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### E-Commerce in China: The case of travel

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#### **Abstract**

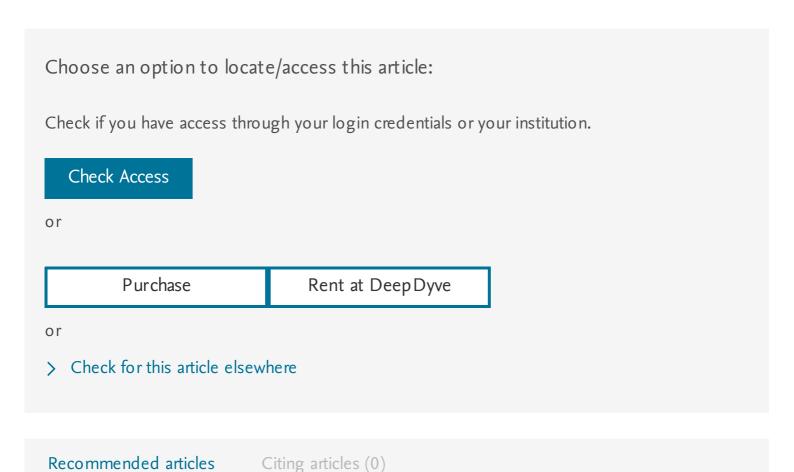
On-line customer research has been conducted for European and American markets by marketers and academics. Whilst e-Commerce and tourism develop rapidly in China, understanding of Chinese Internet travellers is required. This article investigates features of this on-line segment through a survey with 634 responses. It aims to establish segmental information and identify influential factors of eShopping adoption by Internet travellers in China. The key findings include that surveyed lookers who are in the age group of  $31\hat{a}$  6"40 and those who live in the Pearl River Delta are most likely to book travel on-line. Also, age, area of residence, type of travel website most visited, length of time using the Internet, self-efficacy, domain-specific innovativeness and perception of the Internet are influential factors of Chinese lookers becoming bookers.



Next article

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e-Commerce; Tourism; China; Internet travellers



Li Li successfully completed the M.Sc. study in eTourism at the University of Surrey in the United Kingdom, Li Li then started her career as a Research Officer at the University's School of Management. She is currently working closely with the Hotel & Catering International Management Association, a UK-based leading international professional body, for a joint project in e-learning. Li Li is also undertaking a Ph.D. research on the application of technologies in hospitality management development in the University.

**Dimitrios Buhalis** is Reader in Business Information Management, Course Leader M.Sc. in Tourism Marketing and Leader of eTourism Research at the School of Management University of Surrey. Dimitrios is also Adjunct Professor at the MBA in Hospitality Management at the Institut de Management Hotelier International (Cornell University-Ecole Superieure des Sciences Economiques et Commerciales ESSEC) in Paris. Dimitrios has being an active researcher in the areas of ICTs and Tourism and he was the UniS-based Principle Investigator for a number of projects including several European projects. He serves as Vice Chairman on the International Federation of Information

Tacked land and Tarming /IFITT \ Dacad IIa has a dita vial value in a number of academic

journals and he has written, edited or coedited 12 books on eTourism, Future of tourism, Tourism Strategic Issues and Distribution Channels of Tourism.

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