

## **Editorial Introduction**

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Online shopping has become a habit for most consumers after three decades' evolution of e-commerce. This is particularly significant in developing economies such as China and Korea. Alibaba's Bachelor Festival on November 11 in China has resulted in an incredible number of 168 billion RMB in a single day and 93% of the transactions were on mobile devices, an increase from 82% in 2016. Electronic commerce is really the major driving force for enhancing information technology infrastructure of most organizations.

In this issue, we focus on consumers' online behavior. Among 4 published papers, three of them are related to shopping behaviors. The first paper by Singh and Matsui studies the effect of long tail and trust in online shopping. They expanded the UTAUT2 model to include these two constructs and conducted an experiment in Japan on two product categories to investigate how long tail and trust affect online shopping intention.

The second paper by Song, Wang, Zhang and Qiao investigates how different types of motivating factors, including functional benefits, hedonic benefits, economic benefits, intrinsic benefits, and brand reputation, influence users' participation and commitment on brand pages in social network sites (SNS) and the subsequent impact on purchase intention. They compared models built from Chinese and Korean data to also examine the cultural effect.

The third paper by Yang, Huang and Su focuses on user's willingness to pay for digital goods on mobile devices. They adopted the value-based model and conducted a survey on consumers' attitude toward paying for Line stickers, a popular communication APP in Taiwan. The result indicates that personal characteristics along with social influence are important.

The fourth paper is targeted at enhancing software design methods from the work study perspective. They compare differences between plan-driven and agile design methods to examine how design methods relate to team members' motivation. Results from surveying 56 software project teams in India are reported.

This issue concludes the ninth volume of the Pacific Asia Journal of the Association for Information Systems. After working for nine years, the journal is getting better and better and also needs new energy to join. The search committee has worked hard to find James J Jiang to be the new Editor in Chief. Professor Jiang is a well-known scholar and had worked in the United States and Australia before joining National Taiwan University. He will become the new chief editor starting from July 2018.

**Ting-Peng Liang**

Editor-in-Chief