



THE UNIVERSITY OF
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Department of Statistics

MASTER'S THESIS PRESENTATION

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The Usage of Mobile E-commerce in Korea with a Focus on Time
and Location: An Empirical Study

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ABSTRACT

Smartphones have become a major mobile device during the past few years, and e-commerce through smartphones has also grown rapidly. Despite this trend, there is a lack of studies about consumers who use smartphones for e-commerce. This paper, based on Korea Media Panel Survey by KISDI, tries to examine the characteristics of consumers who use e-commerce through their smartphones, specifically focusing on when and where they access e-commerce. The exploratory investigation using a Poisson generalized linear model provides two endings. First, the amount of time using e-commerce is strongly related to age, income, job, and the brand of smartphone used. Second, most people use e-commerce at home or in the workplace in the afternoon despite the fact that portability is a main benefit of smartphones.