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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 31–40 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.



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Keywords: e-Commerce; Tourism; China; Internet travellers

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**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.

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