

# M-commerce Trust and Security Concern: A Comparison Between China and the U.S. M-Commerce Consumers

*Jihye Lee, jlee15@jsu.edu*

*James L. Thomas, jthomas@jsu.edu*

*Brent J. Cunningham, brentc@jsu.edu*

*Jianping Huang, jhuang@jsu.edu*

## ABSTRACT

When it comes to m-commerce, China outpaces the United States, and it's not even close. According to a recent Interactive Advertising Bureau (IAB) study, Chinese digital shoppers are nearly twice as likely to make a mobile purchase than those in the U.S. As of 2016, 70% of digital purchases in China were executed through a mobile device. In China, mobile is now the fastest growing shopping channel, forecasted to see a compound annual growth rate of 12% over the next four years, while desktop shopping will grow at only 4% over the same period.

One of the factors boosting the m-commerce market in China is the popularity of mobile payment. While the U.S. mobile shopper has been hesitant to abandon their credit card payment method, Chinese m-commerce consumers are adopting cashless and mobile payment methods at a faster rate than the rest of the world. Whereas U.S. consumers are concerned with online security and possess lower levels of m-commerce trust, Chinese digital users embrace the convenience and ease of payment m-commerce provides. This mobile-first consumer behavior in the Chinese market has been found to be most prevalent among younger digital shoppers.

By using a comparison approach, this study examines young Chinese digital consumer m-commerce trust and security concerns with their U.S. counterparts. With two years (2017-2018), we recruited 1114 college students in U.S. and 639 college students in China and conducted online-based survey to test hypotheses.

*Hypothesis 1:* U.S M-Commerce consumers are more likely to possess high levels of online security concerns than Chinese M-Commerce consumers

*Hypothesis 2:* U.S M-Commerce consumers with high levels of online security concerns are more likely to rate M-Commerce trust lower than Chinese M-Commerce consumers with low levels of online security concerns.

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*Keywords:* mobile commerce, online marketing, comparison study, global marketing

*Relevance to Marketing Educators, Researchers and Practitioners:* In this research, we aim to research and analyze the growth of M-commerce in the United States and China.

*Author Information:*

Jihye Lee is an Assistant Professor of Marketing at Jacksonville State University.

James Thomas is a Professor of Marketing at Jacksonville State University

Brent Cunningham is a Professor of Marketing at Jacksonville State University.

Jianping Huang is an Assistant Professor of Marketing at Jacksonville State University.

*Track:* Global Marketing

*ID#:* 1460