

IV . Conclusion And Future Directions

The result of the main components of total user experience for B2C mobile shopping not only the understanding of the whole process of the mobile shopping experience for e-commerce companies in objective and comprehensive way, but also help to understand the attitude and willingness of users to make purchasing decisions' influencing factors. The aim of this paper is to provide methods improve user shopping experience. The total user experience for B2C Mobile shopping has a certain theoretical significance and practical value. If the B2C mobile shopping client to give the user a good experience, not only to the successful completion of the user's goal, and should make the user feel friendly, but also the service system should be maximized to meet users' needs.

With the development of mobile e-commerce, mobile shopping could become an indispensable element in our lives, it is the main shopping way in the future. The user understands the B2C mobile shopping client in-depth, there will be generate more users' shopping needs. Mobile Shopping App should focus on users' needs and provide richer user experience. If some new technologies such as Location-based services (LBS), augmented reality (AR), Near Field Communication (NFC) and other technologies combine with mobile shopping, which will give user a new mobile shopping experience.

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