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The Effect of Revisiting Technology Acceptance Model on the Behavioral Targeting Declaration

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Abstract

The technology acceptance model (TAM) encompasses seven factors that contribute to its effectiveness: subjective norms, output quality, voluntariness, job relevance, image, result demonstrability, and experience. Nevertheless, the evolution of the technology acceptance model into TAM2 resulted in a significant boost in its explanatory power, surpassing the original TAM by 20%. Various industries, including electronic commerce, have embraced this model. Exploring the role of the TAM2 model in social commerce is a crucial topic discussed in this article.

Keywords: Social Commerce, Technology Acceptance Model, TAM2, Behavioral Targeting Advertising

Introduction

Different individuals, fields of study, societies, and nations have diverse perspectives on the implications of information technology. Moreover, it presents an opportunity for businesses to gain a competitive advantage, as highlighted by Izuagbe et al. (2019). Due to the fierce competition in the ever-changing markets of developing nations (Verma et al., 2018) and the rapid progress of technology, society has become increasingly dependent on information technology (Farahat, 2012). Encouraging businesses to embrace state-of-the-art information technologies is crucial for gaining a competitive advantage (Verma et al., 2018). Encouraging employees to embrace various systems to fulfill their responsibilities is crucial within an organization. These systems are regularly updated or replaced with new ones to address flaws in the current system and take advantage of the benefits offered by the new system. Therefore, it is essential for employees to be open to accepting technology in order to adapt to new technologies and systems. The technology acceptance model, as defined by Dönmez-Turan and Kır (2019), explains how individuals adapt to a system or technology. However, incorporating a technology that lacks user acceptance and adoption can deplete resources and result in wasted time and financial resources. The acceptance of a new information system by users is a critical factor in determining its success or failure (Farahat, 2012).

Furthermore, in order to meet the evolving expectations of customers, organizations must undertake a process of re-engineering and redesigning their platforms to establish digital

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channels. The current service systems, which are centralized and traditional in nature, may result in delays when implementing necessary changes. The increasing availability of information and communication technologies is playing a significant role in the emergence of the "big data era". (Estrada-Jiménez et al., 2019).

LIU et al. (2014) suggest that the seamless integration of various networks, business services, commercial models, and terminals can lead to the emergence of multiple innovative businesses. Nearly twenty years ago, forward-thinking individuals predicted that advancements in digital technology would revolutionize marketing strategies. They foresaw a future where marketers could effectively target the ideal customer at precisely the right moment. In the modern era, online advertisers from all over the world have embraced the use of real-time dynamic and customized online ads (Ozcelik et al., 2018). As a result, the ever-evolving digital technologies have completely revolutionized the advertising industry on a global scale. Recent reports have highlighted the significant role of digital advertising in driving the growth of media advertising spend. Supporters of behavioral advertising argue that this practice plays a crucial role in generating ads that are highly relevant, placing them in the right context, and ultimately boosting the effectiveness of promotional efforts by helping ads stand out from the crowd (Mpinganjira & Maduku, 2019).

In today's digital landscape, data plays a crucial role in shaping personalized and automated online services. One such service is online advertising, which strives to deliver targeted ads to the most relevant potential customers in real-time. This process relies on a multitude of parameters as users navigate the vast expanse of the Web. This specialized form of advertising provides significant advantages to various parties online. Firstly, users are presented with ads that are customized to their interests, eliminating the display of static ads that are irrelevant to their preferences. As a result, behavioral targeting has been shown to achieve conversion rates that are twice as high as untargeted ads (Estrada-Jiménez et al., 2019) while also being efficient (Wu & Song, 2021). Emphasize the fact that online shopping overcomes the challenges of distance and greatly minimizes the time and effort needed by shoppers. In addition Online shopping is a convenient and efficient way to shop, saving you time and effort. It also provides a personalized shopping experience tailored to your individual needs. The primary reason people accept technology is because it makes things easier and less frustrating. Online shopping, for example, is seen as effortless compared to traditional shopping, which can be physically and mentally challenging.

One interesting tool for behavioral targeting is the technology acceptance model, which has been extensively studied in the literature. For example, Elhajjar and Ouaida (2020) have conducted research on TAM. The Technology Acceptance Model (TAM) is a well-known theoretical framework used by scholars and researchers to explain the factors that influence the acceptance of information technology by users (Usman et al., 2020). In a recent study by Antonietti et al. (2022), they aimed to delve into the factors influencing employees' willingness to embrace and incorporate technology within their work environment. It has been applied to a wide range of technologies and tested in various sectors, including mobile e-banking, online shopping behavior, hospitality and tourism, e-learning, online recommendations, electronic payment modalities, online banking and financial services, mobile commerce, user satisfaction, e-commerce, e-

Marketing, and usage behavior.

Social commerce

The business process in social commerce is a fascinating and intricate phenomenon. It is built on a unique online structure that is constantly evolving due to the advancements in social media technologies. This dynamic environment encompasses various sociological aspects, including the practices and interactions of multiple stakeholders. (Wang et al., 2019) Ever since the rise of ecommerce and digitalization, marketing has focused on enticing user participation. When companies delve into social commerce, their primary objective is to encourage consumers to embrace it as a valuable platform for conducting business (Rouibah, 2017).

In a study conducted by Zhang and Benjoucef in 2016, they defined social commerce as the interactions and transactions that take place within computer-mediated social environments, specifically within an individual's social network. The focus is on the essential aspects of social commerce: activities related to exchange, a social environment facilitated by computers, and meaningful personal connections and ongoing social interactions. According to Llewellyn (2021), social commerce has experienced a surge in popularity and usage over the past five years. This can be attributed to the growing amount of time people spend on social media platforms.In a similar context, a study by En et al. (2021) highlights the rapid growth of social commerce due to the increasing popularity of internet networks. In the study conducted by Zhao & Benyoucef (2013), they provided a definition of social commerce as the application of word-of-mouth in the context of e-commerce. However, social commerce goes beyond that and encompasses a more social, creative, and collaborative approach that is utilized in online marketplaces. According to their definition, Web 2.0 tools are described as being in line with a growing trend where users contribute value by creating and distributing content. According to Wang et al. (2019), social commerce involves conducting e-commerce activities and transactions through social media platforms. In a recent study by Shirazi et al. (2020), social commerce was defined as the process of selling goods and services using social media platforms. Researchers have found that social commerce has distinct differences in its process and mechanism compared to other forms of e-business, such as e-commerce and group buying (Afrasiabi Rad & Benyoucef, 2011).

In recent years, there has been a significant rise in the integration of commercial features into social networking sites (SNS) and the incorporation of user-generated content (UGC) and networking into ecommerce websites. This has been facilitated by the emergence of popular social media platforms such as TikTok, Twitter, YouTube, Facebook, Snapchat, and Instagram. These platforms have played a crucial role in driving the growth of social commerce, a new form of e-commerce that combines social media technologies with online shopping. With the increasing preference for online shopping over traditional retail, consumers are also dedicating more of their time to social media platforms (Makudza et al., 2021). In their study, Wang et al. (2019) discuss the identification of three distinct types of social commerce. 1) Social networking sites that integrate commercial features for transactions and advertisements; 2) e-commerce websites that incorporate social tools for enhanced social interaction and sharing; and 3) the growing utilization of social media by traditional offline firms to enhance business performance, such as customer service. Therefore Countless businesses are now leveraging the power of social networking platforms to sell their products and reach a global audience. The benefits of

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social commerce contribute to the swift transportation of products, while simultaneously propelling the logistics industry to a prominent position in the global market. In addition, social commerce has introduced a fresh approach to business, making it easier and more convenient for anyone to start their own venture (En et al., 2021). People are gravitating towards social commerce platforms because they can easily share and discuss information about different products, as well as read and contribute to product reviews. There is a higher level of trust and credibility in these reviews because they are conducted by consumers' peers and reference groups (Maia et al., 2017).

Social commerce encompasses more than just the transactional aspects of buying, selling, and advertising on social media platforms. Furthermore, the utilization of social commerce platforms involves not only the exchange and promotion of goods and services, but also the expression of thoughts through product reviews, the sharing of opinions, and the active endorsement of various offerings via social media channels (Goldberg & Kotze, 2022). Consumers have been increasingly drawn to social commerce, as it transforms the traditional product-focused e-commerce into a more consumer-centric space (Busalim, 2016). What this implies Social commerce acceptance pertains to the degree to which users have embraced online social trade as an integral part of their daily lives. The acceptance of social commerce is twofold, as it reflects the positive or negative response rate of consumers towards products sold on the social platform. How the information is received can greatly impact its adoption or rejection in the realm of social commerce (Makudza et al., 2021).

Behavioral targeting advertising

Extensive research has been conducted on advertising practices and strategies to boost the effectiveness of advertisements among different target audiences. Online advertising gains a competitive edge over traditional practices with the help of artificial intelligence technologies. These technologies offer enhanced computational power to optimize digital advertisements, as highlighted by Choi and Lim (2020). As per the research conducted by Eslami et al. (2018), advertising plays a crucial role in funding Internet services, even though it may not be the most beloved part of the online experience for some individuals. Social media advertising has become increasingly popular and successful, with major social media platforms such as Facebook, Twitter, and WeChat embracing this method. As an illustration, WeChat, a prominent social media platform in China, employs social advertising in its Moments feature to showcase ads to a staggering one billion monthly active users (Yang et al., 2021). Behavioral targeting is a fascinating technique that utilizes historical user behavior to carefully choose the most relevant ads for users. It's an exciting application of cutting-edge statistical and machine learning methods in the world of online advertising (Lian et al., 2019). In addition, behavioral targeting (BT) enables advertisers to showcase ads to users by taking into account their past web activities, including browsing history and search queries. This form of advertising operates on an individual level, making it more focused and customized in comparison to the previously mentioned targeting methods (Xiong et al., 2022).

Behavioral targeting is an innovative advertising model that leverages users' internet browsing behavior to deliver advertising information that aligns with their interests and intentions (LIU et al., 2014). Behavioural advertising is a common practice on the Internet, where ads are tailored

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to a user's online behavior. This includes taking into account factors such as email content, types of web pages visited, or messages that have been 'liked'. Nevertheless, the concept has not been applied to real-life situations by studying actual behavior (Faroqi et al., 2019). Furthermore, behavioral targeting aims to present advertisements that are more likely to be perceived as appealing by a specific group of users. Behavioral targeting is a valuable addition to other advertising techniques, offering not only a potentially higher response rate to online advertising but also other advantages (Lian et al., 2019).

A crucial challenge in social media advertising involves understanding users' preferences for ads in order to deliver the most relevant ads in the appropriate context (Yang et al, 2021). In addition, In order to enhance the impact of advertising, marketers have begun utilizing behavioral targeting, a method that utilizes algorithms to deduce individuals' preferences based on their online activities. Nevertheless, the mysterious nature of algorithmic ad tailoring has sparked privacy concerns and eroded user confidence in advertisers. Many experts in the field emphasize the importance of advertisers being transparent about their algorithmic ad curation process in order to foster positive relationships with customers (Eslami et al., 2018). When two users open the same webpage, even at the same location and the same time, they might encounter a wide array of distinct advertisements. When a user opens a webpage with available space for ads, advertisers engage in auctions to vie for the opportunity to showcase their ads to the user. The bid decisions are determined by advertisers through a fit score evaluation, where they assess the compatibility between an advertisement and the user. This intricate process takes place within a matter of milliseconds, as publishers and advertisers must swiftly communicate before the webpage is loaded (Xiong et al., 2022). In addition Exploring the fascinating realm of user behavior online, particularly when it comes to the subtle cues they provide through their actions (such as the websites they visit and their evident affinity for specific content) (Lian et al., 2019).

Through the analysis of users' web history records, valuable insights into user behavior are obtained. This allows for the delivery of relevant ads that align with the content users are interested in (LIU et al., 2014). Behavioral targeting has the potential to enhance the usefulness of content for recipients by providing them with more relevant information (Lian et al., 2019). Behavioral targeting (BT) is a powerful technique for addressing advertising challenges. The fundamental concept of BT involves gathering information on users' online behaviors, such as web searches, and categorizing them into distinct groups. According to a study by Yang et al. (2021), individuals who belong to the same group tend to have similar ad preferences. As a result, they are targeted with similar advertisements.

Technology acceptance model TAM2

The primary indicators of successful installation of information systems are the desired degree of use of the technology. System utilization encompasses the adoption of the technology by users (Verma et al., 2018). technologies acceptance refers to an individual's voluntary decision to embrace and adopt new technologies. The willingness of users is a vital aspect for the effective deployment and usage of technology. In recent decades, researchers have created different models to comprehend the characteristics of user acceptance of technology. These models have undergone numerous verifications to assess their efficacy in various information technology applications (Kamal et al., 2020). Several scientific frameworks have been used to comprehend

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the incorporation of technology. Among these frameworks, the Technology Acceptance approach (TAM) has emerged as the most extensively utilized and documented approach in the field of social science (Sukendro et al., 2020). The Technology acceptability Model (TAM) is now the most often used model for understanding user acceptability. It is a concise and generally applicable paradigm. Several research have expanded its applicability to accommodate various technologies, situations, and users (Sagnier et al., 2020). The Technology Acceptance Model (TAM) has been used in several prior IT research studies that examine behavioral intents and IT usage. TAM is a modified version of the theory of reasoned action model, first published by Fishbein and Ajzen in 1997. The purpose of developing this model was to precisely analyze and predict user adoption of information systems by describing their behavioral intention to utilize the system (Verma et al., 2018). The technology acceptance model (TAM) is a renowned hypothesis proposed by Davis in 1989 to explain the adoption of technology. The development of this model may be attributed to Fred Davis, who formulated it in his PhD thesis in 1985. In this thesis, he introduced the first-ever Technology Acceptance Model (Baby & Kannammal, 2020). The concept came from the reasoned action theory, which aims to explain computer use behavior. It was further refined by Davis (1989) and Yang & Wang (2019). The Technology Acceptance Model (TAM) is derived from the principles established by Fishbein and Ajzen. TAM considers the parametric attributes of behavior and the relevant components of attitudes. It also outlines the causal relationship between external factors and attributes such as beliefs, attitudes, and behavior (Baby & Kannammal, 2020). Furthermore, (Rezaei et al., 2020) state that TAM is developed from the Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB). The Technology Acceptance Model (TAM) builds upon the basic theories of behavior, namely the Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB), to provide an explanation for how individuals embrace various technological developments.

The Technology Acceptance Model (TAM) is a widely acknowledged theoretical framework used to elucidate the factors influencing individuals' acceptance of certain technologies (Zhang et al., 2020). Furthermore, the Technology Acceptance Model (TAM) is a theoretical framework in the field of information systems that elucidates individuals' attitudes and behaviors towards the adoption and use of technology. Initially, TAM was created to elucidate and forecast users' willingness to use computer technologies in the professional environment. Since its inception, this paradigm has shown its value in comprehending the factors that contribute to the successful adoption of various technologies across many contexts (Fuentes Martinez, 2020). The TAMs may also serve as a tool to establish a connection and link between the planned use of the users and their actual use of equipment. Alternatively, they may be characterized as theoretical methodologies used to deduce and elucidate the elements that contribute to and influence the acceptability of technologies by users (Iqbal & Sidhu, 2019). TAM1, the first iteration of the Technology Acceptance Model, focuses only on two factors: perceived utility (PU) and perceived ease of use (PEOU). These factors pertain to an individual's attitude towards adopting a technology (Baby & Kannammal, 2020).

PEOU, or Perceived Ease of Use, refers to the extent to which individuals believe that using a particular technology will not require much effort. PU, or Perceived Usefulness, is the extent to which individuals believe that using the technology will enhance their performance. Attitude

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Towards Technology (ATT) is the overall evaluation of a technology, characterized by positive or negative emotions towards its use (Zhang et al., 2020). Perceived ease of use (PEOU) has a direct impact on perceived usefulness (PU). The easier a technology is perceived to be to use, the more likely it is to be used. The attitude towards technology (ATT) is influenced by both PU and PEOU, and it directly affects the intention to use technology in one's professional activities (BI). Consequently, BI leads to the adoption of technology and its practical application. ATT plays a mediating role between beliefs about technology (PU and PEOU) and BI, as supported by Antonietti et al. (2022) and Hua & Wang (2019). Furthermore When studying TAM, technology is portrayed in two distinct ways. It is either represented as a particular digital system, such as a chat robot, virtual doctor, or programming language. Alternatively, it is treated as a black box, assuming that we all have a shared understanding of the abstract concept of technology. In this context, technology encompasses all human-made objects designed to improve the results of an activity (Fuentes Martinez, 2020).

Baby & Kannammal (2020) state that TAM refers to a user's reaction that can be attributed to their motivation, which is directly impacted by an external stimulus consisting of the system's features and capabilities. The Technology Acceptance Model was subsequently conceptualized as "the process of adapting to innovative information technology," "the spread of innovation," and "the unified theory of accepting and utilizing technology" (Dönmez-Turan & Kır, 2019).

Nevertheless, in the literature on Technology Acceptance Model (TAM), there is a distinct tendency to assume that technology specifically pertains to, or at the very least encompasses, digital elements. Another prominent characteristic seen in several studies using the TAM is the expectation that the technology would improve an existing activity that was already occurring before to the introduction of the artifact. In other words, technology is perceived as a means to accomplish a larger objective, rather than an objective in itself. The research adopt a position based on the introduction of alien technology into a working system to enhance a certain activity or address perceived challenges (Fuentes Martinez, 2020). Lee et al. (2018) propose that the Technology Acceptance Model (TAM) states that customers are more likely to have a good attitude towards and adopt a new technology if it is both user-friendly and beneficial. Additionally, indicate or highlight. The citation (Kamal et al., 2020) is provided. The primary objective of TAM is to predict the acceptance of new technology by users and identify any design issues with the information system prior to its widespread use.

Venkatesh and Davis (2000) expanded the initial version of the Technology Acceptance Model (TAM) to create TAM2. This updated model incorporates two processes: social influence (subjective norms, voluntariness, image) and cognitive instrumental processes (job relevance, output quality, result demonstrability, perceived ease of use). The purpose of TAM2 is to explain perceived usefulness and usage intentions in relation to technology adoption (Gupta et al., 2016). TAM2 retains two elements from TAM, namely perceived ease of use and perceived usefulness, but excluding the attitude variable to simplify the complex interaction between the two factors caused by the presence of subjective standards. In order to enhance the comprehensiveness of the theoretical model, two more features were incorporated: social impact factors and cognitive instrumental process. TAM2 is more extensive than TAM in terms of both theoretical aspect and explanatory capacity (Rui-Hsin & Lin, 2018). The efficacy of TAM2 was assessed in both voluntary

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and obligatory contexts, revealing that the original TAM only impacts 40-50% of technological adoption, but TAM2 achieves a 60% effect (Gupta et al., 2016). Figure 1 depicts the Technology Acceptance Model (TAM2).

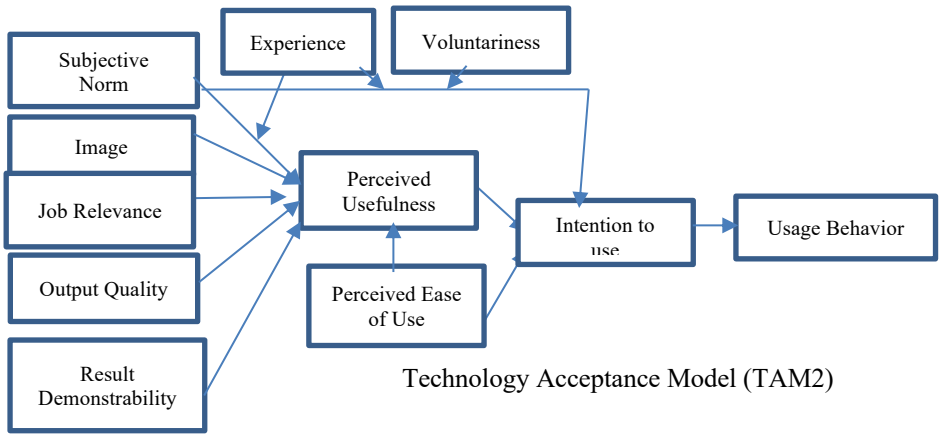

Figure 1. Technology Acceptance Model (TAM2)

Source: (Venkatesh & Davis,2000)

Voluntariness

The perceived voluntariness of using the innovation refers to the degree to which prospective adopters see the choice to adopt as non-compulsory. Furthermore, it is Referring to the aforementioned matter.The measurement level of an individual's voluntary use of technology, without any external influence, is referred to as free will. This variable plays a role in influencing the subjective norm and the intention to continue using the technology (Paramaeswari & Sarno, 2022; Elshafey et al., 2020). Specify the level of perceived obligation that prospective adopters have towards making the adoption choice.

Image

Technology usage can be leveraged to enhance one's social standing or reputation within a social system. The perception of a technology can elevate the status of its users, thereby impacting its perceived usefulness. This perception is influenced by subjective norms, as stated by Paramaeswari and Sarno (2022). Furthermore, it is referred to as The degree to which the use of the innovation is perceived as enhancing an individual's image or social status, and the belief of a group important to the individual that a certain behavior should be adopted, and the individual's persistent implementation of this behavior can enhance the quality of internal operations of the organization (Venkatesh & Davis, 2000). Furthermore, it may be defined as the extent to which an individual's social standing is seen to be enhanced by the use of innovation in their social systems (Zaineldeen et al., 2020).

Job relevance

According to Moore and Benbasat (1991), an individual's perception of how applicable the target system is to their job plays a crucial role. In a recent study by Zhu and Zhang (2022), they explored user perceptions on how a technological system can contribute to achieving professional goals. Their findings shed light on the potential benefits of integrating technology into the workplace.

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There is a fascinating aspect of user perception regarding the potential of technology to enhance their work, as highlighted by Paramaeswari and Sarno (2022). It is intriguing to explore how individuals perceive the usefulness of technology in their specific tasks. In their study, Elshafey et al. (2020) discuss the importance of users' understanding of how well a chosen framework aligns with their job requirements.

Output quality

The degree to which one believes a new system can fulfill the required task has been explored by Moore & Benbasat (1991). Zaineldeen et al. (2020) also discuss how the effectiveness of novel technology is measured by its ability to complete specific tasks. Zhu & Zhang (2022) examine the quality of technology needed for task completion. Additionally, user confidence in the usefulness of technology to support their work, known as perceived usefulness, is discussed by Paramaeswari & Sarno (2022) and Elshafey et al. (2020) highlight the importance of considering the quality and performance of tasks carried out by a framework.

Subjective norms

Consider the perspectives of users when deciding whether to embrace a technology system based on the influence of their colleagues within an organization (Zhu & Zhang, 2022) and the level of perceived social pressure to engage in a particular behavior (Zaineldeen et al., 2020). Subjective Norms refers to the perception or view an individual has regarding the beliefs of others, which can influence their inclination to engage or abstain from a particular behavior (Paramaeswari & Sarno, 2022). In their study, Elshafey et al. (2020) discussed the significance of an individual's perception of how important people in their life view their behavior.

Result demonstrability

The tangibility of the results of using the innovation is emphasized by Moore & Benbasat (1991) and Elshafey et al. (2020), while Zaineldeen et al. (2022) highlight the visibility of these results. Furthermore, the focus lies on the potential advantages and tangible results that arise from the utilization of a technological system (Zhu & Zhang, 2022). It is worth noting that technology has the capacity to deliver quantifiable outcomes, as evidenced by the concept of perceived usefulness (Paramaeswari & Sarno, 2022).

Experience

A variable that differentiates between users with varying levels of experience and its impact on determining the perceived usefulness and behavioral intention to use a technology has been explored in recent studies (Paramaeswari & Sarno, 2022; Purnama & Ginardi, 2019).

Technology acceptance model in Behavioral targeting advertising

In today's increasingly competitive market, understanding the customer's viewpoint is crucial for achieving company success. This includes knowing what is attractive, what is gratifying, and what is not, all of which can be achieved via effective customer service. Modern consumers have high expectations for customer service that is adaptable, convenient, and tailored to their individual needs. This puts firms in a position where they must constantly come up with new and creative solutions to meet these demands. Poor service has the potential to impact consumer happiness

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and hinder company growth. Artificial intelligence (AI) is gaining significance in several sectors such as businesses, government organizations, and our daily routines (Sonntag et al., 2022). Additionally Online advertising is an ever expanding industry. In 2017, the total amount of money spent on internet advertising globally was $209 billion, which made up 41% of the total amount spent on advertising worldwide. According to Wu et al. (2021), the United States and China are the leading global marketplaces for internet advertising. Social commerce is emerging as a dominant trend in e-commerce due to the increasing popularity of online purchasing and widespread usage of social media platforms (Goldberg & Kotze, 2022).

Although online shopping faces significant challenges compared to traditional brick-and-mortar businesses, it offers numerous advantages. The extensive use of theories to understand customer behavior highlights the importance of online shopping in e-commerce. Additionally, discussions on the internet's influence on users and its impact on online shopping further support its significance. Customers with a higher frequency of internet use are more likely to engage in online shopping and depend on electronic commerce. We have transitioned from assessing consumers' thoughts about e-commerce to comprehending the user's viewpoint and their decision-making process (Rahaman et al., 2018).

The successful implementation of technology transfer is crucial for the effective use of technology, since it involves the exchange of skills, information, and technologies across different institutions. The extent of technological adaption may vary throughout the transfer process. Therefore, the use of current theories and models on the adoption of new technology aids in the development and presentation of a suitable theoretical framework (Oturakci & Oturakci, 2018). When a user deems a new information system technology to be practical, they regard it as valuable and hence cultivate a favorable disposition towards its use (Sharif & Naghavi, 2021).

Acceptance technology theories examine the ways in which consumers embrace technology, including mobile applications, collaborative classrooms in higher education, and social commerce (Smith et al., 2013). One such model is the Technology Acceptance Model (TAM), which is widely recognized as the most prominent theory in the field of information technology (Venkatesh et al., 2003). The acceptance and utilization of a virtual environment have a direct impact on customer behavior. Understanding this relationship helps to clarify their online behavior in such environments. The most commonly employed model for studying adoption behavior in relation to the Internet, as well as specific virtual environments, is The Technology Acceptance Model (TAM) developed by Davis in 1989, provides an explanation for an individual's behavior in accepting computer applications in general and adopting the Internet specifically (Esteban-Millat et al., 2018).

The intricacy of technology may frequently hinder its adoption. The perception of a person plays a crucial role in determining their likelihood of using this technology. This perception is described by the Technology Acceptance Model (TAM). The individual's perception of the technology's simplicity of use will serve as a motivating factor for their adoption and use of it. Perceived utility is a motivating factor for consumers to adopt technology, since they feel that technology will assist them in accomplishing activities (Utami, 2021). The user behavior in the field of information technology may be forecasted and elucidated by using the Technology Acceptance Model (TAM) as a theoretical framework. This model has shown considerable use in determining

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the elements that predict the adoption of new technology. It serves as a foundation for examining how external variables impact beliefs, attitudes, and intentions to use. The concept is founded on the provision of additional factors that might affect belief, attitude, and intention to use. TAM has had a direct or indirect impact on users' behavioral intentions and attitude, allowing for the evaluation of their actual usage of the technology (Hussein, 2017).

Advertisers use this strategy primarily to guarantee that each advertising created is effectively conveyed to the precise target audience, depending on their internet actions. Retargeted advertising is a widely used strategy in online behavioral advertising that relies on data saved in cookies. Retargeting advertisements are shown on external blogs or websites that provide advertising space. These advertisements are also shown in the chronological feed of social media apps on mobile devices such as Facebook, Instagram, Path, and others (Saahar et al., 2019).

Conclusion

This article examines the significance of the technological acceptance model in behavioral targeting advertising and the role of social commerce in global advertising and market changes. Shifting the focus from a platform that prioritizes product development to an environment that prioritizes the needs and preferences of consumers. After examining several published publications on the assessment of the technology acceptance model's impact on targeted advertising, it was discovered that technology acceptance is a crucial determinant of success for both practitioners and researchers. The rapid advancement of technology and the impact of globalization have compelled organizations to continuously enhance their skills and make efforts to improve. In the present era, all companies rely on electronic applications to carry out their tasks, as these technologies provide secure and precise outcomes. However, it is crucial to ensure flawless technology transfer and effective adaptation to these technologies. Therefore, several theoretical frameworks for technological adoption have been presented and formulated to forecast acceptance patterns, particularly in the domain of advertising.

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