

# THE IMPACT OF TECHNOLOGY, ORGANIZATIONAL, AND TRUST FACTORS ON SOCIAL COMMERCE ADOPTION

WALID ABDULLA ALI <sup>1</sup>, MURIATI MUKHTAR <sup>2</sup>, IBRAHIM MOHAMED<sup>3</sup>

<sup>2</sup>Center for Software Technology and Management,

<sup>1</sup>Faculty of Information Science & Technology, Universiti Kebangsaan Malaysia,

E-mail: <sup>1</sup>walidf1979@gmail.com, <sup>2</sup>murati@ukm.edu.my, <sup>3</sup>Ibrahim@ukm.edu.my

## ABSTRACT

The utilization of Web 2.0 applications in supporting peoples' online interactions where the users' contributions enable firms to lower cost, extend market reach and improve efficiency is termed social commerce. Businesses are able to set up an online community and provide a safe haven for consumers to share experiences, knowledge and data about their services and products. Yet, small and medium sized enterprises of developing countries are unable to quickly adopt social commerce. Thus, it is imperative to analyze the scenario and define the reasons that influence the implementation of social commerce. As such, via a thorough literature review, this study's objective is to define the organizational, technological and trust factors that influence the adoption of social commerce (SC), and the way in which implementation of social commerce influences organization's performance. There is also a suggestion of a conceptual framework following the strengths of three models: Unified Theory for Acceptance and Use Technology (UTAUT), Information Systems Success Model and Technology, Organization and Environment (TOE). Hopefully, the suggested framework may assist in deciding policies and actions that encourage adoption of social commerce.

**Keywords:** *Electronic Commerce; Social Commerce (SC); Small And Medium Sized Enterprises (Smes); Conceptual Framework.*

## 1. INTRODUCTION

There is rapid development of the internet and information technology. This has significantly led to the increase of usage in E-commerce services all around the world, and particularly in Malaysia. E-commerce websites set up advantages in terms of access to a wider range of potential consumers including internal consumers. Novel opportunities to provide services and export goods is brought about by E-commerce. Furthermore, the level of organization efficiency may be enhanced by E-commerce [1].

A novel stream and subset of e-commerce is social commerce [2]. The co-operation between social media and e-commerce activities via social commerce provides a platform for consumers to communicate, participate and interact within an online trade of services and products. Yet, most e-commerce enterprises to date are still investigating the reasons that affect consumers' participation in social commerce[3].

Recently, social commerce is a novel stream of electronic commerce brought up by the growing popularity of social networking sites and social media. Previous studies are mostly targeted at analyzing the role and benefits of e-commerce based on literature review, and understanding the reasons that affect consumers' adoption of social commerce[4].

Literature review showed that research on adoption of social commerce is still at its infancy[4]. The same study also further elaborated that it is imperative for studies to investigate causes that influence consumers' adoption of social commerce in order to assist enterprises in their social commerce projects. Considering the fact that SMEs in developing countries are still lagging in the adoption of information system, it is imperative to target studies of the methods to improve these organizations' internal infrastructure to raises their adoption level. Specifically, this investigation targets the study on the extent of

factors that influence the buyer or seller of SMEs’ on the adoption of social commerce. The adoption of e-commerce among Malaysia’s SMEs is still regarded as novel phenomena[5].

The structure of this study is as follows: firstly, it outlines the literature reviews’ definition of social commerce, current frameworks on social commerce adoption and the various theories utilized as foundation for the development of suggested conceptual framework.

**2. LITERATURE REVIEW**  
**2.1. Definition of Social Commerce**

The introduction of a novel stream of electronic commerce (e-commerce) termed social commerce is brought up by the growing popularity of social

networking sites and social media [4]. Social commerce provides benefits for both sellers and buyers. The seller is able to try various business models and generate profit by attracting potential consumers or buyers through consumer recommendations and interactions [6]. The utilization of social media in e-commerce, which is termed social commerce, has been a lucrative way for enterprises to create business value from the online social media interactions of consumers.

**2.2. Models on Social Commerce Adoption**

An in-depth literature review highlights the fact that distinct models have been utilized to investigate the social commerce’s adoption and the link between the concept and the factors that influence the concept (refer to Table 1).

*Table 1: Models on Social Commerce Adoption*

Author(s)	Object of Analysis	Model/Theory	Variables	Major Findings
[7]	SC	UTAUT2	performance expectancy, effort expectancy, social influences, facilitating conditions, hedonic motivation, price value, trust, perceived risk, innovativeness, and information quality...	the current study only identifies theoretically the key factors that could influence the adoption of social commerce; however, it did not empirically examine these factors.
[8]	SC	UTAUT	performance expectancy, effort expectancy, social influences, facilitating conditions,	Facilitating condition and performance expectancy demonstrates lowest impact on one’s behavioral intention; Effort expectancy demonstrates medium significance towards one’s behavioral intention. Facebook users demonstrates most significant social influence contribution towards one’s behavioral intention....
[9]	SC	UTAUT	performance expectancy, effort expectancy, social influences, facilitating conditions,	Social commerce adoption intention is influenced by their level of effort expectancy, performance expectancy and social influence. While, actual use of social commerce is influenced by facilitation condition.
[10]	SC	TRA	reputation, size, information quality, transaction safety, communication,	all the characteristics of s-commerce (except for economic feasibility) had significant effects on trust

			economic feasibility, and word-of-mouth, Trust Performance	
[11]	SC	SCC	recommendations and referrals, forums and communities and rating and reviews, trust and intention to buy	These activities also have positive influence on intention to buy.
[12]	SC	TAM	perceived usefulness, perceived ease-of-use Social media,	That most entrepreneurs in this study believed that social commerce is the future way of doing their businesses.
[13]	SC	TPB	Social support, price value, trust and government involvement. perceived behavioral controls, attitudes, subjective norms	This research adopted the TPB and extended it with relevant external factors to maximize our understanding of SC acceptance and diffusion.
[14]	SC	Literature review	Website/Company, Social factors, Personal Factors, Ambient Factors	This paper draws a picture of social commerce studies as an academic field and specifically analyzes papers that examine the consumers' adoption of social commerce.
[15]	SC	Trust and Social Influence theories	Trust, satisfaction, social influence, communication, information quality, reputation, transaction safety, WOM, Culture	The main objective of this study is to develop a theoretical framework to investigate the factors affecting consumer satisfaction in SC.

As shown in Table 1, Social commerce has a key role in institutional management. SC has been increasingly touted as a major SME tool used to enhanced business. However, adoption of new technology requires examining the factors contributing to it. Hence, this study examines the major issues related to the significant factors in the SC adoption among SMEs in Malaysia, as a developing country. The study focuses on the level of importance of technological factors to SC adoption – factors that have been adopted from theories, supported by the review of relevant studies in literature and experts' recommendation (i.e., perceived usefulness, service quality, information quality and compatibility). Added to the technological factors are organizational

factors also obtained from theories, literature and experts (i.e., top management support, financial support, training and IT readiness) that could potentially influence the adoption of SC. Lastly, the study also focused on trust factors and their influence on the adoption of SC (i.e., security, reliability, social influence and attitude).

While literature categorized SC adoption factors into technological factors, organizational factors and individual factors, this study categorized them into technological factors, organizational factors and trust factors. This is because the adoption of SC among SMEs calls for an extensive framework covering all the three categories of factors.

### 2.3 Theories Used for the Development of the Proposed Conceptual Framework

The authors in the current study use the UTAUT theory, De Lone and Mc Lean and TOE theory based on the reasons highlighted in the following sub-section.

#### 2.3.1 Technology, organization and environment (TOE) framework

Defining the contingency factors that may impact the decisions made by organizations is one of the best method of analysing the adoption and utilization of innovation, as explained by[16]. Factors that may elaborate the adoption end-results in organizations fall into three general categories: technology, organization and environment and thus TOE [17].

As such, there has been growing interests in literature for the application of TOE in novel domains[18] , such as SC. Particularly, there are recommendations to use the TOE model for structured assessment of innovation adoption within organizations[19] . Likewise, its utilization in differentiating intrinsic innovation properties, environmental dimensions that impact users and organization capabilities and motivations was suggested by[20].

As the name suggests, TOE has three major contexts: firstly, the impact of technology properties on its adoption is addressed by the technology context[19, 21] . This context involves the operation and the realization of advantages and the organization's ability to take up novel innovations. In terms of the organizational context, it gives a detailed description of the organizational characteristics' nature that may encourage/deter the adoption of innovation [19]. In this context, since top management may support adoption notwithstanding the faced lower level employee or managers' lack of support to adoption, organizations with greater degree of centralization have a tendency towards adoption, as highlighted by [22] and[21].

The greater the support of upper management, the greater the organizations' inclination to implement innovation and to solve challenges faced during implementation[23] . Thirdly, conduct of the organizations' business is addressed by the environmental context, and this covers infrastructure support, industry characteristic and government regulation[24].

[25]Unified Theory of Acceptance and Use of Technology (UTAUT) is one of the most

used theories that is focused on analysing novel technologies. With regards to this, a synthesis of theories in order to gather their benefits in exploration of behavioural intention . As such, UTAUT was combined with TOE.

Thus, the TOE framework is adopted by this study to provide names to the extracted factors. The trust factor is utilized as an alternative to the initial TOE's environmental dimension, considering the external variables' lack of availability.

#### 2.3.2 Unified theory of acceptance and use of technology (UTAUT)

[25]UTAUT is considered TAM's extension, which considers novel constructs including effort expectancy, social influence and performance expectancy, which are supposed to impact behavioural intention, and eventually the utilization of technology.

More significantly, the original TAM model was extended by[26]to provide insight on the viewed usefulness and behavioural intention to utilize, with the impact of social influence and cognitive instrumental steps as the end-result of which UTAUT was developed. The four factors claimed by the authors to be the direct determinants of users' acceptance and utilization behaviour are performance expectancy, social influence, effort expectancy and facilitating conditions. In addition, the UTAUT involves two further theoretical steps upon which the subject norm possesses an indirect impact on influence intention through perceived usefulness(identification and internalization). A positive influence of subjective norm towards image was proposed by the UTAUT. This is because significant individuals to that particular person may affect his non-performance or performance of the behaviour (technology acceptance), and this may pave way to his acceptance or non-acceptance of technology [26].

This is useful as both TAM and UTAUT are incomplete models [27],as they fail to take all the structures within the user operates into consideration. Results of study suggest that the viewed benefits of TAM or/and the UTAUT's performance expectancy may be narrowly defined to adapt to different work scenarios.

As such, the underlying theories of extended and modified UTAUT are utilized to examine the employees' behavioural intention in

the current research[28] . Despite the model's potential to explain the behavioural intention towards adoption of technology and its usage, it was originally focused onto large-sized organization use. It was shown that investigators have highlighted UTAUT's reliability and validity in estimation technology adoption and utilizations, and its appropriateness towards large-sized organizations, as compare to other models [25]. In addition to this advantage, the primary factor categories that influence user's adoption of IS such as environmental, technological and organizational factors are combined by the UTAUT model. Notwithstanding the lack of studies that investigate the adoption of s-commerce, this unique technology adoption may be examined by the UTAUT model since it was proven to be successful in its usage over few IT fields.

### 2.3.3 De Lone and Mc Lean's Model

The most cited models in literature that is dedicated to information system is the IS Success model, also termed as the De Lone and Mc Lean's model. There has been great utilization of this model to elaborate on the successful IS at organization and individual levels of analysis [29]. The firm is assisted by the IS model in terms of occupational performance assessment. Its structure is also one of the most importance variables in contingency approach application, providing insight on the alterations in computing environment and in line with the occupation's aims and approaches [30]. Based on [31] study, system evaluation can be carried out in terms of the quality of system, services and information since these aspects influence the system's utilization or intention towards utilizing it or the users' satisfaction. The model by[31] is regarded as one of the more consensus version of models utilized to performance IS success measurement. It has also been empirically and extensively assessed in terms of public firms [32]. AS such, the updated [31] model is utilized by this study, in which qualities of service and data are regarded as the determinants of adoption of SC. More significantly, it is vital to perform assessment on the behavioural intention to utilize technology since this permits SMEs to get and maintain competitiveness and benefit from its net advantages. This assessment is necessary for the diffusion and adoption of various versions of technologies that may encourage improved learning and teaching. The absence of such comprehension would causes failure of

technology adoption. It would also eliminate their effectiveness and long-term sustainability [33]. This may causes organizations to lose significant resources and fail to keep up in today's world that is growing significantly in terms of technology.

## 3. METHODOLOGY

A systematic process was adopted to refine and select the appropriate articles that suit the context of this study. To identify the factors that influence adoption of social commerce, we conducted a systematic literature review . Consequently, key words such as e-commerce , social commerce, e-services , and a combination of these words were used to identify the articles.

For the search, we used the following digital libraries: ACM Digital Library, , ScienceDirect, Google Scholar , and Web of Science.

As a result, a total of 250 articles were found. A screening process was needed to refine the articles. First, a screening of the title was conducted. This has resulted in removing 200 articles, as they were more into technical aspects of e-commerce and e-services. Second screening entitles the remove of unrelated articles. . A total of 10 articles were considered suitable for the purpose of this study and they meet the inclusion criteria that set for this study.

## 4. PROPOSED FRAMEWORK AND HYPOTHESIS

Following literature review, this paper will analyse factors that influence the adoption of SC by companies from distinct aspects. First and foremost, social commerce is depicted as an innovation of technology; the paper shall analyse SME's adoption of social commerce from the perspective of innovation dispersion. Next, the various features of the organization may itself influence the success of social commerce; thus, the suitable trust factors were also included in the analysis following the firm's internal characteristics. A conceptual model has been developed following an in-depth review of variables that were previously studied (refer to figure 1), and utilized as a guide throughout this research. Three factors included in this model include 1- Technological factors, 2- Organizational factors, and 3- trust factors. The following section discusses these factors individually.

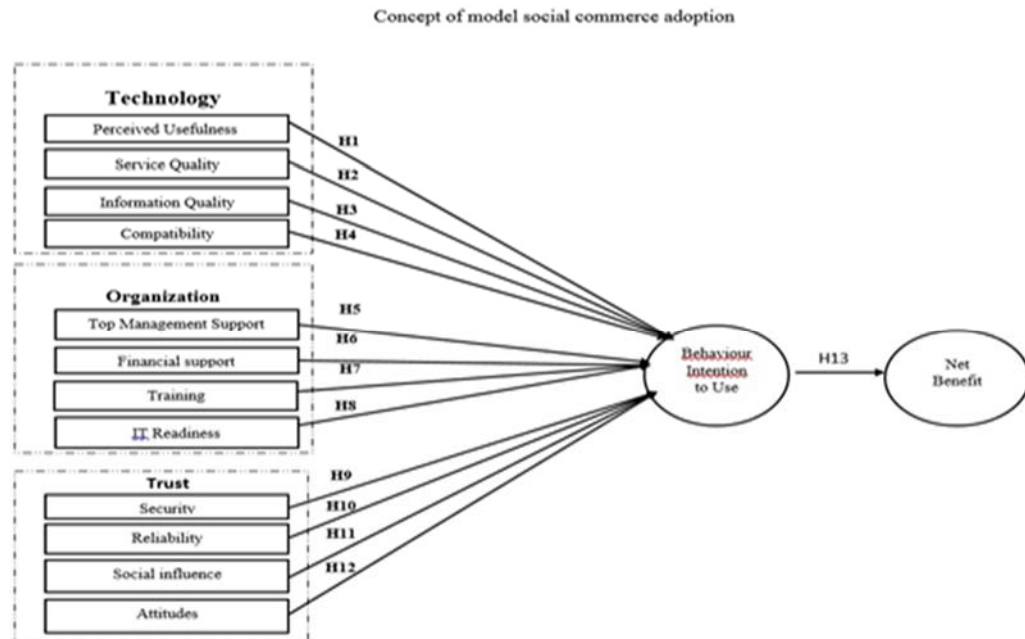


Figure1. Concept of Model Social Commerce Adoption

On the basis of the discussions in the preceding sections, this paper proposes a model that include the following; the exogenous variables which are: perceived usefulness, service quality, system quality and information quality (technology dimension), top management support, satisfaction, training and financial support (organizational dimension) and security, reliability, attitude and social influence (trust dimension). Meanwhile, this paper's endogenous variable is behavioural intention towards SC use, with the dependent variable being net benefit of SMEs through SC use. The proposed model came up with new factors as compatibility in the technological dimension, IT readiness in the organizational dimension. In addition, the study introduce the trust dimension in which four factors were admitted to contribute to the influence in the successful use of SC. The model in its current structure is unique and integrated and complements other models that had been proposed before in the field.

#### 4.1 The Relationship between Technological Factors and Intention to Use SC Adoption

The hardware and software utilized in organizations to perform tasks (such as ICT) is termed technology. Technology enables several

functions; for example, information, quality of system and service is provided by social commerce. In social commerce, an imperative technology factor is usefulness. The focus of this study is on four technological constructs and they are interpreted as compatibility, quality of information, quality of service and usefulness.

##### 4.1.1 Perceived usefulness

Perceived usefulness is defined as the level at which a user feels confident that using a particular system helps to enhance his or her job performance [34]. It is also the same as the performance expectancy in UTAUT, which is associated with work productivity or job effectiveness (less resource spent) and to encourage use of technology [21].

Perceived usefulness was found to have a significant impact on the users' intention, as revealed by the research. In addition, [25] suggested that two important predictors of behavioural intention towards information system adoption include effort expectancy (users' perceived ease of utilization) and performance expectancy (perceived usefulness). In this research, perceived usefulness is taken as the perception of employees and managers on the

benefits of utilizing social commerce. As such, the following hypothesis was suggested;  
H1: The behavioural intention to utilize SC among SMEs is positively influenced by perceived usefulness.

#### 4.1.2 Perceived service quality

The system service quality or quality of service refers to the degree of discrepancy between the perception of service performance from the users' point of view and the normative expectations of the service [35]. In [31] study, the investigators suggested an updated form of their model by making inclusion of service quality as a novel dimension that measures IS success, and by categorizing impact measures into a single benefit category that is termed as net benefit.

The study takes social commerce's service quality as the assistance in getting right, accurate, complete and timely services.

Overall, considering the fact that service quality plays a major role in influencing intention towards utilization social commerce, this research suggests that;

H2: The behavioural intention to utilize SC among SMEs is positively influenced by perceived service quality.

#### 4.1.3 Information quality

A thorough literature review revealed that there are distinct definitions suggested for information quality. For example, it is referred to as the high characteristic of data among users and the information properties to match the specifications or target of the users' expectations [35].

Furthermore, information quality is defined as the degree to which technology meets its expected performance[36]. Poor information quality can adversely influence the strategic, operational and tactical level of organization [37]. In addition, information quality plays a major role in acquiring people's confidence of its usefulness [38] and of its important link with behavioural intention towards the utilization of technology[39]. The users' intention towards engaging in its service provision is maximized by the high quality content provided by information system[40]. Overall, an important factor that impacts the use of social commerce is perceived information quality. As such, the following hypothesis for testing was suggested by this study;

H3: Behavioural intention to utilize SC among SMEs is positively influenced by information quality.

#### 4.1.4 Compatibility

Compatibility refers to the degree to which a specific technology fits the enterprises' current processes and procedures through its experience [41]. In this research, compatibility is seen as the degree to which EC applications fit the enterprises' existing practices such as its processes and value chain relationships. In this context, adoption of novel methods and skills are required in the adoption of novel technology in order to ensure correct implementation. This is because any non-compatibility would hamper prevent enterprise innovation and damper its adoption. When compared with other innovation predictor factors, compatibility variable is identified as the most important driver of technology adoption [42].

Studies in the past have shown that compatibility positively influenced EC adoption [43]. It was also suggested that the greater the compatibility outcome, the fewer resistance and modification necessary to cause change and as such, contributing to a successful adoption of EC. As in line with historical and relevant researches, this study suggests that compatibility is one of the variables which influences adoption of social commerce among SMEs managers/owners. The following hypothesis to be tested is proposed by the study:

H4: There is a positive influence by compatibility on the behavioural intention to utilize SC among SMEs.

#### 4.2 The Relationship between Organizational Factors and Intention to Use SC Adoption

Since SC was launched, its usage and adoption has played a major role and several research which studied the concept in various settings at both individual and organizational level using theoretical models [44] have been carried out.

Employees will implement SC with the support of the organization in its efforts to offer it at all business levels. The support of the organization will facilitate timely and efficient SC application. The three main organizational variables are top

management support, financial support, training and policy. These three variables are essential for a successful adoption of SC. The following paragraphs discuss the definitions of organizational constructs and operationalization in order to develop related hypotheses.

#### 4.2.1 Top management support

Top management support is defined as the level of understanding of the information system functions and the importance of its application in the business activities by the top management [45]. It denotes the level a person is convinced that an organization and its technical infrastructure can support the use of the system [25].

[46] had examined the factors which prevented Libyans from utilising the system for e-commerce and examining its effect on hospitality industry. The findings showed that top management support or lack of support prevented users from utilising a particular system. Generally, top management support significantly influence its intention towards the application of technology [47] and therefore it is very vital for a successful use of social commerce by the SMEs. Hence, in this study the following hypothesis is proposed to be tested;

H5: Top management support has a positive influence on the behavioral intention to use SC adoption among SMEs.

#### 4.2.2 Financial Support

Financial support is a vital factor for the adaption of IS as stated in the literature. [48] of the Illinois State University had identified factors which effect the adoption of instructional technology by the faculty specially the Internet and online technologies. A significant percentage of the faculty agree that lack of financial support is one of the most important factor in adopting new technologies.

Lack of sufficient financial support will prevent training and adoption of system from being implemented [49]. Lack of financial support can have adverse effects on the behavioral intention towards adopting the system and using it as stated by [50]. The construct is a significant antecedent of behavioral intention to use, implement and adopt a new technology [51]. Hence, financial support is an important factor which is related to the intention of adopting the system as suggested by [52]. This study suggests that;

H6: Financial support has a positive influence on the behavioral intention towards SC use among SMEs.

#### 4.2.3 Training

There is a tendency among most of the SMEs to provide training in social commerce usage especially in microcomputers [53]. Lack of skills and knowledge of using technology will prevent users from interacting in e-commerce. Nevertheless, suitable training and learning can improve consumers' interaction with e-vendor, enhance the benefits it can provide and increase its adoption [54].

Literature studies [52]; [55]; [56] showed the effect of training on adopting the systems and usage, and its positive relationship. Hence, the following hypothesis is suggested to be tested;

H7: Training has a positive influence on the behavioral intention to use SC among SMEs.

#### 4.2.4 IT Readiness

Based on literature studies on information technology readiness, technology infrastructure and employees' IT knowledge have been discussed. Software resources, hardware, and operating systems which enables intent-related businesses for instance EDI, EFT, intranet and extranet [57]. Employees' IT knowledge consists of the skills, application of internet related knowledge and usage. Moreover, IT knowledge includes the ability of the employees to do web design, programming, system analysis and internet security of a newly launched technology [58, 59].

Furthermore [60] has identified organization IT readiness to be one main factor that influenced IS adoption by the SMEs. Besides, SMEs do not have enough financial support to carry out IS. SMEs also do not have the knowledge required for successfully adopting IS as complex technologies are involved [61]. Moreover, [62] stated that the technology inclination of an organization is important for B2B and EC in selling its products. This outcome is similar to previous findings by [63]. Their studies revealed that technical factors and human resources are important in adopting new technological innovations. Organizations which have IT readiness are more liable to be successful in carrying out EC activities.

Therefore, when studying the relationship between the two components, this study assumes



that IT readiness among the Malaysian SMEs will positively influence social commerce adoption. Hence, the following hypothesis will be tested:

H8: IT readiness has a positive influence on behavioral intention to use SC among SMEs.

### 4.3 The Relationship between Trust Factors and Intention to Use SC Adoption

The concept of trust has been examined in various fields and is studied as a variable which is linked to a specific understanding of risk areas by an individual. The process of developing trust is dynamic whereby different steps are involved. Some researchers believed that trust is of multiple levels and is effected by factors which are in a (a) static manner namely internal relationships and (b) dynamic ones namely external relationships. Furthermore, researchers have studied trust to find out its influence on consumers' intention to indulge in online shopping [10];[64]. In the case of social commerce, people have the tendency to seek advice from their peers online whom they feel are trustworthy to provide authentic information about their experience of purchasing products or services [65]. In this study, the influence of trust is investigated among community members using social commerce.

Moreover, trust has a positive influence on peoples' behavioral intentions to purchase products or services and to interact with online businesses. Thus, it is vital to realize the impact of trust in social commerce among SMEs. The operationalization of trust variables and related hypotheses are as follows.

#### 4.3.1 Security

Information system security starts at the top level of an organization and goes down to the lower levels. Nowadays, computers are utilized to store financial records, sales records, manufacturing records and customer records which can be access anytime, anywhere using the Internet. Bank, insurance and financial organizations keep personal and confidential records, hospitals and laboratories keep medical records while credit card records are submitted when online purchasing is done. The significant influence of security on intention to adopt technology has been suggested and reported by many researchers in literature[66] ; [63]. Hence, the following hypothesis has been proposed to be tested;

H9: Security has a positive influence on behavioral intention to use SC among SMEs.

#### 4.3.2 Reliability

Past studies have recommended the reliability in SC technology to be improved due to the untrustworthiness of the cloud service provider. However, there is a lack of studies done among SMEs. Hence, SMEs which are eager to adopt cloud computing for cost saving reason are more apprehensive about the price rather than service provided.

In a related study,[67] had proposed that social commerce has made online shopping convenient and easier but there are several issues raised by the customers that need to be solved which include quality of the product, trustworthiness and reliability especially if transferring payment in advance or visa card is used as the method of making payment. Thus, to maximize the usage of the system, it is vital for the SMEs to guarantee that the system is reliable in offering information needed by the administrators. Hence, the following hypothesis is proposed;

H10: Reliability has a positive influence on the behavioral intention to use SC among SMEs.

#### 4.3.3 Social influence

Social influence means the changes which happens in the actions, thought, attitude, feelings and behaviors of a person that results from his or her interaction with a group of people or an individual [68, 69]. Furthermore, internalization is one of the social influence features and it occurs when a person accepts another persons' behavior and belief. Social network is where consumers participate online to share their recommendations and reviews [70]. Hence, there is a significant online interaction and social influence relationship that lead to consumers relationships based on their shared experiences ad reviews [71].

The theories which examine social influence in terms of information system adoption and use are generally compliance based and operationalized [68] for instance [72].Theory of Reasoned Action or Theory of Planned Behavior.

A study done by [25] suggested that social influence through subjective norms was possible by extending TAM to TAM2. TAM2 speculates

the direct compliance based influence of subjective norms on the intention of using computer. In the case of stock markets, [73] suggested that investors who are making financial decisions whether to invest or refrain from investing are generally influenced by social influence. Hence, the following hypothesis is proposed to be tested:

H11: Social influence has a positive influence on the behavioral intention to use SC among SMEs.

#### 4.3.4 Attitude

Attitude is a TPB factor which is a person's consideration in performing a specific task. Attitude has a positive impact on behavioral intention [74, 75]. [76] has suggested that attitude towards the system is a behavioral intention towards system usage. In the current study, attitude is considered as a person's judgment about an ongoing participation in his or her favourite social networking site. [74] have described attitude as a person's long-term preference over something and have stated that attitude has a strong effect on the intentions to continue using a favourite social networking site. [77, 78] has also stated that attitude towards IT adoption was a top predictor of its adoption. Therefore, the following hypothesis is proposed to be tested:

H12: Attitude has a positive influence on the behavioral intention to use SC among SMEs.

#### 4.4 The Relationship between Intention to Use SC Adoption and Net Benefit

Successful adoption or integration of a new technology in an organization basically depends on the user's acceptance of the technology [34]. In the case of adopting social commerce in various developing nations, empirical findings revealed that there are several factors which a significant influence namely (a) intention to adopt, (b) satisfaction, (c) acceptance (d) attitude, (e) perception, (f) expected beliefs, (g) reluctance and (h) resistance to adopting a new technology [79]. Hence, [80] has suggested that there is a need to understand the factors effecting the attitude and the users of information system need to remove the barriers which can prevent its actual usage and acceptance. Therefore, it is necessary to study the intention towards adopting technology and its net benefits.

The UTAUT illustrated that the behavioral intention and facilitating conditions significantly effect systems usage. [81] explained that UTAUT is a powerful model and its extension to incorporate constructs can show the importance of the phenomenon especially technological usage on an individual level [28]. Hence, the following hypothesis is proposed to be tested:

H13: Behavioral intention to use SC has a significant relationship with the net benefits gained by SMEs.

### 5. CONCLUSIONS

This paper can contribute to both academic and management sectors. It offers the theoretical comprehension required to understand what affects social commerce adoption and how it influence the performance of an organization. This study proposed a conceptual model which has multiple dimensions to assess the adoption of social commerce and its impact on the net benefits. The dimensions used are organizational, technological and trust factors.

This study can be used as a guideline for organizations which are already carrying out social commerce by helping them in business strategies and development. Furthermore, this study can help to clarify areas that need to be re-examined when it comes to investing in social commerce and its adoption. Furthermore, the paper also attempts to inspire companies that have not adopted social commerce yet towards that adoption, and to initiate social commerce as an important tool of business growth.

The study hypothesized that perceived usefulness, service quality, system quality and information quality (technology dimension), top management support, satisfaction, training and financial support (organizational dimension) and security, reliability, attitude and social influence (trust dimension) has positive influence on the behavioral intention to use SC. In addition, this paper's hypothesized that Behavioral Intention to use SC has a significant relationship with the net benefits gained by SMEs.

It is recommended that future investigations are to co-exist with empirical studies that validate the model via measurable data source. This is achievable by doing a quantitative study on SME's within Malaysia. Feedback from those SME's can be utilized to further modify and enhance the model to fit the situation and thus have better representation of the reality. Future investigations can also include other variables that may impact social commerce adoption in order to

test other dimensions influence on adoption of social commerce. The author believes that investigations can be a base to develop more detailed future investigations by running empirical studies and extending it to more areas of influence on adoption of social commerce.

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