Chapter 5

The Role of Technology Acceptance Model in Strengthening Business Positioning

Emeka Smart Oruh
Brunel University, UK

ABSTRACT

Technology acceptance model (TAM)—new media—has been widely viewed as a veritable medium for innovating businesses, specifically business positioning. However, organizations are hardly adopting it due to fear of losing control of information flow and cyber-attack, which has intensified and taken mutative dimensions recently. Although numerous studies have explored TAM, they have largely focused on users' perception of the system's usefulness, ease of use, intention to use, and the actual use, while leaving out the strategic implications of such business practice. Thus, relying on thematic textual analysis of interview data drawn from 41 respondents, this chapter empirically investigates how selected ICT firms in Nigeria are behaving towards TAM- new social media. Consequently, the study proposes that rather than dwell on avoidance model, following associated risks, TAM can be securely and effectively integrated to help stimulate business positioning: market positioning, market leadership, customer intimacy-relationship, and competitive advantage for organizational success.

INTRODUCTION

Using the empirical lens of selected firms in Nigeria's ICT sector, this chapter brings to bear the imperative of technology acceptance model (TAM) – new media – in strengthening organisational business positioning: market positioning, market leadership/dominance, customer intimacy-relationship and overall competitive advantage. TAM has become a prominent framework for understanding user's behaviour toward technological innovation (Davies 1989; Legris et al., 2003, King and He, 2006; Sharp, 2007). The concept has been largely defined along two key variables: the process of interrogating the 'ease of use' and 'usefulness' of technology – as perceived by users (Davies, 1989), in relationship with the complex environmental factors, which determine users' 'intention to use' and the 'actual usage' of such technology (Davies and Venkatesh, 2004; Chutter, 2009; Turner et al., 2010). The role of technology acceptance in enhancing operational efficiency and effectiveness has been widely captured in the extant literature across politics (Park, 2013), journalism, scientific communication (McCuliff, 2011) and education (Farahat, 2012) as well as in particular economics, business management (Khang et al. 2012), electronic commerce and marketing (Wirtz et al. 2013). However, as Marangunic and Granic (2015) noted, while the development and integration of information technology into the private and professional life of users has grown over the years; questions still linger regarding its user's perception and level of acceptance (or rejection) – at both traditional and new media levels, to impact organisational strategy and "*broader*" economic prospect in an "*increasingly digitalised business world*" (Marangunic and Granic (2014: 97).

Based on the extant literature, there remains high acceptance level of the traditional media (such as TV, radio, news channels, newspapers and magazines etc) due to its perceived promise of better security and ease of use (Sumak et al., 2011). In contrast, the new media technology (such as Twitter, My Space Facebook etc) – which is radically changing how people relate, communicate, socialise, share knowledge and ideas as well as engage in business - tend to be experiencing lower acceptance rate (Khang et al. 2012; Martin, et al., 2015). This often manifest in the form of systemic avoidance or what Selvaganapathi and Raja (2012:22) described as "technophobic" – largely driven by some contextual factors (Mordini, 2007; Kim and Kankanhalli, 2009: 567; Liang and Xue, 2009). These factors of (technology) avoidance/resistance are often associated with fear of losing control of information flow (Berna-Martinez and Macia-Perez,2012: 148; Rivard and Lapointe, 2012; Newhouse, 2012) and in particular cyber-related attacks (Liang and Xue, 2009), which has intensified and taken mutative dimensions in recent time (Watkins, 2014; Wheatley et al., 2016; Ovelgonne et al., 2017; Rightmier, 2017). As Ovelgonne et al. (2017) and Rightmier (2017) remarked, these contextual factors can be effectively

37 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/the-role-of-technology-acceptance-model-in-strengthening-business-positioning/208301

Related Content

When Sustainability Goes Wrong: A Critical Perspective About Consumer Behaviour, Greenwashing, and its Impact on Sustainability
Anna Carolina Boechat, Nuno Baptistaand Mariana dos Reis Torgal (2024). *Effective Digital Marketing for Improving Society Behavior Toward DEI and SDGs (pp. 242-262).*
www.irma-international.org/chapter/when-sustainability-goes-wrong/333945

Social Responsibility
(2019). *Corporate Social Responsibility and Opportunities for Sustainable Financial Success (pp. 1-46).*
www.irma-international.org/chapter/social-responsibility/216615

Broadening the Concept of Green Marketing: Strategic Corporate Social Responsibility
Özlem Aliklç (2019). *Corporate Social Responsibility: Concepts, Methodologies, Tools, and Applications (pp. 509-533).*
www.irma-international.org/chapter/broadening-the-concept-of-green-marketing/206973

Marginalization of Women and Mass Markets
José G. Hernández R., María J. García G.and Gilberto J. Hernández G. (2020). *Recent Advancements in Sustainable Entrepreneurship and Corporate Social Responsibility (pp. 69-87).*
www.irma-international.org/chapter/marginalization-of-women-and-mass-markets/252247

A Conceptual Model of Green HRM Adoption Towards Sustainability in Hospitality Industry
Yusmani Mohd Yusoffand Mehran Nejati (2019). *Corporate Social Responsibility: Concepts, Methodologies, Tools, and Applications (pp. 400-421).*
www.irma-international.org/chapter/a-conceptual-model-of-green-hrm-adoption-towards-sustainability-in-hospitality-industry/206968