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PHYLOGENETIC ANALYSIS OF FACTORS THAT INFLUENCE CUSTOMER PURCHASE INTENTION ON E-COMMERCE AND M-COMMERCE PLATFORMS

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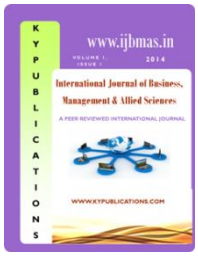

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ABSTRACT
With the use of the Internet becoming more and more part of people's daily lives, many companies have adapted to the phenomenon of e-commerce and others have completely changed before it. Normally the number of online stores has increased as well as shopping through them. In the same growth is the use of smartphones to access the Internet, which has made the existing type of online commerce M-commerce gain a new strength and position in Internet sales. Thus, to understand the factors that influence the consumer's purchase intention in E-commerce and M-commerce platforms and which have the most influence, this comparative study was carried out. In order to carry out this study a model was applied, which analyzes the influence of perceived utility, perceived ease of use, social influence, facilitating conditions, confidence and perceived risk in the consumer's purchase intention. Two multiple linear regressions and two Spearman correlation tests were performed to test the proposed hypotheses. The sample consists of 76 males and 125 females, aged between 18 and 65 years old, most of them between 18 and 35 years old. From the main results it can be concluded that perceived utility has more influence on purchase intention in E-commerce platforms, in perceived ease of use there is no statistically significant difference between platforms and social influence and trust have more influence on M platforms. -commerce. It was not possible to prove the influence of facilitating conditions and perceived risk on consumer purchase intent on both platforms.
Keywords- E-commerce, M-commerce, consumer purchase intention.

Introduction

E-commerce according to Kalakota and Robinson (2002)[1] is about buying and selling products and services over the internet. On the other hand, some authors suggest that e-commerce should include all online

transactions such as a survey response. This type of commerce does not assume the marketing or back office activities that are required for any business[2].

E-commerce types.

The two largest participants in an E-commerce process are companies and consumers. Between these two we can highlight 4 types of E-commerce:

Consumer consumer-to-consumer (C2C), an information or financial transaction between consumers, mediated by an organization;

- C2B (consumer-to-business), consumers approach the organization with an offer / suggestion;
- B2C (business-to-consumer), business transactions between organizations and consumers;
- B2B (business-to-business), business transactions between organizations and consumers;
- P2P (peer-to-peer) sharing information and content directly between consumers.

The government can also be a participant in the e-commerce process, so we come across 5 more types of e-commerce[3]:

- G2C (government-to-consumer);
- G2B (government-to-bussiness);
- G2G (government-to-government);
- Consumer C2G (consumer-to-government);
- B2G (business-to-governance).

Business models.

Before addressing existing business models in E-commerce, it is important to understand the definition of business model that Timmers (1998)[4] designates as "The architecture of a product, service and information flows, including business actors and their roles, a description of the potential benefits of various business actors, and a description of sources of revenue. "

Timmers (1998) highlights 11 business models that are used in E-commerce:

- E-Shops- Have the function of promoting a company and / or its products via the web;
- E-Malls- They work like physical shopping malls, where a company that has an e-Shop can rent a space and place its store on this digital platform;
- E-Procurement- Search and purchase goods and services electronically;
- E-Auction- Consists of the same premise as normal auctions that is brought into the digital world;
- E-Marketplaces- Electronic market where buyers and sellers come together;
- Virtual Communities - These are forums and / or websites where consumers debate brand ideas and actions, often serving to get the company's loyalty;

Advantages: E-commerce has the following advantages for consumers: Companies Make purchases 24 hours a day, 7 days a week anywhere in the world;

- More choice for customers, more products from multiple sellers;
- Allows interaction with other consumers, creating communities to exchange ideas about that brand / product;
- Digital products are delivered in seconds;
- Increased competition among suppliers, which results in lower consumer prices.

Disadvantages: According to Turban et al (2000 present the following disadvantages of E-commerce:

Difficulties: There are difficulties in the logistics of product transportation;

- If a product arrives damaged, the lead time may be long;
- Internet access in some regions is still very slow due to poor telecommunications structure.

Mobile commerce

Mobile commerce or M-commerce is defined as, the pairing of mobile devices with business transactions, giving customers services anytime and anywhere through a mobile device with internet access and wireless connection, not using the computer.

Advantages: According to Tiwarii, Buse and Herstatt (2006)[5], mobile commerce has unique characteristics that bring advantages over traditional forms of commerce, including E-commerce, such as:

- Ubiquity- The User can enjoy services and conduct transactions regardless of their geographical location;
- Immediate- "Anytime", ie the real-time availability of services / transactions. This feature is very attractive for services / transactions where there is a need for rapid response;
- Location- Through today's ability to know the exact location of mobile devices, it enables companies to offer products and services based on it;
- Instant Connectivity - From the origin of GPRS, mobile devices are increasingly connected to the network every day.

Disadvantages: For Ding, Iijima and Ho (2004)[6] the main disadvantages of mobile commerce are:

- Lack of security as personal information such as credit card information may be used by hackers
- The processing capacity of mobile devices is low;
- Information size is limited by the small size of mobile device screens and keyboards;
- Battery life on mobile devices is reduced as is its memory;
- When there is a third party involved in the purchase, the buyer must rely on it to make the payment.

Mobile commerce services.

Tiwari, Buse and Herstatt (2006)[5], has a varied number of services, such as:

Mobile Banking- Allows bank transactions;

Mobile Entertainement- Allows you to get entertainment services (music and videos) and interactive services (betting and games);

Mobile Information Services- Allows the user to subscribe to informational content (news update) and access to search engines;

Mobile Marketing- It deals with marketing practices through a mobile device (Promotions, new customer recruitment, loyalty of existing ones.).

Mobile Shopping- Allows the user to purchase products / services through a mobile device;

Mobile Ticketing- Allows you to buy tickets that are later sent in digital format to the mobile device;

Telematic services- Articulates telecommunications and computing at the same time. The main services are navigation systems and remote diagnostics.

Review of literature

For Fishbein and Ajzen (1980)[7] to better understand intentions, it is necessary to understand why people have certain subjective attitudes and norms, which come from their beliefs. Beliefs represent the information the subject has about the object, and relate the object to a certain attribute. The object can be people, groups, institutions, while attributes refer to quality, consequence and characteristic. Let's consider the following example: Smoking causes lung cancer. Smoking would be the object and lung cancer would be the consequence. In short beliefs are created through a lifelong learning process.

To determine attitudes, the strength of one's beliefs about a particular behavior, designated in ART as behavioral beliefs, and the positive / negative assessment it makes of its consequences, which in ART is called "behavioral beliefs", is considered. The assessment of consequences.

Subjective norms, in turn, are determined by normative beliefs and the motivation to agree with people around them. Normative beliefs concern people who exert social pressure. The motivation to agree refers to whether or not the individual is motivated to give in to the social pressure exerted to perform a particular behavior.

Study Limitations

The present study had some limitations, the first being the sample. 201 questionnaires were considered, which is not representative for the universe in question.

Another limitation was the exclusion of the facilitating conditions and social influence dimensions because it was not possible to prove their influence on the purchase intention on both platforms, which made the comparative model a little poorer. Finally, the lack of a comparative study on the same theme to be able to make a more reliable comparison of results, since the previous study addresses the factors that influence the purchase intention of devices in general.

Methodology

The research regarding the methodology is a quantitative and descriptive study. This study seeks to understand which factors influence purchase intent on E-commerce and M-commerce platforms and finally compare them in order to understand which factors have the most influence on each of them. This study seeks to make a contribution to all companies that have E-commerce and M-commerce platforms, allowing a better understanding of consumer behavior and their intention to buy in them.

For this study, the adaptation of a model by Venkatesh et al. (2003)[8], the modified UTAUT, which has as independent variables, perceived utility, and perceived ease of use, social influence, enabling conditions, confidence and perceived risk. The purpose of the model is to understand how these influence the dependent variable, the purchase intention.

After choosing the model for this investigation, we proceeded to the administration of online questionnaires and later their data were entered in the program SPSS (Statistical Package for Social Sciences) version 23.0, for analysis.

For data analysis, we began by characterizing the sample. Subsequently, two multiple linear regressions were performed, one to test the hypotheses for the E-commerce platforms and the other for the M-commerce platforms. For comparative hypotheses, two Spearman correlation tests were performed, from which intensity levels were extracted between the independent variables and the dependent variable in both platforms.

Objectives

The purpose of this investigation is to compare the factors that influence consumer purchase intent on E-commerce and M-commerce platforms.

- Analyze the influence of each of the variables on consumer purchase intent on E-commerce platforms.
- Analyze the influence of each variable on consumer purchase intent on M-commerce platforms
- Comparison of the influence level of each of the variables in the E-commerce and M-commerce platforms
- Provide a base model that can be used by companies in future comparative studies, and the variables can be changed.

Given that 'The unified theory of acceptance and use of technology' (UTAUT) model by Venkatesh et al. (2003)[8] was built to understand the acceptance and intention to use technology in the workplace, and this theory having only 4 variables, it was determined to be necessary to insert other variables related to online shopping. Thus, after reviewing a study by Pavlou (2003)[9], which as mentioned in the introduction, studied the factors that influence online shopping, added to the 4 variables already existing in this study, perceived utility, perceived ease of use, influence and facilitating conditions, plus 2 variables, confidence and perceived risk. In relation to the original theory were made some more changes, voluntariness and behavior are removed, voluntariness for not being in this study a moderating factor, because the act of purchase are already voluntary and behavior because in this study we will only want to realize the intention to buy rather than the amount of purchases made by the consumer and gender, age and experience were also removed, so that the study and presentation of results became more explicit and focused on independent variables.

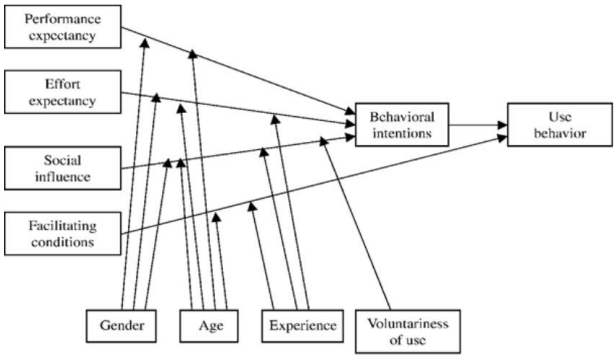

Figure: Unified Theory of Acceptance and Use of Modified Technology (Venkatesh et al. (2003)[8]

Based on the Figure 1 and the study by Venkatesh et al. (2003)[8], the following hypotheses were elaborated to understand the influence of each of the variables in both platforms. As noted earlier in Davis's (1986)[10] model of technological acceptance, perceived utility refers to the level of importance that an individual believes a particular technology can have for its use[10].

Presenting the hypotheses for each of the platforms, here are the comparative hypotheses of this study.

Comparative Hypotheses

H1: There is a difference in the influence of perceived utility on consumer purchase intent between E-commerce and M-commerce platforms.

H2: There is a difference in the influence of perceived ease of use on consumer purchase intent between E-commerce and M-commerce platforms.

H3: There is a difference in the influence of social influence on consumer purchase intent between E-commerce and M-commerce platforms.

H4: There is a difference in the influence of enabling conditions on consumer purchase intent between E-commerce and M-commerce platforms.

H5: There is a difference in the influence of trust on consumer buying intent between E-commerce and M-commerce platforms.

H6: There is a difference in the influence of perceived risk on consumer purchase intent between E-commerce and M-commerce platforms.

Sample

The sample is random for convenience, consisting of Internet users who may or may not have already purchased it on E-commerce and / or M-commerce platforms.

Therefore, the sample consists of 201 male and female individuals, aged 18 years and over, who use the Internet.

Instrument Used

For this study, we used as an instrument of measurement an online questionnaire, which was prepared and data were collected through the Google Docs tool. Given that the sample had to be made up of Internet users, this was the best way to reach it.

After data collection, they were transferred to the Statistical Package for the Social Sciences (SPSS) program to conclude the relationship between the independent variables and the dependent variable, the purchase intention.

The 34 questions (17 for E-commerce platforms and 17 for M-commerce platforms) to understand purchase intent were adapted from an existing questionnaire by the researcher in the study “Factors that influence the intention to online shopping: Application of an adapted technology model for accepting technology for online commerce” based on authors who are referenced in the literature review and mentioned in the table below. They were asked to respond on a Lickert scale from 1 to 7, their degree of agreement or disagreement. Of which 1 is “Strongly Disagree”, 2 “Disagree”, 3 “Slightly Disagree”, 4 ”Neither Agree nor Disagree”, 5 “Slightly Agree”, 6 “Agree”, 7 “Strongly Agree”.

Table 1- Questionnaire

Variable	Question	Source
Perceived Utility	- I think it would be / is useful to make purchases through computer / mobile devices;	[9], [10]
	- Using computer / mobile devices would allow / make purchases faster;	
	- Using the computer / mobile devices would make / make shopping easier through it.	
Perceived ease of use	For me it would be / is easy to make purchases through computer / mobile devices;	[9], [10]
	I think using the computer / mobile devices for shopping would not require / requires a lot of mental effort;	
	I would / easily learn to make purchases through computer / mobile devices;	
	I think my interaction to make purchases through the computer would be / is	

	understandable.	
Social influence	My friends' opinions would influence me / influence me to make purchases via computer / mobile devices;	[8]
	Computer / mobile shopping experiences of people I trust would influence / influence me to make computer / mobile purchases;	
Facilitating Conditions	For me it would be / is important to find the assistance needed on the site to make purchases through computer / mobile devices;	[8]
	I would / have to master the use of computer / mobile devices to make purchases through it.	
Confidence	would / have confidence to make purchases through computer / mobile devices;	[9]
	I would have confidence that when shopping through computer / mobile devices my personal information would be kept secure.	
Perceived risk	Making purchases via computer / mobile devices would pose a great risk to me;	[9]
	For me to make purchases through computer / mobile devices would have / have risks associated with payment;	
	Using computer / mobile devices to make purchases would compromise / compromise my privacy.	
Buy intention	I intend to use / continue to use my computer / mobile devices to make purchases.	[9]

Pre-test.

In order to reach the final version of the questionnaire, a first pretest was performed to 7 individuals, from which the structure of the questions and the correction of some spelling errors arose. After making the appropriate changes to the questionnaire, a second pretest was made to 7 other individuals and from this came the final version of the questionnaire. In addition, pre-test responses did not count toward the final number of questionnaires in the sample.

Data collection and processing.

Following the completion of the two pre-tests and their amendments, the questionnaire was made available online through the social network Facebook and Email and shared by some colleagues and family members through them. April 10, 2013 and will end on May 4, 2013.

At the end of this phase, using the Google docs tool, a spreadsheet with all the data from the questionnaires was transferred to the Microsoft Excel program and later sent to the SPSS program for proper analysis.

Results

Sample Characterization: Of the 201 respondents in this study, 76 (37.8%) corresponded to males and 125 (62.2%) to females. Regarding the age of the participants, the largest group is in the range 18-25, corresponding to 94 (46.8%) respondents, followed by the group 26-35 with 64 (31.8%), There was a significant decrease, only 17 (8.5%) respondents between 36-45 years old, while in the group 46-55 answered 22 (10.9%) individuals, last and with the lowest record 4 (2.0%) participants aged 56-65 years It should be noted that in the questionnaire there was the group “Over 65”, in which no participant was registered.

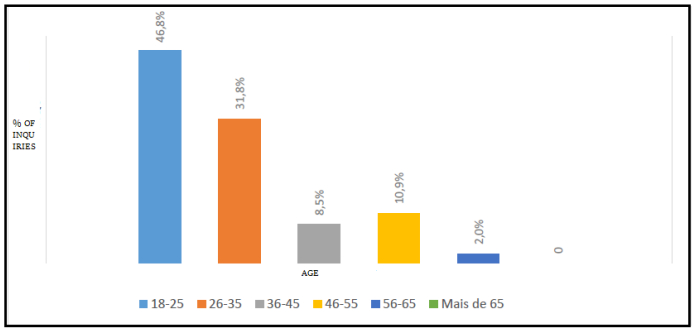

Figure 1 :Age

The question which devices they use most often to access the Internet is, 72 (35.8%) of respondents answered smartphone, 70 (34.8%) said they use both smartphone and tablet as well as computer, 38 (18.9%) said that the computer is the device they use most often to access the Internet. The remaining (insignificant) percentages are distributed by other device combinations, the lowest being the computer / tablet with only 3 (1.5%) participants.

Regarding the frequency of Internet use during the week, it should be noted that of the 211 participants included in this study, 192 (95.5%) reported using the Internet every day of the week, 7 (3.5%) used between 5 6 days per week, 2 (0.5%) individuals between 3 and 4 days per week and finally between 1 and 2 days per week also 2 (0.5) participants.

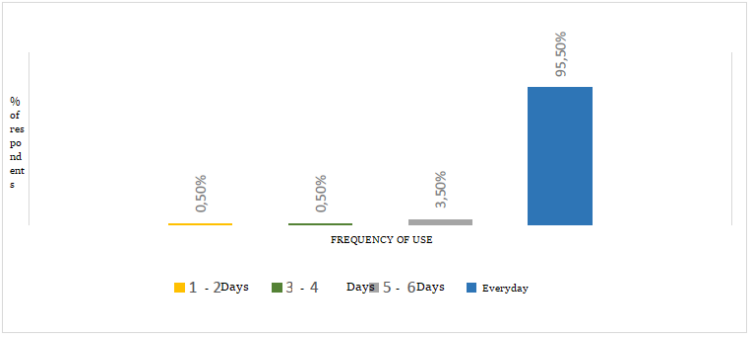

Figure 2- Frequency of Internet use

It can then be concluded that in the present sample, most respondents are frequent Internet users.

In order to understand if the sample used the Internet to make purchases through it, the following question was asked, “Do you use the Internet to make purchases?”, To which 163 (81.1%) of respondents answered “Yes ”And the remaining 38 (18.9%) answered“ No ”.

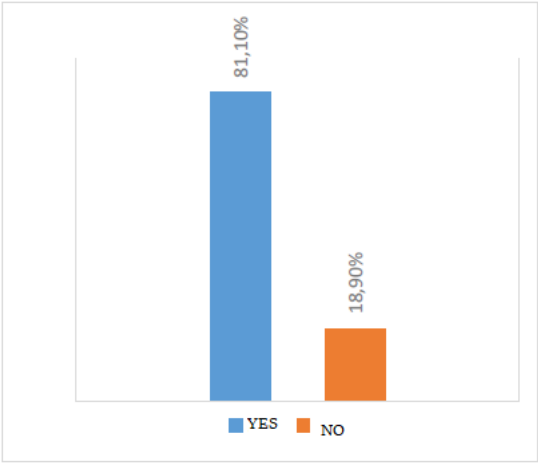

Figure 3- Internet Purchases

It should be noted that within 38 participants who answered “No”, there are 15 individuals who have already purchased via the Internet, and who may have given this answer because they do not consider themselves to be frequent shoppers via the Internet, ie they have only made one-off purchases. “Which product categories do you usually buy” and “Through which devices have you purchased over the Internet?”, some of the respondents who answered that they did not usually buy online indicate one or two product categories and the device by which they performed the purchase.

With regard to the product categories in which 178 respondents to this question, travel stood out with 113 (63.5%) answers, then 106 (59.5%) choosing the accommodation / hotels category which, The clothing was selected by 99 (55.6%) participants. The categories less selected by respondents were houses with 8 (4.5%) answers and art with only 4 (2.2%).

Of the 178 respondents who already made purchases over the Internet, 92 (52.9%) stated that the computer / laptop was the device used, 11 (6.3%) the smartphone / tablet and finally 71 (40.8%).) stated that they already bought in both.

Internal consistency

After the collection of the questionnaires, and in order to test the reliability of the model, the internal consistency was verified. Through the SPSS program, the cronbach's alpha was performed for each dimension of the questionnaire (Perceived utility, perceived ease of use, social influence, enabling conditions, confidence and perceived risk).

Cronbach's alpha ranges from 0 to 1, if its value is less than 0.6 internal consistency is inadmissible, if greater than 0.6 is weak, if greater than 0.7 is reasonable if it is greater than 0.8 is good and if greater than 0.9 is very good. (Pestana & Gageiro, 2008)

Descriptive Statistics

The following tables show the descriptive statistics for the purchase intent on the computer / laptop and purchase intent on the smartphone / tablet variables. The tables consist of the number of responses to each variable, minimum value, maximum value, mean and standard deviation.

In the table of variables for the intention to purchase on the computer / laptop can be seen that the minimum value was 1.00 and the maximum value 7.00, the averages of all variables is between 4.1924 and 5, 4341, ie overall there was a slight agreement on responses related to purchase intent on E-commerce platforms

Table 1- Descriptive Statistics for E-commerce Platforms

Variables for purchase intent on E-commerce platforms	N	Minimum	Maximum	Mean	Std. Deviation
Perceived Utility	201	1.33	7	5.43	1.16
Perceived ease of use	201	1.50	7	5.43	0.99
Social influence	201	1.00	7	4.44	1.59
Facilitating Conditions	201	1.00	7	51	1.18
Confidence	201	1.00	7	4.41	1.28
Perceived risk	201	1.00	7	4.19	1.37
Buy intention	201	1.00	7	5.39	1.65

Source. Built by itself. Output extracted from SPSS.

In the table regarding the variables for the purchase intent on the smartphone / tablet, the minimum and maximum values repeat, 1.00 and 7.00 respectively, in relation to the average, there is still slight agreement in the answers, ranging from 4. 0075 and 4.9552, in the perceived utility, perceived ease of use, facilitating conditions and perceived risk of indifference with an average of 4.0075.

Hypotheses

To analyze the hypotheses, two multiple linear regressions were performed, for the case of E-commerce platforms as well as for the platforms of M-commerce, with independent variables, perceived utility, perceived ease of use, social influence, enabling conditions, confidence, perceived risk and as a dependent variable purchase intention.

Hypotheses for E-commerce Platforms

Firstly, multiple linear regression was performed for the hypothesis about the influence of factors (independent variables) on purchase intent on the computer / laptop (dependent variable)

Results shows that there is a positive correlation between the independent variables and the dependent variable, considering that the value of the multiple correlation coefficient (R) assumes the value of 0.778. It can also be stated by the coefficient of determination (R^2 = 0.605) that 60.5% of the total variability of the dependent variable is explained by the independent variables present in the model. Since the R^2 >0,5 can be considered the reasonable model fit[11]. From the ANOVA results, we can conclude that at least one of the independent variables has a significant effect on the dependent variable, considering that the p-value (Sig.) ≤ 0.05.

From the regression coefficients results, the perceived utility (0.000), perceived ease of use (0.003), social influence (0.027), confidence (0.000) variables have p-value ≤ 0.05 and thus influence computer purchase intent / portable computer. Through the standardized coefficients, it can be concluded that

perceived utility (0.390) is the variable that most contributes to purchase intention, followed by confidence (0.237) and perceived ease of use (0.212) and finally social influence (0.105).

Hypotheses for M-commerce Platforms

Through the value of the multiple correlation coefficient (R) in the summary model table, which assumes the value of 0.789, it can be stated that there is a positive correlation between the independent variables and the dependent variable. It can also be concluded from the coefficient of determination (R^2 = 0.623) that 62.3% of the total variability of the dependent variable is explained by the independent variables present in the model. Once again considering that $R^2 > 0.5$ can be considered the reasonable model adjustment[11]. Based on the ANOVA calculation, and remembering that if p-value (Sig.) ≤ 0.05, then it is concluded that at least one of the independent variables influences the dependent variable.

Comparative hypotheses

In the comparative hypotheses, Spearman correlation tests were performed because they are ordinal variables for the E-commerce and M-commerce platforms, in order to understand whether or not there is a difference, in the influence that the factors are intended for the consumer's purchase in them. In both cases, the facilitating conditions and perceived risk variables were not considered. When performing the multiple linear regression, we concluded that they did not influence the purchase intention.

Based on the analysis of the above discussion, we can state that for the case of purchase intent on the computer / laptop, the correlation between purchase intent and perceived utility (0.719), perceived ease of use (0.698) is strong, with Confidence is moderately strong, given that its value is very close to 0.6, and social influence is weak (0.250)

For purchase intent on the smartphone / tablet, the correlation coefficient is strong between the dependent variable (purchase intent) and perceived utility (0.694), perceived ease of use (0.693) and confidence (0.669) and is moderate with social influence (0.460).

With these values it can also be concluded that perceived utility has more influence on purchase intention by computer / laptop than smartphone / tablet, in perceived ease of use there is no statistically significant difference, social influence and trust have more influence on purchase intention by smartphone / tablet.

Comparative hypotheses tested

H1: There is a difference in the influence of perceived utility on consumer purchase intent between E-commerce and M-commerce platforms- **Proven**

H2: There is a difference in the influence of perceived ease of use on consumer purchase intent between E-commerce and M-commerce platforms.- **Unable to prove this hypothesis**

H3: There is a difference in the influence of social influence on consumer purchase intent between E-commerce and M-commerce platforms - **Proven**

H5: There is a difference in the influence of trust on consumer purchase intent between E-commerce and M-commerce platforms- **Proven**

Conclusion

This study aimed to compare the factors that influence consumer purchase intent on E-commerce and M-commerce platforms.

Regarding data collection, it should be noted that of the 211 questionnaires collected only 11 were not considered for the study due to inconsistent answers to questions 3,4 and 5, leaving a total of 201 questionnaires. Although not a representative sample for this universe, it is already a considerable number for the study.

The sample of this study consisted of 125 (62.2%) female respondents and 76 (37.8%) male respondents. The vast majority of the sample is in the age groups [18-25 (with 94 (46.8%) respondents and [26-35 (with 64 (31.8%)), being a very young sample. 192 (95.5%) say they use the sample every day this number may be due to the youth of the sample, and to access the Internet, 72 (35.5%) use the smartphone and 70 (34.5%) use computer, smartphone and tablet, so it can be concluded that in fact the smartphone is the most used device. Faced with the question that they used to shop over the Internet, 163 (81.1%) of respondents answered “yes” and 38 (18.9%) answered “no”, noting that within 38 participants who answered “No” , there are 15 individuals who have already purchased via the internet, and may have given this answer

because they do not consider themselves frequent shoppers through the internet, ie they have only made one-off purchases, because in the following questions "Which product categories do you usually buy "and" Through which devices have you purchased over the Internet, "participants indicate one or two product categories and the device by which they made the purchase.

Travel, accommodation / hotels, and clothing were the categories of products purchased by respondents, 113 (63.5%), 106 (59.5%), 99 (55.6%) respectively. Travel and accommodation / hotels are related product categories and therefore the almost perfect equivalence of responses.

In conclusion, although in this study the differences are statistically significant, it can be said that the differences are no longer so discrepant in reality and will be less and less with the coming generations. However, in this study, the computer was the most used device to make purchases over the Internet, with 92 (52.9%) respondents responding to this option.

Suggestions for future investigations

The first recommendation would be to carry out the study again but with a sample capable of representing the universe in question and perhaps arriving at other results in which none of the dimensions was excluded.

Secondly, I believe that doing the same study but for a specific brand would be quite interesting as it would be a real situation. But this would require access to the database of the same brand.

And for this second suggestion comes a third that would be of interest to the brand, including in the model the "transaction" in order to understand who are the customers who buy and the factors that influence them, as in Pavlou's (2003) model. .

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