

Chapter 53

The Influence of Enjoyment Factor Toward the Acceptance of Social Commerce

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ABSTRACT

Social commerce is a new extension of electronic commerce that involves using social media in the online shopping process. Although the adoption of social technologies was studied in several researches, it is still needed to investigate the specific characteristics of social commerce and the affecting factors on its acceptance. This article verifies the influence of the enjoyment factor on the adoption of social commerce through applying a questionnaire sample allocated to 282 Jordanian social media users from those who are interested in online shopping. The research model is developed to validate the impact of enjoyment, in addition to some other factors, on the behavioral intentions to adopt and use social commerce. The results show that the enjoyment is a key factor on accepting social commerce. The research model indicates that it is viable and has a good power in explaining the variance in the behavioral intentions to adopt and use social commerce.

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1. INTRODUCTION

Social commerce (s-commerce) is a new stream in e-commerce, presented recently from the development of information and communication technologies (ICTs), Web 2.0 technology, and cloud technology. S-commerce represents the benefiting from the social networks to enhance the e-commerce by adding some new activities for the online shopping process, in order to make it more social and acceptable by users (Gatautis and Medziausiene, 2014). Some authors like Leitner and Grechenig (2007) and Liang, Ho, Li, and Turban (2011) believe that s-commerce is affected by the expansion of social networks. The research work of Hajli (2012) mentioned that s-commerce is the recent development in e-commerce that using social technologies in order to create a new environment for social interactions. These social interactions can push online social support in e-commerce, and increase the trust, and as a result, the intention to use s-commerce will be increased. In the s-commerce context, there were a few theoretical or empirical researches on the measurement of user satisfaction of the s-commerce, and measuring the success of such systems in general (Alshibly, 2014; Huang and Benyoucef, 2013). Accordingly, this study aims to investigate the influence of the enjoyment factor toward the acceptance of the s-commerce and the satisfaction from using it. It revised the unified theory of acceptance and use of technology (UTAUT) that was developed by Venkatesh, Morris, Davis, and Davis (2003) by adding the enjoyment factor in the form of enjoyment expectancy to the model's structure in order to personalize it to be more suitable to measure the technology acceptance of s-commerce within the Jordanian society.

In general, the majority of the technology acceptance theories and models do not discuss the impact of the enjoyment factor on the behavioral intentions and usage behavior of the technology, because these theories were designed to explain the usage behavior and assess the acceptance of adopting information systems in organizations with the mandatory style of usage. S-commerce is a web-based, social-commercial, and voluntary-usage application, and the enjoyment is one of the key-reasons from using it.

2. LITERATURE REVIEW

Since 1940's, many theories resulted from motivation research (Momani and Jamous, 2017). Self-Determination Theory (SDT) which developed by Deci and Ryan in 1985 is one of them. SDT proposed that self-determination is a human quality. Deci and Ryan (1985) and Ryan and Deci (2000a) explained the psychological innate human needs which are: autonomy, competence, and relatedness. These human needs are directly affecting on individuals' motivations. The need to autonomy refers to self-determination that causes freedom of action, mainly being self-initiating, and to self-regulating one's own actions. The need to relatedness refers to developing secure and satisfying connections with others in same social environment (de Brabander, Rozendaal, and Martens, 2009; Hsu and Lin, 2008). According to Deci et al. (1991), these needs are necessary for individuals to be self-determined rather than controlled.

Motivational theories have supported the researches in psychology as an explanation to behavior. These researches resulted that the motivational theory contains two major factors of motivations: extrinsic motivation and intrinsic motivation. Extrinsic motivation was defined as: "the perception that users will want to perform an activity because it is perceived to be instrumental in achieving valued outcomes that are distinct from the activity itself" (Davis, Bagozzi, and Warshaw, 1992, p 1112; Venkatesh et al., 2003, p 448). While Intrinsic motivation was defined as: "the perception that users will want to perform an activity for no apparent reinforcement other than the process of performing the activity per se"

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