TOWARD MODEL OF SOCIAL MEDIA ADOPTION: A META-ANALYSIS APPROACH

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Abstract- As the adoption of social media become more and more prevalent, social media has become one of the most critically competitive weapons for B2B and B2C marketing. Previous studies have used different factors to explain consumers' attitude and intention toward using social media. However, very rare studies have tried to integrate them from a holistic view and identified possible interactions between relevant variables. To fill this research gap, this study aims to develop a comprehensive framework to explain the effects of antecedents, mediators and moderators on consumers' intention toward using social media. Specifically, this study integrates some sets of variable from the perspective of technology acceptance, knowledge sharing, motivation, opportunity and ability, as the antecedents to promote consumers' social media adoption. Meta-analysis was used to synthesis the results of 201 previous qualitative studies related to social media from 2007-2018, to see the magnitude and significance of each hypothesis testing. The results of this study suggested that technology acceptance factors, knowledge sharing factors, and MOA (motivation, opportunity, and ability) factors all served as the antecedents of attitude toward social media usage, which further facilitate behavior intention toward using social media. In addition, both social influence and customer values have served as the moderators that can enhance the influence of attitude on behavior intention toward social media. Since previous studies never integrated the influential factors into a more comprehensive framework with empirical validations, the results of this study can be provided as important references for professionals to develop social media strategies. The research framework can also be used as a base model for academicians to conduct further validation.

Keywords- social media, knowledge sharing, technology acceptance, social networking, MOA theory.

I. INTRODUCTION

The explosive growth in the use of social media has changed the nature of online shopping. However, the comprehensive model to explain consumer adoption of social media is yet to be finalized. Previous studies have pointed out a lot of key factors that impact customer intention on using social media such as LINE, Facebook, WeChat, etc. Different authors try to explain the phenomenon of social media adoption from different perspectives. This study intends to fill this research gap and discuss social media adoption from holistic point of view. A comprehensive framework was developed to discuss about the relationship among influential factors related to social media adoption and the interaction effects of these factors on social media adoption was investigated. Specifically, the objectives of this research are as follows:

1. To develop a comprehensive research model to explain the effects of attitude and behavior intention toward social media adoption.
2. To investigate the interrelationships among different factors recommended from TAM, KSM, MOA, TRA, SNT, STM and PVM.
3. To investigate the influence of social networking, social trust, social capital on attitude and behavior intention of social media adoption.
4. To identify the mediation effects of potential variables to promote attitude and behavior intention toward social media adoption.

II. LITERATURE REVIEW

First of all, previous studies have identified technology acceptance model (TAM), knowledge sharing model, MOA (Motivation, Opportunity and Ability) theory, Theory of Reasoned Action (TRA), Social Network theory, Social Trust model and Perceived Value model to explain consumer attitude and behavior intention toward using social media. Reference [1] argued that technology acceptance factors, knowledge sharing factors and social influence factors are essential to the intention of consumer to use blog as a communication tools. They further identified perceived usefulness, perceived ease of use and perceived enjoyment to illustrate their influences on social media adoption. However, the interactions among these factors were not considered. Secondly, the MOA (motivation, opportunity, and ability) theory posits that the behavior of individuals depends on three elements: Motivation, opportunity, and ability, reference [2]. This theory has been applied in many contexts, however, very few studies has developed the relationships between MOA and social media adoption. Reference [3] adopted MOA theory to explain people's intention to use social media. But the relations between attitude and normative belief and MOA have not discussed in the paper. It seems that the integration of MOA and TRA to explain customers' adoption behavior on social media is reasonable. However, the interrelationship among factors of MOA and TRA are totally ignored.
Thirdly, reference [4] used TRA and Social Networking Theory to understand how consumer social networking influences adoption. They identified

sociality motivation, subjective norm, perceived behavior control, information, entertainment and conformation as the key factors for adoption intention. Reference [5], further used social capital theory to explain firms' intention to use B2B market. These studies all emphasize the importance of sociality motivation and social capital for social media adoption. However, according to reference [6], sociality motivation and social capital can only promote consumer attitude and behavior to some extent. If the level of social capital becomes extremely high, people may become over confident which result in the lack of social media adoption. Similarly, according to social trust model, the influence of trust on performance is also limited to certain extend. Extremely high level of trust will cause overconfident in business activity which may inhibit stakeholders to take or challenging action. Therefore, as pointed out by [3], "More work is needed, in different types of theories and different contexts, to fully understand the network dynamics of social commerce."

To fill in the research gap, this study proposes a comprehensive research model that encompass technology acceptance model (TAM), knowledge sharing model (KSM), (Motivation, Opportunity and Ability) theory (MOA), Theory of Reasoned Action (TRA), Social Network theory (SNT) and Social Trust model (STM) and try to investigate the interactions among factors from different theories and the roles of different factors on attitude and behavior intention toward using social media.

Based on above research background, it seems that previous studies have made a great deal of efforts on the social media usage. However, there are still several important issues that remain to be solved.

III. RESEARCH DESIGN AND METHODOLOGY

3.1 Research Model

The aim of this meta-analysis study is to test some of the hypotheses related to social media adoption based on the study results of previous studies from the past 20 years. Meta-analysis is important because some primary studies lack of sufficient power (i.e., sample size) to achieve statistically significant results and nearly all studies lack of the power for a precise estimate of effect size, reference [7]. By combining into a single estimate the findings of multiple independent studies that bear on the same relationship, while correcting for the distorting effects of artifacts that may produce the illusion of conflicting findings, meta-analysis arrives at more accurate conclusions than those presented in any one primary studies, reference [8].

The results of the qualitative study and meta-analysis aim to develop a more comprehensive research framework for the purpose of further empirical validation. Based on the literature review and the conceptual model in this study, meta- analysis was used to integrate the results of previous studies and confirm the interrelationship between the constructs. This method of meta-analysis provides a systemic and comprehensive framework which combines and integrates similar variable and then examines the relationship between these similar variables from the previous empirical studies, reference [9]. It is a helpful method to settle conflicting results among previous studies and conclude data from accumulated research in a particular domain, reference [10]. In this study, meta-analysis was used to evaluate the relationship between each construct about social media usage.

In this meta-analysis, the framework model was slightly adjusted as Figure 3-1

The following 8 research hypotheses were identified in this meta-analysis: (1) Technology Acceptance Factors include perceived usefulness (a), perceived ease of use (b) and perceived enjoyment (c) have positive influence attitude toward social media usage; (2) Knowledge sharing factors include Altruism (a), expected reciprocal benefit (b), and expected relationships (c) have positive influence on attitude toward social media usage; (3) MOA factors include motivation (a), opportunity (b), and ability (c) have positive influence on attitude toward social media usage; (4) Social influence has positive influence attitude toward social media usage; (5) Social influence has positive influence on behavior intention toward social media usage; (6) Customer values have positive influence on attitude toward social media usage; (7) Customer values have positive influence on behavior intention toward social media usage, (8) Attitude toward social media usage positive has influence on behavioral intention toward social media usage.

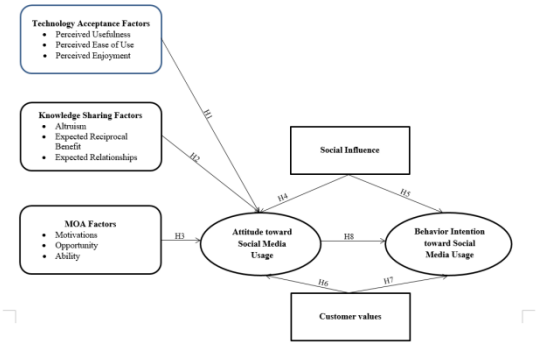


Figure 3-1. Meta-Analysis Research Framework

3.2 Sampling and Data Collection Procedure for Meta-Analysis

3.2.1 Collection of source studies

A literature search in scientific database was utilized in order to find previous studies relative to this study. This study will employ various methods in the literature search, reference [11], including (a) a search of several electronic databases including ISI,

PsycINFO, ABI-Inform, Academic Search Elite, Business Source Elite, WilsonBusiness, and Dissertation Abstracts International; (b) a search of the Social Sciences Citation Index, using the seminal articles for social media usages; (c) manual self-search journals that contain research on social media usages. Every construct with the social media usages is viewed as keywords and will be searched in the database journals. This study will collect the articles published in 2007 - 2018 and try to include as many studies as possible in the examination of this model. The articles will be excluded for the reasons :(a) the article is purely theoretical or a literature review; (b) the article does not report empirical data; (c) the examination of this article is not related to our hypotheses; (d) the article does not provide enough data to perform meta-analysis [10]. Based on the study results from previous studies, the articles were collected from the following journals. (1) Acta Commercii; (2) Computer and Information Technology (WCCIT); (3) Academy of Marketing Science; (4) American Journal of Health Education; (5) Asia Pacific Management Review; (6) Asian Social Science; (7) Commercii - Independent Research Journal in the Management Sciences; (8) Computers & Education; (9) Computers in Human Behavior; (10) Cyberpsychology, Behavior, And Social Networking; (11) Health Informatics Journal, (12) IEEE Transactions On Engineering Management; (13) Information & Management; (14) Information Development; (15) International Journal of Business and Globalization; (16) Interactive Learning Environments; (17) International Journal of Advanced Computer Science and Applications; (18) International Journal of Consumer Studies; (19) International Journal of Hospitality Management; (20) International Journal of Information Management; (21) International Journal of Market Research; (22) International Journal of Marketing, Communication and New Media; (23) Journal of Knowledge Management; (24) Journal of Business Research; (25) Journal of Hospitality and Tourism Technology; (26) Journal of Information & Knowledge Management; (27) Journal of Information Science; (28) Journal of Information Technology Education: Research; (29) Journal of Interactive Advertising; (30) Journal Of Knowledge Management; (31) Journal of Management Information Systems; (32) Journal of Retailing; (33) Journal of Retailing and Consumer Services; (34) Journal Of The American Society For Information Science And Technology; (35) Journal of Theoretical and Applied Electronic Commerce Research; (36) Malaysian Journal of Library & Information Science; (37) Managerial Challenges of the Contemporary Society; (38) Marmara University Journal of Economic & Administrative Sciences; (39) MIS Quarterly; (40) Mobile Marketing Association; (41) Mobile Media & Communication; (42) Mobile Marketing Association; (43) Online Information Review; (44) Open Journal of Information Systems; (45) Quality & Quantity: International Journal of Methodology; (46) SA Journal of Information Management; (47) Scientific Journal of Logistics; (48) Spanish Journal of Marketing; (49) Technological Forecasting and Social Change; (50) Telematics and Informatics; (51) The International Journal of Management Education; (52) The International Journal of Organizational Innovation; (53) The Journal of Academic Librarianship; (54) Tourism Analysis; (55) Tourism Management.

3.2.2 Coding studies

All identified studies was obtained the following information: total sample size, the number of items used to measure each construct, correction for each hypothesis and reliability of each variable, reference [12]. All selected articles was examined in terms of the following relevant variables: authors, year, journal, method, design, subjects, context, intention valence, and scenarios, reference [13].

There are two criteria for the inclusion of the article to the meta-analysis (a) the related studies which presented the correction coefficient (r) or the standardized regression coefficient (β); (b)the related studies present the t test or F-ratios with df in numerator which can further be converted to r coefficients [7; 12]. By using Comprehensive Meta-Analysis (CMA) software, these values can be converted to correlation coefficients (r). This study selected r as the primary effect size because it is easier to interpret and is a scale-free measure, a common approach for meta-analysis [13].

3.3 Descriptive Analysis of Collected Data

This study acquired published and unpublished empirical studies of brand-related studies through a variety of means. First, search from electronic database, including STOR, Elsevier Science Direct, Wiley Online Library, and Taylor & Francis Online Journals, was conducted using multiple keywords to identify relevant articles, dissertation, and book chapters. Second, manual search was conducted to acquire earlier relevant papers from the reference lists of the published papers. Third, search from SSRN and Google Scholars was conducted to acquire unpublished papers and conference papers from 2007 and 2018. Through this process, this study identified 201 quantitative studies.

3.4 Results and Discussions

This section presents the meta-analysis results for the inter-relationship among cognitive Technology Acceptance Factors, Knowledge sharing factors, MOA factors, Social influence, Customer values, and attitude and behavior intention toward social media adoption. As shown in Table 3-1 Research hypothesis 1 stated that Technology Acceptance Factors include perceived usefulness (a), perceived ease of use (b) and perceived enjoyment (c) have positive influence

attitude toward social media usage. The results indicated that Technology Acceptance Factors affect attitude toward social media usage (r=0.360, p<0.000). In particular, perceived usefulness significantly affects attitude toward social media usage (r=0.362, p<0.000), perceived ease of use has a significant influence on attitude toward social media usage (r=0.311, p<0.000), and perceived enjoyment is a significant predictor of attitude toward social media usage (r=0.426, p<0.000).

Table 3-1. Meta-Analytic Relationship among TAM factors and Attitude toward social media usage

	Indep.	Dep.	Studies	n	r	LCI	UCI	p	X_2	Q	I^2
H1	TAM	Attitude	61	23429	0.360	0.349	0.371	0.000	99.62	636.963	90.58086
H1a	PU	Attitude	23	8171	0.362	0.343	0.381	0.000	48.27	160.632	86.30480
H1b	PEOU	Attitude	23	8966	0.311	0.292	0.329	0.000	48.27	113.787	80.66695
H1c	PE	Attitude	15	6292	0.426	0.405	0.446	0.000	36.12	309.419	95.475

PU: Perceived Usefullness; PEOU: Perceived Ease of Use; PE: Perceived Enjoyment.

According to Hypothesis 2, Knowledge sharing factors will positively and significantly influence the attitude toward social media usage. Results as shown in Table 3-2 indicated that Knowledge sharing factors affect attitude toward social media usage (r=0.362, p<0.000). Particularly, altruism, expected reciprocal benefit, and expected relationships have positive influence on attitude toward social media usage with r=0.445, p<0.000; r=0.161, p<0.000; r=0.395, p<0.000 relatively.

Table 3-2. Meta-Analytic Relationship among Knowledge factors and Attitude toward social media usage

	Indep.	Dep.	Studies	n	r	LCI	UCI	p	X_2	Q	I^2
H2	Know-ledge sharing	Attitude	19	4250	0.362	0.335	0.388	0.000	42.31	161.9284	88.8844
H2a	Altruism	Attitude	8	1735	0.445	0.406	0.482	0.000	24.32	89.5577	92.1844
H2b	Expected reciprocal benefit	Attitude	5	1324	0.161	0.108	0.214	0.000	18.47	60.2555	93.3611
H2c	Expected relation-ships	Attitude	6	11911	0.395	0.308	0.407	0.000	20.52	24.2292	79.3644

Similarly, Hypothesis 3 stated that MOA factors is a positive predictors of attitude toward social media usage. The results as shown in Table 3-3 again confirm the hypothesis (r=0.354, p<0.000). More specifically, motivation has a significant influence on attitude toward social media usage (r=0.328, p<0.000), opportunity positively affects attitude toward social media usage (r=0.230, p<0.000) and ability significantly influence attitude toward social media usage (r=0.402, p<0.000).

Table 3-3. Meta-Analytic Relationship among MOA factors and Attitude toward social media usage

	Indep.	Dep.	Studies	N	r	LCI	UCI	p	X_2	Q	I^2
H3	MOA	Attitude	22	76588	0.354	0.334	0.373	0.000	46.8	246.325	91.4758
H3a	Motiv	Attitud	7	2077	0.340	0.32	0.30	0.00	22.	35.756	83.2

	a-tion Oppor-tunity	e		1	28	89	66	00	46		20
H3b		Attitude	4	2434	0.2300	0.1922	0.2680	0.0000	16.27	146.7553	97.9556
H3c	Ability	Attitude	11	3153	0.4022	0.3731	0.4311	0.0000	29.59	154.1755	93.5513

Table 3-4 presents the relationship among Social influence, Customer value, Attitude toward social media usage and Behavioral intention toward social media usage. Hypothesis 4 and 5 stated that social influence has positive influence attitude and behavioral intention toward social media usage. The result indicated that social influence significantly affect social influence has positive influence attitude ($r=0.281$, $p<0.000$) and behavioral intention toward social media usage ($r=0.237$, $p<0.000$). Furthermore, hypothesis 6 and 7 proposed that customer values have positive influence on attitude and behavior intention toward social media usage. In particular, the influences of customer value on attitude toward social media usage ($r=0.184$, $p<0.000$) and behavioral intention toward social media usage were significant ($r=0.454$, $p<0.000$). Finally, according to Hypothesis 8, attitude toward social media usage positive has influence on behavioral intention toward social media usage. Results shown on table 3.4 confirmed that attitude toward social media usage positive was a significant predictor of behavioral intention toward social media usage ($r=0.571$, $p<0.000$).

Table 3-4. Meta-Analytic Relationship among Social influence, Customer value, Attitude toward social media usage and Behavioral intention toward social media usage

	Indep.	Dep.	Studies	n	r	LCI	UCI	p	X_2	Q	I^2
H4	Social influence	Attitude	7	1874	0.281	0.239	0.323	0.000	22.46	36.485	83.555
H5	Social influence	Behavioral intention	14	4190	0.237	0.208	0.266	0.000	34.53	151.650	91.427
H6	Customer value	Attitude	4	1455	0.184	0.133	0.233	0.000	16.27	0.840	0.000
H7	Customer value	Behavioral intention	5	1888	0.454	0.417	0.489	0.000	18.47	105.587	96.211
H8	Attitude	Behavioral intention	28	9143	0.571	0.558	0.584	0.000	55.48	1672.802	98.385

The meta-analysis as reported in this study provides a quantitative integration of the main constructs that are related to social media usage. Although plenty of previous studies have investigated the antecedents, mediators, and consequences of social media, there is still a lack of integration among relevant construct. The current meta-analysis seeks to fill these gaps by presenting a comprehensive research model and empirically testing the hypotheses of this model. Our contributions are mainly derived from this meta-analytic review.

CONCLUSION AND SUGGESTION

4.1 Conclusions

As more and more consumers are using social media to create, modify and share internet content, firms need to quickly adjust the change of opinions in the social media. Therefore, social media is gaining more and more important as marketing and com-

munication tool. This study focused on how relevant antecedents, mediators and moderators influence consumers' adoption of social media. Based on a thorough integration of previous literature, this study developed a comprehensive framework for the adoptions of social media. Meta-analysis and questionnaire survey were adopted in this study. Meta- analysis was used to synthesis the results of the previous studies between 2007 and 2018. Survey questionnaire data were obtained from 608 respondents to test the research hypothesis through rigorous statistical tests. Several conclusions could be drawn from the result of this study.

First of all, based on TAM, reference [14] this study concludes that perceived usefulness, perceived ease of use and perceived enjoyment are all important antecedents of attitude. These results are in conformity with those of previous studies. Consistent with the result of reference [15] and [16], perceived ease of use and perceived usefulness have a significant influence on attitude toward social media. Especially for the respondents from social media, they all find that using social media is interesting, entertaining and enjoyable, therefore, perceived enjoyment has significant influence on consumer's attitude and behavior intention, and these results are also in line with reference [17] and [18].

Second, knowledge sharing factors, including altruism, expected reciprocal benefit, and expected relationships have significant influence on attitude toward social media. In the social media adoption process, altruism derives entirely from the interior of an individual in order to bring the benefits or solve difficulties of others without asking any feedback, reference [19]. Reciprocity is to share knowledge from the sender to the receiver, and vice versus [4]. Relationship in a virtual community will be developed when individual with similar interests can share information each other. These three factors are the core value to most of social media, reference [20]. These study results are in line with those of reference [21]. Social media is used by consumers and firms to develop relationships with friends and other relevant parties. Therefore, knowledge sharing can promote attitude and behavior intention toward using social media.

Third, MOA factors including motivation, opportunity, and ability have significant influence on attitude toward social media. Motivation is the willingness or interest to engage in the activities of social media, reference [22]. Opportunity refers to the constraints, such as time and resource availability, qualification, and other structural constraints, reference [23]. Ability refers to individual's capability to execute a behavior, reference [24]. In many cases, consumers may have motivation to engage in the activities of social media, but they may have no opportunity to do it. Even they have motivation and opportunity, but they may have only very little capability to engage in social media. MOA are the "push" factors to promote consumer's attitude and behavior intention toward using social media.

Fourth, both social network and social trust are critical factors to impact on social interaction and social norms, which further promote behavior intention to use social media. In the process of marketing communication, social capital is very crucial. Social capital consists of social interaction, social trust, and mutual commitment, reference [25]. According to social influence model, reference [26], social trust can create good atmosphere to sustain the continuity of virtue community, reference [27]. Social trust will also promote social norms and social interaction and behavior intent to use social media, reference [28]. Empirical studies all find that social norms and social interaction will impact on behavior intention toward consumers' behavior toward using social media.

Finally, customer values have significant effects to enhance the influence of social norms, social interactions, and attitudes on behavioral intention toward using social media. As contended by reference [29] is the overall assessment of the utility of a product, consumers tend to perceived higher personal and sensory value of a product when it fulfills customer needs and wants. Reference [30] also recognized customer value as one of the most critical factors that can facilitate consumers' purchase willingness. The study results confirm that customer value has played as important role on accelerating the influences of social norms, social interactions, and attitude on behavioral intention.

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