Chapter 15
Consumer Behavior in M-Commerce:
Literature Review and Research Agenda

Saïd Aboubaker Ettis
Gulf College – Muscat, Oman

Afef Ben Zin El Abidine
ISET Kairouan, Tunisia

ABSTRACT

Our work has a two-fold general objectives: on the one hand, we wish to describe the mobile commerce environment and, on the other hand, to establish the determinants of the mobile consumer behavior. To achieve our objectives, first, we describe the concept of mobile commerce, constraints and benefits. Second, we study the determinants of mobile commerce adoption. Third, we focus on the determinants of mobile consumer satisfaction and loyalty. Finally, we summarize future avenues of investigation in a research agenda.

INTRODUCTION

In 2014, Worldwide m-commerce revenues approximate the 184 billion U.S. dollars and are projected to reach 669 billion U.S. dollars in 2018 (Statista, 2016). M-commerce is now over 30% of all US e-commerce. Japan and the United Kingdom are now selling more via mobile than through desktop (Criteo, 2016). Growth in the consumer use of mobile devices to shop has made m-commerce an attractive area for research. Though a lot of research is done on m-commerce, the topic is still rising potential issues for further research. This paper reviews the literature on m-commerce and proposes a framework which analyses the progress in mobile commerce research and provides future research directions.

Our work has a two-fold general objective: on the one hand, we wish to describe the mobile commerce environment and, on the other hand, to establish the determinants of the mobile consumer behavior. To achieve our objective, the first section describes the concept of mobile commerce (m-commerce), con-

straints and benefits. Likewise, the second section studies the determinants of m-commerce adoption. The third section focuses on the determinants of mobile consumer satisfaction and loyalty. Finally, the fourth section contains a research agenda.

MOBILE COMMERCE: IS IT AN EXTENSION OF E-COMMERCE?

The name "M-Commerce" arises from the mobile nature of the wireless environment that supports mobile electronic business transactions. Devices, such as smartphones, Personal Digital Assistants (PDAs), pagers, notebooks, and even automobiles, can already access the Internet wirelessly and utilize its various capabilities, such as e-mail and Web browsing, (Coursaris and Hassanein, 2002). Previous studies have defined m-commerce as an extension of e-commerce (Niranjanamurthy et al., 2013; Ngai and Gunasekaran, 2007; Varshney and Vetter, 2002; Wei et al., 2009). In these works, the m-commerce is comparable to e-commerce, except the transactions in m-commerce are conducted wirelessly using a mobile device (Lee and Benbasat, 2004). Hence, m-commerce refers to commerce activities via mobile devices. According to Coursaris and Hassanein (2002), differences between the m-commerce and the e-commerce rely on the mode of communication, the types of Internet access devices, the development languages, communication protocols, and the enabling technologies used to support each environment.

On the other hand, Feng, Hoegler, and Stucky (2006) claimed that m-commerce is much more than merely being an extension of e-commerce. According to them, considering m-commerce as an extension of e-commerce is too reductionist as it is exclusively based on the medium and device. The authors stated that m-commerce has different interactions with users, usage patterns, and value chain, thus offering new business models that are not available to e-commerce (e.g. location-based marketing). In the same vein, for Paavilainen (2002), "mobile e-commerce" is a deceptive term because the business models and the value chain are not the same as e-commerce. M-commerce has distinctive attributes that provide consumers with values unavailable in conventional wired e-commerce, including ubiquity, personalization, flexibility, and dissemination (Chong, 2013; Mahatanankoon et al., 2005; Siau et al., 2001). Furthermore, in contrast to e-commerce, m-commerce has "revolutionized consumers' self-perceptions by empowering them to voice their beliefs and preferences continuously and instantaneously" (Khansa et al., 2012, p. 45). M-commerce extends not only the benefits of the web but also allows for unique services and additional benefits when compared to traditional e-commerce applications (Mahatanankoon et al., 2005). M-commerce is "any transaction, involving the transfer of ownership or rights to use goods and services, which is initiated and/or completed by using mobiles access to wireless networks with the help of mobile devices" (Chan and Chong, 2013, p.443).

MOBILE COMMERCE: BENEFITS AND CONSTRAINTS

Benefits for Users

For users, the benefits delivered by mobile technologies might be characterized as ''anytime and anywhere computing" (For Au and Kauffman, 2008). The ubiquity, temporal and spatial dimensions of mobility allow users access to information, communication, and services anywhere and anytime (Kim et al., 2010a). The m-commerce offers the opportunities for broadband internet access without geographic

Related Content

Wiring Watkins University: Does IT Really Matter?
Andy Borchers (2004). *Journal of Electronic Commerce in Organizations (pp. 30-46).*
www.irma-international.org/article/wiring-watkins-university/3439

Principles of Digitally Mediated Replenishment of Goods: Electronic Commerce and Supply Chain Reform
Robert B. Johnston (2000). *Electronic Commerce: Opportunity and Challenges (pp. 41-64).*
www.irma-international.org/chapter/principles-digitally-mediated-replenishment-goods/9625

Customer Satisfaction in Online Shopping in Growing Markets: An Empirical Study
Syed Shah Alam, Mohd Helmi Ali, Nor Asiah Omarand Wan Mohd Hirwani Wan Hussain (2021). *Research Anthology on E-Commerce Adoption, Models, and Applications for Modern Business (pp. 1878-1892).*
www.irma-international.org/chapter/customer-satisfaction-in-online-shopping-in-growing-markets/281590

Teaching E-Business Online: The Universitas 21 Global Approach
Wing Lam (2005). *Journal of Electronic Commerce in Organizations (pp. 18-41).*
www.irma-international.org/article/teaching-business-online/3459

Mobile Social Commerce
Christine Balagueand Zhenzhen Zhao (2017). *Apps Management and E-Commerce Transactions in Real-Time (pp. 159-175).*
www.irma-international.org/chapter/mobile-social-commerce/179809