

Enjoyment vs. Utility: Drivers and Consequences of Consumer M-Commerce Motivations

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DEDICATION

First, I dedicate this MSc thesis to my wife, whose support throughout the MSc program made it all possible. I also dedicated this work to my parents and sisters, without whom I would not be where I am today. Finally, I dedicate this work to Dr. Narogsak Thongpapanl and Dr. Abdul Ashraf, whose wisdom, guidance and time commitment allowed me to develop as a researcher.

ABSTRACT

Mobile commerce (m-commerce) has grown over the years and today represents a promising channel for marketers. Nevertheless, it has not yet lived up to its full potential. Past research has mainly treated m-commerce as a predominantly utilitarian (i.e. functional and practical) way of shopping. Moving away from this uniquely utilitarian view of m-retailing, this study explores whether hedonic motivations (i.e. experience and enjoyment related) also play an important role in driving consumer m-commerce behaviour. We conceptualize consumers' motivations as conditions that are a consequence of their regulatory orientations. The study proposes and empirically validates that prevention-oriented consumers (i.e. vigilant and conservative) are more likely to activate utilitarian motivations to use m-commerce, whereas promotion-oriented consumers (i.e. eager and risk-takers) are more likely to activate hedonic motivations to use m-commerce. The interplay between regulatory orientations and related motivations have direct consequences on consumers' perceptions of value and trust toward m-commerce. More specifically, we show that hedonic motivations lead to higher value and trust for promotion-oriented individuals, and that utilitarian motivations lead to higher value and trust for prevention-oriented individuals. Moreover, both hedonic and utilitarian motivations are important determinants of trust and value for moderately prevention- and promotion-oriented individuals. Equipped with this knowledge, marketers can more efficiently cater to consumers' motivations.

Keywords: Regulatory Fit, Prevention/Promotion Orientation, Hedonic/Utilitarian Motivation, Trust, Perceived Value, M-commerce Usage

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INTRODUCTION

Internet-capable mobile phones have penetrated rapidly since their advent, and currently 65% of the world's population owns a connected mobile phone (GSMA Intelligence, 2016). Not surprisingly, businesses embrace mobile platforms as a novel marketing tool and tend to prioritize mobile over desktop, such that 'mobile-ready' environments—adapted from websites—are being taken over by 'mobile-first' environments (eMarketer, 2017; Fang et al., 2015). Likewise, thought leaders in the field believe that mobile commerce (conducting commerce and/or transferring funds through mobile devices anytime, anywhere) has the potential to change the paradigm of marketing, especially retailing (Grewal et al., 2016; Hofacker et al., 2016; Shankar et al., 2016; Venkatesh, Thong, & Xu, 2012; Watson et al., 2002). As smartphone ownership and internet usage are climbing across the globe, the potential opportunities m-commerce offers has not gone unnoticed by managers of companies that want to expand their business internationally. Therefore, an understanding of consumers' m-commerce usage behaviour is crucial to help companies effectively allocate their resources to enhance consumers' m-commerce value perceptions and actual usage.

The ubiquitous nature of mobile commerce (m-commerce) provides convenience and accessibility to consumers as it allows them to engage in commerce anytime, anywhere (Shankar & Balasubramanian, 2009). Despite the strong potential of mobile commerce, the actual level of such activities remains low across the globe (Alalwan, Dwivedi & Rana, 2017; Ashraf et al., 2017; Liébana-Cabanillas, Marinković, & Kalinić, 2017). According to Salesforce (2016), on Thanksgiving Day in 2016, while smartphones contributed to 56% of traffic, only 37% of sales took place on smartphones. Meanwhile, 35% of consumers shopped via desktops and laptops, and 51% of them ended up purchasing. According to both recent research and industry reports,

substantial investments in marketing activities aimed at motivating mobile users – across developing and developed countries – to adopt and continue using m-commerce has failed to yield the desired results (Aksoy et al., 2013; Morgeson, Sharma, & Hult, 2015; Salesforce, 2016; Wang, Malthouse, & Krishnamurthi, 2015). While m-retailers' dependence on m-commerce has grown dramatically, research on this topic is still in its infancy (Alalwan et al., 2017; Ashraf et al., 2017; Internet Retailer, 2017; Shankar et al., 2016).

The primary cause for disappointing m-commerce results may be companies' failure to understand consumers' motivations when using m-commerce. A closer look at the literature offers some insight into what may account for the lack of theoretical and practical understanding regarding consumers' motivations behind using m-commerce. First, several thought leaders propose that m-commerce may change the paradigm of marketing, especially retailing (Shankar & Balasubramanian, 2009; Shankar et al., 2010). To this end, past studies have enriched the understanding of drivers and barriers of m-commerce adoption and usage. However, to our surprise, we still know little about consumers' motivation behind using m-commerce. Compared to laptops and desktops, mobile devices are equipped with a relatively smaller screen. The smaller display size not only increases the search cost, sense of overload and frustration, but also significantly reduces the amount of information and the number of website attributes that can be offered. Per Buildfire (2016), 40% of customers have gone to a competitor due to a mobile experience that was not in line with their needs. It is therefore vital for m-retailers to focus on offering customized and user-relevant information and experiences (Grewal et al., 2016; Internet Retailer, 2017).

More concerning is that the studies have taken an approach that emphasizes the importance of utilitarian value, perhaps assuming that mobile shoppers mainly have utilitarian motivations.

The enjoyment and self-gratification aspect of consumers' motivation when using m-commerce has been neglected so far by marketers and researchers (Hofacker et al., 2016; Shankar et al., 2016). This is surprising, since traditional retailing literature has long acknowledged the importance of both utilitarian and hedonic motivations in driving consumers' shopping behaviours (Babin, Darden, & Griffin, 1994). Moreover, several industry reports proposed that one of the key strategies for m-retailers is to design mobile friendly websites that offer experiences that are in line with customer needs (Internet Retailer, 2017; User Testing, 2017). With that in mind, the present study seeks to understand the extent to which consumers' utilitarian and hedonic motivations influence m-commerce usage. Identifying consumers' motivations when using m-commerce is critical, as it would allow m-retailers to not only optimize mobile websites but also create appropriate marketing strategies, leading to higher m-commerce value perception and usage. Doing so, we seek to move away from the predominant utilitarian-focused scope of past studies to explore and provide a more nuanced understanding of consumers' motives for using m-commerce.

Secondly, recent consumer decision making research, including product and technology adoption and usage, has shown that consumers may regulate their decisions using two distinct goal systems: a promotion or prevention system. Past regulatory focus research has shown that chronic regulatory orientations are substantially stable over time and are more accessible to individuals while they make decisions (Haws, Dholakia, & Bearden, 2010; Higgins, 1997). However, retailing literature in general and m-retailing literature in particular have paid little attention to consumer self-regulation systems. Past regulatory focus literature has focused on the exogenous influences of promotion and prevention orientations on consumer attitude formation, purchase behaviours and decision making; the malleability of motivations as conditions endogenously activated by chronic regulatory orientations has yet not been examined. That is, an individual's chronic

regulatory orientations may activate different motivations when using m-commerce. To illustrate, Pham and Avnet (2009) show that promotion- (prevention-) focused individuals are more likely to make decisions based on feelings and emotions (substantive information). Arnold and Reynolds (2009) also demonstrated an association between regulatory orientation and shopping value. In particular, a promotion focus (prevention focus) has been linked to hedonic (utilitarian) shopping value. Following this stream of research, we examine the possibility that regulatory orientations summon different motivations when using m-commerce.

By doing so, we expect to make four key contributions. First, by formally exploring the role of hedonic and utilitarian motivations, this study answers the call for more research that examines the dynamics between both hedonic and utilitarian motivations simultaneously, as opposed to solely from the perspective of utility (Hofacker et al., 2016; Shankar et al., 2016; Venkatesh, Thong, & Xu, 2012). That is, unlike past research, we challenge the role of utility as the key driver of m-commerce usage and propose that both hedonic and utilitarian motivations may play important roles in determining consumers' m-commerce value perceptions and trust. Integrating and exploring the role of hedonic motivations will complement m-commerce's strongest predictors that emphasize utility.

Second, companies such as Vodafone, AT&T, and T-Mobile are becoming more dependent on foreign markets for their revenue and profitability. Despite this increased interest, most of the studies, with few noticeable exceptions (e.g., Aksoy et al., 2013; Ashraf et al., 2017; Morgeson et al., 2015), exploring the drivers of m-commerce usage have used single country samples, or at best compared differences between two countries (Aksoy et al., 2013; Ashraf et al., 2017). Although there exist similarities in the mobile service delivery processes across diverse countries, the inevitable differences in the “fundamental nature of customers across virtually any two markets

(let alone several distinct markets simultaneously) demands careful attention” (Morgeson et al., 2015, p. 2). More importantly, understanding the differences in consumers’ mobile shopping behaviours across different countries is a valuable next step in advancing m-retailing literature (Ashraf et al., 2017; Shankar et al., 2016). In addition, we offer valuable contributions to the standardization/adaptation literature by showing consumers’ motivations can be used in the decision to standardize or adapt m-commerce initiatives across countries. Hence, this research extends m-retailing and standardization literatures by investigating the intricate relationships between consumers’ regulatory orientations and motivations, and their interactive effects on consumers’ perceived value and trust.

Third, both Shankar et al. (2016) and Venkatesh, Thong and Xu (2012) have called for new theoretical mechanisms in order to foster progress in this developing stream of work. This research furthers m-retailing literature by using regulatory focus and regulatory fit theories to explain why and when hedonic and utilitarian motivations may play an important role in determining m-commerce value perceptions and trust. By doing so, this research goes beyond objective smartphone and website attributes and explores the influence of consumers’ self-regulation systems and motivations on m-commerce value perceptions and trust.

Finally, from a practical standpoint, the rich understanding gained can help m-retailers better design websites and marketing campaigns to consumers in diverse countries. When deciding to expand operations to different countries, m-retailers face the challenge of identifying the extent to which standardize or adapt their new m-commerce initiatives. In order to do so, international marketers are encouraged to look at a set of country-specific variables, such as economic conditions and technological intensity (Katsikeas et al., 2006; Thompson & Chmura, 2015). The present research contributes to the stream of standardization and adaptation literature by showing

that consumers' regulatory orientations and motivations should also be considered in finding the right balance between standardization and adaptation across countries.

CONCEPTUAL DEVELOPMENT

Hedonic and Utilitarian Motivations

Online shoppers are more likely to have either hedonic or utilitarian motivations (Ashraf & Thongpapanl, 2015; Büttner, Florack, & Göritz, 2013; Childers et al., 2002; Yim et al., 2014). Utilitarian-motivated online consumers find value in instrumental, practical, and functional convenience website attributes, whereas hedonic-motivated consumers seek aesthetically appealing, experimental, and enjoyment-related website attributes (Ashraf et al., 2017; To, Liao, & Lin, 2007). Utilitarian-motivated consumers are more task-oriented. That is, they focus more on relevant product attributes, information collection, and finishing the shopping task in a timely and efficient manner. By contrast, hedonic-motivated consumers are more experience-oriented, and engage in shopping activities to seek adventure, entertainment, and sensory simulation. That is, they explore and are open to information that is not necessarily directly relevant to their focal goal. Hirschman and Holbrook (1982) categorized hedonic-motivated consumers as “enjoyment seekers” (involved in the type of consumption that seeks fun, amusement, fantasy, arousal, and sensory stimulation), whereas utilitarian-motivated consumers were categorized as “problem solvers” (involved in goal-oriented activities that include searching for information, weighing evidence, and coming to carefully considered judgmental evaluations). Thus, it is conceivable that an m-commerce consumer who has a hedonic motivation is more likely to conceive the shopping process from a different angle than a utilitarian-motivated shopper is (Kushwaha & Shankar, 2013; Ashraf & Thongpapanl, 2015).

Past research has explored the role of hedonic and utilitarian motivations across different contexts, such as bricks and mortar retail environment (Kaltcheva & Weitz, 2006; Arnold & Reynolds, 2003), e-commerce (Kukar-Kinney & Close, 2010; Childers et al., 2002), multichannel customers (Kushwaha & Shankar, 2013), collectivistic and individualistic cultures (Eisend, Evanschitzky, & Gilliland, 2016), social networking site usage (Xu et al., 2012) and technology adoption (Magni, Taylor, & Venkatesh, 2010). For example, in the brick-and-mortar retail environment, Kaltcheva and Weitz (2006) found that the arousal produced by the store environment has a positive effect on pleasantness for hedonic-motivated consumers, but that such arousal decreases pleasantness for utilitarian-motivated consumers. Arnold and Reynolds (2003) used consumers' hedonic motivations to categorize consumers into five distinct shopper segments (minimalists, gatherers, providers, enthusiasts, and traditionalists), allowing retailers to build targeted marketing communications for each segment. Wolfinbarger and Gilly (2001) found that the experience of increased freedom and control are particularly important for utilitarian-motivated consumers, whereas surprise, uniqueness, and excitement are important for hedonic-motivated consumers.

Although the importance of motivations has been heightened across different contexts, we still lack a clear understanding regarding consumers' motivations behind using m-commerce (Shankar et al., 2016; Venkatesh, Thong, & Xu, 2012), especially across different countries. More importantly, consumers across different countries have been shown to have different regulatory orientations, which in turn may activate different motivations to use m-commerce. In order to fully understand the m-commerce usage behaviour, we provide an overview of the literature that shows the interplay between consumers' regulatory orientation and hedonic and utilitarian motivations,

and how this interplay influences consumers' perceived m-commerce value and trust in m-commerce.

Utilitarian motivations are intimately associated with effectiveness and efficiency. For example, organization and prioritization of tasks are examples of typically utilitarian activities (Kim, Kim, & Wachter, 2012). When shopping, consumers driven by utilitarian motivations seek to ensure that whatever they buy has a clear purpose and satisfies a specific need. According to Kim, Kim, and Wachter (2012), there are several aspects to the utilitarian motivation for using smartphones. According to their study, utilitarian-motivated individuals use smartphones to keep informed and updated about what is happening in the news. These individuals also use specific applications (e.g. email services, calendars) to help them keep organized, and to efficiently and effectively manage their activities and time. They also appreciate that smartphones offer a variety of ways to connect with others, such as voice or texting.

According to Arnold and Reynolds (2003), hedonic motivations drive specific elements of a shopping experience. Consumers mainly driven by hedonic motivations see the shopping experience as an opportunity for adventure and discovery. The outcome of a hedonic shopping experience is not only the purchase of products, but also the sense of gratification that shopping brings. Hedonic motivations drive consumers to purchase items to keep up with trends and fashion. Hedonic motivated consumers like to shop on their own, as well as with others. In the latter case, shopping becomes a hedonic social experience. Individuals who are hedonic driven also enjoy purchasing gifts for others and have fun 'hunting' for good deals and bargains. Hedonic-motivated consumers appreciate variety and expect shopping to be relaxing. Because of its intrinsic nature, consumers perceive hedonic experiences as being more personal in nature and their hedonic motivation is satisfied when shopping is pleasurable and exciting. Overall, hedonic motivations

tend to lead to increased perceived value (Kim, Kim, & Wachter, 2012). In their study of antecedents of smartphone usage, Kim, Kim, and Wachter (2012) reveal that when individuals are driven by hedonic motivations, they use their smartphone as a means to relax and rest. They also appreciate the variety of activities (e.g. email, video) and the enjoyment aspects of using a smartphone. According to their results, secondary activities that are predominantly hedonic in nature (e.g. games and social networking) positively influence individuals' perceived value and intentions to continue using their smartphones. In the context of brick-and-mortar retailing, hedonic motivated individuals tend to spend more time in stores, to exert less effort searching for information about products, and to purchase more items (Yim et al., 2014).

Direct Effects of Motivations on Value

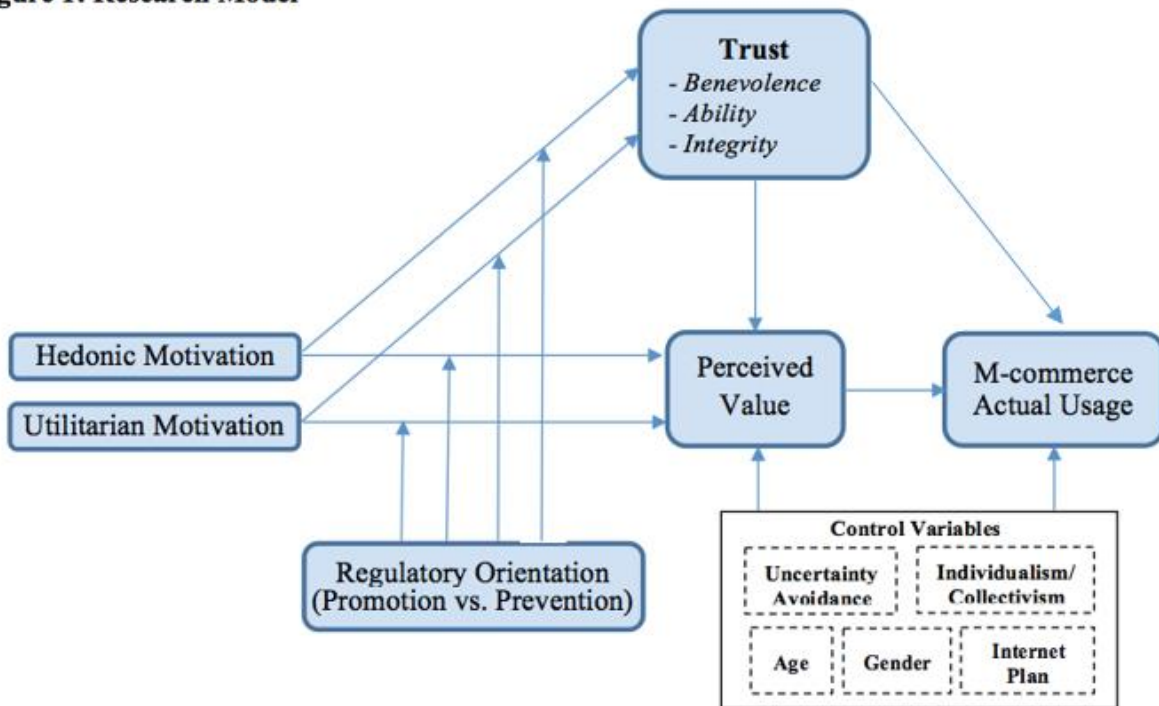
The present study defines m-commerce value as the perceived trade-off between the costs and benefits of m-commerce and is associated with feelings of favourableness toward m-commerce (Kleijnen, Ruyter, & Wetzels, 2007). Past research provides ample direct and indirect support for the link between motivations and perceived value. For example, a website that fulfills consumers' hedonic/utilitarian motivations is perceived as more instrumental and valuable as it allows consumers to fulfill their motivations (Ashraf & Thongpapanl, 2015). In particular, hedonic and utilitarian motivations have been shown to have a positive influence on value perceptions toward the shopping experience (Arnold & Reynolds, 2012), consumers' perceptions of satisfaction with the retailer, likelihood of engaging in positive word of mouth, loyalty, and re-patronage intentions (Jones, Reynolds, & Arnold, 2006). Similarly, both hedonic and utilitarian motivations have also been shown to increase consumer satisfaction and perceived value toward

smartphones (Kim, Kim, & Wachter, 2013). Based on these previous research findings, we expect that:

H1a-b: Consumers' (a) utilitarian and (b) hedonic motivations to use m-commerce will have a positive effect on m-commerce perceived value.

FIGURE 1: RESEARCH MODEL

Figure 1: Research Model



M-Trust

In the past few years, m-commerce literature has produced a considerable amount of studies that help shed light on the role of m-trust. The volume of publications on m-trust highlights the importance that the construct has in influencing behaviour. Nevertheless, despite the high amount

of publications on the topic, there is much that is not known. The following sections summarize the latest findings regarding m-trust from the perspectives of trust as an outcome as well as an independent variable.

Several studies, especially in the Information Systems domain, have recently investigated potential antecedents of trust. Researchers have mainly focused on how trust is influenced by aspects of (1) the m-commerce environment (e.g. websites and mobile applications), such as design and ease of use (Li & Yeh, 2010; Nilashi et al., 2015), (2) m-commerce consumer characteristics and/or experiences (Lin et al., 2014), (3) or a combination of elements (Malaquias & Hwang, 2015; Xin, Techatassanasoontorn, & Tan, 2015). Table 1 summarizes the findings regarding antecedents of trust in recent years.

Study	Key Findings
Cheung and To (2017)	Propensity to trust has a positive direct effect on trust perceptions
Gao and Waechter (2017)	Initial trust is influenced by facilitators (i.e. system, information and service quality), and by inhibitors (i.e. uncertainty and asset specificity)
Hillman and Neustaedter (2017)	M-Commerce trust is divided into three categories: characteristic-based trust (i.e. trust based on similarities between company and consumers), process-based trust (i.e. trust established through a history of transactions) and institutional-based trust (i.e. trust based on the use of third-party guarantors to improve)

Kim and Sundar (2016)	Heuristic processing (i.e. triggered by video ads presented on smartphones with large screens) leads to affective trust, whereas systematic processing (i.e. triggered by text ads presented on smartphones with small screens) leads to cognitive trust.
Li and Yeh (2010)	Design aesthetics, usefulness, ease of use and customization have direct, positive effects on m-trust.
Lin et al. (2014)	Satisfaction leads to increased trust after consumers experience using m-commerce.
Malaquias and Hwang (2015)	Perceived risk (-), social influence (+), personal innovativeness (+), task characteristic (i.e. need to perform m-banking tasks) (+), Undergraduate Area (i.e. tech-related courses) (-), gender (i.e. males) (+), and age (-) affect m-trust.
Nel and Boshoff (2017)	Perceived ease of use, perceived usefulness and online trust have positive direct effects on m-trust. Moderation effects: when self-efficacy is high (low), the effects of PU and online trust (PEOU) on m-trust are (is) higher (lower)
Nilashi et al. (2015)	Design, content, and especially security lead to increased perceptions of m-trust
Ozturk et al. (2017)	Personalization has a positive direct effect on trust, and privacy concerns have a negative direct effect on trust.
Xin et al. (2015)	Trust is influenced by variables in five categories. (1)Perceptions toward the mobile service provider: reputation (+); (2)Perceptions toward the mobile payment vendor: reputation (+); (3)Perceptions

toward mobile technology: structural assistance (+) and environmental risk (-); (4) culture: uncertainty avoidance (-); (5) personality: disposition to trust (+)

Among the studies that investigated characteristics of the m-commerce environment, design, and usability-related constructs have been shown to influence m-trust. For example, Li and Yeh (2010) studied m-trust perceptions of Taiwanese m-commerce consumers. They tested how these consumers reacted to an aesthetically appealing mobile commerce site and found that m-trust perceptions are directly and positively affected by individuals' perceived usefulness, ease of use, and customization features. Moreover, their study revealed that positive perceptions toward the aesthetic appeal of mobile sites positively affects consumers' perceptions of usefulness, ease of use, customization, and m-trust. Elements of security (e.g. security features and payment systems security), design (e.g. navigability and customizability), and content (e.g. accuracy and relevance) have also shown to influence consumers' overall m-trust (Nilashi et al., 2015). Looking at facilitators and inhibitors of m-trust, Gao and Waechter (2017) investigated how individuals form their initial trust perceptions toward m-payments. Their study used the valence framework to categorize potential antecedents of trust in two ways: information system success model, also referred to as facilitators (i.e. system, information and service quality) and transaction cost economics, also called inhibitors (i.e. uncertainty and asset specificity). They also looked at how trust affected the perceived benefits and convenience of m-payments. According to their results, individuals' perceptions of the quality of the system, information, and service positively influenced their initial trust perceptions. Moreover, perceived uncertainty (i.e. regarding risks of using m-payments) and asset specificity (i.e. regarding the investment of time in installing and learning how to use m-payment solutions) have negative effects on trust. Their analysis reveals that

information quality has the largest effect on initial trust perceptions. That is, in order to trust m-payments, consumers demand accurate, relevant and up-to-date information regarding their financial status and transactions. Personalization and privacy concerns have also been shown to influence individuals' m-trust perceptions. In the m-hotel booking industry, for instance, Ozturk et al. (2017) investigated U.S. travelers' loyalty intention toward mobile hotel booking. They found that personalization and privacy concerns are valuable antecedents of trust. They also found that when the mobile hotel booking provider delivers relevant and customized information and offers, individuals' trust perceptions increase. Moreover, their results reveal that the more individuals display privacy concerns regarding the information given in mobile hotel booking, the less likely they are to trust the mobile hotel booking provider.

Consumer perceptions have also shown to strongly influence the extent to which they perceive m-retailers and m-commerce in general as trustworthy. For example, according to Xin et al. (2015), individuals' (1) perceived reputation of the mobile service and payment providers, (2) perceived structural assurance of mobile technology, (3) and disposition to trust have been shown to positively affect their perceptions of trust toward m-commerce. Also, according to their study, individuals' perceptions of the environmental risk (i.e. risk associated with mobile internet infrastructure) negatively influence individuals' m-trust. For instance, according to their results, consumers seem to be worried about failing to finish an m-commerce transaction because of infrastructure related issues such as poor reception or failed data transmission. Consumers also seem to be concerned about the security associated with m-commerce. It seems that consumers do not fully trust that critical information (i.e. credit card number) is safely transmitted through the mobile network. The authors suggest that companies that offer third-party guarantees to increase assurances regarding the transactions can potentially increase consumers' m-trust. Interestingly,

they found that the reputation of the mobile payment provider is a strong predictor of m-trust. This finding suggests that individuals are more willing to conduct m-commerce transactions with payment vendors that are well known and that have a strong reputation. Chang et al. (2016) investigated factors that influenced individuals' trust in travel advice acquired from smartphone social networking sites (SNS). Their results reveal that individuals are more likely to trust travel advice acquired from SNS's when they perceive the site as valuable and when they enjoy using it. Somewhat surprisingly, perceived risk and privacy concerns did not significantly affect the level of trust in the advice that was acquired.

Some studies included certain consumer characteristics and how they influence m-trust. Malaquias and Hwang (2015), for example, investigated several variables that influence consumers' perceptions of trust toward m-banking. They found that social influence and personal innovativeness positively influence m-trust. They also found that perceived risk and age negatively affect trust. Their results show that individuals who need to perform tasks that are facilitated by m-banking (e.g. transferring money) tend to have more positive perceptions of m-trust than do individuals who do not need to perform such tasks. Finally, they found that age negatively affects trust, that men are more willing to trust the m-commerce provider than are women, and that individuals who have higher levels of computer self-efficacy (i.e. students enrolled in technology-related courses) tend to trust the m-commerce provider less than those who have lower levels of self-efficacy. The finding that more knowledgeable consumers (i.e. technology students) have lower m-trust than do the average consumer is a surprising one. The authors speculate that a reason that could help explain such a finding is related to banks' disclosure levels of security. The authors believe that if banks offered more details on how consumer security is ensured, they could foster trust among the more knowledgeable consumer base. Cheung and To (2017) investigated

individuals who are more willing and likely to trust in general by measuring their overall disposition to trust and how it affects their m-trust. As expected, they found that disposition to trust and m-trust are positively and significantly correlated. Kim, Ferrin, and Rao (2008) included in their model some control variables that are important predictors of trust. According to their findings, disposition to trust and familiarity with the site have positive effects on trust, and that dollar value (i.e. the actual dollar amount of the purchase) has a negative effect on trust.

Some m-commerce studies mixed different kinds of variables. For example, Nel and Boshoff (2017) looked into consumers' perceptions and personal characteristics. The authors studied consumers of an online price comparison service and the antecedents of the perceived trust that these consumers had toward the provider's mobile application. Their study investigated consumers' trust on application-based mobile services. They use the elaboration likelihood method to investigate how the central route (i.e. online-service trust and perceived usefulness) and how the peripheral route (i.e. ease of use) affect m-trust. They found that both perceived usefulness and perceived ease of use positively affect trust. Moreover, they also found that the trust that consumers have on their online service provider tends to be carried over to the mobile application-based service. That is, a consumer who trusts an online provider is likely to trust the same provider in a mobile environment, but only if the consumer scores highly on his/her self-efficacy in using the mobile application. Self-efficacy also positively moderates the relationship between perceived usefulness and m-trust.

Kim and Sundar's (2016) study investigated individuals' trust in advertisements among Korean participants. Their research is concerned with how smartphone screen size (i.e. large vs. small) and ad presentation mode (i.e. video vs. text) affect how individuals process information (i.e. heuristic vs. systematic processing), and how such processing influences their trust toward the ads.

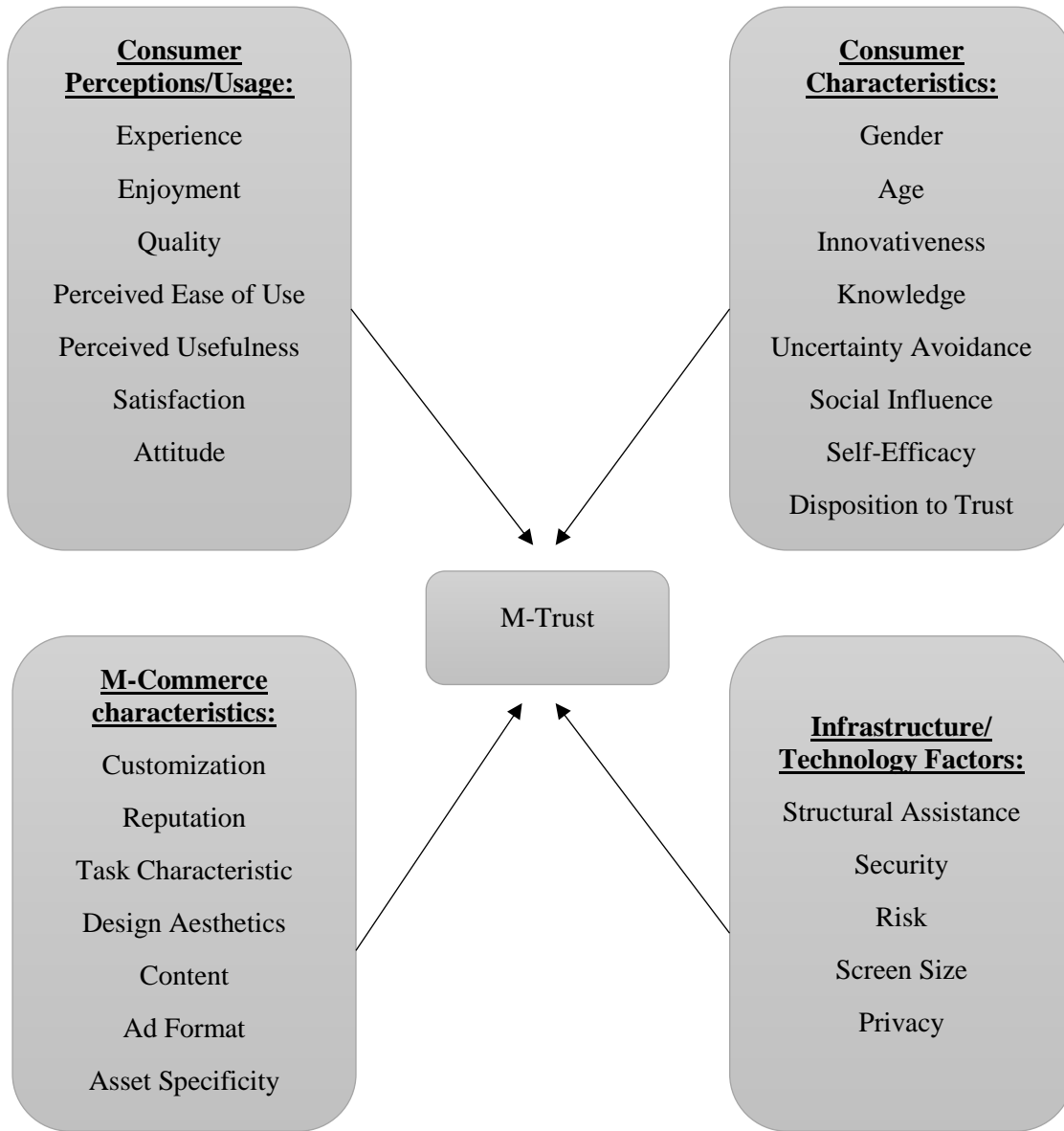
The authors propose that large screens and video content trigger heuristic processing (i.e. mental shortcuts based on experience that facilitate the judgment process), whereas small screens and text content trigger systematic processing (i.e. more detailed and analytics process of making judgements). Their experiment shows that individuals who used a smartphone with a larger (smaller) screen size and that watched (read) a video (written) ad engaged in more heuristic (systematic) processing.

Lin et al. (2014) conducted one of the few longitudinal studies regarding m-trust in recent years. They analyzed the customers of a Chinese bank who did not use the bank's m-commerce solution. The purpose of the study was to investigate consumers' perceptions of trust toward the m-banking services before, during, and after using it. They used extended valence theory to justify that m-commerce consumers seek to maximize their expected return, while minimizing the risks associated with m-banking. Their proposed model suggests that pre-use trust has positive, direct effects on perceived benefit and m-commerce usage, and a negative, direct effect on perceived risk. They found that individuals' perceptions of trust prior to the use of m-commerce (pre-trust) reduces their perceptions of the risk associated with m-commerce, while increasing their perceptions of the benefits associated with m-commerce and their likelihood of actually using m-commerce. According to their results, actual m-commerce usage tends to lead to increased perceived usefulness and confirmation (i.e. m-commerce performance exceeds consumers' expectations), as well as satisfaction, which in turn leads to increased post-use trust. Also, according to their results, increased m-commerce usage is likely to make consumers evaluate m-commerce more favourably. This suggests that the routine use of m-commerce is directly linked with consumers' positive attitude toward m-retailing. Overall, the authors propose that trust influences consumers' decision to use m-commerce in both the short and long run. That is, trust

plays a key role in the adoptions and continued usage of m-commerce. These findings suggest that m-retailers are advised to promote trust for new and existing clients as a way to sustain the success of their m-commerce initiatives. Pre-use trust might be enough to convince potential consumers to adopt m-commerce, but post-use trust is necessary to turn new clients into regular ones.

Hillman and Neustaedter (2017) conducted two studies to investigate the role of m-trust in the m-commerce behavior of U.S. consumers. The first is an exploratory study on mobile shopping, and the second is a study on mobile payments. The results of their first study, which explored consumers' perceptions toward m-retailing activities, revealed that consumers generally perceive that using m-commerce represents little risk. The authors also found that brand plays a very significant role in mitigating trust concerns in m-commerce. That is, if consumers perceive the m-commerce provider as a trustworthy brand, such perception is transferred to operations conducted via m-commerce. Mobile application stores (i.e. Apple and Google app stores) also play an important role in building consumer trust. According to some participants, the process which applications have to undergo to be made available at a large application store eliminates potentially untrustworthy applications. In other words, companies that offer m-commerce solutions through mobile applications in large mobile application stores are more likely to mitigate consumers' m-trust concerns. For example, Google and Apple's "app stores" work as trust screening mechanisms for the approved apps. Their results also indicate that individuals are highly influenced by others, especially their friends and family. In their second study, which investigated the role of trust in m-payment, the authors found that m-payments are suitable for consumers who can include m-payments in their routines.

FIGURE 2: ANTECEDENTS OF M-TRUST



Direct Effects of Motivations on Trust

The importance of trust is heightened in the m-commerce context due to its virtual and impersonal nature. In fact, “lack of trust is regarded as the greatest barrier preventing consumers from transacting online” (Urban, Amyx, & Lorenzon, 2009, p.179) and is a prerequisite for m-commerce usage (Dahlberg, Guo, & Ondrus, 2015). Positive perceptions of trust are particularly

difficult to achieve in m-commerce because of the constraints imposed by mobile devices (e.g., small screen size) (Matook, Brown, & Rolf, 2015; Li & Yeh, 2010), and is relevant to m-retailers because of increasing risk, privacy, and security concerns (Grewal et al., 2016; Lam & Shankar, 2014).

In the context of online shopping, trust has been defined as the extent to which consumers expect that the retailer will meet their transaction expectations and will not engage in opportunistic behaviour (Ashraf, Thongpapanl, & Auh, 2014; Schlosser, White, & Loyd, 2006). Past research has shown several drivers of trust, and consumer motives are among them. For example, utilitarian and hedonic attributes of a website that allow consumers to fulfill their hedonic and utilitarian goals is perceived as more believable and trustworthy, and positively influences consumers' trust in m-retailers (Li & Yeh, 2010). That is, fulfilling consumers' motivational needs makes them "feel right" about the retailer's website and shopping experience offered. Similarly, consumers' intrinsic (hedonic) and extrinsic (utilitarian) motivations are significant predictors of consumers' trust in online banking (Akhlq & Ahmed, 2013). Hedonic and utilitarian experiences offered on a website have also been shown to positively influence consumers' perceptions of trust toward the website (Bart et al., 2005). Hence, we hypothesize that:

H2a-b: Consumers' (a) utilitarian and (b) hedonic motivations to use m-commerce will have positive effect on m-commerce perceived trust.

Regulatory Focus Theory

Regulatory focus theory argues that there are two specific and distinct types of approach-avoidance goals: promotion-oriented goals and prevention-oriented goals (Higgins, 1997; 2001). A promotion focus involves growth, accomplishment, and advancement, whereas a prevention

focus involves security, responsibility, and protection (Chitturi, Raghunathan, & Mahajan, 2007). Promotion-oriented individuals aim at achieving their hopes and aspirations, while prevention-oriented individuals aim at fulfilling their duties and obligations (Higgins, 1997). Higgins (2002) explains that regulatory orientation relates to enduring and distinct concerns about how to get along in the world, emanating from how the person was raised. Parents emphasizing nurturance “engender a promotion focus in the child, marked by an enduring concern with advancement and accomplishments,” whereas parents emphasizing security “foster a prevention focus centered on protection and responsibilities” (Haws et al., 2010, p 68). Past regulatory focus research showed that chronic regulatory orientations are substantially stable over time and are chronically more accessible to individuals while they make decisions (Haws et al., 2010; Higgins, 1997). That is, an individual who scores higher than another on promotion orientation at one point in time will also score higher on promotion orientation at another point in time (Avnet & Higgins, 2006; Higgins, 2002).

Regulatory focus theory has been studied in many different contexts, such as: product advertisement (Yao & Chen, 2014), brand evaluation (Wang & Lee, 2006; Yoon, Sarial-Abi, & Gürhan-Canli, 2012), retail shopping (Arnold & Reynolds, 2009), eating behaviours (Sengupta & Zhou, 2007), across cultures (Lee, Aaker, and Gardner, 2000), online shopping (Ashraf et al., 2017; Van Noort et al., 2008), global vs. local consumption (Pham & Chang, 2010; Westjohn et al., 2016), gift cards (Yao & Chen, 2014) and mobile coupons (Khajehzadeh et al., 2014; Yao & Chen, 2014). E-commerce literature has produced results that are relevant to the present study. For example, Van Noort et al. (2008) found that prevention-oriented consumers had more favourable attitudes towards websites that emphasized safety-oriented content. In the context of search for product information, Pham and Chang (2010) found that promotion-focused individuals search for

product-related information in a way that enables them to maximize their opportunities, but that prevention-focused individuals search for product information that helps them minimize mistakes. A study conducted by Aaker and Lee (2001) analyzed different advertisements for Welch's grape juice, and the results show that promotion-oriented consumers respond more favourably to the attributes vitamin C, energy and great taste (i.e. pleasure and enjoyment attributes), but prevention-oriented consumers favoured the antioxidants and cardiovascular disease prevention qualities (i.e. risk avoidance attributes) for the same product. In the local vs. global consumption context, Westjohn et al. (2016) argue that a promotion focus leads to a consumption oriented toward the global consumption (i.e. because of the emphasis on advancement and accomplishment) and that a prevention focus leads to a consumption oriented towards the local consumption (i.e. because of the emphasis on preservation, safety, and tradition). Past research has also shown that, in comparison to their counterparts, prevention-focused individuals are more conservative in their investments (Zhou & Pham, 2004), prefer status quo options (Chernev, 2004), and are less likely to rely on their feelings, explore new options, and accept new courses of action (Pham & Avnet, 2004).

Regulatory Focus and Motivations

Consumer experiences involve, on the one hand, the motivations that drive consumption behaviour and, on the other, the perception of value, which is the outcome of such an experience. In most cases, online shoppers make a purchase based on hedonic or utilitarian motivation (Büttner et al., 2013; Yim et al., 2014). That is, for some shoppers, hedonic motivation may dictate their purchase decision while for others utilitarian motivation may predominate (Childers et al., 2002; Ashraf & Thongpapanl, 2015). Past research shows that this relative predominance may be

influenced by some internal factors (Büttner et al., 2013; Das, 2016; Yim et al., 2014). That is, individuals' chronic personality predispositions dictate how they react to different shopping environments in general, and due to these differences, they tend to shop with different motivations, even at the same store (Albrecht, Hattula, & Lehmann, 2017; Büttner, Florack, & Göritz, 2015).

Motivational hierarchy literature conceptualizes interrelationship between goals and motivations based on hierarchy (Arnold & Reynolds, 2009; Austin & Vancouver, 1996). The higher level motivations are “cross-situational in nature, incorporate cultural and subcultural influences, and affect lower-order traits and outcomes directly or indirectly through intervening levels” (Arnold & Reynolds, 2012, p. 400). Chronic regulatory orientations are classified as cross-situation traits because of their enduring dispositions that are linked to early socialization and are shaped by cultural norms and values (Arnold & Reynolds, 2012; Haws et al., 2010). In contrast, hedonic and utilitarian motivations relate to specific behavioural contexts and are found at lower levels of the hierarchy (Arnold & Reynolds, 2003; 2012). Likewise, goal-based theories argue that individuals' chronic regulatory orientations lead to stable inter-individual differences (Higgins, 2002; Read & Miller, 2002) and therefore, they are more likely to activate cognitive and affective procedures that are in line with their chronic orientations while shopping (Büttner et al., 2013; Bryant & Dunford, 2008; Haws et al., 2010). For example, Büttner et al. (2013) found that consumers with a chronic experiential orientation were more likely to activate experiential goals when shopping, whereas consumers with chronic task-focused orientation were more likely to activate task-focused goals. That is, consumers with experiential shopping motivation activated a deliberative (i.e., evaluating desirability and feasibility) mindset while shopping, whereas consumers with task-focused motivation activated an implemental (i.e., planning and implementation) mindset while shopping. Gollwitzer et al. (1990) found that people engender

more mindset-congruent thoughts than mindset-incongruent thoughts while shopping. These findings provide initial support for the idea that consumers with different chronic regulatory orientations may have different motivations behind using m-commerce. That is, we expect that consumers using m-commerce are more likely to activate a shopping orientation that corresponds to their chronic/typical regulatory orientation (Büttner et al., 2013; Bryant & Dunford, 2008).

Past research showed that hedonic-motivated consumers are affectively driven and think more of enjoyment and excitement while shopping, as they actualize value from the fantasy, multisensory, and emotive aspects of the shopping experience (Ashraf & Thongpapanl, 2015; Chitturi et al., 2007). In contrast, consumers with utilitarian motivations are more rationally driven, are more focused on accomplishing a task in an efficient manner, and exhibit more instrumental and cognitively driven behaviours (Yim et al., 2014). Regulatory focus is a strong motivational influence that affects what an individual is likely to attend to (Higgins, 1997). From a regulatory focus perspective, research shows that promotion-oriented individuals process information based on affect, whereas prevention-oriented individuals process information based on substantive arguments (Pham & Avnet, 2004). For example, Avnet and Higgins (2006) found that promotion-oriented consumers are willing to pay more for products when they base their judgements on feelings rather than reasons, whereas the reverse was true for prevention-oriented consumers. Based on these two works, it seems logical to expect that affectively (rationally) driven promotion-oriented (prevention-oriented) individuals are more likely to have hedonic (utilitarian) motivations behind using m-commerce as it fits their processing strategy. It is also possible to rationalize the link between promotion focus/hedonic motivation and prevention focus/utilitarian motivation from a perspective of the hedonic principle of approaching pleasure and avoiding pain that serves as the fundamental basis of regulatory focus (Higgins, 1997). Prevention- (promotion-) oriented

individuals tend to focus more on avoiding (achieving) undesired outcomes (pleasure) (Chernev, 2004); therefore, in line with this principle, customers are more likely to have utilitarian (hedonic) motivations.

Support for this premise can also be drawn from the consequences of regulatory focus found in the literature: specifically, the effect of regulatory focus on evaluation and decision-making (Chernev, 2004; Chitturi et al., 2007). For example, in his study, Safer (1998) presented participants with two different cars, one superior on luxury (hedonic) dimensions and neutral on reliability (functional) dimensions, and one superior on reliability dimensions and neutral on luxury dimensions. The results reveal that promotion-oriented participants preferred the luxurious car over the reliable one, and prevention-oriented participants preferred the opposite. Similarly, Das (2016) found that promotion-oriented individuals had a higher inclination towards hedonic shopping values (i.e., exploratory, creative, and emotive), whereas prevention-oriented individuals reported higher levels of utilitarian shopping values (i.e., analytical, task-oriented, and non-emotional). Drawing on past research, this study predicts that promotion- (prevention-) oriented individuals are more likely to have a higher level of hedonic (utilitarian) motivation when using m-commerce. Hence, we document and validate a new source of regulatory fit: a match between the hedonic or utilitarian motivations and the shopper's promotion versus prevention orientation.

H3a: Prevention-oriented individuals, when compared with promotion-oriented individuals, are more likely to have a higher level of utilitarian motivation when using m-commerce.

H3b: Promotion-oriented individuals, when compared with prevention-oriented individuals, are more likely to have a higher level of hedonic motivation when using m-commerce.

Regulatory Fit Theory

Recent consumer research shows that consumers derive value not only from the outcome of their decisions, but also from pursuing those goals in a way that fits their regulatory orientation (Aaker & Lee, 2006). That is, according to regulatory fit theory, the value that an individual perceives from an experience can be a result of the relationship between the individual's goals and interests, and the individuals' strategies applied in achieving those goals (Avnet & Higgins, 2006). When consumers use strategies that fit their regulatory orientation, they feel right, motivated, and more engaged (Aaker & Lee, 2006). Regulatory fit theory posits that the value of a decision made by an individual can be a function of the relationship between the individual's aims and interests during the decision-making process and the strategic manner in which the decision is made (Aaker & Lee, 2006; Avnet & Higgins, 2006). That is, people experience fit when they process information or make trade-off decisions that are consistent with their regulatory orientation (Motyka et al., 2014). Promotion-oriented individuals are more likely to experience fit when they pursue their goals by implementing eagerness strategies that focus on advancement, while prevention-oriented individuals are more likely to experience fit when they seek to fulfill their goals by adopting vigilant strategies that focus on being careful (Avnet & Higgins, 2006). For example, Aaker and Lee (2001) analyzed different advertisements for Welch's grape juice, and the results show that promotion-oriented consumers responded more favourably to pleasure-and-enjoyment attributes such as energy and great taste, whereas prevention-oriented consumers favoured risk-avoidance attributes such as antioxidants and cardiovascular disease prevention qualities for the same product. In addition, in a study conducted by Higgins et al. (2003), participants were instructed to choose between a pen and a mug. The study revealed that promotion-focused individuals experienced fit when they were instructed to think about what they

would gain from choosing one of the alternatives. In contrast, prevention-focused individuals experienced fit when they were instructed to think about what they would lose from not choosing one of the alternatives. Regulatory fit has been used by several researchers in different contexts, such as: confidence in judgment (Chitturi et al., 2007; Higgins, 2006; Lee et al., 2010), evaluation of the product's value (Higgins et al., 2003; Labroo & Lee, 2006), assessment of the monetary value of an object (Avnet & Higgins, 2006; Higgins et al., 2003), assessment levels of message persuasion (Koenig et al., 2009; Lee & Aaker, 2004), and attitude towards brands (Keller, 2006; Labroo & Lee, 2006; Lee & Aaker, 2004).

Lee et al. (2010) analysed consumers' responses to advertisements and found that consumers have more favourable attitudes toward messages that fit their regulatory focus. Promotion-focused (prevention-focused) individuals show more positive brand attitudes when the ad described the product using high (low) construal levels. Cesario, Grant, and Higgins (2004) manipulated the messages about an after-school program by presenting participants with messages that used either eager terms (e.g. succeed, support, advance) or vigilant terms (e.g. fail, prevent, secure), and found that promotion-focused individuals (prevention-focused) were more persuaded by the message that was framed in eager (vigilant) terms. Avnet and Higgins (2006) found that promotion-focused (prevention-focused) participants experience fit when they choose products basing their evaluations on feelings (reasons). Central to the current study, Safer (1998) was one of the first researchers to provide evidence for hedonic-promotion and utilitarian-prevention compatibility. Participants in this study were presented with two different cars, one being superior on luxury (hedonic) dimensions and neutral on reliability (functional) dimensions, while the other was superior on reliability dimensions and neutral on luxury dimensions. The results reveal that

promotion-focused participants preferred the luxurious car over the reliable one. In contrast, prevention-focused participants preferred the reliable car over the luxurious one.

Regulatory Fit (Prevention/Utilitarian and Promotion/Hedonic) Effects on Value

In this study, we hypothesize that consumers will have higher value perceptions of m-commerce when their motivation fits their chronic regulatory orientation than when it does not fit. People value their own decisions more when they engage in decision strategies—hedonic motivation and utilitarian motivation in this case—that are in line with their regulatory goals (Camacho, Higgins, & Luger, 2003; Lee, Keller, & Sternthal, 2010). For example, individuals tend to overweigh product attributes and/or information that is compatible with their regulatory orientation. Prevention-oriented participants are more likely to overweigh reliability-related and utilitarian product attributes, whereas promotion-oriented individuals are more likely to overweigh the performance-related and attractive attributes of products (Chernev, 2004). Past research also shows that prevention- (promotion-) oriented individuals evaluate products and websites more favourably, show more willingness to purchase the product, and have an increased intention to purchase from the website when utilitarian (hedonic) attributes of the product and website are highlighted (Ashraf & Thongpapanl, 2015; Van Noort, Kerkhof, & Fennis, 2008). Drawing upon regulatory focus and regulatory fit literatures, this study predicts that promotion- (prevention-) oriented individuals will have a higher value perception of m-commerce when the motivation behind its use is hedonic (utilitarian). That is, the regulatory orientation and shopping motivation fit (promotion-oriented/hedonic motivations and prevention-oriented/utilitarian motivations) will enhance consumers' perceived value of m-commerce. Hence, we hypothesize:

H4a: Utilitarian motivation will have a stronger positive influence on m-commerce perceived value for prevention-oriented individuals than for individuals who are promotion oriented.

H4b: Hedonic motivation will have a stronger positive influence on perceived m-commerce value for promotion-oriented individuals than for individuals who are prevention-oriented.

Regulatory Fit (Prevention/Utilitarian and Promotion/Hedonic) Effects on Trust

Extant research shows that when people experience fit, they “feel right” about the goal pursuit activity, become more strongly engaged in the activity, and cultivate more intense reactions toward the goal enabling information and/or objects (Avnet & Higgins, 2006; Hirschman & Holbrook, 1982). That is, individuals making a decision under a fit condition experience a “it just feels right” sensation (Aaker & Lee, 2006), which can function as a source of information (Pham & Avnet, 2009). For example, Schwarz (2006) proposed that fit effect can be derived from the “feeling-right” sensation, and that this can be relied upon as an information source, such that people use their feeling of rightness to infer how confident they feel in their decision.

Feeling right from regulatory fit, for example, has been shown to increase the perceived persuasiveness of the message (Aaker & Lee, 2006), confidence in judgment (Chitturi et al., 2007), one’s agreement with what is being advocated (Keller, 2006), and trustworthiness of someone (Vaughn, Harkness, & Clark, 2010). In his study, Kim (2006) found that anti-smoking messages were perceived as more persuasive and believable when there was a fit between an adolescent’s regulatory focus and the anti-smoking message frame (promotion-framed versus prevention-framed). Consumers experiencing fit have better evaluations of advertised products because the

information provided is perceived as more trustworthy and convincing (Yao & Chen, 2014). Likewise, feeling rightness from fit can also be used as a cue to interpersonal trust (Vaughn et al., 2010). In particular, the authors found that participants who experienced fit subsequently reported the target person as more trustworthy than those who experienced non-fit. Hence, we hypothesize:

H5a: Utilitarian motivation will have a stronger positive influence on m-commerce trust for prevention-oriented individuals than for individuals who are promotion-oriented.

H5b: Hedonic motivation will have a stronger positive effect on m-commerce trust for promotion-oriented individuals than for individuals who are prevention-oriented.

Trust-Perceived Value and Perceived Value-M-commerce Usage

Trust is a necessary element in everyday consumption events. Trust comes into play when consumers believe that a certain retailer is able to deliver what has been promised, takes consumers' interests into account, and acts upon moral principles in its interactions with consumers (Mayer, Davis, & Schoorman, 1995). The importance of trust is heightened in the online context due to its virtual and impersonal nature. In fact, "lack of trust is regarded as the greatest barrier preventing consumers from transacting online" (Urban, Amyx, & Lorenzon, 2009, p. 179).

Previous studies have shown that improved trust leads to satisfactory online transactions (Wu & Chen, 2005), positive intentions to shop online (Ashraf et al., 2014) and reduced online behavioural and environmental uncertainty (Pavlou, 2003). In their study, Ashraf et al. (2014) showed that trust influences consumers' attitudes and intention to shop online, and Kim et al. (2008) found that trust in the online retailer increases consumers' perceptions of the benefits, and

thus value, associated with the purchase. Trust has also been found to affect value by reducing uncertainty perceptions (Lam & Shankar, 2014). In a study about retail channels, Kushwaha and Shankar (2013) observed that trust influences consumers' choice of available buying channels, including m-commerce, and that high trust is inherently linked to the value perceptions of each channel, while Sirdeshmukh, Singh, and Sabol (2002) found a direct association between trust and perceived value.

Trust has also been shown to directly affect actual usage. More specifically, trust has been shown to have positive effects on consumers' willingness to provide personal information, purchase intentions, customer loyalty, and satisfaction (see Bart et al., 2005; Harris & Goode, 2004). In addition, Ribbink et al. (2004) showed that trust has a direct positive impact on customer loyalty. Thus:

H6: Trust will have a positive effect on perceived value.

H7: Trust will have a positive effect on actual usage.

In the past, marketing literature has underscored the importance of perceived value. In the technology-mediated service delivery and traditional service literature, perceived value has been shown to be one of the most important drivers of behavioural intentions (Kleijnen et al., 2007). In fact, the very definition of consumption implies the pursuit of value in addressing needs. That is, consumption is unlikely to occur if value is not perceived. Recent online retailing literature has shown that perceived value influences consumers' intentions to use m-commerce (Kleijnen et al., 2007), likelihood to engage in word-of-mouth behaviour (Arnold & Reynolds, 2009), intentions to engage in repurchase behaviour (Lam & Shankar, 2014; Wang et al., 2015), and loyalty (Morgeson et al., 2015). For instance, results from Kuo, Wu, and Deng's (2009) study showed that perceived value positively influences both customer satisfaction and post-purchase intention in

mobile value-added services. However, in the domain of m-commerce, little empirical evidence exists regarding perceived value's effect on actual m-commerce usage. Hence, we extend the present literature on value creation by exploring the following hypothesis:

H8: Perceived value will have a positive effect on m-commerce actual usage.

METHODOLOGY

Data Collection

We collected data for the analysis through a professional online consumer panel provider. We obtained responses from 1,431 mobile telecommunication customers using a smartphone in six countries: Australia (271), Bangladesh (161), India (216), Pakistan (272), U.S. (254), and Vietnam (257). The data collection was done in two stages. In stage one, we administered a questionnaire that included all variables except m-commerce usage behaviour. One month later, in stage two, we administered a second questionnaire—using the same consumer panel provider—to the same participants across six countries and we received 1,183 total responses: Australia (204), India (186), Bangladesh (147), Pakistan (212), U.S. (210), and Vietnam (224). (See Table A1 in Appendix A for respondent demographics). In the second questionnaire, besides measuring usage behaviour, we used a shortened format of the original questionnaire to assess the common method bias (Yli-Renko, Autio, & Sapienza, 2001). For each construct, we chose one proxy item that we believed best represented the original overall construct (De Clercq, Thongpapanl, & Dimov, 2015). Before administering the survey for our main study, we followed the pretest and pilot test procedure recommended by Hult, Hurley, and Knight (2004)¹.

¹ Pre-test and pilot test details are available upon request from the authors.

All of the variables used are operationalized according to previously validated measurement scales (see Table 3 for the items and sources where we adapted the scales from). We used seven-point Likert-type scales (1 = “strongly disagree” and 7 = “strongly agree”) to record participants’ responses, except for usage behaviour where we used a seven-point-Likert scale (1 = “not at all,” and 7 = “several times a day”). We adopted a 10-item (five promotion and five prevention) regulatory focus composite scale measuring their chronic promotion goals (e.g., “I feel like I have made progress toward being successful in my life”) and prevention goals (e.g., “I worry about making mistakes”) from Haws et al.’s (2010) study. The items used are conceptually consistent with the theoretical constructs used by Lockwood, Jordan, and Kunda (2002). Responses to the 10 statements fell on a scale ranging from 1 (strongly disagree) to 7 (strongly agree).

Statistical Analysis

We used Partial Least Squares (PLS) modeling to test our measurement and structural models. We selected PLS for several reasons. First, PLS structural equation modeling (PLS-SEM) is considered a robust approach with few identification issues, and it minimizes the residual variances of the endogenous constructs (Hair, Ringle, & Sarstedt, 2011). Second, PLS-SEM is preferable to alternative (CB-SEM) methods when the researcher is focused on optimized prediction of dependent variables, as we are in this study. Third, researchers have argued that data from customer research often do not satisfy the requirements of multivariate normality (Morgeson et al., 2015). Although the covariance-based structural equation modeling (CB-SEM) and PLS-SEM path modeling procedures differ from a statistical point of view, PLS estimates may represent good proxies of the CB-SEM results if the CB-SEM premises are violated (e.g., assumption of

normality) (Henseler, Ringle, & Sinkovics, 2009). That is, relying on the ordinary least square estimation techniques, PLS relaxes the assumption of multivariate normality. Finally, the PLS-SEM approach has achieved increased popularity in empirical research in international marketing (e.g., Ashraf et al., 2014; Morgeson et al., 2015).

Measurement Model

To assess the quality of the measurement model, we conducted several tests of convergent and discriminant validity as recommended by Hair et al. (2011). We assessed convergent validity using (1) individual item reliability and (2) construct reliability. As Table 3 shows, all AVE scores exceeded the recommended value of .50 (Fornell & Larcker, 1981) for the overall model (i.e., Australia, Bangladesh, Brazil, India, Pakistan, and Vietnam combined). Similarly, the composite reliability values for each of the scales used was well above the commonly used cutoff of .70 (Straub, Boudreau, & Gefen, 2004), indicating that our measures are reliable.

TABLE 2: MEASUREMENT MODEL: FACTOR LOADINGS FOR OVERALL MODEL (AUSTRALIA, BANGLADESH, INDIA, PAKISTAN, U.S. AND VIETNAM)

dicator	All Combined
Hedonic Motivation (Kim et al., 2013)	($\alpha = .91$; AVE = .73; CR = .93)
Using m-commerce is fun.	0.812
I find using m-commerce enjoyable.	0.874
I find using m-commerce very entertaining.	0.893
I use m-commerce to enjoy the variety of contents (e.g., product information, applications, and games) that it offers.	0.857
I feel a sense of adventure while using m-commerce.	0.840
Utilitarian Motivation (Kim et al., 2013)	($\alpha = .92$; AVE = .75; CR = .94)
I use m-commerce to try and find different things.	0.859
I use m-commerce to keep myself informed and updated.	0.889
M-commerce provides me with many features that I can benefit from.	0.892

I use m-commerce to fulfill different tasks and functions in an efficient way.	0.848
I use m-commerce because it is helpful in buying or searching what I want online.	0.834
Perceived Value (Turel et al., 2007; Kleijnen et al., 2007) Using M-commerce is:	($\alpha = .87$; AVE = .73; CR = .91)
1 = Very nonpleasurable and 7 = very pleasurable	0.831
1 = Not at all functional and 7 = very functional	0.874
1 = Very impractical 7 = very practical	0.868
1 = Very unpleasant and 7 = very pleasant	0.834
M-commerce Usage (Limayem & Hirt, 2003)	($\alpha = .87$; AVE = .89; CR = .94)
"How many times you have accessed m-commerce during a week for the last month," with 1 = not at all and 7 = several times a day	0.944
"How many times you have used m-commerce during a week for the last month," with 1 = not at all and 7 = several times a day	0.937
Trust (Schlosser et al., 2006)	($\alpha = .79$; AVE = .62; CR = .86)
M-retailers seem to keep their customers' best interest in mind during m-commerce.	0.763
M-retailers seem fair in their use of users' personal and private data collected during m-commerce.	0.748
It doesn't seem that m-retailers would knowingly do anything to hurt me during m-commerce.	0.810
M-retailers can be trusted to carry out m-commerce faithfully.	0.814
Control Variables	All Combined
Individualism/Collectivism (Sharma, 2010)	($\alpha = .80$; AVE = .61; CR = .86)
I would rather depend on myself than others.	0.801
My personal identity, independent of others, is important to me.	0.745
Individual success is more important than group success.	0.737
Members of a group should not have to rely on others in the group.	0.844
Uncertainty Avoidance (Sharma, 2010)	($\alpha = .86$; AVE = .69; CR = .90)
I prefer specific instructions to broad or general guidelines.	0.825
I tend to get anxious easily when I don't know an outcome.	0.869
I prefer a routine way of life to an unpredictable one full of change.	0.825

I do not like taking too many chances in order to avoid making a mistake.	0.805
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We conducted two tests to assess discriminant validity. First, we used the cross-loading method (Chin, 1998) and calculated each item’s loading on its own construct and cross-loading on all other constructs. Each item had a higher loading on its intended construct than on its cross-loading with other constructs (see Table A2 in Appendix A for overall model cross-loadings). Second, by computing the Fornell and Larcker (1981) criterion, we found that the square root of AVE for each construct was higher than the correlations between it and all other constructs, and was greater than .50 for both overall and country-specific models. This means that each latent variable shares more variance with its own block of indicators than with the other latent variables; thus, our measures exhibit discriminant validity (see Table 4 for the discriminant validity results for the overall model).

**TABLE 3: DESCRIPTIVE STATISTICS AND DISCRIMINANT VALIDITY—
OVERALL MODEL**

	Mean	SD	Hedonic	Utilitarian	Value	Usage	Trust	IND/COL	Uncertainty
Hedonic	5.29	1.11	0.855						
Utilitar.	5.28	1.16	0.572	0.865					
Value	5.56	0.94	0.567	0.587	0.852				
Usage	4.58	1.67	0.334	0.350	0.479	0.941			
Trust	5.16	0.90	0.487	0.487	0.521	0.243	0.784		
IND/C	5.32	1.02	0.189	0.271	0.276	0.059	0.222	0.743	
Uncert.	4.66	1.24	0.115	0.140	0.148	-0.041	0.168	0.102	0.832

Notes: The diagonal values represent the square roots of AVE values. The off-diagonal values represent inter construct correlations.

Control Variables

In line with past research, we included five control variables: collectivism-individualism², uncertainty avoidance (Lim et al., 2004; Sharma, 2010; Tuyet et al., 2003), age, gender (Ashraf et al., 2014), and Internet plan (mobile Internet tariff) (Gerpott & Thomas, 2014). Research shows that culture has a significant influence on consumers' behaviours (Aksoy et al., 2013; Sharma, 2010). Similarly, due to the unique nature of m-commerce (i.e., consumers cannot touch, taste, or feel the product), it is perceived as risky (Shankar et al., 2010). Hence, this research incorporates collectivism-individualism and uncertainty avoidance construct as control variables in the model. We included Internet plan as a control variable because recent research shows that having a mobile Internet plan (e.g., fixed and/or variable Internet plan) has a considerable impact on mobile Internet usage levels (Gerpott & Thomas, 2014).

Common Method Bias and Measurement Invariance

Since the data collected are cross-sectional and uses a single-source method, common method bias may cause spurious relationships among the variables (Podsakoff et al., 2003). Following Podsakoff et al.'s (2003) recommendations, several steps were taken at the design and analysis stage to test and control the common method bias in our studies. At the design stage, we took extra care during the construction of our survey. We used pre-established, validated scales that were not only simple and concise, but were also unambiguous (Podsakoff et al., 2003). Moreover, while collecting data, we assured respondents that there are no right or wrong answers

² Even though several dimensions of national culture exist, previous research suggests (e.g., Auh, Menguc, Spyropoulou and Wang 2016; Lim et al. 2004) that only the dimensions that are strongly tied to the construct of interest should be incorporated in the nomological network under investigation (thereby satisfying the philosophical goal of parsimony).

and that they should answer questions as honestly as possible. Second, following prior research (Yli-Renko et al., 2001), we assessed common method bias by administering a follow-up study four weeks after the initial one. We used a shortened format of the original questionnaire for the follow-up survey: for each construct, we chose one proxy item that we believed best represented the original overall construct (De Clercq et al., 2015). The results showed positive and significant correlations between the original and follow-up items, providing evidence contrary to the presence of common method bias (De Clercq et al., 2015; Yli-Renko et al., 2001).

At the analysis stage, we first performed Harman's one-factor test to examine whether or not common method bias has augmented relationships across all six countries. We found that neither (1) a single factor emerged from the factor analysis, nor (2) one "general" factor accounted for the majority of the covariance—less than 40% of the variance—in the independent criterion variables. Second, we assessed CMB using an approach suggested by Liang et al. (2007) and Venkatesh, Chan, and Thong (2012). According to Liang et al. (2007), "if the method factor loadings are insignificant and the indicators' substantive variances are substantially greater than their method variances, we can conclude that common method bias is unlikely to be a serious concern" (p. 87). We assessed CMB for our overall model ($n = 1,183$). The results in Table B1 (Appendix B) revealed that only 2 out of 20 of the method factor loadings were statistically significant. Moreover, the indicators' substantive variances (average of 0.727) are substantially greater than their method variances (average of 0.002). The ratios of the substantive variances to method variances are 363:1. Given the small magnitude and insignificance of the method variance, we conclude that common method bias is unlikely to be a serious concern for this study (Liang et al., 2007; Venkatesh, Thong, & Xu, 2012).

Similarly, due to the cross-national nature of our research, measurement invariance (i.e., the construct measures are invariant across groups) can be a problem. To ensure that measurement variance is not an issue in our study, we tested for factorial invariance using a procedure recommended by Steenkamp and Baumgartner (1998). The results of the configural invariance analysis showed that the $\chi^2/\text{d.f.}$ and other fit indices for the three groups [Australia-United States (AUS-USA), India-Pakistan (IND-PAK) and Bangladesh-Vietnam (BAN-VET)] were sufficiently good according to the guidelines ($\chi^2/\text{d.f.} < 2.50$; CFI > 0.93 ; RMSEA < 0.07), thereby providing evidence that configural invariance exists. Next, we performed a factorial invariance analysis to discern whether or not the three samples [AUS-USA, IND-PAK and BAN-VET] conceptualize the constructs in the same way. The comparisons of the unconstrained baseline models and the constrained models (AUS-USA vs. IND-PAK; AUS-USA vs. BAN-VET; IND-PAK vs. BAN-VET) reveals that the $\Delta\chi^2$ with $\Delta\text{d.f.}$ for the three groups [e.g., AUS-USA vs. IND-PAK] were not significant ($p > .1$) and that the fit statistics (namely, CFI and RMSEA) for the two models were also not very different. Thus, we can state with confidence that the three groups are invariant (Steenkamp & Baumgartner, 1998). In other words, our factor structure is equivalent across the three groups.

HYPOTHESIS TESTING

Regulatory Focus

In line with past research (Aksoy et al., 2013; Ashraf et al., 2017; Haws et al., 2010), we calculated the predominant chronic regulatory orientations of individuals from all six countries. We calculated this by summing the items belonging to each subscale (i.e., promotion orientation and prevention orientation) and then performing a within and between multi-group analysis (see Table 5 and Figure 2 for within and between country regulatory orientation differences). In order

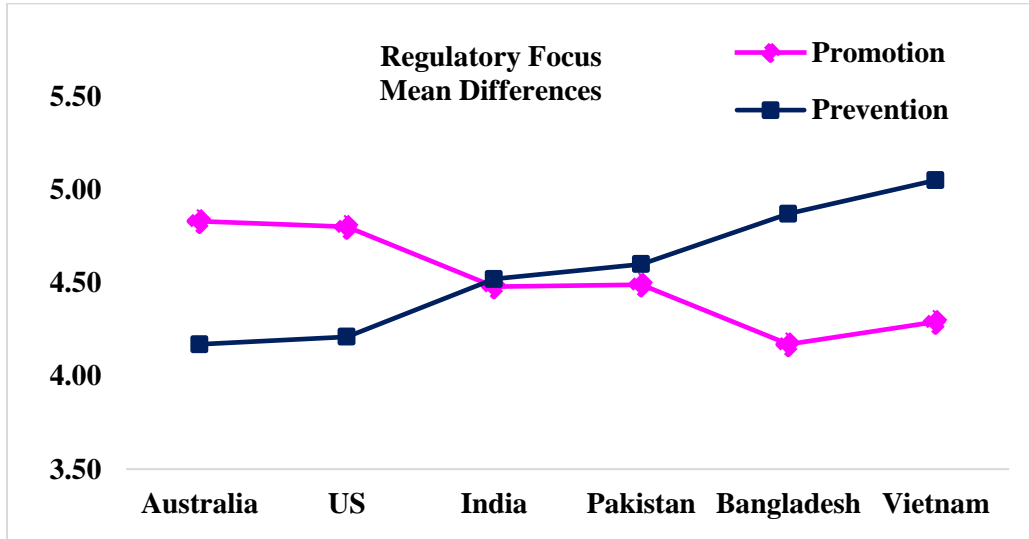
to achieve our research objectives, we partitioned the six countries into three groups [high promotion orientation/low prevention orientation, low promotion orientation/high prevention orientation and moderate promotion and prevention orientation] based on the relative levels of regulatory orientations. In so doing, we categorized individuals in Australia and U.S. as high promotion/low prevention, individuals in India and Pakistan as moderate promotion and prevention-oriented and individuals in Bangladesh and Vietnam as low promotion/high prevention-oriented. This categorization is in line with past research (e.g., Ashraf & Thongpapanl, 2015; Lee & Aaker, 2004; Lee et al. 2000) that showed that individuals can be high in promotion orientation only, high in prevention orientation only, or high or low in both orientations (Pham & Higgins, 2005).

TABLE 4: REGULATORY FOCUS WITHIN AND BETWEEN COMPARISONS

Within Country Regulatory Orientation Comparison				
Country	Promotion	Prevention		
Australia	M = 4.83	M = 4.17	t(203) = 5.61, p < .001	
(High Promotion - Low Prevention)	($\alpha = 0.86$)	($\alpha = 0.89$)		
United States	M = 4.80	M = 4.21	t(209) = 6.94, p < .001	
(High Promotion - Low Prevention)	($\alpha = 0.76$)	($\alpha = 0.72$)		
India	M = 4.48	M = 4.52	t(185) = 0.45, p > .10	
(Medium Promotion - Medium Prevention)	($\alpha = 0.86$)	($\alpha = 0.89$)		
Pakistan	M = 4.49	M = 4.60	t(211) = 0.99, p > .10	
(Medium Promotion - Medium Prevention)	($\alpha = 0.93$)	($\alpha = 0.92$)		
Bangladesh	M = 4.17	M = 4.87	t(146) = 5.16, p < .001	
(Low Promotion - High Prevention)	($\alpha = 0.80$)	($\alpha = 0.91$)		
Vietnam	M = 4.29	M = 5.05	t(223) = 7.39, p < .001	
(Low Promotion - High Prevention)	($\alpha = 0.87$)	($\alpha = 0.80$)		
Between Country Regulatory Orientation Comparison				
Countries	Promotion (Mean Δ)	t-Value	Prevention (Mean Δ)	t-Value
Australia --> India	.348**	2.69	-.345**	2.52
Australia --> Pakistan	.334**	2.60	-.432**	2.76
United States --> India	.322**	3.08	-.316**	2.60
United States --> Pakistan	.312**	2.94	-.389**	2.86
Australia --> Bangladesh	.661**	5.10	-.701**	4.75
Australia --> Vietnam	.537**	4.44	-.877**	7.47
United States --> Bangladesh	.629**	6.09	-.672**	5.20
United States --> Vietnam	.513**	5.07	-.848**	8.28

India --> Bangladesh	.314**	2.22	-.356**	2.42
India --> Vietnam	.189*	1.67	-.532**	4.55
Pakistan --> Bangladesh	.327**	2.31	-.268**	2.31
Pakistan --> Vietnam	.203*	1.69	-.450**	4.44
Notes: *Significant at .05; **Significant at .01				

FIGURE 3



Structural Model to Test the Baseline Model

We first estimated an overall model that included data from all six countries ($n = 1,183$). Next, we estimated six country-specific structural models. To test whether or not the path coefficients differ significantly from zero in the overall and country-specific models, we computed t-values using a nonparametric bootstrap procedure (Henseler et al., 2009) (see Table 6 for direct effects).

TABLE 5: STRUCTURAL MODEL

	Overall Model		Australia		United States		India		Pakistan		Bangladesh		Vietnam	
	N = 1183		N = 204		N = 210		N = 186		N = 212		N = 147		N = 224	
Relationship	Path	t-Value	Path	t-Value	Path	t-Value	Path	t-Value	Path	t-Value	Path	t-Value	Path	t-Value
DV: Perceived value														
Utilitarian Motivation	0.31	8.04	0.12	1.88	0.13	1.67	0.26	2.85	0.21	2.26	0.34	3.03	0.41	5.22
Hedonic Motivation	0.27	8.69	0.51	8.36	0.58	8.27	0.24	3.06	0.20	2.79	0.06	0.82	0.03	0.36
Trust	0.22	7.56	0.17	2.77	0.12	2.02	0.25	3.78	0.27	3.25	0.27	2.72	0.17	2.22
Control Variables														
IND/COLL	0.09	3.38	0.03	0.51	0.06	0.83	0.19	2.9	0.17	3.69	0.15	1.73	0.10	1.43
Uncertainty	0.04	1.94	0.01	0.09	-0.04	1.26	-0.13	2.19	0.09	1.36	0.08	1.23	0.03	0.40
Gender	0.01	0.63	0.03	0.55	-0.01	0.13	0.03	0.59	0.01	0.23	-0.07	1.27	-0.01	0.12
Education	0.01	0.49	-0.02	0.75	-0.06	1.18	0.10	2.52	0.09	1.91	0.02	0.37	-0.03	0.62
Internet Plan	-0.02	0.69	0.02	0.96	-0.02	0.51	-0.03	0.59	0.02	0.49	0.01	0.14	0.02	0.42
DV: Trust														
Utilitarian Motivation	0.31	9.05	0.10	1.46	0.07	0.53	0.49	6.44	0.39	4.84	0.71	12.42	0.34	4.27
Hedonic Motivation	0.31	8.57	0.50	8.21	0.38	3.47	0.34	4.24	0.35	4.81	0.07	1.19	0.17	2.36
DV: M-commerce usage														
Value	0.5	20.24	0.52	11.22	0.5	10.24	0.67	9.86	0.47	6.65	0.33	3.79	0.41	6.29
Control Variables														
IND/COLL	0.09	3.73	0.05	0.66	0.05	0.62	-0.09	1.41	-0.02	0.3	-0.04	0.45	-0.16	2.59
Uncertainty	-0.03	1.33	0.10	1.61	-0.08	1.32	-0.12	1.91	-0.04	0.79	-0.09	0.86	-0.04	0.56
Gender	0.13	4.92	0.09	1.55	0.01	0.01	0.04	0.83	0.86	1.43	-0.02	0.18	0.09	1.46
Education	0.12	5.18	-0.04	0.75	-0.06	0.89	0.10	2.13	-0.01	0.21	0.24	3.07	0.12	2.10
Internet Plan	0.01	0.27	0.05	0.83	-0.10	1.91	0.02	0.20	-0.05	0.76	0.20	2.39	0.01	0.09
R ² Value	47%		48%		58%		65%		48%		53%		31%	
R ² Trust	30%		31%		19%		61%		58%		48%		19%	
R ² Usage	27%		33%		32%		38%		22%		22%		19%	
Q ² Value	0.30		0.30		0.37		0.44		0.40		0.27		0.15	
Q ² Trust	0.17		0.17		0.07		0.38		0.28		0.28		0.10	
Q ² Usage	0.22		0.25		0.26		0.29		0.16		0.14		0.13	

Direct Effects of Motivation on Value and Trust

Our results (see Table 6) indicate that utilitarian motivation has a significant and positive influence on m-commerce value perceptions (H1a: supported in all countries) and trust (H2b: supported in overall model, India, Pakistan, Bangladesh and Vietnam), providing support for H1b and partial support for H1b. Likewise, hedonic motivation has a significant and positive influence on m-commerce value perceptions (H1a: supported in overall model, Australia, U.S., India, and Pakistan) and trust (H2a: supported in all countries except Bangladesh), providing partial support for H1a and H2a. One possible reason for the insignificant findings in some countries is that individuals in those countries have different chronic regulatory orientations, and therefore may have different motivations to use m-commerce. We test for the differential effects of motivation on perceived value and trust using multi-group analysis in the following section.

Direct Effects of Value on M-commerce Usage and of Trust on Value

Although we did not formally hypothesize, our results indicate (see Table 6) that across all countries, trust positively influences m-commerce value perceptions which, in turn positively influences m-commerce usage.

Chronic Regulatory Orientations and Motivations

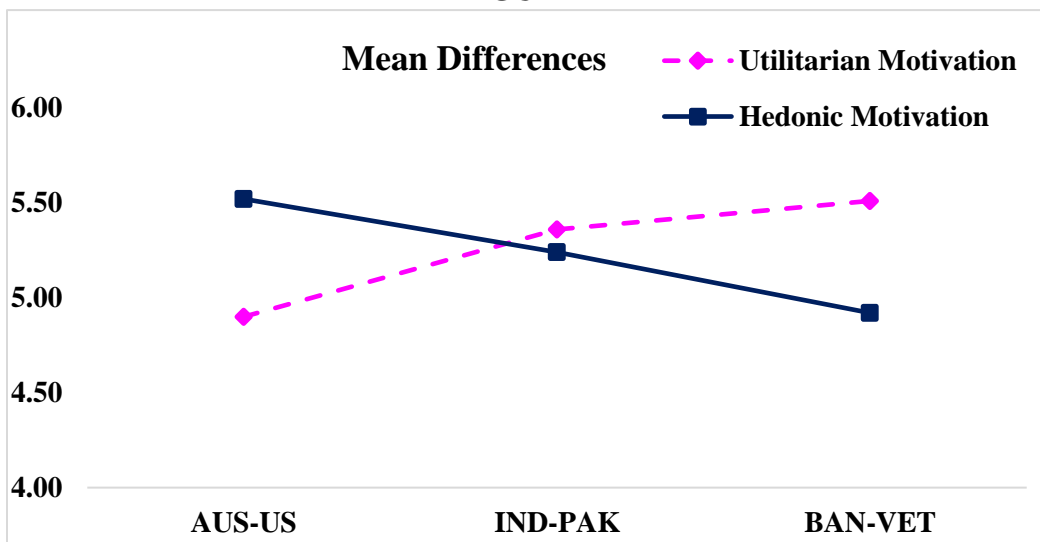
For H3, we hypothesized that prevention- (promotion-) oriented individuals are more likely to have a higher level of utilitarian (hedonic) motivation when using m-commerce. Results from our analysis reveal that individuals from BAN-VET (low promotion/high prevention-oriented), as compared to individuals from AUS-USA (high promotion/low prevention-oriented), have higher utilitarian motivation when using m-commerce (see Table 7 and Figure 3 for between country

differences). In contrast, individuals from AUS-USA (high promotion/low prevention-oriented), as compared to individuals from BAN-VET (low promotion/high prevention-oriented), have higher hedonic motivation when using m-commerce. For individuals from IND-PAK (moderate promotion- and prevention-oriented), both hedonic and utilitarian motivations played an important role.

TABLE 6: RESULTS OF HYPOTHESIS 3

	Country Mean Differences	t-test
Utilitarian Motivations	AUS-USA vs. IND-PAK (M = 4.90 vs. 5.36)	t(809) = 4.87, p < .001
	AUS-USA vs. BAN-VET (M = 4.90 vs. 5.51)	t(782) = 6.67, p < .001
	IND-PAK vs. BAN-VET (M = 5.36 vs. 5.51)	t(767) = 1.97, p < .05
Hedonic Motivations	AUS-USA vs. IND-PAK (M = 5.52 vs. 5.24)	t(809) = 3.63, p < .001
	AUS-USA vs. BAN-VET (M = 5.52 vs. 4.92)	t(782) = 7.46, p < .001
	IND-PAK vs. BAN-VET (M = 5.24 vs. 4.92)	t(767) = 3.27, p < .001

FIGURE 4



Multigroup Analysis (PLS-MGA) to Test Country-Specific Differences

We hypothesized (H4 and H5) that in countries where individuals are more prevention-oriented, the effect of utilitarian motivation on m-commerce's perceived value and trust will be stronger, whereas the effect of hedonic motivation on m-commerce's perceived value and trust will be stronger in countries where individuals are more promotion-oriented. That is, individuals experiencing fit (prevention-oriented/utilitarian motivation and promotion-oriented/hedonic motivation) will have higher value perceptions of m-commerce and higher trust in using m-commerce. To test our hypotheses related to differences in the importance of motivations (strength of path estimates) across different countries, we used PLS-MGA to analyze differences in country-specific path estimates. A PLS-MGA is a non-parametric significance test that builds on partial least squares bootstrapping results.

Our results show that the effects of utilitarian motivation on m-commerce's perceived value [e.g., AUS-USA vs. BAN-VET: $\text{Mean}\Delta = -0.22$, $p < .01$] and trust [e.g., AUS-USA vs. BAN-VET: $\text{Mean}\Delta = -0.37$, $p < .01$] is numerically larger in countries where individuals are more prevention-oriented than in countries where individuals are moderately promotion-oriented or high promotion-oriented. More importantly, these differences are statistically significant (see Table 8 for multi-group analysis results and Figure 4 and 5). In contrast, we found that the effects of hedonic motivation on m-commerce's perceived value [e.g., AUS-USA vs. BAN-VET: $\text{Mean}\Delta = 0.46$, $p < .01$] and trust [e.g., AUS-USA vs. BAN-VET: $\text{Mean}\Delta = 0.31$, $p < .01$] were not only stronger in countries where individuals are more promotion-oriented, as compared to countries where individuals are moderately prevention-oriented or high prevention-oriented, but these difference are statistically significant, providing support for H4 and H5 (see Appendix C

Table C1 for single country multi-group analysis results and Table C2 for regulatory fit effects).

We summarize our hypotheses findings in Table 9.

TABLE 7: MULTIGROUP COMPARISONS FOR REGULATORY FIT EFFECTS

	Utilitarian --> Value		Hedonic --> Value	
	Δ	p-Value	Δ	p-Value
AUS-US vs. IND-PK	-.04	.30	.16**	.05
AUS-US vs. BAN-VET	-.22***	.01	.46***	.01
IND-PK vs. BAN-VET	-.19**	.05	.30***	.01
	Utilitarian --> Trust		Hedonic --> Trust	
	Δ	p-Value	Δ	p-Value
AUS-US vs. IND-PK	-.28***	.01	.20***	.01
AUS-US vs. BAN-VET	-.37***	.01	.31***	.01
IND-PK vs. BAN-VET	-.10*	.10	.12*	.10

Notes: *Significant at .10; **Significant at .05; ***Significant at .01

FIGURE 5

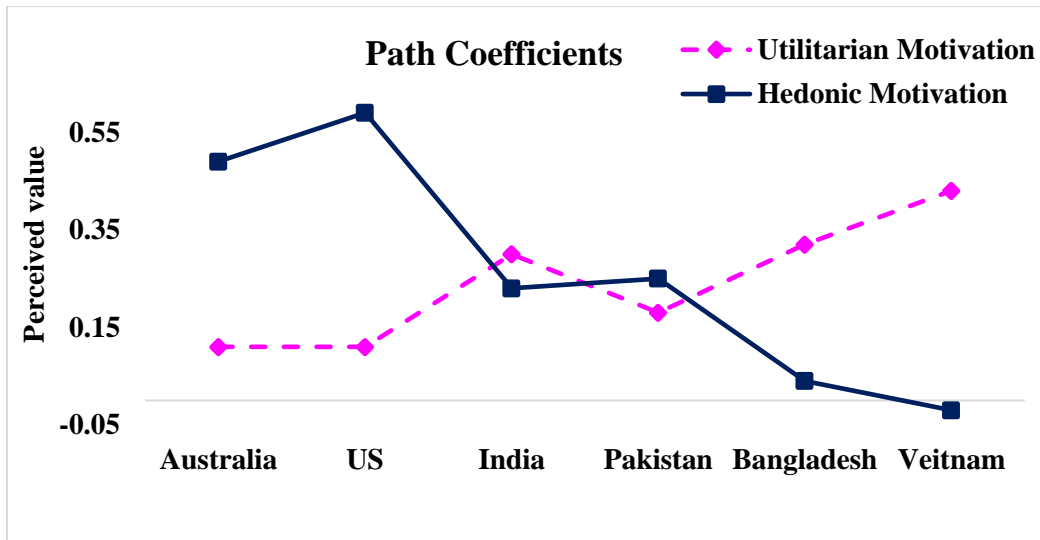


FIGURE 6

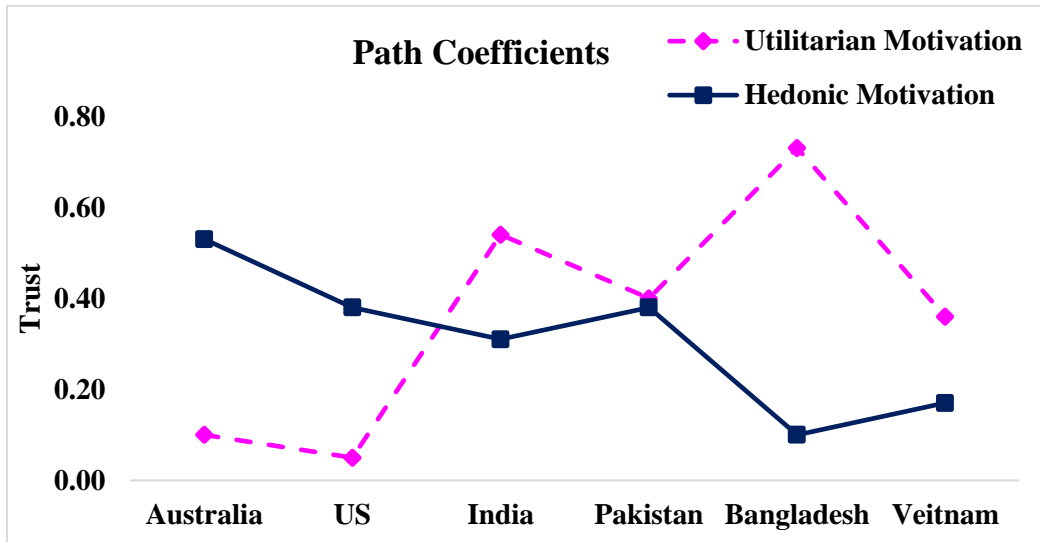


TABLE 8: HYPOTHESES RESULTS

Hypotheses	Results
H1a: Utilitarian → Value	Supported (All countries)
H1b: Hedonic → Value	Supported (Overall, Australia, U.S., India, Pakistan)
H2a: Utilitarian → Trust	Supported (Overall, India, Pakistan, Bangladesh, and Vietnam)
H2b: Hedonic → Trust	Supported (Except Bangladesh)
H3: Regulatory Orientation → Motivation	Supported (All countries)
H4: Fit → Value	Supported
H5: Fit → Trust	Supported
Trust → Value	Significant positive influence (All countries)
Value → Usage	Significant positive influence (All countries)

Our results reveal that the variance explained (R^2) in the endogenous variables are generally high and acceptable, although they vary across specific country models (see Table 6). For perceived value, the R^2 ranges from 31% (Vietnam) to 65% (India), for trust R^2 ranges from 19% (U.S. and Vietnam) to 61% (India), and for m-commerce usage R^2 ranges from 19% (Vietnam) to 38% (India).

Finally, we calculated Stone–Geisser Q^2 values using a blindfolding procedure. Stone–Geisser Q^2 provides a gauge for the predictive relevance of the path models for a particular reflective endogenous latent construct (Henseler et al., 2009). A Q^2 value greater than zero is

indicative of predictive relevance. Table 6 shows that all Q^2 values are greater than zero, indicating satisfactory predictive relevance of the endogenous constructs.

DISCUSSION

M-commerce is a research area of growing interest, and the value it offers is important for the adoption of mobile communication technologies among consumers and businesses, globally (Ghose & Han, 2014). Research has suggested that consumers across developed and developing countries perceive technologies differently (Lim et al., 2004) and have different regulatory orientations behind adopting and using them (Ashraf & Thongpapanl, 2015). Therefore, companies expanding globally must find the right combination of standardizing and adapting their marketing strategies in the target market to be successful (Katsikeas et al., 2006; Thompson and Chmura, 2015). Despite this information, little has been done to investigate how differences in consumers' regulatory orientations and motivations across developed and developing countries may affect their m-shopping behaviours. Unlike past m-retailing literature that has largely focused on single-country analysis, the cross-country nature of the present study answers past research calls for more m-commerce specific multi-country investigations (Dahlberg et al., 2015; Morgeson et al., 2015).

Past m-retailing literature has also primarily considered mobile shopping to be useful in meeting individuals' functional goals. However, more recent research suggests that m-retailers have the greatest chance of success if relevant experience, whether functional or hedonic, is delivered, and called for more studies exploring why and when these experiences would matter more (Hofacker et al., 2016; Shankar et al., 2016). Due to limited understanding, m-retailers have also neglected the important role of hedonic motivations (Nysveen et al., 2005; Shankar et al.,

2016). Unlike past m-retailing literature, results from our study provide empirical evidence—from a diverse sample of six countries—that the excessive focus on consumers’ utilitarian motivations to engage in m-commerce is unjustified. The current research takes a first step toward exploring why and when hedonic and utilitarian motivations may play an important role. Our results offer strong evidence that (1) both hedonic and utilitarian motivations are important predictors of m-commerce value perception and trust and (2) their importance varies depending on consumers’ chronic regulatory orientations. First, hedonic motivation plays a more important role for consumers who are chronically promotion-focused (Australia and United States), whereas utilitarian motivation plays a more significant role for consumers who are chronically prevention-focused (Bangladesh and Vietnam). Further, in contrast to previous research that has equated India and Pakistan with a prevention focus, our results show that both hedonic and utilitarian motivations play an equally important role in driving m-commerce in these countries. These findings pave the way for future studies to further explore the role of hedonic and utilitarian elements in the m-commerce context across different countries.

Theoretical Implications

This research provides important and timely contributions to both international marketing theory and practice. First, our study expands standardization/adaptation literature by exploring how the effects of hedonic and utilitarian motivations may differ across diverse countries where individuals have different chronic regulatory orientations. Standardization/adaptation literature in international marketing (Katsikeas et al., 2006; Thompson & Chmura, 2015) has suggested that the success of a product/technology across different countries depends on the firm’s ability to find the right fit between the environmental imperatives and the value product/technology offers.

According to this stream of research, factors such as economic conditions, technological intensity, and culture influence managers' decisions regarding standardizing/adapting online shopping experiences across different countries (Ashraf et al., 2017; Morgeson et al., 2015). Our results further this literature by suggesting that motivations instigated by individuals' regulatory orientations can also influence standardization/adaptation decisions. Hence, our study contributes to international marketing literature by extending the standardization/adaptation debate (e.g., Ashraf et al., 2017; Katsikeas et al., 2006; Thompson & Chmura, 2015) to the concepts of regulatory orientation and motivation in the m-retailing context.

Second, past research has acknowledged the importance of motivations in m-shopping behaviour. Yet, prior research has ignored how consumer motivations may change depending on the context (e.g., chronic goal orientations) (Limon, Lynn, & Orth, 2009). In line with regulatory focus theory, which notes that regulatory orientations influence consumers' shopping behaviours (Chitturi et al., 2007; Higgins, 1997), we suggest that consumers' motivation to use m-commerce may also change depending on their chronic regulatory orientations. The current research takes a first step toward exploring why and when hedonic and utilitarian motivations may play an important role across different countries and argues that the excessive focus on consumers' utilitarian motivations to engage in m-commerce is unjustified. That is, hedonic motivation plays a more important role for consumers who are chronically promotion-oriented (Australia and U.S.), whereas utilitarian motivation plays a more significant role for consumers who are chronically prevention-oriented (Bangladesh and Vietnam). Interestingly, our results reveal significant differences even within developing countries. Contrary to our expectations and past research (e.g., Lee & Aaker, 2004; Khare & Rakesh, 2011), our results show that for individuals in India and

Pakistan (moderate promotion- and prevention-oriented), both hedonic and utilitarian motivations play an important role in driving m-commerce value and trust.

Third, unlike past research that has mainly focused on the influence of objective smartphone and website attributes on perceived value and trust, our research uncovers new consequences of the regulatory fit: increased m-commerce value perceptions and trust. That is, consumers experiencing fit (promotion-focused/hedonic motivation and prevention-focused/utilitarian motivation) are more likely to have higher m-commerce value perceptions and trust. These findings together not only advance m-retailing literature but also further regulatory focus and regulatory fit literatures. Moreover, although past regulatory focus literature has focused on the influence of regulatory orientations on consumer behaviours, the possibility that consumers' motivations—using m-commerce in this study's context—can be engendered by chronic regulatory goals has received lesser attention. By bridging this gap, this study extends the regulatory focus and regulatory fit literature by suggesting that consumers may not only experience fit when they are exposed to different products (Roy & Ng, 2012), advertising messages (Wang & Lee, 2006) and websites (Ashraf et al., 2015), but also when there is a match with other means of goal pursuit, such as those related to shopping motivations. Finally, by exploring the role of individuals' chronic regulatory orientations across countries, this study answers the call from recent researchers to enrich the theoretical foundations that help explain the underlying mechanisms driving consumers' m-retailing behaviours across different countries (Morgeson et al., 2015; Shankar et al., 2016; Venkatesh, Thong & Xu, 2012).

Fourth, the limited understanding of the current state of mobile trust (m-trust) could help explain why m-commerce has not yet fully lived up to its potential, since trust has been widely acknowledged as a potential barrier to digital retailing (Gefen, 2002; Luo, 2002). The rapid

advancement of mobile technologies makes research in m-commerce a challenging endeavor. For example, the m-commerce m-trust that individuals held ten years ago, when m-commerce was mostly conducted through SMS services, is unlikely to be the same construct in today's smartphone-based m-retailing (Hillman & Neustaedter, 2017). This means that past m-trust studies might not reflect today's m-commerce reality. By unveiling the aforementioned regulatory fit effect, the present study puts forth a timely contribution by proposing a mechanism through which m-commerce trust can be fostered.

Finally, by exploring the role of individuals' chronic regulatory orientations across countries, this study answers the call from recent researchers to enrich the theoretical foundations that help explain the underlying mechanisms driving consumers' m-retailing behaviours across different countries (Morgeson et al., 2015; Shankar et al., 2016; Venkatesh, Thong & Xu, 2012). Moreover, this investigation answers a call from Watson et al. (2017) and Westjohn et al. (2016) for international marketing researchers to advance and contribute to international marketing literature using an interdisciplinary approach and utilizing theories not frequently applied to international marketing. In doing so, our work also brings the international marketing, m-retailing, regulatory focus and regulatory fit literature streams closer together and helps develop further insights into m-commerce consumer decision making across diverse countries.

Practical Implications

Our results yield several important managerial implications. International marketing literature has acknowledged the importance of strategic decisions regarding standardization and customization for the success of companies operating internationally (Katsikeas et al., 2006; Theodosiou & Katsikeas, 2001; Stefan & Kotulla, 2011). Decisions of whether to standardize or

customize are particularly difficult for m-retailers because of the reduced screen size of mobile devices. Due to the small screen size, consumers have to exert more cognitive effort due to difficulty in navigating the website (i.e., scrolling up/down and left/right continuously), thereby reducing the effectiveness of mobile marketing (Shankar et al., 2010) and mobile websites (Ghose, Goldfarb, & Han, 2012). Researchers are still finding ways to help marketers in the complex task of designing mobile apps and websites that lead to desired effects (Grewal et al., 2016; Hofacker et al., 2016).

First, results from this study will help international marketers in the complex task of designing mobile shopping environments that lead to desired effects. The understanding of consumer motivations put forth by the present study helps m-retailers decide which elements (i.e., hedonic or utilitarian) to highlight in the m-commerce environments across different countries. Specifically, m-retailers should focus more on offering (1) hedonic shopping experiences (e.g., focusing more on videos, pictures, games, and bright colours) to individuals in Australia and U.S., (2) utilitarian shopping experiences (e.g., providing factual, objective information upfront and highlighting built-in security features) to individuals in Bangladesh and Vietnam, and (3) both utilitarian and hedonic shopping experiences to individuals in India and Pakistan.

Second, companies such as Vodafone, AT&T, and T-Mobile are becoming more dependent on foreign markets for their revenue and profitability. However, international marketers often misunderstand the nuances of specific national markets, leading to mismatches between their offerings and market needs (Internet Retailer, 2016; Morgeson et al., 2015). Our proposed framework provides international m-retailers with a practical way of predicting which motivations consumers are more likely to rely on by delineating the intricate relationship between individuals' goal orientations and motivations. By understanding where consumers are in the prevention-

promotion spectrum, m-retailers can effectively predict the motivations that consumers are more likely to activate when using m-commerce and accordingly personalize the experience. Once a customer's regulatory orientation has been determined, m-retailers can customize the homepage and personalize the landing page by incorporating design features consistent with the customer's regulatory orientation. Based on our results, a more functional and practical shopping experience should be offered to prevention-focused customers and a more recreational, enjoyable, and interactive experience should be offered to promotion-focused customers (Ashraf & Thongpapanl, 2015). However, in order to appeal to a segment consisting of individuals having moderate promotion and prevention orientation, m-retailers should avoid focusing on only hedonic or utilitarian shopping experiences. Instead, m-retailers should offer a combination of both hedonic and utilitarian shopping experiences on their websites. Past research has shown that shopping experiences that are in line with customers' needs help to reduce search costs which, in turn, affect consumers' website evaluation, product prices, online demand and many other areas of economic life (Thongpapanl & Ashraf, 2011; Kim, Albuquerque, & Bronnenberg, 2010; Ghose et al., 2012).

Although m-retailers can assess consumers' chronic regulatory orientations based on the country they belong to (Lee & Aaker, 2004; Lee et al., 2000), their orientation can also be inferred through their interest in specific products and services (e.g., cosmetics versus prescriptions) (Labroo & Lee, 2006) and by analyzing the clickstream data collected based on customer mouse-clicks and click paths (Deng & Poole, 2010). For example, m-retailer selling prescriptions should expect its customers to have a temporarily enhanced prevention focus, whereas an m-retailer selling vacation packages should expect its customers to have a temporarily augmented promotion focus. Past research has shown that by offering shopping experiences that are in line with customers' needs, it helps reduce search costs which, in turn, affects consumers' website

evaluation, product prices, online demand, and many other areas of economic life (see Thongpapanl & Ashraf, 2011; Kim, Albuquerque, & Bronnenberg, 2010; Ghose et al., 2012).

Finally, in contrast to m-retail practitioner beliefs and previous m-retailing literature, which suggests that m-retailing is mainly utilitarian in nature, our findings suggest that focusing on utilitarian motivations alone could potentially be less effective for marketers operating in countries such as Australia, US, India and Pakistan. In particular, m-retailers can fine-tune their websites and offerings that aim to maximize customer value perceptions and trust by taking consumers' regulatory orientations into account. Notably, our results show that m-retailers should focus more on offering (1) hedonic shopping experiences (e.g., focusing more on videos, pictures, games, and bright colours) to individuals in Australia and US as they are more likely to have hedonic motivations when using m-commerce, (2) utilitarian shopping experiences (e.g., providing factual, objective information upfront and highlighting built-in security features) to individuals in Bangladesh and Vietnam as they are more likely to have utilitarian motivations when using m-commerce and (3) both utilitarian and hedonic shopping experiences to individuals in India and Pakistan as they are more likely to have moderate to high hedonic and utilitarian motivations when using m-commerce.

Limitations and Future Research Directions

The present study is not without its limitations. First, our results reveal that countries where consumers were previously considered as more prevention-oriented (India and Pakistan) are moving towards being more promotion-oriented. Contrary to our expectations, the study results show that both promotion and prevention orientations seem to be regulating individuals' motivations in India and Pakistan. Due to the cross-sectional nature of our study we were unable

to empirically validate this claim. Future research is encouraged to conduct controlled experiments and longitudinal studies to further validate our findings and investigate the consequences of this transition for international marketers and m-retailers. This limitation opens a promising avenue for future researchers, with valuable practical and theoretical implications. If longitudinal studies can confirm that individuals in some countries are transitioning from one orientation to the other, marketers would be encouraged to observe this transition and make the necessary adjustments to their products and services. From a theoretical perspective, researchers can identify the mechanisms that are pushing individuals in certain countries (e.g. India and Pakistan) from a predominantly prevention to a predominantly promotion orientation and the consequences of such a change.

Second, we tested our hypotheses at the country level. This provided insight into how consumers' chronic regulatory orientations—that vary across diverse countries—may activate different motivations, which, in turn, may have differential effects on consumers' shopping behaviours. However, past research has shown that consumers in any one country are not all the same and thus may not behave in similar ways (Thompson & Chmura, 2015). This suggests that consumers may have different chronic regulatory orientations within a country. Hence, future research should examine how different regulatory orientations within a country influence m-shopping behaviour. By looking at within-country differences, researchers can examine whether the fit effects are consistent. For instance, such findings would allow us to judge if promotion-oriented individuals in the US and Bangladesh are similar in a number of outcome variables, such as value and trust. This line of research could offer timely and relevant contributions to regulatory focus and regulatory fit theories by investigating the role of country-specific variables (e.g. individualism/collectivism, uncertainty avoidance) on the effects of regulatory fit.

Third, even though Australia and U.S. and India, Pakistan, Bangladesh and Vietnam are good representatives of developed and developing countries, the sample is limited as it is only comprised of six countries and can provide lesser understanding compared to what one may observe if comparing a larger assortment of countries. To extend the generalizability of our results, future research should replicate the findings of this study in other countries. In doing so, future researchers are encouraged to look into individual effects of some of the control variables included in this study. According to our results, for example, education seems to be influencing perceived value for individuals in India and Pakistan, and trust for individuals in Bangladesh and Vietnam. Why and how these effects occur can open promising avenues for future research. In addition, the relatively low R^2 values for some countries, especially for trust, suggest that future researchers can add new variables to the model in order to increase its explanatory power. Finally, researchers might consider different ways of grouping countries and analyze if different results emerge. To cite but a few examples, future studies can group countries based on mobile telecommunications infrastructure, balance between rural and urban population, or macroeconomic labels, such as BRIC, developing and developed economies.

Fourth, in line with past m-retailing literature, we conceptualized perceived value as a unidimensional construct. However, recent research suggests that conceptualizing perceived value as a unidimensional construct may be too simplistic, and may not allow us to capture the intricate relationships between different value dimensions and behaviour. Thus, future research should explore the intricate relationships between regulatory fit and multiple value dimensions, such as emotional, social, performance, and information value. By breaking down value into different dimensions, future researchers can offer a more granular understanding of what constitutes a valuable m-commerce experience for individuals in different countries. For example, it is possible

that the effects of regulatory fit influence different value dimensions for individuals in different countries. This knowledge would equip managers with a more detailed understanding of what elements to adapt or maintain when tailoring their cross-country m-commerce initiatives to better match consumers' expectations.

Finally, in this study we examine whether or not individuals' chronic regulatory orientation influences their motivations to use m-commerce. However, past research has shown that promotion and prevention orientation can also be situationally primed. Thus, it is desirable to replicate the findings in an experiment that primes consumers' situational regulatory orientations. Researchers can manipulate the context and test whether different kinds of products, such as predominantly utilitarian or hedonic products, influence the effects of regulatory fit on value and trust. This could validate whether context can work as a boundary condition of the proposed fit effects.

Conclusion

Our results indicate differences between and within groups. When compared to their prevention-oriented counterparts, promotion-oriented individuals tend to derive more value and trust when they activate hedonic motivations to use m-commerce. In contrast, prevention-oriented individuals tend to value and trust m-commerce more when they activate utilitarian motivations. Finally, individuals who are moderately promotion- and prevention-oriented have higher perceptions of value and trust when they activate both hedonic and utilitarian motivations. The extensive sample of 1,183 m-commerce consumers offers additional strength to our findings, which can help international managers increase their odds of success in their m-commerce initiatives.

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APPENDICES

Appendix A

TABLE A1: RESPONDENT DEMOGRAPHICS

Respondent Demographics			
Demographics	Category	n	%
Gender	Men	641	54.1
	Women	542	45.9
Age (years)	19 or less	109	9.1
	20-25	358	30.3
	26-30	235	19.9
	31-35	154	13.0
	36-40	107	9.1
	41-45	59	5.0
	46-50	74	6.3
	51-55	54	4.6
	56-60	24	2.0
	61 or more	9	0.8

**TABLE A2: CROSS LOADINGS FOR OVERALL MODEL
(AUSTRALIA, BANGLADESH, INDIA, PAKISTAN, U.S., AND VIETNAM)**

	Hedonic	Utilitarian	Value	Usage	Trust	IND/COLL	Uncertainty
Hed_Mot_1	0.812	0.450	0.452	0.273	0.392	0.152	0.090
Hed_Mot_2	0.874	0.511	0.516	0.305	0.412	0.169	0.108
Hed_Mot_3	0.893	0.478	0.496	0.339	0.428	0.139	0.093
Hed_Mot_4	0.857	0.510	0.472	0.269	0.414	0.171	0.112
Hed_Mot_5	0.840	0.497	0.488	0.244	0.440	0.176	0.091
Uti_Mot_1	0.496	0.859	0.495	0.263	0.421	0.234	0.110
Uti_Mot_2	0.482	0.889	0.517	0.328	0.403	0.232	0.136
Uti_Mot_3	0.468	0.892	0.514	0.284	0.415	0.253	0.141
Uti_Mot_4	0.514	0.848	0.488	0.304	0.423	0.207	0.077
Uti_Mot_5	0.513	0.834	0.521	0.333	0.441	0.244	0.140
Per_Val_1	0.500	0.469	0.831	0.429	0.412	0.204	0.135
Per_Val_2	0.504	0.490	0.874	0.400	0.444	0.278	0.137
Per_Val_3	0.480	0.511	0.868	0.388	0.461	0.229	0.109
Per_Val_4	0.447	0.528	0.834	0.414	0.457	0.227	0.125
Actul_B_1	0.309	0.338	0.458	0.944	0.230	0.085	0.059
Actul_B_2	0.320	0.321	0.442	0.937	0.228	0.024	0.017
Trust_1	0.394	0.361	0.431	0.199	0.763	0.129	0.133
Trust_2	0.356	0.427	0.353	0.169	0.748	0.198	0.150
Trust_3	0.394	0.397	0.438	0.192	0.810	0.197	0.123
Trust_4	0.382	0.341	0.408	0.203	0.814	0.170	0.122
IND/COL_1	0.196	0.233	0.265	0.030	0.216	0.801	0.086
IND/COL_2	0.080	0.181	0.155	0.015	0.126	0.745	0.114
IND/COL_3	0.070	0.195	0.127	0.011	0.116	0.737	0.107
IND/COL_4	0.182	0.227	0.254	0.098	0.194	0.844	0.044
Uncertainty_1	0.080	0.095	0.135	0.045	0.138	0.076	0.825
Uncertainty_2	0.128	0.134	0.149	0.039	0.154	0.089	0.869
Uncertainty_3	0.072	0.098	0.081	0.012	0.116	0.081	0.825
Uncertainty_4	0.092	0.135	0.107	0.030	0.142	0.094	0.805

Appendix B

**TABLE B1: RESULTS OF CMB ANALYSIS FOR OVERALL MODEL
(AUSTRALIA, BANGLADESH, INDIA, PAKISTAN, U.S., AND VIETNAM)**

Construct	Substantive Factor Loading (R1)	R2	Method Factor Loading (R2)	R2
Hedonic				
1	0.850**	0.723	-0.043	0.002
2	0.860**	0.740	0.02	0.000
3	0.920**	0.846	-0.029	0.001
4	0.851**	0.724	0.008	0.000
5	0.810**	0.656	0.04	0.002
Utilitarian				
1	0.874**	0.764	-0.016	0.000
2	0.920**	0.846	-0.045	0.002
3	0.928**	0.861	-0.066	0.004
4	0.839**	0.704	0.019	0.000
5	0.733**	0.537	0.118**	0.014
Perceived Value				
1	0.816**	0.665	0.018	0.000
2	0.878**	0.771	-0.003	0.000
3	0.893**	0.797	-0.027	0.001
4	0.819**	0.671	0.014	0.000
Usage				
1	0.937**	0.878	0.008	0.000
2	0.945**	0.893	-0.008	0.000
Trust				
1	0.706**	0.498	0.068	0.005
2	0.730**	0.532	0.019	0.000
3	0.804**	0.646	0.007	0.000
4	0.889**	0.791	-0.089*	0.008
AVERAGE	0.845	0.727	0.001	0.002
Notes: *Significant at .05; **Significant at .01				

Appendix C

TABLE C1: SINGLE COUNTRY MULTIGROUP COMPARISONS FOR REGULATORY FIT EFFECTS

	Utilitarian --> Value		Hedonic --> Value	
	Δ	p-Value	Δ	p-Value
Australia vs. India	-.14**	.05	.27***	.01
Australia vs. Pakistan	-.09	.10	.30***	.01
United States vs. India	-.13	.10	.34***	.01
United States vs. Pakistan	-.08	.10	.38**	.01
Australia vs. Bangladesh	-.23**	.05	.45***	.01
Australia vs. Vietnam	-.29***	.01	.48***	.01
United States vs. Bangladesh	-.21**	.05	.52***	.01
United States vs. Vietnam	-.28***	.01	.55***	.01
India vs. Bangladesh	-.09	.10	.18*	.10
India vs. Vietnam	-.15*	.10	.21**	.05
Pakistan vs. Bangladesh	-.13*	.10	.14*	.10
Pakistan vs. Vietnam	-.20**	.05	.17*	.10
	Utilitarian --> Value		Hedonic --> Value	
	Δ	p-Value	Δ	p-Value
Australia vs. India	-.39***	.01	.17**	.05
Australia vs. Pakistan	-.29***	.01	.15*	.10
United States vs. India	-.42***	.01	.04	.10
United States vs. Pakistan	-.32***	.01	.03	.10
Australia vs. Bangladesh	-.61***	.01	.43***	.01
Australia vs. Vietnam	-.24***	.01	.33***	.01
United States vs. Bangladesh	-.64***	.01	.31***	.05
United States vs. Vietnam	-.27**	.05	.21**	.05
India vs. Bangladesh	-.22**	.05	.27**	.01
India vs. Vietnam	-.15*	.10	.17*	.10
Pakistan vs. Bangladesh	-.32***	.01	.28***	.01
Pakistan vs. Vietnam	-.05	.10	.18**	.05

Notes: *Significant at .10; **Significant at .05; ***Significant at .01

TABLE C2: MOTIVATION-REGULATORY FOCUS FIT EFFECTS

For countries where consumers are more promotion-oriented (Australia and the United States) than prevention-oriented, the effects of hedonic motivation on both value and trust are stronger than that of utilitarian motivation. In these countries, consumers experience fit when the motivation behind using m-commerce is hedonic. For countries where consumers are more prevention oriented (Bangladesh and Vietnam) than promotion-oriented, the effects of utilitarian motivation on both value and trust are stronger than that of hedonic motivation. In these countries, consumers experience fit when the motivation behind using m-commerce is utilitarian. For countries where consumers are moderately promotion- and prevention-oriented (India and Pakistan), the effects of both hedonic and utilitarian motivations are strong on trust and value. Since these countries are moderately promotion- and prevention-oriented, both hedonic and utilitarian motivations offer fit experience.

Countries	Relationship		Path Coefficients	PathΔ
AUS-U.S. High Promotion = M (4.82) Low Prevention = M (4.19) $t(413) = 8.72, p < .01$	Utilitarian --> Value	-	0.18	PathΔ = 0.31, p < .001
	Hedonic --> Value	<i>Fit</i>	0.49	
	Utilitarian --> Trust	-	0.08	PathΔ = 0.34, p < .001
	Hedonic -->Trust	<i>Fit</i>	0.42	
IND-PAK Medium Promotion = M (4.49) Medium Prevention = M (4.54) $t(397) = 0.91, p > .10$	Utilitarian --> Value	<i>Fit</i>	0.22	PathΔ = 0.11, p < .001
	Hedonic --> Value		0.33	
	Utilitarian --> Trust	<i>Fit</i>	0.36	PathΔ = 0.33, p < .001
	Hedonic -->Trust		0.23	
BAN-VET Low Promotion = M (4.25) High Prevention = M (4.98) $t(370) = 8.98, p < .01$	Utilitarian --> Value	<i>Fit</i>	0.40	PathΔ = 0.37, p < .001
	Hedonic --> Value	-	0.03	
	Utilitarian --> Trust	<i>Fit</i>	0.45	PathΔ = 0.34, p < .001
	Hedonic -->Trust	-	0.11	