

# TRANSFORMING BENEFITS FROM MOBILE SERVICE: EVIDENCE FROM T-EXPRESS

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## Abstract

*M-commerce is facing a growing array of client devices for which applications are designed. Applications developed for general consumer use must be compatible with a wide range of devices; T-Express allow passengers to avoid the long lines at ticket counters and to check into their trains at their own convenience, a passenger's experience with a mobile service environment extends beyond the interaction with the mobile service and includes the delivery of service.*

*The goal of this research was to investigate how perceived usefulness and perceived enjoyment affect intention toward the use of the T-Express service. In this study, we formulated a commitment model from the perspective of the social identity and technology acceptance perspective. Empirical data were collected by conducting a field survey involving the users of T-Express from THSRC stations in Taiwan. In total, 406 questionnaires were returned completed.*

*The finding of the study states that wireless technology provides great value to businesses when this technology allows employees to access real-time data to make timely decisions that either decrease costs or increase revenues; to achieve a higher intention to use T-Express, there should be a clear communication process between T-Express and passengers. Our findings indicate that one of the more overt illustrations of the power of packaging symbolism involves package design strategies that serve to provide a radical new upscale positioning for the THSRC brand.*

Keywords: mobile service, functional benefits, symbolic benefits, facilitating conditions.