



Modeling electronic service acceptance of an e-securities trading system

E-securities trading system

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Abstract

Purpose – The purpose of this paper is to consider the technology acceptance model (TAM) in the context of internet securities trading. It examines the antecedents of perceived usefulness and explores the role of trust and attitude of securities investors toward usage. The behavioural intention of investors to use the internet securities trading service is influenced by perceived usefulness, attitude toward usage, and trust.

Design/methodology/approach – The paper uses survey research to explore the determinants in the e-securities trading acceptance model.

Findings – The findings show five antecedents have a positive impact on perceived usefulness. These are ease-of-use, information quality, accessibility, trust, and flow control of the securities trading process. Respondents identify the highest benefit as the flow control of the securities trading processes via the internet channel.

Practical implications – The results suggest that investors prefer to have the freedom to control the details of the process when trading securities. In addition, trust is important for all levels of the TAM process. Trust has a large impact which is mediated through both perceived usefulness and attitude toward usage. There is a weaker direct impact on intention to use.

Originality/value – This paper includes a more comprehensive measurement of the antecedents of perceived usefulness such as ease-of-use, information quality, accessibility, flow control, and trust. It also demonstrates the importance of trust in explaining the psychological attitudes toward the service.

Keywords Internet, Securities, Trust, Electronic commerce

Paper type Research paper

1. Introduction

Electronic service via a web channel is one of the options that many companies use to provide service and support to customers. With many companies offering this service, customers can gain more control and experience as e-service allows them to navigate through different web sites to compare information before making any purchase. For a specific supplier, e-services have a number of advantages, including a very high level of convenience and personal control. However, despite the impressive benefits of the web, customers mainly use the web to search for information rather than to conduct financial transactions.

