TAM2-based Study of Website User Behavior-Using Web 2.0 Websites as an Example

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Abstract

In recent years, we have seen a return of web-based applications built with new ideas and new commercial models. The key momentum for the development of such applications is the Web 2.0 technology. Web 2.0 websites are dynamic and characterized by user interaction, sharing, and participation. The emergence of this new business model brings new business opportunities. In fact, website users are the main contributors of business opportunities. Thus, for operators of Web 2.0 websites to enjoy the business opportunities, understanding user behavior is of great importance.

In this study, Technology Acceptance Model 2 (TAM2) is adopted as the research framework to explore relationships between constructs associated with Web 2.0 website user behavior. Data are collected through a questionnaire survey. Hypotheses are proposed and validated through Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM) in order to understand user acceptance of Web 2.0 websites. Results show that most of the hypotheses proposed on the basis of TAM2 are empirically supported. It can be inferred that the current Web 2.0 websites are generally accepted by users. Moreover, from the research results, users' intentions and behavior associated with use of Web 2.0 websites can be understood; hence, the results serve as a reference for those planning to start a business on Web 2.0 websites. It is believed that Web 2.0 websites will continue to be the source of new business opportunities on the web.

Keyword：web 2.0, technology acceptance model 2, confirmatory factor analysis, structural equation modeling