Exploring Key Factors Affecting the Adoption of Mobile Commerce: A Case of Purchasing Luxury Fashion Products

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ABSTRACT

Abstract: The purpose of this research is how to apply TAM model proposed by Davis, F. D. (1989) and Marketing factor to improve the purchasing intention on luxury fashion products via Mobile commerce. Conceptual Framework is mainly based on 3 hypotheses, 7 sub variables. (Fashion Innovativeness, Fashion Involvement, Brand image, and the constructs Perceived usefulness, Perceived ease of use, Social influence, Security) Quantitative research is used to determine the relationship between independent variable and dependent variable. All hypotheses tested factor analysis, Reliability, Correlations, and Multiple regressions. Data were collected from 253 respondents through online questionnaires within the period of 1st of February to 25th of March 2016. Computer program Statistical Package for the social science (SPSS) software was used to analyze the data. Our results illustrated that all variables have positive related on purchase intention. There is no doubt Mobile technologies have the potential to bring changes to traditional shopping.

Keywords: Mobile commerce; Technology acceptance model (TAM); Luxury fashion products; Purchase intention.

REFERENCES


