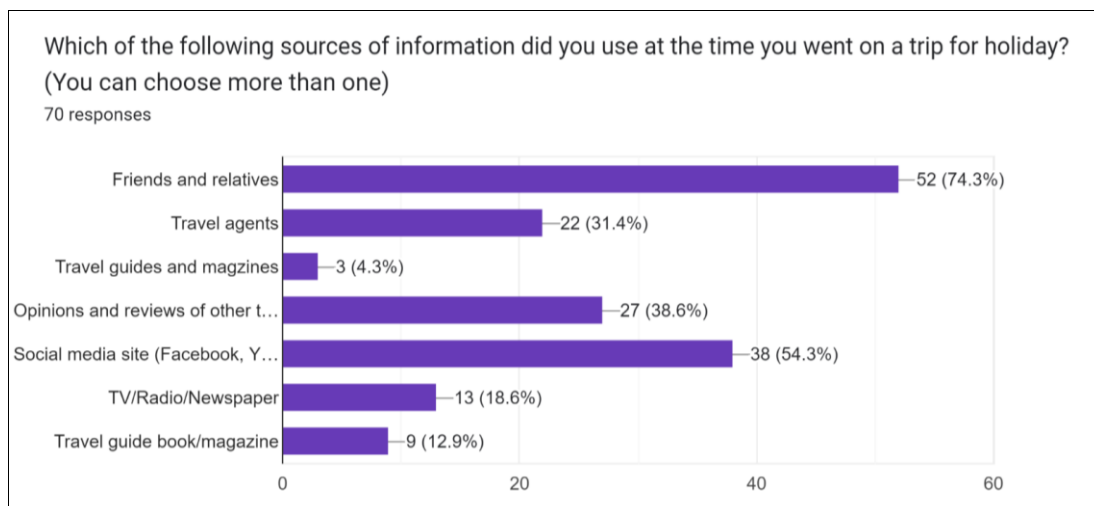


Fig 6: Percentage of respondent's source of information for travel

Age and traveler characteristics were important factors connected with mobile application use while on vacation, and some categories of tourism information were looked up more while travelling than before. Maps, transportation,

points of interest, food and drink, and lodging are the five areas that these tourists believe tourism apps could enhance. The study reveals that the travelers found authentic information through various mobile applications.

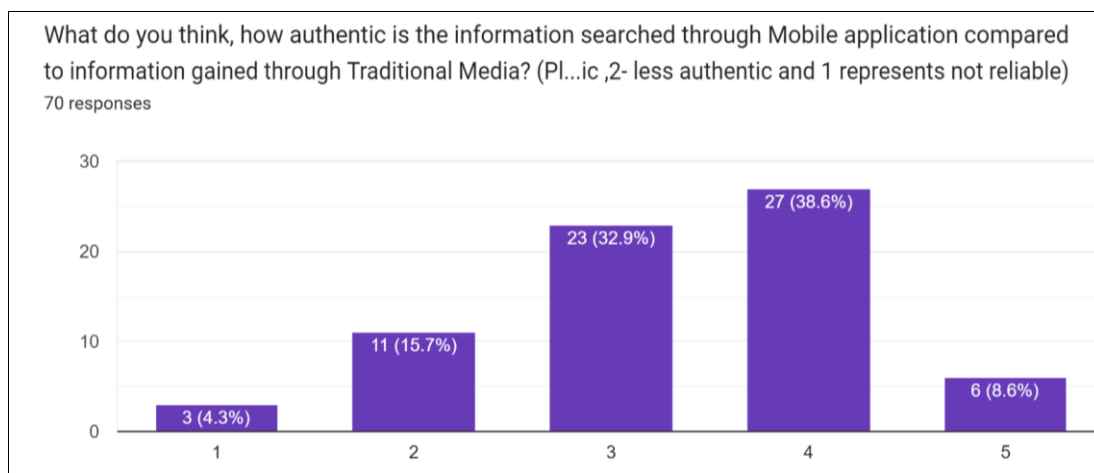


Fig 7: Percentage of respondents about authentic travel information

A number of studies point to the need for innovation and development in tourism-related technologies, such as electronic visitor guides and mobile information systems.

The majority of the respondents think that the information gathered through social media supports them for making their travel plan decisions.

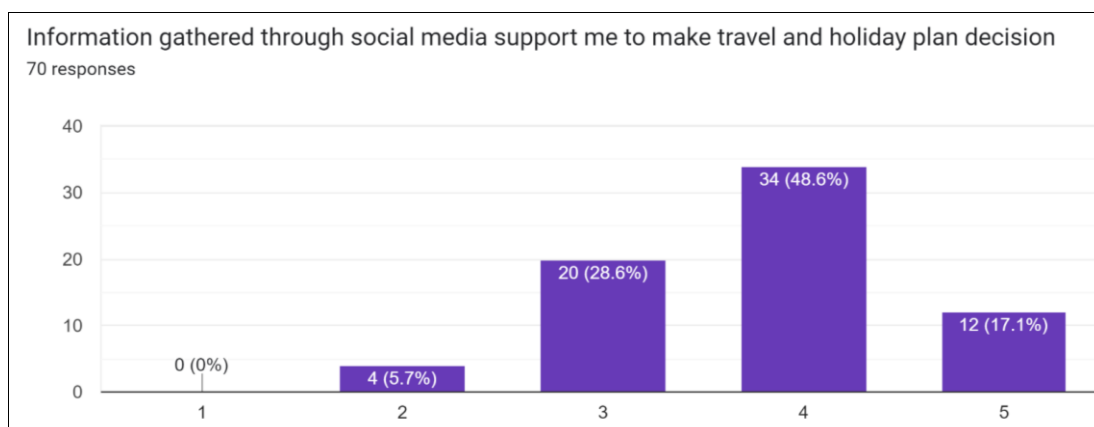


Fig 8: Percentage of respondents about social media support

Most respondents believe that using smartphone apps before and while traveling is beneficial, helpful, and a good idea. Data indicate that travelers are more likely to utilize smartphone tourist APPs prior to departure than after

departure. All of the respondents had used travel-related smartphone applications before and during travel, and they all intend to use these applications again to look up travel-related information before and during their next trip.

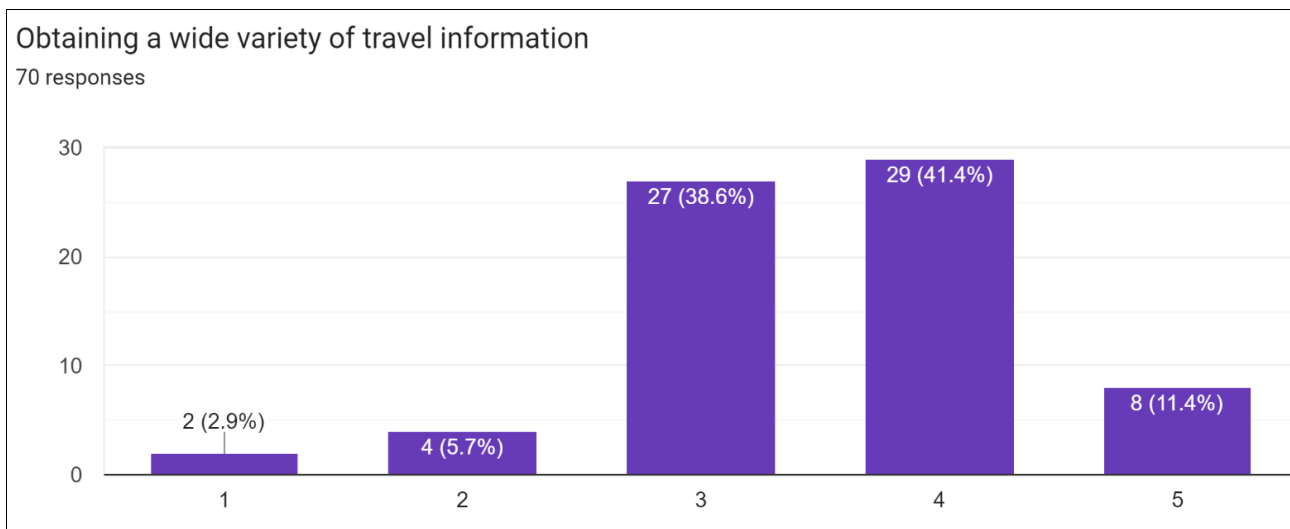


Fig 9: Percentage of respondents about variety of travel information

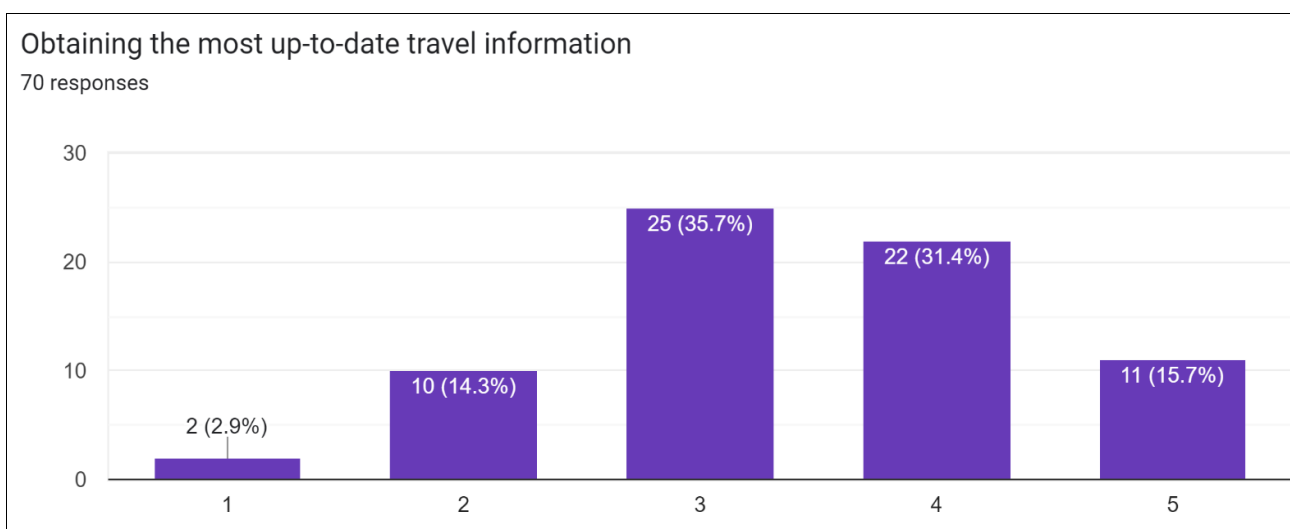


Fig 10: Percentage of respondents about updated travel information

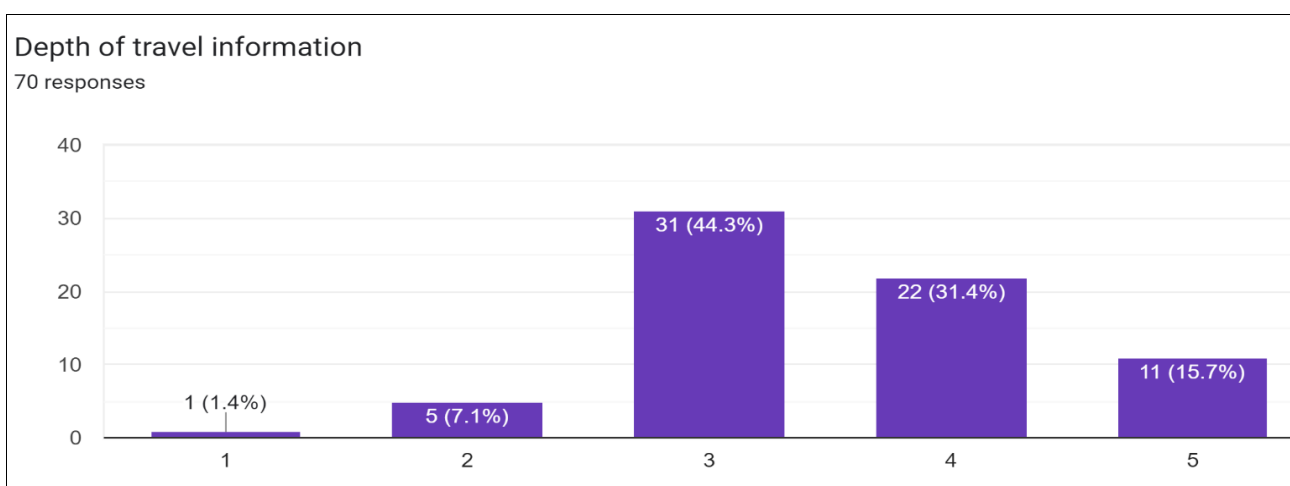


Fig 11: Percentage of respondents about depth of travel information

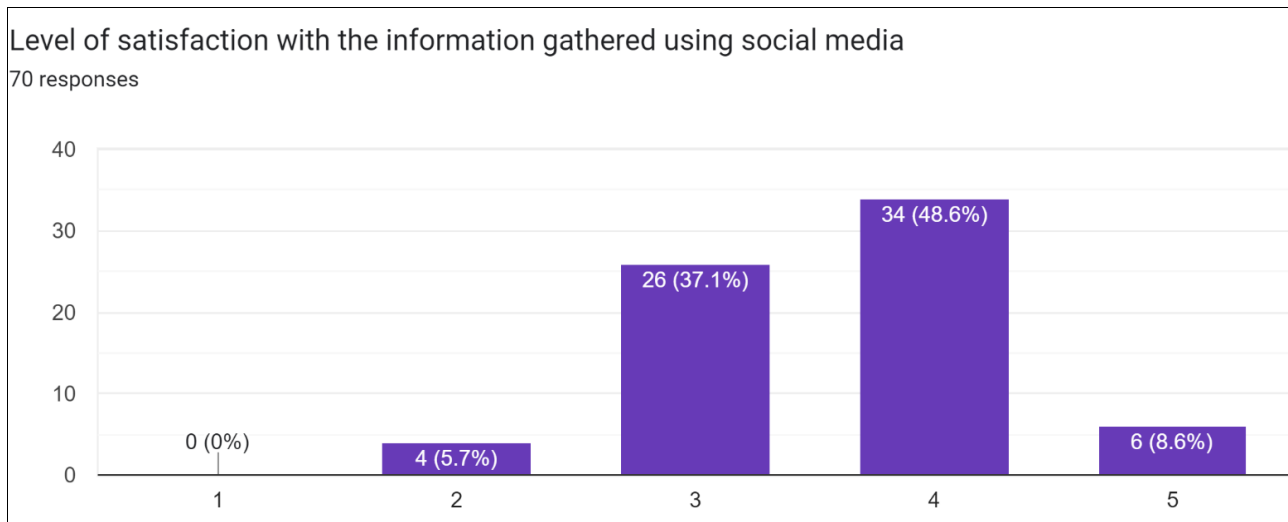


Fig 12: Percentage of respondents about level of satisfaction with travel information

Thus, it is clear that compared to using the internet, travelers consider smartphone applications to be more ideal. Most respondents agreed that there were enough different types of tourism APPs and that the content of these apps was too simplistic to be explored in depth. Users found using mobile applications as the most convenient and portable which offered 24/7 access. The benefits that the user perceives are represented by these qualities. The more mobile apps were downloaded and the more time was spent using them, it was found, the larger the perceived benefits. Respondents agreed that mobile apps were simple to learn, but there were disparities in usage habits in terms of effort anticipation.

Conclusion

The travel and tourism sector are one such area that has been touched by technological evolution and is characterized by ongoing change. The smartphone and its related applications are revolutionizing how travelers negotiate their travel arrangements. Using technology in this industry designers and consumers are realizing new chances to mediate travel experiences as the industry is continuously expanding. Users are able to travel considerably more easily because of mobile apps. The main reasons people utilized mobile apps were convenience, entertainment, social interaction, informational upkeep, technological advancement, and time and money savings. Leading tourist spots and attractions are using smartphone app technology more and more. A variety of apps designed for tourism travel have evolved with features adapted to various factors. Smartphones are significantly changing society's present and relationships with place and objects for travel based on understanding of time augmented contextual tools. By improving awareness of opening times, available opportunities right away, and the time needed to access resources, smartphones have improved the temporal alignment between individuals, the items they need, destinations and attractions, and activity options. Smartphones give visitors improved spatial awareness and skills.

Still the transformation currently underway has important consequences for our understanding of transport systems and will necessitate new transport models in order to comprehend demand, which tourism studies has yet to fully comprehend. This study adds to our understanding of how changing mobile technology influences travel choices. As

many respondents believed that peer influence was a factor in application use when discussing the social influences on how people were exposed to new applications. While few respondents agreed that using mobile apps has benefits despite being connected, using mobile apps caused them to feel very isolated and miss out on social connection.

Implications

This study's implications for users include the fact that emphasizing the benefits and creating an intuitive user experience is necessary for mobile app uptake. In order for mobile apps to be used, the user's perception of the security risk and their preconceived notions about them need to be changed.

Limitations and Future Research Potential

Although the researcher has made an effort to look at a few elements that influence the adoption of mobile apps. This study contains some useful insights, but it also has several restrictions. The sampling methods used in this study, which solely surveyed NCR users, may have compromised the reliability of the findings. Thus, the result might not be applicable generally. Future studies should examine any other potential problems with applications that affect travel searches.

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