

The role of innovation on shoppable ads acceptance

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Abstract

The aim of the study is to determine the effects of consumer-domain-specific innovation on the acceptance of shoppable ads. To meet this general objective, the following operational objectives are proposed. First, an adaptation of the TAM model is proposed (Davis, 1989). Therefore, we incorporate domain-specific innovation elements (DSI) conceptualized in two dimensions: (1) Technological innovativeness, and (2) Fashion Innovativeness. Second, the model and the proposed hypotheses are tested using a structural equation modeling approach, specifically PLS-SEM. The results show that technology innovativeness affects the perceived ease of use, while fashion innovativeness affects the perceived usefulness and enjoyment. Regarding the intention of use, the elements that affect it are the perception of enjoyment and the perceived.

Keywords: *Domain-specific innovation; TAM; shoppable ads*

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