

The adoption of TikTok application using TAM model

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CHRONICLE

ABSTRACT

Article history:

Received: February 12, 2022

Received in revised format: March 29, 2022

Accepted: May 14, 2022

Available online: May 14 2022

Keywords:

Social Media

TikTok

Technology Acceptance Model

Behavioral Intentions, Jordan

One of the most used social media platforms is TikTok, which is widely and increasingly used due to the short-video interactive music. Very few studies about why people prefer to use TikTok applications were carried out. Therefore, the objective of the current research is to examine the effect of perceived usefulness, perceived ease of use, perceived enjoyment, sense of belonging, and user-generated content on the adoption of TikTok application, using the TAM model. Quantitative research has been applied as a methodological approach and was successfully carried out through an online survey, gathering a total of 255 filled surveys to test the applicability of the developed research model. The results show that the user-generated content has the highest significant positive influence on the intention to use TikTok. Followed by the perceived enjoyment, then the sense of belonging, the perceived ease of use, and the perceived usefulness, consequently. Also, results show that the independent variables explain 47.8% of the variance in the intention to use TikTok. Finally, to assure the generalizability of the study results the study recommends conducting further research in different countries and communities.

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1. Introduction

Social media is an interactive web application that has been on the rise globally (Zyoud et al., 2018). Social media is used by billions of people around the world and has quickly become one of today's key technologies (Appel et al., 2020). Facebook, Twitter, LinkedIn, Snapchat, and Instagram were the most used social media worldwide (Zyoud et al., 2018). By 2020, Facebook reported having 2.41 billion active monthly users and is one of the most visited websites in the world (Hutchinson, 2020). Globally, it is estimated that the total number of social media users will rise to 3.29 billion users in 2022, representing 42.3 % of the world's population (Appel et al., 2020). Instagram has more than one billion monthly active users (Mohsin, 2020).

Among all these popular social media platforms, by 2020, TikTok has become one of the most downloaded apps on the App Store (Saxena, 2020). TikTok is a short-video interactive innovative music app. Users of this app can select their music interface, add special beauty and slow-motion effects and then create their favorite short music video (Zhao et al., 2017). By 2020, TikTok reported having 800 million active monthly users worldwide (Saxena, 2020). The main feature that differentiates TikTok from other social-media services is the background music of the videos, as it represents the key message that users want to convey, in which the users can choose background music from a wide variety of music genres and even create original sound clips. Any sound clip, including user voice messages, can be selected by other users to use in their videos. For

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many videos, the music serves as part of a dance routine, lip-synching battle, or background for comedy skits. However, sound also plays the role of story builder and has a specific message to deliver (Serrano et al., 2020). TikTok is famous for its entertaining short videos and several reasons underline its success. One is that TikTok allows users to download their videos easily or upload them to other platforms (like WhatsApp) directly. Secondly, TikTok offers a very high engagement rate, where TikTok rewards videos that are interesting enough to hold the audience's attention. Users consume content by viewing an algorithmically generated feed of videos on the so-called "For you" page. This is the landing place when users open the app (Serrano et al., 2020).

TikTok can benefit marketers in many ways. First of all, it can provide marketers with an opportunity to reach a wide range of users and they can have access to TikTok's global audience, as TikTok is a powerful and easy-to-use platform that can help them reach their target audience. Secondly, it has a huge reach and engagement which can help marketers drive a high volume of traffic to their companies. Thirdly, TikTok offers marketers a huge range of tools that can help marketers, whether in small-medium or enterprise companies, easily design their creative ads without needing a professional editor. Fourthly, TikTok's advertising policy seeks to ensure that all content is running in a brand-safe environment for advertisers (Serrano et al., 2020). Accordingly, there is extensive research regarding the adoption of social media, such as Facebook (Al-Azawei, 2018), however, none of them mentioned the adoption of TikTok and with all the popularity of TikTok, still, no studies at all examined why people are using it. Also, studies concerning social-media adoption were applied in many countries, such as the USA (Al-Azawei, 2018). Thus, the objective of the current research is to examine the effects of perceived usefulness, perceived ease of use, perceived enjoyment, sense of belonging, and user-generated content on the adoption of the TikTok application, using the Technology Acceptance Model (TAM) model. Therefore, this research aims to answer the following research questions:

- 1- What are the major factors that influence users' behavioral intentions to use TikTok?
- 2- To what extent do these factors influence behavioral intentions to use TikTok?

2. Literature review

As this research aims to investigate the factors that influence the adoption of the TikTok application using the TAM model in Jordan, the literature related to social-media adoption and the TAM model was reviewed. However, much of this literature is largely focused on the adoption of many social media platforms, such as Facebook (Al-Azawei, 2018). This revision led to the exposure of two themes, which are: the adoption of social media and the TAM model. These themes will be covered in the following sections.

2.1 Adoption of Social Media

Most of the social media literature focused on examining the intention to use social media using the technology acceptance model (Davis et al., 1989), and many other theories, such as the unified theory of acceptance and use of technology (Venkatesh et al., 2003), theory of reasoned action (Fishbein & Ajzen, 1975) and theory of planned behavior (Ajzen, 1985) in multiple countries by examining the effect of different factors (Al-Azawei, 2018). Previous research showed that one of the most used models in studying social-media adoption besides the technology acceptance model is the unified theory of acceptance and use of technology (UTAUT) (Al-Qaysi et al., 2020). For example, previous research applied UTAUT to understand the effects of facilitating conditions, performance expectancies, and hedonic motivations on behavioral intention to use social media (Ching-Ter et al., 2017; Harsono & Suryana, 2014). The results suggested that facilitating conditions, performance expectancies, and hedonic motivations affect the intention to use social media positively. In another research that was applied using UTAUT, which examined the effects of performance expectancy, peer support, and family support on behavioral intention, the results claimed that the examined factors are significant predictors of intention to use social media (Al-Azawei, 2018).

Moreover, several studies examined the theory of reasoned action within the context of social-media adoption (Peslak et al., 2012). Previous literature investigated the influence of subjective norms and attitudes on intention to use social media, where the findings argued that both of these factors influence intention to use social media positively (Wadie & Lanouar, 2012). Also, several studies examined the theory of planned behavior within the context of social-media adoption. For example, (Akman, 2014) examined the effect of subjective norms on behavioral intention to use social media in addition to other factors, such as perceived enjoyment and perceived reliability. The results showed a positive relationship between the factors and behavioral intention (Akman, 2014). In contrast, another research argued that subjective norm is not a determinant of intention to use social media (Pedersen et al., 2002).

Furthermore, most researchers studied the adoption of social media using the technology acceptance model and they reached different conclusions (Rababah et al., 2017). For example, a large number of studies investigated the relationship of perceived usefulness, perceived ease of use, and trust with behavioral intention to use social media, and the conclusions revealed that all these factors had a positive effect on the behavioral intention to use social media (Akar & Mardikyan, 2014). In contrast, (Bristy, 2016) reviewed the same factors and claimed that trust negatively affected behavioral intention to use social media. Also, a large number of existing studies in the literature examined the effect of perceived enjoyment on behavioral intention and findings revealed a positive effect on behavioral intention to use social media (Bataineh et al., 2015; Sago, 2013). It has

been previously reported that perceived enjoyment is the factor with the biggest influence among all other factors which are perceived usefulness, perceived ease of use, and social presence (Coa & Setiawan, 2017). Furthermore, recent research discussed the influence of subjective norms on behavioral intention to use social media and the results indicated a positive relationship between the variables (Rababah et al., 2017). On the other hand, a different point of view was suggested by prior research, in which the findings revealed a negative effect of subjective norms on behavioral intention to use social media (Dhume et al., 2012).

Finally, as for using the technology acceptance model on social media, many research studies focused on the adoption of Facebook (Al-Azawei, 2018) in each country the USA, Jordan, Ghana, India, Iraq, Bangladesh, Netherlands, Turkey, and Indonesia. To our knowledge, no prior studies have examined the adoption of TikTok using the technology acceptance model, specifically in Jordan.

2.2 Technology Acceptance Model (TAM)

The technology acceptance model, developed by (Davis, 1986), is one of the most widely used information system acceptance models (Venkatesh et al., 2003). Davis included two main factors that influence usage from his point of view, which are perceived usefulness and perceived ease of use (Davis et al., 1989). TAM is built on the ground of the Theory of Reasoned Action (TRA) which studies general human behavior through individuals' intentions (Fishbein & Ajzen, 1975). The technology acceptance model studies specifically the factors that influence intentions to use information systems. The Theory of Planned Behavior (TPB) is an extension of the theory of reasoned action that consists of three types of beliefs; behavioral, normative, and control, and deals with the relation between the construction of attitude, subjective norm, and perceived behavioral control (Ajzen, 1991). The main difference between both theories and TAM is that each TRA and TPB included the social influence as the subjective norm factor, while TAM ignores the social influence. Furthermore, in light of the necessity to integrate different theories under a single theory, UTUAT was introduced by (Venkatesh et al., 2003); a theory, which integrates acceptance model technology, theory of planned behavior, model of PC utilization, theory of reasoned action, motivational model, innovation diffusion theory and social cognitive theory. UTUAT introduced four constructs that play a significant role as direct determinants of behavior intention (performance expectancy, effort expectancy, social influence, and facilitating conditions). Gender, age, experience, and voluntariness are mediator variables, while behavior intention is the dependent variable (Venkatesh et al., 2003).

Based on a literature review on social media, most researchers focused on and agreed on the importance of TAM in the context of social-media adoption (Wirtz & Göttel, 2016). For example, Wirtz and Göttel concluded that TAM is one of the most prominent models in information technology acceptance research and so far the prevailing theoretical approach regarding users' adoption of social media (Wirtz & Göttel, 2016). In addition, (Lane & Coleman, 2012) emphasized that there is a strong effect of TAM on social media since an increase in perceived ease of use will increase the perceived usefulness and subsequently lead to more intensity in social media usage. Furthermore, (Lorenzo-Romero et al., 2011) suggested that TAM is the most suitable model for social media.

Finally, despite the importance of TAM in the context of social media and the huge agreement on the usage of TAM to study and explain the behavioral intention of different social media platforms, no studies to the researchers' knowledge have been conducted to explain the behavioral intention of using TikTok platform. On the grounds of the arguments presented above in the relevant literature, most of the studies mentioned the adoption of Facebook, Twitter, Pinterest, Instagram, and many other social media platforms with a huge focus on Facebook, but none of them mentioned the adoption of TikTok. Also, the previous literature was applied to many countries, such as the USA, Jordan, Ghana, India, Iraq, Turkey, and Indonesia. Take Facebook and other social media platforms - except TikTok- as an example. So limited studies were applied to TikTok, specifically in Jordan. Consequently, our research aims to fill this gap in the literature by taking the case of TikTok and applying it to Jordan.

3. Theoretical Framework and Hypothesis Development

The current research model is based on the Technology of Acceptance Model (TAM), proposed by (Davis, 1986). In particular, the current model consists of five independent variables: perceived usefulness, perceived ease of use, perceived enjoyment, sense of belonging, and user-generated, whereas the dependent variable is the adoption of social media. In this research, three variables have been added to the original TAM. At first, user-generated content has been added to support the role of extrinsic motivation, besides perceived usefulness and perceived ease of use (McKenzie et al., 2012). In addition, (Lee et al., 2015) suggested that most of the research on TAM has been conducted from an extrinsic motivation perspective, without mentioning the factors related to human and social change processes. Furthermore, (Moon & Kim, 2001) extended TAM by including perceived enjoyment to explain users' feelings of pleasure caused by 'cognitive spontaneity' when users interact with the system. According to that, perceived enjoyment and a sense of belonging have been added to reinforce the role of intrinsic motivation to study the users' feelings of attachment to a specific online community and pleasure when they interact with TikTok. In addition to that, it was found that people will spend more effort on a task and they will be more able to accept technology when tasks create a high level of intrinsic motivation (Taherdoost, 2018).

3.1. Perceived Usefulness (PU)

Perceived usefulness is defined by (Davis, 1989) as “the degree to which a person believes that using a particular system would enhance his or her job performance”. There is an agreement within the existing related literature regarding this definition (Abdullah et al., 2016). According to the current research, PU is viewed as the degree to which a person believes that using the TikTok application would enhance his or her performance. Most of the relevant studies considered PU as the most important variable that affects consumers’ intentions to use social media, a study conducted by (Elkaseh et al., 2016) suggested that the influence of perceived usefulness was 50% stronger than that of perceived ease of use on the intention to use social media. Moreover, (Castañeda et al., 2007) found that individuals will use social media only if they perceive that its use will help them achieve their goals. Furthermore, according to (Lin & Lu, 2011), the usage of a social media platform is correlated with how useful it is in allowing users to effectively build relationships and keep in touch with others. Previous studies described the impact of perceived usefulness on the context of online learning and online shopping (Sohn, 2017), studies also demonstrated that perceived usefulness was found to be positively related to intentions to use social media (Al-Azawei, 2018). Moreover, there is a positive relationship between the intention to use Facebook and perceived usefulness, as it helps people keep in touch with others. Furthermore, (Akar & Mardikyan, 2014) suggested that the behavioral intention of Twitter is positively affected by perceived usefulness, as it improves productivity in daily activities. However, to the best of our knowledge, no previous studies examined such variables in the context of TikTok. Hence, further investigation of the relationship between PU and behavioral intentions to use TikTok is warranted. Therefore, the following hypothesis is suggested:

H₁: *Perceived usefulness has a significant positive influence on the intention to use TikTok.*

3.2. Perceived Ease of Use (PEOU)

Perceived ease of use is defined by (Davis, 1989) as “the degree to which a person believes that using a particular system would be free of effort”. It is noted that there is an agreement within the existing related literature regarding the definition (Abdullah et al., 2016). For the current research, PEOU is viewed as the degree to which a person believes that using the TikTok application would be free of effort. Most of the relevant studies considered PEOU as one of the most important variables that affect intentions to use social media. For example, (Rauniar et al., 2014) stated that perceived ease of use is an important indicator of intention to use social media. Also, (F. B. Tan & Chung, 2005) suggests that whenever technology is easy to use, this will increase the efficiency of the user, which in turn increases the intention to use. Moreover, (Rauniar et al., 2014) suggested that simple-to-use and easy-to-interact are important design criteria for a social media-related application. Previous studies described the impact of perceived ease of use on the context of online learning (Al-Azawei & Lundqvist, 2015). Moreover, previous research demonstrated that perceived ease of use was found to be positively related to the intention to use social media (Al-Azawei, 2018). For example, (Rauniar et al., 2014) indicated that the growing number of people adopting and signing up with Facebook is relatively correlated to how easy it is to create an account. Moreover, there is a positive relationship between the intention to use Facebook and perceived ease of use. According to (Bristy, 2016), users keep using Facebook if it is clear, simple, and easy to become skillful in using it. However, to the best of our knowledge, no studies examined such variables in the context of TikTok. Hence, further investigation of the relationship between PEOU and behavioral intentions to use TikTok is warranted. Therefore, the following hypothesis is suggested:

H₂: *Perceived ease of use has a significant positive influence on the intention to use TikTok.*

3.3. Perceived Enjoyment (PE)

Perceived enjoyment is defined by (Sun et al., 2015) as “the extent to which pleasure can be perceived by users”. Also, perceived enjoyment is defined as “the extent to which the activity of using a specific system is perceived to be enjoyable in its own right, aside from any performance consequences resulting from system use” (Park et al., 2021). Also, it was defined by (Moon & Kim, 2001) as “an intrinsic motivation that emphasizes the usage process and reflects the pleasure and enjoyment associated with using a system”. For the current research, PE is viewed as the extent to which the activity of using the TikTok application is perceived to be enjoyable in its own right, aside from any performance consequences resulting from the usage of TikTok.

Most of the relevant studies considered PE as the most influential factor that impacts the intention to use social media. For example, (Coa & Setiawan, 2017) stated that perceived enjoyment has the biggest influence on the intentions to use Instagram and Snapchat. Moreover, (Lu et al., 2008) suggested that when a technology is fun and pleasing to use, users will be intrinsically motivated to adopt it. Furthermore, perceived enjoyment derived from websites highly impacts the intentions to use them (Igbaria et al., 1995), and perceived enjoyment influences the users’ intention to use Facebook, even more than usefulness and ease of use (Praveena & Thomas, 2014).

Previous studies on perceived enjoyment have reported the intention to use blogs (Ifinedo, 2018), and online gaming (Alzahrani et al., 2017). Also, previous research demonstrated that perceived enjoyment was found to be positively related to intentions to use social media (Coa & Setiawan, 2017). There is a positive relationship between perceived enjoyment and intention to use Facebook. This may be due to the different fun features provided by Facebook, such as the different apps, reviews, and online games (Praveena & Thomas, 2014). Moreover, another research claimed that perceived enjoyment has the biggest influence on intention to use Snapchat and Instagram, in which it was suggested that perceived enjoyment is the

most important factor that users seek in social media (Coa & Setiawan, 2017). However, to the best of our knowledge, no studies examined such variables in the context of TikTok. Hence, further investigation of the relationship between PE and behavioral intentions to use TikTok is warranted. Therefore, the following hypothesis is suggested:

H₃: *Perceived enjoyment has a significant positive influence on the intention to use TikTok.*

3.4. Sense of Belonging (SOB)

A sense of belonging is defined as “the psychological state of being part of the community in online social media” (Cheung et al., 2011). Also, a sense of belonging was described as “the experience of personal involvement in a system or environment, so that persons feel themselves an integral part of that system or environment” (Anant, 1967). Also, it was defined as “the extent to which an individual feel included, respected, accepted and supported by others in different social contexts” (Baumeister & Leary, 1995). Moreover, for the current research, a sense of belonging is viewed as the psychological state of being part of the TikTok online community. Most of the relevant studies considered a sense of belonging as an important variable that leads to increasing the intention to use social media (Yang & Lin, 2014). For example, it was stated that only by feeling comfortable with the site, users can start contributing, which in turn means that a sense of belonging positively affects intentions (Hsu et al., 2006). Moreover, (Liu & Guo, 2015) concluded that members' involvement and their sense of belonging are the main factors of the site's success. Also, providing high-quality services that are easy to use, trustworthy, and provide value to users is not enough for social media website success, as websites also need to create a communal sense among members (Yang & Lin, 2014). Furthermore, it was suggested that a sense of belonging is the main factor that influences a user's decision to continue using a social media site (Liu & Guo, 2015). Limited studies have discussed the influence of a sense of belonging within the context of social media adoption. It was studied in both social media usage and E-WOM (Chu et al., 2019). Previous research demonstrated that a sense of belonging was found to be positively related to the intention to use social media (Liu & Guo, 2015). For example, (Liu & Guo, 2015) suggested that there is a positive relationship between the intention to use a website and a sense of belonging since feeling comfortable with the website and enjoying being a member of it will enhance the intention to use it. However, to the best of our knowledge, no studies examined such variables in the context of TikTok. Hence, further investigation of the relationship between an SOB and behavioral intentions to use TikTok is warranted. Therefore, the following hypothesis is suggested:

H₄: *Sense of belonging has a significant positive influence on the intention to use TikTok.*

3.5. User-generated Content (UGC)

User-generated content is defined as “the content made publicly available over the Internet, which reflects a certain amount of creative effort and is created outside of professional routines and practices”(Vickery et al., 2005). Also, it was defined as “anything created by users of a website “(Cleary & Bloom, 2011). Furthermore, user-generated content was defined as “disclosed information only in the form of text posted by users on social media” (Vickery et al., 2005). For the current research, UGC is viewed as content that is publicly available on the TikTok application and created by TikTok end-users in a creative effort. Most of the relevant studies considered UGC as an important variable, as it enhances the intentions to use social media (Bahtar & Muda, 2016). For example, prior research stated that content generated by others will enhance the intention. Moreover, consumers would be convinced and have more intention after they have read all the information generated by other users (Horst et al., 2007). It is suggested by previous research that users trust the content generated by other users (Mir & Rehman, 2013). Also, people who contribute to writing content on social media are more emotionally involved in it.

Behavioral intention is defined as “the perception of an individual towards the performance of an individual of a specific behavior” (Fishbein & Ajzen, 1975). Also, it was defined as “the degree to which users intend to reuse the e-learning system or increase their use of it in the future” (Li et al., 2012). Moreover, a behavioral intention was defined as “a person’s subjective probability that he or she will perform some behavior” (Mamman et al., 2016). Behavioral intention is a function of three factors; consumer attitude which is a person’s perception of intentions to use social media, a subjective norm which is the social influence that affects the intentions to use social media, and perceived behavioral control which is the belief about having the opportunities to use social media (M. Tan & Teo, 2000). For the current research, BI is viewed as the degree to which users intend to reuse TikTok or increase their use of it in the future.

Previous research demonstrated that user-generated content was found to be positively related to the intention to use social media (Bahtar & Muda, 2016). This positive relationship is because users perceive user-generated content as more credible and trustworthy. The shared content in user-generated content is based on consumers’ own experiences. Therefore, it is proven to be seen as more transparent, useful, and unbiased by users (Jonas, 2010; Verhellen & De Pelsmacker, 2013). Previous research examined UGC within the context of buying intentions (Malthouse et al., 2016), E-WOM (Owusu, 2019), and engagement behavior. However, limited studies examined user-generated content in the context of social media, and to the best of our knowledge, no studies examined such variables in the context of TikTok. Hence, further investigation of the relationship between UGC and behavioral intention to use TikTok is warranted. Therefore, the following hypothesis is suggested:

H₅: *User-generated content has a significant positive influence on the intention to use TikTok.*

The appraisal of the former literature rivers from the core purpose of this research, which is studying the adoption of TikTok application using TAM model. To better understand the relationship between all the variables of the current study, a theoretical framework has progressed to establish the structure of this research. Correspondingly, the emphasis is on the variables influencing the adoption of TikTok (perceived usefulness, perceived ease of use, perceived enjoyment, sense of belonging, and user-generated content) and their impact on the TikTok users. Accordingly, the researchers would be able to answer the research question: To what extent do TAM original and extended factors influence the adoption of TikTok application.

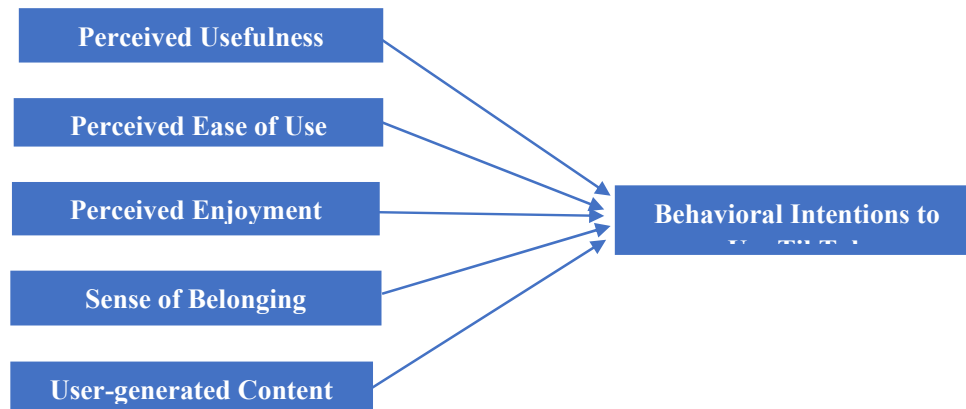


Fig. 1. Research Model

4. Methodology

The researchers used a quantitative approach for the methodology, as it facilitates the processing and analysis of large volumes of data (Basias & Pollalis, 2018). The quantitative research method is defined as a method that collects and analyzes data that is numerical and can be measured mathematically (Kabir, 2016). The choice of quantitative research stems from its large number of advantages. First, the results are numerical, therefore are representing facts, and are not influenced by personal feelings or opinions. Furthermore, the quantitative findings are likely to be generalized to a whole population or a sub-population, because they involve a larger sample, which is randomly selected (Rahman, 2016). Also, quantitative research approaches allow easier comparison of data (Basias & Pollalis, 2018). A survey method was used due to its various advantages (Alryalat et al., 2016). According to (Nayak & Narayan, 2019), online surveys can be distributed at the lowest cost and in a very short period. In addition to that, convenience is an important advantage for online surveys, since participants can answer the survey wherever and whenever they want. Moreover, (Rice et al., 2017) suggested that internet-based surveys provide access to a huge number of participants who might not be accessible to researchers. Also, internet-based surveys can be collected easily and quickly.

4.1. Survey Design and Development

In the current study, a closed-ended survey was chosen to collect the data, test the relationships among the study variables and examine the hypotheses of the research. The design of the survey was done through Google Forms, suitable for sending short questionnaires, as well as organizing and preparing them for analysis in the form of a spreadsheet (Nayak & Narayan, 2019). It was spread through different social media networks, such as Instagram, Facebook, and various WhatsApp groups. The current research survey contains 25 questions, where the first section included two demographic questions asking about the gender and age of the participants and the questions were proposed as multiple-choice questions. The second section contained the questions about the variables. All the questions were answered using a five-point Likert scale ranging from Strongly Agree at a point of 1 to Strongly Disagree at a point of 5. The constructs of the research are as follows: Intention to use social media was measured by four items derived from (Dhume et al., 2012). Perceived usefulness was measured through five items derived from (Rauniar et al., 2014) and (Liao et al., 2008). Perceived ease of use was measured by four items derived from (Rauniar et al., 2014). Perceived enjoyment was measured using five items derived from (Liao et al., 2008). Sense of belonging was measured through 3 items derived from (Liu & Guo, 2015). Finally, user-generated content was measured by using four items derived from (Sadek et al., 2018).

4.2. Population and Sampling

The research uses a quantitative approach, which has been selected using an online survey. The population of this research consisted of TikTok users in Jordan, including males and females of certain age groups. Sampling has been defined as the method of selecting an appropriate sample, or part of a population, to determine the parameters or characteristics of the entire population (Mujere, 2016). Sampling methods vary according to the research aim. For the current research, the judgmental sampling method is used, as it is the most common sampling technique that helps researchers select the most relevant and

productive sample for the survey (Bernard, 2006). Regarding the size of the sample, the (10/15) rule was used. According to (Roscoe, 1975), the sample size should preferably be 10 times or more as large as the number of variables in the study. Accordingly, the sample size of this research is 255 which is the preferable size, because multiplying 10 by 25 yields 250 as 25, is the number of the questions included in the survey, which indicates that 255 is more than 250, meaning that the sample size is valid.

5. Data Analysis and Results

For efficient purposes, AMOS software was used. (Kevin Gray, 2017) stated that AMOS is the most widely used software grounded on the base of SPSS software that analyzes data based on SEM (structural equation modeling) and CFA (confirmatory factor analysis). This software enabled the reliable measurement of the study's results. The researchers used SPSSv26 and AMOSv21 to analyze the data. Also, 255 responses were collected using descriptive analysis as well as inferential statistics.

5.1. Internal Consistency and Convergent Validity

Factor analysis was conducted to justify the scales of different variables used in this study. Varimax rotation was used in this research as well as the principal component analysis (PCA) extraction method (Sekaran & Bougie, 2016). Moreover, factor loadings for all the questions are above 0.70, which reflects a high correlation between each variable and its questions. Furthermore, the average variance extracted (AVE) was calculated and all the results were greater than the accepted percent which is 0.60 (Hair et al., 2010). Also, scale reliability was tested by using composite reliability (CR) and Cronbach's alpha. Through Cronbach's alpha, the reliability coefficient was 0.959 for all the items within the study. The alpha was greater than 0.60, which indicates that the tool consistency is suitable for use in the study. Also, the results of composite reliability (CR) were greater than the accepted percentage which is 0.70 (Hair et al., 2010). Internal consistency and convergent results are shown in Table 1 below.

Table 1
Internal Consistency and Convergent Validity

Perceived usefulness	Factor loading	The average variance extracted (AVE)	Composite reliability (CR)	Cronbach's alpha
v1	0.862	0.799	0.952	0.937
v2	0.883			
V3	0.912			
V4	0.910			
V5	0.903			
Perceived ease of use	Factor loading	The average variance extracted	Composite reliability	Cronbach's alpha
V6	0.811	0.728	0.914	0.87
V7	0.890			
V8	0.831			
V9	0.878			
Perceived enjoyment	Factor loading	The average variance extracted	Composite reliability	Cronbach's alpha
V10	0.921	0.87	0.971	0.963
V11	0.905			
V12	0.949			
V13	0.942			
V14	0.948			
Sense of belonging	Factor loading	The average variance extracted	Composite reliability	Cronbach's alpha
V15	0.944	0.867	0.951	0.923
V16	0.930			
V17	0.919			
User-generated content	Factor loading	The average variance extracted	Composite reliability	Cronbach's alpha
V18	0.915	0.833	0.952	0.933
V19	0.927			
V20	0.911			
V21	0.897			
Adoption of TikTok	Factor loading	The average variance extracted	Composite reliability	Cronbach's alpha
V22	0.907	0.823	0.95	0.929
V23	0.891			
V24	0.928			
V25	0.908			

5.2. Demographic Data

Descriptive analysis (frequency and percentage) was used to describe the sample characteristics.

Table 2 reveals that 63.1 percent of the sample are females, while the rest are males, and 54.9 % of the sample were aged 19-25 years, compared to 7.5 % aged 26-30 years.

Table 2
Analysis of Demographic Data

Dimension		Frequency	Percent
Gender		1	0.4
	Female	161	63.1
	Male	93	36.5
	Total	255	100.0
Age		1	0.4
	13-18	95	37.3
	19-25	140	54.9
	26-30	19	7.5
	Total	255	100.0

5.3. Descriptive Statistics

Means and standard deviations were used to describe the attitudes toward the survey questions. The researchers defined five categories to determine the agreement of the sample members on each variable, as follows (Ringle et al., 2014): If the arithmetic means has a value between 1 and 1.79, the result of the axis is "Strongly Disagree". If the value is between 1.80 and 2.59, the result of the axis is "Disagree". If the value is between 2.60 and 3.39, the result of the axis is "Neutral". If the value is between 3.40 and 4.20, the result of the axis is "Agree". If the value is between 4.21 and 5, the result of the axis is "Strongly Agree". Table (3) reflects the means and standard deviations of the questionnaire statements, as answered by the respondents. The analysis revealed that the respondents had negative attitudes towards questionnaire statements related to TikTok application, given that all statements scored below the 3.00 scale mean and were considered statistically negative with the exception q23, which indicates a positive attitude because its mean exceeds 3.00.

Table 3
Descriptive Statistics

Item	Mean	Std. deviation
q1	3.608	1.424
q2	3.659	1.388
q3	3.749	1.420
q4	3.790	1.411
q5	3.776	1.475
Usefulness	3.717	1.272
q6	2.647	1.493
q7	2.271	1.317
q8	1.851	1.127
q9	2.094	1.270
Ease	2.216	1.110
q10	2.020	1.341
q11	2.310	1.311
q12	2.138	1.398
q13	2.220	1.433
q14	2.224	1.426
Enjoyment	2.182	1.289
q15	3.533	1.457
q16	3.316	1.562
q17	3.663	1.429
Belonging	3.505	1.382
q18	2.722	1.343
q19	2.791	1.244
q20	2.601	1.226
q21	2.688	1.225
Content	2.702	1.148
q22	2.972	1.418
q23	3.052	1.423
q24	2.961	1.368
q25	2.681	1.410
Adoption	2.914	1.274

5.4. Validation of Model

Before starting with the structural analysis, the proposed study model must be validated by a set of indicators to check its suitability. The results in Table 4 show that the model indicators have not passed the values recommended by the relevant references. However, discriminant validity must be tested by contrasting and comparing the correlation coefficients of the constructs and the square roots of AVE, which enables the researchers to use the results generated from the study model and disseminate them correctly in the study community.

Table 4
Model Fitness

Indicator	AGFI	χ^2/df	GFI	RMSEA	CFI	NFI
Value Recommended	> 0.8	< 5	> 0.90	≤ 0.10	> 0.9	> 0.9
References	(Shevlin & Miles, 1998)	(Tabachnick & Fidell, 2007)	(Shevlin & Miles, 1998)	(MacCallum et al., 1996)	(Hu & Bentler, 1999)	(Hu & Bentler, 1999)
Value of the Model	0.887	4.819	0.908	0.091	0.914	0.921

5.5. Discriminant validity

It has suggested that AVE values should be greater than the absolute values of the standard correlation coefficients (Fornell & Larcker, 1981).

Table 5
Discriminant Validity (Correlations)

		Usefulness	Ease	Enjoyment	Belonging	Content
	AVE	0.799	0.728	0.87	0.867	0.833
Ease	Pearson Correlation	0.231**				
Enjoyment	Pearson Correlation	0.264**	0.742**			
Belonging	Pearson Correlation	0.836**	0.267**	0.416**		
Content	Pearson Correlation	0.434**	0.722**	0.735**	0.463**	

Correlation is significant at the 0.01 level (2-tailed).

5.6. Testing the Hypotheses

The researchers depended on structural equation analysis to test the research hypotheses. A hypothesis will be accepted if the p-value is less than 0.05. Also, (R^2) will explain the variance in the dependent variable.

Table 6
The Results of Testing the Research Hypotheses

			Path Coefficient (β)	T-value	p	r2	Decision
adoption	←	Usefulness	0.164	2.326	0.020		Accepted
adoption	←	Ease	0.199	3.595	0.000		Accepted
adoption	←	Enjoyment	0.321	4.333	0.001	0.478	Accepted
adoption	←	Belonging	0.222	3.164	0.002		Accepted
adoption	←	Content	0.597	13.597	0.000		Accepted

H₁: Perceived usefulness has a significant positive influence on the intention to use TikTok. This hypothesis is accepted ($\beta = 0.164$; $p < 0.05$; = 0.020). This means that perceived usefulness has a significant positive influence on the intention to use TikTok.

H₂: Perceived ease of use has a significant positive influence on the intention to use TikTok. This hypothesis is accepted ($\beta = 0.199$; $p < 0.05$; = 0.000). This means that perceived ease of use has a significant positive influence on the intention to use TikTok.

H₃: Perceived enjoyment has a significant positive influence on the intention to use TikTok. This hypothesis is accepted ($\beta = .321$; $p > 0.05$; = 0.001). This means that perceived enjoyment has a significant positive influence on the intention to use TikTok.

H₄: Sense of belonging has a significant positive influence on the intention to use TikTok. This hypothesis is accepted ($\beta = 0.222$; $p < 0.05$; = 0.002). This means that sense of belonging has a significant positive influence on the intention to use TikTok.

H₅: User-generated content has a significant positive influence on the intention to use TikTok. This hypothesis is accepted ($\beta = 0.597$; $p < 0.05$; = 0.000). This means that user-generated content has a significant positive influence on the intention to use TikTok.

Also, $R^2 = 0.478$, which means that the independent variables explain 47.8% of the variance in the intention to use TikTok.

6. Results and discussion

The objective of the current research is to examine the effect of perceived usefulness, perceived ease of use, perceived enjoyment, sense of belonging, and user-generated content on the adoption of TikTok application, using the TAM model. The theoretical framework is fundamentally based on the technology acceptance model as suggested by (Davis, 1986) since it encompasses two main factors which are perceived usefulness and perceived ease of use. The TAM theory was constructed into the model on the ground of being the most used and influential theory in the context of this research. Quantitative research has been applied as a methodological approach and was successfully carried out through an online survey, gathering a total

of 255 filled surveys to test the applicability of the developed research model. When representing social-media adoption, five independent variables have been concluded in the theoretical framework, all of which directly impact the intention to use TikTok.

According to (Al-Azawei, 2018), the in-hand variables have been approved to affect the intention to use social media. Moving forward, user-generated content ranked the highest coefficient in impacting the intention to use social media ($\beta = 0.597$), followed by perceived enjoyment ($\beta=0.321$). The next variable, sense of belonging, scored ($\beta = 0.222$), followed by perceived usefulness ($\beta = 0.164$). Lastly, perceived ease of use ranked the lowest effect on the intention to use social media ($\beta = 0.199$). Perceived usefulness was suggested to have a significant influence on intention to use TikTok as indicated in H1 and based on the current research data analysis, a positive impact of perceived usefulness on intention to use social media has been found and therefore, H1 has been accepted. This result is consistent with several previous studies in which perceived usefulness has proven to impact the intention to use social media (Al-Azawei, 2018). In terms of perceived ease of use, it was positively accepted to have an impact on intention to use TikTok as indicated in H2, and based on the current research data analysis, a positive impact of perceived ease of use on intention to use social media has been found and therefore, H2 has been accepted. Moreover, this result is consistent with several previous studies in which perceived ease of use has proven to impact the intention to use social media (Al-Azawei, 2018). Regarding perceived enjoyment, H3 was accepted, which leads to the interpretation that perceived enjoyment has a direct positive relationship with the intention to use social media. Moreover, this result is consistent with several previous studies in which it is logical to correlate the intention to use social media to perceived enjoyment (Agrebi & Jallais, 2015). According to the data analysis regarding the sense of belonging, H4 was accepted, which leads to the interpretation that a sense of belonging has a direct and positive relationship with the intention to use social media. Moreover, this result is consistent with several previous studies in which a sense of belonging has proven to impact the intention to use social media (Liu & Guo, 2015). Finally, due to the data analysis regarding UGC, H5 was accepted, which leads to the interpretation that UGC has a direct and positive relationship with the intention to use social media. Moreover, this result is consistent with several previous studies in which UGC has proven to impact the intention to use social media (Bahtar & Muda, 2016).

7. Conclusion

To conclude, the current research aims to understand the impact of perceived usefulness, perceived ease of use, perceived enjoyment, sense of belonging, and user-generated content on the adoption of TikTok application, using TAM model. After reviewing the existing literature, a lack of literature regarding the examination of some variables within the context of social media adoption was found. Therefore, an extended TAM model was developed by adding perceived enjoyment, a sense of belonging, and user-generated content. According to an online survey that was spread through different social media networks, such as Instagram, Facebook, and various WhatsApp groups, among TikTok users in Jordan including males and females of certain age groups and analyzed using AMOS. The variables were found to have positive impacts on the intention to use TikTok. The model that has been developed for the current study assists in finding positive relationships between perceived usefulness, perceived ease of use, perceived enjoyment, sense of belonging, and user-generated content with the dependent factor, adoption of social media. All of the mentioned factors were previously studied, but not in the context of TikTok. Also, they haven't been studied combined in one study. Therefore, the purpose of this research was to fill the gaps existing in the reviewed literature. Moreover, regarding the marketing industry, this research will help marketers in knowing the best way to engage their customers with their brand, the type of content that grabs the users' attention, the best way to build relationships between the brand and customers, and eventually how to effectively reach their relevant customers. Limitations and Future Studies: The current research faced multiple limitations. First, the most important limitation was the limited studies concerning the research context, since it was hard to find a lot of related information in the existing literature. Secondly, location limitation was faced, as it was only applied to Jordanian culture. However, future studies will look into other cultures and regions. Thirdly, a quantitative methodology was used in this research. However, future research could use a qualitative methodology to get a better understanding of users' thoughts and opinions.

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