

Market Isomorphism and Mobile Commerce Adoption in The Omnichannel: A Systematic Literature Review

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Abstract

Intense competition in the online retailing arena is transforming retailing systems to include mobile commerce resulting in increasing challenges to retailers since adoption is voluntary and changing consumer expectations shaped by circumstances, norms, and the need for new technology adaptations. As consumer behaviour is easily affected by the increasing social interactions through social networking media, the human and social factors that technology adoption theories lacks were commonly added into the studies to improve predictive capabilities. Therefore, this study investigates the social dimension's effects on technology adoption by adopting the institutional theory concept i.e., isomorphism, and conducting a systematic literature review exercise basing on the PRISMA framework. Articles review found organisation adoption studies commonly adapted institutional theory, but scarcity on consumer technology adoption. Isomorphic forces (i.e., coercive pressures, mimetic pressures, normative pressures) would significantly affect technological adoption and apply to both organisational and consumer adoption because individual behaviour detects successful adoption. By understanding market isomorphic forces, retailers could use the facts to formulate marketing strategies. The systematic literature review also showed variation in technology adoption because of cultural differences, norms, demographics, etc. Market isomorphism inclusion in consumer adoption studies is scarce. Recommendation for inclusion is encouraged for further investigation into its discriminant validity and definitions.

Keywords: Isomorphic forces, Market isomorphism, Omnichannel, Technology adoption, Information systems, Mobile commerce.