

Association for Information Systems AIS Electronic Library (AISeL)

ICIS 2007 Proceedings

International Conference on Information Systems
(ICIS)

December 2007

IM in C2C Markets: A Translucent Technology to Enable Transactions

Robert Davison
City University of Hong Kong

Follow this and additional works at: <http://aisel.aisnet.org/icis2007>

Recommended Citation

Davison, Robert, "IM in C2C Markets: A Translucent Technology to Enable Transactions" (2007). *ICIS 2007 Proceedings*. 48.
<http://aisel.aisnet.org/icis2007/48>

This material is brought to you by the International Conference on Information Systems (ICIS) at AIS Electronic Library (AISeL). It has been accepted for inclusion in ICIS 2007 Proceedings by an authorized administrator of AIS Electronic Library (AISeL). For more information, please contact elibrary@aisnet.org.

IM IN C2C MARKETS: A TRANSLUCENT TECHNOLOGY DESIGNED TO FACILITATE INTERACTIONS

Carol Xiaojuan Ou

Department of Computing
The Hong Kong Polytechnic University
Hung Hom, Kowloon, Hong Kong
cscarol@inet.polyu.edu.hk

Robert Davison

Department of Information Systems
City University of Hong Kong
83 Tat Chee Avenue
isrobert@cityu.edu.hk

Abstract

In Chinese consumer-to-consumer (C2C) markets, the embedding of Instant Messenger (IM) tools, like TaoBao's WangWang, appears unique when compared with C2C markets, such as eBay, in other parts of the world. These tools are considered to be examples of translucent technologies, providing socially richer information about the space where interlocutors meet online. These tools have shown their determining influence in the purchasing process. In this article, we propose a research framework to explore the potential impact of these embedded IM tools on cultivating interactivity in an online exchange, and the sequential development of both trust and guanxi between C2C buyers and sellers. Trust and guanxi are posited as exerting an influence on the intention of a buyer to engage in an online C2C purchase. The potential implications and contributions of this research in progress are discussed.

Keywords: Instant Messenger (IM), social translucence, system design, interactivity, trust, guanxi