

THEORETICAL FRAMEWORK OF CONSUMER TO CONSUMER (C2C) E-COMMERCE ADOPTION IN INDONESIA

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Abstract:

Consumer to consumer (C2C) e-commerce is growing rapidly especially in Indonesia. It is used by more than 60% of Indonesian internet users. Many individuals and business owners, especially small and medium size enterprises (SMEs) are easy to manage their business using C2C e-commerce. Due to the reasons, C2C e-commerce could give contribution to the Indonesian economic growth. Despite the C2C e-commerce growth, there was limited research focus on C2C e-commerce from consumer's perspectives. To fill this gap, this present research focused on factors influencing the consumer's (buyer) adoption of C2C e-commerce by a conceptual framework based on elaboration of interview results and literatures. The conceptual framework is proposing hypotheses and factors that influence behavioral intention and purchase decision of users to adopt C2C e-commerce. This study finally would deepen the understanding of the consumer behavior of C2C e-commerce, especially within Indonesian actual conditions.

Keywords: C2C e-commerce, technology adoption, consumer perspective, behavioral intention, purchase decision