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## A Study on the Use Intention of Xiaomi in Korean Market\*

Peng-Ru Jin\*\*, Jong-Ho Lee\*\*\*

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### Abstract

**Purpose** – The portability, functionality, and convenience of smart phones are constantly updated. With the rapid popularization of users of mobile terminals, Xiaomi is also developing rapidly. In February 2015, the users of Xiaomi exceeded 100 million people. As a transnational industry, Xiaomi has developed rapidly in not only China but also Korea. However, through the literature review, there is no admissible study on the Xiaomi mobile telephones in the Korean market, so it is necessary to study the Xiaomi mobile phones in Korean market.

**Research design, data, and methodology** – Figure analysis of data and social science analytical software of IBM SPSS AMOS 23.0 and IBM Statistics 23.0 were used for all the data researched.

**Results** – First, the innovative diffusion temperament and the compatibility of Xiaomi have positive impacts on achievement expectations and effort expectations. Second, the innovative diffusion temperament and the complexity of Xiaomi have negative impacts on achievement expectations and effort expectations. Third, the innovative diffusion characteristics and the relative superiority of Xiaomi have positive impacts on achievement expectations and effort expectations.

**Conclusions** – Through the analysis of the prior study, the innovation acceptance characteristics consist of compatibility, complexity, relative superiority, observation possibility, and the attempt possibility; the technical acceptance characteristics consist of achievement expectations, effort expectations, social influence, promotion condition, the study conducts relevant research on the continued use intention and analyze the hypothesis of research model.

**Keywords:** Xiaomi, Use Intention, Cross-border e-Commerce, Portability, Functionality.

**JEL Classifications:** M10, M16, M19.

### 1. Introduction

The portability, functionality, and convenience of smart phones are constantly being updated within a day (Wu & Lee, 2016). With the rapid popularization of 4G communication services and mobile terminals (Wu & Lee, 2017a), the nation has entered the era of mobile Internet, and Xiaomi is also developing rapidly. As of August 2014, the number of Xiaomi's users reached 70 million. In February 2015, the users of Xiaomi exceeded 100 million

people. As a transnational industry, Xiaomi has not only developed rapidly in China but also has developed rapidly in Korea (Wu & Lee, 2017c). However, through the literature review of the standard, there is no admissible study on the Xiaomi mobile telephones in the Korean market, so it is necessary to admissible study the Xiaomi mobile telephones in the Korean market. In this thesis, through the inspection of the Korean market, it considers the current situation and problems of Xiaomi smart phones existing in the development process. Through the experimental connection and analysis of innovation characteristics and automation acceptance temperament, the following study intention shall be achieved for the understanding of Xiaomi smart phones' activation action and inspiration points.

Firstly, based on the existing composition study, grasping the development status of China's smart phones and the advancement process of Xiaomi's mobile phones, the position of Xiaomi's market in China, the position of the Korean market, and the component of Xiaomi's mobile

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\*\* First Author, Ph. D. Student, Dept. of Electronic Commerce, Kongju National University, Korea  
Tel: +82-41-850-8255, E-mail: gimpeongyu@naver.com

\*\*\* Corresponding Author, Professor, Dept. of Electronic Commerce, Kongju National University, Korea.  
Tel: +82-41-850-8257, E-mail: leejh@kongju.ac.kr

phones, and construct innovation diffusion theory and technology admission theory.

Secondly, centered on innovation component and technical acceptance component, analyzing various factors that influence the objective of continuous use, and emphasizing the brunt to the continued use of Xiaomi's smart telephones' users, and accentuate the importance of continued use.

Finally, through empirical study, the problem of the continued use of small smart telephones appraise by users of Korean Xiaomi smart telephones was described. In addition, we will also seek to passionately use Xiaomi's work plans and develop a strategic plan that can continue to grow.

## 2. Theoretical Background

### 2.1. Xiaomi

Xiaomi was founded in April 2010. In China, the users of Xiaomi increased by 10 million from 2010 to December 2012, and in August 2014, the users of Xiaomi reached 70 million. In February 2015, Xiaomi's users exceeded 100 million. In Korea, Xiaomi's brand dividend expanded from 1.2% of 2014 to 10.4% of last year in Online Supermarket 11th Street. In the networked supermarket auction, round 65% of ancillary battery and smart packages sold in December 2015 were Xiaomi brands. During 2015, Xiaomi's products accounted for 15% of all wearable apparatus sold by auction.

### 2.2. DOI

Relevant research on innovation diffusion theory:

Relative superiority: New products have more advantages than existing products, which has an impact on the acceptance of the new products (Rogers & Shoemaker, 2013; Wu & Lee, 2017b). Compatibility: New products have a relationship with the consumers' beliefs, desires, values, and existing experience, which will affect the consumers' new products (Rogers & Shoemaker, 2013; Wu & Lee, 2017b). Complexity: Complex concepts mean hard to understand and use (Rogers & Shoemaker, 2013). Observation possibility: If the new product are on the market, in the enterprise, people will let more people see the products (Rogers & Shoemaker, 2013). Attempt possibility: When new products are on the market, if consumers can try products, the probability of success of the new products in the market will increase (Rogers & Shoemaker, 2013).

### 2.3. UTAUT

Unified Theory of Acceptance and Use of Technology.

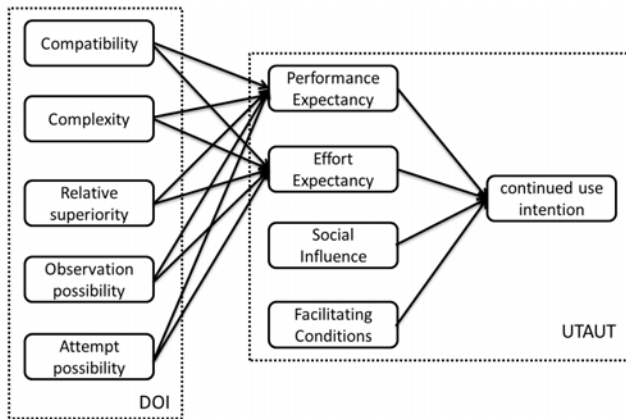
Performance Expectancy: First, the perceived usefulness

applied to the TAM model is defined as the degree to which one believes that job performance will be improved by using a specific system (Davis, 1989). Second, Extrinsic motivation applied is defined as the degree of perception that a user will want to perform an action in order to improve job performance, salary, or promotion, thereby helping to obtain a valuable outcome other than the activity itself (Davis et al., 1992). Third, the job-fit applied in the PC-based model described the degree to which the functions of the system would be used to improve individual performance (Thompson et al., 1991). Fourth, The relative advantage of a technology adoption is defined as the perceived innovation prior to the acceptance of technology acceptance. Finally, outcome expectation in social cognitive theory is the result of behavior based on user experience as a result of behavior (Compeau & Higgins, 1995). In addition, gender and age were found to play a moderating role between performance expectations and behavioral intentions (Venkatesh et al., 2003). Effort Expectancy: Effort expectations can be decided as the degree of recognized ease of use associated with using an information system. The concept of effort expectation is composed of three concepts among eight existing technologies acceptance theory. The corresponding theory is the technology acceptance model, the PC utilization model, and the innovation diffusion theory (Venkatesh et al., 2003). Social Influence: Social influence can be defined to the extent that the user recognizes that he will be influenced by his own people in using the new information system. The concept of social influence is composed of three concepts among the existing eight technologies acceptance theories, which are planned action theory, technology acceptance model, rational action theory, PC utilization model, and innovation diffusion theory (Venkatesh et al., 2003). Facilitating Conditions: Promoting conditions are defined as believing that an individual has an organizational and technological base that enables him or her to obtain assistance in using the information system when using the information system. The concept of facilitation condition is composed of three concepts among 8 existing technologies acceptance theory. The corresponding theory is planned action theory, PC utilization model, and innovation diffusion theory (Venkatesh et al., 2003).

## 3. Research model and Research hypotheses

### 3.1. Research model

Under the theoretical background, the research model of this study has established a research model centered on the Korean market. Its main contents include innovation diffusion theory and technology acceptance theory.



**<Figure 1>** Research model

### 3.2. Research hypotheses

#### 3.2.1. Based on the Research hypotheses of DOI model

The establishment of the hypothesis of the study:

The establishment of relevant hypothesis of innovation diffusion theory

Compatibility means having your own experience, personal value and the rationality of meeting needs. In addition, it will makes sense for tradition, cultural values, and consumers' habits.

Therefore, this study formulates the following contents on the compatibility of Xiaomi's smart phones based on various prior studies.

- <H1>** Compatibility has a positive shock on Xiaomi's achievement expectations.
- <H2>** Compatibility has a positive shock on Xiaomi's effort expectations.

Complexity is based on study of Rogers (2003), which shows that it is difficult to understand and use the reform. The users of the newly debuted Xiaomi smartphones regard that the complexity of the method they use, so that they can conclude whether to use it or not.

Therefore, this study formulates the following contents on the complexities of Xiaomi's smart phones based on various prior studies.

- <H3>** Complexity has a negative shock on Xiaomi's achievement expectations.
- <H4>** Compatibility has a negative impact on Xiaomi's effort expectations.

The innovation diffusion model and the technology acceptance model mean that take the relevant study as the central representative theory, the innovation diffusion model and the technology acceptance model have very similar attribute concepts and very perfect attributes, therefore, their unified study can provide more advanced explanatory power.

**<H5>** Relative superiority has a positive shock on Xiaomi's achievement expectations.

**<H6>** Relative superiority has a positive shock on Xiaomi's effort expectations.

Rogers and Sheomaker(1971) proposed the impact on the acceptance rate and diffusion rate of new products, and put forward five factors such as: the relative superiority, complexity, simplicity, observation possibility, and attempt possibility. They believe that, compared with existing products, the diffusion of new products has brought the consistency between the diffusion of new products, innovation products and the needs, beliefs, values, and experiences of the consumers, and the degree of diffusion received in society is higher. Therefore, the desire of this study is to base the following contents on the observation possibility and attempt possibility of Xiaomi smartphones based on the various prior studies.

**<H7>** Observation possibility has a positive shock on Xiaomi's achievement expectations.

**<H8>** Observation possibility has a positive shock on Xiaomi's effort expectations.

**<H9>** Attempt possibility has a positive shock on Xiaomi's achievement expectations.

**<H10>** Attempt possibility has a positive shock on Xiaomi's effort expectations.

#### 3.2.2. Based on the Research hypotheses of UTAUT model

The establishment of relevant hypothesis of technology acceptance theory:

Performance expectation means that individuals' use the system will help the work achievement(Venkatesh et al., 2003).

**<H11>** Performance expectation has a positive shock on continued use intentions.

**<H12>** Effort expectation has a positive shock on Xiaomi's continued use intention.

Venkatesh et al.(2003) believe that social influence is the core variable that has a huge impact on the user's behavior, and the important of social impact to individuals shall be that they should use the new system. Which is a variation caused by the interpretation of subjective norms, social factors, images and other factors of user technology's existing theories(Wang & Wang, 2010).

**<H13>** Social influence has a positive shock on Xiaomi's continued use intention.

The facilitating condition means that the understanding of the general service or technical support obtained in the use of new technologies, therefore, it is considered that there are enough facilitating conditions to eliminate the sense of burden and fear of the new technology.

**<H14>** Facilitating condition has a positive shock on Xiaomi's continued use intention.

**Table 1:** Operational definition of the study of variables

Variables	Operational Definition	Number of Items	Prior studies
Compatibility	Smart phones provide information suitable for life and lifestyle, familiar with the services provided	4	Rogers(2003), Venkatesh(2000)
Complexity	If the functions and services provided by Xiaomi smart phones are complex, it's difficult to understand the usage	4	Rogers(2003)
Relative superiority	Xiaomi users think that smart phones' performance, ambiguity, appearance, and price are better than those of ordinary smartphones	4	Rogers(2003)
Observation possibility	Xiaomi users can observe the use effect of smart phones, price discounts, benefits, easy to observe	3	Venkatesh(2000)
Attempt possibility	Xiaomi smart phones can be tested to reduce risk and expand diffusion	3	Rogers & Shoemaker(1971)
Achievement expectations	Utilizing Xiaomi smart phones will often increase personal work results	5	Venkatesh & Davis(2000)
Effort expectations	When using the Xiaomi mobile phones, the users think it is convenient	5	Venkatesh et al.(2003), Thompson et al.(1991)
Social influence	The use of Xiaomi mobile phones is the use of progressive information technology, and means of social assessment, personality performance	4	Venkatesh & Brown(2001)
Promotion condition	For the volunteer use, operability, technical of mobile phones, believe that the existence of infrastructure	3	Venkatesh et al.(2003), Thompson et al.(1991)
Continued use intention	The extent of users' intention or plan to continue to use Xiaomi mobile phones.	4	McKnight, et al.(2002)

#### 4. Empirical analysis and hypothesis:

Characteristics of the study object: this study was conducted on the objects of users of Xiaomi smart phones in Korea. The questionnaire survey started from April 5, 2018 to May 5, taking the students living in Korea, individual business household, and employees as the objects, a total of 340 questionnaires were collected, in addition to 27 dishonest questionnaires, the empirical analysis was finally conducted through 313 questionnaires. Using IBM SPSS Ver. 23.0 on the demographic characteristics of collected material, reliability analysis, exploratory cause analysis, and using the IBM AMOS Ver 23.0 in order to perform the identified principal analysis, judge the appropriateness analysis, construct model analysis and the verification hypothesis.

According to the demographic characteristics of all the defendants who participated in the study, firstly, gender of respondents, there were 164 males(52.48%) and 149 females(47.52%). Males take up more proportion than females.

Among all age groups, 76 person (24.42%) were under the age of 20, 118 person (37.56%) were in their 20s, 96 person (30.61%) were in their 30s, 15 person (4.81%) were in their 40s, and 8 person were in their 50s (2.6%), person

in their 20s and 30s accounted for a very high proportion.

Among the final academic qualifications, there were 61 senior high school graduates (19.41%), 135 undergraduates (43.09%), 98 college graduates (31.31%), and 19 postgraduate (6.19%). Undergraduates accounted for a very high proportion.

In the occupation section, there were 135 employees (43.03%), which accounted for a very large proportion, 95 students(30.31%), 70 individual business household (22.34%), and 13 in others positions (4.33%).

For the usage time of Xiaomi mobile phone, there were 122 person with less than 6 months (38.84%), which accounted for the highest proportion, 174 person with more than 6 months and less than 2 years (55.69%), and 17 with over 2 years (5.47%).

Appropriateness analysis of the judgment: the determination results of the appropriateness of the judgement are as follows. The most important of the potential variables is  $-0.457$  (the effort expectations ↔ the complexity), the square of the relationship, namely the coefficient of determination is 0.209. Therefore, in this study, the average price found in each potential variable is greater than the coefficient of determination (0.209), which ensures the appropriateness of all aspects.

**Table 2:** Quality criterion(AVE, C.R., Cronbach's  $\alpha$ ) and loadings

Construct	Item	AVE	C.R.	Cronbach's $\alpha$	Loading
Compatibility	CO1	0.774	0.915	0.890	0.840
	CO2				0.820
	CO3				0.782
	CO4				0.834
Complexity	CM1	0.812	0.933	0.959	0.938
	CM2				0.912
	CM3				0.907
	CM4				0.940
Relative Superiority	RS1	0.817	0.874	0.793	0.883
	RS3				0.804
	RS4				0.720
Observation Possibility	OP1	0.793	0.901	0.883	0.853
	OP2				0.782
	OP3				0.909
Attempt Possibility	AP1	0.779	0.914	0.873	0.859
	AP2				0.790
	AP3				0.859
Performance Expectancy	PE1	0.730	0.915	0.849	0.740
	PE2				0.827
	PE3				0.746
	PE4				0.774
Effort Expectancy	EE1	0.819	0.931	0.853	0.856
	EE2				0.858
	EE4				0.806
Social Influence	SI1	0.736	0.918	0.873	0.737
	SI2				0.787
	SI3				0.812
	SI4				0.850
Facilitating Conditions	FC1	0.766	0.907	0.900	0.890
	FC2				0.814
	FC3				0.895
Continued Use Intention	CI1	0.755	0.936	0.830	0.878
	CI2				0.834
	CI3				0.832

$\chi^2=615.631(p=0.000)$ , GFI=0.897, AGFI=0.873, NFI=0.917, IFI=0.981, CFI=0.897, RMSEA=0.030

**Table 3:** Feasibility analysis results of the constitutive concept of the overall variables

Constructs	CO	CM	RS	OP	AP	PE	EE	SI	FC	CI
Compatibility(CO)	0.774									
Complexity(CM)	-0.212	0.812								
Relative Superiority(RS)	0.058	-0.018	0.817							
Observation Possibility(OP)	0.031	-0.051	-0.026	0.793						
Attempt Possibility(AP)	0.138	-0.051	0.082	0.106	0.779					
Performance Expectancy(PE)	0.124	-0.171	0.098	0.055	0.083	0.730				
Effort Expectancy(EE)	0.271	-0.457	0.120	0.048	0.122	0.097	0.819			
Social Influence(SI)	0.310	-0.151	0.019	0.089	0.118	0.012	0.292	0.736		
Facilitating Conditions(FC)	0.070	-0.028	-0.085	-0.013	0.242	0.013	0.097	0.105	0.766	
Continued Use Intention(CI)	0.262	-0.270	0.068	0.083	0.191	0.118	0.396	0.319	0.115	0.755

Hypothesis verification and results:

**Table 4:** Verification results of innovation diffusion characteristics and technical acceptance characteristics

Hypotheses	Estimate	S.E.	C.R.	P-Value	Result
H1: Compatibility→Performance Expectancy	0.148	0.053	2.800	0.005	Accepted
H2: Compatibility→Effort Expectancy	0.337	0.063	5.354	***	Accepted
H3: Complexity→Performance Expectancy	-0.085	0.031	-2.790	0.005	Accepted
H4: Complexity→Effort Expectancy	-0.251	0.036	-6.886	***	Accepted
H5: Relative superiority→Performance Expectancy	0.151	0.053	2.846	0.004	Accepted
H6: Relative superiority→Effort Expectancy	0.164	0.061	2.666	0.008	Accepted
H7: Observation possibility→Performance Expectancy	0.063	0.046	1.375	0.169	Rejected
H8: Observation possibility→Effort Expectancy	0.033	0.053	0.622	0.534	Rejected
H9: Attempt possibility→Performance Expectancy	0.056	0.046	1.206	0.228	Rejected
H10: Attempt possibility→Effort Expectancy	0.074	0.054	1.364	0.172	Rejected

PS : \*\*\*in P-value column means P<0.001

**Table 5:** Verification results of technical acceptance characteristics and continued use intentions

Hypotheses	Estimate	S.E.	C.R.	P-Value	Result
H11: Performance Expectancy → Continued use intention	0.195	0.064	3.037	0.002	Accepted
H12: Effort Expectancy → Continued use intention	0.375	0.050	7.544	***	Accepted
H13: Social Influence → Continued use intention	0.475	0.063	7.538	***	Accepted
H14: Facilitating Conditions → Continued use intention	0.037	0.038	0.964	0.335	Rejected

PS : \*\*\*in P-value column means P<0.001

## 5. Conclusions

Summary of the study results: through the analysis of the prior study, the innovation acceptance characteristics consist of compatibility, complexity, relative superiority, observation possibility, and the attempt possibility; the technical acceptance characteristics consist of achievement expectations, effort expectations, social influence, promotion condition, the study conducts relevant research on the continued use intention and analyze the hypothesis of research model.

### 5.1. Results

First, the innovative diffusion characteristics and the compatibility of Xiaomi have a decisive impact on attainment expectations and attempt expectations, which means that when users use Xiaomi mobile telephones, providing them advice that suits their lives, the more persistent the service and the customers' lifestyle, the attainment expectation and effort expectation to Xiaomi are higher.

Second, the innovative dispersion characteristics and the complexity of Xiaomi have a negative shock on achievement expectations and attempt expectations. This means that when the customer uses the Xiaomi mobile telephone, the more complex the functions and services, the lower the achievement expectations and effort expectations of Xiaomi

mobile phones will be.

Third, the innovative diffusion characteristics and the relative superiority of Xiaomi have a positive impact on achievement expectations and effort expectations. This means that the more useful information afforded when the users using the Xiaomi mobile telephone, the more they can shorten the employment processing time, and will advance achievement expectation and effort expectation of Xiaomi mobile telephones.

Fourth, the innovative consent component and the observation possibility of Xiaomi have an unprofitable shock on attainment confidence and effort expectations. This is because there is no appropriate difference compared to other phones when using Xiaomi mobile phones.

Fifth, the inventive acceptance characteristics and the attack possibility of Xiaomi have an unprofitable shock on achievement expectations and attempt expectations. This is because in Korea, most Koreans use Samsung, LG and other Korean-made smartphones.

Sixth, the industrial acceptance characteristics and the achievement expectations of Xiaomi have a positive shock on the continued use iobjective. This means that when users use the Xiaomi mobile telephone, the more acceptable it is in life, the more it will help develop the performance. This means that the intention of the continued use of Xiaomi smart phones is getting higher and higher.

Seventh, the industrial acceptance characteristics and the

effort expectations of Xiaomi have a positive shock on the continued use intention. This means that the simple it is for users to use Xiaomi smart telephones, the simple it will be to development the continued use intention of Xiaomi smart phones.

Eighth, the technical acceptance characteristics and the social influence of Xiaomi have a positive shock on the continued use intention. This means that users can better accept relevant information technologies when using Xiaomi smart telephones, and will have higher intentions for the continued use of Xiaomi smart phones.

Ninth, the technical acceptance characteristics and the promotion condition of Xiaomi have no impact on the continued use intention. That is, in order to cancel people's psychological fear and anxiety when using the Xiaomi mobile telephone, providing diverse methods and opportunities, as the person who afforded the information designated that it won't play an decisive role for the potential users in the process of accepting Xiaomi smart phones.

## 5.2. Implications

Implications of the study: First, compatibility and relative superiority have a confident shock on achievement expectations and effort expectations. In order to make it easier for users to use the Xiaomi mobile telephone, it is more important to improve the information that matches life and combine services and lifestyles.

Second, complexity has a unfavorable shock on achievement expectations and attempt expectations. Xiaomi's system is MIUI system, so it is not convenient for Koreans to use it. Therefore, the system of Xiaomi mobile phone should be improved more simply.

Third, the observation possibility has had an unprofitable shock on achievement expectations and effort expectations. Therefore, while improving the achievement of mobile telephones, Xiaomi also needs to change its presence. In order to make more use of Xiaomi smart telephones, various styles should be developed.

Fourth, attempt possibility has had an unprofitable shock on achievement expectations and effort expectations. Xiaomi should develop the propaganda of the Korean market to the Xiaomi mobile telephones to make more people accept Xiaomi mobile phones.

Fifth, the achievement expectations, effort expectations and social influence have a positive shock on the continued use intention. Xiaomi mobile telephones should improve its convenience in life.

## 5.3. Limitations and Future Research

Limits of study and the future study directions: First, this contention mainly studies office workers and confidential industry operators in their 20s and 30s. Therefore, the future studies should be conducted to the person in their 40s and

50s.

Second: in this thesis, it was set 5 variables in the inventive characteristics of Xiaomi, including: compatibility, complexity, relative superiority, observation possibility, attempt possibility, and set 4 variables in the technology acceptance characteristics, including: achievement expectations, effort expectations, social influence and promotion condition. It will study more fields in the future study.

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