

Adopting Technology Acceptance Model to Explore E-shopping Use Intention of Retail Department Store Customers

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Abstract

In recent years, the popularity of advance technologies and the network have significantly switched shopping in real stores to the new trend of e-shopping; thus, shopping online has been strongly enhanced. It is noted that there has existed a battleground between online stores and traditional retail stores with physical features and important marketing power in the market. Due to the fact that many current retail stores are trying to take advantage of online marketing and shopping to customers, this study aims to utilize the factors included in the technology acceptance model (trust, flow experience, perceived usefulness, and perceived ease of use) to understand consumer awareness and willingness to use hypermarket e-shopping sites. The research tool in this study was survey questionnaire which was developed based on related literature on retail stores and consumers' e-shopping willingness. Taipei citizens were identified as the main research sample. Out of 330 issued questionnaires, 314 valid responses were obtained with the effective response rate of 95.15%. Then, structural equation modeling (SEM) method was utilized to analyze the data and examine the causal relationships. The results show that consumers' trust on e-shopping websites exerts significantly positive effect on perceived usefulness and perceived ease of use. In addition, consumers' flow experience significantly influences perceived usefulness of the e-shopping websites and e-shopping use intention. However, the perceived ease of use of e-shopping of retail department stores' consumers has no significant impact on perceived usefulness and e-shopping use intention while perceived usefulness strongly exerts a positive effect on consumers' e-shopping use intention and their consumption willingness.

Keyword : Technology Acceptance Model, flow experience, trust, structural equation modeling (SEM)