

A study of Technology Acceptance model(TAM) affecting on decision making to  
JD online shopping platform of college student

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**Abstract**

This study investigates the factors influencing Jinan college students' (18-30 years old, 670,000 in total) willingness to use JD.com's information services. Guided by the Technology Acceptance Model (TAM) and Perceived Value Theory, it builds a theoretical framework to analyze how perceived usefulness, perceived ease of use, usage attitude, behavioral intention and user characteristics jointly affect their usage decisions. Adopting a mixed-methods design with literature review, questionnaire survey and statistical analysis, a 28-item Likert 5-point scale questionnaire was distributed via WeChat Wenjuanxing and campus forums, collecting 400 valid samples from January 2024 to January 2025. SPSS was used for data analysis, with reliability and validity tests showing excellent internal consistency (Cronbach's  $\alpha=0.931$ ) and good structural validity (KMO=0.937, Bartlett's test  $p<0.001$ ). All four hypotheses were verified: the four variables have significant positive impacts on usage decisions (adjusted  $R^2=0.337$ ), with usage attitude having the strongest correlation ( $r=0.445$ ). Sample features show 43.75% used JD.com for 4-6 years, 39.5% were juniors. This study enriches TAM's application in e-commerce and provides practical implications for JD.com, while the single regional sample is a limitation, offering directions for future research.

Keyword: JD.com's information services; college students' usage willingness; Technology

Acceptance Model (TAM)