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Research Paper

Market Isomorphism and Mobile Commerce Adoption in The Omnichannel: A Systematic Literature Review

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Abstract

Intense competition in the online retailing arena is transforming retailing systems to include mobile commerce resulting in increasing challenges to retailers since adoption is voluntary and changing consumer expectations shaped by circumstances, norms, and the need for new technology adaptations. As consumer behaviour is easily affected by the increasing social interactions through social networking media, the human and social factors that technology adoption theories lacks were commonly added into the studies to improve predictive capabilities. Therefore, this study investigates the social dimension's effects on technology adoption by adopting the institutional theory concept i.e., isomorphism, and conducting a systematic literature review exercise basing on the PRISMA framework. Articles review found organisation adoption studies commonly adapted institutional theory, but scarcity on consumer technology adoption. Isomorphic forces (i.e., coercive pressures, mimetic pressures, normative pressures) would significantly affect technological adoption and apply to both organisational and consumer adoption because individual behaviour detects successful adoption. By understanding market isomorphic forces, retailers could use the facts to formulate marketing strategies. The systematic literature review also showed variation in technology adoption because of cultural differences, norms, demographics, etc. Market isomorphism inclusion in consumer adoption studies is scarce. Recommendation for inclusion is encouraged for further investigation into its discriminant validity and definitions.

Keywords: Isomorphic forces, Market isomorphism, Omnichannel, Technology adoption, Information systems, Mobile commerce.

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Introduction

Consumers and retailers interconnect through seamless channels, and mobile commerce is inclusion and a growing global phenomenon. Digitisation has benefited retailer business performance and consumer shopping convenience. Some consumers welcome digitisations, while others find it intrusive and avoid mobile commerce. Despite e-Commerce awareness and internet user penetration growth in Malaysia, there are still non-adopter bystanders (MCMC, 2018a, 2018b; Muller, 2020). Even with the benefits of mobile shopping, adoption is sometimes obstructed by fear and anxiety, resulting in unwillingness to switch from incumbent systems, slow adoption, and consumer's ambiguous attitude toward mobile commerce adoption (Balakrishnan & Shuib, 2021; Chan et al., 2022; Jin et al., 2020; Lui et al., 2020; Lui et al., 2021). Cash or debit/credit cards dominate retail transactions in Malaysia, especially among SMEs and family businesses (90% of all establishments) (SMECORP, 2020; MCMC, 2018a). MCMC (2018a) specified Malaysians have high perceived threat attitudes and may prefer familiar incumbent channels over mobile commerce channel.

Reviewed articles stated isomorphic forces (i.e., coercive pressures, normative pressures, and mimetic pressures) significantly affected stakeholders' technology adoption decisions (Arshad et al., 2020; Guerrazzi, 2020; Sadoughi et al., 2019; Sherer et al., 2016). Stakeholders want social legitimacy, standardisation, and compliance with society (Arshad et al., 2020; Currie, 2012; Guerrazzi, 2020; Klein & Roberts, 2007; Liu et al., 2018; Mignerat & Rivard, 2015; Sherer et al., 2016; Thoradeniya et al.,2020; Tingling & Parent, 2002; Wang et al., 2020). These examples show how individual behaviour can affect decisions like accepting and using new technology. Social norms and uncertainties can cause individuals to change their behaviour to remain compliant and legitimate in society (Bell & Cox, 2015). This behaviour could directly affect behavioural intention to use, leading to adoption (Ajzen, 1991). Isomorphic forces led individual behaviour towards compliance and social legitimacy in the organisations (DiMaggio & Powell, 1983) for survival in the marketplace.

Because individual behaviour formation is from a shared common understanding, i.e., social norms, in the form of perceived punishment for non-compliance and reward for compliance (Cialdini et al., 1990; Thogersen, 2006), these social standards determine inclusion. Hwang & Um (2021) stated individual behaviour affects the successful deployment of technology systems within the organisation where these employees are consumers in public. Organisation stakeholders and consumers seek social legitimacy and linkages to the same society and social environments under the impact of isomorphic forces. Isomorphic forces can strongly affect consumer adoption behaviour, i.e., to mimic, comply, or compel their adoption decision of mobile commerce which is an adaptation from institutional theory. Elliot & Fu (2008) and Krell et al. (2016) found a link between normative pressures and social norms that influenced individuals to comply with influential people. However, most articles relating to isomorphic forces on technology adoption were from the organisational contexts.

Past studies that examined individual compliance within organisations' policies and practices towards intention to use (D'Arcy & Herath, 2011; Wang et al., 2020) found fewer contributions because information systems usage is mandatory within an

organisation, but individual behaviour detects successful adoption. As for retailers' mobile commerce apps, adoption is optional to consumers.

Consumer behaviour influences expectations (Kim & Kankanhalli, 2009). Studying consumer behaviour to investigate market isomorphic forces on consumer adoption could fill gaps in most technology adoption theories that lack human and social dimensions. Market isomorphism helps understand consumer technology adoption behaviour, which varies by culture, demographics, and profession. Under the situation where consumer expectations outperform disadvantages, market isomorphic forces led by social norms could weaken the adoption inhibitor (DiMaggio & Powell, 1983; Kim & Kankanhalli, 2009; Mesquita & Urdan, 2019).

Encouraging mobile commerce adoption is the biggest challenge faced by retailers since mobile commerce is still in its infancy in Malaysia (Kaur et al., 2019), where retailers must overcome existing practical gaps between consumer expectations and omnichannel systems (Shi et al., 2019). Therefore, before implementing systems, retailers should address these challenges. Since mobile commerce is optional, retailers must convince customers to use it. Retailers may need to be sensitive to culture-, region-, or group-specific social norms when addressing these problems. By studying market isomorphic forces for consumer adoption, we can learn about their imitating, normative, and compliance natures. This study helps retailers increase consumer confidence in mobile commerce apps for marketing, which may drive spontaneous consumer buying, benefiting retailers long-term. Market isomorphic forces affect consumer adoption choice and a new concept, according to Mesquita & Urdan (2019). Examining market isomorphic forces that promote consumer behaviour change and diminish adoption-inhibiting variables like human inertia could lead to an adoption decision.

This study will contribute to the literature on consumer mobile commerce channel adoption, justifying the followings:

(1) Effects of market isomorphic forces on the consumer through institutional theory concept since the institutional theory is usually in organisational technology studies.
(2) Justifying social norms influence consumer adoption behaviour.

This study focuses on the social elements of articles published between the year 2000 to 2021 to analyse technology adoption under isomorphic forces effects. This study aims to uncover market isomorphism research gaps on mobile commerce adoption. Most related technology adoption studies are from the technological and management aspects (Alalwan et al., 2017; Gupta et al., 2018; Mosquera et al., 2018; Phang et al., 2018; Shaw & Sergueeva, 2019; Tak & Panwar, 2017) and less on the effects of a social process or human factors such as social norms, human inertia, or even market isomorphic forces (Alalwan et al., 2017; Mosquera et al., 2018; Shaw & Sergueeva, 2019). Instead of focusing on technology and management, to study human, social, and environmental factors.

The rest of this paper's arrangement is as follows: Section 2 reviews related literature, Section 3 explains the research methodology used for this study systematic literature review, Section 4 results and interprets findings, Section 5 justifies and discusses

findings, Section 6 identifies research gaps and future study directions, and Section 7 specifies practical implications for Asian businesses.

Literature Review

Technology Intention to Use and Adoption

Earlier technology adoption studies concentrated on technological issues and progressed into technology services management and consumer adoption factors. However, most technology adoption theories lacked human and societal transformation considerations. For example, the extended unified theory of acceptance and use of technology model (UTAUT2) validate in various contexts to have high predictive capabilities (Mosquera et al., 2018; Venkatesh et al., 2012), but most studies integrated other factors to verify the predictive capabilities on technology adoption. Inconsistent empirical data (Alalwan et al., 2017; Mosquera et al., 2018) suggested missing factors that could affect technology adoption, thus implying that technology adoption theories alone are insufficient for technology adoption research. This finding argues for studying consumer technology adoption from additional perspectives like consumer behaviour and market isomorphism to identify potential missing variables in prominent technology adoption theories. According to the theory of planned behaviour (Ajzen, 1991), individual behaviour can directly alter behavioural intention to use, which leads to adoption. Hwang & Um (2021) and Wang et al. (2020) indicated individual behaviour as a determinant of effective adoption.

Mobile Commerce in the Omnichannel Environment

Omnichannel combines physical offline and online shopping, according to Rigby (2011). Shen et al. (2018) defined omnichannel as offline and online shopping channels with intertwined touchpoints. These elaborations distinguish omnichannel from traditional multichannel. Omnichannel includes mobility in e-Commerce where consumers can use integrated multichannel seamlessly and interchangeably anywhere, anytime (Park & Kim, 2021; Verhoef et al., 2015). Omnichannel is a growing global phenomenon (Won, 2018) where habits and expectations are evolving with increasing technology and mobility. In Malaysia, where retailers face fierce competition, mobile commerce apps are an alternative purchasing touchpoint. Mobile commerce adoption is a common discussion topic. However, those relating to market isomorphism effects on consumers' adoption in the omnichannel are limiting.

Consumer Decision Behaviour towards Mobile Commerce Adoption

Omnichannel consumers want seamless shopping across all channels. Omnichannel can help to boost retailers' commercial performance, but practical gaps exist between consumer expectations and retailers' omnichannel systems capabilities (Shi et al., 2019). Consumer adoption decision outcomes will vary depending on consumer behaviour and whether consumers' expectations outperform their perceived drawbacks. Social and external norms (Kim & Kankanhalli, 2009), human inertia (Polites & Karahanna, 2012), or isomorphic forces will impact the adoption decisions (DiMaggio & Powell,1983; Mesquita & Urdan, 2019) besides technology, management, behaviour, environment, and society. Consumers may also simultaneously use mobile commerce and their existing channel. The effects of market isomorphic forces arise

from social norms and human behavioural inertia affects consumer behaviour that triggers adoption decisions. Because consumers perceive all purchasing channel differences to be insignificant (i.e., homogeneity) since shopping expectations are achievable irrespective of channel, making it unnecessary to adopt the mobile commerce channel.

Furthermore, MCMC (2018a) found Malaysians fear internet transactions with financial implications. Consumers can mimic peers or community adoption actions because of uncertainty and the need to attain social legitimacy. Mimicking actions of peers/community or following professional or community decisions (i.e., normative pressures) may make consumers feel less risky. If others adopt it, the individual will think it has a higher inherent value (Walden & Browne, 2009), and this action is the same as mimicking. Human inertia will push consumers to maintain the status quo with incumbent systems (Polites & Karahanna, 2012; Samuelson & Zeckhauser, 1988), whereas market isomorphic forces effects will change consumer behaviour towards adopting mobile commerce. Therefore, studying consumer mobile commerce adoption through market isomorphism may provide a comprehensive understanding of consumer adoption behaviour.

The Linkage between Consumer Adoption Decision Behaviour and Institutional Theory

Internet and technological advancements will impact consumers' lives, with some adapting and others falling behind. Individuals and organisations in the same marketplace seek social legitimacy and conformity. Institutional isomorphism affects organisational behaviour and the same applies to consumer behaviour that is affected by market isomorphism. Hwang & Um (2021) suggested that beliefs affect individual conformance to social norms, shaping consumer environment and adoption decisions. Ajzen's (1991) theory of planned behaviour also stated that individual behaviour affected intention to use, leading to adoption.

Market Isomorphism, adapted from Institutional Theory Concept and extend as part of Social Forces

Isomorphic forces encourage organisations to establish rules, social, and institutional norms to increase legitimacy and compliance (DiMaggio & Powell, 1983), making same field organisations more similar. This categorised "isomorphism" processes as mimetic, coercive, and normative (DiMaggio & Powell, 1983). Information systems researchers use institutional theory to study isomorphic forces' effects on innovation, technology diffusion, and adoption (Mignerat & Rivard, 2015; Soares et al., 2021). Retailers and consumers coexist in the same social context, shaping organisational and consumer behaviour. The consumer environment is established by extending institutional theory into market isomorphism to understand the consumer environment's impact on decision behaviour, which affect behavioural intention to use and acceptance of technology. Because organisations and consumers attempt to link themselves inside society through the same norms established by public opinion, the organisation acts, and government enforcements (Scott, 2005). Social legitimacy evaluates organisations' behaviour based on the welfare and expectations of a community (Suchman, 1995), the same applies to consumers (Bendapudi et al., 1996).

As organisations follow social norms, the same to consumers facing normative influences acting in adhering to rules of acceptable social norms (Handelman & Arnold,

1999). Isomorphic forces will change consumer engagements across networks to achieve market goals, for example, Keller & Barry (2003) found influential people have more social links, and Yoganarasimhan (2012) found YouTube contributors' local network affects video popularity. These implications of market isomorphic dynamics on consumer adoption need more study.

Market Isomorphic Pressures influences Consumer Decision Behaviour towards Technology Adoption

Individuals herd to adopt technological innovation due to isomorphic forces (Fiol & O'Conner, 2003). Sun (2009) described herd behaviour as part of social learning, and Kraatz & Zajac (2001) said it leads people to follow the adoption decisions of others because they feel others know more. Most studies on isomorphic forces focus on organisational environments (Hwang & Um, 2021; Sadoughi et al., 2019). Applying the same concept to consumer situations could help examine market isomorphic forces' effect on the intention to use and adoption because both occur in the same social environment. Market isomorphic forces can affect individual choice by mimicking, complying, or compelling, and prohibiting certain choices. Isomorphic forces encourage effective behaviour imitation under high uncertainty (Eid & Agag, 2020; Wang et al., 2020). Coercive pressures directed individuals away from certain practices and conformed to the government or statutory regulations. Normative pressures exerted through socialisation and learning based on professional backgrounds as different professional practices influence people's adoption decisions (Eid & Agag, 2020; Wang et al., 2020). Furthermore, Influential people's opinions can make a person question whether to perform a behaviour (Fishbein & Ajzen, 1975).

Studies link normative pressures to social norms, establishing their effect on behavioural intention to use. Social norms determine an individual's perceived social pressures from others to please influential people (Elliot & Fu, 2008; Krell et al., 2016). Studying market isomorphic forces' effects on mobile commerce adoption in the omnichannel could provide a comprehensive understanding relating to the underlying factors that can spur decision change behaviour, trigger from co-create practices between retailers and consumers or consumers and consumers as omnichannel is a consumer-centric system.

Research Methodology

This study conducts a systematic literature review using the Preferred Reporting Items for Systematic Reviews and Meta Analyses (PRISMA) guidelines (Moher et al., 2009) to systematically plan and analyse studies for the identifying market isomorphism effects on consumer mobile commerce channel adoption research gaps. The PRISMA guidelines consists of 4 stages, identification, screening, eligibility, and included (Figure 1), that define systematic literature review methods from what was done, what was identified, and what is to be included. PRISMA supports comprehensive, transparent research reports.

Literature Search

This study identified and categorised isomorphic forces in individual and organisational technology adoption studies. Relevant papers are evaluated to better understand how isomorphic forces affect the adoption of technology, behaviours, or services. This study followed the PRISMA methodology: literature search, search strategy, and article selection. Relevant studies are extracted from a comprehensive review using inclusion and exclusion criteria. Omnichannel systems originated in the early 2000s where omnichannel retailing was first introduced in a 2009 study by IDC's Global Retailing Insights research team (Ortis & Casoli, 2009). Omnichannel is a global trend. Online users are expanding in Malaysia, but omnichannel retailing is still at the infancy stage (Kaur et al., 2019). This study searched e-journal databases between year 2000 to 2021 to investigate growing technology trends versus use and adoption of technology for the identifications of social forces related factors such as the isomorphic forces (ie coercive pressures, normative pressures, mimetic pressures) from the institutional theory concept, using Google Scholar search engine for related research papers from ScienceDirect, IEEE, Springer, Elsevier, Taylor and Francis, Wiley, Emerald, etc which are ERA or Scopus indexed.

This study contains only original English-language articles and conference papers about technology adoptions under isomorphic forces from organisation and individual contexts. The review's end goal is to identify research gaps in market isomorphism from consumer context.

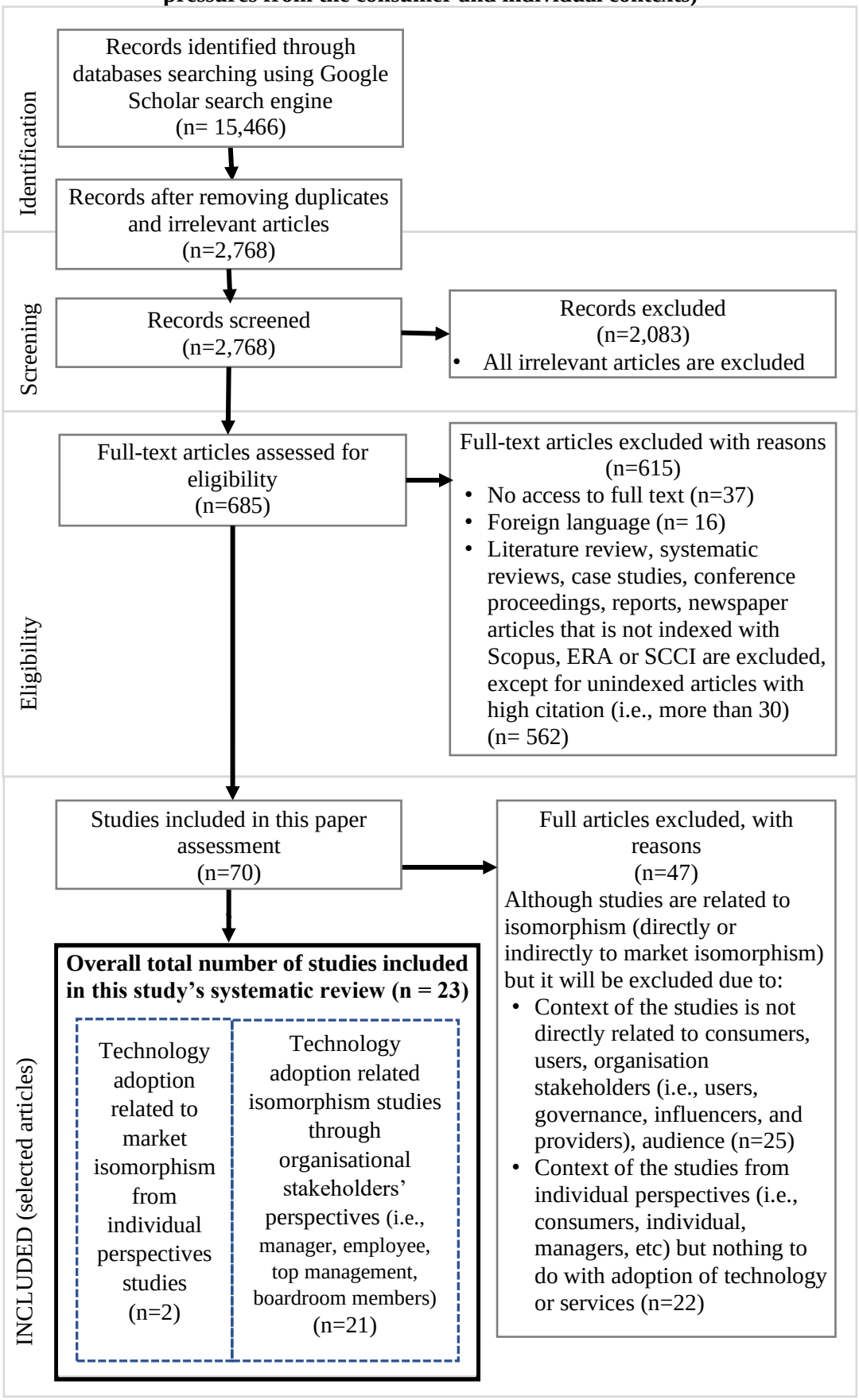
Search Strategy

Comprehensive search is performed, and missing relevant studies is avoided through careful search strategy by applying proper keywords (Table 1).

Table 1: Search Strategy and Keywords

Term 1 (with all the words)	Operator	Term 2 (Exact Phrase)	Articles found
		"market isomorphism"	83
technology adoption	AND	"market isomorphism"	47
market isomorphism	AND	"technology adoption"	2,890
consumer mobile commerce adoption	AND	"market isomorphism"	44
consumer mobile commerce adoption	AND	"coercive isomorphism"	4,010
coercive isomorphism	AND	"consumer mobile commerce adoption"	0
consumer mobile commerce adoption	AND	"mimetic isomorphism"	5,740
mimetic isomorphism	AND	"consumer mobile commerce adoption"	0
consumer mobile commerce adoption	AND	"normative isomorphism"	3,960
normative isomorphism	AND	"consumer mobile commerce adoption"	0
market isomorphism	AND	"consumer mobile commerce adoption"	0
technology adoption	AND	"isomorphic pressure"	1,460
TOTAL number of duplicate articles			*15,466*
TOTAL number of articles filtered after removing duplicates			**2,768**

Figure 1: PRISMA Framework (articles relating to technology adoption and isomorphic pressures from the consumer and individual contexts)



Article Selection

After removing duplicates, relevant articles are chosen in three stages. Firstly, 2,768 articles were filtered. Secondly, 685 filtered articles' abstracts were evaluated, and finally, 70 filtered articles' full texts were evaluated for the systematic research focus area and purpose (Figure 1). All unrelated articles were removed.

Initial 2,768 articles after title, abstract, and full-articles evaluation, 23 articles remained, where only 2 articles are directly related to technology adoption from market isomorphic forces that focused on individual context and 21 articles focused on organisation and individual contexts relating to isomorphic forces effects on organisational technology implementation.

Results

This systematic literature review is based on analysis and synthesis of relevant articles on isomorphism and technology adoption from 2000 to 2021. Articles are categorised by publication year, adoption theories, consumer behaviour, and isomorphic forces.

Distribution by Publication Year and Type of Journals

Reviewed articles adapted institutional theory and integrated technology adoption theories, among other factors that led to technology adoption. Individual and organisational stakeholders (manager, employee, top management, boardroom member, student) are studied, but organisational contexts are emphasised in past studies. Adoption related factors and relationships were also examined. Final filtered 23 articles, 18 from 2000 to 2015 and 5 from 2016 to 2021.

Technology Adoption Theories and Institutional Isomorphic Pressures

Selected articles found that institutional theory is commonly used as the theoretical foundation of technology adoption in organisational contexts, combining with other theories such as technology adoption, sociology, or management (Table 2).

Distribution by Study Contexts (organisation, individual, consumer)

61% of selected articles focused on organisational stakeholders (employee, manager, top management, boardroom member), 13% on focus groups (elderly, specific group, online investors/brokers), 9% on individuals (critical mass population), and 17% on consumers (i.e. products, services).

Study Characteristics

Out of 23 selected articles (Table 3), only 2 were specifically related to market isomorphism, which examined the dominant effects of market isomorphism that initially support resources heterogeneity to fostering homogeneity of products and services. Reason being many firms were found offering similar goods and services. The other 21 articles examined, some studies selectively choose specific isomorphic force(s) to be included in the study, while others included all the isomorphic forces. Most studies examined how isomorphic forces affected adoption and use.

Table 2: Theories Used in the Selected Articles

Theories Used in selected articles	Frequency of theory used	Selected Articles																						
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Diffusion of Innovation Theory (DOI)	3	X		X										X										
Technology-Organisation-Environment Framework (TOE)	3	X	X	X																				
Unified Theory of Acceptance and Use of Technology (UTAUT)	4	X		X				X					X											
Theory of Planned Behaviour (TPB)	4	X		X												X			X					
Technology Acceptance Model (TAM)	6	X		X							X		X				X		X					
Theory of Interpersonal Behaviour (TIB)	1			X																				
Theory of Reasoned Action (TRA)	2																X		X					
Institutional Theory	***23***	***X***	***X***	***X***	***X***	***X***	***X***	***X***	***X***	***X***	***X***	***X***	***X***	***X***	***X***	***X***	***X***	***X***	***X***	***X***	***X***	***X***	***X***	***X***
Status Quo Bias Theory	1				X																			
Stakeholder Management Theory	4			X						X											X			X
Socio-technical Theory	1																						X	
Social Network Analysis	1			X																				
Social Contagion Theory	2					X									X									
Decision Theory	1																	X						
Information Cascading Theory	1																			X				
Studies with integrated theories	***83%***	***X***	***X***	***X***	***X***	***X***		***X***		***X***	***X***		***X***	***X***	***X***	***X***	***X***	***X***	***X***	***X***	***X***		***X***	***X***

Significant Factors in Technology Adoption Theories and Isomorphic Forces

Influential factors of technology adoption are identified in Table 4. Isomorphic forces have been widely used in technology adoption and integrated with human, technological, environmental, and organisational factors. Herding behaviour, bandwagon effects, and inertia was identified to influence technology adoption. Table 3 list the most frequently focused isomorphic forces impacting technology adoption as normative (39%), mimetic (33%), and coercive (28%). Herding behaviour or bandwagon effects exhibited results of changes through homogenisation to support the adaptation of new changes.

Table 3: Selected Articles commonly investigated Isomorphism Factors

Isomorphism factors	Market Isomorphism	Isomorphic Forces		
		Coercive	Normative	Mimetic
No. of articles	2	15	21	18

Frequency of focus in selected articles	*28%*	*39%*	*33%*

Table 4: Most Significant Factors and Theories of Selected Articles

No	Author	Title	Theory	Market Isomor-phism	Isomorphic Forces			Other Factors				Behavioural Effects	Dependent Variable
					F1	F2	F3	O1	O2	O3	O4		
1	Ahmad S., Miskon S., Alkanhal, T.A. & Tlil I. (2020)	Modeling of business intelligence systems using the potential determinants and theories with the lens of individual, technological, organizational, and environmental contexts - A systematic literature review	Organisational level (DOI, TOE, Institutional theory) and Individual level (UTAUT, TPB, TAM) for Business Information Systems acceptance		X	X	X	Perceived usefulness, Perceived ease of use					Business Intelligence Systems (BIS) adoption
2	Mesquita J.M.C.D. & Urdan A.T. (2019)	Determinants of Customer Inertia – A survey of mobile phone services.	Institutional theory and TOE framework	X	X	X	X	Satisfaction, Switching avoidance	Perceived quality, Unattractive-ness		Switching barriers	Consumer Inertia	Market isomorphism & Consumer inertia
3	Sadoughi F., Khodaveisi T. & Ahmadi H. (2019)	The used theories for the adoption of electronic health record: A systematic literature review.	Institutional theory, TAM, UTAUT, TOE, DOI, TPB, TIB, stakeholder theory, and social network		X	X	X	Perceived usefulness, Perceived ease of use					e-Health records adoption
4	Wu C-C. (2016)	Status quo bias in information system adoption: A meta-analytic review.	Institutional theory and Status quo bias theory		X	X	X	Perceived value, Perceived risk, Cognitive misperception, Psychological, Rational decision making					IS adoption
5	Sherer S.A., Meyerhoefer C.D. & Peng L. (2016)	Applying institutional theory to the adoption of electronic health records in the US.	Institutional theory, social contagion theory		X	X	X						e-Health records adoption
6	Mignerat M. & Rivard S. (2015)	Positioning the institutional perspective in information systems research.	Institutional theory		X	X	X						IT/IS adoption
7	Bozan K., Davey B. & Parker K. (2015)	Social influence on health IT adoption patterns of the elderly: An institutional theory-based use behavior approach.	Institutional theory, UTAUT		X	X	X	Social influence				Bandwagon effects	Health IT adoption (user behaviour)
8	Magnier-Watanabe R. (2014)	An Institutional Perspective of Mobile Payment Adoption: The Case of Japan.	Institutional theory		X	X	X						Mobile payment adoption
9	Currie W.L. (2012)	Institutional isomorphism and change: the national programme for IT–10 years on.	Institutional theory, Stakeholder theory		X	X	X						e-Health records adoption

10	Mwafise A.M. & Stapleton L. (2012)	Determinants of user adoption of mobile electronic payment systems for microfinance institutions in developing countries: Case study Cameroon.	Institutional theory, TAM		X	X	X	Socio-technical factors				m-payment adoption
11	Currie W.L. (2011)	Institutional theory of information technology.	Institutional theory		X	X	X					Technology adoption
12	Sherer S. (2010)	Information Systems and Healthcare XXXIII: An Institutional Theory Perspective on Physician Adoption of Electronic Health Records.	Institutional theory, TAM, UTAUT		X	X	X		External adoption partnerships			e-Health records adoption
13	Peng G. (2009)	Beyond computers and the internet: On the adoption of home computer applications.	Institutional theory and Innovation diffusion theory			X	X	Social influences			Bandwagon effects	Home computer applications adoption
14	Shi W., Shambare N. & Wang J. (2008)	The adoption of internet banking: An institutional theory perspective.	Institutional theory and social contagion theory		X	X	X	Attitude (TAM, TRA, TPB), Demographic/control variables (age, income, gender)				Internet banking adoption
15	Li Q. & Liu Z. (2008)	The Role of Social Referents in Consumers' E-Commerce Adoption in China.	Institutional theory and TPB			X		Social influence (TPB), social norms, interpersonal norms, trust beliefs		External norms		e-Commerce adoption
16	Elliot M. & Fu F. (2008)	Consumer acceptance of technology products: The impact of tactical selling approaches.	Institutional theory, TAM and TRA			X		Perceived usefulness, Perceived ease of use, Perceived enjoyment, Perceived expressiveness				Technology product adoption
17	Dattee B. & Weil H.B. (2007)	Dynamics of social factors in technological substitutions.	Institutional theory and Decision theory			X						Innovation adoption
18	Konana P. & Balasubramanian S. (2005)	The social–economic–psychological model of technology adoption and usage: An application to online investing.	Institutional theory, TAM, TRA and TPB			X						Online investing adoption
19	Song J. & Walden E. (2003)	Consumer behavior in the adoption of peer-to-peer technologies: An empirical examination of information cascades and network externalities.	Institutional theory and Information cascading (ie mimicking)				X	Demographic (age, gender)	Network externalities			Peer-to-peer technology adoption
20	Verbeke A. & Tung V. (2012)	The Future of Stakeholder Management Theory: A Temporal Perspective.	Institutional theory and Stakeholder Management theory	X		X						New technology adoption

21	Suire R. & Vicente J. (2009)	Why do some places succeed when others decline? A social interaction model of cluster viability.	Institutional theory			X		Adoption decision
22	Lamb R. & Kling R. (2003)	Reconceptualizing users as social actors in information systems research.	Institutional theory and Socio-technical theory	X	X	X	Decision externalities	ICT adoption
23	Gomes R.C., Liddle J. & Gomes L.O.M. (2010)	A five-sided model of stakeholder influence: A cross-national analysis of decision making in local government.	Institutional theory and Stakeholder theory	X	X	X		Public manager adoption decision making

Notes:

#1 Technology Acceptance Theories and Models:

DOI	Diffusion of Innovation Theory
UTAUT	Unified Theory of Acceptance and Use of Technology
TAM	Technology Acceptance Model
TRA	Theory of Reasoned Action
TPB	Theory of Planned Behaviour
TIB	Theory of Interpersonal Behaviour
TOE	Technology-Organisational-Environment framework

#2 Isomorphic Forces:

F1	Coercive Pressures
F2	Normative Pressures
F3	Mimetic Pressures

#3 Other Factors:

O1	Individual related factors
O2	Technology factors
O3	Organisation factors
O4	Environmental factors

Discussion

Adopting new technology within an organisation is mandatory as required by corporate governance whereas, in the consumer environment, successful technology adoption depends greatly on consumers' voluntary decision-making. Whether adoption occurs within organisations or among consumers, individual behaviour determines effective adoption because all individuals are customers in public, even when they are stakeholders within organisations (Hwang & Um, 2021). DiMaggio & Powell (1983) said isomorphic forces have pushed organisations to develop institutional norms and standards to increase legitimacy. Thus, companies in the same industry are having more similarity to each other, homogenising the sector and these isomorphic forces affect organisation stakeholders' cognition and behaviour (Scott & Bruce, 1994). Individuals following external advice can choose to act or not act based on external forces (Gleim et al., 2019). Therefore, as an organisation acted in adherence to rules of acceptable social norms (Handelman & Arnold, 1999), so will individuals under the same market social forces. Because organisational stakeholders are consumers as same isomorphic forces impact consumer behaviour. Past studies relating to organisational information systems implementations adopt the institutional theory for explaining technology adoption via regulative, normative, and mimetic actions that are under the influence of formal and informal factors established from social behaviour (Geels, 2010; Meyer & Rowan, 1977).

Organisations want social legitimacy and compliance, and consumers also want the same due to external factors as both exist in the same social environments (Gleim et al., 2019; Handelman & Arnold, 1999; Hwang & Um, 2021). Review articles found few studies about market isomorphic forces and consumer technology adoption. We are now in the digital convergence era like omnichannel retailing where implementation of the mobile commerce channel could pose challenges to retailers. Because Malaysia's omnichannel is still in its infancy stage where consumers could be unfamiliar with mobile commerce channel. Furthermore, Malaysians with a high perceived threat attitude (MCMC, 2018a) could lead them to choose the status quo. Social forces such as social norms affect consumer behaviour (Bell & Cox, 2015), while Ajzen (1991) theory of planned behaviour shows that consumer behaviour affects intention to use and adoption. Empirical evidence and justifications have somehow confirmed that social forces in the marketplace will affect information systems implementation in the organisation significantly and stakeholders would likely choose actions such as mimicking peers, compel to statutory bodies or regulative standards and rules, or complying based on their experiences or professional background. Future research integrating market isomorphic forces into prominent technology adoption theory will be relevant for achieving a comprehensive technology adoption understanding in this digital convergence era.

Its consumers' choice to decide whether to accept or status quo. Retailers must take the lead in encouraging consumers to switch to mobile commerce channel. A comprehensive understanding of consumer adoption decisions will help retailers to achieve a greater adoption rate as retailers could address identified practical gaps between omnichannel systems capabilities and consumer expectations (Shi et al., 2019). This study adds to consumer technology adoption in three ways. Firstly, focusing on technology adoption through the effects of market isomorphic forces is helpful, especially in socially implicated research like consumer mobile commerce

adoption. Adoption inferential factors are not only from the technological and management aspects as most past technology adoption-related studies were focusing on, but the consumer behavioural aspects under the influence of surrounding social forces will be equally influential. Because behavioural results have a role in deciding actual behavioural outcomes since behavioural intention to use could lead to the actual adoption. Institutional theory is popular in information systems adoption research, but most studies focus on organisational environments.

Secondly, although institutional theory is commonly used in information systems adoption research but mostly in organisational contexts. It is meaningful to study consumer technology adoption by adapting the institutional theory concept, which views the market as a social field (Branstad & Solem, 2020). Within the organisation information systems adoption, it is the individual stakeholder's behaviour that detects successful adoption. Mandatory versus voluntary actions do not produce noticeable disparities between organisations and consumers because individual behaviour is a major determinant of ineffective information systems acceptance (Hwang & Um, 2021). These stakeholders are also consumers with shared standards and values (Hwang & Um, 2021; Scott, 1987). Individuals and organisations joined the same networks to pursue socially influenced market interests (Branstad & Solem, 2020). Through these underlying logics, individuals and organisations in society sought social legitimacy and compliance with official and informal rules (Suchman, 1995). Thirdly, focusing on market isomorphism from the consumer context is identified as a new concept by Mesquita & Urdan (2019). Omnichannel is a recognised growing global phenomenon (Juaneda-Ayensa et al., 2016). Applying the market isomorphism concept to consumer mobile commerce adoption will provide comprehensive insights into consumer behaviour that encourage behavioural change.

The market is considered as socio-material where consumers participate in networks to pursue market interests affected by social norms (Branstad & Solem, 2020). Institutional theory is considered the fundamental logic that influences people's and groups' activities in society, according to Scott (2014) and Branstad & Solem (2020). Individuals seek legitimacy through official and informal laws of society to live and be part of a society, just as organisations (Suchman, 1995). Market isomorphism refers to processes or structures with identical agreed standards and practices in a society where organisation and consumer expectations and arrangements are aligned (Baddache & Nicolai, 2013). The three market isomorphic forces ie normative pressures, coercive pressures, and mimetic pressures are under perceived social pressures that affect consumers' adoption decision behaviour favouring conformity to prescribed socially acceptable behaviour (Scott, 1995; Verbeke & Tung, 2012). For example, the normative pressures exerted from consumers' background (e.g., from professional bodies, universities, institutions, previous employment culture, and social groups) through professional practices, standards, and values (Eid & Agag, 2020; Wang et al., 2020) or perception of influential people (Fishbein & Ajzen, 1975). Normative pressures are also social norms or subjective norms that various studies suggested to have influenced behavioural intention to use (Elliot & Fu, 2008; Hung et al., 2002). The social influence will affect consumers' decisions, therefore producing a background that either mimic, comply or compel and restrict some choices.

Recommendations for Future Studies

Dominant effects of isomorphic forces can change individuals who are supporting resource heterogeneity to fostering homogeneity as more awareness is gained, or due to high uncertainties experienced, and they may choose to mimic peers' decisions or community, or the normative market pressures which will lead to compliance with set standards and norms. The coercive pressures will lead to compliance with rules and regulations. Mandatory versus voluntary adoption distinguishes organisational stakeholders' and consumers' technology adoption research. Consumers in the marketplace are vulnerable to social forces that trigger an individual's change behaviour in addition to the change of impacts generated by technology adoption theories that were identified through technological and managerial variables. These isomorphic forces can neutralise human inertia and lead to technological adoption by changing behaviour. Future research is recommended to include market isomorphism in consumer mobile commerce adoption studies, and its discriminant validity and definitions need additional examination. Future studies can consider exploring into the effects of market isomorphic forces on adoption from the impacts of adoption inhibitors like consumer inertia and perceived threat besides enablers like perceived value and perceived controllability of consumers. Market isomorphic forces could weaken or strengthen inhibitors or enablers' effects on consumer technology adoption.

Practical Implications for Asian Business

Derived results indicate multidisciplinary integration of technology acceptance theories with isomorphic forces is appropriate as the social processes and environments besides the technological and management components are address simultaneously. Most isomorphism-based technology adoption studies are from organisational contexts because they perceive rules, norms, and routines as authoritative guidelines for social behaviour that specify what is morally approved or prohibited. Most research combined human, social, and other factors to increase UTAUT2 model's prediction power. UTAUT2 model and other technology adoption theories (such as TAM, DOI, TOE, and UTAUT) were commonly integrated with other factors (Table 2), suggesting technology adoption models may have missing factors that could potentially affect adoption decisions. According to institutional theory, human and social factors contributed effectively toward technology adoption. Although most isomorphism research was from organisational contexts, individuals' behaviours justify adoption success. All individuals are consumers who share social surroundings with organisations, it is significant to explore consumer mobile commerce channel adoption through the market isomorphism lens as this study is limited. Integrating market isomorphism to technology adoption model such as UTAUT2 would contribute to a holistic view of consumer mobile commerce channel adoption study as UTAUT2 will investigate the technological and management aspects of adoption, whereas market isomorphism forces that influence individual behaviour will investigate consumer behaviour aspects as the theory of planned behaviours (Ajzen, 1991) indicated that the individual's behaviour will direct the group's behaviour. Adopting new technology requires behavioural transformation, acceptance, adoption changes, and individual need to learn, re-learn, and perform, which can break the negativity of inhibitors through behaviour change.

Market isomorphism from the consumer context should be studied to have a better understanding of how social contexts affect mobile commerce intention and uptake. Especially in the omnichannel retail landscape. Mobile commerce is an optional channel consumer can use to make purchases. New technology systems suffer user resistance, as consumer inertia acts as an inhibitor to maintain the status quo. Specific technical systems established didn't match consumers' expectations, causing use resistance. Retailers must grasp consumer behavioural needs beyond system utility and usability. Retailers must explore these elements before implementing technical solutions since social dimensions, such as social norms, influence consumer adoption behaviour. Consumers won't mindlessly follow others unless they trust mobile commerce apps to satisfy their purchase goals. Reasons include negative online buying or transaction experiences, online fraud, and financial losses. All these deter consumers from adopting mobile commerce unless retailers can earn consumers' confidence, for example through privacy and security protections, etc. However, consumers may still search for product and service information and make product or service comparisons online despite being deterred from performing online transactions. Retailers must educate consumers about the security and privacy of their mobile commerce apps, in addition to focusing on convenience and benefits like online offers and incentives, to convince consumers to switch to the mobile commerce channel.

Incorporating social elements such as market isomorphic forces into consumer adoption research can give greater insights. This study has substantial implications for Malaysian businesses, especially SMEs and family firms, which make up more than 90% of Malaysia's business community. Consumers must consider implementing digitised convergence retailing systems, such as mobile commerce apps, to match consumers' expectations. This digital initiative will boost SMEs' competitiveness over larger retailers. Retailers can increase consumer adoption by incorporating mobility into retailing systems that fulfilled consumer expectations. Because delighted consumers will change their behaviour, leading to adoption. Long-term, retailers who successfully implement consumer-acceptance mobile commerce apps can promote spontaneous consumer buying behaviour, leading to increased sales margins for goods and services and improved corporate profitability. Retailers can use mobile commerce apps to lock in existing consumers and attract new ones.

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