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## Researching factors impact on the behavior of customers receiving travel information through mobile devices

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### ABSTRACT

This study aims to examine the factors affecting the customer's planned behavior of receiving travel advertising information via mobile devices based on the analysis of the technology acceptance model (TAM) and the Theory of planned behavior (TBP). Perceived usefulness, perceived ease of use, subjective norm, behavioral control, and perceived effectiveness were used to consider the intention to receive mobile travel advertisements from tourists. The proposed model is experimentally tested using data collected from surveying customers using mobile devices in Ho Chi Minh City. The results show that the factor that has the strongest impact on tourists' intention to receive tourism advertising information on mobile devices is behavioral control ( $\beta=0.449$ ), followed by behavioral control ( $\beta=0.449$ ), subjective norm ( $\beta=0.261$ ) and perceived effectiveness ( $\beta=0.230$ ). In addition, the study also proposes solutions and sets out new development trends for businesses operating in the tourism industry before the globalization revolution and technology 4.0, which requires the application of many new solutions for operations, training, and coaching.

### TÓM TẮT

Nghiên cứu này nhằm xem xét các yếu tố tác động đến hành vi tiếp nhận các thông tin quảng cáo về du lịch thông qua thiết bị di động của khách hàng dựa trên việc phân tích mô hình chấp nhận công nghệ (TAM) và mô hình Lý thuyết hành vi dự định (TBP). Các biến nhận thức hữu ích, nhận thức dễ sử dụng, chuẩn mực chủ quan, kiểm soát hành vi và nhận thức hiệu quả được sử dụng để xem xét dự định tiếp nhận các thông tin quảng cáo về du lịch trên thiết bị di động của khách du lịch. Mô hình đề xuất được kiểm tra thực nghiệm bằng cách sử dụng

dữ liệu thu thập được từ việc khảo sát khách hàng có sử dụng thiết bị di động tại Thành phố Hồ Chí Minh. Mô hình cấu trúc tuyến tính được sử dụng để đánh giá quan hệ nhân quả và phân tích nhân tố khẳng định được thực hiện để kiểm tra độ tin cậy và độ chuẩn xác của mô hình đo lường. Kết quả cho thấy rằng yếu tố tác động mạnh nhất đến hành vi dự định tiếp nhận các thông tin quảng cáo về du lịch trên thiết bị di động của khách du lịch đó là kiểm soát hành vi ( $\beta=0.449$ ), kế đến là chuẩn mực chủ quan ( $\beta=0.261$ ) và nhận thức hiệu quả ( $\beta=0.230$ ). Ngoài ra, nghiên cứu còn đề xuất các giải pháp và đưa ra các xu hướng phát triển mới cho các doanh nghiệp hoạt động trong ngành Du lịch trước cuộc cách mạng toàn cầu hóa và công nghệ 4.0 đòi hỏi phải ứng dụng nhiều giải pháp mới cho công tác vận hành, đào tạo, huấn luyện.

## 1. INTRODUCTION

In the current period, with the rapid development and easy access of the internet, wifi, 3G & 4G..., the popularity of mobile devices has become the main means for using technology. everyone's technology. A mobile device is a computing device small enough to be held and operated in the hand, typically any handheld computing device will have an LCD or OLED flat screen interface, providing a touchscreen interface with digital buttons and keypad or physical buttons plus physical keypad. Many such devices can connect to the Internet and connect to other devices via Wi-Fi, Bluetooth, cellular networks or near field communication (NFC). Many types of mobile devices, designed for different applications such as: mobile computers, tablets, smartphones, laptops, smart watches, handheld game consoles, players portable music... However, this study mainly focuses on customers using popular smart mobile devices in Vietnam, specifically mobile phones and tablets. Tablets offer many functions similar to those of laptops and desktop computers but are more convenient, making them popular among customers in Vietnam

According to the 2022 Digital Vietnam Overview Report of the We are Social organization: The scale of mobile device users in Vietnam has increased rapidly and has surpassed the number of computer users (mobile phone users) is about 97.6% compared to only about 64% for computers, in addition, the number of people using tablets is about 35.2% of the 73 million internet users in Vietnam in 2022, the number of users accessing via mobile devices is 70 million (accounting for 95.8% of internet users) [1]. The development of the huge mobile internet user market is attracting the entry of more and more companies operating on the internet, which is changing the consumption behavior of phone users and the behavior of receiving mobile devices. Advertising media information through mobile devices is also becoming more and more developed: among users' purposes of accessing the internet, searching for information in general takes second place with 69% and is next in line followed by customers following newsletters and events accounting for 68.4%. The data shows the necessity of applying communication information about tourism on the internet in the current period,

especially on mobile devices, which have become a part of the consumption process of consumers.

The act of receiving information about tourism on mobile devices is the act of consumers using devices such as mobile phones, computers and other devices, through the internet, 3G & 4G, wifi and other wireless networks to search and track information about tourism, hotels, resorts and other tourism products or services. Users today are increasingly loving it because of its speed and convenience; along with increasing tourism demand in recent years, travel communication via mobile devices has opened up opportunities for rapid development. To gain a leading position in the travel booking market, businesses need to recognize the factors that can influence tourists' behavior in receiving advertising media information through mobile devices and make a business strategy with specific goals to promote the effectiveness of using this medium. This study uses the analysis of factors: perceived usefulness, perceived ease of use, subjective norms, behavioral control and perceived effectiveness in the TAM model and TPB Theory of Planned Behavior to consider the factors that affect tourists' acceptance of tourism media information on mobile devices to analyze the relationship between these factors [2],[3]. The results of this research are very useful for businesses in planning to develop related service communication activities through mobile devices and help businesses build strategies in order to improve the effectiveness of mobile digital communications and increase traveler demand and satisfaction in the future.

## **2. RESEARCH METHODS**

The research is conducted through two main stages: qualitative research and quantitative research: Qualitative research is conducted through in-depth interviews with subjects who are experts,

who often use this form of research. booking travel online, members of travel clubs, lecturers in the tourism - restaurant - hotel industry with a sample number of 5, this is to detect and adjust the scale accordingly. Quantitative research is carried out through two processes: pilot survey (preliminary survey) and customer survey. In which, pilot survey has a sample size of 50 to detect errors and improve the questionnaire and an official survey to be conducted while the customer survey was conducted with a larger sample size. This survey consists of two parts, specifically as follows:

- Data collection: collecting responses on customer about the demographics of the respondents and questions to evaluate the scale statements on a scale from 1 (Strongly Disagree) to 5 (Strongly Agree) with a 5-interval Likert scale. The survey subjects were customers interested in travel, using mobile devices, and regularly using the internet in daily activities. The research was conducted from mid-August to mid-October 2023. The official number of survey questionnaires issued was 300 copies, after the end of the survey, the number of valid copies received was 244/300. The 244 surveys will then be used in the analysis process.

- Data processing: the data will be processed using SPSS software. Observed variables will be coded, entered, and cleaned to form a data set for the analysis process. The analysis process goes through the following steps: descriptive statistical analysis, statistical analysis of variables in the model, checking the reliability of the scale through Cronbach's Alpha coefficient for each scale, analysis exploratory factors (EFA), conduct regression analysis to measure the influence of factors and perform hypothesis testing, adjust the proposed research model and solve research problems.

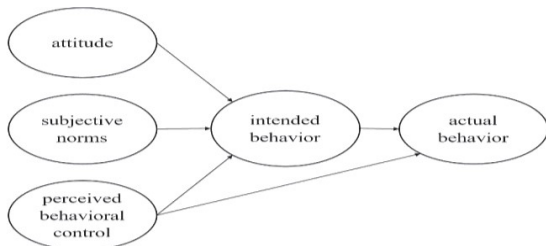
**3. RESULTS AND DISCUSSION**

**3.1 Theoretical basis**

The research uses a combination of two main theories: Theory of Planned Behavior (TPB) and Technology Acceptance Model (TAM) [2],[3].

*3.1.1 Theory of Planned Behavior (TPB)*

The theory of planned behavior was built and supplemented by Ajzen (1991) from the theory of reasoned action, whereby the factor of perceived behavioral control is added in influencing behavioral intentions and it also affects the actual behavior of consumers [2].



**Figure 1. Model of the theory of planned behavior**  
(Source: Ajzen, 1991)

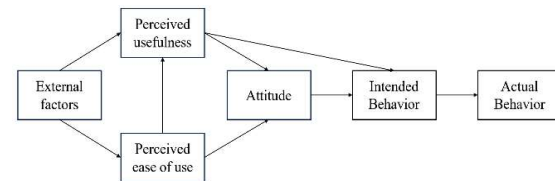
According to the theory, actual behavior is influenced by intended behavior, which is affected by three factors: attitude, subjective norms and perceived behavioral control. In which the factor of perceived behavioral control has a direct impact on actual behavior and also has an impact on intended behavior along with subjective norms and attitude.

- Intended behavior: an indication of a person's readiness to perform a certain actual behavior. It is assumed to be an antecedent that directly influences actual behavior;
- Actual behavior: this is a person's observable response in a given situation to a set goal;
- Attitude: measured by beliefs and perceptions of product attributes and these two variables covary with attitude [4];

- Subjective norms: measured through influencers based on the approval or disapproval of the behavior of the people involved and the motivation to follow the influencers, accordingly, the closer the relationship between the customer and the influencer (friends, family, colleagues, lovers, ...), the greater the level of influence will be;

- Cognitive behavioral control: reflects the extent to which users rely on past experiences as well as their predictions about obstacles that will occur. This factor is very important in predicting customer behavior, because an individual's cognitive behavioral control can directly influence the actual decision without having to go through indirect intentions [5].

*3.1.2 Technology Acceptance Model (TAM)*



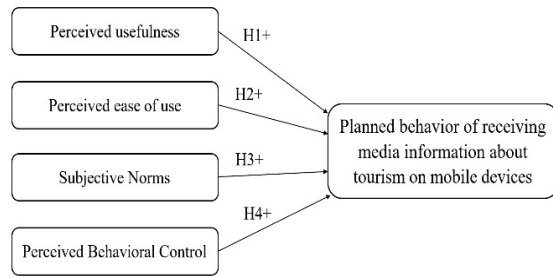
**Figure 2. Technology acceptance model (TAM)**  
(Source: Davis et al., 1989)

**3.2 Proposed research model and hypotheses**

The study uses a combination of two theories: the Theory of Planned Behavior and the Technology Acceptance Model; however, the attitude factor will not be included in this research model because it does not play a full mediating role between perceived usefulness and intentional behavior according to the research of Davis and the authors [6]. The research will be based on the factors: perceived usefulness, perceived ease of use, subjective norms and behavioral control to detect the impact of these factors on the behavior of receiving tourism information on mobile devices.

The author proposes a research model based on theories of intended behavior and on factors

affecting intended behavior to use online services as shown in Figure 3.



**Figure 3. Proposed research model**

Description of variables in the model:

- Behavior of receiving media information about tourism on mobile devices: is the behavior that shows a customer’s readiness to receive media information about travel through mobile devices.

- Perceived usefulness: the extent to which customers believe that receiving travel information on mobile devices will improve their travel participation. they will be more effective.

- Perceived ease of use: the extent to which customers believe that receiving travel media information on mobile devices is easy and no need to put in much effort.

- Subjective norms: factors that determine the influence of important people influencing customers in the behavior of receiving information, travel communication on customers’ mobile devices (they can be spouses, parents, friends, colleagues, etc.), this is the act of referencing good opinions and experiences to receive feedback before making a decision to receive communication information about tourism on mobile devices.

- Perceived behavioral control: based on previous usage experience or depending on their abilities, available conditions and opportunities, customers can independently make the decision to receive travel media information directly on their mobile devices.

Accordingly, the author also puts forward the following research hypotheses:

- H1: Perceived usefulness has a positive impact on the behavior of receiving travel information on mobile devices;

- H2: Perceived ease of use has a positive impact on the behavior of receiving travel information on mobile devices;

- H3: Subjective norms have a positive impact on the behavior of receiving tourism information on mobile devices;

- H4: Behavioral control has a positive impact on the behavior of receiving travel information on mobile devices.

**3.3 Information about research samples**

The results show that female more than male (54.5%), customers aged 23 - 30 account for the highest number (62.3%), and the majority of customers' marital status is single (75.8%), the highest level of customer’s education is University (accounting for 68%), the popular occupation is Office worker (accounting for 51.2%) and the monthly income of the majority of customers is from 6 - 10 million (accounting for 49.2%).

**3.4 Testing and evaluating the scale**

*3.4.1 Cronbach’s Alpha reliability analysis*

The reliability of the scale is analyzed through Cronbach’s Alpha coefficient. The scale is accepted when Cronbach’s Alpha coefficient is 0.7 or higher and observed variables with total correlation coefficients less than 0.4 will be eliminated.

*Analyze the reliability of the scale of independent variables:*

For the scales Perception of Usefulness, Perception of Ease of Use, and Subjective Norms, the Cronbach's Alpha coefficient is greater than 0.7 and the observed variables all have a total

correlation coefficient greater than 0.4, so these observed variables will be retained for use in EFA analysis. For the Behavioral Control scale with Cronbach's Alpha Coefficient of 0.750, we see that the observed variable PBC1 has a total correlation coefficient of less than 0.4 (total variable correlation 0.389), so remove the

variable and run again. for this scale. Results After removing the observed variable PBC1, the Cronbach's Alpha coefficient did not change at 0.750 and the observed variables all had a total correlation coefficient greater than 0.4, so these observed variables will be retained for use in the analysis EFA product.

**Table 1. Information about the study sample**

Characteristic		Quantity	Ratio (%)
Sex	Male	111	45.5
	Female	133	54.5
Age	15 - 22	30	12.3
	23 - 30	152	62.3
	31 - 40	48	19.7
	41 - 55	11	4.5
	Over 55	3	1.2
Marital status	Have family	54	22.1
	Single	185	75.8
	Other (divorced, widowed...)	5	2.0
Academic level	College	34	13.9
	University	166	68.0
	After university	28	11.5

(Source: Author's analysis results)

**Table 2. Cronbach's Alpha coefficient of independent variables**

Observed variables	Average scale if variable type	Scale variance if variable type	Total variable correlation	Cronbach's Alpha if variable type
Cronbach's Alpha coefficient for the scale "Perceived usefulness": 0.790				
PU1	18.52	7,534	0.696	0.719
PU2	18.63	7,642	0.621	0.738
PU3	18.61	8,410	0.529	0.761
PU4	18.31	8,240	0.507	0.766
PU5	18.94	8,700	0.427	0.784
PU6	18.97	8,468	0.470	0.774
Cronbach's Alpha coefficient of the scale "Perceived ease of use": 0.823				
PEU1		9,518	0.564	0.800
PEU2	18.29	9,070	0.644	0.782
PEU3	18.42	9,380	0.564	0.800
PEU4	18.30	9,834	0.522	0.808
PEU5	18.33	9,161	0.631	0.785
PEU6	18.24	9,161	0.607	0.790
Cronbach's Alpha coefficient for the scale "Subjective norms": 0.761				
SN1	6.36	2,208	0.628	0.640
SN2	6.38	2,055	0.643	0.619
SN3	6.36	2,397	0.511	0.768
Cronbach's Alpha coefficient for the scale "Behavior control": 0.750				
PBC1	13.56	7,161	0.389	0.750
PBC2	14.07	6,106	0.610	0.669
PBC3	14.10	6,644	0.518	0.705
PBC4	13.63	6,892	0.503	0.711
PBC5	14.13	6,260	0.561	0.688

Source: Author's analysis results

**Table 3. Cronbach's Alpha coefficient of the “Behavioral control” scale after removing the PBC1 variable**

Observed variables	Average scale if variable type	Scale variance if variable type	Total variable correlation	Cronbach's Alpha if variable type
Cronbach's Alpha coefficient for the scale “Behavioral control”: 0.750				
PBC2	10.26	4,242	0.547	0.691
PBC3	10.29	4,380	0.555	0.686
PBC4	9.82	4,823	0.464	0.733
PBC5	10.32	4,011	0.616	0.650

(Source: Author’s analysis results)

**3.4.2 Analyze the reliability of the dependent variable scale**

Cronbach’s Alpha coefficient for the dependent variable Intended Behavior scale is 0.763, the observed variable BI2 has a total correlation coefficient of less than 0.4 (total variable correlation coefficient 0.392), so remove the variable and run again for this scale. The results of re-running the second time after removing the BI2 variable gave Cronbach’s Alpha Coefficient of the dependent variable scale Intended Behavior an increase of 0.785 and all observed variables had a total correlation coefficient greater than 0.4, especially the important variable. The BI1 survey has a total variable correlation coefficient greater than 0.4, but the Cronbach’s Alpha coefficient if the

variable is eliminated will increase but not significantly (0.785 - 0.795). Furthermore, the questions in the model must go through a process of exploration and research, and inheriting from a proven scale, the author still retains this SN3 observed variable for analysis, so these observed variables will be retained for use in EFA analysis.

After analyzing the reliability of the scales based on Cronbach’s Alpha coefficient, we remove 02 observed variables as follows: PBC1 of the behavioral Control scale and BI2 of the Intended Behavior scale (due to the coefficient Total variable correlation is less than 0.4). A total of 22 remaining measurement variables will be used for the next step, which is EFA factor analysis.

*Analyze the reliability of the dependent variable scale:*

**Table 4. Cronbach’s Alpha coefficient of dependent variable**

Observed variables	Average scale if variable type	Scale variance if variable type	Total variable correlation	Cronbach’s Alpha if variable type
Cronbach’s Alpha coefficient for the scale “Intended behavior”: 0.763				
BI1	10.08	4.158	0.615	0.678
BI2	9.72	5,595	0.392	0.785
BI3	10.21	4,462	0.640	0.665
BI4	10.45	4,298	0.614	0.677

Source: Author's analysis results

**Table 5. Cronbach's Alpha coefficient of the scale “Intended behavior” after removing the variable BI2**

Observed variables	Average scale if variable type	Scale variance if variable type	Total variable correlation	Cronbach's Alpha if variable type
Cronbach's Alpha coefficient for the scale “Intended behavior”: 0.785				
BI1	6.31	2,791	0.549	0.795
BI3	6.44	2,823	0.672	0.663
BI4	6.68	2,645	0.661	0.668

Source: Author's analysis results

**3.5 EFA factor analysis for scales of independent variables**

Through the results of the KMO and Barlett tests of the scale of independent variables, it shows that the KMO coefficient is quite high at 0.858 (satisfying the requirement of  $0.5 \leq KMO \leq 1$ ) with the p-value of the Barlett test being 0.000, showing that the analysis EFA factor is appropriate. In addition, there are 5 factors extracted from 19 observed variables with an Eigenvalue greater than 1. The extracted variance coefficient is 63.282%, satisfying the requirement to be greater than 50% and shows that these 5 factors can explain 63,282 % variation of data.

The results show that all factor loading coefficients of the observed variables are greater than the requirement of 0.5. Therefore, all observed variables are retained. The scale converged into 5 factors compared to the original plan of 4 factors. The reason is that the observed variables in the independent variable Perceived Usefulness are split into two. Author Nguyen Dinh Tho explains this phenomenon because the original concept is a unidimensional concept (1 factor) while surveying reality, customers identify them as two different multi-dimensional concepts (2 factors), thus, it is necessary to rename these two new factors and adjust the model and hypotheses accordingly, based on the observed variables also located on one factor and combined with the meaning of the observed variables [7].

The first factor includes a set of 3 observed variables PU1, PU2, PU3. These observed variables all reflect the customer's perception of increased efficiency, so the factor is named

Perception of Effectiveness (PEF); the second factor includes a set of 3 observed variables PU3, PU4, PU5, all reflecting the customer's perception of ease, speed and usefulness, so the factor is named Perceived Convenience (PCV); the third factor includes a set of 6 observed variables PEU1, PEU2, PEU3, PEU4, PEU5, PEU6, all of which are part of the variable perception of ease of use, so the factor is named perception of ease of use (PEU); the fourth factor includes a set of 3 observed variables SN1, SN2, SN3, all of which are part of the subjective norms variable, so this factor is named subjective norms (SN); the fifth factor includes a set of 4 closely observed variables PBC2, PBC3, PBC4, PBC5, which are all components of the variable behavioral control, so the factor is named behavioral control (PBC).

**Table 6. EFA factor analysis results for independent variables**

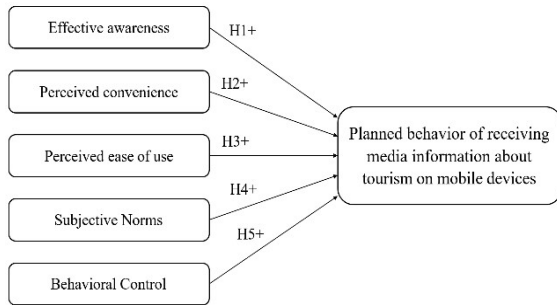
Factor	1	2	3	4	5
PU1		0.843			
PU2		0.811			
PU3		0.712			
PU4					0.548
PU5					0.856
PU6					0.779
PEU1	0.740				
PEU2	0.650				
PEU3	0.620				
PEU4	0.586				
PEU5	0.728				
PEU6	0.705				
SN1				0.761	
SN2				0.782	
SN3				0.698	
PBC2			0.670		
PBC3			0.687		
PBC4			0.595		
PBC5			0.813		

(Source: Author's analysis result)

**3.6 Adjust research model and hypotheses**

From the results of EFA factor analysis, the

model along with the hypotheses are adjusted as follows:



**Figure 4. Adjusted research model**

We have the following adjusted hypotheses of the study:

- H1: Effective awareness has a positive impact on the behavior of receiving tourism information on mobile devices;
- H2: Perceived convenience has a positive impact on the behavior of receiving travel information on mobile devices;

- H3: Perceived ease of use has a positive impact on the behavior of receiving travel information on mobile devices;

- H4: Subjective norms have a positive impact on the behavior of receiving tourism information on mobile devices;

- H5: Behavioral control has a positive impact on the behavior of receiving travel information on mobile devices.

**3.7 Correlation and regression analysis**

*3.7.1 Correlation analysis*

The correlation analysis is based on Pearson correlation analysis. The results show that there is a correlation between the independent and dependent variables with the dependent variable, so the independent variables can be included for regression analysis.

*3.7.2 Regression analysis*

**Table 7. Regression coefficients**

Model	Unstandardized coefficients		Normalization coefficient	T	Sig.	Multicollinearity measurement	
	B	Standard deviation	Beta			Tolerance	VIF
(Constant)	- 0.237	0.289		- 0.821	0.413		
F_PEF	0.230	0.065	0.207	3,529	0.001	0.631	1,585
F_PCV	0.004	0.070	0.003	0.054	0.957	0.732	1,367
F_PEU	0.089	0.080	0.068	1.116	0.266	0.584	1,711
F_SN	0.261	0.063	0.233	4.137	0.000	0.686	1,458
F_PBC	0.449	0.068	0.381	6,580	0.000	0.648	1,543

Dependent variable: F\_BI

(Source: Author's analysis results)

The regression coefficient at the 5% significance level shows that there are three independent variables with statistical significance ranked from high to low influence level: behavioral control, followed by subjective norms and the lowest being perception efficiency with sig coefficients are all less than 0.05 at the 5% significance level. Therefore, hypotheses H1, H4, H5 are accepted. The two independent variables that are not statistically significant in

the model are perceived convenience and perceived ease of use due to the Sig coefficient greater than 0.05, so hypotheses H2 and H3 are rejected. The model's suitability level is 47.2%, showing that there are still other factors affecting the behavior of receiving travel information on mobile devices.

**3.8 Discussion**

This study aims to develop a technology acceptance model to predict and explain tourists'

mobile travel information adoption behavior. The author examines the influence of the variables perceived usefulness, perceived ease of use, subjective norms, behavioral control and perceived effectiveness on visitors' behavior in receiving travel information on mobile devices. The results show that the proposed model has good explanatory power in predicting tourists' mobile travel information receiving behavior.

This study also has some limitations. First, the sample of this study is not large enough to represent all tourists in Vietnam, so the research results can hardly be used to generalize all tourists. Future studies could expand the sampled tourist group and compare differences in mobile travel information consumption behavior between different tourist groups. Second, the survey in the study was conducted at a specific time. Future studies need to evaluate the accuracy of the research model over a longer period of time. Finally, future studies could conduct more in-depth surveys where users have a higher usage of mobile travel booking apps to obtain objective assessments.

### **3.9 Recommendations for businesses**

From the results drawn from the research, the author would like to provide some recommendations for businesses that use or are interested in promoting media information via mobile devices as follows:

For the factor "behavioral control": This factor is rated highest among the factors affecting behavior and has the same impact as customer behavior. That is reasonable compared to reality, because in the face of influencing factors, in the end the decision maker is still the customer, they will rely on personal experience or predictions based on consideration of factors. outside, consult

with relatives, friends, etc., but above all, you must still consider their conditions and available abilities to carry out your decision-making behavior. This factor also includes customers' feelings about the characteristics of receiving media information about tourism. These feelings show that this factor is highly subjective due to the characteristics of the factor. The factor is perceived by users and based on customers' personal conditions, so businesses need to have measures to influence prices, programs, reasonable promotion policies... accordingly, suitable to the customer's existing conditions.

To influence "behavior control", the author proposes some recommendations:- Diversify tour programs and prices to suit each customer group: For high-end customers with high income levels, the accompanying amenities will be increased (hotels, shuttle buses, dining, more attractions...), For customers with lower incomes, travel programs will offer more economical products (saving on travel-related expenses such as hats, shirts, and gifts; downgrading the accommodation, dining, and sightseeing options to those with lower costs).

- Analyzing the cost difference between tour programs helps customers compare and make appropriate choices.

- Regularly have incentives and promotions for target customers such as office workers, students, etc, and encourage them to travel in groups to get price incentives.

- Ensuring the quality of services to best serve customers at the price customers pay and respond to customer comments, questions or complaints in the best way.

- Design the interface and provide information on the website clearly and easily, simplify the

ordering process, create a friendly, hassle-free way for customers to book tours online.

For the factor “subjective norms”: Subjective norms have a positive impact on the behavior of receiving media information about tourism, in reality it is appropriate. Businesses need to focus more on this issue in order to build good feelings in the hearts of each customer so that their business can achieve higher viral efficiency. It is necessary to directly and indirectly impacts through social networking sites, groups, forums, etc. to take to gain positive comments and reviews about your business. Tourism businesses need to build a loyal customer system, and building a professional customer care team is an important issue that needs attention to answer customer questions quickly and best. If ensuring good internal factors and effective promotional communication methods to influence customers, the feelings brought to customers will be positive and effective.

To influence the “subjective norms” of customers, businesses need to focus on: Influencing the feelings of people around and relatives of customers is not an easy task but is very important and plays a significant role in competitive era. On the one hand, businesses must perfect their tourism products as well as build an online travel business page that brings sympathy to customers, and on the other hand, they must strengthen advertising and propaganda to create effective results. Responding positively to the crowd with good feelings about your business. To solve this problem, the author has some suggestions as follows:

- Focus on the company’s information management team to build a highly recognizable website through online keyword purchasing,

SEO tips to increase presence... And above all, set up a website with functionality and eye-catching layout and presentation that is user- friendly. Increase promotion on websites with many people in Vietnam accessing information according to reports from We are Social organization such as: google.com, youtube.com, vnexpress.net, kenh14.vn, 24h.com.vn, vietjack.com, dantri.com.vn...

- Enhance communication effectiveness through advertising on online media such as groups, forums, popular social networking sites, websites with a large number of visitors, travel websites, and other websites. e-commerce website...

Increase promotion on popular social networking platforms currently used by many people in Vietnam according to a report by We are Social organization such as: Facebook, X (Twitter), zalo, tiktok, youtube, instagram... pay attention to optimizing customer experience on mobile platforms [1].

Set up scoring and commenting functions on websites or applications so customers can comment and give feedback directly. This is to collect customer reviews as well as for customers to rate the business's services to promptly grasp and improve quality. However, there needs to be moderation by the admin team before customer comments are posted to avoid negative comments as well as other competitors’ tricks.

Build a professional customer care team to be able to answer customer requests, questions and complaints as quickly and best as possible, bringing customer satisfaction every time they have a problem request.

For the factor “Effective awareness”: The effective awareness factor has a positive impact

on the behavior of receiving media information about tourism. The main audience receiving media information about tourism through surveys is mostly people with office jobs, in the modern age group, so they will demand a lot about the efficiency that the product brings. Businesses need to grasp that and have measures that focus on efficiency to truly make customers realize that using tourism media information is an effective way in the current period.

To influence the “Effective Perception” of customers, businesses need to focus on: It is essential to show customers the positive impacts of receiving tourism media information. Solution to increase effective customer awareness are as follows:

- Use communication methods in combination with many other channels to talk about the effectiveness of receiving communication information about tourism, thereby linking to the use of this form through the company's website. (posting in newspapers, online newspapers, websites, attending travel fairs, distributing leaflets...), participate in the sales and business system through e-commerce platforms, applications, etc. to show customers the convenience and efficiency it brings.

- Ensure the effectiveness of the tools on the website when accessed by mobile devices such as: easy registration function, quick ordering process, compact procedures, flexible payment methods, fast and on-time delivery of vouchers, comparison, reference and search tools that meet requirements, avoiding network congestion when the number of orders is too large.

#### 4. CONCLUSION

The author's above suggestions are suggestions for businesses interested in forms of

tourism communication on mobile devices to be able to grasp new market trends, needs as well as psychology and factors affecting customer behavior, thereby improving service quality and having effective ways to reach customers. It is necessary for businesses today, the success of businesses will create overall success when applying this form to the tourism industry, contributing to strengthening the tourism brand image and helps achieve the set targets of the tourism industry in the current period. This study examines the factors influencing the intention to receive travel-related information through mobile devices among customers, based on the Technology Acceptance Model (TAM) and the Theory of Planned Behavior (TPB). Factors such as perceived usefulness, perceived ease of use, subjective norm, behavioral control, and perceived effectiveness are investigated. Data collected from customers in Ho Chi Minh City indicates that behavioral control is the most significant factor, followed by subjective norm and perceived effectiveness. The study also proposes solutions and new trends for businesses in the tourism industry in the context of globalization and the 4.0 technology revolution.

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