

THE INFLUENCING FACTORS OF CHINESE FARMERS ADOPT M-COMMERCE SERVICES: SOCIAL NETWORK PERSPECTIVE

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ABSTRACT. Mobile phones have become the most important communication tools for farmers in the countryside of China. In the countryside, the M-commerce services are on the stage of rapid development while the relevant researches are still delayed. The farmers' adoption of M-commerce services is different from the traditional e-commerce; it not only concerns technical elements but also the influences of social network. Integrating the TAM and the social network theory, the paper explores the social network model of the farmers' adoption of M-commerce services. It analyzes the reliability and validity of model scale by using SPSS and checks the model hypothesis through the SEM, which proves that the influence of the social network has a vital function on the farmers' adoption behavior.

Keywords: M-commerce service, Chinese farmers, Adoption, TAM, Social network

1. Introduction. M-commerce refers to realizing direct and indirect commerce behaviors which have the appreciation potential by wireless communication network [1]. The M-commerce can deal with personal business and has achieved great success in many markets (Japan, Korea, etc.). In recent years, the mobile communication has developed rapidly in the countryside of China and mobile phones have become farmers' most important communication tools. The adoption of farmers and the use of M-commerce begin to form a scale [2]. At present, the relevant researches of the rural M-commerce are mostly focused on the realization and application of technology, which is short of the research from the view of the final users. The eventual benefits of research will affect elements and conditions of adoption. The research in the latter perspective is still rare, W. Lu (2008) [3] and D. He [4] carried out researches of Chinese farmers adoption behavior separately. These researches were mainly carried out under the traditional adoption theory and model.

In the countryside of China, due to the special economy, culture and other background, the farmers have their unique characteristics of personal decisions. In addition, their adoption decisions are often influenced by the other members of their social network, such as relatives, friends and family members. Social network has an important impact on individual adoption [5]. However, the relevant researches have overlooked this important factor. Therefore, the traditional theory model is hard to provide a comprehensive explanation of the farmers' adoption behaviors [6]. In application, because the lagging research results in insufficient recognition of the effective elements of farmers' adoption, the fact that the government and service suppliers' incapability to master the key element of farmers' adoption and the impossibility of launching adoptable and acceptable