Chapter V

Considering the Impact of Broadband on the Growth and Development of B2C Electronic Commerce

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Abstract

Internet connectivity has a profound impact on almost all aspects of human lives including social interaction and individual behaviour. The impacts may further foster due to the availability and access of broadband Internet connection. This paper focuses on evaluating the impact of broadband on the growth and development of business-to-consumer (B2C) electronic commerce. The research data was collected from a total of 104 respondents and subjected to both quantitative and qualitative

data analysis. The results indicate a significant impact of broadband use on transforming consumer behaviour towards adoption of B2C electronic commerce. The paper illustrates how broadband use has an influence on off-line purchase behaviour, online B2C electronic commerce and overall online experience. The conclusions drawn are that broadband adoption and use is encouraging the adoption of B2C electronic commerce.

Introduction

It is an established fact that Internet connectivity has a significant impact on both the daily-life activities and electronic commerce consumer behaviour (Nie & Erbring, 2000). Internet innovation is transforming the production and delivery of various categories of products including information and entertainment. Furthermore, new Internet-based services such as e-mail, online conversation, and Web-driven information diffusion will slowly replace or supplement the traditional means of buying and selling (Nie & Erbring, 2000). Although the Internet is helping the spread and adoption of e-commerce, its narrow-width connection has been proven to be one of the major barriers against the growth and development of business-to-consumer (B2C) electronic commerce (Rose, Khoo, & Straub, 1999; Lee et al., 2001). Current research suggests that existing Internet connection—that is, narrowband—is limiting current consumption and access. Therefore, the aims of conducting this survey research are to examine the off-line purchase behaviour and the frequency of B2C e-commerce in the broadband environment. Other related issues that are examined in this article are reasons for shopping online, barriers to online shopping, reasons for subscribing to broadband, and overall online experience in the broadband environment.

This exploratory study is structured into several sections. Section 2 provides a critical review of the previous surveys correlated with broadband impact on B2C e-commerce. This is followed by a discussion of the research method for data collection and analysis in section 3. The research findings are then presented in the form of graphs and charts in the section 4. These findings are compared and discussed in section 5. Finally, the limitations, research contributions, and future developments are evaluated and discussed in section 6.

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