Malaysian SMEs m-commerce adoption: TAM 3, UTAUT 2 and TOE approach

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Abstract

Purpose – The purpose of this study is to examine the factors that influence Malaysian Small and Medium Enterprises (SMEs) to adopt mobile commerce (m-commerce) by integrating the constructs of Technology Acceptance Model 3 (TAM 3), Universal Theory of Acceptance and Use of Technology 2 and Technology-Organization-Environment model. Though numerous m-commerce adoption (MCA) studies have been conducted, lesser attention is paid to how hedonic motivation (HM) can influence organizational users such as SMEs. This study bridges the gap by integrating the three models to provide a new lens to guide SMEs.

Design/methodology/approach – To examine the factors that influence the adoption of m-commerce, the researchers collected data from SMEs in Malaysia using an online survey. The sample size of the participants was determined through the available list provided by SME Corp Malaysia. The researchers also used Krejcie and Morgan's sample size and G * Power techniques to determine that the sample size was appropriate. The data collected were analyzed using partial least square-structural equation modeling.

Findings – The findings of this study reveal that technological factors (computer self-efficacy [*CSE*], result demonstrability [*RD*] and computer anxiety [*CA*]) positively and significantly influence *MCA*. Likewise, the organizational/environmental factors (m-commerce knowledge, pressure from trading partners and pressure from competitors) positively and significantly influence *MCA*. The moderating influence of HM was also achieved on the relationship between *CSE* and *RD*. However, the proposed hedonic moderating relationship between *CA* and the adoption of m-commerce is not significant.