A Study of Factors Affecting Purchase Intention on Mobile Shopping Towards Tmall.com of University Students in Kunming, China

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ABSTRACT
This study aims to examine critical determinants (perceived enjoyment, perceived ease of use, social influence, trust, perceived cost, perceived enjoyment, and personality variables in terms of innovativeness, affinity, and compatibility) of Chinese university students’ intentions to use mobile shopping services toward Tmall.com, the largest B2C website in China. The researcher surveyed 450 respondents from university students in Kunming city, China. The data was analyzed by 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 all have positive and significant influence on mobile shopping intention towards Tmall.com in Kunming, China. This study not only try to propose an extension of TAM (technology acceptance model), but also analyzed the influence of personality variables on mobile shopping intention. The study provides implications for mobile shopping retailers and marketers in designing mobile shopping services based on consumers’ perception of new shopping channel and help to them to offer the mobile shopping services which meet consumers’ quality expectations.

Keyword: Mobile communication systems, Electronic commerce, Mobile shopping, Consumer behaviour, China

1. Introduction
Nowadays, mobile commerce is gathering more and more attention from the businesses and different industries around the world (Wei et al., 2009). With the rapidly growing wireless networks and innovative developing mobile technologies, this new transaction platform for products and services is popularly applied by many companies and retailers. While the widely used of mobile phones has grown on a large scale, mobile shopping becomes a new marketing channel which retailers and marketers can promote or deliver their products and services. Mobile shopping refers to any sale where the final transaction is made using a mobile device such as a smartphone or tablet (Yang, 2010). It has many advantages such as ubiquity, mobility, internet access convenience, personalization, flexibility, and disseminations of information (Shin and Shim, 2002, Gilbert and Han, 2005).