Analysis on Factors Influencing Textile Cyberpreneur’s Intention to Adopt Cloud-Based m-Retail Application

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Abstract

In this era of smartphone utilization, business owners such as textile cyberpreneurs may conduct mobile retail (m-retail) via cloud-based m-retail application. As cloud and e-commerce services are still lowly adopted by Malaysian business owners, further investigation must be done in examining their adoption intention. Normally for businessmen, the technology utilization may associate with tasks which are required to be performed. Moreover, their own behaviour may influence the usage intention. Hence, this study intends to investigate the influences of task-technology fit (TTF) model and theory of planned behaviour (TPB) towards textile cyberpreneur’s intention to adopt cloud-based m-retail application. 348 respondents have participated in this study and analysis of findings have shown that task-technology fit, attitude, subjective norm and perceived behavioural control have significant positive effects on textile cyberpreneur’s behavioural intention. Task-technology fit construct has also been found as the most influential factor towards adoption intention. The practical implications and future recommendations are presented in this study for additional knowledge.

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Keywords: Mobile Retail; Task-Technology Fit; Theory of Planned Behavior; Cloud-Based Mobile Application; Cyberpreneurship

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1. Introduction

Fashion industry in Malaysia is currently facing multiple challenges and struggles in order to survive [1]. Some businesses have failed miserably in the competitive markets, while some others have blossomed well. In this challenging digital era, entrepreneurs must be equipped with up-to-date skills and knowledge to survive. Although the number of fashion businesses increases from time to time, the lack of proper business strategies might affect the survival of these companies.

Concurrently, the uses of smartphones have impacted the way people live nowadays. Things that were not possible to be conducted previously are now feasible due to the sophistication of technology. Business owners are now changing their methods of business transactions in order to keep updated with current trends and mobile retail (m-retail) has become one of the popular cultures among retailers. The advancements of technology in m-commerce context have enabled various opportunities for both customers and retailers to conduct related tasks such as m-banking, m-payment, m-marketing, m-shopping or m-retail.

M-retail can be defined as the act of selling and buying which involves monetary transactions via the uses of mobile devices over the internet or telecommunication networks [2][3]. As clothing and apparels are among the most sellable products over the internet [4][5], it is common to see many internet retailers or cyberpreneurs [6] have embarked into m-retail practices with the purposes of gaining business prospects and maximizing profits through multiple retail channels. Besides, Malaysian government through Malaysian Development Investment Authority (MIDA) [7] and Ministry of International Trade and Industry (MITI) [8] has often encouraged the utilization of latest information and communication technology (ICT) among textile industry key players and entrepreneurs.

In promoting digital entrepreneurship among Malaysians, young entrepreneurs have also been motivated to participate in using state-of-the-art e-commerce technologies via Malaysia Digital Economy Corporation (MDeC) programmes such as eUsahawan. Moreover, small and medium enterprise (SME) owners are also encouraged to utilize cloud computing services into their business operations via SME Cloud Adoption Programme by MDeC. However, the latest e-commerce technologies are still lowly adopted among Malaysian entrepreneurs [9][10]. As a result, Malaysian government had introduced National e-Commerce Strategic Roadmap to accelerate the technology adoption through collaborations of various agencies in providing incentives and supports to business owners.

On the other hand, researches about m-shopping and m-retail in Malaysia are quite limited [11][12]. Furthermore, based on the extensive reviews of previous works [13][14], little studies have been done in investigating retailers' point of view in m-retail context for technology adoption. Practically, due to the low adoption rate of e-commerce and m-commerce services in Malaysian business environments [9][10], the uses of specific-related technology such as cloud-based m-retail application (CBMA) can be deemed as low as well. Technology acceptance and utilization intention are often associated with tasks [15][16] and behavior of end-user [17][18]. Therefore, further investigation should be conducted to identify the factors that could lead to adoption of current ICT among fashion internet retailers based on task-related and human-related factors, in which could assist in understanding their perspectives. The main goal of this paper is to identify the textile cyberpreneur's intention to adopt CBMA via combination of task-technology fit and theory of planned behavior.

2. Literature review

2.1. Cloud-based m-retail application as a selling channel for Malaysian textile cyberpreneurs

As fashion industry is a challenging sector due to rigorous competitions among businesses, business owners are forced to be creative and progressive in strategizing their current business modus operandi. One of the possible solutions is to embark into the wagon of new ICT utilization for retailing activities, thus CBMA could be a helpful tool. Along with encouragements by Malaysian government to utilize latest e-commerce advancements among entrepreneurs [9] and textile industry key players [7], business owners now have various options to conduct retail operations for maximizing profits.
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