Chapter 14

Consumer Intention to Use Smartphone for Mobile Shopping

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ABSTRACT

The purpose of this study is to identify the determinants to use the mobile phone to make purchases. The study involved a total of 210 respondents approached in a public higher learning institution in Federal Territory of Labuan, Malaysia. This study applies convenience sampling technique to ensure researcher to monitor the participation of the sample. They were chosen to identify the intention to use smartphones for mobile shopping among young adults. The concept of using smartphones for mobile shopping was explained to the respondents to ensure full understanding in order to obtain best result. Multiple regression analysis asserted that Perceived Usefulness (PU), Perceived Enjoyment (PE), Perceived Ease of Use (PEOU), and Satisfaction (SAT) influence the Intention to use (INT). The results could help online retailers in improving their marketing platform and to understand more of their customers’ needs and wants.

INTRODUCTION

Consumers went through purchasing process by traditional shopping. Traditional shopping requires consumers to go to particular stores to see and purchase the desired product. The evolution in mobile internet technology has improve the use of smartphones for mobile shopping among consumers. Smartphones
are becoming more accepted with better networks, less cost and very easy to use (Norazah, 2011; Park, Zo, Ciganek, & Lim, 2011). New shopping services can finally fulfill the unmet needs in retail industry because of the existence of mobile internet technology (Gilbert & Han, 2005; Shin & Shim, 2002). At the same time, consumers are able to use mobile devices anywhere and anytime to surf or buy products and services from retailers (Lin & Hung, 2012; Lu & Su, 2009; Yang & Kim, 2012).

Smartphones have become Malaysians primary shopping companion throughout the purchase journey. Smartphones were used differently in different stages of purchase journey. Lazada, Zalora, Groupon and H&M are examples of mobile shopping websites that mostly used by Malaysian consumers. These mobile shopping websites provide payment method and shipping that make consumers’ purchasing process easier.

In a digital era, the ways of buying a product is changing as the technology advanced. Starting from the traditional ways of shopping to online shopping, it has now evolved to mobile marketing where we can access to these virtual shops anytime, anywhere at any place. However, although in this digital era, mobile shopping still can’t be compared to traditional shopping. Chen (2013) asserted that there are still determinants that affect the intention of consumers to use mobile phone to make purchases.

This study is divided into few sections. Section 1 gives a brief overview about the background of smartphones for mobile shopping. Followed by Section 2 which described the literature reviews of previous studies. Section 3 discussed about the data analysis including the proposed theoretical framework, while Section 4 discussed about methodology used to carry out the survey. The next section discussed about the results in hypotheses testing and finally in Section 6, a conclusion about the whole research is described.

The purpose of this study is to identify the determinants affecting the intention to use the mobile phone to make purchase. This research also aims to provide better understanding of the acceptance of purchasing using smartphone as well.

LITERATURE REVIEW

This study is based on the theory of Technology Acceptance Model (TAM) which addressed the relationships between consumers’ acceptance of the technology and usage behavior.

Intention to Use

Smartphones have become significantly important device to consumers in their daily lives. Businesses today could not go further without the aid of internet. Therefore, instead of sticking to store retailing, business owners shifted to online business. According to Darian (1987), adoption levels suggests that consumer’s needs, interests and attitudes vary with age, and the youngest consumers have the most positive attitude toward innovation. Hence, consumers from individualist cultures develop a more innovative profile and are more interest to shop via Internet (Jarvenpaa, 1999). Besides that, there are a lot of studies indicated that young people are more favorable towards change (Modahl, 2000; Mulhern, 1997; Schiffman, 2003), and use the new technologies such as the mobile phone from a very early age (AIMC, 2004). Direct shopping still occurs among young adults but the invention of new technology slowly switch them from traditional shopping channels to modern shopping channels without completely replacing them. Mobile shopping would not be a threat to slow down the sales that are still using traditional channels. However, the invention of smartphones enhances the use of mobile shopping to meet customer’s specific need.