The use of mobile commerce in purchasing goods and services

Alia Jamal, Nada Ahmed, Sayed Kumail Juma, Tami Alnassar

AHLIA UNIVERSITY
BAHRAIN

Introduction

In 2014 Bahrain had the highest percentage of internet penetration per population in the MENA region (IORMA 2014). There is a lack of information available to local governments and business about the potential growth in e-commerce (Visa 2015). This research aims to understand the usage of internet shopping services among Ahlia University students. This will be achieved using the unified theory of acceptance and use of technology (UTAUT) model. With this information we will be creating a new shopping application for Android.

Materials and methods

The research gathers information using a survey based on UTAUT and adapted for the mobile shopping services available in Bahrain. The information is gathered to answer the following hypotheses.

Hypothesis:

H1) "The majorities of students have made online purchase or have searched for products."

H2)

1)"Students only make online purchases for products not available in the traditional market place."

2)"Students make online purchases for alternative products to that in the traditional market."

H3) "The students believe that the services should be flexible and easy to purchase online."

H4) "It is possible for the traditional market to be replaced by an online shopping service."

Framework

The UTAUT model was formulated to explain the usage behavior of a system. There are four key constructs to this model. Performance expectancy, effort expectancy, and social influence directly determine user intentions and behavior. The fourth construct, facilitating conditions, only determines usage behavior.
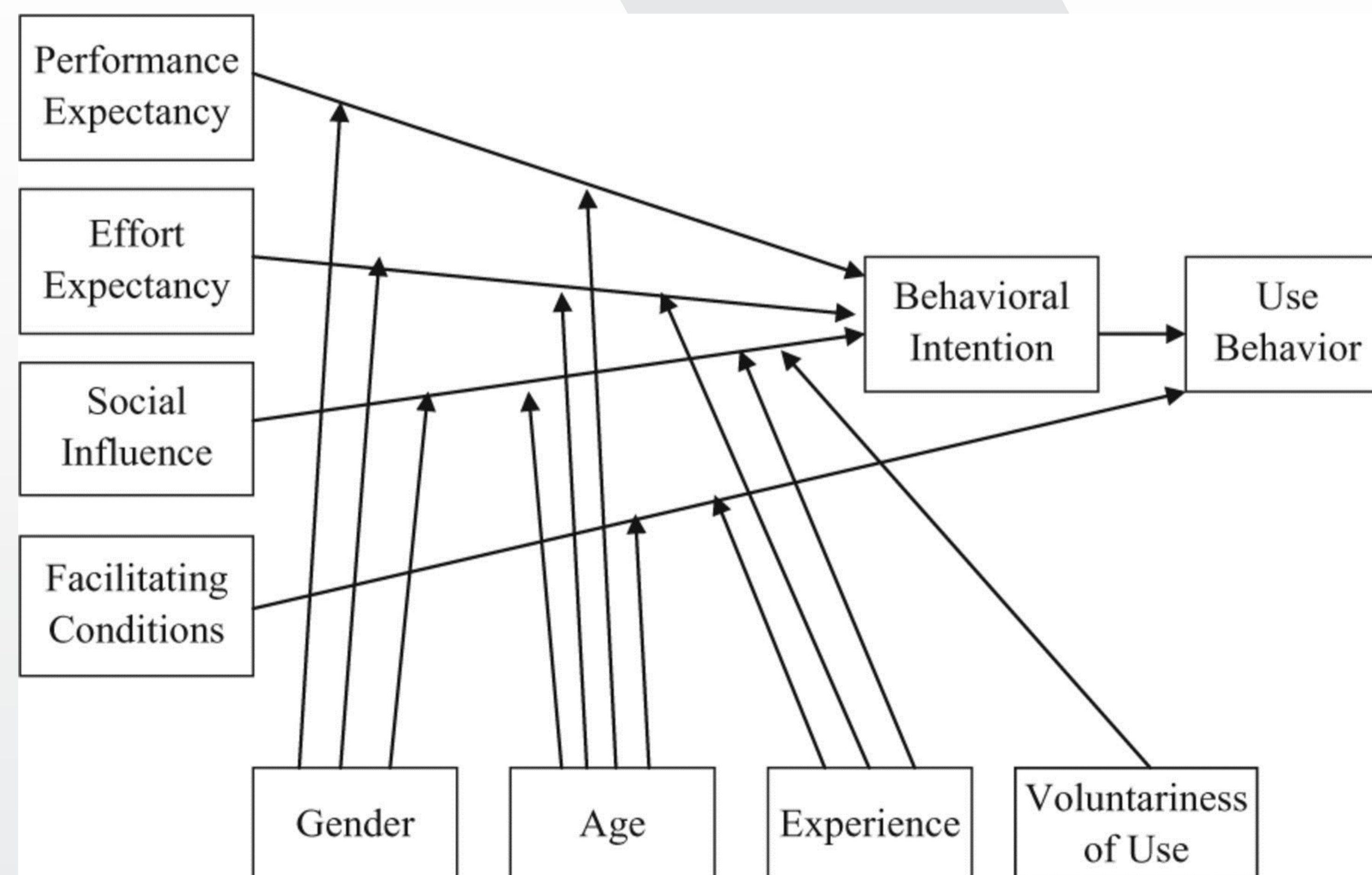
Expected Results

The results will be based on data produced by SPSS.

A smartphone application will be designed utilizing the results of the survey.

Users will have the option to use a shopping application based on their intentions.

The unified theory of acceptance and use of technology (Venkatesh, 2013)

Sources

"IORMA International – Continent Analysis".

 http://www.iorma.com/. Web. 18 Feb. 2016.

A Study Of The E-Commerce Market Across MENA".

http://www.visamiddleeast.com/. Web. 21 Feb. 2016.

Venkatesh, V., Morris, M., Davis, G., and Davis, F. (2003)."User Acceptance of Information Technology: Toward a Unified View". MIS Quarterly, Vol. 27 (3), pp. 425-478.