

## Combining Mobile Intelligence with Formation Mechanism for Group Commerce

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**Abstract :** The rise of smartphones brings new concept So-Lo-Mo (social-local-mobile) in mobile commerce area in recent years. However, current So-Lo-Mo services only focus on individual users but not a group of users, and the development of group commerce is not enough to satisfy the demand of real-time group buying and less to think about the social relationship between customers. In this research, we integrate mobile intelligence with group commerce and consider customers' preference, real-time context, and social influence as components in the mechanism. With the support of this mechanism, customers are able to gather near customers with the same potential purchase willingness through mobile devices when he/she wants to purchase products or services to have a real-time group-buying. By matching the demand and supply of mobile group-buying market, this research improves the business value of mobile commerce and group commerce further.

**Keywords :** group formation, group commerce, mobile commerce, So-Lo-Mo, social influence

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