Mobile Commerce Usage: Application of Theory of Reasoned Action (TRA) and Technology Acceptance Model (TAM)

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Mobile commerce (m-commerce) has witnessed significant growth in the last few years. As every business is aspiring to boost their online sales and get a bigger share of the mobile commerce market, the question that needs examination is “what are the factors influencing the usage of mobile commerce”? A preliminary review of the literature shows that although there are numerous studies relating to different aspects of mobile commerce, there seems to be a lack of research on the usage of mobile commerce transaction services. Therefore, this study seeks to fill that gap by identifying the factors that influence mobile commerce usage and develop a theoretical model that will further be empirically tested. Towards this end, based on a review of literature, a theoretical model has been developed by drawing upon some of the constructs from the Theory of Reasoned Action (TRA) and Technology Acceptance Model (TAM). The “Determinants of M-Commerce Transaction Services Usage (MTSU) Model” developed in this paper seeks to identify the factors that influence the usage of m-commerce transaction services specifically. A survey questionnaire will be developed using existing well validated scales and by development of scales to measure new constructs as necessitated by the model requirements. The data collected will be analyzed using appropriate statistical techniques depending on the nature of the constructs of the developed model.

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