Taiwan C to C Analysis: A Study on Chinese Website Phenomenon

Szu-Yuan SUN\(^1\, a\), Shu-Chen CHANG\(^1\, b\,*\), Li-Shan CHEN\(^1\, c\), Gow-Ming DONG\(^2\, d\)

\(^1\)College of Management, National Kaohsiung First University of Science and Technology, Taiwan
\(^2\)Department of Information Management, Shu-Te University, Taiwan

\(a\) sunnyy@nkfust.edu.tw, \(b\) u0128904@nkfust.edu.tw, \(c\) u0028905@nkfust.edu.tw, \(d\) eric6534@stu.edu.tw

*Corresponding author

Keywords: MOA, Diffusion of Innovations, Abilities, Attitudes, Purchase Intention

Abstract. The purpose of this paper is to debate on community engagement and participation in local community festivals and events by empirically analyzing the factors which either inhibit or facilitate engagement. The application of the motivation-opportunity-ability (MOA) model to the analysis of community festivals is an important contribution. In this study, we focused on Taobao debuted the Double 11 (Bachelor's Day) activity, which has become national fever for Chinese consumers and the sales volume is more than e-commerce services in Taiwan. Based on what mentioned above, the purpose of this study is to connect the C to C fever caused by Third Party Payment, diffusion of innovations theory, MOA and the theory of reasoned action.

Introduction

Currently, C to C e-commerce in Taiwan is flourishing because there are perfect e-commerce platforms and mobile devices, multi-screen tools quickly meeting the requirement of the service quality. The transactions between buyers and sellers in C to C e-commerce are based on the views of sales interaction of small-volume, large-variety production, so as to provide customized goods and services and better satisfy the various needs of individuals. The operating pattern of C to C e-commerce is very multivariate, such as low-cost small amount of goods, single specific clubs, kayaking, and mountain climbing guide and so on. Benkler \cite{1} believes that C to C has been likely become the mainstream economy in commercial market, and enterprises may carry out assessments and adopt it as a sales channel.

Literature Review

\textbf{E-commerce.} Elements of e-commerce include business flow, logistics, cash flow, information flow. The features of business models have become increasingly multivariate. In general, there are two parts of customers perceive, including the opportunity cost and the interests (e.g. costs, or service) that can be obtained. The C to C business pattern can sufficiently meet the needs of consumers searching for goods and diminishing their doubts about goods. So, Adamson et al., believe that more than 60\% of business-to-business transactions and information systems play a key role in the communication between the business operators and suppliers\cite{2}.

\textbf{Innovation Diffusion Theory (IDT).} Innovation Diffusion Theory” first appeared in 1903, and then Rogers \cite{3} proposed a model, further dividing diffusion into diffusion of products or services, and diffusion of adopters. Regarding the diffusion of products, it is believed that if a new product has the following five elements.

To achieve innovation diffusion, the new product should have the following features:

1. The new product has compatibility.
Advantage over the general product in terms of functions or services connected with the Third Party Payment.
2. The new product itself can reduce customers’ switching costs which is highly compatible with related products.
3. Functional complexity should not be too high.
4. Products can be used on trial.
5. Products can be evaluated and observed.

Theory of Reasoned Action (TRA). The theory of reasoned action (TRA) developed by Fishbein & Ajzen [4] indicated that an individual's decision to engage in a particular behavior based on the outcomes of the individual expects, which will come as a result of performing the behavior. The application of TRA is quite wide, and has been more often used in marketing research and the social sciences, in particularly related to the prediction of behavior [5], for example, Usep Suhud & Nurdin Hidayat used TAM to explore service effectiveness of mobile payments [6].

Self Congruity. Based on the development of C to C e-commerce, that consumers have been more willing to express their thoughts as they have had more education. Self congruity is highly consistent with the selected products in terms of brands or products. The more a product or brand is in line with the self-image a consumer wants to express, the more it will be favored. For consumers, when buying a product they not only care about its functions, but also their self-images [7]. Therefore, their study suggested that there are four kinds of self congruity, actual self congruity, social self congruity, ideal self congruity, and ideal social self congruity. So, when consumers buy goods or services, they actually exhibit the final result of self congruity.

Motivation, Opportunity, Ability (MOA) Theory. Motivation, Opportunity, Ability (MOA) theory consists of three factors, including motivation, opportunity, and ability. They believe that spreading messages is a kind of exchange of information. After receiving a message, the recipient is very likely to transform himself into a medium to spread the message. MOA theory has been widely used in the area of marketing.

Know-How Exchange. Consumer motivation often comes from the transfer of knowledge exchange. Due to the prevalence of the Internet, customer to customer know-how exchanges channels and tools, which have increased dramatically. Consumers exchange know-how and information on various social websites. This can be regarded as the exchange between the motivation of intangible personal and social values and tangible equivalent object [8]. Therefore, C to C e-commerce operators can make good use of the functions of know-how exchange to meet the requirement of services.

Research Design
This study is based on the theoretical literature, to design a quantization questionnaire, test whether product characteristics of C to C market meet the requirement of consumers' attitudes, and further verify the motivation involved in consumer goods using the hypothesis of know-how exchange. The study then set up the measurement model, as appearing in fig. 1
Hypotheses

The quick expansion of C to C is mainly due to the change of market demand. The issues defined by comparative advantage are diversified, but most of them are related to the innovative usefulness perceived by consumers [9]. The core concept included some degree of substitution of innovation, such as convenience, social prestige or individual interests, all of which are in the category of comparative advantage.

Because every individual consumer has increasingly paid attention to their own demand, C to C operators should try to create the tangible and intangible comparative advantages of products. The view of is used as the operational definition of the questionnaire and the following hypothesis is proposed:

H1: The comparative advantages of product characteristics will positively affect consumers' self-congruity and ideal attitudes.

In the consumption context of e-commerce, the more dynamic ability a consumer has higher degree of satisfaction he/she obtains. Schepker et. al., [10] found that learning from the mutual relationship, know-how acquisition and stable sense of trust can increase dynamic abilities through a large scale of research. For the explicit part, the relationship between different abilities is like symbiosis, dominating and processing the integration of the various external activities and messages [11]. In the C to C, establishing a communication platform for buyers is helpful for benign interaction. The view of Salunke et al., is used as the operational definition of the questionnaire, and the following hypothesis is proposed:

H2a-c: Individual consumers' abilities to detect, absorb, and integrate the information of goods will positively affect their know-how knowledge exchange ability.

Many researches on self congruity found that consumers' propensity to buy will drive them to approach to the products that reflect their self-images. Recently, congruity has been often used to explain the retail, consumer psychology, advertising and brand evaluation [12]. To determine the relationship between self congruity and brand evaluation moderators, psychologists and marketing researchers presented a theoretical model. Sirgy et al., [13] used it as an operational definition, to put forward the following hypotheses:

H3a: Self-expectations and ideal self congruity will affect consumer motivation.
H3b: Self-expectations and ideal self congruity will affect consumers' opportunity identification.
H3c: Self-expectations and ideal self congruity will affect consumers' handling abilities.
H4: Self-expectations and ideal self congruity will affect purchase intentions.
Siemsen et al., [15] believed that the opportunity given in the environment can be seen as a situation, which initiate action, the driving force implying opportunity and handling ability. As to opportunity, it could be explained from any positive perspective or tangible or intangible angle. The tangible part includes convenience, environment and prices; the intangible part includes value, identity, satisfaction, and demand satisfaction.

Abilities refer to individual's abilities to handle money, knowledge, interpersonal relationship and so on. Researchers found that the more capable an individual is, the more information he/she is able to handle and the wider medias he/she can interact with and contact. The view of Siemsen et al., is used as the operational definition of the questionnaire, and the following hypothesis is proposed:

**H5a-c:** Individual's (a) motivation, (b) opportunity, and (c) ability will positively affect the value of know-how exchange.

In Taiwan, if the business operators want to boost sales and come out on top in the competitive market, they should take the lead to actively provide a large amount of product information and enhance the service quality to satisfy their customers, such as product consulting, for avoiding information asymmetry. The view of Cohen is used as the operational definition of the questionnaire [16], and the related hypothesis is proposed as follows:

**H6:** C to C exchange platform and functions will positively affect the purchase intentions.

That the majority of companies with higher ability to aggregate know-how are usually more able to build knowledge network and transfer propagation, which means that the companies of the specialties are more able to make good use of the Internet to collect information and disseminating know-how. In this study, the view of Chen, Hsiao, & Chu (2014) is use as the operational definition, and the related hypotheses are proposed as follows:

**H7:** Know-how transfer competency will positively affect product innovation.

**H7a:** Product innovation will positively affect individual consumers' abilities.

### Data Analysis and Tools

The standard proposed by Churchill; Dillman[18,19] will be followed, to prove the hypotheses according to 5-point Likert scale, in which 1 refers to strong disagreement and 5 refers to strong disagreement.

### Expected Results and Recommendations

The development of e-commerce in Taiwan was started earlier than in Mainland China. However, the consumption scale in Taiwan was less than that in Mainland China in recent couple of years. The findings of this indicate that there are two reasons for that. First, Taiwan's overall economy has been more sluggish. And secondly, C to C e-commerce has long been developed in Taiwan, so it has been difficult for the old C to C model to satisfy consumers in terms of consumers' education levels and habits. This study suggests that the e-commerce operators should optimize product data on interactive platform and interface, which takes measures to provide higher security protection for personal data and offers products of the features that can highlight or add personal value or cheap products with simple basic functions, to boost the transaction scale of C to C e-commerce in Taiwan.

### References


