UNIVERSITI TEKNOLOGI MARA

MULTI LEVEL DISTRIBUTORS PERCEPTIONS ON MOBILE COMMERCE

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ABSTRACT

The purpose of this research was to determine the perceptions of Multi Level Distributors on Mobile Commerce. TAM (technology acceptance model) for wireless internet model was tested in verifying its applicability and relevancy of the research model constructs in determining the distributors' perceptions on mobile commerce. In addition, this research also aimed to identify the distributor's preferred sales and business applications that could be implemented in mobile commerce for the multi level marketing sector.

This research employed a 'Questionnaires method' and targeted all level of distributors from one of the biggest Shaklee's group in Malaysia which called as Shaklee Dynamic Family Group. A final sample of 42 responses out of 70 distributed questionnaires was analyzed. TAM (technology acceptance model) for wireless internet model was found to be applicable and relevant to determine the distributors' perceptions on mobile commerce. The results indicated that the majority of the distributors were innovative and exposed to the internet technology. This group of distributors had also given positive perceptions on mobile commerce. In addition, the result also indicated the distributors' preferred sales and business applications that could be implemented for mobile commerce. Overall, the research results had given a positive signs for creating mobile commerce as a new business channel for multi level marketing in the future.

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1.0 INTRODUCTION

1.1. Context of the Paper

Mobile Commerce can be defined as "the emerging set of applications and services people can access from their Internet-enabled mobile devices", Sadeh (2002). In narrow sense, Durlacher (1999) characterizes mobile commerce as "any transaction with a monetary value that is conducted via a mobile telecommunications network".

The mobile approach to commerce is an extension of developments in electronic commerce. For example, while business-to-consumer electronic commerce allows users to purchase goods and services from the comfort of their homes, mobile commerce allows them the luxury of shopping from any location through the use of mobile devices.

Mobile commerce has managed to address the electronic commerce limitations such as time and place for delivering information and services to users. Electronic commerce would only be able to deliver such services via wired network whilst mobile commerce could enable users to access information and services from any place at any time.

Though the mobile commerce is expected to deliver great time and place flexibility to users, the benefit of mobility i.e. time and place would not be able to ensure the adoption of mobile commerce as the benefits of the mobile commerce could only lies in the hands of its main beneficiaries i.e. the users. This research pays particularly attention to one of the beneficiaries in the Multi Level Marketing sector i.e. the distributors in determining either the above