

Tiziana Guzzo, Fernando Ferri, Patrizia Grifoni, **A model of e-commerce adoption (MOCA): consumer's perceptions and behaviours**, Behaviour & information technology, Taylor & Francis, - London 2016

Abstract: The paper analyses factors that usually influence the adoption of online commerce, focusing in particular on how social influence acts in this process considering in particular an Italian sample. It investigates about the actual transaction behaviour, and not just the intention to shop online. Starting from analysing technology acceptance models of literature, the paper proposes and empirically validates a new model for e-commerce adoption. A self-administered survey approach was used to collect data from a sample of different ages, genders and educational levels by using a structured questionnaire. Empirical data were analysed using correlation and regression analysis.

Results showed that social influence, usability and perceived usefulness are predictors of the frequency of use and then, of e-commerce adoption.

The paper gives both a theoretical and an empirical contribution to the e-commerce literature by designing and testing a model for predicting online consumers' behaviour and enhancing the e-commerce adoption understanding.