

Technology Acceptance Model and Stimulus-Organism Response for the Use Intention of Consumers in Social Commerce

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ABSTRACT

This article examined two aspects of user decision making for social commerce and suggested technology acceptance model as cognitive process and stimulus-organism response as affective process to explain the people's behaviors. Research methodology is a survey for undergraduate students, which was conducted in December 2013 on a popular social commerce site (www.ticketmonster.co.kr). In the results, first, usefulness and ease of use are shown to increase user intention of social commerce. Second, joy and pride increase user intention of social commerce, while fear decreases it.

KEYWORDS

Emotions, Perceived Ease of Use, Perceived Usefulness, Social Commerce, Stimulus-Organism Response, Technology Acceptance Model

1. INTRODUCTION

Social media is a subset of Web 2.0, and the social media revolution in the use of the Web is making social commerce a new extension of e-commerce (Lin et al., 2018; Yahia et al., 2018; Yang et al., 2015; Sadovykh et al., 2015; Hajli, 2014) and promises to become a most challenging research field in the coming decade. Social commerce reflect the ideas of community-level participation and socioeconomic impacts in e-commerce, which has three major attributes: social media technology, community interactions, and commercial activities (Marsden 2011; Dennison et al., 2009; Yang et al., 2015; Sadovykh et al., 2015).

The quality of the social commerce website design that creates a memorable and enduring consumption experience has been emphasized (Pine & Gilmore, 1998). Recently, social commerce, combined with information technologies (IT), have reinforced its feature. Today's new and cutting-edge IT have generally encouraged consumers' experience and have been required to render far more immersive experience which increases the demand for the goods and service (Pine & Gilmore, 1998). In this situation, social commerce companies around the world have actively developed and provided various information services (IS) that provides consumers with information and joyfulness, and ultimately enhances their experience.

Therefore, to remain competitive, it is imperative for e-retailers to invest time and money to design, develop, and maintain high quality platforms. Social commerce platform is a place where people can collaborate online, get advice from trusted individuals, find goods and services, and then purchase them. However, previous studies have been interested in platform quality and have focused mainly

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on defining and operationalizing the concept (Stephen & Toubia, 2010; Turban et al., 2011; Hajli, 2014). Some of studies apply technology acceptance model (TAM) as cognitive process to social commerce (Gefen et al. 2001). Few studies have attempted to measure the impact of the cognitive and affective processes leading to behaviors sought by e-retailers. This study suggests technology acceptance model (TAM) as cognitive process and stimulus-organism-response (S-O-R) as affective process to explain the people's behaviors for social commerce.

2. THEORY AND HYPOTHESIS

2.1. Social Commerce

While the B2C market is growing and profitable, the competition for market share is also increasing in many retail sectors (e.g., books, travel, information, music, insurance, and electronics). Social commerce has a significant impact on the social interaction between business processes and consumers (Spaulding, 2010). In fact, in this environment, consumers can be exposed to more social and collaborative online shopping experiences to aggregate collective intelligence to better understand purchasing and support more accurate shopping decisions (Dennison et al., 2009). Online merchants can help them to better serve their customers by identifying consumer behavior, preferences and expectations (Constantinides et al., 2008). Unlike traditional e-commerce, which focuses on improving the efficiency of online shopping, social commerce offers a rich social, interactive and collaborative online shopping experience (Yang et al., 2015). In this way, e-commerce moves to a consumer-centered environment aimed at creating new business opportunities (Yang et al., 2015), increasing consumer participation (Guo & Barnes, 2011) (Sadovykh et al., 2015), support product and brand development (Huang et al., 2012).

Research on social media and Web 2.0 related to the context of e-commerce (Hajli, 2014) and to their impacts on consumers (Kim & Park, 2013) including their attitudes (Hassanein & Head, 2007), levels of satisfaction (Bai et al., 2008), and shopping behaviors (Seckler et al., 2015) emphasize the importance of designing quality social commerce websites (Hernández et al., 2009). In fact, website design has a significant impact on consumer interaction with social commerce (Cebi, 2013). Consumer purchase intentions, in particular, are heavily influenced by the quality of the social commerce website design (Curty & Zhang, 2013).

2.2. TAM and Social Commerce

A social commerce is, in essence, an information technology. As such, online purchase intentions should be explained in part by the technology acceptance model (TAM) (Davis et al. 1989; Sirdeshmukh et al., 2018; Li et al., 2017; Chu, et al., 2017). According to TAM, the intention to voluntarily accept, that is to use, a new IT is determined by two cognitive processes dealing with the perceived usefulness of using the new IT and the perceived ease of use of the new IT. As shown in previous research (Gefen et al. 2001), this study hypothesizes that paths predicted by TAM apply also to social commerce. In previous TAM studies, the underlying logic is that IT users (in this case, online customers using social commerce) react rationally when they elect to use an IT.

Users' behavioral intention to use an information system is fueled, to a large extent, by their perceived usefulness of the system (Davis et al., 1989). There is also extensive empirical evidence that supports the significant effect of perceived usefulness on behavioral intention (Davis et al., 1989; Hu et al., 1999). In social commerce, consumers can participate in a wide range of activities via interactivity features and through these features participants interact with others in the virtual world and make themselves real, which leads to their engagement with the virtual world (Taylor 2002). When inhabiting the social commerce world, consumers' ability to interact with the social commerce environment can further make them feel that they are embodied in the social commerce world by improving the various technological online experiences (Huang 2012). And, in social commerce,

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