

# The effect of Fashion Leadership and Commerce Characteristics on the Acceptance Attitude of Fashion Mobile Commerce

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## 유행선도력과 상거래 특성에 따른 패션 모바일 커머스 수용태도 연구

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### Abstract

본 논문은 모바일 패션 쇼핑의 소비자 행동을 설명하기 위해 모바일 패션소비자의 유행선도력(유행선도성향, 의견선도성향, 선도잠재성향)과 모바일 상거래 특성(모바일 편재성, 모바일 개인화, 모바일 위치성)을 패션 수용상황에 적합한 기술수용 관점에서 관련성을 제시하여 시사점을 도출하고자 한다.

본 조사는 모바일 인터넷 서비스 및 커머스를 1회 이상 이용해 본 경험이 있는 패션 소비자 406명을 자료 분석에 사용하였으며, 분석 결과는 다음과 같다. 첫째, 패션소비자의 유행선도력의 유행선도성향과 선도잠재성향은 지각된 가치에 유의한 영향을 미치는 것으로 나타났다. 둘째, 패션소비자의 모바일 상거래 특성의 편재성은 지각된 가치와 지각된 유용성에 유의한 영향을 미치는 것으로 나타났다. 셋째, 모바일 패션커머스에 대한 지각된 가치는 지각된 유용성과 수용태도에 유의한 영향을 미치는 것으로 나타났다. 넷째, 모바일 패션커머스에 대한 지각된 유용성은 수용태도에 유의한 영향을 미치는 것으로 나타났다. 다섯째, 모바일 패션커머스에 대한 지각된 신뢰는 지각된 유용성과 수용태도에 유의한 영향을 미치는 것으로 나타났다. 이 결과로 패션 소비자의 유행선도력과 모바일 상거래 특성이 패션 모바일 커머스를 확산하는 능력을 지녔음을 제시한다. 또한 기존 연구에서의 패션상품 구매의도 형성요인들과 통합할 경우, 보다 설명력 있는 확장된 혁신수용 모델이 개발될 것으로 예상된다.

**Key Words:** 유행선도력(Fashion leadership), 모바일 상거래 특성(M-commerce characteristics), TAM\_기술수용모형(Technology acceptance model)

## I. Introduction

The mobile internet market dramatically is growing now. But there is not enough study about the change trend of mobile user needs so the consumer's value could not maximized.

One of the main reason is that there is lack of research on the mobile commerce acceptance attitude of the user's view point. That means, it seem to have overlooked necessity of the systematic analysis about consumer's needs and wants in order to make fashion products a success in the

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market. Moreover, for the mobile commerce use as the fashion business tool properly, it needs to understand the essence of the mobile in terms of the fashion consumer and it needs to the effectual methodology for the mobile internet characteristic. Particularly, the fashion leadership is the energy for the receptive capacity of the innovative product and the role of persuading to customer as the fashion process, so the fashion leader is customer having this characteristic strongly(Song & Hwang, 2008). The fashion leadership group is the important meaning group in the thesis of the theory and the fashion marketing strategy about the fashion diffusion phenomena (Kim et al., 2006). On the other hand, when consider the role of the fashion leader, the fashion leader become the important concern of the marketer that they are being magnified by the new process of distribution to the public with buy the suggested product at the first stage and spread the fashion trend information(Cho & Koh, 2001).

In the side of the fashion circulation, the mobile commerce will be promoted added attribute including the position property of the product and service, the product customization, maldistribution intensification, the instantly connectivity, convenience then the mobile commerce will be develop(Liang et al., 2007). This characteristic of mobile fashion commerce basically similar to the E-commerce but it is the difference with existing e-commerce in the provided contents, application, the revenue opportunity and business model by utilizes the mobile communication terminal in the mobile environment.

The mobile commerce of the future computing is commerce in different situation with web based E-commerce and different of the purpose implements. As to this, particularly, the relation is deep in which the immediate access to the mobile commerce required time with the time and location(Venkatesh et al., 2003). Therefore, the research was required about understand of the appearance of the other unique mobile commerce

with the existing web-based E-commerce and consider the technology acceptance to the mobile commerce customer propensity and mobile characteristic.

Thus, this study is based on the Innovation Diffusion Theory of the Roger(1995) and Technology Acceptance Model and systematically tries to investigate the role of fashion leadership in the fashion mobile commerce acceptance attitude, the influence factors of mobile-commerce characteristics and those variables of the validity of the causal relationship by stages. It will be help to the establishment of the business strategy considering the change trend by according to the mobile fashion consumers realize to the importance and distinguishing transformation tendency according to the diffusion process of the mobile internet service.

## II. Literature Review

### 1. Mobile Commerce Characteristics

Due to the rapid diffusion of the mobile equipment, the mobile commerce is the priority core task for lots of the mobile commerce companies as one of the marketing channel to the companies following the e-commerce(Anckar & D’Incau, 2002). In addition, as many scholars and the representative of the industries, the next generation area of the e-business acknowledges the fact called the field of the mobile commerce (Varshney & Vetter, 2001).

This mobile commerce will be able to the E-commerce new of the form which is performed through the mobile equipment utilizing the extending through mobile phone and wireless communication network or other wire electronic commerce technology.(Walsh et al., 2000; Siau et al., 2001). As follows, the Wu & Hisa analyze the Web-based Commerce, M-commerce, and feature of the U-Commerce at the value proposition,

<Table 1> Wu & Hisa(2004) : Differences in the business model dimension

Factors	Web-based Commerce	M-Commerce	U-Commerce
Value proposition	<ol style="list-style-type: none"> <li>1. Low cost</li> <li>2. High speed</li> <li>3. Global communication</li> <li>4. Friction-free marketplace</li> </ol>	<ol style="list-style-type: none"> <li>1. Mobility</li> <li>2. Localization</li> <li>3. Personalization</li> <li>4. Convenience</li> </ol>	<ol style="list-style-type: none"> <li>1. Transparency</li> <li>2. Pervasion</li> <li>3. Digital convergence</li> <li>4. Adaptation</li> </ol>
Market segment	<ol style="list-style-type: none"> <li>1. Global market</li> <li>2. PCs user with Internet connection</li> <li>3. Most of user are highly educated</li> <li>4. Wide customer base</li> </ol>	<ol style="list-style-type: none"> <li>1. Regional market</li> <li>2. Mobile device user</li> <li>3. Business mobile workers and young people</li> <li>4. Targeted customer base</li> </ol>	<ol style="list-style-type: none"> <li>1. Universal market</li> <li>2. Heterogeneous user</li> <li>3. Unlimited demographics</li> <li>4. Heterogeneous customer base</li> </ol>
Cost Structure	<ol style="list-style-type: none"> <li>1. Low technology, application development</li> <li>2. High content creation cost</li> <li>3. High logistic cost for physical goods and low logistic cost for information goods</li> </ol>	<ol style="list-style-type: none"> <li>1. High technology cost, application, development cost, networking and content delivery cost</li> <li>2. Low content creation cost</li> <li>3. Low logistic cost for physical goods and high logistic cost for information goods</li> </ol>	<ol style="list-style-type: none"> <li>1. High technology cost, application development, and content creation cost</li> <li>2. Low logistic cost for physical goods, and information goods</li> </ol>
Profit potential	<ol style="list-style-type: none"> <li>1. Lower transaction, labor, promotion cost, service and inventory cost</li> <li>2. Revenues of servicing, advertising and content subscribing are major profit source</li> <li>3. Low networking and service charge</li> </ol>	<ol style="list-style-type: none"> <li>1. Improve efficiency of mobile workforce and task</li> <li>2. Revenues of mobile servicing and networking fee are major profit source</li> <li>3. High networking and service charge</li> </ol>	<ol style="list-style-type: none"> <li>1. Lower cost, improved trust, enhanced differentiation, and market extension</li> <li>2. Revenue of value-added servicing and product selling are major profit source</li> <li>3. Low networking and high service charge</li> </ol>
Value network	<ol style="list-style-type: none"> <li>1. Backbone operators</li> <li>2. Internet service, application, and content providers</li> <li>3. Network infrastructure providers</li> <li>4. Internet portals</li> </ol>	<ol style="list-style-type: none"> <li>1. Telecom operators</li> <li>2. Mobile service, application, and content providers</li> <li>3. Mobile device manufactures</li> <li>4. Internet and mobile portals</li> </ol>	<ol style="list-style-type: none"> <li>1. Network operators</li> <li>2. Ubiquitous service, geo-positioning service, application, and content providers</li> <li>3. Ubiquitous device manufacturers</li> <li>4. Internet and mobile portals</li> <li>5. Bricks-and-mortar stores</li> </ol>

market segment, cost structure, profit potential, and value network side(Table 1).

The fashion shopping mall, positioned on the Internet, sold the product with E-commerces through Internet in the meanwhile. However, if it approaches the consumers through the mobile which is the personalized instrument having the following feature; it will be able to become the innovative method in the circulation and marketing field.

The existing mobile commerce is on the reception of the mobile commerce(Pedesen et al.,

2002; Vijayasarathy, 2004), mobile service user characterization(Arnio et al., 2002), mobile advertisement effectiveness(Barwise & Strong, 2002) and mobile commerce field of main application(Ghose & Swaminatha, 2001; Kannan et al., 2001). Particularly, in the research of the mobile commerce reception and field of main application, the Tang & Veijalainen (2001) mentioned that the most important factor is the offer of the convenience and efficiency on the reception of the mobile commerce. As to the mobile commerce create the value added attribute

including the position property of the product and service, the product customization, maldistribution intensification, immediately connectivity, convenience and etc(Liang et al., 2007). And the characteristic of the mobile commerce is utilized including the unicity, reachability and localization so it can be provided new service and product different from the existing Electronic commerce(Durlacher Research, 1999).

Additionally, the Mahatanankoon et al.(2005) was suggested always on, location-centric, convenience, customization, and identifiability on the mobile business feature. The Ho & Kwok(2003) was importantly the contents personalized due to the difficulty of encounter for finding the inappropriate information considered in connecting the technical innovation model(TAM).

## 2. Fashion Leadership

The fashion leadership refers to the personal influence that the innovative product can be accepted to the public in the process of diffused the new fashion. In the process of this influence reaches, the opinion leadership is generated as the linguistic influence by adopting the innovative style and providing the information about the visual influence of the innovation and trend at the same time(Kasiser, 1997).

Particularly, the higher fashion leadership of fashion leader have character as showed higher interest, purchased firstly the fashion product and they provided to the other people about the advice positive and the information(Hong & Liu, 2009). The Rogers (1983) classified two dimensions of the fashion leadership as the innovation and opinion leadership. The innovativeness refers to the extent of relatively being faster than the other member in this social organization in the person adopts the reform(Rogers & Cartano, 1962). The opinion leadership was defined as the extent of having an effect on the informal to their attitudes and action by the person gives the information

about the reform and advice to the other people of this society organization proposal(Rogers & Shoemaker, 1971). Also the innovative messenger was called as the fashion duplication leader and innovative communicator and higher influence of main agent in the diffusion process of the fashion(Kaiser, 1990).

The Workman& Johnson(1993), investigate of the fashion innovator, fashion opinion leader and characteristic of the fashion follower with the fashion duplication leader, mentioned that many fashion innovators were more higher than the fashion followers about desire of the diversity, the ego expression and pursuing personality. The Kaiser(1990) mentioned that the opinion leader had a great interest in the fashion, early purchased the new fashion product and the strongly influence to the other customer in connection with the new product purchase. In addition, the fashion follower is the people occupying the majority of the population which adopts one style at the anaphase of the fashion periodic time and decides the public accepting(Horn & Gurel, 1992), They had the tendency of others-oriented rather than selected the popular style in depended on the value system of oneself(Greenwood & Murphy, 1978) and they received the more effects than the marketer initiative media by the consumer initiative the opinion leader(Polegatoï & Wall, 1980).

This fashion follower is important in the side which makes the economic mass production of the large-scale consumer community possibly and guarantees the success of the fashion industry (Jemigan & Easterling, 1990). Additionally, as partially the reception action in the innovative tendency which the Hirschman (1980) presents the individual difference. This fashion leader can be expressed in the extent of relatively in firstly accommodating with new way of life, product and pattern of consumption and it can be expressed as the relationship between individual propensity and the reception action.

The fashion leaders buy the presented product

through the mobile commerce at the first stage and they give the new product to the other customer with the fashion information so they can become the important concern of the marketers.

### 3. Extended Technology Acceptance Model (ETAM)

The technology Acceptance Model(TAM) is explained the action of the Information Technology user and predicts model based on the Theory of Reasoned Action(TRA)(Davis et al., 1989). Currently, the technology acceptance-related research tendency is form the external variables which it can be effect on the utility and usability with expands the basic technology acceptance.

Recently, the expansion of TAM was positioned as the technical reception model of the transformation which was expanded and generalized in the various research areas. The Moon & Kim(2001) mentioned that pleasure percept gave the significance effect to the use intention with the simplicity and the usability as the existing perception variable which expanded TAM in the web use. The Gefen et al(2003) looked at the confidence formation in the commercial transaction site by applying the confidence and TAM theory in the position that intermediary of the confidence formation as the loop in which Internet connects the user and customer together.

The Kwon & Chidambaram(2000) said that the mobile commerce reception synchronism reached the important effect to the user recognition degree and particularly, the recognized simplicity reached the effect importantly in the user inner product and external motivating factor. In addition, the Pedersen et al (2002) insisted that degree of delivery of the value differentiated and the existing commercial transaction had an effect on the use of mobile internet about the perceived usability. That is, the discriminative service such as the mobile internet is acts as the important factor. Additionally, the Lin & Lu(2000) added the information system quality (the information quality, reaction time, and the system

accessibility) by the external factor to TAM and tried to explain the consumer web site use intention. Also they discovered effect that it reaches to the percept usability and percept simplicity in which the reaction time. The Moon & Kim(2001) presented the expansion model adding the percept pleasure to TAM in the web use situation focusing on the personal internal synchronism as to the reception of the Information Technology. And the Lu et al.(2003) studied the wireless internet whether any admissions had an effect in the technology acceptance model point of view so as this factors, it gave the individual difference, technical complexity, acceleration environment, social influence and reliability of wireless environment. Also, the Wu & Wang (2005) looked into the relationship with the effective mobile business construction to use in the danger, cost, compatibility, usability and easier. In addition, the Kim et al (2007) found out to be the decision factor which developed the value basis acceptance model (Value-based Adoption Model: VAM) and in which the customer percept value is important in the adoption intention of the mobile internet.

Additionally, the Lee et al.(2010) included the usability and simplicity of TAM to the characteristic of the mobile fashion shopping about the mobile fashion shopping. It is determined that it is proper to include to the characteristic of the shopping behavior in which the new technology as the mobile fashion shopping in the side that it means the awareness of the user about the usability and simplicity accepts the new technology. In addition, in the mobile commerce, the customer builds the confidence about the entrepreneur through the mobile site(Siau & Shen, 2003). When the problem is generated in the mobile technology part, the negative impact can be reached to the credit about the entrepreneur but if the image or service which the mobile site provides to the customer is good, the positive effect is reached to the confidence formation to the entrepreneur(Dayal et al., 1999).

### Ⅲ. Proposed Model

#### 1. Study Model and Hypotheses

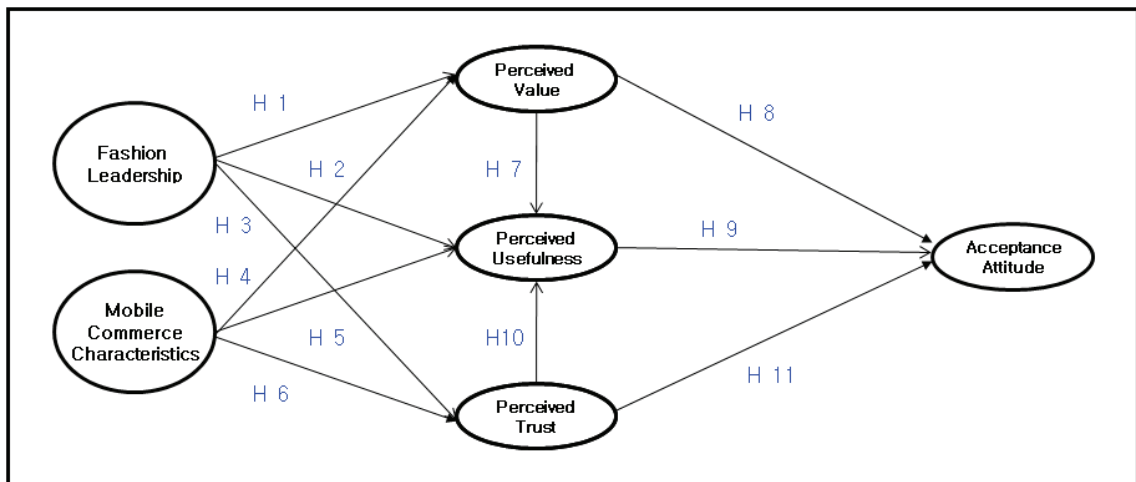
In this study, systematically try to be investigated phased causal relationship of effectiveness about the Fashion Leadership in the acceptance attitude of Fashion and the influence factors of M-Commerce Characteristic and this variables which based on Technology Acceptance Model(TAM). In setting this research model, the basis presented in the existing researches about the technical acceptance model is depth analyze and the relationship of each variables is verified in the environment using the business process application.

These results become rationale enough which suggested with the expanded Technology Acceptance Model (perceived value, perceived usefulness, perceived trust, acceptance attitude)

correlation. Thus, the important external motive influence variable was selected as the fashion leadership of the fashion consumer and mobile commerce characteristic and it focuses on the fashion product purchase situation than the variables in the existing preceding research and it classifies detail more so it tries to be measured the influence variable about the innovation adoption attitude of the mobile commerce fashion consumer(Fig. 1).

#### 2. The Composition of Study Variables

The measurement tool for performing this research was comprised of the fashion consumer fashion leadership, mobile commerce characteristic, expanded TAM (the perceived value, perceived usability, and perceived confidence and innovation adoption attitude) and demographics characteristic. The fashion



<Fig. 1> Study Model

- H 1 : The fashion leadership of the fashion consumer will have the effect to the perceived value.
- H 2 : The fashion leadership of the fashion consumer will have the effect to the perceived usefulness.
- H 3 : The fashion leadership of the fashion consumer will have the effect to the perceived trust.
- H 4 : The fashion mobile commerce characteristics will have the effect to the perceived value.
- H 5 : The fashion mobile commerce characteristics will have the effect to the perceived usefulness.
- H 6 : The fashion mobile commerce characteristics will have the effect to the perceived trust.
- H 7 : The fashion mobile commerce of the perceived value will have the effect to the perceived usefulness.
- H 8 : The fashion mobile commerce of the perceived value will have the effect to the acceptance attitude.
- H 9 : The fashion mobile commerce of the perceived usefulness will have the effect to the acceptance attitude.
- H 10 : The fashion mobile commerce of the perceived trust will have the effect to the perceived usefulness.
- H 11 : The fashion mobile commerce of the perceived trust will have the effect to the acceptance attitude.

consumer of fashion leadership factor measured the total 13 items based on the research of Hong & Liu(2009), Jemigan & Easterling(1990), and the Kasiser (1997). The mobile commerce quality factor measured the total 10 items based on the research of Anckar & D' Incau(2002), Liang et al.(2007), Mahatanankoon et al.(2005), Varshney & Vetter(2001), and Wu & Hisa(2004). The sub-factor of expanded TAM measured based on the research of the Davis(1989), Gefen et al.(2003), Kwon & Chidambaram(2000), Lu et al.(2003), Moon & Kim(2001), Pedersen et al.(2002), Siau & Shen(2003) etc. with the perceived value(4 items), perceived usability(4 items), perceived confidence(4 items), and innovation adoption attitude(4 items). In the demographic characteristic, it measured that comprised of the sex, age, academic career, and occupation.

### 3. Sampling Plan and Data Collection

This research collected data in the form of questionnaire and it used the Likert scale of 5 to measure the results. The pilot survey for making the adequacy of the measuring instrument was progressed with two methods.

It did top-down approach reference in-depth about wire and wireless internet business model and mobile business. So it developed the previousness survey question. Also, it selected the 10 experts group which had fashion internet shopping mall base and mobile commerce service company for developed about differentiated fashion mobile commerce of mobile ubiquity, mobile personalization, mobile localization, mobile service value, utility of mobile service, trust and adoption of innovation attitude.

It had bottom-up approached as a delphi technique and measured the first survey question. Also, it did the bottom-up approach for question materialization.

In the result, it drew the questionnaires that focused on character about fashion shopping of mobile commerce such as the extent that during the use

mobile internet, the connected condition is stable, the extent which the use of mobile internet is generated regardless of the user's position, the extent that the mobile internet carries the agility and accessibility, the extent which knows the user's exact position and provides the useful information in necessary time, the extent that there is not being condition for anymore time and place in approaches the mobile site, the extent of searching the pertinent information fitted for the situation, The extent of providing the information on the user's position(the discount coupon, and etc), the extent of receiving the personal information in order to obtain the customized information, the extent of receiving the personalization information in fitted to the user symbol, the extent of receiving the personal information in order to obtain the customized information, the extent of receiving the personalization information in fitted to the user symbol, The extent that the mobile shopping is the fashion product useful for the purchase, The extent of provided information for the fashion product purchase intention decision which the mobile shopping is better, The extent of keep the faith and promise in which the mobile commerce, The extent of the provide expectation of best service in which the mobile commerce, The extent to affirmation of the use of the mobile shopping for purchase of product, The extent in which the use of mobile shopping is good for the purchase of product.

Through the mobile commerce innovation adoption attitude research of frame in the preceding research, during the 2011, Aug, the befit items were selected through the repetitive assessment and discussion as a clothes/ business administration major graduate student. Then, the preliminary examination was performed for 50 mobile commerce user between 1st days of between 15 days on Oct, 2011.

At the same time, it was performed by the convenience sampling way for the consumer having the recent experience of purchasing the fashion product in the Internet shopping mall within 1 month by the analysis object. For the data collection, we has visited those schools and companies around Seoul

&lt;Table 2&gt; Sample Description

Type		frequency	percentage(%)
sex	man	166	40.89
	woman	240	59.11
age	20s	277	68.23
	30s	129	31.77
education	below high school graduate	74	18.23
	college student/graduate	78	19.21
	university student/graduate	155	38.18
	over post graduate	99	24.38
occupation	housewife	10	2.46
	student	138	33.99
	specialization worker	30	7.39
	management/administrative position	38	9.36
	tech worker	29	7.14
	general clerical worker	136	33.50
	sale service worker	25	6.16
Total		n=406 (100%)	

and Kyong-Gi areas directly and carried out our survey in person. Also the questionnaires were sent through e-mails and received answers with consents from the participants. Altogether, 500 answers were obtained and from among those 406 people without the Missing value, were used in analysis. As the analyze method, SPSS (window 18.0) and AMOS Ver 18.0 were used to perform the frequency analysis, Reliability Analysis, Validity test(exploratory factor analysis, confirm factor analysis), discriminant validity analysis and path analysis.

## IV. Result and Discussion

### 1. Sample Description

As to the demographics property of the subjects, in case of the sex, the woman showed 59.11% and man showed 40.89% as the high distribution and as the age group, the 20s showed 68.23%, the 30s showed 31.77%. In the level of education, it showed up as the university studentship / graduation did the distribution which is the most

abundant as 38.18% and over post graduate 24.38%, the college student/graduate 19.21%, below high school graduation 18.23%. In the case of the occupation, it showed up as the student 33.99%, general clerical worker 33.50%, management / administrative position 9.36%, specialization job 7.39%, tech worker 7.14%, sale service occupation 6.16%, and housewife 2.46% order(Table 2).

### 2. Test for the Reliability and Validity

In this research, the course model verification was evaluated the measurement model used the exploratory factor analysis and confirmatory factor analysis and the variable of substandard tried to be removed in the first stage. In the second stage, it was implement the path analysis basis on the evaluation result of measurement model. Before evaluation of measurement model, each concept research was evaluated through the Cronbach's  $\alpha$ , one of the internal consistency verification method, for trust.

The result of performing the factor analysis by using the rotation of the Varimax way about 13



questions of explanation the fashion leadership of the fashion consumer which it was extracted the 3 factors(the fashion-lead propensity, the opinion-lead propensity, the lead-latent propensity) in the intrinsic value over 1.0 as a <Table 3>. The total variance as the 3 factor of explanation was 57.07% and the Cronbach's  $\alpha$  was altogether over 0.743 so the reliability of the question was high.

In addition, the result of performing the factor analysis by using the rotation of the Varimax way about 10 questions explanation the M-Commerce Characteristics which it was extracted the 3 factors(the mobile ubiquity, the mobile personalization,

the mobile localization) in the intrinsic value over 1.0 as a <Table 4>. The total variance as the 3 factor of explanation was 58.98% and the Cronbach's  $\alpha$  was altogether over 0.734 so the reliability of the question was high.

Meanwhile, as to <Table 5>, the factor loading of each single factors was altogether over 0.779 as the result of verifying the unidimensionality of each study variable of expanded TAM. The reliability of each single factors showed high over 0.847.

<Table 3> Result of the reliability and validity(Fashion Leadership)

Factor	Items	Eigen-values	Factor loading	variance	Cronbach's $\alpha$
fashion-lead propensity	• If the new product of the style comes out, the extent of seeing immediately	2.740	.832	20.502	.792
	• If the new design sticks out, the extent of buying that although nobody wear it.		.758		
	• The extent of frequency which looks at the fashion magazine or sees the fashion show		.746		
	• The extent which it always sensible looks around the window of the store or the fashion advertisements.		.679		
	• The extent of belonging among the people firstly buying the new popularity fashion		.675		
opinion-lead propensity	• The extent of considering that aesthetic sense is high than the other people	2.581	.843	19.872	.816
	• The extent which the friends ask about the latest trend tendency		.804		
	• The extent of the advice about the fashion to the friends		.785		
	• The extent of that have confidence about the fashion		.780		
lead-latent propensity	• The extent evaluating the other people's fashion south confidently	2.262	.792	16.694	.743
	• The extent that have the persuasive power about the fashion		.779		
	• The extent of hearing the knowledgeable about the fashion		.747		
	• The extent in which there is lots of the chatter with the friends or have lot's of participated assembly about the fashion.		.686		

&lt;Table 4&gt; Result of the reliability and validity(M-Commerce Characteristics)

Factor	Items	Eigen-values	Factor loading	variance	Cronbach's $\alpha$
mobile ubiquity	· The extent that the access in the information the mobile internet is not particular about the hour and place in real time	3.973	.819	25.558	.791
	· The extent that during the use mobile internet, the connected condition is stable		.747		
	· The extent which the use of mobile internet is generated regardless of the user's position		.730		
	· The extent that the mobile internet carries the agility and accessibility		.703		
mobile personalization	· The extent which knows the user's exact position and provides the useful information in necessary time.	2.580	.758	17.597	.734
	· The extent that there is not being condition for anymore time and place in approaches the mobile site		.687		
	· The extent of searching the pertinent information fitted for the situation		.663		
	· The extent of providing the information on the user's position(the discount coupon, and etc)		.662		
mobile localization	· The extent of receiving the personal information in order to obtain the customized information	1.965	.895	15.821	.826
	· The extent of receiving the personalization information in fitted to the user symbol		.890		

### 3. Index number of study measure of model

In this research, the P-value of  $X^2$ s, GFI, AGFI, RMR, NFI, CFI value, and etc. was referred to and the conformity of the model was determined. First of all, the confirmatory model analyzed result about the single factor, on the whole, it was not shown up the factor hindering the unicity of the model. Therefore, all research variables satisfied enough for the measurement model in the confirmation factorial experiment model and the goodness of fit index in the path analysis(Table 6).

### 4. The analysis of discriminant validity

In this research, it looked into whether 1 was included in the estimate for the correlation coefficient between each research concept in order to examine the discriminant validity or not. Since it was analyzed in the level which most of correlation coefficients note statistically( $p < 0.05$ ,  $p < 0.01$ ,  $p < 0.001$ ) smaller than 1, it was not included, the same hypothesis( $\varphi = 1.0$ ) was rejected between the research concept so it can be secured the discriminant validity(Table 7).

&lt;Table 5&gt; Result of the reliability and validity(extended TAM)

Factor	Items	Eigen-values	Factor loading	variance	Cronbach's $\alpha$
perceived value	• The extent of purchasing the fashion product efficiently according to uses the mobile shopping	2.934	.910	14.694	.901
	• The extent of economically shopping according to uses the mobile shopping		.889		
	• The extent of finding the satisfied product with minimum of effort according to uses the mobile shopping		.887		
	• The extent the mobile shopping providing the valuable and important commodity information		.866		
perceived usefulness	• The extent the width of the choice through the comparison of various fashion product through the mobile shopping.	2.465	.888	12.967	.847
	• The extent of being effective more through the mobile shopping in the fashion product purchase than the Internet and Off-line store.		.874		
	• The extent that the mobile shopping is the fashion product useful for the purchase.		.851		
	• The extent of provided information for the fashion product purchase intention decision which the mobile shopping is better		.779		
perceived trust	• The extent of keep the faith and promise in which the mobile commerce.	3.073	.900	16.234	.899
	• The extent of the probity of the mobile commerce.		.889		
	• The extent of the provide expectation of best service in which the mobile commerce.		.868		
	• The extent of the business continuously which can believe the mobile commerce		.848		
acceptance attitude	• The extent to affirmation of the use of the mobile shopping for purchase of product.	2.941	.883	15.113	.880
	• The extent in which the use of mobile shopping is good for the purchase of product		.873		
	• The extent that the mobile shopping is charming for the purchase of product		.853		
	• The extent that the use of mobile shopping is smart for the purchase of product		.819		

&lt;Table 6&gt; Result of confirmatory factor analysis for the model fit

study variables	goodness of fit index								
	X <sup>2</sup>	df	p-value	GFI	AGFI	RMR	NFI	CFI	item
fashion-lead propensity	194.050	9	.000	.923	.929	.081	.944	.957	5
opinion-lead propensity	187.984	5	.000	.964	.909	.078	.936	.914	4
lead-latent propensity	124.110	5	.000	.946	.950	.075	.914	.911	4
mobile-ubiquity	161.965	5	.000	.906	.917	.050	.949	.968	4
mobile-personalization	121.812	5	.000	.936	.968	.069	.944	.903	4
mobile-localization	119.610	4	.000	.927	.907	.073	.915	.902	2
perceived value	368.864	6	.000	.918	.927	.084	.937	.928	4
perceived usefulness	183.928	6	.000	.919	.936	.075	.919	.924	4
perceived trust	350.891	6	.000	.911	.920	.080	.953	.922	4
acceptance attitude	309.222	6	.000	.925	.915	.079	.927	.919	4

&lt;Table 7&gt; Result of the discriminant validity

study variables	1	2	3	4	5	6	7	8	9	10
fashion-lead propensity	1									
opinion-lead propensity	.560**	1								
lead-latent propensity	.468**	.668**	1							
mobile-ubiquity	.151	.163	.222**	1						
mobile-personalization	.213*	.074	.066	.000	1					
mobile-localization	-.032	.034	.107	.000	.000	1				
perceived value	.292**	.285**	.213*	.224**	-.028	.103	1			
perceived usefulness	.134	.041	.066	.207*	.057	.103	.447**	1		
perceived trust	.024	.106	.193*	.100	.005	.112	.525**	.584**	1	
acceptance attitude	.268**	.167*	.171*	.185*	.020	.017	.580**	.689**	.590**	1

1-10: Pearson Cross-Correlation, \*p<0.05, \*\* p<0.01, \*\*\* p<0.001

## 5. Hypotheses Testing

### 1) The goodness-of-fit of the path analysis

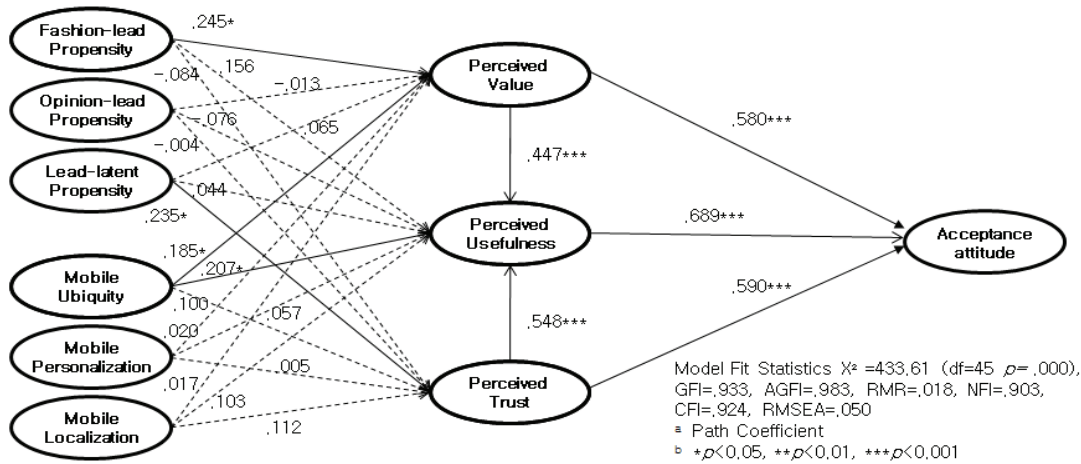
In this research, the goodness-of-fit of the path analysis and parameter were estimated through the maximum likelihood method. So, the fit index of the path analysis about the mobile commerce

acceptance influence factor showed the index up as X<sup>2</sup>=433.61 (df=45, p= .000), GFI = .933, AGFI=.983, RMR= .018, NFI= .903, CFI= .924, RMSEA= .050 so the fit index satisfied enough about the measurement model and path analysis(Table 8).

&lt;Table 8&gt; Result of the estimation of the model fit

study concept	goodness of fit index								
	X <sup>2</sup>	df	p-value	GFI	AGFI	RMR	NFI	CFI	RMSEA
study model	433.61	45	.000	.933	.983	.018	.903	.924	.050

GFI = Goodness of fit index, AGFI=Adjusted goodness of fit index,  
RMR = Root mean square residual,  
RMSEA = Root mean square error of approximation, NFI=Normed fit index,  
CFI = Comparative fit index.



<Fig. 2> Hypothesis testing model

2) The fashion mobile commerce acceptance influence factor of model verifying hypothesis

The <Fig. 2> and <Table 8> is research assumption inspection result and structural equation model fit about the mobile commerce acceptance attitude influence factor of the fashion consumer. The inspection result about each working assumption is as follows.

Synthetically, the research hypothesis investigation result about the mobile commerce acceptance attitude influence factor of the fashion consumer as follows. First, the fashion-lead propensity of the fashion consumer and mobile-ubiquity were adopted as the have the notes effect in the perceived value. However, the opinion-lead propensity, lead-latent propensity, and mobile- personalization and mobile-localization were rejected as the not to have the notes effect in the perceived value.

Second, the mobile-ubiquity of the fashion consumer, perceived value, and perceived trust were adopted as the have the notes effect in the perceived usefulness. However, the fashion-lead propensity, opinion-lead propensity, lead-latent propensity, mobile-personalization and mobile-localization were rejected as the not to have the notes effect in the perceived usefulness.

Third, the lead-latent propensity of the fashion consumer was adopted as the have the notes effect in the perceived trust. However, the fashion-lead propensity, opinion-lead propensity, mobile-ubiquity, mobile-personalization and the mobile-localization were rejected as the not to have the notes effect in the perceived trust.

Forth, the perceived value of the fashion consumer, perceived usefulness and perceived trust were adopted as the have the notes effect in the fashion mobile acceptance attitude.

This research result could be known about important of the characteristic of the customer individual as to the reception of the mobile commerce (Yang, 2005). And it could be confirmed the effect of the perceived value which similarly with research of the Cho & Koh (2001) that the fashion leader tendency was higher, the fashion choice action of the fashion career experience was high. Also, the fashion leadership was high(Kim & Rhee(2001)), the pleasurable shopping motive was high and it did much the continuous information search so as this result that according to the fashion lead tendency subfactor differently influence was confirmed to the important shopping motive in the perceived value and confidence. The Ho & Kwok (2003) was

&lt;Table 9&gt; Hypothesis testing from H1 to H11

Type	Pathway		Estimate	S.E.	C.R.	P-value	Result
H1-1	fashion-lead propensity	— perceived value	.245	.100	2.457	.015*	Accept
H1-2	opinion-lead propensity	— perceived value	-.013	.118	-.114	.910	Reject
H1-3	lead-latent propensity	— perceived value	.065	.111	.588	.557	Reject
H2-1	fashion-lead propensity	— perceived usefulness	.156	.103	1.525	.130	Reject
H2-2	opinion-lead propensity	— perceived usefulness	-.076	.122	-.625	.533	Reject
H2-3	lead-latent propensity	— perceived usefulness	.044	.114	.368	.700	Reject
H3-1	fashion-lead propensity	— perceived trust	-.084	.101	-.824	.411	Reject
H3-2	opinion-lead propensity	— perceived trust	-.004	.120	-.034	.973	Reject
H3-3	lead-latent propensity	— perceived trust	.235	.113	2.077	.040*	Accept
H4-1	mobile-ubiquity	— perceived value	.185	.083	2.220	.028*	Accept
H4-2	mobile-personalization	— perceived value	.020	.083	.235	.814	Reject
H4-3	mobile-localization	— perceived value	.017	.083	.205	.838	Reject
H5-1	mobile-ubiquity	— perceived usefulness	.207	.082	2.511	.013*	Accept
H5-2	mobile-personalization	— perceived usefulness	.057	.082	.697	.487	Reject
H5-3	mobile-localization	— perceived usefulness	.103	.082	1.252	.213	Reject
H6-1	mobile-ubiquity	— perceived trust	.100	.084	1.189	.236	Reject
H6-2	mobile-personalization	— perceived trust	.005	.084	.055	.956	Reject
H6-3	mobile-localization	— perceived trust	.112	.084	1.341	.182	Reject
H7	perceived value	— perceived usefulness	.447	.075	5.942	.000***	Accept
H8	perceived value	— acceptance attitude	.580	.069	8.458	.000***	Accept
H9	perceived usefulness	— acceptance attitude	.689	.061	11.289	.000***	Accept
H10	perceived trust	— perceived usefulness	.548	.068	8.553	.000***	Accept
H11	perceived trust	— acceptance attitude	.590	.068	8.675	.000***	Accept

CR=Critical ratio, \*\*\* $p < 0.001$ , \*\* $p < 0.01$ , \* $p < 0.05$

importantly considered to the personalized contents because of the difficulty of finding the inappropriate information in connecting the technical innovation model (TAM).

Particularly, in this research, the mobile showed relationship with the perceived value and relationship in which the maldistribution of mobile. The factor supports the result that usability of the mobile internet, usability, quality of system and the connectivity immediately, it relates effect on the use of mobile internet actually in the perceived value of the mobile internet and behavioral intention (Kim & Kim(2002)). Additionally, the

result showed similarly apply with the Shin & Kang (2004) research result which showing the influencing positive relationship to the acceptance attitude around the perceived value usability in the mobile wireless internet. Also, in the research(Moon & Ok, 2005) that the perceived usability and perceived simplicity reach the positive effect on the attitude of the mobile service and use will with the existing TAM related researches in the mobile environment of the Nicolas et al (2008) that it has supported to the effect of directly or indirect on the attitude and use intention by the perceived usability and

perceived use reliability. Moreover, the Chung & Lee (2008) support the research that it is happy factor reaches the Positive Impacts on the mobile shopping attitude with the usability.

## V. Conclusions

This research presented the structural equation model that it expanded to the TAM in the fashion leadership and mobile commerce characteristic which in the insufficient of the systematic research time for explain the consumer behavior of the mobile fashion shopping.

This research will become the foundation with the measure the consumer experience, analysis and application when the fashion enterprise set up the mobile commerce marketing strategy plan in the fashion company. Also, the application of the effective mobile will be able to provide the opportunity intensifying the distribution of the fashion enterprises and marketing ability in the fashion product buying process.

Thus, this research tries to draw the implication which in the fashion leadership of the mobile fashion consumer(the fashion lead tendency, opinion lead tendency, lead potential tendency) and mobile commerce characteristic(mobile maldistribution, mobile personalization, mobile position) presented to the suitable characteristic of the technology acceptance and correlation for the fashion reception situation.

As a result, it presents to carry the capability of the diffuse the fashion mobile commerce in which the fashion leadership of the fashion consumer and mobile- commerce characteristics. In addition, in case of integrating with the fashion product purchasing intention because of formations in the existing research, it expected to be more developed about the extended innovation adoption model as a more descriptive ability. The result of this research is as follows.

First, the marketer has to stimulate the

consumer tendency with the new design and new style product for enhance the perceived value, when purchasing the fashion product by the mobile commerce. And it will have to enhanced the tendency of fashion leadership which is enhanced the exposure rate of the brand or product, actively use the fashion advertisements or VMD in the store window through the fashion magazine or fashion show.

Second, the marketer will have to promptly provide the information and product about the new popularity fashion in order to enhance the perceived usability of the mobile fashion commerce and it has to be enhanced the accessibility in the information on a real time without regard to the time and place about the mobile internet. Also, when the use of mobile internet, the mobile maldistribution should be enhanced, this in the stability of the connected state, custom-made service was according to the user location information, agility and accessibility, in the mobile internet. In addition, the efficient purchasing method of the fashion product through the mobile shopping and economic benefit are presented then the perceived value should be enhanced. Additionally, the faith of the mobile commerce, promise and honesty is improved and the confidence strategy should be used freely with trade continuously and belief which enhances the offer expectancy of the optimum service in the mobile commerce.

Third, the marketer need to the information offering as exact and quick which it can be evaluated confidently and it can have the persuasive power in order to enhance the perceived confidence of the mobile fashion commerce. Also, the various fashion communities was formed and the customer participation was induced and the lead potential incense should be enhanced.

Forth, the marketer should be informed that if consumers use mobile shopping, they can be found satisfied product and valuable method with the minimum of effort. And the marketer should be

provided product information as detailed and specialized. And the marketer has to be enhanced the width of the choice through the comparison of the various fashion products with the mobile shopping and they should be informed that the mobile shopping is effective more than the Internet and Off-line store in the fashion product purchase. So the marketer should be enhanced the perceived usability which the mobile shopping is provided better fashion product purchase intention decision.

This research has the limit of setting up the environmental factor variable of the overall mobile fashion commerce at the point of time when the investigation of the mobile fashion shopping is not nearly comprised. And it has the limit of the commerce characteristic difference exists considerably according to the type of the mobile commerce site. Thus, the practical applicability will be raised to classify the range between the little more concrete sample and research and analyze the structural relationship of the variables. And in the early stage of introduction of the mobile market, the meaning of the research with comparisons and analysis about the international market situation and the consumer characteristic are considered as the first start of the mobile fashion shopping. Additionally, it was determined that there is the various factors which are unable to consider and can not discovered besides the antecedent factor. In addition, the various factors were discovered gradually which is unable to consider as TAM expansion factor considered in the mobile fashion commerce.

Through this research, it will be able to be present the increasingly exquisite model for the establishment the mobile fashion commerce reception strategy of the fashion enterprise. And the fashion industry will be try to present the effective method of the mobile fashion marketing of the fashion enterprise for the customer and improvement according to the diffusion of the development of the Information Technology and mobile technology.

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