

RESEARCH OF INFLUENCES FOR M-COMMERCE SERVICE TO CHINESE FARMERS' CONSUMPTION NETWORK

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ABSTRACT. *There is an interaction between adoption of M-commerce services and consumer behavior of Chinese farmers. Based on the traditional impact factor models of consumer network, this paper explores the social network factors, and analyzes the direct influences of M-commerce service on farmers' consumer behavior and the indirect effects of consumption network. To extract relevant factors, and propose hypotheses and models. After questionnaire design and data collection, to carry out reliability and validity analysis by SPSS, and test hypotheses and the models by AMOS. This paper verifies the influences by the characteristics of M-commerce service and the structural characteristics of farmers' consumption network to farmers' consumer behavior.*

Keywords: M-commerce services, Chinese farmers, Consumption network, Consumer behavior

1. Introduction. M-commerce services mean that rely on mobile communication networks, mobile phones, PDAs, notebook computers, mobile communication terminals and devices to interact with a variety of business information and various business activities. In recent years, these new M-commerce business models have become more and more popular, especially for people who are in a mobile state and the mobile business. Mobile business reveals its greater advantages. Then, how to fully explore the potential of mobile business and enhance its competitive advantages, the academic community is very serious on this issue, and has done a lot of related researches at the technical and marketing levels. However, after bring in the M-commerce, then make those have changed in people's consumption network relations. And how the relationship affects people's consumer behavior. The literatures of study on these points are very a little. After adopting the M-commerce services, due to these can affect the relationships among people, then the people's consumer behavior will be increased or decreased within the consumption network. According to the researches of this phenomenon, the customer behaviors and demands of M-commerce users will be grasped totally. Chinese farmers are a huge group. With the popularize of M-commerce within the farms and the continual increased demand of information products for farmers, how to make the M-commerce services play its biggest advantage within the consumer network of farms and advance its Marketing pertinences, this will be the practical and academic significance things. The paper will focus on this perspective to make primary research and analysis. The strategy of this paper is that due to analyze the direct and indirect influences of farmer's consumer behavior by M-commerce services and its influences on network relation.