Using TAM And FASHION To Affect The Study Of Consumer Behavion In Mobile Commerce

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ABSTRACT

The first wave of the Internet boom has been rising in the United States, the first country which invented the Internet, then the power of the Internet swap through all worlds and also led the development of e-commerce boom. However, industry transform the pace following information technology changes, the popularity of mobile devices has been more popular than usual, our society has gradually transformed into one kinds of mobile communications worlds, The advantages of the mobile communication can create the great flexibility and convenience to the enterprise not limit to time and location. This research considers about the user's view and discuss about what's factor influence about mobile-commerce customers. This research frame has been built by mobile communications characteristics and fashion structure based on technology acceptance model. And receive for Internet 234 valid questionnaires, then used structural equation model for this topic analysis. The empirical results reveal that users' who use mobile commerce have high significance about this service existing in everywhere. But the personal service in mobile commerce seems not significant than user's perceive. The impact of mobile commerce influence users' biggest factor was the users' perception. Therefore, system development has been based in simple, human interface and special features function that's the most important factor attracting consumer.

Keywords : technology acceptance model ; fashion ; Electronic

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