

< Back to results | 1 of 1

↗ Export

⬇ Download

🖨 Print

✉ E-mail

💾 Save to PDF

☆ Add to List

More... >

Full Text

View at Publisher

Proceedings - 2015 4th International Conference on Advanced Computer Science Applications and Technologies, ACSAT 2015
25 May 2016, Article number 7478737, Pages 165-170
4th International Conference on Advanced Computer Science Applications and Technologies, ACSAT 2015; Kuala Lumpur; Malaysia; 8 December 2015 through 10 December 2015; Category numberP5790; Code 121882

Modeling User's Trust in M-Commerce Acceptance: A Conceptual Framework in Context of Pakistan (Conference Paper)

Rind, M.M.^a ✉, Koondhar, M.Y.^b ✉, Hyder, M.^a ✉, Shah, A.^a ✉
^aKulliyah of Information and Communication Technology, International Islamic University Malaysia, Kuala Lumpur, Malaysia
^bInformation Technology Centre, Sindh Agriculture University, Tando Jam, Pakistan

Abstract View references (65)

With the emergence of internet and World Wide Web, traditional businesses got a new opportunity to compete globally. Traditional bricks-and-mortar businesses became electronic business (e-business) by utilizing Information and Communication Technology (ICT) tools. A new term of Mobile Commerce (M-Commerce) has created tremendous spectrum of business opportunities for businesses. Although there has been large scale adoption of M-Commerce in developing economies, but little growth is observed in developing economies such as Pakistan. There are doubts that users of M-commerce demonstrate a lack of enthusiasm, which may be due to lack of trustworthiness. Based on the well-known and widely used Technology Acceptance Model (TAM), this research study provides the conceptual framework, underpinning the relationship of trust with the adoption of M-commerce in Pakistan. The aim of this paper is to study the role of trust and its relationship with the acceptance of M-Commerce in Pakistan. © 2015 IEEE.

Author keywords

Mobile Commerce Perceived Ease of use Perceived Usefulness TAM Trust

Indexed keywords

Engineering controlled terms:	Commerce	Electronic commerce	World Wide Web
Compendex keywords	Business opportunities	Electronic business (e-business)	
	Information and Communication Technologies	Mobile commerce (m-commerce)	
	Perceived ease of use	Perceived usefulness	Technology acceptance model Trust
Engineering main heading:	Mobile commerce		

ISBN: 978-150900424-9
Source Type: Conference Proceeding
Original language: English

DOI: 10.1109/ACSAT.2015.30
Document Type: Conference Paper
Sponsors:
Publisher: Institute of Electrical and Electronics Engineers Inc.

Metrics ⓘ

0

Citations in Scopus

0

Field-Weighted Citation Impact

PlumX Metrics ▼

Usage, Captures, Mentions, Social Media and Citations beyond Scopus.

Cited by 0 documents

Inform me when this document is cited in Scopus:

Set citation alert >

Set citation feed >

Related documents

- Acceptance of telecare system for older people who live alone
Lin, C.-S. , Chan, L.-Y. (2014) *Gerontechnology*
- Smartphone use by older adults in Singapore
Pang, N. , Zhang, X. , Vu, S. (2014) *Gerontechnology*
- Creation of a Conceptual Model for Adoption of Mobile Apps for Shopping from E-Commerce Sites-An Indian Context
Ahuja, V. , Khazanchi, D. (2016) *Procedia Computer Science*
- View all related documents based on references

Find more related documents in Scopus based on:
Authors > Keywords >

- ☐ 1 Anus, S., Qureshi, F.A., Malik, S., Abbasi, A., Chaudhry, A., Mirza, S.N.
 (2011) *Trust and Initial Acceptance of Mobile Banking in Pakistan*, 2 (8), pp. 1-14.

- ☐ 2 Tarasewich, M., Nickerson, P., Warkentin, R.C.
 Issues in mobile E-Commerce
 (2002) *Commun. Assoc. Inf. Syst*, 8 (1), pp. 41-64. Cited 133 times.

- ☐ 3 Gitau, L., Nzuki, D.
 Analysis of Determinants of M-Commerce Adoption by Online Consumers
 (2014) *Int. J. Business, Humanit. Technol*, 4 (3), pp. 88-94. Cited 3 times.

- ☐ 4 Wei, T.T., Marthandan, G., Chong, A.Y.-L., Ooi, K.-B., Arumugam, S.
 What drives Malaysian m-commerce adoption? An empirical analysis
 (2009) *Industrial Management and Data Systems*, 109 (3), pp. 370-388. Cited 162 times.
 doi: 10.1108/02635570910939399
[View at Publisher](#)

- ☐ 5 Cho, D.-Y., Kwon, H.J., Lee, H.-Y.
 Analysis of trust in Internet and mobile commerce adoption
 (2007) *Proceedings of the Annual Hawaii International Conference on System Sciences*, art. no. 4076472. Cited 42 times.
 ISBN: 0769527558; 978-076952755-0
 doi: 10.1109/HICSS.2007.76
[View at Publisher](#)

- ☐ 6 Gefen, D., Karahanna, E., Straub, D.W.
 Trust and tam in online shopping: AN integrated model
 (2003) *MIS Quarterly: Management Information Systems*, 27 (1), pp. 51-90. Cited 2719 times.

- ☐ 7 De Ruyter K, M., Kleijnen, M.
 (2002) *Wetzels, Factors Influencing the Adoption of Mobile Gaming Services. Mobile Commerce: Technology, Theory and Applications*
 Eds: Mennecke, Strader, Idea Group Publishing, Hershey

- ☐ 8 Joubert, J., Van Belle, J.
 The role of trust and risk in mobile commerce adoption within South Africa
 (2013) *Int. J. Business, Humanit. Technol*, 3 (2), pp. 27-38. Cited 8 times.

- ☐ 9 Davis, F.D.
 Perceived usefulness, perceived ease of use, and user acceptance of information technology
 (1989) *MIS Quarterly: Management Information Systems*, 13 (3), pp. 319-339. Cited 15205 times.
[View at Publisher](#)

- ☐ 10 Chandio, F.H.
 (2011) *STUDYING ACCEPTANCE of ONLINE BANKING INFORMATION SYSTEM: A STRUCTURAL EQUATION MODEL*

- ☐ 11 Cheng, T.C.E., Lam, D.Y.C., Yeung, A.C.L.
Adoption of internet banking: An empirical study in Hong Kong

(2006) *Decision Support Systems*, 42 (3), pp. 1558-1572. Cited 247 times.
doi: 10.1016/j.dss.2006.01.002

[View at Publisher](#)

- ☐ 12 Venkatesh, V., Bala, H.
Technology acceptance model 3 and a research agenda on interventions

(2008) *Decision Sciences*, 39 (2), pp. 273-315. Cited 1241 times.
doi: 10.1111/j.1540-5915.2008.00192.x

[View at Publisher](#)

- ☐ 13 Abbasi, M.S., Chandio, F.H., Soomro, A.F., Shah, F.
Social influence, voluntariness, experience and the internet acceptance: An extension of technology acceptance model within a south-Asian country context

(2011) *Journal of Enterprise Information Management*, 24 (1), pp. 30-52. Cited 32 times.
doi: 10.1108/17410391111097410

[View at Publisher](#)

- ☐ 14 Venkatesh, V., Davis, F.D.
Theoretical extension of the Technology Acceptance Model: Four longitudinal field studies

(2000) *Management Science*, 46 (2), pp. 186-204. Cited 5603 times.

[View at Publisher](#)

- ☐ 15 Davis, P., Bagozzi, F., Warshaw, R.
User acceptance of computer technology: A comparison of two theoretical models
(1989) *Manage. Sci.*, 35 (8), pp. 982-1003. Cited 364 times.

- ☐ 16 Moon, J.-W., Kim, Y.-G.
Extending the TAM for a World-Wide-Web context

(2001) *Information and Management*, 38 (4), pp. 217-230. Cited 1529 times.
doi: 10.1016/S0378-7206(00)00061-6

[View at Publisher](#)

- ☐ 17 Wang, Y.-S., Wang, Y.-M., Lin, H.-H., Tang, T.-I.
Determinants of user acceptance of Internet banking: An empirical study

(2003) *International Journal of Service Industry Management*, 14 (5), pp. 501-519. Cited 485 times.
doi: 10.1108/09564230310500192

[View at Publisher](#)

- ☐ 18 Annual cellular mobile teledensity in Pakistan, April
(2015) *Annu. Cell. Mob. Teledensity*
PTA

- ☐ 19 Nazir, S., Tayyab, A., Sajid, A., Rashid, H., Javed, I.
How online shopping is affecting consumers buying behavior in Pakistan?
(2012) *Int. J. Comput. Sci. Issues*, 9 (3), pp. 486-495.

-
- 20 Shah, M.U., Fatimee, S., Sajjad, M.
Mobile commerce Adoption : An empirical analysis of the factors affecting
(2014) *J. Basic Appl*, 4 (4), pp. 80-88.
-
- 21 Shahnawaz, M.
Adoption of E-Commerce amongst Pakistani Consumers A Case of Mobile Banking
(2014) *Int. Rev. Manag. Bus. Res.*, pp. 385-396.
-
- 22 Hosein, N.Z.
Internet banking: An empirical study of adoption rates among midwest community banks
(2011) *J. Bus. Econ. Res*, 7 (11).
-
- 23 Mayer, F.D., Davis, R.C., Schoorman, J.H.
An integrative model of organizational trust
(1995) *Acad. Manag. Rev*, 20 (3), pp. 709-734. Cited 6088 times.
-
- 24 Ba, S., Pavlou, P.A.
Evidence of the effect of trust building technology in electronic markets: Price premiums and buyer behavior

(2002) *MIS Quarterly: Management Information Systems*, 26 (3), pp. 243-268. Cited 1066 times.

View at Publisher
-
- 25 Zahedi, F., Song, J.
Dynamics of trust revision: Using health infomediaries

(2008) *Journal of Management Information Systems*, 24 (4), pp. 225-248. Cited 97 times.
doi: 10.2753/MIS0742-1222240409

View at Publisher
-
- 26 Zhou, T.
An empirical examination of initial trust in mobile payment

(2014) *Wireless Personal Communications*, 77 (2), pp. 1519-1531. Cited 12 times.
<http://www.springerlink.com/content/0929-6212>
doi: 10.1007/s11277-013-1596-8

View at Publisher
-
- 27 Nicolaou, A.I., McKnight, D.H.
Perceived information quality in data exchanges: Effects on risk, trust, and intention to use

(2006) *Information Systems Research*, 17 (4), pp. 332-351. Cited 222 times.
<http://isr.journal.informs.org/cgi/reprint/17/4/332.pdf>
doi: 10.1287/isre.1060.0103

View at Publisher
-
- 28 Lowry, P.B., Vance, A., Moody, G., Beckman, B., Read, A.
Explaining and predicting the impact of branding alliances and web site quality on initial consumer trust of E-commerce web sites

(2008) *Journal of Management Information Systems*, 24 (4), pp. 199-224. Cited 148 times.
doi: 10.2753/MIS0742-1222240408

View at Publisher
-

- 29 Fuller, M.A., Serva, M.A., Benamati, J.
Seeing is believing: The transitory influence of reputation information on E-Commerce trust and decision making: Research Note

(2007) *Decision Sciences*, 38 (4), pp. 675-699. Cited 54 times.
doi: 10.1111/j.1540-5915.2007.00174.x

[View at Publisher](#)

- 30 Kim, I.B.D.
Trust-Related arguments in Internet stores: A framework for evaluation
(2003) *J. Electron. Commer. Res*, 4 (2), pp. 49-64. Cited 110 times.

- 31 Lin, H.-H., Wang, Y.-S.
An examination of the determinants of customer loyalty in mobile commerce contexts

(2006) *Information and Management*, 43 (3), pp. 271-282. Cited 353 times.
doi: 10.1016/j.im.2005.08.001

[View at Publisher](#)

- 32 Schurr, J.L., Ozanne, P.H.
Influences on exchange Processes: Buyers' preconceptions of a seller's trustworthiness and bargaining toughness
(1985) *J. Consum. Res*, 11 (4), pp. 939-953. Cited 495 times.

- 33 Lewis, J.D., Weigert, A.
Trust as a social reality
(1985) *Social Forces*, 63 (4), pp. 967-985. Cited 1555 times.
doi: 10.1093/sf/63.4.967

[View at Publisher](#)

- 34 Abu-Shanab, E., Ghaleb, O.
Adoption of mobile commerce technology
(2012) *Int. J. Technol. Diffus*, 3 (2), pp. 36-49. Cited 19 times.

- 35 Marchildon, P., Hadaya, P.
The influence of IT features on mcommerce user behaviors
KNOW, 2014, pp. 28-33.

- 36 Yeh, Y.S., Li, Y.-M.
Building trust in m-commerce: Contributions from quality and satisfaction

(2009) *Online Information Review*, 33 (6), pp. 1066-1086. Cited 63 times.
doi: 10.1108/14684520911011016

[View at Publisher](#)

- 37 Gefen, D.
E-commerce: The role of familiarity and trust

(2000) *Omega*, 28 (6), pp. 725-737. Cited 1236 times.

[View at Publisher](#)

- ☐ 38 Hoffman, D.L., Novak, T.P., Peralta, M.
Building Consumer Trust Online
(1999) *Communications of the ACM*, 42 (4), pp. 80-85. Cited 1048 times.

[View at Publisher](#)

-
- ☐ 39 (2015) *Annual Percentage Growth Rate of GDP*
World Bank

-
- ☐ 40 Sattar, S.
Online Shopping adaptation by individuals in Pakistan
(2014) *Int. Inst. Sci. Technol. Educ*, 4 (3), pp. 99-103.

-
- ☐ 41 (2014) *ITU Releases 2014 ICT Figures*. Cited 8 times.
ITU-T

-
- ☐ 42 Fred, R.P.B.P.R.W., Davis, D.
User acceptance of computer Technology: A Comparison of Two theoretical models
(1989) *Manage. Sci*, 35 (8), pp. 982-1004. Cited 364 times.

-
- ☐ 43 Abbasi, M.S.
(2011) *Culltturre Demogrraphy and Indiiviiduals' Technollogy Accepttance Behaviiourr: A PLS Culltturre Demogrraphy and IIndiiviiduals Technollogy Accepttance Behaviiourr:: A PLS Based Sttrruuctturall Evalluattiion off an Exttended Modell off Technollogy A*

-
- ☐ 44 Wang, W., Benbasat, I.
Trust in and adoption of online recommendation agents
(2005) *J. Assoc. Inf. Syst*, 6 (3), pp. 72-101. Cited 292 times.

-
- ☐ 45 Davis, F.D.
Perceived usefulness, perceived ease of use, and user acceptance of information technology

(1989) *MIS Quarterly: Management Information Systems*, 13 (3), pp. 319-339. Cited 15205 times.

[View at Publisher](#)

-
- ☐ 46 Jureviit, E.
(2011) *Key Factor Affecting Consumers' Intention to Use Mobile Commerce in Lithuania*
Masters thesis-ISM Univ. Manag. Econ

-
- ☐ 47 Park, S.M., Ju, S., Kim, J., Lee, J.
Software-defined-networking for M2M services
(2013) *International Conference on ICT Convergence*, art. no. 6675304, pp. 50-51. Cited 6 times.
<http://ieeexplore.ieee.org/xpl/conferences.jsp>
ISBN: 978-147990698-7
doi: 10.1109/ICTC.2013.6675304

[View at Publisher](#)

-
- 48 Zhou, T., Yu, D., Liu, E.
(2014) *Virtual Routing Engine : A Way of Migration Towards SDN,"*
[Online]. Available [Accessed: 26-Dec-2014]
<https://www.usenix.org/sites/default/files/ons2014-posterzhoutianran.pdf>
-
- 49 Faziharudean, T.M., Li-Ly, T.
Consumers ' behavioral intentions to use mobile data services in Malaysia
(2011) *African J. Bus. Manag*, 5 (5), pp. 1811-1821.
-
- 50 Chong, A.Y.-L., Chan, F.T.S., Ooi, K.-B.
Predicting consumer decisions to adopt mobile commerce: Cross country empirical examination between China and Malaysia

(2012) *Decision Support Systems*, 53 (1), pp. 34-43. Cited 103 times.
doi: 10.1016/j.dss.2011.12.001

View at Publisher
-
- 51 Min, Q., Ji, S., Qu, G.
Mobile Commerce User Acceptance Study in China: A Revised UTAUT Model

(2008) *Tsinghua Science and Technology*, 13 (3), pp. 257-264. Cited 103 times.
doi: 10.1016/S1007-0214(08)70042-7

View at Publisher
-
- 52 Wu, J.-H., Wang, S.-C.
What drives mobile commerce? An empirical evaluation of the revised technology acceptance model

(2005) *Information and Management*, 42 (5), pp. 719-729. Cited 862 times.
doi: 10.1016/j.im.2004.07.001

View at Publisher
-
- 53 Lai, C.F.
(2011) *Extended UTAUT Model of Mobile Commerce : An Empirical Study of Negative User Acceptance Behaviours of Mobile Commerce in Hong Kong*
Ph.D thesis-Macquarie Univ. Sydney, Aust
-
- 54 Liao, C., To, P.-L., Liu, C.-C., Kuo, P.-Y., Chuang, S.-H.
Factors influencing the intended use of web portals

(2011) *Online Information Review*, 35 (2), pp. 237-254. Cited 25 times.
doi: 10.1108/14684521111128023

View at Publisher
-
- 55 Chircu, A.M., Davis, G.B., Kauffman, R.J., Chircu, A.M., Davis, G.B., Kauffman, R.J.
Trust, expertise, e-commerce intermediary adoption
(2000) *Americas Conference on Information Systems*. Cited 2 times.
-
- 56 Lee, H., Ahn, H.
The role of trust in the adoption of mobile commerce : Comparison to the adoption of e-commerce
(2013) *J. Conver. Inf. Technol*, 8, pp. 136-147.
November
-

- ☐ 57 Khalifa, M., Ning Shen, K.
Explaining the adoption of transactional B2C mobile commerce
(2008) *Journal of Enterprise Information Management*, 21 (2), pp. 110-124. Cited 101 times.
doi: 10.1108/17410390810851372
[View at Publisher](#)
-

- ☐ 58 Gu, J.-C., Lee, S.-C., Suh, Y.-H.
Determinants of behavioral intention to mobile banking
(2009) *Expert Systems with Applications*, 36 (9), pp. 11605-11616. Cited 173 times.
doi: 10.1016/j.eswa.2009.03.024
[View at Publisher](#)
-

- ☐ 59 Liao, C., Tsou, C., Huang, M.
Factors influencing the usage of 3G mobile services in Taiwan
(2007) *Online Information Review*, 31 (6), pp. 759-774. Cited 103 times.
doi: 10.1108/14684520710841757
[View at Publisher](#)
-

- ☐ 60 Guriting, P., Oly Ndubisi, N.
Borneo online banking: Evaluating customer perceptions and behavioural intention
(2006) *Management Research News*, 29, pp. 6-15. Cited 137 times.
doi: 10.1108/01409170610645402
[View at Publisher](#)
-

- ☐ 61 Quan, S., Hao, C., Jianxin, Y.
Factors influencing the adoption of mobile service in China: An integration of TAM
(2010) *Journal of Computers*, 5 (5), pp. 799-806. Cited 22 times.
<http://www.academypublisher.com/ojs/index.php/jcp/article/view/0505799806/1648>
doi: 10.4304/jcp.5.5.799-806
[View at Publisher](#)
-

- ☐ 62 Dai, H., Palvia, P.C.
Mobile Commerce Adoption in China and the United States: A Cross-Cultural Study
(2009) *Data Base for Advances in Information Systems*, 40 (4), pp. 43-61. Cited 69 times.
doi: 10.1145/1644953.1644958
[View at Publisher](#)
-

- ☐ 63 Mallat, N., Rossi, M., Tuunainen, V.K., Öörni, A.
The impact of use situation and mobility on the acceptance of mobile ticketing services
(2006) *Proceedings of the Annual Hawaii International Conference on System Sciences*, 2, art. no. 1579375, p. 42b. Cited 61 times.
ISBN: 0769525075; 978-076952507-5
doi: 10.1109/HICSS.2006.472
[View at Publisher](#)
-

- ☐ 64 Sekaran, U.
(2006) *Research Methods for Business*. Cited 3128 times.
-

□ 65 Hair, Jr.J.F.R.L., Black, W.C., Babin, B.J., Erson, R.E.
(2006) *Tatham Multivariate Data Analysis 6th Ed.* Cited 35314 times.
New Jersey Pearson Prentice Hall

© Copyright 2017 Elsevier B.V., All rights reserved.

< Back to results | 1 of 1

^ Top of page

About Scopus

What is Scopus

Content coverage

Scopus blog

Scopus API

Privacy matters

Language

日本語に切り替える

切换到简体中文

切换到繁體中文

Русский язык

Customer Service

Help

Contact us

ELSEVIER

[Terms and conditions](#) [Privacy policy](#)

Copyright © 2017 Elsevier B.V. All rights reserved. Scopus® is a registered trademark of Elsevier B.V.

Cookies are set by this site. To decline them or learn more, visit our [Cookies page](#).

 RELX Group™