



Willingness to use Fashion Mobile Applications to Purchase Fashion Products: A Comparison between the U.S. and S. Korea

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This study examined the effect on the shopping intentions of smart mobile phone users' technology acceptance by fashion mobile applications.

As usage of smartphones and other mobile devices has increased, the need to study and understand consumers' motivation in using fashion mobile applications and purchasing products through them has also increased. Using a quantitative online survey method, data from 83 American college students and 82 South Korean college students who use fashion mobile applications were analyzed.