

# Factors affecting adoption of M-Commerce in India: A Review

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## ABSTRACT

Mobile Commerce, is also known as, M-commerce is believed to be the next big phase in this the booming technologically dependent society after E-commerce era. However, its acceptance and the level of use is moderate in India compared to others developing and developed countries. This study ambitions to identify factors that affect the adoption of M-commerce in India based on traditional technology models such as Theory of Reason Action (TRA), Theory of Planned Behaviour (TPB), Technology Acceptance Model (TAM) and Diffusion Innovation theory (DOI). Major factors.

## 1. Introduction

It is contradictory to define E-commerce and M-commerce differently as they share same objective and benefits to the consumer as well as online service provider. E-commerce includes buying, selling and hiring a particular product or services. The rapid growth of mobile telephony has provided a foundation for M-commerce namely E-commerce activities carried out via a mobile device, such as a cell phone it is called M-commerce. M-commerce segment in our country has the huge potential, the most prestigious in terms of the number of subscribers, and having continuous growth in the number of mobile commerce adoption, they are the, readiest people to accept M-commerce adoption. M-commerce also refers to the transaction conducted via mobile device or Wi-Fi network [1]. The study is aimed at finding the most seemly factors which affect the adoption of M-commerce. And simplest definition found to define M-commerce is "any transaction with monetary value that is conducted via mobile network [2]. Technology Acceptance Model are the pillars for the study to identify the factors affecting acceptance of M-commerce. TAM model originate basic factors which has to be look for before providing information platform through which buyers supplier's relation can be built on.

A framework for mobile commerce is briefly provided with two critical success factors like Business factors and Technology Factors and these factors make an impact on business through mobile commerce [3]. While studying the M-commerce person interactive and combination with machine interaction must be studied to identify the process characteristics, and type of interactivity to provide clear

indication [4]. For forming deep understanding of M-commerce theory of planned behaviour is an extension of Theory of reasoned action and TPA consist the study of Subjective Norms and Perceived Behavioural Control [5]. The review of literatures is an attempt to identify the most suitable theory background to provide M-commerce a push in an industry to capture the competitive gain in Indian market with coming change in economy and development in telecommunication sector. Further section of paper talks about methodology which has been used to access the literatures and there are 25 papers empirically studied to cover variables in study. Considering TAM model for understanding prediction of the acceptability of an information system further research can take place and factors intensity varied but the bas for deriving conclusion remain same as the research concluded by Devis in 1986 [6].

## 2. Methodology

This study uses the techniques commonly found in literature studies. The literature review is the existing research in specific research area. Extensive exploration has been done to search relevant research articles/papers related to M-commerce adoption and Factors affecting to M-commerce. To search research articles/papers, online databases like EBSCO, J-Gate, Shodhganga, Google Scholar were explored. The search was based on the key terms like, M-commerce, Acceptance of M-commerce, Technology and M-commerce adoption, Factors affecting M-commerce. Based on the searched articles/papers the taxonomy was prepared that covers details of author/s and year of research, sample size, time duration for data collection,

## 3. Literatures

No.	Author (Year)	Sample size	Time Duration	Findings / Remarks
1	Gupta, Vyas	-	2014	Review paper consist of Benefits and Drawback of M-Commerce in India
2	Mishra	234	2014	Consumer adoption behavior for M-commerce studied. Structural equation modelling indicate good fit. Attitude and perceived behavioral control has significant role to play.
3	Adam et al.	3730	2002	Diffusion Innovation theory was applied to conduct analysis.
4	Nagra,	70	2013	Among all the demographical variable age has significant role to

	<b>Gopal</b>			play in adoption of M-commerce.
5	<b>Alkhunaizan, Love</b>	574	2012	Regression & Liner Regression through SPSS were conducted to analyze and check the results
6	<b>Sharma et al.</b>	120	2014	Descriptive study being held to identify most potential segment and they found youth of India has huge potential in upcoming years in Indian retail sector.
7	<b>Saleh , Mashhour</b>	268	2014	Perceived Trust, Convenience, Perceived Security, Perceived usefulness has been taken as variable of study. Lack of trust has been found as most significant factor in accepting M-commerce.
8	<b>Bauer et al.</b>	1103	2005	Variables under two factors has been derived I. Innovation based acceptance drivers II. Customer based acceptance driver and has been developed a structural equation model.
9	<b>Raeisi , Lingjie</b>	360	2016	Various theories had been applied to analyze the factors responsible for adoption of M-commerce and research found that Attitude has been most crucial factor for adoption of M-Commerce.
10	<b>Dlodlo , Mafin</b>	204	2013	Perceived enjoyment, Perceived usefulness, Perceived ease of use, Mobile commerce application, Subjective norms has been taken as variable of study and concluded that it has positive correlation on frequency of use and M-commerce acceptance.
11	<b>Fong , Wong</b>	390	2015	User's Attitude, Subjective Norm, Perceived Ease of Use, Perceived Usefulness, Compatibility, Mobility of Users were taken as variable of study and through regression study has been concluded that Attitude , subjective norm, perceived ease of use & localization of mobile commerce has huge impact on Adoption of M-Commerce.
12	<b>Yu Li , Ta Bruce Ho</b>	-	2015	Performance expectancy, Effort expectancy, Social influence, Facilitating conditions variables has been studied to understand adoption of M-commerce and factors affecting to that. And conclusion derived that trust, social influencing, performance expectation, effort expectation, and convenience have a significant relationship with consumer decisions to adopt m-commerce.
13	<b>Sadi , Noordin</b>	349	2011	Findings were like trust and security issues are major concern for adoption of M-commerce in region.
14	<b>Shah et al.</b>	313	2014	Determining the intention of M-commerce user Perceived usefulness is the key to adopt new technology in the field of M-commerce.
15	<b>Her wu , Ching Wang</b>	310	2005	Perceived risk, cost, compatibility, and perceived usefulness affects significantly on adoption of M-commerce.

#### 4. Discussion

The purpose of this research is to investigate all factors of the main theories, and to find out which factors have the most influence on mobile commerce adoption. Perceived Usefulness, Perceived Ease of use, Social Influence, Perceived Cost, Perceived Trust, Perceived Awareness, Intention to Use are the factors for study pertaining to M-commerce adoption and majorly found that Perceived Usefulness, Perceived Ease of

use are most critical factors for adoption of M-commerce at the same time Perceived Cost, Perceived Trust plays negative role in making M-commerce adoption successful. Some limitation has been also derived through various articles like low literacy, poverty, poor infrastructure, lack of awareness of new technology and skepticism about online transaction are also challenge for Indian market to look for.

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