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*Corresponding author: Astri Rumondang Banjarnahor, Department of Management, Institut Transportasi dan Logistik (ITL) Trisakti, Jakarta, Indonesia.

E-mail: rumondangastri@gmail.com

MAPPING IDEA & LITERATURE FORMAT

Technology Acceptance Model and Theory of Planed Behavior: Mapping Literature Review

Astri Rumondang Banjarnahor^{1*}

¹Department of Management, Institut Transportasi dan Logistik (ITL) Trisakti, Jakarta, Indonesia.

Email: rumondangastri@gmail.com

Abstract: TAM (Technology Acceptance Model) is a technology application model that adopts the Theory of Reasoned Action (TRA) from Fishbein and Ajzen (1975) which is used to see the level of use of respondents in receiving information technology (Kaffashan Kakhki et al., 2020). This TRA is composed of the basic assumption that every human being behaves consciously in self-control and considers the use of available information for use in his life. Ajzen and Fishbein (1975) state that two determining factors can influence a person's intention in doing a certain act, the first is related to attitude towards behavior) and the next influence is social influence, namely subjective norms (subjective norms). This study uses a bibliometric literature review approach with a sample mapping literature of 17 articles regarding planned behavior theory approaches reference articles from 2020 - 2021 under Scopus indexed journal. Our proposition state result the correlation Theory of planned behavior theory and TAM in the aspect of the field of management (e.g., marketing, Technology, E-Commerce) make a positive contribution as a grounded theory to explain the variable antecedent and also its correlation to other theories.

Keywords: Technology Acceptance Model, Marketing, Theory Planned Behavior, E-Commerce

JEL Classification Code: M30, M31, C44, D11

1. INTRODUCTION

TAM (Technology Acceptance Model) is a technology application model that adopts the Theory of Reasoned Action (TRA) from Fishbein and Ajzen (1975) which is used to see the level of use of respondents in receiving information technology (Kaffashan Kakhki et al., 2020). This TRA is composed of the basic assumption that every human being behaves consciously in self-control and considers the use of available information for use in his life. Ajzen and Fishbein (1975) state that two determining factors can influence a person's intention in doing a certain act, the first is related to attitude towards behavior) and the next influence is social influence, namely subjective norms (subjective norms) (Kaffashan Kakhki et al., 2020). The TRA emphasis introduced has the following principles: determining how to measure the attitude component of the relevant behavior, distinguishing between beliefs or attitudes, and determining external stimuli. So that the TRA model causes reactions and user perceptions of the information system which will determine the user's attitudes and behavior. With a strong theoretical basis through the adoption of TRA, Davis developed the TAM Model in 1986. TAM is one type of theory that uses a behavioral theory approach that is widely used to examine the process of adopting information technology. According to Davis et al. (1989), Concept of Technology Acceptance Model (TAM), is a theory that offers a basis for studying and understanding the behavior of technology users in accepting and using the technology offered (Carmeli et al., 2009; Mahzan & Lymer, 2014). The TAM model was developed from psychological theory, which explains the behavior of technology users based on beliefs, attitudes, intentions, and user behavior relationships.

The purpose of TAM is to explain the determinants of acceptance of information-based technology in general as well as to explain the behavior of end-users (end-users) of information technology with a fairly wide variation and the user population to provide a basis in order to determine the influence of external factors on the psychological basis. TAM is formulated to achieve this goal by identifying a small number of main variables, obtained from previous research on theories and determinants of technology

acceptance, and applying TRA as a theoretical background in modeling the relationships between variables. Besides TAM, other models can also be used to predict and explain why users accept or reject an information system, one of which is the Unified Theory of Acceptance and Usage of Technology (UTAUT). According to (Venkatesh et al, 2003) UTAUT is a model that can explain user behavior towards information technology which is based on the previous eight models, the eight leading theories incorporated in UTAUT are the theory of reasoned action (TRA), technology acceptance model (TAM), motivational model (MM), theory of planned behavior (TPB), combined TAM and TPB, model of PC utilization (MPTU), innovation diffusion theory (IDT), and social cognitive theory (SCT) (Mahzan & Lymer, 2014; Marpaung et al., 2021; Venkatesh et al., 2021). However, the technology acceptance model (TAM) is simpler and as a model that has a strong enough theoretical basis to be used and this TAM model is related to the attitude of interest and its relevance to personal interaction (Guriting and Ndubisi, 2006). According to (LESTARI et al., 2020) TAM is simpler to implement than other models, where the use of TAM is easier to apply. This is in line with the opinion of Jogiyo (2007) TAM is a behavior model that is useful for answering the question of why many information technology systems fail to be implemented because the user does not have the intention to use it, built on a strong theoretical basis, has been tested with many research and results mostly support and conclude that TAM is a good model. The most important advantage of TAM is that this model is a parsimony model, which is a simple but valid model. TAM explains simply the causal relationship between behavior and beliefs (benefits of an information system and convenience), goals, and actual use of information system users (Halimi et al., 2021; Heikkilä et al., 2017). This explanation is in accordance with the purpose of this study, namely to examine the effect of the Technology Acceptance Model which determines consumer attitudes in deciding to adopt retail web. In addition, TAM is believed to be able to predict user acceptance of technology based on the impact of two factors, namely perceived usefulness and perceived ease of use (Davies & Fennelly, 2020)

2. Literature Review Procedure

This study uses a bibliometric literature review approach with a sample mapping literature of 15 articles from 2015 to 2020 under the Scopus indexed journal Table 1 illustrates the results of the literacy mapping that we have summarized. In connection with the presentation in the Introduction section, the proportion of our analysis results has also been stated in section 3.

3. Conclusion and Proposition

H1: Correlation Theory of planned behavior theory and TAM in the aspect of the field of management (e.g., marketing, Technology, E-Commerce) make a positive contribution as a grounded theory to explain the variable antecedent and also its correlation to other theories.

Table 1: Mapping Literature

Title	Research Problem	Research Purpose	Variable / Item	Theory	Result
TAM Ecommerce					
1. How perceived behavioral control affects trust to purchase in social media stores (Sembada & Koay, 2019)	While social commerce research has predominantly focused on how established brands attract consumers, very little is known about what motivates individuals to risk purchasing from shops owned by other individuals.	The current study makes three contributions. First, this research takes a holistic perspective of the factors that drive consumer engagement with social media stores. We empirically unpack both the underlying roles of the quality of social media stores, as well as the influence of the perceived choice of alternatives to this channel of distribution. Second, this study focuses on commerce conducted on a small or micro-business context, which is a dimension	<ol style="list-style-type: none"> Intention to Shop <ul style="list-style-type: none"> When I want to shop for lifestyle I am open to purchasing from social media shops in the near future I can consider social media to be the place where I shop I can imagine myself buying from social media shops in the near future Trust <ul style="list-style-type: none"> Social media shops would be competent in keeping their promise Social media shops would be honest with me if I purchase products Social media shops would not take advantage of me if I purchase products Ease of transaction <ul style="list-style-type: none"> I find that interactions with social media shops: <ul style="list-style-type: none"> Are largely clear and understandable Do not require a lot of mental effort Are effortless to do Provides me with all the information I need Perceived security <ul style="list-style-type: none"> The decision to buy from social media shops will: <ul style="list-style-type: none"> Carry a negligible risk – significant risk* Be a largely negative situation – Largely positive situation Have high potential for loss – high potential for gain Control over alternatives 	<ul style="list-style-type: none"> theory of motivated reasoning technology acceptance model (TAM) theory of planned behavior (TPB) 	The findings show that perceived constraints to purchase through other channels moderate the effects of key variables that influence trust and purchase intentions. Perceived ease and security of transactions on social media shops only correlate with trust for consumers who perceive they have unrestricted control over where to purchase. However, these relationships were not significant for consumers who perceive high constraints over alternate purchase channels. The findings extend

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		of social media commerce that is significant but rarely observed in literature. Third, existing literature that investigates social media commerce outside of first-world economies is still scarce. Scholars	<ul style="list-style-type: none"> • If I cannot buy the lifestyle goods offered in social media shops: • ... I will not have any problems to buy these things elsewhere • ... I am confident to be able to buy them from somewhere else ... • I can easily succeed to buy them from other places • ... I have the ability to go to other places to buy them • ... I feel in control to choose where else I can buy them 		the understanding on the boundary conditions of social media marketing, particularly in emerging economies.
2. A TAM-based approach to explore the effect of online experience on destination image: A smartphone user's perspective (Xia, Zhang, & Zhang, 2018)	To test how the relationship between the online experiences and the goal image of smartphone users by	This study aims to identify not only the possible antecedents of online experience with official destination	1. Social Influence <ul style="list-style-type: none"> • People influence my behavior think I should use • People who are important to me think I should use • People around me have encouraged me to use • DMO encouraged to use 	1. Technology acceptance model (TAM) 2. Theory of reasoned action (TRA)	Perceived usefulness and ease of use are important factors that enhanced users' online experience with smartphone applications.



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	combining design features and social factors.	smartphone apps, but also explore the effects of online experience on user perceptions of destination image.	<p>2. Perceived usefulness</p> <ul style="list-style-type: none"> Using this app allow me to do things faster Using this app allow me to do things better Using this app would get whatI need Using this app would make it easier in travel Overall usefu <p>3. Perceived ease of use</p> <ul style="list-style-type: none"> Learning to deal with this app seems easy to me Easy to get app to do what I want Interaction with app is clear App is flexible to deal with Easy to be skillful in using Overall easy to use <p>4. Online experience</p> <ul style="list-style-type: none"> The OLEX of this app is enjoyable The visual representation of app occupies a significant percentage of OLEX OLEX is valuable in for me Recommend to friends Cognitive image Standard hygiene and cleanliness Quality of Infrastructure Personal Safety Unpolluted/unspoiled environment Good climate <ul style="list-style-type: none"> Good entertainment Appealing local food Interesting cultural attractions Interesting historical attractions Beautiful scenery/natural attractions Valuable for money cost 	3. Theory of planned behavior (TPB)	Positive relationships exist between users' online experiences and cognitive and affective image.

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			5. Affective image <ul style="list-style-type: none"> • Pleasant • Unpleasant • Rousing • Sleepy 		
3. Consumers' acceptance of medicinal herbs: An application of the technology acceptance model (TAM) (Jokar, Noorhosseini, Allahyari, & Damalas, 2017)	The shift in consumer preferences from synthetic products to 'natural' products and the awakening of interest in medicinal plants in developing countries but not accompanied by the availability of research data on consumer preferences for certain products	The main objective of this study is to contribute to an understanding of consumers' intentions in choosing herbal medicine for consumption and to assist practitioners and policy makers in determining the factors that motivate consumers to choose herbal medicine. This study also tries to provide some direction for future research and assist marketing managers in making effective	1. Perceived usefulness <ul style="list-style-type: none"> • Medicinal herbs can be effective in healing diseases • Medicinal herbs are more effective than chemical medications in healing diseases • The results and effects of medicinal herbs are visible • Medicinal herbs are as effective as other medications in healing diseases 2. Perceived ease of use <ul style="list-style-type: none"> • The procedures to use medicinal herbs are easy • It is easy to understand the procedure to use medicinal herbs • Medicinal herbs are a way to facilitate the reduction of health care expenses • Medicinal herbs can heal diseases in a short time 3. Attitude towards consumption of medicinal <ul style="list-style-type: none"> • Personal satisfaction with the effectiveness of medicinal herbs • Personal willingness towards the use of medicinal herbs • Affordable price of medicinal herbs as compared to chemical medications 	1. Technology acceptance model (TAM) Davis (1989) 2. Theory of Reasoned Action (TRA). 3. Theory of Planned Behavior (TPB) 4. Social Presence Theory	Consumer acceptance studies provide important information that can demonstrate suitable methods for product development and demand creation activities. Thus, the results of this study reveal identifiable and targeted market segments and further these results establish the basis for customized marketing communications to increase profits.

Title	Research Problem	Research Purpose	Variable / Item	Theory	Result
		policy decisions. which aims to provide new and useful information on how to market herbal medicine effectively to consumers.	<ul style="list-style-type: none"> • Availability of medicinal herbs • Fewer side effects of medicinal herbs • Difficulty of keeping medicinal herbs • Lack of specialty practitioners and physicians for medicinal herbs • Lack of insurance coverage of medicinal herbs • Inappropriate promotion of medicinal herbs by official and scientific authorities • Lack of appropriate processing and packaging of medicinal herbs <p>4. Usefulness of information resources</p>		
<p>4 Applying TAM in B2C E-Commerce Research: An Extended Model</p> <p>(Qiu & Li, 2008)</p>	How to build stable and sustainable relationships with customers, as well as	Based on the contrasts between e-commerce systems and traditional workplace information	<p>1. Trust</p> <ul style="list-style-type: none"> • Viewing trust as a belief or a collection of beliefs that the trustee has attributes that are beneficial to the trustor • viewing trust as an emotional feeling of security, comfort, and lack of fear 	<p>1. Technology Acceptance Model (TAM)</p> <p>2. Theory of Reasoned Action (TRA)</p>	This paper presents an expanded TAM model based on a recent study of e-commerce adoption, which includes three

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	provide customers with a satisfying shopping experience.	systems as well as empirical findings from a variety of recent e-commerce research works, this paper analyzes an extended model which integrates three additional constructs: trust, social presence, and perceived enjoyment. The interrelationship between these constructs is also explained.	<ul style="list-style-type: none"> viewing trust as an intention or the willingness of a party to be vulnerable to the actions of another party Viewing trust as a combination of these elements <p>2. Social presence</p> <ul style="list-style-type: none"> Friendliness Warmth Sensitive Personal Intimacy <p>3. Perceived enjoyment</p> <ul style="list-style-type: none"> Perceived usefulness of an e-commerce website. Ease of use of e-commerce websites Intention of adopting a website 	3. Traditional Social Presence Theory	additional constructs, trust, social presence, and perceived enjoyment.

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<p>5.Enhancing the online decision-making process by using augmented reality: A two country comparison of youth markets</p> <p>(Pantano, Rese, & Baier, 2017)</p>	<p>What is the impact of augmented reality technology on consumer behavior in the online retail environment, by comparing two different cultural settings.</p>	<ol style="list-style-type: none"> To discuss studies on the introduction of augmented reality, and traditional technology acceptance models to investigate the effects of technology on consumer behavior, with an emphasis on retail settings. Investigated in-depth Italian and German samples, comparing results from a cross-cultural perspective. 	<ol style="list-style-type: none"> Ease of use <ul style="list-style-type: none"> I found the virtualtry-on to be very easy to use The virtualtry-on was intuitive to use. It was easy to learn how to use the virtualtry-on. Handling the virtualtry-on was easy. Usefulness <ul style="list-style-type: none"> For me the virtualtry-on has great value. The virtualtry-on provides beautiful ideas for eye glasses. The virtualtry-on is very inspiring in terms of eye glasses. The virtualtry-on is a perfect aid to come to a decision in the selection of eye wear. Attitude <ul style="list-style-type: none"> I am positive about the virtualtry-on. The virtualtry-on is so interesting that you just want to learn more about it. It just makes sense to use the virtualtry-on. The virtualtry-on is a good idea. Other people should also use the virtualtry-on. Behavioural intention <ul style="list-style-type: none"> If I were to buy glasses in the future, I would... ..use Ray-ban shop and the virtualtry-on immediately ...give Ray-ban 	<p>Technology Acceptance Model (TAM)</p>	<p>Contributing to the retail literature (with a one-way emphasis) by developing a conceptual framework that links the relationship between motivational factors and consumer acceptance of augmented reality tools, online shopping, and cross-border youth marketing research</p>

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		3. To find out the theoretical and managerial implications and proposals for future research.	<p>shop and the virtualtry-on priority over an optician'sshop.</p> <ul style="list-style-type: none"> • ...give Ray-Ban shop and thevirtualtry-on priority over other online shops. • IwillrecommendingRay-Banshopandthevirtualtry-ontomyfriends. • I will us eRay-Ban shop and the virtualtry-on regularly in the future. <p>5. Enjoyment</p> <ul style="list-style-type: none"> • Using the virtualtry-on is really funny. • The virtual try-on is a nice gimmick. • It is fun to discover the virtualtry-on • The virtualtry-on invites you to discover Ray-Ban online shop. <p>6. Aesthetic quality</p> <ul style="list-style-type: none"> • The virtualtry-on is visually pleasing. • The virtualtry-on displays a visually pleasant design. • • The virtualtry-on is visually appealing. • Overall, I find that the virtualtry-on looks attractive. • Thevirtualtry-onlooksprofessionallydesigned. • Th evirtualtry-on design(i.e.colors,layout,etc.)is attractive. <p>7. Quality of information</p> <ul style="list-style-type: none"> •The virtualtry-on showed me the information I expected. •Thevirtualtry-onprovidesdetailedinformationabouteyeglasses. 		

Title	Research Problem	Research Purpose	Variable / Item	Theory	Result
			<ul style="list-style-type: none"> •The virtual glasses try-on provides the complete information about eye glasses. •The virtualtry-on provides information that helps me in my decision. •Thevirtualtry-onprovidesinformationto compareeyeglasses <p>8. Response time.</p> <ul style="list-style-type: none"> • When I use the virtualtry-on,there is very little waiting time between my actionsand the virtualtry-on response. • The virtualtry-on loads quickly. • The virtualtry-on has a quick process. <p>9 Interactivity</p> <ul style="list-style-type: none"> • The virtualtry-on allows me to interact with it to receive tailored information about glasses. • The virtualtry-on has interaction features,which help me to come to adecision in the selection of eye wear • I am able to interact with the virtualtry-on in order to ge tinformation tailored to my specific needs. • The degree of interaction with the virtualtry 		
6.Examining adoptionofmobileinternetinSaudiArabia:ExtendingTAMwith perceived enjoyment, innovativeness and trust (Alalwan, Baabdullah, Rana, Tamilmani, & Dwivedi, 2018)	The level of cellular internet acceptance in KSA is still low compared to the level of large demand.	This study is conducted in the hope of providing further understanding about the adoption of	1. Perceived usefulness <ul style="list-style-type: none"> • Mobile internet is useful in my daily life. • Using mobile internet helps me accomplish things more quickly. • Using mobile internet increases my productivity • Using mobile internet increases my chances of achieving things that are important to me. 	Technology Acceptance Model (TAM)	The importance of perceived enjoyment from the perspective of the Saudi customer. increasing the level of perceived enjoyment will

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		mobile internet in the KSA This study will also meet the need for companies working in the context of Saudi ICT5 to have a deeper understanding of the main factors shaping the intentions and behavior of Saudi customers towards the new system (mobile internet).	<ol style="list-style-type: none"> Perceived ease of use <ul style="list-style-type: none"> Learning how to use mobile internet is easy for me My interaction with mobile internet is clear and understandable. Mobile internet is easy to use. It is easy for me to become skilful at using mobile internet. Perceived enjoyment <ul style="list-style-type: none"> Using mobile internet is fun. Using mobile internet is enjoyable. Using mobile internet is very entertaining Innovativeness <ul style="list-style-type: none"> If I heard about mobile internet technology, I would look for ways to experiment with it. Among my peers, I am usually the first to explore new technology i.e. mobile internet. I like to experiment with new technology, i.e. mobile internet. In general, I am not hesitant to try out new information technologies Compared to my friends, I seek out a lot of information about mobile internet services. I would try new mobile internet service even if in my circle of friends nobody has trialled it before. Trust <ul style="list-style-type: none"> I believe that mobile internet is trustworthy. I trust in mobile internet I do not doubt the honesty of mobile internet. 		not only increase the level of customers' willingness to adopt the mobile internet but also contribute to the perceived usefulness of the customer. Therefore, the hedonic aspect must be the focus of attention for those who are interested in providing its services through the mobile internet platform. In addition, the role of innovation in increasing the level of novelty and innovation in using the mobile internet will directly increase the perceived level of intrinsic utility in using the system. Apart from that, designers should focus not only on functional

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			<ul style="list-style-type: none"> • I feel assured that legal and technological structures adequately protect me from problems on mobile internet. • Even if not monitored, I would trust mobile internet to do the job right. • : Mobile internet has the ability to fulfil its task • Promises made by mobile internet are likely to be reliable. <p>5. Behavioural Intention</p> <ul style="list-style-type: none"> • I will continue using mobile internet in the future. • I will always try to use mobile internet in my daily life. • I plan to continue using mobile internet frequently <p>6. Adoption</p> <ul style="list-style-type: none"> • Adoption1: E-mail • doption2: Online shopping • doption3: Watching Movies and online videos Adoption4: Instant messing and video calling • Adoption5:Using social media sites 		services but also on hedonic and entertaining services that can provide targeted customers with more fun and enjoyment while using the mobile internet.
7. Investigating the Effect of security and privacy on IoT Device purchase Behavior (Ho-Sam-Sooi, Pieters, & Kroesen, 2021)	How do security and privacy influence consumer choices to purchase IoT devices? And how sensitive is the effect of	This study examines the effect of Security and privacy on IoT device purchase behavior and	<p>1 Price</p> <p>2. Security Technology Acceptance Privacy/Security Awareness Security Conservativeness</p> <p>3. Functionality Conservativeness</p> <p>4. Framing</p>	Technology Acceptance Model (TAM)	Suggest that security and privacy can Strongly affect purchase behaviour, Under the circumstances that privacy

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	security and privacy on framing and personal factors? "	Assesses whether these effects Are sensitive to framing, using a Mixed methods approach. The First part of the study focuses on Quantifying the effect of security And privacy compared to the effect of other device attributes Such as price or functionality, by Testing a causal model with Choice models that have been Developed from stated choice data.			And security-related information is available and communicated in an Understandable manner, allowing consumers to compare devices
8. Legitimacy building and e-commerce platform development in China: The experience of Alibaba (Kwak, Zhang, & Yu, 2019)	What is the role of e-trading platform companies in building social legitimacy and how to do it	This study aims to find out how to build legitimacy and examine its relationship with the	1. Market Legitimacy 2. Relational Legitimacy 3. Social Legitimacy 4. Acceptance of Technology	1. Institutional theory 2. Stakeholder theory	Conceptualizes that industrial development in China's e-commerce platform is promoted by efforts to make companies

Title	Research Problem	Research Purpose	Variable / Item	Theory	Result
	related to e-commerce platform development?	development of e-trading platform.	5. Acceptance of Platform		legitimate with, more specifically, market legitimacy, relational legitimacy, and social legitimacy.
9. Measurement of factors influencing online shopper buying decisions: A scale development and validation (Fernandes, Venkatesh, Panda, & Shi, 2021)	To find out how the application of the TAM framework is among new consumers who embrace various online shopping media as a virtual equivalent for shopping	The purpose of this study is to expand the concept of social influence in online shopping behavior by using the Technology Acceptance Model (TAM) theory. Studies also argue that TAM theory is a function of subjective norms, user perceived usefulness, and individual experiences and attitudes. Subjective norms are mainly captured	<p>1. Evidential Online Influence</p> <ul style="list-style-type: none"> • Purchasing Intention increases as the number of reviews increases. • Even a few bad reviews may lead to negative perception for the purchase of the product. • I certainly look for very good reviews before buying the product online. • I usually compare positive and negative online reviews before buying. • Ratings for the product are important in buying the product/service. <p>2. Confirmational Online Influence</p> <ul style="list-style-type: none"> • I certainly look for online blogs/social networking sites to find more information on the product category/brands. • Information on the product in the company website or at the market place is useful in decision making. • Quality of the reviews reduces the uncertainty of product quality and helps me in making my decisions. <p>3. Experiential Online Influence</p>	Technology acceptance model (TAM).	The results show that consumers evaluate their products and brand purchase decisions based on various forms of online information sources: the number of online reviews, and the types of online reviews (positive or negative). Third, the findings also suggest that consumers check company-related information on websites, blogs, and even product ratings to confirm their product searches

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		by analyzing social influences on individuals	<ul style="list-style-type: none"> I trust the reviews as buying decisions based on reviews have helped me in the past. The user experience on the website helps me in making a decision based on reviews. I do participate in writing reviews once I make a purchase. 		Furthermore, consumers use their online shopping experience and contribute in writing positive or negative reviews / provide feedback after their purchase (Zhu and Fourth, this study invites marketers to develop their marketing strategies after identifying ways consumers seek influence online to strengthen their purchase intentions. It is intended that marketing firms can consider this proposed instrument to provide consumers with a smooth and enhanced online experience by designing new product experiences or

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					modifying existing ones.
<p>10. The Effects Of Perceived Usefulness And Perceived Ease Of Use On Continuance Intention To Use E-Government</p> <p>(Hamid, Razak, Bakar, & Abdullah, 2016)</p>	<p>There is still limited adoption of e government systems and to find out the extent to which citizens can assimilate this system</p>	<p>This study analyzes the relationship between the predictor variables (perceived usefulness and perceived ease of use) and the criterion variable, namely the sustainability of the intention to use e-government.</p>	<ol style="list-style-type: none"> 1. Perceived usefulness 2. Perceived ease of use 3. Continuance intention 	<p>Technology Acceptance Model (TAM)</p>	<p>The findings of this study, however, suggest that perceived usefulness and perceived ease of use predict sustainable intentions to use e-government services in Malaysia. However, the correlation between perceived usefulness and continuing intention was higher than the correlation between perceived ease of use and sustained intention. This implies that, if users perceive e-government services to be useful and increase their interaction with government</p>

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					agencies, then they will be more likely to continue using those services.
11. The Technology Acceptance Model E-Commerce Extension: A Conceptual Framework (Fayad & Paper, 2015)	<p>In order to understand online consumer behavior in electronic commerce as an important channel for conducting business using a technology acceptance model. (TAM)</p>	<p>This study aims to determine how an extended TAM can better explain actual behavior in an E-commerce environment than the original TAM.</p>	<ol style="list-style-type: none"> 1. Perceived Ease of Use 2. Intention to adopt the Technology 3. Technology Adoption 	<ol style="list-style-type: none"> 1. Technology Acceptance Model 2. 3. Theory of Reasoned Action 	<ol style="list-style-type: none"> 1. PU is a strong predictor of behavioral intentions in different environments (E-commerce and non E-commerce). 2. There is a relationship between PU and PEOU. This relationship is evident in different environments (E-commerce and non E-commerce). 3. There is a need to measure actual use instead of substituting

Title	Research Problem	Research Purpose	Variable / Item	Theory	Result
					<p>it with behavioral intentions. Also, there is a scarcity of TAM studies measuring actual use. In fact, all the TAM studies we examined, with the exception of three used intention or self-reports as a substitute measure for behavior.</p> <p>4. Identified PS and OS as possible predictor variables of both behavioral intentions and actual use.</p> <p>5. There is a need to study behavioral expectations in addition to behavioral intentions</p>

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					when predicting behavior using the TAM.
12. Understanding Chinese consumer adoption of apparel mobile commerce: An extended TAM approach (Chi, 2018))	<p>To investigate the results of implementing an extended technology acceptance model (TAM) that combines brand equity and website quality as determinants of perceived usability and perceived ease of use to predict Chinese consumer intentions to use mobile commerce clothing (m-commerce).</p>	<p>This study aims to investigate how brand equity and the quality of mobile sites affect Chinese consumers' perceptions of clothing m-commerce usage which in turn affects consumer attitudes and consequently the intention to use m-commerce clothing.</p> <p>Specifically, the objectives of this study are threefold: first, based on the technology acceptance model (TAM),</p>	<ol style="list-style-type: none"> Brand Loyalty (BL) <ul style="list-style-type: none"> I consider myself to be loyal to brand] Brand X would be my first choice. I will not buy other brands if brand X is available at the mobile store Brand Association (BA) <ul style="list-style-type: none"> I can recognize brand X among other competing brands. I am aware of brand X. Some characteristics of brand X come to my mind quickly. I can quickly recall the symbol or logo of brand X. I have difficulty in imagining brand X in my mind Brand Perceived Quality (BPQ) <ul style="list-style-type: none"> The likely quality of brand X is extremely high. The likelihood that brand X would be functional is very high. Brand Image (BI) <ul style="list-style-type: none"> Brand X is well established. Brand X has a clear image. Brand X has a differentiated image in comparison with the other brands 	Technology Acceptance Model (TAM)	<p>These findings indicate a greater need for attention to branding effects in an increasingly saturated apparel m-commerce channel. Without brand value, attracting new customers or just keeping current customers will become increasingly challenging in the m-commerce market. All dimensions of website quality (i.e., website system quality, information quality, and service quality) significantly influence consumers' perceptions of the</p>

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		<p>this study proposes a research model to examine the effect of clothing brand equity and mobile website quality on the acceptance of Chinese consumer apparel m-commerce; second, the psychometric properties of the developed model were examined using the main consumer survey data collected in China. The significant factors affecting the acceptance of m-commerce of Chinese consumer clothing are statistically determined.</p>	<p>5. Website System Quality (WSQ) (WSQ)</p> <ul style="list-style-type: none"> • This apparel mobile website is reliable. • The navigation of this apparel mobile website is effective. • The layout of this apparel mobile website is clear <p>6. Website Information Quality</p> <ul style="list-style-type: none"> • The information provided by this apparel mobile website is up-to-date. • The information provided by this apparel mobile website is accurate. • The information provided by this apparel mobile website is comprehensive. • The apparel mobile website product presentations are very attractive • The apparel mobile website product presentations really showed attention to design detail. • Looking at the product presentations on the apparel mobile website was very informative. <p>7. Website Service Quality</p> <ul style="list-style-type: none"> • This apparel mobile website provides on-time services. • This apparel mobile website provides prompt responses to my questions. • This apparel mobile website provides personalized and professional services <p>8. Perceived Ease of Use (PEU) (PEU)</p>		<p>m-commerce usability of clothing while website system quality and information quality increase perceptions of apparel m-commerce ease of use.</p>

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		Finally, based on the results, several managerial implications for marketers and firms are provided.	<ul style="list-style-type: none"> Learning how to shop apparel mobile websites on my mobile device was easy for me. I found it easy to use apparel mobile shopping websites to do what I wanted to do. It was easy for me to become skillful at shopping apparel mobile websites. I found it easy to shop apparel mobile websites <p>9. Perceived Usefulness (PU)</p> <ul style="list-style-type: none"> Shopping for apparel with my mobile device improved my performance regarding my shopping tasks Shopping for apparel with my mobile device improved my productivity. I find that shopping for apparel with my mobile device was more convenient than online shopping via computers and notebooks Shopping for apparel with my mobile device enhanced my effectiveness in my shopping tasks. <p>10. Attitude (AT)</p> <ul style="list-style-type: none"> I like the idea of using my mobile device to purchase apparel in the next 6 months. Using my mobile device to purchase apparel in the next 6 months is a wise idea Using my mobile device to purchase apparel in the next 6 months is a good idea. Using my mobile device to purchase apparel in the next 6 months is a positive idea. <p>11. Intention to Purchase (INT)</p>		

Title	Research Problem	Research Purpose	Variable / Item	Theory	Result
			<ul style="list-style-type: none"> I intend to use my mobile device to purchase apparel in the next 6 months. I expect to use my mobile device to purchase apparel in the next 6 months. It is likely that I will use my mobile device to purchase apparel in the next 6 months. I will not use my mobile device to purchase apparel in the next 6 months 		
13.Determinants of intention to use the mobile banking apps: An extension of the classic TAM model (Muñoz-Leiva, Climent-Climent, & Liébana-Cabanillas, 2017)	<p>No increase in the number of clients operating via online banking as expected. And why the aspects lack of differences between banks, lack of trust in the system, impersonal treatment or lack of security cause the reluctance of many customers to use these tools</p>	<p>The research aim of this article is to study those beliefs and behavioral variables that influence the use of mobile banking applications, as well as providing conclusions beyond mere descriptive analysis</p>	<ol style="list-style-type: none"> Social image <ul style="list-style-type: none"> The people around me who use this type of apps have more prestige than those who do not use them The people around me who use these apps have a higher status Using such apps is a status symbol in my environment Perceived ease of use <ul style="list-style-type: none"> The interaction with Banco Santander's mobile application is clear and understandable Interaction with the app requires mental effort I find the app easy to use for whatever I want to do The tool is easy to use in general Perceived usefulness <ul style="list-style-type: none"> Using Banco Santander's mobile application can help consult and/or conduct my banking transactions Using the mobile application of Banco Santander increased my effectiveness in 	<ol style="list-style-type: none"> Technology Acceptance Model (TAM) Technology Acceptance Model (TAM) 	<p>This study demonstrate how attitude determine mainly the intended use of mobile apps, discarding usefulness and risk as factors that directly improve its use.</p> <p>The study shows the main management implications and identifies certain strategies to reinforce this new business in the context of new technological advances.</p>

Title	Research Problem	Research Purpose	Variable / Item	Theory	Result
			<p>consulting and/or conducting my banking transactions</p> <ul style="list-style-type: none"> • In general, the mobile application Santander Bank can be useful when consulting and/or conducting my banking transactions <p>4. Attitude</p> <ul style="list-style-type: none"> • Use the mobile application of Banco Santander for queries and/or making my banking is an idea that • Us the mobile application of Banco Santander for queries and/or making my banking is an idea • Use the mobile application of Banco Santander for queries and/or doing my banking is an idea <p>5. Intention to use</p> <ul style="list-style-type: none"> • Assuming you have access to the mobile application of • Banco Santander, you would intend to use it • If I had access to the mobile app Banco Santander over the coming months, I believe that I will use it instead of other systems <p>6. Perceived trust</p> <ul style="list-style-type: none"> • I think that Banco Santander will maintain the terms and commitments made in relation to the mobile app • I think that Banco Santander's mobile app is reliable • In general, I trust Banco Santander's mobile app <p>7. Perceived risk</p>		

Title	Research Problem	Research Purpose	Variable / Item	Theory	Result
			<ul style="list-style-type: none"> Others may know information about my online transactions if I use this app There is a significant risk when making my queries and/or my banking transactions through the mobile app Banco Santander I believe that making queries and/or banking transactions 		
14. Extending the TAM for Green IT: A normative perspective (Yoon, 2018)	How do environmental responsibility norms affect individual use of Green IT? And what types of normative variables (descriptive, command, and personal norms) affect individual acceptance of Green IT with the TAM variable?	A technology acceptance model for Green IT by adding normative variables (descriptive, injunctive, and personal norms) to Davis's TAM and empirically analyzes the model	<ol style="list-style-type: none"> Perceived Usefulness: Adopted from Davis (1989), Yoon and Kim (2007), and Koo et al. (2013) <ul style="list-style-type: none"> Most people who are important to me would use Green IT devices, even though this might be more expensive. Most people who are important to me would use Green IT Injunctive Norms: Adopted from Doran and Larsen (2016) and Park et al. (2009) <ul style="list-style-type: none"> Most people who are important to me think one ought to use Green IT devices to protect the environment. Most people who are important to me think one should use Green IT devices, even though this might be more expensive. 	<ul style="list-style-type: none"> The technology acceptance model (TAM) Theory of Reasoned Action (TRA) Technology-Environment-Organization (TOE) Institutional Theory Norm-Activation Theory Organizational Culture Theory Organizational Motivational Theory Resource-Based Theory Innovation Diffusion Theory 	Indicate that personal norms, descriptive norms (a type of social norms), and environmental beliefs as well as perceived usefulness can directly affect an individual's intention to use Green IT. In addition, government regulations and environmental beliefs have significant effects on normative variables.

Title	Research Problem	Research Purpose	Variable / Item	Theory	Result
			<ul style="list-style-type: none"> • Most people who are important to me think one should use • Green IT devices, even though this might be a little inconvenient. • Most people who are important to me think one should use • Green IT devices. <p>3. Personal Norms: Adopted from Doran and Larsen (2016) and Park et al. (2009) C. Yoon / Computers in Human Behavior 83 (2018) 129e139</p> <ul style="list-style-type: none"> • I do feel a moral obligation to use Green IT devices to protect the environment. • I do feel a moral obligation to use Green IT devices, even though this might be more expensive. • I do feel a moral obligation to use Green IT devices, even though this might be a little inconvenient. • I do feel a moral obligation to use Green IT devices. <p>4. Government Regulations: Adopted from Molla et al. (2011)</p> <ul style="list-style-type: none"> • Governments have continued to implement standards and • regulations that encourage Green IT. • Government regulations encourage the use of Green IT • devices. • Policy on the use of Green IT encourages people to reduce energy consumption. • Environmental Beliefs: Adopted from Ju and Chung (2014) 	<ul style="list-style-type: none"> • Theory of Planned Behavior, • Social Cognitive Theory 	

Title	Research Problem	Research Purpose	Variable / Item	Theory	Result
			<ul style="list-style-type: none"> The government, citizens, and business have to settle environmental issues together. The protection of the environment has to start from my home. Ecofriendly product development must be encouraged by legal regulations. <p>5. Intentions to Use: Adopted from Moon and Kim (2001) and Yoon and Kim (2007)</p> <ul style="list-style-type: none"> I intend to consider Green IT devices when using new IT Products. I will enjoy using the wireless LAN. I will frequently use Green IT devices in the future. I will strongly recommend that others use Green IT devices. 		
<p>15.Purchase intention and purchase behavior online: A cross-cultural approach</p> <p>(Peña-García, Gil-Saura, Rodríguez-Orejuela, & Siqueira-Junior, 2020)</p>	To find out what are the important factors that can lead consumers in developing countries to adopt e-commerce so that they can enjoy the economic and social benefits that have been enjoyed by developed countries.	To examine the main theories of consumer behavior / decision making from a social psychology perspective, to understand the intention to adopt electronic channels and in this way, to determine the predecessors of online buying. intentions in developing	<p>1. PIIT</p> <ul style="list-style-type: none"> If I hear about a new technology, I will find a way to interact with it Among my peers, I'm usually the first to try a new technology In general, I am reluctant to try new information technologies I like to experiment with new information technologies <p>2. Buying Impulse</p> <ul style="list-style-type: none"> "Just do it" describes the way I shop I often buy things without thinking about it "I see it, I buy it" describes me "Buy now, think later" describes me <p>3. Self-efficacy</p> <ul style="list-style-type: none"> I can get to a specific website with a browser 	<ul style="list-style-type: none"> Theory of Planned Behavior TPB Technology Acceptance Model TAM, Diffusion of Innovation Theory DIT 	This study reveals that self-efficacy in online stores is a key factor in adopting e-commerce over the studied culture. Also proves that the moderating effect of national culture on some of the proposed model relationships and the importance of national culture in understanding

Title	Research Problem	Research Purpose	Variable / Item	Theory	Result
		economies, and to compare these precursors with precursors in developed economies through cross-cultural studies.	<ul style="list-style-type: none"> • I could easily use the Web to find information about products or services • I feel comfortable searching the Internet for myself • I would be able to use the Web by myself to find online stores • If I wanted to, I would be able to buy in an online store in the next 30 days* • If I wanted to, I'm sure I could buy from an online store in the next 30 days* <p>4. Attitude</p> <ul style="list-style-type: none"> • Buying in an online store is attractive • I like to buy in online stores • Buying in online stores is a good idea <p>5. Subjective norms</p> <ul style="list-style-type: none"> • People who are important to me, believe I should buy from online stores • People who influence me, think I should buy in online stores <p>People whose opinions are valuable for me, would rather I buy in online stores</p> <p>6. Perceived control behavior</p> <ul style="list-style-type: none"> • I would be able to use Internet for online shopping • Using Internet to purchase online is entirely under my control • I have the resources, knowledge and skills to purchase online <p>7. Compatibility</p> <ul style="list-style-type: none"> • Buying in an online store would be compatible with every aspect of my life 		<p>impulsive buying behavior. This article also presents some considerations of the key elements for generating online purchase intentions among consumers in developing countries and finds substantial</p> <p>differences with consumers in developed countries.</p>

Title	Research Problem	Research Purpose	Variable / Item	Theory	Result
			<ul style="list-style-type: none"> • I think buying from an online store fits well with the way I like to buy • Buying in an online store is compatible with my current situation • Buying in an online store fit with my lifestyle* <p>8. Ease of use</p> <ul style="list-style-type: none"> • My interaction with online stores is clear and understandable Interacting with an online store does not require a big mental effort • I think online stores are easy to use <p>9.Perceived usefulness</p> <ul style="list-style-type: none"> • Online stores improve my performance in search and purchase of products/services • Online stores allow me to search and buy faster products/services • Online stores improve my effectiveness when buying • Online stores increase my productivity in the search and purchase of products/services <p>10.Online purchase intention</p> <ul style="list-style-type: none"> • If the opportunity arises, I intend to buy from online stores • If given the chance, I can predict what I should buy from an online store in the future • I am likely to transact with an online store soon <p>11.Purchase behavior</p> <ul style="list-style-type: none"> • How often do you buy online? 		

Title	Research Problem	Research Purpose	Variable / Item	Theory	Result
<p>16. The effects of social commerce design on consumer purchase decision-making: An empirical study</p> <p>(Huang & Benyoucef, 2017)</p>	<p>To find out:</p> <p>(1) What influence does social trading design have on consumer purchasing decisions?</p> <p>(2) How do these effects differ when considering gender and age?</p> <p>(3) Are certain design features more important than others at various stages of the purchasing decision-making process and if so, why?</p> <p>(4) Which stage of decision making is more influenced by design quality problems and what specific design features</p>	<p>To demonstrate that design quality can be achieved by addressing usability, functionality, and social issues, because usability is associated with a number of important outcomes such as ease of use, reduction of errors and positive attitudes and has been shown to increase consumer intention to purchase the product as well as system usage rates</p>	<p>Usability features</p> <ul style="list-style-type: none"> • Social commerce websites should be easy to use. • Social commerce websites should be designed aesthetically. • Social commerce websites should make content well organized. • Social commerce should provide clear headings and on each page. • All information on social commerce websites should be accessible. • The content on social commerce websites should be easy to read. • The navigation tools should support customer movement within the website. • The information on social commerce websites should be quick to load. • Social commerce should make its websites customizable. • Social commerce should provide simple website interfaces. • Social commerce websites should provide quality information. • Social commerce should provide a consistent design layout through the website. <p>3. Functional features</p> <ul style="list-style-type: none"> • Social commerce websites should respond quickly to customer requirements. • Social commerce websites should protect customers' personal information. • Social commerce websites should provide multiple contact methods. 		

Title	Research Problem	Research Purpose	Variable / Item	Theory	Result
	are required at different stages of purchasing decision making		<ul style="list-style-type: none"> • Social commerce should offer online help to support customer task completion. • Social commerce websites should provide search functions. • Social commerce websites should fulfil a customer's order as promised. • Social commerce should allow a customer to track his/her order status online. • Social commerce websites should provide secure and easy payment methods. • Social commerce websites should provide easy online transactions. • Social commerce websites should provide useful information. • Social commerce should makesalespeople available to help online customers • Social commerce should offer flexible delivery services. <ul style="list-style-type: none"> • Social features • Social commerce websites should build online communities to enable customers to receive real time community support. • Social commerce should provide social recommendation. • Social commerce websites should allow customers to link with people they like. • Social commerce websites should allow customers to respond to content posted by other customers. • Social commerce should allow customers to share experiences and knowledge on the website. • Social commerce should involve customers in the process of product design, development and evaluation. Please select a 		

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			score that indicates the level of agreement, ranging from 1 to 5, a higher score shows a stronger agreement.		
17. Understanding interactive user behavior in smart media content service: An integration of TAM and smart service belief factors (Gao & Huang, 2019)	There is still a lack of understanding in previous research on user perceptions of smart services generated by different types of user experiences across different payment groups.	This study aims to make three main contributions. First, by identifying smart service trust factors, studying the relationship between smart service trust factors and user attitudes towards behavior, and analyzing purchase intentions, the knowledge gained will facilitate a better understanding of interactive user behavior in smart media content services.	<ol style="list-style-type: none"> 1. Intention to Purchase Pavlou (2003) <ul style="list-style-type: none"> • It is likely that I will purchase the AI TV content services within the next 6 months. • Given the chance, I intend to purchase the AI TV content service. • I recommend my family and friends to purchase the AI TV content service. 2. Attitude Toward Behavior Davis (1993) <ul style="list-style-type: none"> • Using the AI TV is a good idea. • Using the AI TV is a wise idea. • I like the idea of using the AI TV. • Using AI TV is pleasant. • I have a positive perception toward using AI TV. 3. Two-way Communication McMillan and Hwang (2002) <ul style="list-style-type: none"> • AI TV enables two-way communication. • AI TV enables concurrent communication. • AI TV is interactive. • AI TV is interpersonal. • AI TV enables conversation. 4. Personalization 	Technology Acceptance Model (TAM)	The results showed that the type of user experience had a positive moderating effect on two-way communication and personalization for attitudes toward purchase behavior and intentions. identify and study smart service trust factors. The addition of the smart service trust factor as an antecedent, as well as the type of user experience as a moderator, is essential to extend the generalization of TAM to the context of smart

Title	Research Problem	Research Purpose	Variable / Item	Theory	Result
		Second, by incorporating three smart service trust factors into the TAM. Third, taking this type of user experience as a native moderator, this study should show how to convert ad-supported users into new paid customers, while retaining existing customers, by meeting their smart service requirements, from a CEM perspective.	<p>Kim and Han (2014)</p> <ul style="list-style-type: none"> I feel that AI TV content service recommendations are tailored to my interests. I feel that AI TV content service recommendations are personalized. I feel that AI TV content service is personalized for my use. I feel that AI TV content service recommendations are delivered in a timely way. <p>5. Co-creation</p> <p>Mathis et al. (2016)</p> <ul style="list-style-type: none"> I found that learning to operate AI TV is easy. The operation of AI TV is clear and understandable. Operating AI TV does not require a lot of my mental effort. 		media services. From a customer experience management perspective, this study shows how to convert ad-supported users into new paid customers, while retaining existing customers by fulfilling their smart service.

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