

# [Technological 2011). tam had two specific beliefs,](https://assignbuster.com/technological-2011-tam-had-two-specific-beliefs/)

Technologicalacceptance model (TAM) developed by FredDavis in 1986.  TAM is an informationsystem theory that launch users acceptance towards the particular system (Leyiaro, 2015).

Online shopping is a moderntechnology and in this research are going to study the factors that willinfluence consumer’s behaviors to online shopping. So, TAM is one of the mostsuccessful measurements for computerusage effectively among practitioners and academics and is commonly used theorywhile studying consumer’s attitudes towards online shopping (Leyiaro, 2015 andSultan &Uddin, 2011). Oneof the important factors in TAM is it can trace the impact of external factorson internal beliefs, attitudes, andintention. The main purpose of TAM is to explain how a user accepts a specifictechnology according to external factors that influence users to make adecision (Sultan & Uddin, 2011). TAM had two specific beliefs, which arePerceived Usefulness (PU) and Perceived Ease of Use (PEOU).

PerceivedUsefulness (PU) is the level that a person believesusing a particular system can enhance their performance (Sultan & Uddin, 2011). Perceived Usefulness also can defineas an expectative user’s subjective probability that using a specificapplication system to increase their job performance within an organizationalcontext (Leyiaro, 2015). While, Perceived Ease of Use (PEOU) is the level towhich the expectative user expects the target system to be free of effort andwhich the person believes that using a specific system would be free from the effort (Leyiaro, L., 2015 and Sultan, 2011).  Perceived Ease of Usehas a direct effect on Perceived Usefulness and technology usage (Leyiaro, 2015). TAM is tried to predict and provide an explanationto help practitioners and researchers to identify a particular system may beunacceptable and pursue appropriate step.

New technology such as computer andsmartphone, are complex and the element of uncertainty exists in the minds ofconsumers with respects to the successful adoption of them, people formbeliefs, attitudes and intention towards are tryingto learn to use new technology evolve (Davis, Bagozzi, & Warshaw, 1989 and Leyiaro, 2015). So, actual usage may be not a direct consequence ofattitudes, beliefs, and intention. So, in this research, TAM are using to helpus understand how consumers from attitudes towards online shopping by the applicability of TAM