

# EXTENDED UTAUT2 MODEL ON FACTORS INFLUENCING OF MOBILE COMMERCE ACCEPTANCE IN YANGON, MYANMAR

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**ABSTRACT:** Today, wireless telecommunication is well designed and there is significant evidence on the critical growth of wireless technologies in developing countries including Myanmar. However, the usage of mobile services and transactions such as mobile payment, mobile wallet, electronic business are still low in Myanmar. This research attempts to investigate the factors influencing Mobile Commerce acceptance in Yangon, Myanmar and examines the differences in acceptance level among three generation groups (Generation X, Generation Y and Generation Z). A conceptual framework was developed based on an extended Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) for M-Commerce, and two additional variables such as disturbance concerns and perceived trust on behavior intention on use of M-commerce. A survey data was collected from 405 the respondents who owned the mobile phone with M-Commerce knowledge in Yangon, Myanmar by using judgmental, quota and convenience sampling methods. The Simple and Multiple Linear Regression and One-Way ANOVA were used. Findings indicated that the five independent factors such as performance expectancy, social influence, facilitating conditions, price/value, habit from technology acceptance theory positively significantly influence the behavioral intention towards M-Commerce acceptance. The two extended variables such as disturbance concerns negatively significantly, and perceived trust positively significantly influence the behavioral intention towards M-Commerce acceptance. Among significant factors, habit is the most influencing on M-Commerce acceptance and Generations such as X and Y are sensitive on trust while using M-Commerce.

**Keywords:** M-Commerce, Unified Theory of Acceptance and Using Technology 2, multiple linear regression, disturbance concerns, perceived trust, behavior intention

## Introduction

Wireless communication is formed

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by two technologies such as wireless technologies and the internet. The connectivity through wireless communications is the enabler of Digital Economy, and at the same time, Electronic Commerce (E-Commerce), Mobile Commerce (M-Commerce), Location Based Commerce (L-Commerce) has been developed widely. Since 2007, the emergence of modern smartphone technologies is significantly improved from fixed line phone to cellular and mobile phone. At the same time, the market orientation has started to change from traditional to mobile business. Mobile