

Developing Mobile Commerce, Acceptance or Resistance? Taking Convenience Stores in Taiwan, Japan, South Korea, and China as Examples

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Abstract:

Mobile applications (Mobil APP) have become part of consumers' daily lives. This article collects consumer questionnaire samples from four countries including Taiwan, Japan, South Korea, and China using convenience store mobile applications (Mobil APP), using Technology Acceptance Model (TAM) and Resistance to Technology Innovation. Analyze the attitudes and intentions of different countries towards the use of mobile applications (Mobil APP). Structural equation modeling (PLS-SEM) was used to analyze the data. The results show that consumers in different countries have significant differences in their intention to use mobile applications (Mobil APP).

Keywords:

Technology Acceptance, Innovation Resistance, Willingness to Use.