CHAPTER 1: LIMITATION & CONCLUSION

This chapter presents the limitations, scope for future studies and conclusion of the study.

1.1 Limitations and Scope for Future Research

Although the study contributes towards the extension of the existing literature, it suffers from several limitations that need to be probed further. First of all, though the research model is a comprehensive model, it lacks various other factors like social influence and trust. Social influence plays a crucial role in shaping the continued intention behavior of consumers. Moreover, it adds to the promotion of new information system through various communication channels. Trust would also act as a risk-reducing technique in case of mobile payment services as it adds to the authenticity of the service providers. Thus, in order to provide a holistic approach towards the continued intention behavior, these factors need to be considered in the acceptance literature.

Second, since the study was conducted in a developing economy, although a comparison between a developed and developing economy would provide more meaningful insights. This would also help in identifying different set of factors impacting the type of economy. Further to attain more generality, the same model should be experimented in different countries for better understanding.

Third, though the sample size was large, but a larger group of sample covering the rural, urban and metropolitan respondents would have presented better results. Managers would also be able to segment the market and position their application based on location, requirements, and behavior of the consumers. Also, majority of the respondents were young and educated who are usually innovative and adaptable in nature. Therefore, the respondents might possess various
skill sets which would be different from the average population and which might give biased results in comparison to those consumers who are old and less educated.

Fourth, since more than 80% of the respondents used PayTm application, the result might be biased. There are a number of mobile payment applications available and a more generalized perspective could be derived if responses were collected for different mobile applications. Moreover, a systematic comparison based on mobile apps would help consumers evaluate its performance and further help managers to enhance the functionalities of apps.

Fifth, the scale used for situational variable was based on past studies which were mostly in physical setting and were reliable. However, a more refined and validated scale of situational variable solely dedicated for m-commerce studies would have been better. In the current study, the scale items were interpreted based on the context but a scale dedicated for m-commerce applications might provide valuable insights about the findings for the different groups.

Sixth, since the study was about the continued intention behavior, a better picture would have been derived if the study was conducted for different stages of diffusion of mobile payment services. Also, a longitudinal study rather than cross-sectional would have presented the evolution of mobile payment services along with more generalized insights and in a progressive way.

1.2 Conclusion

In the era of innovation, the adoption and acceptance of new information system will always remain an important area to be researched upon. IT/IS adoption models has been successively implemented in various field either in organizational or individual setting. This study has taken a step further to study the continued intention of consumers in mobile payment services. An
integrated framework including the DOI model along with the consumer behavior characteristics has been discussed in the study. Literature has provided several insights on different integrated framework but this study has taken into consideration the individual’s ability and their innovativeness. Additionally, consumer behavior varies which can be attributed to the external factors which has been lacking in IS adoption. This external factor is situation which has been considered in the current study. Situational variable has been incorporated as a moderating variable which would influence the relationships. Moreover, over-dependence on mobile phones and its multitude advantages have led to several inventions in the form of mobile applications. Therefore, smartphone addiction has also been incorporated in the study as another moderating variable. The findings of the study recommend that relative advantage, complexity, compatibility, perceived risk, and users’ absorptive capacity contributed to the continued intention behavior; whereas trialability, observability, and personal innovativeness in new technology were insignificant. This implies that not all the factors are applicable in the study of continued intention behavior.

This study extends the adoption literature with the inclusion of situational variable and smartphone addiction. The catalytic role of situational variable had provided meaningful insights to the managers while promoting mobile payment services. Situational differences would help managers to create strategize their plan of action depending on situations/occasions. Smartphone addiction would also assist managers in market-segmentation based on different situations as well as the individual difference. Consequently, situational variable and smartphone addiction needs to be further probed to validate the findings as well as to encourage researchers to explore in different areas.