



## e-Shopping acceptance: A qualitative and meta-analytic review



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### ABSTRACT

A literature review of consumers' acceptance of e-shopping reveals that trust, perceived risk, enjoyment, and social influence are the concepts most often used to adapt the technology acceptance model to e-shopping. This study presents and discusses measures of these concepts, their interrelationships, and their relationships with the technology acceptance model (TAM) nomological network. An integrated model of e-shopping acceptance including the above-mentioned concepts is elaborated and tested using meta-analytical path analysis. While this integrated TAM contributes significantly to the understanding of e-shopping, the time may have now come to place more emphasis on achieving a better understanding of the techno-marketing antecedents of its components.

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### 1. Introduction

Increasing numbers of consumers are accepting electronic commerce as a viable alternative to traditional shopping in their search for information and purchase of goods and services. According to eMarketer [32], worldwide B2C sales will rise by 20.1% in 2014 to reach \$1.500 trillion. This growth is mainly due to the increasing number of online and mobile users in emerging markets, the development of more advanced payment and shipping methods, major brands opening digital storefronts, and digital retailers expanding into new markets. To maintain and take advantage of this growing consumer interest in online shopping, retailers are investing more and more in the adoption of e-commerce and are searching for new ways to attract customers to their websites or their mobile apps, to encourage them to buy their products and services, and to enhance their loyalty. The overall challenge for retailers is then to attract the attention of the digital natives (consumers who have grown up in the digital world) and persuade them to spend more, as well as to attract digital immigrants (consumers who are presumed to resist new technology or at least have trouble accepting it) to this way of

shopping [114]. Understanding why consumers shop and buy online is thus of primary importance for achieving e-commerce success.

The main objective of this paper is to synthesize a dozen years of prolific and versatile empirical research on the factors influencing consumers' acceptance of online shopping. Numerous research articles use the well-known technology acceptance model (TAM) as the core theory for investigating variables influencing e-commerce use. It is therefore thought that the time has come to confirm that TAM is actually a useful base model for explaining online purchasing and assessing how it has successfully been adapted and extended to e-commerce. More specifically, the aim of this study is to account for variables contributing to the explanation of customers' online shopping behavior, which, along with TAM's perceived usefulness (PU) and perceived ease of use (EOU), have been identified in e-commerce literature as being influential antecedents of online shopping acceptance. Since trust, perceived risk, enjoyment, and social influence have been the variables most often examined in TAM studies so far, they are the variables that will be considered here.

This review article is unique in that it differs from previous information technology (IT) acceptance reviews in its scope, object, and method. While other reviews concentrate on the basic relationships of the TAM model [61,122,90,70], a specific relationship with it [118,98,44], or a particular methodological concern [46,99], this research proposes a comprehensive but parsimonious summary of the way TAM has been adapted to e-shopping by integrating additional variables. To the best of our

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knowledge, no other systematic review of e-commerce acceptance has as yet been published in leading journals. To obtain complementary and more complete insights into how trust, perceived risk, enjoyment, and social influence affect e-shopping acceptance and how they should be used in research studies, a mixed methods approach sequentially combining a qualitative review and a meta-analysis is used [111].

This article proceeds in two stages. The first stage presents a qualitative review of TAM's extension to online shopping, with trust, perceived risk, enjoyment, and social influence as its main determinants. The qualitative review focuses on how these variables are measured, how they are related to TAM variables, and how they are interrelated. The review reveals the existence of inconsistent and even contradictory results that lead to the formulation of specific research questions about the marginal contribution of the supplementary variables to explaining e-shopping and their place in the TAM nomological network. The second stage gradually builds a model integrating trust, perceived risk, enjoyment, and social influence founded on theoretical rather than empirical considerations. The model is based on meta-analytic results and modeled with path analysis. It is well known that meta-analysis is suited for quantitatively summarizing what has been observed in a stream of literature. The benefits of conducting meta-analyses to cumulate research findings in the field of information systems in general and of TAM in particular

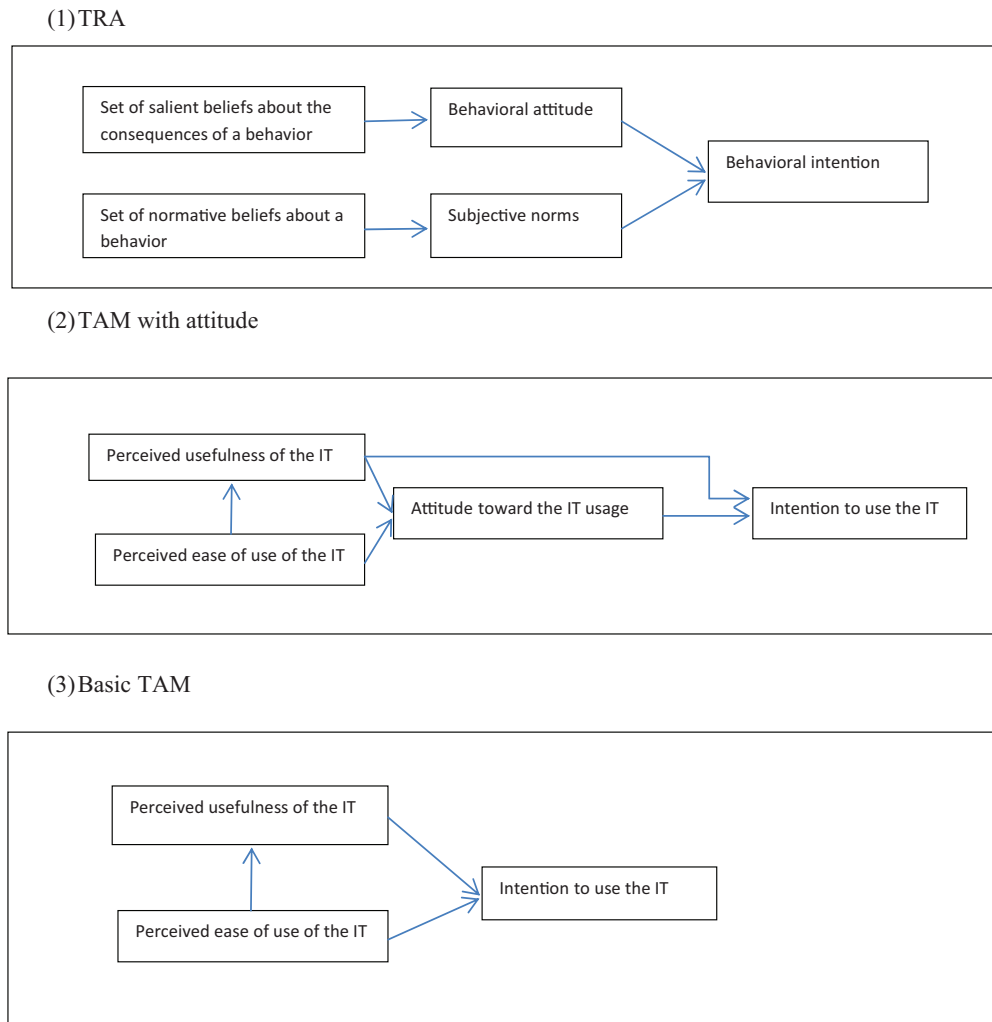
have been demonstrated in recent years. For example, Straub and Burton Jones [101] support our approach by noting that "...meta-analysis has not been used to refine TAM into its essential, parsimonious set of variables, including critical antecedents" (p. 227).

**2. Background: TAM and its extensions for B2C e-commerce**

The research model most commonly used to predict or explain IT usage is the TAM, initially proposed by Davis, Bagozzi, and Warshaw [29]. In 2004, King and He [61] had already identified 140 published papers referring to TAM. As of January 1, 2013, "ABI Inform Complete" and "Business Sources Complete," two databases in which most articles on IT are referenced, contain respectively 550 and 628 references to peer-reviewed journal articles whose abstract includes the terms "technological acceptance model."

*2.1. The evolution of TAM*

One of the foundations underlying TAM is the theory of reasoned action (TRA) in which the intention to adopt a certain behavior is determined by attitude toward that behavior and subjective norms (see TRA in Fig. 1).



**Fig. 1.** TRA, TAM with attitude and basic TAM.

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