Factors of Impact on C2C Mobile Commerce

M

Lori N. K. Leonard
University of Tulsa, USA

INTRODUCTION

Consumer-to-consumer (C2C) e-commerce has not been studied as extensively as other areas of e-commerce (Jones & Leonard, 2007), but C2C e-commerce is one of the fastest growing segments in e-commerce, primarily because of the increase in popularity of online auctions. However, C2C e-commerce occurs in venues other than online auctions. It can be conducted in web forums, chat rooms, and third party consumer listings. With the increase of mobile device use anywhere and at any time and with the increase of C2C e-commerce use and popularity, more needs to be known about a consumer's intention or acceptance of mobile devices for C2C e-commerce transactions.

Mobile devices offer a unique opportunity to conduct C2C e-commerce. Many individuals are conducting C2C e-commerce as a means to acquire products at a more reasonable price, to acquire products that are considered scarce, or to sell items as another source of income, to name a few. However, these same individuals have jobs and other activities that may otherwise limit one's ability to utilize C2C e-commerce frequently, especially when online auctions end during the work day hours. Therefore, mobile devices offer the ability to monitor online products at any time, and they offer the opportunity for users to conduct transactions at their convenience.

This chapter seeks to address the question, "What factors impact the acceptance of mobile devices for conducting C2C e-commerce?" This will be accomplished by exploring the mobile commerce research regarding intention to use. From that research assessment, a model and propositions are proposed, utilizing previously studied factors, for an individual's intention to utilize mobile devices for C2C e-commerce. Future research directions are also provided.

BACKGROUND

Mobile devices open a range of opportunities for conducting C2C e-commerce. However, determining the acceptance of mobile devices for C2C e-commerce transactions is yet to be determined. Many researchers have examined mobile commerce in terms of adoption, intent to use, and success. In this section, a few of those studies will be explored.

The intention to use and the acceptance of mobile devices has been examined. Soliman and Salem (2014) studied a user's intention to use mobile instant messenger. Surveying university students in Saudi Arabia, they found perceived usefulness, perceived ease of use, sociability, perceived self-expressiveness, and perceived enjoyment as influences. Wang, Lin, and Luarn (2006) explored the behavioral intention of users with regards to mobile commerce. Using the technology acceptance model (TAM), the theory of planned behavior (TPB), and the mobile banking acceptance model, they collected data from 258 users in Taiwan and found self efficacy, perceived financial resources, perceived usefulness, perceived ease

of use, and perceived credibility to impact a users intent to use mobile services. Wu and Wang (2005) studied users' acceptance of mobile commerce in terms of behavioral intent. Surveying users who were invoked in online banking, shopping, investing and or online services, they found perceived risk, cost, compatibility, and perceived usefulness to impact a user's intent. Bhatti (2007) studied mobile commerce's acceptance by looking at behavioral intent. Collecting data from a survey of mobile commerce users, he found perceived behavioral control, perceived ease of use, and subjective norms to impact intent. Jaradat and Al Rababaa (2013) also examined the acceptance of mobile commerce using a modified version of the unified theory of acceptance and use of technology (UTAUT). Surveying Jordanian consumers, they found performance expectancy, effort expectancy, and social influence to predict a consumer's behavioral intention and acceptance of mobile commerce.

Xu and Gutierrez (2006) examined critical success factors in mobile commerce. Utilizing a Delphi panel of experts in mobile commerce and wireless communications, they found four factors to be important in mobile commerce success – convenience, ease of use, trust, and ubiquity. Zhou (2011) examined critical success factors in mobile website adoption and found many of the same influencers as Xu and Gutierrez. Additionally, Jih (2007) found convenience to be vital in shopping intention via mobile commerce.

Finally, Fang, Chan, Brzezinski, and Xu (2005-6) examined acceptance of mobile commerce with regards to intended use. They took a different approach than the previous studies by looking at task type – general, gaming, and transactional – and they developed and tested a model for each. For general tasks, perceived usefulness and perceived ease of use influenced the user's intention to use mobile commerce. For gaming tasks, perceived playfulness influenced the user's intention to use mobile commerce. For transactional tasks, perceived usefulness and perceived security influenced the user's intention to use mobile commerce.

From these studies it is evident that many factors can play a role in influencing mobile commerce's use. The next section will take the results of the previously mentioned studies and apply them to C2C e-commerce, therefore, resulting in a model to determine mobile device use in C2C e-commerce.

MODEL FORMULATION

Given the above studies' findings, a model for the intent to use mobile devices for C2C e-commerce is presented. The model incorporates variables from the mobile commerce studies as they apply to C2C e-commerce. The model proposes that perceived ease of use, usefulness, convenience, trust, security, and enjoyment impact the intention for users to utilize mobile devices for C2C e-commerce. Figure 1 presents the proposed model.

Usefulness and Ease of Use

Perceived usefulness is an individual's expectation that the information technology (i.e. mobile device) will result in improved performance (Davis, Bagozzi, & Warshaw, 1989, 1992). Usefulness has been found to determine system usage (Adams, Nelson, & Todd, 1992; Davis, Bagozzi, & Warshaw, 1989, 1992), to contribute to an individual's intent to use, reuse, or repurchase from a Web site (Lin, Wu, & Tsai, 2005; Shen, 2012; Wen, Prybutok, & Xu, 2011), to be important in forming consumer attitudes and satisfaction with an electronic commerce channel (Davis, 1993; Devaraj, Fan, & Kohli, 2002), and to predict frequency of Web usage (Page-Thomas, 2006).

Related Content

Validation of the B2E Portal User Satisfaction (B2EPUS) Scale: Empirical Evidence from South Africa
Dewi Rooslani Tojib, Ly Fie Sugianto, Liesl Martinand Eric Cloete (2010). *Journal of Electronic Commerce in Organizations (pp. 83-97).*
www.irma-international.org/article/validation-b2e-portal-user-satisfaction/40250

Security, Privacy, and Trust in Mobile Systems
Marco Cremonini, Ernesto Damiani, Sabrina Capitani di Vimercati, Pierangela Samarati, Angelo Coralloand Gianluca Elia (2006). *Encyclopedia of E-Commerce, E-Government, and Mobile Commerce (pp. 973-978).*
www.irma-international.org/chapter/security-privacy-trust-mobile-systems/12660

A Parallel Methodology for Reduction of Coupling in Distributed Business-to-business E-commerce Transactions
Anthony Mark Ormeand Letha H. Etzkorn (2007). *Journal of Electronic Commerce in Organizations (pp. 52-67).*
www.irma-international.org/article/parallel-methodology-reduction-coupling-distributed/3497

A Model Building Tool to Support Group Deliberation (eDelib): A Research Note
Tony Elliman, Ann Macintoshand Zahir Irani (2007). *International Journal of Cases on Electronic Commerce (pp. 33-44).*
www.irma-international.org/article/model-building-tool-support-group/1518

Interorganizational Relationships in the Context of SMEs' B2B E-Commerce
Assion Lawson-Bodyand Timothy P. O'Keefe (2006). *Journal of Electronic Commerce in Organizations (pp. 1-28).*
www.irma-international.org/article/interorganizational-relationships-context-smes-b2b/3481