

FACTORS MOTIVATING CONSUMERS TO ENGAGE IN INTERNET MOBILE SHOPPING VIA THEIR SMARTPHONE IN MALAYSIA

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ABSTRACT

This study aims to examine the factors motivating Malaysian smartphone users to engage in internet mobile shopping services as well as to present the outcomes in terms of proposition for the benefit of retailers to ensure the delivery and the quality of internet mobile shopping services complies with the expectation of the consumers. Samples of 320 smartphone users were drawn from a survey conducted online. The Unified Theory of Acceptance and Use of Technology (UTAUT) model was improved and integrated with the aspect of attitude and hedonic performance expectancy. Furthermore, a two-step of structural equation modelling (SEM) was utilized in order to certify the evaluation of the model as well as to examine the theorized relationships. The utilitarian and hedonic performance expectancy as well as the social influence was discovered as the essential contributing factors on Malaysian smartphone user's intention to use the internet mobile shopping services. The results of this research made available recommendations to retailers in order to identify consumers' expectation in terms of quality and shopping capabilities that needs to be addressed the mobile shopping landscape.