

Understanding Technology Acceptance and Use in Social Media Platforms: A Systematic Literature Review and the Development of Research Framework

Muhammad Amirul Asyraf Roslan, Nurul Amelina Nasharuddin, and Masrah Azrifah Azmi Murad

Abstract: The Systematic Literature Review (SLR) presented in the document focuses on the acceptance of social media (SM) platforms, particularly through the lens of the Unified Theory of Acceptance and Use of Technology (UTAUT), Technology Acceptance Model (TAM), Theory of Planned Behavior (TPB) and other relevant theories. The review involves a comprehensive analysis of the most used theories of acceptance models, the methods for selecting studies, and the results and findings from the reviewed studies. The study also discusses the accomplishment of research goals and creates a research framework to guide future research. The geographic scope of the studies is also examined, providing insights into the distribution of studies across different countries. The review adheres to the PRISMA (Preferred Reporting Items for Systematic Reviews and meta-Analyses) guidelines for reporting systematic reviews and employs a theory-based approach, categorizing selected articles based on their theoretical foundations. The review's methodology involves the use of empirical evidence that meets predetermined inclusion criteria and addresses specific research questions. The document provides a detailed account of the steps involved in the systematic review, including the identification, screening, eligibility determination, and selection of studies. The review also offers implications for theory and practice, addresses limitations, and suggests areas for future research.

Key words: technology acceptance model (TAM); unified theory of acceptance and use of technology (UTAUT); theory of planned behavior (TPB); social media; social networking services

I Introduction

In today's digital age, technology has quickly changed how we connect with the world^[1]. This shift has given us unprecedented levels of connectivity and

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communication^[2]. One significant aspect of this technological change is the widespread use of Social Media (SM)^[3], which has become a crucial part of our everyday lives^[4]. It has transformed how we interact, communicate, and get information^[5–7]. From a behavior standpoint, SM is a complex online environment where users engage in various behaviors, leading to different social and automated outcomes.

Before implementing technology, it is crucial for users to adopt it^[8]. Research on how users accept, adopt, and use modern technology is valuable and has gained attention from both researchers and practitioners^[9, 10]. Numerous studies have explored the importance of SM acceptance among users in various fields such as education^[11–13], healthcare^[14–16], banking^[17, 18], and

even among sports fans^[19].

Several theories and models have been created to understand how individuals use new technology. This review aims to thoroughly investigate the current research on Unified Theory of Acceptance and Use of Technology (UTAUT), Technology Acceptance Model (TAM), and Theory of Planned Behavior (TPB) frameworks concerning SM. The objective is to gather and analyze the existing literature, exploring the factors that affect how people adopt and use technology on SM platforms. These models provide a comprehensive framework by considering different factors that come into play when using technology. Each of these factors has a distinct role in shaping users' Attitudes (AT) and behaviors in the realm of SM.

Knowing what factors affect how people use technology on SM is not just for academics; it is crucial for many different groups. For marketers trying to connect with their audiences, policymakers and developers aiming to make easy-to-use, creative platforms, and educators and healthcare professionals looking into how SM can help with sharing knowledge and patient care, the information from this review is important and practical.

This paper will explore the origins of acceptance models, explain their relevance in the digital age, and review numerous studies that have applied these models to the ever-changing realm of SM. The goal is to present a thorough overview of the current knowledge in this field and establish a strong foundation for future research and practical applications. As SM continues to shape the world, understanding the details of technology acceptance and use in this context becomes not just an academic pursuit but a societal necessity. Subsequently, this SLR attempts to address the following Research Objectives (ROs):

RO1: To identify the most used theories of acceptance model within the scope of review studies.

RO2: To assess the internal and external factors studied by previous researchers in conducting their studies.

RO3: To formulate a research conceptual model based on the review propositions.

To conduct this Systematic Literature Review (SLR), 89 studies were found mainly in reliable databases for management sciences, such as Scopus, ScienceDirect, SpringerLink, and Emerald Insight. Google Scholar was

also used to support any claims not found in these primary resources. The selection of studies followed a strict protocol and predetermined Quality Evaluation (QE) criteria. Special attention was given to outlining SM-related and acceptance theories to help readers understand this field. Then, a content analysis of selected studies was carried out to identify the various theories used by different researchers and studies to examine the acceptance of SM.

The rest of the paper is structured as follows: Section 2 talks about the background literature related to the acceptance theories relevant to this study. Section 3 covers how studies were chosen and the methods for the SLR. Section 4 presents the results and findings from the reviewed studies. Section 4 also discusses the accomplishment of research goals and creates a research framework to guide future research. Finally, Section 5 concludes the study by proposing implications for theory and practice, addressing limitations, and suggesting areas for future research.

2 Literature Review

SM platforms have emerged as innovative tools widely used for fostering collaboration and communication on a global scale^[20–22]. These platforms have rapidly gained popularity, with their user base growing daily, and they now play a pivotal role in both personal and professional lives^[23]. Consequently, researchers have focused their attention on investigating these sites and examining their acceptance^[24–26]. SM has become a subject of interest for researchers across various disciplines^[21]. Numerous studies have explored technology acceptance using different models and theories, with UTAUT standing out as one of the most significant models for predicting factors that influence Usage Behavior (UB) across diverse settings^[27, 28].

Numerous studies have been conducted to explore the significance of SM acceptance among users in various fields and contexts, examining how it influences their Behavioral Intentions (BI)^[29, 30]. Consequently, it is important for researchers to further investigate the variables that affect the acceptance of SM applications by users before implementing these applications. This has led to an increase in the number of scholars who have developed different theories and models to explain the acceptance of new technologies. Table I provides

Table 1 Examples of technology acceptance theories/models.

Technology acceptance theory/Model	Source
Technology Acceptance Model (TAM)	[31]
Innovative Diffusion Theory (IDT)	[32]
Unified Theory of Acceptance and Use of Technology (UTAUT)	[33]
Theory of Reasoned Action (TRA)	[34]
Theory of Planned Behaviour (TPB)	[35]
Self-Determination Theory (SDT)	[36]
Cognitive Load Theory (CLT)	[37]
Social Cognitive Theory (SCT)	[38]

examples of some of these technology acceptance theories/models.

The TAM, proposed by Davis^[31], suggests that Perceived Usefulness (PU) and Perceived Ease of Use (PEoU) determine an individual's BI to use a system, which in turn affects actual UB. The Innovative Diffusion Theory (IDT), introduced by Rogers^[32], explains how new ideas and technologies spread through cultures, identifying five factors influencing adoption: relative advantage, compatibility, complexity, trialability, and observability. The UTAUT, developed by Venkatesh et al.^[33], integrates elements from several models, including TAM, Theory of Reasoned Action (TRA), and TPB, to explain user intentions and subsequent usage behavior through four key constructs: Performance Expectancy (PE), Effort Expectancy (EE), Social Influence (SI), and Facilitating Conditions (FC). The TRA, formulated by Hill et al.^[34], posits that behavior is determined by the intention to perform it, influenced by AT towards the behavior and Subjective Norms (SN). Ajzen's^[35] TPB, extends TRA by adding perceived Behavioral Control (BC), suggesting that BI and BC predict UB, in addition to AT and SN. The SDT, proposed by Ryan and Deci^[36], focuses on intrinsic and extrinsic motivations, positing that human motivation is driven by the need for competence, autonomy, and relatedness. This theory is often used to understand motivations behind technology adoption. The Cognitive Load Theory (CLT), introduced by Sweller^[37], suggests that learning is affected by the amount of mental effort used in working memory and is used to design instructional materials that reduce cognitive load and enhance learning. Lastly, the Social Cognitive Theory (SCT), developed by Compeau and Higgins^[38], posits that learning occurs in a social

context with a dynamic interaction of the person, environment, and behavior, emphasizing observational learning, imitation, and modelling, and includes the concept of Self-Efficacy (SE).

Rejali et al.^[39] and Nnaji et al.^[40] stated that TAM, UTAUT, and TPB are the most used and popular technology acceptance theories among previous researchers. Therefore, this review contributes to the current literature by classifying the analyzed UTAUT-based, TAM-based and TPB-based studies in the context of SM.

2.1 Technology acceptance model (TAM)

TAM serves as an extension of the TRA and was initially proposed by Davis in 1989^[31]. Its purpose is to outline the process by which individuals embrace and utilize new technology^[30]. TAM is known as one of the most popular models used in various technologies^[10, 41, 42]. It is commonly used to study how people accept new technology because it is well-founded, flexible, and simple^[43]. Many studies have modified the original TAM to make it more valid and applicable to different types of technology, such as Information Systems (IS), library science, and business management^[44–46]. Additionally, TAM has been widely applied in various areas to improve its ability to explain and its validity^[47, 48]. Ongoing research has consistently tested and expanded TAM, leading to the development of comprehensive and practical models like TAM2, UTAUT, and TAM3^[49].

Several scholars have made modifications to the TAM model to enhance its validity and applicability across different technologies^[50–52].

2.2 Theory of planned behavior (TPB)

Formulated by Ajzen^[35] on the foundation of the TRA, TPB posits fundamental concepts. As a crucial theory for understanding and forecasting human behavior, TPB is widely applied in various fields like management, education, psychology, information science, and economics. In the realm of IS, TPB is frequently used to predict and explain how users' approach and interact with IS, technology, and services. Further studies on enhancing and combining the classic TPB model mainly focus on two aspects: first, adding new elements to the model, especially factors like personality traits, age, and gender, to explore individual behavior differences; second, merging TPB

with other commonly used theories on technology acceptance to leverage the strengths of each model. Many researchers have adjusted the TPB model to make it more accurate and applicable to various technologies^[13, 49, 53].

2.3 Unified theory of acceptance and use of technology (UTAUT)

UTAUT was created by combining eight models that study how people accept new technology. This helps researchers better understand what users think about and how they feel towards adopting new technologies^[33]. UTAUT has demonstrated its validity and strength in several meta-analysis studies^[54–56]. UTAUT proposes four key constructs influencing the acceptance or use of any technology as outlined by Venkatesh et al.^[33]. The UTAUT was upgraded in 2012 to UTAUT2^[57]. In both UTAUT and UTAUT2, the researchers considered gender, experience, and age as moderators, testing how these factors affect the connections between predictors and BI. Both theories also examined actual use behavior as the main outcome. Ultimately, these theories, including the older ones, focus on the acceptance behavior of new technology, emphasizing simplicity and reliability^[58]. Identifying these external factors is crucial for decision-makers to make informed choices regarding the utilization of technology^[9, 59]. Several scholars have made modifications to the UTAUT model to enhance its validity and applicability across different technologies^[60–62].

Existing literature indicates that there have been several review studies conducted on the UTAUT framework and its relationship with SM, but these

studies have presented different perspectives. In terms of UTAUT-based review studies, previous research has focused on specific objectives. These objectives include conducting a comprehensive review of the UTAUT framework^[63, 64], examining the impact of methodological attributes on the UTAUT^[65], or categorizing the UTAUT-based literature into distinct groups^[66]. On the other hand, SM-based review studies primarily concentrate on exploring the use of SM in specific domains.

3 Method

Snyder^[67] provides an explanation of different types of literature reviews in her academic work. In this study, an SLR was conducted following the protocols outlined by Snyder^[67]. It is important to note that systematic reviews are distinct from semi-systematic or integrative reviews, as the latter often reflect the authors’ perspectives on the research topic. According to Snyder^[67], systematic reviews involve the use of empirical evidence that meets predetermined inclusion criteria and addresses specific research questions. This aligns with the objectives of the current research.

SLR is widely recognized as a valuable tool for mapping and evaluating literature across various fields. Previous researchers have utilized SLR in diverse topics, including mobile learning^[68], healthcare^[69], educational games^[70], fintech^[71], robotics^[72], virtual reality^[73], e-government^[74], and transportation^[75]. Table 2 generally explains some of the previous work that uses SLR to conduct their study.

The choice of using a single or multiple databases in an SLR study depends on the research goals and scope.

Table 2 Previous work and studies.

Ref.	Study Description
[76]	The study examines how educational, and information systems theories are used to understand SM acceptance and adoption. By reviewing many articles, the researchers identified the most frequently used theories and models in this field. They found that educational theories like the Uses and Gratifications Theory and Social Constructivism Theory are commonly applied, while IS models such as the TAM and the UTAUT are also widely used. Their research helps clarify how these theories and models are utilized in SM studies and provides guidance for future research in this area.
[77]	The researcher reviews how the TAM has been used in marketing to understand consumer behavior towards new technologies. It analyses many studies to identify trends and developments in this area. The findings show that TAM is increasingly used to explore topics like mobile technology and online marketing. The research highlights key journals and authors in this field and provides insights into how businesses can use TAM to create effective marketing strategies.
[78]	The paper critically evaluates the TAM to assess its relevance and limitations in hospitality and tourism research. It reviews recent literature on TAM, highlighting issues such as its focus on individual perspectives, limited scope, and reliance on self-reported data. The paper suggests improvements for TAM, including incorporating industry-specific factors and cultural nuances, and exploring alternative models or methods. The goal is to enhance TAM’s effectiveness in understanding technology adoption in the hospitality and tourism sectors.

For this study, multiple databases are being employed, with Scopus serving as the primary reference due to its extensive coverage and widespread use in SLR studies by academia [79]. Scopus provides comprehensive information for analysis. The SLR technique employed in this study is a theory-based review, which falls under the four common systematic review techniques: domain-based, method-based, theory-based, and meta-analytical-based reviews^[80]. In this theory-based approach, the selected articles in the study are categorized based on their theoretical foundations, specifically focusing on determining factors of social acceptance among users.

To narrow down the selection of articles, the review followed the PRISMA (Preferred Reporting Items for Systematic Reviews and *meta*-Analyses) guidelines^[81], as shown in Fig. 1. These guidelines ensure that the SLR techniques used to integrate previous research data are transparent and can be replicated^[82]. The process of curating the research study database is explained in detail in the upcoming subsection.

3.1 Search strategy

The current methodology follows the PRISMA guidelines for systematic reviews, as outlined by Page et al.^[81]. The search strategy section details the systematic approach used to identify suitable articles for inclusion. This involves conducting a thorough and organized search across multiple databases, such as PubMed, Scopus, and Web of Science, using relevant keywords, Boolean operators, and search filters. The search strategy aims to be both specific enough to exclude irrelevant studies and comprehensive enough to capture all potentially relevant research. Additionally, other methods like manual reference list searches, citation tracking, and consulting with experts in the field are employed to uncover more studies. Transparency and reproducibility are key, so the search process includes detailed descriptions of the search terms, databases used, date ranges, and any additional criteria. By thoroughly documenting the search strategy, the review process remains methodical and transparent, ensuring that all relevant research is included in the review dataset.

The procedure involved several key steps: identifying, screening, determining eligibility, and selecting studies,

following the approaches of Krijgsheld et al.^[83], Värbu et al.^[84], and Lăzăroiu et al.^[85]. Figure 1 illustrates the process of how the articles for this review were chosen.

3.2 Identification

For the identification phase, relevant documents were gathered from well-known and reputable academic databases. The primary database used in this study is Scopus, chosen for its reliability and credibility as an academic indexing source. Scopus offers extensive coverage and regularly updates its database to exclude non-reputable journals, ensuring high-quality entries. Journals must meet specific criteria to be indexed and can be delisted if they no longer comply. Besides, Scopus, other interdisciplinary databases like ScienceDirect, SpringerLink, and Emerald Insight were also used, as recommended by Rosa et al.^[86]. Additionally, Google Scholar was utilized to find any relevant studies not covered by the primary databases. The search terms combined specific keywords and controlled terms: ["Technology" AND ("Acceptance" OR "Adoption") AND ("Social" AND ("Media" OR "Network"))].

Initially, a total of 6532 records were retrieved from various sources: 219 from Scopus, 1619 from ScienceDirect, 2666 from SpringerLink, and 2028 from Emerald Insight. Because access to SpringerLink was limited, 2050 documents were excluded. This left 616 documents from SpringerLink for the next stage, while the records from the other databases remained unchanged.

3.3 Screening

In the screening phase, the records identified from database searches and additional sources are carefully reviewed based on their titles and abstracts. Predefined criteria are applied consistently to sort through these records. This step involves narrowing down the documents to those published in 2022 or later and including only articles and journals. Documents that clearly do not meet the criteria are excluded, while those that might be relevant proceed to the next stage.

In Scopus, there is a noticeable decline in publications from 36 in 2022 to 23 in 2023, followed by a significant drop to just 1 publication in 2024. ScienceDirect shows a slight increase in publications from 265 in 2022 to 282 in 2023, but this is followed by a sharp decline to 5 publications in 2024. Similarly,

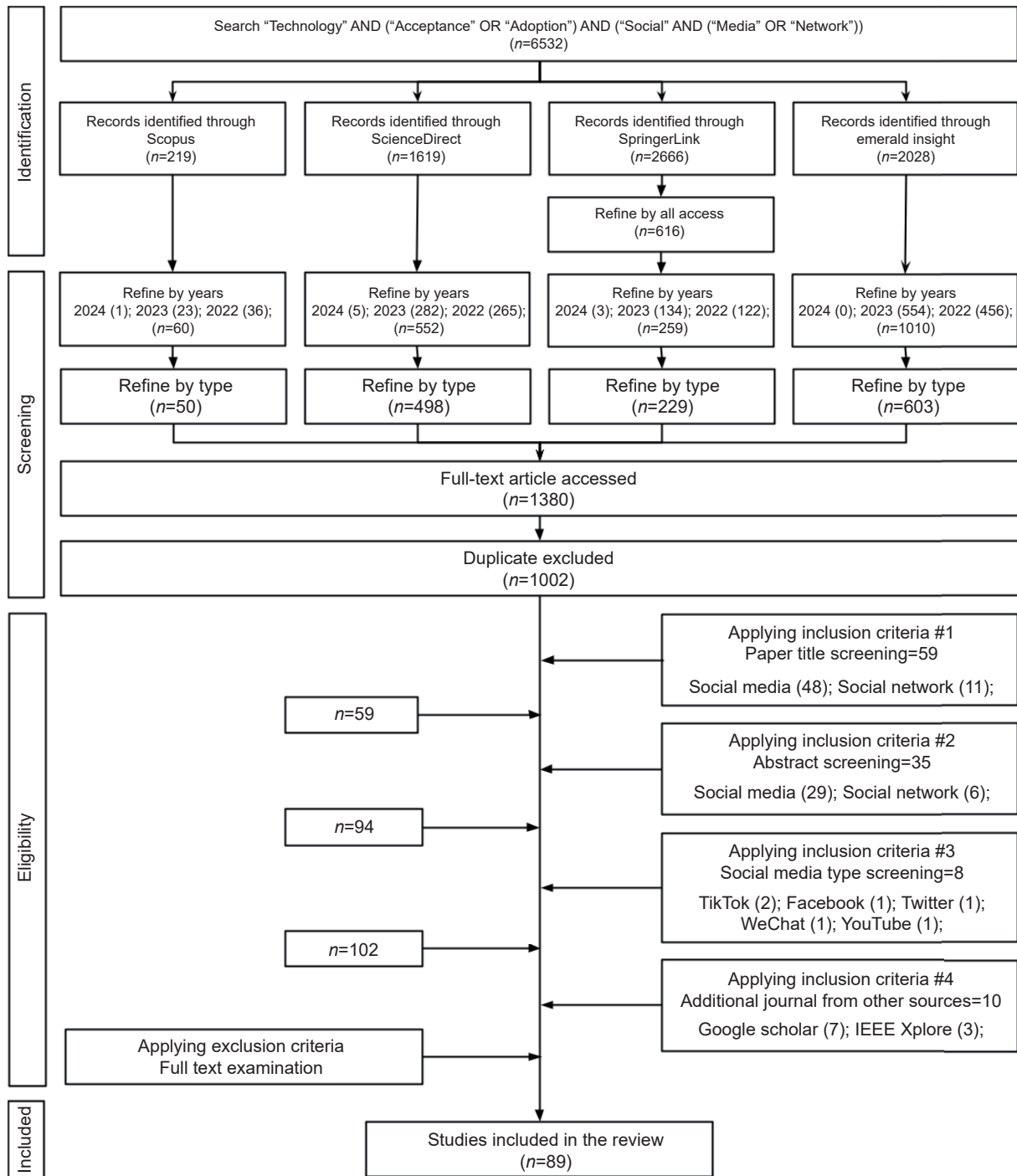


Fig. 1 Articles selection.

SpringerLink exhibits a modest increase from 122 publications in 2022 to 134 in 2023, then plummets to 3 publications in 2024. Emerald Insights presents a significant rise from 456 publications in 2022 to 554 in 2023, but no publications are recorded for 2024. This trend across all databases indicates a general increase in publication activity from 2022 to 2023, followed by a dramatic decrease in 2024.

The trend of increasing publications from 2022 to 2023, followed by a steep decline in 2024, can be attributed to several factors. The increase in 2023 might result from delayed publications from 2020 and 2021 due to the Coronavirus disease (COVID-19) pandemic, with researchers publishing more as the situation normalized. The decrease in 2024 could be due to incomplete data collection or processing at the

time of analysis, suggesting many publications for 2024 have not yet been indexed or released. Additionally, shifts in research funding and priorities, influenced by the global economic situation and changes in funding policies, might have reduced research activities in certain fields. Database indexing delays may also contribute, with fewer recorded publications for the most recent year due to slower indexing processes. While 2023 saw a peak in publications, the data for 2024 might not fully represent the total number of publications due to these delays.

After removing duplicates, 1002 documents remain eligible for further review. In the subsequent step, the relevance of each document to technology acceptance or adoption and SM studies will be assessed.

3.4 Eligibility

In the eligibility phase, the full-text articles of studies that passed the initial screening are retrieved and thoroughly evaluated against predefined inclusion and exclusion criteria. This involves a careful review of each article to ensure it meets the specific requirements for the review. The inclusion criteria specify the necessary characteristics for a study to be considered eligible. These criteria include: (1) screening paper titles (social media = 48; social network = 11); (2) screening abstracts (social media = 29; social network = 6); (3) categorizing by SM type (TikTok = 2; Facebook = 1; Twitter = 1; WeChat = 1; YouTube = 1); and (4) including additional sources (e.g., Google Scholar; IEEE Xplore). On the other hand, the exclusion criteria identify characteristics that disqualify studies from inclusion, such as: (1) documents not in English; (2) conceptual or descriptive research; (3) research using irrelevant models; or (4) research not related to SM. As a result, 102 documents that met these criteria were selected for detailed descriptive analysis.

The eligibility phase demands careful judgement and meticulous attention to detail to ensure that only studies directly relevant to the research question are included in the review. Any uncertainties or disagreements about a study's eligibility are addressed through discussions among researchers, and if needed, a third-party arbitrator may be consulted. By rigorously applying the inclusion and exclusion criteria, the process ensures that the final dataset consists of high-

quality studies that offer valid and reliable evidence to effectively address the research question.

3.5 Data inclusion

In the data inclusion stage, studies that meet the eligibility criteria are added to the review's final dataset. This involves creating a comprehensive list of all studies that passed the screening and eligibility checks. The subsequent data extraction and analysis are based on these selected studies. The inclusion of research in the final dataset is governed by predetermined review criteria, ensuring that only studies that align with the review's methodological and relevance requirements are considered. Any disagreements or uncertainties about whether a study should be included are resolved through discussions among researchers, or if necessary, by consulting an unbiased third party. The aim is to include a carefully selected set of reputable studies that provide reliable and relevant data to address the research question or review objective. Researchers document the data inclusion process thoroughly to ensure the review's accuracy and reliability, making it easier for others to replicate and validate the findings. Out of the studies reviewed, 89 were chosen for meta-analysis because they provided sufficient details on sample size, significance level, and correlation coefficients or other convertible indices.

3.6 Data extraction

During the data extraction process, relevant information from the included studies is carefully collected and documented. This process is managed using a Google Sheet to organize key details from each study, such as author information, publication year, participant demographics, the theoretical framework used, outcome measures, and main findings. A specific data extraction form or template is used to maintain consistency and standardize the process across all studies. Researchers thoroughly review each study to extract relevant information according to predefined criteria. Any disagreements or uncertainties about the data are addressed through discussions among the research team, or if necessary, by consulting an external expert. Once data extraction is complete, the data is synthesized and analyzed to address the research question or review objective. By meticulously gathering and documenting all relevant data, researchers ensure a comprehensive and rigorous

evaluation of the literature.

3.7 Rationale for the order of the review process

The order of the screening process was chosen to maximize efficiency and relevance in selecting the most pertinent studies. The initial step of refining by publication year ensures that the review captures the most recent and relevant studies, reflecting current trends and advancements in the field. This step helps in focusing on contemporary research, which is crucial for rapidly evolving fields like SM and technology acceptance. Refining by type (e.g., journal articles, conference papers) ensures that the review includes high-quality, peer-reviewed sources, filtering out non-scholarly sources such as opinion pieces or non-peer-reviewed articles that may not provide robust empirical evidence. Applying the inclusion criteria in a logical sequence progressively narrows down the pool of studies to those that are most relevant to the research questions. These criteria are designed to ensure that the selected studies focus on SM and technology acceptance, use relevant theoretical models (e.g., UTAUT, TAM, TPB), and are empirical in nature, providing quantitative or providing quantitative or qualitative data.

Changing the order of these steps could lead to inefficiencies and a less focused selection process. For example, applying the inclusion criteria before refining by type or year could result in reviewing many irrelevant or outdated studies, consuming more time and resources. The chosen order streamlines the process, ensuring that only the most pertinent and high-quality studies are selected for detailed analysis.

4 Result and Discussion

4.1 Year

Figure 2 illustrates the number of publications for the years 2022 and 2023, with 50 publications in 2022 and 39 in 2023. This data indicates a noticeable decline in the number of publications from 2022 to 2023.

Several factors could contribute to this trend. Shifts in research funding and priorities may have impacted the number of publications, as funding bodies might have redirected resources towards emergent areas, resulting in fewer publications in the dataset's field. The aftermath of the COVID-19 pandemic could have

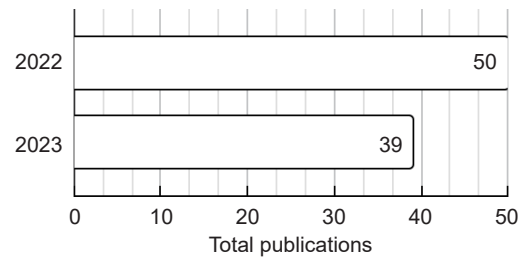


Fig. 2 Number of publications by year.

affected research productivity; while 2022 saw a significant number of publications possibly due to delayed outputs from 2020 and 2021, the subsequent normalization in 2023 might have led to a decrease. Issues related to data collection or processing could also be a factor, as some publications from 2023 might not yet be indexed or fully processed in the databases at the time of analysis. Additionally, academic cycles and publishing schedules, such as conferences, journal special issues, and academic year cycles, can influence publication counts. Overall, while 2022 saw a peak in publications, the decrease in 2023 suggests a potential shift in research dynamics or data processing timelines.

4.2 Journal and publisher

The study encompasses 89 articles, as detailed in Table 14 (Refer to Appendix B). To eliminate redundancy resulting from articles within the same journal, the count is adjusted to 78 distinct journals. In terms of publishers, Emerald Publishing dominates with 17 journals (21.79%). This diversity in publication options positions Emerald Publishing as a preferred choice for those looking to publish articles on SM, particularly those addressing SM user intention. Following closely is Elsevier, contributing 12 journals (15.38%), securing the second position. The third spot is occupied by IEEE, with 5 journals (6.41%). The fourth set of journals related to SM in this study is from the Multidisciplinary Digital Publishing Institute (MDPI), comprising 4 journals (5.13%). Tied for the fifth position are Taylor & Francis and Springer Nature, each with 3 journals (3.85%). Burapha University, Frontiers Media S.A., IGI Global Publishing, and Wiley-Blackwell share the same number of journals in this study, with 2 journals (2.56%) each. The remaining 26 journals, presented in both Fig. 3 and Table 13 (Refer to Appendix A), contribute 1 journal (1.28%) each.

When evaluating the top quartile of Scopus for the journal, it is observed that 53 out of 78 (67.95%)

journals in the dataset fall within the first to fourth quartile (Q1–Q4), suggesting a high level of quality for these journals. Figure 3 and Table 13 (Refer to Appendix A) present the journals and their respective publishers in this study.

4.3 Selected paper

The overview of the examined variables is presented in Table 14 (Refer to Appendix B), summarizing the research profile of articles focused on technology acceptance/intention studies on SM. This table outlines details such as the title, year, theory, country/area, sample size, and the significant independent variable identified in the studies under review.

The study’s dataset comprises 89 pertinent final articles that were published, employing diverse theories and applied in various country/area contexts. Through content analysis of the dataset, it emerged that all the articles (100%) are empirical and employ the quantitative method, implying the presence of research findings.

Notably, this dataset lacks conceptual or qualitative articles, signifying a robust theoretical foundation for SM acceptance. As an example, the UTAUT and the TAM stand out as the most utilized theoretical foundations in this study’s dataset. Additionally, the TPB and various others are also employed.

Moreover, the 89 articles in the dataset incorporate diverse country/area contexts spanning Asia, Europe, America, and Africa. This reflects a global trend in the acceptance of SM, evident in both developed and developing nations. Additionally, the inclusion of various countries in the research adds to the complexity of factors influencing SM acceptance, capturing unique characteristics specific to each country/area. Concerning the determinants of SM acceptance, numerous factors play a significant role in influencing the acceptance or intention to use SM. The dataset features various studies highlighting different determinants of this acceptance. Furthermore, both positive and negative determinants emerge, with the positive ones being particularly noteworthy. The

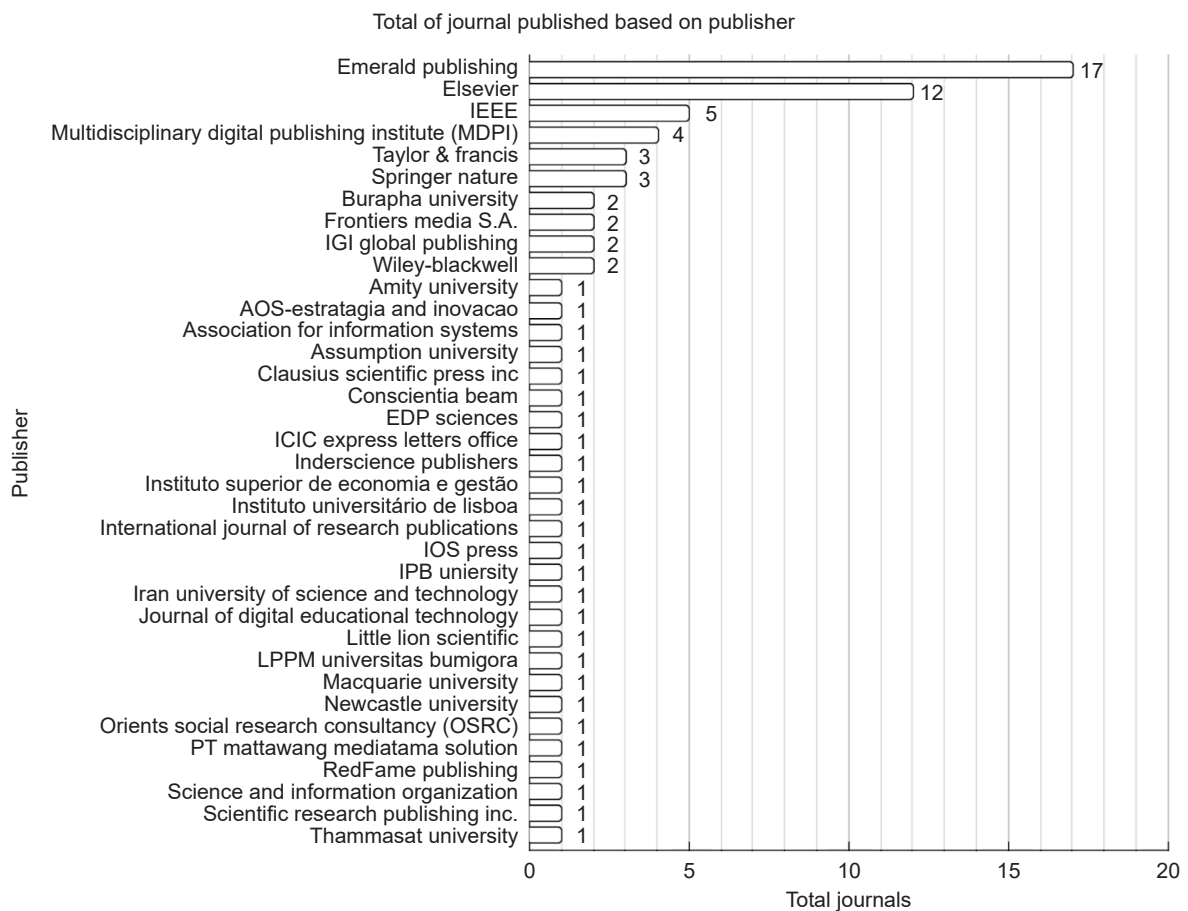


Fig. 3 Count of journals of articles and publishers.

subsequent sub-section outlines the analysis results of SM acceptance.

4.4 Geographic scope

Regarding the geographic scope, Fig. 4 in the review illustrates that the highest number of studies, totaling 20 articles (22.47%), pertain to cross-countries. These can be categorized into two groups: (1) fifteen articles (16.85%) either explicitly state the distribution of questionnaires or surveys over the internet publicly, or researchers omit information about the nationality of respondents or the predominant country/area of their respondents^[15, 19, 52, 87–98] or (2) five articles (5.62%) indicate that the study samples come from more than one country/area or nationality for one paper, such as Nourallah et al.^[99] [Sweden and Malaysia], Sharma et al.^[24] [Italy and Fiji], AlMuhanna et al.^[100] [Arab, Anglophone Countries, UK, US, Canada and Other], van der Schyff and Flowerday^[101] [UK and US], and Indrawati et al.^[102] [Malaysia and Indonesia].

China recorded the second-highest number of studies, amounting to 18 articles (20.22%). Following closely in third place is the League of Arab States, contributing 10 articles (11.24%). For the purposes of this review, the countries/areas outlined in the United Nations Educational, Scientific and Cultural Organization^[103] report for the League of Arab States (LAS) will be grouped together. These countries/areas include Jordan, Kuwait, Qatar, Saudi Arabia, Tunisia, and the United Arab Emirates. Indonesia occupies the subsequent

position with 8 articles (8.99%), succeeded by Malaysia with 6 articles (6.74%) and India with 5 articles (5.62%). Africa, and Pakistan each have 4 studies, accounting for 4.49%, each. Thailand, Taiwan (China), and the Philippines each have 2 studies, representing 2.25% each. Iran, Zimbabwe, the UK, Türkiye, Croatia, Vietnam, the US, and Nigeria each contribute 1 study, constituting 1.12% each. This comprehensive overview provides insights into the distribution of studies across different countries/areas, highlighting the diversity in geographical representation within the dataset.

Table 3 represents the distribution of participants across various countries/areas in a dataset. According to Table 3, a total of 38 335 respondents from 22 identified countries/areas and 1 cross-countries validated all the variables. The category “Cross-countries” has the highest number of participants, totaling 8322 indicating studies involving participants from multiple nations. China closely follows with 8280 participants, showcasing a significant presence in the dataset. The “League of Arab States” category accounts for 4292 participants, while Indonesia and Malaysia demonstrate substantial representation with 3928 and 3706 participants, respectively. Other notable contributors include India (1811 participants), Pakistan (1119 participants), Taiwan (China) (915 participants), the United States (909 participants), Croatia (701 participants), and Anglophone Countries (200 participants). The three least countries/areas in terms of participants are Nigeria (128 participants),

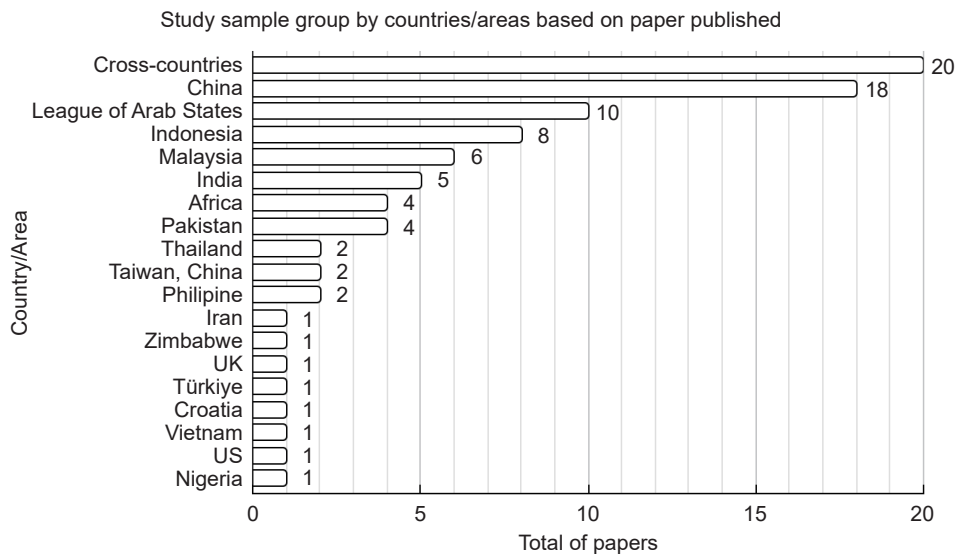


Fig. 4 Study sample group by countries based on paper published.

Table 3 Geographic distribution of studies.

Country/ Area	Total (n)	Country/ Area	Total (n)
Cross-countries	8322	Philippine	556
China	8280	UK	396
League of Arab States	4292	Türkiye	343
Indonesia	3928	Vietnam	329
Malaysia	3706	Fiji	319
India	1811	Italy	302
Pakistan	1119	Zimbabwe	242
Taiwan, China	915	Anglophone Countries	200
US	909	Nigeria	128
Africa	880	Iran	75
Croatia	701	Canada	11
Thailand	571		

Iran (75 participants), and Canada (11 participants). This breakdown provides insights into the distribution of participants across different countries/areas in the dataset.

4.5 Theories and models that guide social media acceptance research

Table 4 provides a quantitative breakdown of the various theories utilized in the reviewed studies, showcasing both the total number of studies and the percentage representation of each theory within the entire dataset. Notably, UTAUT emerges as the most prevalent theory, constituting 58.43% of the total studies. TAM follows with 20.22%, while TPB contributes to 7.87%. Beyond the major theories, a diverse array of theories each represents a smaller percentage, ranging from 1.12% to 6.74%. This quantitative representation offers insights into the distribution of focus across a wide spectrum of theories in the context of SM technology acceptance studies, highlighting both dominant and less explored theoretical frameworks within the reviewed literature. This review study will predominantly utilize the top 3 theories—UTAUT, TAM, and TPB—as identified in the table due to their higher prevalence, collectively constituting a significant majority of the reviewed studies. However, it is essential to note that while the focus will primarily be on the top 3 theories, the other theories will not be entirely excluded from the studies. Some of these additional theories may have relevance, either by relating to the top 3 or serving as fundamental components of their research frameworks.

Table 4 Theories studied and involved.

Theory	Total (n)	Percent (%)
*UTAUT	52	58.43
*TAM	18	20.22
*TPB	7	7.87
Self-Developed (Not Available)	6	6.74
Digital Divide	2	2.25
Attribution Theory	2	2.25
Technology-Organization-Environment	1	1.12
Theory of Empathy	1	1.12
Push-Pull-Mooring Model	1	1.12
Interactional Psychology Model	1	1.12
Social Media-Based Knowledge-Sharing Acceptance	1	1.12
Information Adoption Model	1	1.12
Social Media Marketing Theory	1	1.12
Theory of Advertising	1	1.12
Theory of Perceived Risk	1	1.12
Cognitive Absorption Theory	1	1.12
Hedonic System Acceptance Model	1	1.12
Innovation Diffusion Theory	1	1.12
Modified Theory of Acceptance and Use of Technology	1	1.12
Social Comparison Theory	1	1.12
Net Valence Theory	1	1.12
Burnout Theory	1	1.12
Social Exchange And Expectancy Theory	1	1.12
TRA	1	1.12
Modified Theory of Electronic Word of Mouth	1	1.12
Enterprise Social Networks	1	1.12
Personal Impulsiveness	1	1.12
Cognitive And Affective Attitude	1	1.12
Political Theory	1	1.12
Social Media Acceptance Model	1	1.12
Cultivation Theory	1	1.12
Task-Technology Fit	1	1.12
Five-Factor Model	1	1.12
Diffusion of Innovation Theory	1	1.12
Brand Trust	1	1.12
Social Proof	1	1.12
The Behavioural Finance Paradigm	1	1.12
Elaboration Likelihood Model	1	1.12
Self-Efficacy Theory	1	1.12
Institutional Theories	1	1.12
E-Learning Acceptance Model	1	1.12
Theory On Digital Participation	1	1.12

Note: Theories that will be combined to develop a conceptual model (*).

4.5.1 UTAUT-related determinant

Referring to Table 4, it is observed that 52 out of 89 (58.43%) of the articles within this study dataset utilized the UTAUT in their research. The research conducted by Waransanang and Charnsak^[17] aims to identify the factors affecting the BI of young individuals in Northeast Thailand to use SM banking. The results revealed that the only factor deemed irrelevant in this context is Facilitating Conditions (FC). This aligns with the findings of Nguyen^[15], who also reported negative outcomes when examining the usage of digital detox apps among SM users. In contrast, Andijani and Kang^[104] documented that FC and BI are two factors that positively influence the acceptance of SM marketing among the Saudi women population.

The research conducted by Riady et al.^[105] revealed that FC is the most influential predictor of teachers' BI to use SM in the context of distance education during the COVID-19 pandemic. However, the results were inconclusive in predicting teachers' SM UB among Indonesians. In contrast, Zhou et al.^[106] found that FC did not have a significant impact on both BI and UB in their study involving Chinese participants.

Harnadi et al.^[89] investigated the BI to use SM technology, employing two models: TAM and UTAUT. They introduced Hedonic Motivation (HM) as a key variable in both models, demonstrating its significant direct effect on BI. This aligns with the findings of Shamsi and Abad^[90], which yielded positive results in the examination of SM users' BI using Augmented Reality-enabled SM filters. In contrast, Singh et al.^[107] observed that HM did not have a significant impact on BI in their study involving Indonesians, and a similar result was found by Mishra et al.^[108] in their study among Indians.

From these studies, it suggests that the BI to adopt SM may be influenced or not influenced by the user environment, depending upon a combination of internal and external factors.

4.5.2 TAM-related determinant

To comprehend the factors influencing the acceptance of SM, the second most employed theories in this study dataset revolve around the TAM with 18 articles (20.22%). Sangwan et al.^[51] have suggested an expansion of the TAM to assess the factors influencing users' BI to utilize SM. Their research indicates that Perceived Ease of Use (PEoU) plays a substantial role

in shaping users' BI to engage with SM. Additionally, they found that information reliability and monetary benefits exert a significant impact only through the mediation of PU. These findings align with the research conducted by Lim et al.^[109] who observed that PEoU and BI contribute to the acceptance of SM among Malaysians.

The objective of Xin and Yingxi's^[49] study is to investigate the factors that impact users' BI to utilize library SM marketing accounts. This exploration is aimed at assisting libraries in employing SM to deliver tailored information services to meet users' information requirements. The research revealed that PU does not have a significant effect on the BI of Chinese users to adopt SM. These findings find support in the studies conducted by Akgül and Uymaz^[13], Abu-Taieh et al.^[110], Kumar and Srivastava^[52], and Alenizi^[18].

4.5.3 TPB-related determinant

The dataset for this study incorporates seven articles (7.87%) that draw upon the TPB. Cayaban et al.^[53] investigates factors impacting the purchasing decisions of Filipino consumers in the realm of fast fashion. They employ a combined theory, primarily rooted in the TPB. The outcomes reveal a lack of correlation between Social Norms (SN) and purchase intention, which contradicts the findings of Wijayanti et al.^[16]. Wijayanti et al.^[16] aim to analyze factors influencing the search for health information on SM, utilizing the Net Valence model and Risk-Perception Attitude framework, without explicitly stating the use of TPB as their foundational model. However, their research indicates that SN plays a role in the intention to seek health information on SM, a perspective supported by Arif et al.^[111]. Arif et al.^[111] reveals in their findings that students in Pakistan utilize SM technologies for knowledge sharing, affirming that BI is influenced by SN.

4.6 Achievement of research objective

4.6.1 Most used theories of acceptance model

Table 4 provides a quantitative breakdown of the distribution of studies based on three distinct theories: UTAUT, TAM, and TPB. The data reveals that most studies, comprising 58.43%, are centered around the UTAUT framework. TAM accounts for 20.22% of the total studies, indicating a substantial but comparatively smaller share. TPB, with 7.87%, represents the smallest proportion among the three theories. These

percentages offer a clear quantitative representation of the prevalence of each theory within the body of research, providing insights into the relative emphasis placed on UTAUT compared to TAM and TPB in the studies under consideration.

Therefore, the ROI which is to identify the most used theories of acceptance model within the scope of review studies is achieved.

4.6.2 Internal and external factor studied by previous researcher

According to the SLR technique, Table 14 (Refer to Appendix B) displays and identifies a total of 287 distinct factors examined across all 89 included articles. Upon reviewing the definitions of each factor, the data was cleaned, and factors with similar definitions were merged into one single factor. Consequently, it was determined that a final set of 207 unique factors would be considered in this study.

Luft et al.^[112] state that there is no single way to approach this intellectual task. However, some researchers select a specified number of elements to include in their study. Mortenson and Vidgen^[113] selected the top 20 sources from 1283 for the TAM dataset inside their review to include in their investigations. Mintah et al.^[114] chose the top 20 keywords from their research to provide an overview of the important arguments presented in the literature. Shuaizhi and Aziz's^[115] study used the top 20 core keywords based on high-frequency keyword co-occurrence analysis in a study of older adult media consumption.

The selected 89 SLR articles contain a total of 654 factors. After analyzing the definitions of each component, the data was cleaned, and factors with similar meanings were combined into a single factor. As a result, it was revealed that the SLR has a total of 207 distinct factors. Using the previous researchers' method for selecting the top 20 sources or keywords, this study will select the top 21 out of 207 unique factors, due to the the least factors from the top 20 receive the same number of papers that study the factors (Social Media = 3; Service Quality = 3). As a result, Table 5 provides the factors analyzed, specifically those among the top 21 factors studied in the dataset.

Table 5 presents a comprehensive overview of factors related to technology acceptance, along with their respective frequencies and percentages within

the dataset. The factor with the highest occurrence is BI, representing 71 studies, accounting for 79.78% of the total. Following closely, SI is observed 48 times, constituting 53.93% of the dataset, while PE and EE are reported 45 and 40 times, respectively, each making up over 40% of the total. UB, FC, and TR also exhibit notable occurrences, with 37, 35, and 22 instances, corresponding to 41.57%, 39.33%, and 24.72%, respectively. HM, PU, AT, and PEOU each account for approximately 20%, reflecting 19 instances each. PV, HB, and SE are other noteworthy factors, each noted in double digits ranging from 13 to 17 studies (14.61% to 19.10%). Factors like EN, PR, IQ, SN, and BC have lower occurrences, yet contribute valuable insights. The least frequently reported factor is SQ and SM, with three instances, representing 3.37% of the dataset each. This breakdown provides a detailed understanding of the distribution and significance of each factor in the context of technology acceptance within the dataset.

Some studies use different names to match the context of their research. For example, Kala Kamdjoug^[116] looked at how social networks affect people in Cameroon when they buy things. So, they

Table 5 Top 21 factors studied within the dataset.

Factor	Total (n)	Percent (%)
Behavioural Intention (BI)	71	79.78
Social Influence (SI)	48	53.93
Performance Expectancy (PE)	45	50.56
Effort Expectancy (EE)	40	44.94
Use Behaviour (UB)	37	41.57
Facilitating Conditions (FC)	35	39.33
Trust (TR)	22	24.72
Hedonic Motivation (HM)	19	21.35
Perceived Usefulness (PU)	19	21.35
Attitude (AT)	18	20.22
Perceived Ease of Use (PEoU)	18	20.22
Price Value (PV)	17	19.10
Habit (HB)	15	16.85
Self-Efficacy (SE)	13	14.61
Perceived Enjoyment (EN)	9	10.11
Perceived Risk (PR)	7	7.87
Information Quality (IQ)	6	6.74
Subjective Norms (SN)	6	6.74
Perceived Behavioural Control (BC)	5	5.62
Social Media (SM)	3	3.37
Service Quality (SQ)	3	3.37

called their concept “Purchase Intention” instead of using the term BI. Li et al.^[22] used “Donation Intention” to understand what motivates people to donate money on SM for charitable causes. Helal et al.^[19] changed BI to “Intention To Revisit” to study how content shared on SM affects tourists’ desire to visit Saudi Arabia during a big event like the Football World Cup. Wijayanti et al.^[16] used “Intention To Seek Information” instead of BI to analyze why people look for health information on SM. Muhammad et al.^[87] used “Willingness To Share” instead of BI to study why people are willing to share their digital footprints on SM. Lim et al.^[109] investigated how using the money-gift feature in an e-wallet app affects people’s desire to keep using it, using the term “Continuance Use Intention” instead of BI. Faria^[95] and Liew et al.^[117] also used the same idea to study people’s intention to continue using a system.

Therefore, the RO2 which is to assess the internal and external factors studied by previous researchers in conducting their studies is achieved.

4.6.3 Conceptual model

These tables provide a comprehensive overview of the factors studied within each theoretical framework, offering insights into the focus areas of previous research within the top 21 factors studied by researchers.

Table 6 provides a summary of the primary factors examined in the reviews that are using the UTAUT framework. According to Venkatesh et al.^[33], there are four key constructs—PE, EE, SI, and FC—that influence the acceptance or use of any technology within the UTAUT model. Every factor outlined by Venkatesh et al.^[33] in UTAUT was found among the top 21 factors examined in this study. These factors, namely PE, EE, SI, and FC, will be considered for inclusion in the conceptual model.

Table 7 provides a summary of the main factors investigated in the reviews that use the UTAUT2 as their research framework. In 2012, the UTAUT framework was upgraded to UTAUT2, introducing additional factors such as HB, PV, and HM^[57]. All the factors extended by Venkatesh et al.^[57] in UTAUT2 are present among the top 21 factors examined in this study. Specifically, HB, PV, and HM will be considered for inclusion in the conceptual model.

Table 8 gives a summary of the main factors studied

Table 6 UTAUT factors.

Factor	Total (n)	Percent (%)
Social Influence (SI)	48	53.93
Performance Expectancy (PE)	45	50.56
Effort Expectancy (EE)	40	44.94
Facilitating Condition (FC)	35	39.33

Table 7 UTAUT2 factors.

Factor	Total (n)	Percent (%)
Hedonic Motivation (HM)	19	21.35
Price Value (PV)	17	19.10
Habit (HB)	15	16.85

in reviews that use TAM as their research framework. TAM was introduced by Davis^[31] in his doctoral dissertation. It explains the acceptance behavior of Information Technology (IT) using two main variables: PU and PEoU^[118]. Every factor outlined by Davis^[31] in TAM, including PU and PEoU, is present among the top 21 factors examined in this study. These, particularly PU and PEoU, will be considered for incorporation into the conceptual model.

Table 9 outlines the key factors investigated in reviews using the TAM3 as a research framework. TAM3 was created to incorporate additional components into the original^[119]. TAM3 is more comprehensive than the models before it, namely TAM2 and ease of use model factors, because TAM3 provides a more comprehensive structure for factors and variables that influence IT acceptance and use across the three theoretical formats^[48]. TAM3 contains six constructs, two of which align with the top 21 factors identified in the reviews, namely SE and EN.

Table 10 summarizes the key factors explored in reviews using the TPB framework. According to Ajzen^[35], in TPB, an individual’s actual behavior is mainly influenced by their BI. Additionally, a user’s BI is shaped by three key variables: AT, SN, and BC. Out of

Table 8 TAM factors.

Factor	Total (n)	Percent (%)
Perceived Usefulness (PU)	19	21.35
Perceived Ease of Use (PEoU)	18	20.22

Table 9 TAM3 factors.

Factor	Total (n)	Percent (%)
Self-efficacy (SE)	13	14.61
Perceived Enjoyment (EN)	9	10.11

these three constructs introduced by Ajzen^[35] in TPB, three factors align within the top 21 factors identified in the reviews, specifically AT, SN, and BC. These factors will be considered for inclusion in the conceptual model.

The “Other Theories” table includes factors studied in other acceptance models or frameworks beyond UTAUT, UTAUT2, TPB, TAM, and TAM3. The factors include PR, IQ, SQ, SM, and TR.

Table 12 outlines the key factors investigated in reviews using the UTAUT, TAM and TPB as a research framework. All the mentioned frameworks contain BI and UB due to the main purpose of the studies was to investigate the relationship between all the factors with BI and UB.

Figure 5 reveals the conceptual model derived from the SLR. This model aligns with the approach taken by Akgül & Uymaz^[13] and Gao & Kitcharoen^[120]. Akgül and Uymaz^[13] combining UTAUT, TAM, TPB, and other theories to explore SM user intention. Akgül and Uymaz’s^[13] study successfully revealed how TAM, UTAUT, and TPB theories impact the acceptance of Facebook/Meta. Gao & Kitcharoen^[120] on the other hand, utilized UTAUT, TAM, and TPB to explore what influences students’ decision to use SM apps for online learning.

Even though the result of this review is similar with the previous study, which returns the same result that combines the UTAUT, TAM, and TPB theories, the

Table 10 TPB factors.

Factor	Total (n)	Percent (%)
Attitude (AT)	18	20.22
Subjective Norms (SN)	6	6.74
Perceived Behavior Control (BC)	3	3.37

Table 11 Other theories factors.

Factor	Total (n)	Percent (%)
Trust (TR)	22	24.72
Perceived Risk (PR)	7	7.87
Information Quality (IQ)	6	6.74
Service Quality (SQ)	3	3.37
Social Media (SM)	3	3.37

Table 12 UTAUT, TAM, TPB factors.

Factor	Total (n)	Percent (%)
Behavioral Intention (BI)	71	79.78
Usage Behavior (UB)	37	41.57

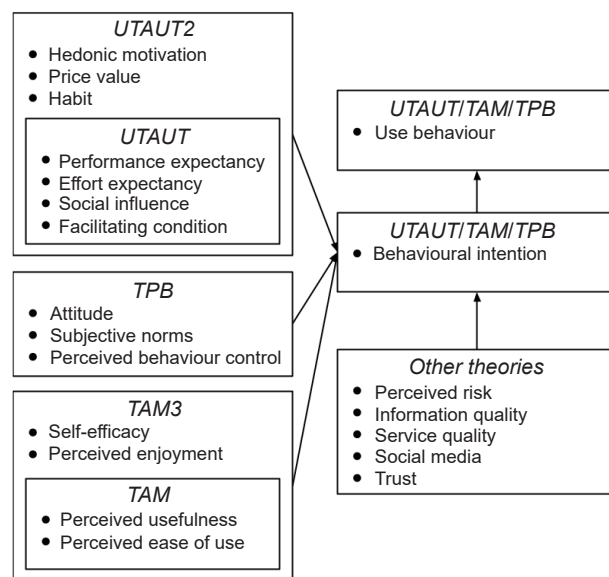


Fig. 5 Conceptual model.

unique factors and variables are not the same. Due to that reason, this study significantly contributes the new finding towards the body of knowledge. As a result, the achievement of RO3, which is to formulate a conceptual model based on the review propositions, is achieved.

5 Conclusion

The SLR described in this publication adds greatly to our understanding of technology adoption and use in the setting of SM. The paper presents a comprehensive analysis of the most used acceptance models, with a focus on the UTAUT, TAM, and TPB. It also evaluates the internal and external components investigated by earlier researchers, revealing a total of 207 distinct elements addressed in this study. Furthermore, the review develops a research conceptual model based on the review propositions, providing a solid foundation for understanding the elements that influence how individuals accept and use technology on SM platforms.

This SLR study adds to the literature on SLR and SM adoption. First, this study examines the duality of existing theories and self-created constructions of SM adoption. This research suggests that studies on SM may continue to evolve in the future. Second, this study broadens the approach by using journal continuity in Scopus indexation as one of the criteria for document inclusion in the SLR, which has been uncommon in previous SLR investigations. Third, this

study proposes a framework of SM adoption determinants derived from the SM literature, which provides useful information for understanding the aspects influencing SM usage and adoption.

The study's conclusions have several implications. First, theoretically, this study demonstrates that SM researchers use both existing theories and self-developed constructs to explain SM adoption factors, as illustrated in the proposed conceptual framework. This fact allows future SM researchers to apply present theories while also developing new constructs to contribute to the SM literature. Second, SM agencies can leverage the framework suggested in this study to preserve user loyalty. To accomplish this, SM managers or practitioners should evaluate both theory-based and self-constructed variables and factors, which may be more dynamic and alter over time.

Consider a popular SM platform that aims to increase user engagement and loyalty, by utilizing the proposed framework, the platform's managers can identify key determinants such as PU, PEoU, SI, and FC. For instance, the platform could implement user-friendly features and regularly update its interface to enhance PEoU. Additionally, it could create community-building activities to strengthen SI, such as interactive posts, live events, and user-generated content campaigns. By addressing these determinants, the platform can better meet user needs and foster a more engaging and loyal user base.

The methodology employed in the SLR offers promising new directions for future research beyond SM adoption. Applying this approach to other fields such as healthcare, education, or e-commerce could provide valuable insights into technology adoption dynamics across various domains.

This study is not without limitations. For the first thing, because the theoretical bases of the texts in our study differ, our study does not distinguish between actual usage and intention to use in terms of adoption. Thus, future research may separate those two forms of adoption exposure to acquire more exact analysis results. Second, future research may use databases other than those described in this article to conduct analyses from various data sources. For example, because of its extensive indexing coverage, Google Scholar will return more results from various sources and journal levels. As a result, SM adoption may

produce a different outcome. Google Scholar was used in this study, but not as the primary database. Therefore, other researchers in the future might consider Google Scholar as the main academic database reference.

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Appendix A

Table A1 Journals of articles and publishers.

Journal name	Quartile	Publisher
<i>Digital Library Perspectives</i>	Q1	
<i>Engineering, Construction and Architectural Management</i>	Q1	
<i>Information Technology & People</i>	Q1	
<i>International Journal of Contemporary Hospitality Management</i>	Q1	
<i>Internet Research</i>	Q1	
<i>Journal of Business and Industrial Marketing</i>	Q1	
<i>Journal of Enterprise Information Management</i>	Q1	
<i>Journal of Fashion Marketing and Management</i>	Q1	
<i>Journal of Knowledge Management</i>	Q1	Emerald Publishing
<i>VINE Journal of Information and Knowledge Management Systems</i>	Q1	
<i>Asia-Pacific Journal of Business Administration</i>	Q2	
<i>Electronic Library</i>	Q2	
<i>Global Knowledge, Memory and Communication</i>	Q2	
<i>Journal of Financial Reporting and Accounting</i>	Q2	
<i>Journal of Islamic Marketing</i>	Q2	
<i>Library Hi Tech</i>	Q2	
<i>Transforming Government: People, Process and Policy</i>	Q2	
<i>Computers & Security</i>	Q1	
<i>Government Information Quarterly</i>	Q1	
<i>International Journal of Information Management</i>	Q1	
<i>International Journal of Information Management Data Insights</i>	Q1	
<i>International Journal of Management Education</i>	Q1	
<i>Journal of Academic Librarianship</i>	Q1	Elsevier
<i>Journal of Retailing and Consumer Services</i>	Q1	
<i>Technological Forecasting and Social Change</i>	Q1	
<i>Tourism Management Perspectives</i>	Q1	
<i>Computers in Human Behavior</i>	Q2	
<i>Procedia Computer Science</i>	N/A	
<i>Sustainable Technology and Entrepreneurship</i>	N/A	
<i>2022 6th International Conference on Information Technology</i>	N/A	
<i>International Conference on Advancement in Data Science</i>	N/A	
<i>Ninth International Conference on Social Networks Analysis, Management and Security (SNAMS)</i>	N/A	IEEE
<i>Proceedings - 2022 2nd International Conference on Information Technology and Education (ICIT&E)</i>	N/A	
<i>Seventh International Conference on Informatics and Computing</i>	N/A	
<i>Journal of Theoretical and Applied Electronic Commerce Research</i>	Q1	
<i>Sustainability</i>	Q1	Multidisciplinary Digital Publishing Institute (MDPI)
<i>International Journal of Environmental Research and Public Health</i>	Q2	
<i>Journal of Risk and Financial Management</i>	Q3	
<i>Behaviour & Information Technology</i>	Q1	
<i>Cogent Education</i>	Q2	Taylor & Francis
<i>Cogent Social Sciences</i>	Q2	
<i>Education and Information Technologies</i>	Q1	
<i>International Journal of Disaster Risk Science</i>	Q1	Springer Nature
<i>Information Systems and e-Business Management</i>	Q2	

(To be continued)

Table A1 Journals of articles and publishers.

(Continued)

Journal name	Quartile	Publisher
<i>Burapha Journal of Business Management</i>	N/A	Burapha University
<i>Burapha University</i>	N/A	
<i>Frontiers in Public Health</i>	Q1	Frontiers Media S.A.
<i>Frontiers in Psychology</i>	Q2	
<i>International Journal of e-Business Research</i>	Q3	IGI Global Publishing
<i>International Journal of E-Adoption</i>	N/A	
<i>British Journal of Educational Technology</i>	Q1	Wiley-Blackwell
<i>Human Behavior and Emerging Technologies</i>	Q1	
<i>Journal of Content, Community and Communication</i>	Q3	Amity University
<i>International Journal of Professional Business Review</i>	Q4	AOS-Estrategia and Inovacao
<i>Wirtschaftsinformatik 2022 Proceedings</i>	N/A	Association for Information Systems
<i>Scholar: Human Sciences</i>	N/A	Assumption University
<i>Curriculum and Teaching Methodology</i>	N/A	Clausius Scientific Press Inc
<i>Humanities and Social Sciences Letters</i>	Q3	Conscientia Beam
<i>E3S Web of Conferences</i>	N/A	EDP Sciences
<i>ICIC Express Letters</i>	Q3	ICIC Express Letters Office
<i>International Journal of Services and Operations Management</i>	Q3	Inderscience Publishers
<i>Instituto Superior de Economia e Gestão</i>	N/A	Instituto Superior de Economia e Gestão
<i>Instituto Universitário de Lisboa</i>	N/A	Instituto Universitário de Lisboa
<i>International Journal of Research Publications</i>	N/A	International Journal of Research Publications
<i>Human Systems Management</i>	Q3	IOS Press
<i>Jurnal Ilmu Keluarga & Konsumen</i>	N/A	IPB Uniersity
<i>International Journal of Industrial Engineering and Production Research</i>	Q3	Iran University of Science and Technology
<i>Journal of Digital Educational Technology</i>	N/A	Journal of Digital Educational Technology
<i>Journal of Theoretical and Applied Information Technology</i>	Q4	Little Lion Scientific
<i>MATRIK : Jurnal Manajemen, Teknik Informatika Dan Rekayasa Komputer</i>	N/A	LPPM Universitas Bumigora
<i>Macquarie University</i>	N/A	Macquarie University
<i>Newcastle University</i>	N/A	Newcastle University
<i>Journal of Development and Social Sciences</i>	N/A	Orients Social Research Consultancy (OSRC)
<i>Quantitative Economics and Management Studies</i>	N/A	PT Mattawang Mediatama Solution
<i>Studies in Media and Communication</i>	Q4	RedFame Publishing
<i>International Journal of Advanced Computer Science and Applications</i>	Q3	Science and Information Organization
<i>Open Journal of Applied Sciences</i>	N/A	Scientific Research Publishing Inc.
<i>Thailand and The World Economy</i>	Q4	Thammasat University

Appendix B

Table B1 Articles on technology acceptance/ intention studies on social media.

No.	Ref	Theory	Country/ Area	Sample size (n=)	Significant Independent Variable (“+” = positive; “-” = negative)
1	[121]	Attribution Theory; Digital Divide;	Africa	160	(+) Underserved Community; (-) Ability; (+) Effort; (+) Task Difficulty; (-) Task Difficulty X Underserved Community;
2	[122]	Technology- Organization- Environment (TOE);	China	159	(+) Compatibility; (+) Expected Cost; (+) Top Management Support; (+) Social Media Use; (+) Project Partner Collaboration; (+) Project Fit; (+) Social Media Acceptance; (+) Communication Effectiveness;

(To be continued)

Table B1 Articles on technology acceptance/ intention studies on social media.

(Continued)

No.	Ref	Theory	Country/ Area	Sample size (n=)	Significant Independent Variable (“+” = positive; “-” = negative)
3	[123]	Theory of Empathy; Personal Impulsiveness;	China	206	(+) Social Influence; (+/-) Interaction With Fundraiser; (+/-) Perceived Proximity With Donatee; (+) Donation Intention; (+) Empathy; (+) Personal Impulsiveness; (+) Performance Expectancy; (+) Effort Expectancy; (+) Social Influence;
4	[17]	UTAUT;	Thailand	159	(-) Facilitating Conditions; (+) Perceived Convenience; (+) Intention To Use Social Media Banking; (+) Actual Usage of Social Media Banking;
5	[87]	UTAUT; Cognitive And Affective Attitude;	Cross-countries	733	(-) Perceived Relative Advantage; (+) Perceived Social Influence; (-) Perceived Control; (+) Enjoyment; (+) Self Enhancement; (+) Trust; (+) Intention; (+) Willingness To Share;
6	[50]	UTAUT; TAM;	Indonesia	362	(+) Performance Expectancy; (+) Intention To Use Social Media In Business; (+) Attitude Towards Using Social Media In Business; (-) Effort Expectancy; (+) Social Influence;
7	[124]	UTAUT; Political Theory; Institutional Theories; Theory On Digital Participation;	China	307	(+) Impact; (+) Capabilities And Skills; (+) Social Influence; (-) Trust In Government; (+) Trust In Social Media Ecology; (-) Social Media Anxiety;
8	[125]	UTAUT;	Malaysia	400	(+) Performance Expectancy; (+) Effort Expectancy; (+) Facilitating Conditions; (+) Social Influence; (+) Attitude Toward Use; (+) Youth Intention To Use Social Media Networks;
9	[126]	UTAUT; Social Media Acceptance Model; E-Learning Acceptance Model;	India	310	(+) Self-Efficacy; (+) Communication Functionality; (+) Performance; (+) Peer Influence; (+) Intention To Use Social Media In Higher Education;
10	[127]	Push-Pull-Mooring Model; Cultivation Theory;	China	505	(+) Information Quality; (+) Social Media Engagement; (+) Trust In Government Social Media Agency; (+) Privacy Concern; (+) Trust In Technology; (+) Reachability; (+) Digital Participation;
11	[128]	UTAUT; Task- Technology Fit;	Malaysia	383	(+) Performance Expectancy; (+) Effort Expectancy; (+) Social Characteristics; (+) Performance Impact; (+) Technology Characteristics; (+) Behavioural Intention To Use;
12	[51]	TAM;	India	622	(+) Task-Technology Fit; (-) Monetary Benefits; (-) Information Reliability; (+) Perceived Usefulness; (+) Intention To Use; (+) Perceived Ease of Use;
13	[52]	Interactional Psychology Model; TAM;	Cross-countries	218	(+) Perceived Usefulness; (-) Perceived Ease of Use; (-) Organisational Factors; (-) Social Factors; (-) Personal Factors; (+) Intention To Use Social Media; (+) Performance Expectancy; (+) Effort Expectancy; (+) Social Influence;
14	[129]	UTAUT;	Iran	75	(+) Facilitating Conditions; (+) Behavioural Intention; (+) Usage Intention; (+) Performance Expectancy; (+) Effort Expectancy; (+) Social Influence;
15	[130]	Social Media-Based Knowledge-Sharing Acceptance; UTAUT;	Pakistan	398	(+) Social Media-Based Knowledge Sharing Intentions; (-) Facilitation Conditions; (+) Social Media-Based Knowledge Sharing Behaviour; (+) Authentic Leadership Development;

(To be continued)

Table B1 Articles on technology acceptance/ intention studies on social media.

(Continued)

No.	Ref	Theory	Country/ Area	Sample size (n=)	Significant Independent Variable (“+” = positive; “-” = negative)
16	[49]	TAM; TPB;	China	324	(+) Perceived Usefulness; (+) Perceived Ease of Use; (+) Subjective Norms;
17	[15]	UTAUT; Five-Factor Model (FFM);	Cross-countries	263	(+) Attitude; (+) Perceived Behaviour Control; (+) Use Intention; (+) Birthplace;
18	[131]	Information Adoption Model (IAM); Diffusion of Innovation Theory (DIT);	Zimbabwe	242	(+) Performance Expectancy; (+) Social Influence; (+) Effort Expectancy; (+) Openness;
19	[132]	Not Available (Self-Developed);	China	583	(-) Facilitating Conditions; (+) Behavioural Intention; (+) Usage Behaviour; (+) Extroversion;
20	[1]	UTAUT;	China	313	(+) Agreeableness; (-) Conscientiousness; (-) Neuroticism;
21	[105]	UTAUT;	Indonesia	1249	(+) Information Quality; (+) Information Credibility; (+) Needs of Information;
22	[21]	UTAUT;	Jordan	320	(+) Attitude; (+) Information Usefulness; (+) Information Adoption; (+) Purchase Intention;
23	[133]	Social Media Marketing Theory; Brand Trust;	UAE	258	(+/-) Perceived Severity; (+/-) Media Exposure; (+/-) Knowledge; (+) Trust; (+) Perceived Risk; (+) Attitude;
24	[134]	UTAUT;	UAE	384	(+) Behavioural Intention; (+) Performance Expectancy; (+) Effort Expectancy; (+) Social Influence;
25	[11]	TAM; UTAUT;	Jordan	857	(+) Facilitating Conditions; (+) Behavioural Intention; (+) Use Behaviour;
26	[116]	Theory of Advertising;	Africa	231	(+) Performance Expectancy; (+) Effort Expectancy; (+) Social Influence;
27	[135]	UTAUT;	Africa	100	(+) Facilitating Conditions; (+) Behavioural Intention; (+) Management Commitment; (+) Social Media Use;
					(+) Awareness; (+) Community Engagement; (-) Fundraising;
					(+) Interactivity; (+) Informativeness; (+/-) Entertainment; (+/-) Perceived Relevance;
					(+) Brand Trust; (+) Purchase Decision;
					(+) Performance Expectancy; (+) Effort Expectancy; (+) Social Influence;
					(+) Facilitating Conditions; (-) Service Quality; (+) Knowledge Acquisition;
					(+) Productivity; (+) Competence;
					(+) Behavioural Intention; (+) Perceived Usefulness; (+) Perceived Ease of Use;
					(+) Perceived Enjoyment; (+) Social Influence; (+) Trust;
					(+) Attitude; (+) Perceived Credibility; (+) Social Presence; (+) Trust;
					(+) Information Seeking; (+) Purchase Intention; (+) Social Network;
					(+) Impulsive Purchase; (+) Intention To Recommend;
					(+) Customer Royalty;
					(+) Performance Expectancy; (+) Effort Expectancy; (+) Social Influence; (+) Social Isolation;
					(+) Facilitating Conditions; (+) Mobile Self-Efficacy; (-) Perceived Enjoyment;
					(+) Behavioural Intention; (+) Use Behaviour of LMS;

(To be continued)

Table B1 Articles on technology acceptance/ intention studies on social media.

(Continued)

No.	Ref	Theory	Country/ Area	Sample size (n=)	Significant Independent Variable (“+” = positive; “-” = negative)
28	[88]	UTAUT;	Cross-countries	366	(+) Performance Expectation; (+) Effort To Expect; (-) Social Influence; (+) Individual Innovation; (+) Perceived Risk; (+) Product Awareness; (+) Convenience Conditions; (+) Experience
29	[11]	UTAUT;	UK	254	(+) Performance Expectancy; (+/-) Effort Expectancy; (+/-) Social Influence;
30	[18]	TAM; Social Proof;	Kuwait	40	(-) Facilitating Conditions; (+) Feature Value; (-) Relationship Expectancy;
31	[99]	Theory of Perceived Risk; The Behavioural Finance Paradigm;	Sweden & Malaysia	554	(+) Consumptive Use; (+) Contributive Use; (+) Professional Benefits;
32	[109]	Cognitive Absorption Theory (CAT); TAM;	Malaysia	350	(+) Perceived Usefulness; (+) Perceived Ease of Use; (+) Attitude To User;
33	[24]	TPB;	Italy & Fiji	621	(+) Trust; (+) Risks; (+) Behavioural Use; (+) Actual Use; (-) Financial Risk; (-) Performance Risk; (-) Security And Privacy Risk; (-) Social Risk;
34	[100]	UTAUT;	Arab, Anglophone Countries, UK, US, Canada & Other	1033	(-) Amount of Public Information; (+) Initial Trust; (-) Social Media Information Seeking;
35	[136]	UTAUT;	Malaysia	795	(-) Rational Decision Style; (-) Intuitive Decision Style; (+) Behavioural Intention;
36	[12]	Hedonic System Acceptance Model (HSAM);	China	246	(+) Cognitive Absorption; (+) Perceived Security; (+) Perceived Ease of Use;
37	[13]	TAM; UTAUT; TPB;	Türkiye	343	(+) Perceived Usefulness; (+) Attitude; (+) Subjective Well-Being; (+) Continuance Use Intention;
38	[106]	UTAUT;	China	803	(+) Domestic Restaurant Coolness; (+) Social Return; (+) Attitude; (+) Tourism Ethnocentrism;
39	[137]	Innovation Diffusion Theory;	China	55	(+) Word of Mouth; (+) Domestic Gastronomic Tourism Behaviour;

(To be continued)

Table B1 Articles on technology acceptance/ intention studies on social media.

(Continued)

No.	Ref	Theory	Country/ Area	Sample size (n=)	Significant Independent Variable (“+” = positive; “-” = negative)
40	[138]	MTAUT; UTAUT;	China	1171	(+) Facilitating Conditions; (+) Social Influence; (+) Performance Expectancy; (-) Perceived Fun; (+) Effort Expectancy; (+) Information Quality; (+) Behavioural Intention; (-) Perceived Risk; (-) Service Quality; (+) Hedonic Motivation; (+) Perceived Usefulness; (+) Perceived Ease of Use;
41	[89]	TAM; UTAUT;	Cross-countries	326	(+) Social Influence; (+) Facilitating Condition; (+) Attitude; (+) Behavioural Intention; (-) Performance Expectancy; (+) Effort Expectancy; (+) Social Influence; (+) Habit;
42	[107]	UTAUT;	Indonesia	90	(-) Facilitating Conditions; (-) Hedonic Motivation; (-) Price Value; (+) Behavioural Intention; (+) Use Behaviour;
43	[90]	UTAUT;	Cross-countries	297	(+) Performance Expectancy; (-) Effort Expectancy; (+) Social Influence; (-) Habit; (-) Facilitating Conditions; (+) Hedonic Motivation; (+) Price Value; (+) Behavioural Intention; (+) Performance Expectancy; (-) Effort Expectancy; (+) Social Influence; (+) Use Behaviour;
44	[139]	UTAUT;	Taiwan, China	707	(+) Facilitating Conditions; (+) Hedonic Motivation; (+) Price Value; (+) Habit; (-) Behavioural Intention;
45	[140]	UTAUT;	Arab	394	(+) Social Influence; (+) Price Value; (+) Habit; (+) Behavioural Intention; (+) Intention To Visit; (-) Performance Expectancy; (-) Effort Expectancy; (+) Facilitating Conditions; (+) Lifestyle;
46	[141]	UTAUT;	Indonesia	108	(-) Social Influence; (-) Habit; (-) Hedonic Motivation; (+) Price Value; (+) Behavioural Intention; (+) Prior Experience; (+) Use Behaviour; (+) Purchase Intention; (-) Subjective Norm; (+) Perceived Behavioural Control; (+) Attitude;
47	[53]	TPB; Elaboration Likelihood Model (ELM);	Philipine	407	(+) Hedonic Motivation; (-) Perceived Product Price; (-) Perceived Product Quality; (+) Social Media; (-) Sustainability Advocacy;
48	[19]	TPB;	Cross-countries	300	(-) Social Media Content; (-) Perceived Value; (+) Perceived Trust; (+) Intention To Revisit; (+) Performance Expectancy; (+) Effort Expectancy; (-) Social Influence; (+) Use Behaviour;
49	[108]	UTAUT;	India	300	(+) Facilitating Condition; (-) Hedonic Motivation; (+) Habit; (+) Behavioural Intention; (+) Performance Expectancy; (-) Effort Expectancy; (-) Social Influence; (+) Trust;
50	[104]	UTAUT;	Arab Saudi	475	(+) Facilitating Conditions; (-) Hedonic Motivation; (+) Habit; (+) Price Value; (+) Use Behaviour; (+) Purchase Intention; (+) Recommendations & Referrals; (+) Rating & Reviews; (+) Forums & Communities;
51	[117]	UTAUT;	Malaysia	282	(-) Performance Expectancy; (-) Effort Expectancy; (+) Social Influence; (-) Hedonic Motivation; (+) Habit; (+) Price Value; (-) Privacy Risk; (+) Continuous Use Intention;
52	[142]	UTAUT;	Pakistan	340	(+) Performance Expectation; (+) Hedonic Motivation; (+) Interactivity; (-) Habit; (+) Informativeness; (+) Purchase Intention;

(To be continued)

Table B1 Articles on technology acceptance/ intention studies on social media.

(Continued)

No.	Ref	Theory	Country/ Area	Sample size (n=)	Significant Independent Variable (“+” = positive; “-” = negative)
53	[91]	UTAUT;	Cross-countries	2157	(+) Performance Expectancy; (+) Effort Expectancy; (+) Social Influence; (+) Behavioural Intention; (+) Enabling Conditions; (+) Digital Competencies; (-) Tourism Experience; (+) Entrepreneurial Passion; (-) Tourism Education; (+) Social Media;
54	[143]	Not Available (Self-Developed);	India	330	(+) Self-Efficacy; (+) Entrepreneurial Persistence Behaviour; (+) Firm Performance; (-) Individual Entrepreneurial Orientation
55	[92]	Social Comparison Theory;	Cross-countries	567	(+) Upward Social Comparison; (+) Self-Efficacy; (+) Physical Activity Motivation; (+) Perceived Usefulness; (+) Credibility of Health Information; (+) Availability; (+) Time Risk; (+) Privacy Risk; (+) Psychological Risk; (+) Perceived Benefit; (+) Health Self-Efficacy;
56	[16]	Net Valence Theory;	Indonesia	1308	(+) Subjective Norms; (-) Perceived Risk; (+) Intention To Seek Information; (-) Demographic Factors; (-) Social Media Addiction; (+) Burnout; (-) Self-Efficacy;
57	[144]	Burnout Theory; Self-Efficacy Theory;	China	519	(+) Obstacle; (-) Social Influence; (-) Social Support; (+) Self-Efficacy;
58	[145]	Not Available (Self-Developed);	Croatia	701	(+) Intensity of Internet Usage; (+) Performance Expectancy; (-) Effort Expectancy; (-) Social Influence; (+) Actual Usage;
59	[146]	UTAUT;	Taiwan, China	208	(+) Facilitating Conditions; (+) Behavioural Intentions; (+) Performance Expectancy; (+) Effort Expectancy; (-) Mobile Self-Efficacy;
60	[147]	UTAUT;	Africa	273	(+) Social Influence; (+) Facilitating Conditions; (+) Behavioural Intention; (+) Use Behaviour; (+) Experience; (+) Self-Efficacy; (-) Enjoy; (+) Perceived Usefulness; (+) Satisfaction;
61	[148]	TAM;	Vietnam	329	(+/-) Perceived Ease of Use; (+) Behaviour Intention; (+) Perceived Usefulness; (+) Perceived Ease of Use; (+) Social Influence; (+) Actual Use;
62	[149]	TAM;	Malaysia	373	(+) Behavioural Intention; (-) Self-Efficacy; (+) Performance Expectancy; (-) Effort Expectancy; (+) Facilitating Condition; (+) Social Identity;
63	[14]	UTAUT;	China	375	(-) Personal Innovativeness; (+) Social Norms; (-) Media Influence; (+) Behavioural Intention; (+) Pleasure From Helping; (+/-) Sense of Obligation;
64	[150]	TAM;	US	862	(+/-) Perceived Usefulness; (+) Intention; (+/-) Perceived Ease of Use; (+) Perceived Enjoyment; (+) Attitude;
65	[101]	Social Exchange And Expectancy Theory;	UK & US	720	(-) Trust In Provider; (+) Fear of Missing Out; (+) Perceived Risk; (+) Perceived Benefit; (+) Intention To Self-Disclose; (+) Attitude; (+) Subjective Norms; (+) Enjoyment In Helping Others; (+) Behaviour Intention;
66	[111]	TRA;	Pakistan	266	(+) Facilitating Conditions; (-) Teacher Support; (+) Ability To Share Knowledge; (+) Perceived Reciprocal Benefits; (+) Student Knowledge Sharing; (+) Student Creativity;
67	[151]	TAM;	China	834	(+) Perceived Ease of Use; (+) Perceived Enjoyment; (+) Perceived Usefulness; (+) English Learning Motivation; (+) Behavioural Intention To Use;

(To be continued)

Table B1 Articles on technology acceptance/ intention studies on social media.

(Continued)

No.	Ref	Theory	Country/ Area	Sample size (n=)	Significant Independent Variable (“+” = positive; “-” = negative)
68	[152]	UTAUT;	Pakistan	115	(+) Performance Expectancy; (+) Effort Expectancy; (+) Social Influence;
69	[58]	UTAUT;	Qatar	463	(+) Facilitating Condition; (+) Librarian Behavioural Intention; (+) Social Media Usage;
70	[93]	UTAUT;	Cross-countries	370	(+) Performance Expectancy; (+) Social Commerce Constructs; (+) Habit; (+) Trust;
71	[153]	TAM;	UAE	461	(+) Effort Expectancy; (+) Hedonic Motivation; (+) Perceived Value; (+) Facilitating Conditions; (+) Behavioural Intention;
72	[154]	UTAUT;	Thailand	412	(+) Hedonic Motivation; (+) Price Value; (+) Performance Expectancy; (+) Behavioural Intention; (+) Use Behaviour;
73	[94]	Modified Theory of Electronic Word of Mouth (eWOM); UTAUT;	Cross-countries	479	(+) Social Influence; (+) Perceived Mobility; (+) Perceived Social Capital;
74	[155]	UTAUT;	Indonesia	100	(+) Perceived Ease of Use; (+) Perceived Usefulness; (+) The Intention To Use Social Media;
75	[156]	UTAUT;	India	249	(+) Performance Expectancy; (-) Personal Innovativeness; (+) Effort Expectancy;
76	[102]	UTAUT	Malaysia & Indonesia	1538	(-) Hedonic Motivation; (+) Price Value; (-) Perceived Fear; (+) Competitive Pressure;
77	[95]	Not Available (Self-Developed);	Cross-countries	200	(+) Intention To Use; (+) Adoption;
78	[96]	Not Available (Self-Developed);	Cross-countries	200	(+) Information Quality; (+) Performance Expectancy; (+) Social Influence;
79	[157]	UTAUT;	Indonesia	153	(-) Perceived Risk; (+) Influencer; (+) Trust; (+) Hedonic Motivation; (+) Habit;
					(+) Price Value; (+) Purchase Intention;
					(-) Performance Expectancy; (-) Effort Expectancy; (+) Social Influence;
					(-) Facilitating Condition; (-) Hedonic Motivation; (+) Habit; (-) E-Lifestyle;
					(-) Promotion; (+) Behavioural Intention; (+) Usage Behaviour;
					(-) Performance Expectancy; (-) Effort Expectancy; (+) Social Influence;
					(-) Facilitating Condition; (-) Hedonic Motivation; (-) Price Value; (+) Habit;
					(-) Behavioural Intention; (+) Usage Behaviour;
					(+) Performance Expectancy; (+) Social Influence; (+) Facilitating Condition;
					(+) Hedonic Motivation; (+) Price Value; (+) Habit; (+) Interoperability;
					(+) Mobile Friendliness; (+) Behavioural Intention; (+) Usage Behaviour;
					(-) Advertisement; (+) Continue To Use Intention; (-) Enjoyment; (+/-) Price; (+) Quality;
					(+/-) Social Platform Community; (+/-) Security; (+/-) Usage Frequency;
					(+) Customer Trust; (+) Buying Interest; (+) Social Media;
					(-) Performance Expectancy; (-) Effort Expectancy; (-) Social Influence; (-) Trust; (+) Use;
					(+) Price Value; (+) Task-Technology Fit; (+) Facilitating Conditions; (+) Attitude;
					(+) Behavioural Intention;

(To be continued)

Table B1 Articles on technology acceptance/ intention studies on social media.

(Continued)

No.	Ref	Theory	Country/ Area	Sample size (n=)	Significant Independent Variable (“+” = positive; “-” = negative)
80	[158]	TAM; UTAUT;	Indonesia	143	(+) Internet Anxiety; (+) Habit; (+) Performance Expectancy; (+) Social Media Engagement; (-) Behaviour Intention; (+) Collaborative Learning; (-) Performance Expectancy; (-) Effort Expectancy; (+) Social Influence; (+) Facilitating Condition;
81	[159]	UTAUT;	China	401	(+) Hedonic Motivation; (+) Information Quality; (-) Individual Innovation; (+) Behavioural Intention; (-) Self-Image Congruity; (+) Aging Effect; (-) Physical Attractiveness; (+) Healthcare;
82	[160]	Not Available (Self-Developed);	Philippine	149	(+) Social Beliefs; (+) Lifestyle; (-) Social Media Advertising; (-) Celebrity Endorsement; (+) Online Purchase Situation; (+) Price Value; (+) Attitude; (+) Behavioural Intention; (-) Information Quality; (+) Service Quality; (-) Perceived Ease of Use; (-) Perceived Usefulness;
83	[120]	TAM; TPB; UTAUT;	China	500	(+) Attitude; (+) Social Influence; (+) Behavioural Intention; (+) Performance Expectancy; (+) Effort Expectancy; (+) Social Influence; (+) Attitude;
84	[97]	TAM; UTAUT;	Cross-countries	324	(+) Perceived Usefulness; (+) Perceived Ease of Use; (+) Information Searching; (+) Satisfaction; (+) Intention To Use; (-) Social Media Marketing Wechat Activities; (+) Adoption Readiness; (-) Self-Efficacy;
85	[161]	UTAUT;	China	765	(+) Consumer-Based Brand Equity; (+) Purchase Intention; (+) Superior Opinion; (+) Student Opinion; (-) Colleague Opinion; (+) Subjective Norm; (+) Perceived Usefulness; (-) Perceived Ease of Use; (+) Expected Benefit;
86	[162]	TPB;	China	214	(+) Behavioural Attitude; (+) Self-Efficacy; (+) Convenience Condition; (+) Perceived Behavioural Control; (+) Behavioural Intention;
87	[163]	Attribution Theory; Digital Divide;	Africa	216	(+) Disaster-Prone Community; (-) Ability; (+) Effort; (+) Task Complexity; (+) Intention To Use; (-) Perceived Usefulness; (-) Perceived Ease of Use; (+) Perceived Enjoyment; (-) Social Norm;
88	[98]	Enterprise Social Networks (ESN); TAM;	Cross-countries	155	(+) Perceived Social Capital Advantage; (+) Perceived Network Externalities; (-) Concerns About Information Disclosure; (-) Organisational Support; (-) Behavioural Intention To Use ESN;
89	[164]	UTAUT;	Nigeria	128	(+) Performance Expectancy; (-) Effort Expectancy; (+) Social Influence; (+) Facilitating Condition; (+) Behavioural Intention;