

What drives e-service adoption? The case of Internet securities trading in Thailand

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This paper develops a model of electronic service adoption in the context of Internet securities trading. Customer acceptance is an important imperative for web-based service as it influences the service's adoption. The two beliefs of the Technology Acceptance Model (TAM), perceived ease of use and perceived usefulness, have not fully explained users' acceptance in the context of Internet securities trading. The trust belief and the flow control component of Internet users' behavior are integrated into this study because they are important prerequisites for electronic service adoption. This research aims to further explore and determine these prerequisites. Survey research with securities trading investors reveals five factors of the antecedents of adoption: information quality, ease of use, self control, accessibility, and trust. The trust and self control benefits have a positive impact on the adoption of Internet securities trading. Information accessibility is also useful in predicting adoption, but it has a negative impact on adoption. Securities investors have a negative perception of the low speed of the Internet trading network system. Finally, perceived ease of use and information quality has no impact on adoption.

1. Introduction

The web has become a popular channel to which many businesses have migrated in order to provide electronic services to their customers. Many businesses use the web channel to provide better services to their customers. In the view of many customers, web sites provide them better accessibility to needed information (Evan and Wurster 1997). Electronic services can use the web channel to provide support to customers and to make online business transactions (Greaves et al. 1999; Ng et al. 1998). In addition, customers can gain more control and experience through this channel because it allows them to navigate websites to compare information before making purchase decisions (Klein and Quelch 1997; Novak et al. 1999).

Despite the impressive benefits of the web, customers still hesitate to conduct financial transactions via this channel. In contrast to traditional commerce, electronic service via the web channel has some notable barriers. For instance, customers still

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