

Revised Technology Acceptance Model Framework for M-Commerce Adoption

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Abstract : Following the E-Commerce era, M-Commerce is the next big phase in the technology involvement and advancement. This paper intends to explore how Indian consumers are influenced to adopt the M-commerce. In this paper, the revised Technology Acceptance Model (TAM) has been presented on the basis of the most dominant factors that affect the adoption of M-Commerce in Indian scenario. Furthermore, an analytical questionnaire approach was carried out to collect data from Indian consumers. These collected data were further used for the validation of the presented model. Findings indicate that customization, convenience, instant connectivity, compatibility, security, download speed in M-Commerce affect the adoption behavior. Furthermore, the findings suggest that perceived usefulness and attitude towards M-Commerce are positively influenced by number of M-Commerce drivers (i.e. download speed, compatibility, convenience, security, customization, connectivity, and input mechanism).

Keywords : M-Commerce, perceived usefulness, technology acceptance model, perceived ease of use

Conference Title : ICIEMS 2017 : International Conference on Industrial Engineering and Management Sciences

Conference Location : Singapore, Singapore

Conference Dates : July 04-05, 2017