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MOBILE SOCIAL COMMERCE ACCEPTANCE MODEL AND YOUNGSTERS E-COMMERCE INTENTIONS - AN EMPIRICAL STUDY WITH REFERENCE TO HYDERABAD CITY, TELANGANA

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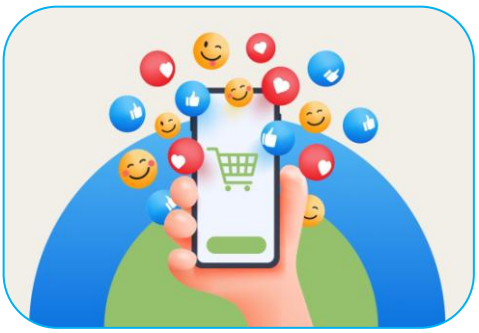
ABSTRACT



Beginning with the historical development of the terms e-commerce, mobile commerce, and social commerce, this article intends to contribute to the area of study that examines the model of customer behavior in mobile social commerce. Additionally, using the standard TAM model, its expansions, and the incorporation of perceived risk determines the primary elements that impact intention to use. Ultimately, we advocated for the MSCAM, or Mobile Social Commerce Acceptance Model. The study was conducted by polluting 173 social media users who had seen a video demonstrating the new online ad type in action. In order to assess the students' technical innovation, social media presence, and socio-demographic profile, our questionnaire included a set of questions that were consistent with the components of our model. Once the students had viewed the s-commerce, they were given access to the survey. A modification of the suggested scales was used to assess the examined constructs. In May and June of 2023, 178 students filled out the survey 173 of them were considered legitimate 97 %. With the exception of the one between risk perception and intent to use, the findings show that the suggested correlations are relevant and emphasize the impact of subjective norms on attitude and usefulness[1]. In order to accomplish the goals of social commerce via the use of social media, it is essential to take into consideration the long-term benefits that are brought about by social media user profiles, active social media platforms, and online brand communities. This is due to the fact that social commerce is a pattern that is expanding and gaining more and more popularity[2].

KEYWORDS: *intention to use, E-commerce, technology acceptance model, mobile-social-commerce, perceived risk, TAM.*

INTRODUCTION

Unprecedented milestones include the advent of mobile phones and the growth of social media. To begin, one possible explanation for the ever-increasing popularity of mobile phones is the abundance of functions that facilitate regular living. As another illustration of this tendency, consider the ever-increasing smart phone market share. There will be more than 1,500 million smart phone users by 2015. It's clear that many companies see the smart phone market as a strategic opportunity to profit from service distribution and marketing campaigns[3].

Social commerce is the way forward for Facebook, the most widely used social network on a global scale. S-commerce uses parallel technologies like QR codes and the real-world integration of

Social Networks. We anticipate that social commerce, which is still in its infancy, will emerge as a powerful sales tool in the years to come[4].

THEORETICAL FRAMEWORK:

From its inception, our civilization has been defined by innovation. A lot of people think that the rapid development of ICT has been revolutionary, on par with the advent of electricity or printing. Businesses and nations alike have benefited greatly from the increased the crucial business applications emerging from them in recent years[5].

Online shopping offers several benefits, including constant availability, and has become an integral part of many organizations' strategies for growth. enhanced information quantity and quality direct consumer-producer engagement to promote interaction multimedia content access to businesses' offerings the development of novel goods and services lowering prices in free marketplaces Efficient use of time, instant communication, customization, and accessibility to worldwide markets[6].

When used in this way, mobile commerce refers to an online trading paradigm in which consumers use their mobile devices to carry out the traditional trade tasks, such as searching for information, contacting businesses, and making purchases. These days, almost everyone has a cell phone, and it's widely accepted as an indispensable tool for both personal and professional life[7].

RESEARCH PROPOSAL:

In order to characterize, this study aims to construct a behavior model from a holistic viewpoint. Although there are already a plethora of models for gauging people's openness to new technologies, ours is the first to include risk as an important consideration for the spread of social commerce[8]. Our study lays out the following goals based on this preliminary strategy:

OBJECTIVES:

- To examine the theoretical development of the ideas of e-commerce, m-commerce
- To formulate plans of action for businesses depending on the outcomes.

This variable has been included in our study because of the significant impact it has on the adoption of technologies. We thus put forward the following study hypotheses based on the following definition of subjective norms: the degree to which a person feels that significant individuals.

1. H1: Norms contribute positively to s-commerce's usability.
2. H2: Norms positively impact how valuable people think s-commerce is.
3. H3: Norms positively influence the inclination to utilize online shopping.
4. H4: The attitude towards s-commerce influence by ease of usage.
5. H5: The usefulness of s-commerce impact by perceived ease of use.
6. H6: The likelihood of using s-commerce is positively impacted by usefulness.
7. H7: The attitude toward using s-commerce is positively influenced by usefulness.
8. H9: The s-commerce is adversely influenced by risk.

Several studies in various settings have shown that the perceived simplicity of use has a significant influence on the perceived usefulness. One such situation is the usage of online services.

FIGURE 1-Acceptance Model of M-Commerce

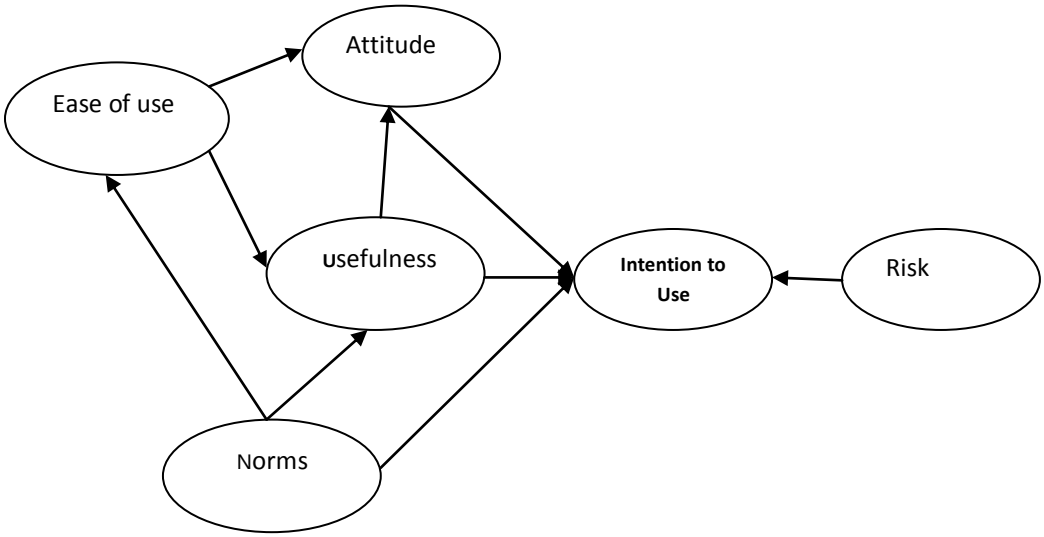


Fig: 1. Developed by Researcher

RESEARCH METHODOLOGY

Examining how social media users have embraced social commerce was the primary motivation for this research. Participants were undergraduates at Hyderabad students enrolled in the Business Management and Administration program. Our study model served as the basis for the questionnaire that we created to assess the variables. We filled out the survey while we were in class. Some questions were revised after a preliminary test to ensure clarity.

In the first, students' socio-demographic profile, degree of technological innovation, and social network presence were assessed using a series of questionnaires. For further information, go to Table 1. The second set of questions matched the model's constructs. After seeing a film about s-commerce, the students were given access to the survey. A modification of the suggested scales was used to assess the examined constructs. In May and June of 2023, 200 students filled out the survey; 173 of them were considered legitimate. Table 1 displays the sample profile of the participants.

TABLE 1-Demographic profile of the respondents

Demographic	Category	Frequency	(%)Percentage
S-commerce users	Yes	173	100
	No	0	0
Age	18 - 20	49	11
	21 - 23	29	17
	24 - 26	74	43
	27 - 29	50	29
Sex	Male	77	44
	Female	96	56

Source: Computed by Researcher

The first thing that we did was evaluate the reliability of the scales by using the Cronbach alpha indicators. According to the data shown in Table 2, we decided to go with a more stringent criteria of 0.7 and a reference value of 0.6. In addition, a confirmatory factororial analysis was used in order to assess both the convergent and divergent validity of the measures. For the purpose of determining whether or not the indicators were convergent, we used the factorial loading. Each time the value of α

was more than 0.7, the substantial loads that existed between the latent and observable variables, as well as the coefficients that were significantly non-zero, were verified. As a result, it was shown that the latent components provided an adequate explanation for the observable variables. It was necessary for us to verify that there was a correlation of 0.9 between each pair of scales and that the fluctuations were substantially different from zero in order to guarantee the discriminative validity of the scales. In order to determine the degree of reliability that the scales possess, the results of the confirmatory analysis may be used. In particular, there were several indicators of global adjustment in the extracted variance analysis (EVA) and compound reliability (CR) of the factor, both of which surpassed the reference threshold consisting of 0.7 and 0.5, respectively, for the models of individual data[9].

TABLE 2-Validity and Reliability

Variable	Item	Stand. Coef.	Cronbach's Alpha	CR	EVA
Risk	R1	.871	.802	.811	.71
	R2	.865			
	R3	.787			
	R4	.887			
Ease of use	EU1	.735	.881	.873	.71
	EU2	.813			
	EU3	.682			
	EU4	.887			
Usefulness	U1	.815	.854	.854	.813
	U2	.882			
	U3	.817			
	U4	.856			
Norms	N1	.881	.831	.818	.773
	N2	.888			
	N3	.821			
	N4	.781			
Attitude	A1	.883	.823	.82	.774
	A2	.881			
	A3	.817			
	A4	.857			
Intention of use	IU1	.871	.871	.878	.883
	IU2	.871			
	IU3	.866			

Source: Computed by Researcher

After examining the validity and reliability of the original measurement scales, we used the structural equation model SEM to evaluate our research assumptions derived from the literature review. We used a maximum likelihood estimate method with successive phases of bootstrapping, a 95% significance criterion, and non-normal variables. Using the updated p-value from the bootstrapping technique, we examined the validity of the model under the null hypothesis. This approach makes use of re-sampling to rectify the constructs' standard error.

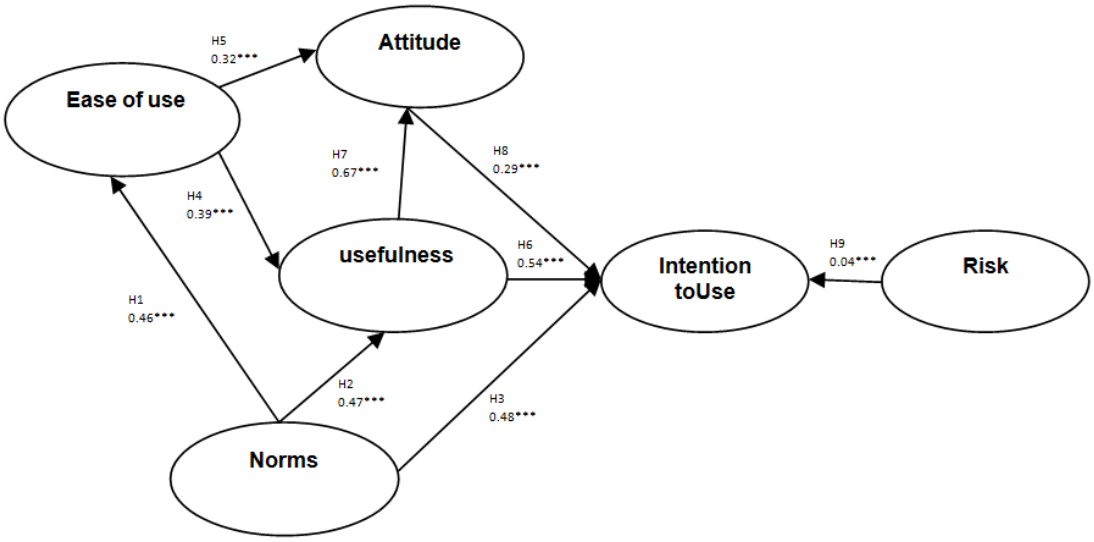
TABLE 3 - Goodness of fit

Goodness of fit index	Recommended value	Results in the study
RMSEA	<0.08	0.06
NFI	>0.90	0.93
CFI	>0.90	0.96
AGFI	>0.80	0.85
GFI	>0.90	0.88
(χ^2)	<3.0	2.4

Source: Computed by Researcher

The usage of absolute, incremental, and parsimonious criteria was used in order to demonstrate that the efficacy of the changeable model was shown to be satisfactory. Examining Table 3 makes it clearly clear that the goodness-of-fit values for each statistic are within the acceptable range. Figure 2 displays the findings that were obtained from these observations.

FIGURE 2-Behavioral model



Source: Computed by Researcher

Table 4 displays the findings of the structural equation modeling (SEM) and the hypothesis testing. Every single one of them was important, with the exception of nine theories. Upon examination of the data from Hypothesis 9, it is evident that there exists a slight association between the perceived risk and the intention to use ($\beta = 0.04$, $p>0.001$). Most poll participants were 20.5-year-old students, which may explain this. According to statistics, seniors adopt new technologies less. However, s-commerce subjective criteria are highlighted by the failure to rule out hypothesis 1, 2, and 3 with p-values less than 0.001. We failed to refute H5 and H4 usability null hypotheses. The previous research (p 0.001) found that perceived usefulness positively and directly correlates with ease of use. We cannot reject Hypotheses 6 and 7, which relate usefulness, aim, and attitude. This greatly affects consumers' future s-commerce use and appreciation ($p <0.001$). H8, relating positive s-commerce feelings to usage intentions, is significant ($p <0.01$), although less so than other components. Intention to use was not significantly associated with perceived risk. Nothing else was remarkable. Peaking at 70.7%, respondents picked 'intention to use'

CONCLUSION

Customers now make purchases in a different method, thanks to recent technology developments. Human actions have evolved in response to new contexts, such as the rise of social networks, the widespread use of mobile devices, and the traditional idea of online shopping. Users' online profiles have been bolstered by the convergence of technology and socializing of purchases brought about by the rise of social commerce. The widespread use of mobile phones only serves to bolster this. The academic and professional communities are starting to take notice of social commerce.

FUTURE RESEARCH:

Data analysis and prior research confirm that social commerce is a novel phenomena with far-reaching social and economic implications, as we have previously discussed in this work. There has been talk of reviewing the plan to implement this in the language context, where these kinds of activities are still in their infancy usage of mobile phones. Companies and consumers alike stand to benefit greatly from incorporating social networks into their commercial operations, since this practice is largely based on SNS usage in the home. In response to current market trends, established sales systems are embracing social commerce, a kind of online trade that facilitates user-to-user interactions via social media platforms. This is still in its infancy in Hyderabad, but it is seeing a growth spurt in other nations. In terms of technology, we need to compare different devices to see whether our study may be influenced by their usage, which would lead to greater acceptance of mobile social commerce.

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