

Accepted Manuscript

Explaining the Adoption of Social Networks Sites to Share User-Generated Content: A Revision of the UTAUT2

Ángel Herrero, Héctor San Martín, María del Mar García de los Salmones



PII: S0747-5632(17)30080-8
DOI: 10.1016/j.chb.2017.02.007
Reference: CHB 4764
To appear in: *Computers in Human Behavior*
Received Date: 01 June 2016
Revised Date: 01 February 2017
Accepted Date: 02 February 2017

Please cite this article as: Ángel Herrero, Héctor San Martín, María del Mar García de los Salmones, Explaining the Adoption of Social Networks Sites to Share User-Generated Content: A Revision of the UTAUT2, *Computers in Human Behavior* (2017), doi: 10.1016/j.chb.2017.02.007

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.

**EXPLAINING THE ADOPTION OF SOCIAL NETWORKS SITES TO SHARE USER-
GENERATED CONTENT: A REVISION OF THE UTAUT2**

Highlights

- Intention to share user-generated content in SNS is determined by performance expectancy
- Intention to share user-generated content in SNS is determined by hedonic motivation
- Intention to share user-generated content in SNS is determined by habit
- There are causal interrelations between the explanatory variables included in UTAUT2

Download English Version:

<https://daneshyari.com/en/article/4937356>

Download Persian Version:

<https://daneshyari.com/article/4937356>

[Daneshyari.com](https://daneshyari.com)