TITLE: UNDERSTANDING THE DETERMINANTS OF S-COMMERCE ADOPTION: FROM UNIFIED THEORY OF ACCEPTANCE AND USE OF TECHNOLOGY (UTAUT) PERSPECTIVE

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Abstract

Social commerce has become a new trend of inquiry for researchers to investigate the behaviour of consumer in online shopping. Linkedln, Facebook and Twitter is a popular social networking that opened opportunities for new business models. The combination between Web 2.0 social media technologies and infrastructure had support online interactions and user to the acquisition of product and services. To understanding the user's social shopping intention, this study conducted an empirical study based on questionnaire that had develop to investigate what is the factors affect the user's intention of participation in social commerce. This research proposed unified theory of acceptance and use of technology (UTAUT) to study actual use of social commerce. This study will examine four direct effects on social commerce adoption such as Performance Expectancy (PE), Effort Expectancy (EE), Social Influence (SI), and Facilitating Condition (FC).

Keywords: social commerce, UTAUT, Performance Expectancy(PE), Effort Expectancy(EE), Social Influence (SI), Facilitating Condition(FC).

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Glossary of Terms

Acquaintances	A person known to one, but usually not a close friend.
Analogous	Is a cognitive process of transferring information or meaning from a particular subject (the analogue or source) to another particular subject (the target), or a linguistic expression corresponding to such a process.
Collectivism	The principle of ownership of the means of production, by the state or the people
Convenient	Suitable or agreeable to the needs or purpose; well-suited with respect to facility or ease in use; favourable, easy, or comfortable for use
Convergence	Concurrence of opinions, results
Convergence (telecommunications)	The combination of multiple services through lines of telecommunication from a single provider
Decisive	Having the power or quality of deciding; putting an end to controversy; crucial or most important
Discourse	Communication of thought by words; talk; conversation
Dissemination (communications)	Means to broadcast a message to the public without direct feedback from the audience.
Electronic Commerce (e-commerce)	Business that is transacted by transferring data electronically, especially over the Internet.
Infamous	Having an extremely bad reputation
Notion	A general understanding; vague or imperfect conception or idea of something:
Obstacle	Something that obstructs or hinders progress.
Portrays	To make a likeness of by drawing, painting, carving, or the like.
Post-purchase	Final stage in the consumer decision process when the customer assesses whether he is satisfied or dissatisfied with a purchase

Retrospective	Take a look back at events that already have taken place
Self-disclosure	Is a process of communication through which one person reveals himself or herself to another. The information can be descriptive or evaluative and can include thoughts, feelings, aspirations, goals, failures, successes, fears, dreams as well as one's likes, dislikes, and favorites.
Social circle	Is a group of socially interconnected people. It may be viewed from the perspective of an individual who is the locus of a particular group of socially interconnected people and from the perspective of the group as a cohesive unit.
Social Commerce (s-commerce)	Online shopping activities take place using web 2.0 or social media applications
Social Media	Websites and other online means of communication that are used by large groups of people to share information and to develop social and professional
Social Network	An online community of people with a common interest who use a website or other technologies to communicate with each other and share information, resources
Trustworthiness	One of moral value, regarded as a virtue. For example, a trustworthy person is someone in whom one can place one's trust and rest assured that the trust shall not be betrayed

List of Abbreviations

ADT	Innovation Diffusion Theory
CMSEs	Content Management System
EDI	Electronic Data Interchange
MM	Motivational Model
MPCU	Model of PC utilization
RSS	Rich Site Summary
SAM	Strategic Alignment Model
SCAM	Social Commerce Adoption Model
SCT	Social Cognitive Theory
SOA	Service Oriented Architecture
TAM	Technology Acceptance Model
TPB	Theory of Planned Behaviour
TRA	Theory of Reasoned Action
UTAUT	Unified Theory of Acceptance and Use of Technology

CHAPTER ONE
INTRODUCTION

1.0   Introduction

Technology plays an important role in changing the strategy of administering business and it has affected several aspects in our lives. Marius (2012), explained, that there are six key ways in which technology is changing the way people do business such as productivity, collaboration, resourcing, interaction and participation, efficiency and optimization and cost management. The used of information communication technologies has changed the involvement of consumers in online shopping. For instance, using online communities consumers can get involved by giving feedback to business organizations.

Social media has become a medium for a community to connect with each other (Mandal, 2012). Social media has given a huge influence on the way business do sales or marketing. Using social media (e.g. Facebook) business can develop brand awareness and at the same time influence consumer's purchase decision. Not only that, using social media it can also provide a platform for consumers to exchange ideas and give suggestions about the marketed products or items.

S-commerce is a form of commerce helped settle (an argument) by social media involving coming together between the online and offline environment (Wang & Zhang, 2012). In the other meaning, social commerce involves the use of Internet-based media that allow people to participate in the marketing, comparison, curating, buying, and sharing of product and servicing in both online and offline marketplaces, and in communities (Zhou et.al, 2013). Based on De Bernardi (2011), social commerce is an expression now broadly (and not generally appropriately) used to signify diverse things. However the best definition would be the use of social media in the connection of e-commerce, which allows an upgraded purchasing or browsing experience to customers and offers better approaches to online retailers to engage in with their audience and merchandise their items both from their own particular website and specifically from social network. Furthermore, De Bernardi also ran over to the extremely sharp

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