

## **Consumer intention to use smartphone for mobile shopping**

### **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.