

Chapter 10

Determinants of the Adoption of the C2C Marketplace in the Huasteca Region of México

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ABSTRACT

This study analyzes the factors influencing purchase intention in Consumer-to-Consumer (C2C) marketplaces in Mexico. An empirical model was proposed using competitive prices, electronic word-of-mouth (e-WOM), and trust as variables. A quantitative, cross-sectional methodology with 257 users applied structural equations through the covariance technique.

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Results show competitive prices and e-WOM positively impact purchase intention, highlighting their importance in emerging economies. However, trust did not show a significant effect, suggesting improvement opportunities for companies. C2C E-commerce proves to be an effective strategy for small businesses and entrepreneurs to reduce costs and address economic instability and unemployment.

INTRODUCTION

In recent years, the use of global technologies such as the Internet, social networks, and electronic commerce (EC) has made considerable progress, altering the lives and dynamics of people worldwide. To provide context, the global internet user count stands at 4.95 billion, representing 62.5% of the world's total population, with trends suggesting continuous growth. Meanwhile, social media users amount to 4.62 billion, equivalent to 58.4% of the planet's inhabitants (DataReportal, 2023).

Regarding EC usage, it has also seen a substantial increase, and even after the pandemic, this trend continues to rise. According to DataReportal's report (2022), data indicates that 60% of economically active internet users make online purchases weekly, a figure projected to keep growing. In addition, the COVID-19 pandemic has acted as a catalyst for e-commerce in all its forms, including C2C(Consumer-to-Consumer) e-commerce. Following this event, its usage has also surged (Purwandari, Suriadzid, Hidayanto, Setiawan, Phusavat & Maulida 2022), as this business model proves to be supportive in the face of unforeseen crises, maintaining connections and reinforcing relationships among individuals, companies, and governments (Banco Mundial, 2022; OIT, 2022).

EC creates job opportunities for those without fixed employment or who are unemployed (Chamú, Hernández & Hernández, 2023; Zaruma-Pincay, Valle-Castro & Villao-Yagual, 2023), offering avenues for freelancers to provide their services (Hendrawan & Zorigoo, 2019), digital entrepreneurship spaces, product and service marketing platforms, connections between independent workers and potential clients in need of products and services (Aznar, Ramírez, Santiago & Nieto, 2021; ILO, 2022). In this

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