Title: - Ethical expectations and ethnocentric thinking: exploring the adequacy of technology acceptance model for millennial consumers on multisided platforms

Abstract -

Multisided platforms (MSP) have become omnipresent. Millennial consumers have taken well to MSPs. It is imperative to explicate the process of adoption of MSPs by millennials. Theoretical lens of Technology Acceptance Model (TAM) was applied for the study. Data was collected from 250 respondents through a structured survey questionnaire to comprehend MSP adoption. Partial Least Structured Equation Modelling was applied for analysis. Results indicated that over and above TAM, millennials’ intention to use of MSP was moderated by ethnocentric thinking as well as ethical expectations. The study extended TAM theoretical conversation by including factors of consumer ethnocentric and ethical considerations.

Keywords: Technology Acceptance Model (TAM), Multi Sided Platforms (MSP), Millennial customers

1. Introduction

The purchasing behaviour of customers has altered with the advent of Multi-Sided Platforms (MSPs) (Hagiu & Wright, 2015). MSPs are an outcome of internet based web 2.0 coupled with rapid evolution and availability of sophisticated interactive technologies (Baldwin & Woodard, 2009). These technologies enabled customers to shop at any time, from anywhere and virtually everything (Siau & Shen, 2003; Chandra & Sinha, 2013; Muzellec, Ronteau & Lambkin, 2015). MSPs represented not just an ecosystem of technology but also a business model innovation (Hagiu & Wright, 2015). This is because web based MSP portals and its mobile application (app) equivalents, aggregated products cutting across geographies on a single, accessible and easy to use platform (Tiwana, Konsynski & Bush, 2010). MSPs provided door step delivery and easy payment options (Sudbury & Hutchinson, 2016; ET Now, 2019). The elements of personal experience, that customers sought while shopping has been met by MSPSs by providing a unbiased and large pool of user reviews, which were not available in a traditional brick and mortar shopping environment (Ho-Dac, Carson & Moore, 2013). This offered customers the benefit of variety, trust and convenience whilst shopping (Kostyra, Reiner, Natter & Klapper, 2016).

The proliferation of handheld devices like smartphones and tablets had also led to the popularity of MSPs especially with young consumers (Carter & Yeo, 2016). The smartphone penetration in India was estimated to be around 375 million (DeMello, 2019). Further, mobile commerce (m-commerce) based upon mobile application (apps) has been estimated to be growing around 28% annually and is expected to reach USD 54 billion by 2022 (Zeenews, 2019). Shopping through MSP apps has also been growing (Chauhan, Mukhopadhyay & Jaiswal, 2018; Indianonlineseller.com, 2019). MSP firms’ expansion, of both scale and scope of operations in India have made it one of the most preferred shopping channel in urban and semi-urban India (Karrippacheril, Nikayin, De Reuver & Bouwman, 2013; Zeenews, 2019). The economies of scale coupled with the bargaining power enjoyed by the popular MSP shopping platforms have led to substantial customer acquisition (Indianonlineseller.com, 2019; Chauhan, Mukhopadhyay & Jaiswal, 2018; Zeenews, 2019). Often apart from very affordable pricing, discounting strategies has been applied (Khanna & Sampat, 2015; Mukherjee, 2019). Availability of flexible payment mechanisms and the convenience of returning products have also led to customer perceiving greater value in shopping through MSP based purchases (Khanna & Sampat, 2015; Mukherjee, 2019).
India has been home to the largest population of millennials in the world and it numbers more than the entire working population of Japan, Europe and USA (Tandon, 2019). Born between the years 1982 and 1996, millennials or Generation Y (Gen Y) numbering around 450 million account for 50% of the Indian workforce and 40% of Indian population (Tandon, 2019; Bundhun, 2019; Nair, 2016; Krishna, 2018). Gen y takes naturally to smartphones, an important gateway for MSPs (Gore, Balasubramanian & Paris, 2019). Gen Y has played a significant role in the popularity of MSPs as they exercised influence over the purchase decisions of both the earlier generation (Generation X or Gen X as they are popularly known) and the subsequent generation (popularly known as Generation Z or Gen Z) (Gore, Balasubramanian & Paris, 2019; Tandon, 2019; Bundhun, 2019; Nair, 2016; Krishna, 2018).

Gen X disposed significant purchasing power while Gen Z (individuals born post year 1996) were digital natives and have taken to MSPs as a reflexive act (Tandon, 2019; Bundhun, 2019; Nair, 2016; Krishna, 2018). Indian Gen Z population (at around 450 million) has also been the highest in the world (TNN, 2019; Dutta, 2018). MSP firms in India thus stand to benefit significantly from this demographics (Gore, Balasubramanian & Paris, 2019; TNN, 2019; Dutta, 2018; Tandon, 2019; Bundhun, 2019; Nair, 2016; Krishna, 2018).

The market potential for online commerce in general and m-commerce in particular had attracted many domestic and international MSPs to aggressively invest and scale its operations in India (ET Now, 2019; HT, 2019). The large untapped potential of the Indian markets (beyond just the megacities and tier-I cities) in tier II and III cities and rural areas made it one of the most exciting markets for MSPs (TNN, 2019; Dutta, 2018; Tandon, 2019; Bundhun, 2019; Nair, 2016; Krishna, 2018). MSP firms’ from around the world including the world’s largest online retailer Amazon had made its intent to stay invested for the long term in Indian markets and dig deep (ET Now, 2019). The recent acquisition of domestic shopping platform Flipkart by Walmart at around $16 Bn has also been another indication of the future potential of MSPs in India (India Today Tech, 2018). Research on MSPs has considered intrinsic and extrinsic motivational variables in the context of developed economies (Khanna & Sampat, 2015; Gore, Balasubramanian & Paris, 2019). However, there has been limited research on what drives Gen Y & Gen Z customers in their engagement with MSPs in the context of India. The subsequent section of literature review develops the theoretical perspective for this article.

2. Literature Review

2.1 Multi-Sided Platforms

Although platforms have existed for centuries as Hagiu, (2009) had cited regarding the village market and matchmakers as historical examples of platforms. Platforms have been gaining prominence in the contemporary business landscape to the extent that many diverse industries were led that operated as platforms in the present day context (Eisenmann, Parker & Van Alstyne, 2006; Evans & Schmalensee, 2007). Reflecting its increasing economic importance (Adner & Kapoor, 2010), a growing number of studies centred on explicating the development and emergence of platforms (Parker & van Alstyne, 2008). As a theoretical concept, the notion of platforms were initially introduced as ‘two-sided markets’, which referred to a market with two distinct sides (Hagiu, 2009). This benefited from network effects because of the interactions on a common platform (Rochet & Tirole, 2003). Network effects referred to the increasing value of platform membership of an entity as the number of other entities on the platform increased (Katz & Shapiro, 1994). MSPs have been related to, and build on the concept of two-sided markets (Bakos & Katsamakas, 2008).

Moreover, both MSPs and two-sided markets were managed by a sponsor that was responsible for providing the infrastructure and services to enable interactions and triangular exchanges
between the different groups of entities (Eisenmann, Parker & Van Alstyne, 2009). The sponsors also guided in establishing the rules that governed transactions and coordinate network activities (Boudreau & Hagiu, 2009). A key point of difference, however, was that, unlike two-sided markets, MSPs were more complex in that it served a variety of distinct entities with diverse interests (Hagiu, 2009). These entities included suppliers, producers, intermediaries, customers, and complementary entities in a business network which required interdependence (Adner & Kapoor, 2010; Boudreau & Hagiu, 2009; Cusumano & Gawer, 2002; Evans & Schmalensee, 2007, p. 152).

For healthy platform development, adoption of a facilitating role by the platform sponsor has been required (Dhanaraj & Parkhe, 2006; Iansiti & Levien, 2004), management of competitive dynamics (Eisenmann et al., 2006), identification of platform opportunities (Hagiu, 2009), management of platform openness (Eisenmann, Parker & Van Alstyne, 2009), and the follow of a “coring” and “tipping” strategy (Gawer, 2009; Tan, Pan, Lu & Huang, 2015). Coring referred to the set of deeds that a sponsor applied to identify or design an offering (technology/product/service) to make this offering fundamental to a platform (Gawer, 2009). Tipping strategy, referred to the set of actions that a sponsor applied to shape market dynamics and to increase thrust given the presence of competing platforms (Gawer & Cusumano, 2008; Gawer, 2009). It is important to note that contemporary MSP firms are revolutionizing global business landscape as indicated in the information systems literature (Hagiu, 2009; Gawer, 2009). However, there has been little research on effect of MSP serving Gen Y customers given the rise of ethnocentrism, ethical and fairness expectations.

2.2 Technology Adoption Model (TAM)

Fishben & Ajzon (1975) developed the Theory of Reasoned Action (TRA) to explicate what attitudes and behaviour manifested and the how of it. However, in terms of usage of products Technology Acceptance Model (TAM) was developed from the concept of TRA, initially by Davis (1986; 1989) and subsequently by Venkatesh et al, (2003). TAM essentially posited that a set of external variables regarding a technology led an individual towards Perceived Ease of Use (PEU) and Perceived Usefulness (PU) (Davis, 1986; 1989; Venkatesh et al, 2003). PEU also influenced an individual’s (PU) towards a technology (Venkatesh & Davis, 2000; Surendran, 2012). PEU & PU shaped the Behavioural Intention to Use (BIU) and this finally influenced the actual usage of technology system (Surendran, 2012; Davis, 1989; Venkatesh et al, 2003). The behaviour shaping the actual usage could be either positive or negative (Venkatesh & Davis, 2000; Surendran, 2012). Thus a section of researchers also introduced a mediation variable post PU & PEU leading into Intention to Use (IU) and termed it as Attitude Towards Use (ATU) (Venkatesh & Davis, 2000; Surendran, 2012; King & He 2006; Davis, 1986; 1989; Venkatesh et al, 2003). A large section of researchers have applied TAM to understand both the acceptance and usage of technology related products and services (Venkatesh & Davis, 2000). The meta-analysis of TAM was carried out by King & He (2006). Along with the mentioned studies that TAM has been a well-accepted theoretical framework for technology adoption studies by individuals (King & He, 2006; Surendran, 2012). However, TAM application in MSP platforms in literature has been lacking especially in the context of emerging economies. Given this contextual and theoretical hiatus (that is TAM in MSP), the authors undertook this study.

2.3 Multi-sided platforms (MSPs)
Markets have existed from the times of the earliest civilizations (Algaze, 2009). The market of villages and town used to be common ground for both buyers and sellers to assemble and carry out search, evaluation, price discovery and transaction (McMillan, 2003). The advent of Web 2.0 and internet based technologies available on mobile handheld devices have brought the sellers and buyers to an online domain from the physical space (Hagiu & Wright, 2015). This era ushered in from the 1990's but gathered steam in the 2000s (Hagiu, 2009). The interactive internet-based platforms working on digital devices from laptops, tabs to mobile phones have redefined the platform landscape (Evans & Schmalensee, 2007; Eisenmann et al, 2006). Over the years such technologies have improved the economic quantum of transaction and its significance has also been augmented (Adner & Kapoor, 2010). Given this research interest regarding various aspects on MSP have increased ( Parker & Van Alstyne, 2008). MSP as a concept entailed a market (platform being used for digital marketplace) where there are two sides that is buyers and sellers ( Rochet & Tirole, 2003). According to Katz & Shapiro (1994) a platform would demonstrate network effect where the increase in number of players (both buyers and sellers) enhanced the economic gain and scope for all the players. The term multi-sided has been used actually for all practical purposes for any platform having two sides (double sided) namely, buyers and sellers (Bakos & Katsamakas, 2008).

Eisenmann et al,(2009) had noted that MSPs were managed by a third party, often termed as a sponsor. This third party (that is the sponsor) provided the infrastructure for the MSP, enabled supplier-buyer interactions but also developed the governing rules of the MSP (Boudreau & Hagiu, 2009; Eisenmann et al,2009). Some researches had noted that generally most MSPs had not just been buyers and sellers but also involved complementary firms, producers and intermediaries ( Cusmano & Gawer, 2002; Adner & Kapoor, 2010). There has been a symbiotic relationship noted amongst these players ( Evans & Schmalensee, 2007, p-152). Adoption of MSP has been an area of interest as it provided economic opportunities for the participating entities ( Iansiti & Levien, 2004a, Dhanaraj & Parkhe, 2006; Eisenmann et al, 2006). The activities that sponsors undertook like 'coring' and 'tipping' was for both, the buyers as well as the sellers (Gawer & Cusumano, 2008). Sponsors undertook initiatives to design offering through product/service or technology interventions ( Gower & Cusumano, 2008; Eisenmann et al, 2009). Tipping on the other hand entailed the tactical initiatives (like exclusive launches, discounts and such others) in the platform to create economic traction in a platform ( Gower & Cusumano, 2008). For young buyers both coring & tipping matter. Thus, both from marketing and information systems literature literature MSPs have been a fertile bed of study ( Yoo et al., 2007; Haigu, 2009).

3. Hypotheses and model development

The TAM specified by Davis et al, 1986 and subsequently by Venkatesh et al, (2003) provided a framework to understand what factors influenced individual’s propensity to use a technology like MSP. The first factor was Intention to Use (IU) and Lin & Lu, (2000) defined IU as propensity to be on board a certain technology artefact be it a product or a service. It encompassed not just the present inclination to transact in a platform or channel but also the intent to continue use its in future. In other words, a customer actively sought a technology like MSP to purchase rather than settling for an alternate mean (Evans, 2003). The TAM framework explained IU based on two contributing factors namely Perceived Ease of Use (PEU) and Perceived Usefulness (PU) ( Karahanna & Straub, 1999 ; Saadé & Bahli, 2005) PEU elaborated regarding the need of lack of psychological barriers while using a technology like MSP . It indicated the ease with which the medium could be comprehended by a customer ( Karahanna & Straub, 1999). Thus, if a customer found it mentally less taxing to use a medium (MSP in this case) and was able to do pre-purchase search activities easily then PEU (Saadé &
Kira, 2007; Ramayah, 2006) was deemed to be higher. Increased PEU for a customer would enhance the performance of a shopper both in terms of quantitative and qualitative dimensions. Perceived Usefulness (PU) conceptualized by Amin, Rezaei & Abolghasemi, 2014) and as operationalized by Abdullah, Ward & Ahmed, (2016) represented the improvement of productivity and performance in usage of a medium. In the context of a technology like MSPs, PU also included enhanced effectiveness of the medium leading to better engagement with the customer. When a customer could easily comprehend the offerings of a technology like MSP with minimal cognitive effort, then tautologically one could argue that the level of engagement, ease and performance would be substantially higher for that customer. Thus, our first three hypothesis, drawing upon the traditional discourse on TAM, state

\[ H_1: \text{PEU would positively relate to PU} \]

\[ H_2: \text{PEU would positively relate to IU} \]

\[ H_3: \text{PU would positively relate to IU}. \]

Gen Y and Gen Z customers, by virtue of their increased social and online presence and connectedness, are constantly bombarded with information regarding products and services (refer to the role of reviews on MSP discussed in the introduction section) (Mudambi & Schuff, 2010). Thus, young customers have become more aware and actively seek information regarding the products available on the MSP (Yang & Fang, 2004). The proclivity of millennial customers to have meaningful, transparent and interactive shopping/purchase experiences transcended the traditional vetting of products and services voiced in classical marketing literature (SivaKumar & Gunasekaran, 2017). Millennial customers also possessed the necessary skills to collate and analyse comparative information for products, prices and supplier capabilities with dexterity (Rambocas & Arjoon, 2012). They also owned smartphones (Campbell-Kelly, Garcia-Swartz, Lam & Yang, 2015). The dual aspects of knowledge and skill were posited as being key in engagement with MSPs and has been viewed as ‘Customer Awareness and Inclination’ (CAI) (Servaes, H., & Tamayo, 2013; Pham, Goukens, Lehmann & Stuart, 2010; Samiee, 1994; Kangis & Passa, 1997; Kim & Gupta, 2012; Hansen, Samuelsen & Silseth, 2008). In other words, CAI indicated the level of knowledge that a customer possessed at the pre-purchase and purchase stages while engaging with a MSP (Samiee, 1994; Kangis & Passa, 1997; Kim & Gupta, 2012). Such a customer would engage in detailed exploration within a MSP (and even across MSPs) prior to the purchase decision (Servaes & Tamayo, 2013; Hansen, Samuelsen & Silseth, 2008). In millennials, such behaviour was just as much to do with building awareness of new products and services or information seeking in as much as it was to do with the actual purchase decisions (SivaKumar & Gunasekaran, 2017; Rambocas & Arjoon, 2012).

In this context of purchase decisions, millennials studied different product features, price points, availability, latest discounts available, promotion schemes and unique schemes offered by vendors on an MSP (Campbell-Kelly, Garcia-Swartz, Lam & Yang, 2015; Rambocas & Arjoon, 2012; SivaKumar & Gunasekaran, 2017). In this study these attributes exhibited by a customer was named as Customer Information Seeking Behaviour (CISB). This is based upon the aspects discussed by (García-Murillo & Annabi, 2002; Dennis, Merrilees, Jayawardhena & Tiu, 2009; Nicholas et al., 2003; Chung, Wu & Chiang, 2013; Kellogg, Youngdahl & Bowen, 1997). CISB has also been operationalized with adaptation of the work of Kiel & Layton, (1981) and Darden & Reynolds, (1971). It is tautological to argue that a more aware and conscious customer would seek more information. Thus,

\[ H_4: \text{CAI would positively relate to CISB}. \]
One could argue that customers who were more aware and seek information proactively about products and services available on MSPs, sought reviews, prices, availability, delivery options, offers, schemes and promotions and would prefer to engage with MSPs that provided this information in addition to the products and services sought (García-Murillo & Annabi, 2002; Dennis, Merrilees, Jayawardhena & Tiu, 2009; Nicholas et al., 2003; Chung, Wu & Chiang, 2013; Kellogg, Youngdahl & Bowen, 1997). Thus, customers demonstrating high awareness and inclination (CAI) and information seeking behaviour (CISB) would flock to MSPs perceived to be higher on ease of use (PEU); this would consequentially result in higher perceived usefulness (PU). Thus,

\( H_5: \text{CAI would positively relate to PEU} \)
\( H_6: \text{CISB would positively relate to PU.} \)

It also followed that customers demonstrating CAI and CISB tendencies were able to carry out pre purchase and purchase transactions on MSP effortlessly. Hence, the perception of ease of use and usefulness would enhance their shopping experience and result in higher engagement with the MSP. Thus

\( H_7: \text{CAI positively relates to IU} \)
\( H_8: \text{CISB positively relates to IU.} \)

Gen Y and Gen Z customers were often sensitive to how a product created positive or negative externalities in social and environmental fronts (Díaz-García, González-Moreno & Sáez-Martínez, 2015; Huang & Benyoucef, 2015; Jain, Aagja & Bagdare, 2017). Gen Y and Z customers not only analysed sustainability issues at the product level but also at the level of production processes (Elwalda, Lü & Ali, 2016; Kostyra, Reiner, Natter & Klapper, 2016; Felbermayr & Nanopoulos, 2016; Maslowska, Malthouse & Viswanathan, 2017). Such customers shunned away from products that performed poorly on environment friendly considerations or were produced with socially insensitive means like deployment of child labour, poor working conditions for workers and such others (Bhattacharyya, 2011b; Hyun-Hwa, Lee & Ma, 2018; Huang & Benyoucef, 2015; Jain, Aagja & Bagdare, 2017; Green, Morton & New, 1998; Diller, 1999). There has been a growing trend amongst millennials to patronise MSPs that listed products that demonstrated social, ethical and environment conscience (Lee, Fairhurst & Wesley, 2009). Hence, one could posit that customers who displayed CAI and indulged in CISB would examine MSPs commitment to its social and environmental obligations. Such customers would expect transparency and fairness on the part of MSPs in its dealings with all stakeholders’ not just customers (Diller, 1999; Prout, 2006). However, it’s possible that because of the superior bargaining power of MSPs, small businesses might often be at a disadvantage while dealing with MSPs (Hagiu & Wright, 2015). Millennial customers endowed with CAI and CISB characteristics were less likely to tolerate bad behaviour as opposed to other customers.

Customers demonstrating CAI and CISB characteristics were also sensitive to media reports alleging unfair trade practices, price discrimination, quality concerns, data privacy and security issues and lastly responsiveness of MSPs to customer complaints (Hartlieb & Jones, 2009). All these aspects was conceptualized in this study as Customer Professional Behaviour Expectation (CPBE) and was operationalized by the authors. Given that positive customer experience, satisfaction and loyalty were highly desired but not easily obtained, the authors hypothesise that

\( H_9: \text{- CPBE moderates the positive relationship between CAI & PEU.} \)
Increasingly, the world has been witnessing increased level of ethnocentrism (Shankarmahesh, 2006; Shimp & Sharma, 1987). Ethnocentrism has been defined as ‘a proclivity amongst consumers to purchase and use products of their own country as opposed to those originating from other countries’ (Sharma, Shimp & Shin, 1994). In the western world, there have been social movements urging customers to refrain from buying and using products from the developing countries that have demonstrated poor compliance with standards on ethics, environment and safe manufacturing practices (Balabanis & Diamantopoulos, 2004; Watson & Wright, 2000). The last decade in particular had seen an increase in the influence of right wing preferences of culture, value systems and beliefs in the consumption of products and services (Souiden, Ladhari & Chang, 2018; Han, & Guo, 2018). Gen Y and Z customers had been associated quite closely with this movement and have been vociferous in their demand to patronise local business as it would yield greater economic benefit to the home country in the form of employment and tax revenues (Gonzalez-Fuentes, 2019; Han, & Guo, 2018).

Ethnocentrism as defined and operationalized by Shimp & Sharma, (1987) and Sharma, Shimp & Shin, (1994) has been adapted by the authors for this study to explore the impact of these emerging considerations on use of MSPs and is termed as Customer Ethnocentrism (CE).

It is then hypothesized that customers demonstrating CAI attitude and CISB behaviour would examine MSPs based upon the origin or ethnicity of the products (Balabanis & Diamantopoulos, 2004) listed on the MSP. In addition, they would also prefer to engage with MSPs that promoted suppliers from countries that were socially and environmentally conscientious and played a stewardship role globally. Customers desired that MSPs should create more positive externality for their home country in social, economic, environmental & cultural dimensions. Thus, the authors hypothesize that

\[ H_{11}: \text{CE would moderate the positive relationship between CAI & PEU.} \]

\[ H_{12}: \text{CE would moderate the positive relationship between CISB & PU.} \]

Thus, the proposed model has been presented in figure-1.

*Figure-1- Proposed conceptual model*
4. Methodology

This section discusses the methodology of this study.

4.1 Questionnaire development & design

The review of related literature helped in designing the questionnaire for the identified constructs. The items for the constructs CAI, CISB, PEU, PU, CPBE, CE & IU were developed from adaptations from literature to suit the context. A 5 point Likert scale with 1 indicating ‘strongly disagree’ and 5 indicating ‘strongly agree’ was designed (Albaum, 1997). Three scholars with knowledge of MSP and TAM theory were consulted for pre-test of the items.

The pre-test helped in the elimination of both linguistic and semantic problems in the questionnaire (Low, 1988). Further, ambiguity in questionnaire items, clarity of the contents in questionnaire and comprehensiveness of the questionnaire were also checked during the pre-test (Vandergrift, Goh, Mareschal, & Tafaghodtari, 2006). Five respondents were involved in the checking of the questionnaire along the above mentioned panel and their views regarding fatigue caused by the questionnaire length were also considered while collating the results of the pre-test. Subsequent to these inputs, a pilot study was carried out with fifty three (53) respondents who were customers of MSP shopping platforms. The pilot test and two pre-tests resulted in minor modifications to the questionnaire mainly in terms of wording and sentence
conjugation. The face validity (Nevo, 1985) and internal validity (Campbell, 1986) of the questionnaire was established as well within the acceptable range. The final questionnaire items has been tabulated in table 1.

<table>
<thead>
<tr>
<th>Variables</th>
<th>Number</th>
<th>Items</th>
<th>Dominant researchers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer Awareness and Inclination (CAI)</td>
<td>CAI1</td>
<td>I have regular access to the internet on personal digital devices for online shopping through MSPs.</td>
<td>Dommeyer, &amp; Gross, (2003)</td>
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<td></td>
<td>CAI2</td>
<td>I am very skilled using the internet for online shopping through MSPs.</td>
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<td></td>
<td>CAI3</td>
<td>I have knowledge about how to make purchase through MSPs.</td>
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<tr>
<td>Customer Information Seeking Behaviour (CISB)</td>
<td>CISB1</td>
<td>I often seek out information about new online products and brands through MSPs.</td>
<td>Kiel &amp; Layton, (1981) and Darden &amp; Reynolds, (1971)</td>
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<td></td>
<td>CISB2</td>
<td>I frequently look for new online products and services on MSPs.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>CISB3</td>
<td>I seek out those MSPs in which I will be exposed to new and different sources of online product information.</td>
<td></td>
</tr>
<tr>
<td>Customer’s Ethnocentrism (CE)</td>
<td>CE1</td>
<td>Purchasing online products through MSPs from other countries is un-Indian</td>
<td>Shimp, &amp; Sharma, 1987; Watson &amp; Wright, 2000</td>
</tr>
<tr>
<td></td>
<td>CE2</td>
<td>It is not right to purchase online products through MSPs from other countries because it puts Indian people out of jobs</td>
<td></td>
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<tr>
<td></td>
<td>CE3</td>
<td>We should purchase online products on MSPs manufactured in India instead of letting other countries get rich from us</td>
<td></td>
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<tr>
<td></td>
<td>CE4</td>
<td>Indian people should not buy online products through MSPs from other countries because it hurts Indian business and causes unemployment</td>
<td></td>
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<tr>
<td></td>
<td>CE5</td>
<td>I will buy only Indian products online through MSPs.</td>
<td></td>
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<tr>
<td></td>
<td>CE6</td>
<td>Only those online products on MSPs not made in India should be imported.</td>
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<tr>
<td>Customer Professional Behaviour Expectation (CPBE)</td>
<td>CPBE1</td>
<td>Any product component substitution that might materially change the online product or impact on the buyer's online purchase decision should be disclosed by MSPs.</td>
<td>Hartlieb, &amp; Jones, (2009);</td>
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<tr>
<td></td>
<td>CPBE2</td>
<td>Outside clients and suppliers should be treated fairly by MSPs.</td>
<td></td>
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<tr>
<td></td>
<td>CPBE3</td>
<td>I expect, confidentiality and anonymity in professional relationships should be maintained with regard to privileged information by MSPs.</td>
<td></td>
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<tr>
<td></td>
<td>CPBE4</td>
<td>I expect, MSPs should meet obligations and responsibilities in contracts and mutual agreements in a timely manner.</td>
<td></td>
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<tr>
<td></td>
<td>CPBE5</td>
<td>I expect, MSPs should actively support the practice and promotion of a professional code of ethics.</td>
<td></td>
</tr>
<tr>
<td>Perceived Ease of Use (PEU)</td>
<td>PEU1</td>
<td>Online shopping through MSPs are easily understandable.</td>
<td>Saadé, &amp; Bahli, 2005; Karahanna, &amp; Straub, 1999</td>
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<td></td>
<td>PEU2</td>
<td>Online shopping through MSPs are mentally not taxing.</td>
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<td></td>
<td>PEU3</td>
<td>Searching of products become easier using MSPs for online shopping.</td>
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<tr>
<td>Perceived Usefulness (PU)</td>
<td>PU1</td>
<td>Improves my performance in online shopping.</td>
<td>Amin, Rezaei &amp; Abolghasemi, 2014</td>
</tr>
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<td></td>
<td>PU2</td>
<td>Increases my productivity in online shopping.</td>
<td></td>
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<tr>
<td></td>
<td>PU3</td>
<td>Enhances my effectiveness in online transactions.</td>
<td></td>
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<tr>
<td></td>
<td>PU4</td>
<td>Makes it easier for me to engage in online shopping.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>PU5</td>
<td>Very useful for me to engage in online shopping.</td>
<td></td>
</tr>
<tr>
<td>Intention to use Multi-sided Platform (IU)</td>
<td>IU1</td>
<td>Given the chance, I intend to use MSPs for online shopping.</td>
<td>Wu and Zhang (2014)</td>
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<td></td>
<td>IU2</td>
<td>I predict that I would use MSPs for online shopping in the future.</td>
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<tr>
<td></td>
<td>IU3</td>
<td>It is likely that I will transact with MSPs for online shopping in the near future.</td>
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</tbody>
</table>

Acceptable internal and content validity was established because of the multiple phases involved in questionnaire development (Campbell, 1986). As discussed earlier the variables PEU, PU & IU were drawn from the original TAM model and altered to the context of the respondents – Gen Z and location (that is the emerging economy market of India). To measure
Intention to Use (IU) in the context of MSP, the scale developed by Wu and Zhang (2014) was deemed as suitable for this study and hence used in survey questionnaire.

4.2 Sampling & Data

This section deals with data collection process which was carried out over a span of four months. Based on visual scrutiny of the responses carried out jointly by the authors the responses with over 80% missing values were eliminated. 250 responses were usable and hence utilized for further analysis. This was within the sample adequacy norms as proposed by Westland, (2010). 56.25% of the respondents were male and the rest female. The average age of the respondents was 25 years with minimum age of the respondent being (20) and maximum being (29) years. Demographic details of the sample has been presented in table -2 while descriptive statistics have been presented in table-3.

Table 2: Demographic characteristics of respondents (N= 240)

<table>
<thead>
<tr>
<th>Demographic Category</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>135</td>
<td>56.25%</td>
</tr>
<tr>
<td>Female</td>
<td>115</td>
<td>43.75%</td>
</tr>
<tr>
<td>Age</td>
<td></td>
<td></td>
</tr>
<tr>
<td>20-24 (Gen Z)</td>
<td>113</td>
<td>47.1%</td>
</tr>
<tr>
<td>25-29 (Gen Y)</td>
<td>127</td>
<td>52.9%</td>
</tr>
</tbody>
</table>

Table 3: Descriptive Statistics

<table>
<thead>
<tr>
<th>Measure</th>
<th>Mean</th>
<th>Mean Value</th>
<th>Std. Deviation</th>
<th>Std. Error of Mean</th>
<th>Skewness</th>
<th>Kurtosis</th>
</tr>
</thead>
<tbody>
<tr>
<td>PU</td>
<td></td>
<td>4.063</td>
<td>.7335</td>
<td>.03850</td>
<td>-1.000</td>
<td>1.040</td>
</tr>
<tr>
<td>PEU</td>
<td></td>
<td>3.745</td>
<td>.8487</td>
<td>.04142</td>
<td>-4.42</td>
<td>-.099</td>
</tr>
<tr>
<td>CAI</td>
<td></td>
<td>4.126</td>
<td>.8605</td>
<td>.0361</td>
<td>-.883</td>
<td>.467</td>
</tr>
<tr>
<td>IU</td>
<td></td>
<td>3.958</td>
<td>.8033</td>
<td>.04314</td>
<td>-.709</td>
<td>.872</td>
</tr>
<tr>
<td>CISB</td>
<td></td>
<td>3.895</td>
<td>.8609</td>
<td>.04298</td>
<td>-.713</td>
<td>.464</td>
</tr>
<tr>
<td>CPBE</td>
<td></td>
<td>4.167</td>
<td>.8026</td>
<td>.04127</td>
<td>-.804</td>
<td>.781</td>
</tr>
</tbody>
</table>

10
5. Results

For this study, Partial Least Squares Structural Equation Modelling (PLS-SEM) technique was adopted. This technique was deemed as appropriate to test the proposed hypotheses because it was most appropriate for theory development, theoretical exploration and also didn’t impose strict sample distribution requirements. SmartPLS 3.0 was used to analyse the survey data.

5.1 Common method bias & multi-collinearity assessment

Harman’s single factor test and method was used to assess common method bias (Harman, 1976). In this study Harman’s single factor test result indicated single factor contribution value of 32.7% which was lower than the value of 50% and thus acceptable as per Teo et al (2015). Hew et al (2015) had indicated that amongst the independent variables if there was very high coefficient of correlation then it would lead to concerns of multi-collinearity. To address this concern, Kline (2015) had advocated that all VIF values should be lower than 10 while the tolerance values should be higher than 0.1. Further, according to Field (2009), the values of correlation coefficient amongst the variables under study should be lower than 0.9. The values presented in table 4 and table 5 indicated that all the values were lower than 0.9 and it can be concluded that based on the VIF values and the correlation coefficients, the data didn’t present the problem of multi-collinearity.

Table 4: Testing for Multi-collinearity

<table>
<thead>
<tr>
<th>Coefficients</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
<th>Collinearity Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 (Constant)</td>
<td>.226</td>
<td>.310</td>
<td>.729</td>
<td>.467</td>
<td></td>
</tr>
<tr>
<td>PU</td>
<td>.247</td>
<td>.067</td>
<td>.221</td>
<td>3.675</td>
<td>.000</td>
</tr>
<tr>
<td>PEU</td>
<td>.117</td>
<td>.058</td>
<td>.112</td>
<td>3.651</td>
<td>.000</td>
</tr>
<tr>
<td>CAI</td>
<td>.199</td>
<td>.055</td>
<td>.201</td>
<td>3.651</td>
<td>.000</td>
</tr>
<tr>
<td>CISB</td>
<td>.233</td>
<td>.056</td>
<td>.232</td>
<td>4.139</td>
<td>.000</td>
</tr>
<tr>
<td>CPBE</td>
<td>.193</td>
<td>.058</td>
<td>.185</td>
<td>3.328</td>
<td>.001</td>
</tr>
<tr>
<td>CE</td>
<td>-.068</td>
<td>.033</td>
<td>-.102</td>
<td>-2.074</td>
<td>.039</td>
</tr>
</tbody>
</table>

a. Dependent Variable: IU

Table 5: Discriminant Validity Test

<table>
<thead>
<tr>
<th>Correlations</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAI</td>
</tr>
<tr>
<td>CAI</td>
</tr>
</tbody>
</table>
5.2 Non Response Bias

Teo et al (2015) and Armstrong and Overton (1977) had recommended that to ascertain the differential response between early and late respondents, Chi-square test of dependence amongst the variables (demographic) must be performed. The study result value of chi-square test indicated that there was absence of differential response in the study, between early and late respondents. Further, the authors conducted a t-test as proposed by Hew et al, (2015); Teo et al, (2015) and Ranganathan et al.; (2011) to ascertain the differential response across all constructs of the study. The results indicated absence of non-response bias.

5.3 Measurement Model Testing

In the study, the authors conducted both convergent and discriminant analysis tests for assessing the validity of the measurement model. Convergent validity of a measurement construct measured the relationship (theoretical) between the construct items (two or more in number) (Cunningham, Preacher & Banaji, 2001). The authors followed the following criteria to ascertain convergent validity of the measurement model and the results are tabulated in table - 6.

A. The factor loading value being above 0.60 (Fornell & Larker, 1981).
B. For all the measured constructs of the model the value of Composite reliability/Dijkstra-Henseler’s rho composite reliability (rhoA) to be above 0.80 as advocated by (Bagozzi and Yi,1988) and Hair et al,(2013).
C. The values for Average Variance Explained (AVE) to be above 0.50 as per Kline (1998).

The study presented composite reliability values of CAI, CISB, CE, CPBE, PEU, PU and IU above the prescribed value of 0.80 and factor loadings for all items greater than 0.60. Also the Cronbach’s alpha was higher than 0.60 as prescribed by Nunnally and Bernstein (1994) (refer to table 6). Finally, for each of the constructs namely, CAI, CISB, CE, CPBE, PEU, PU and IU, the AVE values were above 0.50 as recommended by Kline (2015). As prescribed by Wong, et al., (2014) the discriminant validity was confirmed by comparative analysis of the level of correlation between any two study constructs considered and the value of square root of AVEs. As tabulated in table -5 and as suggested by Leong et al., (2011) the value of the square root of AVEs exceeded the corresponding inter-correlations and thus establishing discriminant validity.

Table 6: Factor Loadings, Average Variance Extracted(AVE), Composite Reliability

<table>
<thead>
<tr>
<th>Constructs</th>
<th>Items</th>
<th>AVE</th>
<th>Composite Reliability</th>
<th>Cronbachs Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAI</td>
<td>CAI1</td>
<td>0.69</td>
<td>0.8697</td>
<td>0.7759</td>
</tr>
<tr>
<td></td>
<td>CAI2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>CAI3</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: Diagonal elements (Bold) are the square root of the AVE for each construct; Off-diagonal factors demonstrate the inter-correlations;
### 5.4 Empirical (structural) model

The authors using the structural path examined the structural model (Hair et al., 2011). Further, t-statistic as well as variance explained was studied to ascertain the structural model (Hair et al., 2011). With 500 resamples, the bootstrap resembling routine was carried out and this helped in evaluating the path significances. To assess the significance level of PLS estimates bootstrapping resampling (a non-parametric method) is applied. The authors to undertake this model created sub samples by randomly selecting a case as advised by Kleijnena et al., (2007). Subsequently, to test the proposed model hypothesis testing was carried out. R² values according to Hair et al., (2013) of 0.25 represented a weak model, 0.50 as a moderate model whereas 0.75 as a substantial model. In table 7, the study results of the main as well as moderating effects of the analysis (Bollen, 1993; 2014) has been tabulated while figure 2 depicts the final established model.

**Table 7: Results of hypotheses testing.**

<table>
<thead>
<tr>
<th>Hypotheses</th>
<th>Relationship</th>
<th>Path coefficient</th>
<th>t-Value</th>
<th>P Value</th>
<th>Validation</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1</td>
<td>PEU → PU</td>
<td>0.3558</td>
<td>4.3847</td>
<td>P &lt; 0.01</td>
<td>Supported</td>
</tr>
<tr>
<td>H2</td>
<td>PEU → IU</td>
<td>0.3359</td>
<td>3.9939</td>
<td>P &lt; 0.01</td>
<td>Supported</td>
</tr>
<tr>
<td>H3</td>
<td>PU → IU</td>
<td>0.4503</td>
<td>3.9446</td>
<td>P &lt; 0.01</td>
<td>Supported</td>
</tr>
<tr>
<td>H4</td>
<td>CAI → CISB</td>
<td>0.4058</td>
<td>4.4312</td>
<td>P &lt; 0.01</td>
<td>Supported</td>
</tr>
<tr>
<td>H5</td>
<td>CAI → PEU</td>
<td>0.3096</td>
<td>3.0583</td>
<td>P &lt; 0.01</td>
<td>Supported</td>
</tr>
<tr>
<td>H6</td>
<td>CISB → PU</td>
<td>0.176</td>
<td>0.9913</td>
<td>P &gt; 0.1</td>
<td>Not</td>
</tr>
<tr>
<td>H7</td>
<td>CIA → IU</td>
<td>0.1825</td>
<td>2.4771</td>
<td>P &lt; 0.05</td>
<td>Supported</td>
</tr>
<tr>
<td>H8</td>
<td>CISB → IU</td>
<td>0.1293</td>
<td>2.121</td>
<td>P &gt; 0.1</td>
<td>Not</td>
</tr>
<tr>
<td>H9</td>
<td>CPBE moderates PEU</td>
<td>0.1295</td>
<td>1.4767</td>
<td>P &lt; 0.05</td>
<td>Supported</td>
</tr>
<tr>
<td>H10</td>
<td>CPBE moderates CISB</td>
<td>0.096</td>
<td>1.072</td>
<td>P &gt; 0.1</td>
<td>Not</td>
</tr>
<tr>
<td>H11</td>
<td>CE moderates PEU</td>
<td>0.078</td>
<td>1.892</td>
<td>P &lt; 0.05</td>
<td>Supported</td>
</tr>
</tbody>
</table>
In the empirical model, the predictors for IU were PU ($\beta=0.4503$, $P<0.01$), PEU ($\beta=0.3559$, $P<0.01$) and Customer Awareness & Inclination (CAI) ($\beta=0.3096$, $P<0.01$). The moderating path affects which are significant were CPBE $\rightarrow$ CIA $\rightarrow$ PEU and CE $\rightarrow$ CIA $\rightarrow$ PEU with $\beta$ values of 0.184 and 0.078 respectively while the not supported moderating effects were CPBE $\rightarrow$ CISB $\rightarrow$ PU and CE $\rightarrow$ CISB $\rightarrow$ PU. This implied that the ethnocentricity of young Indian customers influenced specially those who had regular access to internet as well as who perceived themselves to be skilled in using internet or were more aware regarding internet. The influence of moderation was more regarding both the perspectives on usage as well as the ease of use of an MSP. This was because familiarity as well as increased access to internet helped in the ability and propensity to use MSPs. The proposed model indicated that young Indian customers who were using such MSPs that treated its suppliers and buyers ethically, in a fair manner and honoured the commitments made by the MSP. Table -7 tabulated the results regarding the hypothesis.

6. Discussion
India has been characterized as a country of the young. Statistics reveal that about 600 million Indian are in between the age group of 18-45 years (TNN,2019). Gen Z population in India is the largest in the globe Gen Z population is technology savvy and English educated in urban India (Krishna, 2018; Chauhan, Mukhopadhyay & Jaiswal, 2018). Given this fact it is more suitable a context to explore the adoption of MSP for purchase of goods and services (Dutta, 2018; Bundhun, 2019). The study results indicated (like by past studies) that regarding technology products, TAM explicated well for MSPs also. Indian Gen Z customers valued PEU because they felt that using MSP provided them enough option to search. This had also been reported in extant studies (Chandra & Sinha, 2013). Further, the individuals didn't find usage of MSPs to be mentally taxing as had been indicated by the work of De Mello. (2019). Gen Z individuals as had been indicated by earlier researchers (Bundhun, 2019; Chandra & Sinha, 2013), actually found MSPs to be more easy to comprehend. Thus, Gen Z individual found it more productive to use MSPs. They also found MSPs to be more engaging. This had been reported by studies carried out earlier (Chandra & Sinha, 2013; TNN,2019). Given this Gen Z individuals found it easier to transact on MSPs. Thus, this study validated the past research done on TAM (McCoy, Galletta, & King, 2007). This has been depicted in figure-2 and the results from the table 4, 5, 6 & 7. The authors however, in the context of the present day world found that MSPs were characterised by participating buyers who were well informed and inquisitive (Gawer, 2009). This goes well with the findings on MSPs for Gen Y & Gen Z customers reported by earlier studies (TNN,2019). Customer who are constantly searching for new products and services and from new sources would be more inclined to sense PEU as well as PU. Thus the TAM original model got extended by the construct of CISB. On similar lines, Gen Z individuals were also interested that the products listed in the MSPs were manufactured by producers following good practices as Yadav & Pathak, (2016) and Sasmita, & Mohd Suki, (2015) had pointed. It was found that the MSPs that governed the platform and treated their suppliers fairly and actively, promoted ethical and environmental practices were considered favourably by Gen X and Gen Z customers as had been pointed by earlier researchers (Prakash & Pathak, 2017; Altman, 2017; Brehmer, Podoyntsyna, & Langerak, 2018; Xu, Zhang & Zhang, 2016). Gen Z individuals are very concerned that their transactions are secured, and the obligations and specifications made by the MSPs to the buyers are respected (Ruotsalainen, 2017; Yablonsky, 2018). Thus these elements enshrined as CPBE also contributed to the acceptance of MSP from a TAM perspective. Thus as indicated by table 7 and depicted by figure-2. The extend TAM model for MSP get moderated by CPBE also.

It is important to note that the findings of the study indicated that to undertake purchase on MSPs, the Gen Z individuals, should have access to internet (Rehncrona, 2018). This has been found by earlier researchers (Bundhun, 2019). Generally if this access of internet was available on digital devices then the usage of MSPs was more pronounced. The was also found by Chauhan, Mukhopadhyay & Jaiswal, (2018). As also evident from the findings that individuals who had more skills as well as knowledge to navigate MSPs demonstrated higher inclination for using MSPs for their purchases (Gawer, 2009). The had also been reported by Dommeyer & Gross, (2003). Thus as indicated by figure- 2 and table 7. The TAM model got extended by the inclusion of CISB & CAI as antecedent variables to TAM.

The authors then as per the literature added the perspective of ethnocentricity as propounded by Aramendia-Muneta & Reardon, (2017). In an MSP, products and services from different countries across varied cultures are available. However given the development of right wing sentiments in the world the authors included the perspective on whether on Gen Z customers preferred to buy products available on MSPs which have a favoured country of origin (Sharma & Wu, 2015). Generally such countries were developed countries, where with high standard of
technology, work culture and ethical practices were being followed. Often Gen Z customers intended that products were manufactured in their own country so that the business interest of their home country are protected as argued by Hamin, & Elliott, (2006). Thus, nationalism also plays a big role in such cases as found by Candan, Aydin & Yamamoto, (2008). Thus, amongst Gen Z customers’ ethnocentric behaviour would moderate the relationships between the extended antecedent variables CAI & CISB. Thus as depicted in figure-2 and the values in table 7, the extended TAM with the moderating effects of ethnocentric behaviour and ethical orientation of Gen Z customers have been demonstrated.

7. Conclusion

TAM has been a well-researched theoretical model for deliberations on adoptions (Venkatesh, Morris, Davis, Davis, 2003). However, the main contribution of this study was towards extending the classical TAM (Venkatesh & Davis, 2000) with variables of CISB to CAI. This thus builds upon the theoretical perspectives of TAM, CISB and CAI. Further, the extended TAM was further modified by adding the moderating effects of CPBE and CE. Thus, this study theoretically integrated the TAM literature (Venkatesh & Davis, 2000) with ethnocentricity (Watson & Wright, 2000 ; Sharma & Wu, 2015) and customers ethical seeking behavior (Hamin, & Elliott, 2006). Thus, this model integrated and presented five strands of theoretical conservation namely TAM (Venkatesh, Morris, Davis, Davis, 2003), CISB (Kiel & Layton, 1981 ; Darden & Reynolds, 1971), CAI (, CPBE (Hartlieb & Jones, 2009) and CE (Hamin, & Elliott, 2006 ; Candan, Aydin & Yamamoto, 2008; Sharma & Wu, 2015). Further, this study also provided an empirical understanding on young consumers MSP adoption in the context of emerging economy based upon TAM perspectives.

Further, McCoy, Galletta & King, (2007) had stressed the contextual importance of culture in TAM. India possessed a large section of Bottom of Pyramid market which is technologically adept (Verma & Bhattacharyya,2016) ,a distinct culture (Bhattacharyya and Jha, 2018; Bhattacharyya, 2019), varied social needs (Bhattacharyya, 2012) and an emerging economy business context.(Bhattacharyya, 2011a). Given these contextual uniqueness this study was much required.

This study would help manager of firms working on MSPs to understand what steps helped to enhance the intention to use MSPs by young customers. The managers engaged in managing the MSP could use inputs from this study to define and delineate the factors that would enhance the usage of MSPs. In this study, it was found that customers (especially the young ones in India) sought information and were also more comfortable in using internet. Such customers had also more access to internet. Given this context, such customers indicated higher propensity to use MSPs. Thus, MSP developers needed to provide information (of better quality and more quantity) in their MSP, relative to competing MSPs. The MSP managers could undertake this through text, audio, video (product and service) information and reviews regarding the offerings listed. Further, because this study results indicated that ethnocentricity and ethical perspectives were present, MSP should in the product and service promotions enlist these points. Both MSPs as well as the suppliers were expected that made in India products were available and it was coveted. Further, the fact the products listed were made by ethical and sustainable practices was also required to be highlighted. MSPs needed to increase the interface so that customer interactions were smoother and easier. The data analysis results pointed out that MSPs should stress on both ethnocentricity as well as ethical dimensions of the MSP.

This study was based in India in urban locations. In future studies could be undertaken to test the model developed for rural India. This is required because the characteristics of education, income and psychological makeup of rural Indians are very difficult than of their urban
counterparts. Further, a comparative assessment of the model could be carried out by testing it in the context of the developed countries. This study however built upon the extant discussion of TAM for MSPs for young customers and this conversation could be furthered by studying customers from demographic and contextual background in future.

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