

Structural relationships between disruptive attributes and women consumers' attitude when using mobile retailing

Abstract

This study aims to examine the structural relationship between disruptive attributes and women consumers' attitude when using Mobile Retailing. A total of 486 completed sets of structured self-administered questionnaires were analyzed using the purposive sampling technique. The sample for this study consisted of Malaysian women who have used Mobile Retailing in the past six months, including mobile retailers and members of women organizations in Malaysia. A Structural Equation Modeling (SEM) technique was used to evaluate the relationship among the hypothesized variables for this study via the Analysis of Moment Structure (AMOS) computer program version 21. Based on the SEM analysis, five significant results and two insignificant results were obtained in regard to the direct relationship between disruptive attribute factors and women consumers' attitude when using Mobile Retailing. Specifically, reachability, ubiquity, personalization, connectivity, and convenience have a direct, positive relationship with women consumers' attitude when using Mobile Retailing, whereas mobility and localization have no significant relationship with women consumers' attitude when using Mobile Retailing. It is vital for retailers to entice female consumers to buy their products. The sellers are able to re-observe and alter their marketing approaches to specific target markets and earn a competitive advantage by recognizing their customers' personal attitudes and subjective norms, all of which may affect their behavior. The direction for future research concludes this study.