ABSTRACT

The purpose of this study is to examine critical determinants (perceived usefulness, perceived ease of use, social influence, trust, perceived cost, perceived enjoyment, and personality variables in terms of innovativeness, affinity, and compatibility) of Chinese consumers’ intentions to use mobile shopping services and to provide implications for retailers and mobile marketers in order to offer mobile shopping services that meet consumers' quality expectations. The researcher collected data from 450 respondents who had accessed Tmall online shops by mobile phone and intend to purchase product or service via mobile device in the future. The questionnaires were distributed to bachelor's degree students in nine universities in Kunming city, China. The data were analyzed by employing simple linear regression and multiple linear regression analysis.

The findings demonstrated that perceived enjoyment, perceived ease of use, social influence, trust, perceived cost, perceived enjoyment, and personality variables in terms of innovativeness, affinity, and compatibility are all positively significantly influence on mobile shopping intention towards Tmall.com in Kunming, China. Based on the findings, companies which dedicated in providing a better mobile shopping services should focus on increasing consumer perception of usefulness of the system, easy to use, social influence, trust, enjoyment, and reducing the cost of mobile shopping service. In addition, companies should pay more attention to consumers who are innovative, or have mobile affinity, or have previous experience of online shopping, these segments are more likely to use mobile shopping service.

This study not only try to propose an extension of TAM (technology acceptance model), but also analyzed the influence of personality variable on mobile shopping intention. The results of this research provide implications for mobile shopping retailers and marketers in designing mobile shopping services based on an understanding of consumers' perception of new shopping channel.