

CHAPTER 5. CONCLUSION

This section will describe the conclusion of this research and suggestion for the next research

5.1 CONCLUSION

Based on the information gained from the questionnaire and the analysis done with Wilcoxon Signed-rank test, there are several conclusions that can be resulted regarding the research objectives.

1. To find a pattern of cultural influence toward m-commerce adoption by extend the work of Harris et al.

Looking at the result from the previous section, it is concluded that in Indonesia's collectivist culture, Synchronous m-commerce services such as "Voice Call" and "Video Call" are more popular than its counterpart, the Asynchronous services. Second, Hedonic services such as "Music Download or "Games Download" are also more popular than utilitarian services.

The results gained in this research demonstrate similarities with the work of Harris et al. where Synchronous and Hedonic services are more popular than their counterpart services.

From these two researches, a clear pattern emerged where collectivist cultures that defined from low Individualism index in Hofstede's cultural dimensions, tend to

use synchronous m-commerce services. Collectivist countries are also proved to be more price sensitive. It also shows that countries in high power distance index of Hofstede's cultural dimension have the tendencies to use Hedonic services rather than utilitarian service.

2. To find the most influencing factors toward the adoption of m-commerce in Indonesia.

On the subject of influencing factors for m-commerce services adoption, Indonesia is also proved to be more influenced by price sensitive factors than promotional factors. From the six factors asked in the questionnaire, low cost, discount and free trial is rated to be more influencing than incentive, family recommendation and demonstration. Based on the research findings, "Low Cost" is the most influencing factors toward the adoption of m-commerce

Aligned with Harris et al. findings, this research could not find statistically significant result to show that family recommendation as a result of strong family bond in collectivist culture is the most influencing factors for m-commerce adoption.

5.2 RESEARCH IMPLICATION

Based on the conclusion above, there are several implications regarding the user preferences illustrated in this research, most of these implications are useful suggestions for service provider companies.

This research concludes that the 5 most adopted services in Indonesia are; Voice Call, SMS, Internet Browsing, Instant Messenger and Credit Recharge, while the customers in Indonesia are also price sensitive. From these facts, service providers need to focus on generating attractive features or tariffs in these 5 services in order to gain a larger market. For example, low price for high bandwidth to do Internet browsing and Instant Messenger.

It is also concluded that the top 3 influencing factors for adopting m-commerce services are; Low Cost, Discount, and Lifestyle Enhanced. Service providers should consider these factors as the effective themes or concepts for advertisement and promotion.

5.3 SUGGESTION

There are some points in this research that can be enhanced for others to do similar research in finding the correlation between culture and m-commerce adoption.

1. Discussion on other dimensions of culture

It is highly suggested for others to do cross-cultural research in different flows of research steps. As it stated earlier, this research is a manifestation of Harris et al. previous work. However, there are different dimensions in culture and m-commerce that have not been discussed. The discussion on other dimensions of

culture and m-commerce adoption will be a valuable complementary to the previous research findings in this theme.

2. The use of other statistic test

Wilcoxon Signed-rank test is a powerful method to justify the hypothesis in this research. However, there should be further review to other statistical tests available in order to obtain even better justification. There are complication in variables used in this research that perhaps have effect on the statistical result, for example; the comparison on group of services rather than comparison of two services. Hopefully there exists a statistical test that fit better to this case so there will be minimal adjustments.

3. Development on population sizing and profile

Like any other quantitative survey, the use of larger size of population will give better justification on the analysis. Also, diversification on sample profile will give wider perspective on m-commerce adoption in different m-commerce market.

4. Further reassessment

As it stated previously, the development of m-commerce is immature in Indonesia, services like mobile payment is the example. To asses the relation between culture and adoption of m-commerce, it is practical to do the research later when the penetration of m-commerce is already higher, so stable justification can be obtained.