ABSTRACT

Mobile commerce has been integrated as a part of people’s life worldwide. However, the levels of mobile commerce usages in different regions are varied. The factors impacting the mobile commerce users’ behaviors in regions have not yet be discussed. This paper develops an engagement model to assess the mobile commerce levels by four levels including regional mobile communication infrastructure, regional mobile provider infrastructure, regional mobile government infrastructure and regional mobile user behavior infrastructures. In this paper, region refers to a single geographic area such as a country, state, provision, or local city. By identifying their factors, it helps to understand the degree and frequency of the mobile engagement in the regions; and thereby, assist top level managers, executives and government administrators when they make decisions such as allocating resources to mobile commerce. Region could be defined as a single geographic area such as a country, state, provision, or a local city within the scope of the paper.

Keywords: Mobile Commerce, Region, Engagement, Assessment

INTRODUCTION

The way of mobile engagement had changed how consumers interact with other human beings and organizations. Take for example, in 2005 when the announcement of Pope Benedict XVI, the number of mobile devices seen in the crowd was very few in the crowd. In 2013, at the announcement of Pope Francis in Vatican square, the number of users using smart phones was almost everyone. The use of mobile devices in mobile engagement has changed significantly since then (Taylor, 2015). The mobile engagement has a tendency of quick expanding and rapid development, this fact was caused by the globalization because the limitation of the location is no longer existed. In some regions, the mobile phone becomes the essential tool for life, such as doing school work, doing business, shopping, tracking the public transportation. In this research, the assessment consists of four factors influencing mobile engagement in the region as figure 1. The four factors are regional communication infrastructure, regional service provider infrastructure, and regional government infrastructure, regional mobile user behavior infrastructure. Among those factors, several sub elements are evaluated.
REGIONAL MOBILE ENGAGEMENT MODEL

The mobile assessment model assumes there are four levels of influence effect the users’ will to have mobile engagement. The users must at first, have a mobile communication tool. Their perception of the privacy, security, convenience and ease of using the phone would encourage the users integrate the phone to their life. The users get encouraged by the characteristics of mobile communication infrastructures. The regional mobile infrastructure is the implementation to how services are delivered to an end user. More urban areas will be more prominent than rural areas with more commerce. Those users have own the mobile phone to start level2, seeking for the services from the providers with the characteristics that encourage them to choose the type of the services. The commercial and advertisement might get the users’ attention. They also start considering the compatibility between the services and the mobile, and the cost of enjoying the services. After the level 2, the users have already know what kind of service they would like to use. However, the government infrastructure might have the certain magnitude of discourage or encourage more engagement of those mobile services that users choose from level 2, the provide infrastructure. For example, in China, Facebook is not allowed to be used, thus, the users who know Facebook might choose other social media instead of Facebook. The users have already decided the mobile communication availability, what kind of services they would like to use and the government or environment allows them to get engaged in mobile. At level 4, users have the mobile phone and choose the services from the providers also consider the governmental issue. Their life style and behavior influence the degree of involvement and the frequency of using mobile.

Regional mobile communication infrastructure consists of sub elements such as privacy and security, ease of use, convenience, social networking, internet/Wi-Fi connection, and the phone design.

Mobile service provider infrastructure is another factor that is important to make mobile engagement in the region. Before getting to the level 2, people have already decided to own a mobile device, and then, the increased ownership of the mobile, such as a smart phone, has changed the business or services, for example, the banks are evaluated by mobile users and mobile capabilities. The users start searching the services and benefits on their mobile phone and services provider also take the consideration of using mobile to provide services (Anonymous, 2011). There are several sub-elements for consideration in mobile engagement at this level, such as industry, discounts, advertisement, and service speed and compatibility.

Government plays a big role in mobile engagement in different regions. Government’s attitude about mobile engagement effects on their people in mobile usage. The law and restriction also effect mobile engagement. The obvious example is North Korea, which just start to loosen the restriction to allow foreigners to be able to use mobile phone when they are visiting in North Korea. Another example is that Chinese also have the restriction which doesn’t allow their people to use Facebook. Moreover, the regulation that in charges of the services provider also plays another discourages roles. For example, EU communications regulation requires high license fee for 3G license (Anders, 2004). Entities that provide service within a region must comply to regional policies and regulations. Compliance is necessary to conduct business operations. For example, in the United States, the national agency to regulate data practices is the
FCC, the Federal Communications Commission. The national agency was created to regulate internet service providers in the United States. A significant controversy between internet service providers and companies distributing content is net neutrality. The issue relates to controlling network traffic in networking infrastructure. Losing controlling over regulating network traffic would lead to price discrimination to end users. The U.S. government passed laws to address net neutrality in regards to “transparency, unreasonable discrimination, and blocking.” Net neutrality is a prime example to government’s regional policy and regulation may affect mobile regional providers and end users (Kuhn, 2014b).

Regional Mobile user behavior infrastructure consists of elements such as gender, age, occupation country or city, transportation, enjoyment and perceptions. Generally, factors such as industry trends, advancement of mobile technology and user behavior all influence mobile engagement.

**DISCUSSION AND CONCLUSION**

Stated by McKinsey & Company, mobile commerce has become the second-largest industry in the world since 2010. Because of the advancements in mobile technology, the penetration of mobile ownership will increase, people will keep using the mobile assessment model to have their life, such as education, medical, transportation, and business to be integrated with their mobile phone. This mobile assessment mobile will keep being applied in the mobile engagement. The users must first own a communication infrastructure to seek for the services available, then, consider the government incentive and the discouragement. Once the level one to three has been considered, the frequency of using mobile is decided by the users’ behavior and the life style.

References are available upon request